Google Analytics Reference Guide

from **Blast Analytics** & **Marketing**

Accounts, Web Properties, Profiles & Filters

- Accounts can have multiple Web Properties. Maximum accounts per login is 25.
- To create a profile you need admin rights. Make sure you haven't hit maximum of 50. 50 is max for web properties and/or profiles within an account.
- A Web Property has a unique ID number that is used in the GA Tracking Code
- Profiles are a great way to limit access to a segment of data
- Profiles are setup to create different sets of data within a Web Property (Profiles can't access domains in a different account)
- Filters are created and added to Profiles to adjust how data is processed and stored in Profiles
- Order matters when applying filters to Profiles
- Filters can set data to lower case, upper case, exclude visits, include only certain traffic, rewrite URLs, and include only certain website sections
- Profiles can be duplicated in "Profile Settings" by clicking the "Copy this Profile" link
- Always maintain one unfiltered profile as a backup

Sources & Attribution

- Direct is the Traffic Source when no other traffic source is available (e.g. bookmark or directly typed in browser)
- GA uses a last non-Direct attribution model, meaning the last non-Direct traffic source gets credit for a conversion (add "utm_nooverride=" to URL to use original referring campaign)
- In the case of a "Direct" visit, where visitor has a previous source, the **previous source gets credit for visit**
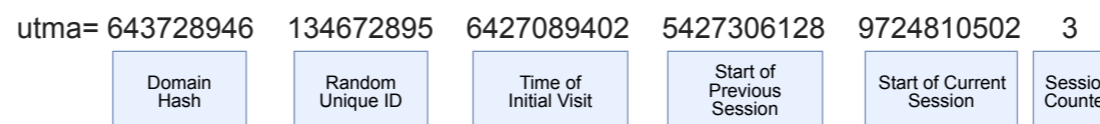
Campaign Tracking/Traffic Sources

- Manually tag banner ads, email campaigns, non-Adwords CPC campaigns and applications
- Campaign Tracking is used to adjust how GA categorizes a visit. Without a tag, all visitors appear as "direct", "referral", or "organic"
- UTM variables are used to set the source information on links to your website
- **Required UTM variables:** Source (utm_source-facebook,mashable.com,bing), Medium (utm_medium-cpc,display,social,email), Campaign (utm_campaign)
- **Optional UTM variables:** Paid Search Keyword (utm_term), Ad Content (utm_content)
- The **URL Builder** (http://blast.am/urlbuilder) in the GA Help Forum can be used to build UTM tagged links

Cookies

- User won't be tracked if blocking cookies or JS, or opted out of GA tracking
- 1st party cookie set by site you're on and only accessible by same site. GA uses this type
- 3rd party cookie set by other site and tracks data across sites
- Temp cookies are removed when a user closes their browser
- GA uses Javascript and 1st party cookies: utma (visitor id-2yrs), utmb (session id-30min), utme (temp session id-30min), utmz (campain-6mo), utmv(visitor segmentation-2yrs), utmx

GA Cookie Detection

utma= 643728946	134672895	6427089402	5427306128	9724810502	3
Domain Hash	Random Unique ID	Time of Initial Visit	Start of Previous Session	Start of Current Session	Session Counter

Dimensions & Metrics

- Dimensions are "categories"
- Metrics are "counted" in relation to "categories"
- **Examples of Dimensions**: Source, Landing Page, Screen Resolution, Browser, Page, Custom Variable, Region
- **Examples of Metrics**: Visits, Visitors, Pageviews, Exits, Bounce Rate, Conversion Rate, Total Events, Entrances

Goals

- Goals are created to track "successes" (Can only be added by an admin)
- A goal conversion can only happen once during a visit, but multiple ecommerce transactions can occur
- Goals can be used to track "Time on site", "Pages viewed", "Events", or "URL Destination"
- With URL Destination, a funnel of pages can be setup with the goal
- Only one conversion per goal per visit will be counted
- Goals are tied to profiles. Limit of 20 goals per profile
- Site search terms reports only show goal conversions for those who searched on your site

Referrers

- A referrer is the site that a visitor was on when they clicked a link to get to your site
- Search engines are also often referrers because they have links to your site that aren't part of a search results page (iGoogle, etc) or they aren't in GA's default list of (organic) search engines (which covers most widely used search engines)

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Cross Domain Tracking

- GA needs to be customized to track a visit across multiple domains or sub-domains. **Learn more** (http://blastam.com/crossdomaintracking)
- Cross Domain Tracking methods: _link(), _linkByPost(), _setAllowLinker(), _setDomainName(), _setAllowHash()

Ecommerce Tracking

- Ecommerce tracking code must be installed on the confirmation or "Thank you" page of the checkout funnel to setup ecommerce tracking
- Transaction data is sent via the ecommerce tracking code
- If you have a single traffic referral source, your website's cross domain tracking is not setup properly
- Supply empty placeholder for unspecified arguments ("")
- Place ecommerce tracking code after standard tracking code
- **Tip**: Ecommerce revenue data is viewable on many reports such as All Traffic via Explorer Tabs

Real-time Report

- Shows active number of visitors
- Shows pageviews by second and by minute over the last 30 minutes
- Can be categorized by traffic source, location, and page viewed

Custom Reports

- **Explorer Option:** Hierarchy of data tables linked by clickable rows (drill down)
- **Flat Table Option:** Single table that shows all data

Adwords & Analytics

- Neither can track if user has cookies blocked
- Connecting Adwords & Analytics allows cost data to be imported from Adwords into the Analytics reports
- Use auto-tagging in Adwords and don't manually tag
- Within Adwords report, click on "Clicks" dataset to view
- Avoid redirects on Adwords landing pages that strip gclid of Adwords spend and differentiates between Google CPC and Non-Google CPC visits
- Analytics also calculates ROI
- Clicks are not the same as visits
- Adwords filters out invalid clicks
- Users' browser settings can block GA if JS is blocked but not Adwords
- AdWords has 30-day window for conversion
- GA is last-click attribution
- AdWords shows the conversion on the date the ad was displayed. GA on the date of conversion

Virtual Pageviews & Event Tracking

- Use _trackPageview to distinguish page steps for forms and checkout flows when URIs are not unique. Rename pages with _trackPageview()
- Virtual pageviews track activity that doesn't generate a pageview
- Use _trackPageview() and _trackEvent() for Flash event tracking
- **Event Tracking elements:** categories, actions, labels

Fundamentals

- CTR = Clicks/Impressions
- URI = file path (not including domain)
- Bounce Rate = % of visitors who viewed only one page
- Crawlers aren't tracked since they don't execute JS
- Direct is the Traffic Source when no other traffic source is available
- Cached Pages are tracked
- Data can take 24+ hours to show in GA Standard
- Visit duration categorizes visits according to time spent on site
- No PII (Personal Identifiable Info) in GA like address, name, credit cards, etc. CRM identifiers are OK

Intelligence Events

- Intelligence Events are alerts where GA detects changes in site performance
- Alerts can be setup to notify by email on a daily, weekly, or monthly basis
- Custom and Automatic Alerts are available

Segmentation

- Segments are created so that only visits that match a set of criteria are shown as matching that segment
- Segments can be created using dimensions or metrics
- Up to 4 segments can be applied to a report to analyze how they perform against each other
- Allows side by side comparison and may be applied to historical data

Google ANALYTICS CERTIFIED PARTNER
Google ANALYTICS PREMIUM AUTHORIZED RESELLER
Google ADWORDS CERTIFIED PARTNER

Questions?
Email or call me at (916) 724-6706 if you need help.

Google Analytics RegEx Reference Guide

from **Blast Analytics** & **Marketing**

Anchors

^	Start of line (**^site** matches **site**, not **mysite**)
$	End of line (**site$** matches **site**, not **sites**)

Shorthand Character Classes

\s	White space character
\S	Non-white space character
\d	Digit character (same as [0-9]
\D	Non-digit character
\w	Word (same as [A-Z a-z- 0-9])
\W	Non-word (e.g. punctuation, spaces)

Example: \d {1,5}\s \w*matches"235 Market"

Metacharacters

Need to escape with backlash when you don't want character interpreted as RegEx function.

^	[	]
$	(	)
.	{	}
*	+	?
\	|	-

RegEx Creative Credit: Jay Taylor & Google

Filter Group Accessors

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

Quantifiers

$*Ax	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. 5)
{X,}	X or more (e.g. 5)
{X, Y}	Between X and Y (e.g. 1 and 3) (lazy)

Wildcards

•	Matches any single calendar
*	Matches zero or more of previous item (**bla*st matches blaast & blaaast**)
+	Like asterisk, but must match at least one previous item (**bla+st matches blaast, not blast**)
?	Matches zero or one of previous item (**bin?g matches both bing and big**)
|	a|b Matches a or b

Ranges and Groups

(a|b)	a or b (case sensitive) **thank(s|you)**
(...)	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

Sample Patterns

199\.212\.121\.123   IP Match

^199\.212\.121\.([1-9]|1[0-9]2[0-5])$ IP Range (.1-25)

^/directory/(.*)
Any page URLs starting with /directory/

(brand\s*?term)
Brand term with or without whitespace between words

^brand\s+[^cf]
Key phrases starts with 'brand' and second word not starting with c or f

\.aspx$
URLs ending in '.aspx'

ORDER\-\d{6}
"ORDER-" followed by a six digit ID

(?:\?|&)utm=([^&$]+)
Value of 'utm' querystring parameter

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