Google Analytics Report for Mobile App or website

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Introduction

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Google Analytics provides an SDK that allows gathering usage data from iOS and Android app, known as Google Analytics for Mobile Apps

Google Analytics for Mobile Apps

Use Google Analytics for Mobile Apps to measure and optimize user acquisition and engagement with mobile apps. With easy-to-use SDKs and reports designed with app developers in mind, Google Analytics for Mobile Apps enables you to:

- Understand the number of users in your app, their characteristics, and where they come from.
- Measure what actions your users are taking.
- Measure in-app payments and revenue.
- Customize reports specific to your business.
- Visualize user navigation paths.
- Slice and dice your data to understand different user groups' behavior
- Leverage Google Analytics data in other Google products.

Setting Google Analytics with Blogger

You can use Analytics to find out where your readers come from and what they read on your blog.

Step 1: Sign up for Analytics

1. Sign up for an Analytics account
2. Find your Analytics tracking ID

Step 2: Add Analytics tracking to Blogger

Note: It can take up to 24 hours for your data to show up in Analytics.

1. Sign in to Blogger
2. In the top left, select the blog you want to analyze
3. From the menu on the left, click Settings.
4. Under "Basic," click Google Analytics Property ID.
5. Enter your Analytics tracking ID.
   Make sure you enter the ID in this format: UA-XXXXX-XX.
6. Click Save.

Blogger website

We have created a blogger website for which we have performed Google Analytics.

Blogger also allowed users to publish blogs to their own web hosting server, via FTP. All such blogs had to be changed to either use a blogspot.com subdomain, or point their own domain to Google's servers through DNS.

The website link is as: https://feed4insta.blogspot.com/
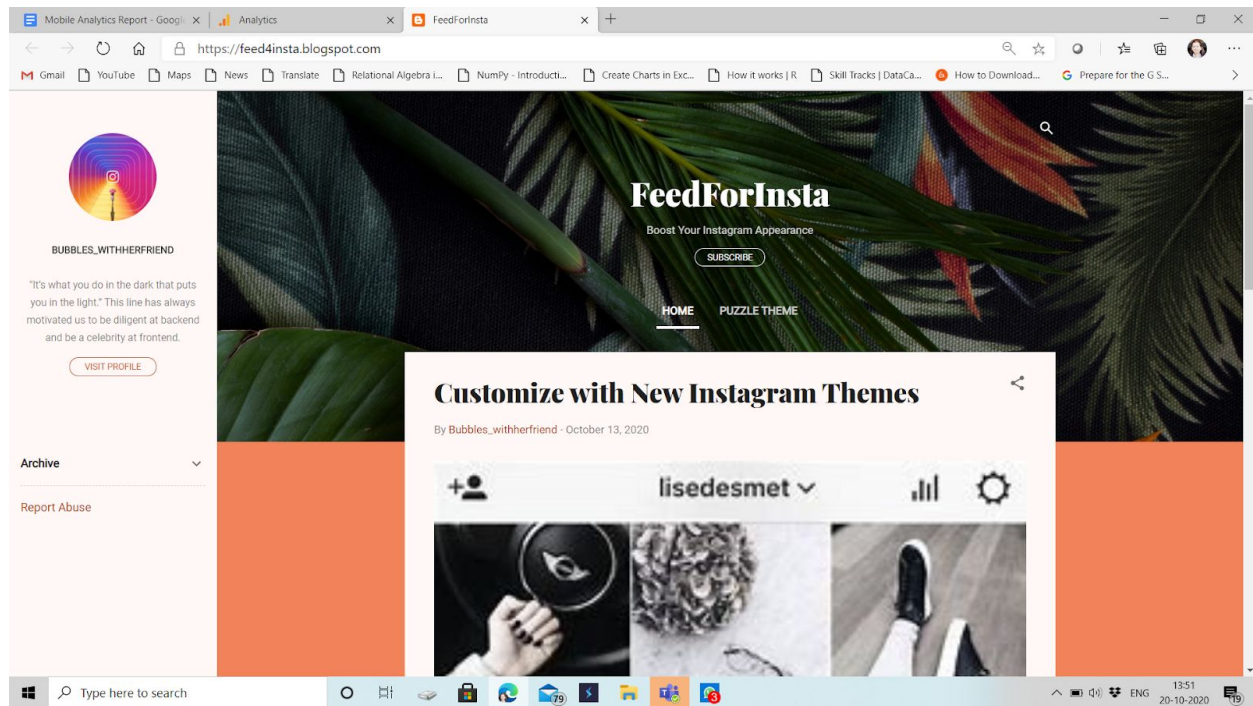
For testing and exploration purposes of google analytics we have created one website FeedForInsta.This blog is basically to boost the appearance of social media instagram accounts by using different themes. In that blog we set the google analytic tracker for counting matrices related to the website visitors.

Google Analytics Report Types & Structure

- Standard (Default) Reports
- Custom Reports
- Saved Reports

Standard (Default) Reports

Pre-Defined Or Default Reports are available in the Reports Section in Google Analytics.Standard (Default) Reports are further categorized into

- Real Time Reports
- Audience Reports
- Acquisition Reports
- Behavior Reports

a)Real Time Reports

Real-time reports in google analytics can show you live users, events & goals occurring on your website.They can also help you test if your google analytics tracking code is working or not.

You can see various reports in this category

- Overview
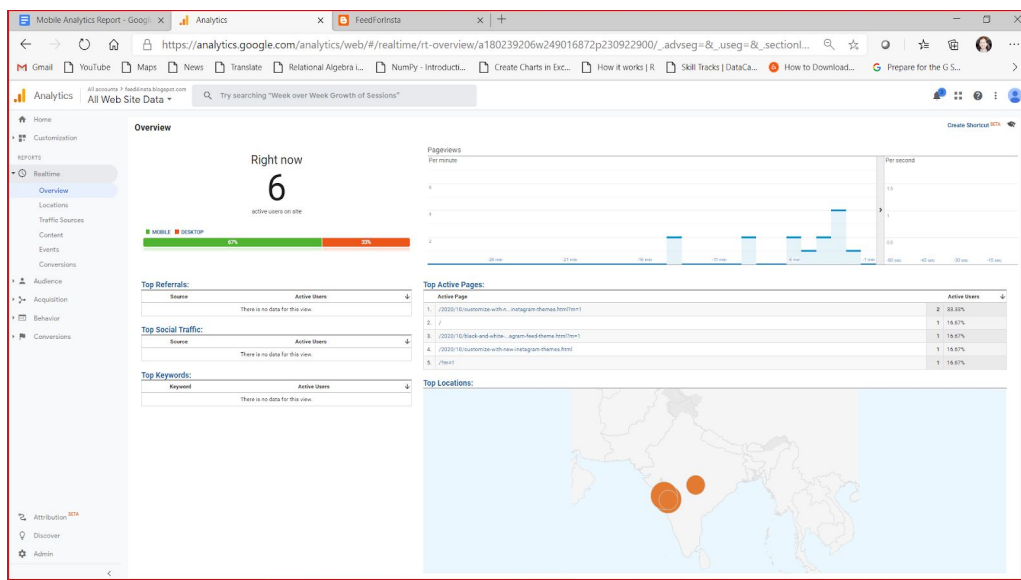
- Location

- Traffic Sources
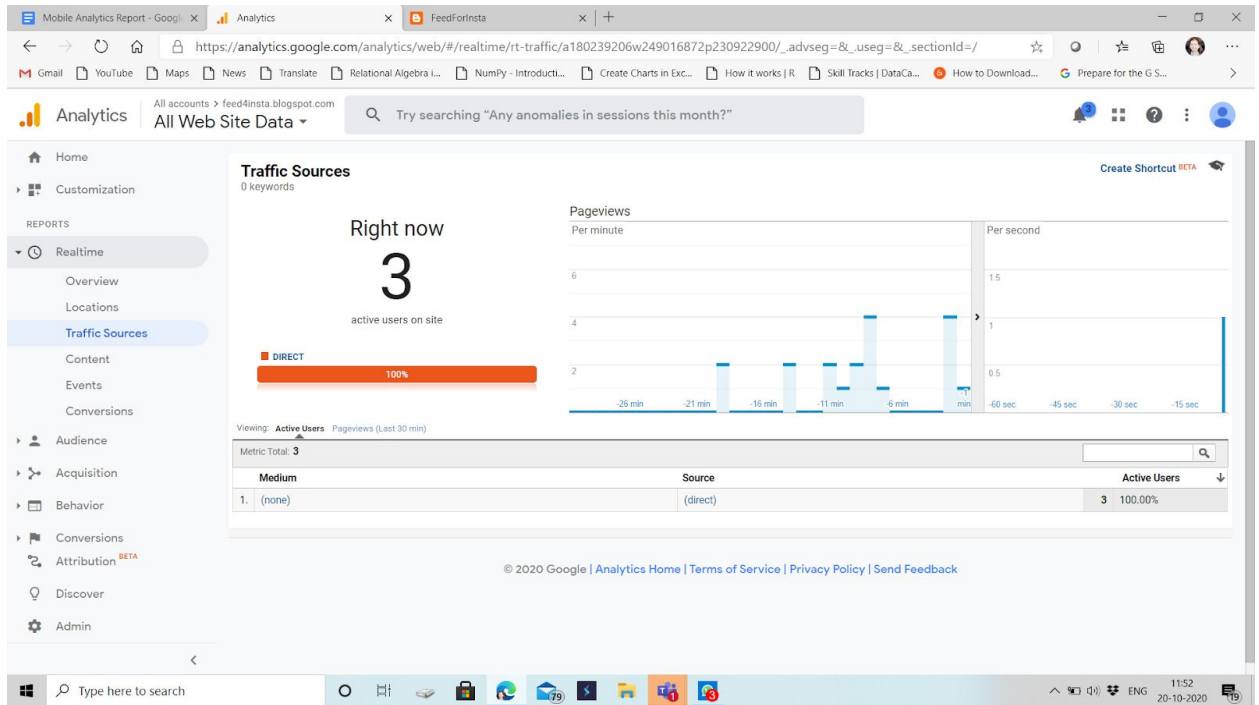
- Content
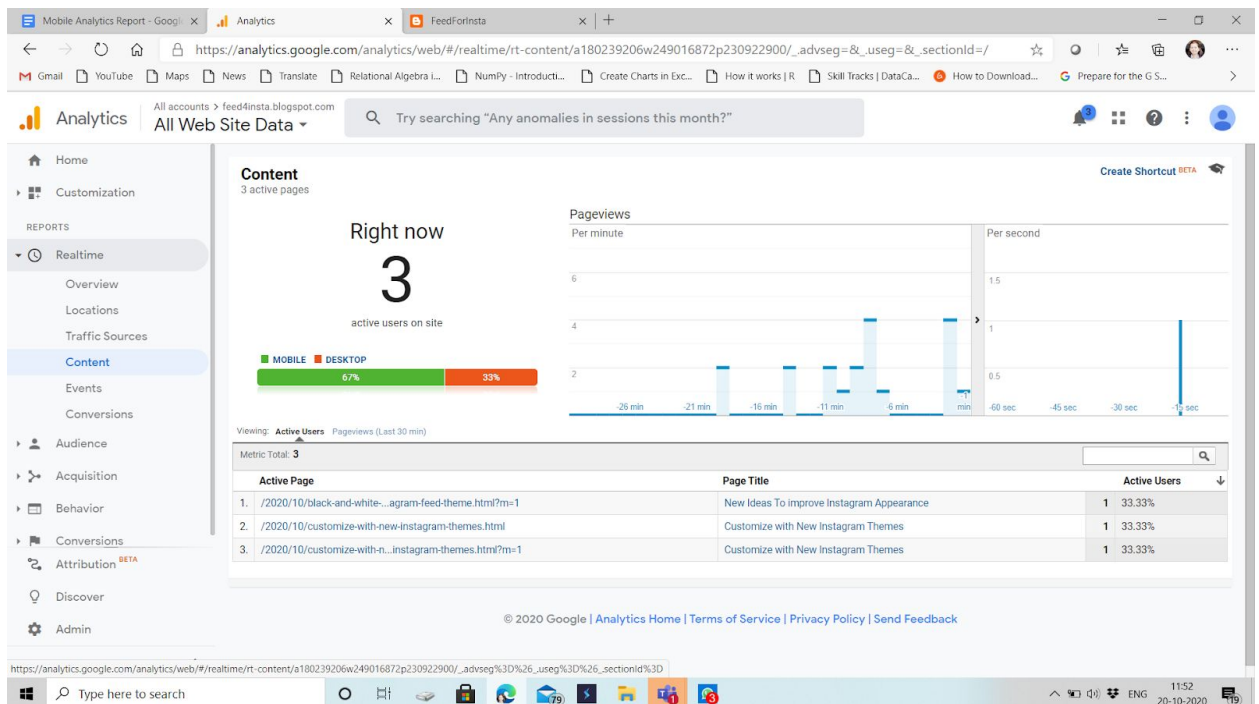
- **Events**
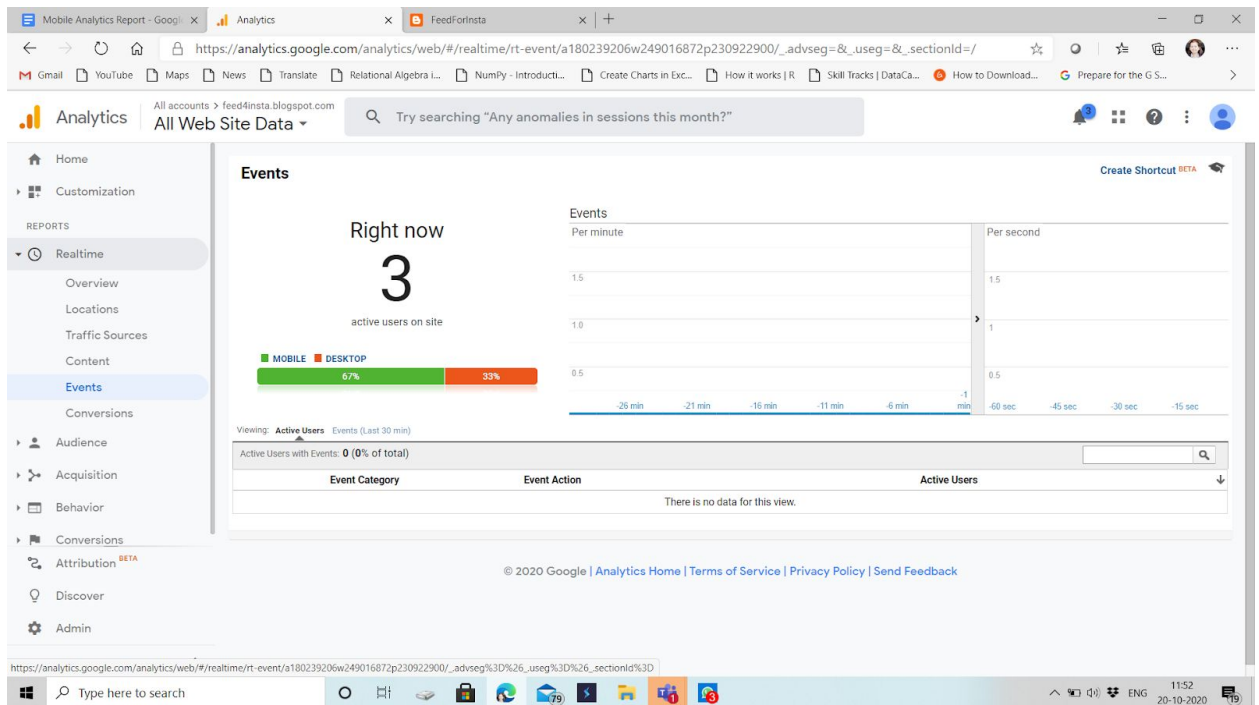
- **Conversions**
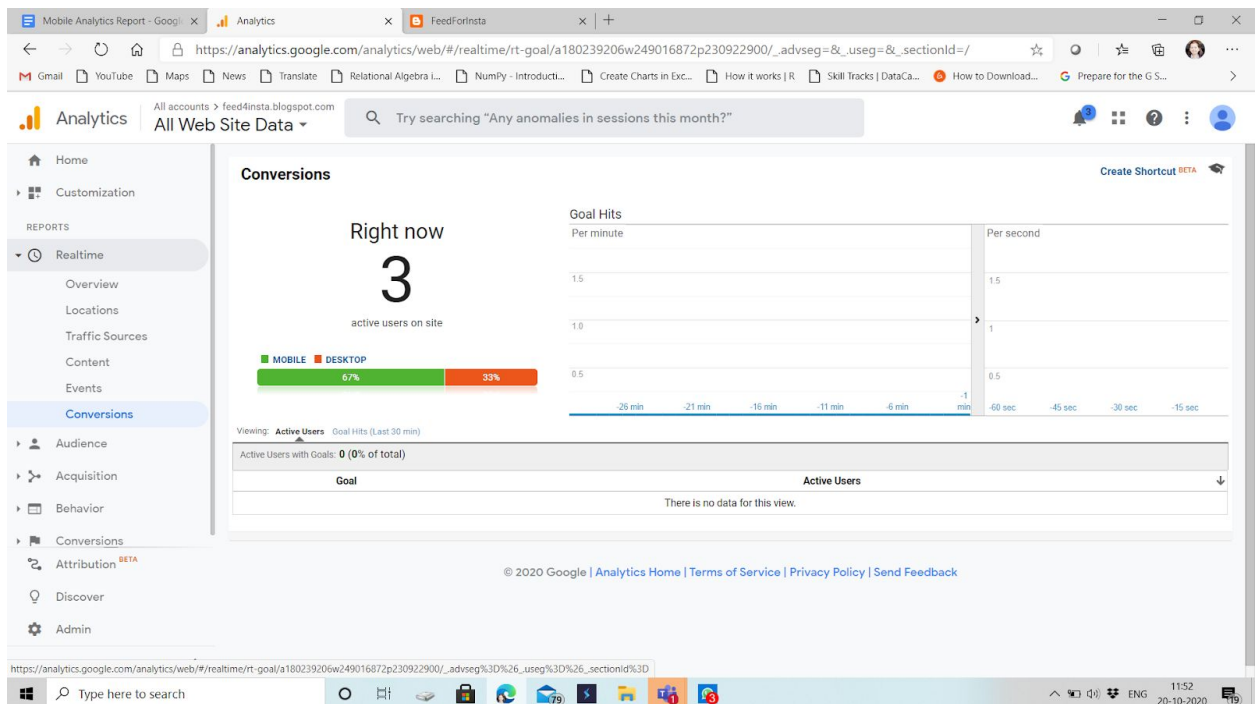
b)Audience Report

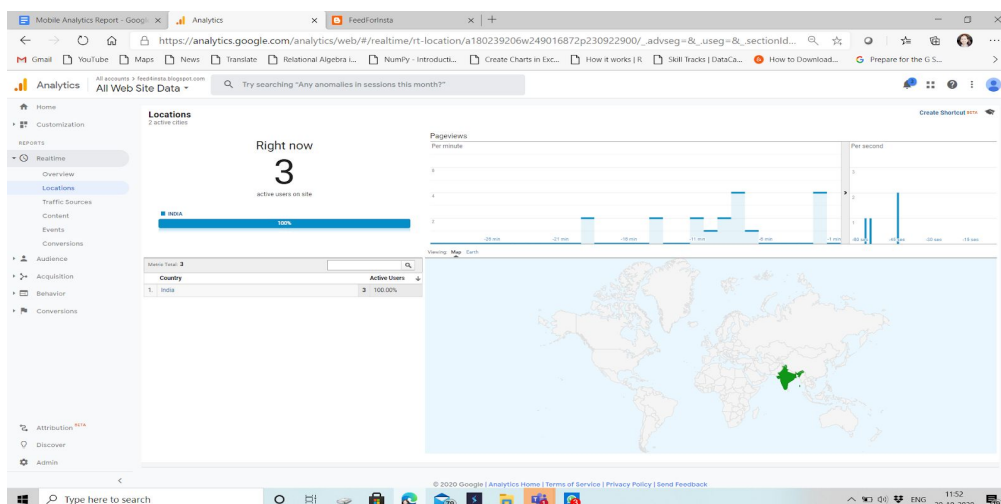Audiences in Analytics are users that you group together based on any combination of attributes that is meaningful to your business.Audience Reports in Google Analytics will answer queries related to "Users: Properties".

1) Overview Report

The overview report gives a summary of some of the important metrics of your website. These metrics are Acquisition & Engagement Metrics.

Acquisition Metrics

- Users
- New Users
- Sessions

Engagement Metrics

- Sessions / User
- Pageviews
- Pages / Sessions
- Avg. Session Duration
- Bounce Rate

This report will show you the data as per the date range applied.

Analytics — feed4insta.blogspot.com — All Web Site Data

Audience Overview

All Users
100.00% Users

Oct 13, 2020 - Oct 19, 2020

Overview

Users

Users	New Users	Sessions
180	165	353
Number of Sessions per User	Pageviews	Pages / Session
1.96	711	2.01
Avg. Session Duration	Bounce Rate	
00:01:41	61.76%	

New Visitor   Returning Visitor

	Language	Users	% Users
1.	en-us	75	40.32%
2.	en-gb	72	38.71%
3.	en-in	35	18.82%
4.	en	2	1.08%
5.	en-au	1	0.54%
6.	id-id	1	0.54%

In the above **Audience Overview Report** Screenshot,it shows the overview of the audience. Number of users from 13 october to 19 october,pie chart that shows the new visitors and returning visitors,language,session,number of sessions per users,bounce rate,average session duration so in this way audience overview shows the general perspective of the audience.

2) Active Users Report

This report will tell you the number of active users on your site for a selected date range. In this report, you can get
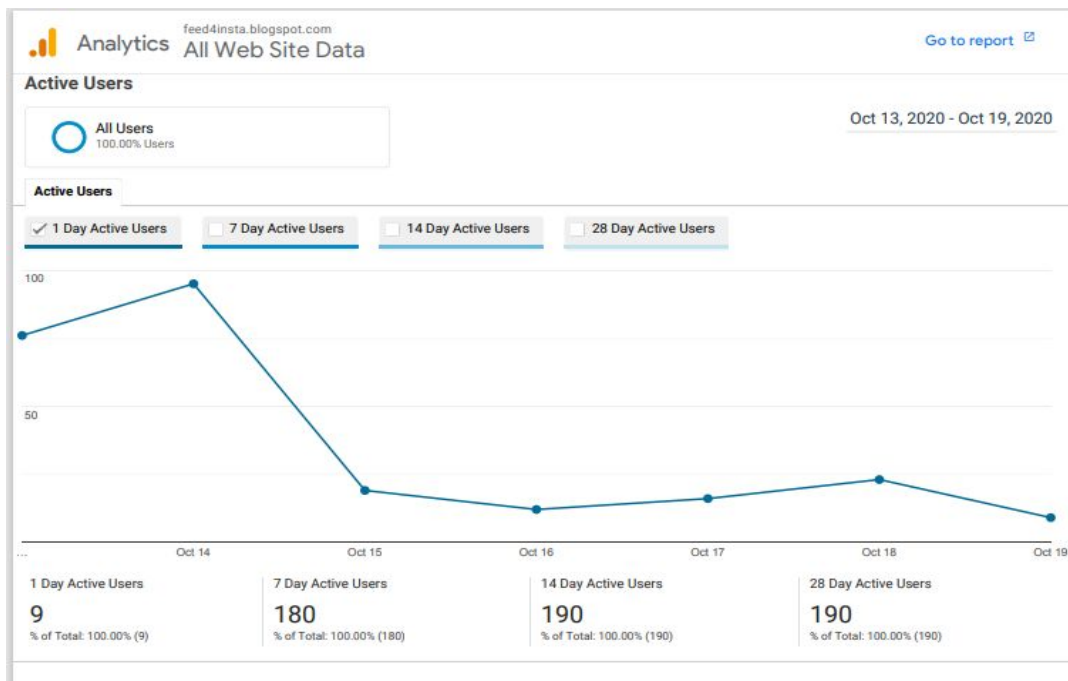
- 1 Day-active Users
- 7 Day Active Users
- 14 Day Active Users
- 28 Day Active Users

In above **Active User Report** screenshot it shows statically the active users .It also contain the filter where it shows day wise, week wise,14 - days and 28 - days wise active users in it

3) Cohort Analysis Report

A Cohort analysis report will give you the analysis of the selected cohorts. The cohort is simply the group of users with similar characteristics.

Currently, There's only one cohort type available & that is "Acquisition Date".

This report is also useful for analyzing the retention of users over different time frames.
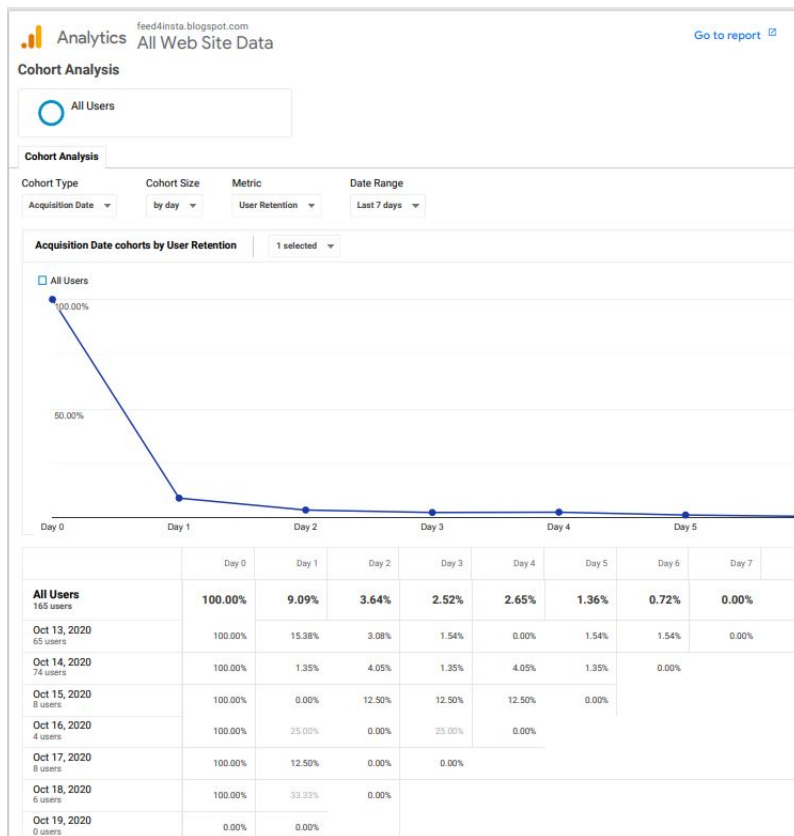
In the above **Cohort Analysis Report** screenshot it shows the number users with similar characteristics by applying filters like type,size,metric and data range.

4) Audiences Report

To get the data, you first need to Enable the demographics & Interests > Create an audience list & then publish it to Google Analytics.
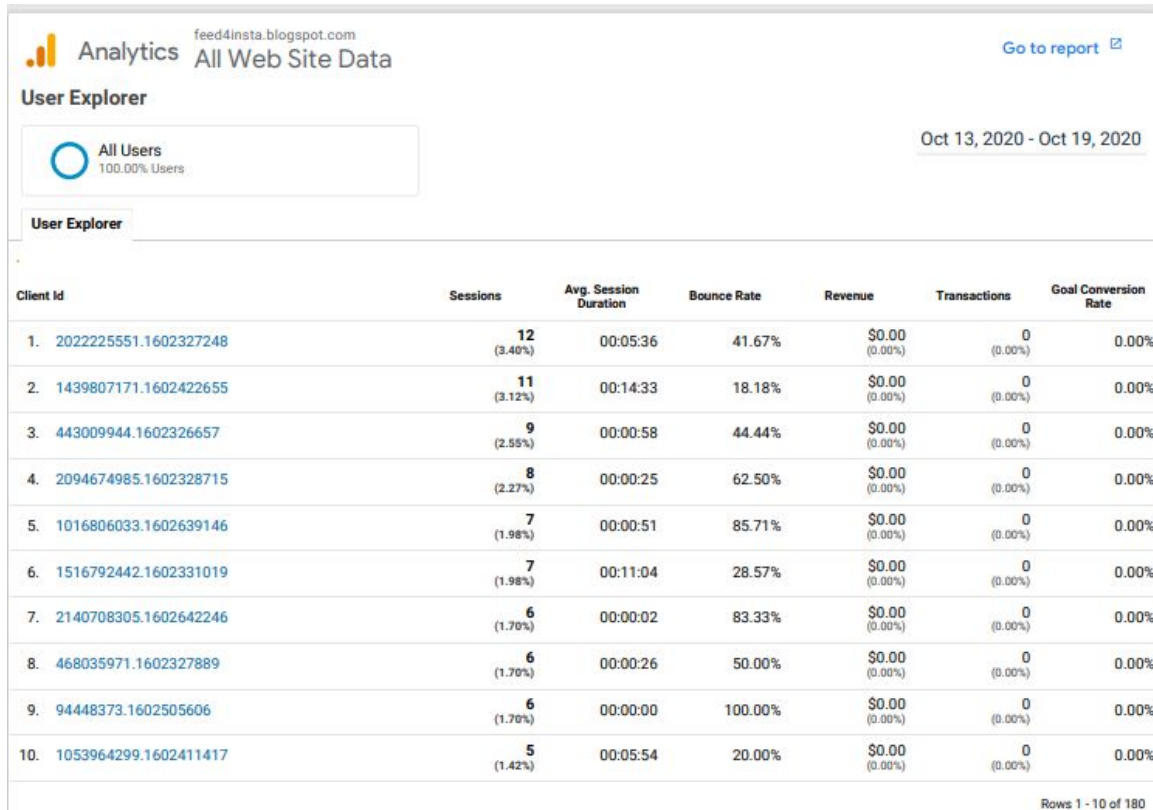
The stats for that list will get reflected in the Audience report starting from the published date.

One of the good examples is to create an audience list for Micro Conversions. Eg: Users who downloaded PDF but didn't sign up for the trial. Or Users Who added the product to Cart but Didn't make a purchase.
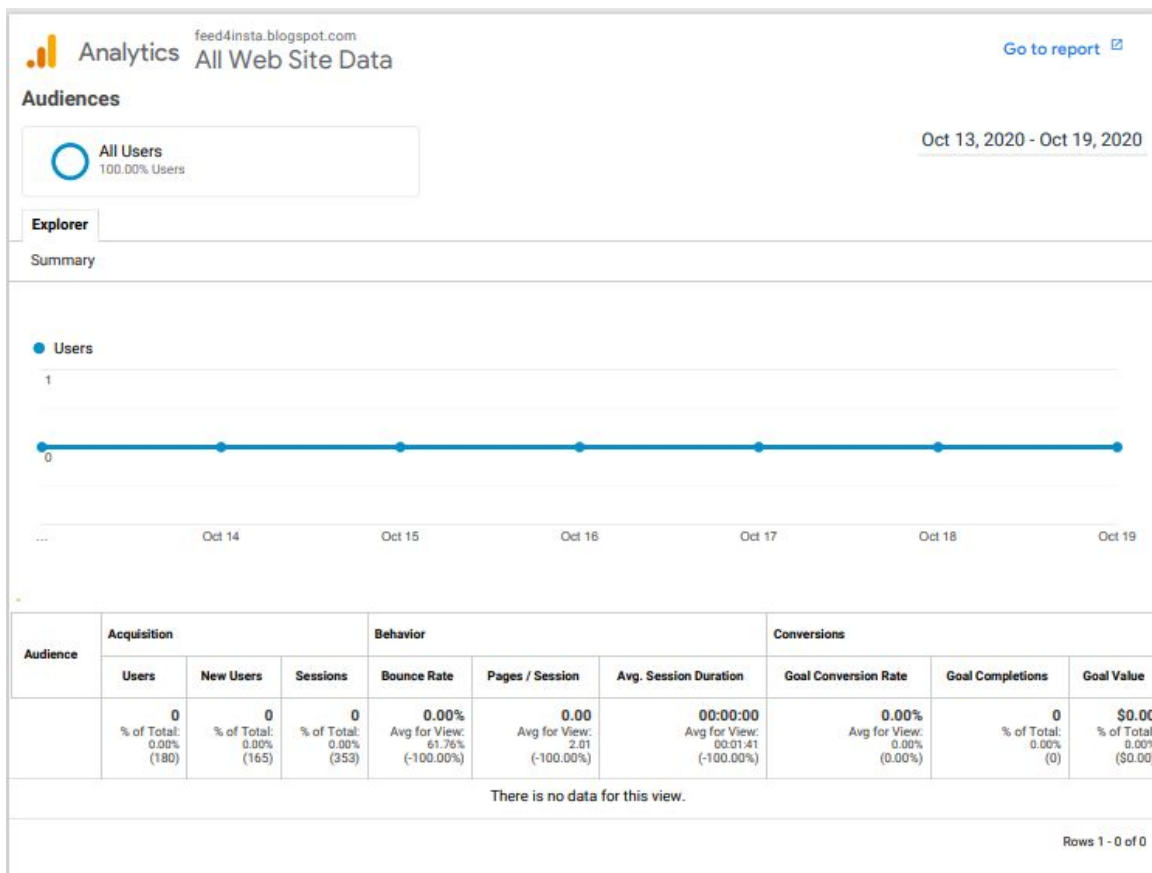
5) User Explorer Report

This report focuses on the behavior of the individual user on your website based on Client ID or User ID.

In above **User Explorer Report** screenshot it shows detailed exploration of user with the help of session,average session duration,bounce rate,revenue transaction, transaction and goal conversion rate

6) Demographics & Interests Report

You need to enable this setting from the property settings in GA. The data for these reports is collected via double-click cookie.

This report will give you the information about the age-gender & interests of the website user. This would be useful to tailor the ads to specific audience demographics & interests having higher conversion rates.
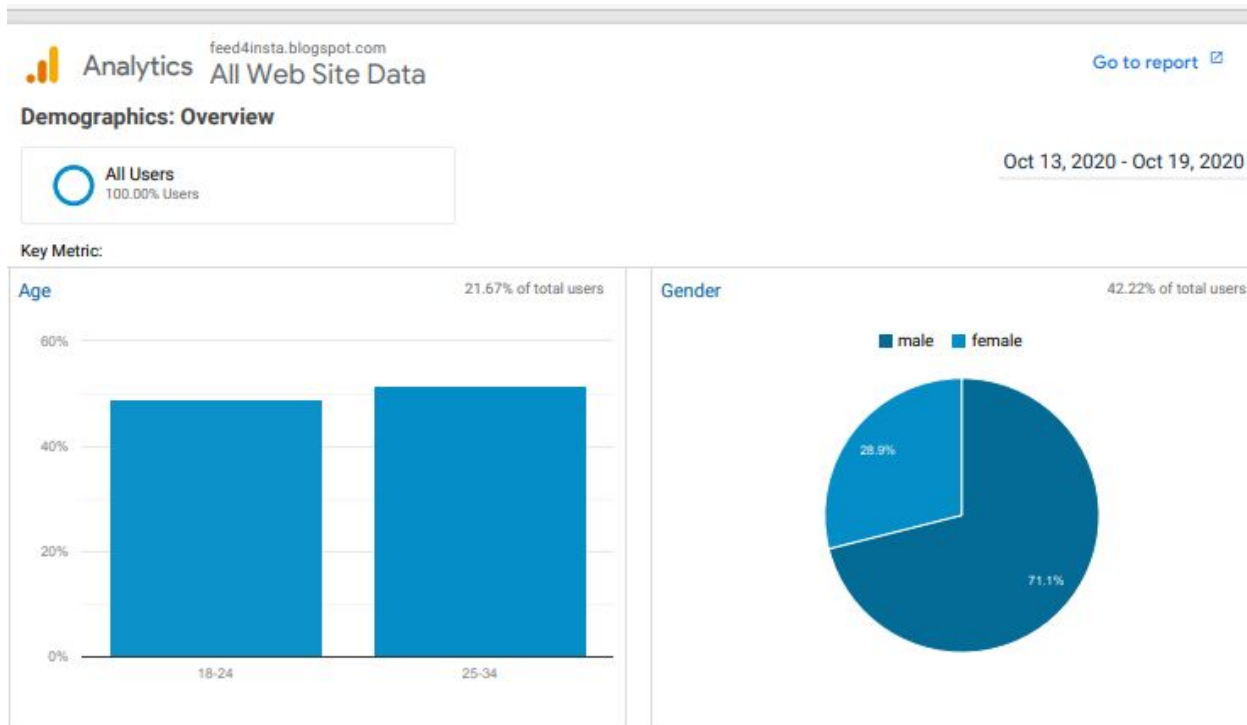
In the above **Demographics overview Report** it gives general overview about age and gender wise information overview in its users visited website.

Demographics: Age

Age	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	64 % of Total: 35.56% (180)	29 % of Total: 17.58% (165)	85 % of Total: 24.08% (353)	55.30% Avg for View: 61.76% (-10.45%)	2.26 Avg for View: 2.01 (12.08%)	00:01:27 Avg for View: 00:01:41 (-13.46%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. 25-34	20 (51.28%)	15 (51.72%)	32 (37.65%)	50.00%	2.06	00:01:16	0.00%	0 (0.00%)	$0.00 (0.00%)
2. 18-24	19 (48.72%)	14 (48.28%)	53 (62.35%)	50.94%	2.75	00:02:19	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 2 of 2

In the above **Demographic - Age Report** it shows the detailed information of users in regards to their age with new users,their session,bounce rate,goal conversion rate,goal compilation ,value metrics in it.

Analytics
feed4insta.blogspot.com
All Web Site Data
Go to report

Demographics: Gender

All Users
100.00% Users

Oct 13, 2020 - Oct 19, 2020

Explorer

Summary

Gender	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	76 % of Total: 42.22% (180)	56 % of Total: 33.94% (165)	147 % of Total: 41.64% (353)	57.14% Avg for View: 61.76% (-7.47%)	2.18 Avg for View: 2.01 (8.08%)	00:01:19 Avg for View: 00:01:41 (-21.60%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. male	54 (71.05%)	39 (69.64%)	99 (67.35%)	62.63%	1.91	00:00:36	0.00%	0 (0.00%)	$0.00 (0.00%)
2. female	22 (28.95%)	17 (30.36%)	48 (32.65%)	45.83%	2.73	00:02:47	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 2 of 2

In the above **Demographic-Gender Report** screenshot it provides the details about users age wise with acquisition,behaviour,conversion metrics in it.

7) Geo Report

As the name suggests, Geo reports will give you the location data of the users based on their IP addresses.There's also a browser language report included in the geo report. This is useful if you have international users on your website.
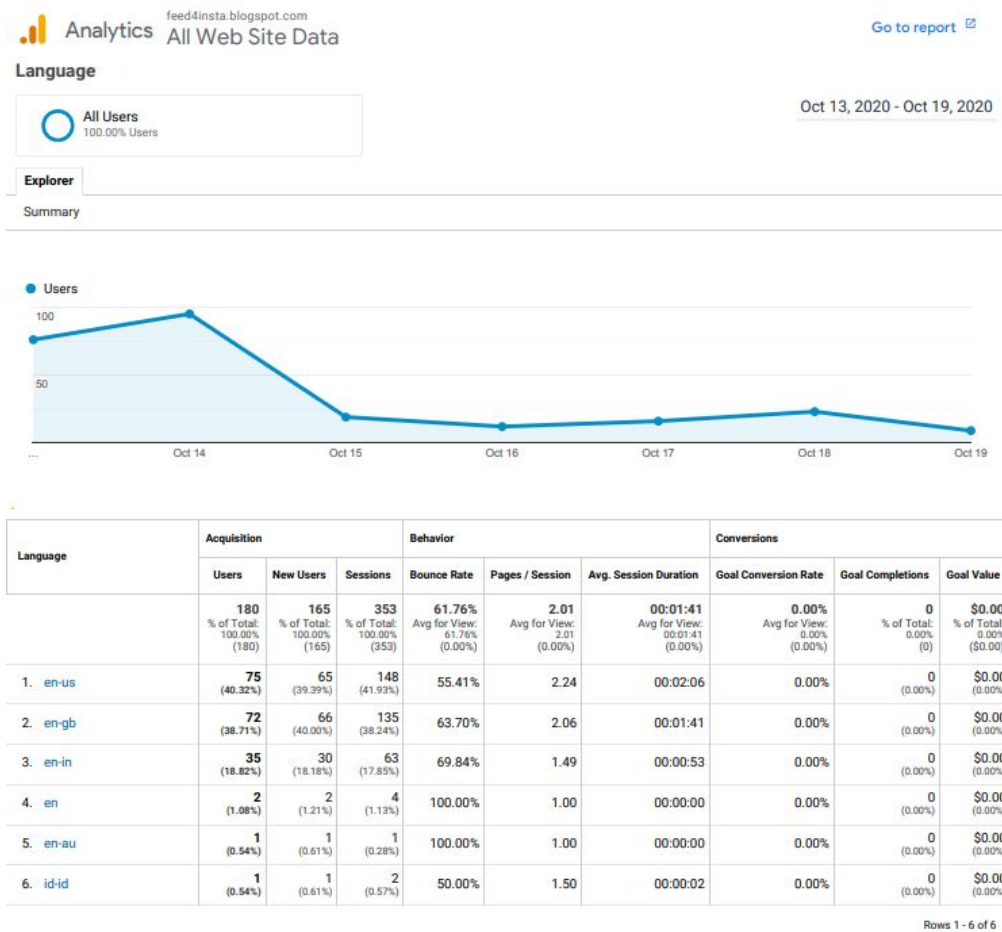
In the above **Geo-language Report** it shows a summary of users with acquisition,behaviour,conversion option according to the languages day wise.

	Analytics	feed4insta.blogspot.com All Web Site Data						Go to report ☒

Location

○ **All Users**
100.00% Users

Oct 13, 2020 - Oct 19, 2020

Map Overlay

Summary

| Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	180 % of Total: 100.00% (180)	**165** % of Total: 100.00% (165)	**353** % of Total: 100.00% (353)	**61.76%** Avg for View: 61.76% (0.00%)	**2.01** Avg for View: 2.01 (0.00%)	**00:01:41** Avg for View: 00:01:41 (0.00%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
1. India	**172** (95.56%)	**157** (95.15%)	**337** (95.47%)	61.42%	2.04	00:01:41	0.00%	**0** (0.00%)	**$0.00** (0.00%)
2. United States	**3** (1.67%)	**3** (1.82%)	**3** (0.85%)	100.00%	1.00	00:00:00	0.00%	**0** (0.00%)	**$0.00** (0.00%)
3. Poland	**2** (1.11%)	**2** (1.21%)	**4** (1.13%)	25.00%	2.00	00:05:56	0.00%	**0** (0.00%)	**$0.00** (0.00%)
4. Indonesia	**1** (0.56%)	**1** (0.61%)	**2** (0.57%)	50.00%	1.50	00:00:02	0.00%	**0** (0.00%)	**$0.00** (0.00%)
5. Japan	**1** (0.56%)	**1** (0.61%)	**3** (0.85%)	66.67%	2.00	00:00:25	0.00%	**0** (0.00%)	**$0.00** (0.00%)
6. (not set)	**1** (0.56%)	**1** (0.61%)	**4** (1.13%)	100.00%	1.00	00:00:00	0.00%	**0** (0.00%)	**$0.00** (0.00%)

Rows 1 - 6 of 6

In above **Geo - Location Report** it shows the user of a website that visited according country wise with detailed information about users,session,new users,pages/session,conversion metrics.

8) Behavior Report

This is one of the important reports in google analytics. It will give you stats for the new & returning users & also their stickiness to your website.
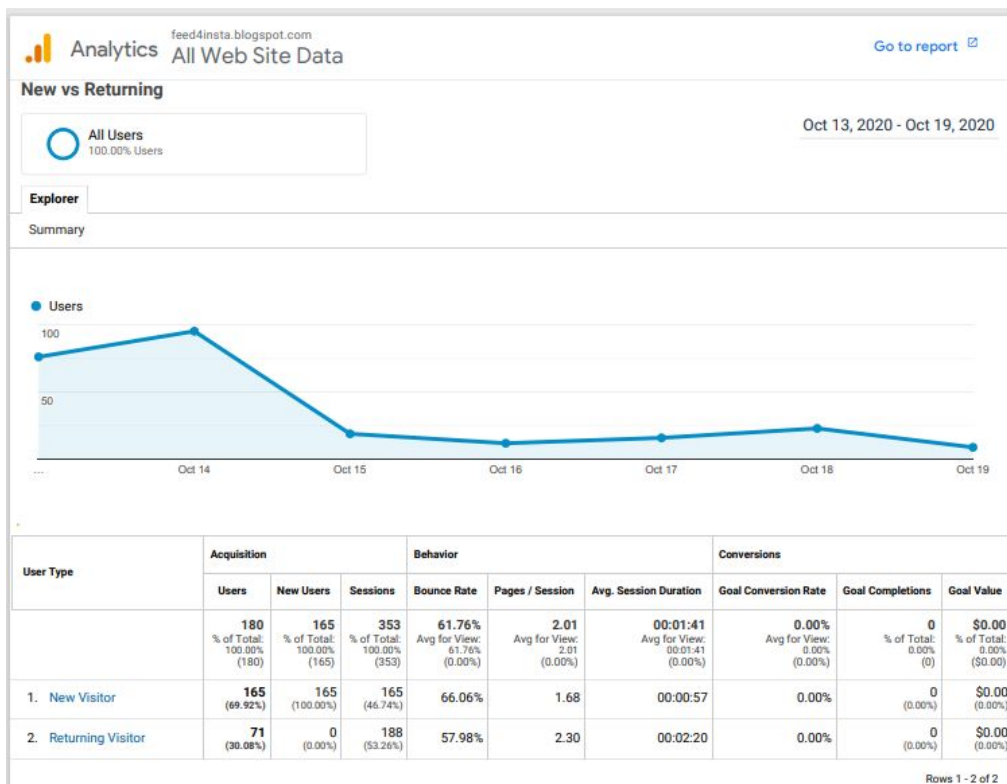
In the above **New vs Return Report** it shows the detailed information about new vs returning customers.

In the above **frequency and Recency Report** it shows detailed information about the count of session pageviews accordingly with distribution.

In the above **Engagement Report** it shows engagement of users in time with session and pageviews options in it.
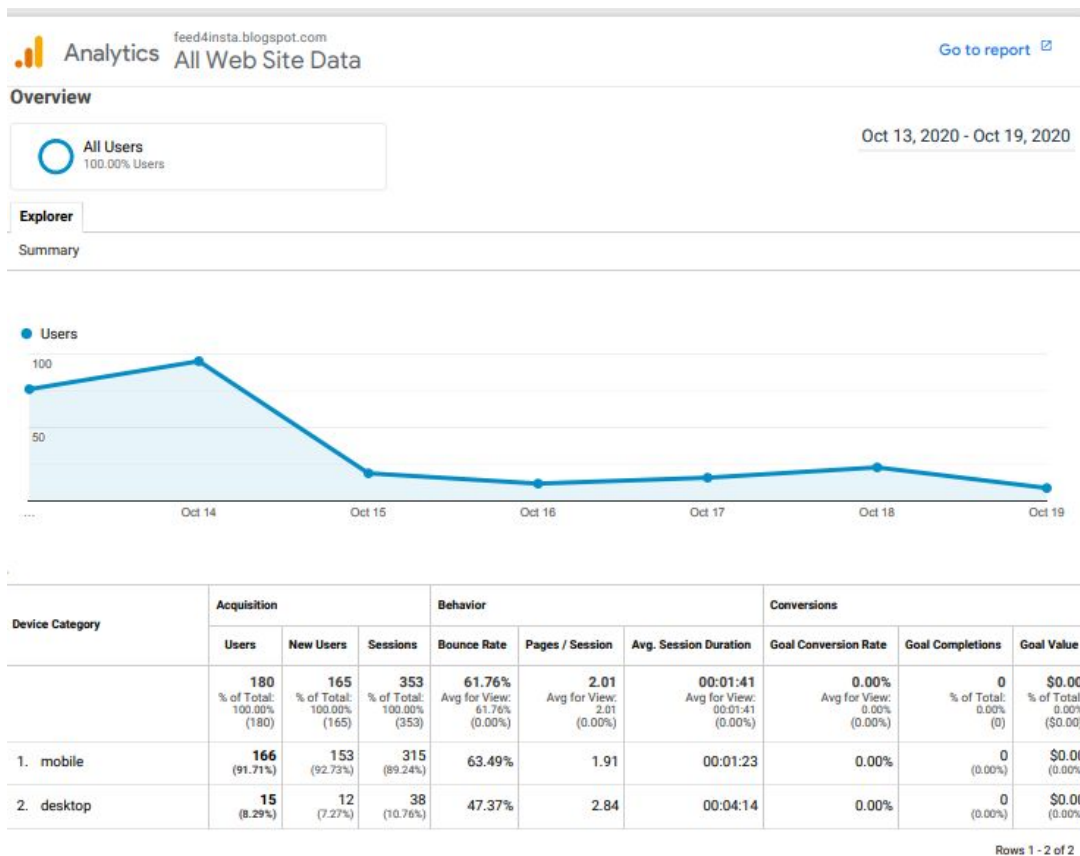
9) Technology Report

This report will help you analyze the user based on the technology they use to visit your website.
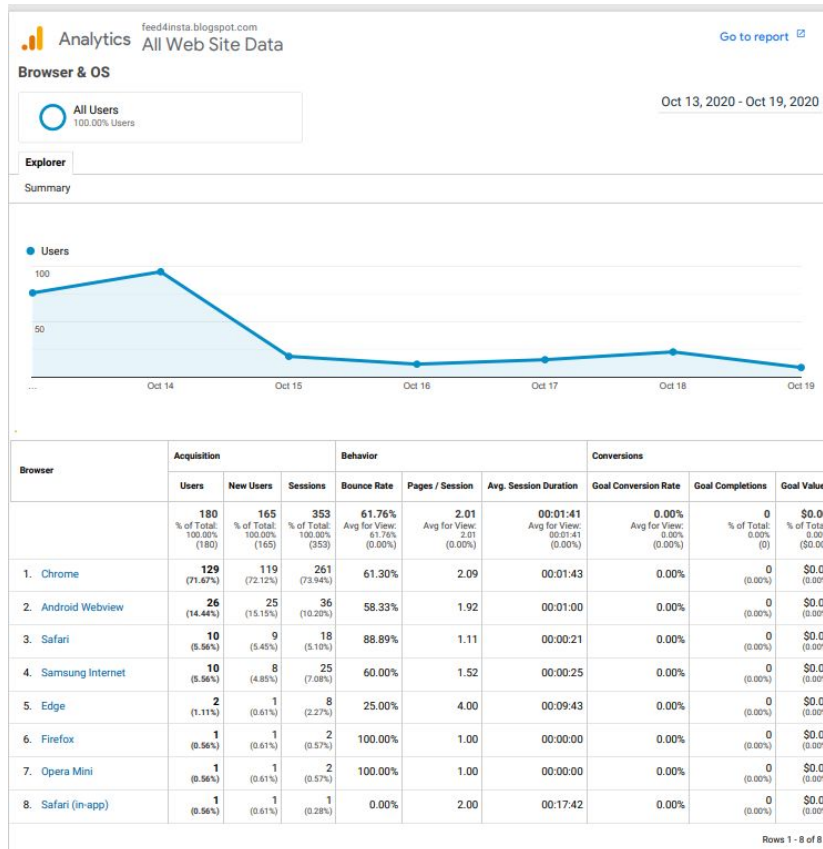
In above **Browser and OS Report** in shows the usages of browsers and detailed information in the report.

10) Mobile Report

Mobile Report contains the stats related to different types of mobile devices, Mobile OS
& more

In the above **Mobile overview report** it provides the general overview of devices used
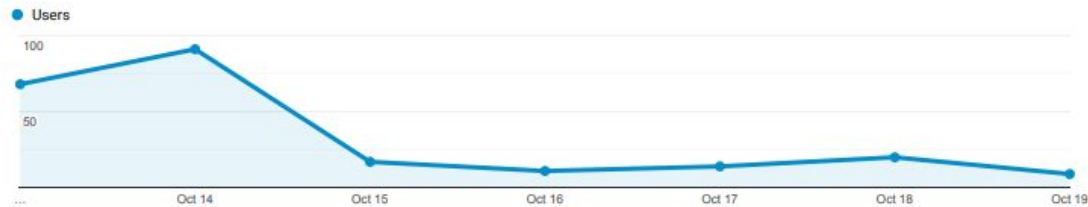in website visiting.

Devices

All Users
92.22% Users

Oct 13, 2020 - Oct 19, 2020

Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	166 % of Total: 92.22% (180)	**153** % of Total: 92.73% (165)	**315** % of Total: 89.24% (353)	**63.49%** Avg for View: 61.76% (2.81%)	**1.91** Avg for View: 2.01 (-4.96%)	**00:01:23** Avg for View: 00:01:41 (-18.22%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
1. Apple iPhone	**12** (7.23%)	**11** (7.19%)	**20** (6.35%)	85.00%	1.15	00:01:12	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Xiaomi Redmi Note 5 Pro	**8** (4.82%)	**8** (5.23%)	**13** (4.13%)	61.54%	1.54	00:00:56	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Samsung SM-G935F Galaxy S7 Edge	**6** (3.61%)	**5** (3.27%)	**16** (5.08%)	37.50%	5.06	00:10:04	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Xiaomi Redmi Note 8 Pro	**6** (3.61%)	**6** (3.92%)	**9** (2.86%)	44.44%	2.78	00:01:24	0.00%	0 (0.00%)	$0.00 (0.00%)
5. (not set)	**5** (3.01%)	**5** (3.27%)	**7** (2.22%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
6. OnePlus A6000 6	**4** (2.41%)	**4** (2.61%)	**8** (2.54%)	75.00%	1.50	00:01:47	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Xiaomi Redmi Note 7 Pro	**4** (2.41%)	**4** (2.61%)	**12** (3.81%)	83.33%	1.33	00:00:36	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Realme RMX1992 X2	**3** (1.81%)	**3** (1.96%)	**10** (3.17%)	70.00%	1.30	00:00:20	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Samsung SM-A750F Galaxy A7 (2018)	**3** (1.81%)	**3** (1.96%)	**3** (0.95%)	0.00%	3.00	00:02:01	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Samsung SM-M205F Galaxy M20	**3** (1.81%)	**3** (1.96%)	**3** (0.95%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 10 of 98

In the above **Mobile devices Report** it gives detailed information about devices used and their metrics such as users,new users,session,page/session,avg.session duration,conversion in it.
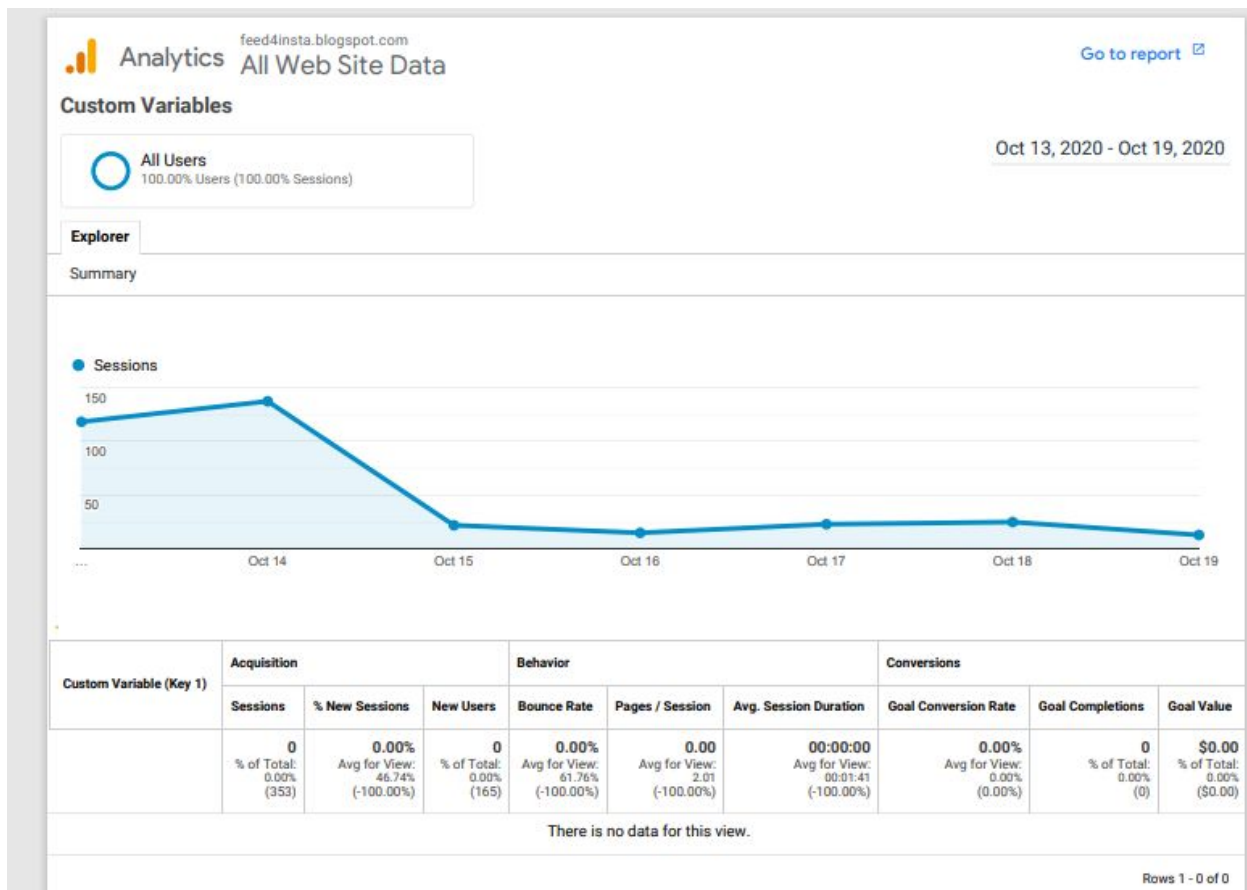
11) Custom Report

Previously, we used custom variables for defining different scopes. Now you can use custom dimensions & metrics instead of this report.
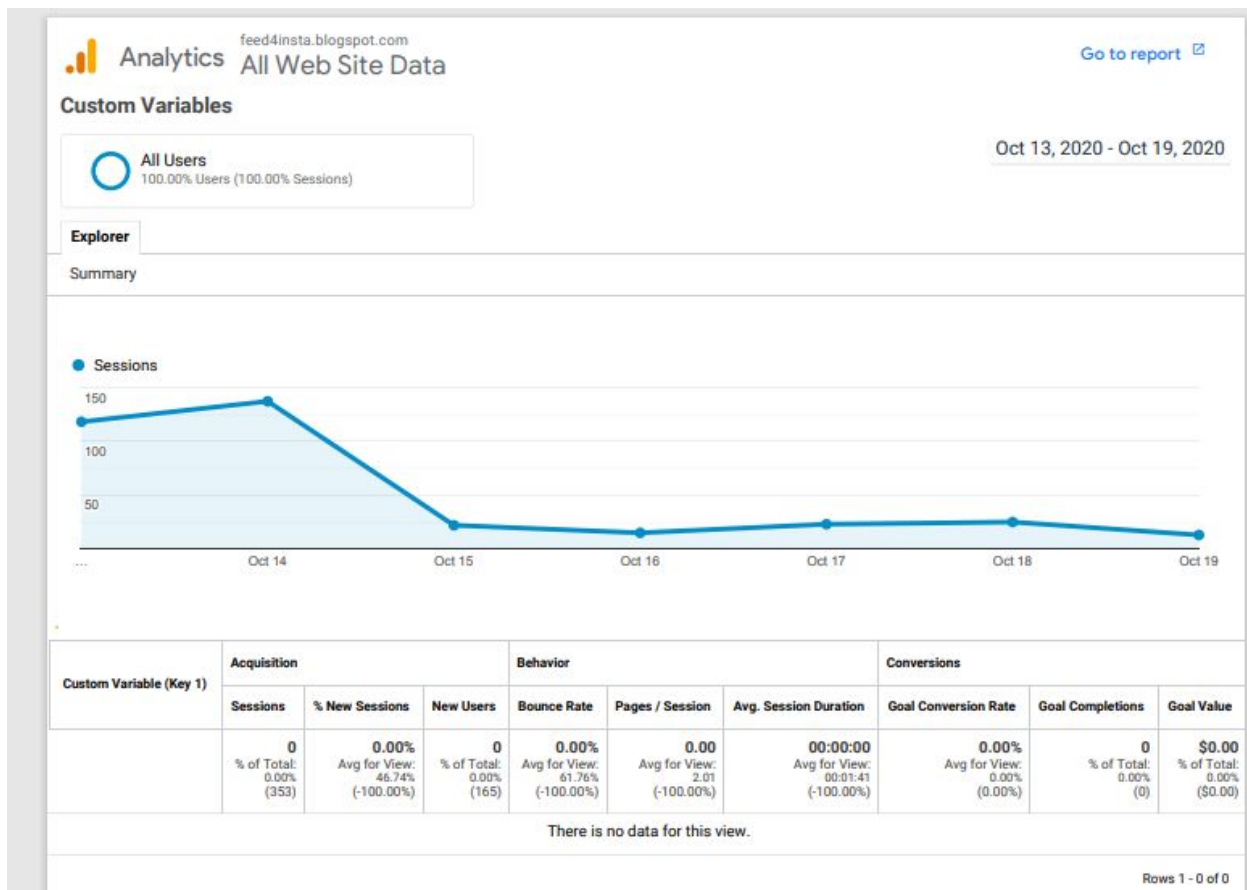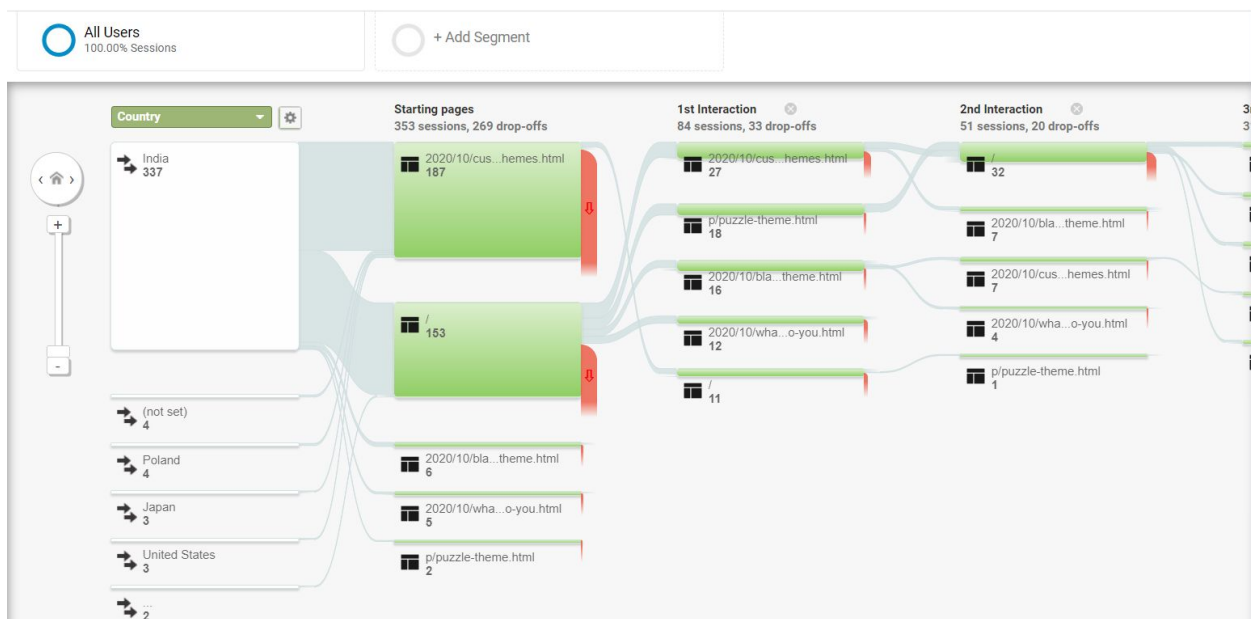
12) Benchmarking Report

This report will provide valuable insights from other competitor websites. It will help you compare some of the metrics with the industry standards.

13) User flow Report

User flow report in a type of Flow report in google analytics. It will help you visualize how the user navigates through your website.

c)Acquisition Reports

Acquisition Reports in Google Analytics will answer queries related to "Users: While entering the website".
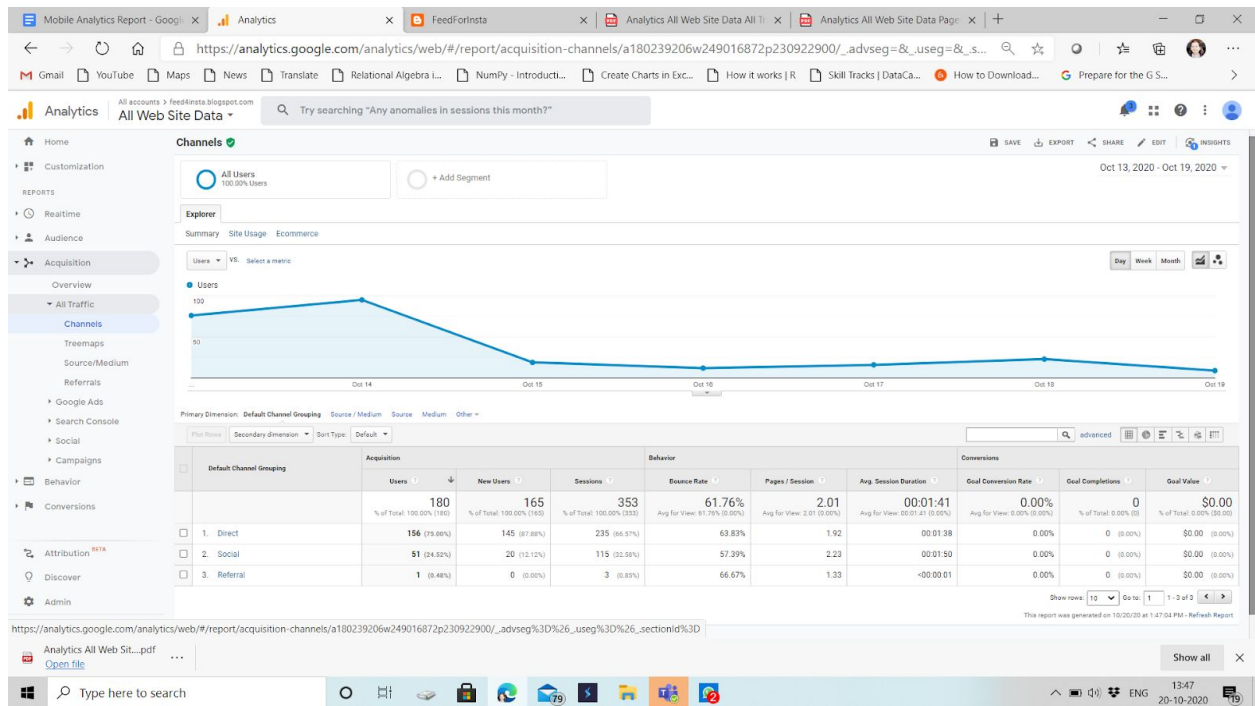
1) Overview Report

This report will give you the summary of Acquisition, Behavior & Conversion metrics for different channels.
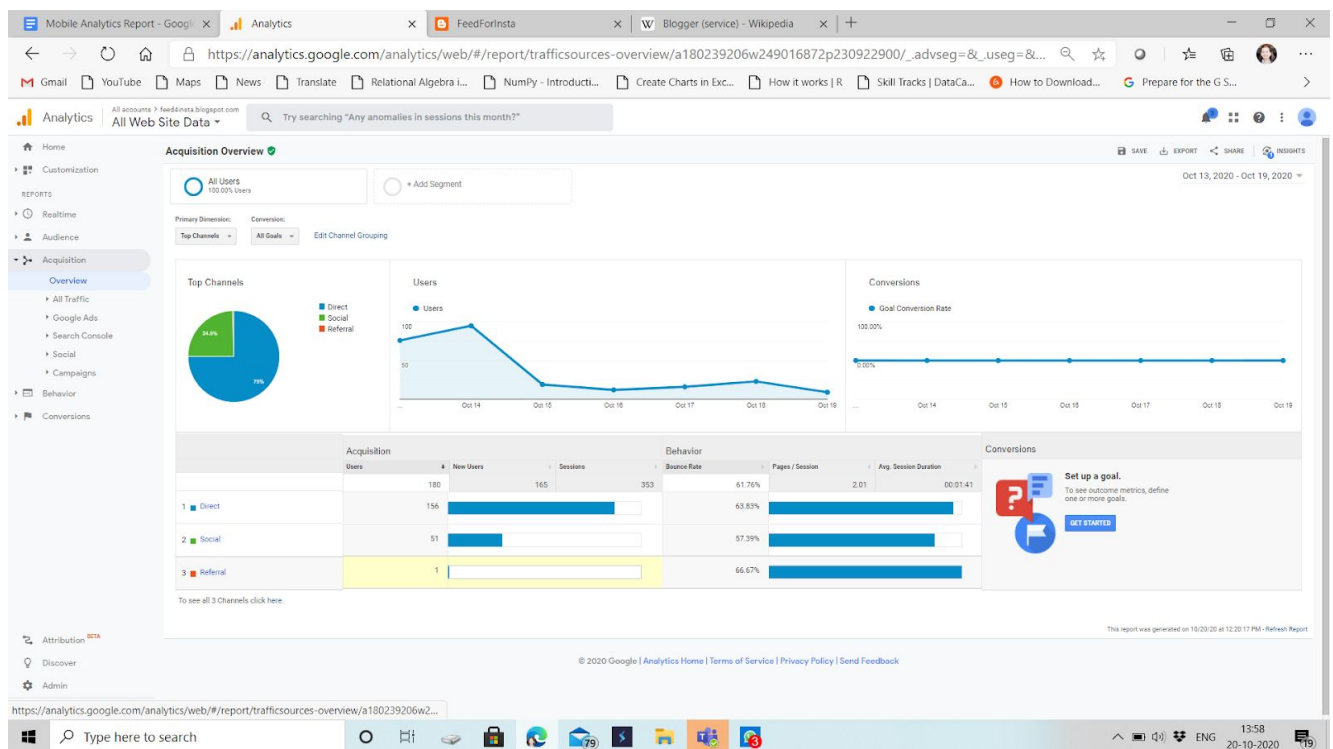
2) All Traffic Report

All Traffic reports will give you stats related to the different source, medium, channels, referrals & more…

You can use this report to gain the overall view of where your users are coming from.
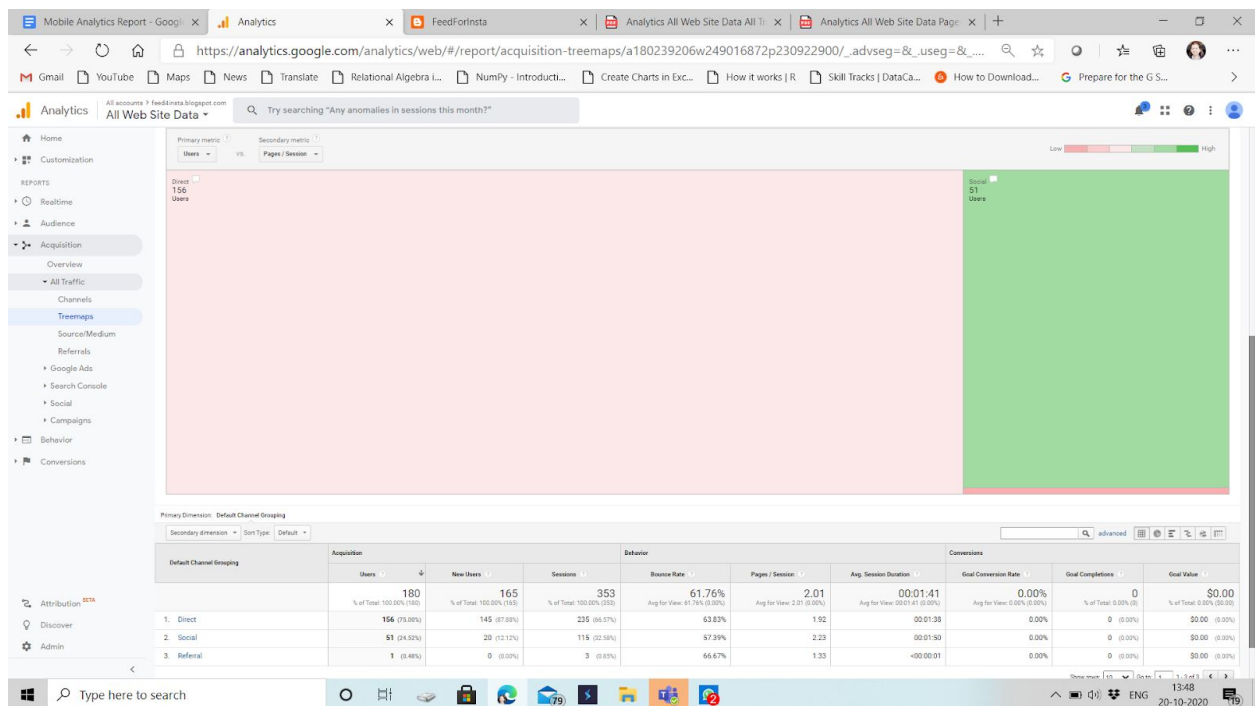
3) Adwords Report

Adwords reports will give you stats related to your Google Adwords. You will need to integrate your AdWords account with analytics before you start getting the data.

4) Search Console Report

In this report, you'll get Google search console/webmasters data.

Similar to AdWords, you'll need to integrate Google search console to Google Analytics

5) Social Report

Social Reports will give you stats related to users referred by the social networks.

6) Campaign Report

This report is useful when you are using UTM tags in your ad URLs.

These reports will give you stats related to users referred by particular campaigns. Also, you can compare performance for a different keyword.
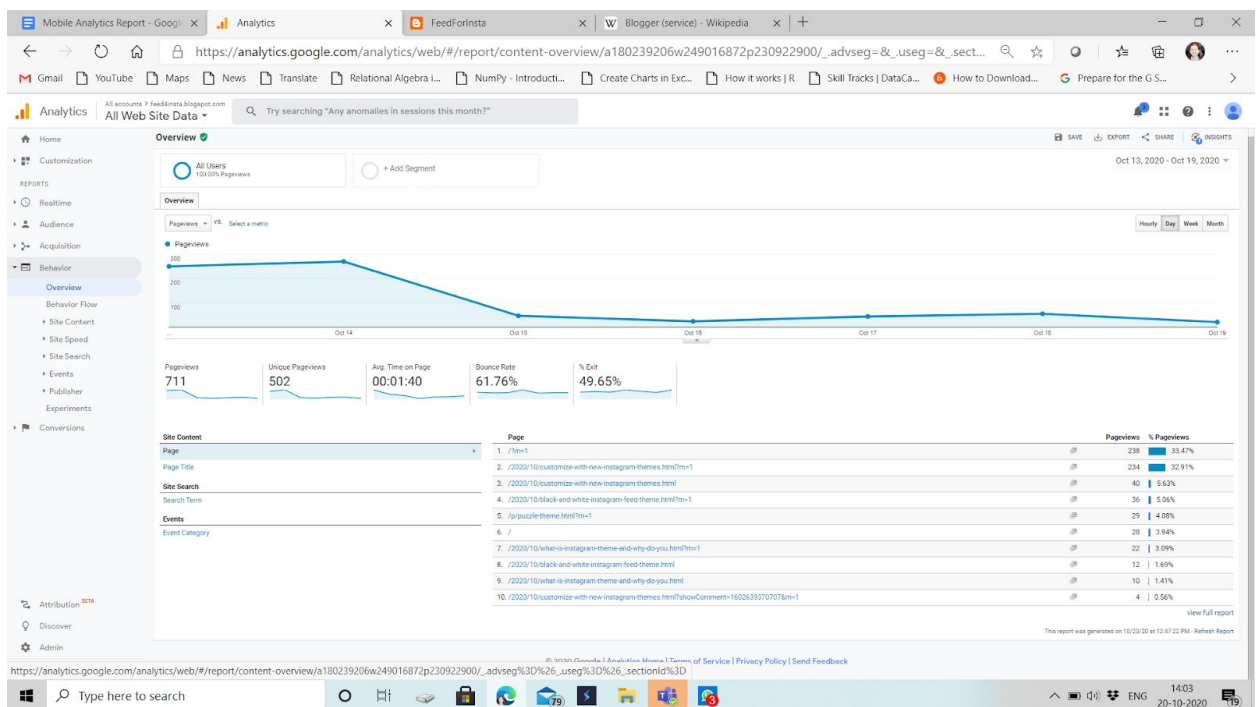
d)Behaviour Reports

Behavior reports in google analytics will answer queries related to "Users: After entering your website"

1) Overview Report

Overview report will give you insights related to the pages visited by users. some of the metrics available are

- **Pageviews**
- **Unique Pageviews**
- **Avg. Time On Page**
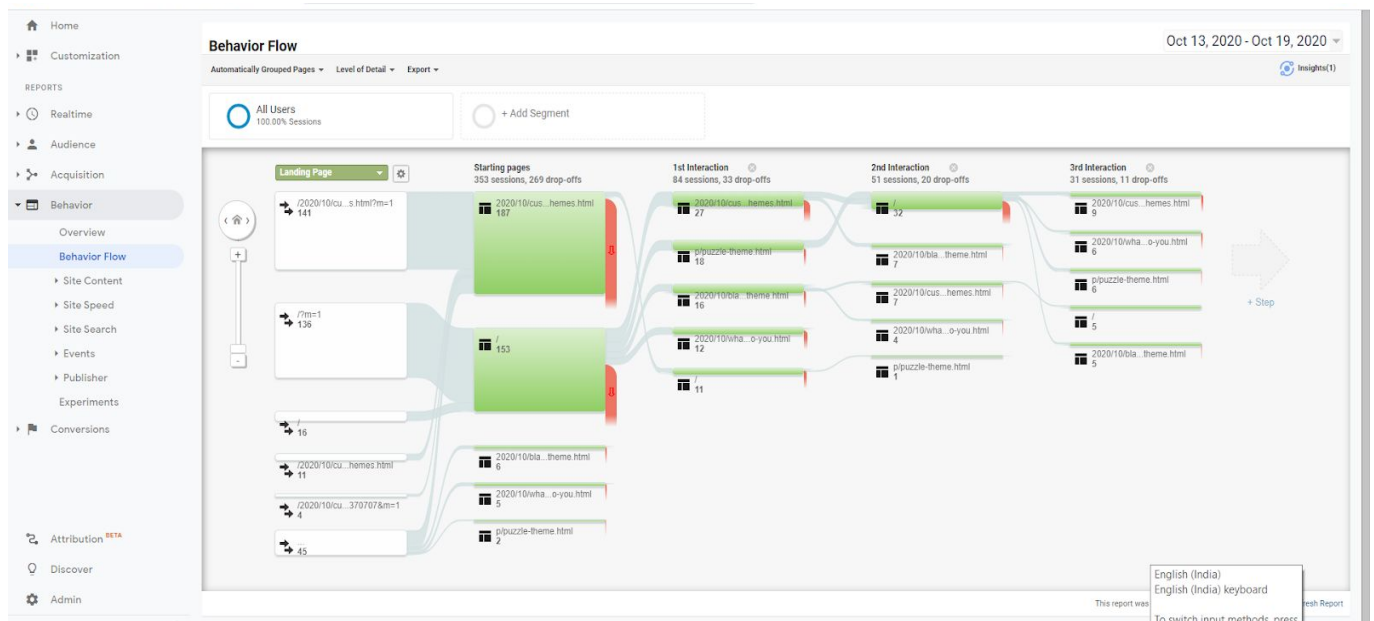- **Bounce Rate**
- **% Exit**

2) Behavior Flow Report

Behavior flow is another type of "flow" report in google analytics.

It will visualize the path of users via

- **Pages**
- **Events**
- **Pages & Events**

This report will help you find which pages users spend more time on & also the other content issues
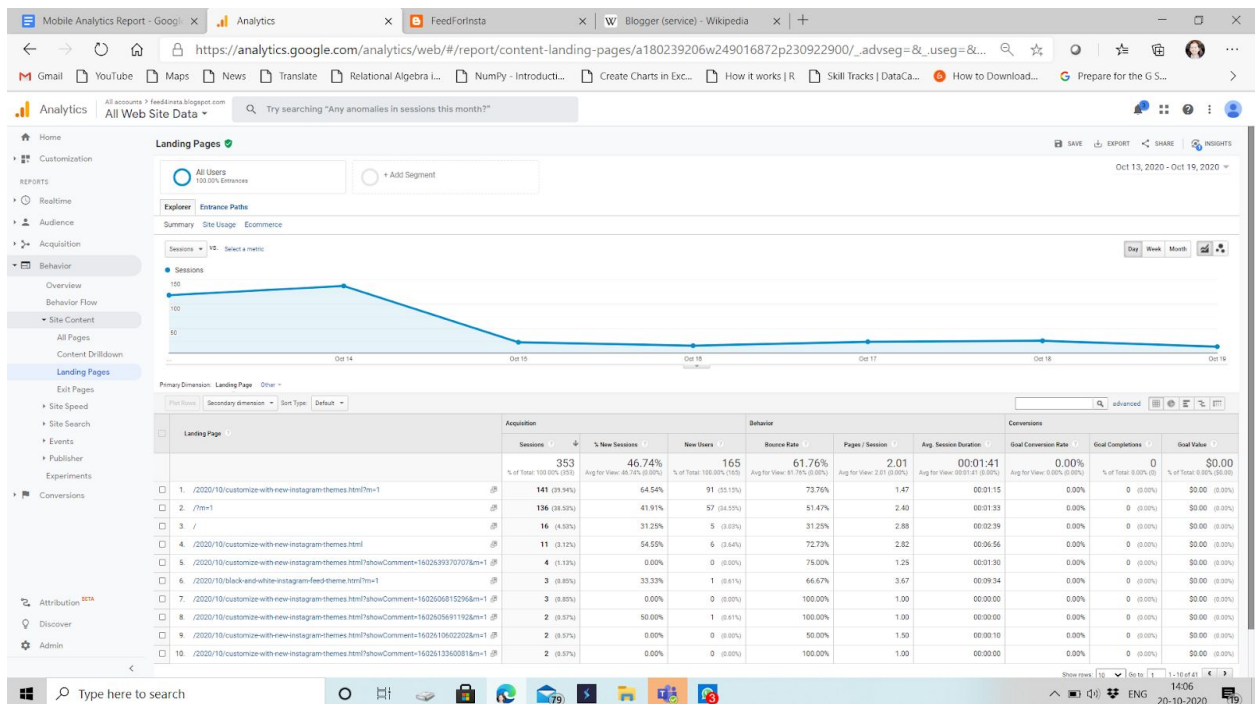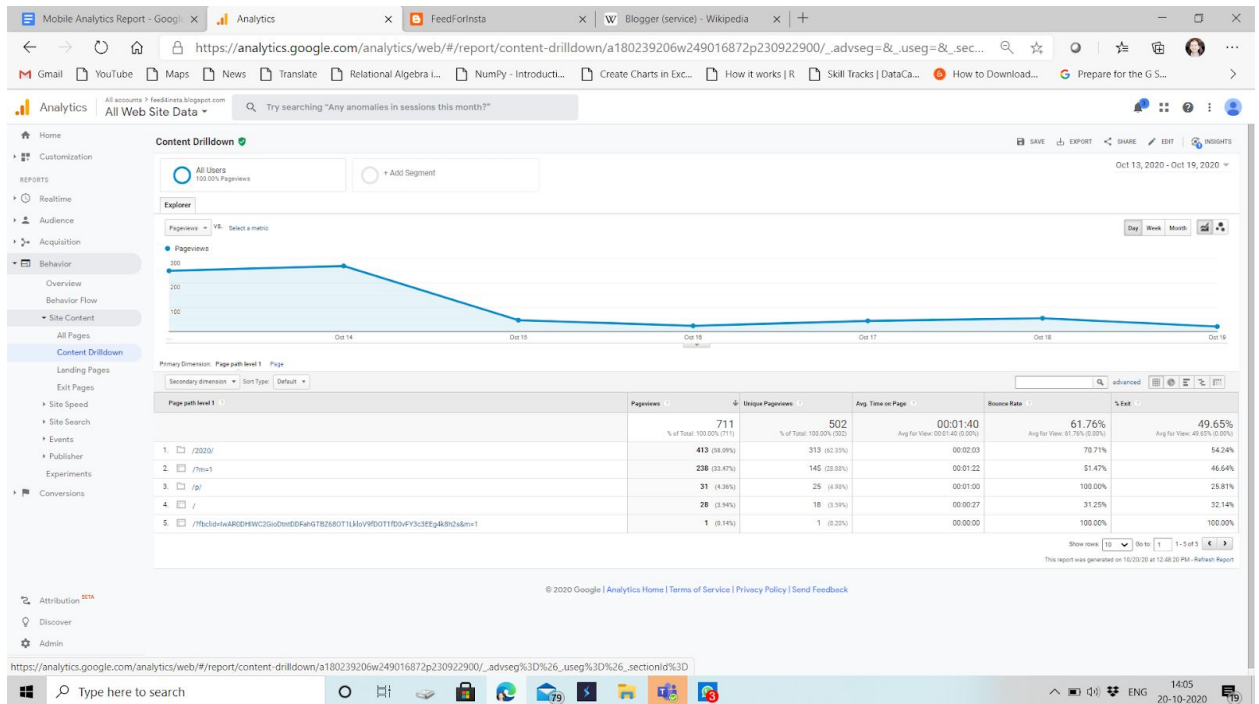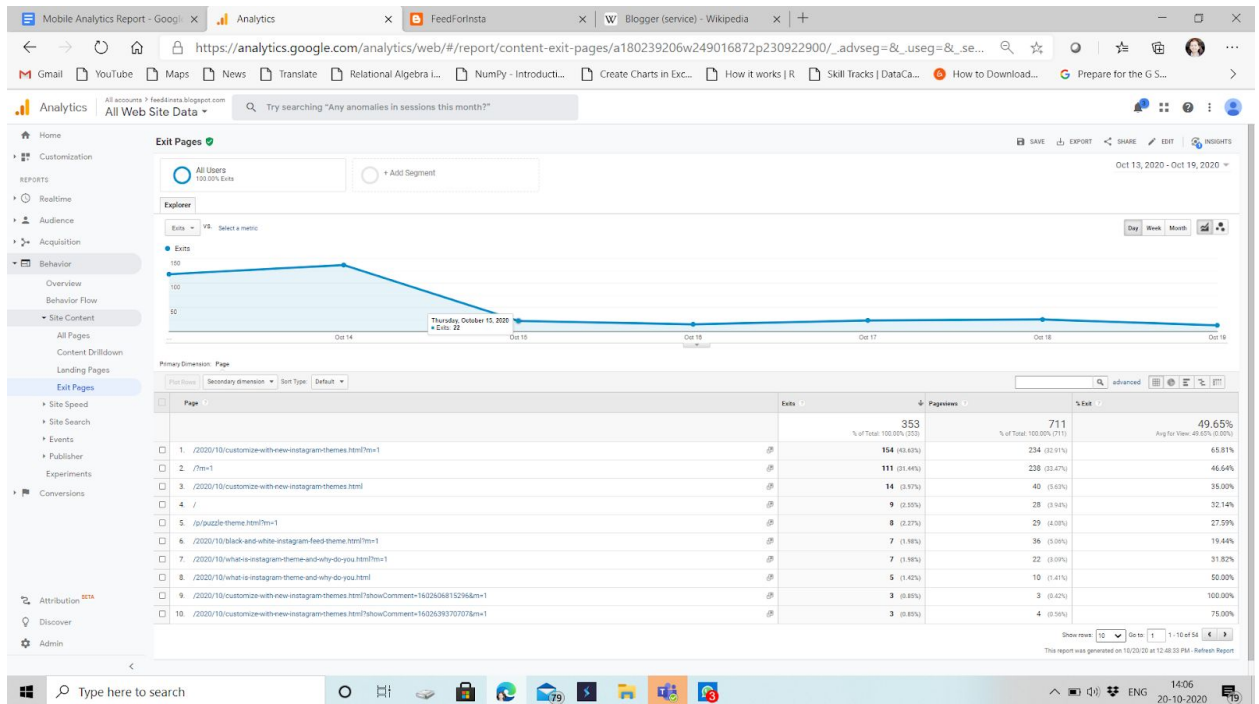
3) Site Content Report

Site content reports will give you stats related to "**pages**" visited by users. Some questions answered are:

- What are the pageviews for different pages
- What are the landing pages & exit pages
- Which pages have more time on page?
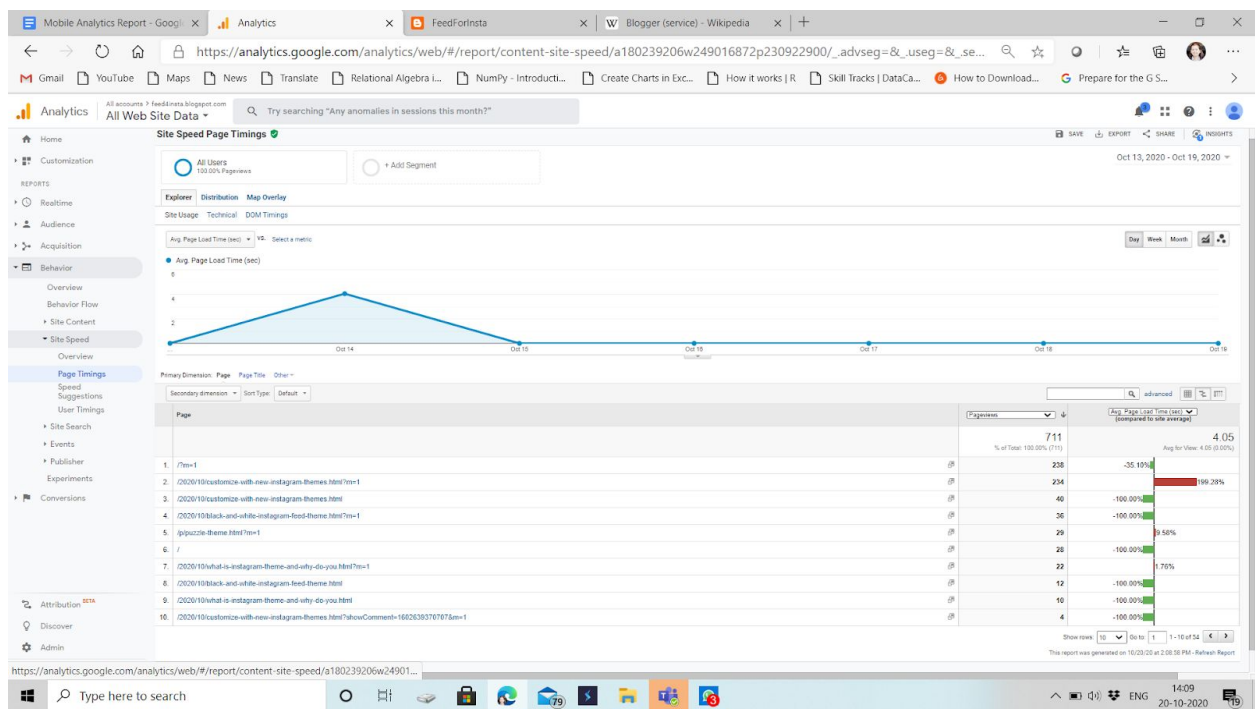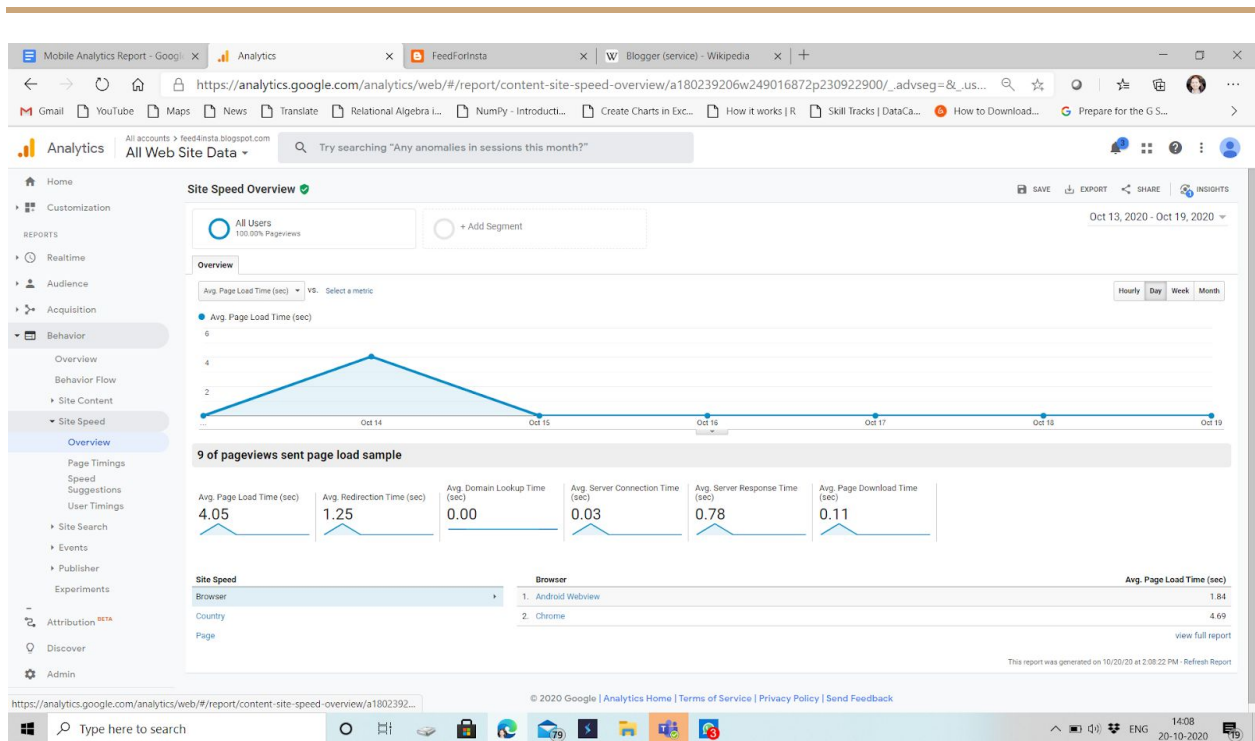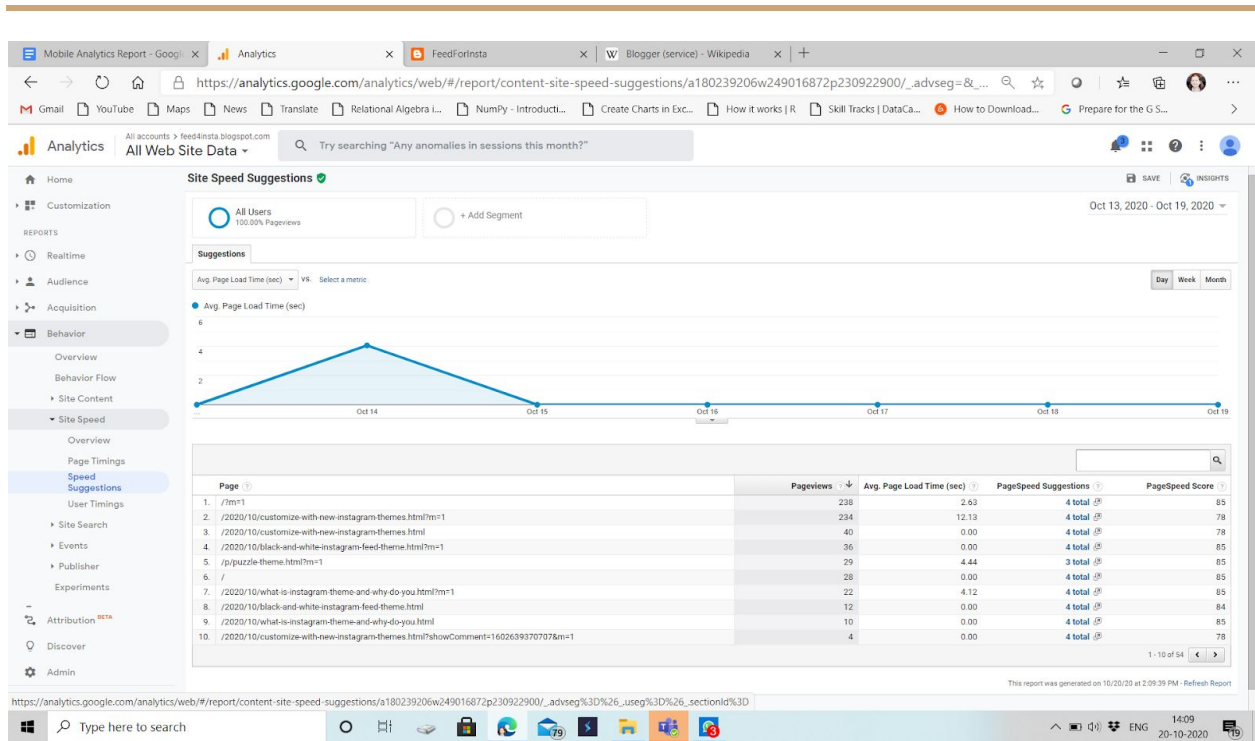- Which pages have more bounce rates?
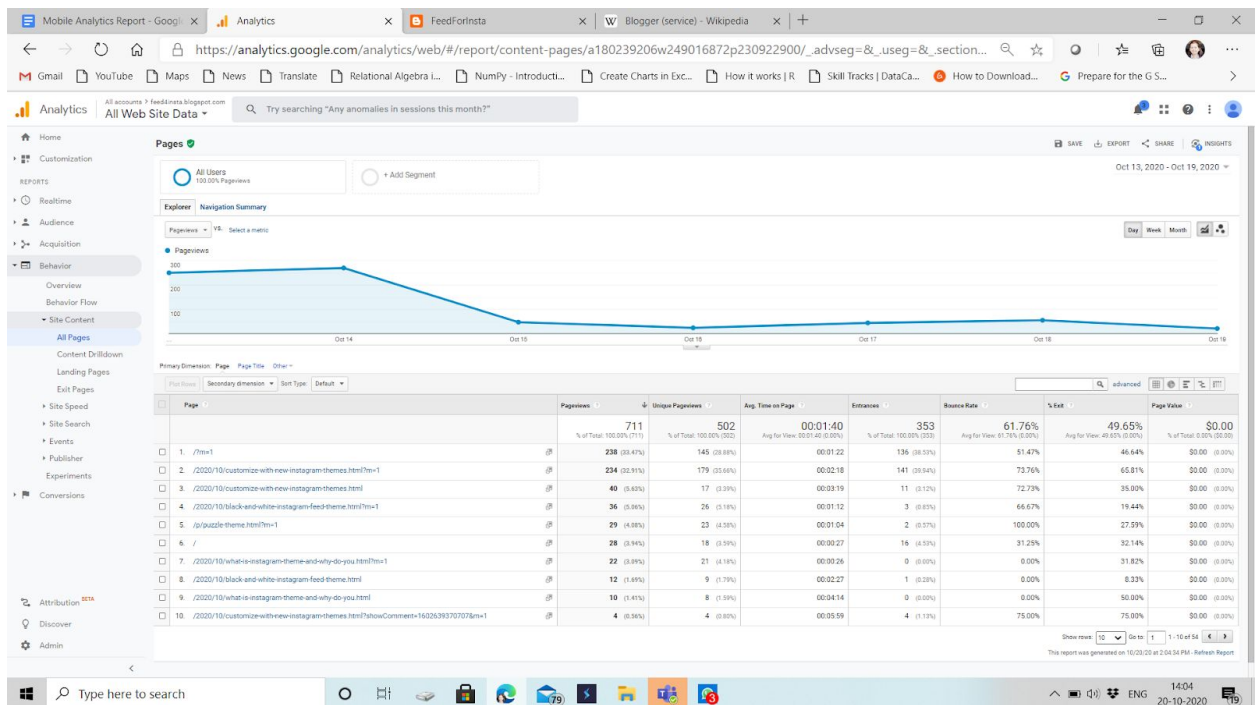
This is one the most important sections in google analytics.

4) Site Speed Report

Site Speed report will give you page-load time for sample page views on your website.

It will also give you other site timings like DOM load time, Server Response & Redirection timings & more.

5) Site Search Report
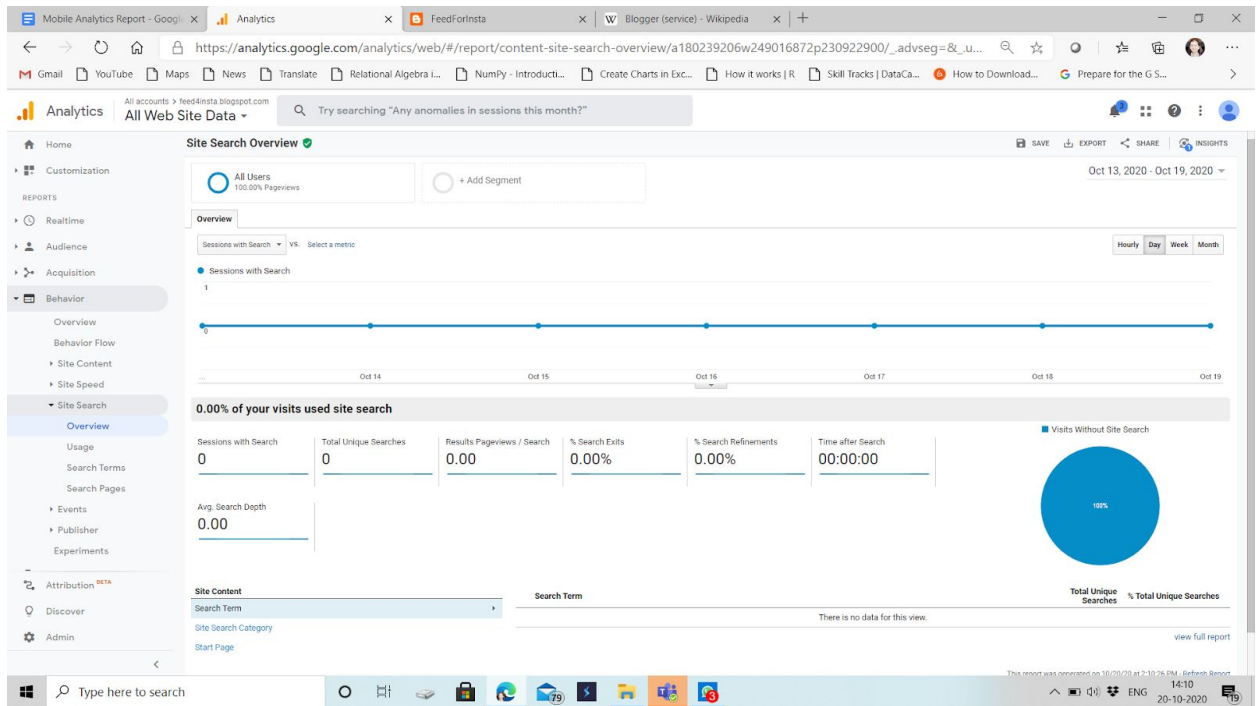
To populate this report, you'll need to enable site search in the view settings. IT will give you stats related to
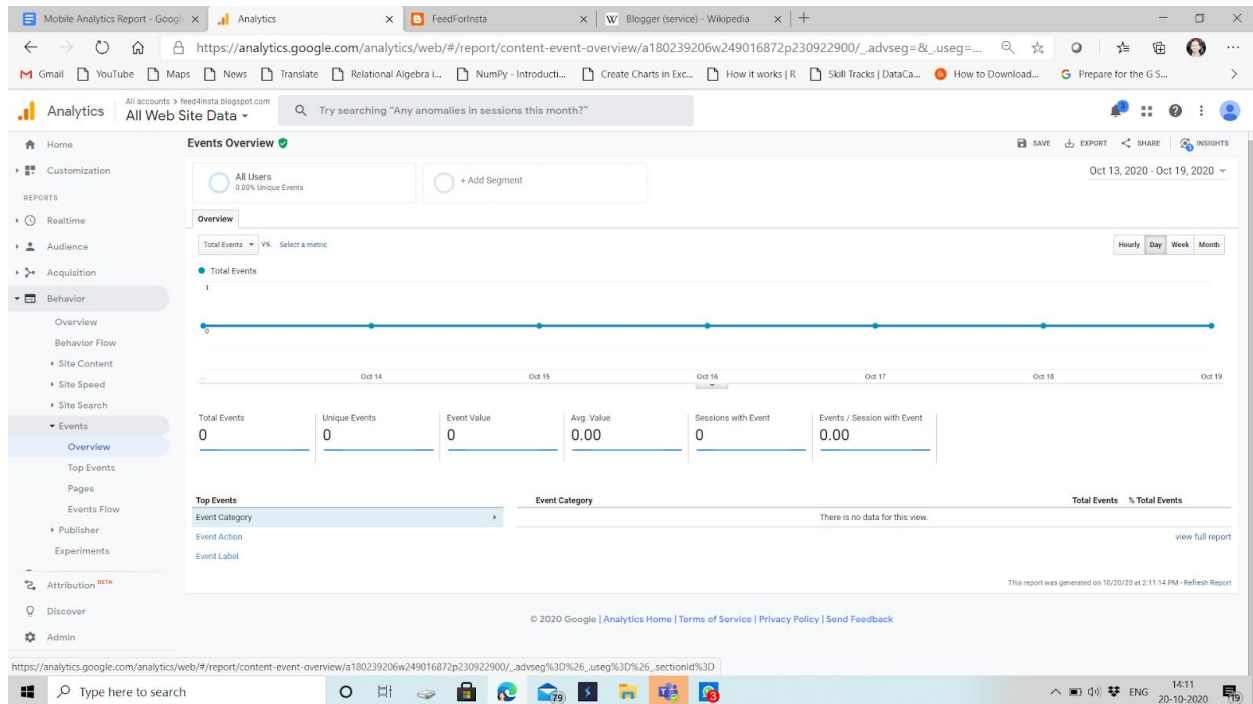
- The search terms used in the site search on the website.
- Pages viewed after the search
- % Search refinements
- Time spent after the search
- & more…

Remember, You'll have to implement the site search tracking if you don't have any search query parameter in the URL.

6) Event Report

Event Report will report all the custom events tracked via gtag.js / analytics.js or GTM.

The events tracked can be link clicks, subscription, free signup, purchase & more.

7) Publisher Report

This is a useful report if you have monetized your websites with some publishers. You'll have to connect Adsense or ad exchange with your analytics property to populate this report. Some metrics you can get are impressions, clicks, revenue & more.

8) Experiments Report

These reports will give you stats related to the experiments which you ran in Google Optimize.

The old content experiment by analytics has been deprecated & replaced with the new A/B testing tool Google Optimize.
To populate this report you'll need to connect google optimize to analytics.

e) Conversion reports

Conversion Reports in Google Analytics will answer the queries related to the "Goals" defined by you.

- **Define Goal**
  Or
- **Enable & Implement E-commerce or Enhanced Ecommerce Tracking**

1) Goal Report

Goal report will help you with some important metrics like Goal completion & goal completion Rate. It also contains the funnel visualization report.

To populate this report, make sure to define goals in view settings.

2) E-commerce Report

If you have an e-commerce site, it is recommended to implement e-commerce site tracking & enable e-commerce reports.

You can get some important metrics such as revenue, transaction rate, avg. order value & more.

3) Multi-Channel Funnels Report

These reports will give you more in-depth analysis of the goals. It will give you

- The different channels users interacted before converting
- The time in days it took for conversion to occur.
- The number of channel interaction before conversion
- & more

This report is the actual gold mine for every digital analyst. You can re-allocate marketing budgets according to the channel contribution towards conversion.

4) Attribution Report

Attribution reports can help you compare different attribution models in a single table interface.

Custom Reports in Google Analytics

Custom reports are a must for every business.Every business & campaign that you run has different goals & KPIs. Based on these, you can create custom reports which are much more powerful than pre-defined reports

Creating custom reports is no big deal. You can simply go to Customization > custom reports & click on create one.

After you create one you can directly import the ones available or you can manually put the metrics.Custom reports are more powerful as you get more control over the dimensions & metrics.

Saved Reports in Google Analytics

Saved Reports will help you get faster access to the reports you need often.

All the settings which you apply to the predefined or custom reports are saved including

- Segments
- New Calculated Metrics
- Report Structure & Configuration

Only the date range is not saved which you can apply for later.

Google Analytics Metrics Structure

Google analytics uses *ABC metric structure* for most of the reports. These are:

Acquisition Metrics

These metrics focus on volume of users coming to your website.

- Users
- New Users
- Sessions

Behavior Metrics

These metrics focus on how well users engage on your website.

- Bounce Rate
- Pages / Sessions
- Avg. Session Duration

Conversion Metrics

These metrics focus on the Goals.

- Goal Conversion Rate
- Goal Completions
- Goal Value

CONCLUSION

After optimizing Google Analytics Reports for Blogger website, we realize some benefits of Google Analytics:

- We successfully Installed and performed tracking using analytics tool Google analytics on our blog Feed_for_insta successfully.

- Tracking using google analytics is free of charge and although it is a free tool, it still offers just as much or even more functionalities when compared to other paying tools.

- Google Analytics is able to find out how your visitors locate your website and able to identify which pages and links your visitors click the most with detailed information which provides actionable insights.

- Visitor segmentation in google analytics helps to know how many new visitors that search engine optimization campaign brings to a website. It able to segment analytic result by new/returning visitors, geography and referral sources

- With this analytic report, it will be able to fine tune the website .In the end, it will bring you more quality prospects, and thus gaining more customers in the near future.