

Web Analytics

DIANE WOODBRIDGE, PH.D



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Announcement

Design of Experiments, Nathaniel Stevens

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



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Review

Report Precision Configuration

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

Audience Report

Acquisition Report

Behavior Report

Conversions Report

Reports

 REAL-TIME

 AUDIENCE

 ACQUISITION

 BEHAVIOR

 CONVERSIONS



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Google Analytics Reports

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/>



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

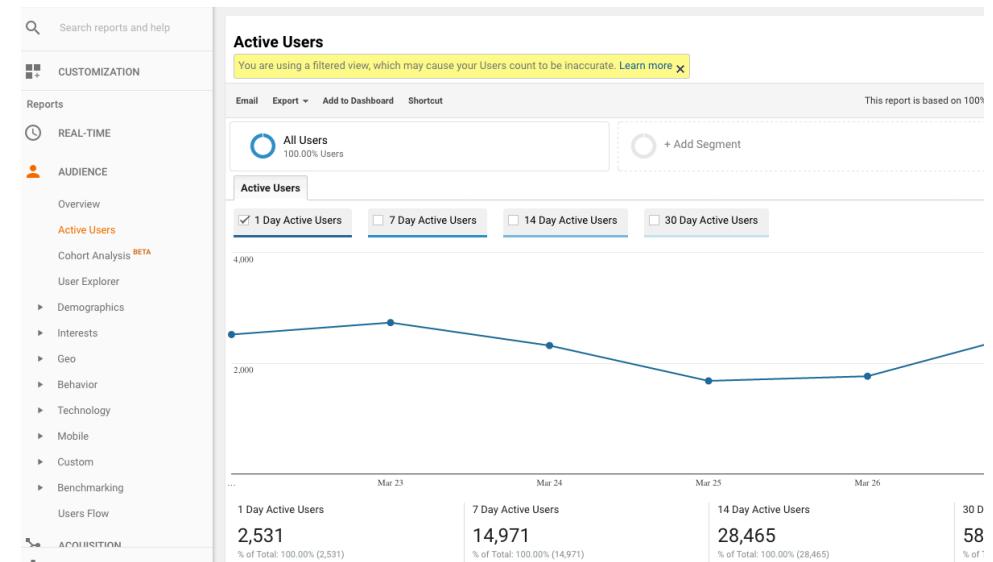


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Audience Reports

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.



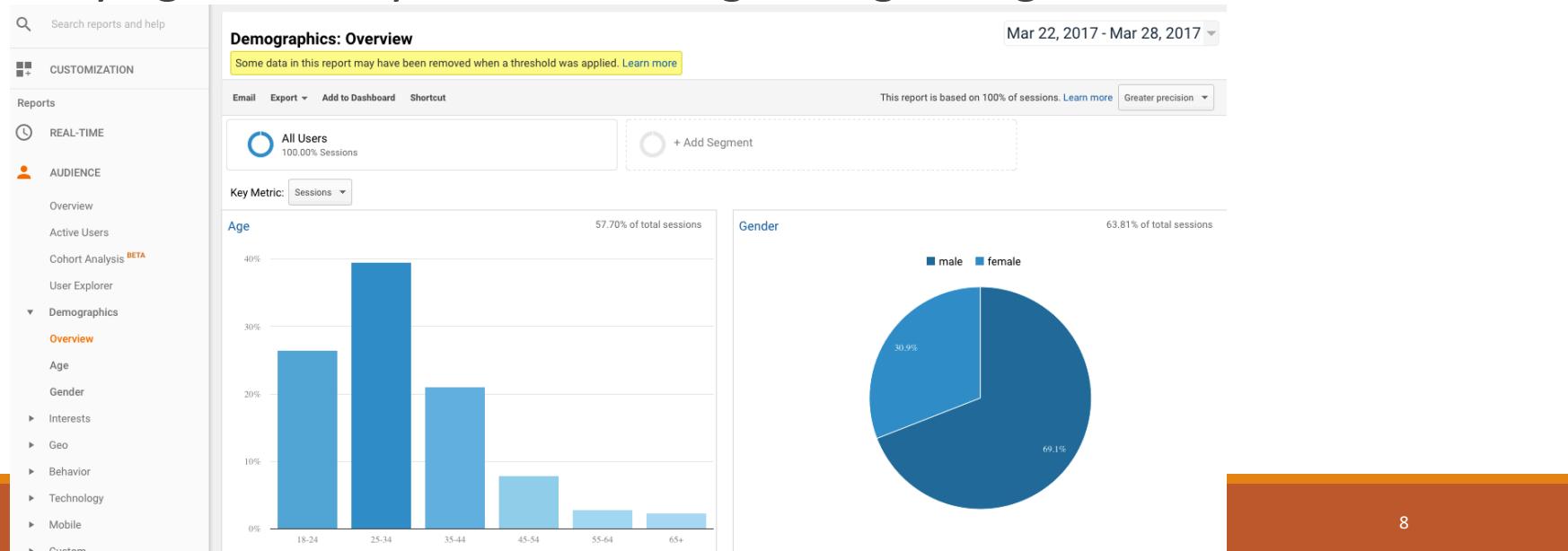
<https://support.google.com/analytics/answer/6171863?hl=en>

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Audience Reports

Demographics/ Interests

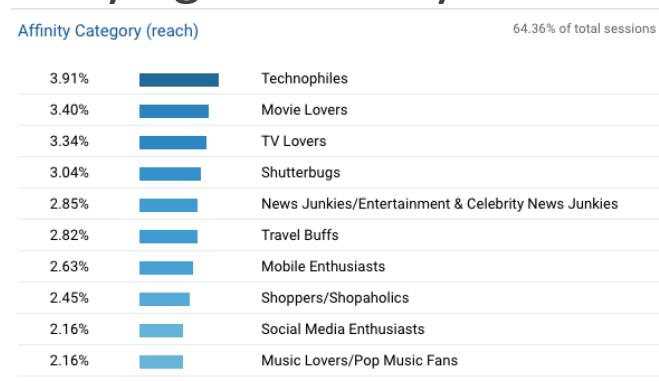
- Useful for
 - Verifying whether you are reaching the right target audience.



Audience Reports

Demographics/ Interests

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



Google Analytics Demographics Tracking

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.

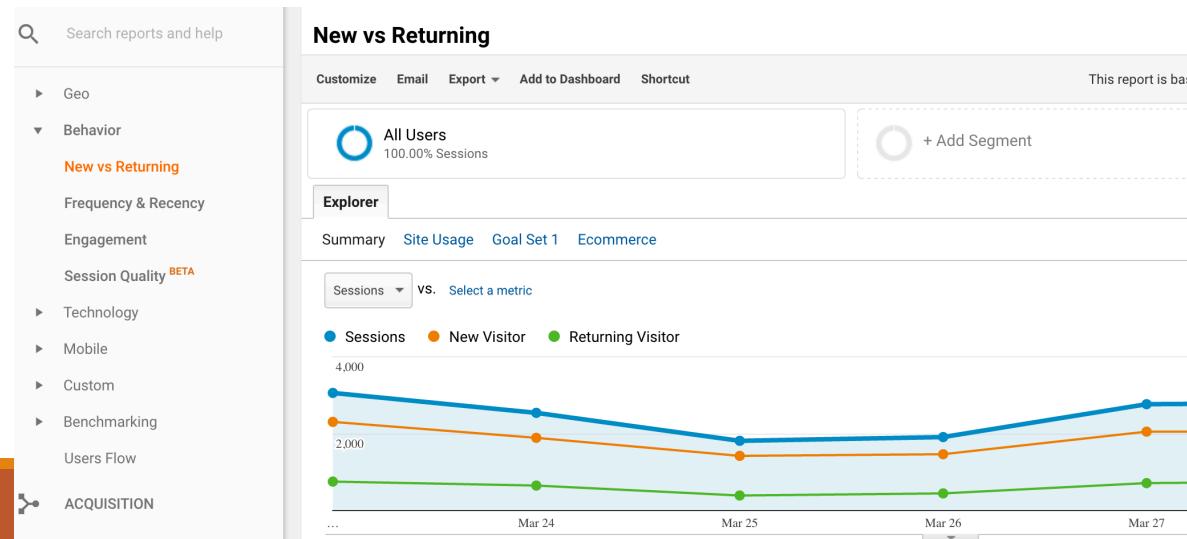
The screenshot shows a Google Analytics Audience report. On the left, there's a sidebar with a search bar and navigation links for Audience (Overview, Active Users, Cohort Analysis BETA, User Explorer), Demographics, Interests, Geo (selected), Language, and Location. The main area has a secondary dimension 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). The United States is the top country with 17,626 sessions (43.31% of total), followed by India (1,368 sessions, 7.76%), United Kingdom (797 sessions, 4.52%), and Canada (540 sessions, 3.06%).

| 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

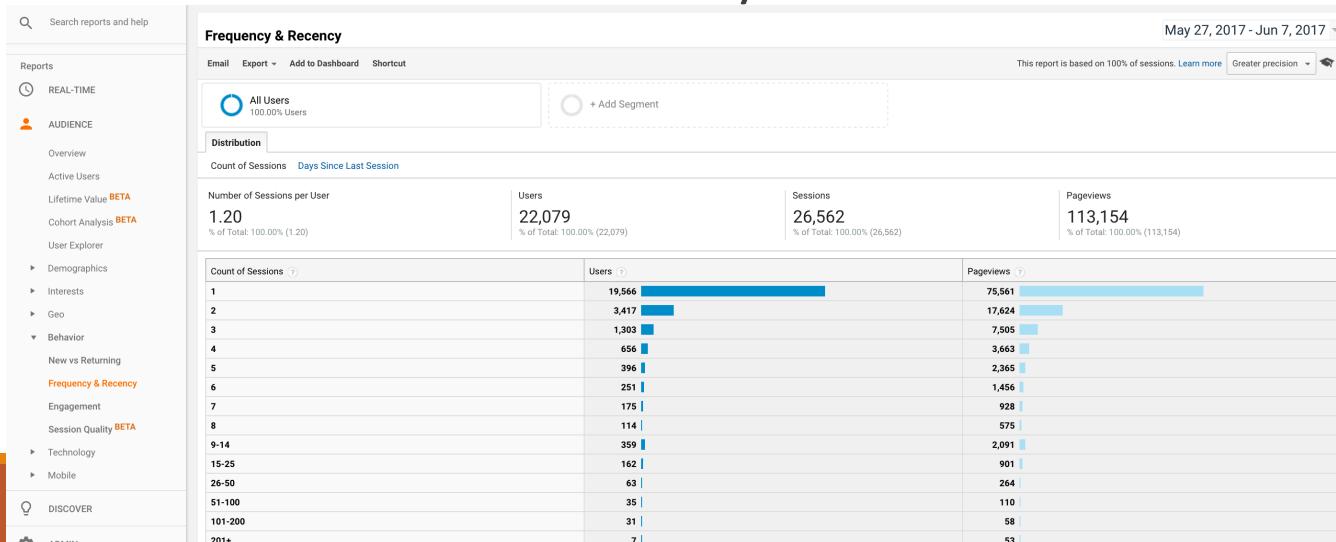
- New vs Returning – Acquisition, behavior and conversion for new and returning users.
- **Useful for** seeing how audience loyalty may be shifting.



Audience Reports

Behavior

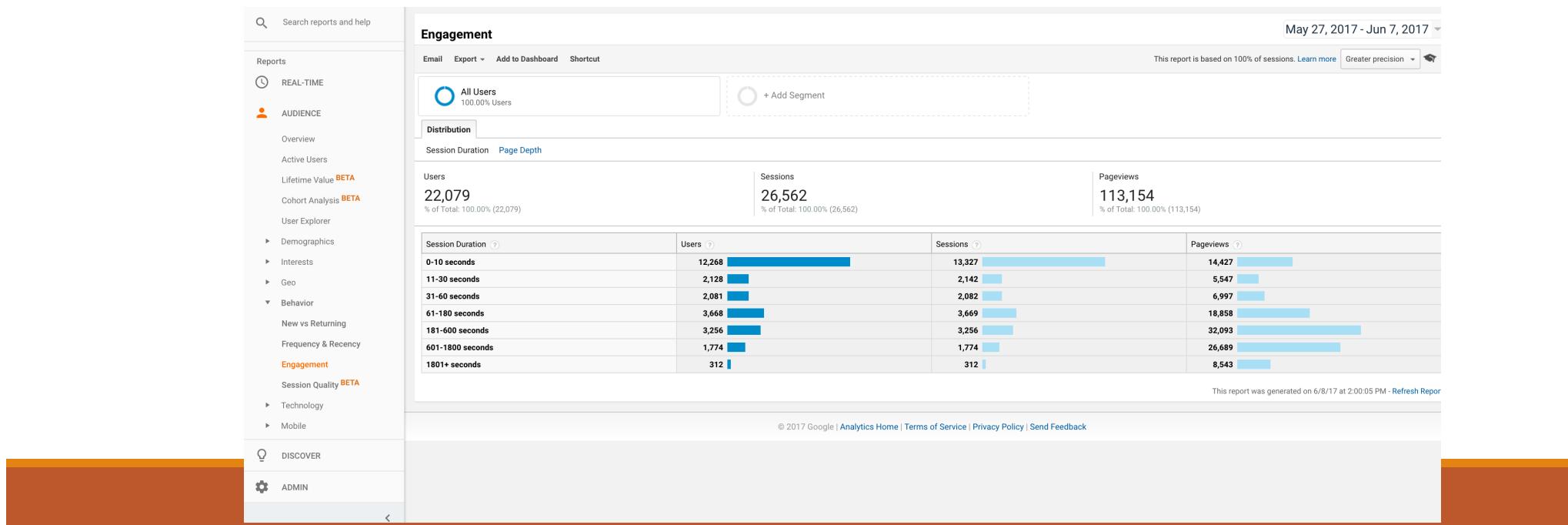
- Frequency and Recency – The number of sessions and pageviews.
- Useful to
 - See how often users return to your site.



Audience Reports

Behavior

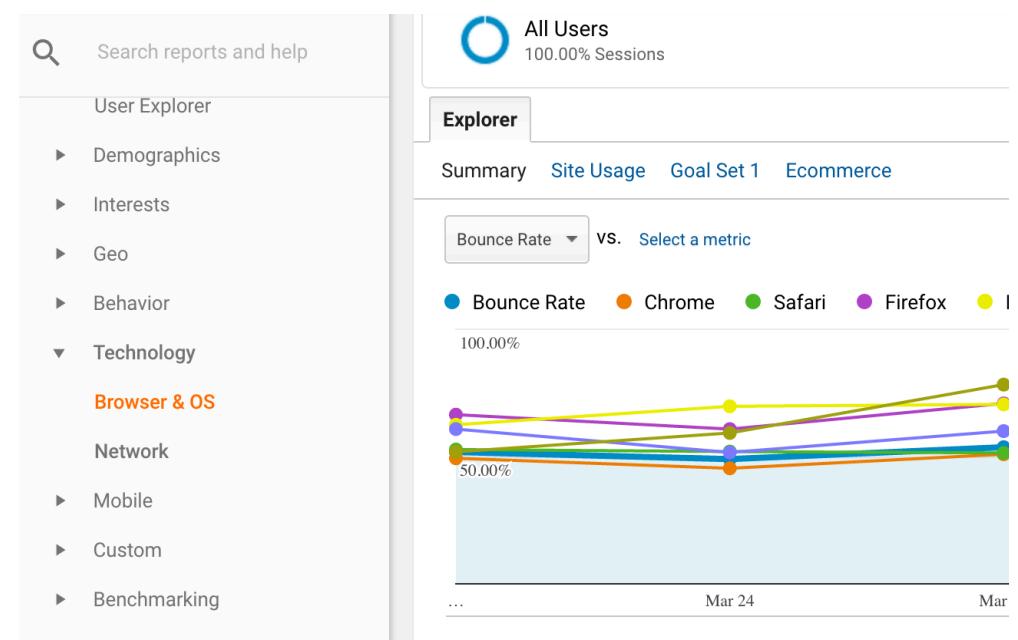
- Engagement – The length of a session and pageview.



Audience Reports

Technology

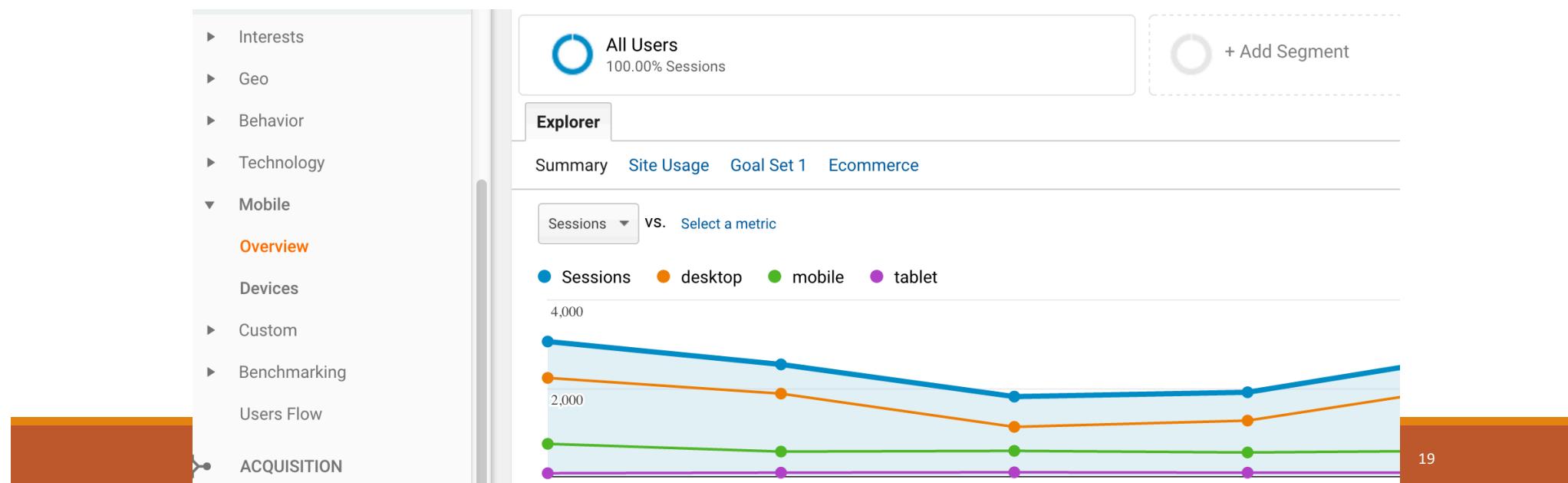
- Browser & OS
- Network
- **Useful for**
 - Identifying potential technology issues with your website traffic.



Audience Reports

Mobile

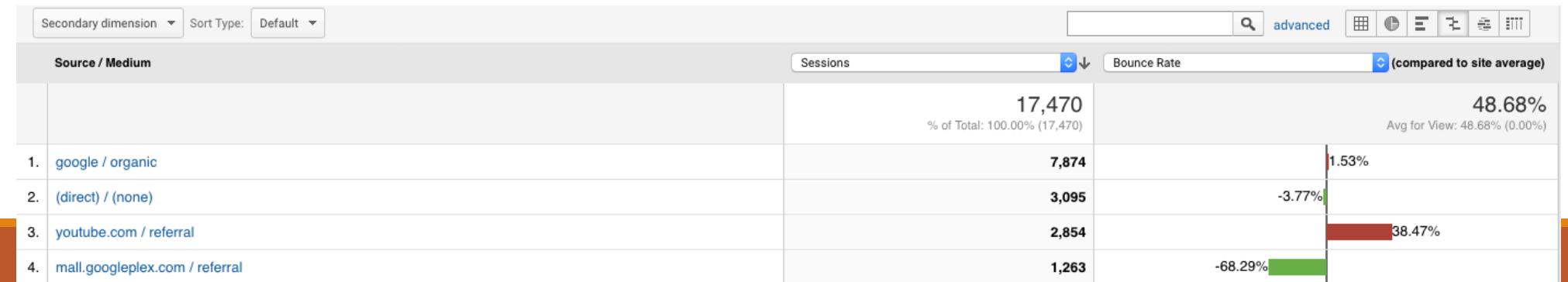
- **Useful** to see how quickly mobile usage of your site has grown over time.



Acquisition Reports

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.



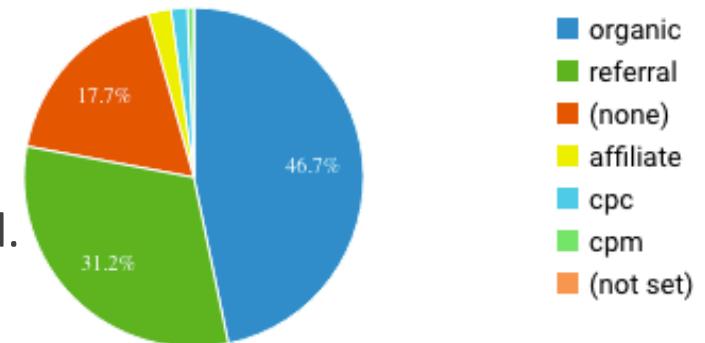
Primary Dimension: Conversion:
Top Mediums ▾ eCommerce ▾

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 URL directly to a browser.

Top Mediums



Acquisition Reports

All traffic

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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". Further down are results for "Google Merchandise Store" and "Men's T-Shirts | Apparel | Google Merchandise Store". Each result includes a snippet of the page content and a link to the full page.

Acquisition Reports

All traffic

- Traffic medium
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 - 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 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.

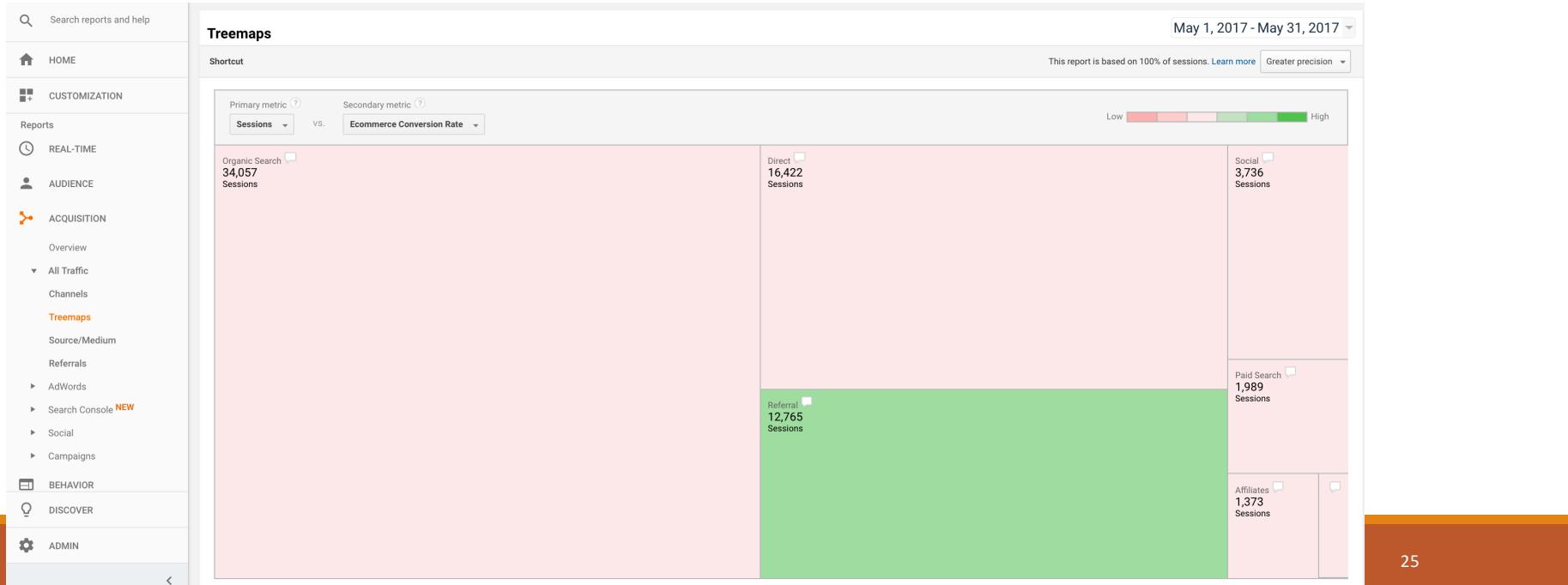
The screenshot shows the Google Analytics interface for an 'ACQUISITION' report. The left sidebar has a 'Source/Medium' section selected. The main table displays traffic data for five sources:

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

At the bottom, there is a footer bar with the text "CHANGE THE WORLD FROM HERE".

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 table displays data for the top 10 sources/mediums:

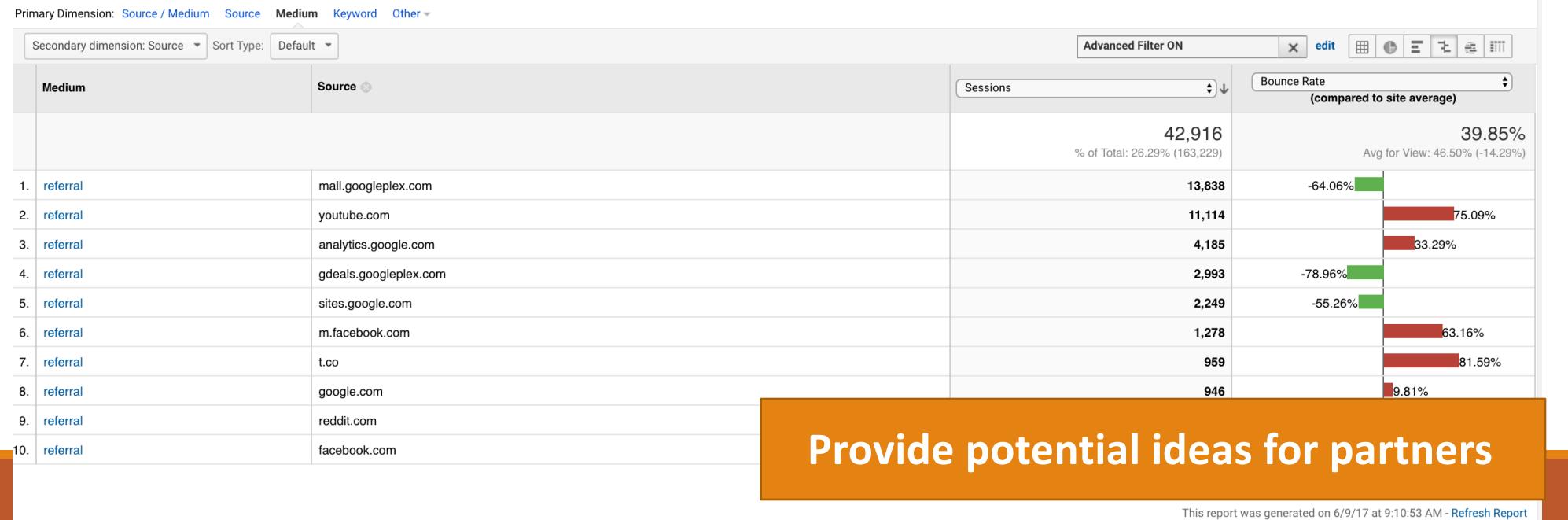
| Source | Medium | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------|----------|--------------------------------|--------------------------------|--------------------------------|--|-----------------------------------|---|--------------------------------------|----------------------------|--|
| | | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Ecommerce Conversion Rate | Transactions | Revenue |
| 1. google | organic | 5,476 (77.93% of Total: 7,027) | 4,554 (77.09% of Total: 5,907) | 6,329 (77.59% of Total: 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 (89.25% of Total: 214) | \$31,965.65 (\$31.24% of Total: \$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%) |

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

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Example

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

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...". There are also links for "Course Descriptions", "Academics Overview", "Admission Requirements", and "Career Outcomes".

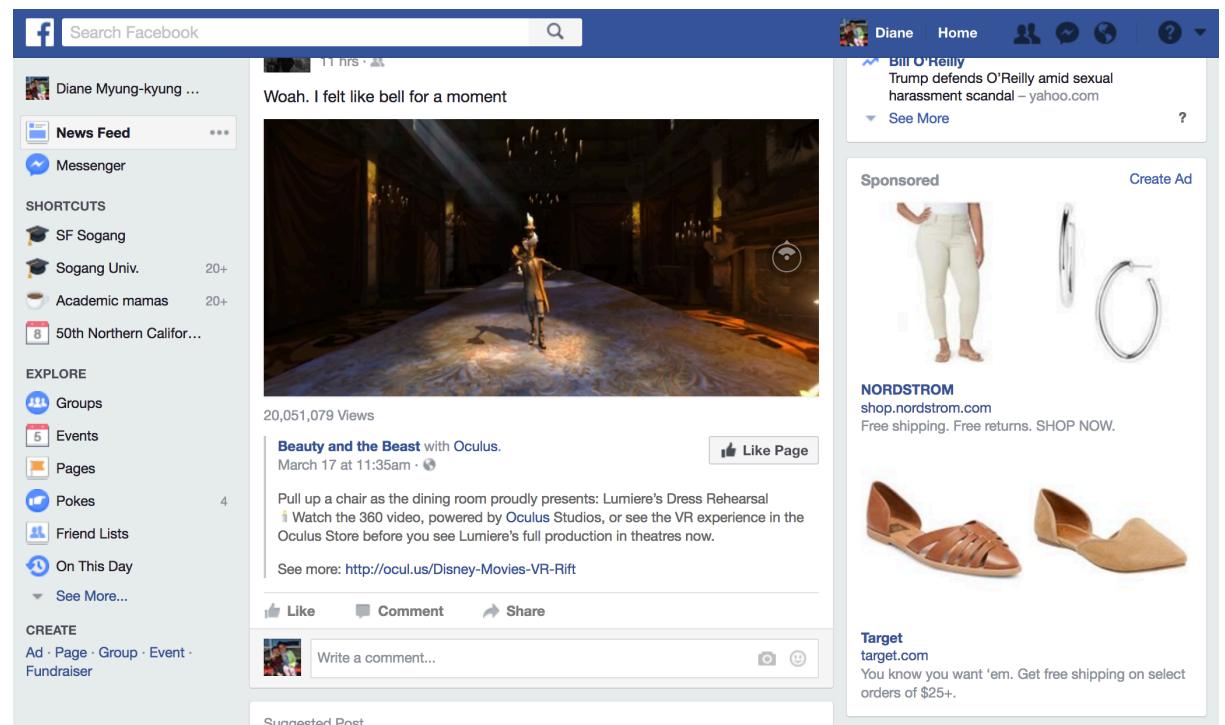


Acquisition Reports

Ad Types

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

https://en.wikipedia.org/wiki/Web_banner



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

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 a small logo.

Acquisition Report

Ad Campaigns

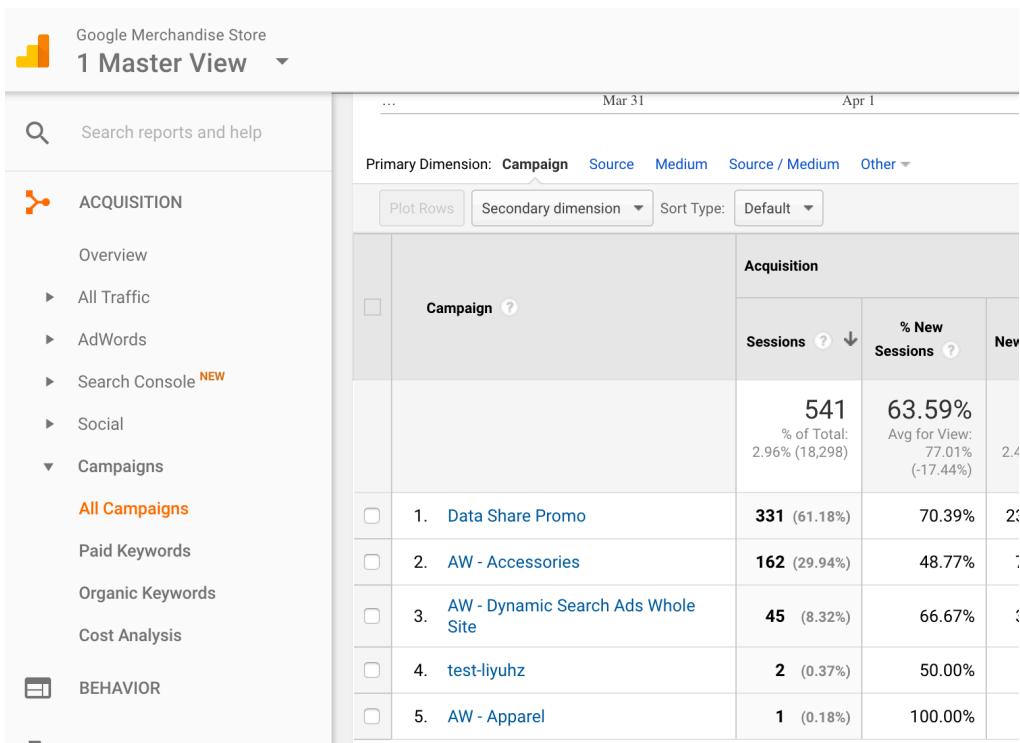
- By default, Ads not include referrer details.
- Google Analytics campaign parameters.
- Group the sessions within the Acquisition Overview and Channels report.
- Provide more specific listings in the Source/Medium report.
- Populates All Campaigns reports for tracking specific generation efforts.



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

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

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)   

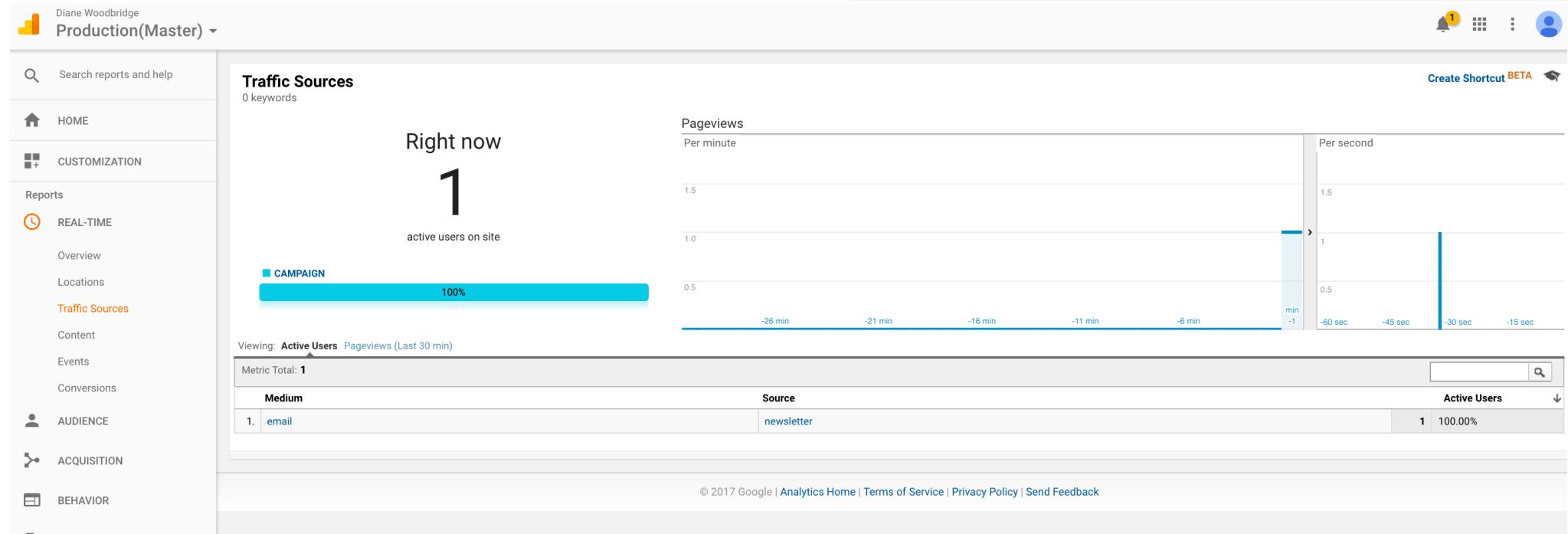
[Newsletter](#)

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



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Example



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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

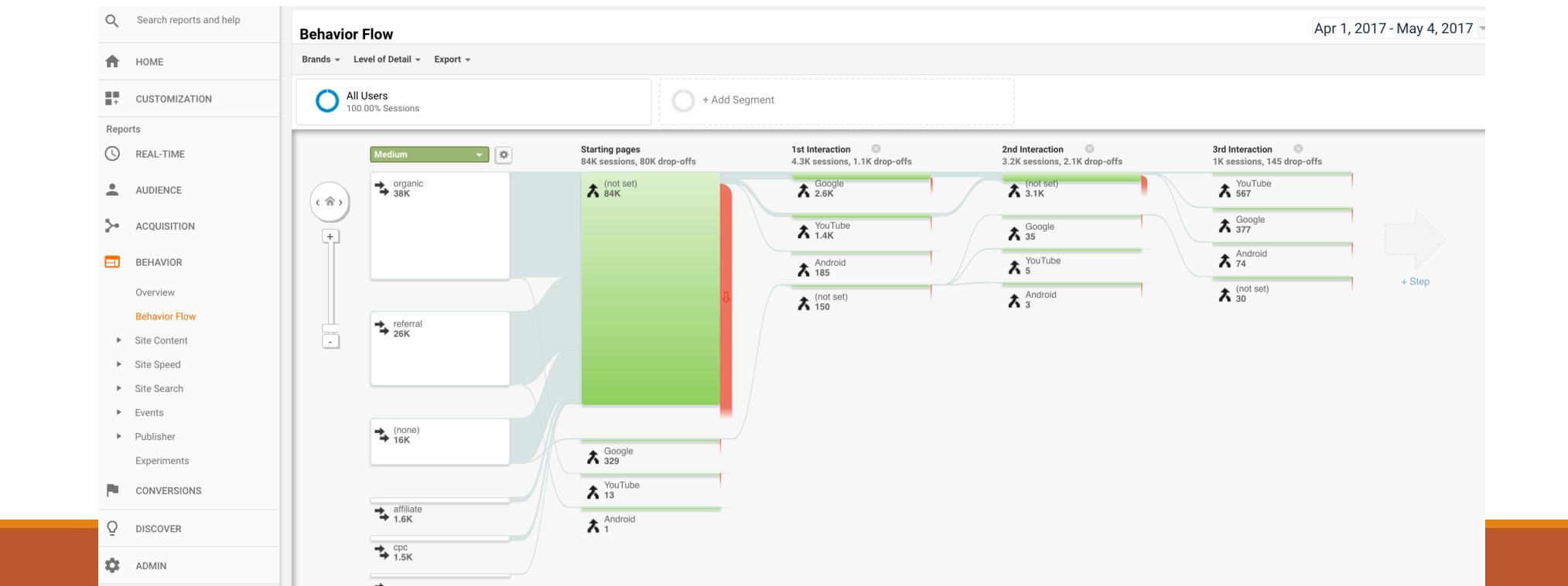
- Visualizes the path users traveled from one page or Event to the next.
- Help you discover what content keeps users engaged.
- Help identify potential content issues.

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



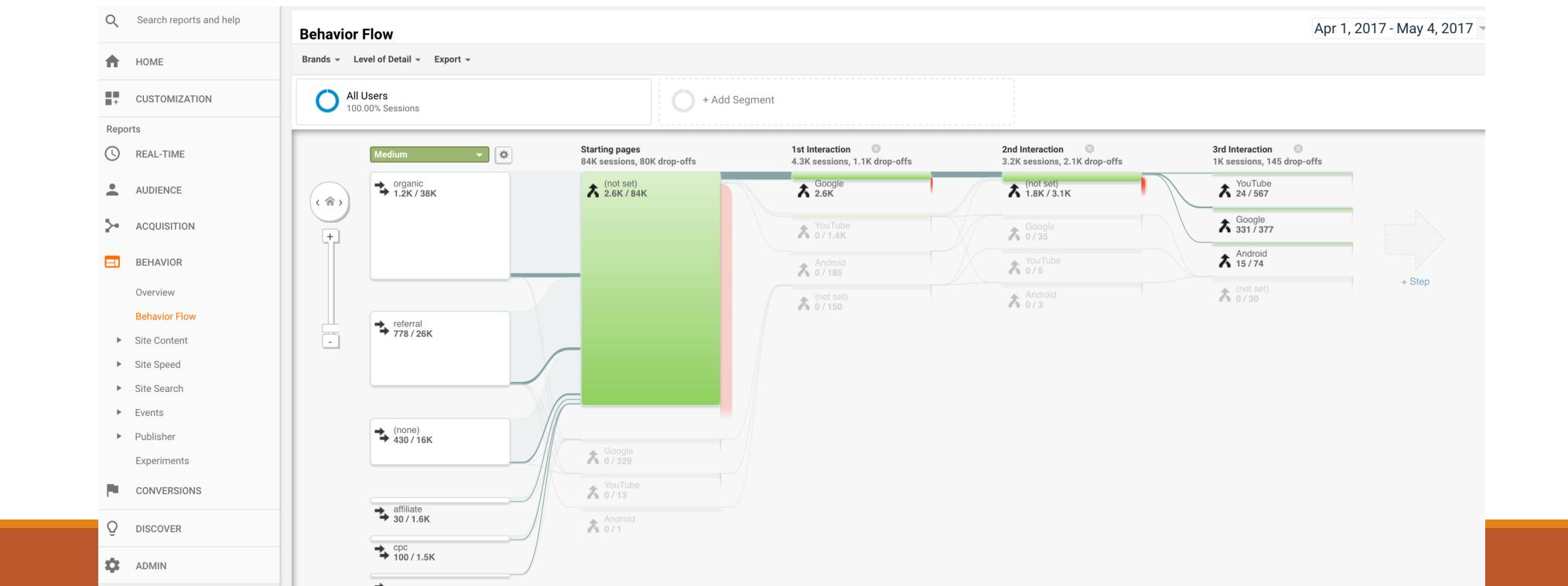
Behavior Reports

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, and Behavior. Under Behavior, there are links for Overview, Behavior Flow, and Site Content. The 'Site Content' link is expanded, showing a list of top pages. The right side of the interface displays a table with columns for Rank, Page, and Clicks. The top 10 pages listed are:

| Rank | Page | Clicks |
|------|---|--------|
| 1. | /home | |
| 2. | /basket.html | |
| 3. | /google+redesign/shop+by+brand/youtube | |
| 4. | /signin.html | |
| 5. | /store.html | |
| 6. | /google+redesign/nest/nest-usa | |
| 7. | /google+redesign/apparel/mens/men+st+t+shirts | |
| 8. | /asearch.html | |
| 9. | /google+redesign/shop+by+brand/google | |
| 10. | /yourinfo.html | |

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

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

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 |

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 | ? |
|--|---|
| 1. /home | 🔗 |
| 2. /google+redesign/shop+by+brand /youtube | 🔗 |
| 3. /google+redesign/nest/nest-usa | 🔗 |
| 4. /signin.html | 🔗 |
| 5. /google+redesign/apparel/mens/mens+t+shirts | 🔗 |
| 6. /basket.html | 🔗 |
| 7. /google+redesign/drinkware | 🔗 |

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

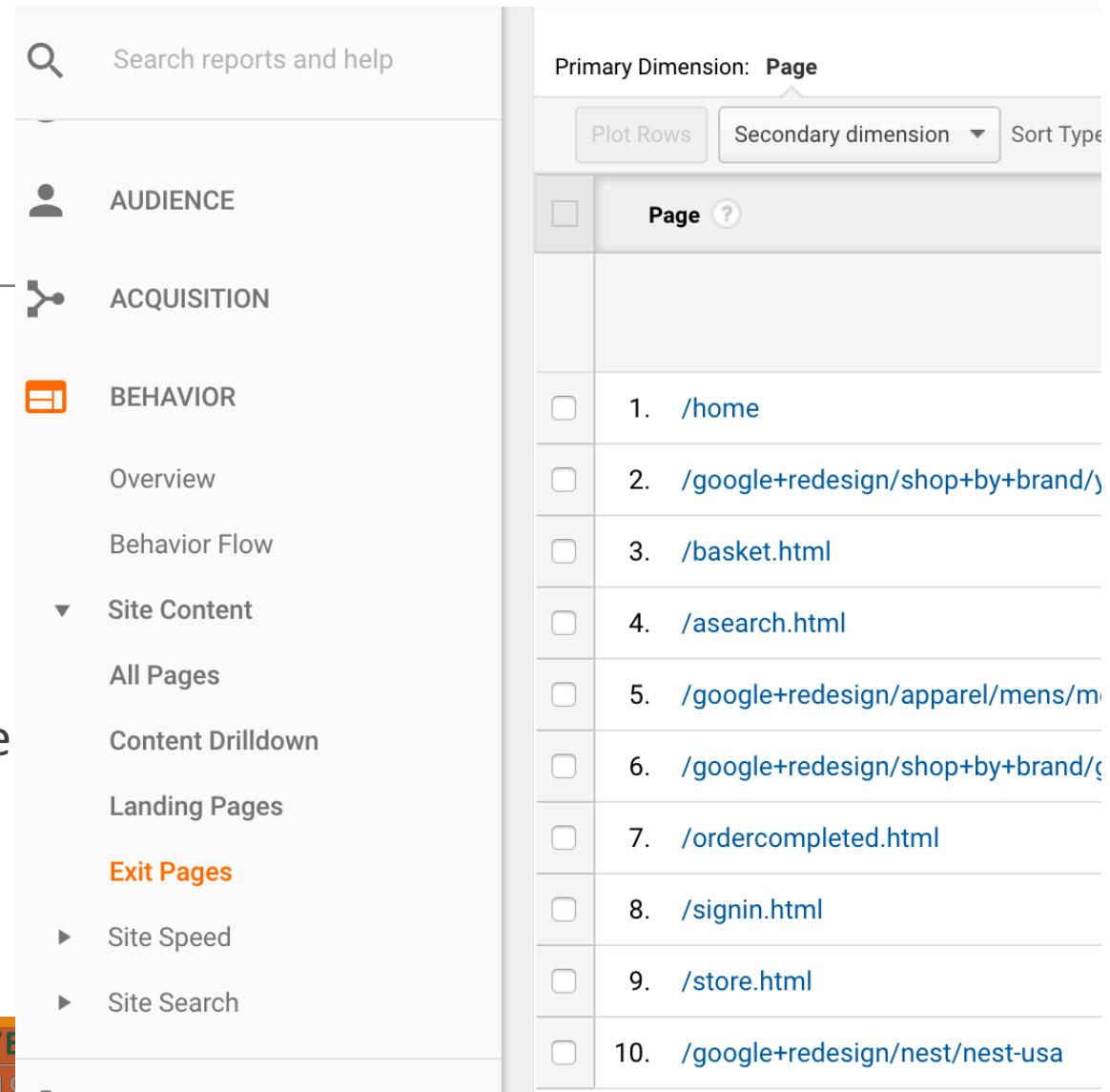
Site Search

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.

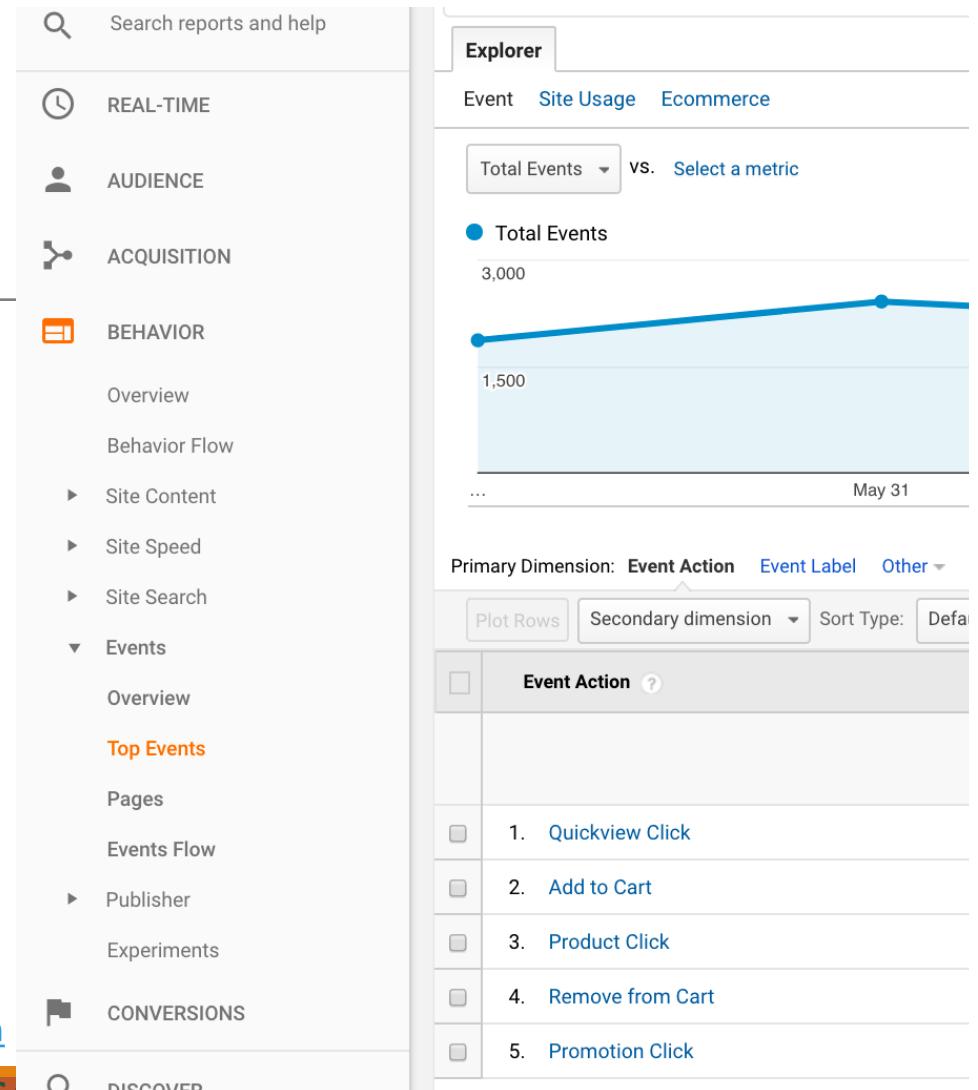


Behavior Reports

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.

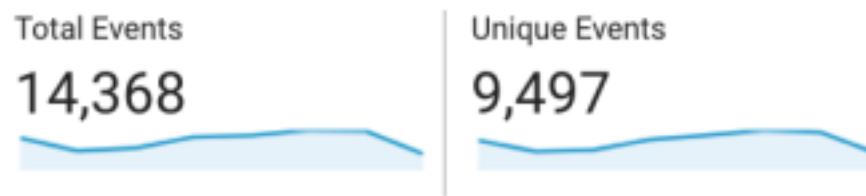
<https://support.google.com/analytics/answer/1012044?hl=en>



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

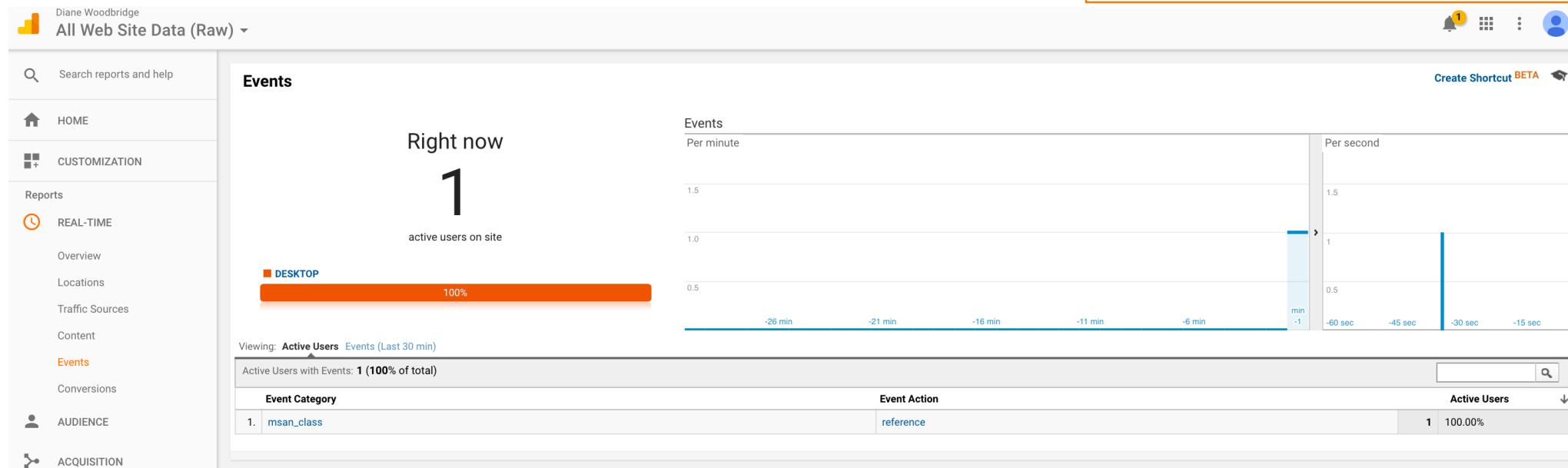
Example

Diane Woodbridge

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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.

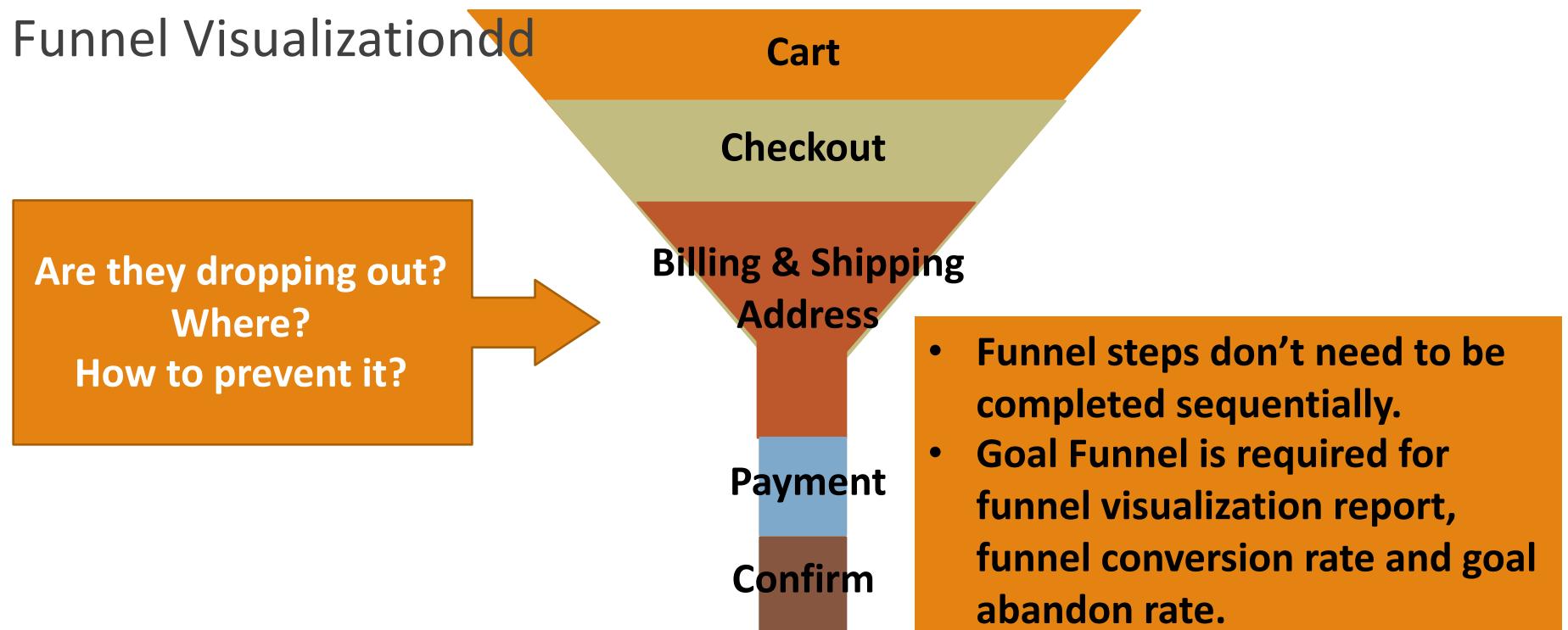
- **Useful for :** Designing funnels.

The screenshot shows a Google Analytics interface for a 'Purchase Completed' goal. The left sidebar has 'CONVERSIONS' selected under 'Goals'. The main area displays a table of funnel paths:

| Goal Completion Location | Goal Previous Step - 1 | Goal Previous Step - 2 | Goal Previous Step - 3 | Purchase Completed (Goal 1 Completions) |
|--------------------------|------------------------|------------------------|------------------------|---|
| 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.



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 includes icons for search, account management, user management, filters, trash can, and a gear for 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' settings. Other items listed include 'View Settings', 'Filters', 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', 'Annotations', and 'Attribution Models'. The top navigation bar shows 'Google Merchandise Store' and '1 Master View'.



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

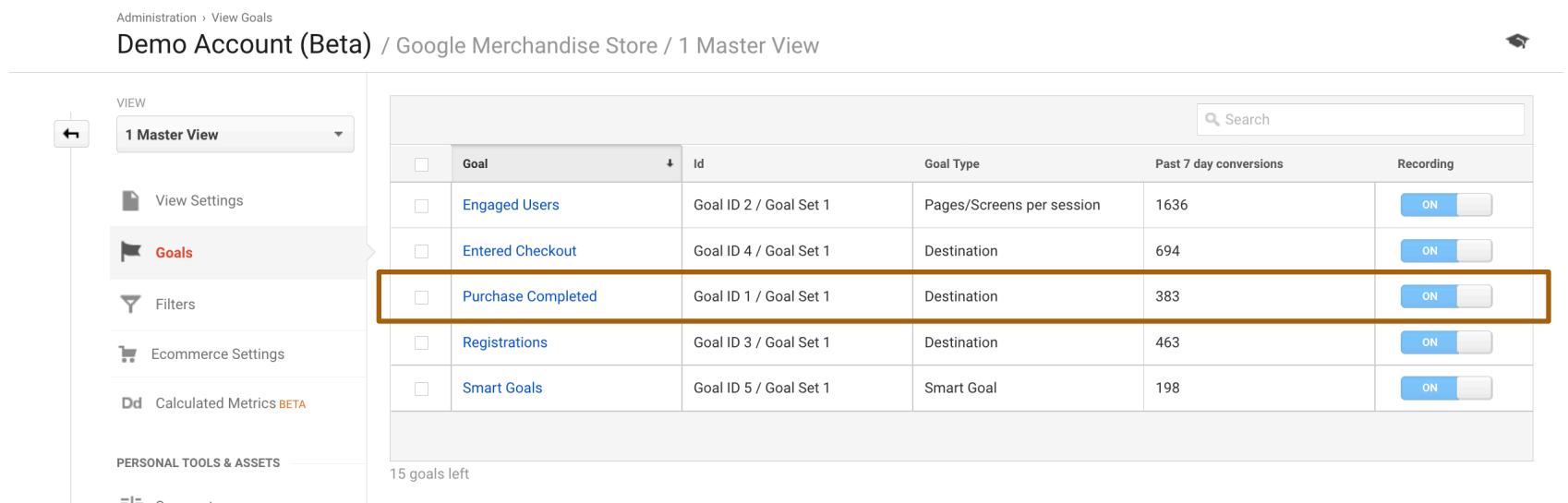
Calculated Metrics BETA

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

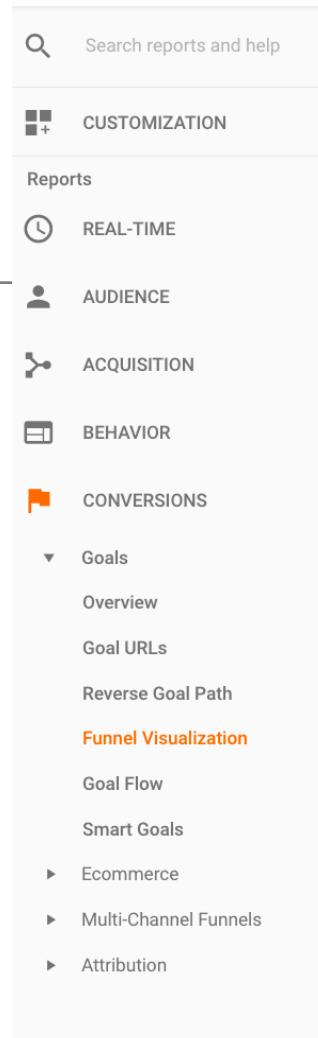
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

| 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 is a sidebar with icons for search, home, account management, users, filters, change history, and help. The main area is titled "Administration" and "Diane Personal Webpage". It is divided 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

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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