



# Google Analytics

## Basic Analytics

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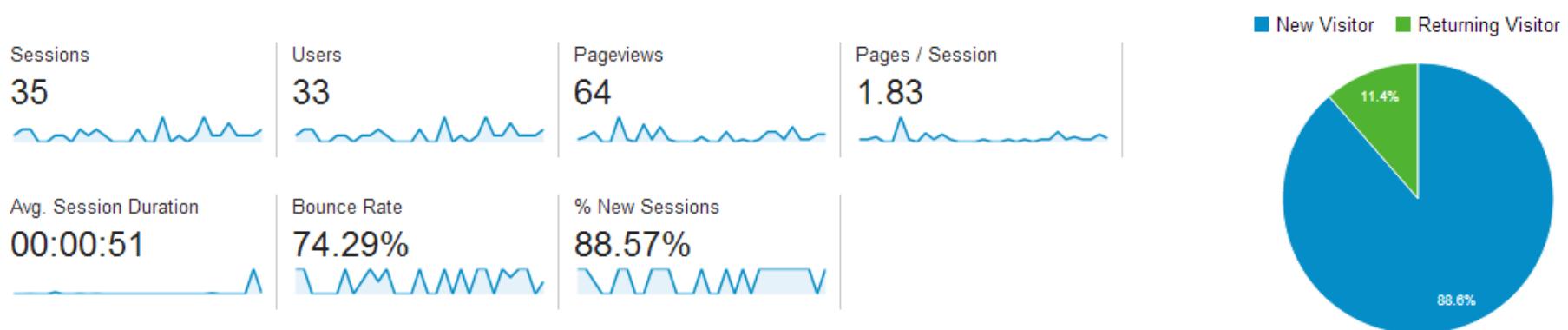
*Revolutionary Solutions*

# What is Google Analytics?

- Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales.
- The basic service is free of charge and a premium version is available for a fee.
- Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

Source: [http://en.wikipedia.org/wiki/Google\\_Analytics](http://en.wikipedia.org/wiki/Google_Analytics)

# What can you track?



- Number of views for each page, both normal and zoomed format, changing between pages.
- Number of unique visitors.
- Audience description.
- Traffic sources.
- Events: (link clicking, sharing, searching, printing, saving PDF)
- E-Commerce events: (adding product to cart, updating cart, checkout)

# Available Stats

Demographics		Language	Sessions	% Sessions
Language	▼	1. en-us	17	48.57%
Country / Territory		2. pt-br	12	34.29%
City		3. pt-pt	2	5.71%
System		4. es-co	1	2.86%
Browser		5. es-ve	1	2.86%
Operating System		6. it-it	1	2.86%
Service Provider		7. pl-pl	1	2.86%
Mobile				<a href="#">view full report</a>
Operating System				
Service Provider				
Screen Resolution				

- The number of visits (Visits graph and numbers)
- Viewers' languages and location (Language table)
- Proportions of new and returning visitors (Diagram)
- Average page depth (Pages / Visit graph)
- Visit duration (Avg. visit duration graph)
- Browsers, OS, and network used by viewers (System)
- Mobile device usage and their characteristics (Mobile)

# How to get started?

- Have Gmail account
  - <https://www.gmail.com>
- Sign up for Google Analytics
  - <https://www.google.com/analytics>
- Create a new account
  - You will be issued an Account ID: XXXXXXXX
- Login and create a new property
  - Property generates an Universal Analytics (UA) code **UA-XXXXXX-1**
  - UA code is based on Account ID

## Analytics Account Settings

### Basic Settings

Account Id  
45934301

### Account Name

Yale University - main account

## Property Settings

### Basic Settings

Tracking ID  
UA-45934301-1

### Property name

Yale Portal (portal.yale.edu)

# How to get started?

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- Add UA code to your website to track analytics.
  - **Static website:** Paste your snippet (unaltered, in its entirety) into every web page you want to track. Paste it immediately before the closing `</head>` tag.
  - **Drupal:** Use Google Analytics Module (Screen Capture)

# Add UA code to: YaleSites (Drupal)

STATISTICS

ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input checked="" type="checkbox"/>	Google Analytics	7.x-1.3	Allows your site to be tracked by Google Analytics by adding a Javascript tracking code to every page.	<a href="#">Help</a> <a href="#">Permissions</a> <a href="#">Configure</a>

Yale University  Search this site

Home » Administration » Configuration » System » Google Analytics

Google Analytics is a free (registration required) website traffic and marketing effectiveness service.

**GENERAL SETTINGS**

**Web Property ID \***  
UA-37886147-1

This ID is unique to each site you want to track separately, and is in the form of UA-xxxxxx-yy. To get a Web Property ID, register your site with Google Analytics, or if you already have registered your site, go to your Google Analytics Settings page to see the ID next to every site profile. [Find more information in the documentation.](#)

**Tracking scope**

**Domains**  
A single domain

**Pages**  
All pages with exceptions

**Roles**  
administrator, Editor, Site Builder, Publisher

**Users**  
Not customizable

**Links and downloads**  
Outbound links, Maito links, Downloads enabled

**Messages**  
Not tracked

**Search and Advertising**  
Not tracked

**Privacy**  
Universal web tracking opt-out enabled

**What are you tracking?**

A single domain (default)  
Domain: yalesites.yale.edu

One domain with multiple subdomains  
Examples: www.example.com, app.example.com, shop.example.com

Multiple top-level domains  
Examples: yalesites.yale.com, yalesites.yale.net, yalesites.yale.org

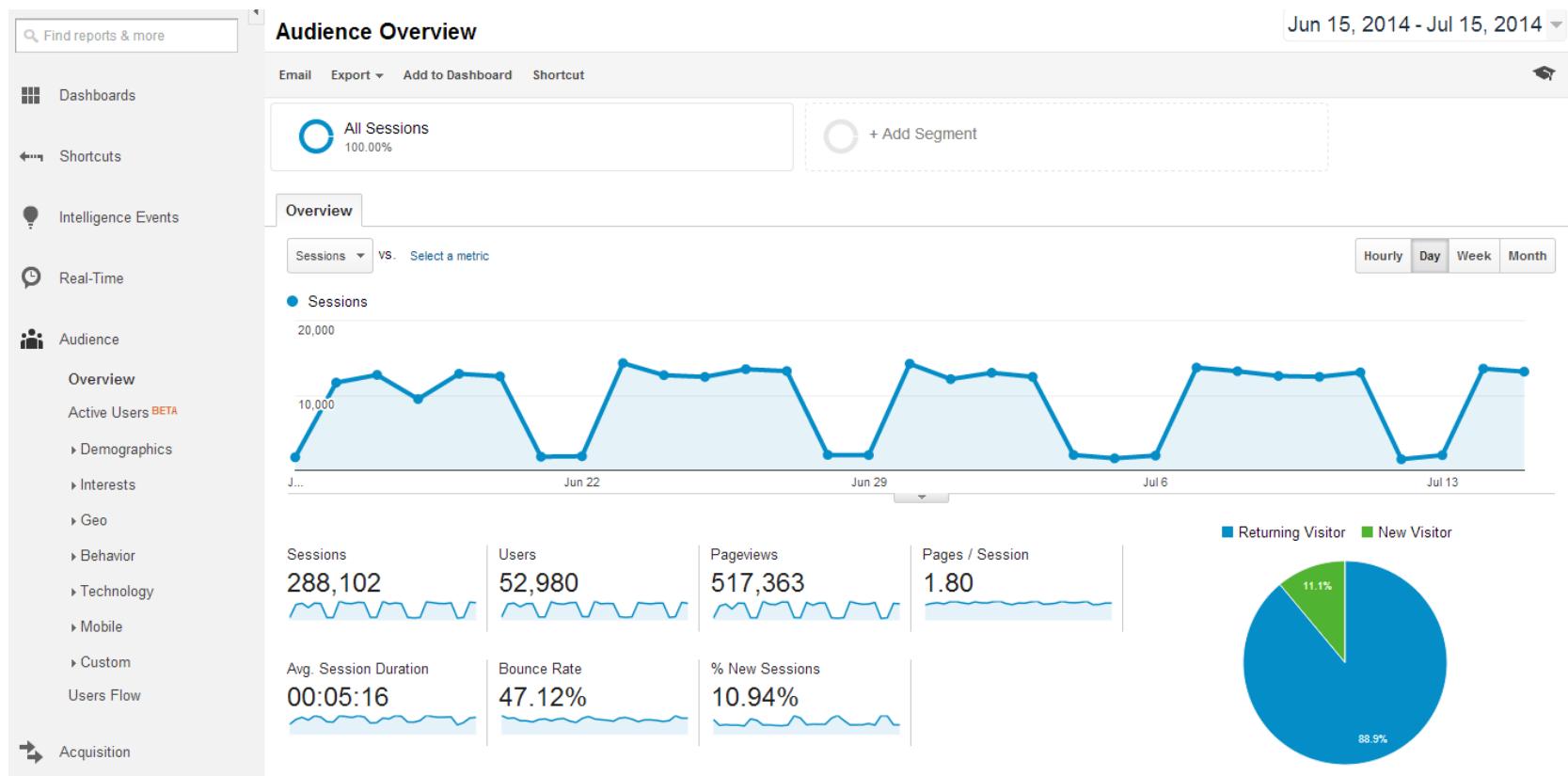
**List of top-level domains**

If you selected "Multiple top-level domains" above, enter all related top-level domains. Add one domain per line. By default, the data in your reports only includes the path and name of the page, and not the domain name. For more information see section [Show separate domain names in Tracking Multiple Domains](#).

# How to get started?

Go to the Analytics dashboard page to see daily metrics

**Note:** Standard Reporting in Google Analytics will be delayed in populating data (up to 24 hours)



# Account Overview

Administration

## Yale University - main account

ACCOUNT	PROPERTY	VIEW
<b>Yale University - main account</b>	<b>Yale Portal (portal.yale.edu)</b>	<b>All Site Data</b>
Account Settings	Property Settings	View Settings
User Management	User Management	User Management
AdSense Linking	.js Tracking Info	Goals
All Filters	AdWords Linking	Content Grouping
Change History	All Products	Filters
	Remarketing	Channel Settings
	Custom Definitions	Ecommerce Settings
		<b>PERSONAL TOOLS &amp; ASSETS</b>

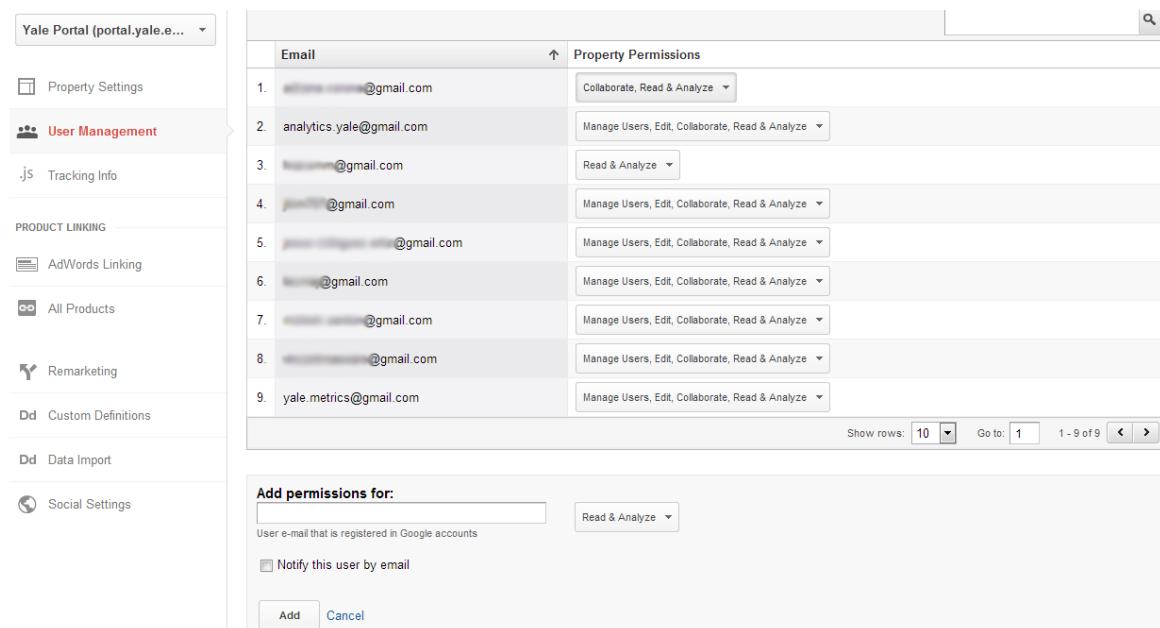
# Account Limits

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- Accounts per Google Login: 100
  - Each account gets assigned an Account ID
- Properties per Analytics Account: 50
  - Each Property gets assigned a UA Code (based on account ID: UA-XXXXXXX-1)
- Views per Property: 50
  - Level where you access reports

# Add users

You can add users at the account, property, or view level. The level at which you add a user determines that user's initial access. For example, if you add a user at the view level, then that user belongs to the account, but initially has no permissions at the property or account level. You can change permissions for a user at any time.



The screenshot shows the Google Analytics User Management interface. On the left, a sidebar menu includes options like Property Settings, User Management (which is selected and highlighted in red), Tracking Info, PRODUCT LINKING, AdWords Linking, All Products, Remarketing, Custom Definitions, Data Import, and Social Settings. The main content area displays a table titled "Property Permissions" with 9 rows. Each row contains an email address and a dropdown menu showing permission levels. Below the table is a form titled "Add permissions for:" with fields for "User e-mail that is registered in Google accounts" (yale.metrics@gmail.com) and "Read & Analyze". There are also checkboxes for "Notify this user by email" and buttons for "Add" and "Cancel".

Email	Property Permissions
1. [REDACTED]@gmail.com	Collaborate, Read & Analyze
2. analytics.yale@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
3. [REDACTED]@gmail.com	Read & Analyze
4. [REDACTED]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
5. [REDACTED]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
6. [REDACTED]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
7. [REDACTED]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
8. [REDACTED]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
9. yale.metrics@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze

# Add users

To add a new user:

1. Click **Admin** at the top of any Analytics page.
2. Use the menus at the tops of the columns to select the account, property, or view you want.
3. To add a user at the account level, click **User Management** in that column.
  - To add a user at the property or view level, click **Permissions** in the appropriate column.
4. Under **Add permissions for**, enter the email address for the user's Google Account.
5. Select the permissions you want: **Manage Users, Edit, View**.
6. Select Notify this user by email to send a notification to each user you're adding.
7. Click **Add**

# Modify users

You can modify the permissions for any user at any level in an Analytics account. For example, if you have given a user Read permission for only a single view, you can subsequently also give the user Edit permission for only that view. Or you can give that user Edit permission at the property level, and thereby also give Edit permission for every view in that property.

The screenshot shows a user interface for modifying permissions. At the top, there is a search bar with a magnifying glass icon. Below it, a table has a single row with the number '1.' and an email address. To the right of the table is a 'View Permissions' section. A dropdown menu is open, titled 'Manage Users, Edit, Collaborate, Read & Analyze'. It contains four checked checkboxes: 'Manage Users', 'Edit', 'Collaborate', and 'Read & Analyze'. At the bottom of this menu is a 'Cancel' button. On the left side of the main area, there is a section titled 'Add permissions for:' with a text input field, a note about registered Google accounts, and a 'Read & Analyze' button. At the bottom left are 'Add' and 'Cancel' buttons.

# Modify users

**Note:** Keep in mind that you can give a user more permissions as you move down the account hierarchy, but you cannot give a user fewer permissions than you assigned at higher levels. For example, if you assign a user Edit permissions at the account level, then that user also has Edit permissions at the property and view levels (and you cannot revoke those permissions at the property or view level). Conversely, you can assign a user Edit permissions at the view level, but assign no permissions at either the property or account level.

# Modify users

To modify permissions for an existing user:

1. Click **Admin** at the top of any Analytics page.
2. Use the menus at the tops of the columns to select the account, property, or view you want.
3. To modify permissions at the account level, click **User Management** in that column.
  - To modify permissions at the property or view level, click **Permissions** in the appropriate column.
4. Use the search box at the top of the list to find the user you want. Enter a full or partial address( e.g., janedoe@gmail.com or janedoe).
  - Use the menu in the **Permissions** column to add or remove permissions.
5. Click **Save**.

# Delete users

Although you can add users at any level in the account hierarchy, you can delete users only at the account level.

To delete a user:

1. Click **Admin** at the top of any Analytics page.
2. Use the menu at the top of the Account column to select the account you want.
3. Click **User Management** in that column.
4. Use the search box at the top of the list to find the user you want. Enter a full or partial address( e.g., janedoe@gmail.com or janedoe).
5. Click **delete** for the user you want to delete.

# Dimensions and Metrics

What are Dimensions?

What are Metrics?



# Dimensions: Describe data

- A dimension is a descriptive attribute or characteristic of an object that can be given different values. For example, a geographic location could have dimensions called Latitude, Longitude, or City Name. Values for the City Name dimension could be San Francisco, Berlin, or Singapore.
- Browser, Exit Page, Screens, and Session Duration are all examples of dimensions that appear by default in Google Analytics. Dimensions appear all of your reports, though you might see different ones depending on the specific report. Use them to help organize, segment, and analyze your data. In some reports, you can add and remove dimensions to see different aspects of your data.

# Metrics: Measure data

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- Metrics are individual elements of a dimension that can be measured as a sum or a ratio. For example, the dimension City can be associated with a metric like Population, which would have a sum value of all the residents of the specific city.
- Screenviews, Page per Session, and Average Session Duration are examples of metrics in Google Analytics.

# Dimensions and Metrics

Dimensions: Describe data



Metrics: Measure data



# Relationship between Dimensions and Metrics

- Although dimensions and metrics can stand alone, they usually are used in conjunction with one another. The values of dimensions and metrics and the relationships between those values is what creates meaning in your data. For the greatest insights, dimensions are often associated with one or more metric.

DIMENSION	METRIC	METRIC
City	Area (in sq. miles)	Population
San Francisco	231	800,000
Berlin	334	3.5 million
Singapore	224	5.2 million

# What are Goals?



# Goals

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- Goals are a versatile way to measure how well your site or app fulfills your target objectives. You can set up individual Goals to track discrete actions, like transactions with a minimum purchase amount or the amount of time spent on a screen.
- Each time a user completes a Goal, a conversion is logged in your Google Analytics account. You can also give a Goal a monetary value, so you can see how much that conversion is worth to your business. You can analyze the Goal completion rates, or conversion rates in the Goal Reports. Goals conversions also appear in other reports, including the Visitor Report, Traffic Reports, Site Search Reports, and the Events Reports.

# Setting Goals Step 1

VIEW

All Site Data

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

1 Goal setup

Template

Select a template to start with a pre-filled configuration

**REVENUE**

Make a payment Completed online payment

Register online Signed up for a class or scheduled an appointment

Schedule visit Made an appointment or reservation

Donate Completed online donation

**ACQUISITION**

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

**INQUIRY**

Submission Uploaded or finished online application, exam, or form

View schedule Viewed calendar or deadlines

**ENGAGEMENT**

Media play Played interactive media, like a video, slideshow, or product demo

Share / social connect Shared to a social network or emailed

Newsletter sign up Signed up for newsletter or mailings

Custom

**Next step** **Cancel**

2 Goal description

3 Goal details

# Setting Goals Step 2

The screenshot shows a user interface for setting up a goal. On the left, a vertical sidebar lists navigation items: Home, Data, New Settings, User Management, Goals (highlighted in red), Content Grouping, Iterations, Channel Settings, and Commerce Settings. The main area displays a step-by-step process:

- Goal setup** (Edit) - Template: Register online
- Goal description**
  - Name**: Register online (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
- Goal details**

At the bottom, there are "Next step" and "Cancel" buttons.

# Setting Goals Step 3

The screenshot shows the Google Analytics interface for setting up a goal. On the left, a sidebar menu lists various settings like View, User Management, and Goals. The 'Goals' section is selected and highlighted in orange. The main area displays three completed steps: 'Goal setup' (Template: Register online), 'Goal description' (Name: Register online, Goal type: Destination), and 'Goal details'. The 'Goal details' step is currently active, showing fields for 'Destination' (Equals to /thankyou.html, Case sensitive checked), 'Value OPTIONAL' (Off, Assign a monetary value to the conversion), and 'Funnel OPTIONAL' (Off, Specify a path you expect traffic to take towards the destination). A 'Verify this Goal' section at the bottom indicates it would have converted based on past 7 days. At the bottom right are 'Create Goal' and 'Cancel' buttons.

**VIEW**

All Site Data

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

**PERSONAL TOOLS & ASSETS**

Segments

Annotations

Attribution Models

Custom Channel Groupings

**Goal setup** Edit  
Template: *Register online*

**Goal description** Edit  
Name: *Register online*  
Goal type: *Destination*

**3 Goal details**

**Destination**

Equals to /thankyou.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.

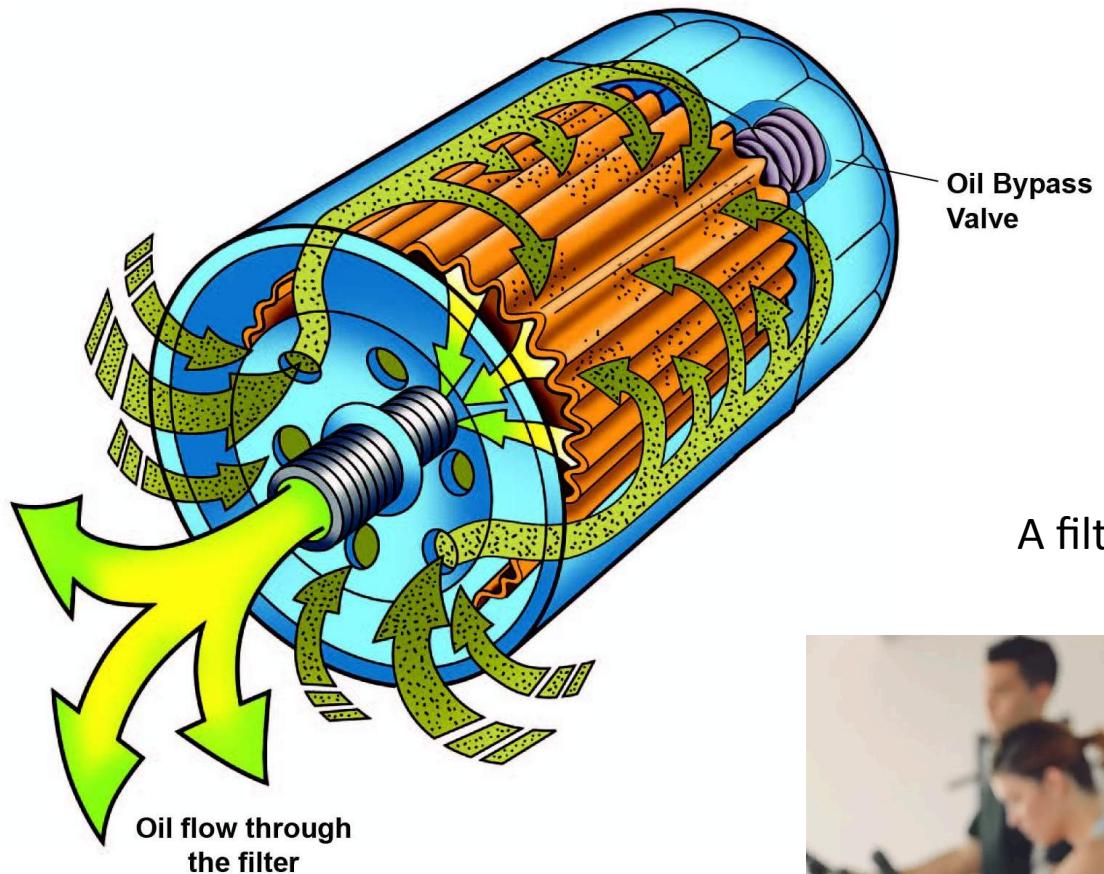
**Funnel OPTIONAL**

Off   
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

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

Create Goal Cancel

# What are Filters?



A filter helps you filter stuff.....



# Filters

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- Filters allow you to limit and modify the traffic data that is included in a view.
- For example, you can use filters to exclude traffic from particular IP addresses, focus on a specific subdomain or directory, or convert dynamic page URLs into readable text strings. Google Analytics supports two main kinds of filters: predefined and custom.

# Creating Filters

VIEW

All Site Data

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View Settings

---

User Management

---

Goals

---

Content Grouping

---

**Filters**

---

Channel Settings

---

Ecommerce Settings

---

PERSONAL TOOLS & ASSETS

---

Segments

---

Annotations

## Add Filter to View

### Choose method to apply filter to view

- Create new Filter  
 Apply existing Filter

### Filter Information

Filter Name

Filter Type  Predefined filter  Custom filter

Exclude  that are equal to

From ISP Domain   
(e.g. mydomain.com)

Case Sensitive  Yes  No

Save

Cancel

# Resources

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- Lynda.com
  - Google Analytics Essential Training
  - Google Analytics Tips
- Google
  - <https://support.google.com/analytics>
  - <https://analyticsacademy.withgoogle.com>

# Contact

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