**6MMCS002**

**Digital Marketing, Social Media and Web Analytics**

**Tutorial Week 8: Web Analytics and Google Analytics**

In this tutorial, we will refer to last week’s topic: cookies and then we’ll start with Google Analytics. The main task is to create a 'Google Analytics' account and connect your Google site with it. You must use this account for the second coursework.

**VERY IMPORTANT:** **by the end of this tutorial, you must have connected your site with Google Analytics and have created a link to Google’s “demo site”**

**Activity 1: Connect your site to 'Google Analytics'.**

**Web analytics** is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage. Google Analytics' is a free tool for web analytics. In order to connect your website with 'Google Analytics' you must have a Google account (you can use your University account or any other personal Google account you have). The following instructions describe how to connect your site to 'Google Analytics'. Connect your site and then create some traffic in your site (access the site from different machines, different operating systems, visit several pages (not just the first one) ask friends and family to access your site etc). Keep in mind that you must wait up to 24 hours to see results in your 'Google Analytics' account.

**Preparation** to generate Google Analytics ID:

**Watch this video first:** [**https://www.youtube.com/watch?v=f3X-hYRxBL8**](https://www.youtube.com/watch?v=f3X-hYRxBL8)

If you do not have an analytics account (not included in Google apps offered by the University), you must create one:

1. Go to the URL: [**www.google.com/analytics**](http://www.google.com/analytics)
2. Click '’start for free” 🡪 create an account'
3. Log in with University's account (or if you have any other personal Google account and you prefer to use it instead).
4. In the next screen, click 'Sign Up' and follow the instructions. You will get the option “Account setup” – continue from step 2 in the following section.

If you already have a Google Analytics account, log in and follow the following steps:

|  |  |
| --- | --- |
| 1. In the ADMIN section go to “Create Account” | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 2. Complete the section “Account setup” | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 3. Then complete the section “Property setup” | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 4. Then complete the section “About your Business”  Click “Create” at the bottom of the page | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 5. You are presented with “GA Terms of Service Agreement” | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 6. In the next step you are asked to **set up your data stream**; could be Web, Android app, IOS app (or all) | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 7. In the next screen you must give **the address of your wed site** | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 8. In the next screen you can find the information you need to connect your website.  Go to the section **“Tagging Instructions”** and click “**Global tag**”. | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| 9. In the next screen you will get the ID as well as the code you need to add to your site.  See the following information on how to use the code and the ID | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images/Screen%20Shot%202022-03-01%20 |

After you generated the tracking ID / code, the next task is to use the ID and/or the code to connect your site. How to do this, depends on the type of site you have:

**A. If you use a Google Sites**

|  |  |
| --- | --- |
| Go to your Google Site you want to track. |  |
| Go to settings | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |
| In the Analytics option  enter the ID.  Make sure you “Enable analytics”  Also, make sure your site is public on the Web. | ../Documents/Vali%20Documents/UoW%20Work%20per%20Current%20Academic%20Year/2021-2022/SEM%202%20-%20Analytics/Week%208/images%20for%20tutorial/Screen%20Shot%202022-03-0 |

**B. Web sites (NOT Google site)**

If you wish to connect a web site (not a Google site) with a Google Analytics account, copy the code generated in step 9, and paste it into the web page you want to track. Paste it immediately **BEFORE** the closing </head> tag. DO NOT CHANGE THE CODE – paste it exactly as it is.  
If you use templates to dynamically generate pages for your site (like if you use PHP, ASP, or a similar technology), you can paste the tracking code snippet into it's own file, then ***include*** it in your page header.

**C. Content Management Systems**

If you use ‘content management systems’ (e.g Joomla!, WorldPress) keep in mind that there are extensions that allow you to paste the code directly with no need of HTML.

For full details on how to set up Google Analytics for all types of web sites or mobile apps please refer to the following instructions provided by Google:

<https://support.google.com/analytics/answer/9304153>

**Activity 3: Test your account**

If you have finished, login to your Google Analytics account (from the address: [www.google.com/analytics](http://www.google.com/analytics) )

You should get the Google Analytics interface – there are no data yet.

The best way to test if your Google Analytics account works, is to access your site (from a different tab, and/or your mobile phone) and in your Google Analytics account to select the option: **“Real Time”** (second option on the left, in Reports section).

If everything has gone well, after few seconds you should see some data on the screen – please wait for a couple of minutes.

You can sign out from the top right corner.

To login again, you must go to the address: [**www.google.com/analytics**](http://www.google.com/analytics)

**Activity 4: Cookies**

Last week, we discussed during the lecture, the importance of cookies. ‘Analytics’ use cookies to collect information. Make sure you understand the following topics: What is the legal framework about cookies? What are the security risks in the use of cookies? What is the difference between 1st party and 3rd party cookies? Personally identifiable information and non-personally identifiable information.

Use lecture notes to clarify the terms; do your own research in the above topics. Consult the following article (***copy and paste the address, instead of clicking***).

* [**https://ico.org.uk/media/for-organisations/documents/1545/cookies\_guidance.pdf**](https://ico.org.uk/media/for-organisations/documents/1545/cookies_guidance.pdf)

**Activity 5: Universal Analytics and GA4 Analytics**

**Watch these videos.**

[**https://www.youtube.com/watch?v=-Y80nwO3opQ**](https://www.youtube.com/watch?v=-Y80nwO3opQ)

[**https://www.youtube.com/watch?v=lfuoZEl2KMA**](https://www.youtube.com/watch?v=lfuoZEl2KMA)

**For differences between GA4 and UA read the following article:** [**https://support.google.com/analytics/answer/9964640?hl=en#zippy=%2Cin-this-article**](https://support.google.com/analytics/answer/9964640?hl=en)

**Activity 6**

There are many key terms are used in google analytics and you need to understand most of these key terms. Explore the following article and read the key terms used.

[https://www.lovesdata.com/blog/google-analytics-glossary#conversion](https://www.lovesdata.com/blog/google-analytics-glossary)

**Activity 7**

Two types of data are represented in Google Analytics reports, **dimensions** and **metrics**.

In the following address from Google Analytics Support, you can find all “Dimensions and metrics in Google Analytics 4”

* <https://support.google.com/analytics/answer/9143382?hl=en>
* From the above page, you could access the “[GA4 Dimensions & Metrics Explorer](https://ga-dev-tools.web.app/ga4/dimensions-metrics-explorer/)” **(for more advanced users)**
* <https://ga-dev-tools.web.app/ga4/dimensions-metrics-explorer/>

**Activity 8: Connect with “demo site”**

As soon as you connect your site with Google Analytics, it is useful to create a link to the **“Demo account”** Google offers. We will use it for lectures / tutorials and you need it for the coursework. Information on how to do it, can be found in the following address:

* [https://support.google.com/analytics/answer/6367342?hl=en#zippy=%2Cin-this-article](https://support.google.com/analytics/answer/6367342?hl=en)
* Please notice that the demo account contains three properties:
  + Google Analytics 4 property: Google Merchandise Store (web data)
  + Google Analytics 4 property: Flood-It! (app and web data)
  + Universal Analytics property: Google Merchandise Store (web data)
* If you connect to the demo account, you can change to the other properties at any time by using the **account locator**. The data in the Google Analytics demo account is from the Google Merchandise Store and Flood-It!. The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise; Flood-It! is a simple strategy puzzle game