List of 50 practical examples for Ultimate Google Analytics course

#1 – Browser's language – check what's your users browser language. It's taken from browser settings and it will tell you what's your user's native language. Don't focus only the top 1.

#2 – Location – check what's top location in terms of countries, cities or how it's divided between big and small cities/towns

#3 – Online vs. offline campaigns based on your user's location – simply run your campaigns exactly where your users live

#4 - Build a pickup points network exactly where your users/buyers live

#5 – Top user's browsers – browsers are user's characteristics (explorer might be not that technically experienced users vs. chrome users probably are). Check if your copy speaks the language your users probably speak – isn't it too geeky or on the other hand too old-school?

#6 – Based on the same browser's data try to figure out who your users are? Are they geeks? – make your web geeky. Are they not experienced ones? Make it much easier and don't expect they'll understand cutting edge features

#7 – Compare conversion rates between browsers – very simple thing to check if you're not losing revenue because your website doesn't work on some browsers.

#8 – Mobile share in time – what's your current mobile share? More than 30, 50 or 60%. Is it still growing? Are you paying enough attention to it? Export the data from GA and check how it grows in time

#9 – Use secondary dimension "Screen resolution" on mobile devices – it's help you understand if your website performs well on all resolutions

#10 – Once you find out your mobile doesn't work on particular resolution try to simulate user experience with this resolution using browser dev tools

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#11 – Mobile devices brands – it'll help you understand who your users are. Do you have more Samsung or Apple users? Is their conversion rate the same? Aren't Apple users spending more than Samsung? Shouldn't you for example pay more for Apple users in performance campaigns?

#12 – Content grouping – let your developer implement a content grouping. It'll help you to evaluate for example all product pages or category pages.

#13 – Navigation summary – one "hidden" reports in GA. It'll show how users behave on particular page – how do they come to this website and where do they go afterwards.

#14 – Weighted average – special sort type in GA. Works only for percentage metrics and it helps you to find out the biggest potential for example for landing pages of you sort it out by "Bounce rate"

#15 – Exit rate – check your pages sorted by exit rate (weighted average) if there isn't some page that shouldn't be as top exit pages

#16 – Play the site-speed game ☺ - do the same thing to persuade your management you need to speed-up

#17 – Sitespeed in general – site speed is very important when it comes to conversions. Check if your website is performing well (less than 3-4) and focus on mobile devices speed

#18 – Sitespeed for particular pages – it might happen that your general website speed is nice, but you still might suck at some pages like homepage of cart pages. Check if this isn't your case

#19 – PageSpeed insights – use this amazing tool from google to find out what exactly you have to improve when it comes to sitespeed (images, javascript files, etc..)

#20 – Internal site search usage – see how many users use site search feature on your website and their conversion rate. If it works well, try to find a way to increase volume of users using it

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#21 – Search terms trend – look on regular basis on trends in your engine. You might notice that people are searching for something you don't have products/content ready

#22 – Search terms and e-commerce data – switch do horizontal tab "E-commerce" to see how good/bad you perform for particular search terms – how relevant results you provide

#23 – Search pages (Start page in GA) – check what are top pages on which users start to search for something. Especially use it with secondary dimension "search term". It tells you what exactly users were searching for on particular page.

#24 – Exclude (entrance) as "Start page" – when working with internal site search data ALWAYS exclude (entrance) as Start page. This data doesn't come from site search but for example from organic results or filtering on category pages

#25 – Do's and don'ts when using UTM parameters – check rules when using UTM parameters for tagging external traffic

#26 – Use URL builder – use this tool to help you create final URL addresses you will use is tagging. It'll help you avoid mistake with for example special characters used in it

#27 – Check final URL addresses with UTM parameters – ALWAYS copy and paste final URL addresses into address bar and press enter to see if your UTM parameters aren't stripped from URL. Otherwise the tagging won't work

#28 – Shorten campaign window – GA by default remembers 6 moths last non-direct traffic source and every following direct session is assigned to this non-direct source, which doesn't make much sense. Shorten this window based on your business. Time lag report will help you find out ideal campaign window. Try to cover 85% of conversions and set the window based on this data (see also tip #30)

#29 – Don't use only Default channel grouping – it can happen that you won't spot potential traffic problems when using default channel grouping. For example, all paid traffic is grouped into one bucket. You don't know if

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there isn't one channel performing very well and some very bad, because you'll see total number for both of them

#30 – Direct session dimension – use this dimension to figure out how many sessions are in fact direct but because of "broken" assigning of sources (see tip #28) are attributed do previous non-direct one

#31 – Worst performing landing pages – sort your landing pages by bounce rate and use weighted average.

#32 – Worst performing landing pages for paid traffic – use secondary dimension "source / medium" and filter paid traffic. You'll find out pages where you're currently wasting a money

#33 – Use combination of landing page and keyword – this dimension combination will tell if you're taking users with particular intention to right landing page or not. Again, bounce rate will help.

#34 - Keywords and content relevance – check if you have relevant content for keywords users are searching for. If not create one.

#35 – Keyword and search query – don't look only on keywords. Search queries are something to care about, because this is exactly what users typed into search engine

#36 – Negative keywords – search for search queries which brings traffic to your website but are not related to your business at all. Try to exclude them from targeting

#37 - Traffic sources evaluation – always evaluate traffic source based on their goal. Not every channel has to bring conversions. Some of them are primarily traffic generators

#38 – Don't evaluate it only on one metric – ALWAYS use couple of metrics when evaluating traffic sources. One metric never tells the whole story

#39 – Link Google Analytics and Google Ads – link these two platforms. You'll see costs automatically in GA which will give you full picture about Google Ads campaigns

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#40 – Use annotations – every time something happens (major campaign, website outage, redesign, new feature release, etc..) write an annotation into GA. It will save you hours when evaluating in the future and help to see the context

#41 – Advanced goal setup – if possible, setup goals in advanced way. You'll be able to see funnels and see the bottleneck in users flow

#42 – Funnel analysis – check every step of funnel to see where users who abandoned funnel went. It'll help you to understand why particular step in funnel is a weak spot.

#43 – Create funnel historically – it's easy to create funnel historically. Just filter funnel pages and write down "unique pages" metric

#44 – Most popular products – check what are your most popular products – bestsellers. Are you promoting them well enough? Do you run paid campaigns for them? Aren't they hidden of 87th page of your website? ☺. Just bring them upfront your potential customers

#45 – Check products average quantity – to spot if some of products aren't bought naturally in more pieces. If, so try to sell them in more pieces by default

#46 – Enhanced e-commerce reports – this is a MUST for e-commerce websites. It gives you a full picture of every product or product category from the very first impression to a product purchase

#47 – Segmentation – when creating and comparing segments keep in mind that segments have to be contradictory – every user can be only in one segment

#48 – Segments I recommend using and see how they behave (what they search for, which landing pages are they coming to, is it more brand traffic or generic one, etc…)– purchasers vs. non-purchasers, internal site-search users, users who came at least 3 times from mobile, content consumers, mobile vs. desktop users, VIP buyers (for example bought more than x times)

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#49 – Have at least 2 users with "Manage users" permissions – it might happen that someone will forget passwords and if will be the only "Manage users" user you might have a problem ☺

#50 – Have a rule of thumb that one website equals property - There are couple of cases when it makes sense to measure 2 different websites into one property but it requires advanced implementation.