

Marketing Analytics Metrics Part II: Google Analytics Overview



Administrative

- Class Participation
- Finish Marketing Analytics Metrics Part I
- Digital Analytics Metrics: Google Analytics Overview

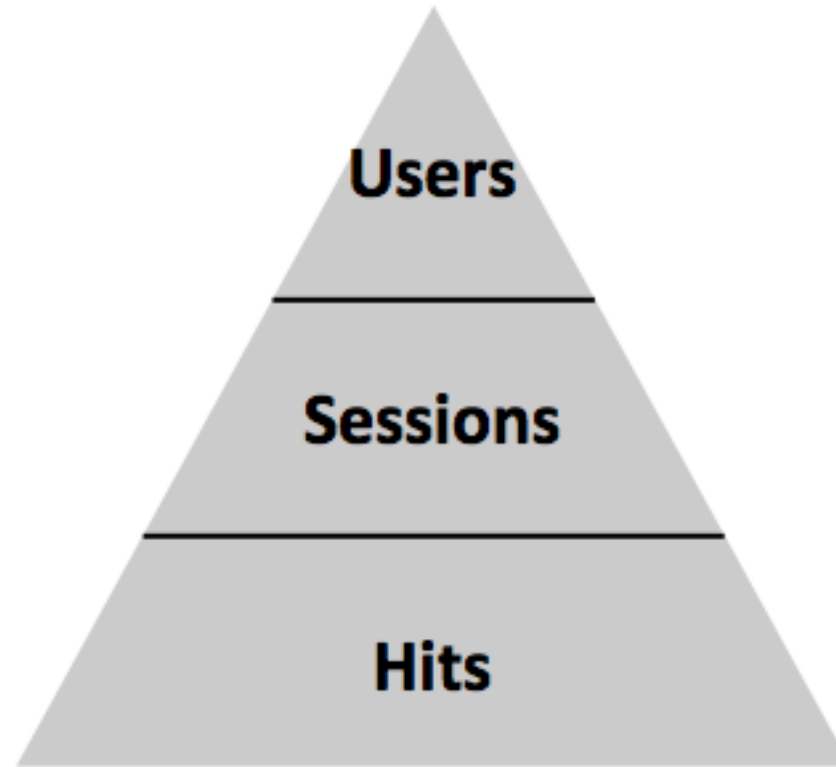
Learning Objectives

- Get an overview of Digital Analytics Metrics via Google Analytics
- Understand the organization of data in Google Analytics
- Understand features and capabilities of Google Analytics

Data organization in Google Analytics

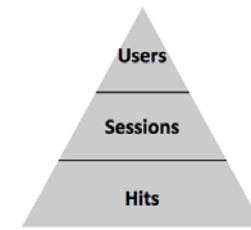


Data Organization in Google Analytics



Digital analytics data is organized into a hierarchy of hits, sessions and users.

Hits



A hit is the most granular piece of data in an analytics tool:

It's how most analytics tools send data to a collection server. In reality, a hit is a request for a small image file. This image request is how the data is transmitted from a website or app to the data collection server.

Examples

Pageviews (screenview for mobile)

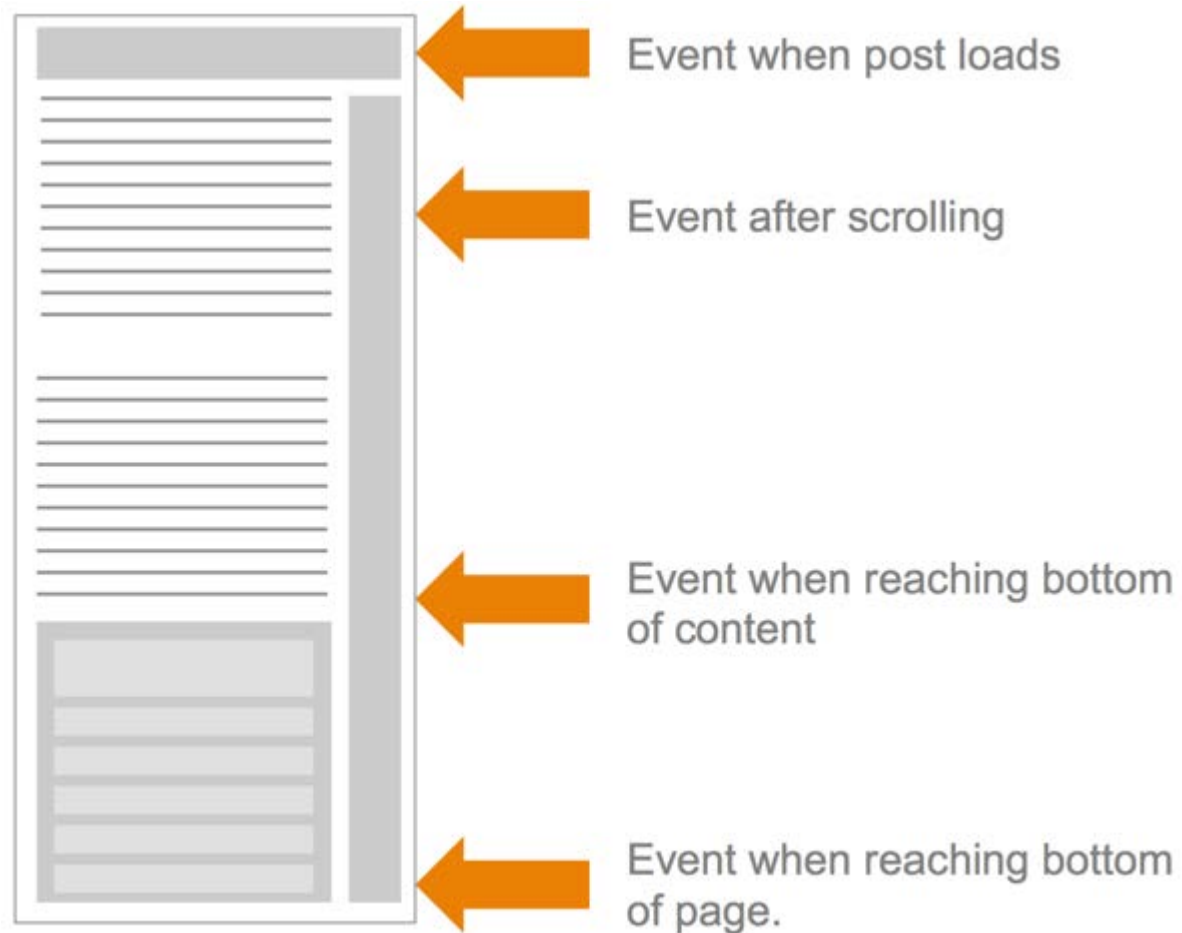
usually automatically generated and measures a user viewing a piece of content
related metrics: Pageviews per Visit and Average Time on Page

Events

measure how often a user takes action (interacting) on a piece of content. **Must be manually implemented.**

Examples: clicking on a button, file download, link, swiping a screen

Example: Content Tracking Events



Hits: Require Manual Implementation

Transactions (e-commerce tracking)

A transaction is sent when a user completes an ecommerce transaction.

Social interaction hit

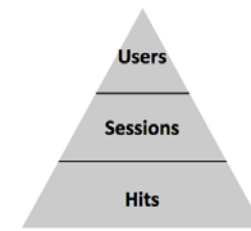
Clicks on a ReTweet button, +1 button, Like button.

Customized user timings

Measure the actual time between two activities.

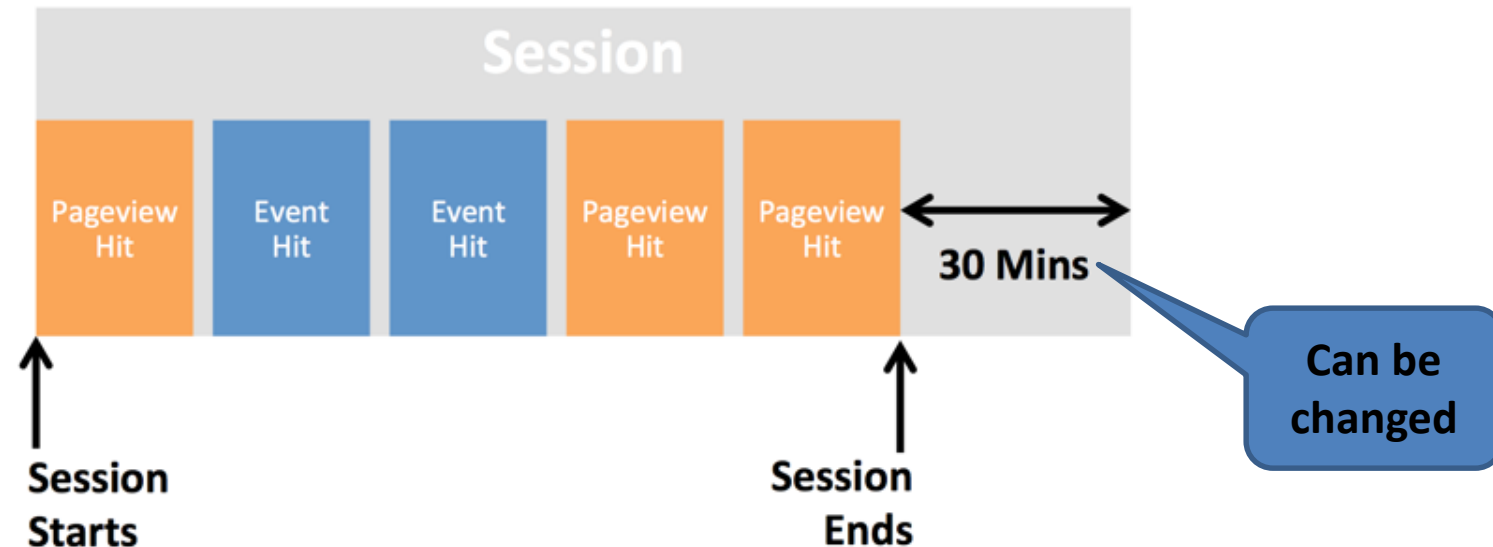


Sessions

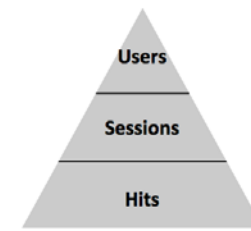


A session is a collection of hits, from the same user, grouped together.

When the analytics tool detects that the user is no longer active it will terminate the session and start a new one when the user becomes active.



Users



A user is the tool's best-guess of an anonymous person

Users are identified using an anonymous number or a string of characters.

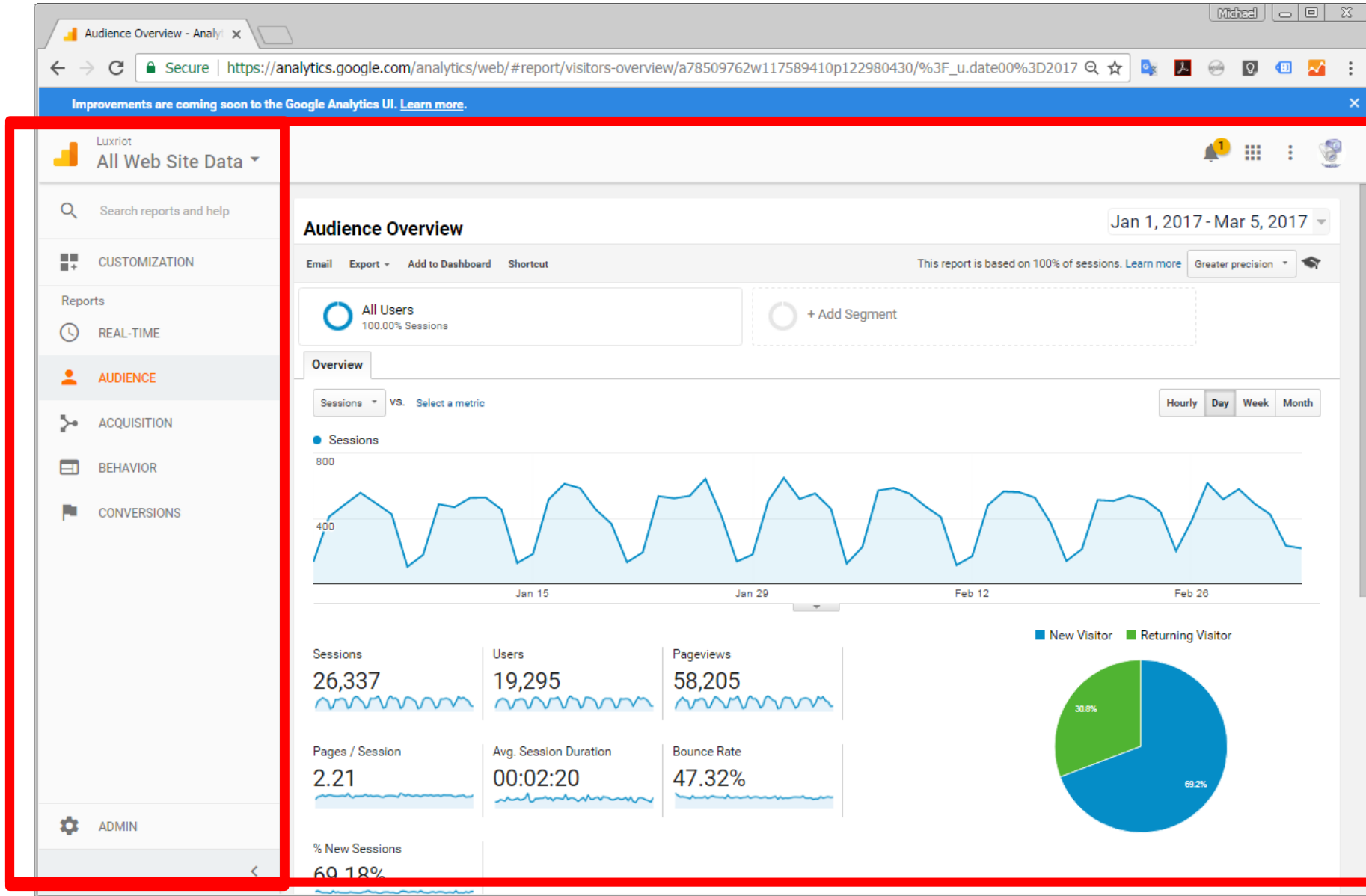
The analytics tool normally creates the identifier the first time a user is detected.

Then that identifier persists until it expires or is deleted.

The identifier is sent to the analytics tool with every hit of data.

Google Analytics Environment

Interface and Navigation



Date Range

Audience Overview

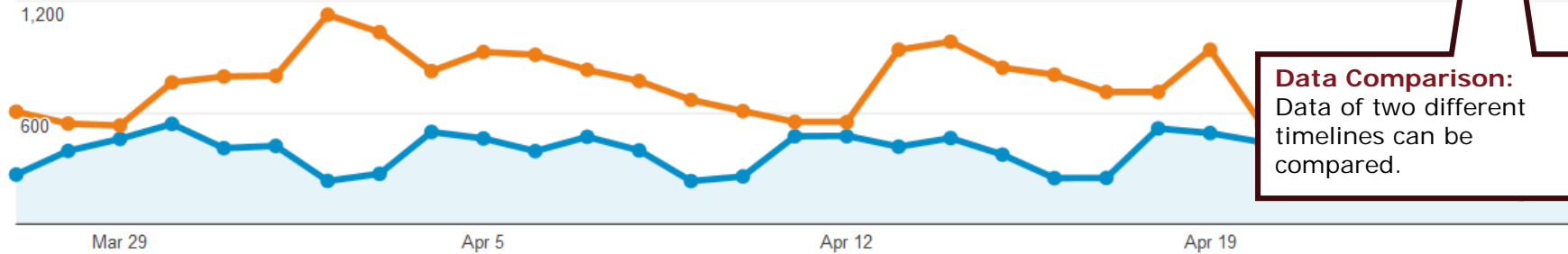
Email Export ▾ Add to Dashboard Shortcut

Calendar/Timelines:
You can select a different timeline or date range for extracting data.

Sessions ▾ VS. Select a metric

Mar 27, 2016 - Apr 26, 2016: ● Sessions

Mar 27, 2015 - Apr 26, 2015: ● Sessions



Mar 27, 2016 - Apr 26, 2016

Compare to: Mar 27, 2015 - Apr 26, 2015

February 2016							March 2016							April 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6			1	2	3	4	5						1	2	
7	8	9	10	11	12	13	6	7	8	9	10	11	12	3	4	5	6	7	8	9
14	15	16	17	18	19	20	13	14	15	16	17	18	19	10	11	12	13	14	15	16
21	22	23	24	25	26	27	20	21	22	23	24	25	26	17	18	19	20	21	22	23
28	29						27	28	29	30	31			24	25	26	27	28	29	30

Date Range: Custom ▾

Mar 27, 2016 - Apr 26, 2016

☒ Compare to: Custom ▾

Mar 27, 2015 - Apr 26, 2015

Apply cancel

Hourly Day Week Month

Data Comparison:
Data of two different timelines can be compared.

Site Usage Metrics

Visits:

Visits represent the number of individual sessions initiated by all the visitors to your site.

► Demographics

► Interests

► Geo

► Behavior

► Technology

► Mobile

Pageviews:

A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code.

Behavior

Avg. Visit Duration:

One way of measuring visit quality. If visitors spend a long time visiting your site, they may be interacting extensively with it.

10,783 people visited this site

Visits

14,086

Unique Visitors

10,783

Pageviews

34,959

Pages / Visit

2.48

Avg. Visit Duration

00:02:10

Bounce Rate

54.50%

% New Visits

70.25%

Unique Visitors:

Unique Visitors is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

Pages/visits:

An average number of pages a visitor have consumed on your website.





















Bounce Rate:

Bounce rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

%New Visits:

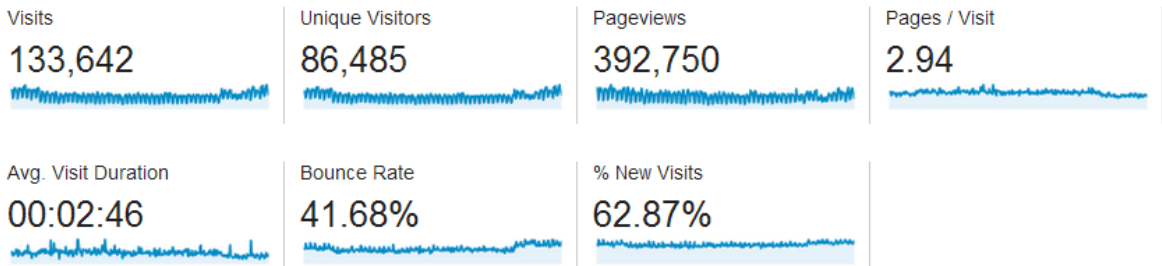
A percentage of new visits out of the total visits on your website on the basis of cookies.

Key Reports

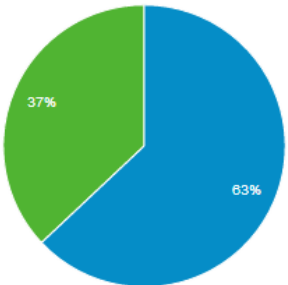
STANDARD REPORTS	STANDARD REPORTS	STANDARD REPORTS	STANDARD REPORTS
 Real-Time	 Real-Time	 Real-Time	 Real-Time
 Audience	 Audience	 Audience	 Audience
Overview	 Acquisition	 Acquisition	 Acquisition
‣ Demographics	Overview NEW	 Behavior	 Behavior
‣ Interests	Channels NEW	Overview	 Conversions
‣ Geo	All Traffic	Behavior Flow	‣ Goals
‣ Behavior	All Referrals	‣ Site Content	‣ Ecommerce
‣ Technology	Campaigns	‣ Site Speed	‣ Multi-Channel Funnels
‣ Mobile	‣ Keywords	‣ Site Search	‣ Attribution
‣ Custom	Cost Analysis BETA	‣ Events	
Visitors Flow	‣ AdWords	‣ AdSense	
 Acquisition	‣ Social	Experiments	
 Behavior	‣ Search Engine Optimization	In-Page Analytics	
 Conversions	 Behavior	 Conversions	
	 Conversions		

Audience Report: Overview

86,485 people visited this site



New Visitor Returning Visitor



Demographics

Language
Country / Territory
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider

Language

	Visits	% Visits
1. en-us	68,274	51.09%
2. ru	12,850	9.62%
3. ru-ru	4,940	3.70%
4. es	4,580	3.43%
5. en-gb	4,084	3.06%
6. fr	3,228	2.42%
7. zh-tw	2,501	1.87%
8. tr	2,468	1.85%
9. zh-cn	2,215	1.66%
10. en	1,953	1.46%

Audience Report: Geo - Location

Region ?	Acquisition			Behavior			Conversions	Goal 1: Download Full Featured Luxriot Demo ▾	
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Download Full Featured Luxriot Demo (Goal 1 Conversion Rate) ?	Download Full Featured Luxriot Demo (Goal 1 Completions) ?	Download Full Featured Luxriot Demo (Goal 1 Value) ?
	31,364 % of Total: 23.47% (133,642)	62.98% Site Avg: 62.87% (0.17%)	19,752 % of Total: 23.51% (84,021)	34.36% Site Avg: 41.68% (-17.56%)	3.20 Site Avg: 2.94 (9.06%)	00:02:48 Site Avg: 00:02:46 (1.27%)	8.45% Site Avg: 6.83% (23.64%)	2,650 % of Total: 29.02% (9,133)	\$0.00 % of Total: 0.00% (\$0.00)
1. California	5,820	62.37%	3,630	30.76%	3.36	00:02:53	7.94%	462	\$0.00
2. New York	2,841	53.08%	1,508	31.93%	3.16	00:02:42	7.50%	213	\$0.00
3. Texas	2,080	68.22%	1,419	37.21%	3.19	00:02:54	7.45%	155	\$0.00
4. Florida	1,990	61.01%	1,214	37.99%	3.15	00:02:33	6.88%	137	\$0.00
5. Ohio	1,259	57.90%	729	36.54%	3.04	00:02:38	9.21%	116	\$0.00
6. Washington	967	59.67%	577	47.57%	2.69	00:02:04	6.62%	64	\$0.00
7. Arizona	930	67.63%	629	43.76%	2.90	00:02:55	5.05%	47	\$0.00
8. Georgia	927	65.48%	607	33.33%	3.29	00:02:31	11.00%	102	\$0.00
9. Michigan	855	69.01%	590	29.36%	3.36	00:02:33	13.10%	112	\$0.00
10. Pennsylvania	847	67.53%	572	35.06%	3.18	00:02:52	9.80%	83	\$0.00

Audience Report: User Explorer

The screenshot displays the Google Analytics 'User Report' interface for the 'All Web Site Data' property. The left sidebar contains navigation options: Reports (REAL-TIME, AUDIENCE, Overview, Active Users, Cohort Analysis BETA, User Explorer, Demographics, Interests, Geo, Behavior, Technology, Mobile, Custom, Benchmarking, Users Flow), and ADMIN. The main content area is titled 'User Report' and shows a date range of 'Jan 1, 2017 - Mar 5, 2017'. A user profile is shown with a blue circle icon, 'Client Id' 1075714344.1484937107, and acquisition details: Acquisition Date Jan 20, 2017, Acquisition Channel, and Device Category desktop. A 'Return to User Explorer Report' link is also present. The main table displays user sessions with columns for date, time, session duration, device, source, and actions. The table is filtered by '4 selected' and sorted by 'Descending'. The table data is as follows:

Summary		Sessions	Session Duration	Revenue
44	01:46:33	\$0.00		

Filter by	Sort by	Expand All	Collapse All
4 selected	Descending		

Date	Time	Session Duration	Device	Source	Search	View
Feb 22, 2017					1 session	
10:30 AM	01:16			Organic Search	3	3
Feb 20, 2017					1 session	
9:53 AM	00:02			Organic Search	1	2
Feb 17, 2017					1 session	
3:42 PM	00:01			Organic Search	1	1
Feb 16, 2017					2 sessions	
4:29 PM	00:01			Organic Search	1	1
9:44 AM	01:31			Organic Search	3	2

Acquisition Report

Acquisition Report

	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	26,337	69.18%	18,219	47.32%	2.21	00:02:20	0.64%	168	\$840.00
1 ■ Organic Search	8,698	<div><div></div></div>		32.21%	<div><div></div></div>		0.91%	<div><div></div></div>	
2 ■ Direct	6,132	<div><div></div></div>		39.42%	<div><div></div></div>		0.68%	<div><div></div></div>	
3 ■ Display	5,618	<div><div></div></div>		81.67%	<div><div></div></div>		0.00%	<div><div></div></div>	
4 ■ Paid Search	3,802	<div><div></div></div>		47.24%	<div><div></div></div>		0.68%	<div><div></div></div>	
5 ■ Referral	1,940	<div><div></div></div>		40.41%	<div><div></div></div>		1.03%	<div><div></div></div>	
6 ■ Social	147	<div><div></div></div>		51.70%	<div><div></div></div>		0.68%	<div><div></div></div>	

Use this section to compare traffic from search, referrals, email, and your marketing campaigns

Direct: How do the people who clicked a bookmark to come to your site or typed your site URL into their browser compare to the "average" visitor to your site? Direct traffic can include visitors recruited via offline (i.e. print, television) campaigns.

Display: Indicates traffic from display advertising, such as Google AdWords remarketing campaigns.

Search Engines (Paid & Organic): How does search engine traffic compare to traffic as a whole to your site? The graph shows overall trends while the table lists the search engines driving the trends.

Referral: How do the people referred from other sites compare to the "average" visitor to your site? The graph shows the overall trends in traffic volume from referrals while the table lists the sites driving the trends.

Social: The social network where the activity originated.

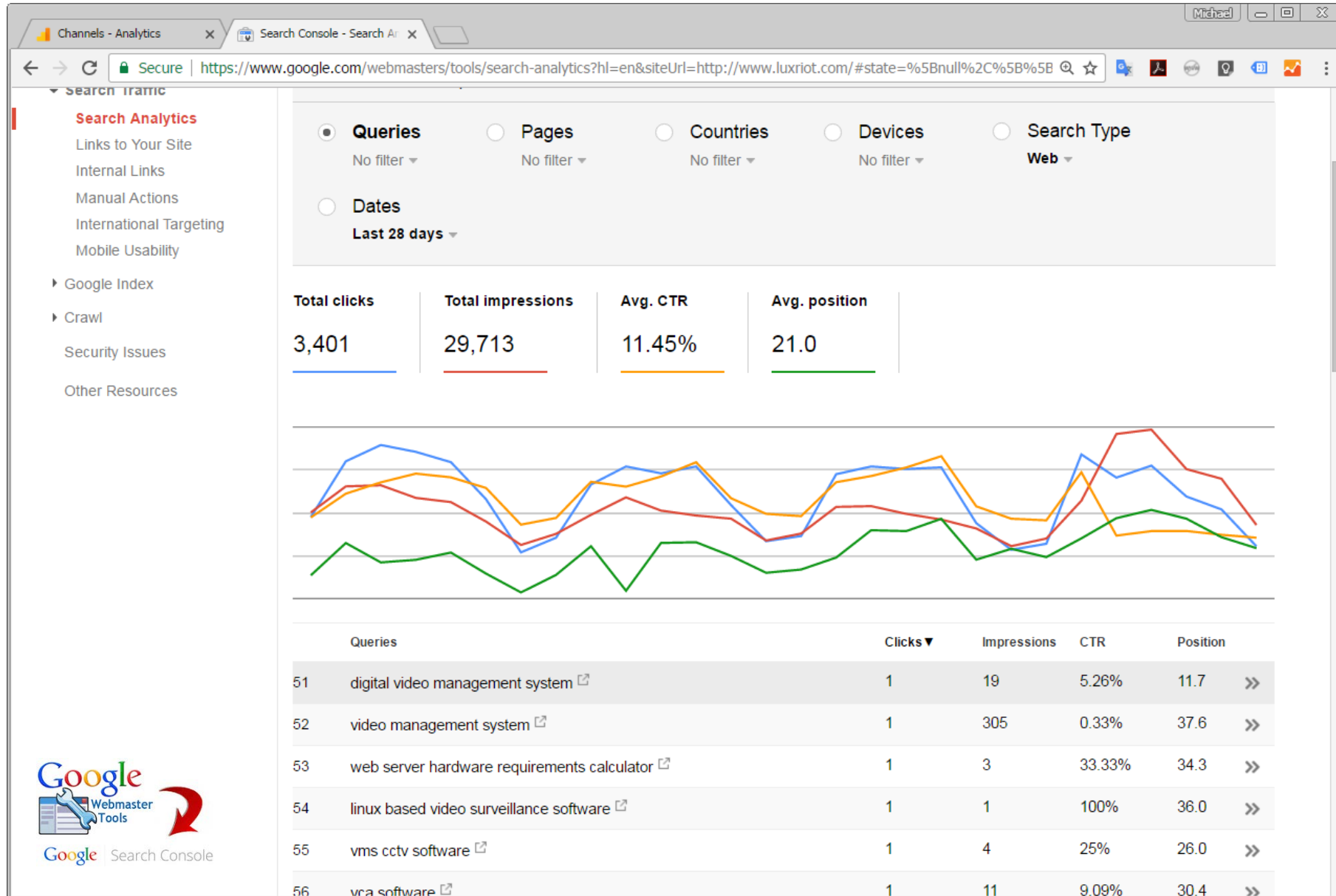
Traffic Sources - Search Engines

Primary Dimension: **Keyword** Source Landing Page Other

Filter Rows Secondary dimension Sort Type: Default

STANDARD REPORTS		Acquisition			Behavior		
	Source ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<input type="checkbox"/>		8,698 % of Total: 33.03% (26,337)	56.05% Avg for View: 69.18% (-18.98%)	4,875 % of Total: 26.76% (18,219)	32.21% Avg for View: 47.32% (-31.92%)	2.73 Avg for View: 2.21 (23.67%)	00:03:39 Avg for View: 00:02:20 (56.78%)
<input type="checkbox"/>	1. google	7,351 (84.51%)	53.07%	3,901 (80.02%)	31.25%	2.82	00:03:55
<input type="checkbox"/>	2. bing	687 (7.90%)	67.39%	463 (9.50%)	32.17%	2.35	00:02:28
<input type="checkbox"/>	3. yahoo	343 (3.94%)	89.50%	307 (6.30%)	50.44%	1.82	00:01:12
<input type="checkbox"/>	4. yandex	251 (2.89%)	61.75%	155 (3.18%)	30.28%	2.58	00:02:45
<input type="checkbox"/>	5. seznam	15 (0.17%)	93.33%	14 (0.29%)	73.33%	1.40	00:00:59
<input type="checkbox"/>	6. baidu	12 (0.14%)	75.00%	9 (0.18%)	58.33%	1.75	00:01:10
<input type="checkbox"/>	7. naver	12 (0.14%)	66.67%	8 (0.16%)	41.67%	3.33	00:02:01
<input type="checkbox"/>	8. go.mail.ru	8 (0.09%)	75.00%	6 (0.12%)	37.50%	2.50	00:05:15
<input type="checkbox"/>	9. ask	4 (0.05%)	50.00%	2 (0.04%)	0.00%	3.25	00:02:00
<input type="checkbox"/>	10. daum	3 (0.03%)	66.67%	2 (0.04%)	66.67%	1.67	00:00:36

Google Search Console



Adwords Keywords

Google Analytics

Home

Reporting

Customization

Admin

http://www.luxriot.

Find reports & more

Primary Dimension: Keyword

Ad Content

Plot Rows

Secondary dimension

Sort Type: Default

advan

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Overview

All Traffic

AdWords

Campaigns

Treemaps

Bid Adjustments

Keywords

Keyword	Acquisition				Behavior		Conversions
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate
	1,014 % of Total: 28.77% (3,525)	\$1,780.58 % of Total: 68.90% (\$2,584.34)	\$1.76 Avg for View: \$0.73 (139.52%)	1,110 % of Total: 9.14% (12,142)	61.35% Avg for View: 51.78% (18.49%)	2.05 Avg for View: 2.51 (-18.30%)	13.33% Avg for View: 15.68% (-14.97%)
1. face recognition	247 (24.36%)	\$525.38 (29.51%)	\$2.13	265 (23.87%)	74.72%	1.56	2.64%
2. face recognition software	94 (9.27%)	\$136.85 (7.69%)	\$1.46	92 (8.29%)	61.96%	1.84	6.52%
3. facial recognition software	94 (9.27%)	\$229.70 (12.90%)	\$2.44	102 (9.19%)	65.69%	1.74	1.96%
4. video analytic	77 (7.59%)	\$180.51 (10.14%)	\$2.34	72 (6.49%)	69.44%	1.94	11.11%
5. ip camera software	69 (6.80%)	\$68.27 (3.83%)	\$0.99	68 (6.13%)	36.76%	2.37	44.12%
6. cctv software	67 (6.61%)	\$70.28 (3.95%)	\$1.05	77 (6.94%)	42.86%	2.42	37.66%
7. license plate reader	30 (2.96%)	\$68.82 (3.87%)	\$2.29	32 (2.88%)	71.88%	1.72	3.12%
8. video management software	27 (2.66%)	\$28.77 (1.62%)	\$1.07	31 (2.79%)	48.39%	2.58	12.90%
9. video management system	27 (2.66%)	\$47.52 (2.67%)	\$1.76	34 (3.06%)	58.82%	2.68	20.59%
10. luxriot vms	26 (2.56%)	\$18.52 (1.04%)	\$0.71	38 (3.42%)	28.95%	4.39	31.58%

AdWords Campaign (AdWords): How do the people referred from your AdWords Campaigns compare to the "average" visitor to your site? Click an AdWords Campaign in the table to see its component ad groups and keywords. The "Clicks" tab displays the AdWords cost, impression, and ROI data useful for monitoring the profitability of your AdWords Campaigns and keywords.

Adwords / Keyword Positions

Improvements are coming soon to the Google Analytics UI. [Learn more.](#)

Luxriot
All Web Site Data ▾

Search reports and help

CUSTOMIZATION

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION
 - Overview
 - All Traffic
 - AdWords
 - Search Console **NEW**
 - Social
 - Campaigns
 - All campaigns
 - Paid Keywords**
 - Organic Keywords
 - Cost Analysis
 - BEHAVIOR
 - ADMIN

Primary Dimension: Keyword ▾ Source ▾ Medium ▾ Campaign ▾ Other ▾

Secondary dimension: Ad Slot Position ▾ Sort type: Default ▾

Keyword	Ad Slot Position	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Product download (Goal 1 Conversion Rate)	Product download (Goal 1 Completions)	Product download (Goal 1 Value)
		9,420 % of Total: 35.77% (26,337)	81.72% Avg for View: 69.18% (18.13%)	7,698 % of Total: 42.25% (18,219)	67.77% Avg for View: 47.32% (43.21%)	1.66 Avg for View: 2.21 (-24.80%)	00:00:59 Avg for View: 00:02:20 (-57.69%)	0.28% Avg for View: 0.64% (-56.73%)	26 % of Total: 15.48% (168)	\$130.00 % of Total: 15.48% (840.00)
11. surveillance software	1	99 (1.05%)	77.78% (1.00%)	77 (1.00%)	44.44% (43.21%)	2.48 (-24.80%)	00:02:08	1.01%	1 (3.85%)	\$5.00 (3.85%)
12. video surveillance	3	98 (1.04%)	86.73% (1.10%)	85 (1.10%)	67.35% (43.21%)	1.44 (-24.80%)	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. security cameras systems	1	94 (1.00%)	93.62% (1.14%)	88 (1.14%)	67.02% (43.21%)	1.32 (-24.80%)	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. software for viewing cameras	1	81 (0.86%)	90.12% (0.95%)	73 (0.95%)	55.56% (43.21%)	1.63 (-24.80%)	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. pc video surveillance software	2	75 (0.80%)	81.33% (0.79%)	61 (0.79%)	36.00% (43.21%)	2.39 (-24.80%)	00:02:22	1.33%	1 (3.85%)	\$5.00 (3.85%)
16. security cameras systems	2	69 (0.73%)	86.96% (0.78%)	60 (0.78%)	50.72% (43.21%)	1.59 (-24.80%)	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. security cameras systems	3	68 (0.72%)	97.06% (0.86%)	66 (0.86%)	63.24% (43.21%)	1.57 (-24.80%)	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. video surveillance	4	67 (0.71%)	94.03% (0.82%)	63 (0.82%)	71.64% (43.21%)	1.72 (-24.80%)	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. (content targeting)	2	59 (0.63%)	79.66% (0.61%)	47 (0.61%)	77.97% (43.21%)	1.78 (-24.80%)	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. security camera software	1	58 (0.62%)	98.28% (0.74%)	57 (0.74%)	34.48% (43.21%)	2.40 (-24.80%)	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 ▾ Go to: 11 11 - 20 of 137

This report was generated on 3/6/17 at 3:26:16 PM - [Refresh Report](#)

Keyword Position (Campaigns Paid Keywords): Where do your AdWords ads appear on Google search results pages and how much influence does search position have on volume (Visits) and visit quality (Avg. pageviews, conversion rates, per visit value)

PPC Custom Reports

The screenshot displays the Google Analytics Custom Reports interface. At the top, the 'Customization' tab is highlighted with a red circle. Below it, the 'Custom Reports' section shows a table with one report: 'End to End Paid Search Report', created on Feb 16, 2014. This report is also circled in red. On the left, a sidebar contains filters for 'Sort by' (Most popular, Latest, Highest rating), 'Filter by ranking' (1-5), 'Show unrated', and 'Filter by category' (Acquisition, Branding, Campaign, Conversion, Display Advertising, Ecommerce, Engagement, Lead Generation, Mobile, Organic Search, Paid Search, Publishing, Referral). The main content area shows a list of reports, with 'End to End Paid Search Report' highlighted by a red circle. This report is by Rachel W (GA team), dated Jun 11, 2013, and has 1 star. Its description states: 'End to end custom report to see all your acquisition, behavior, and outcome metrics in one report. Includes impressions, clicks, visits, %new visits, CTR, Cost, CPC, RPC, Revenue, Transactions *Avinash favorite (with %new visits added)'.

Google Analytics

http://www.luxriot.com - http://www.luxriot.com
www.luxriot.com

Reporting Customization

Custom Reports

Overview
End to End Paid Search Report

+ New Custom Report + New Category Import from Gallery

Title	Creation Date
End to End Paid Search Report	Feb 16, 2014

paid search

All Solutions SEARCH TERM: paid search X Type: Custom Report X

Sort by
☒ Most popular
☐ Latest
☐ Highest rating

Filter by ranking
1 2 3 4 5
☒ Show unrated

Filter by category
☒ Show all categories
☐ Acquisition
☐ Branding
☐ Campaign
☐ Conversion
☐ Display Advertising
☐ Ecommerce
☐ Engagement
☐ Lead Generation
☐ Mobile
☐ Organic Search
☐ Paid Search
☐ Publishing
☐ Referral

Occam's Razor Awesomeness
By Avinash Kaushik Aug 20, 2013
★★★★★ (60) 27,088
A collection of my top Segments, custom reports and dashboards critical for any Analytics user.
Import More by Avinash Kaushik

PPC Keyword/Matched Query Report
By Justin Cutroni Apr 4, 2013
★★★★★ (2) 986
Use this report to quickly learn which user queries are being matched to your ads, then refine your Match Type (Broad, Phrase or Exact) to help better match your ads to the most relevant user queries.
Import More by Justin Cutroni

End to End Paid Search Report
By Rachel W (GA team) Jun 11, 2013
★★★★★ (1) 721
End to end custom report to see all your acquisition, behavior, and outcome metrics in one report. Includes impressions, clicks, visits, %new visits, CTR, Cost, CPC, RPC, Revenue, Transactions *Avinash favorite (with %new visits added)
Import More by Rachel W (GA team)

“End to End Paid Search Report”

Primary Dimension: Keyword											
<div> <div>Plot Rows</div> <div>Secondary dimension</div> <div>Sort Type: Default</div> <div></div> <div>advanced</div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>											
	Keyword ?	Impressions ?	Clicks ?	Visits ?	% New Visits ?	CTR ?	Cost ?	CPC ?	RPC ?	Transactions ?	Revenue ?
		490,148 % of Total: 69.87% (701,548)	4,208 % of Total: 71.58% (5,879)	3,760 % of Total: 26.69% (14,086)	88.09% Site Avg: 70.25% (25.38%)	0.86% Site Avg: 0.84% (2.45%)	\$2,909.59 % of Total: 62.95% (\$4,621.79)	\$0.69 Site Avg: \$0.79 (-12.05%)	\$0.00 Site Avg: \$0.00 (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. vms	257,513	1,958	1,701	87.18%	0.76%	\$1,546.40	\$0.79	\$0.00	0	\$0.00
<input type="checkbox"/>	2. (content targeting)	91,391	1,044	886	90.63%	1.14%	\$407.26	\$0.39	\$0.00	0	\$0.00
<input type="checkbox"/>	3. video management	73,497	446	405	91.85%	0.61%	\$491.99	\$1.10	\$0.00	0	\$0.00
<input type="checkbox"/>	4. nvr	48,217	343	349	83.09%	0.71%	\$196.73	\$0.57	\$0.00	0	\$0.00
<input type="checkbox"/>	5. ip camera software	4,057	91	93	90.32%	2.24%	\$75.33	\$0.83	\$0.00	0	\$0.00
<input type="checkbox"/>	6. cctv software	3,871	94	93	90.32%	2.43%	\$50.86	\$0.54	\$0.00	0	\$0.00
<input type="checkbox"/>	7. vms software	3,161	66	68	77.94%	2.09%	\$28.61	\$0.43	\$0.00	0	\$0.00
<input type="checkbox"/>	8. video management software	2,913	40	44	72.73%	1.37%	\$23.53	\$0.59	\$0.00	0	\$0.00
<input type="checkbox"/>	9. surveillance software	1,215	32	32	90.62%	2.63%	\$18.54	\$0.58	\$0.00	0	\$0.00
<input type="checkbox"/>	10. video management system	1,072	10	8	100.00%	0.93%	\$5.78	\$0.58	\$0.00	0	\$0.00

Behavior Report

Behavior Flow



Site Content

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

AdSense

Experiments

In-Page Analytics

Conversions

Jan 22

Jan 29

Feb 5

Feb 12

Primary Dimension: Page Page Title Other

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		34,959 % of Total: 100.00% (34,959)	29,361 % of Total: 100.00% (29,361)	00:01:28 Site Avg: 00:01:28 (0.00%)	14,086 % of Total: 100.00% (14,086)	54.50% Site Avg: 54.50% (0.00%)	40.29% Site Avg: 40.29% (0.00%)
<input type="checkbox"/>	1. Luxriot	7,585	6,646	00:00:59	6,109	49.98%	47.79%
<input type="checkbox"/>	2. Luxriot@	3,604	3,148	00:01:03	2,940	49.69%	48.22%
<input type="checkbox"/>	3. Products / Downloads / Luxriot	3,592	2,993	00:01:24	466	37.77%	37.31%
<input type="checkbox"/>	4. VMS / Products / Luxriot	2,242	1,638	00:01:40	430	49.30%	32.52%
<input type="checkbox"/>	5. Products / Downloads / Luxriot@	1,746	1,460	00:01:31	237	44.30%	36.48%
<input type="checkbox"/>	6. Hardware / Support / Luxriot	1,632	1,272	00:01:00	121	37.19%	17.95%
<input type="checkbox"/>	7. Inquiry form / Where to buy / Luxriot	1,176	839	00:01:00	66	48.48%	19.05%
<input type="checkbox"/>	8. VMS / Products / Luxriot@	1,117	835	00:01:53	210	51.43%	34.02%
<input type="checkbox"/>	9. LPR / Products / Luxriot	954	817	00:01:44	535	70.09%	50.94%
<input type="checkbox"/>	10. Supported cameras / Support / Luxriot	855	753	00:02:49	240	66.67%	55.20%

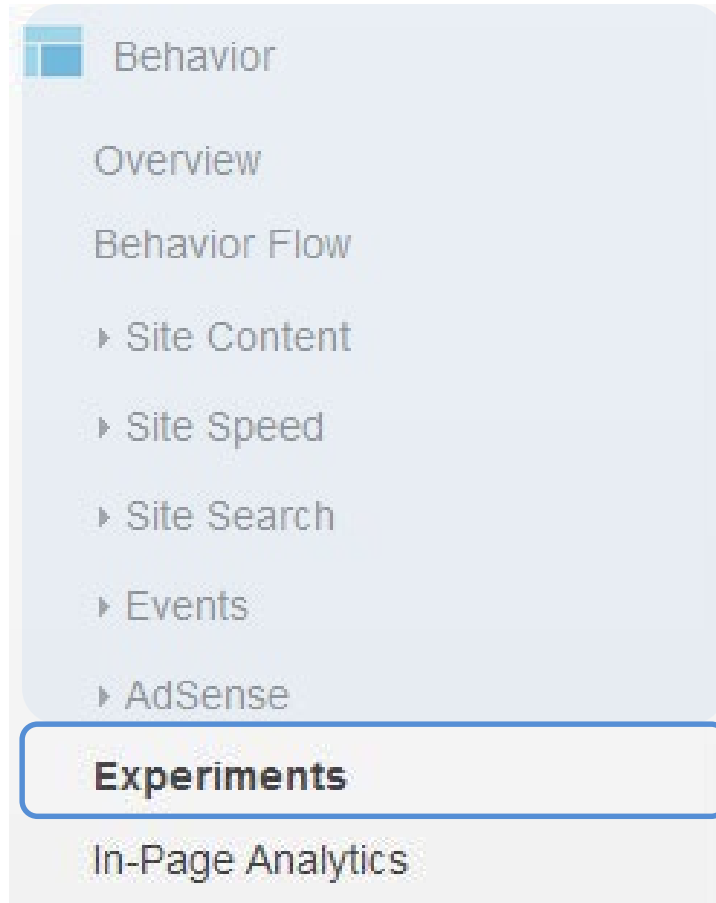
Site Content

Shows you the most popular pages on your site and what they contribute to your site's overall performance.

Content by Title

Which are the most commonly viewed groups of pages on your site (grouped by title), and how are they used?

Site Content: Experiments



Conversions Report

Conversions

A conversion is the completion of an activity on your site, such as a registration or download, that is important to the success of your business. Set up a goal for each activity you want to track as a conversion.

Goal types:

- Destination

- Event**

- Duration and Pages/Screen per Visit



Funnel Visualization



Assignment 5: Google Analytics for Beginners & Advanced Google Analytics

- During the remainder of the semester, you are expected to work through two Google Analytics online mini-courses to complete Assignment 5. They are
 - Google Analytics for Beginners
 - Advanced Google Analytics
- The mini-courses are in the Google Analytics Academy:
<https://analytics.google.com/analytics/academy/>

Assignment 5: Google Analytics for Beginners & Advanced Google Analytics

To earn credit for this assignment, upload to Blackboard a copy of the certificates of completion for each of the two courses by the end of the semester. You can find the date this is due in the class syllabus. This is your terminal project (in lieu of a final exam). The certificates must look like the examples below and must display your name.

