**6MMCS002**

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

**Tutorial Week 9: Web Analytics**

Tasks for week 9 tutorial: terminology; on “dimensions” and “metrics”; practice with Google Analytics; Google Analytics youtube channel; alternative analytics tools; article: “why users do not add up”?

**1. Make sure you understand the terminology** we use in Google Analytics reports”

<https://www.lovesdata.com/blog/google-analytics-glossary>

**2. Read about “dimensions” and “metrics”** – make sure you understand what they are:

<https://support.google.com/analytics/answer/9143382?hl=en>

Also (for advanced users): [GA4 Dimensions & Metrics Explorer](https://ga-dev-tools.web.app/ga4/dimensions-metrics-explorer/) (<https://ga-dev-tools.web.app/ga4/query-explorer/>)

**3. Practice**

**a) Using the demo site (you could use data from either “GA4-Flood-It!” Or “GA4-Google Merchandise Store”**

* Go to Life cycle 🡪 Acquisition🡪user acquisition.

In the report at the bottom of the page, add a second dimension ‘City’; delete it; add another dimension ‘device’. Make sure you understand what the report shows. Explore the other possible dimensions.

* Go to Life cycle 🡪 Acquisition🡪 traffic acquisition.

In the report at the bottom of the page, change the main dimension from “Session default channel grouping” to “Session source platform”. Go back to the dimension “session default channel grouping” add a new dimension e.g. country

* Go to Life cycle 🡪 Engagement 🡪 Events.

Identify which “events” that are “automatic” and which are “custom”. In slide 17 of lecture notes, week 8 you could find a list of custom events; in slide 19, you could find links in “google support” pages about events.

Compare “Events” with the the “Conversion events” – you can find the conversion events in: Life cycle 🡪 Engagement 🡪 Conversions

* Go to Life cycle 🡪 Engagement 🡪 Pages and screens .

Go through the report at the bottom of the page, change the main dimension; add new dimension.

* Go to User 🡪 Demographics 🡪 Demographics overview

Identify the country and city users come from; identify the languages users use

* Go to User 🡪 Tech 🡪 Tech overview

Identify the browser and the platform/device category users use.

In the report “Users by Browser”, change the “Users” to “New users” and then to “Returning users” – do you see any noticeable differences?

b) Using your own site. [Make sure you create some traffic, first e.g. access your site from different media. Please notice that if you have no traffic in the previous days then you can only see “real time” data. Still it is **very important** to explore the following sections. If you do not have any data from previous days, you could explore the sections now and revise them after you have create some traffic (eg next week)].

* Explore the section “**Customize reports**” (top right corner). You can add up to 16 cards. Explore the cards that are available.
* Visit the option “**Share this report**” (top right corner) and export a report to pdf
* Make sure you understand what “**Reports snapshot**” shows

**4. Sources of information for Google Analytics**

The following is the YouTube channel for Google Analytics – all the information you need to know about this tool. Be prepared as some videos are for training purposes and last for 50- 60 minutes.

<http://www.youtube.com/user/googleanalytics>

**5. Alternative web Analytics Tools**

The following are four alternative tools to Google Analytic:

* Adobe Analytics: <https://www.adobe.com/uk/data-analytics-cloud/analytics.html>
* Clicky: <http://clicky.com/>
* Sprout Social: <http://sproutsocial.com/>
* WebTrends: <http://webtrends.com/>

Explore the above website; understand how they differ from the Google Analytics.

**6. Read the following article – why “users” do not add up?**

The following article explains how Google Analytics, defines ‘users’. Read it in order to understand the accuracy that your results have.

<https://www.optimizesmart.com/understanding-users-in-google-analytics/>

If any time left, work on the coursework.