

# Web Analytics

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DIANE WOODBRIDGE, PH.D



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# Announcement

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Design of Experiments, Nathaniel Stevens

- A/B Testing using Google Analytics
- June 15 (9AM – 11AM)



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# Review

## Report Precision Configuration

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Google Analytics uses sampling to retrieve data from large, complex data sets faster.

- Greater precision : Default
  - Slow response, greater precision.
  - Accurate with additional response time.
- Faster response
  - Less accurate, but faster.

Mar 14, 2017 - Mar 20, 2017 ▾

This report is based on 100% of sessions. [Learn more](#)

Faster response ▾ 



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# Contents

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Audience Report

Acquisition Report

Behavior Report

Conversions Report

## Reports

 REAL-TIME

 AUDIENCE

 ACQUISITION

 BEHAVIOR

 CONVERSIONS



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# Google Analytics Reports

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Reports can be retrieved by

- The reporting interface.
- The reporting APIs (Java, Python, PHP).
  - Retrieve Google Analytics data for use in your own applications.
  - Integrate your Google Analytics data with other business applications.
  - Automate complex reporting tasks.
  - Build custom dashboards to display Google Analytics data.

<https://developers.google.com/analytics/devguides/reporting/core/v4/>



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# Audience Reports

## Audience

- Describe the characteristics of the users.
  - Demographics : Age, Gender
  - Interests : Affinity (Movie lovers, shoppers, etc.)
  - Geo : Language, Location
  - Behavior : New/Returning, Frequency, Engagement
  - Technology : Browser, OS, Network
  - Mobile : Device Info
- **Useful for**
  - Verifying whether you are reaching the right target audience.
  - Choosing marketing and content strategy.



AUDIENCE

Overview

Active Users

Cohort Analysis BETA

User Explorer

- ▶ Demographics
- ▶ Interests
- ▶ Geo
- ▶ Behavior
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- ▶ Benchmarking

Users Flow

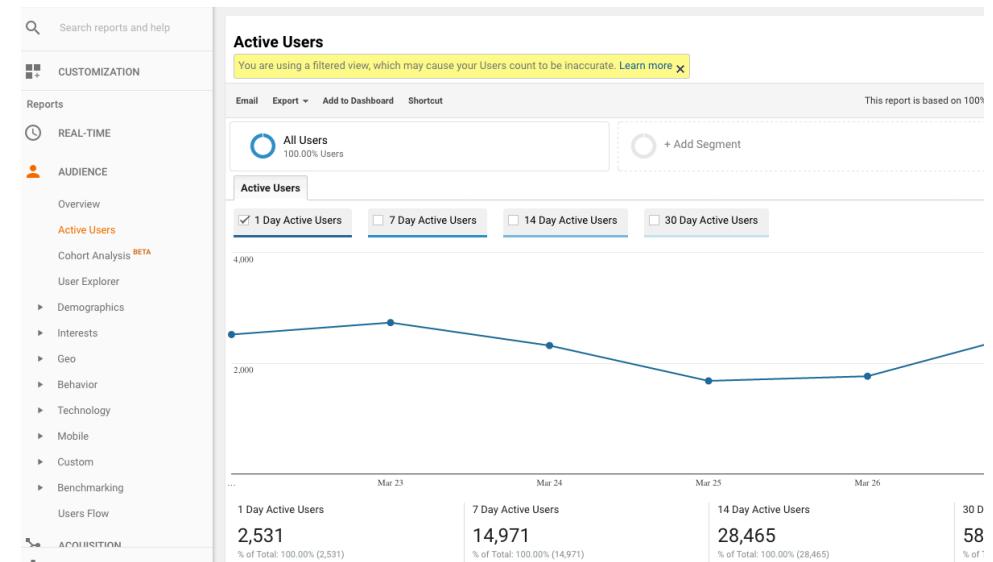


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# Audience Reports

**Active User :** How many users had a least one session on your site for the last 1 day, 7 day, 14 day and 30 day.

**Useful for :** Making sure that the numbers are within expectations consistently.



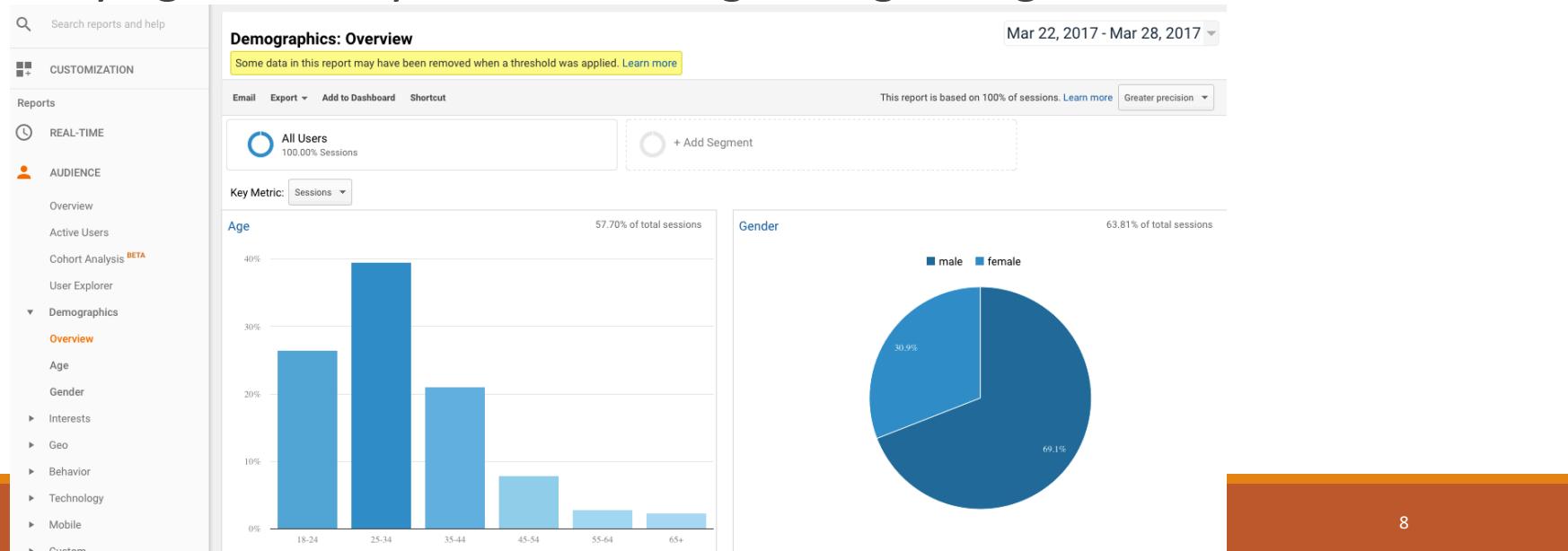
<https://support.google.com/analytics/answer/6171863?hl=en>

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# Audience Reports

## Demographics/ Interests

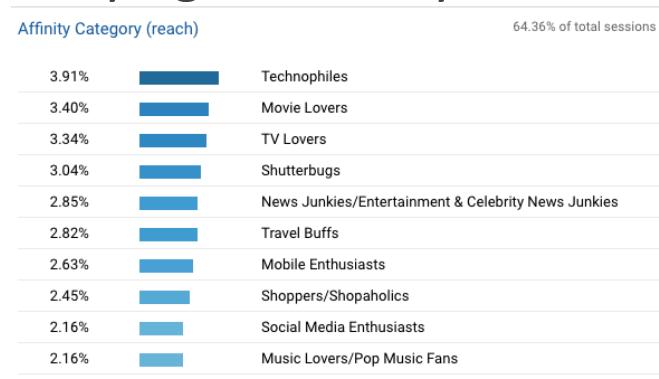
- Useful for
- Verifying whether you are reaching the right target audience.



# Audience Reports

## Demographics/ Interests

- Useful for
- Verifying whether you are reaching the right target audience.



# Google Analytics Demographics Tracking

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Before you can see or work with Demographics and Interests data in Analytics, you need to:

- [Enable Advertising Reporting Features for your property.](#)
- [Enable the Demographics and Interests reports for the view.](#)
- Have at least one active [Google AdWords](#) or [DoubleClick Bid Manager](#) account that is [linked to your Analytics account.](#)



Administration  
Diane Personal Webpage / Diane Woodbridge

PROPERTY  
**Diane Woodbridge**

Property Settings  
User Management

.js Tracking Info  
Tracking Code  
**Data Collection**  
User-ID  
Session Settings  
Organic Search Sources  
Referral Exclusion List  
Search Term Exclusion List

PRODUCT LINKING  
AdWords Linking  
AdSense Linking  
Ad Exchange Linking  
All Products  
Postbacks

## Data Collection for Advertising Features

By enabling Advertising Features, you enable Google Analytics to collect data about your traffic in addition to data collected through a standard Google Analytic Advertising Features, ensure that you review and adhere to the applicable policies. Data collection for remarketing also requires that data collection for advertising features is enabled.

Note: By enabling the toggles below, you enable Google Analytics to automatically collect data about your traffic. If you don't want to collect data for advertising features as well as ensure that you have not manually enabled any advertising features data collection in your Google Analytics tags.

## Remarketing

Enables data collection for [Display and Search Remarketing](#). This includes data from Google's signed-in users who have chosen to enable Google to associate their Google account, and to use such information from their Google account to personalize ads. Google Analytics temporarily joins these identifiers to your Google audiences. When you enable this setting, you must adhere to the [Google Analytics Advertising Features Policy](#), including rules around sensitive categories and terms of service about the data you collect and share with Google.

**ON**

## Advertising Reporting Features

Enables Advertising Reporting features like Audience Demographics and Interests Reporting, DoubleClick Campaign Manager reporting, DoubleClick Bid Manager and Impression Reporting that help you better understand your users. [Learn more](#)

**ON**

**Save** **Cancel**

Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Adwords and Doubleclick Search integration [?](#)

**Property Hit Volume**

**Last day:** 1 hit

**Last 7 Days:** 28 hits

**Last 30 Days:** 582 hits

**Advertising Features**

**Enable Demographics and Interest Reports [?](#)**

Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are. To see this data, you need to [enable it](#).

**ON**

**In-Page Analytics**

**Use enhanced link attribution**

Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking code. Follow these instructions to setup enhanced link attribution on my site.

**ON**

**Start In-Page Analytics in**

Embedded mode (recommended)

Full view mode

Use of full view mode is recommended only if your site has trouble loading in embedded mode.

**Search Console**

Adjust Search Console

**Save** **Cancel**

# Audience Reports

## Geo

- Location: continent, sub-continent, country, and city.
- **Useful for :** Deciding whether to build awareness or invest in customer loyalty in particular locations.

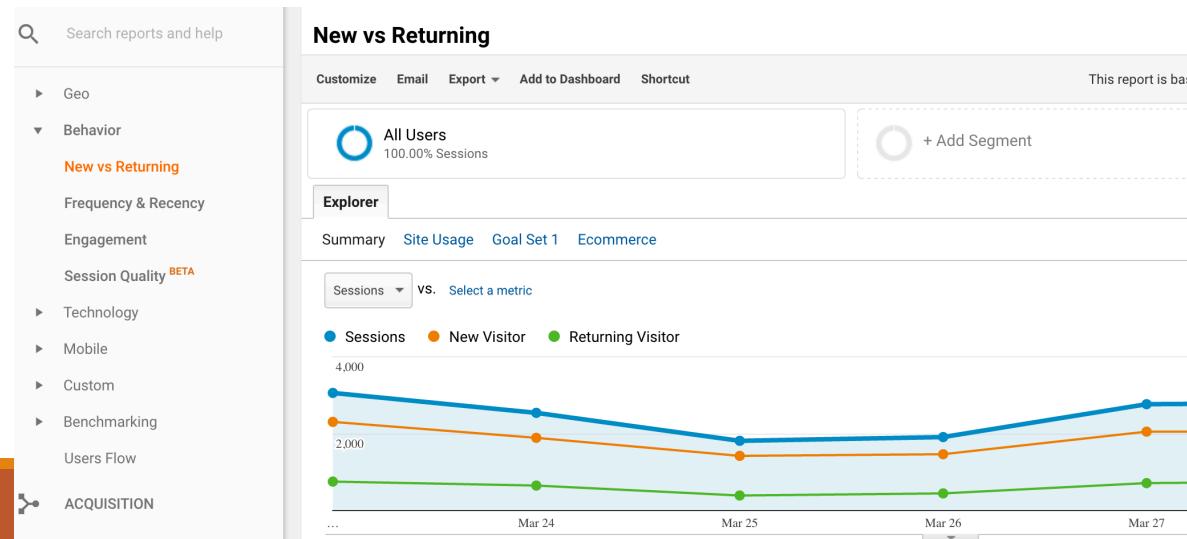
The screenshot shows a Google Analytics Audience report. On the left, there's a sidebar with a search bar and navigation links for Audience, Overview, Active Users, Cohort Analysis (BETA), User Explorer, Demographics, Interests, Geo, Language, and Location. The main area has a secondary dimension dropdown set to 'Country'. The report displays data for four countries: United States, India, United Kingdom, and Canada. The data is presented in a grid with columns for Acquisition (Sessions, % New Sessions, New Users) and Behavior (Bounce Rate, Pages / Session, Avg. Session Duration).

Country	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
United States	17,626 % of Total: 100.00% (17,626)	75.10% Avg for View: 75.06% (0.05%)	13,237 % of Total: 100.05% (13,230)	49.50% Avg for View: 49.50% (0.00%)	4.06 Avg for View: 4.06 (0.00%)	00:02:38 Avg for View: 00:02:38 (0.00%)
India	7,634 (43.31%)	64.40%	4,916 (37.14%)	32.79%	5.82	00:03:48
United Kingdom	1,368 (7.76%)	84.72%	1,159 (8.76%)	66.59%	2.14	00:01:24
Canada	797 (4.52%)	83.06%	662 (5.00%)	58.85%	2.56	00:01:25
	540 (3.06%)	74.44%	402 (3.04%)	41.67%	4.77	00:03:17

# Audience Reports

## Behavior

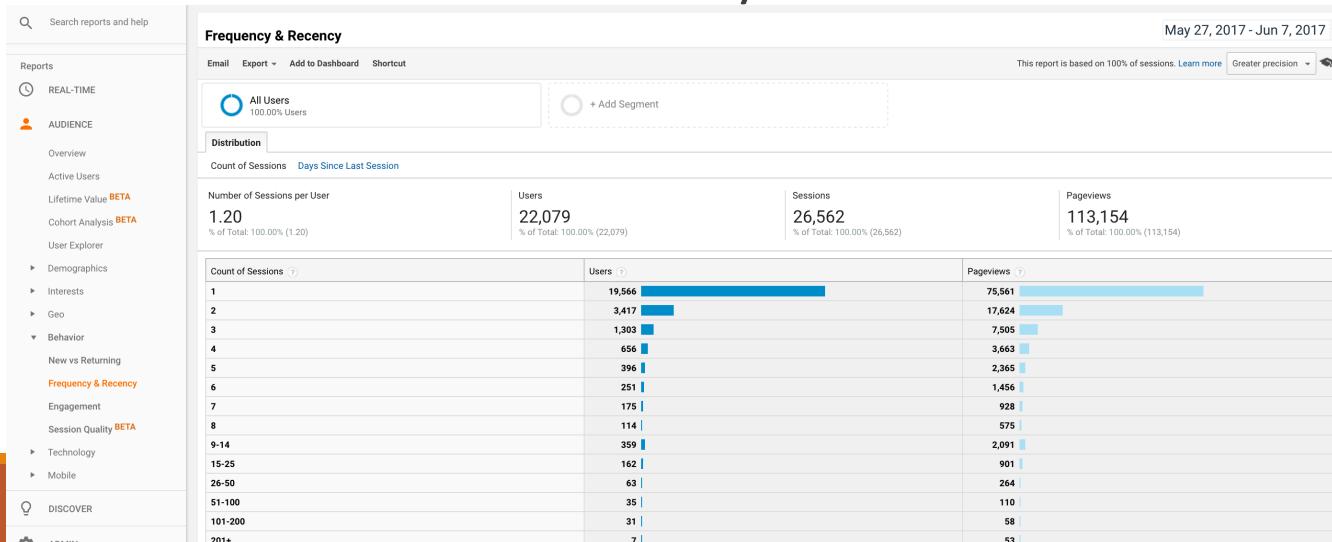
- New vs Returning – Acquisition, behavior and conversion for new and returning users.
- **Useful for** seeing how audience loyalty may be shifting.



# Audience Reports

## Behavior

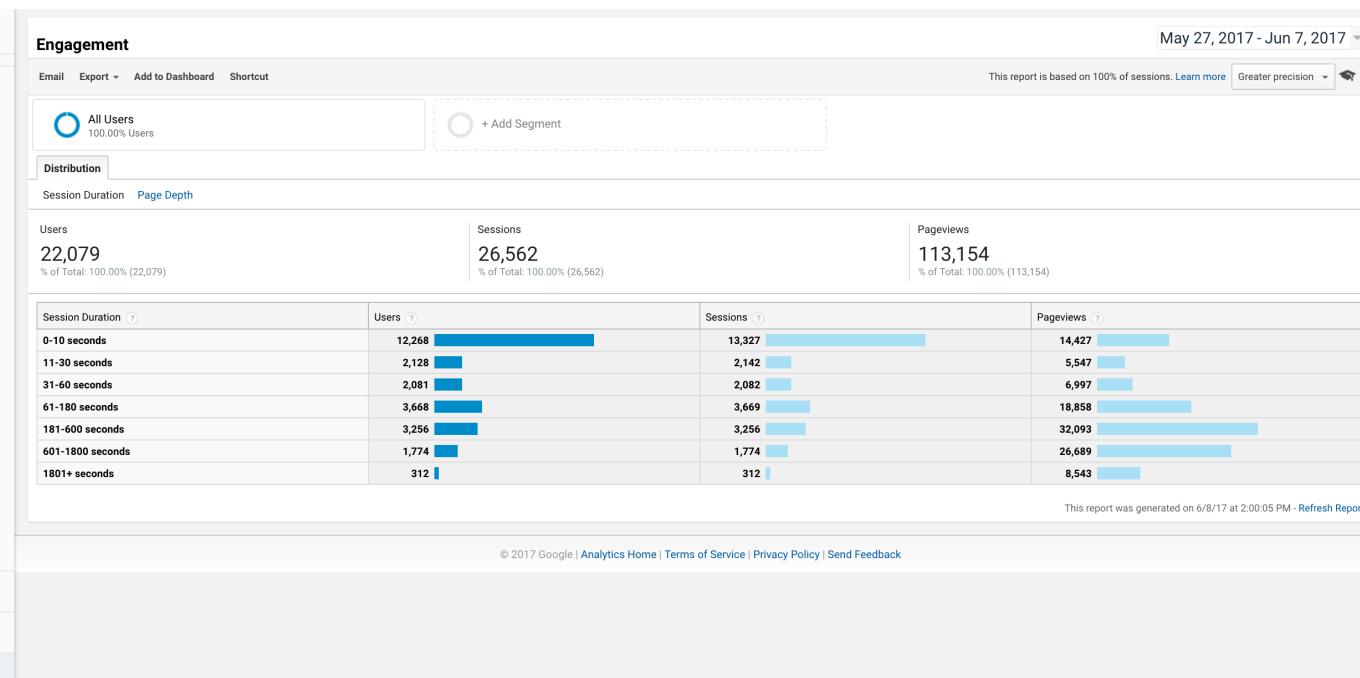
- Frequency and Recency – The number of sessions and pageviews.
- Useful to
  - See how often users return to your site.



# Audience Reports

## Behavior

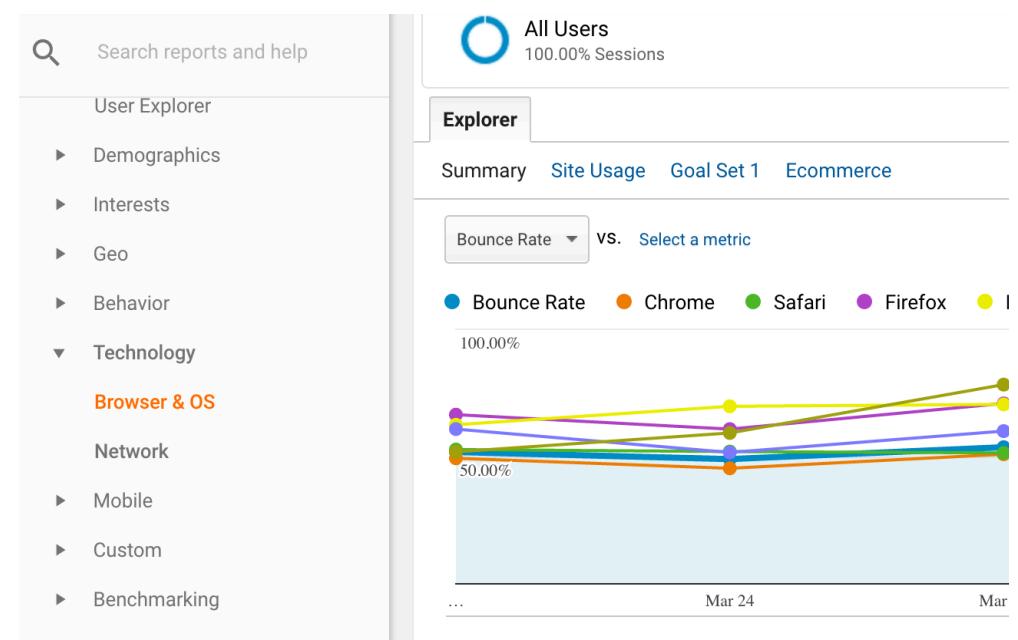
- Engagement – The length of a session and pageview.



# Audience Reports

## Technology

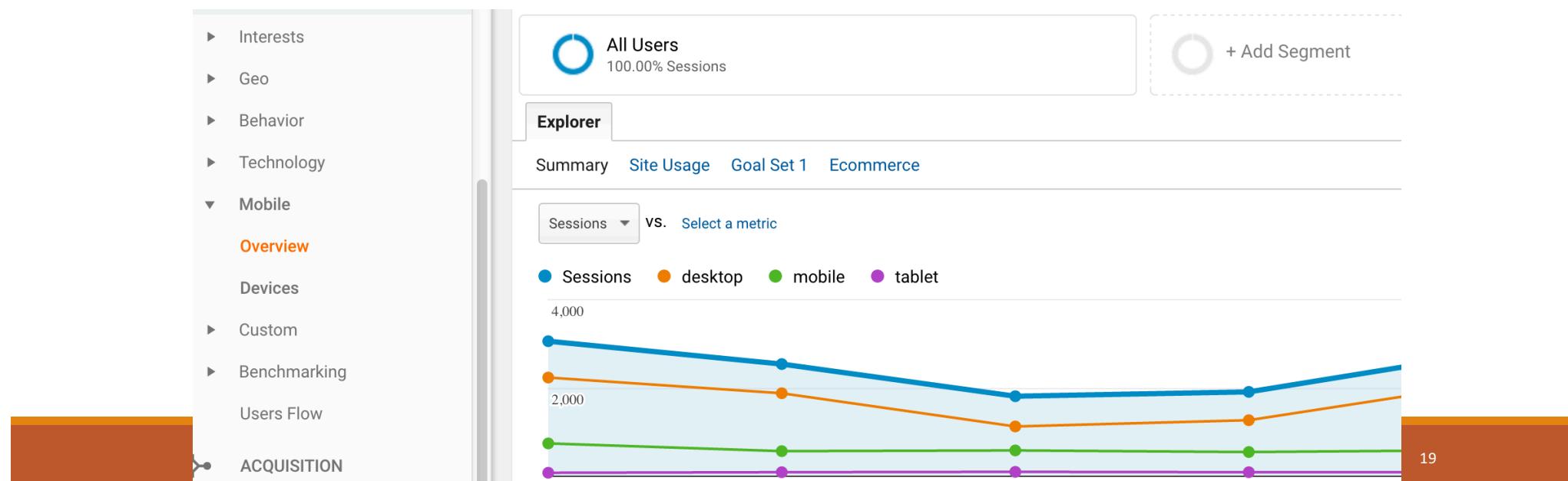
- Browser & OS
- Network
- **Useful for**
  - Identifying potential technology issues with your website traffic.



# Audience Reports

## Mobile

- **Useful** to see how quickly mobile usage of your site has grown over time.

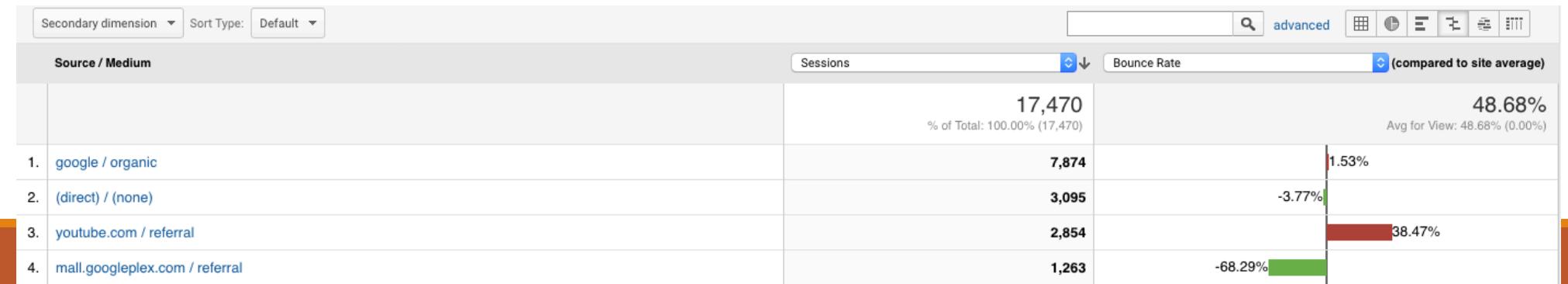


# Acquisition Reports

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## Acquisition

- Show which source, medium, channel brought users to your site.
- Source/Medium are automatically captured.
- **Useful for finding**
  - Which source/medium brings the most new users.
  - Which source/medium brings high/low quality users.



Primary Dimension: Conversion:

Top Mediums

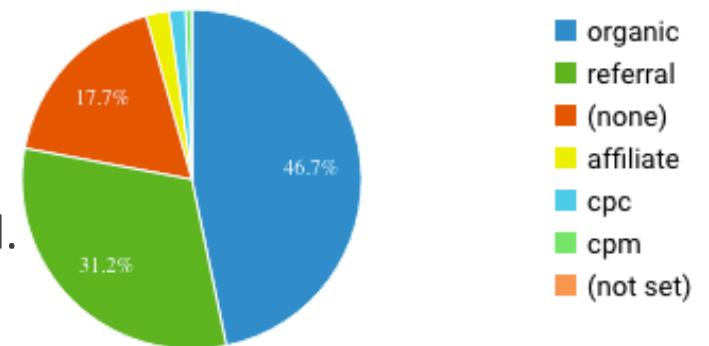
eCommerce

# Acquisition Reports

## All traffic

- Traffic medium
  - Organic : Referred by unpaid search.
  - CPC : Cost-Per-Click.
    - A publisher is paid when a user clicks on an ad.
    - Ex: Google AdSense.
  - CPM : Cost-per-mille.
    - A publisher is paid per 1000 impressions of an ad.
  - Referral : Referred by a website other than a search engine.
    - The source where GA doesn't recognize as a search engine.
  - Email : Referred by email marketing campaign.
  - (none) : Typing the your directly to a browser.

## Top Mediums



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# Acquisition Reports

## All traffic

- Traffic medium
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<https://support.google.com/analytics/answer/2795821#searchEngine>



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A screenshot of a Google search results page. The search query "google merchandise t shirt" is entered in the search bar. The results are filtered under the "All" tab. The first result is a sponsored link from "Google Online Store - googlemerchandise.com" with the URL "Ad www.googlemerchandise.com/". Below it is a regular result for "Home - Google Merchandise Store" with the URL "https://www.googlemerchandise.com/shop.axd/Home". The third result is "Google Merchandise Store" with the URL "https://www.googlemerchandise.com/". The fourth result is "Men's T-Shirts | Apparel | Google Merchandise Store" with the URL "https://shop.googlemerchandise.com/Google+Redesign/Apparel.../Mens+T+Shirt...". The page shows approximately 5,620,000 results in 0.65 seconds.

# Acquisition Reports

## All traffic

- Traffic medium
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    - The source where GA doesn't recognize as a search engine.
  - Email : Referred by email marketing campaign.
  - (none) : Typing the URL directly to a browser.

The screenshot shows the YouTube 'About' page. At the top, there's a navigation bar with links: About, Press, Copyright, Safety, Creators, Advertise, Developers, and Help. Below this is a section titled 'ABOUT YOUTUBE' with links: About, Getting Started, Community Guidelines, Brand Guidelines, Contact Us, Career, and Merchandise. The main content area is titled 'About YouTube' and includes a brief history: 'Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.' It also states 'YouTube is a Google company.' Below this, there are several cards: 'Getting Started' (a compass icon), 'Community Guidelines' (two people icon), 'Brand Guidelines' (ruler and pencil icon), 'Contact Us' (phone icon), 'Careers' (magnifying glass icon), and 'Merchandise' (T-shirt icon). The 'Merchandise' card is highlighted with a brown border.

# Acquisition Reports

## All traffic

- Source/medium : The origin of your traffic.

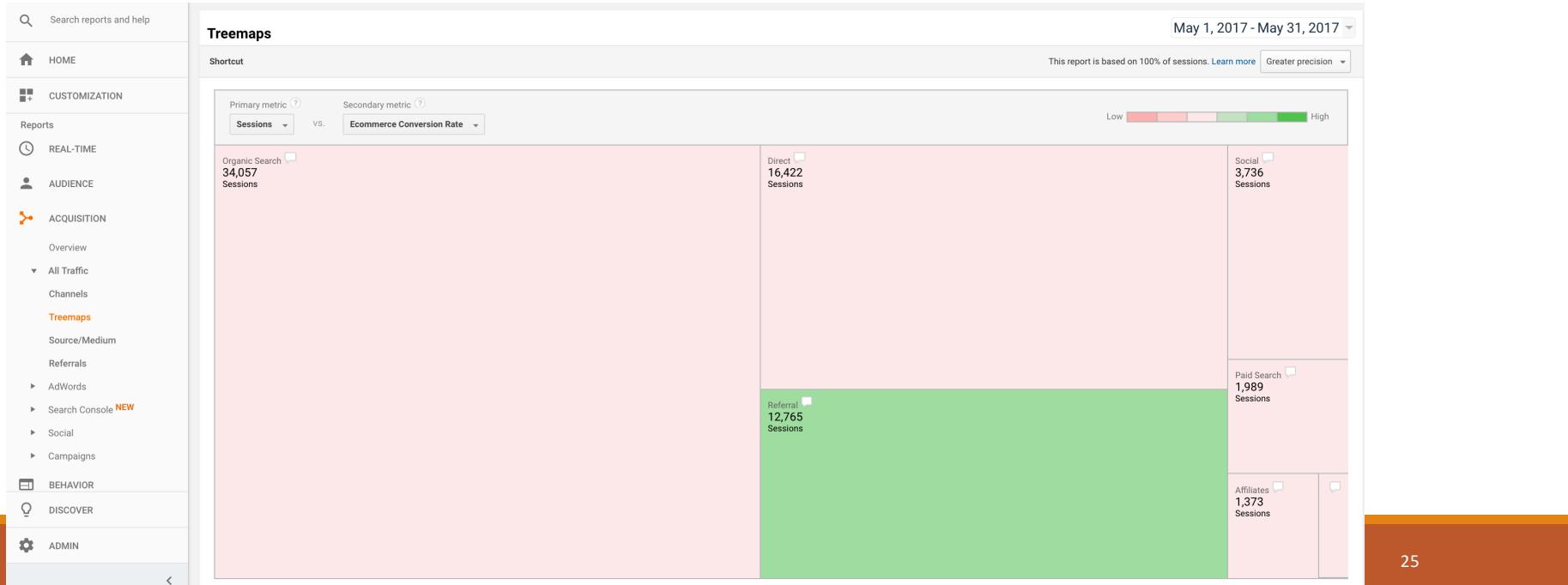
The screenshot shows the Google Analytics interface for an 'ACQUISITION' report. The left sidebar includes options for REAL-TIME, AUDIENCE, ACQUISITION, Overview, All Traffic, Channels, Treemaps, Source/Medium (which is selected and highlighted in orange), and Referrals. The main report area has three tabs at the top: PLOT ROWS, Secondary dimension ▾, and Sort type: Default ▾. The first row of the table is labeled 'Source / Medium'. The columns are 'Sessions' (with a downward arrow icon), '% New Sessions', and 'New Users'. The data shows that 'google / organic' is the primary source with 17,470 sessions (75.36% new sessions, 13,165 new users). Other sources listed are (direct) / (none), youtube.com / referral, mall.googleplex.com / referral, and analytics.google.com / referral.

Source / Medium		Acquisition		
		Sessions	% New Sessions	New Users
		17,470 % of Total: 100.00% (17,470)	75.36% Avg for View: 75.29% (0.08%)	13,165 % of Total: 100.08% (13,154)
	1. google / organic	7,874 (45.07%)	78.80%	6,205 (47.13%)
	2. (direct) / (none)	3,095 (17.72%)	73.89%	2,287 (17.37%)
	3. youtube.com / referral	2,854 (16.34%)	93.59%	2,671 (20.29%)
	4. mall.googleplex.com / referral	1,263 (7.23%)	39.03%	493 (3.74%)
	5. analytics.google.com / referral	463 (2.65%)	48.81%	226 (1.72%)

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# Acquisition Reports

Treemaps : Use size and color to illustrate a comparison of two metrics.



# Example

What are the mediums including “google” sources?  
Their bounce rates?

The screenshot shows a Google Analytics report for the "Source/Medium" dimension. The primary dimension is set to "Source / Medium". The secondary dimension is "Medium". The sort type is "Default". The report is filtered for "google" and "eCommerce". The data table displays the following information:

Source	Medium	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1. google	organic	5,476 % of Total: 77.93% (7,027)	4,554 % of Total: 77.09% (5,907)	6,329 % of Total: 77.59% (8,157)	44.10% Avg for View: 45.90% (3.92%)	4.40 Avg for View: 4.23 (3.91%)	00:02:40 Avg for View: 00:02:38 (0.87%)	3.02% Avg for View: 2.62% (15.03%)	191 % of Total: 89.25% (214)	\$31,965.65 % of Total: 93.24% (\$34,282.27)
2. mail.googleplex.com	referral	3,965 (71.24%)	3,538 (77.69%)	4,397 (69.47%)	51.83%	3.59	00:02:06	0.66%	29 (15.18%)	\$2,288.21 (7.16%)
3. google	cpc	676 (12.15%)	376 (8.26%)	825 (13.04%)	15.52%	7.52	00:04:54	8.24%	68 (35.60%)	\$11,226.87 (35.12%)
4. analytics.google.com	referral	314 (5.64%)	248 (5.45%)	361 (5.70%)	39.34%	4.40	00:02:35	0.83%	3 (1.57%)	\$74.83 (0.23%)
5. gdeals.googleplex.com	referral	180 (3.23%)	137 (3.01%)	220 (3.48%)	49.09%	2.93	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. sites.google.com	referral	169 (3.04%)	83 (1.82%)	211 (3.33%)	10.43%	9.45	00:04:46	27.49%	58 (30.37%)	\$12,145.73 (38.00%)
7. google.com	referral	115 (2.07%)	68 (1.49%)	146 (2.31%)	20.55%	7.33	00:03:57	19.18%	28 (14.66%)	\$5,389.98 (16.86%)
8. mail.google.com	referral	39 (0.70%)	36 (0.79%)	41 (0.65%)	51.22%	3.80	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. groups.google.com	referral	21 (0.38%)	14 (0.31%)	25 (0.40%)	52.00%	2.84	00:01:35	4.00%	1 (0.52%)	\$357.00 (1.12%)
10. moma.corp.google.com	referral	18 (0.32%)	13 (0.29%)	18 (0.28%)	38.89%	2.33	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
		17 (0.31%)	9 (0.20%)	21 (0.33%)	52.38%	4.19	00:00:58	14.29%	3 (1.57%)	\$417.00 (1.30%)

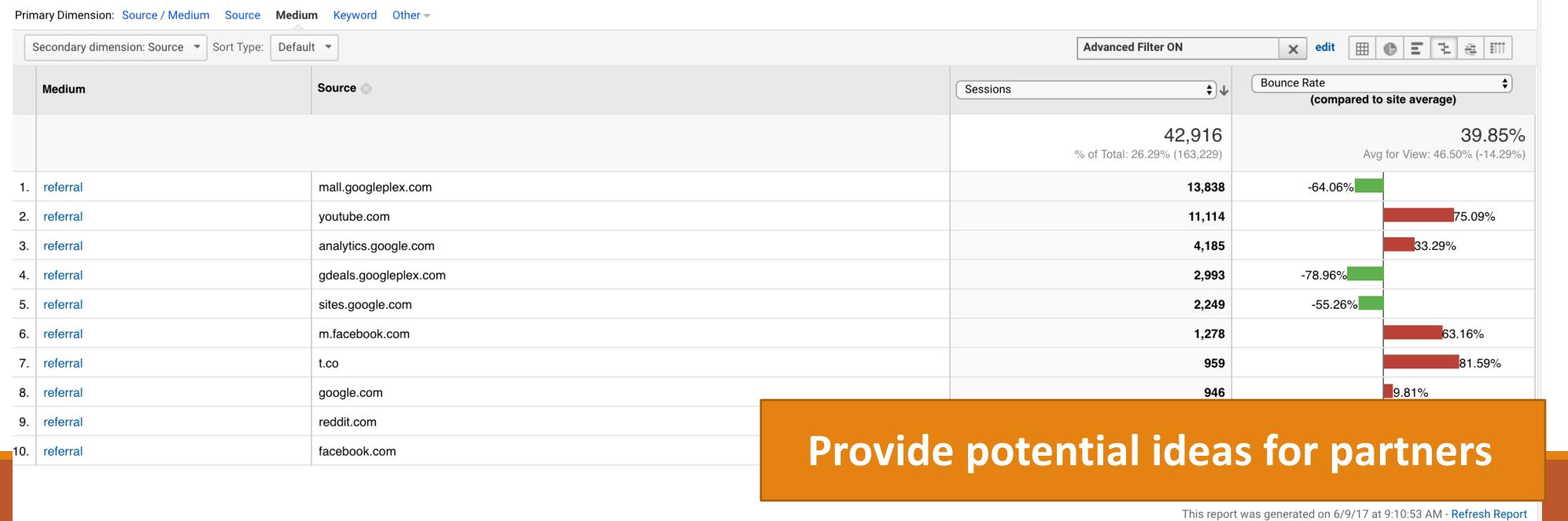
Show rows: 10 Go to: 1 - 10 of 31

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# Example

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What is the bounce rate of referral sources compared to the site average ordered by Sessions?



# Acquisition Report

## Referrals and HTTP Request

```
36"
{
  "name": "User-Agent",
  "value": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_6) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/58.0.3029.110 Safari/537.
},
{
  "name": "Accept",
  "value": "text/html,application/xhtml+xml,application/xml;q=0.9,image/webp,*/*;q=0.8"
},
{
  "name": "Referer",
  "value": "http://www.dianewoodbridge.com/"
},
{
  "name": "Cookie",
  "value": "_ga=GA1.2.10908699.1496692225; _gid=GA1.2.1976535047.1496692225; _gat=1"
},
{
  "name": "Connection",
  "value": "keep-alive"
}
```



# Acquisition Reports

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## Ad Types

- Text ads
- Banner ads
- Social media ads
- Email ads

The screenshot shows a search interface with the query "master analytics" in the search bar. Below the search bar are filter options: "All" (which is selected), News, Videos, Images, Shopping, More, Settings, and Tools. The search results section displays the message "About 43,700,000 results (0.84 seconds)". The top result is a blue link titled "Berkeley Data Analytics Master - #1 Ranked Public University". Below the link, it says "[Ad] requestinfo.datascience.berkeley.edu/Data/Analysis ▾". The description for the ad includes: "Study Data Science Online at UC Berkeley. Programming Exp. and GRE/GMAT Required", "Small, Online Class Sizes · Financial Aid Available · GRE or GMAT Required · Bachelor's Required", and "Courses: Machine Learning, Data Visualization, Big Data, Experimental Design, Statistical Analysis, S...". To the left of the main result, there are two smaller links: "Course Descriptions" and "Academics Overview". To the right, there are two more links: "Admission Requirements" and "Career Outcomes".

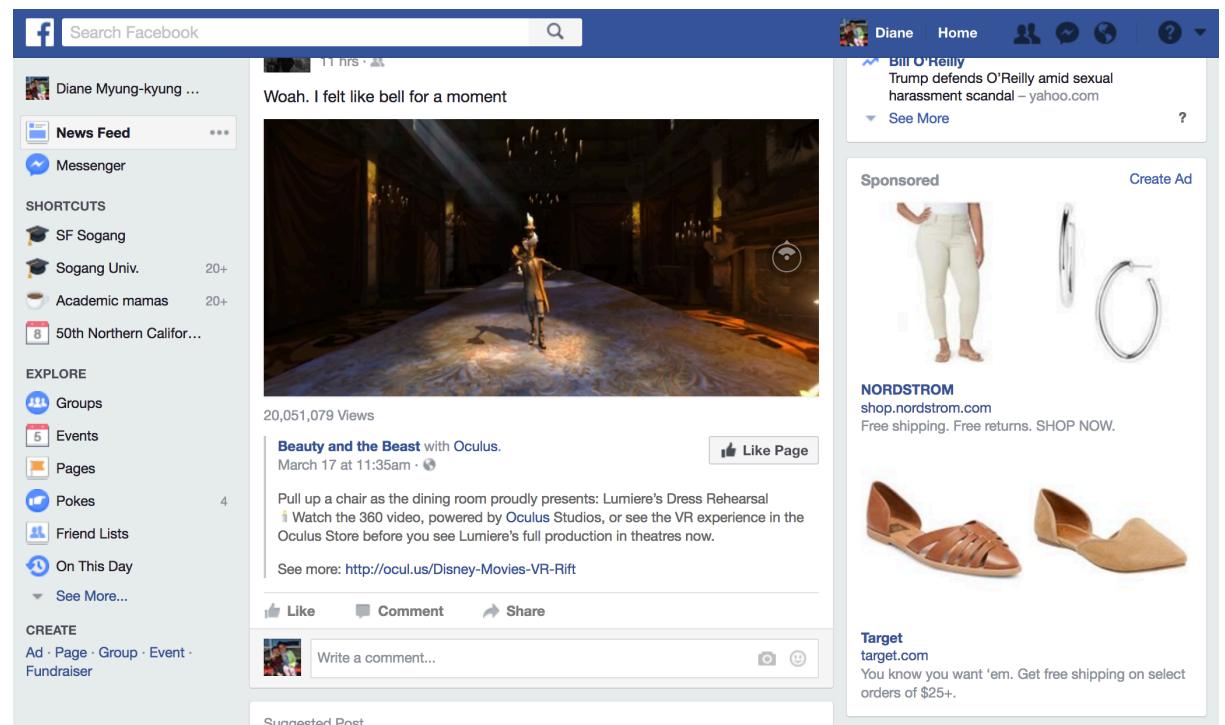


# Acquisition Reports

## Ad Types

- Text ads
- Banner ads
  - Web Banner
- Social media ads
- Email ads

[https://en.wikipedia.org/wiki/Web\\_banner](https://en.wikipedia.org/wiki/Web_banner)



# Acquisition Reports

## Ad Types

- Text ads
- Banner ads
- Social media ads
- Email ads

Try Premium

Find your next big career jump - 3,000 tech companies compete for you on Hired. Work for...

Messages

Search messages

Ruby Hunt 3:15 pm  
InMail • Become a Board Member  
for XYZ System

Lucille Zhang 12:38 pm  
You: Good catch. I'll tell him now.

USC Marshall School of... Apr 6  
Sponsored • Join us May 24 in LA

USC Marshall School of Business

Join us May 24 in Los Angeles for our MBA event

March 5, 2016

Dear Aaron,

An international MBA degree from USC's prestigious Marshall School of Business can help take your career success to a new level. Join us this month for an information session about our Los Angeles based one-year, full-time accelerated IBEAR MBA for mid-career professionals in Los Angeles and our part-time, Shanghai-base Global Executive MBA (GEMBA) for managers from across the globe.

On Saturday, April 24, come to our Los Angeles campus to meet with...



# Acquisition Reports

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## Ad Types

- Text ads
- Banner ads
- Social media ads
- Email ads

The screenshot shows a user interface for managing acquisition reports. At the top, there are three tabs: 'Primary' (selected), 'Social', and 'Promotions'. Below the tabs is a list of ads:

- Martha Marley Spoon** (Ad) Your Perfect Meal Kit - Get \$30 off on your first delivery
- J.Crew Factory** (Ad) Up to 60% Off & More - New arrivals are here and up to 60% off. Plus, get free shipping on all orders, today only!
- Amazon Alexa Team** Only a few spots remain - LA Alexa Skills Training - Register for Hello Alexa London. Amazon Alexa Hello-Alex
- Bay Area Discovery Museum** Dinner, Drinks, and Dancing on Your Feet...the 2017 Family Gala! - You're invited to A Night on the Town on Ma

At the bottom of the interface is a orange footer bar with the text "CHANGE THE WORLD FROM HERE" and the number "32".

# Acquisition Report

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## Ad Campaigns

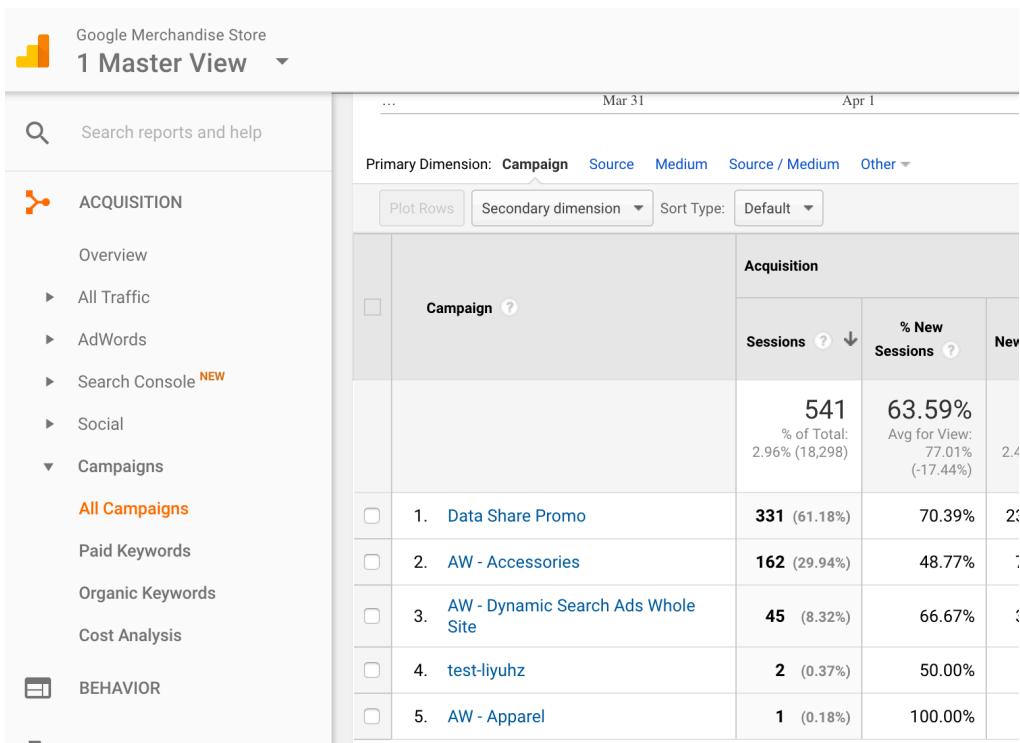
- By default, Ads not include referrer details.
- Google Analytics campaign parameters.
- Group the sessions within the Acquisition Overview and Channels report.
- Provide more specific listings in the Source/Medium report.
- Populates All Campaigns reports for tracking specific generation efforts.



# Acquisition Report

## Google Analytics Campaigns collect

- Visits from Google AdWords campaigns that have auto-tagging enabled.
- Auto-tagging : process in which AdWords can automatically tag your URLs.
- Visits from all links tagged with the `utm_campaign` parameter.
- **Useful to** know about the overall efficacy of those campaigns.



# Acquisition Report

## Campaigns

- Without campaign details :

Diane Woodbridge 10:48 AM (0 minutes ago) star left arrow down arrow

to me dropdown

[Newsletter](#)

I recently published a IEEE DSCI paper with my master students.

Right now  
1 active users on site

**DIRECT** 100%

Pageviews

Per minute

5.0

2.5

0.5

1.5

0

-26 min -21 min -16 min -11 min -6 min -1 min

-60 sec -45 sec -30 sec -15 sec

Per second

Viewing: Active Users Pageviews (Last 30 min)

Metric Total: 1	Active Users	
Medium	Source	Active Users
1. (none)	(direct)	1 100.00%

# Acquisition Reports

---

## Campaign Tag in Google Analytics

- Add to the URL links of your online marketing.
- Followed by an equals sign and a single word or hyphenated words.
- 5 fields – 3 required (source, medium, campaign), 2 optional.

```
http://www.example.com?utm_source=adsite&  
utm_medium=admedium&utm_campaign=adcampaig  
n&utm_term=ad-keyword&utm_content=discount-v1
```



# Acquisition Reports

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## Campaign Tag in Google Analytics

- Source (`utm_source`): Where the user came from.
  - Ex. google, mail.googleplex.com
- Medium (`utm_medium`): How you sent a message to the user.
  - Ex. email, cpc, social, referral
- Campaign (`utm_campaign`): The name of your marketing campaign.
  - Ex. 2017-Summer-Sale

`http://www.example.com?utm_source=adsite&utm_medium=admedium&utm_campaign=adcampaign&utm_term=ad-keyword&utm_content=discount-v1`

# Acquisition Reports

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## Campaign Tag in Google Analytics

- Term (utm\_term): Identify the keyword for paid search campaigns as a bid term.
  - Ex. Master
- Content (utm\_content): Be used to differentiate versions of a promotion (A/B testing and content-targeted ads).
  - Ex. discount-promo-v1, discount-promo-v2.

```
http://www.example.com?utm_source=adsite&  
utm_medium=admedium&utm_campaign=adcampaign&utm_term=  
ad-keyword&utm_content=discount-v1
```

# Acquisition Reports

---

## Campaign URL

- Consistency Is Critical.
  - Use consistent medium and source name.
  - Use consistent spelling and capitalization. (Case sensitive.)
  - Space – changes to %20.
    - Ex. spring sale → spring%20sale
- Campaign URL Builder
  - <https://ga-dev-tools.appspot.com/campaign-url-builder/>



# Example

---

Use the custom URL Builder to develop a campaign.

Add a campaign URL hyperlink to an email.



# Example

---

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

www.dianewoodbridge.com?  
utm\_source=newletter&utm\_medium=email&utm\_campaign=newpaper

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link



Diane Woodbridge

to me ▾

10:48 AM (0 minutes ago)   

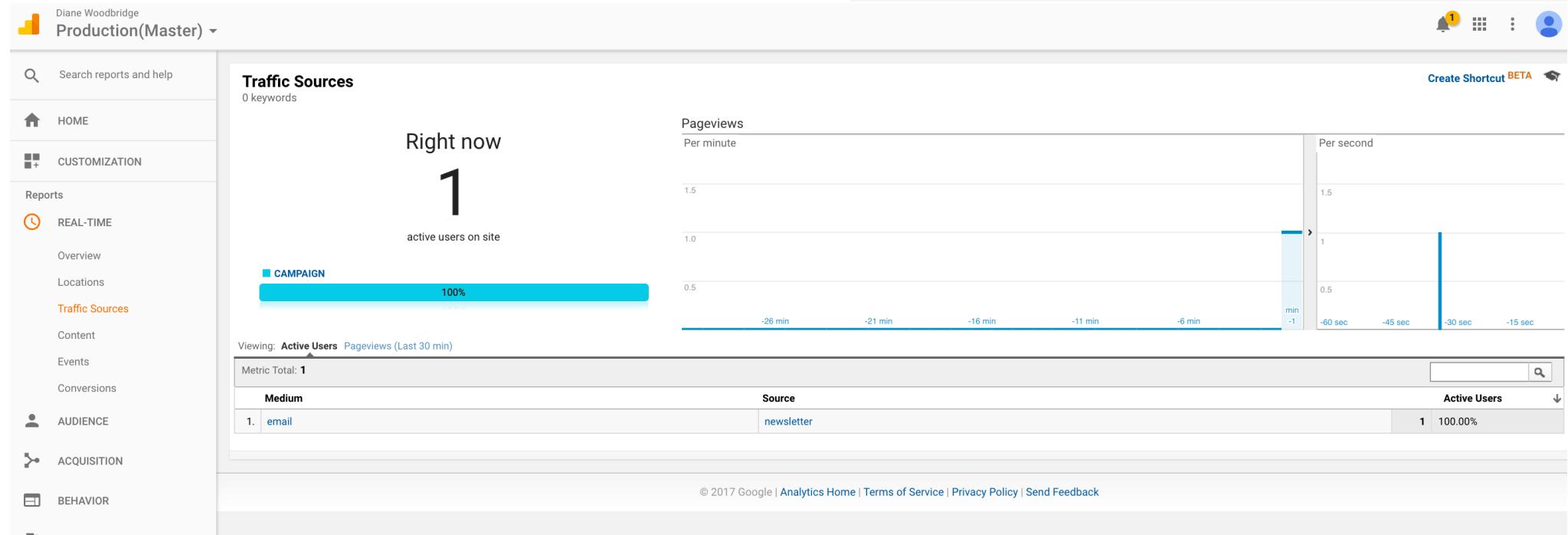
[Newsletter](#)

I recently published a IEEE DSCI paper with my master students.



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# Example



# Behavior Reports

## Behavior

- How people engaged on the site including which pages they viewed, and their landing and exit pages.
- **Useful for :** Assessing the performance of your content and the actions visitors take on your website.



### BEHAVIOR

Overview

Behavior Flow

- ▶ Site Content
- ▶ Site Speed
- ▶ Site Search
- ▶ Events
- ▶ Publisher

Experiments



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# Behavior Reports

---

## Behavior Flows

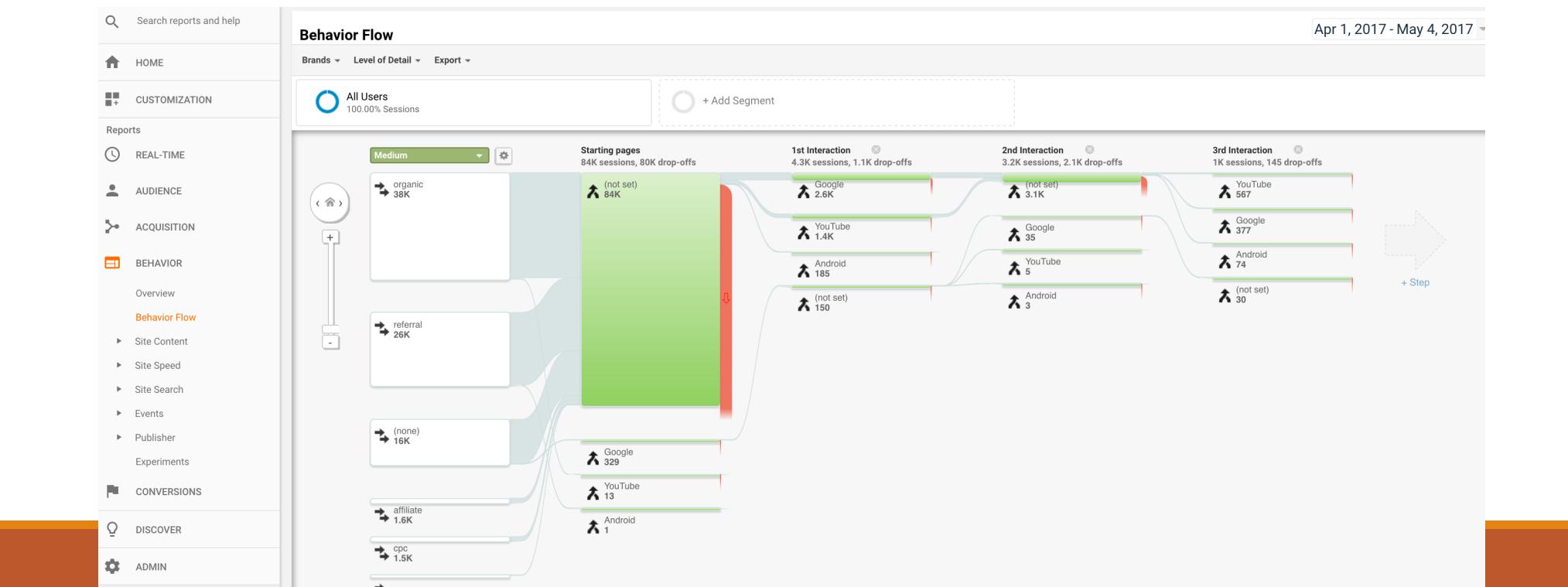
- Visualizes the path users traveled from one page or Event to the next.
- Help you discover what content keeps users engaged.
- Help identify potential content issues.

<https://support.google.com/analytics/answer/2785577?hl=en>



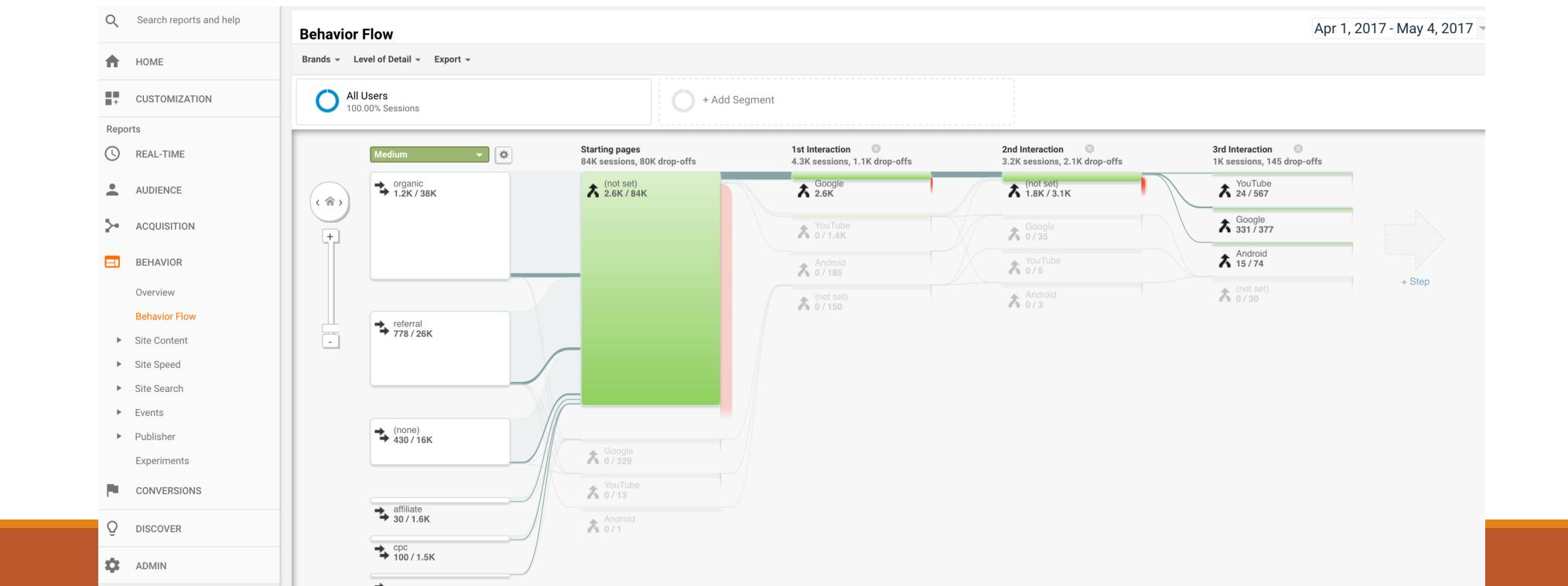
# Behavior Reports

## Behavior Flow



# Behavior Reports

## Behavior Flow



# Behavior Reports

## Site Content

- All Pages
  - For detailed metrics on all pages.

The screenshot shows the Google Analytics interface for Behavior Reports. The left sidebar has a search bar at the top, followed by sections for Audience, Acquisition, Behavior, and Site Content. Under Site Content, the 'All Pages' report is selected. The main area displays a table of the top 10 pages with their URLs. Each row includes a checkbox and a copy icon.

Page	
/home	<input type="checkbox"/>
/basket.html	<input type="checkbox"/>
/google+redesign/shop+by+brand/youtube	<input type="checkbox"/>
/signin.html	<input type="checkbox"/>
/store.html	<input type="checkbox"/>
/google+redesign/nest/nest-usa	<input type="checkbox"/>
/google+redesign/apparel/mens/men+st+t+shirts	<input type="checkbox"/>
/asearch.html	<input type="checkbox"/>
/google+redesign/shop+by+brand/google	<input type="checkbox"/>
/yourinfo.html	<input type="checkbox"/>

# Behavior Reports

## Site Content

- Content Drilldown
  - Data broken down by subfolder.
  - **Useful for :**  
Understanding the performance of content in a particular section of your website.

Search reports and help

Primary Dimension: **Page path level 2** Page Other

Secondary dimension Sort Type: Default

**Page path level 2** ?

Rank	Page Path
1.	/apparel/
2.	/shop+by+brand/
3.	/bags/
4.	/accessories/
5.	/nest/
6.	/electronics/
7.	/office/
8.	/drinkware/
9.	/apparel
10.	/electronics

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

**Content Drilldown**

Landing Pages

Exit Pages

Site Speed

Site Search

# Behavior Reports

## Site Content

- Landing Pages
  - The first page a user accesses at the beginning of a session.
- Useful for
  - Understanding marketing performance with Source, Medium or campaign secondary dimension.
  - Monitoring the bounce rate.

Search reports and help

Primary Dimension: **Landing Page** Content Grouping:

Plot Rows Secondary dimension ▾ Sort Type:

Landing Page	?
/home	⊕
/google+redesign/shop+by+brand/youtube	⊕
/google+redesign/nest/nest-usa	⊕
/signin.html	⊕
/google+redesign/apparel/mens/mens+t+shirts	⊕
/basket.html	⊕
/google+redesign/drinkware	⊕

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

ADMIN

# Behavior Reports

## Site Content

- Exit Pages
  - Last page a user accesses before their session ends or they leave the site.
  - **Useful for :** Improving a page to keep users on the website and drive them toward conversions.

Search reports and help

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Primary Dimension: Page

Plot Rows Secondary dimension Sort Type

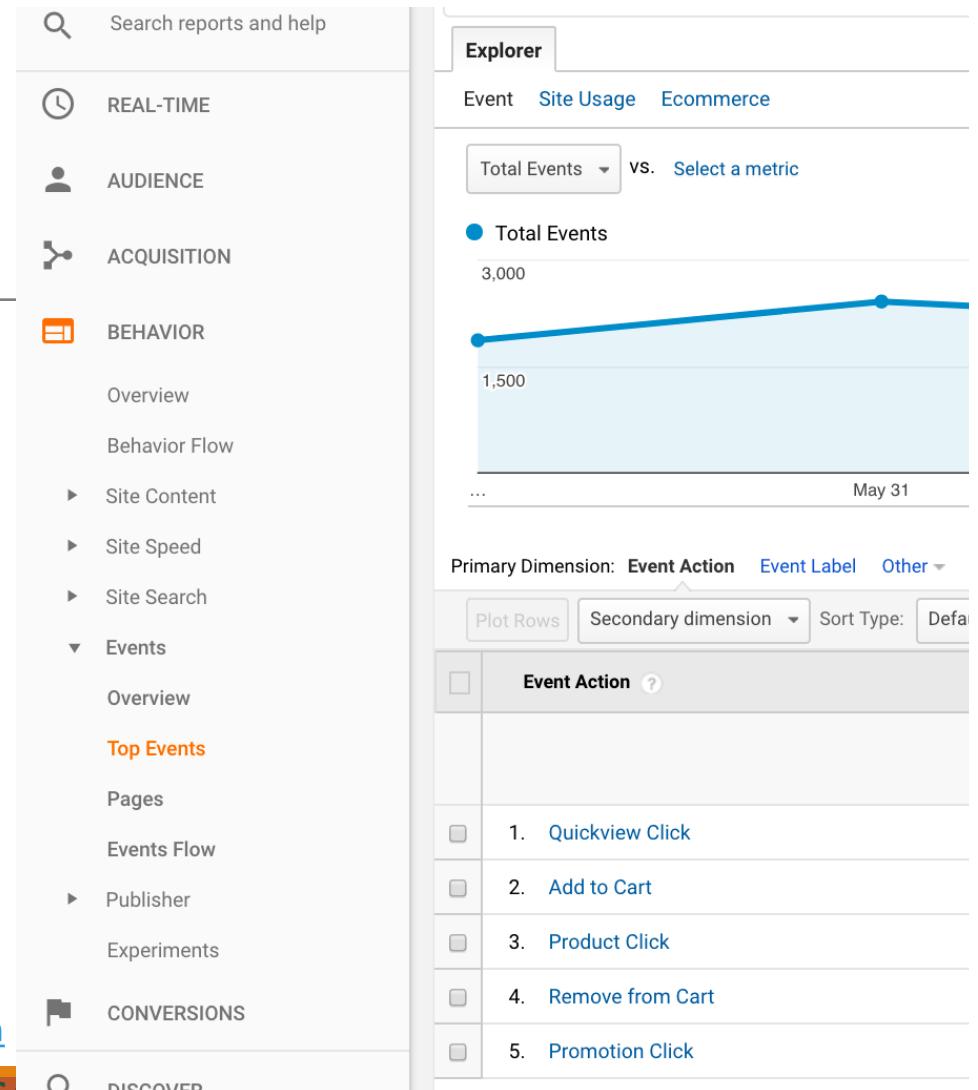
Page
/home
/google+redesign/shop+by+brand/
/basket.html
/asearch.html
/google+redesign/apparel/mens/m
/google+redesign/shop+by+brand/c
/ordercompleted.html
/signin.html
/store.html
/google+redesign/nest/nest-usa

# Behavior Reports

## Events

- User interactions with content that can be tracked independently from a web page or a screen load.
- Ex. Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, video plays, Ecommerce, custom dimension, user timing, etc.
- **Useful for :** making sure that users are engaging with your website and performing intended actions.

<https://support.google.com/analytics/answer/1012044?hl=en>

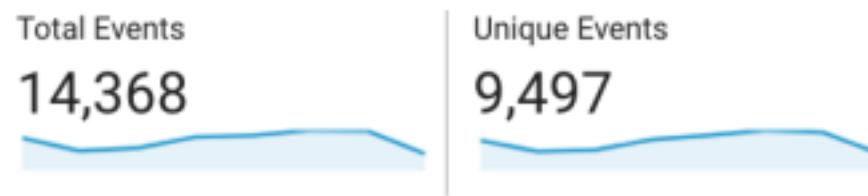


# Google Analytics Event Tracking

---

## Events

- Total Events : The total number of interactions with the tracked element.
- Unique Event : The total number of interactions with the tracked element by a single user within a single session.



# Google Analytics Event Tracking

## Event Tracking Script

- Format : `ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);`
- Add JavaScript to the individual elements on the site you wish to track.

Field Name	Value Type	Required	Description
<code>eventCategory</code>	text	yes	Typically the object that was interacted with (e.g. 'Video')
<code>eventAction</code>	text	yes	The type of interaction (e.g. 'play')
<code>eventLabel</code>	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
<code>eventValue</code>	integer	no	A numeric value associated with the event (e.g. 42)

<https://developers.google.com/analytics/devguides/collection/analyticsjs/events>



# Google Analytics Event Tracking

---

## Event Tracking Script

- Format
  - `ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);`
  - Ex. `ga('send', 'event', 'Videos', 'Play', 'Fall Campaign', {nonInteraction: true});`

<https://developers.google.com/analytics/devguides/collection/analyticsjs/events>



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# Google Analytics Event Tracking

---

## Document Object Model (DOM) Listeners and Event Type

- Mouse Interactions
  - onclick, onmousedown, onmouseup, onmousemove,  
onmouseover, onmouseout, oncontextmenu
- Keyboard Interactions
  - onkeypress, onkeyup
- Forms
  - onfocus, onblur, onchange, onsubmit, onreset, onselect

<http://www.seerinteractive.com/blog/event-tracking-explained/>



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# Example

```
<li><a href= "https://www.usfca.edu/catalog/course/697-nosql-databases" onClick="ga('send', 'event', 'msan_class', 'reference', 'msan697', 10);"> MSAN 697, NoSQL Databases, Fall 2016 </a></li>

<li><a href="https://www.usfca.edu/catalog/course/694-distributed-computing" onClick="ga('send', 'event', 'msan_class', 'reference', 'msan695', 10);"> MSAN 695, Distributed Computing, Winter 2017</a></li>

<li><a href="https://www.usfca.edu/catalog/course/695-web-analytics" onClick="ga('send', 'event', 'msan_class', 'reference', 'msan694', 10);"> MSAN 694, Web Analytics, Summer 2017</a>
```

## Diane Woodbridge

ABOUT ME PUBLICATIONS TEACHING AWARDS

### Teaching

MSAN 697, NoSQL Databases, Fall 2016  
MSAN 695, Distributed Computing, Winter 2017  
MSAN 694, Web Analytics, Summer 2017

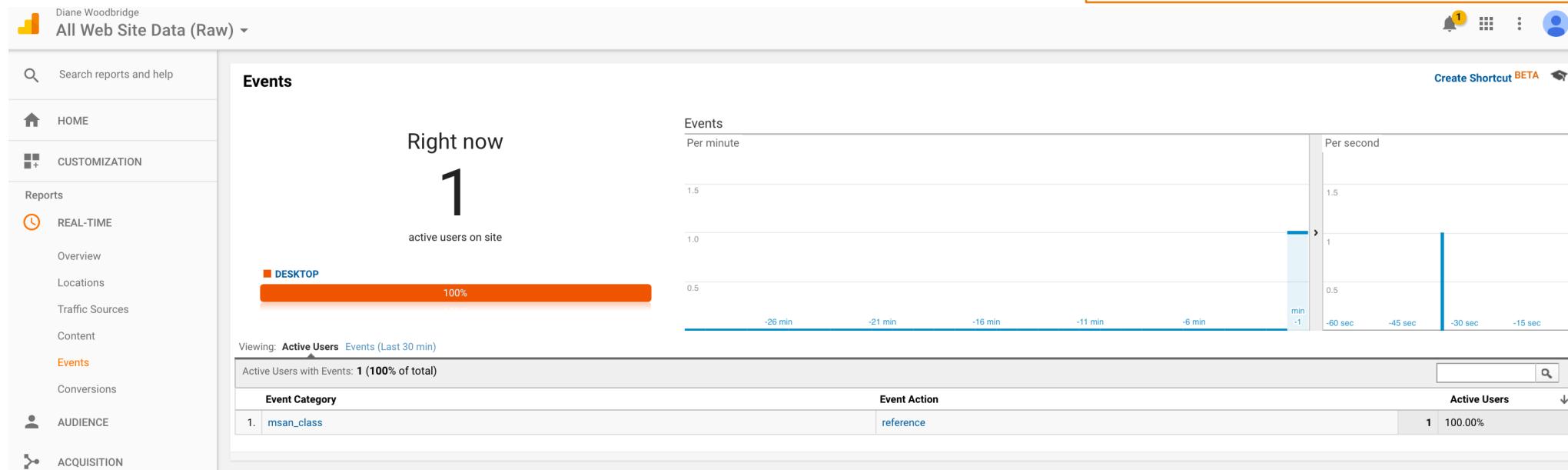
# Example

Diane Woodbridge

ABOUT ME PUBLICATIONS TEACHING AWARDS

## Teaching

MSAN 697, NoSQL Databases, Fall 2016  
MSAN 695, Distributed Computing, Winter 2017  
MSAN 694, Web Analytics, Summer 2017



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# Example

---

```
<iframe  
src="https://www.google.com/maps/embed?pb=!1m14!1m8!1m3!1  
d12611.856586290734!2d-  
122.3925235!3d37.79088!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x  
0%3A0xabb66c83c78461e1!2sUSF+School+of+Management+Downt  
own+Campus!5e0!3m2!1sen!2sus!4v1493233527245"  
style="border:0" allowfullscreen  
onmouseover="ga('send','event','map','hover','msan_map');">  
</iframe>
```



# Example

## Events

Right now

1

active users on site

DESKTOP

100%

Viewing: Active Users Events (Last 30 min)

Active Users with Events: 1 (100% of total)



Event Category

1. map

Event Action

hover

Active Users

1 100.00%

## Contact

Email : [dwoodbridge {at} usfca {dot} edu](mailto:dwoodbridge@usfca.edu)

Phone : 415-422-4812

Post Mail : 101 Howard St. #522, San Francisco, CA 94105



Events

Per minute

1.5

1.0

0.5

-26 min

-21 min

-16 min

-11 min

-6 min

-1 min

Per second

1.5

1.0

0.5



# Conversions

---

## Conversion

- An activity on your site that is important to accomplish the goal.
- Macro : User actions directly accomplishing the goal.
- Micro : Smaller goals bringing users closer to the macro conversions.



# Conversions

---

## Measurement Plan

- A way to align your business objectives with your Google Analytics configuration settings.
- Business Objectives
- Strategies – Actions that support the business objectives.
- Tactics - Actions that help achieve the strategies.
- Key Performance Indicators (KPI) - Metrics helping measure the macro- or micro-conversions.
- **Useful for** deciding how to set up Google Analytics to collect these metrics.



# Example

---

Design your measurement plan.

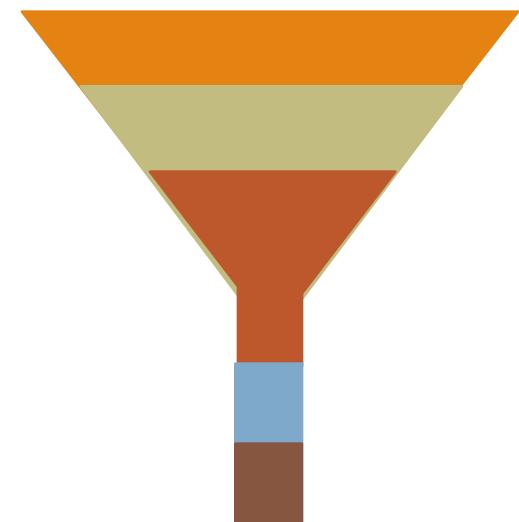


# Conversions

---

## Goal funnel

- Data visualization of the different steps needed to complete the goal (For destination goals only).
- **Useful for :** Identifying where users are dropping out of the conversion process.



# Conversion reports

---

Google Analytics start populating the conversions reports once assigning pageviews or event actions constituting a goal conversion or providing Ecommerce data.

Google Analytics allows to create 20 goals per view.



# Conversion reports

---

Measures Goal completions, goal value, conversion rate, abandonment rate per Goal Completion Location, Source/Medium.

- Goal completions : The total number of conversions per session.
- Goal value : static numeric value for each goal completion.
  - Ex. \$1,000 financial consulting engagement x 10% of leads = \$100.
  - Useful to attribute monetary value to non-eCommerce conversions.
- Conversion rate: % of the number of goal completions per session.
- Abandonment rate: % of the number of sessions without a goal completion per the sessions which the funnel was entered.



# Conversion reports

Reverse Goal Path : The most frequent series of three pageviews or screen views that lead to a goal.

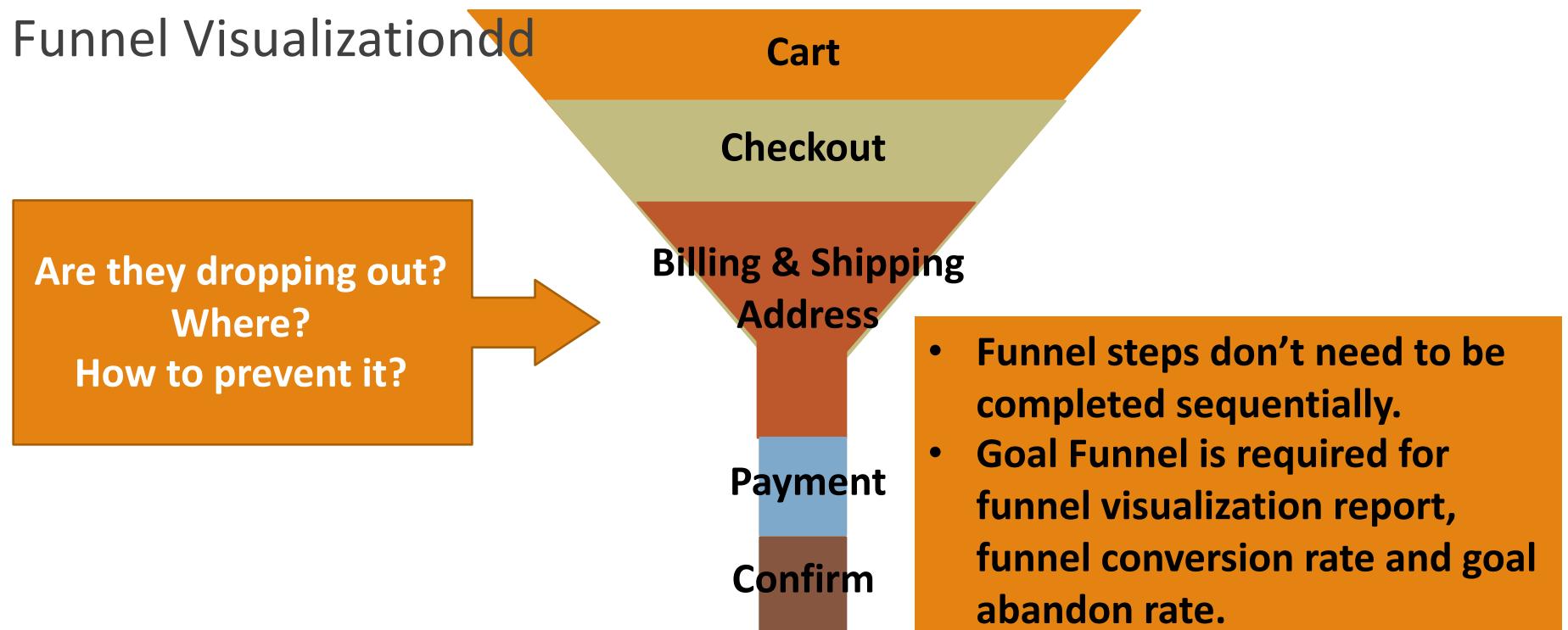
- **Useful for :** Designing funnels.

The screenshot shows a Google Analytics interface for a 'Purchase Completed' goal. The left sidebar includes sections for Reports, REAL-TIME, AUDIENCE, ACQUISITION, BEHAVIOR, CONVERSIONS, Goals (selected), Overview, Goal URLs, Reverse Goal Path (highlighted in orange), Funnel Visualization, Goal Flow, Smart Goals, Ecommerce, and DISCOVER. The main content area displays a table titled 'Goal Completion Location' with columns for 'Goal Completion Location', 'Goal Previous Step - 1', 'Goal Previous Step - 2', and 'Goal Previous Step - 3'. The table lists 10 funnel steps, each with its corresponding URL and count/percentage. The first step is '/ordercompleted.html' (1,423, 53.18%). The last step is '/payment.html' (5, 0.19%).

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	
1. /ordercompleted.html	/revieworder.html	/payment.html	/yourinfo.html	1,423 (53.18%)
2. /ordercompleted.html	/revieworder.html	/payment.html	/payment.html	1,057 (39.50%)
3. /ordercompleted.html	/payment.html	/yourinfo.html	/basket.html	38 (1.42%)
4. /ordercompleted.html	/payment.html	/payment.html	/yourinfo.html	30 (1.12%)
5. /ordercompleted.html	/payment.html	/yourinfo.html	/yourinfo.html	23 (0.86%)
6. /ordercompleted.html	/revieworder.html	/payment.html	/revieworder.html	14 (0.52%)
7. /ordercompleted.html	/revieworder.html	/revieworder.html	/payment.html	13 (0.49%)
8. /ordercompleted.html	/payment.html	/yourinfo.html	/signin.html	9 (0.34%)
9. /ordercompleted.html	(entrance)	(not set)	(not set)	5 (0.19%)
10. /ordercompleted.html	/payment.html	/payment.html	/payment.html	5 (0.19%)

# Conversion reports

## Funnel Visualization



# Example

---

Design your goal funnel.



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# Conversion reports

---

1. Goal Setup
2. Goal Description
3. Goal Details
  - Destination
  - Goal Value
  - Goal Funnel



# Google Analytics Goal

The screenshot shows the Google Analytics Administration interface for the 'Demo Account (Beta)'. The left sidebar contains icons for search, account management, user management, filters, trash can, and settings. The main area is titled 'Administration' and shows the 'Demo Account (Beta)' under 'ACCOUNT', 'Google Merchandise Store' under 'PROPERTY', and '1 Master View' under 'VIEW'. The 'Goals' section is highlighted in red and is the second item under the 'VIEW' heading, with a sub-section titled 'Goals' containing 'Tracking Info', 'Filters', 'Ecommerce Settings', and 'Calculated Metrics BETA'. Other sections include 'Property Settings', 'AdWords Linking', 'AdSense Linking', 'Ad Exchange Linking', 'All Products', 'Audience Definitions', 'View Settings', 'Segments', 'Annotations', and 'Attribution Models'.



# Google Analytics Goal

Administration > View Goals

Demo Account (Beta) / Google Merchandise Store / 1 Master View

VIEW  
1 Master View

View Settings

Goals

Filters

Ecommerce Settings

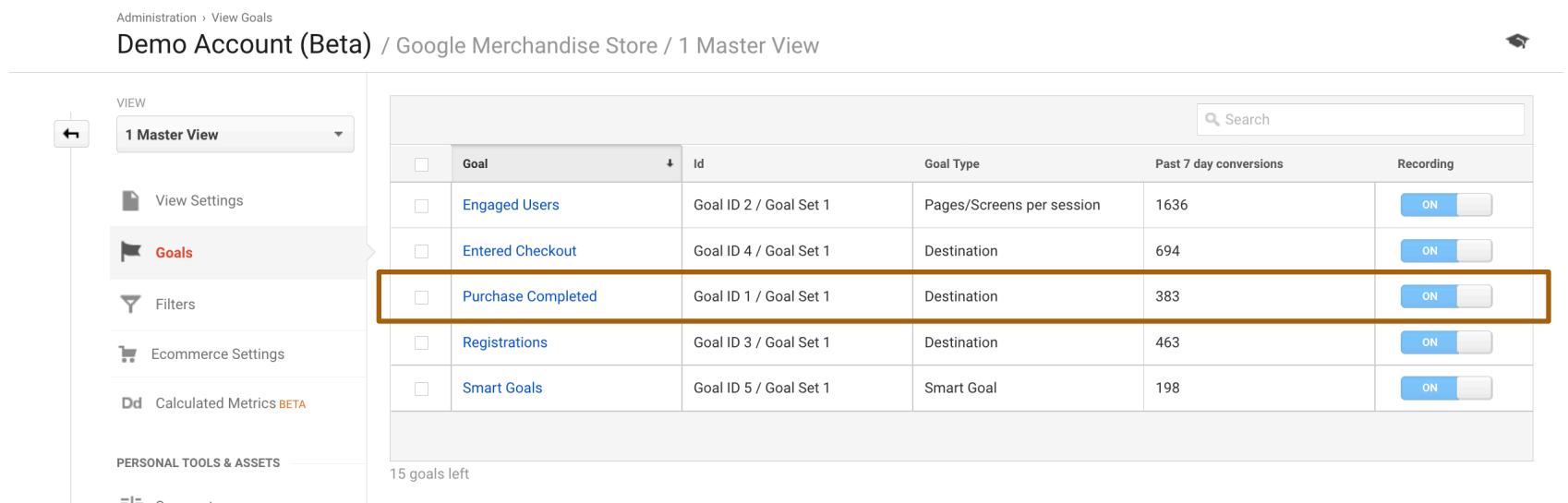
Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

15 goals left

	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Engaged Users	Goal ID 2 / Goal Set 1	Pages/Screens per session	1636	<input checked="" type="button"/> ON
<input type="checkbox"/>	Entered Checkout	Goal ID 4 / Goal Set 1	Destination	694	<input checked="" type="button"/> ON
<input type="checkbox"/>	Purchase Completed	Goal ID 1 / Goal Set 1	Destination	383	<input checked="" type="button"/> ON
<input type="checkbox"/>	Registrations	Goal ID 3 / Goal Set 1	Destination	463	<input checked="" type="button"/> ON
<input type="checkbox"/>	Smart Goals	Goal ID 5 / Goal Set 1	Smart Goal	198	<input checked="" type="button"/> ON

Search



# Google Analytics Goal

---

## Goal setup Edit

Template: *Checkout complete*

## Goal description Edit

Name: *Purchase Completed*  
Goal type: *Destination*

## Goal details Edit

[Done](#)



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## 1 Goal setup

### Template

Select a template to start with a pre-filled configuration

#### REVENUE

- Place an order Completed purchase or pre-order request
- Checkout complete Completed a purchase

#### ACQUISITION

- Create an account Successful sign up, account, or view created

#### INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- See available Checked inventory or schedule
- See deals Viewed current sales or promotions
- Read reviews Viewed reviews and ratings

#### ENGAGEMENT

- Compare information Compared features, products, or options
- Share / social connect Shared to a social network or emailed
- Newsletter sign up Signed up for newsletter or mailings
- Add to cart Saved product to shopping cart

- Smart Goal Maximum of one Smart Goal per view reached.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

- Custom

# Google Analytics Goal

## 2 Goal description

### Name

Purchase Completed

Custom

Goal ID 1 / Goal Set 1

### Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Maximum of one Smart Goal per view reached.

Destination - a user reaches a specific page. Funnel visualization.  
Duration - the length of a user's session.  
Pages or Screens - how many pages a user views in a session.  
Events - specific actions on a site.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

[Cancel](#)



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### 3 Goal details

#### Destination

Regular expression ▾ /ordercompleted\\.html

Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

#### Value optional

OFF

Assign a monetary value to the conversion.

#### Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

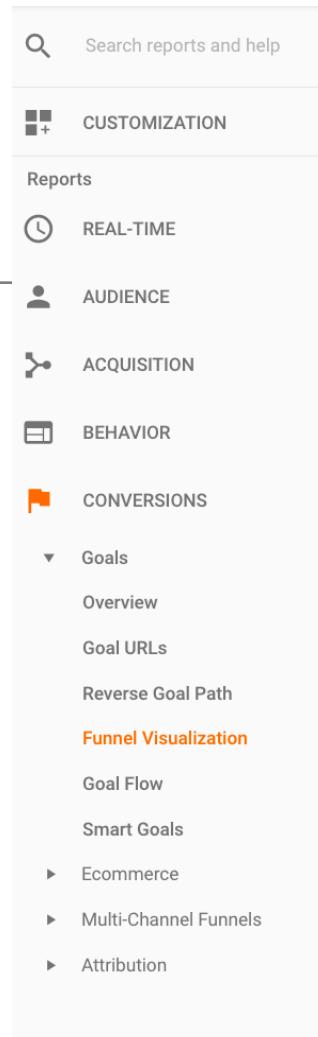
Step	Name	Screen/Page	Required?
1	Cart	/basket\\.html	<input checked="" type="radio"/> YES
2	Billing and Shipping	/yourinfo\\.html	<input type="radio"/> X
3	Payment	/payment\\.html	<input type="radio"/> X
4	Review	/revieworder\\.html	<input type="radio"/> X

## Funnel Steps

# Google Analytics Goal

---

## Goal Funnel Visualization



## Purchase Completed

This Goal was completed in 411 sessions | 19.07% funnel conversion rate



# Goal Setup - Homework

Under Admin → Goals.

The screenshot shows the Google Analytics Admin interface. On the left, there's a vertical sidebar with icons for search, home, account management, user management, filters, change history, and trash can. The main area is titled "Administration" and "Diane Personal Webpage". It's organized into three columns: ACCOUNT (Diane Personal Webpage), PROPERTY (Diane Woodbridge), and VIEW (Test). The "Goals" option under the VIEW column is highlighted with a red box. Other options in the VIEW column include View Settings, User Management, Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics (BETA), Segments, Annotations, and Attribution Models. The PROPERTY column includes links for Property Settings, User Management, and Tracking Info. The ACCOUNT column includes links for Account Settings, User Management, All Filters, Change History, and Trash Can.

# Goal Setup

Administration > View Goals  
Diane Personal Webpage / Diane Woodbridge / Test

**VIEW**  
Test

**+ NEW GOAL** Import from Gallery

Search

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
There is no data for this view.					
20 goals left					

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings **BETA**

This screenshot shows the 'Goals' section within the 'View Goals' interface of Google Analytics. On the left, a sidebar lists various personal tools and assets. The main area displays a table with columns for 'Goal', 'Id', 'Goal Type', 'Past 7 day conversions', and 'Recording'. A message indicates 'There is no data for this view.' Below the table, it says '20 goals left'. At the top, there are buttons for '+ NEW GOAL' and 'Import from Gallery', and a search bar. The URL in the browser is 'https://www.google.com/analytics/web/template?viewId=1&hl=en'.

# Goal Setup - Event

Administration > View Goals  
Diane Personal Webpage / Diane Woodbridge / Test

**VIEW**  
Test

**Goal setup** Edit  
Custom

**2 Goal description**

Name: MSAN\_Reference

Goal slot ID: Goal Id 1 / Goal Set 1

Type:

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video.
- Smart Goal Smart Goal not available.  
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

**3 Goal details**

Cancel

This screenshot shows the 'Goal Setup - Event' page in Google Analytics. The left sidebar contains navigation links for Administration, View Goals, Diane Personal Webpage, Diane Woodbridge, and Test. The main area is titled 'Goal setup' and shows step 2: 'Goal description'. It includes fields for 'Name' (MSAN\_Reference), 'Goal slot ID' (Goal Id 1 / Goal Set 1), and 'Type' (Event). The 'Event' type is selected, with examples like 'played a video.' and a note about Smart Goals. Step 3: 'Goal details' is partially visible at the bottom. A vertical sidebar on the left lists various tools and assets, including Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics (BETA), Segments, Annotations, Attribution Models, and Custom Channel Groupings (BETA).

# Goal Setup - Event

Administration > View Goals  
Diane Personal Webpage / Diane Woodbridge / Test

**VIEW** Test

**Goal setup** Edit  
Custom

**Goal description** Edit  
Name: MSAN\_Reference  
Goal type: Event

**3 Goal details**

**Event conditions**  
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	Category
Action	Equals to	Action
Label	Begins with	msan
Value	Greater than	Value

**Use the Event value as the Goal Value for the conversion**

**YES** If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

**Verify this Goal** See how often this Goal would have converted based on your data from the past 7 days.

**Save** **Cancel**

**Cancel**

Navigation sidebar:

- Search
- Home
- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- Personal Tools & Assets
- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA

# Goal Setup - Destination

VIEW  
All Web Site Data (Raw)

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings BETA

Custom Alerts

Scheduled Emails

Goal setup Edit  
Custom

Goal description Edit  
Name: Bio and Publications  
Goal type: Destination

3 Goal details

Destination

Equals to   Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional  
 Assign a monetary value to the conversion.

Funnel optional  
 Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Bio	/index.html	<input type="checkbox"/> YES

+ Add another Step

This Goal would have a 37.84% conversion rate based on your data from the past 7 days.  
[Re-verify](#)

# References

---

Google Analytics Academy :

<https://analytics.google.com/analytics/academy/>



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