

6MARK017W

Digital Marketing, Social Media and Web Analytics

WEEK 9 – GOOGLE ANALYTICS, PART B

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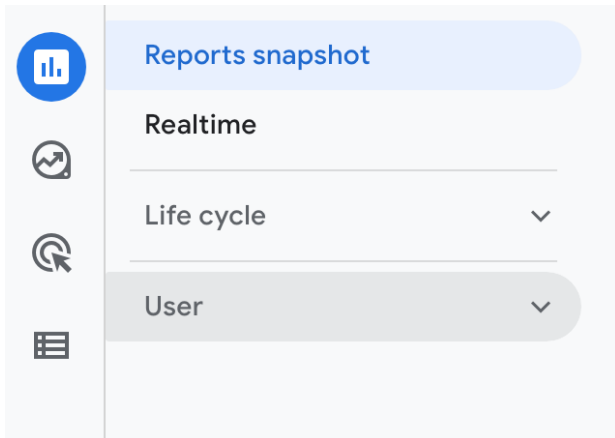
Google Analytics

Last week we discussed:

- ✓ How to set up a google analytics account and connect your site; how to get access to “demo account” with real data
- ✓ The terminology used
- ✓ The main interface and the **admin section**
- ✓ The meaning of terms “metric” and “dimension” in Google Analytics reports.

This week we will go through the reports we create in Google Analytics, how we create more advanced reports by combining dimensions and metrics, as well as further functionality of Google Analytics.

Google Analytics



In the reports section, there are the following sub-sections:

- ☐ Reports Snapshots
- ☐ Real Time
- ☐ Life cycle
- ☐ User

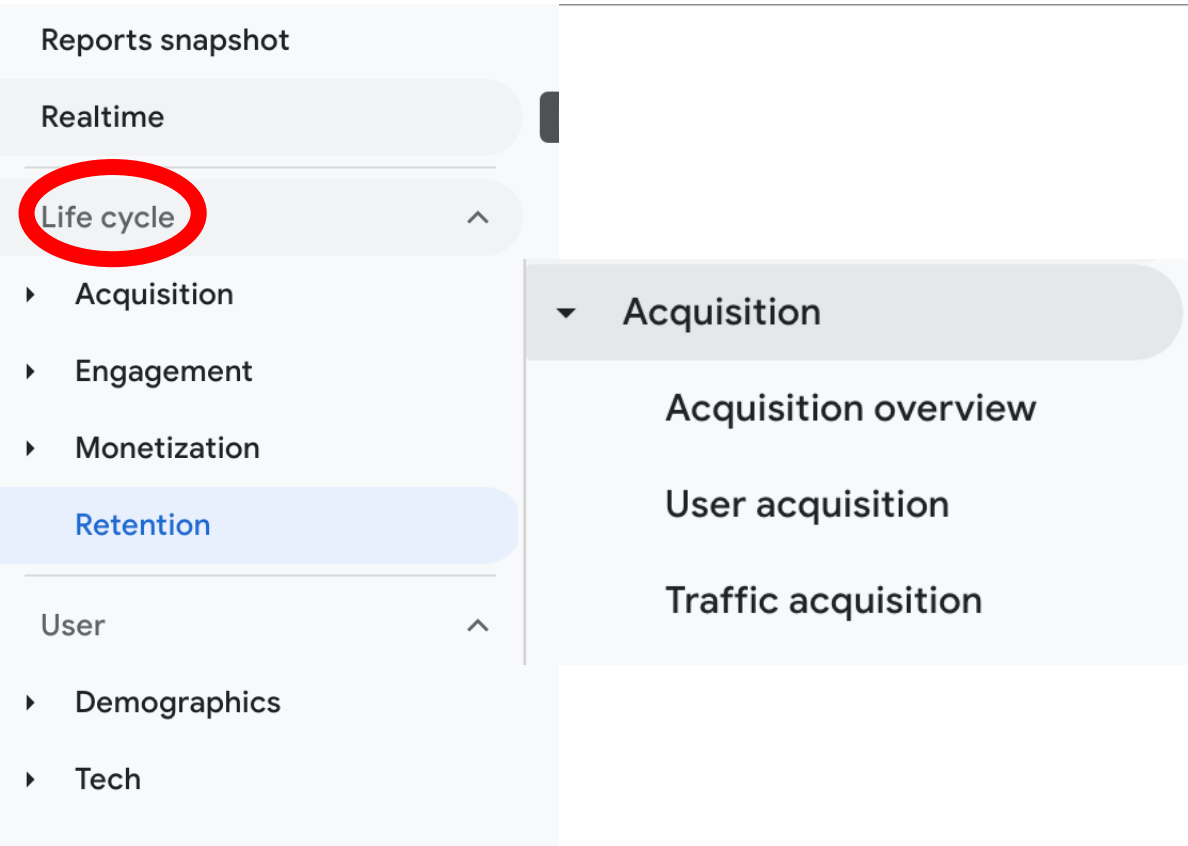
“Reports Snapshots” is a way to present information – we’ll discuss it at the end

“Real Time” allows us to monitor activity in the site / app, as it happens (discussed last week & used in last tutorial to confirm connection with the site)

Reports are mainly created in the sections: **“Life cycle”** and **User**

In the next slides, we’ll discuss them in details

Google Analytics – Reports – Acquisition



Acquisition:

Acquisition reports: **how people find your website.**

The reports present data based on the **source** and **medium** of your users, along with other acquisition dimensions. There are dedicated reports for your paid traffic from Google Ads, organic traffic from Google (if you have linked your Google Search Console account), traffic from social networks and traffic from custom campaign tags.

<https://www.lovesdata.com/blog/google-analytics-glossary>

Google Analytics – Reports – Acquisition

Most common traffic dimensions:

Organic Search - Traffic from a search engine. If focus on **optimizing** pages for search engines, this is an important channel to watch.

Display - Site found by clicking on an ad that you ran on another website. Common generators: Banner ads

Direct - Traffic came to your site by entering your URL directly into the address bar of browsers. Keep an eye on this one if you've been running offline or traditional media ads like print, TV, or radio, (they require audiences to remember and type your URL).

Referral - This traffic followed a backlink from another website to yours (if it doesn't fall under one of the other categories eg paid)

Paid Search - this traffic comes from your paid search ads which appear in the search results of Bing, Google etc

Social - Traffic generated from people who find your page through an associated social media account.

Email - This traffic clicked on links from email campaigns, follow up emails, and even email signatures;

Other - If GA greets your web traffic with a shrug emoji, they'll throw it in this channel.

(from: <https://dashtthis.com/blog/google-analytics-display-traffic/>)

For full list see: <https://support.google.com/analytics/answer/11080067>

Google Analytics – Reports – Acquisition

User acquisition:

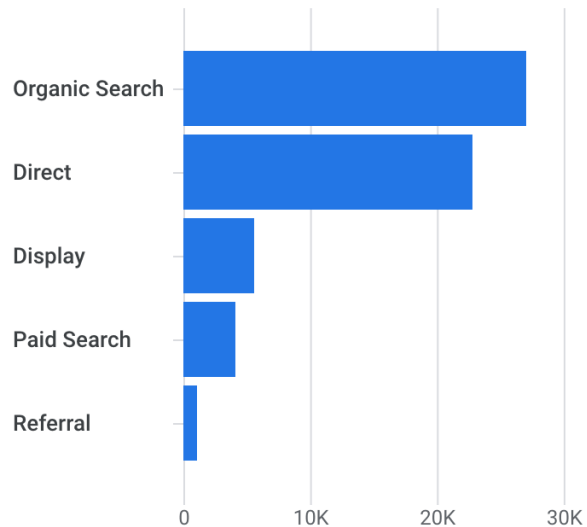
How **new users** arrived to your site

The *User acquisition* report shows data about new users. The traffic dimensions, like medium and source, in the report include the words "**First user**" to indicate that the traffic dimensions are about first-time users. For example, "First user medium" is the channel by which new users arrive on your site or app.

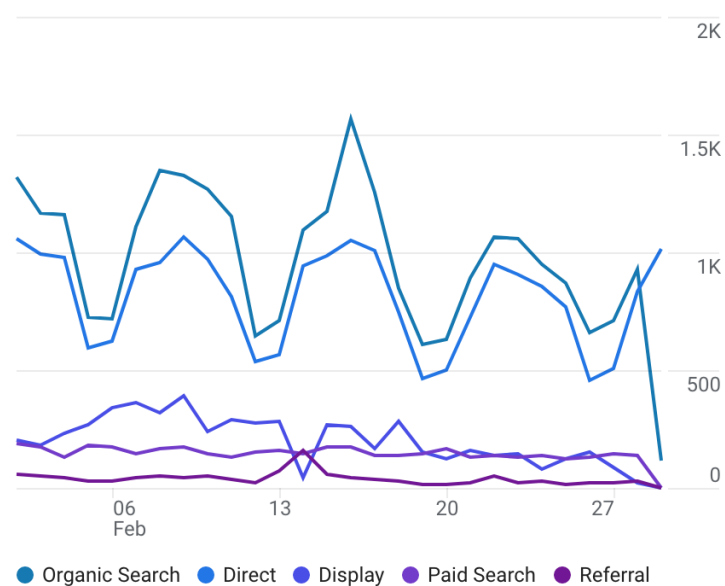
(<https://support.google.com/analytics/answer/10999979?hl=en>)

Google Analytics – Reports – Acquisition

New users by First user default channel grouping



New users by First user default channel grouping over time



User acquisition reports; notice the phrase “by first user”.

Google Analytics – Reports – Acquisition

The screenshot shows the Google Analytics Acquisition report. A red circle highlights a '+' icon next to the 'First user default channel grouping' dropdown. An orange box highlights the header row: 'New users', 'Engaged sessions', and 'Engagement rate'. A tooltip for 'First user default channel grouping' explains that it categorizes traffic sources. An orange box highlights the first column of data, which lists acquisition channels. An orange oval points to the channel names, labeled 'Dimensions (names)'. Another orange oval points to the numerical values in the metrics columns, labeled 'Metrics (numbers)'.

	↓ New users	Engaged sessions	Engagement rate
	63,951 100% of total		63.21% Avg 0%
1 Organic Search	27,111	28,013	
2 Direct		27,251	
3 Display		2,835	37.3%
4 Paid Search	4,078	2,540	53.75%
5 Referral	1,101	1,518	75.07%
6 Organic Video	675	541	63.13%

User acquisition report

Row: dimensions; columns: metrics. First metric: New users

Add dimension by clicking the “+” symbol next to main dimension

Google Analytics – Reports – Acquisition

Traffic acquisition:

From which channels **sessions** was generated

The *Traffic acquisition* report shows data about new sessions. The traffic dimensions, like medium and source, in the report include the word "Session" to indicate that the traffic dimensions are about new sessions. For example, "Session medium" is the channel by which new and returning users arrive on your site or app.

(<https://support.google.com/analytics/answer/10999979?hl=en>)

How does “traffic acquisition” (sessions) differ from “user acquisition” (new users)?

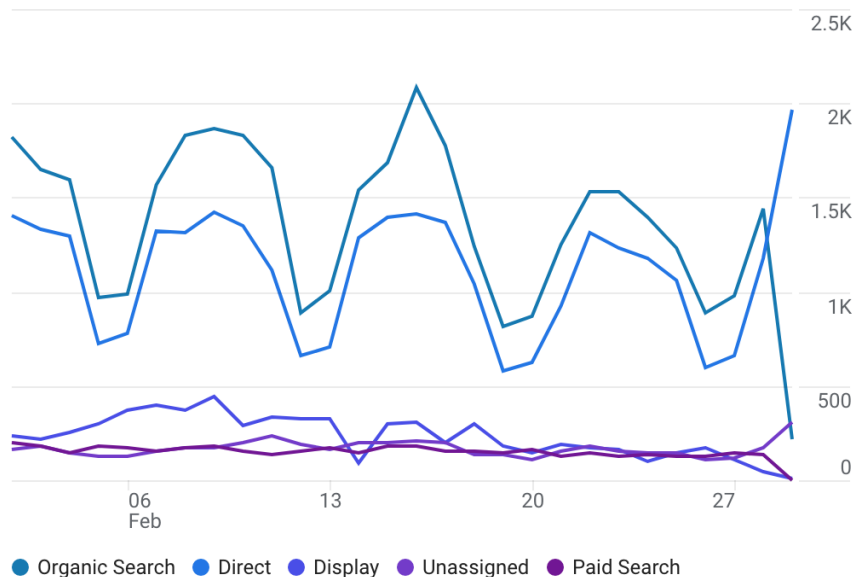
“user acquisition” is about “new users” (the first time a user arrives in the site)

“traffic acquisition” is about “sessions” (session=a single visit)

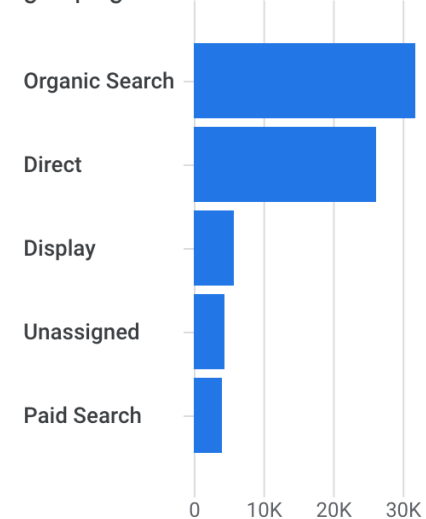
One user could initiate more than one session

Google Analytics – Reports – Acquisition

Users by Session default channel grouping over time



Users by Session default channel grouping



Traffic acquisition reports; notice the phrase “by session”.

Google Analytics – Reports – Acquisition

The screenshot shows the Google Analytics Traffic Acquisition report. A red circle highlights the '+' icon next to 'Session default channel grouping'. An orange box highlights the metric headers: '↓ Users', 'Sessions', and 'Engaged sessions'. A tooltip explains that the default channel grouping is rule-based and reflects Analytics' current view of traffic sources. An orange box highlights the dimension list: 'Organic Search', 'Direct', 'Display', 'Unassigned', 'Paid Search', and 'Referral'. An orange speech bubble points to the dimension names, labeled 'Dimensions (names)'. Another orange speech bubble points to the metric values, labeled 'Metrics (numbers)'.

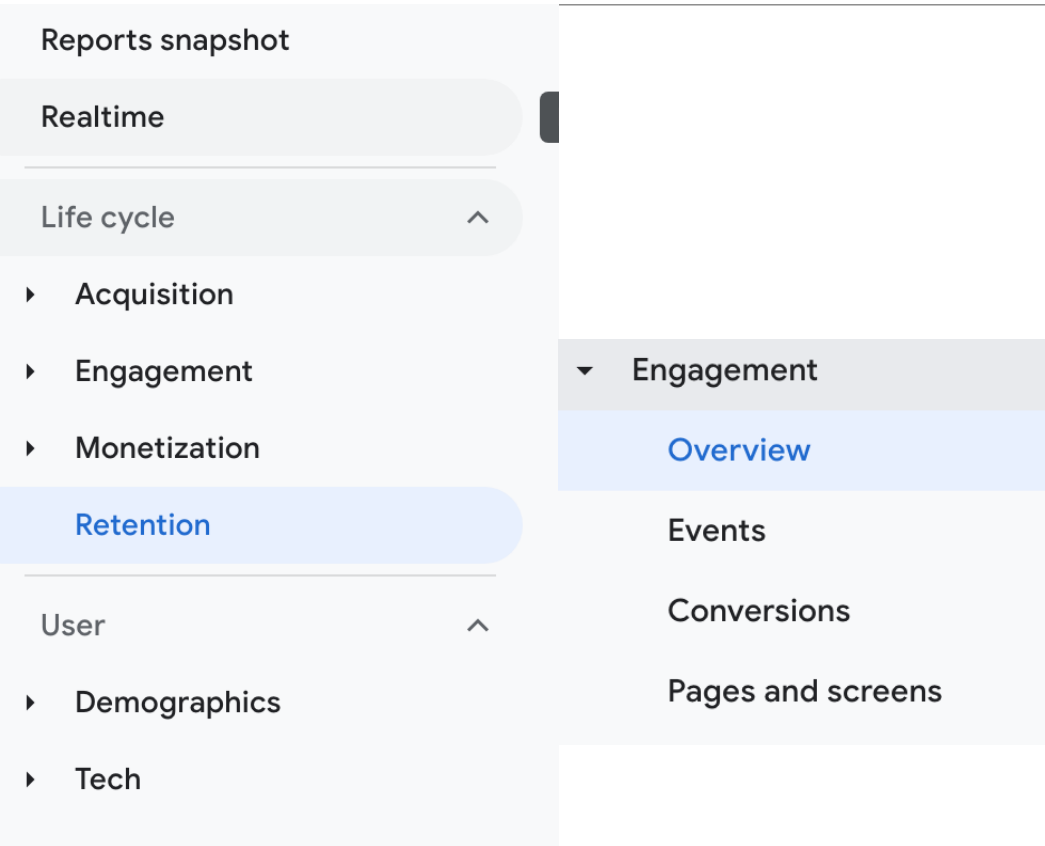
Session default channel grouping +		↓ Users	Sessions	Engaged sessions
The Default Channel Grouping that referred the user's session. Channel groupings are rule-based definitions of your traffic sources. These default system definitions reflect Analytics' current view of what constitutes each channel.		101,168 100% of total		63,951 100% of total
1	Organic Search	46,478		30,700
2	Direct	6,747		23,892
3	Display	5,750	7,663	2,859
4	Unassigned	4,426	319	97
5	Paid Search	3,979	4,542	2,457
6	Referral	1,835	2,991	2,208

Traffic acquisition report

Row: dimensions; columns: metrics – first metric: Users

Add dimension by clicking the “+” symbol next to main dimension

Google Analytics – Reports – Engagement



Engagement:

“simple” definition: what the user does in your site – how much engaged the user is in your site

“Official” definition: The user engagement metric shows the **length of time** that your app screen **was in** the foreground or your web page **was in focus**. When your site or app is running but no page or screen is displayed, Analytics doesn't collect the user engagement metric. The user engagement metric can help you understand when users actively use your website or mobile app.

<https://support.google.com/analytics/answer/11109416?hl=en>

Google Analytics – Reports – Engagement

Engaged Sessions

For a session to be considered engaged, a visitor has to do one or more of the following:

1. Engage actively on your website or mobile app for over 10 seconds.
2. Have two or more screen or page views.
3. Fire a conversion event.

In the past GA used the term **“bounce rate”** – rate of 1-page visits. In GA4, “bounce rate” is considered as one of the parameters of “engaged sessions” (number 2 above).

The term “bounce rate” is still used widely in Analytics.

Google Analytics – Reports – Engagement

Engagement Rate: Number of engaged sessions / total number of sessions.

Engaged Sessions Per User: Number of engaged sessions / total users on your site and mobile apps.

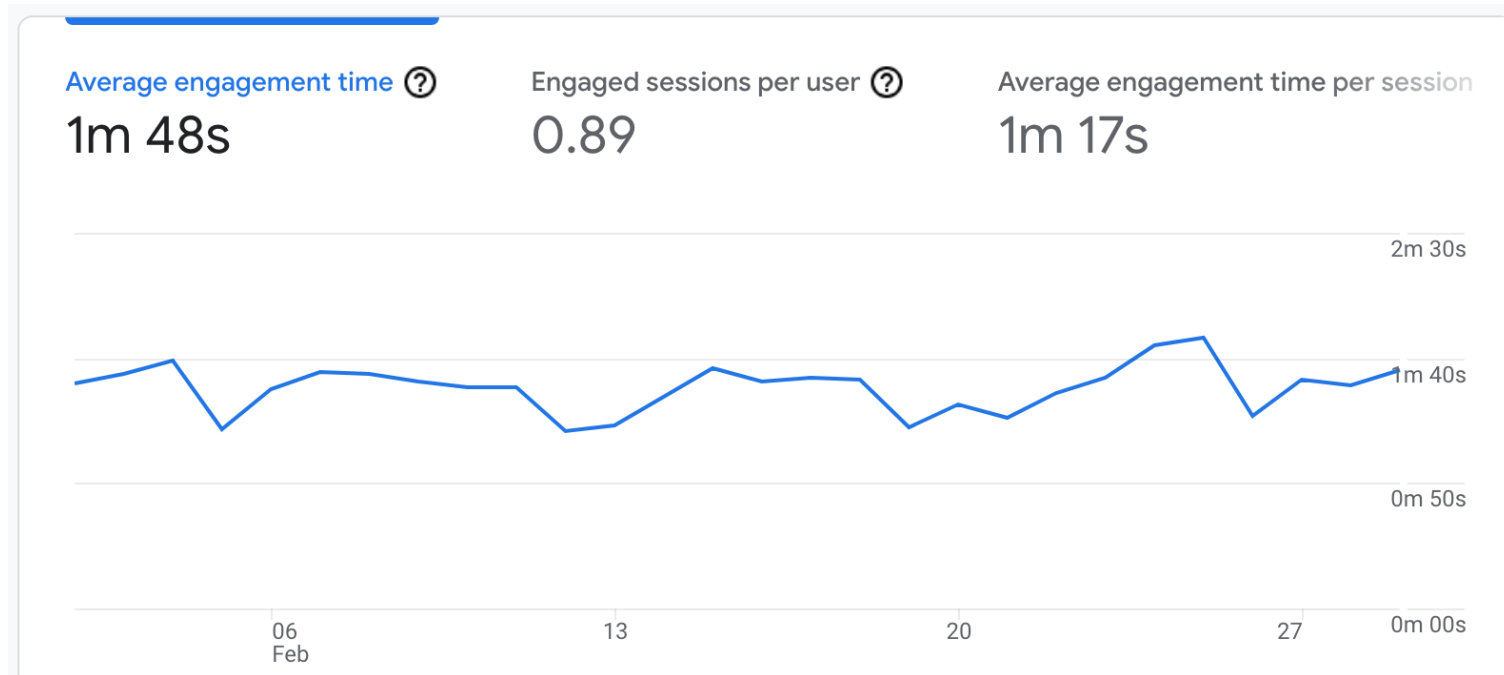
Engagement Time: The sum total of engagement time on your website and mobile apps.

(<https://www.datadrivenu.com/google-analytics-4-engagement-rate>)

Average Engagement Time: engagement time / active user

Average Engagement Time per session: Engagement time / sessions

Google Analytics – Reports – Engagement



Engagement Overview

Google Analytics – Reports – Engagement, Events

Events

Actions that happen in the website/app, are collected by Google Analytics.

GA4 code collects all data as **events**, e.g. “page views” is an event.

There are 3 categories of events:

- ☐ automatic
- ☐ recommended
- ☐ custom events

<https://www.lovesdata.com/blog/google-analytics-4-events>

Google Analytics – Reports – Engagement, Events

Automatic events

Events tracked automatically include:

The **first_visit** event is collected the first time someone visits your website. This event is also used to calculate the 'New Users' metric in your reports.

The **page_view** event is used to report on the page the user is viewing.

The **session_start** event is used to determine when the user's session started. A new session_start event is triggered when there is a period of inactivity of 30 minutes.

The **user_engagement** event can be collected periodically and is used to report when someone has spent at least 10 seconds on your website.

Google Analytics – Reports – Engagement, Events

Automatic events and enhanced measurement

“Enhanced measurement” feature to collect additional data automatically

When you set up your account, you were asked to select if you wish to activate “enhanced measurement”

× Set up data stream

The screenshot shows the 'Set up your web stream' configuration page in Google Analytics. At the top, it says 'Set up your web stream'. Below this, there are two input fields: 'Website URL' and 'Stream name'. The 'Website URL' field is split into a protocol dropdown (showing 'https://') and a text input containing 'sites.google.com/my.westminster.ac.uk/seriousgame:'. The 'Stream name' field is a single text input containing 'SeriousGames'. Below these fields is a section titled 'Enhanced measurement' with a blue star icon. It contains a paragraph explaining the feature and a toggle switch that is turned on. Below the text are several measurement options, each with an icon and a label: 'Page views' (eye icon), 'Scrolls' (document with arrows icon), 'Outbound clicks' (link icon), 'Site search' (magnifying glass icon), 'Video engagement' (play button icon), and 'File downloads' (download icon). A 'Show less' link is also present. At the bottom left of the form is a blue 'Create stream' button.

Set up your web stream

Website URL

Stream name

https:// sites.google.com/my.westminster.ac.uk/seriousgame: SeriousGames

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:

Page views Scrolls Outbound clicks Site search

Video engagement File downloads [Show less](#)

Create stream

Google Analytics – Reports – Engagement, Events

Recommended events:

Google's list of recommended events:

<https://support.google.com/analytics/answer/9267735>

Custom events:

You can modify existing events or create your own events via the interface:

<https://support.google.com/analytics/answer/10085872?hl=en#zippy=%2Cin-this-article>

Important notice: In the “demo” site you **cannot** add your custom events; you can do it in your own site GA.

Important notice 2: “events” are different GA4 than in previous Google Analytics versions.

Google Analytics – Reports – Engagement, Events

Event name ▾		+	↓ Event count	Total users	Event count per user	Total revenue
Totals			2,439,399 100% of total	99,710 100% of total	33.84 Avg 0%	The sum of revenue from product sales, subscriptions, and (Purchase revenue plus Ad revenue)
Custom events	1 view_promotion		661,881	41,104	16.15	
	2 view_item_list		391,322	37,060	10.58	\$0.00
Automatic events	3 page_view		336,369	69,826	4.84	\$0.00
	4 user_engagement		277,585	54,251	5.12	\$0.00

Example of events report

Google Analytics – Reports – Engagement, Conversions

Conversions are **user activities that contribute to the success of your business.**

Apparently, each company could consider different actions as “conversion”, for example: purchase (the most common conversion); register to a newsletter; download a file/game

Conversions are events.

You should mark up an event (automatic or custom event) as conversion

<https://support.google.com/analytics/answer/9267568?hl=en#zippy=%2Cin-this-article>

Important notice: In the “demo” site you cannot change an existing conversion or define a new conversion; you can do it in your own site GA.

Google Analytics – Reports – Engagement, Conversions

Conversions by Event name over time



Example of conversion report; the events at the bottom have been defined as “conversion”

Google Analytics – Reports – Engagement, pages & screens

Pages and screens

Page view is an automatic event

When you first access the “Pages and screens” in the “Engagement” section, you'll see your data broken down according to page title (for web sites) and screen class (for apps).

This means you're **looking at all the pages on your site, broken down by** the web page title and the developer-supplied screen name.

Views by Page title and screen name



Google Analytics – Reports – Engagement, pages & screens

Page title and screen name ▾ +		↓ Views	Users	New users
Totals		338,593	72,545	63,071
		100% of total	100% of total	100% of total
1	Home	72,347	42,064	27,812
2	Shopping Cart	1,578		206
3	Google Online Store		16,334	13,843
4	Men's / Unisex Apparel Google Merchandise Store	17,259	8,666	1,117
5	The Google Merchandise Store - Log In	14,269	6,715	376

The default property is : “page title and screen name”;

Metrics: “Views”, “Users”, “New Users”

Please notice you can change the default property and/or can add a secondary property. Click on the arrow next to property name and the “+” symbol.

Google Analytics – Reports-Monetization

Monetization reports are directly related to e-commerce goals that a company sets. They should be set up in relation to company's business plans.

“The Monetization topic **lets you measure purchase, ad, and subscription revenue, see how users interact with items** (such as the products you sell), and measure steps in the checkout funnel. The reports can help you understand consumer behavior and enhance your monetization strategy.”

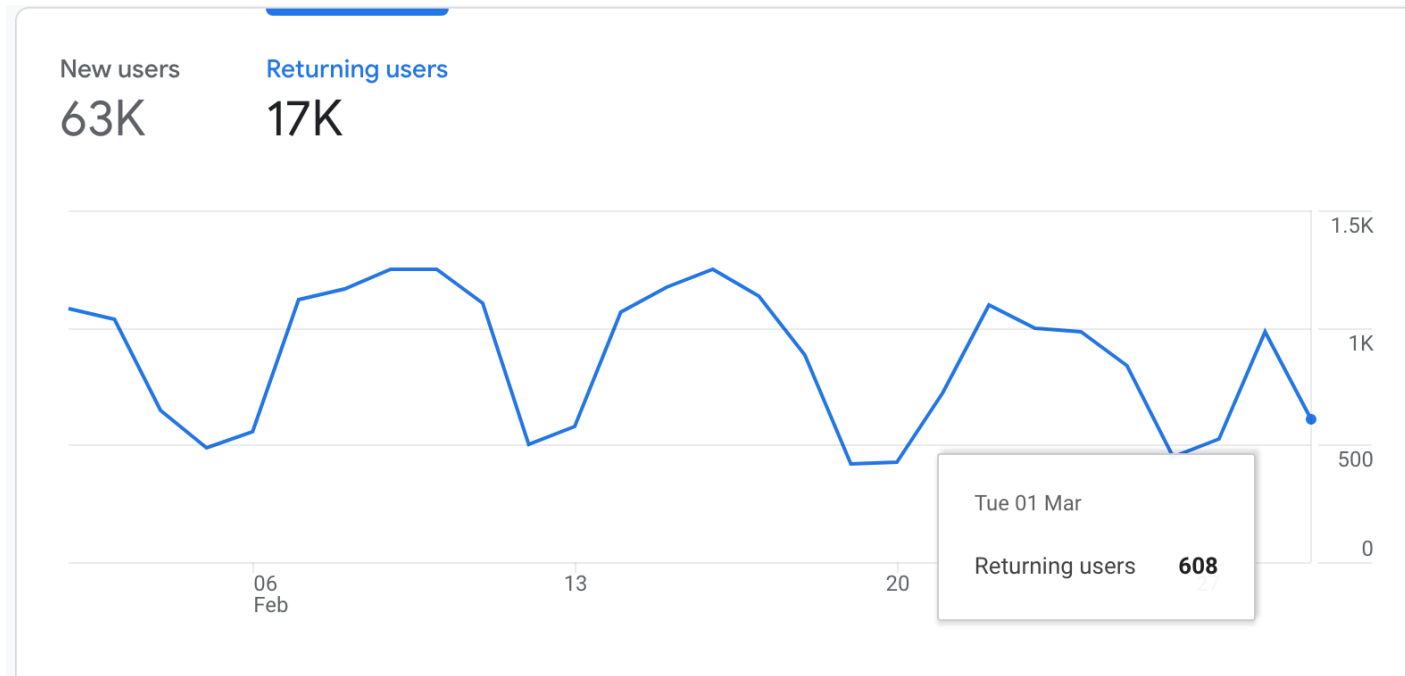
(<https://support.google.com/analytics/answer/9786881?hl=en>)

Google Analytics – Reports – Retention

The Retention topic helps you understand how frequently and for how long (over a period of time) users engage with your website or mobile app after their first visit. The topic also helps you understand how valuable users are based on the additional revenue you generate after their first visit.

(<https://support.google.com/analytics/answer/11004084?hl=en>)

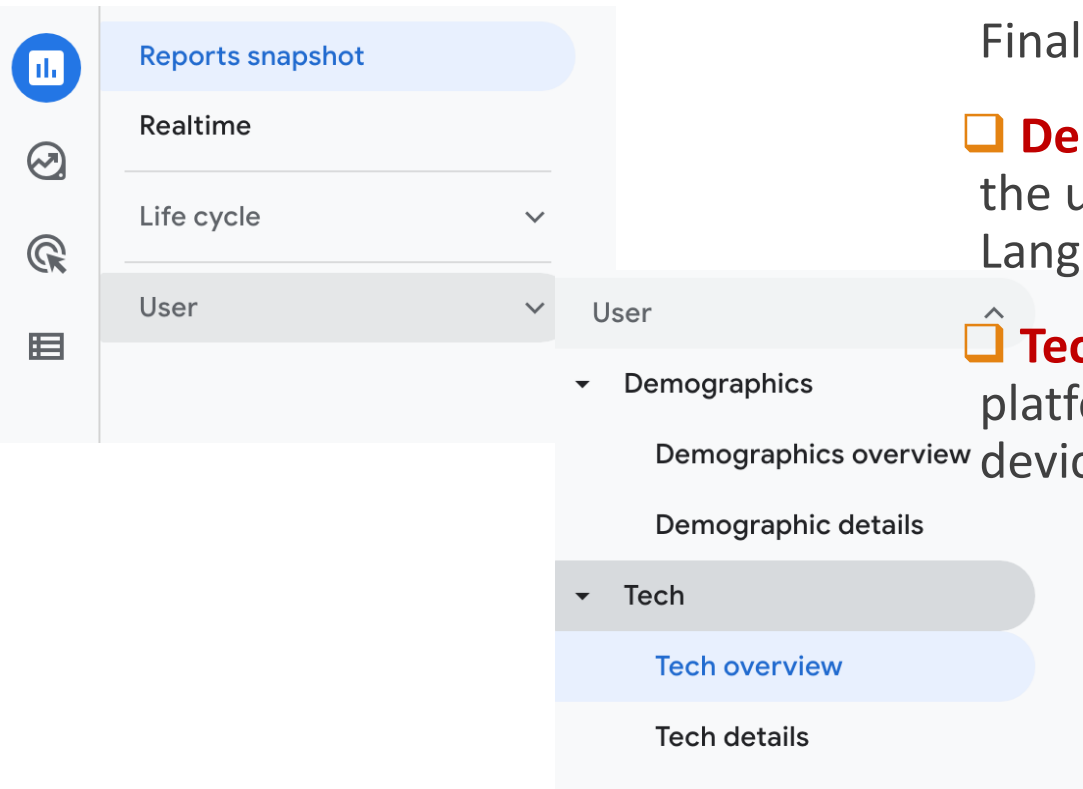
Google Analytics – Reports – Retention



The retention diagram above, shows the new and the returning users during the specific period of time

You need to click to each name, to change tab.

Google Analytics – Reports – User



Finally the section “User” we get:

- ❑ **Demographic information** about the user (such as: Country, City, Language)
- ❑ **Technical information** (such as platform, operation system, browser, device etc)

Google Analytics – Reports – Reports snapshot

The last option we discuss is **“Reports snapshot”** (the first option in the Reports section)

“Reports snapshot” is a way to present several reports on the screen. You can customize your snapshot; it could consists of several reports / customized reports.

Customize “Reports snapshot”:

<https://support.google.com/analytics/answer/10659091>

Google Analytics – Reports

Few more very useful tools:



- ❑ **Share this report:** You can export a report as pdf file or generate a link that can be used by anyone who has access to the property
- ❑ **Insights:** “Analytics Intelligence” pre-defined questions you could ask
- ❑ **Customize reports:** There are several pre-defined cards (combinations of dimensions and/or metrics). You could select up to 16 cards to save in your account.
 - ❑ **When you create a customized report, you could add in the current snapshot or create a new “reports snapshot”**

Customize reports option is not available in “demo site” – it is available for your own site.

Final remarks

Google Analytics is a sophisticated tool that offers a huge amount of information.

In the last two lectures we covered the basic principles related to this tool.

There are many more things you could do with it.

You could explore the further functionality on your own.

Next week

So far we have seen what “Analytics” is, how to collect information using Google Analytics and how to read the reports.

All the data we have collected so far are useless **IF they are not translated to actions.**

Next week we'll see how to define a business plan and how to use GA to achieve business purposes.