

# Optimize Your Drupal Site with Google Analytics



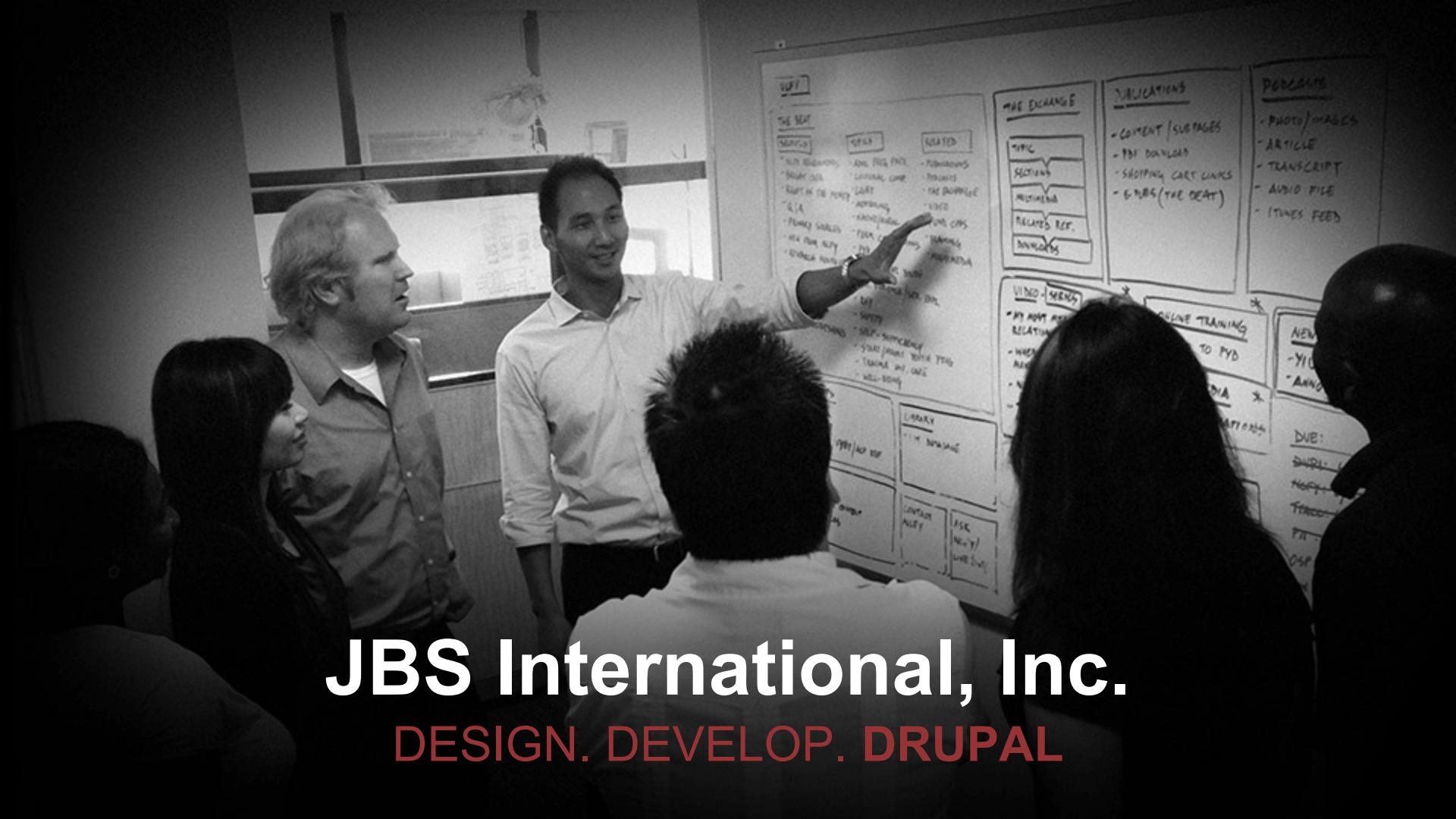
July 22, 2015

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JBS International, Inc.



# JBS International, Inc.

## DESIGN. DEVELOP. DRUPAL

# Quick Web Analytics Overview

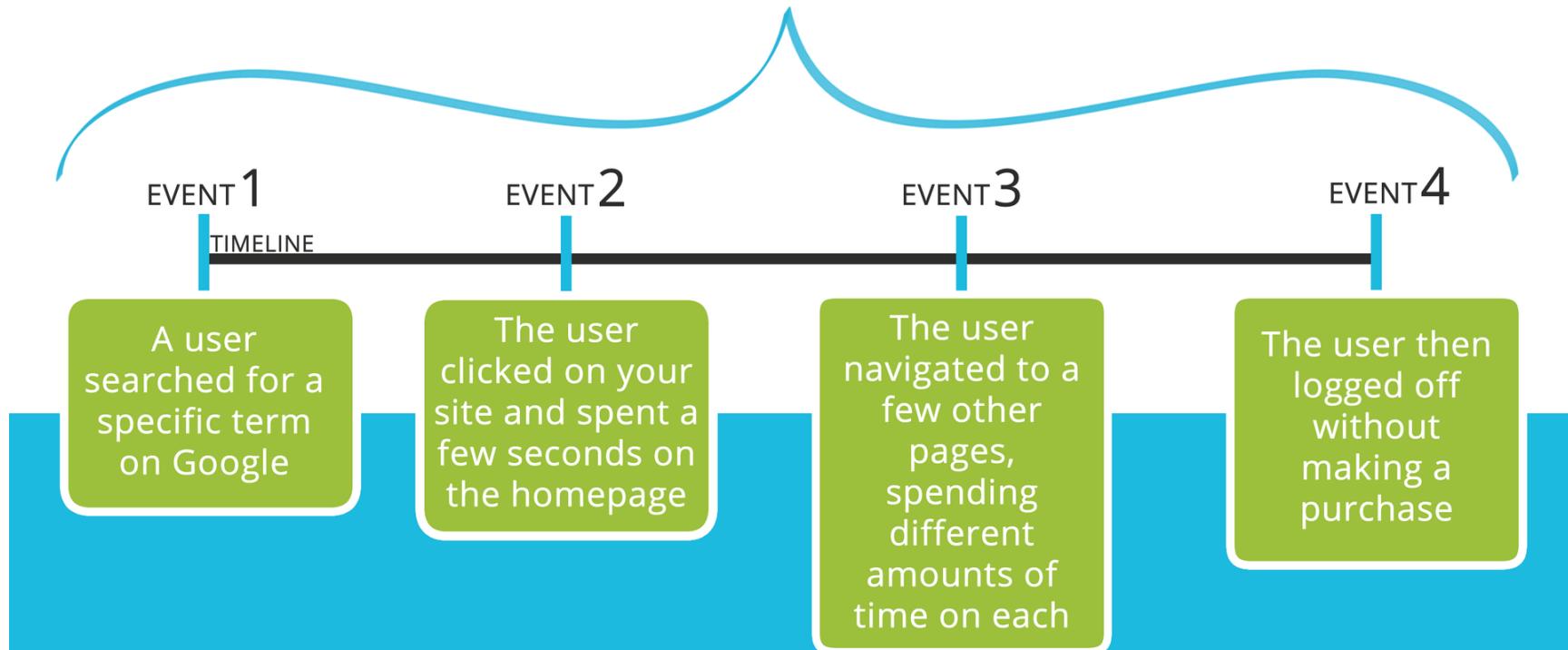
- Measure health of your content.
- Track site performance, including things like site speed.
- Identify broken links.
- Benchmark your content against itself.
- Identify key external drivers of traffic to your site.
- See what users are clicking on.
- Track business goals for your site.
- Identify user pain points and poor performing content.
- Measure effectiveness of social media and e-mail campaigns.

# Dimensions

Users	Behavior	Metrics
Browser	Event Action	Acquisition
City	Exit Page	Sessions
Country	Full Referrer	% New Sessions
Language	Landing Page	New Users
Network Domain	Page	Behavior
OS	Page Title	Bounce Rate
Acquisition	Search Term	Pages/Session
Referral Path	Time	Avg. Session Duration
Source	Day of the Month	Pageviews
Social	Day of Week	Unique Pageviews
Social Network	Hour	Entrances
Social Source	Minute	% Exit
	Year	

# Quick Web Analytics Overview

## Customer Behavior: The How & Why



# Google Analytics: Intro



**Google Analytics** is a service offered by Google that generates detailed statistics about a Web site's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew.

# Google Analytics: Sign up

<https://www.google.com/analytics>



The screenshot shows the Google Analytics homepage. At the top, there's a navigation bar with links for "Analytics Premium", "Analytics for Mobile Apps", "Analytics Standard", and "Tag Manager". A green "SIGN IN TO GOOGLE ANALYTICS" button is on the right. Below the navigation is a large image of two people, a woman and a man, looking at a laptop screen which displays various charts and data. To the right of this image is a section with the heading "Turn insights into action." and a paragraph about improving performance across sites, apps, and marketing channels. Further down, there's a section titled "Solutions for your business." with four options: "Analytics Premium", "Analytics for Mobile Apps", "Analytics Standard", and "Tag Manager", each with a brief description and a small icon.

SIGN IN TO GOOGLE ANALYTICS

Analytics Premium   Analytics for Mobile Apps   Analytics Standard   Tag Manager

Turn insights into action.

Improve performance across your sites, apps, and other marketing channels. Google Analytics and related products can help you turn customer insights into actionable solutions for your business.

Solutions for your business.

Choose the analytics solution that's the perfect fit for growing your business.

 Analytics Premium Enterprise-scale data. Premium-level service.	 Analytics for Mobile Apps Measure the end-to-end value of your app.	 Analytics Standard Get insights you need to improve your business. For free.	 Tag Manager Update your website tags easily, without having to edit code.
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# Google Analytics: Accounts, Properties, Views

The screenshot displays the Google Analytics interface with three main sections: ACCOUNT, PROPERTY, and VIEW.

**ACCOUNT:** John Batchelor Show

- Account Settings
- User Management
- All Filters
- Change History

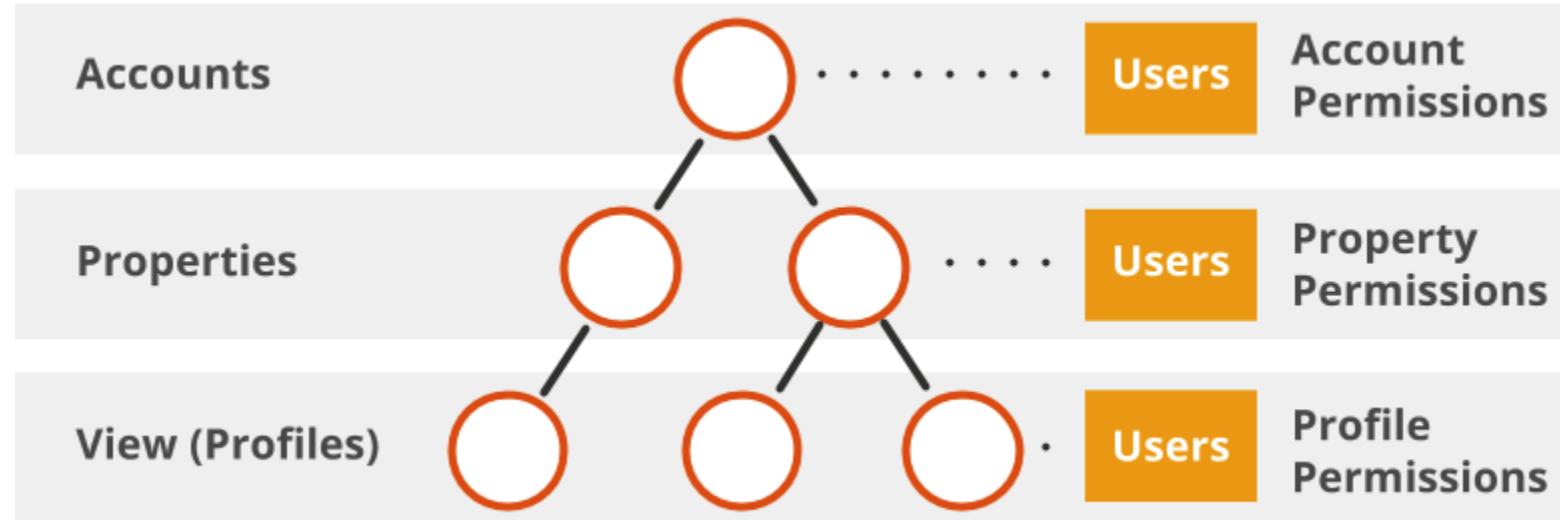
**PROPERTY:** http://johnbatchelorshow.com

- Property Settings
- User Management
- .js Tracking Info
- PRODUCT LINKING**
- AdWords Linking
- AdSense Linking
- All Products
- Remarketing**
- Custom Definitions
- Data Import
- Social Settings

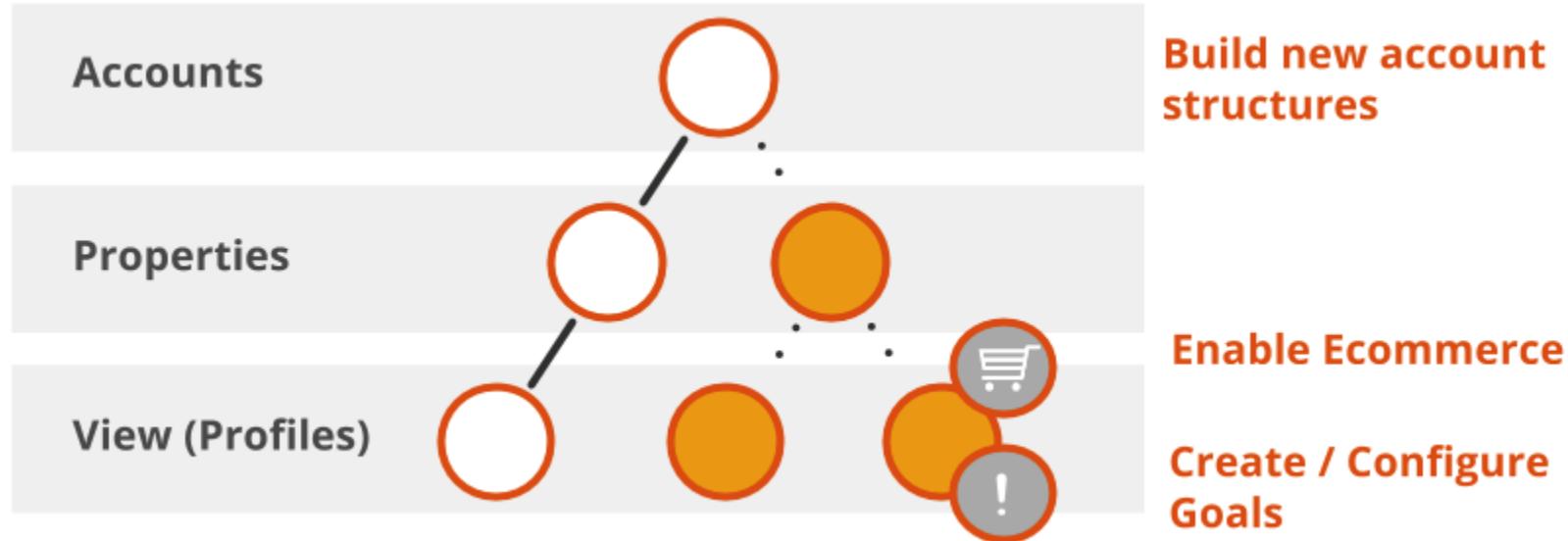
**VIEW:** johnbatchelorshow.com

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- PERSONAL TOOLS & ASSETS**
- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings
- Private Channel Groupings BETA
- Custom Alerts
- Scheduled Emails
- Shortcuts
- Share Assets

# Google Analytics: Accounts, Properties, Views



# Google Analytics: Accounts, Properties, Views



# Google Analytics: Sign up

## New Account

What would you like to track?

Website

Mobile app

Setting up your account

### Account Name

Accounts are the top-most level of organization and contain one or more tracking IDs.

My New Account Name

Setting up your property

### Website Name

My New Website

### Website URL

http:// ▾

Example: http://www.mywebsite.com

### Industry Category

Select One ▾

### Reporting Time Zone

United States ▾

(GMT-08:00) Pacific Time ▾

# Google Analytics: Sign up

Tracking ID

Status: Receiving Data

UA-12358817-1

## Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

**This is your tracking code. Copy and paste it into the code of every page you want to track.**

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-12358817-1', 'auto');
ga('send', 'pageview');

</script>
```

## Audience Overview

Jun 20, 2015 - Jul 20, 2015

Email Export ▾ Add to Dashboard Shortcut



All Sessions  
0.00%

+ Add Segment

### Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

• Sessions

1

0

Jun 22

Jun 29

Jul 6

Jul 13

Sessions

0

Users

0

Pageviews

0

Pages / Session

0.00

There is no data for this view.

Avg. Session Duration

00:00:00

Bounce Rate

0.00%

% New Sessions

0.00%

# Audience Overview

Jun 20, 2015 - Jul 20, 2015

Email Export ▾ Add to Dashboard Shortcut



All Sessions  
100.00%

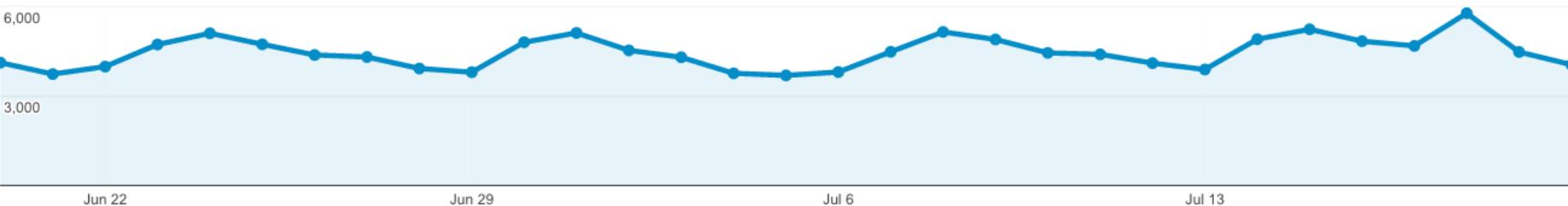
+ Add Segment

## Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

● Sessions



Sessions

137,837

Users

32,188

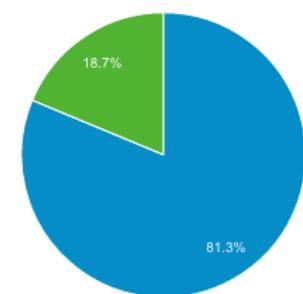
Pageviews

409,464

Pages / Session

2.97

■ Returning Visitor ■ New Visitor



Avg. Session Duration

00:06:37

Bounce Rate

27.74%

% New Sessions

18.70%



# Google Analytics Module

[https://www.drupal.org/project/google\\_analytics](https://www.drupal.org/project/google_analytics)

Get Started   Community   Documentation   Support   Download & Extend   Jobs   Marketplace   About

# Drupal™

Drupal Homepage Log In / Register Search Refine your search ▾

Download & Extend

Download & Extend Home   Drupal Core   Distributions   Modules   Themes

## Google Analytics

Recommended releases

Version	Download	Date
7.x-2.1	<a href="#">tar.gz (38.72 KB)</a>   <a href="#">zip (45.83 KB)</a>	2014-Nov-29
6.x-4.1	<a href="#">tar.gz (37.5 KB)</a>   <a href="#">zip (43.08 KB)</a>	2014-Nov-29

Other releases

Version	Download	Date
7.x-1.4	<a href="#">tar.gz (31.44 KB)</a>   <a href="#">zip (36.25 KB)</a>	2013-Oct-17
6.x-3.6	<a href="#">tar.gz (26.88 KB)</a>   <a href="#">zip (30.41 KB)</a>	2013-Oct-17

Development releases

Version	Download	Date
8.x-2.x-dev	<a href="#">tar.gz (39.05 KB)</a>   <a href="#">zip (54.29 KB)</a>	2015-Jul-13
7.x-2.x-dev	<a href="#">tar.gz (39.03 KB)</a>   <a href="#">zip (46.25 KB)</a>	2015-Jul-13
6.x-4.x-dev	<a href="#">tar.gz (37.79 KB)</a>   <a href="#">zip (43.48 KB)</a>	2015-Jul-05

Pages

Comments

Issues

Maintainers for Google Analytics

hass – 1084 commits  
last: 1 week ago, first: 8 years ago

budda – 50 commits  
last: 3 years ago, first: 9 years ago

[View all committers](#)

[View commits](#)

Issues for Google Analytics

To avoid duplicates, please search before submitting a new issue.

[Advanced search](#)

All issues

29 open, 958 total

Bug report

6 open, 193 total

[Subscribe via e-mail](#)

Statistics

New issues

Response rate

50 %

- Changing URL fragments can be tracked as pageviews
- Debug mode with analytics\_debug.js

# Google Analytics Module Features

- Single/multi/cross domain tracking
- Selectively track/exclude certain users, roles and pages
- Monitor what type of links are tracked (downloads, outgoing and mailto)
- Monitor what files are downloaded from your pages
- Custom dimensions and metrics support with tokens
- Custom code snippets
- Site Search support
- AdSense support
- Demographics and Interests support (formerly known as DoubleClick remarketing support)
- Anonymize visitors IP address
- DoNotTrack support (non-cached content only)
- Drupal messages tracking
- Modal dialog tracking
- Access denied (403) and Page not found (404) tracking
- Cache the Google Analytics code on your local server for improved page loading times
- Enhanced Link Attribution support
- User ID tracking across devices

# Google Analytics Module

## SYSTEM

### Site information

Change site name, e-mail address, slogan, default front page, and number of posts per page, error pages.

### Actions

Manage the actions defined for your site.

### Backup and Migrate

Backup/restore your database and files or migrate data to or from another Drupal site.

### Google Analytics

Configure tracking behavior to get insights into your website traffic and marketing effectiveness.

### Cron

Manage automatic site maintenance tasks.

#### GENERAL SETTINGS

Web Property ID  
UA-12358817-1

# Plug in your GA Web Property ID

This ID is unique to each site you want to track separately, and is in the form of UA-xxxxxx-yy. To get a Web Property ID, register your site with Google Analytics, or if you already have registered your site, go to your Google Analytics Settings page to see the ID next to every site profile. [Find more information in the documentation.](#)

#### Tracking scope

<b>Domains</b> A single domain
<b>Pages</b> All pages with exceptions
<b>Roles</b> Excepted: administrator
<b>Users</b> Not customizable
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled
<b>Messages</b> Not tracked
<b>Search and Advertising</b> Display features enabled
<b>Privacy</b> Universal web tracking opt-out enabled

#### What are you tracking?

A single domain (default)

Domain: johnbatchelorshow.com

One domain with multiple subdomains

Examples: www.example.com, app.example.com, shop.example.com

Multiple top-level domains

Examples: www.example.com, www.example.net, www.example.org

#### List of top-level domains

If you selected "Multiple top-level domains" above, enter all related top-level domains. Add one domain per line. By default, the data in your reports only includes the path and name of the page, and not the domain name. For more information see section [Show separate domain names in Tracking Multiple Domains](#).

#### ► CUSTOM DIMENSIONS

#### ► CUSTOM METRICS

#### ► ADVANCED SETTINGS

Save configuration

## Tracking scope

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Domain: johnbatchelorshow.com

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Multiple top-level domains

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## Tracking scope

# Exclude your admin paths.

<b>Domains</b> A single domain
<b>Pages</b> All pages with exceptions
<b>Roles</b> Excepted: administrator
<b>Users</b> Not customizable
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled
<b>Messages</b> Not tracked
<b>Search and Advertising</b> Display features enabled
<b>Privacy</b> Universal web tracking opt-out enabled

### Add tracking to specific pages

Every page except the listed pages

The listed pages only

admin  
admin/\*  
batch  
node/add\*  
node/\*/\*  
user/\*/\*



Specify pages by using their paths. Enter one path per line. The '\*' character is a wildcard. Example paths are *blog* for the blog page and *blog/\** for every personal blog. <front> is the front page.

## Tracking scope

<b>Domains</b> A single domain
<b>Pages</b> All pages with exceptions
<b>Roles</b> Excepted: administrator
<b>Users</b> Not customizable
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled
<b>Messages</b> Not tracked
<b>Search and Advertising</b> Display features enabled
<b>Privacy</b> Universal web tracking opt-out enabled

## Exclude your admin users.

### Add tracking for specific roles

- Add to the selected roles only  
 Add to every role except the selected ones

#### Roles

- anonymous user  
 authenticated user  
 administrator  
 author

If none of the roles are selected, all users will be tracked. If a user has any of the roles checked, that user will be tracked (or excluded, depending on the setting above).

## Tracking scope

<b>Domains</b> A single domain
<b>Pages</b> All pages with exceptions
<b>Roles</b> Excepted: administrator
<b>Users</b> Not customizable
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled
<b>Messages</b> Not tracked
<b>Search and Advertising</b> Display features enabled
<b>Privacy</b> Universal web tracking opt-out enabled

## Track basic clicks and downloads.

Track clicks on outbound links

Track clicks on mailto links

Track downloads (clicks on file links) for the following extensions

7z|aac|arc|arj|asf|asx|avi|bin|csv|doc|exe|flv|gif|gz|gzip|hqx|jar|jpe?g|js|mp(2|3|4|e?g)|mov(ie)?|msi|msp|pdf|phps|png|ppt|qtm?|ra(m|r)?|s

A file extension list separated by the | character that will be tracked as download when clicked. Regular expressions are supported. For example: 7z|aac|arc|arj|asf|asx|avi|bin|csv|doc|exe|flv|gif|gz|gzip|hqx|jar|jpe?g|js|mp(2|3|4|e?g)|mov(ie)?|msi|msp|pdf|phps|png|ppt|qtm?|ra(m|r)?|sea|sit|tar|tgz|torrent|txt|wav|wma|wmv|wpd|xls|xml|z|zip

Track enhanced link attribution

Enhanced Link Attribution improves the accuracy of your In-Page Analytics report by automatically differentiating between multiple links to the same URL on a single page by using link element IDs. [Enable enhanced link attribution](#) in the Admin UI of your Google Analytics account.

Track changing URL fragments as pageviews

By default, the URL reported to Google Analytics will not include the "fragment identifier" (i.e. the portion of the URL beginning with a hash sign), and hash changes by themselves will not cause new pageviews to be reported. Checking this box will cause hash changes to be reported as pageviews (in modern browsers) and all pageview URLs to include the fragment where applicable.

## Tracking scope

<b>Domains</b> A single domain	<b>Track messages of type</b> <input type="checkbox"/> Status message <input type="checkbox"/> Warning message <input type="checkbox"/> Error message
<b>Pages</b> All pages with exceptions	This will track the selected message types shown to users. Tracking of form validation errors may help you identifying usability issues in your site. For each visit (user session), a maximum of approximately 500 combined GATC requests (both events and page views) can be tracked. Every message is tracked as one individual event. Note that – as the number of events in a session approaches the limit – additional events might not be tracked. Messages from excluded pages cannot tracked.
<b>Roles</b> Excepted: administrator	
<b>Users</b> Not customizable	
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled	
<b>Messages</b> Not tracked	
<b>Search and Advertising</b> Display features enabled	
<b>Privacy</b> Universal web tracking opt-out enabled	

## Tracking scope

<b>Domains</b> A single domain	<input type="checkbox"/> <b>Track internal search</b> If checked, internal search keywords are tracked. You must configure your Google account to use the internal query parameter <b>search</b> . For more information see <a href="#">Setting Up Site Search for a Profile</a> . Requires: Search (enabled)
<b>Pages</b> All pages with exceptions	<input type="checkbox"/> <b>Track AdSense ads</b> If checked, your AdSense ads will be tracked in your Google Analytics account.
<b>Roles</b> Excepted: administrator	<input checked="" type="checkbox"/> <b>Track display features</b> The display features plugin can be used to enable Display Advertising Features in Google Analytics, such as Remarketing, Demographics and Interest Reporting, and more. <a href="#">Learn more about Display Advertising Features in Google Analytics</a> . If you choose this option you will need to <a href="#">update your privacy policy</a> .
<b>Users</b> Not customizable	
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled	
<b>Messages</b> Not tracked	
<b>Search and Advertising</b> Display features enabled	
<b>Privacy</b> Universal web tracking opt-out enabled	

## Tracking scope

<b>Domains</b> A single domain	<input type="checkbox"/> <b>Anonymize visitors IP address</b>  Tell Google Analytics to anonymize the information sent by the tracker objects by removing the last octet of the IP address prior to its storage. Note that this will slightly reduce the accuracy of geographic reporting. In some countries it is not allowed to collect personally identifying information for privacy reasons and this setting may help you to comply with the local laws.
<b>Pages</b> All pages with exceptions	<input checked="" type="checkbox"/> <b>Universal web tracking opt-out</b>  If enabled and your server receives the <a href="#">Do-Not-Track</a> header from the client browser, the Google Analytics module will not embed any tracking code into your site. Compliance with Do Not Track could be purely voluntary, enforced by industry self-regulation, or mandated by state or federal law. Please accept your visitors privacy. If they have opt-out from tracking and advertising, you should accept their personal decision. This feature is currently limited to logged in users and disabled page caching.
<b>Roles</b> Excepted: administrator	
<b>Users</b> Not customizable	
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled	
<b>Messages</b> Not tracked	
<b>Search and Advertising</b> Display features enabled	
<b>Privacy</b> Universal web tracking opt-out enabled	

Right now

33

active users on site

 MOBILE  DESKTOP  TABLET

42%

39%

18%

## Pageviews

Per minute



Per second



## Top Referrals:

Source	Active Users ↓
1. talkstreamlive.com	1
2. wabcradio.com	1

## Top Social Traffic:

Source	Active Users ↓
1. reddit	1

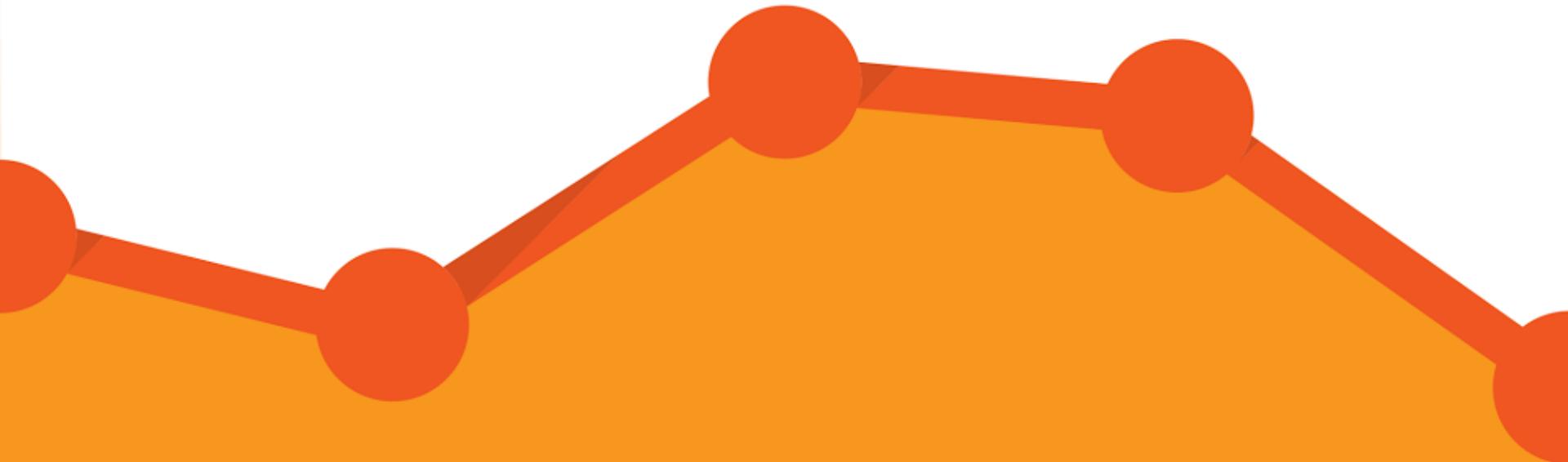
## Top Keywords:

Keyword	Active Users ↓
1. (not provided)	6
2. the john batchelor show	1

## Top Active Pages:

Active Page	Active Users ↓
1. /podcasts	11 33.33%
2. /	9 27.27%
3. /podcasts/mon-72015-hr-1-...-cabinet-jonathan-schneer	2 6.06%
4. /podcasts/mon-72015-hr-2-...-cabinet-jonathan-schneer	2 6.06%
5. /podcasts/sun-71915-jbs-a...th-moving-pictures-edward	2 6.06%
6. /404.html?page=/sites/def...count=100&after=t3_362315	1 3.03%
7. /blog/2015/video-f-35-boondoggle	1 3.03%
8. /podcasts/2014/11/11/second-hour	1 3.03%
9. /podcasts/mon-72015-hr-4-...ichael-neiberg-part-ii-ii	1 3.03%
10. /podcasts/sat-71815-jbs-a...ly-drives-suicide-bombers	1 3.03%

# Google Analytics





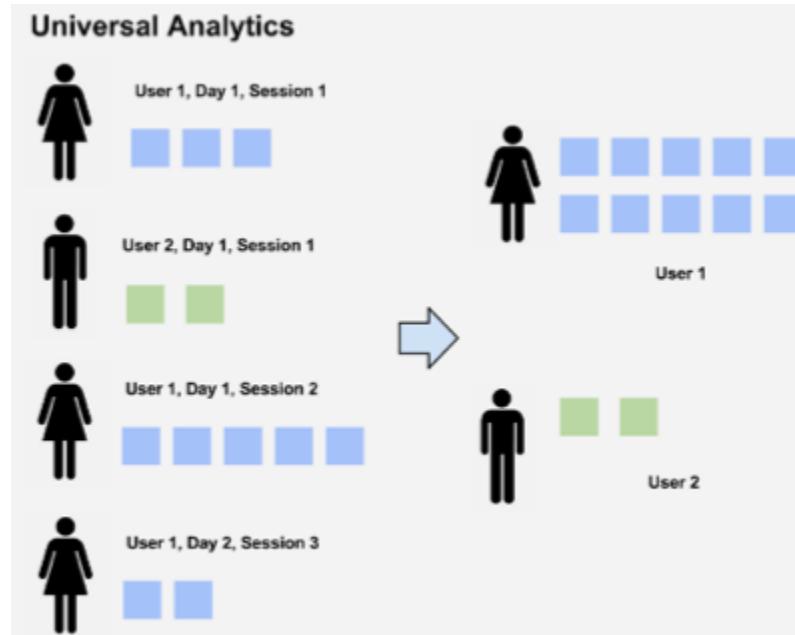
<https://ga-dev-tools.appspot.com>

# Universal Analytics



The User ID is a Universal Analytics feature that you can use to associate multiple sessions. When you send an unique ID and any related engagement data to Google Analytics, all activity is attributed to one user in your reports. With the User ID, you can get a more accurate user count, analyze the signed-in user experience, and get access to the new Cross Device reports.

# Universal Analytics



# Google Analytics: Dashboard

## Audience Overview

Jun 20, 2015 - Jul 20, 2015 ▾

Email Export ▾ Add to Dashboard Shortcut



All Sessions  
100.00%

+ Add Segment

Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

● Sessions



Sessions

137,837

Users

32,188

Pageviews

409,464

Pages / Session

2.97

Avg. Session Duration

00:06:37

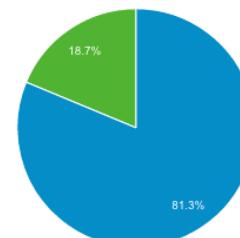
Bounce Rate

27.74%

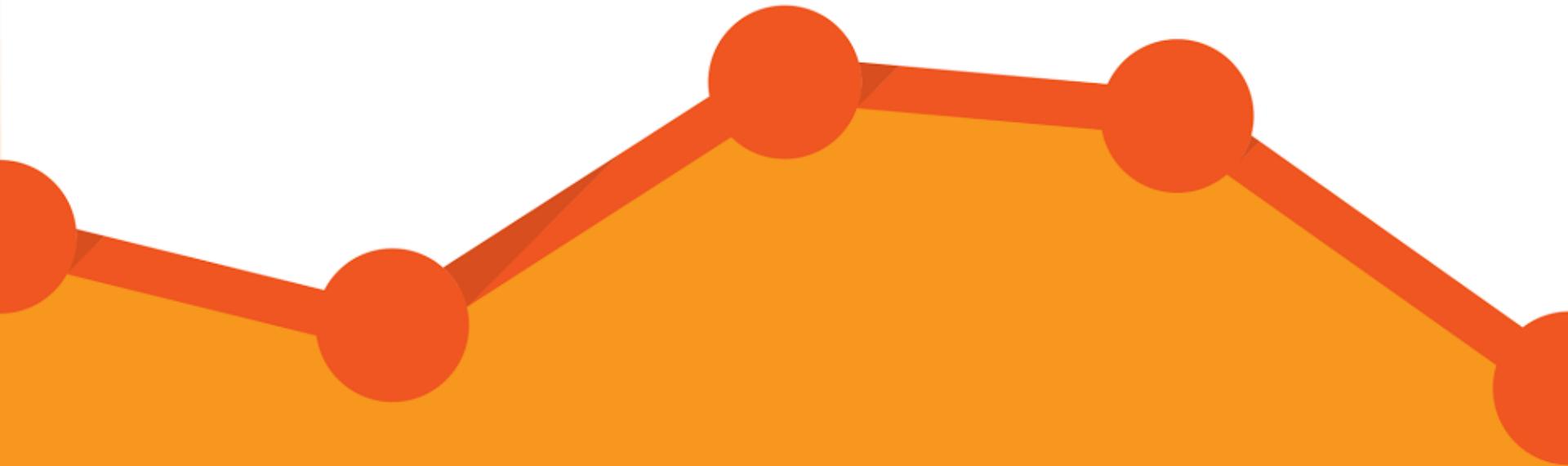
% New Sessions

18.70%

■ Returning Visitor ■ New Visitor



# Audience



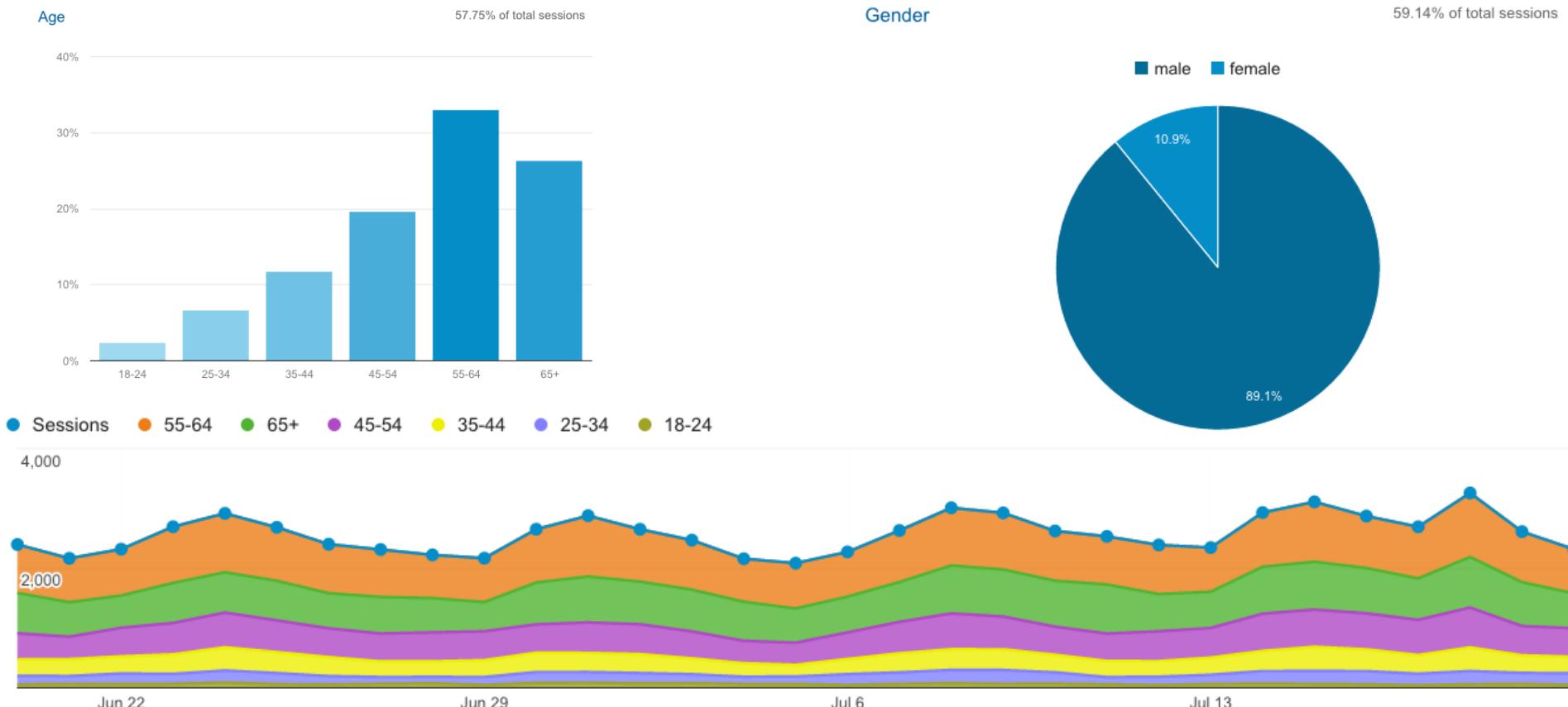
# Google Analytics: Audience

The screenshot shows the 'Audience' section of the Google Analytics interface. At the top, there's a blue header bar with the 'Audience' icon and the word 'Audience'. Below this is a white sidebar with the 'Overview' section selected. Under 'Overview', there's a heading 'Active Users BETA'. A red rectangular box highlights the 'Demographics' option in the list below. The list includes: Demographics (highlighted), Interests, Geo, Behavior, Technology, Mobile, Custom, and Benchmarking. At the bottom of the sidebar, there's a link 'Users Flow'.

- ▶ Demographics
- ▶ Interests
- ▶ Geo
- ▶ Behavior
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- ▶ Benchmarking

Users Flow

# Google Analytics: Demographics

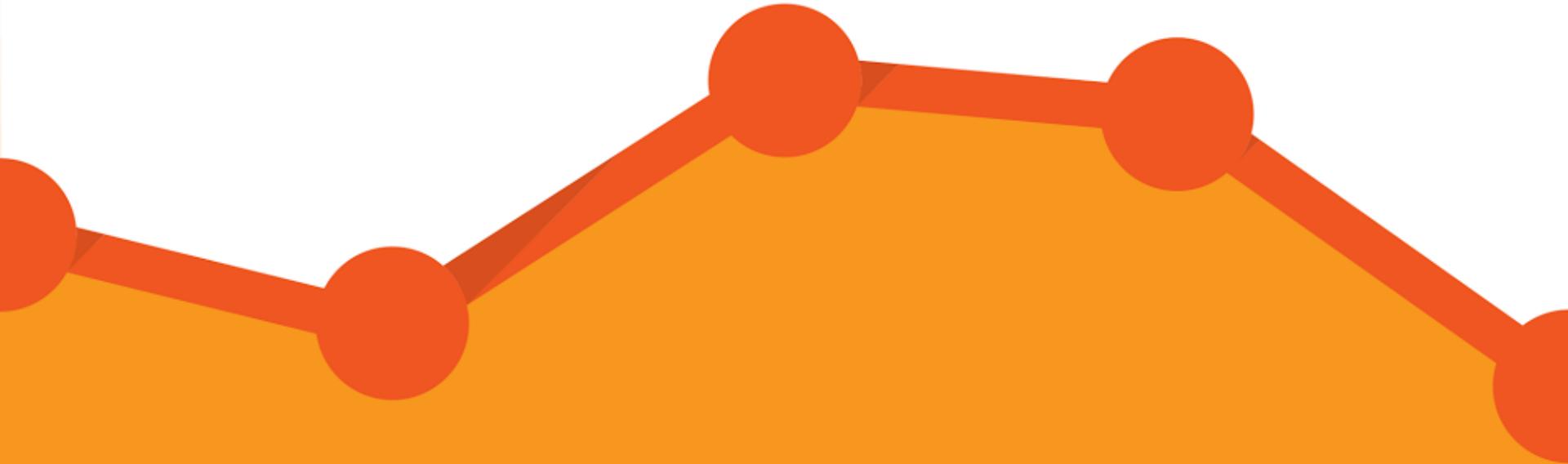


# Google Analytics Module: Demographics Setup

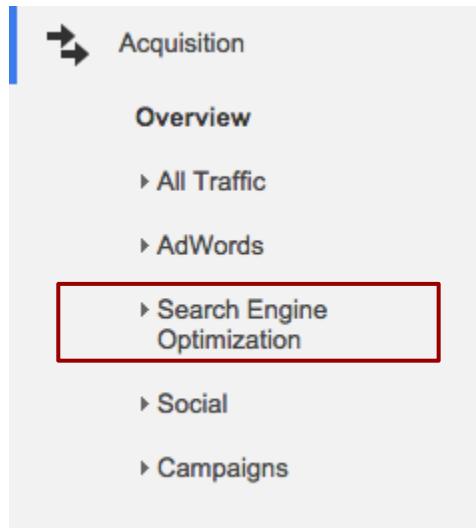
## Tracking scope

<b>Domains</b> A single domain	<input type="checkbox"/> <b>Track internal search</b> If checked, internal search keywords are tracked. You must configure your Google account to use the internal query parameter <a href="#">search</a> . For more information see <a href="#">Setting Up Site Search for a Profile</a> . Requires: Search (enabled)
<b>Pages</b> All pages with exceptions	<input type="checkbox"/> <b>Track AdSense ads</b> If checked, your AdSense ads will be tracked in your Google Analytics account.
<b>Roles</b> Excepted: administrator	
<b>Users</b> Not customizable	<input checked="" type="checkbox"/> <b>Track display features</b> The display features plugin can be used to enable Display Advertising Features in Google Analytics, such as Remarketing, Demographics and Interest Reporting, and more. <a href="#">Learn more about Display Advertising Features in Google Analytics</a> . If you choose this option you will need to update your privacy policy.
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled	
<b>Messages</b> Not tracked	
<b>Search and Advertising</b> Display features enabled	
<b>Privacy</b> Universal web tracking opt-out enabled	

# Acquisition



# Google Analytics: Acquisition



# Google Analytics: SEO



**This report requires Webmaster Tools to be enabled.**

[Set up Webmaster Tools data sharing](#)

## What is Webmaster Tools?

Webmaster Tools is a free product that provides data and analytics to help improve your site's performance in Google search.

## Enabling Webmaster Tools data within Analytics

Once you connect a site you own in Webmaster Tools to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Webmaster Tools sites' data you wish to show, and control which views on your Web Property have access to view the data.

## How to use Webmaster Tools data within Analytics

Webmaster Tools provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

# Google Analytics: SEO

## Property Settings

[Move to Trash Can](#)

### Basic Settings

---

#### Tracking Id

UA-12358817-1

#### Property Name

http://johnbatchelorshow.com

#### Default URL

http:// ▾

johnbatchelorshow.com

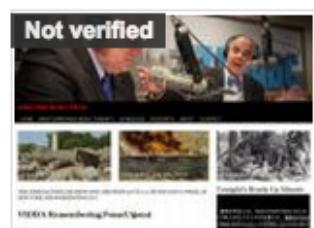
#### Default View

johnbatchelorshow.com ▾

#### Industry Category

News ▾

# Google Analytics: SEO



johnbatchelorshow.com Website

Manage property ▾

You don't have access to this property. Verify this property or ask a property owner to add you as a user. - [Verify this property](#)

Today

# Google Analytics: SEO

Search Console

Help ▾

❶ Verification failed for <http://johnbatchelorshow.com/> using the Google Analytics method (173 days ago). The Google Analytics tracking code on your site is in the wrong location. You can verify site ownership with the asynchronous snippet placed in the <head> section of your home page. [Learn more](#).

Verify your ownership of <http://johnbatchelorshow.com/>. [Learn more](#).

Recommended method

Alternate methods

History

## Recommended: Google Analytics

Use your Google Analytics account.

- You must be using the [asynchronous tracking code](#) .
- Your tracking code should be in the <head> section of your page.
- You must have the "edit" permission for the Analytics web property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

VERIFY

Not now

# Google Analytics: SEO

Recommended method

Alternate methods

History

**HTML file upload**

Upload an HTML file to your site.

1. Download [this HTML verification file](#). [google312ac9f858d5cf7a.html]
2. Upload the file to <http://johnbatchelorshow.com/>
3. Confirm successful upload by visiting <http://johnbatchelorshow.com/google312ac9f858d5cf7a.html> in your browser.
4. Click Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

**HTML tag**

Add a meta tag to your site's home page.

**Domain name provider**

Sign in to your domain name provider.

**Google Tag Manager**

Use your Google Tag Manager account.

**VERIFY**

Not now

# Google Analytics: SEO

## Search Console



Congratulations, you have successfully verified your ownership of <http://johnbatchelorshow.com/>.

[Continue](#)

## Dashboard

Messages (3)

▶ Search Appearance 

▶ Search Traffic

▶ Google Index

▶ Crawl

Security Issues

Other Resources

## New and important

No new messages or recent critical issues. [View all](#)

## Current Status

### Crawl Errors

#### Site Errors

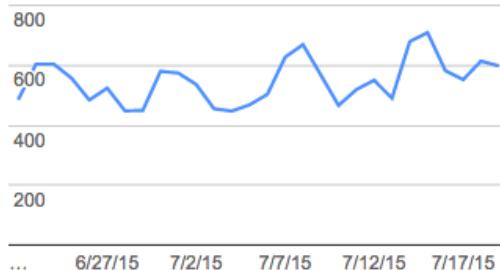
DNS	Server connectivity	Robots.txt fetch
		

#### URL Errors

**17** Access denied  
**4,550** Not found

### Search Analytics

 **15,341**  
Total Clicks



### Sitemaps

No Sitemaps 

[Why submit a Sitemap?](#)

## Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more](#).

Go back to old "[Search Queries](#)" report.

Clicks  Impressions  CTR  Position

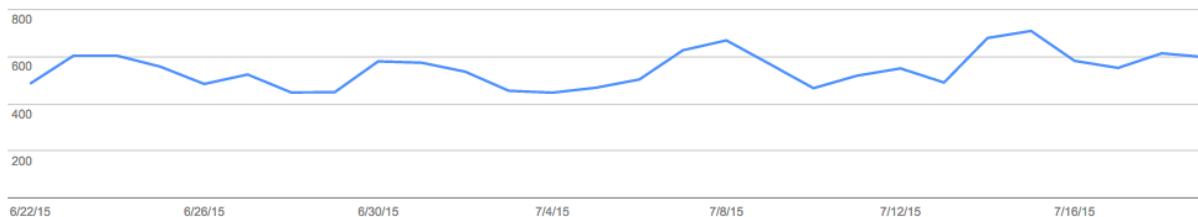
**Queries**  Pages  Countries  Devices  Search Type  
No filter [x](#) No filter [x](#) No filter [x](#) No filter [x](#) Web [x](#)

Dates  
Jun 22 - Jul 19 [x](#)

### Total clicks

15,341

### Clicks



### Queries

### Clicks ▾

1	john batchelor <a href="#">»</a>	5,558	<a href="#">»</a>
2	john batchelor podcast <a href="#">»</a>	2,928	<a href="#">»</a>
3	john batchelor show <a href="#">»</a>	1,259	<a href="#">»</a>
4	john batchelor podcasts <a href="#">»</a>	524	<a href="#">»</a>
5	the john batchelor show <a href="#">»</a>	417	<a href="#">»</a>

## Queries

Jun 20, 2015 - Jul 20, 2015 ▾

Google Search: Top 1,000 daily queries.

Customize Email Export ▾ Shortcut

No data is available from the most recent 2 calendar days.

● % of clicks: 55.56%

### Explorer

Impressions ▾ VS. Select a metric



● Impressions

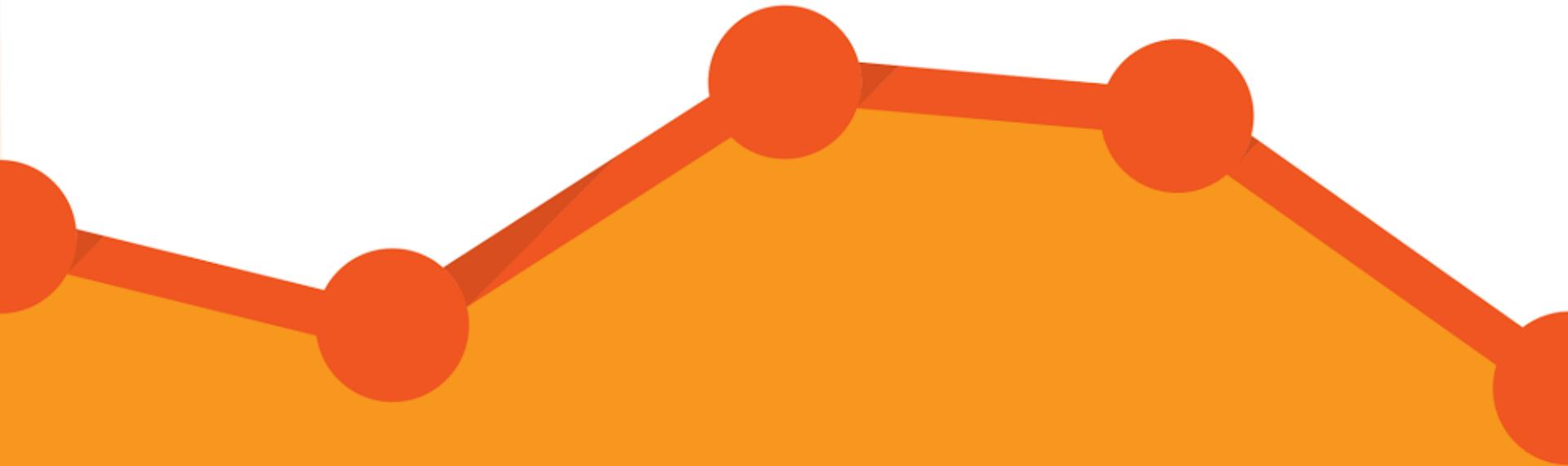


Primary Dimension: **Query** Other ▾

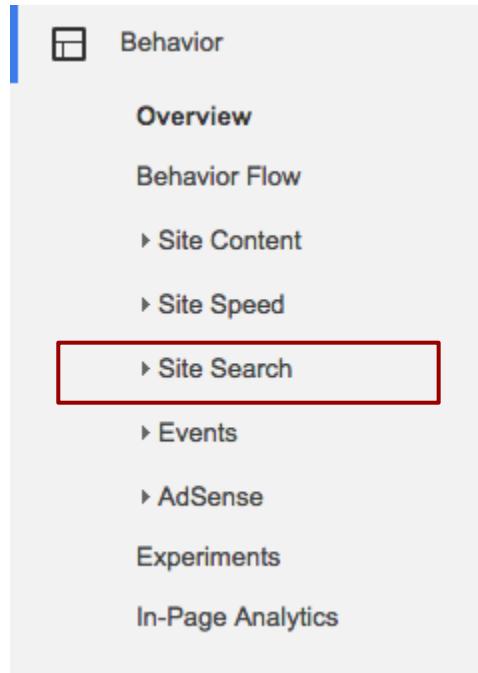
Secondary dimension ▾  advanced

Query	Impressions ? ↓	Clicks ?	Average Position ?	CTR ?
	<b>55,634</b> % of Total: 50.58% (110,000)	<b>9,351</b> % of Total: 62.34% (15,000)	<b>7.7</b> Avg for View: 36 (-80.76%)	<b>16.81%</b> Avg for View: 13.64% (23.26%)
1. john batchelor	<b>15,000</b> (26.96%)	<b>4,500</b> (48.12%)	<b>1.0</b>	<b>30.00%</b>
2. batchelor	<b>6,500</b> (11.68%)	<b>16</b> (0.17%)	<b>3.3</b>	<b>0.25%</b>
3. john batchelor podcast	<b>3,500</b> (6.29%)	<b>1,600</b> (17.11%)	<b>1.0</b>	<b>45.71%</b>
4. john batchelor show	<b>2,500</b> (4.49%)	<b>900</b> (9.62%)	<b>1.0</b>	<b>36.00%</b>
5. john bachelor	<b>900</b> (1.62%)	<b>320</b> (3.42%)	<b>1.0</b>	<b>35.56%</b>
6. the john batchelor show	<b>900</b> (1.62%)	<b>250</b> (2.67%)	<b>1.0</b>	<b>27.78%</b>
7. john show	<b>700</b> (1.26%)	<b>5</b> (0.05%)	<b>5.0</b>	<b>0.71%</b>

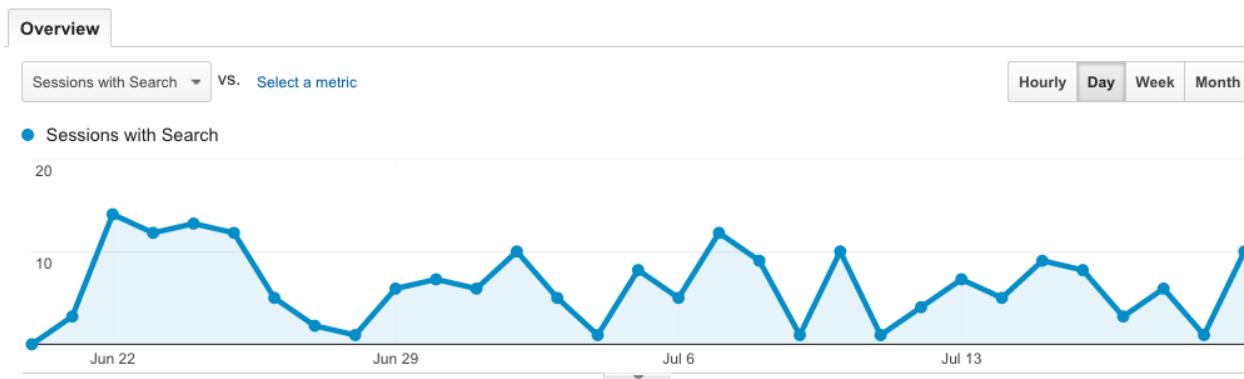
# Behavior



# Google Analytics: Behavior



# Google Analytics: Site Search



2.64% of your visits used site search

Sessions with Search

196



Total Unique Searches

373



Results Pageviews / Search

2.02



% Search Exits

13.67%

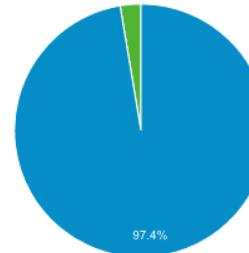


% Search Refinements

28.29%



Visits Without Site Search Visits With Site Search



Time after Search

00:03:36



VIEW  
www.ncfy.com

**View Settings**

User Management

Goals

Content Grouping

Filters

Channel Grouping

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings

Custom Alerts

Scheduled Emails

Shortcuts

Share Assets

**Reporting View Settings**

**Basic Settings**

**View ID**  
15475145

**View Name**  
www.ncfy.com

**Website's URL**  
http:// www.ncfy.com

**Time zone country or territory**  
United States (GMT-05:00) Eastern Time

**Default page** optional

**Exclude URL Query Parameters** optional

**Currency displayed as**  
US Dollar (USD \$)

**Ecommerce Settings**

**Ecommerce tracking** optional

**Site Search Settings**

**Site search Tracking** optional

**Query parameter**  
Use commas to separate up to 5 parameters (case insensitive)  
search,site

Strip query parameters out of URL

**Site search categories** optional



**Site Search Settings**

**Site search Tracking** optional

**Query parameter**  
Use commas to separate up to 5 parameters (case insensitive)  
search,site

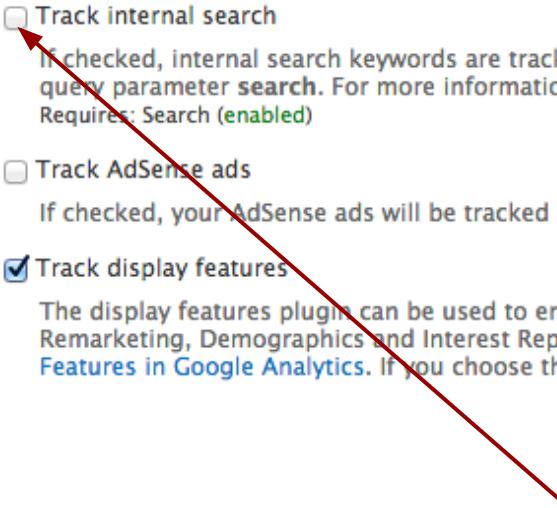
Strip query parameters out of URL

**Site search categories** optional

# Google Analytics: Site Search

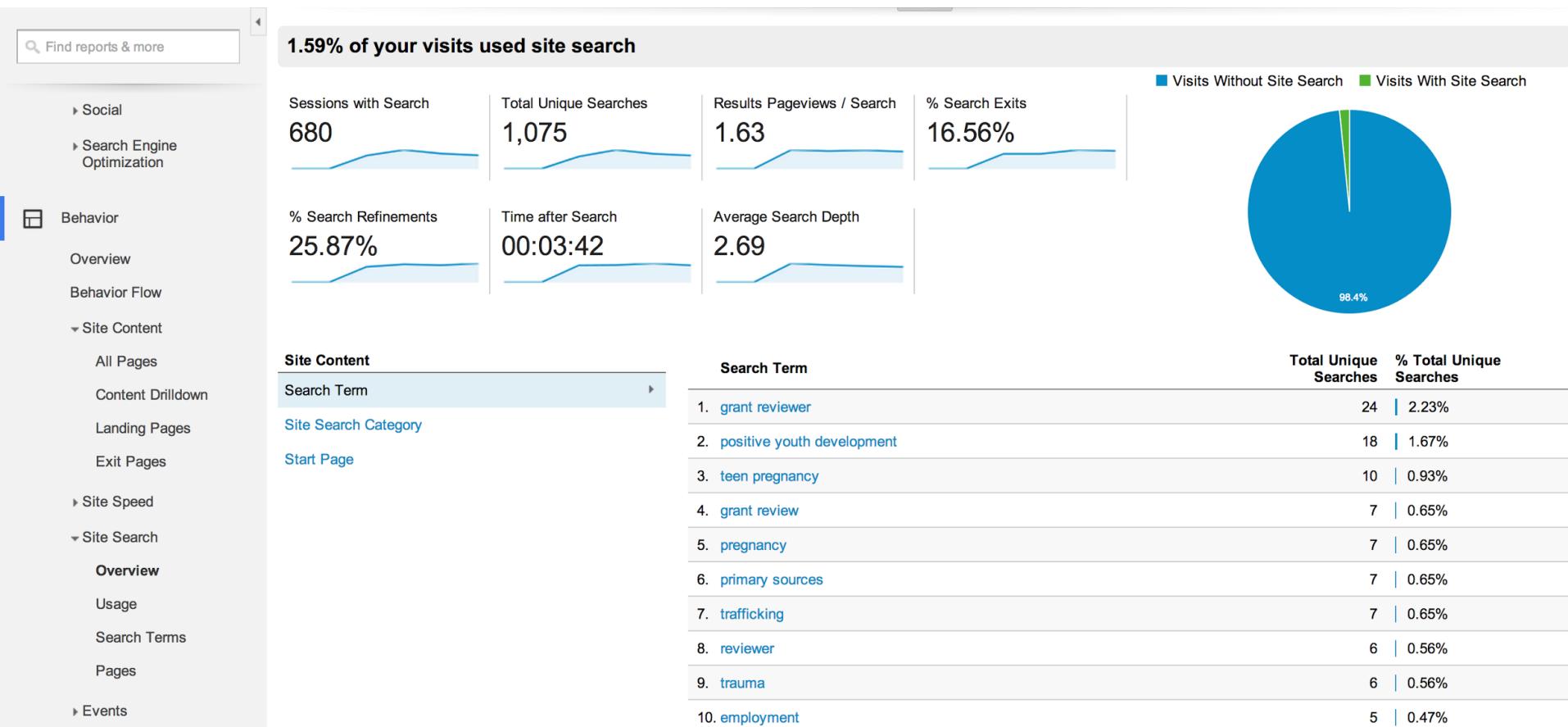
## Tracking scope

<b>Domains</b> A single domain	<input type="checkbox"/> <b>Track internal search</b> If checked, internal search keywords are tracked. You must configure your Google account to use the internal query parameter <code>search</code> . For more information see <a href="#">Setting Up Site Search for a Profile</a> . <small>Requires: Search (enabled)</small>
<b>Pages</b> All pages with exceptions	<input type="checkbox"/> <b>Track AdSense ads</b> If checked, your AdSense ads will be tracked in your Google Analytics account.
<b>Roles</b> Excepted: administrator	<input type="checkbox"/>
<b>Users</b> Not customizable	<input checked="" type="checkbox"/> <b>Track display features</b> The display features plugin can be used to enable Display Advertising Features in Google Analytics, such as Remarketing, Demographics and Interest Reporting, and more. <a href="#">Learn more about Display Advertising Features in Google Analytics</a> . If you choose this option you will need to <a href="#">update your privacy policy</a> .
<b>Links and downloads</b> Outbound links, Mailto links, Downloads enabled	
<b>Messages</b> Not tracked	
<b>Search and Advertising</b> Display features enabled	
<b>Privacy</b> Universal web tracking opt-out enabled	

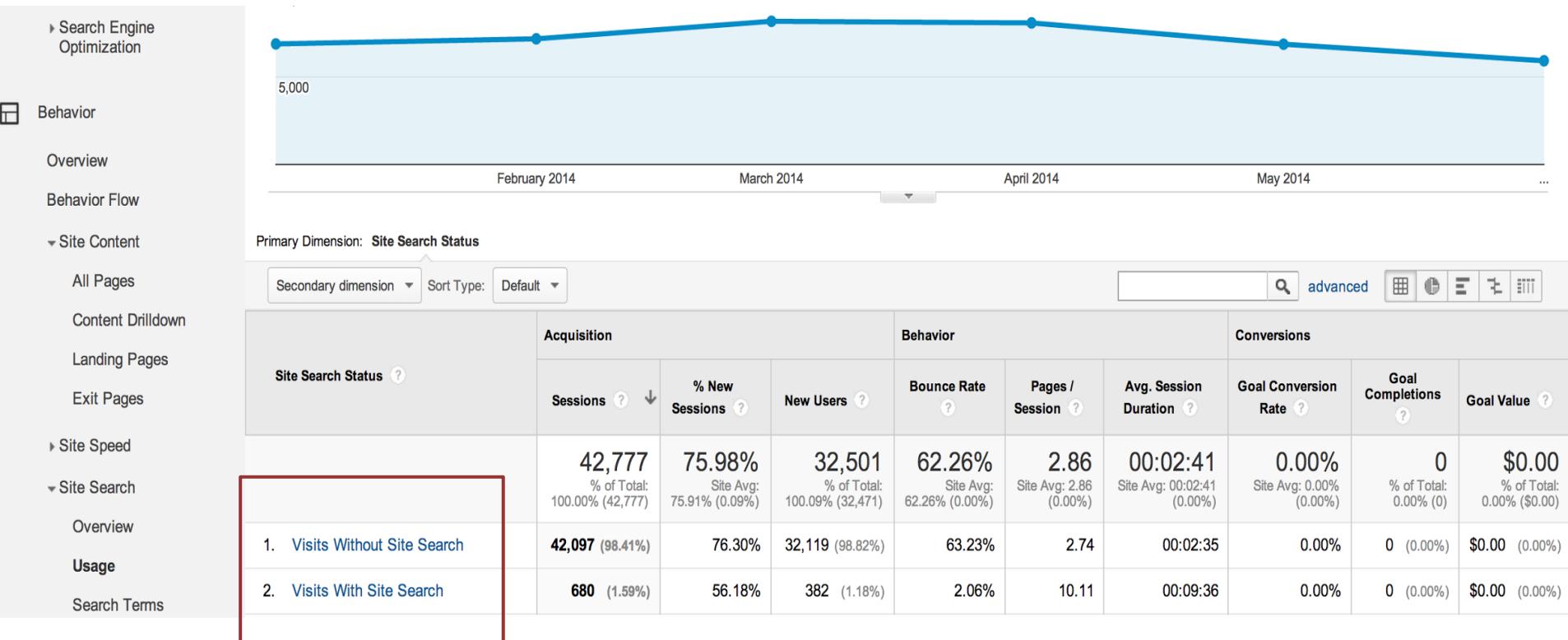
 A red arrow originates from the bolded text "Track internal site search." at the bottom of the image and points diagonally upwards towards the "Track internal search" checkbox in the configuration table.

**Track internal site search.**

# Google Analytics: Site Search



# Google Analytics: Site Search



# Google Analytics: Site Search

Behavior  
Technology  
Mobile  
Custom  
Users Flow

Acquisition  
Behavior  
Overview  
Behavior Flow  
Site Content  
Site Speed  
Site Search  
Overview  
Usage  
Search Terms

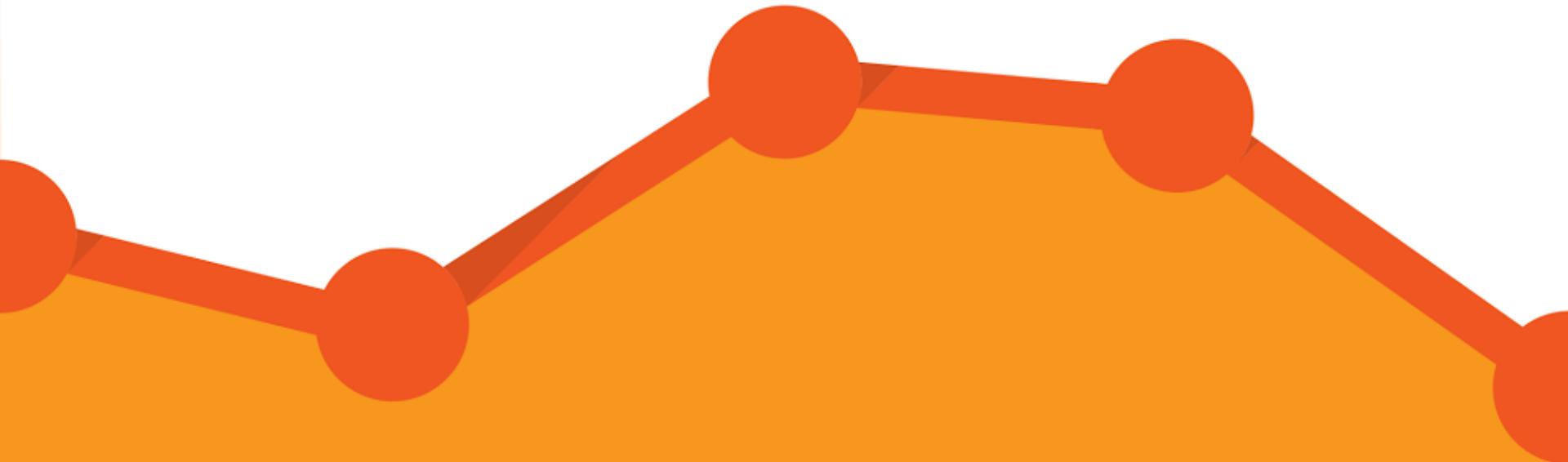
Pages

Secondary dimension ▾ Sort Type: Default ▾  advanced

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Average Search Depth
	60,439 % of Total: 100.00% (60,439)	1.55 Site Avg: 1.55 (0.00%)	19.23% Site Avg: 19.23% (0.00%)	25.75% Site Avg: 25.75% (0.00%)	00:03:26 Site Avg: 00:03:26 (0.00%)	2.56 Site Avg: 2.56 (0.00%)
1. alzheimers	592 (0.98%)	1.36	16.22%	29.69%	00:03:06	2.48
2. dementia	524 (0.87%)	1.73	19.85%	12.38%	00:04:29	3.53
3. alzheimer	366 (0.61%)	1.58	20.49%	16.21%	00:05:45	3.27
4. exercise	344 (0.57%)	1.54	11.34%	13.99%	00:04:46	3.86
5. menopause	232 (0.38%)	1.45	15.52%	14.54%	00:05:00	2.93
6. alzheimer's	223 (0.37%)	1.75	12.11%	21.54%	00:04:23	3.81
7. forgetfulness	183 (0.30%)	1.98	19.67%	9.37%	00:06:13	2.50
8. diabetes	173 (0.29%)	2.01	17.34%	14.08%	00:04:30	3.28
9. falls	168 (0.28%)	1.86	14.29%	17.31%	00:03:26	3.88
10. nutrition	166 (0.27%)	2.00	11.45%	14.46%	00:04:24	5.19

Show rows: 10 Go to: 1 1 - 10 of 36082

# Events



# Google Analytics: Events

The screenshot shows the homepage of the New Zealand Red Cross website. A large red banner at the top features the text "Preparing for the Pacific cyclone season" and three women carrying white boxes labeled with a red cross logo on their heads. Below the banner, a text block discusses the cyclone season, followed by a "DONATE" button. At the bottom, there are three sections: "First aid training", "How we help", and "Get involved". The word "Events" is written vertically on the left and right sides of the page, with red arrows pointing from these labels to various interactive elements: the banner, the "DONATE" button, and the "Get involved" section.

Events

Events

NEW ZEALAND RED CROSS

Home What we do Get involved First aid Retail shops About us Blog Donate

Member login Checkout

Preparing for the Pacific cyclone season

Pacific communities and the Red Cross societies are gearing up for a typical cyclone season, which runs from November through to April next year. 'Typical', however, can mean disastrous. [Read more](#)

DONATE

**First aid training**

Book first aid training with New Zealand Red Cross - We're the leading first aid provider in Aotearoa.

[Book a first aid course](#)

**How we help**

From delivering meals on wheels to resettling refugee families in New Zealand, our dedicated volunteers are there to help wherever the need is greatest.

[Services in New Zealand](#)

**Get involved**

Sign up for our newsletter.

Your email address

[Sign up](#)

Whether you have an hour or a dollar, you can help make a difference.

# Google Analytics: Events

Event Category	Total Events	% Total Events
1. Outbound links	1,365	 45.45%
2. Navigation	813	 27.07%
3. Subpage Interactions	327	 10.89%
4. Header	197	 6.56%
5. Homepage	166	 5.53%
6. Footer Links	84	 2.80%
7. Downloads	33	 1.10%
8. Mails	18	 0.60%

# Google Analytics: Events

[https://drupal.org/project/google\\_analytics\\_et](https://drupal.org/project/google_analytics_et)

The screenshot shows the Drupal.org website with a blue header bar. The header includes links for 'Get Started', 'Community', 'Documentation', 'Support', 'Download & Extend', 'Marketplace', and 'About'. Below the header is the 'Drupal™' logo. A search bar with the placeholder 'Search Drupal.org' and a 'Search' button is also present. Under the header, there are buttons for 'Drupal Homepage' and 'Log in / Register'. The main content area has a title 'Download & Extend' and sub-links for 'Download & Extend Home', 'Drupal Core', 'Distributions', 'Modules' (which is selected), and 'Themes'. The main article title is 'Google Analytics Event Tracking'. It features a 'View' button, a 'Version control' link, and a timestamp 'Posted by frob on November 15, 2011 at 5:31pm'. The article text discusses Google Analytics and its event tracking feature. Below the article is a section titled 'Steps to Making Google Analytics Event Tracking To Work' with two points: 'First, write a module that implements hook\_google\_analytics\_et\_api0 -- this can most easily be done by copying (and renaming) the example module that is included with Google Analytics Event Tracking.' and 'Second, edit the array that is returned by the example's hook\_google\_analytics\_et\_api0 implementation.' On the right side of the page, there is a sidebar for 'Maintainers for Google Analytics Event Tracking' showing 'frob - 39 commits' (last: 2 months ago, first: 2 years ago), a 'View all committers' link, and a 'View commits' link. There is also a section for 'Issues for Google Analytics Event Tracking' with a note about avoiding duplicates and a search bar. Other sidebar links include 'Advanced search', 'All issues' (7 open, 20 total), 'Bug report' (0 open, 4 total), and 'Subscribe via e-mail'. At the bottom, there is a 'Resources' section and a 'View project translations' link.

## Download & Extend

[Download & Extend Home](#) [Drupal Core](#) [Distributions](#) [Modules](#) [Themes](#)

## Google Analytics Event Tracking

[View](#) [Version control](#)

Posted by [frob](#) on November 15, 2011 at 5:31pm

This is a companion piece to the Google Analytics module.

Google Analytics is a free service that tracks users, demographic, and statistical data. On a typical site it is easy to set up --especially in Drupal using the Google Analytics module. Under a typical set-up Google Analytics tracks a user as he/she navigates from page to page within a site. This is fine for a typical site where every action on a site requires a new page view. What if, however, the site owner wanted to track how a user is using the ajax form built into views or some other custom ajax event. Google Analytics has a control for this called Event Tracking.

Event Tracking is a way to track user interaction without registering a page view. Using Google Maps as an example site, event tracking would allow the user to track Zoom, Drag, and View Change events without contaminating the page view statistic.

This module allows an interface for Google Analytics event tracking capabilities. It provides a hook for other modules or "glue code" and also has some handy drush commands.

I will be referring to the [example module](#) that is included with [Google Analytics Event Tracking](#).

### Steps to Making Google Analytics Event Tracking To Work

First, write a module that implements hook\_google\_analytics\_et\_api0 -- this can most easily be done by copying (and renaming) the example module that is included with [Google Analytics Event Tracking](#).

Second, edit the array that is returned by the example's hook\_google\_analytics\_et\_api0 implementation.

### Maintainers for Google Analytics Event Tracking

frob - 39 commits  
last: 2 months ago, first: 2 years ago

[View all committers](#)

[View commits](#)

### Issues for Google Analytics Event Tracking

To avoid duplicates, please search before submitting a new issue.

[Search](#)

[Advanced search](#)

All issues

7 open, 20 total

Bug report

0 open, 4 total

[Subscribe via e-mail](#)

### Resources

[View project translations](#)

# Google Analytics: Events

The screenshot shows the homepage of the National Clearinghouse on Families & Youth (ncfy). The page includes a header with the logo, search bar, and live chat. Below the header is a main content area featuring a hero section, navigation menu, and several sidebar modules. Red arrows point from each labeled element to its corresponding component on the page.

**Logo** →  National Clearinghouse on Families & Youth  
A Resource of the Family and Youth Services Bureau

**Search** → Search bar with placeholder "Search" and a magnifying glass icon.

**Live Chat** → "ASK NCFY LIVE CHAT" button with "Monday-Friday 9-5pm Eastern" text.

**Navigation** → Main navigation menu: News, Features, Funding, Publications, Start a Youth Program, Online Training, Media Center, Library.

**Hero** → Hero section featuring "Lessons Learned From the Youth Count Project" and "NCFY RECOMMENDS" content.

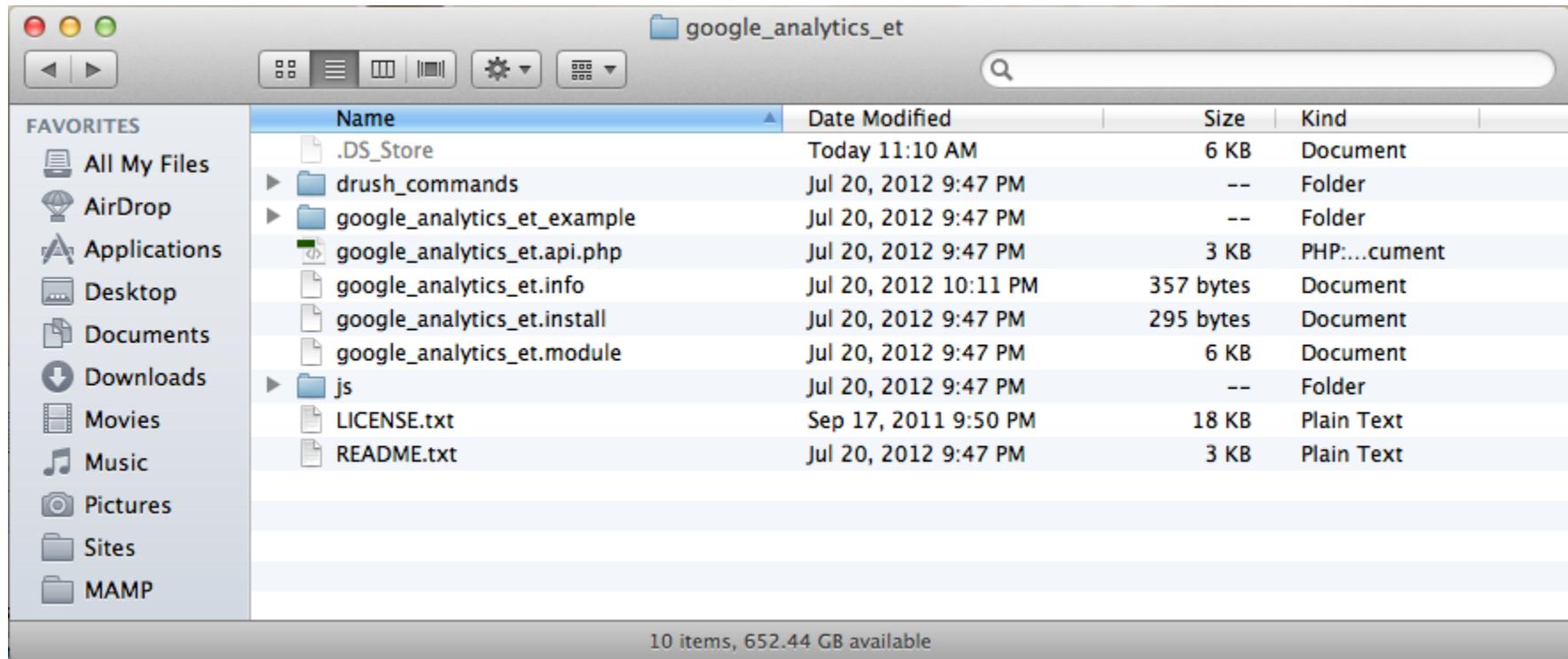
**Hero Sidebar** → Sidebar on the right side of the hero section containing "Bright Idea: Youth Participants Can Improve Point-In-Time Counts", "Q&A: Researchers and Practitioners Put Their Heads Together to Measure Youth Connections", and "Webinar Series For Communities Counting Homeless Young People".

**Latest Posts** → "LATEST POSTS" section with articles like "Primary Sources: How Are the Lives of LGBTQ Youth Improved by Gay-Straight Alliances?" and "Youth Speak Out: A New Perspective on HIV Awareness".

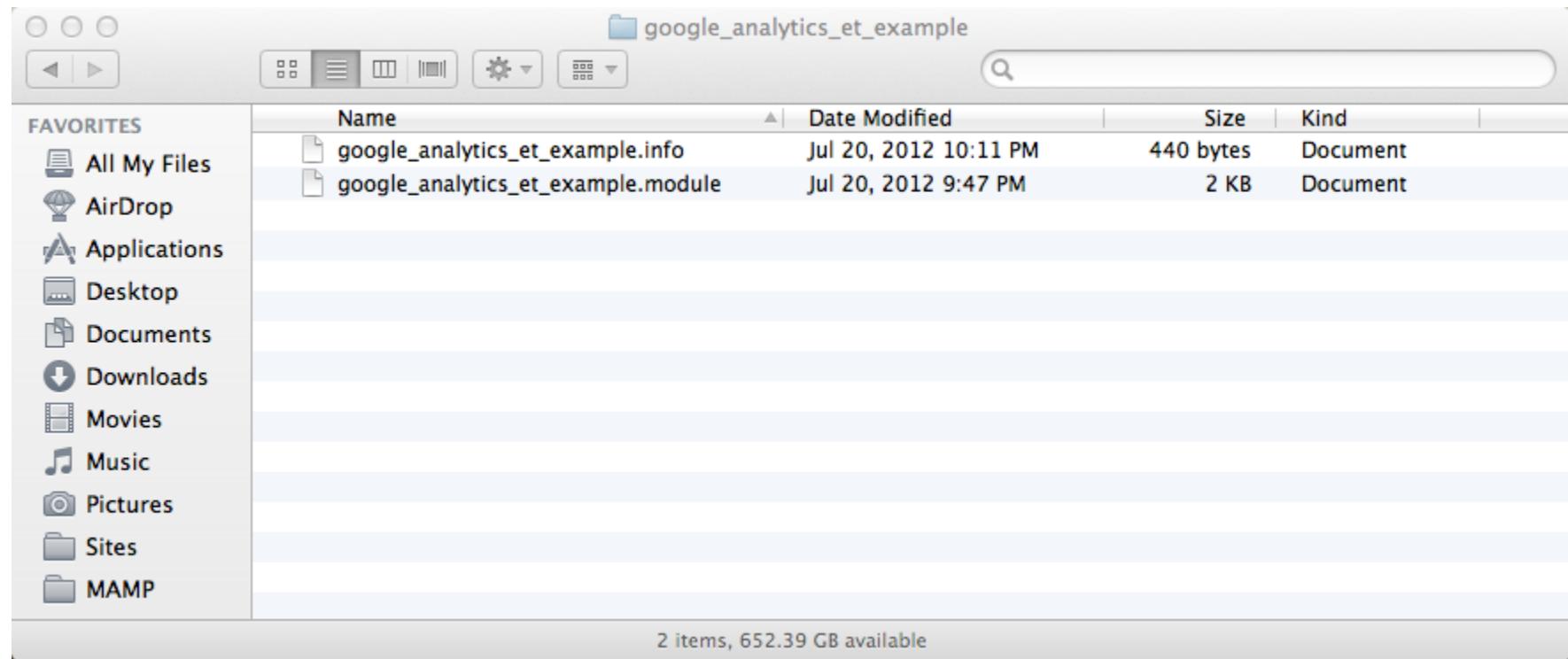
**Homepage Sidebar** → Sidebar on the right side of the latest posts section containing "FEATURES" (with "Beyond Addiction: Understanding and Treating Substance Abuse in Young People") and "START A YOUTH PROGRAM" (with "Do you dream of launching a youth-serving nonprofit? We have the recipe for success in our 'Guide to Starting a Youth Program.'").

**Footer** → Footer section with "SUBSCRIBE TO NEWSLETTER" form and "NCFY RECOMMENDS" content.

# Google Analytics: Events



# Google Analytics: GA Events Tracking module



# Google Analytics: Events

```
<?php

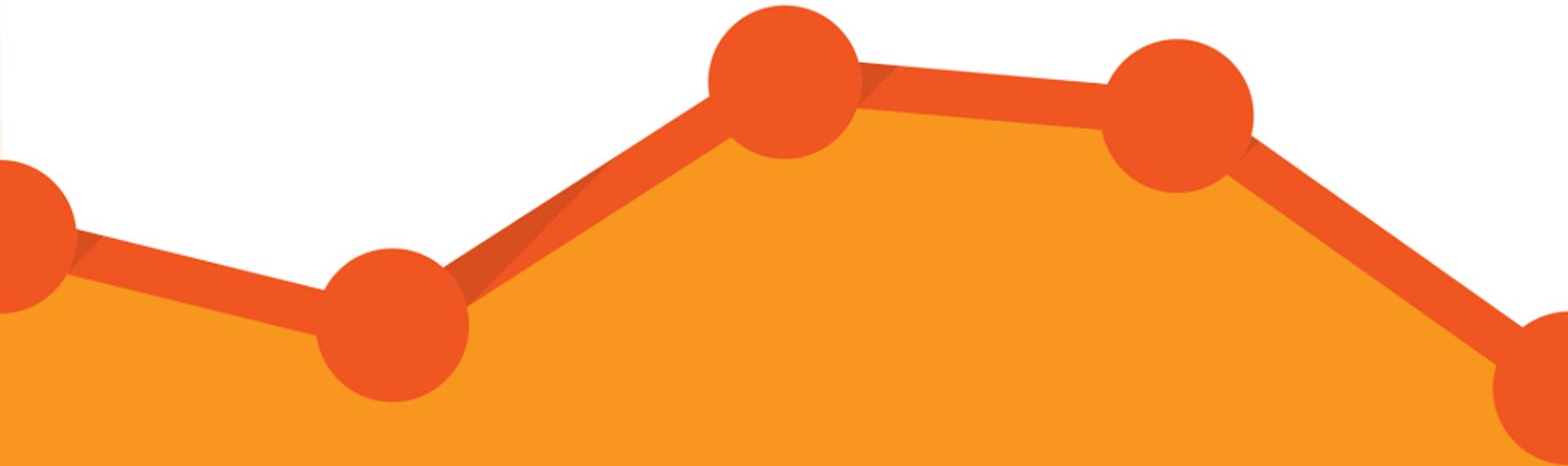
function google_analytics_et_google_analytics_et_api() {
    return _google_analytics_et_set_selectors_array();
}

function _google_analytics_et_set_selectors_array() {
    $selectors = array();

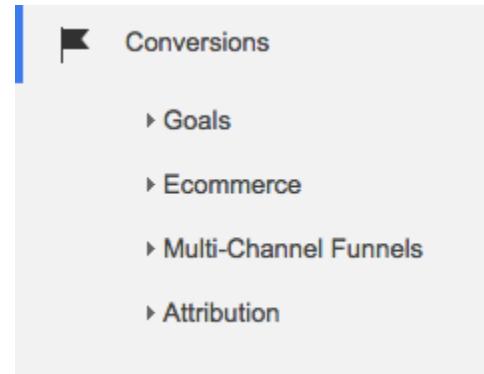
    $selectors = array(
        array(
            'event' => 'mousedown',
            'selector' => '#nice-menu-0 li a',
            'category' => 'Navigation',
            'action' => 'Main Nav Click',
            'label' => '!text',
            'value' => 0,
            'noninteraction' => TRUE,
        ),
    );
}

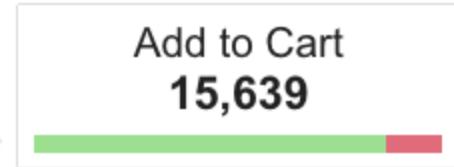
return $selectors;
}
```

# Advanced



# Google Analytics: Goals





**13,523 (86.47%)**  
proceeded to Customer Information



**11,982 (87.98%)**  
proceeded to Review Your Order

/shopdisplayproducts.aspx?id=5&cat...	2,351
/order/order.aspx?id=BK031	2,214
/shopdisplayproducts.aspx?id=5&cat...	1,882
/order/order.aspx?id=BK004	1,533
/order/order.aspx?id=AD026	1,221

(entrance)	87
/shopdisplaycategories.aspx	2
/shoperror.aspx?msg=Our+shopping+c...	2
/shoperror.aspx?msg=Your+shopping+...	2
/order/order.aspx?id=BK004	1

/shopdisplaycategories.aspx	1,163
(exit)	489
/shopaddtocart.aspx	59
/order/order.aspx?id=BK004	40
/shopdisplayproducts.aspx?id=5&cat...	31

(exit)	865
/shopaddtocart.aspx	280
/shopcustomer.aspx?webmode=subnew	189
/shopcustomer.aspx?webmode=new	131
/shoperror.aspx?msg=Your+shopping...	28

# Google Analytics: Goals

1 Goal setup

Template  
Select a template to start with a pre-filled configuration

**REVENUE**

Place an order Completed purchase or pre-order request  
 Register online Signed up for a class or scheduled an appointment

**ACQUISITION**

Create an account Successful sign up, account, or view created

**INQUIRY**

Refer a friend Emailed link  
 View more Viewed product or service details  
 Download or print Downloaded or printed brochure information

**ENGAGEMENT**

Add to favorites Saved product or information to a list  
 Media play Played interactive media, like a video, slideshow, or product demo  
 Share / social connect Shared to a social network or emailed  
 Contribute content Submitted or uploaded a picture, story, or other

Custom

Next step

Cancel

2 Goal description

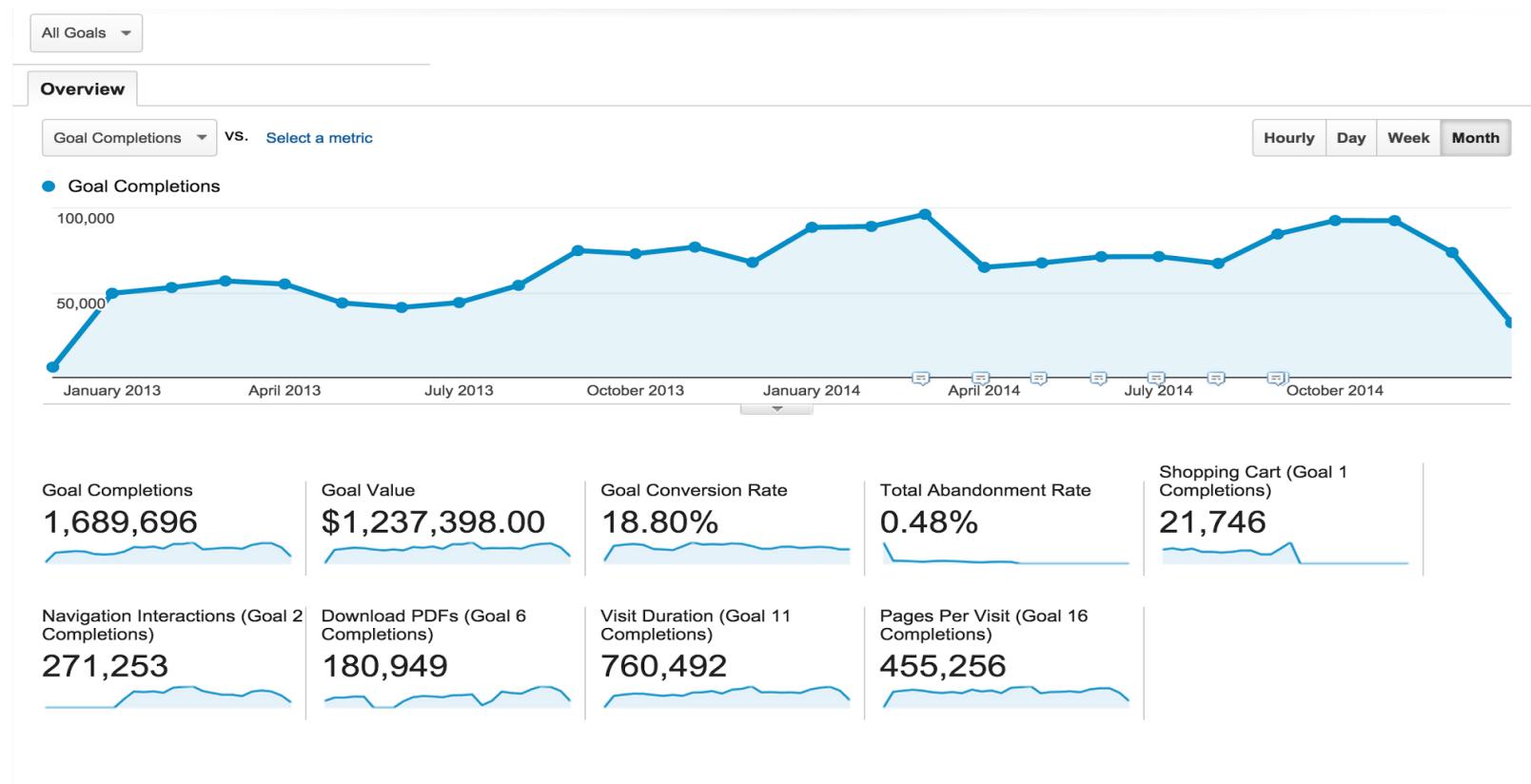
3 Goal details

# Google Analytics: Goals

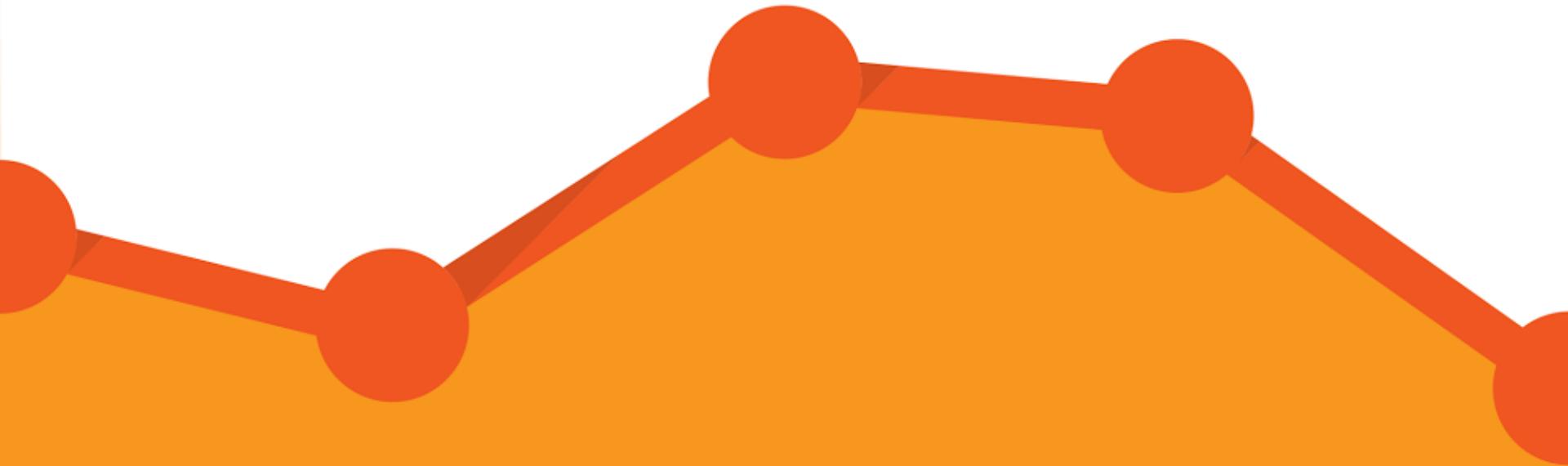
+ NEW GOAL		Import from Gallery	Search	
	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	<a href="#">Download PDFs</a>	Goal ID 6 / Goal Set 2	2451	<span>ON</span> <input type="button" value="OFF"/>
<input type="checkbox"/>	<a href="#">GA Course</a>	Goal ID 4 / Goal Set 1	13412	<span>ON</span> <input type="button" value="OFF"/>
<input type="checkbox"/>	<a href="#">Navigation Interactions</a>	Goal ID 2 / Goal Set 1	3099	<span>ON</span> <input type="button" value="OFF"/>
<input type="checkbox"/>	<a href="#">Pages Per Visit</a>	Goal ID 16 / Goal Set 4	4336	<span>ON</span> <input type="button" value="OFF"/>
<input type="checkbox"/>	<a href="#">Product Page</a>	Goal ID 3 / Goal Set 1	16519	<span>ON</span> <input type="button" value="OFF"/>
<input type="checkbox"/>	<a href="#">Shopping Cart</a>	Goal ID 1 / Goal Set 1	0	<span>ON</span> <input type="button" value="OFF"/>
<input type="checkbox"/>	<a href="#">Visit Duration</a>	Goal ID 11 / Goal Set 3	8813	<span>ON</span> <input type="button" value="OFF"/>

13 goals left

# Google Analytics: Goals Overview



# **Content Experiments (A/B Testing)**



# Google Analytics: Content Experiments

- Behavior
- Overview
- Behavior Flow
- ▶ Site Content
- ▶ Site Speed
- ▶ Site Search
- ▶ Events
- ▶ AdSense
- Experiments**
- In-Page Analytics

## Content Experiments - Create a new experiment

- 1 Choose an experiment objective

Name for this experiment

Objective for this experiment (?)

Select a metric ▾ - or - [Create a new objective](#)

Percentage of traffic to experiment (?)

100% ▾

Email notification for important changes

OFF

[Advanced Options \(?\)](#)

**Next Step**

[Save for Later](#)

[Discard](#)

- 2 Configure your experiment

- 3 Setting up your experiment code

- 4 Review and start

## Content Experiments - Create a new experiment

### 1 Choose an experiment objective

The experiment, Email Newsletter CTA, will evaluate **Session Duration** on 50% of user traffic.  
Email notification is not set for this experiment.  
2 weeks minimum run time, 95% confidence threshold.

edit

### 2 Configure your experiment

**Original Page** URLs with dynamic parameters are supported. [?](#)

Web page to experiment [?](#)

http://

johnbatchelorshow.com/blog

Name for the page

Original

Consolidate experiment for other content reports [?](#)



**Variation 1** [?](#)

Web page to experiment [?](#)

http://

johnbatchelorshow.com/podcasts

Name for the page

Variation 1



[+ Add Variation](#)

Next Step

Save for Later

Discard

### 3 Setting up your experiment code

### 4 Review and start

3

## Setting up your experiment code

How do you want to set up your experiment code?

Manually insert the code

Send the code to webmaster

### Adding script code to your page

1. Make sure your original and variation pages have [Google Analytics tracking code installed](#).
2. Then, paste this experiment code immediately after the opening head tag at **the top** of your original page.

```
<!-- Google Analytics Content Experiment code -->
<script>function utmx_section(){}function utmx(){()}{function(){}
k='25056217-0',d=document,l=l.location,c=d.cookie;
if(l.search.indexOf('utm_expid='+k)>0)return;
function f(n){(if(c){var i=c.indexOf(n+'=');if(i>-1){var j=c.
indexOf(';',i);return escape(c.substring(i+n.length+1,j<0?c.
length:j))}})var x=f('__utmx'),xx=f('__utmxxx'),h=l.hash;d.write(
'<sc'+ript src="'+http+(l.protocol=='https:'?'s://ssl':
'://www')+'.google-analytics.com/ga_exp.js?'+'utmxkey='+k+
'&utmx='+(x?x:'')+'&utmxxx='+(xx?xx:'')+'&utmxtime='+new Date().
valueOf())+(h?'&utmxhash='+escape(h.substr(1)))+"
" type="text/javascript" charset="utf-8"></sc'+ript>})());
</script><script>utmx('url','A/B');</script>
<!-- End of Google Analytics Content Experiment code -->
```

### Additional information for your experiment code:

**Experiment ID:** 7-FjqzOhQqW4dDmJn1vSsq

**Experiment Key:** 25056217-0

### Publish experiment pages

Publish your original and variation pages to the web.  
When you're done - Click **Next Step** to continue.

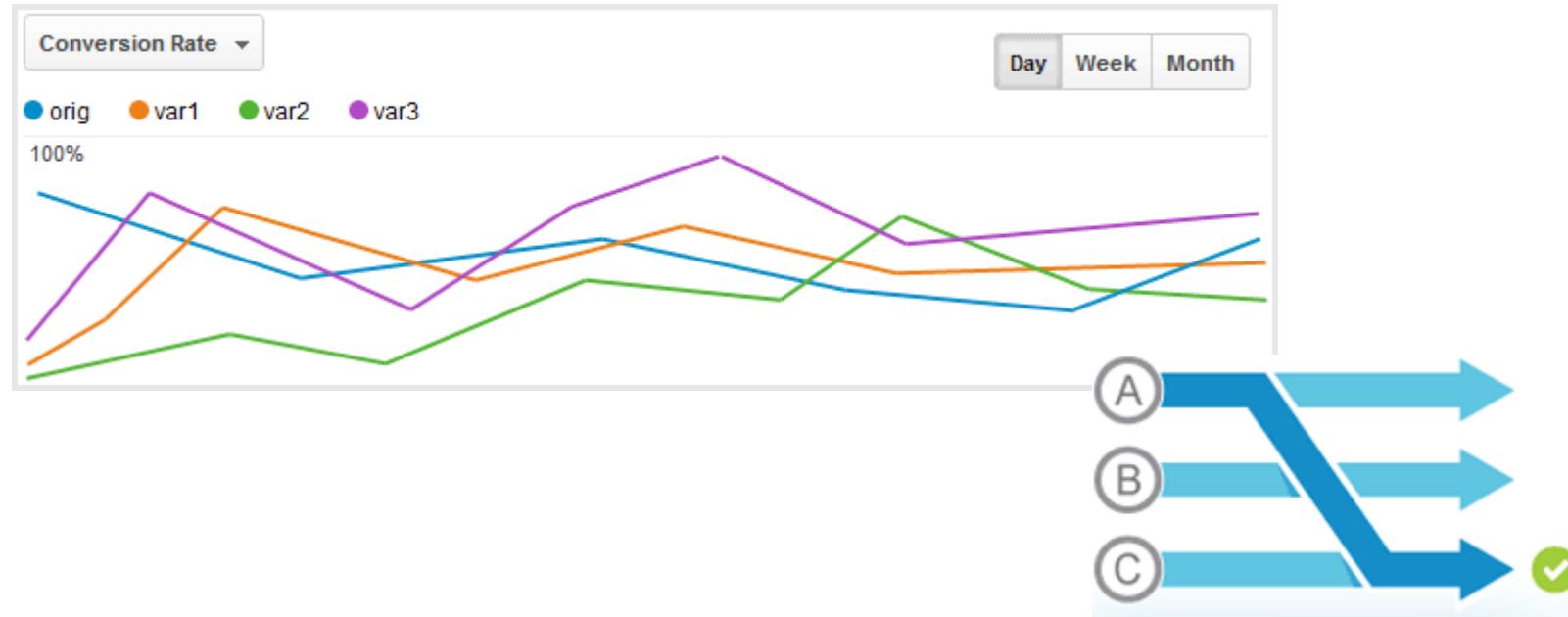
# Google Analytics: Content Experiments

## All Experiments



<a href="#">Create experiment</a>						<input type="text"/>
Experiment Name	Status	Details	Sessions	Start Date	End Date	
Email Newsletter CTA	<input checked="" type="radio"/> Setup	Step 4	--	--	--	
			Show rows: <input type="button" value="10"/>	Go to: <input type="button" value="1"/>	1 - 1 of 1	

# Google Analytics: Content Experiments



# Google Analytics: Content Experiments

[https://www.drupal.org/project/content\\_experiments](https://www.drupal.org/project/content_experiments)

## Content Experiments

[View](#) Version control Automated Testing

Posted by [Morris Singer](#) on *February 11, 2013 at 4:10pm*

This module allows a Drupal site administrator to create [Google Content Experiments](#) within a Drupal site.

In short, this module allows an administrator to insert Google Content Experiments IDs into any nodes serving as control pages in an experiment. The module then automatically generates valid Google Content Experiments JavaScript in the header of each control page.

A user should create an experiment in Google Content Experiments, and then simply paste the Experiment ID provided by Google Content Experiments into the box provided when editing the control page node.

### Related projects

- [Content Experiments Context](#)

### Project Information

Maintenance status: [Minimally maintained](#)

Development status: [Under active development](#)

Module categories: [Commerce/Advertising](#), [Content](#)

Reported installs: [269](#) sites currently report using this module. [View usage statistics](#).

Downloads: [2,041](#)

Last modified: December 2, 2014

### Downloads

#### Other releases

Version	Download	Date
<a href="#">7.x-1.4</a>	<a href="#">tar.gz (11.39 KB)</a>   <a href="#">zip (13.04 KB)</a>	2013-Jul-26

[View all releases](#)

### Maintainers for Content Experiments

[Isoleesen](#) – 7 commits

last: 1 year ago, first: 1 year ago

[Morris Singer](#) – 10 commits

last: 2 years ago, first: 2 years ago

[View all committers](#)

[View commits](#)

### Issues for Content Experiments

To avoid duplicates, please search before submitting a new issue.  
[Advanced search](#)

All issues

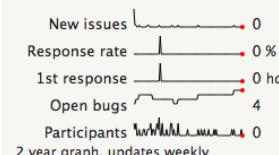
[14 open, 23 total](#)

Bug report

[4 open, 9 total](#)

[Subscribe via e-mail](#)

Statistics



# Google Analytics: Content Experiments

[https://www.drupal.org/project/content\\_experiments](https://www.drupal.org/project/content_experiments)

## Content Experiments

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[View all releases](#)

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last: 2 years ago, first: 2 years ago

[View all committers](#)

[View commits](#)

### Issues for Content Experiments

To avoid duplicates, please search before submitting a new issue.  
[Advanced search](#)

All issues

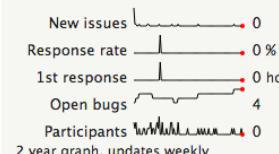
[14 open, 23 total](#)

Bug report

[4 open, 9 total](#)

[Subscribe via e-mail](#)

Statistics



# Google Analytics: Content Experiments

[https://www.drupal.org/project/js\\_injector](https://www.drupal.org/project/js_injector)

## JS injector

[View](#) Version control Automated Testing

Posted by [ponsich](#) on April 8, 2009 at 4:21pm

Allows administrators to inject JS into the page output based on configurable rules. It's useful for adding simple JS tweaks without modifying a site's official theme – for example, a 'nighttime' color scheme could be added during certain hours. The JS is added using Drupal's standard `drupal_add_js()` function and respects page caching, etc.

This module is definitely not a replacement for full-fledged theming, but it provides site administrators with a quick and easy way of tweaking things without diving into full-fledged theme hacking.

The rules provided by JS injector typically are loaded last, even after the theme JS, although another module could override these.

### 7.x-2.x stable release

This is a complete rewrite of the module to take advantage of the new API's available in both drupal 7 and ctools (this is a new dependency).

#### New features:

- retains all existing functionality from 7.x-1.x
- new ctools export API integration
- new ctools export UI API integration
- new features integration (you can now export your rules into code)
- code tidy ups including:
  - removed legacy `css_injector` code
  - removed D6 hangover code
  - utilised new D7 API enhancements
  - fully commented
- support for placing the javascript in the header or footer
- options for code placement:



#### Maintainers for JS injector

[wilfm](#) – 9 commits  
last: 7 months ago, first: 3 years ago

[ponsich](#) – 8 commits  
last: 3 years ago, first: 6 years ago

[mrfelton](#) – 5 commits  
last: 5 years ago, first: 5 years ago

[View all committers](#)  
[View commits](#)

#### Issues for JS injector

To avoid duplicates, please search before submitting a new issue.  
[Advanced search](#)

All issues

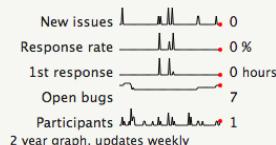
[25 open, 48 total](#)

Bug report

[7 open, 17 total](#)

[Subscribe via e-mail](#)

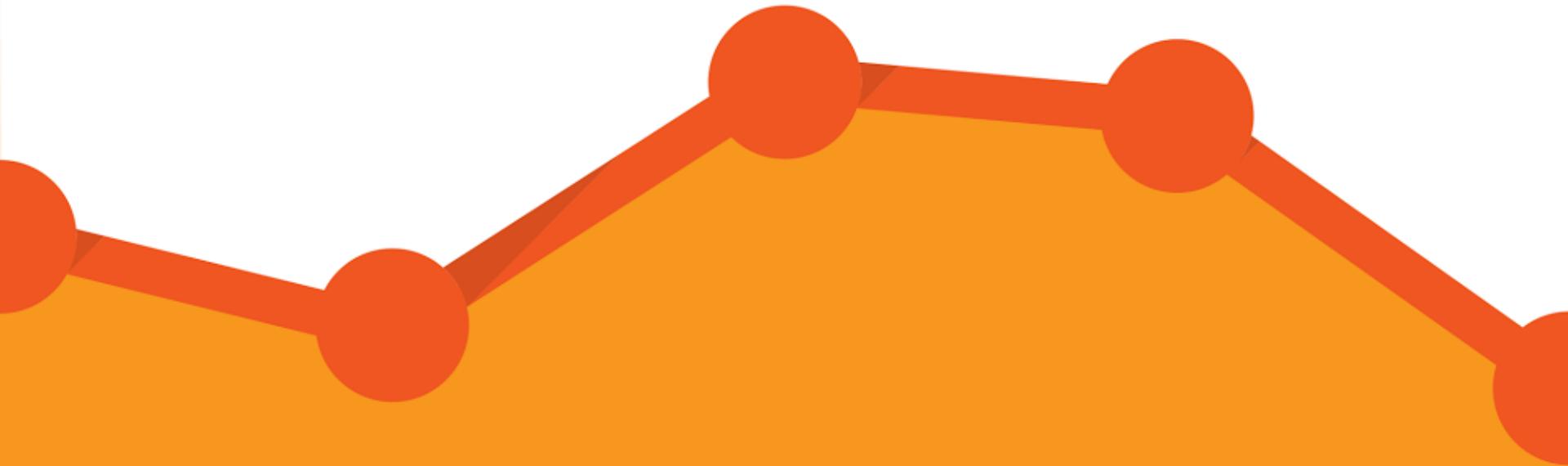
#### Statistics



#### Resources

[Read license](#)

# Custom Dashboards



# Google Analytics: Custom Dashboard

Create dashboard X



Blank Canvas



Starter Dashboard

[Blog Overview](#) [Create Dashboard](#) [Import from Gallery](#) [Cancel](#)

# Google Analytics: Custom Dashboard

Blog Overview

+ Add Widget

Add a Widget

**Widget title:**  
New Widget

**Standard:**

2.1 METRIC	Timeline	Geomap	Table	Pie	Bar
---------------	----------	--------	-------	-----	-----

**Real-time:**

2.1 COUNTER	Timeline	Geomap	Table
----------------	----------	--------	-------

Show the following metric:

Add a metric

Filter this data:

Add a filter

Link to Report or URL:

Save Cancel Clone widget

# Google Analytics: Custom Dashboard

Add a Widget

**Widget title:**  
Sessions and % New Sessions

**Standard:**

2.1 METRIC					
---------------	---	---	---	---	---

**Real-time:**

2.1 COUNTER			
----------------	---	---	---

**Graph the following metric over time:**

Sessions 

**Compare with (optional):**

% New Sessions  

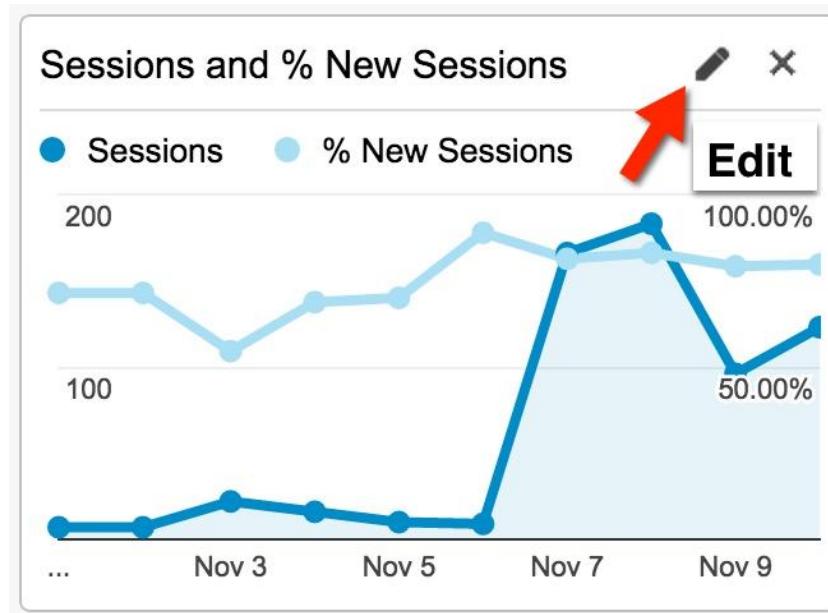
**Filter this data:**

[Add a filter](#)

**Link to Report or URL:** 

**Save** **Cancel** **Clone widget**

# Google Analytics: Custom Dashboard



# Google Analytics: Custom Dashboard

Widget Settings x

**Widget title:**  
Sessions and % New Sessions by Page

**Standard:**

2.1 METRIC	TIMELINE	GEOMAP	TABLE	PIE	BAR
---------------	----------	--------	-------	-----	-----

**Real-time:**

2.1 COUNTER	TIMELINE	GEOMAP	TABLE
----------------	----------	--------	-------

**Display the following columns:**

Page ▾ ▾ Sessions ▾ ▾ % New Sessions ▾ ×

Show a table with 10 rows ▾

Filter this data:  
[Add a filter](#)

Link to Report or URL: Report

Save Cancel Clone widget Delete widget

# Google Analytics: Custom Dashboard

Widget Settings

**Widget title:**  
Sessions and % New Sessions by Source / Medium

**Standard:**

2.1 METRIC	TIMELINE	GEOMAP	TABLE	PIE
BAR				

**Real-time:**

2.1 COUNTER	TIMELINE	GEOMAP	TABLE

**Display the following columns:**

Source / Medium ▾ ▾ Sessions ▾ ▾ % New Sessions ▾ ▾

Show a table with 10 rows ▾

**Filter this data:**

Don't show Campaign Exactly matching (not set) ▾

Only show Campaign Exactly matching blogposts2014 ▾

Add a filter

**Link to Report or URL:**  Acquisition / Campaigns

**Save** **Cancel** **Clone widget** **Delete widget**

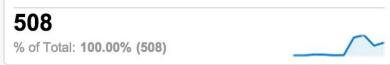
# Google Analytics: Custom Dashboard

+ Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

All Sessions  
100.00%

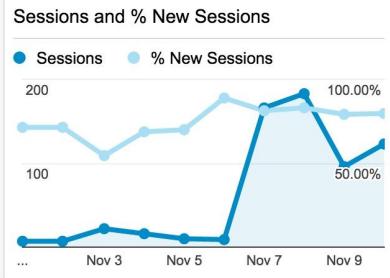
+ Add Segment

New Users  
**508**  
% of Total: 100.00% (508)



Sessions and % New Sessions

● Sessions ● % New Sessions



Date	Sessions	% New Sessions
Nov 3	~50	~150
Nov 5	~60	~160
Nov 7	~200	~170
Nov 9	~50	~180

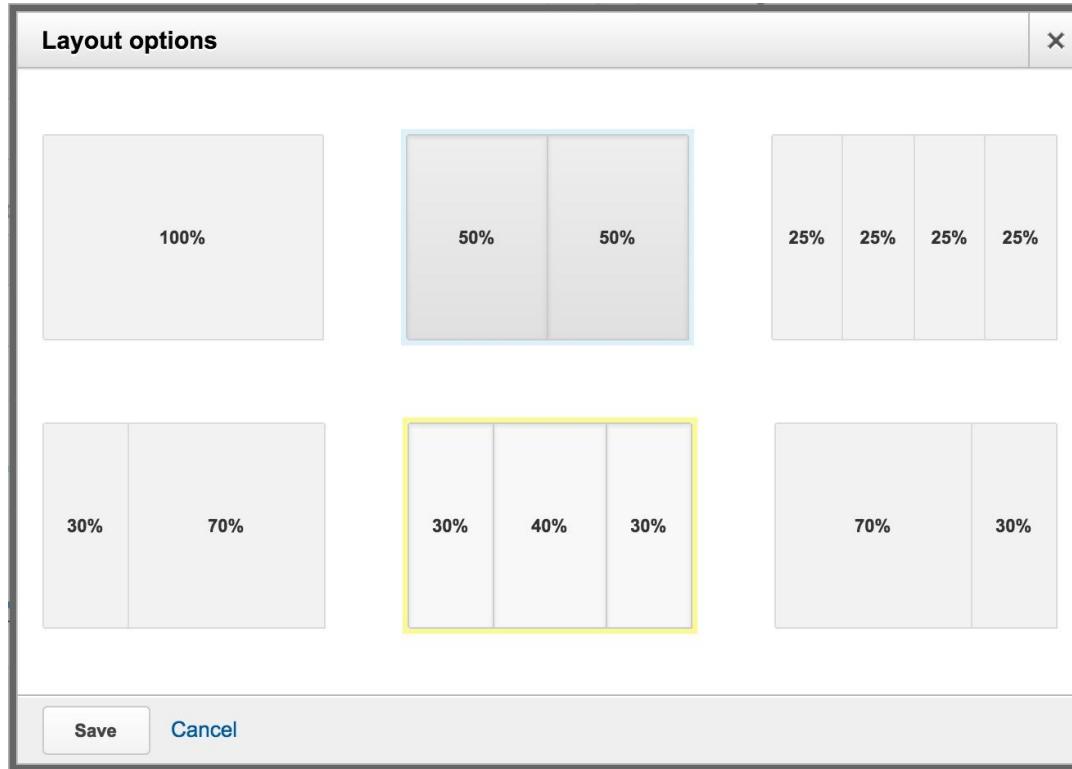
Sessions and % New Sessions by Page

Page	Sessions	% New Sessions
/update-setting-up-ga-via-gtms-new-ux/	502	84.66%
/	39	64.10%
/step-by-step-setting-up-a-quick-onsite-survey/	14	42.86%
/step-by-step-setting-up-a-google-content-experiment-on-your-website/	12	66.67%
/im-joining-the-google-analytics-team-to-advocate-for-digital-analytics-best-practices/	11	72.73%
/setting-up-gtm-and-ga-wordpress/	9	55.56%
/a-casual-conversation-with-googles-analytics-advocates/	8	62.50%
/guide-ga-tracking-for-marketing-campaigns/	4	100.00%
/about/	3	33.33%
/culture-of-optimization-part1/	3	0.00%

Total Sessions  
**639**  
% of Total: 100.00% (639)



# Google Analytics: Custom Dashboard



# Google Analytics: Custom Dashboard

**Blog Overview**

Nov 4, 2014 - Nov 10, 2014  
Compare to: Oct 28, 2014 - Nov 3, 2014

+ Add Widget | Share | Email | Export | + Add Segment | Customize Dashboard | Delete Dashboard

**All Sessions**  
+0.00%

**Sessions and % New Sessions**

Nov 4, 2014 - Nov 10, 2014: Sessions (% New Sessions)  
Oct 28, 2014 - Nov 3, 2014: Sessions (% New Sessions)

**Total Sessions**

Nov 4, 2014 - Nov 10, 2014  
**603**  
% of Total: 100.00% (603)

Oct 28, 2014 - Nov 3, 2014  
**130**  
% of Total: 100.00% (130)

**New Users**

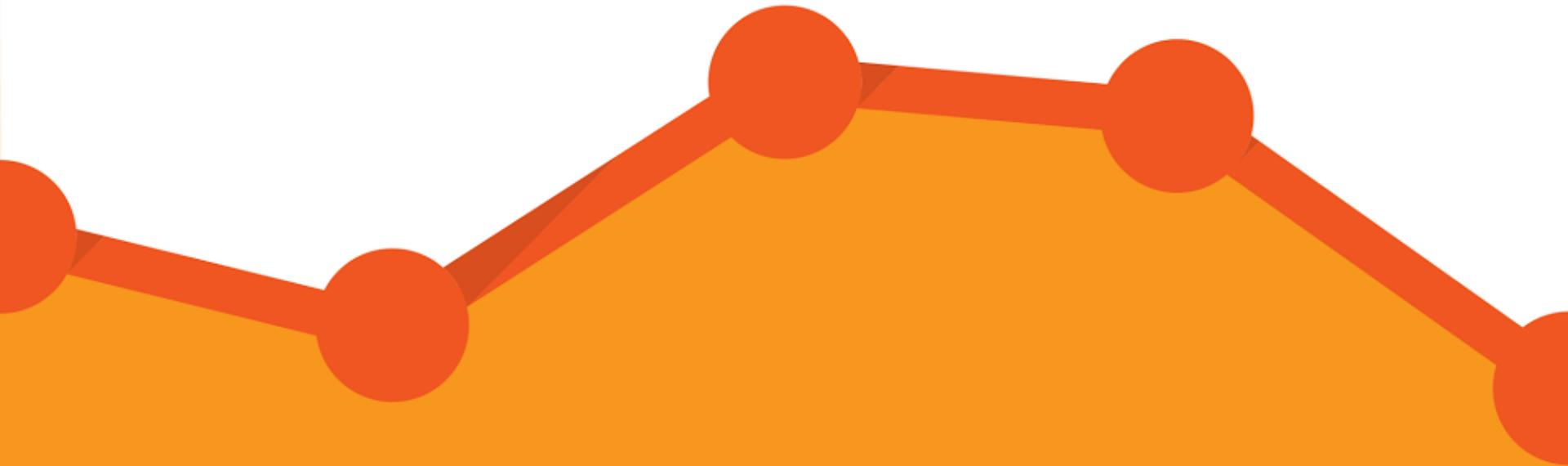
Nov 4, 2014 - Nov 10, 2014  
**486**  
% of Total: 100.00% (486)

Oct 28, 2014 - Nov 3, 2014  
**78**  
% of Total: 100.00% (78)

**Sessions and % New Sessions by Page**

Page	Sessions	% New Sessions
/update-setting-up-ga-via-gtms-new-ux/	502	84.66%
Nov 4, 2014 - Nov 10, 2014	502	84.66%
Oct 28, 2014 - Nov 3, 2014	0	0.00%
<b>% Change</b>	<b>100.00%</b>	<b>100.00%</b>
/		
Nov 4, 2014 - Nov 10, 2014	29	58.62%
Oct 28, 2014 - Nov 3, 2014	23	78.26%
<b>% Change</b>	<b>26.09%</b>	<b>-25.10%</b>
/setting-up-dtm-and-qa-wordpress/		

# E-mail Alerts



# Google Analytics: E-mail Alerts

Intelligence Beta

Daily Alerts

Weekly Alerts

Monthly Alerts

Visitors

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

## Daily Alerts

Jan 30, 2011 - Feb 25, 2011

Visits

Date	Visits
Jan 31	~50
Feb 1	~95
Feb 2	~25
Feb 25	~10

Custom Alerts   Automatic Alerts :  Web Analytics    AdWords

Feb 25, 2011  
Alerts 0

Thursday, February 24, 2011   Friday, February 25, 2011

Custom Alerts

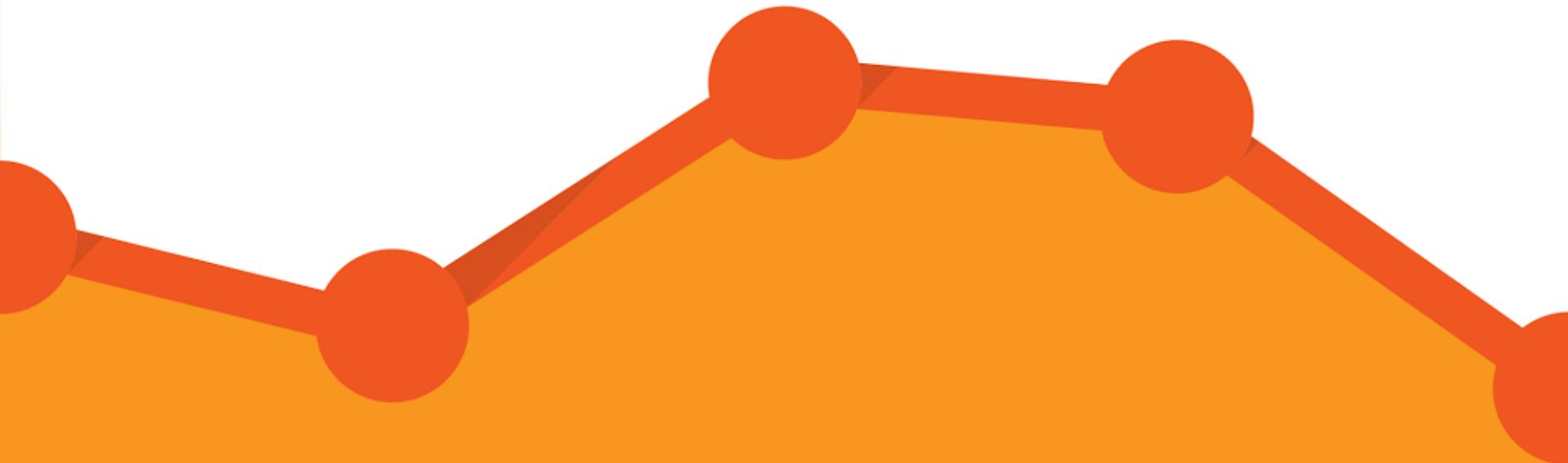
+ Create a Custom Alert

Automatic Alerts

Group by: Metric | Dimension   Alert Sensitivity: Low  High

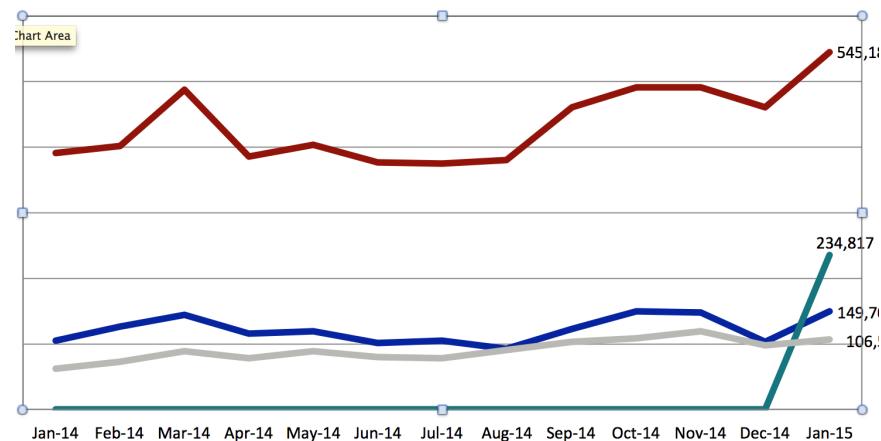
There are no automatic alerts for this date range. Please select a different date or increase the alert sensitivity.

# Reporting Tools

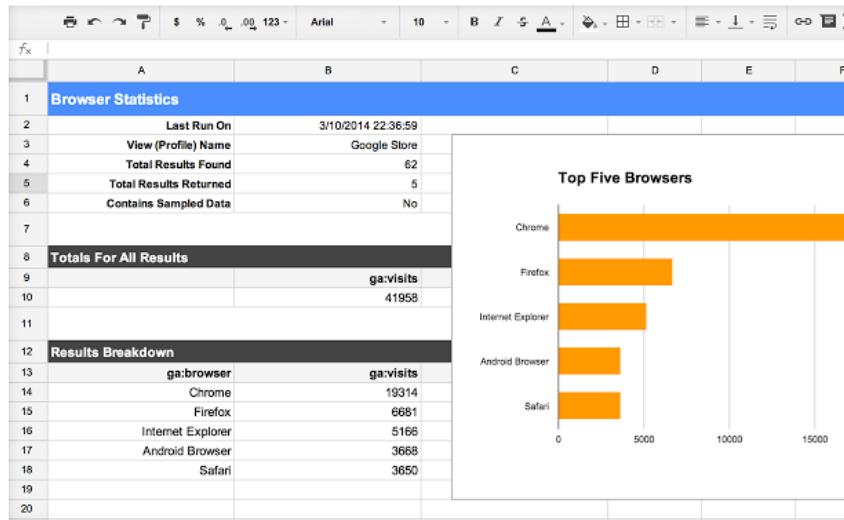


# Excel

	<b>NIA</b>	<b>ADEAR</b>	<b>Health</b>	<b>Spanish</b>
Jan-14	390,684	104,285	0	62,050
Feb-14	401,317	126,054	0	72,415
Mar-14	487,884	144,811	0	88,130
Apr-14	386,736	116,227	0	77,853
May-14	404,160	118,820	0	88,075
Jun-14	377,685	101,035	0	78,921
Jul-14	374,392	105,558	0	78,046
Aug-14	381,359	92,456	0	90,051
Sep-14	461,376	122,706	0	102,365
Oct-14	491,000	149,956	0	107,605
Nov-14	490,934	148,578	0	119,626
Dec-14	460,847	103,555	0	96,849
Jan-15	545,184	149,703	234,817	106,595



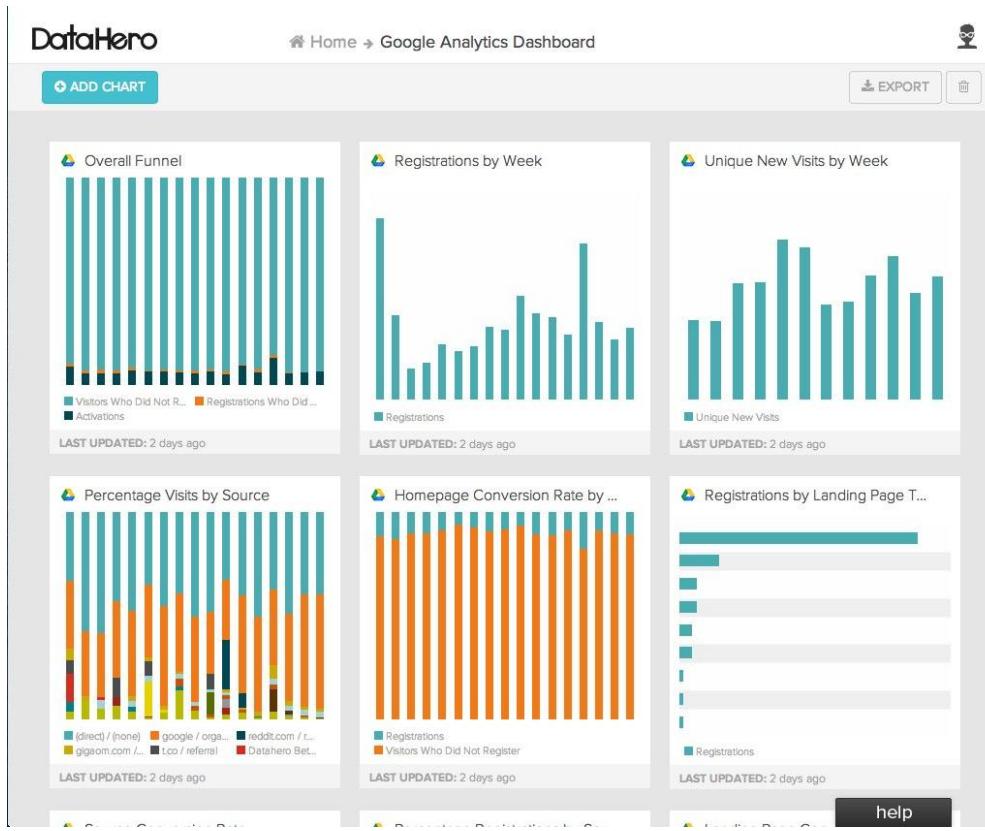
# Google Analytics - Google Sheets Add-on



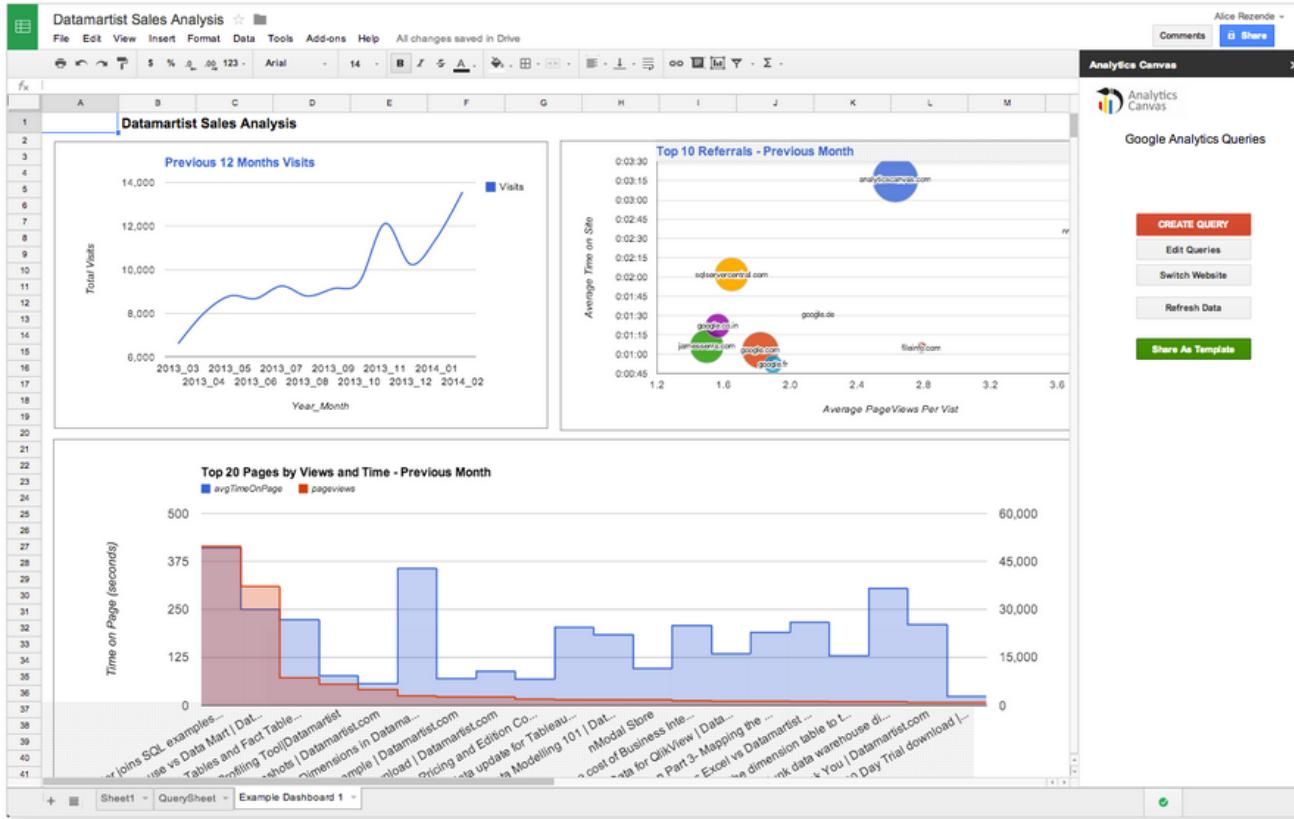
Introduction to the Google Analytics Spreadsheet Add-on: <http://youtu.be/azOPpD9yg5Q>

Building a dashboard with the Google Analytics Spreadsheet Add-on: [http://youtu.be/N\\_Ok0rJwj2U](http://youtu.be/N_Ok0rJwj2U)

# http://datahero.com



# <http://analyticscanvas.com>



# http://quillengage.narrativescience.com



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[◀ BACK TO PROFILES LIST](#)

[DOWNLOAD WORD DOC](#)

## www.nia.nih.gov Report for the Week of Feb. 09 - Feb. 15

Sessions	Pageviews	Avg Time On Site
+ 2%	- 3%	- 1%

### Sessions Increase, Far Exceed Yearly Average

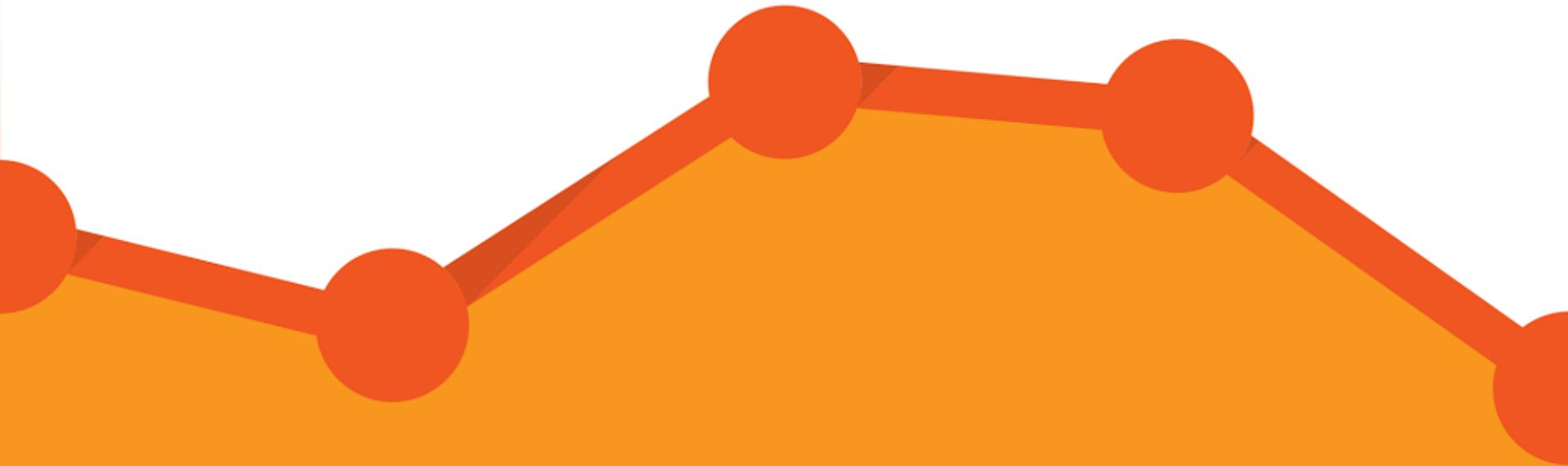
Your site saw record-high [traffic](#) last week (compared to the last year), increasing 2% week-over-week to 133,097 sessions. [Organic search](#) drove the rise in traffic, growing 9% to 96,830 sessions.

- Your site had fewer pageviews last week, down 3% to 219,393. Not surprisingly, your pages per session were also down 5% to 1.7, which is the same as your weekly average for the year.
- There were more unique users last week (up 2% to 118,238). That's also more than the same week a year ago when your site had 85,377.

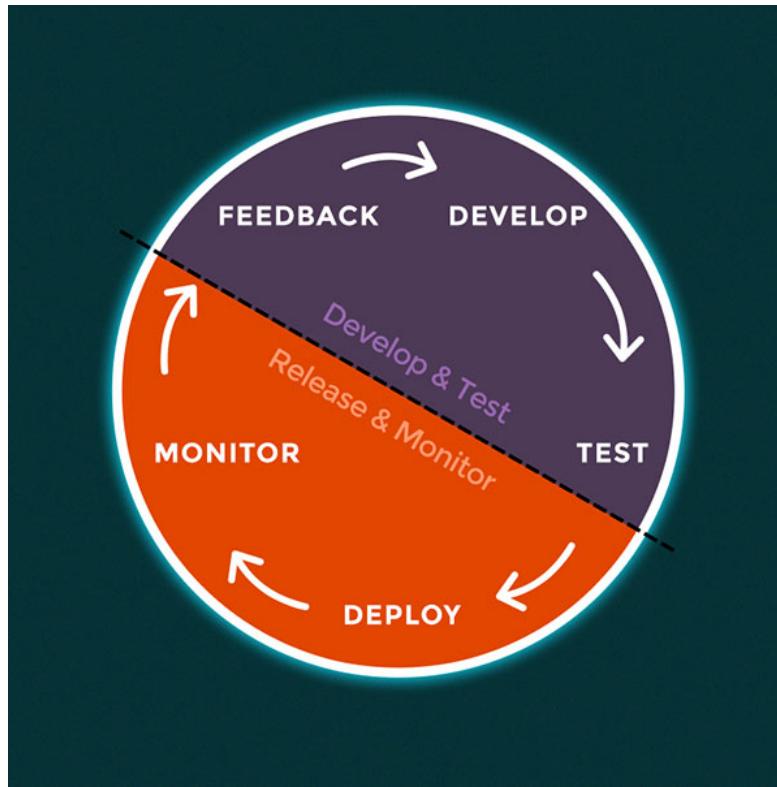
### Sessions At Highest Level In 13 Weeks



# DevOps



# DevOps Web Analytics: Metrics Life Cycle



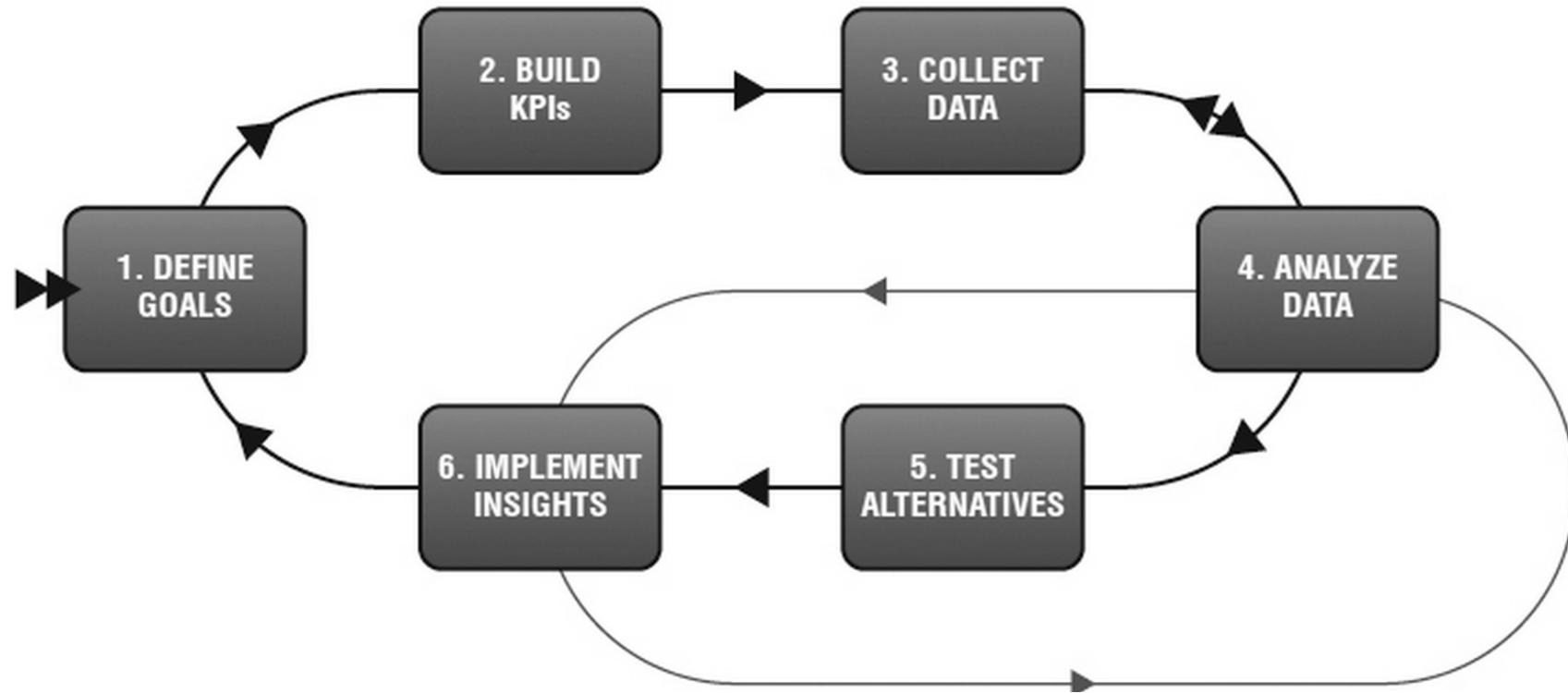
# DevOps Web Analytics: Situational Objectives

- **E-commerce:** Selling products or services
- **Lead generation:** Collect user information for sales teams to connect with potential leads
- **Content publishers:** Encourage engagement and frequent visitation
- **Online informational or support:** Helping users find the information they need at the right time
- **Branding:** Drive awareness, engagement and loyalty
- **Ranking**

# DevOps Web Analytics: Situational Performance Standards

- **Greater than 15 seconds:** Few acceptable scenarios
- **Greater than 4 seconds:** Strains short-term memory, inhibits problem-solving and data entry
- **2 to 4 seconds:** Inhibits operations that demand a high level of concentration (e.g., comparing product features)
- **Less than 2 seconds:** Disrupts the user remembering information over responses or involved in complex activities (e.g., multidimensional select)
- **Subsecond response time:** Thought-intensive work (e.g., writing, apps rich in graphics with short response times)
- **Decisecond:** Games

# DevOps Web Analytics: Improvement Process



# DevOps Web Analytics: Usability Testing

## <Topic> Usability Test Plan

---

*Last updated <date> by <author>*

### **Goals/Objectives**

- Bulleted list of the top 3-5 goals for the test
  - Why are you doing the test?
  - What do you hope to learn?
  - Etc.

### **Users**

- Bulleted list of the primary and secondary user groups who may be recruited as participants
  - What characteristics do they have?
  - What are their major differences?
  - Etc.

### **Scenario**

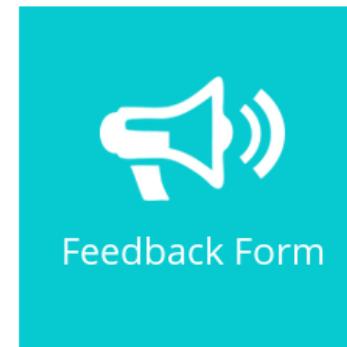
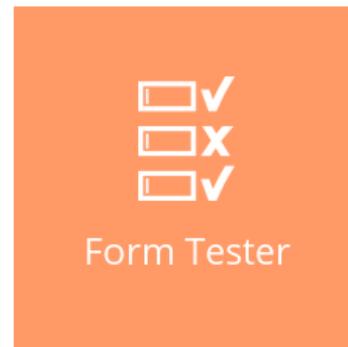
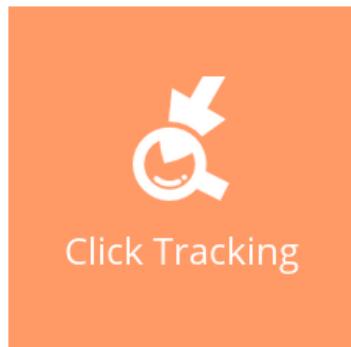
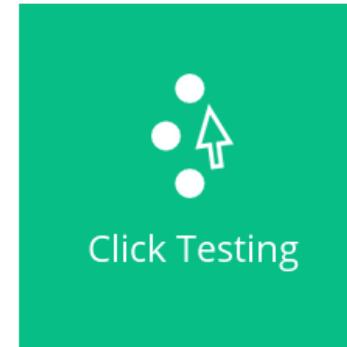
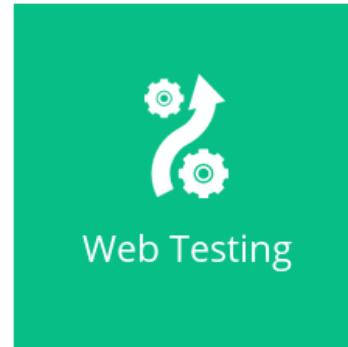
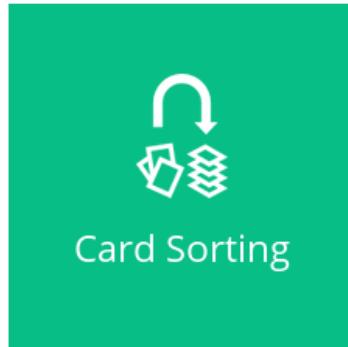
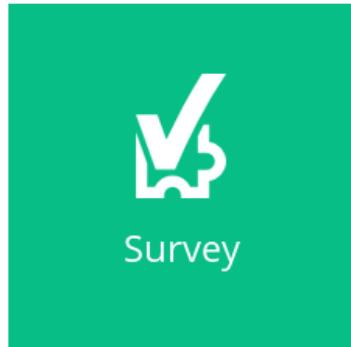
- Short description of the participant's "current state" used to set the context for the test or task.
  - What information do you need to provide the participant to "set the stage" for the tasks s/he is about to perform?

### **Tasks**

- List of tasks you would like users to perform during the test
  - What tasks do users commonly perform?
  - What task(s) will help support your test goals?
  - What tasks will reveal issues with the product?
  - Etc.

# Create your first project

## User Experience Suite



## Conversion Suite

## Voice of Customer



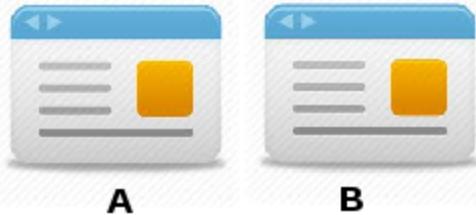
# DevOps Web Analytics: Continuous Integration/Testing

- Behat/Jenkins
- Align features, scenarios, and steps to GA Goals, Usability testing scenarios and problems

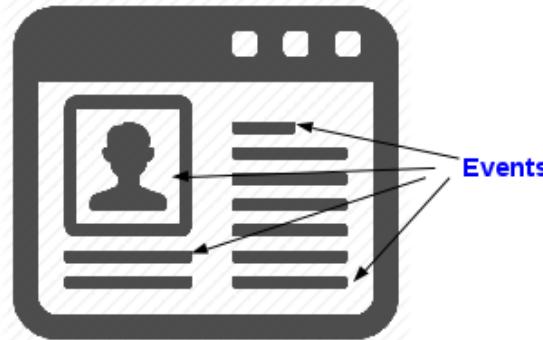
```
1 Feature: Test DrupalContext
2   In order to prove the Drupal context using the blackbox driver is working properly
3   As a developer
4   I need to use the step definitions of this context
5
6 Scenario: Test the ability to find a heading in a region
7   Given I am on the homepage
8   When I click "Download & Extend"
9   Then I should see the heading "Core" in the "content" region
10
11 Scenario: Clicking content in a region
12   Given I am at "download"
13   When I click "About Distributions" in the "content" region
14   Then I should see "Page status" in the "right sidebar"
15   And I should see the link "Drupal News" in the "footer" region
16
17 Scenario: Viewing content in a region
18   Given I am on the homepage
19   Then I should see "Come for the software, stay for the community" in the "left header"
20
21 Scenario: Test ability to find text that should not appear in a region
22   Given I am on the homepage
23   Then I should not see the text "Proprietary software is cutting edge" in the "left header"
24
25 Scenario: Submit a form in a region
26   Given I am on the homepage
27   When I fill in "Search Drupal.org" with "Views" in the "right header" region
28   And I press "Search" in the "right header" region
29   Then I should see the text "Search again" in the "right sidebar" region
30
31 Scenario: Check a link should not exist in a region
32   Given I am on the homepage
33   Then I should not see the link "This link should never exist in a default Drupal install" in
34
```

# DevOps Web Analytics: Experiments

A/B

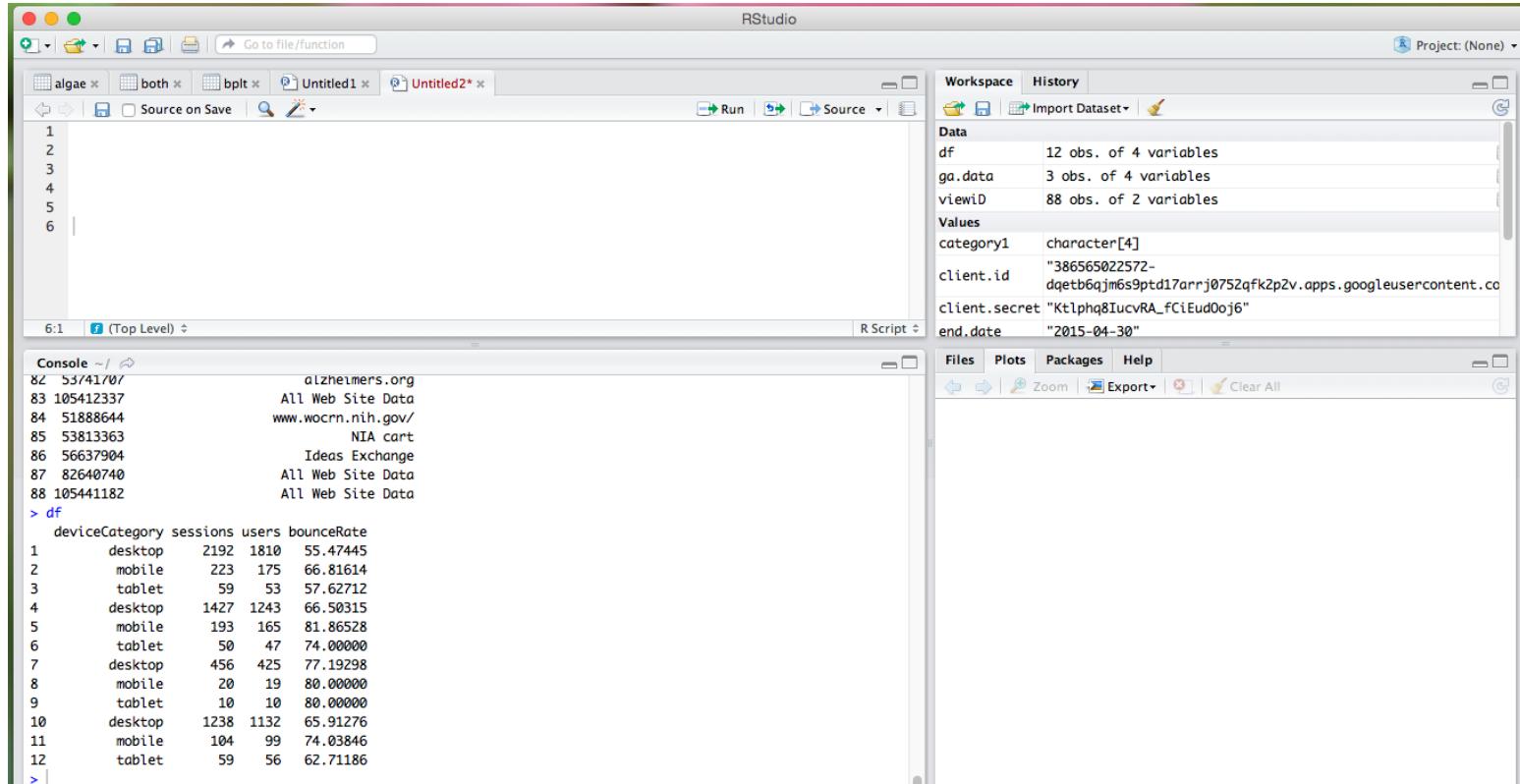


Multivariate



- **Google Tag Manager**
- **Experiments API**

# DevOps Web Analytics: Statistics (R)



# DevOps Web Analytics: Security Forensics

## NetworkMiner Packet Analysis

```
HTTP header: X-Apple-Validation 99 : 1D3A762C-4D45E757E32DEC27090C5F25656A2383
HTTP header: X-Daid 1 : 46103215
HTTP header: X-Dsid 2 : 10969092
HTTP header: X-Prototype-Version 1 : 1.5.0
HTTP header: X-Requested-With 1 : XMLHttpRequest
HTTP header: X-SVN-Rev 1 : 111557
Screen resolution (Google Analytics) 1 : 1280x800
Screen resolution (Google Analytics) 2 : 1680x1050
Screen resolution (Google Analytics) 3 : 1050x778
```

# Resources & Thank You!

Google Analytics Blog: <http://analytics.blogspot.com>

Occam's Razor Blog: [www.kaushik.net/avinash](http://www.kaushik.net/avinash)

Krista Seidan: [www.bloggerchica.com](http://www.bloggerchica.com)

Training & Certification: [www.google.com/analytics/learn](http://www.google.com/analytics/learn)

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