

Section 1: Introduction

Friday, July 5, 2019 3:12 PM

Google Analytics Help: <https://support.google.com/analytics/?hl=en#topic=3544906>

Google Analytics Demo Account: <https://support.google.com/analytics/answer/6367342?hl=en>

Google Analytics for Beginners: <https://analytics.google.com/analytics/academy/course/6>

Advanced Google Analytics: <https://analytics.google.com/analytics/academy/course/7>



Google-Analytics-Glossary-Top-50-Terms

Google Analytics

Glossary - Top 50 Terms

Think of this as your Google Analytics Dictionary.

A quick explanation of the **Top 50 terms** you'll come across when using Google Analytics.

1. **Acquisition.** Reports that show how visitors arrived on your site.
2. **Analytics Intelligence.** Google's machine learning feature that identifies trends and changes in your data.
3. **Attribution.** Determines how credit for sales and conversions are assigned to touchpoints on the conversion path.
4. **Audience.** Reports that provide insights into the characteristics of your users (age, gender, interests, devices etc.)
5. **Average Session Duration.** The average amount of time users are spending on your website.
6. **Average Time on Page.** The average amount of time users spend viewing a specific page or screen, or set of pages or screens. A higher average time of page indicates to contents on the page are very interesting to visitors.
7. **Behaviour.** Reports that provide insight into the behaviour of users on your site, e.g. entrance pages and exit pages.
8. **Benchmarking.** Allows you to compare your data to companies in the same industry.
9. **Bounce.** When a user's session only contains a single pageview, e.g. they land on a website and then immediately "bounce" away.
10. **Bounce Rate.** The percentage of single-page visits. If the success of your site depends on users viewing more than one page, then a high bounce rate is bad.
11. **Campaign Tags.** Parameters added to destination URLs to help you determine which marketing campaigns are driving the most traffic.
12. **Channel.** Top-level groupings of your traffic sources, e.g. Organic Search', 'Paid Search', 'Social' and 'Email'.
13. **Conversion.** A completed activity that is important to the success of your business, e.g. a completed sign-up for your email newsletter or a purchase .
14. **Conversion Rate.** The percentage of sessions that results in a conversion.
15. **CPC.** Cost-per-click can be seen in the Acquisition reports and typically refers to people clicking through to your website from paid ads.
16. **Custom Dimensions.** Used to import company specific data (like client ID's from WordPress /Salesforce) and combine it with Google Analytics data.
17. **Custom Metrics.** Used to import company specific metrics and combine it with Google Analytics data.

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18. **Custom Report.** A report that you create. You pick the dimensions and metrics and decide how they should be displayed.
19. **Demographics.** Reports that provide information about the age and gender of your users, along with the interests they express through their online travel and purchasing activities.
20. **Dimensions.** Attributes of your data e.g. the dimension *City* indicates the city, for example, "Paris" or "New York", from which a session originates.
21. **Direct.** Visits from people who typed your website's URL into their browser or clicked a link in an email application (that didn't include campaign tags).
22. **Events.** Used to track a specific type of visitor interactions with your web pages like ad clicks, video views, and downloads.
23. **Filters.** Let you include, exclude, or modify the data you collect in a view.
24. **First-click Interaction.** Assigns credit for sales and conversions to the first channel on the conversion path.
25. **Funnel Visualisation.** A visualization tool that maps the steps/pages a customer takes when visiting your website.
26. **Goals.** Measure how well your site or app fulfills your target objectives, e.g. subscribing to your email newsletter, submitting an inquiry or making a purchase.
27. **Google Ads.** Google's advertising platform that helps advertisers reach new customers online.
28. **Google Data Studio.** Google's reporting and dashboarding tool allows you to present and visualize data from Google Analytics, Google Sheets and other data sources.
29. **Google Tag Manager.** Google's tag management tool which allows one to easily alter code on a website created to track marketing analytics, e.g. Google Analytics tracking code, Facebook Pixel.
30. **Keywords.** The search terms people use to discover your website.
31. **Landing Page.** The first page viewed during a session, or in other words, the entrance page.
32. **Last-Click Interaction.** Assigns credit for sales and conversions to the last channel in the conversion path.
33. **Medium.** The general category of the traffic source, e.g. 'organic' for free search traffic, 'cpc' for cost-per-click and 'referral' for inbound links from other websites.
34. **Metric.** Typically a number or a percentage presented as columns of data within your reports.
35. **New User.** People that visit your website for the first time in the selected date range.
36. **Not Provided.** Since 2010, Google no longer provide the keyword data done on the secure version of Google (e.g. <https://www.google.com>) to protect the privacy of the searcher.
37. **Not Set.** A placeholder name that Analytics uses when it hasn't received any information for the dimension you have selected, e.g. Google Analytics was unable to determine someone's exact geographic location.
38. **Organic.** Visitors who come to your website after searching Google.com and other search engines without clicking on a paid search ad.
39. **Pages Per Session.** Indicates how many pages visitors view when browsing through a website.

40. **Pageview.** Reported when a page has been viewed by a user on your website.
41. **Paid Search.** Visitors who come to your website from a Google Ad or other paid search ad.
42. **Property.** Represents your website or app, and is the collection point in Analytics for your data. You can add up to 50 properties to each Analytics account.
43. **Referral.** When a user clicks through to your website from another third-party website.
44. **Search Console.** Tools and reports to help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.
45. **Segments.** Analysis tool which allows you to isolate and compare various groups of users on your website.
46. **Session.** A single visit to your website, consisting of one or more pageviews, along with events, ecommerce transactions and other interactions. By default, a session ends after 30 minutes of inactivity or when a user closes a browser window.
47. **Site Search.** Lets you understand the extent to which users took advantage of your site's search function and which search terms they entered.
48. **Source.** Communicates where the user came from. For example, if the medium was "organic," the source might be "google.com".
49. **URL Builder.** Google's tool to add extra bits of information (known as campaign tags, UTM tags or parameters) to the URL of your online marketing or advertising campaigns.
50. **View.** A defined view of data from a property. You can add up to 25 views to a property.

Section 2.1: Google Analytics for Beginners Certification

Training

Friday, July 5, 2019 4:05 PM



Google-Analytics-for-Beginners-Certification-Training

Google Analytics for Beginners

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By the end of this training, you will...

Have a **professional level understanding** of Google Analytics and know the practical steps to use it as a **powerful tool** to grow a business.

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By the end of this training, you will know...

1. Why Google Analytics?
2. How Google Analytics Works
3. How to Set Up Google Analytics
4. How to Create Additional Reporting Views
5. How to Add Filters
6. How to Setup Google Analytics Goals
7. How to Navigate Google Analytics
8. How to Use the Main Tools For Analysis
9. How to Analyze Key Reports
10. How to Set Up Dashboards
11. How to Track Marketing Campaigns
12. How to Link Analytics with Google Ads

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1. Why Google Analytics?

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1. Why Google Analytics?

Benefits of Google Analytics

- If you are a **marketer, business owner** or **entrepreneur** then Google Analytics is probably the most important tool you can learn to use.
- Successful businesses are not built on guesswork. They thrive on your ability to make **data-driven decisions**.
- Google Analytics gives you the metrics to see what's working and what's not working.
- Without analytics in place, you're **flying blind**. Peter Drucker - "If you can't measure it, you can't improve it."
- Google Analytics is the **industry standard** for web analytics and it's a requirement to apply for any digital marketing or advertising position.

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2. How Google Analytics Works

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2. How Google Analytics Works



- To collect data, a small piece of **tracking code** is added to each page on a website. This tracking code will collect **anonymous** information about a visitor interacting with the site. e.g. the URLs of the pages visited.
- With this information, Google Analytics can calculate which pages are most popular or determine if users reached the purchase confirmation page.

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2. How Google Analytics Works

- Google Analytics will also collect information like the **language** the browser is set to, the type of browser (such as Chrome or Safari), the **device** and operating system used and the users **location, age and gender**. It can even collect the **“traffic source,”** which brought users to the site in the first place. This might be a search engine, an advertisement they clicked on, or an email marketing campaign.
- Google Analytics uses a **browser cookie** (a small bit of text stored in the browser) to generate a random ID to distinguish between new and returning visitors and tie all the activity of a visitor into a single visit.
- Each period of activity is called a **“session.”** Google Analytics ends a session by default after 30 minutes of inactivity or when a user closes a browser window.
- Finally, all of this information is sent to Google Analytics to populate your reports.

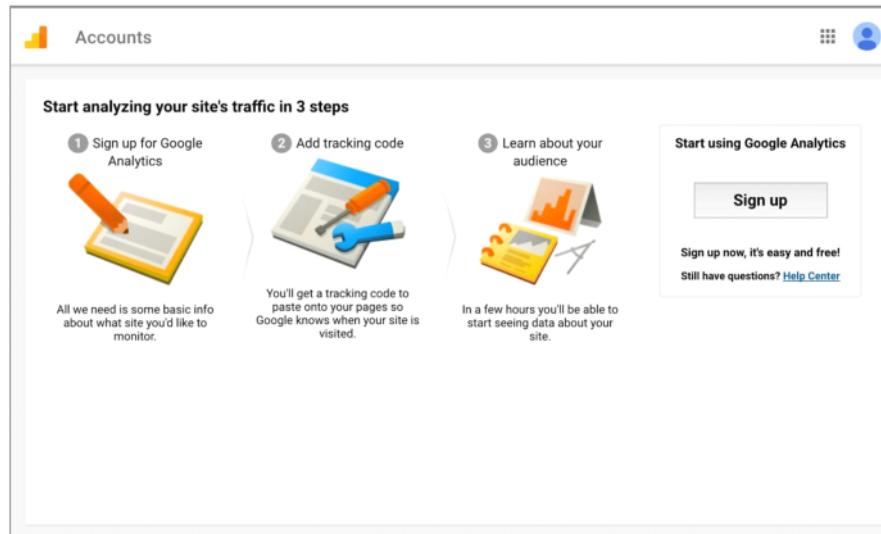
3. Google Analytics Setup

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3. Google Analytics Setup

How to Set Up Google Analytics

1. Create or sign in to your Analytics account. Go to google.com/analytics



3. Google Analytics Setup

How to Set Up Google Analytics

2. **Set up a property.** A property represents your website or app, and is the collection point in Analytics for your data.

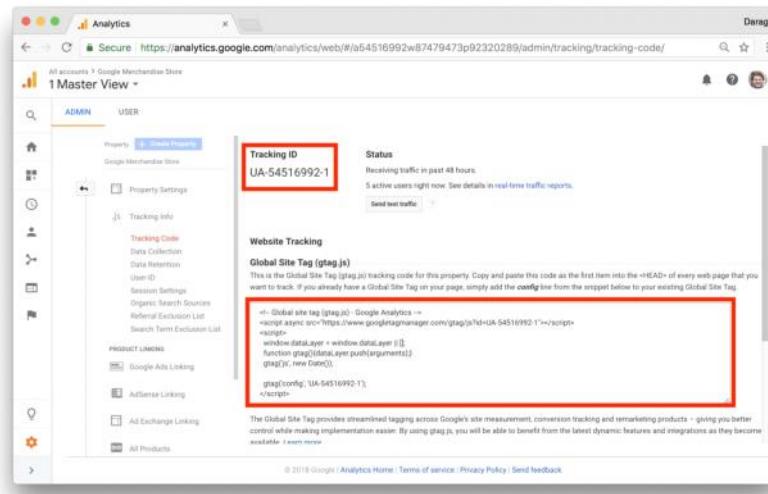
The screenshot shows the 'New Account' setup page in Google Analytics. At the top, there's a header with the Google Analytics logo and account management icons. Below the header, the title 'New Account' is displayed, followed by the question 'What would you like to track?'. There are two tabs: 'Website' (which is selected) and 'Mobile app'. Under the 'Website' tab, the 'Tracking Method' section indicates that the property uses Universal Analytics, with a note to get the tracking ID and implement the code snippet. The 'Setting up your account' section requires an 'Account Name' (labeled as required), which is filled with 'My New Account Name'. The 'Setting up your property' section requires a 'Website Name' (labeled as required), which is filled with 'My New Website', and a 'Website URL' (labeled as required), which is set to 'http://'. The 'Industry Category' dropdown is set to 'Select One'. The entire form is contained within a light gray box with a thin border.

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3. Google Analytics Setup

How to Set Up Google Analytics

3. **Add the tracking code to your site.** Get the tracking code at Admin>Tracking Info and add it right after the opening <head> tag on each page. Note, platforms like Wordpress or Shopify may allow to just enter the tracking ID.

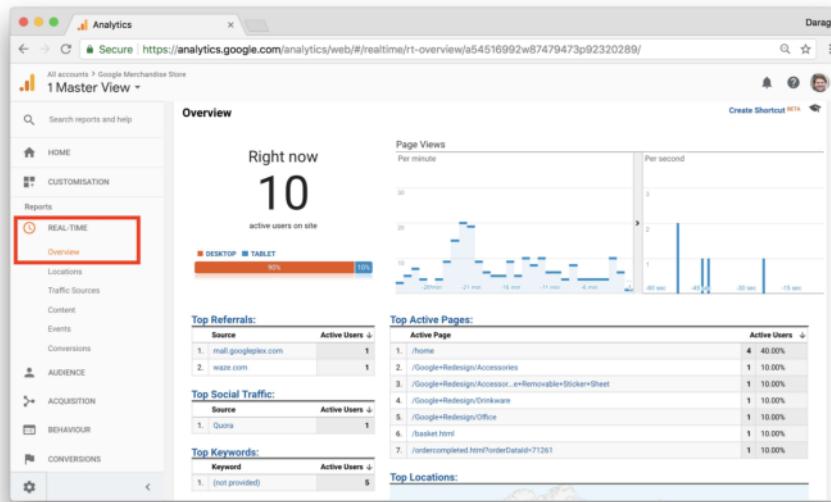


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3. Google Analytics Setup

How to Set Up Google Analytics

4. Verify that the tracking code is working. Open up your website in a separate tab and then check to see that your visit is being registered in the Real-Time reports.

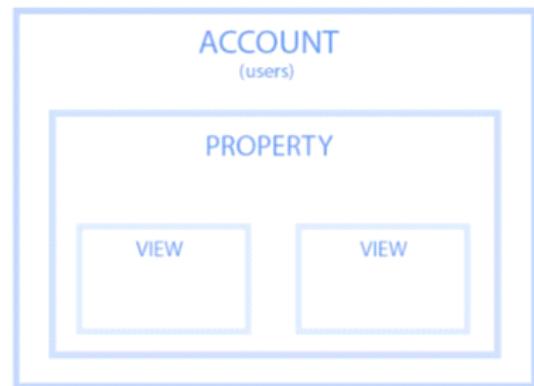


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4. Views

Account Structure

1. An **account** is your access point for Analytics, and the top-most level of organization.
2. A **property** is a website, mobile application or device. You can add up to 50 properties to each Analytics account.
3. A **view** is your access point for reports; a defined view of data from a property. You can add up to 25 views to a property.



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4. Views

Why Create Additional Reporting Views?

- When you add a property to an account, Analytics creates a **reporting view** for that property.
- It's best practice to leave this original view unchanged, so that you always have a **backup** of the raw data.
- You can create additional views and apply filters to them to view a specific subset of data. You want to do this:
 - For **convenience**, if you consistently need to look at a particular subset of the data (e.g., visits from US), then it is much easier to have a view that is dedicated to that data.
 - For **data security** reasons you might give the editorial team access to analytics reports about the company blog, but restrict access to sensitive data (e.g, Ecommerce data).
 - For **data accuracy**, you might filter data like spam traffic or internal traffic.

4. Views

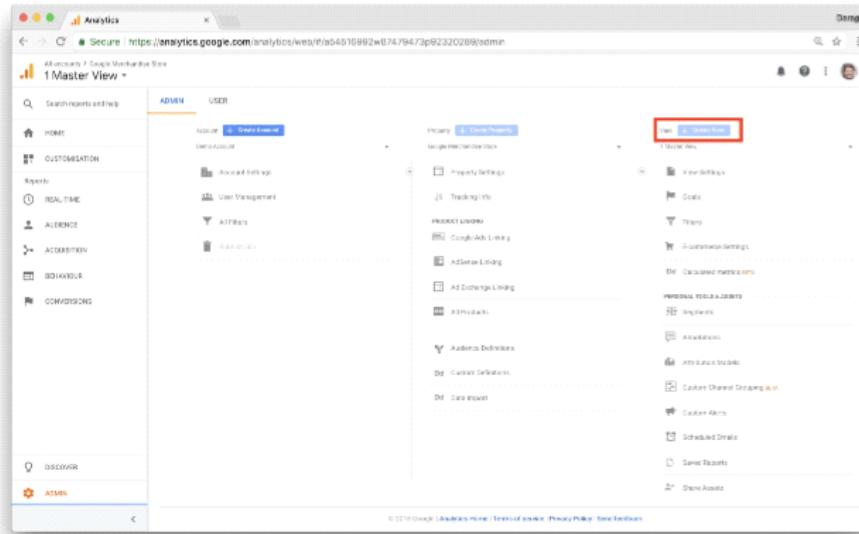
Recommended Views to Set Up

- Google Analytics recommend you set up at least three views: a “Raw Data” view, a “Test” view, and a “Master” view.
 1. **Raw Data View:** This view should be left unfiltered and untouched. That way you can always go back to all of the data that has been collected if you need to and not risking anything getting lost.
 2. **Test View:** This is the place for testing new filters, to see how your traffic gets affected before you add them to your main view. By testing first, you can make sure you are not filtering any visitors that you otherwise would expect to show up and leaves you with more reliable data.
 3. **Master View:** This is your main view, the one you should use to read your data day to day. You add your already tested filters here.

4. Views

How to Create Additional Views

1. **Add a new reporting view.** Go to the Admin section of your property and click "create view".

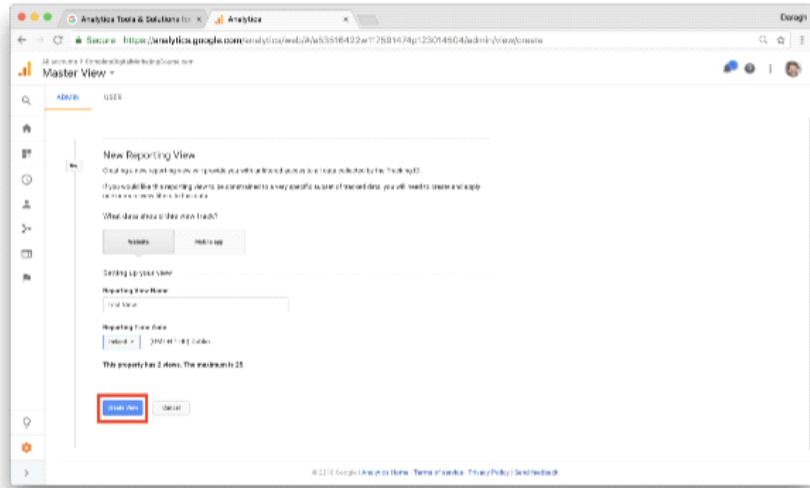


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4. Views

How to Create Additional Views

2. **Add view name & timezone.** Once you are done, click "create view".



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4. Views

Limits & Caveats

- The default unfiltered view created by Google Analytics will be called "**All Website Data**", so you can rename this view to match view names recommended by Google Analytics.
- When a new view is created, only website data from **date the view was created** will be included, so best to set up right away.
- Once you have deleted a view, you have **35 days** to restore that view.

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5. Add Filters to Views

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5. Filters

Filters let you include, exclude, or modify the data you collect in a view.

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5. Filters

Common Filters

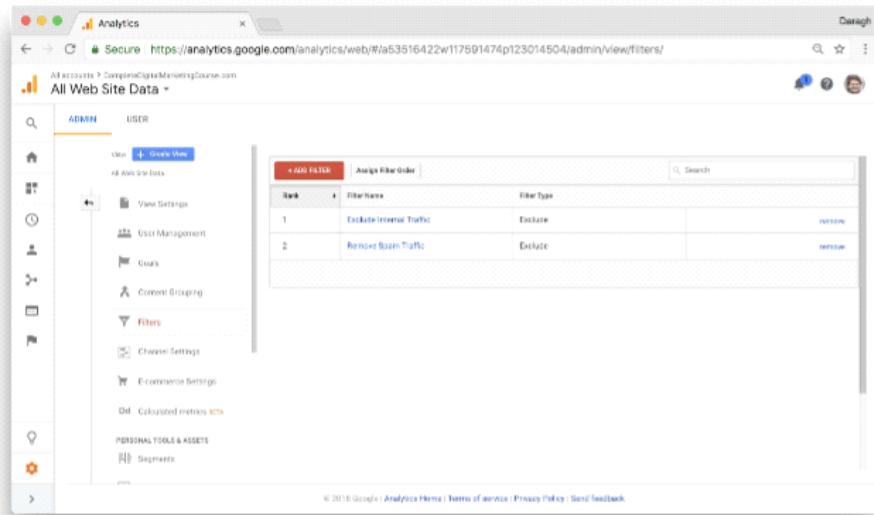
- **Exclude internal traffic.** Don't skew your data with internal traffic. Create a filter that excludes traffic from the head office.
- **Filter domain referrals.** Reduce spam traffic from your Analytics data. Create a filter that excludes traffic referred from selected domains.
- **Filter on geography.** Consolidate countries into sales region (such as APAC, EMEA, or North America). In this way, you can track data from a region that is spread across multiple countries. For example, to see data from North America only create a view and filter to include U.S. and Canada.
- **Search-and-replace filter.** Replace codes or long urls with simpler, more intuitive versions. For example, replace product ID with product name.

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5. Filters

How to Set Up Filters

1. **Create a filter.** Go to admin> filters> create a filter. Note, you will need edit access to add filters to a view.



The screenshot shows the Google Analytics Admin interface. The left sidebar is titled 'ADMIN' and includes sections for View, USER, View Settings, User Management, Users, Content Grouping, Filters, Channel Settings, E-commerce Settings, and Calculated Metrics. The 'Filters' section is currently selected. The main content area is titled 'Assign Filter Order' and shows a table with two rows:

Rank	Filter Name	Filter Type	Preview
1	Exclude Internal Traffic	Exclude	[Preview button]
2	Remove Search Traffic	Exclude	[Preview button]

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5. Filters

How to Set Up Filters

2. **Define the filter.** Add the filter name, select the filter type and specify the information to include or exclude. e.g. internal IP addresses from head office

The screenshot shows the 'Add Filter to View' interface in Google Analytics. On the left, a sidebar lists various settings like View Settings, User Management, Goals, Content Grouping, and Filters. The 'Filters' option is selected. The main area is titled 'Add Filter to View' and includes fields for 'Filter Name' (set to 'Exclude Head Office'), 'Filter Type' (set to 'Predefined'), and a dropdown for specifying the filter condition ('Exclude traffic from the IP addresses that are equal to') with an input field containing the IP address '82.141.100.100'.

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5. Filters

Limits & Caveats

- **Filters require up to 24 hours** before they are applied to your data.
- **Filter order does matter.** Google Analytics filters are applied in the order in which they are set in your view. If there is a chance that one filter influences the other, you can assign a filter order.
- **Filters are destructive.** If a filter excludes data from a view, that data can never be recovered for that view. Therefore, you should ALWAYS maintain an unfiltered view of your data so you always have access to your full data set.
- **Filters cannot be applied retroactively.** Data that has already been processed will not be filtered out of reports.

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6. Goals

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6. Goals

Goals measure how well your site or app fulfills your target objectives.

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6. Goals

Benefits of Setting Up Goals

- Measure **how often** users complete an activity, called a **conversion**, that contributes to the success of your business not just the number of pageviews & visitors.
- See data in your **goal reports** and any other report that provide data on goals and goal Conversions.
- Identify the **traffic source** that delivers the most conversions not just visitors.
- Identify the subset of **users** who contribute the most to conversions not just page visits.
- Track the **exact pathways** users take before completing a Goal (page 1 → page 2 → page 3 → conversion).
- Track the number of completions from individual **marketing campaigns**.

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6. Goals

Example Goals

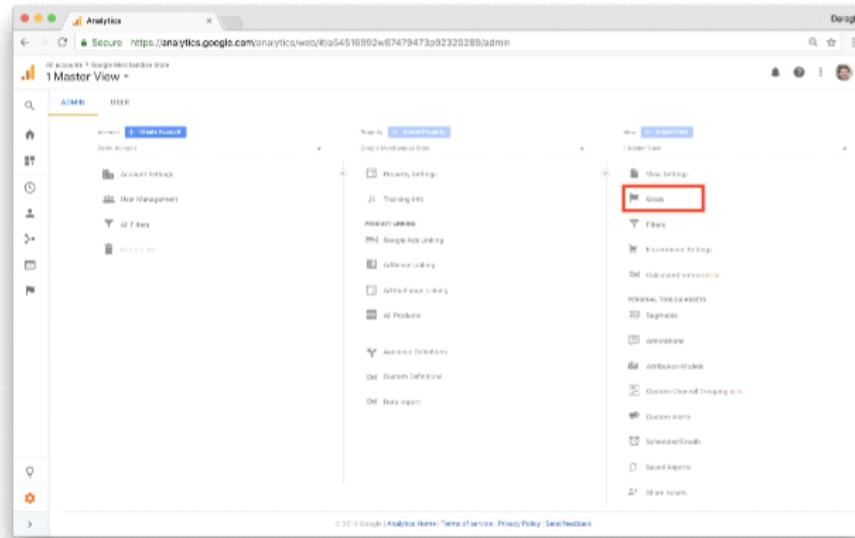
- Newsletter signup
- Completed online payment
- Completion of a game level
- Contact information form submitted
- Free trial signup
- Account created
- White paper downloaded
- Ebook downloaded
- Completed online donation
- Appointment created

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6. Goals

How to Set Up Goals

1. **Add a New Goal.** Go into Admin > Views > Goals > New Goal.
Note you will need edit access to create goals.

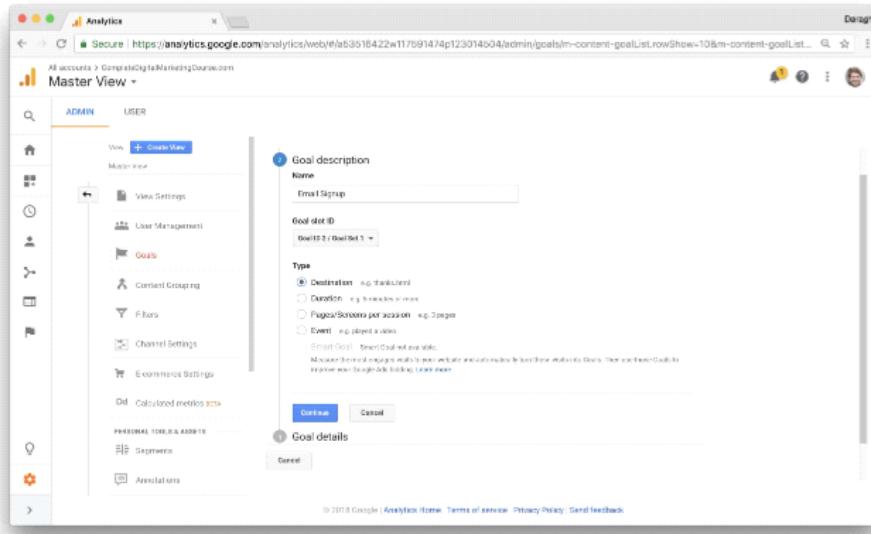


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6. Goals

How to Set Up Goals

2. **Complete the Goal Description.** Enter the goal name and chose the goal type. For example, newsletter signup.



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6. Goals

How to Set Up Goals

3. **Enter the Goal Details.** e.g. enter the URL of the page that is shown when the user converts or completes the conversion process. Click “Verify” at the bottom to ensure it's working.

The screenshot shows the 'Goal set-up' screen in Google Analytics. At the top, there are three sections: 'Goal set-up' (with a green checkmark), 'Edit' (with a pencil icon), and 'Custom'. Below this, the 'Goal description' section is shown with a green checkmark, 'Name: Email Sign Up', and 'Goal type: Destination'. The main focus is the 'Goal details' section, which includes a 'Definition' subsection. Under 'Definition', there is a dropdown menu set to 'Begin with', a text input field containing '/thank-you', and a checked checkbox labeled 'Case sensitive'. A note below says, 'For example, use /order-success on an app and /thankyou.html instead of www.example.com/order-success for a web page.' There are also 'Value' and 'Funnel' optional settings, both currently set to 'OFF'. A note for 'Funnel' says, 'Specify a path that you expect users to take towards the destination. Use it to analyze the entrance and exit points that impact your goal.' At the bottom, a note states, 'This goal would have a 3.12% conversion rate based on your data from the past 7 days.' Finally, there are 'Verify', 'Save', and 'Cancel' buttons.

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6. Goals

How to Set Up Goals (optional steps)

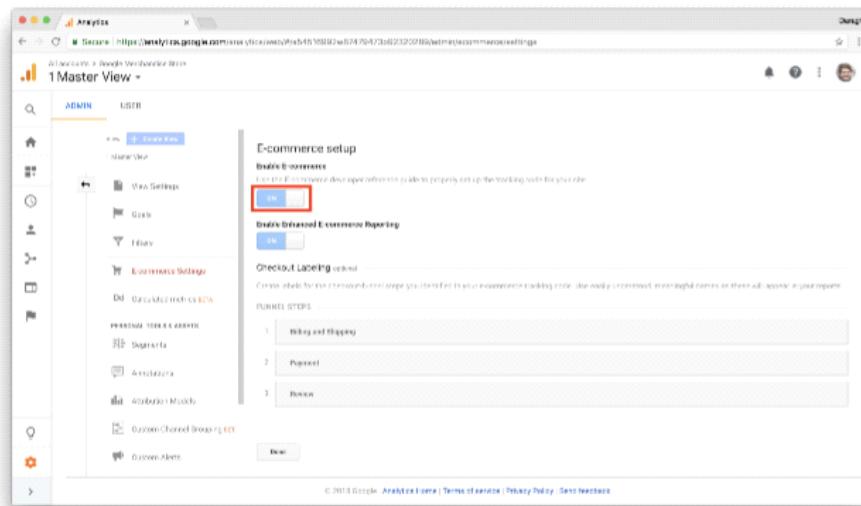
- **Add a goal value.** If each newsletter sign-up was worth 1 dollar to your business, you could set a goal value equal to "1." If we wanted to track actual revenue made from purchases, we would need to turn on ecommerce tracking.
- **Add a funnel.** Measure drop off at each step of the goal completion process (best suited to ecommerce).

The screenshot shows the 'Goal set-up' screen in Google Analytics. A goal named 'Email Sign Up' has been created with a goal type of 'Destination'. The 'Goal details' section shows a destination path of '/thank-you' and a value of '1 US\$USD'. The 'Funnel' section is turned off. A note indicates a 3.12% conversion rate based on past 7 days. Buttons for 'Save' and 'Cancel' are visible at the bottom.

6. Goals

How to Set Up Ecommerce Tracking (optional steps)

- **Ecommerce Tracking.** To measure transactions and revenue , go to admin>ecommerce settings >enable ecommerce and implement additional [ecommerce tracking](#).



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6. Goals

Key Goal Reports

- **Goal URLs.** See which pages the goals were completed on.
- **Reverse Goal Path.** Shows the three steps that users took prior to completing the selected goal, as well as the page on which they completed the goal.
- **Funnel Visualization.** The Funnel reports take Reverse Goal Path a step further and shows you the drop out and success rates of each step leading up to a conversion.
- **Goal Flow Report.** This report was designed to be an improved version of the funnel report. It's a more flexible report (segments can be added) and it's better able to show converters who skipped steps in the conversion funnel.

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6. Goals

Limits & Caveats

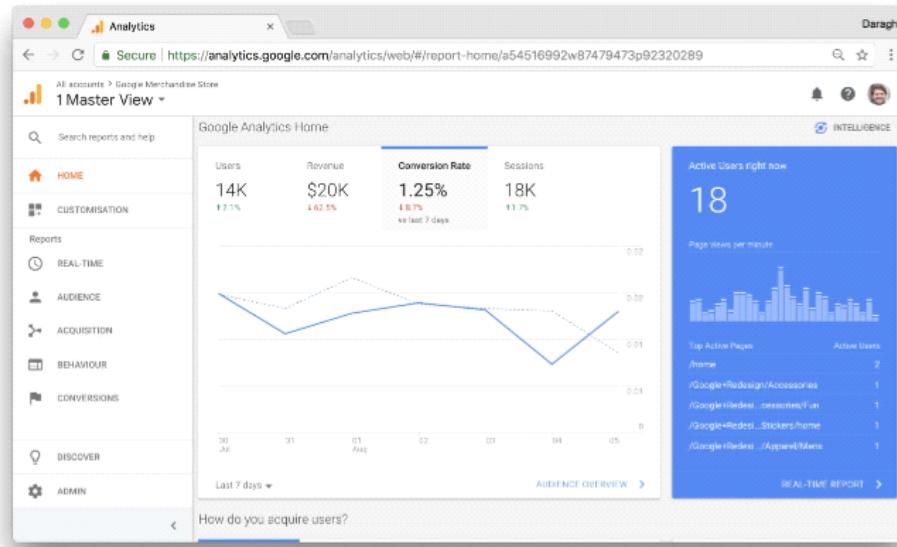
- Goals are limited to **20** per reporting view.
- Goals **can't be applied retrospectively** to data that is already collected. Therefore, it's best practice to create goals as soon as you set up your property.
- **A conversion is counted once per session per configured goal.** So if you've defined a goal of downloading a PDF, and the user downloads the PDF five times in the same session, this action will only count as one conversion.
- **Event Goals** (e.g. tracking clicks to call) require you set up event tracking
- **Smart Goals** are specifically designed to help Google Ads advertisers who may not have enough conversions to use the Google Ads optimization tools.

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7. Navigate Google Analytics

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7. Navigate Analytics



Understand Google Analytics layout and navigation so you can quickly find the reports, tools and features you need.

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7. Navigate Analytics

Google Analytics Layout & Navigations Controls

- **Account/Property/View switcher.** If you have multiple accounts, properties, or views set up, you can easily switch between them.
- **Search.** Access key reports quickly without needing to click through the left-hand navigation.
- **Home Page.** A summary of your site's vital signs. Use it a quick check to see if everything is behaving as expected or the starting point for deeper analysis.
- **Customization.** The Customization section allows you to create custom reports, specific to your business.
- **Left-hand navigation.** To navigate between reports, use the navigation on the left. Clicking on each of these sections will expose the reports that belong to each section.
- **Admin.** Contains all of your Google Analytics settings such as user permissions, tracking code, view settings, and filters.

7. Navigate Analytics

Google Analytics Layout & Navigations Controls

- **Analytics Intelligence.** A set of features that use machine learning to help you better understand and act on your data.
- **Alert menu.** This may include data that is not collecting properly or a setting that needs to be optimized.
- **Help.** Access the Google Analytics help centre inside Google Analytics.

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8. Main Tools for Analysis

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8. Main Tools for Analysis



Use these tools and controls across any Google Analytics report to analyze the data.

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8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Date Range Selector.** Set the time period in which you want to analyze report data.
- **Date Range Comparison.** Compare data from two different date ranges and see how your business changed over time.
- **Segment Picker.** Add segments to a report to compare different subsets of data.
- **Line Graph.** See different metrics in a line graph for the date range you've selected.
- **Metric Selector.** Change the metric shown from users to a different metric by selecting the drop-down menu.
- **Duration Selector.** Change the data points to show hourly, weekly, or monthly.

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8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Graph Annotator.** Annotate the graph with helpful notes to add business context to your data.
- **Sampling Rate.** Speed up the time it takes to generate a report and are willing to sacrifice more precise metrics, select "Faster response" by clicking the tick symbol next to the report name.
- **Share & Customize Reports.** Share or refer back to meaningful data you've found in your reports.

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8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Data Table.** The data table is one of the best tools for analysis in Google Analytics. The tables in most reports organize dimension values into rows, and metrics into columns.
 - Dimensions describe data.
 - Metrics measure data. Metrics will invariably be a number, be it an integer, a ratio, a percentage etc

The diagram illustrates the structure of a data table. At the top, a box labeled "Metric" has an arrow pointing to a "Region" section in a table. Below the "Region" section, another box labeled "Dimension" has an arrow pointing down to the table's data rows. The table itself has a header row with columns for "Acquisition" and "Behavior". The "Acquisition" column contains metrics like "Sessions" (27,831), "% New Sessions" (75.73%), and "% of Total" (23.58%). The "Behavior" column contains metrics like "Bounce Rate" (35.45%), "Pages / Session" (1.30), and "Avg. Session Duration" (00:02:57). The data rows list regions: California (5,188 sessions, 75.37% new, 34.77% bounce, 1.30 pages/session, 00:02:54), New York (2,711 sessions, 75.95% new, 35.23% bounce, 1.28 pages/session, 00:03:01), Texas (1,792 sessions, 79.07% new, 35.10% bounce, 1.29 pages/session, 00:03:00), and Florida (1,550 sessions, 79.61% new, 34.77% bounce, 1.28 pages/session, 00:02:59).

Region	Acquisition		Behavior			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1. California	5,188 (18.64%)	75.37%	3,910 (18.55%)	34.77%	1.30	00:02:54
2. New York	2,711 (9.84%)	75.95%	2,059 (9.77%)	35.23%	1.28	00:03:01
3. Texas	1,792 (6.64%)	79.07%	1,417 (6.72%)	35.10%	1.29	00:03:00
4. Florida	1,550 (5.62%)	79.61%	1,234 (5.86%)	34.77%	1.28	00:02:59

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8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Data Table.** Change the primary dimension, add a secondary dimension and visualise the data in different ways to get actionable insights from your data. Change the way the data table is displayed:
 - **Data:** Displays the data in a tabular view. This is the default table view.
 - **Percentage:** Displays a pie chart, showing the contribution to the total for the selected metric
 - **Performance:** Displays a horizontal bar chart, showing the relative performance for the selected metric.
 - **Comparison.** Displays a bar chart plotting the performance of the selected metrics relative to the site average.
 - **Pivot.** rearranges the information in the table for certain reports by pivoting your data on a second dimension.

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8. Main Tools for Analysis

Useful Metrics for Analysis

- **Bounce Rate.** The percentage of single-page visits. If the success of your site depends on users viewing more than one page, then a high bounce rate is bad. A low bounce rate indicates users from that country, device, marketing channel etc that engaged with the site.
- **Avg. Time on Page.** The average amount of time users spend viewing a specific page or screen, or set of pages or screens. A higher than average time on page indicates users from that country, marketing channel, device etc that engaged with the site.
- **Conversion Rate.** The percentage of sessions that results in a conversion e.g. signing up for a newsletter, completing a purchase. A high conversion rate indicates users from that country, marketing channel, device etc that completed activities that contribute to the success of your business.

9. Analyze Key Reports

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9. Analyze Key Reports

Benefits of Audience Reports

- **Build a Buyer Persona.** Understand the age, gender location and interests of your most valuable users. Target them in future acquisition campaigns and tailor your site, content and messaging to address their needs.
- **Expand Into New Markets.** Set up offices or better shipping options for countries where you are getting a lot of traffic.
- **Fix Technical Issues Block Sales.** Use high bounce rates to identify issues with your site or app on different devices and browsers.
- **Plan Your Development Needs.** If you are building an app for your business, know if your visitors are more likely to use it on an Apple, Android or Windows device.
- **Benchmark Against the Competition.** See how the marketing channels and location and devices of your users compare to the competition in your industry.

9. Analyze Key Reports

Key Audience Reports

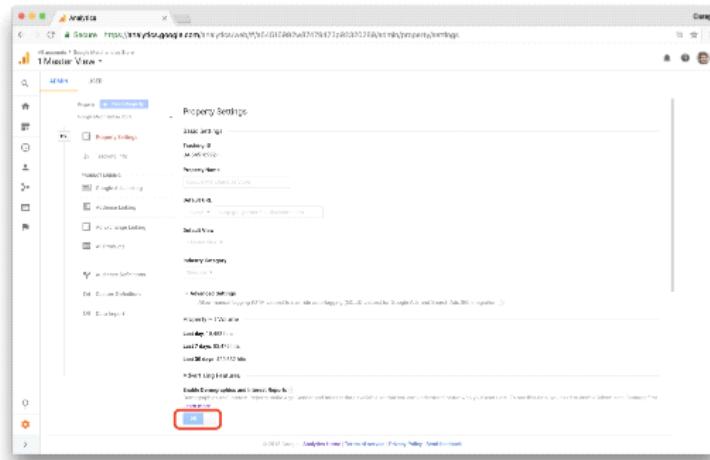
- **Demographics.** The age and gender makeup of your website audience.
- **Interests.** User interest segmented by affinity and marketing categories.
- **Geo.** The languages and locations of your website audience.
- **Behavior.** Comparisons of new and returning visitors, how often return visits occur and how long visitors spend on your site.
- **Technology.** The browsers, operating systems and networks of your website visitors.
- **Mobile.** A breakdown of devices used to access your website.
- **Benchmarking.** Compare your property's performance to that of your industry peers.

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9. Analyze Key Reports

Note: Demographics & Interests Reports

- To view data the age, gender etc. of your visitors, you must go to your property setting to **enable Advertising features**. Once enabled, you are required to notify your visitors by disclosing it in your [privacy policy](#).



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9. Analyze Key Reports

Benefits of Acquisition Reports

- **Optimise Your Marketing.** Compare the performance of different marketing channels and allocate resources to what's working to maximise results.
 - See you how well each channel drives conversions.
 - Identify traffic sources to grow (high conversion but low/medium traffic).
 - Identify budget gaps. Invest more in traffic sources that are delivering traffic & sales.
 - Track the return on social media traffic.
 - Identify the best performing social media sites. YouTube vs. Facebook etc.
 - Identify website owners who are referring traffic to your site. Build relationships with them and seek out similar sites to grow your traffic.

9. Analyze Key Reports

Key Acquisition Reports

- **Channels.** See how well each channel drives traffic and conversions.
 - **Organic Search.** Visitors who come to your website after searching Google.com and other search engines
 - **Paid Search.** Visitors who come to your website from an AdWords or other paid search ad
 - **Direct.** Visitors who come to your website without a traceable referral source, such as typing your URL into their address bar or using a bookmark on their browser
 - **Referral.** Visitors who come to your website from another website by clicking on a link
 - **Social.** Visitors who come to your website from a social network

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9. Analyze Key Reports

Key Acquisition Reports

- **Source/Medium.** Identify the source/medium combinations that deliver the most traffic or conversions.
 - **Source (or traffic source) is the origin of your website visitor.** Possible sources include: "google" (the name of a search engine), "facebook.com" (the name of a referring site), "spring_newsletter" (the name of one of your newsletters), and "direct" (users that typed your URL directly into their browser, or who had bookmarked your site).
 - **Medium is the how the visitor arrived via that source.** Possible mediums include: "organic" (unpaid search), "cpc" (cost per click, i.e. paid search), "referral" (referral), "email", "none" (direct traffic has a medium of "none").

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9. Analyze Key Reports

Key Acquisition Reports

- **Referrers.** Leaves out search engines and direct traffic, and only shows website domains (including social networks) that have referred traffic to your website e.g. individual blogs or publications.
- **Search Console.** Provides information about the performance of your organic-search traffic. You can see data like user queries and the number of times your site URLs appear in search results (impressions). To see data in these reports, you must enable data sharing with the [Search Console Tool](#).
- **Social.** See the number of conversions from social media sites (overview reports), the behaviour of social media visitors (network referrers) and the top landing pages social media visitors arrive at (landing pages report).

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9. Analyze Key Reports

Limits & Caveats Acquisition Reports

- If for technical reasons, Google cannot identify the traffic source it will be added to the Direct channel and appear in the source/medium report as direct/none. Campaign tagging can be used to reduce direct/none traffic from your own email and marketing campaigns.

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9. Analyze Key Reports

Behaviour reports provide insight into the behaviour of users on your site.

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9. Analyze Key Reports

Benefits of Behaviour Reports

- **Find Content Ideas.** See the pages on your site that get the most traffic and highest engagement. Improve top-performing content to climb the search results or use it to guide future content decisions.
- **Make a Better First Impression.** Identify the first pages users see in a session and improve them to reduce bounce rates and increase conversions. If you drive paid traffic to your site, this is especially critical.
- **Stop Users From Leaving.** Identify the pages where users are leaving your site. Minimize unwanted exits e.g. shopping cart checkout or convert visitors before they leave e.g. newsletter email signup.
- **Improve Page Load Speed.** Site slowness is the top reason users abandon a purchase. According to Google, if pages have a loading time of more than one second it damages the user experience.

9. Analyze Key Reports

Key Behaviour Reports

- **All Pages Report.** See the pages on your site get the most traffic and highest engagement.
- **Landing Pages Report.** These are the first pages viewed in a session. A high bounce rate usually indicates that the landing page content is not relevant or engaging for those users and should be improved.
- **Exit Pages Report.** The Exit Pages report shows the last pages people visit before exiting your website.
- **Site Speed.** The Site Speed reports show how quickly users are able to see and interact with content. You can identify areas that need improvement, and then track the extent of those improvements.
- **Site Search.** Site Search lets you understand the extent to which users took advantage of your site's search function, which search terms they entered.

10. Dashboards

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10. Dashboards

Dashboards are an easy way to see an overview of the reports and metrics you care about most.

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10. Dashboards

Benefits of Dashboards

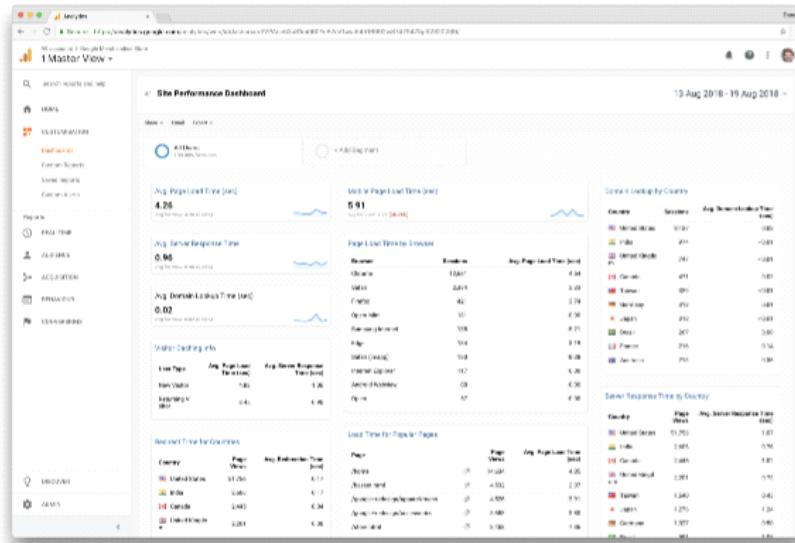
- Monitor many metrics at once, so you can quickly check the health of your accounts.
- See correlations between different reports.
- Create dashboards for different roles or metrics. e.g. site performance, ecommerce, ppc etc.
- Dashboards are easy to create, customize and share.
- You can import dashboards from the Google Analytics Demo Account or [Google Analytics Solutions Gallery](#).

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10. Dashboards

Example Dashboard

- **Site Performance.** Import from the Google Analytics Demo Account.



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10. Dashboards

How to Add Dashboards

1. **Add a new dashboard.** Import existing dashboards or create your own (go to customisation >dashboards >create)

The screenshot shows the Google Analytics interface with the URL <https://www.google-analytics.com/analytics/web/u/64010962w87479473o623232B/reportDashboard>. The left sidebar includes sections for Configuration (Customize, Shared Reports, Saved Reports, Custom Alerts), Reports (REAL-TIME, Audience, Behaviour, Conversions), and a gear icon. The main area displays a table titled 'Dashboards' with the following data:

Name	Last View	Type
Device	4/16/2015	Shared
Real Time	2/1/2015	Shared
SEO Performance	2/1/2015	Shared
Ecommerce	2/1/2015	Shared
Site Performance Dashboard	2/1/2015	Shared
Audience Insights	26 Jan 2015	Shared

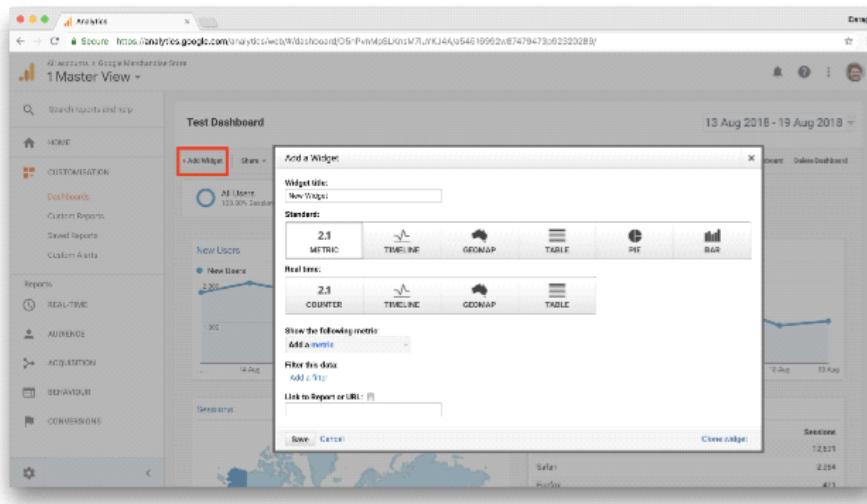
At the bottom of the table, there is a 'Share' button with a dropdown menu showing '10' and a 'New' button.

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10. Dashboards

How to Add Dashboards

2. **Add widgets.** Widgets can provide snapshots of standard or custom reports or you can widget to create your own is a mini-report.

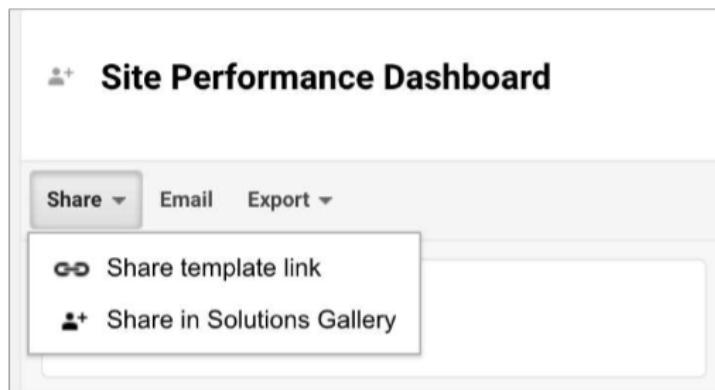


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10. Dashboards

How to Share Dashboards

- You can share Dashboards with other users via the Share menu. You can also share the Dashboards **via email or export them to PDF** using the Export and Email menu options. Note sharing the template link will not share your website data.



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10. Dashboards

Limits & Caveats

- Each Analytics view can contain up to **20** Dashboards per user.
- Each Dashboard can contain up to **12** widgets.

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11. Campaign Tagging

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11. Campaign Tagging

Campaign Tagging helps you determine which marketing campaigns are driving the most traffic.

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11. Campaign Tagging

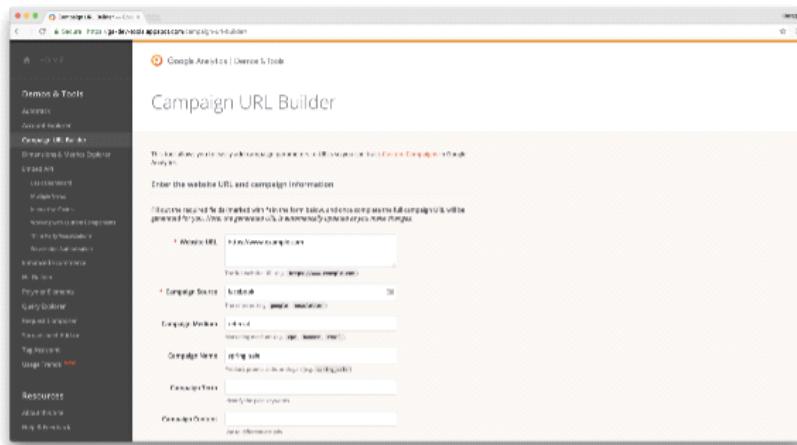
Benefits of Campaign Tagging

- By default, Google Analytics is **not able** to identify the different digital marketing campaigns that send visitors to your website. Google Analytics can identify the source and medium e.g. facebook/referral but it can't determine which Facebook post or ad the traffic came from. Campaign tagging lets you overcome this limitation.
- If you're running **email campaigns**, campaign tagging rises from really good idea to critical. This is because traffic from email will be grossly under-reported (for various technical reasons) if you don't tag all links pointing back to your site .
- If you're running paid search campaigns **outside of AdWords** (or AdWords campaigns with auto tagging disabled), those visits may show up as organic visits
- Campaign tagging consolidates all campaign data in a set of **campaign reports** (found under Acquisition > Campaigns).

11. Campaign Tagging

How to Tag Campaign Links

1. **Open the Campaign URL Builder.** With this tool, you can add extra bits of information (known as campaign tags, UTM tags or parameters) to the URL of your online marketing or advertising campaigns.



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11. Campaign Tagging

How to Tag Campaign Links

2. Add the Campaign Tags. Note, Medium, Source, and Campaign are required campaign tags. You can also add tags for Content and Term.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

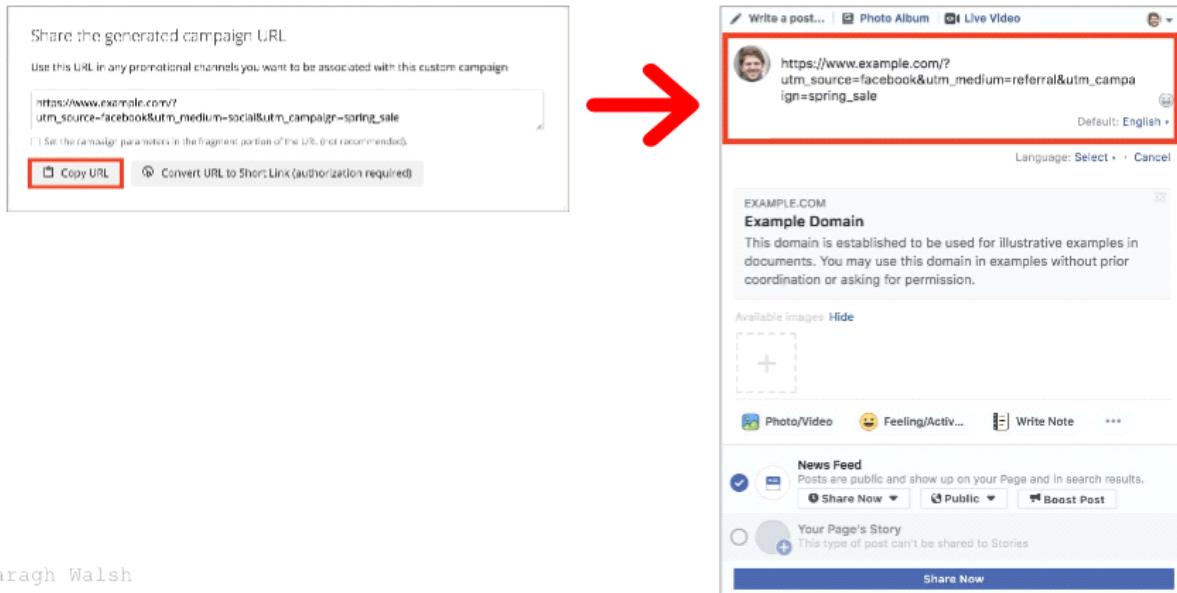
* Website URL	https://www.example.com
The full website URL (e.g. https://www.example.com)	
* Campaign Source	Facebook
The referring (e.g. google, instameet)	
Campaign Medium	Social
Marketing medium (e.g. PPC, Twitter, email)	
Campaign Name	springSale
Product, promo code, or slogan (e.g. spring_sale)	
Campaign Term	Identify the paid keywords
Use to differentiate ads	
Get Started	

Tip: If you are not sure what source/medium tags to use look at existing categorisations in the source/medium report.

11. Campaign Tagging

How to Tag Campaign Links

3. Copy & Paste the Campaign URL. Paste the tagged link into your email, Facebook post etc like a normal link.



11. Campaign Tagging

For Reference: Campaign Tags Explanation

- **Medium.** Communicates the mechanism, or how you sent your message to the user. For example, “email” for an email campaign, “cpc” for paid search ads, or “social” for a social network.
- **Source.** Communicates where the user came from. For example, if the medium was “email,” the source might be “newsletter”.
- **Campaign.** Can communicate the name of your marketing campaign such as “2015-Back-To-School” or “2015-Holiday-Sale”.
- **Content.** can be used to differentiate versions of a promotion. For example, “v1-10dollars-off” and “v2-nopromo”.
- **Term.** used to identify the keyword for paid search campaigns. You would only use this field if you are manually tagging a paid search campaign like Bing or Yahoo!

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11. Campaign Tagging

Reporting

- **View Campaign Reports.** To verify that the campaign is collecting data properly, see campaign information in **Acquisition>All Campaigns** report (you may need to wait 24 hours for data to appear)

The screenshot shows the 'All Campaigns' report in Google Analytics. The left sidebar has sections for Acquisition, Behavior, and Conversions, with 'All Campaigns' selected. The main table lists 7 campaigns:

Rank	Campaign	Sessions	Session Rate	Avg. Session Duration	Conversion Rate	Cost per Acquisition	Impressions	Clicks	CTR	Revenue	ARPAU
1.	ROWFB-PROS-PROF-Marketing-ENG_-cl914291_-tl,ENG_-sl,PR_O_-xt,AVL_Jn,EN	9,517	(8.7%)	86.70%	0,251 (7.03%)	\$4.21%	1.46	00:01:59	5.14%	780	US\$
2.	NEWFB-PROS-PROF-Business-Digital-NV1115-EN-INTL-PR_O_-xt,AVL_Jn,EN	2,331	(5.3%)	86.63%	2,066 (7.04%)	78.98%	1.38	00:01:23	6.91%	161	(US\$44)
3.	NEWFB-PROS-PROF-Bus-OBK-PR_OPH-ONB-PR5-EN-ENG_-cl914291_-tl,ENG_-sl,PR_O_-xt,AVL_Jn,EN	932	(1.8%)	79.82%	250 (8.48%)	77.21%	1.93	00:02:06	10.16%	57	(1.44%) US\$
4.	ROWFB-PROS-PROF-Business-ROWFB-PROS-PROF-Business-INTL-PR_O_-xt,AVL_Jn,EN	329	(2.7%)	1.22%	4 (0.03%)	\$9.88%	2.98	00:10:58	1.52%	9	(0.44%) US\$
5.	INTLFB-PROS-INTLProsDPN2-19-EN-All_-sl,xt,AVL_-xt,AVL_Jn,EN	387	(3.8%)	35.18%	100 (0.42%)	80.13%	1.60	00:02:26	3.91%	12	(1.56%) US\$
6.	email	139	(3.82%)	15.11%	21 (0.15%)	49.64%	2.83	00:10:10	0.72%	1	(0.1%) US\$
7.	LG-FB-CRTNY-New-Years-2018-EN-ENG_-cl_-sl,ENG_-sl,xt,AVL_Jn,sl	127	(0.44%)	40.16%	51 (0.44%)	\$1.10%	1.41	00:01:59	5.5%	—	—

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11. Campaign Tagging

Campaign Tagging Tips

- **Enable Auto-Tagging for Google Ads.** Manual url tagging can be avoided for Google Ads campaigns. Simply, link your Google Ads account to Google Ads and enable "auto-tagging" to share campaign data with Google Analytics.
- **Enable Auto-Tagging for Email.** Auto-tagging can also be set up for email providers like [Mailchimp](#). Once set up, link clicks from email will automatically be recorded in Google Analytics as the subject of the email without manual tagging.
- **Track Facebook Ads in Google Analytics.** The Facebook Ads Manager gives you detailed insights on the performance of your ad and can even track conversions. However by tagging your links, you'll be able to see what else your audience is interested in—before and after conversions. This can help you promote relevant items, make sure the conversion path is optimized, and see what your biggest hits of content are.

12. Linking Google Ads with Analytics

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12. Linking Google Ads

Google Ads is Google's advertising platform that helps advertisers reach new customers online.

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12. Linking Google Ads

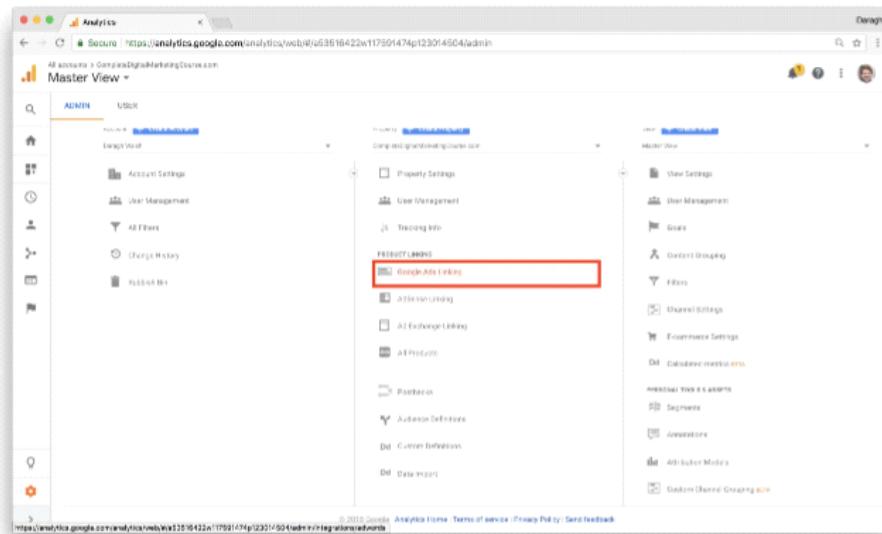
Benefits of Linking Google Ads to Google Analytics

- **See the full customer cycle.** From how customers interact with your marketing (e.g., seeing ad impressions, clicking ads) to how they finally complete the goals you've set for them on your site (e.g., making purchases, consuming content). This extra data can help you better analyze the performance of your Google Ads campaigns.
- **Enable Auto-Tagging.** When you link your Google Analytics and Google Ads accounts, campaign data is shared between the two systems, but it still requires manual campaign tracking. To automatically add a special campaign tag (=gclid) to your Google Ads URLs, simply enable auto-tagging in your Google Ads account.
- **Set Up Remarketing Campaigns.** Build user audiences in Google Analytics and show targeted ads to bring users back to a website and encourage a conversion.

12. Linking Google Ads

How to Link Google Ads & Enable Auto-Tagging

1. **Link Your Google Analytics Property.** Go to Admin > Google Ads Linking > New Link Group.

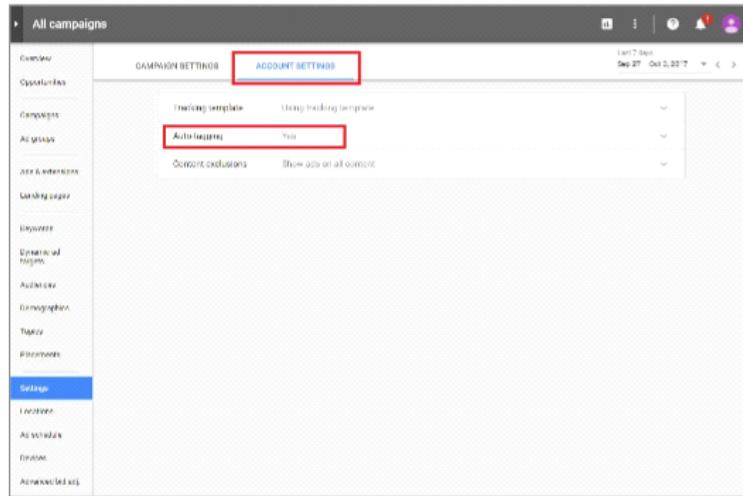


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12. Linking Google Ads

How to Link Google Ads & Enable Auto-Tagging

2. **Enable Auto-Tagging.** Log into your AdWords account. Go to Settings > Account Settings > check box then click “Save”.

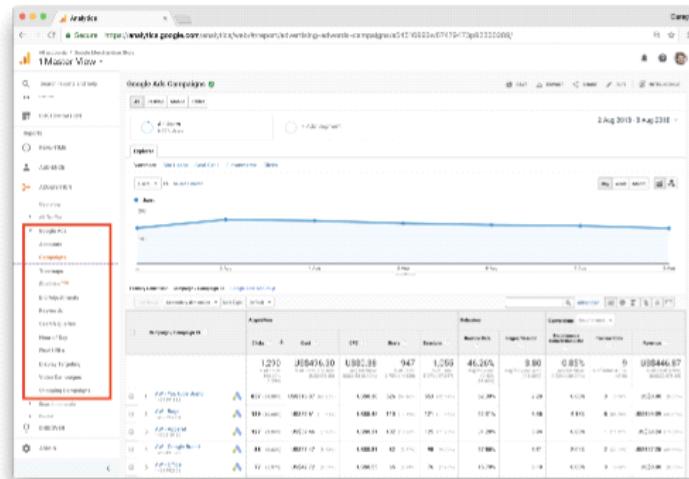


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12. Linking Google Ads

Google Ads Reports in Google Analytics

- **View Google Ad Reports.** Once you have linked Google Ads with Analytics, you can find Google Ads reports under “Acquisition” in the left-hand navigation.



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In this training, you have learnt...

1. Why Google Analytics?
2. How Google Analytics Works
3. How to Set Up Google Analytics
4. How to Create Additional Reporting Views
5. How to Add Filters to Views
6. How to Setup Google Analytics Goals
7. How to Navigate Google Analytics
8. Main Tools For Analysis
9. How to Analyze Key Reports
10. How to Set Up Dashboards
11. How to Track Marketing Campaigns
12. How to Link Analytics with Google Ads

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Why Google Analytics?

Keep the Benefits of Google Analytics in mind!

- If you are a **marketer, business owner** or **entrepreneur** then Google Analytics is probably the most important tool you can learn to use.
- Successful businesses are not built on guesswork. They thrive on your ability to make **data-driven decisions**.
- Google Analytics gives you the metrics to see what's working and what's not working.
- Without analytics in place, you're **flying blind**. Peter Drucker - "If you can't measure it, you can't improve it."
- Google Analytics is the **industry standard** for web analytics and it's a requirement to apply for any digital marketing or advertising position.

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Section 2.2: Advanced Google Analytics

Friday, July 5, 2019 4:10 PM



Advanced-Google-Analytics-Slides

Advanced Google Analytics

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In this training, we will cover...

Advanced Configuration Settings

1. Custom Dimensions
2. Custom Metrics
3. Event Tracking
4. Other Useful Configurations (Cross domain tracking, users IDs etc)

Advanced Analysis Tools & Techniques

5. Segments
6. Multi-Channel Funnel Reports
7. Custom Reports

Advanced Marketing Tools

8. Remarketing

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1. Custom Dimensions

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1. Custom Dimensions

Custom Dimensions are one of the most powerful configuration settings you can use to collect data that's specific to your business.

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1. Custom Dimensions

What are Dimensions?

- **Dimensions describe data.** Gender, Age, Country, City, Device, Browser, Source/Medium are all examples of dimensions that you'll find in standard Google Analytics reports.
- **Metrics measure data.** Metrics will invariably be a number, ratio or percentage.
- Most Google Analytics reports organise dimensions into rows and metrics into columns.

The diagram illustrates the structure of a Google Analytics report. At the top, a 'Metric' box points to a column header 'Acquisition'. Below this, a 'Dimension' box points to a row header 'Region'. The main table has two sections: 'Acquisition' (top) and 'Behavior' (bottom). The 'Acquisition' section includes a 'Sessions' header with a value of 27,831 and a breakdown of % of Total (23.58%) and Avg per User (7.86%). The 'Behavior' section includes headers for % New Sessions, New Users, Bounce Rate, Pages / Session, and Avg. Session Duration. The data table lists four regions: California, New York, Texas, and Florida, each with its own session count, percentage, and other behavioral metrics.

Region	Metric	Acquisition					Behavior		
	Dimension	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		
1. California	5,188 (18.04%)	75.37%	3,910 (10.50%)	34.77%	1.30	00:02:54			
2. New York	2,711 (9.74%)	75.95%	2,069 (8.77%)	35.23%	1.28	00:03:01			
3. Texas	1,792 (6.44%)	79.07%	1,417 (8.72%)	35.10%	1.29	00:03:00			
4. Florida	1,550 (5.57%)	76.61%	1,234 (5.00%)	34.77%	1.28	00:02:59			

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1. Custom Dimensions

Benefits of Custom Dimensions

- **Track dimensions not available in Google Analytics.** Through custom dimensions, you can import data Google Analytics does not automatically collect and combine it with Google Analytics data. e.g. import data from a CMS like WordPress or CRM like Salesforce).
- **Build reports using custom dimensions.** Custom dimensions are available in custom reports and available for use with advanced segments. Custom dimensions can also be used as secondary dimensions in standard reports.
- **Analyse company-specific data.** Get actionable insights tailored to the needs of your business.

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1. Custom Dimensions

Example Custom Dimensions

- **Author.** If you run a multi-author blog, you could create a custom dimension to capture "Author" data from your website. Then, create a custom report with Author as the primary dimension to measure differences between authors. To grow your business, ask the author with the most pageviews to write more.

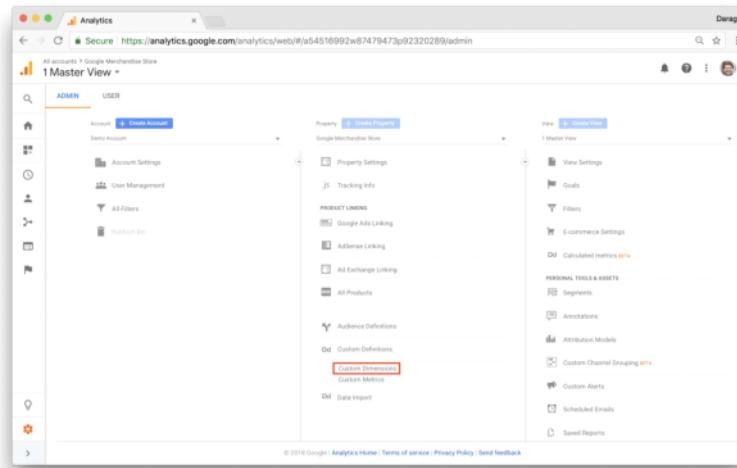
Author	Pageviews
	1,080,276 % of Total: 68.52% (1,576,519)
1. Joost de Valk	518,849 (48.03%)
2. Marieke van de Rakt	310,342 (28.73%)
3. Michiel Heijmans	97,693 (9.04%)
4. Edwin Toonen	79,668 (7.37%)
5. Willemien Hallebeek	41,701 (3.86%)
6. Jimmy Cornack	15,105 (1.40%)
7. Annelieke van den Berg	7,199 (0.67%)

Other Examples: Shipping Methods, Logged In Users, Member Types (Free, Paid, Basic, Gold, Platinum) etc.

1. Custom Dimensions

How to Set Up Custom Dimensions

1. **Add a New Custom Dimension.** Go to Admin> Custom Definitions >Custom Dimensions. Note you need edit access to add custom dimensions.



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1. Custom Dimensions

How to Set Up Custom Dimensions

2. Enter the dimension name & select the scope. A dimension can have one of the following scopes: hit, session, user or product.

Edit Custom Dimension

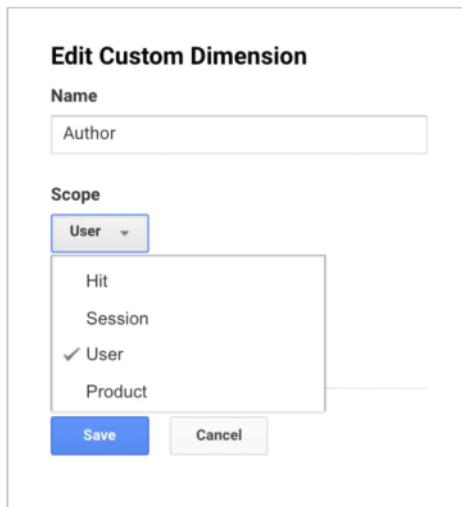
Name

Scope

User

Hit
Session
 User
Product

Save Cancel



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1. Custom Dimensions

What is Scope?

- For standard dimensions, Google Analytics automatically categorises the scope.
- For custom dimensions you must select which scope the Custom Dimension value will be applied to. Each Custom Dimension can have one of four scopes:

Scope			
Standard Dimensions in Google Analytics			
Page	Landing Page	Age	Product
Page Title	Source/Medium	Gender	Product SKU
Event Category	Campaign	City / Country	Product Category
Hit	Session	User	Product
Value applies to the single hit for which it has been set.	Value applies to all hits in a single session.	Value applies to all hits in current and future sessions.	Value applies to the product for which it has been set (requires Enhanced Ecommerce).

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1. Custom Dimensions

How to Set Up Custom Dimensions

3. Implement the tracking code.

Copy and paste code into your platform to collect custom data. Don't forget to replace the dimension value with your own. Different businesses will do this in different ways, depending on their data collection method and what data they wish to collect.

Google Tag Manager is a great option for managing Custom Dimension tracking code more easily.

Example Codes for This Dimension

Copy the following code snippet for your platform. DO NOT FORGET to replace dimensionValue with your own.

JavaScript (gtag.js)

For instructions on how to set up custom dimensions using gtag.js, please refer to the [gtag.js developer documentation](#).

JavaScript (Only works for Universal Analytics properties)

```
var dimensionValue = 'SOME_DIMENSION_VALUE';
ga('set', 'dimension1', dimensionValue);
```

Android SDK

```
String dimensionValue = "SOME_DIMENSION_VALUE";
tracker.set(Fields.customDimension(1), dimensionValue);
```

iOS SDK

```
NSString *dimensionValue = @“SOME_DIMENSION_VALUE”;
[tracker set:[GAIFields customDimensionForIndex:1] value:dimensionValue];
```

1. Custom Dimensions

Limits & Caveats

- Custom Dimensions are **not a must** to implement but we should be aware of the benefits.
- You can create up to **20** Custom Dimensions.
- You **can't apply** a Custom Dimension **retroactively**. You can only apply a Custom Dimension to data that was collected after you created the dimension.
- You should not send **personally identifiable information** (PII) as values. This is against the Google Analytics [Terms of Service](#).
- Custom Dimensions **cannot be shared** in The Solutions Gallery like goals, segments, dashboards and custom reports.
- Custom dimensions **cannot be deleted**, but you can disable them.

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2. Custom Metrics

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2. Custom Metrics

Custom Metrics let you send your own metrics to Google Analytics for analysis.

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2. Custom Metrics

Benefits of Custom Metrics

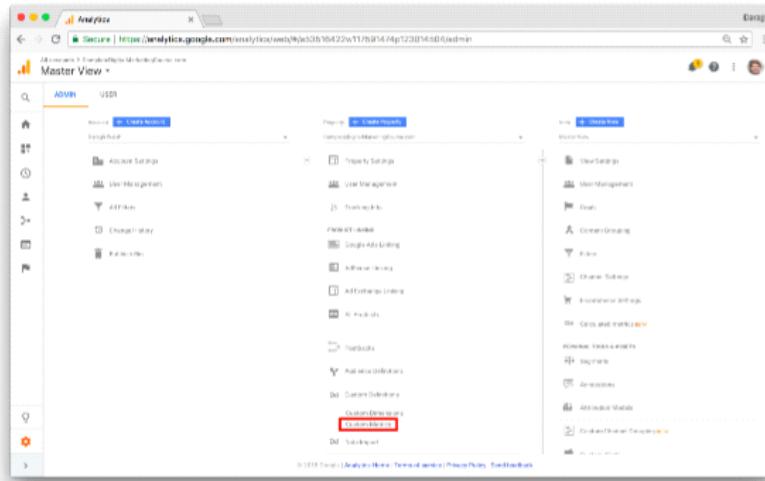
- **Track metrics not available in Google Analytics.** Through custom metrics, you can import data Google Analytics does not automatically collect and combine it with Google Analytics data.
- **Build reports with custom metrics.** Custom metrics are available in custom reports and available for use with advanced segments.
- **Analyze company-specific data.** Get actionable insights tailored to the needs of your business.

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2. Custom Metrics

How to Set Up Custom Metrics

1. **Add a Custom Metric.** Go to Admin> Custom Definitions >Custom Metrics. Note you need edit access to add custom metrics.



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2. Custom Metrics

How to Set Up Custom Metrics

3. **Select the formatting type.** Select Integer (number), currency or time and hit create.

The screenshot shows the 'Add Custom Metric' dialog box. At the top, there's a 'Name' field containing 'Test Metric'. Below it is a 'Scope' dropdown set to 'All'. Under 'Formatting Type', a dropdown menu is open with 'Integer' selected, indicated by a blue border. Other options like 'Currency (Decimal)' and 'Time' are listed below it. There's also a 'Maximum Value' field labeled 'optional' with an empty input field. At the bottom, there's an 'Active' checkbox which is checked, and two buttons: 'Create' (in blue) and 'Cancel'.

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2. Custom Metrics

How to Set Up Custom Metrics

4. **Implement the tracking code.** Copy and paste code into your platform to collect custom data. Don't forget to replace the metric value with your own. Different businesses will do this in different ways, depending on their data collection method and what data they wish to collect. **Google Tag Manager** is a great option for managing Custom Metric tracking code more easily.

Created Custom Metric	
Example Code for This Metric	
Copy the following code snippet for your platform (ID: 5001 - ID: 521) to replace metricValue with your own.	JavaScript (tag.js)
For this example we have to use the custom metric using status, please refer to the Quick developer documentation .	JavaScript (Only works for Universal Analytics properties)
<pre>var testMetric = '123'; ga('set', 'metric1', metricValue);</pre>	Android SDK
<pre>GTM.setMetricValue(123, '123', 'value', 'tag1', 'AL172_AU_SHIPPING', 'orderdetails', '123', 'metricValue');</pre>	iOS SDK
<pre>[GTMString:@"metricValue": @"5001_METRIC_VALUE_M_ID_123_45_STRING" [transactWithCustomMetricIndex:1] systemMetricValue]</pre>	

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2. Custom Metrics

Limits & Caveats

- Custom Metrics are **not a must** to implement but we should not avoid its benefits.
- Standard Google Analytics users can create up to **20** Custom Metrics.
- You **can't apply** a Custom Metrics **retroactively**. You can only apply a Custom Metric to data that was collected after you created the metric.
- Custom Metrics **cannot be shared** in The Solutions Gallery like goals, segments, dashboards and custom reports.
- Custom metrics **cannot be deleted**, but you can disable them.

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3. Event Tracking

© Daragh Walsh

3. Event Tracking

Event tracking allows you to capture user interactions on your site which Google Analytics does not automatically capture.

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3. Event Tracking

Benefits of Event Tracking

- **Track interactions Google Analytics Goals can't track.** Google Analytics goals usually require a specific page being loaded to track an interaction e.g. thank you page. Event tracking allows you to track interactions on a single page.
- **Better understand user behaviour.** Understand if users are engaging with your content and performing intended actions that are important for your site and business.
- **View event tracking reports.** All data collected using event tracking is reported within the Event Tracking sub-section, which is found within the Behaviour Reports section.

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3. Event Tracking

Examples Events

- Click-to-call phone number
- External link clicks e.g. third-party live chat
- Clicks on email addresses
- Video plays
- Podcast plays
- Selected colour or size (ecommerce sites)
- Abandonment of form field
- Movement of mouse
- Scrolling down the page
- Clicks to social profiles

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3. Event Tracking

How to Set Up Event Tracking

1. **Copy the tracking code template.** To track an event, a snippet of code is added to the link on your site you want to track. When the link is clicked, the interaction is tracked and displayed as an event in Google Analytics.

Template:

```
onclick="ga('send', 'event', 'Category', 'Action', 'Label', 'Value');"
```

3. Event Tracking

How to Set Up Event Tracking

2. **Replace the template fields.** Replace category, action, label and value fields to describe a user's interaction on your website (these fields are what will show within Google Analytics).

Template:

```
onclick="ga('send', 'event', 'Category', 'Action', 'Label', 'Value');"
```

- **Category (Required)** Typically the object or group of objects that was interacted with e.g. 'Video', 'PDF'
- **Action (Required)** The type of interaction e.g. 'play', 'download'
- **Label (Optional)** Useful for summarising what the event is about e.g. 'name of video', 'name of PDF'
- **Value (Optional)** A numeric value associated with the event e.g. '42'

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3. Event Tracking

How to Set Up Event Tracking

3. **Implement the tracking code.** Manually add the link + event tracking code to your website or use Google Tag Manager to add the tracking code. The highlighted text below shows an example of event tracking code configured to record the download of a company brochure PDF document.

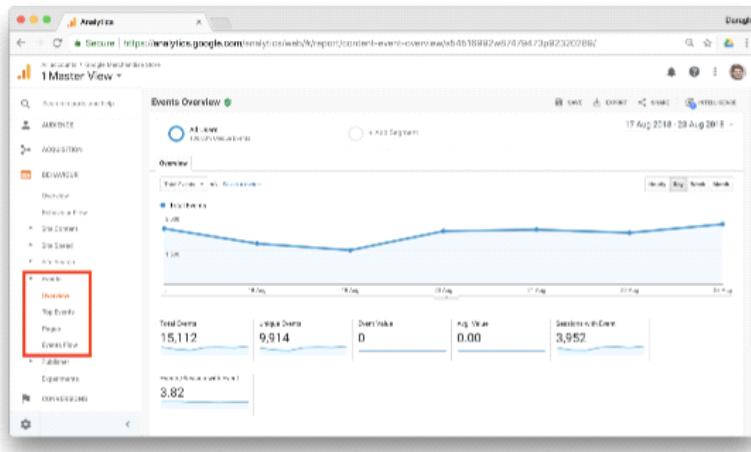
```
<a href="www.examplewebsite.co.uk/pdf/company_brochure.pdf"
  onclick="ga('send', 'event', 'PDF', 'Download', 'Company Brochure - PDF Download');">ANCHOR Text</a>
```

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3. Event Tracking

Reporting

- **View Event Reports.** Click Behaviour > Events > Overview to look at the events you have tracked and see how they're performing.



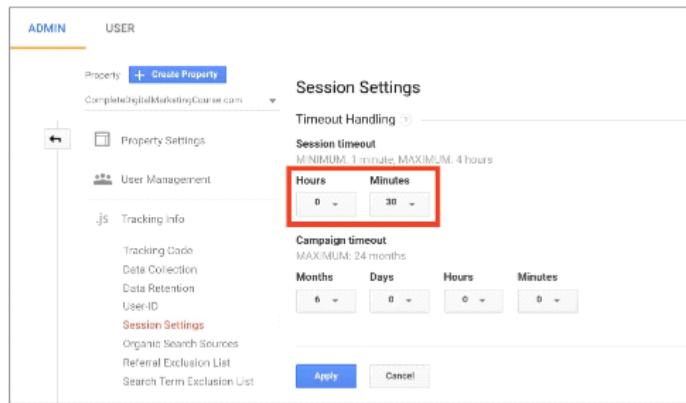
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4. Other Useful Configurations

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4. Other Configurations

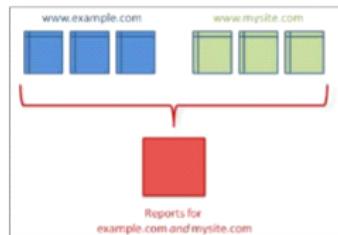
- **Custom Session Settings.** Set how long sessions can last.
 - By default, sessions end after 30 minutes of inactivity or when the user closes the browser window. You can lengthen the session time if an average users spend a lot more time on your site (e.g. 2 hours to play a game).
 - Go to Admin>Session settings to adjust session timeout.



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4. Other Configurations

- **Cross-Domain Tracking.** Track users and sessions across multiple domains e.g. an ecommerce site and a separate shopping cart site.
 - Without cross-domain tracking, the shopping behaviour and check out won't get linked together and Google Analytics will associate these users and sessions with their respective domains. This is because Google Analytics can't link the anonymous ID (known as a client ID) assigned by one domain to another domain.
 - To [set up cross-domain tracking](#) use Google Tag Manager or modify the tracking code.



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4. Other Configurations

- **User-ID.** Track users across multiple devices and sessions.
 - By default, Google Analytics will NOT be able to identify sessions from the same user when the sessions happen in different browsers on the same device or browsers on different devices. This is because the anonymous ID (known as a client ID) assigned by Google Analytics is stored in the browser.
 - To use this feature, you must have a sign-in that generates your own IDs and be able to consistently associate them with a set of data. You can set up this up in the Admin section under User ID.



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4. Other Configurations

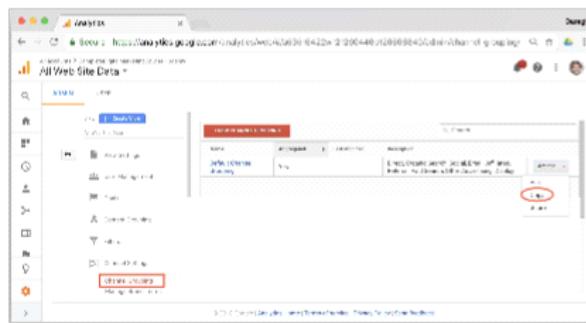
- **Internal Site Search.** See how users search your site.
 - If you have a search field that lets customers search on your website, you can set up “Site Search” to track what search terms users enter. This can help you identify missing or obscured content, optimize navigation and site layout, improve search results, and even generate ideas for new keywords for marketing campaigns.
 - To set up Site Search, go to the Admin >View>View Settings. Then. enable site search tracking and enter the “query parameter” that your website uses in the URL when users search on your site.



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4. Other Configurations

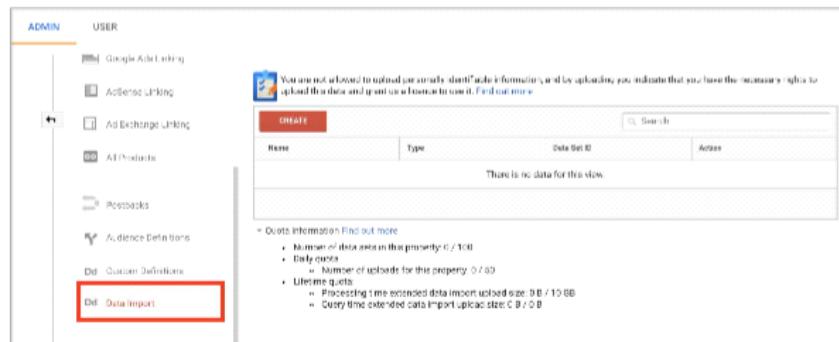
- **Custom Channel Group.** Customize how Google Analytics groups channels in your reports.
 - By default, Google Analytics groups your traffic sources using default channels like Organic, Social, Direct, Referral, and Display.
 - To set up a custom channel group, go to admin > make a copy of the default Channel Grouping. Edit it to label your traffic in other ways for analysis e.g. move traffic source from "social" to "community".



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4. Other Configurations

- **Data Import.** Upload data from external sources and combine it with data you collect via Analytics.
 - Data import provides an alternative to collecting data by the JavaScript tracking code.
 - Note: If you're importing custom dimension and metric data, you'll need to create custom dimensions and metrics prior to uploading the data.



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4. Other Configurations

Summary

- **Custom Session Settings.** Set how long sessions and campaigns can last.
- **Cross-Domain Tracking.** Track users and sessions across multiple domains.
- **User-ID.** User-ID. Track users across multiple devices and sessions.
- **Internal Site Search.** See how users search your site.
- **Custom Channel Group.** Customize how Google Analytics groups channels in your reports.
- **Data Import.** Upload data from external sources and combine it with data you collect via Analytics.

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5. Segments

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5. Segments

Segments are one of the most powerful tools in Google Analytics for analysis. Segments allow you to isolate and compare various groups of users on your website.

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5. Segments

Benefits of Segments

- Segmentation allows you to understand the differences between various groups of your users and identify growth opportunities based on those differences.
- Compare up to four segments side by side in a single report.
- Segments can be applied to any report within the GA interface.
- Segments can be applied to historical data.
- Segments do not permanently alter your data, like filters do.
- Segments can be used to build audiences for remarketing campaigns.

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5. Segments

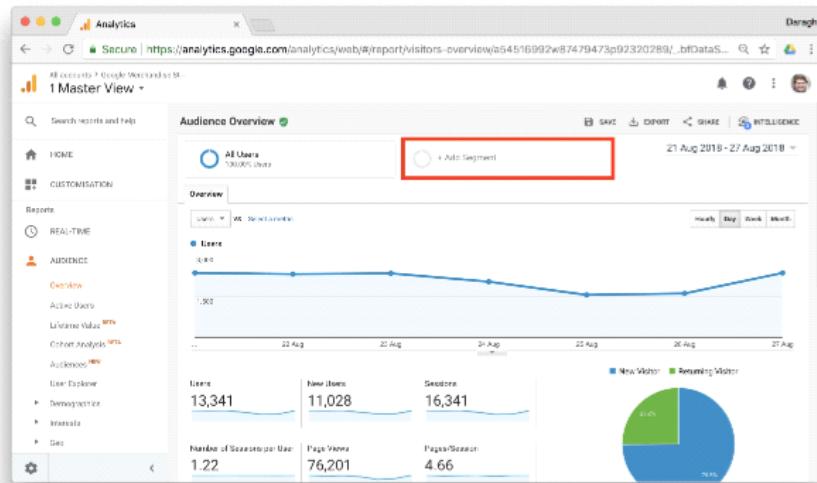
Examples Segments

- **Converters vs. Non-Converters.** Compare the behavior of visitors who converted versus those who didn't. Are there any differences in the age, gender, or interests? Understand the factors that are helping to drive conversions and optimize marketing to encourage conversions.
- **High-Value Customers.** Isolate those big spenders to understand who they are, how they behave and what makes them different. Target them in future acquisition campaigns and optimize your site and retention campaigns to encourage average customers to start behaving like high-value customers.
- **One-Time Buyers vs. Multi-Buyers.** What separates the one-time buyers from the multi-buyers? Do they have a tendency to buy products from specific categories? Make changes to encourage one-time buyers to start behaving like multi-buyers customers.

5. Segments

How to Use Segments

- **Add a Segment.** Click on the + Add segment tab at the top of any report in Google Analytics.

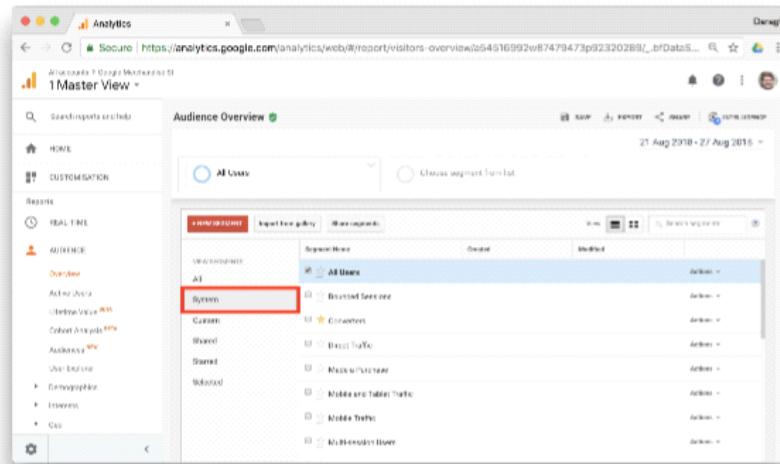


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5. Segments

How to Use Segments

- **Default Segments.** Click the “System” tab in the segment builder to see the predefined segments. Select the segments you wish to compare and click the “Apply” button.

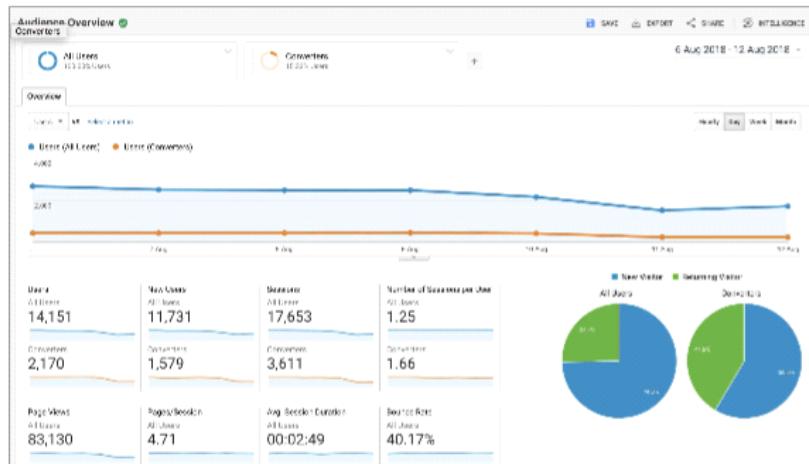


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5. Segments

How to Use Segments

- **Apply segments to your reports** and dashboards so you can see that specific data. Segments will appear in every report until you change them or leave Google Analytics.



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6. Multi-Channel Funnel (MCF) Reports

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6. MCF Reports

The **Multi-Channel Funnels reports** show how different marketing channels work together to create conversions.

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6. MCF Reports

Benefits of MCF Reports

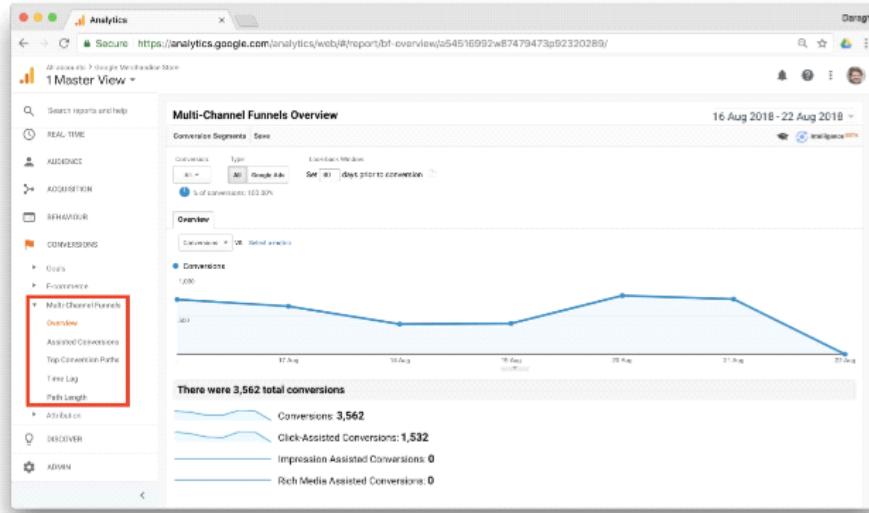
- **Analyse channel contribution.** Most reports in Google Analytics attribute all of the credit, of a conversion, to the last touch point on the conversions path. This is called a “last-click” attribution model. Multi-Channel Funnel Reports give you the bigger picture and enables you to see how often channels initiated, assisted and/or completed conversions.
- **Analyze Conversion Paths.** Understand the top conversion paths and how many interactions and/or days it takes users to convert.
- **Optimise Your Marketing.** Knowing how other channels initiated, assisted and/or completed conversions helps you to find the right marketing mix and decide how to best spend your budget.

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6. MCF Reports

Find the MCF Reports

- Access the Multi-Channel Funnel Reports in the left hand navigation underneath "conversions".



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6. MCF Reports

MCF Reports

- **Overview.** See a snapshot of the total number of conversions and well as the total number of assists before the last click.
- **Assisted Conversions.** Shows the total number and monetary value of assisted conversions broken out by channel. The higher these numbers the more the channel help assist with conversions.
- **Top Conversion Paths.** Show the different routes customers takes before conversion. See the popular paths through your marketing funnel and find out what's working.
- **Time Lag.** See the amount of time customers take from the first channel interaction to conversion.
- **Path Length.** Shows how many interactions visitors had with your site before they converted.

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6. MCF Reports

Limits & Caveats

- In order to enable the MCF reports, you need to set up goals and/or ecommerce tracking.
- Some setup is required in order to properly track the following channels:
 - Google Ads (Link Google Ads with Analytics)
 - Paid search on non-Google search engines (campaign tagging)
 - Custom campaigns (campaign tagging)

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7. Custom Reports

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7. Custom Reports

Custom Reports allow you to go beyond standard Google Analytics reports and gain truly valuable insights by creating reports for yourself.

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7. Custom Reports

Benefits of Custom Reports

- **Gain valuable insights.** Build custom reports with standard dimensions and metrics. Drill down into fine details and discover correlations you wouldn't see otherwise.
- **Build reports with custom dimensions and metrics.** Analyze and present non-standard data with custom reports.
- **Create reports for different teams.** Marketing will be interested in one set of metrics and the development team will have their own agenda.
- **Organize data for presentations.** Present exactly what is needed, without extraneous and unnecessary information.
- **Export data into another software for analysis.** Include more than two dimensions per row.

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7. Custom Reports

Example Custom Report

- **Hours & Days Reports.** See what time of the day and which day of the week your website receives the most traffic so you can plan marketing campaigns and site maintenance accordingly.

Hour	Day of Week Name
1. 15	Thursday
2. 16	Thursday
3. 18	Tuesday
4. 15	Wednesday
5. 14	Wednesday
6. 17	Thursday
7. 13	Thursday
8. 07	Friday
9. 15	Tuesday
10. 16	Monday

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7. Custom Reports

How to Create Custom Reports

- Go to Customization > Custom Reports > New Custom Report
- Pick the dimensions and metrics and decide how they should be displayed.

The screenshot shows the 'Create Custom Report' dialog box. It has several sections:

- General Information:** Title is set to 'New Custom Report'.
- Report Content:** A 'Report Tab' is selected. Name is 'Report Tab'. Type is 'Explorer'. Metric Groups section contains 'Metric Group' and '+ add metric'. Dimension Definitions section contains '+ add dimension'. Filters section contains '+ add filter'. Views section is optional, showing 'All views associated with this account' (radio button selected) and 'Selected' (dropdown menu). Buttons at the bottom are 'Save' and 'Cancel'.

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7. Custom Reports

How to Find Quality Custom Reports

- If you don't want to create your own Google Analytics custom reports, you can go ahead and borrow some from the [Google Solutions Gallery](#), which gives you access to custom reports and advanced segments created by others.



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7. Custom Reports

Limits & Caveats

- Custom reports will not let you pair metrics and dimensions of different scopes. When you add dimensions and metrics, make sure they're of the **same scope** or no data will appear in the report e.g. dimension and metric both have a Hit, User, Session or Product scope.

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8. Remarketing

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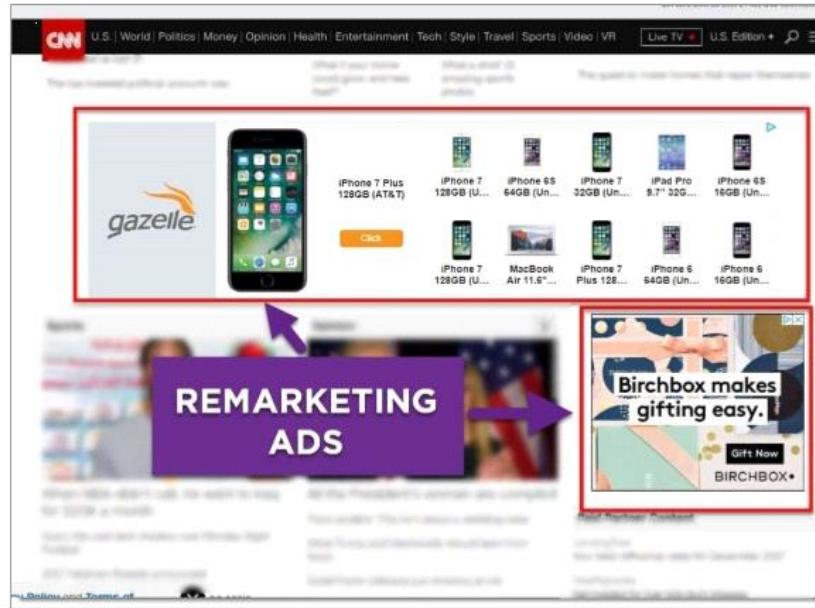
8. Remarketing

Remarketing is a powerful marketing tool that allows you to show targeted ads to bring users back to a website and encourage a conversion.

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8. Remarketing

Example Remarketing Ads



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8. Remarketing

Benefits of Remarketing

- **Higher Conversion Rates.** Someone who has already educated themselves about your product or service is one step further in the buying cycle than those visiting your site for the first time.
- **Lower Cost Per Clicks.** Generally, remarketing campaigns have better conversion rates which translate to a faster return on your investment and a lower cost per sale.
- **Targeted Ad Copy.** For someone who has already visited your website, you can change ad copy to something like: "Still In Need Of Widgets? Check Out Some of the Widgets You Might Have Missed."

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8. Remarketing

Benefits of Remarketing in Google Analytics

You can set up remarketing in Google Ads but the integration with Google Analytics offers some options that augment Google Ads Remarketing:

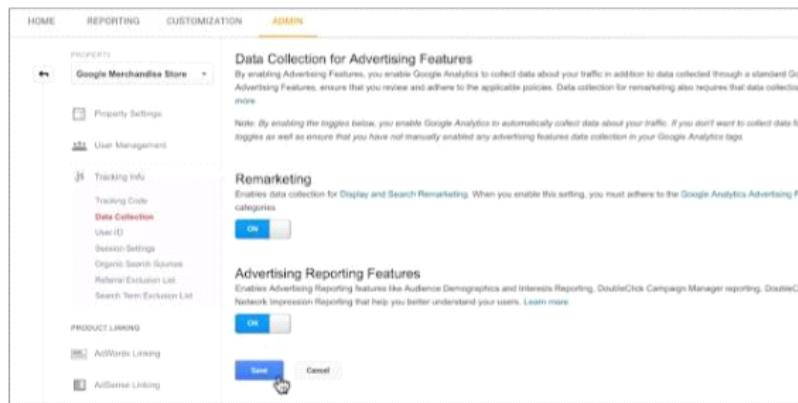
- **Create remarketing lists based on Analytics data.** Build your audiences from Analytics data. You can retarget based on pages visited, site engagement (time on site, pageviews/session), site activity (events, goals, ecommerce), and demographics (interests, age, gender).
- **No need to modify site code.** Remarketing in AdWords requires you to add the Remarketing tag to your website. Enable Remarketing with one click in Admin settings in Analytics.

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8. Remarketing

How to Set Up Standard Remarketing

1. **Link your Google Ads account.**
2. **Enable Remarketing & Advertising Features in Google Analytics.** Go to Admin > Tracking Info > Data Collection > set Remarketing and Advertising Reporting Features to "on".



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8. Remarketing

How to Set Up Standard Remarketing

3. **Add a New Remarketing Audience.** Go to Admin>Audience definitions> add a new audience.

The screenshot shows the Google Analytics Admin interface with the URL <https://analytics.google.com/analytics/web/#/admin/audience-lists/>. The left sidebar is titled 'Master View' and has tabs for 'ADMIN' (selected) and 'USER'. Under 'ADMIN', there are sections for 'Tracking Info', 'Property Setup', 'Audience Definitions' (which is expanded), 'Custom Definitions', and 'Data Import'. The 'Audience Definitions' section contains a red box around the 'Audience' link. The main content area is titled 'Audiences' with a sub-instruction: 'Create audiences to engage with your visitors through Google's Audience matching targeting users for remarketing lists for Google Ads and Remarketing on the Google Display Network or with users who interact with Google Display and Search'. It shows a table with one row:

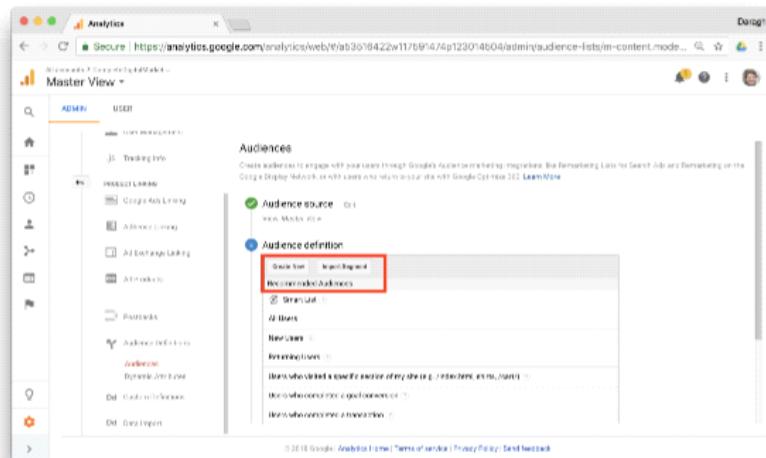
Name	Definition	Status	Last modified	Membership	Type
All Users	All Users	Published	13 Aug 2018	13 Aug 2018	Open

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8. Remarketing

How to Set Up Standard Remarketing

4. **Define Your Remarketing Audience.** There are three options: select from a predefined list, import a segment or create a new audience.

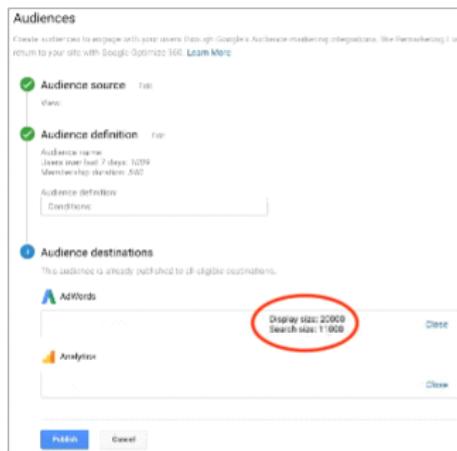


© Daragh Walsh

8. Remarketing

How to Set Up Standard Remarketing

5. Publish Audience to Google Ads. See estimated audience size and click publish. Audience lists will populate in your Google Ads. You can then use those Google Ads to create ad campaigns for those specific audiences.



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8. Remarketing

Limits & Caveats

- A remarketing audience must include a minimum of **100** unique users before it can be used.
- The maximum duration a user can be included in a remarketing audience is **540 days**.
- Since website remarketing utilizes browser cookies, if a user clears their browser cookies, they will **no longer** be a part of the remarketing audience you created until they visit your site again.

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In this training, we have covered...

Advanced Configuration Settings

1. Custom Dimensions
2. Custom Metrics
3. Event Tracking
4. Other Useful Configurations (Cross domain tracking, users IDs etc)

Advanced Analysis Tools & Techniques

5. Segments
6. Multi-Channel Funnel Reports
7. Custom Reports

Advanced Marketing Tools

8. Remarketing

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Link in description

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Section 3.1: Practice Test 1 (70 Questions)

Friday, July 5, 2019 6:36 PM

- 1) You can use filters to limit or modify the data in a **view**.
 - a. **True**
 - b. Filters allow you to limit and modify the data that is included in a view. For example, you can use filters to exclude traffic from particular IP addresses, focus on a specific subdomain or directory, or convert dynamic page URLs into readable text strings. Read more: https://support.google.com/analytics/answer/1033162?hl=en&ref_topic=1032939
- 2) Which of these represents the hierarchy of accounts, properties, and views in a Google Analytics account?
 - a. **Account > Property > View**
 - b. Read more here: <https://support.google.com/analytics/answer/1009618>
- 3) What is a "metric" in Google Analytics?
 - a. **The numbers in a data set often paired with dimensions**
 - b. Metrics are quantitative measurements. The metric "Sessions" is the total number of sessions. The metric "Pages/Session" is the average number of pages viewed per session.
- 4) You can share all the assets below in the Solutions Gallery EXCEPT:
 - a. **Custom Dimensions**
 - b. You can share Dashboards, Custom Reports, Segments, Goals, and Custom Attribution Models in the Solutions Gallery. Only configuration data is shared through the Solutions Gallery. When you create and share an asset, your personal information and Analytics data stays private in your account. And when you import an asset from the Solutions Gallery, only the template is imported into your account.
- 5) The default Google Analytics session expires after 30 minutes of users' inactivity and cannot be changed.
 - a. **False**
 - b. A session is a group of interactions that take place on your website within a given time frame. By default, a session lasts until there's 30 minutes of inactivity, but you can adjust this length so a session lasts a few seconds or several hours. A session can be as short as a few seconds or as long as several hours. A single user can open multiple sessions.
- 6) What would you set up to track metrics that don't appear in Google Analytics by default? e.g. how many comments users posted to a webpage on your site.
 - a. **Custom Metric**
 - b. Custom metrics can produce more flexible and more readable custom reports and as such are a convenient way to track your most important metrics.
- 7) All of the below are benefits of using segments in your data analysis EXCEPT:
 - a. **You can permanently modify the data in your view**
 - b. A segment is a subset of your Analytics data. Segments let you isolate and analyze those subsets of data so you can examine and respond to the component trends in your business. You can also use segments as the basis for audiences. A segment is made up of one or more non-destructive filters (filters that do not alter the underlying data). Those filters isolate subsets of users, sessions, and hit.
- 8) What scope would you apply to set up a Custom Dimension that collects data related to an aspect of a user?
 - a. **User**
 - b. User-level scope allows you to conveniently group all of a user's component sessions and hits by a single value. It is ideal for values that don't change often for a particular use.
- 9) Which reports can show you the sequence of interactions that led up to each conversion and transaction?
 - a. **Multi-Channel Funnel reports**
 - b. By default, the channel labels that you see in Multi-Channel Funnels reports (Paid Search,

Organic Search, Social Network, etc.) are defined as part of the MCF Channel Grouping. If you have specific analysis requirements, you may wish to create your own Custom Channel Grouping(s), each with its own set of labels. When you share a Custom Channel Grouping, only the configuration information is shared. Your data remains private. The following channel labels are defined as part of the MCF Channel Grouping and are the labels used by default in your reports. The channel definitions are not case sensitive.

- 10) What would happen if a user clears the Google Analytics cookie from their browser?
 - a. **All of the above**
 - i. **Analytics will not be able to associate user behavior data with past data collected**
 - ii. **Analytics will set a new unique ID the next time a browser loads a tracked page**
 - iii. **Analytics will set a new browser cookie the next time a browser loads a tracked page**
- 11) Which of these lets you upload data from external sources and combine it with data you collect via Analytics?
 - a. **Data Import**
 - b. Data Import lets you join the data generated by your offline business systems with the online data collected by Analytics. This can help you organize, analyze and act upon this unified data view in ways that are better aligned with your specific and unique business needs. For example, as a web publisher, you could join hits collected by Analytics with data dimensions exported from your CMS and CRM systems to analyze the relative contributions of authors to your site.
- 12) Which of these campaigns requires you to manually add campaign parameters to your URLs for tracking?
 - a. **Email campaigns**
 - b. By adding campaign parameters to your URLs, you can identify the campaigns that send traffic to your site. When a user clicks a referral link, these parameters are sent to Analytics, so you can see the effectiveness of each campaign in your reports. Google Adwords gives you an option to track campaign using auto-tagging.
- 13) Which of these would prevent data from appearing in a Custom Report?
 - a. **You've applied a filter that filters out all of your data**
 - b. Some metrics and dimensions can't be paired in a custom report. For details, refer to valid dimension-metric combinations here:
<https://support.google.com/analytics/answer/1033861>
- 14) Once you have deleted a view, you have a limited number of days to restore that view before it is permanently deleted:
 - a. **True**
 - b. A view is permanently deleted 35 days after being moved to the Trash Can. Once deleted, the view is gone, and we are not be able to retrieve any historical data or reinstate the reports. This includes any setting and configuration preferences, like Goals and user permissions, but does not include data saved at the property or account level.
- 15) The following criteria can be used to create a Dynamic Remarketing audience EXCEPT:
 - a. **Users who returned an item they purchased**
 - b. You can implement Dynamic Remarketing by using the preconfigured All Users list, creating more narrowly targeted lists lets you focus your ad content and budget where it will have the most impact. For example, users who have already added items to their shopping carts might need just a reminder or incentive to complete their transactions, while users who have only viewed the products may need more convincing about the overall value of the products. By following the same procedure you use to create Remarketing Audiences, you can build segment-based Dynamic Remarketing Audiences using your new dimensions.
- 16) Goals in Google Analytics fall into one of 4 types:
 - a. **Destination, Event, Duration, Pages/Screens per Session**
 - b. Defining goals is a fundamental component of any digital analytics measurement plan. Having properly configured goals allows Analytics to provide you with critical information,

- such as the number of conversions and the conversion rate for your site or app. Without this information, it's almost impossible to evaluate the effectiveness of your online business and marketing campaigns.
- 17) What type of data does Google Analytics terms of service prohibit you from collecting?
- Personally identifiable information**
 - The Google Analytics terms of service, which all Google Analytics customers must adhere to, prohibit sending personally identifiable information (PII) to Google Analytics. PII includes any data that can be used by Google to reasonably identify an individual, including (but not limited to) names, email addresses, or billing information.
- 18) An event hit for reporting can include which four parameters?
- Category, Action, Label, Value**
 - Events are user interactions with content that can be tracked independently from a web page or a screen load. An Event has the following components. An Event hit includes a value for each component, and these values are displayed in your reports.
- 19) Custom Segments CANNOT be created using which of these criteria?
- Ad type**
 - Ad type relates to Google AdWords and is not available as a filter in the Google Analytics segment builder to build segments.
- 20) Without a User-ID view, when is Google Analytics NOT able to identify session from the same user?
- When the sessions happen in different browsers on the same device**
 - Cross Device reports are only available within a User-ID view. There are three Cross Device reports: Device Overlap, Device Paths, and Acquisition Device. These reports display data collected during sessions in which a User ID is sent to Analytics.
- 21) If you only wanted to include data from a campaign titled "Black Friday" in Campaign reports, which filters would you apply?
- Custom Include filter with field "Campaign Name" and pattern "Black Friday"**
 - If you apply an Exclude Filter and the pattern matches, the hit is thrown away and Analytics continues with the next hit. If the pattern does not match, the next filter is applied to that hit. You can create either a single Exclude Filter with multiple patterns separated by '|' or you can create multiple Exclude Filters with a single pattern each.
- 22) What does "dimension" mean in Google Analytics?
- An attribute of a data set that can be organized for better analysis**
 - Dimensions are attributes of your data. For example, the dimension City indicates the city, for example, "Paris" or "New York", from which a session originates. The dimension Page indicates the URL of a page that is viewed.
- 23) Through which report can you determine the numbers of users who visited your site over 1-day, 7-day, 14-day, and 30-day periods?
- Active Users report**
 - The metrics in the Active Users Report are relative to the last day in the date range you are using for the report.
- 24) In which of the following reports can Custom Dimensions be used?
- All of the above**
 - Primary dimensions in Custom Reports**
 - Secondary dimensions in Custom Reports**
 - Secondary dimensions in Standard Reports**
 - Custom dimensions can appear as primary dimensions in Custom Reports. You can also use them as Segments and secondary dimensions in Standard reports.
- 25) All of the characteristics below can be used to create a Custom Segment EXCEPT:
- Users who have children**
 - The children of users cannot be used in Custom Segment
- 26) In which scenario would you want to lengthen the default session timeout length in Google Analytics?

- a. **The average length of videos on your site is 35 minutes**
 - b. Sessions and campaigns end after a specific amount of time passes. By default, sessions end after 30 minutes of inactivity and campaigns end after six months. You can change the settings so sessions and campaigns end after the specified amount of time has passed. Read more here: <https://support.google.com/analytics/answer/2795871?hl=en>
- 27) Which of the following is NOT possible with Custom Reports:
- a. **Pair metrics and dimensions of different scopes**
 - b. Pairing metrics and dimensions of different scopes is not possible in any report.
- 28) Which report indicates where users enter your website?
- a. **Landing Pages report**
 - b. The pages through which visitors entered your site are called landing pages.
- 29) If a user opens a single page on your site and then exits without clicking on anything, Google Analytics will count this session as a bounce.
- a. **True**
 - b. The term "Non-interaction" applies to the final, and optional, boolean parameter that can be passed to the method that sends the Event hit. This parameter allows you to determine how you want bounce rate defined for pages on your site that also include event tracking. For example, suppose you have a home page with a video embedded on it. It's quite natural that you will want to know the bounce rate for your home page, but how do you want to define that? Do you consider visitor interaction with the home page video an important engagement signal? If so, you would want interaction with the video to be included in the bounce rate calculation, so that sessions including only your home page with clicks on the video are not calculated as bounces.
- 30) All of these are possible when you link your Google Ads account to Google Analytics EXCEPT:
- a. **Adjust keyword bids inside Google Analytics**
 - b. Linking your Google Ads account to your Analytics property lets you see the full customer cycle, from how they interact with your marketing (e.g., seeing ad impressions, clicking ads) to how they finally complete the goals you've set for them on your site (e.g., making purchases, consuming content).
- 31) Through which report can you determine which browsers may have had problems with your website?
- a. **The Browser & OS report**
 - b. If conversion rates are lower than average for particular browsers or platforms, browse the site with those browsers and platforms. Pay particularly close attention to landing pages, checkout forms and any pages that users must navigate in order to convert. Correct any usability issues you find with these pages.
- 32) Which feature allows you to track what search terms customers used to find products on your website?
- a. **Site Search**
 - b. Site Search lets you understand the extent to which users took advantage of your site's search function, which search terms they entered, and how effectively the search results created deeper engagement with your site.
- 33) Which Custom Report type would you select to create a static sortable table with rows of data?
- a. **Flat Table**
 - b. Explorer: The standard Analytics report. Includes a line graph and a data table that includes dynamic elements like a search/sort option and secondary dimensions. Flat Table: A static, sortable table that displays data in rows. Map Overlay: A map of the world. Different regions and countries display in darker colors to indicate traffic and engagement volume.
- 34) Custom Metrics can have which of the following scopes?
- a. **Hit**
 - b. Similar to custom dimensions, custom metrics can have different scopes. Hit-level custom metrics get associated with all the hit level dimensions with which it was sent. Similarly, product-level custom metrics are associated only with the product with which it was sent.

Read more here: <https://support.google.com/analytics/answer/2709828#scope>

- 35) Which of the following must be set up in order to generate Multi-Channel Funnel Reports?
- Goals or Ecommerce**
 - The Multi-Channel Funnels reports are generated from conversion paths, the sequences of interactions (i.e., clicks/referrals from channels) during the 90 days that led up to each conversion and transaction. Analytics compiles conversion path data for any Goal or Ecommerce transaction you define.
- 36) Through which reports can you determine which websites send traffic to your pages?
- All Traffic**
 - All the websites that send traffic to your website come under "Referrals" in Google Analytics. You can reach to "Referrals" through "All Traffic" under "Acquisition" tab.
- 37) All of the following are included in the default Channels report EXCEPT:
- Device**
 - The default system channel definitions reflect Analytics' current view of what constitutes each channel in the Default Channel Grouping. Default channels are Direct, Organic Search, Social, Email, Affiliates, Referral, Paid Search, Other Advertising and Display.
- 38) Where should you paste your Analytics tracking code snippet?
- Right after the opening <head> tag on your web pages**
 - You just need to paste the entire snippet into the HTML on your web pages, just after the opening tag.
- 39) Google Analytics applies segments before it samples the data in reports.
- False**
 - Segments are applied after it samples the property-level data, and after it applies filters, which can also reduce the number of sessions included in a sample.
- 40) The following user characteristics may be used to change keyword bids in AdWords EXCEPT:
- Ad preference**
 - It comes under the bid adjustment. Bid adjustments allow you to show your ads more or less frequently based on where, when, and how people search. For example, sometimes a click is worth more to you if it comes from a smartphone, at a certain time of day, or from a specific location.
- 41) What is the "Bounce Rate" in Google Analytics?
- The percentage of visits when a user landed on your website and exited without any interactions**
 - A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.
- 42) If you wanted to limit the data in a view to only users from Brazil or Argentina, which filter would you apply?
- Filter 1: include Brazil or Argentina**
 - The tables in most Analytics reports organize dimension values into rows, and metrics into columns. Brazil and Argentina are country. Continent->Brazil->Rio
- 43) You won't be able to apply a Custom Dimension to data you have previously collected.
- True**
 - You can only apply a Custom Dimension to data that was collected after you created the dimension. You'll have to create the Custom Dimension first and let it be applied to your data during processing in order to use it in reports. Read more here:
<https://support.google.com/analytics/answer/7165564?hl=en>
- 44) By activating Advertising Features, in which reports can you collect additional information about your users?
- Demographics and interests reports**
 - To make the Demographics and Interests data available in Analytics, you need to update Analytics to support Advertising Reporting Features and enable the Demographics and

- Interests reports. When you enable Advertising Reporting Features, you allow Analytics to collect additional information from the DoubleClick cookie (web activity) and from Device Advertising IDs (app activity).
- 45) What does Google Analytics use to distinguish between new and returning users?
- A randomly-assigned unique identifier and browser cookie**
 - In order for Google Analytics to determine that two distinct hits belong to the same user, a unique identifier, associated with that particular user, must be sent with each hit. The analytics.js library accomplishes this via the client ID field, a unique, randomly generated string that gets stored in the browser's cookies, so subsequent visits to the same site can be associated with the same user.
- 46) What will happen if you don't set up cross-domain tracking and instead install the same default tracking code on separate domains e.g. an ecommerce site and a separate shopping cart site?
- Analytics will associate these user and sessions with their respective domains**
 - One of the first things you should know about when using and configuring Analytics is how the domain of the web property you are tracking is defined as a "site" for the purposes of viewing your reports. The default setup of the tracking code is designed to make it easy for you to track traffic to a single domain or subdomain (e.g. a single website URL) that does not share user data with other domains or sub-domains.
- 47) Which tags are required by the Google Analytics URL Builder to generate campaigns URLs?
- Medium, Source, and Campaign**
 - The URL Builder has six fields, but you generally need to use only Campaign Source, Campaign Medium, and Campaign Name.
- 48) Which kinds of hits does Google Analytics track?
- All of the above**
 - Page-tracking hit**
 - Event-tracking hit**
 - Ecommerce-tracking hit**
 - An interaction that results in data being sent to Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits. Each time the tracking code is triggered by a user's behavior (for example, user loads a page on a website or a screen in a mobile app), Analytics records that activity. Each interaction is packaged into a hit and sent to Google's servers.
- 49) What would you use to send data to Google Analytics from any internet-connected device like a point-of-sale system?
- The Measurement Protocol**
 - The Measurement Protocol lets you send data to Analytics from any internet-connected device. It's particularly useful when you want to send data to Analytics from a kiosk, a point of sale system, or anything that is not a website or mobile app
- 50) Through which report can you determine the percent of your site traffic that has visited previously?
- New vs. Returning report**
 - Measure the gravitational pull of your site, and the extent to which you're encouraging first-time users to return. You can also see the economic impact of new vs. returning users (e.g., the 30% of users who are returning account for 45% of total transactions). Read more here: <https://support.google.com/analytics/answer/1012034?hl=en>
- 51) All of these are a valid metric-dimension combination EXCEPT:
- Sessions / Bounce rate**
 - Sessions and Bounce Rate come under metrics. That's why "Sessions / Bounce rate" is not a valid metric-dimension combination.
- 52) By enabling Auto-tagging, you can automatically collect data from which kinds of traffic?
- AdWords Campaign traffic**
 - Auto-tagging is the recommended approach and ensures that you get the most detailed AdWords data.

- 53) Through which report can you determine which pages on your site get the most traffic and highest engagement?
- All Pages report**
 - The All Pages report allows you to view the Average Time on Page and Pageviews to determine which pages are the most popular.
- 54) All of these can be tracked using Goals in Google Analytics EXCEPT:
- Customer's lifetime value**
 - The Lifetime Value report lets you understand how valuable different users are to your business based on lifetime performance. This is not just a number but a complete metrics. That's why it could not be tracked in Goal. Read more here:
<https://support.google.com/analytics/answer/6182550>
- 55) Auto-tagging automatically adds which special campaign tag to your Google Ads destination URLs?
- gclid=**
 - If you don't see the gclid parameter appended to your URLs after the page is fully loaded, then it's likely that your website isn't configured to handle query parameters in a way that lets auto-tagging work.
- 56) Google Analytics filters are applied in the order in which they are set in your view.
- True**
 - By default, view filters are applied to the data in the order in which the filters were added. So, if there are existing filters for a view, your new filter is applied after them.
- 57) Which of the following statements are NOT true of Analytics segments?
- Segments are filters that permanently alter your data**
 - A segment is made up of one or more non-destructive filters (filters that do not alter the underlying data).
- 58) You cannot combine dimensions and metrics that share the same scope.
- False**
 - Dimensions are attributes of your data. For example, the dimension City indicates the city, for example, "Paris" or "New York", from which a session originates. The dimension Page indicates the URL of a page that is viewed. Metrics are quantitative measurements. The metric Sessions is the total number of sessions. The metric Pages/Session is the average number of pages viewed per session. Not every metric can be combined with every dimension. Each dimension and metric has a scope: user-level, session-level, or hit-level. In most cases, it only makes sense to combine dimensions and metrics that share the same scope.
- 59) All of the following are considered a "medium" in Google Analytics by default EXCEPT:
- google**
 - There are only 3 default medium in Google Analytics i.e. Organic, Referral and None. Google Analytics detects three mediums without any customization. The first default medium is "organic." It represents traffic that comes from organic, or unpaid, search results. Another default medium is "referral." Any traffic that comes to your site from another website that's not a search engine will show up in your reports as a "referral." The final default medium is "(none)." This medium is applied only for users that come directly to your site by either typing your URL into a browser or clicking on a bookmark. In your reports, you will see these users have a source of "direct" and a medium of "(none)."
- 60) If you've defined a goal of downloading a PDF, and the user downloads the PDF five times in five separate sessions, how many Goal conversions will Google Analytics count?
- 5**
 - Goals are configured at the view level. Goals can be applied to specific pages or screens your users visit, how many pages/screens they view in a session, how long they stay on your site or app, and the events they trigger while they are there.
- 61) What feature must you set up to track users across different devices and different sessions ?
- User ID**
 - The User ID lets you associate engagement data from multiple devices and different sessions

- with unique IDs.
- 62) All the following could be credited with a conversion in the Multi-Channel Funnel Reports EXCEPT:
- Television commercials**
 - The Multi-Channel Funnels reports show how previous online referrals and searches contributed to your sales.
- 63) Through which feature can you import data Google Analytics does not automatically collect (such as Member Status) and combine it with Google Analytics data?
- Custom Dimension**
 - Dimensions are attributes of your data. Custom dimensions are like default dimensions in your Analytics account, except you create them yourself. You can use them to collect and analyze data that Analytics doesn't automatically track. Read more here: <https://support.google.com/analytics/answer/2709828>
- 64) If a filter excludes data from a view, that data can be recovered for that view.
- False**
- 65) In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.
- False**
 - In the Multi-Channel Funnel Reports, all the channels are credited according to the roles they play in conversions—how often they assisted and/or completed sales and conversions. Read more here: <https://support.google.com/analytics/answer/1191180>
- 66) What can be determined from the Time Lag report?
- Time lag between page views in the goal funnel**
 - The Time Lag report counts the number of days from the first user interaction (e.g., impression, click, direct session) to conversion. Read more here: <https://support.google.com/analytics/answer/1191209?hl=en>
- 67) Which of the following would be most useful to determine whether people are viewing the new content that you just added to your website?
- Real-Time**
 - Real-Time allows you to monitor activity as it happens on your site or app. The reports are updated continuously and each hit is reported seconds after it occurs. Read more here: <https://support.google.com/analytics/answer/1638635?hl=en>
- 68) When you create a Custom Channel Grouping you can apply it retroactively and see historical data classified by your new channel definitions.
- True**
 - When you create a Custom Channel Grouping at the user level or create a new Channel Grouping in a view, you: can immediately select it in reports and can apply it retroactively and see historical data classified by your new channel definitions. Change how reports display your data, without changing the data itself. Read more here: <https://support.google.com/analytics/answer/6010097>
- 69) If you wanted to compare a metric to the website average which data table display would you use?
- Comparison**
 - Explanation: Comparison displays a bar chart plotting the performance of the selected metrics relative to the site average. Read more here: https://support.google.com/analytics/answer/2604608?hl=en#data_table_view
- 70) All of the these are a benefit of Remarketing in Google Analytics EXCEPT:
- Allow customers to reorder an item they have previously purchased**

Section 3.2: 30 More Practice Questions

Friday, July 5, 2019 8:00 PM

- 1) To record how many times website visitors use a click-to-call-button, what would you set up?
 - a. **Event Tracking**
 - b. Events are user interactions with content that can be tracked independently from a web page or a screen load. Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events. Read more here:
<https://support.google.com/analytics/answer/1033068>
- 2) If a user downloads a PDF with event tracking three times in a single session, Analytics will count how many Unique Events?
 - a. 1
 - b. Google Analytics will only count 1 unique event per session.
- 3) If you want to track users and sessions across multiple domains what must you set up?
 - a. **Cross-domain tracking**
 - b. When you set up cross domain tracking, you can collect data from multiple websites into a single account property. This lets you see data from different sites in the same reporting view. Read more here:
<https://support.google.com/analytics/answer/1034148>
- 4) Dimensions and metrics in Google Analytics are organized into which four scope levels?
 - a. **Hit-level, session-level, product-level, or user-level scope**
 - b. Scope determines which hits will be associated with a particular custom dimension value. There are four levels of scope: product, hit, session, and user: Product - value is applied to the product for which it has been set (Enhanced Ecommerce only). Hit - value is applied to the single hit for which it has been set. Session - value is applied to all hits in a single session. User - value is applied to all hits in current and future sessions, until value changes or custom dimension is made inactive. Read more here:
<https://support.google.com/analytics/answer/2709828#scope>
- 5) Which campaign parameter does not appear in Google Analytics by default?
 - a. **utm_adgroup**
 - b. Default values are utm_source, utm_medium, utm_campaign, utm_term, and utm_content. Read more here:
<https://support.google.com/analytics/answer/1033863?hl=en#parameters>
- 6) Smart goals allow you to automatically optimize your Google Ads performance even if you don't have goals or ecommerce tracking set up.
 - a. **True**
 - b. Smart Goals are configured at the view level. Smart Goals uses machine learning to examine dozens of signals about your website sessions to determine which of those are most likely to result in a conversion. Read more here:
<https://support.google.com/analytics/answer/6153083>
- 7) Through which report can you determine how well specific sections of your website performed?
 - a. **Content Drilldown report**
 - b. You can see the performance of your website's specific sections under the "Content Drill Down" dimension in Google Analytics. To find this report in Google Analytics after login, click on Behavior >> Site Content >> Content Drilldown. If your website does not have directory structure, you can group the content by defining the rule. Website's directory structure is only shown under this report.
- 8) What is required for User ID to track users across different devices?
 - a. **Sign-in that generates and sets unique IDs**
 - b. The User ID enables the association of one or more sessions (and any activity within those sessions) with a unique and persistent ID that you send to Analytics. To implement the User

- ID, you must be able to generate your own unique IDs, consistently assign IDs to users, and include these IDs wherever you send data to Analytics. For example, you could send the unique IDs generated by your own authentication system to Analytics as values for the User ID. Any engagement, like link clicks and page or screen navigation, happen while a unique ID is assigned can be sent and connected in Analytics.
- 9) When will Google Analytics collect data in your Events reports?
- Every time a user performs an action with event tracking implemented**
 - Analytics tracking code sends an event hit to Google Analytics whenever a user performs an action with event tracking implemented.
- 10) If the success of your site depends on users viewing more than one page, which of the following metrics would strongly indicate a poorly performing landing page?
- Bounce Rate > 90%**
 - Bounce Rate is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page). Read more here: <https://support.google.com/analytics/answer/1009409?hl=en>
- 11) How does Google Analytics credit a channel that played a role in the conversion path prior to a transaction?
- Assist interaction**
 - Assist interaction is any interaction that is on the conversion path but is not the last interaction. If a channel appears anywhere—except as the final interaction—on a conversion path, it is considered an assist for that conversion. The higher these numbers, the more important the assist role of the channel. Read more here: <https://support.google.com/analytics/answer/1191204>
- 12) How would you define a Destination URL goal?
- Edit the view "Goals" and specify the request URL of the conversion page**
 - Use destination goals to treat a pageview or screenview as a conversion. Enter the screen name or page URL in the Destination field. Read more here: <https://support.google.com/analytics/answer/1032415?hl=en>
- 13) Assigning a monetary amount to the value of a Google Analytics Goal allows you to:
- Compare goal conversion and measure changes and improvements to your site**
 - Assigning a monetary value to a goal gives you a way to compare conversions and measure changes and improvements to your site or app. All goal types except Smart Goals let you assign a value during the setup process. There are special considerations when setting up an Event goal or a goal that involves Ecommerce Tracking. Read more here: <https://support.google.com/analytics/answer/1032415?hl=en>
- 14) Through which report could you determine where users start or exit the conversion funnel?
- Goal Flow report**
 - You can use this report to see alternative entrance points for your goal. Move the Connections slider to the right to expose more pathways, and you can see things like how much direct traffic there was to your goal (bypassing the funnel steps), and whether organic search was taking users to promotional content or straight to your goal. Read more here: <https://support.google.com/analytics/answer/1686005>
- 15) Why is it best practice to keep one unfiltered view when using filters with Google Analytics?
- To ensure you can always access the original data**
 - Analytics automatically creates one unfiltered view for every property in your account. Use this unfiltered view as your back up and create another view to set up your filters. Read more here: <https://support.google.com/analytics/answer/2649553?hl=en>
- 16) How could you reduce the time it takes to compile reports in Google Analytics?
- Choose "Faster response" in the sampling pulldown menu**
 - At the top of the report, below the date range selector, select Faster response, less precision or Slower response, greater precision. Your data automatically refreshes using the new setting. Your preference is saved across all of your reports, but resets after you close Analytics. Read more here: <https://support.google.com/analytics/answer/1733979>

- 17) By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?
- Source and Medium**
 - Source/Medium is a dimension that combines the dimensions Source and Medium. Examples of Source/Medium include google/organic, example.com/referral, and newsletter9-2014/email.
- 18) Which data cannot be collected by default Google Analytics tracking code?
- User's favorite website**
 - There is no option in Google Analytics' interface to identify the data about User's favorite website. Whereas you can see how your users accessed your website, what were the operating system and device, their language and geo detail, how many pages and list of pages viewed during your users' visit.
- 19) Through which report can you determine the mobile devices that were used to visit your website?
- Mobile > Devices report**
 - With this (Mobile > Devices report) report, you can find out how many users you acquired on one type of device convert on that same type of device, how many convert on a different type of device, and how many don't convert at all. Read more here:
<https://support.google.com/analytics/answer/3123672>
- 20) Which of these can be imported to define the basis for a remarketing audience?
- Custom Segment**
 - An additional benefit of being able to isolate subsets of your data is that you can use them as the basis for audiences (e.g. specific groups of users you target with Google Ads campaigns or Optimize experiments). Read more here:
<https://support.google.com/analytics/answer/6015314?hl=en>
- 21) Which of these would NOT be considered a traffic "source" in Google Analytics?
- Email**
 - Email comes under "Medium".
- 22) Through which report can you determine the pages where users left your site?
- Exit Pages report**
 - The "Exit Pages" report under "Site Content" shows the pages where users left your site. Because you don't want users exiting from important pages like a shopping cart checkout, it's a good idea to periodically review this report to minimize unwanted exits. Read more here: <https://support.google.com/analytics/answer/6382988>
- 23) Through which report can you compare the behavior and performance of groups of users over a series of weeks?
- Cohort Analysis report**
 - Cohort analysis helps you understand the behavior of component groups of users apart from your user population as a whole. Examples of how you can use cohort analysis include to see how the behavior and performance of individual. Read more here:
<https://support.google.com/analytics/answer/6158745>
- 24) Which criteria CANNOT be used to create a remarketing audience by default?
- Users who visited your physical store**
 - A remarketing audience is a list of cookies or mobile-advertising IDs that represents a group of users you want to re-engage because of their likelihood to convert. You create remarketing audiences based on user behavior on your site or app, and then use those audiences as the basis for remarketing campaigns in your ad accounts like Google Ads and Display & Video 360. Read more here:
<https://support.google.com/analytics/answer/2611268?hl=en>
- 25) Google Analytics can only collect user behavior data from internet-connected systems by default.
- True**
 - Google Analytics helps you capture and understand user behavior in most kinds of applications, including mobile apps (iOS and Android), web and SaaS applications, and IOT (internet of things) devices. Read more here:

<https://support.google.com/analytics/answer/7126596>

- 26) What would explain why you don't see any data in your Multi-Channel Funnel reports?
- You have not implemented goals or ecommerce**
 - Google Analytics compiles conversion path data for any Goal or Ecommerce transaction you define. It means, If you have not defined goals in Google Analytics, you won't be able to see anything in report. You can read more here:
<https://support.google.com/analytics/answer/1191182?hl=en>
- 27) How often will the tracking code send a pageview hit to Google Analytics?
- Every time a user loads a webpage with embedded tracking code**
 - A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well. Read more here:
<https://support.google.com/analytics/answer/1257084>
- 28) Which report shows a visual representation of the path users traveled from one page or Event to the next on your website?
- Behavior Flow report**
 - The Behavior Flow report visualizes the users interactions on your website. This report can help you discover what content keeps users engaged with your site. Read more here:
<https://support.google.com/analytics/answer/2785577>
- 29) Your web property is "www.example.com". You set up a URL goal of "/thankyou" and a Match Type of "Begins With". Which of the following URLs will count as goals?
- All of the above**
 - www.example.com/thankyou/receipt.php
 - example.com/thankyou.php
 - example.com/thankyou.html
 - There are three different match types that define how Analytics identifies a URL for either a goal or a funnel. The match type that you select for your goal URL also applies to the URLs in the funnel, if you create one. Read more:
<https://support.google.com/analytics/answer/1116091?hl=en#matchTypes>
- 30) If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on www.googlemerchandise.com will NOT count as a goal?
- /order/complete.php**
 - The URL must begin with /ordercomplete in order to count as a goal.