

## SEM Coaching - 29

# Google Analytics 2.0

# Google Analytics 2.0

- ❖ Offers a number of new and improved features that offer deeper insight into your online visitor behaviour:
- ❖ **Advanced Segments** - Isolate and analyse specific traffic sources more closely e.g. Direct vs Referred Traffic. It also allows you to create and compare custom segments e.g. Google vs Yahoo
- ❖ **Add to Dashboard** - Add specific stats to your Dashboard
- ❖ **Dashboards** – View selected stats and graphs in one location

# Google Analytics 2.0

- ❖ **Intelligence Events** – Offers automatic and custom alerts for statistically significant events
- ❖ **Real-Time (Beta)** – View real-time visitor stats

# Advanced Segments

# Advanced Segments

Google Analytics

SharesXPert - http://www.sharesxpert....  
SharesXPert [DEFAULT]

Home Standard Reporting Custom Reporting

ADVANCED SEGMENTS EXPORT ADD TO DASHBOARD

Visitors Overview  
100.00% of total visits

AUDIENCE

- Overview
- Demographics
- Behavior
- Technology
- Social
- Mobile
- Visitors Flow

Overview

Date	Visitors (approx.)
Jan 29	100
Jan 30	110
Jan 31	95
Feb 1	105
Feb 2	100
Feb 3	105
Feb 4	115
Feb 5	90
Feb 6	100
Feb 7	110
Feb 8	120
Feb 9	115
Feb 10	105

# Create New Custom Segment

Home Standard Reporting Custom Reporting

ADVANCED SEGMENTS ▾ EXPORT ▾ ADD TO DASHBOARD

Select up to four segments by which to filter your report ?

**Default Segments**

- All Visits
- New Visitors
- Returning Visitors
- Paid Search Traffic
- Non-paid Search Traffic
- Search Traffic
- Direct Traffic

**Custom Segments**

+ New Custom Segment

Apply cancel

# Creating Google Segment

ADVANCED SEGMENTS ▾ EXPORT ▾ ADD TO DASHBOARD

Name: **Google visitors**

Include **Source** Containing **google**

or

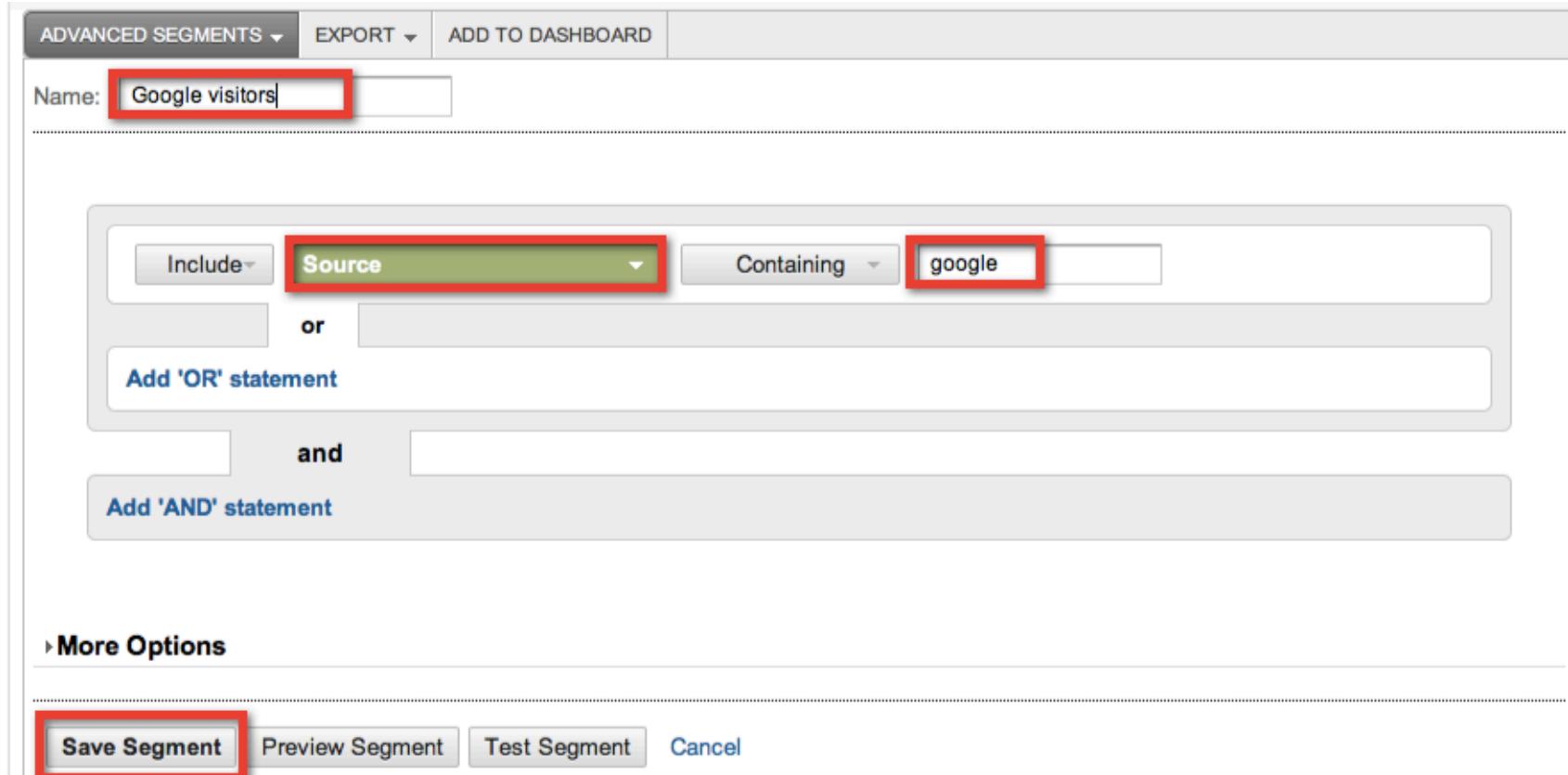
Add 'OR' statement

and

Add 'AND' statement

More Options

**Save Segment** Preview Segment Test Segment Cancel



# Add To Dashboard

# Add To Dashboard



# Add To Dashboard

ADVANCED SEGMENTS ▾ EXPORT ▾ ADD TO DASHBOARD

## Organic Search Traffic

24.50% of total visits

Jan 29, 2012 - Feb 28, 2012 ▾

**Explorer**

Add to dashboard

My Dashboard (7 widgets) ▾ Select up to 1 more widget

Check to Add: Widget Title:

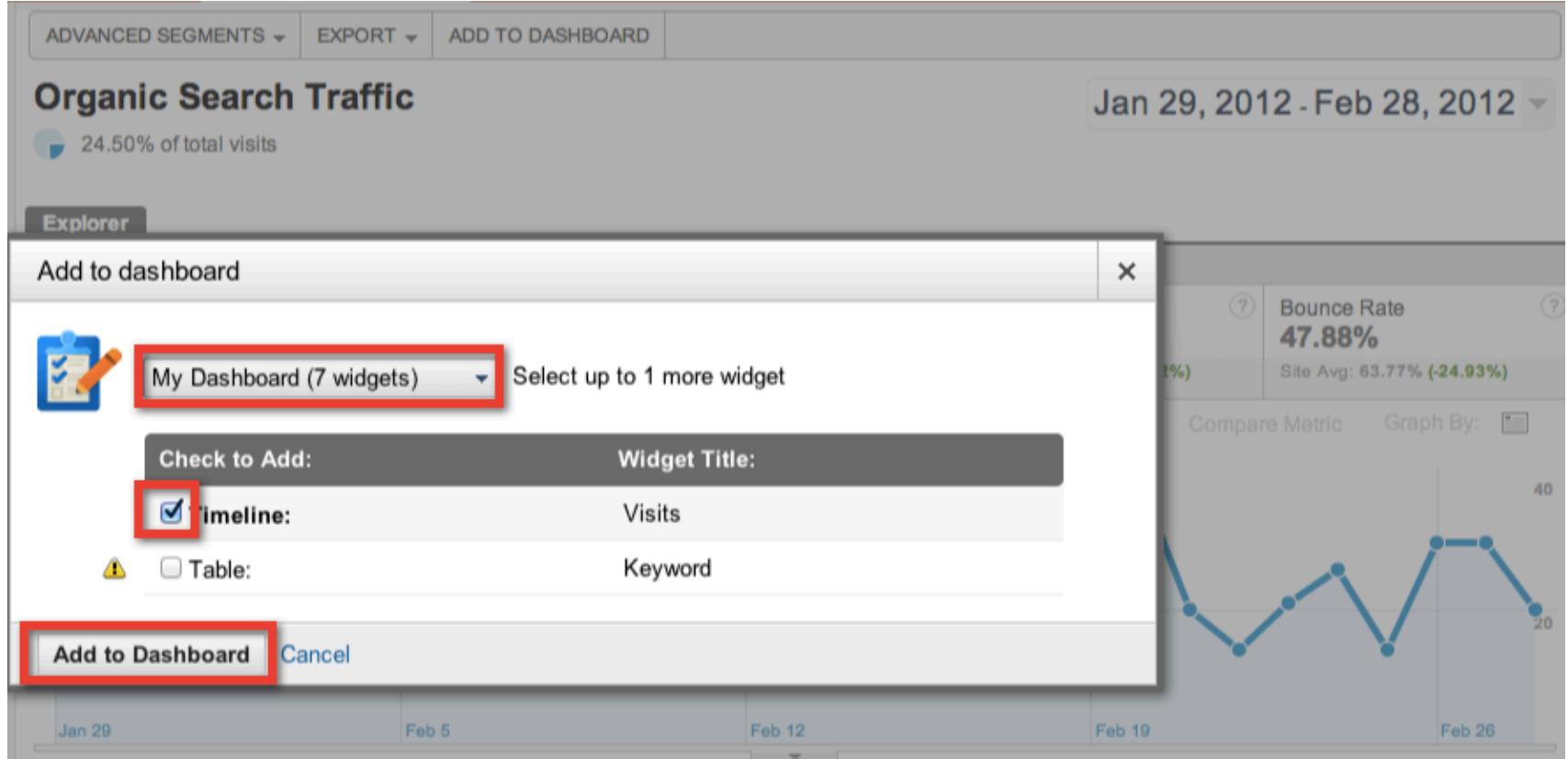
Timeline: Visits

Table: Keyword

**Add to Dashboard** Cancel

Bounce Rate  
**47.88%**  
Site Avg: 63.77% (-24.93%)

Compare Metric Graph By:



Jan 29 Feb 5 Feb 12 Feb 19 Feb 26

Date	Visits
Jan 29	35
Feb 5	25
Feb 12	20
Feb 19	22
Feb 26	28

# Dashboards

# My Dashboard

SharesXpert - http://www.sharesxpert....  
SharesXpert [DEFAULT]

Home Standard Reporting Custom Reporting

+ ADD WIDGET

REAL-TIME (BETA)

INTELLIGENCE EVENTS

DASHBOARDS

My Dashboard

+ New Dashboard

Help

Introduction

Create/Edit/Delete Dashboards

Add a Report to Your Dashboard

My Dashboard

Traffic Types

Daily Visits

Date	Visits
Jan 20	~100
Jan 21	~110
Jan 22	~105
Jan 23	~115
Jan 24	~120
Jan 25	~100
Jan 26	~110
Jan 27	~105
Jan 28	~115
Jan 29	~120
Jan 30	~100
Jan 31	~110
Feb 1	~120
Feb 2	~115
Feb 3	~120
Feb 4	~110
Feb 5	~120

# Intelligence Events

# Intelligence Events (Overview)

SharesXPert - http://www.sharesxpert...  
SharesXPert [DEFAULT]

**REAL-TIME (BETA)**

- Overview
- Locations
- Traffic Sources
- Content

**INTELLIGENCE EVENTS**

- Overview** (highlighted with a red box)
- Daily Events
- Weekly Events
- Monthly Events

**DASHBOARDS**

- My Dashboard
- + New Dashboard

**Help**

- About Analytics Intelligence

Home Standard Reporting Custom Reporting

Intelligence Events Overview Jan 29, 2012 - Feb 28, 2012

Automatic Alerts Custom Alerts

Metric	Segment	Period	Date	Change	Importance	Details
1. % New Visits	All Traffic	Daily	Feb 3, 2012	116%		<a href="#">Details</a>
2. Bounce Rate	All Traffic	Daily	Feb 18, 2012	-32%		<a href="#">Details</a>
3. Visits	Country/Territory: Singapore	Daily	Feb 19, 2012	105%		<a href="#">Details</a>
4. Bounce Rate	All Traffic	Weekly	Feb 19, 2012 - Feb 25, 2012	-15%		<a href="#">Details</a>
5. Avg. Time on Site	Source: (direct)	Daily	Feb 18, 2012	251%		<a href="#">Details</a>
6. Bounce Rate	All Traffic	Daily	Feb 3, 2012	-24%		<a href="#">Details</a>
7. Pageviews	Country/Territory: Singapore	Daily	Feb 19, 2012	94%		<a href="#">Details</a>
8. Pageviews	Exit Page: /market-bias/	Daily	Feb 19, 2012	99%		<a href="#">Details</a>
9. Visits	Visitor Type: New Visitor	Daily	Feb 3, 2012	111%		<a href="#">Details</a>
10. Pageviews	Exit Page: /market-bias/	Daily	Feb 13, 2012	72%		<a href="#">Details</a>

Show rows: 10 Go to: 1 1 - 10 of 34

# Intelligence Events (Daily Events)

SharesXpert - http://www.sharexpert...  
SharesXpert [DEFAULT]

[Home](#) Standard Reporting Custom Reporting

**Daily Events** Jan 29, 2012 - Feb 28, 2012

**Intelligence Events**

Custom Alerts   Automatic Alerts :  Web Analytics  AdWords Alerts   Automatic Alert Importance: Low High

Saturday, February 18, 2012   Sunday, February 19, 2012   Monday, February 20, 2012

**Custom Alerts** + Create a Custom Alert | Manage Custom Alerts  
There are no custom alerts on this date.

**Automatic Alerts** Group by: Metric | Dimension

**Visitors**

Country/Territory	Visits	Change	Importance	Action
Singapore	74 Visits	▲ 105% expected:0-40		Go to Report
	74 Visits	(57.36% of total)		

# Intelligence Events (Weekly Events)

SharesXPert - http://www.sharesxpert...  
SharesXPert [DEFAULT] ▾ ⚙

**REAL-TIME (BETA)**

- Overview
- Locations
- Traffic Sources
- Content

**INTELLIGENCE EVENTS**

- Overview
- Daily Events
- Weekly Events**
- Monthly Events

**DASHBOARDS**

- My Dashboard
- + New Dashboard

**Help**

- About Analytics Intelligence
- Intelligence Events
- Interpreting Alerts
- Creating Custom Alerts
- Explanation Alerts
- Managing Custom Alerts
- Intelligence Basics
- Automatic Alert Tips

**Home** Standard Reporting Custom Reporting

## Weekly Events

Jan 29, 2012 - Feb 28, 2012 ▾

### Intelligence Events

Jan 29 - Feb 4      Feb 5 - Feb 11      Feb 12 - Feb 18

Custom Alerts   Automatic Alerts :  Web Analytics    AdWords Alerts   Automatic Alert Importance: Low  High

Feb 19, 2012 - Feb 25, 2012  
Alerts 2

◀ Feb 12, 2012 - Feb 18, 2012      Feb 19, 2012 - Feb 25, 2012

### Custom Alerts

+ Create a Custom Alert | Manage Custom Alerts

There are no custom alerts on this date.

### Automatic Alerts

Group by: Metric | Dimension

#### All Traffic

Total Traffic Importance:  Go to Report

▲ 57.32% Bounce Rate  
▼ 15% expected:62.30%-71.78%

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# Intelligence Events (Monthly Events)

SharesXPert - http://www.sharesxpert....  
SharesXPert [DEFAULT]

**Home** Standard Reporting Custom Reporting

**Monthly Events** Jan 29, 2012 - Feb 28, 2012

**Intelligence Events**

Custom Alerts Automatic Alerts :  Web Analytics  AdWords Alerts Automatic Alert Importance: Low → High

**Custom Alerts** + Create a Custom Alert | Manage Custom Alerts

Jan 1, 2012 - Jan 31, 2012 Feb 1, 2012 - Feb 29, 2012

**Automatic Alerts** Group by: Metric | Dimension

**Visitors**

Country/Territory **Malaysia** 1,229 Pageviews ▼ 16% expected: 1,402-1,559 Importance: Go to Report

706 Visits (35.23% of total)

**Help**

- About Analytics Intelligence
- Intelligence Events
- Interpreting Alerts
- Creating Custom Alerts
- Explanation Alerts
- Managing Custom Alerts
- Intelligence Basics
- Automatic Alert Tips

# Real-Time

# Real-Time (Overview)

SharesXPert - http://www.sharesxpert...  
SharesXPert [DEFAULT] ▾

**REAL-TIME (BETA)**

- Overview **Overview**
- Locations
- Traffic Sources
- Content

**INTELLIGENCE EVENTS**

- Overview
- Daily Events
- Weekly Events
- Monthly Events

**DASHBOARDS**

**Overview**

**Right now**

1 active visitors on site

**RETURNING** 100%

**Pageviews**

Per minute Per second

**Top Referrals:**

Source	Active Visitors
There is no data for this view.	

**Top Active Pages:**

Active Page	Active Visitors
/market-bias/	1 100.00%

**Top Keywords:**

Keyword	Active Visitors
1.	1

**Top Locations:**

# Real-Time (Locations)

SharesXpert - http://www.sharesxpert....  
SharesXpert [DEFAULT] ▾

**REAL-TIME (BETA)**

- Overview
- Locations**
- Traffic Sources
- Content

**INTELLIGENCE EVENTS**

- Overview
- Daily Events
- Weekly Events
- Monthly Events

**DASHBOARDS**

**Home** Standard Reporting Custom Reporting 

## Locations

1 active cities

**Right now**

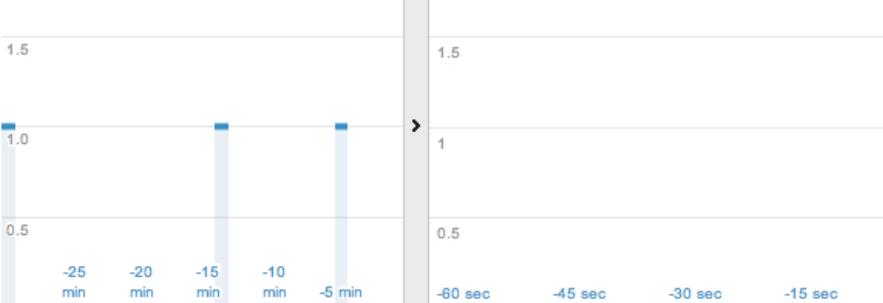
**1**

active visitors on site

**INDONESIA** 100%

**Pageviews**

Per minute	Per second
1.5	1.5
1.0	1
0.5	0.5



-25 min -20 min -15 min -10 min -5 min -60 sec -45 sec -30 sec -15 sec

Viewing: **Map** Earth



Metric Total: 1  

Country	Active Visitors
1. Indonesia	1 <span style="background-color: #0072bc; color: white; padding: 2px 10px;">100.00%</span>

# Real-Time (Traffic Sources)

SharesXpert - http://www.sharesxpert....  
SharesXpert [DEFAULT]

**REAL-TIME (BETA)**

- Overview
- Locations
- Traffic Sources **Red Box**
- Content

**INTELLIGENCE EVENTS**

- Overview
- Daily Events
- Weekly Events
- Monthly Events

**DASHBOARDS**

**Traffic Sources**  
1 keywords

**Right now**

1 active visitors on site

**DIRECT** 100%

**Pageviews**

Per minute	Per second
1.5	1.5
1.0	1
0.5	0.5
-25 min -20 min -15 min -10 min -5 min	-60 sec -45 sec -30 sec -15 sec

Metric Total: 1

Medium	Source	Active Visitors
1. Direct		1 100.00%

# Real-Time (Content)

SharesXpert - http://www.sharesxpert....  
SharesXpert [DEFAULT]

**REAL-TIME (BETA)**

- Overview
- Locations
- Traffic Sources
- Content**

**INTELLIGENCE EVENTS**

- Overview
- Daily Events
- Weekly Events
- Monthly Events

**DASHBOARDS**

**Home** Standard Reporting Custom Reporting 

## Content

1 active pages

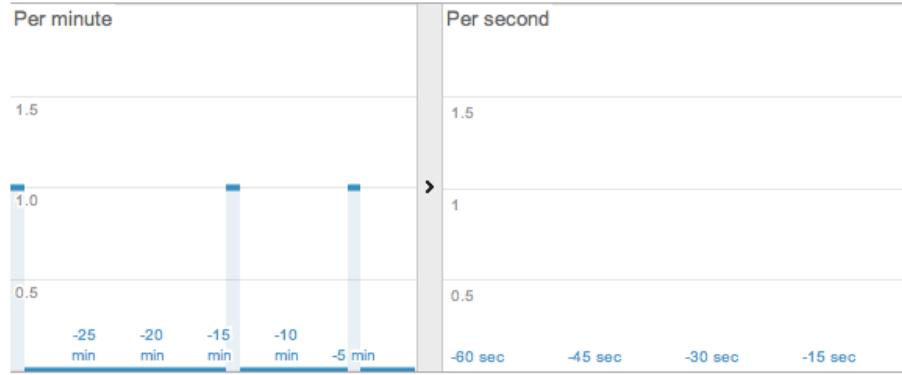
**Right now**

1 active visitors on site

**DIRECT**  
100%

Pageviews

Per minute Per second



Time	Pageviews
-25 min	1.0
-20 min	0.5
-15 min	1.5
-10 min	0.5
-5 min	1.5
-60 sec	0.5
-45 sec	0.5
-30 sec	0.5
-15 sec	0.5

Viewing: Active Visitors Pageviews (Last 30 min)

Metric Total:	Active Page	Active Visitors
1	1. /market-bias/	1 100.00%

# Questions?