

Navigating Google Analytics and Reports

June 21st, Second Class

Annotations are useful when looking at historical data.

Data view is default

Comparison view lets you quickly see if things are performing above or below what they are supposed to.

Identifying trends and plotting charts helps you know what's going on.

Reporting Overview

Concepts to Look More In-Depth At:

- Select and compare date ranges
- Changing the Time Graph
- Add dimensions to reports
- Plot rows in reports

Audience Reports

Audience Section of Google Analytics -help you get to know your users and understand their behavior.

Audience Reports – Helps provide insight into the characteristics of your users, what devices they use to visit, and how loyal they are.

Active Users: Track active users for increments of 1, 7, 14, and 30 days, and stay abreast of the level of user enthusiasm for your site or app.

Lifetime Value: Understand how valuable different users are to your business based on lifetime performance across multiple sessions. For example, you can see lifetime value for users you

acquired through email or paid search. With that information in hand, you can determine a profitable allocation of marketing resources to the acquisition of those users. Mobile-app properties only.

Cohort Analysis: A cohort is a group of users who share a common characteristic that is identified in this report by an Analytics dimension. For example, all users with the same Acquisition Date belong to the same cohort. The Cohort Analysis report lets you isolate and analyze cohort behavior.

Demographics (Age, Gender): Understanding the age-and-gender composition of your audience gives you an opportunity to precisely tailor your content and advertising, from the graphics, language, and technical sophistication you employ on your site to the creative contents and placements for your ads.

User Explorer: Isolate and examine individual rather than aggregate user behavior. Individual user behavior is associated with either Client-ID or User-ID.

Audience Insights

Interests (Affinity Categories, In-Market Segments, Other Categories): Interest information gives you context for expanding your advertising into related markets (Affinity Categories), and for focusing your advertising on exactly the users who demonstrate a likelihood to consume your content or purchase your products (In-Market Segments, Other Categories).

Geo (Language, Location): It's important to know whether you're getting a response from users to whom you direct different language versions of your advertising, but you also want to know what kind of traffic you're getting from users outside those targets. Maybe you're advertising in English and Spanish, but also getting high-conversion users who speak French and Italian, indicating an opportunity to localize your ads to those languages and speak more directly to a lucrative market.

You want information from the areas you already target in your advertising, but you should also know about traffic from other geographic areas whose users exhibit a natural interest in your products.

Behavior (New vs. Returning, Frequency & Recency, Engagement): 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).

Technology (Browser & OS, Network): Understanding the technologies users employ to reach and consume your content lets you fine tune current versions, and plan upcoming implementations. For example, you want to be sure your site is fully functional in current browsers, but you also want to stay abreast of the extent to which users are migrating away from desktop to mobile browsers and apps, and plan your development accordingly.

Mobile (Devices): See which mobile devices are being used to interact with your content.

Custom (Custom Variables, User Defined): You can use Custom Variables to extend the scope of your Segments. User-level custom variables let you identify users by aggregate behavior over a date range rather than by discrete, single-session interactions with your site.

Benchmarking: Benchmarking allows you to compare your data with aggregated industry data from other companies who share their data. This provides valuable context, helping you to set meaningful targets, gain insight into trends occurring across your industry, and find out how you are doing compared to your competition.

Users Flow: Users Flow is a graphical representation of the paths users took through your site, from the source, through the various pages, and where along their paths they exited your site.

Michael's Side-Notes

- Check mobile and Screen resolution.
- Make sure you know who's using what: The United States is a big user of mobile, while developing countries are not.

Acquisition reports

The Acquisition reports provide a window on your users' Acquisition-Behavior-Conversion (ABC) cycle: how you acquire users, their behavior on your site after acquisition, and their conversion patterns.

Channel Groupings: rule-based groupings of your traffic sources. Throughout Analytics reports, you can see your data organized according to the Default Channel Grouping, a grouping of the most common sources of traffic, like Paid Search and Direct. This allows you to quickly check the performance of each of your traffic channels.

Custom campaigns (Add parameters to URLs to identify the campaigns that refer traffic.): 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. For example, you could use campaign parameters to find out if more users arrive at your download page in an app marketplace from an in-app ad or a search ad. You could also use campaign parameters to find out how many users come to your web site from a link that was included in a monthly email newsletter.

AdWords reports

Analytics offers many features and reports that can help you analyze, understand, and improve your online advertising efforts.

The Analytics AdWords reports import data directly from the AdWords system. The data in AdWords and Analytics is usually consistent, however, there are circumstances in which the data can differ:

- Comparing long date ranges may include periods during which your accounts were not linked.
- Linking multiple AdWords accounts to the same Analytics view complicates the information in your reports.
- Filters may remove some of the data from your Analytics reports. Check that there are no filters editing your campaign destination URLs.
- AdWords data is imported into Analytics at the time you view your report, so data is current as of the most recent hour.

Concepts to Look More In-Depth At:

- Behavior reports
- Site Search reports
- Behavior Flow report

Concepts to Look More In-Depth At:

- How to create a custom report
- How to create custom dashboards
- Analytics Solutions Gallery
- Intelligence
- Site Speed