

Google Analytics Regular Expressions Cheat Sheet by Jay Taylor (Jay Taylor) via cheatography.com/573/cs/243/

Anchors A Start of line End of line Character Classes S White space character Non-white space character D Digit character Non-digit character W Word W Non-word (e.g. punctuation, spaces)

Metacharacters (must be escaped)			
٨	[]	
\$	()	
	{	}	
*	+	?	
\	I	-	

GA Filter group accessors		
\$Ax	Access group x in field A (e.g. \$A1)	
\$Bx	Access group x in field B (e.g. \$B1)	



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Quantifiers		
*	Zero or more (greedy)	
*?	Zero or more (lazy)	
+	One or more (greedy)	
+?	One or more (lazy)	
?	Zero or one (greedy)	
??	Zero or one (lazy)	
{X}	Exactly X (e.g. 3)	
$\{X,\}$	X or more, (e.g. 3)	
{X, Y}	Between X and Y (e.g. 3 and 5) (lazy)	

Ranges and Groups		
	Any character	
(a b)	a or b (case sensitive)	
()	Group, e.g. (keyword)	
(?:)	Passive group, e.g. (?:keyword)	
[abc]	Range (a or b or c)	
[^abc]	Negative range (not a or b or c)	
[A-Z]	Uppercase letter between A and Z	
[a-z]	Lowercase letter between a and z	
[0-7]	Digit between 0 and 7	

[0-7] Digit between 0 and 7

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Page 1 of 1.

Sample Patterns

^/directory/(.*)

Any page URLs starting with /directory/

(brand\s*?term)

Brand term with or without whitespace between words

^brand\s+[^cf]

Key phrases beginning with 'brand' and the second word not starting with c or f

\ acnv¢

URLs ending in '.aspx'

ORDER\-\d{6}

"ORDER-" followed by a six digit ID

(?:\?|&)utm=([^&\$]+)

Value of 'utm' querystring parameter

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