# Google Analytics Cheatsheet

#### Setting up

```
Put this between the <head> and </head> tags:
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/
script%3E"));
                                                                                No, this isn't the standard setup described in Google
</script>
                                                                                Analytics' help. It works better. K?
Put this right before the </body> tag:
                                                                                Replace red x's with your account number. To find this
<script type="text/javascript">
                                                                                code, and the account number:
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
                                                                                1. Log into Google Analytics.
pageTracker._trackPageview();
                                                                                2. Click 'edit' next to the site you're setting up.
} catch(err) {}
                                                                                3. Click 'Check Status'.
</script>
                                                                                                     Read the Google help topic >
```

```
If your site spans multiple subdomains:
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._setDomainName(".example.com");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

This lets you track multiple subdomains, like ian.portent.com and www.portent.com, in a single

If instead you're tracking across multiple domains, like www.portent.com and www.mysite.com, use this:

pageTracker.\_setDomainName("none"); pageTracker.\_setAllowLinker(true);

Read the Google help topic >

#### Link Tagging: Tracking code variables and examples

mysite.com/index.php?utm\_source=source&utm\_medium=medium&utm\_campaign=campaign&utm\_term=term&utm\_content=content

From a discount-focused banner ad on 'sitesite.com' that's part of the Spring 2010 campaign: mysite.com/index.php?utm\_source=sitesite\_com&utm\_medium=banner&utm\_campaign=s2010&utm\_content=discount

Same site, same campaign, but this banner's copy focuses on the great styles: mysite.com/index.php?utm\_source=sitesite\_com&utm\_medium=banner&utm\_campaign=s2010&utm\_content=styles

Same site, same campaign, Bing ppc ad about the discount, keyphrase 'wedding dresses':

 $\dots ? \verb"utm_source="bing\&utm_medium="cpc\&utm_campaign=s2010\&utm_content=discount\&utm_term=wedding\&20 dresses and only on the content of the c$ 

Same site, ppc ad from Google:

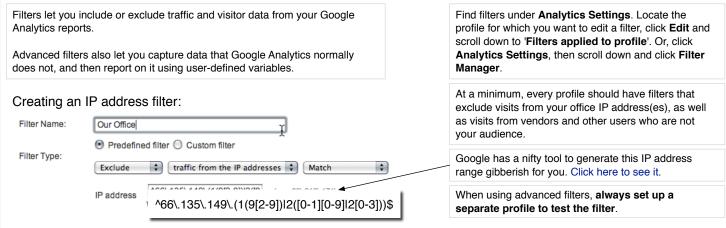
It's a trick! In Google Adwords, autotagging will automatically provide Google Analytics the data you need. Autotagging is enabled by default. To disable it, log into Adwords, go to My Account >> Account Preferences >> Tracking. Click Edit, then uncheck 'Destination URL Auto-Tagging'.

If the target page already has a '?' in the URL: Then, instead of a '?' at the beginning of the tracking

string, use an ampersand: '&'

Try the URL Builder! Read the Google help topic

# Filters: Why and how

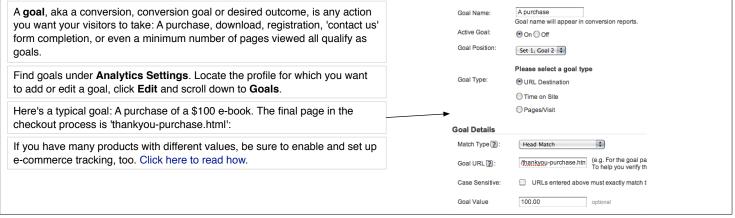


Read the Google help topic >

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## Goals and goal tracking



Read the Google help topic >

Track 404 errors On your 404 error page, add this to your page tracking code: pageTracker.\_trackPageview("/404.html?page=" + document.location.pathname + document.location.search + "&from=" + document.referrer); So that it looks like this: The 'page tracking code' is the 2nd chunk of javascript <script type="text/javascript"> - the one you put right before the </body> tag. var pageTracker = \_gat.\_getTracker("UA-xxxxxx-x"); Replace red x's with your account number. To find this pageTracker.\_trackPageview("/404.html?page=" + code, and the account number: document.location.pathname + document.location.search + "&from=" + document.referrer);} catch(err) {} 1. Log into Google Analytics. </script> 2. Click 'edit' next to the site you're setting up. 3. Click 'Check Status'.

Read the Google help topic >

### Serious nerdy ninja tricks

Track clicks to your site from the 2nd page of search results http://bit.ly/2ndpageclicks Will Crichtlow, Distilled Record ranking of referring keywords when clicked http://bit.ly/serpclicks Nikki Rae & Andre Scholten Find pages with little or no organic search traffic http://bit.ly/seoclickless Ian Lurie, Portent Use a hash (#) instead of a ? in your tracking URLs http://bit.ly/gahash LunaMetrics

#### Blogs to read, tools you need Occam's Razor, Avinash Kaushik

http://www.kaushik.net/avinash/ The Google Analytics Blog http://analytics.blogspot.com/ Google Analytics regular expression tester http://bit.ly/garegex Google Analytics URL tag builder http://bit.ly/gatagger IP filter regular expression builder http://bit.ly/gaipfilter

## Bare minimum, no matter what, be sure you're using...

Site search tracking > Goal tracking > Intelligence Alerts Adwords integration >



