Taking Google Analytics Further

Training Course Notes

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To log in to Google Analytics:

URL: https://www.google.com/analytics/

Username: ______________________________

Password: ______________________________

Table of Contents

Please note: Some of the information within this document is taken from and refers back to the incredibly useful **Google Analytics Help Centre:** https://support.google.com/analytics?hl=en#topic=3544906

Throughout these training notes, you will see this magnifying glass badge symbol. This identifies activities, or important points to note.

About Scout Digital Training

Scout Digital Training is dedicated to providing practical and effective digital training to small groups and individuals for a variety of industries.

Whether you're seeking to advance your career, become a leader in your field, increase your online reach or meet your marketing objectives, these in person, half day courses will leave you feeling confident and filled with extra knowledge and skills.

Our educational sessions work with your existing knowledge to boost efficiency and ensure you get the absolute most out of the training and workshops.

With years of expertise in the digital marketing arena, our approach is friendly, professional, trustworthy and knowledgeable.

Scout Digital Training is the specialist training division of Scout Digital Marketing.

About Scout's Google Analytics and SEO training courses

With an emphasis on results and learning, we break down these complex subjects so you have a thorough understanding and are able to apply what is relevant in your own business or website.

No longer do you have to feel intimidated by or fumble your way through these powerful digital tools. Get to know how they work and how to best apply them to your current role, company or strategy.

These training courses are ideal for:
- micro, small and medium business owners, managers and marketing/communications professionals
- website owners, content writers and editors
- bloggers
- web developers and designers.

And anyone who wants to:
- understand the capabilities of web analytics and SEO
- stop being overwhelmed by Google Analytics when reporting
- jump into the world of analytics and SEO but are not sure where to start
- improve their search engine rankings
- provide comprehensive reporting on a site they manage
- learn in a supportive environment
- upskill and refresh their existing Google Analytics and SEO knowledge.

2017 course calendar

Our current courses and dates are:

COURSE	2017 COURSE DATES	(ALL 9AM-1PM)	
Introduction to Google Analytics	Thurs 20 April	Thurs 6 July	Thurs 28 September
Taking Google Analytics Further	Thurs 11 May	Thurs 3 August	Thurs 26 October
Introduction to SEO	Thurs 8 June	Thurs 31 August	Thurs 23 November

Courses can be taken individually, but have also been designed to work together to build on the knowledge and skills gained.

Reports: Real-Time

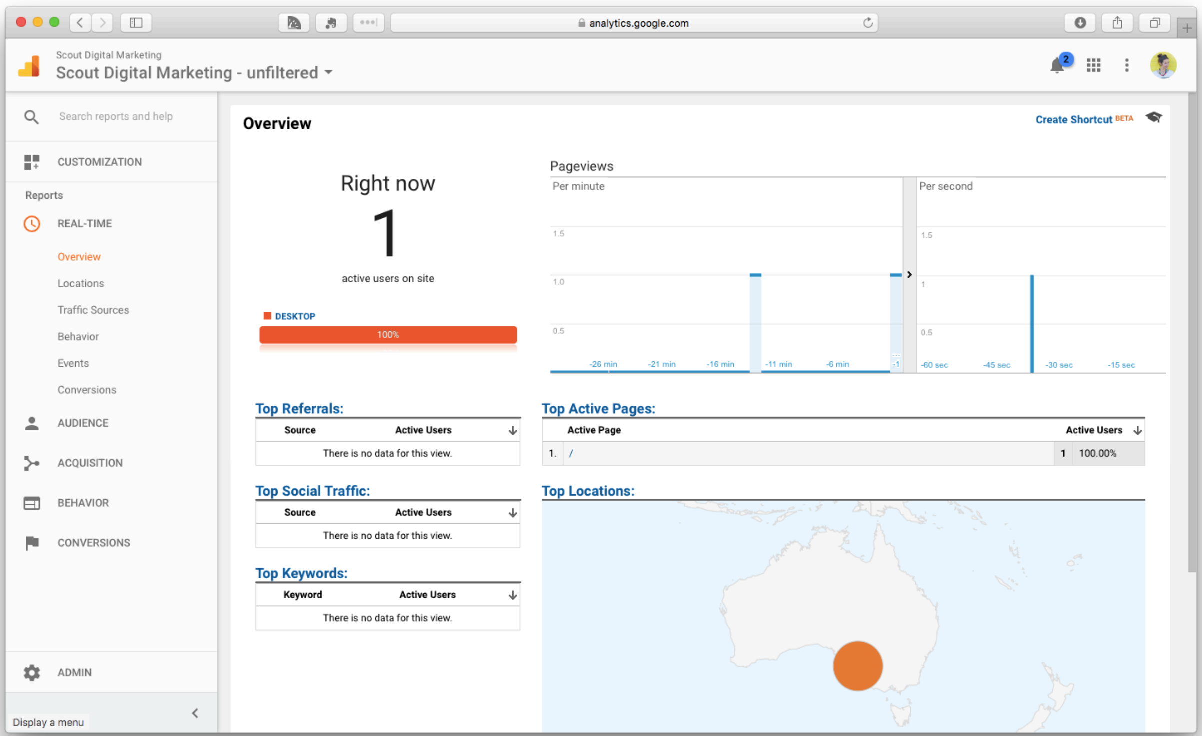
In 2011, Google Analytics introduced the Real-Time section to its reporting, which shows basic information about the actual visitors and activity that is happening on your website right now.

As all other Google Analytics data is historical, this can be useful for monitoring actual activity at a specific point in time, for example if you have just launched a campaign, or sent an email campaign, and want to see if it is encouraging visitors and what they are doing.

Activity: Try it for yourself! If no current “real time” visits are occurring, open another browser window and visit your own website.

Please note: data collected about these visits is very basic, and focuses on:

- Overview
- Locations
- Traffic Sources
- Behaviour
- Events
- Conversions



Activity: How to add Annotations

Annotations in Google Analytics are a simple and useful way of adding notes to the analytics timeline to highlight key actions or occurrences that may affect how the data is interpreted.

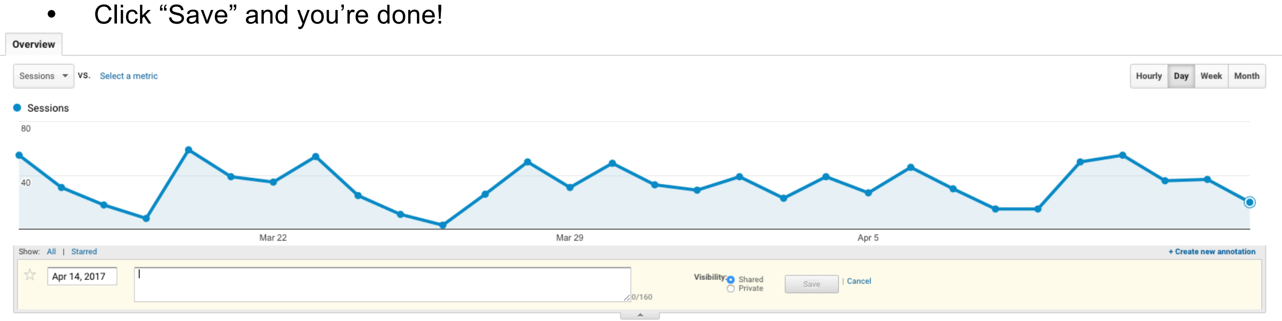
For example, you may add an annotation for:

- Launching a key campaign that is expected to increase website traffic
- Sending an enewsletter that links back to the website
- Commencing and concluding a Google Adwords campaign
- Launching a new version or section of the website

What types of annotations might be useful for your website? List them here:

To add annotations to your Google Analytics data timeline:

- Log into Google Analytics and visit the Overview page in the main Reporting section (this may be your default upon logging in).
- Click on the small arrow in the grey bar beneath the main data timeline (see screenshot below).
- Click on the “+ Create new annotation” link that appears on the right hand side (see screenshot below).
- The annotations panel will be revealed (see screenshot above).
- Select the date for the annotation. This may be in the past.
  Please note, due to the main Google Analytics data only updating every 24 hours, you will not be able to select the current day. In this situation, we suggest you select the most recent day (which will be yesterday) and make a note of the actual date in the notes field. You can always edit the annotation in the future and correct the date.
- Complete the notes field, a simple explanation of the item to be noted.
- Select whether the annotation should be Private (for your Google Account login only) or shared (for all Users and Administrators of the Google Analytics profile).
- Click “Save” and you’re done!



The annotations will then be highlighted by small conversation bubble icons on the timeline, and full details can be seen by clicking the small arrow in the grey bar to reveal the annotations.

This grey arrow is also used to close and hide this panel.

Activity: How to set up and use Segments

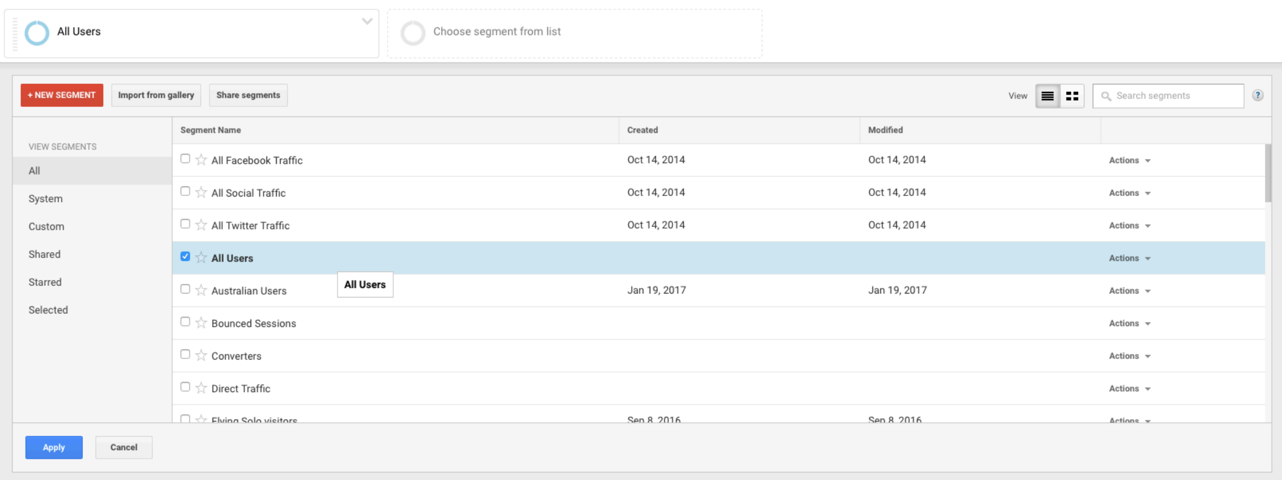
Segment
A subset of sessions or users that share common attributes. Segments allow you to isolate and analyze groups of sessions or users for better analysis.
Segmentation allows you to isolate and analyze subsets of your data. For example, you might segment your data by marketing channel so that you can see which channel is responsible for an increase in purchases. Drilling down to look at segments of your data helps you understand what caused a change to your aggregated data.

By default, Google Analytics will show all reports as All Users, and flattering as this may be, it may be better to focus on a smaller concentration of visitors, who are more relevant to your website, e.g. All Australian or South Australian visitors, or based on an interesting aspect of your regular reporting, you may wish to focus on the activity of a dedicated subset of visitors, e.g. all Facebook visitors.

By applying a Segment, you can either compare their activity against that of All Users (if both are applied) or navigate your entire Google Analytics reports interface focusing just on that Segment of users.

Google Analytics includes a list of default Segment types, however you can also create and save your own custom Segment.

Please note: You will need to select and apply your specific segment each time you log on to your Google Analytics account.



What types of segments might be relevant to your site? Are they standard or custom? List them here:

Filters (within the Admin tab)

Filters can be created to limit or modify the data in a view. This is a more permanent method of focusing your data, rather than segments, which have to be manually applied each time you use Google Analytics.

For example, you can use filters to exclude traffic from particular IP addresses (such as internal traffic), include only data from specific subdomains or directories, or convert dynamic page URLs to readable text strings.

You need Edit permission at the account level to manage filters.

Please note the following limitations of filters:

- Filters are permanent. Filtering your incoming visitation activity permanently includes, excludes, or alters the data in that view, according to the type of filter.
- Therefore, you should ALWAYS maintain an unfiltered view (All Web Data) of your data so you always have access to your full data set.
- Filters require up to 24 hours before they are applied to your data.
- Filters are only applied to data from the time they are applied, and are not applied retrospectively to historical data.
- Fields specified in a filter must exist and not be null in order for the filter to be applied. For example, if you are filtering on Hostname, but your data does not contain that, then any filters acting on Hostname will be ignored and the data will be processed as if there was no filter.
- Filters are account-level objects. If you edit a filter at the view level, you are also changing the filter at the account level, and any other views that use the filter are also affected by the change. If you want to customize a single instance of an existing filter used by multiple views, create a new filter and apply it to that single view.

Common uses for filters:

- Exclude internal traffic from your reports:
  If you'd like to exclude internal traffic from your reports (such as traffic from your home or company intranet), you can set up a filter that identifies all of the IP addresses you'd like to exclude.
- Report on activity in specific directories:
  If you want to report on activity in only a specific directory, set up an Include filter that identifies only that directory.
- If you want to report on activity in all but a specific directory, set up an Exclude filter that identifies only that directory.
- Track subdomains in separate views:
  If you want to track www.example.com as well as help.example.com and info.example.com, then create a separate view for each one, and use an Include filter to identify only the specified subdirectory.

Google Analytics offers Predefined and Custom filters.

Predefined filters:

Exclude/Include only traffic from the ISP domain:
use this filter to exclude/include only traffic from a specific domain, such as an ISP or company network. When you specify the domain name, do not include the host server label (e.g., specify example.com, not www.example.com).

Exclude/Include only traffic from the IP addresses:
use this filter to exclude/include only clicks from a certain source IP address. You can filter a simple range of addresses by using the that begin with or that end with options. If you want to filter a more complex range of

addresses, use a Custom Filter to Exclude/Include using the IP Address and specify a regular expression as the Filter Pattern. See an example of using a regular expression.

Exclude/Include only traffic to the subdirectories:
use this filter to exclude/include only traffic to a particular subdirectory (such as /motorcycles or /help/content/faq).

Exclude/Include only traffic to the hostname:
use this filter to exclude/include only traffic to a particular hostname (such as sales.example.com or support.example.com).

Custom filters:

Exclude:
This type of filter excludes log file lines (hits) that match the Filter Pattern. Matching lines are ignored in their entirety: for example, a filter that excludes Chrome also excludes all other information in that log line, such as visitor, path, referral, and domain information.

Include:
This type of filter includes log file lines (hits) that match the Filter Pattern. All non-matching hits are ignored and any data in non-matching hits is unavailable in the reports.

Lowercase / Uppercase:
Converts the contents of the field into all uppercase or all lowercase characters. These filters only affect letters, and do not affect special characters or numbers.

Search & Replace:
This is a simple filter that you can use to search for a pattern within a field and replace the found pattern with an alternate form.

Advanced:
This type of filter allows you to build a field from one or two other fields. The filtering engine applies the expressions in the two Extract fields to the specified fields and then constructs a third field using the Constructor expression.

Read more about Advanced filters here: https://support.google.com/analytics/answer/1034836

How to create and manage view filters (in the Admin section)

There are 2 ways to create filters:
1. You can create filters at the account level, and then apply them to one or more views.
2. You can create filters at the view level that apply only to that view, and you can manage account-level filters that have been applied to the view.

Creating and editing view filters require the following user permissions:
<u>Users who have Edit permission at the account level can:</u>
- Create/edit filters at the account level
- Create/edit filters at the view level
- Apply filters to any view in the account

<u>Users who have Edit permission at the view level can:</u>
- Apply existing filters to or remove them from that view, but cannot create new filters or edit existing filters
- Create a filter at the account level

To create a filter at the account level:

1. Sign in to Google Analytics.
2. Click Admin, and navigate to the account in which you want to create the filter.
3. In the ACCOUNT column, click All Filters.
4. Click + New Filter. (If this button is not visible, you do not have the necessary permissions).
5. Select Create new Filter.
6. Enter a name for the filter.
7. Select Predefined filter to select from the predefined filter types.
8. Select Custom filter to construct a custom filter from the options we provide. If you create a custom filter, consult the definitions of the filter fields.
9. From the Available views list, select the views to which you want to apply the filter, then click Add.
10. Click Save.

By default, view filters are applied to the data in the order in which the filters were added. So, if there are existing filters for a view, your new filter is applied after them. Follow the instructions to change the filter order for a view, below.

To create a filter at the view level:

1. Sign in to Google Analytics.
2. Click Admin, and navigate to the view in which you want to create the filter.
3. In the VIEW column, click Filters.
4. Click + New Filter. (If this button is not visible, you do not have the necessary permissions).
5. Select Create new Filter.
6. Enter a name for the filter.
7. Select Predefined filter to select from the predefined filter types.
8. Select Custom filter to construct a custom filter from the options we provide. If you create a custom filter, consult our definitions of the filter fields.
9. From the Available views list, select the views to which you want to apply the filter, then click Add.
10. Click Save.

To change the filter order for a view:

1. Sign in to Google Analytics.
2. Select the Admin tab and navigate to the view in which you want to create the filter.
3. In the VIEW column, click Filters.
4. Click Assign Filter Order, select the filter you want to move, then click Move up or Move down. Click Save when you are finished.
5. If you want to remove a filter from the view, click remove in the row for that filter.

Add existing filters to or remove them from a view:

6. Sign in to Google Analytics.
7. Click Admin, and navigate to the view in which you want to add or remove filters.
8. In the VIEW column, click Filters.
9. Click + New Filter.
10. Select Apply existing Filter.
11. Add or remove the filters as necessary.
12. Click Save.

What's my IP address?

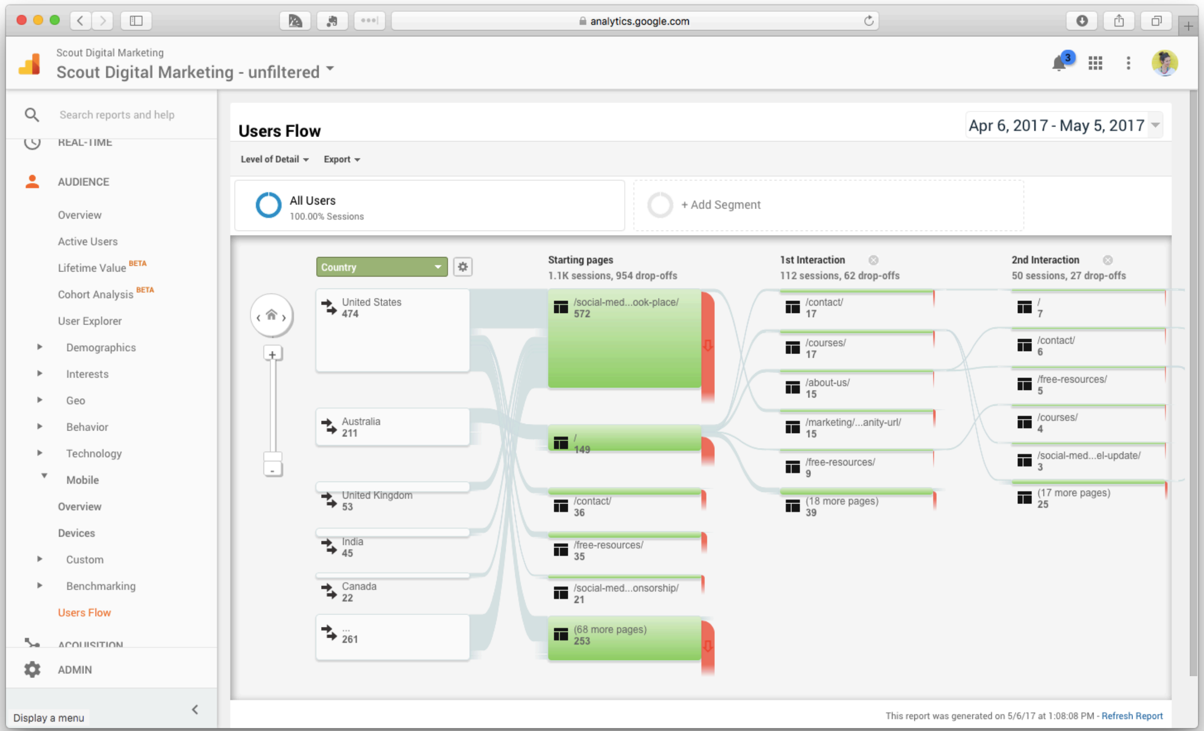
To apply a filter based on IP address/es or domain/network IP, you may need to consult your IT department or provider.

For small or independent organisations, you can find out by visiting: http://www.whatsmyip.org

Audience > Users Flow

The Users Flow report is a graphical representation of the paths users took through your website, from the source, through the various pages, and where along their paths they exited your site.

This report allows you to compare volumes of traffic from different sources, examine traffic patterns through your site, and troubleshoot the user experience of your website.



The Users Flow diagram shows:

- The relative volume of traffic to your website by the dimension you choose (eg country, traffic sources, campaign, browser)
- The relative volume of pageviews per page or collection of pages
- Specific metrics for connections, pages (referred to as nodes), and page/node exits when you hover over them
- The Users Flow report is very similar to the Behavior Flow report available in the Behaviour section, however, the Users Flow is focused on the pages your users visit, whereas the Behavior Flow report also includes Events and Content Groupings.

By default, this report is created based on the visitor's Country, but clicking on this drop down menu allows you to select different dimensions.

Common uses of the Users Flow report

The Users Flow report is often used to:

- Compare traffic volume and marketing channels
- Measure engagement
- Explore your content and potential content-related issues

Compare traffic volume and marketing channels
You can compare relative volumes of traffic from different sources within the same dimension: for example, the traffic from different search engines, campaigns, or mediums. Overall comparisons let you make some initial determinations about which channels are most effective or offer the best return.

For example, if one campaign is delivering a lot more traffic than another, you can shift resources to make the more successful campaign even more visible. Or if one traffic source or medium is performing better, then you could focus more attention and resources in that area, e.g. Organic Search or Facebook.

If you do find that one source is outperforming the others in terms of traffic volume, you can then examine that traffic more closely by viewing just that one segment. Click the starting dimension node in the first column, then click View only this segment.

With just that traffic visible, you can see whether those users are following the paths through your site that you want them to, whether they're reaching your goals or events, and where they're leaving your site.

Measure engagement
Depending on the purpose of your site, you may want to know how many and which pages users visited after the initial page. Start by determining the minimum engagement you want to see from users.

Users Flow shows the first three interactions by default, and currently supports up to eight. Add as many steps as necessary to meet your minimum requirement. Once you have added the requisite number of steps, you can then click the starting dimension node and use the Highlight traffic through here option to see whether traffic from that source reached as far as your minimum engagement threshold (for example, four or five interactions).

In addition to measuring the level of engagement, you can also see the extent to which traffic dropped off as users progressed through your site. If users aren't progressing as far as you had hoped, or if traffic is dropping off at a faster rate than you'd like, you can consider redesigning your site navigation or graphic design to allow for easier movement between pages, adding additional calls to action, like teasers for related articles or products, or reworking your site content to better address the interests of your audience.

Explore your content
Users Flow lets you examine a number of content-related issues:

<u>A/B Testing</u>
If you're testing different versions of a web page, and each version has its own URL, you can see which of them better serves purposes like encouraging site engagement, or funneling traffic on to a Goal page.

<u>Browser and Screen Resolution</u>
Use Browser or Screen Resolution as the starting dimension so you can see whether traffic is distributed among browsers or screen resolutions as you expect, and to see whether there are any pages that experience an unusual drop-off with a particular browser or screen resolution.

If you notice a significant drop-off from a page, it might not be rendering properly in that browser or at that resolution. For example, your page may not render correctly on a mobile browser or at a smaller resolution, causing links or buttons to be unavailable or not easily seen.

<u>Path Analysis</u>
Are there paths through your site that are more popular than others, and if so, are those the paths you want traffic to follow? Unexpected paths can indicate things like users not finding the content they want.

You might also discover something like an unusually high drop-off from a new page you've introduced, like a new home page or new product page. Investigate whether the design of the new page might be obscuring the links or controls that lets traffic flow to the pages you want them to see next.

Linking Google Adwords to Google Analytics

If you are running Google Adwords campaigns driving traffic to your website, it is easy to assume that this data will automatically appear in the "Paid Search" Default Channel Grouping. Unfortunately this is not the case. It will often appear under (Other) or the campaign name.

It is highly recommended to correctly connect your Google Analytics and Adwords accounts so that they appear under "Paid Search" making it easier to monitor and dissect data, as well as view some Adwords analytics within the Google Analytics interface.

Please note: Both Adwords and Analytics data should still be reported on and analysed separately.

- Adwords analytics give you an understanding of **the activity on your ads in the search interface** (or on other websites if using display ads).
- Google Analytics show you **what the visitors from Adwords ads do on your website after** they click on a link and visit your website.

Linking a Google Analytics property to your AdWords account can help you analyse customer activity on your website after an ad click or impression. This information can shed light on how much of your website traffic or business comes from AdWords, and help you improve your ads and website.

Linking accounts also allows you to:

- import Google Analytics goals and transactions,
- see Google Analytics data in your AdWords reports,
- import Analytics remarketing audiences,
- see AdWords data in your Analytics reports.

To link Google Adwords and Google Analytics, you will require suitable access and permissions for both accounts.

If your Google Adwords are managed though an agency, using an account they set up and own, you may to provide them access to your Google Analytics (if they don't have it already) and then have them connect the accounts.

To link AdWords and Google Analytics, or to unlink or edit your link, you'll need to use a Google Account with the following permissions to Google Analytics and AdWords:

- For the Google Analytics property, you'll need "Edit" permissions.
  - To check your permissions, in Google Analytics, click Admin at the top of the page, select the property that you want to link, and click User Management. If you don't see "User Management" in the property column, ask your account administrator if you have "Edit" permissions.
- For the AdWords account, you'll need administrative access.
  - To check your account access, click the gear menu ( ) and select Account settings. In the menu on the left, select Account access.

Please note: When you link an AdWords account to an Analytics property, anyone with access to the views that you selected during linking will be able to see your imported AdWords data. Likewise, if you choose to import Analytics data (such as goals and transactions, metrics or remarketing lists) into your AdWords account, anyone with access to that AdWords account will be able to see your imported Analytics data. Once Analytics data (for example, goals) has been imported to AdWords, it is subject to the AdWords terms of service.

To link Google Adwords to Google Analytics:

1. Sign in to your AdWords account.
2. Click the gear menu ( ), then select Linked accounts.
3. Under "Google Analytics", click View details. You'll see a list of Google Analytics properties to which you have access. (If you don't see an Analytics property here, make sure that you have "Edit" permission to that property.)
4. Click Set up link next to the property that you want to link to AdWords. Choose a property for the business that you advertise with AdWords. (You'll be able to link more than one.) If you've already linked a property, you'll see "Edit" instead of "Set up link".
5. Now you'll see one of the two screens described below:
    a. If the property that you chose only has one view, you'll see the name of that view. Select Import site metrics to be able to see Google Analytics data in AdWords reports. (To add this data to your reports, you'll also need to follow the instructions to add Google Analytics columns to your AdWords reports.)
    b. If the property has multiple views, you'll see a list of the views from this property that you can link. There are two settings:
        i. Link: Link as many views as you'd like. This will make AdWords click and cost data available in Analytics, and Analytics goals and transactions available for import into AdWords.
        ii. Import site metrics: (Recommended) Choose one view from which to import site engagement metrics. While this is optional, we recommend choosing one view that will be used to show site engagement metrics in the Google Analytics reporting columns of your account.
    c. If your AdWords account is used by an AdWords manager account (MCC) that has linked to this property, you'll also see a column showing which views are linked to that manager account.
6. Click Save.

You can repeat this process for any additional properties that you want to link.

You must also <u>turn on auto-tagging in Google Adwords</u>: Settings > Linked Accounts > Google Analytics

You can also link your Google Analytics to Google Adwords, but this is to display Analytics data in Adwords, <u>not</u> the other way around:

To link Google Analytics to Google Adwords:

1. Sign in to your Google Analytics account.
2. Visit the Admin section, and “Account Settings” under Account.
3. In the Data Sharing Settings section, check the “With other Google products only” check box and click Save. This will allow Google Adwords and Analytics to share data.
4. Then in the Property section, click “Adwords Linking”.
5. Click on “New Link Group”.
6. Providing you have access to both the Google Analytics and Adwords accounts from the one Google Account, you should then see a list of Adwords accounts. Click on the Adwords Account you want to link, and click “Continue”.
7. Then under link configuration, click on “Linked view(s)” and select the view, and click Save.
8. Set up is complete on the Google Analytics side, you now need to:
9. Sign in to your Google Adwords account.
10. Click the gear menu ( ), then select Linked accounts and Google Analytics.
11. Now you should have the Google Analytics views available. Expand this list and select your domain. Click the “Add” button, then click Save.

How to link Google Analytics with Google Search Console

Google Search Console (previously called Webmaster Tools) is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results.

You don't have to sign up for Search Console for your site to be included in Google's search results, but doing so can help you understand how Google views your site and optimize its performance in search results.

https://www.google.com/webmasters/tools/

It provides useful information about *how your website is seen by Google's search engine*, and provides many useful "health checks".

It is incredibly useful for Search Engine Optimisation, and we explore it in more detail in our Introduction to SEO Best Practices course.

A huge benefit for setting up Search Console and integrating it with your Google Analytics account, is to see what organic keywords visitors are using to find your website.

Previously this information was included in the Search > Keywords section of Google Analytics, however on 18 October 2011, Google announced some big news for website owners:

> *when a search is made on a secure Google webpage and the result clicked, the search term would no longer be passed to the destination website. Instead, these visits would simply be grouped together in Google Analytics under the keyword "(not provided)".*

Why did Google do this?
The official reason was that this was done in the name of privacy. Google suggested that those searching using a secure Google connection would not want their search term to be passed on to the destination site.

This meant that we lost this valuable data, however some of it can be regained through Search Console (once set up and integrated via the Admin > Property Settings section.

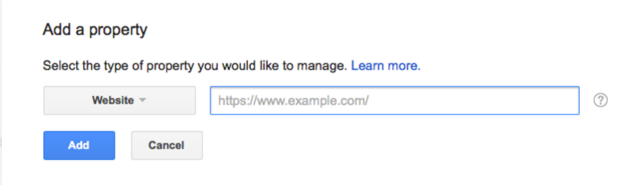
Once integrated, you can see valuable data about:

- Landing Pages
- Countries
- Devices
- Queries (the search terms used to find your website)

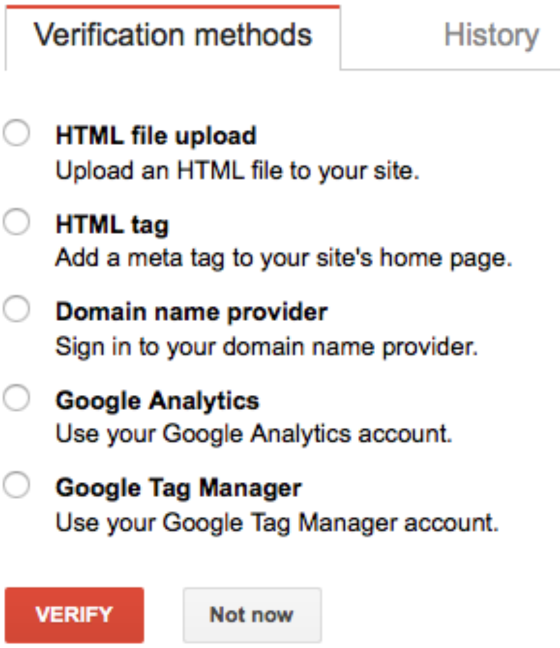
To be able to make use of this data in the Search Console section, you need to have set up and verified your website with Google Search Console, then link it with your Google Analytics account.

To set up Google Search Console:

1. Visit https://www.google.com/webmasters/tools/ and sign up/login with the same Google account that you use for Analytics (for ease of use).
2. Click the red "ADD A PROPERTY" button in the top right hand corner.
3. Select the type of property (Website or Android App) and enter the URL for a website.



4. You will then need to verify that you are entitled to have access to this website and set it up as a new property. There are five methods for doing this:



5. The simplest method is Google Analytics, but for this to work:
    a. You must be using the asynchronous tracking code .
    b. Your tracking code should be in the <head> section of your page.
    c. You must have the "edit" permission for the Analytics web property.
6. Otherwise you may require the assistance of your web developer to verify the property by one of the other methods (or have access yourself).
7. Once you have completed the verification steps, click the “Verify” button, and you will be advised if successful or not, and if not, why.
8. Once successful, you can return to Google Analytics to connect Search Console.

To connect Google Search Console with Google Analytics:

1. Log into your Google Analytics account.
2. Visit the Admin section.
3. Beneath the Property section, click “All Products”.
4. Search Console is the first option under these Linked Products. Click “Link Search Console” and follow the prompts. Remember, you must have access to, and be logged in to the shared account.
5. Once this is complete, you will see useful data from Search Console in the Search Console section of the Acquisition section.

Tracking keyword queries in Google Analytics:

Connecting Google Search Console and Google Analytics will pull in historical data from Search Console, allowing you to view and track keywords in the “Queries” section of Acquisition > Search Console > Queries.

Custom Campaign Tracking (within Acquisition section)

The Campaigns report automatically groups together traffic from activity either specifically classed as, or assumed as a "campaign". This includes:

- Email campaigns (if tracking is enabled/integrated)
- Google Adwords campaigns or other paid text advertising (**Paid Keywords**) etc

Beyond these automated campaigns, you can also track your own custom campaigns in this area, using UTM parameters.

UTM parameters are "tags" that are added to the end of a URL in order to capture important and unique reporting data about it.

There are 5 UTM parameters you can add to your URLs:

utm_source: Identify the advertiser, site, publication, etc. that is sending traffic to your property, for example: google, newsletter4, billboard.

utm_medium: The advertising or marketing medium, for example: cpc, banner, email newsletter.

utm_campaign: The individual campaign name, slogan, promo code, etc. for a product.

utm_term: Identify paid search keywords. If you're manually tagging paid keyword campaigns, you should also use utm_term to specify the keyword.

utm_content: Used to differentiate similar content, or links within the same ad. For example, if you have two call-to-action links within the same email message, you can use utm_content and set different values for each so you can tell which version is more effective.

When you add parameters to a URL, **you should always use**:

- **utm_source**
- **utm_medium**
- **utm_campaign**

utm_term and utm_content are optional.

utm_ is simply the required prefix for these parameters.

Each parameter must be paired with a value that you assign. Each parameter-value pair then contains campaign-related information.

For example, you might use the following parameter-value pairs for a Christmas Sale campaign:

- **utm_source** = christmas-enews to identify traffic that results from your Christmas Sale email campaign
- **utm_medium** = email to identify traffic from the email campaign vs. the in-app campaign
- **utm_campaign** = christmas-sale to identify the overall campaign

If you used these parameters, your custom-campaign URL would be:
https://www.web.com/?utm_source=christmas-enews&utm_medium=email&utm_campaign=christmas-sale

Or you can build these URLs easily online using: https://ga-dev-tools.appspot.com/campaign-url-builder/

Campaign tracking does not have to be used for sales-oriented marketing though. It can be used to track visits from links in email signatures, social media channels, other websites etc.

Resource: Check your USB for our UTM builder spreadsheet to create and track your campaign URLs.

Secondary Dimensions

By default, the reports in Google Analytics are shown with a "Primary Dimension", or main focus.

Whatever you select from the left hand sidebar navigation is your Primary Dimension.

However, you can add a Secondary Dimension to that same table of data, to provide a more granular view of your report data.

> *The Secondary Dimension feature allows you to define a primary dimension and then view that data by a secondary dimension within the same table.*

For example:

I can examine my main traffic channels (Acquisition > All Channels) as the primary dimension:

Default Channel Grouping	Acquisition			Behavior			Conversions: Goal 2: Online Enquiry Submission		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Online Enquiry Submission (Goal 2 Conversion Rate)	Online Enquiry Submission (Goal 2 Completions)	Online Enquiry Submission (Goal 2 Value)
	1,066 % of Total: 100.00% (1,066)	87.34% Avg for View: 87.24% (0.11%)	931 % of Total: 100.11% (930)	85.08% Avg for View: 85.08% (0.00%)	1.27 Avg for View: 1.27 (0.00%)	00:00:43 Avg for View: 00:00:43 (0.00%)	0.47% Avg for View: 0.47% (0.00%)	5 % of Total: 100.00% (5)	$0.00 % of Total: 0.00% ($0.00)
1. Organic Search	719 (67.45%)	85.12%	612 (65.74%)	83.03%	1.31	00:00:51	0.56%	4 (80.00%)	$0.00 (0.00%)
2. Direct	296 (27.77%)	95.27%	282 (30.29%)	91.22%	1.12	00:00:19	0.34%	1 (20.00%)	$0.00 (0.00%)
3. Social	26 (2.44%)	69.23%	18 (1.93%)	92.31%	1.08	00:00:09	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Referral	17 (1.59%)	94.12%	16 (1.72%)	64.71%	2.35	00:02:36	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Email	8 (0.75%)	37.50%	3 (0.32%)	62.50%	1.38	00:00:38	0.00%	0 (0.00%)	$0.00 (0.00%)

Then overlay the secondary dimension "Device Category" to understand in the one report, which devices visitors are using to access my website from different traffic channels:

Default Channel Grouping	Device Category	Acquisition			Behavior			Conversions: Goal 2: Online Enquiry Submission		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Online Enquiry Submission (Goal 2 Conversion Rate)	Online Enquiry Submission (Goal 2 Completions)	Online Enquiry Submission (Goal 2 Value)
		1,066 % of Total: 100.00% (1,066)	87.34% Avg for View: 87.24% (0.11%)	931 % of Total: 100.11% (930)	85.08% Avg for View: 85.08% (0.00%)	1.27 Avg for View: 1.27 (0.00%)	00:00:43 Avg for View: 00:00:43 (0.00%)	0.47% Avg for View: 0.47% (0.00%)	5 % of Total: 100.00% (5)	$0.00 % of Total: 0.00% ($0.00)
1. Organic Search	desktop	546 (51.22%)	84.98%	464 (49.84%)	80.95%	1.37	00:00:52	0.73%	4 (80.00%)	$0.00 (0.00%)
2. Direct	desktop	280 (26.27%)	96.07%	269 (28.89%)	92.14%	1.11	00:00:20	0.36%	1 (20.00%)	$0.00 (0.00%)
3. Organic Search	mobile	152 (14.26%)	86.18%	131 (14.07%)	90.13%	1.12	00:00:44	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Organic Search	tablet	21 (1.97%)	80.95%	17 (1.83%)	85.71%	1.19	00:01:12	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Social	desktop	15 (1.41%)	73.33%	11 (1.18%)	86.67%	1.13	00:00:16	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Direct	mobile	14 (1.31%)	78.57%	11 (1.18%)	78.57%	1.21	00:00:16	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Referral	desktop	14 (1.31%)	100.00%	14 (1.50%)	71.43%	2.29	00:02:30	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Social	mobile	11 (1.03%)	63.64%	7 (0.75%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Email	desktop	7 (0.66%)	42.86%	3 (0.32%)	71.43%	1.29	00:00:42	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Referral	tablet	3 (0.28%)	66.67%	2 (0.21%)	33.33%	2.67	00:03:06	0.00%	0 (0.00%)	$0.00 (0.00%)

OR I can view my top pages (Behaviour > Site Content > All Pages) as my primary dimension:

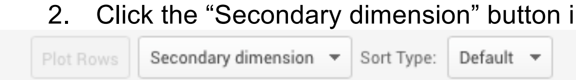
	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,354 % of Total: 100.00% (1,354)	1,249 % of Total: 100.00% (1,249)	00:02:38 Avg for View: 00:02:38 (0.00%)	1,066 % of Total: 100.00% (1,066)	85.08% Avg for View: 85.08% (0.00%)	78.73% Avg for View: 78.73% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1.	/social-media/how-to-merge-your-facebook-page-and-facebook-place/	612 (45.20%)	575 (46.04%)	00:06:55	572 (53.66%)	91.97%	91.67%	$0.00 (0.00%)
2.	/	177 (13.07%)	152 (12.17%)	00:01:11	145 (13.60%)	52.41%	50.85%	$0.00 (0.00%)
3.	/contact/	72 (5.32%)	61 (4.88%)	00:01:54	36 (3.38%)	86.11%	65.28%	$0.00 (0.00%)
4.	/free-resources/	53 (3.91%)	52 (4.16%)	00:00:28	35 (3.28%)	94.29%	69.81%	$0.00 (0.00%)
5.	/courses/	43 (3.18%)	37 (2.96%)	00:03:37	15 (1.41%)	80.00%	60.47%	$0.00 (0.00%)
6.	/about-us/	42 (3.10%)	36 (2.88%)	00:00:43	17 (1.59%)	64.71%	45.24%	$0.00 (0.00%)
7.	/social-media/social-media-sponsorship/	23 (1.70%)	21 (1.68%)	00:05:06	21 (1.97%)	95.24%	91.30%	$0.00 (0.00%)
8.	/tools/	22 (1.62%)	22 (1.76%)	00:10:11	12 (1.13%)	83.33%	72.73%	$0.00 (0.00%)
9.	/social-media/trends-professional-services/	20 (1.48%)	16 (1.28%)	00:02:48	13 (1.22%)	76.92%	80.00%	$0.00 (0.00%)
10.	/marketing/how-to-give-your-facebook-page-a-vanity-url/	19 (1.40%)	17 (1.36%)	00:02:16	2 (0.19%)	100.00%	84.21%	$0.00 (0.00%)

Then overlay it with the secondary dimension "Default Channel Grouping" to understand which traffic channels are being used to access those pages:

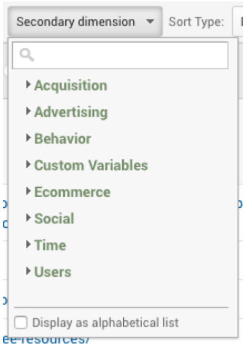
	Page	Default Channel Grouping	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
			1,354 % of Total: 100.00% (1,354)	1,249 % of Total: 100.00% (1,249)	00:02:38 Avg for View: 00:02:38 (0.00%)	1,066 % of Total: 100.00% (1,066)	85.08% Avg for View: 85.08% (0.00%)	78.73% Avg for View: 78.73% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1.	/social-media/how-to-merge-your-facebook-page-and-facebook-place/	Organic Search	570 (42.10%)	537 (42.99%)	00:07:05	534 (50.09%)	92.15%	92.11%	$0.00 (0.00%)
2.	/	Organic Search	99 (7.31%)	79 (6.33%)	00:01:16	73 (6.85%)	34.25%	37.37%	$0.00 (0.00%)
3.	/	Direct	58 (4.28%)	57 (4.56%)	00:00:32	56 (5.25%)	76.79%	75.86%	$0.00 (0.00%)
4.	/contact/	Direct	40 (2.95%)	38 (3.04%)	00:01:32	32 (3.00%)	90.62%	85.00%	$0.00 (0.00%)
5.	/social-media/how-to-merge-your-facebook-page-and-facebook-place/	Direct	33 (2.44%)	29 (2.32%)	00:05:59	29 (2.72%)	89.66%	84.85%	$0.00 (0.00%)
6.	/contact/	Organic Search	31 (2.29%)	22 (1.76%)	00:02:01	3 (0.28%)	33.33%	38.71%	$0.00 (0.00%)
7.	/free-resources/	Direct	30 (2.22%)	30 (2.40%)	00:00:00	29 (2.72%)	100.00%	100.00%	$0.00 (0.00%)
8.	/about-us/	Organic Search	29 (2.14%)	23 (1.84%)	00:00:38	9 (0.84%)	33.33%	31.03%	$0.00 (0.00%)
9.	/courses/	Organic Search	25 (1.85%)	20 (1.60%)	00:02:33	4 (0.38%)	50.00%	40.00%	$0.00 (0.00%)
10.	/social-media/social-media-sponsorship/	Organic Search	23 (1.70%)	21 (1.68%)	00:05:06	21 (1.97%)	95.24%	91.30%	$0.00 (0.00%)

How to apply a secondary dimension:

1. View the main report from its primary dimension.
2. Click the "Secondary dimension" button in the toolbar that sits above the report table:



3. Search for, or select the desired secondary dimension from the drop down menu.



Events, Goals and Conversions

Google Analytics allows you to set up and track common Events and Goals that are important to your website.

Events are user interactions with content that can be tracked independently from a web page or a screen load. Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events.

Goals represent a completed activity, called a conversion, that contributes to the success of your business. Examples of goals include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).

Events and Goals are different, but also overlap slightly, often leading to some confusion about them. They can also be used together, for example once an Event has been set up, it can be tracked as a Goal, that then shows additional data in report tables, and in the Conversions section of Reports.

Default Channel Grouping	Acquisition			Behavior			Conversions Goal 2: Website Enquiry (new site)		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Website Enquiry (new site) (Goal 2 Conversion Rate)	Website Enquiry (new site) (Goal 2 Completions)	Website Enquiry (new site) (Goal 2 Value)
	683 % of Total: 100.00% (683)	76.87% Avg for View: 76.87% (0.00%)	525 % of Total: 100.00% (525)	50.66% Avg for View: 50.66% (0.00%)	2.02 Avg for View: 2.02 (0.00%)	00:01:16 Avg for View: 00:01:16 (0.00%)	0.88% Avg for View: 0.88% (0.00%)	6 % of Total: 100.00% (6)	$0.00 % of Total: 0.00% ($0.00)
1. Paid Search	366 (53.59%)	73.22%	268 (51.05%)	46.72%	2.10	00:01:13	1.09%	4 (66.67%)	$0.00 (0.00%)
2. Organic Search	217 (31.77%)	74.65%	162 (30.86%)	50.69%	2.10	00:01:40	0.92%	2 (33.33%)	$0.00 (0.00%)
3. Direct	60 (8.78%)	95.00%	57 (10.86%)	65.00%	1.62	00:00:34	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Referral	24 (3.51%)	95.83%	23 (4.38%)	87.50%	1.25	00:00:13	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Social	16 (2.34%)	93.75%	15 (2.86%)	31.25%	1.94	00:01:00	0.00%	0 (0.00%)	$0.00 (0.00%)

About Events

Anatomy of Events
An Event has the following components. An Event hit includes a value for each component, and these values are displayed in your reports:

- Category
- Action
- Label (optional, but recommended)
- Value (optional)

Category
A category is a name that you supply as a way to group objects that you want to track. Typically, you will use the same category name multiple times over related UI elements that you want to group under a given category, so it should remain consistent, e.g.

- Videos
- Downloads

Action
Typically, you will use the action parameter to name the type of event or interaction you want to track for a particular web object. For example, with a single "Videos" category, you can track a number of specific events with this parameter, such as:

- Time when the video completes load
- "Play" button clicks
- "Stop" button clicks
- "Pause" button clicks

As with categories, the name you provide for an action is up to you, but keep in mind two important features of how an event action is used in the reports:

- All actions are listed independently from their parent categories. This provides you with another useful way to segment the event data for your reports.
- A unique event is determined by a unique action name. You can use duplicate action names across categories, but this can affect how unique events are calculated. See the suggestions below and the Implicit Count section for more details.

Label
With labels, you can provide additional information for events that you want to track, such as the movie title in the video examples above, or the name of a file when tracking downloads.

Value
Value differs from the other components in that it is an integer rather than string, so use it to assign a numerical value to a tracked page object. For example, you could use it to provide the time in seconds for a player to load, or you might trigger a dollar value when a specific playback marker is reached on a video player.

Non-Interaction Events
The term "Non-interaction" applies to the final, and optional, boolean parameter that can be passed to the method that sends the Event hit. This parameter allows you to determine how you want bounce rate defined for pages on your site that also include event tracking.
Remember that a bounce is defined as a session containing only one interaction hit. By default, the event hit is considered an interaction hit, which means that it is included in bounce rate calculations. However, when this value is set to true, the type of event hit is not considered an interaction hit. You can use this fact to adjust bounce rate calculations for pages that contain events.

- Setting this value to true means: a session containing a single page tagged with non-interaction events is counted as a bounce—even if the visitor also triggers the event during the session.
- Conversely, omitting this option means that a single-page session on a page that includes event tracking will not be counted as a bounce if the visitor also triggers the event during the same session.

In this way, "bounces" for your event-enabled pages means something slightly different: a single-page session that includes no user interaction on tracked events.

How to set up Event tracking

The above values need to be included in the related link or object on your website, so you may require developer assistance.

For example, if I wanted to track downloads of my 2017 Social Media Checklist PDF, I could use:

- Category: Download
- Action: Click
- Label: sm-checklist-2017
- Value: 5
- Non-Interaction: Default - Count event as a user interaction

I would need to place the following code within the code of my download link:

onClick="ga('send', 'event', { eventCategory: 'download', eventAction: 'click', eventLabel: 'sm-checklist-2017', eventValue: 5});"

Making my link look like:

Download PDF

Nifty tool: https://raventools.com/marketing-reports/google-analytics/event-tracking/file-download/

Event-implementation best practices
The design model for Event Tracking is highly flexible, which means good report planning is essential.

Determine in advance all elements for which you want to track data. Even if you initially track only a single object on your website, having an overall sense of the various events you want to track will help you establish a report structure that scales well with an increase in the number and types of events you track.

Understand the expectations or needs of how data should be displayed in your report. What is most important? What really needs to be tracked? And how?

Adopt a consistent and clear naming convention. In the process of implementing Event Tracking, every name you supply for categories, actions, and labels appears in the reporting interface. In addition, a category/action pair is treated as a unique element in the report statistics, so consider first how you want your metrics to be calculated for all objects belonging to a similar category.

1. Plan your events, using a spreadsheet or similar method to track different events, ensuring consistent terminology.
2. Create all of your event tags/URLs (see online tool link again below).
3. Install them within your links, or provide to your developer with instructions of where to update.

Nifty tool: https://raventools.com/marketing-reports/google-analytics/event-tracking/file-download/

About Goals

Goals can be used for tracking useful website conversions such as:

- Sales
- Leads
- Trial signups
- Account creations
- Newsletter subscriptions
- Downloads like whitepapers, ebooks, product guides etc
- Enquiry or contact form completions
- Clicks to social accounts (like Facebook, Twitter, Google+, and Pinterest)
- Engagement goals like time on site or pages per visit
- Events like watching product videos
- Clicks to trigger live chat with your customer service reps

Google Analytics goals must be created as one of four types:

Goal Type	Description	Example
Destination	A specific location loads	*Thank you for registering!* web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

Please note:

- You can have up to 20 goals per profile in Google Analytics (4 goal sets, and 5 goals per set).
- We recommend making goal names intuitive to easily remind yourself, and others, what they are.
- **You can edit goals, but you cannot delete them.** So create wisely.

Read more about Goals here: https://support.google.com/analytics/answer/1012040

Destination goals are the simplest to set up, and are useful for tracking any form submission where the visitor is directed to a dedicated "success" page upon form submission, such as a thank you page.

This goal type can also be used for downloads where the file has a dedicated URL.

Duration and **Pages/Session** goals are useful for support and customer service websites, where helping visitors quickly and easily is important.

Event goals include actions such as:

- External links
- Downloads
- Time spent watching videos
- Social media buttons
- Widget usage

Event goals can be more complex to set up, and some may be better set up as Events, rather than Goals. They can then be imported to Goals (after being set up as Events) and make use of the Conversions report section, as well as appear in tabled reports.

Read more about tracking outbound links as Events: https://support.google.com/analytics/answer/1136920

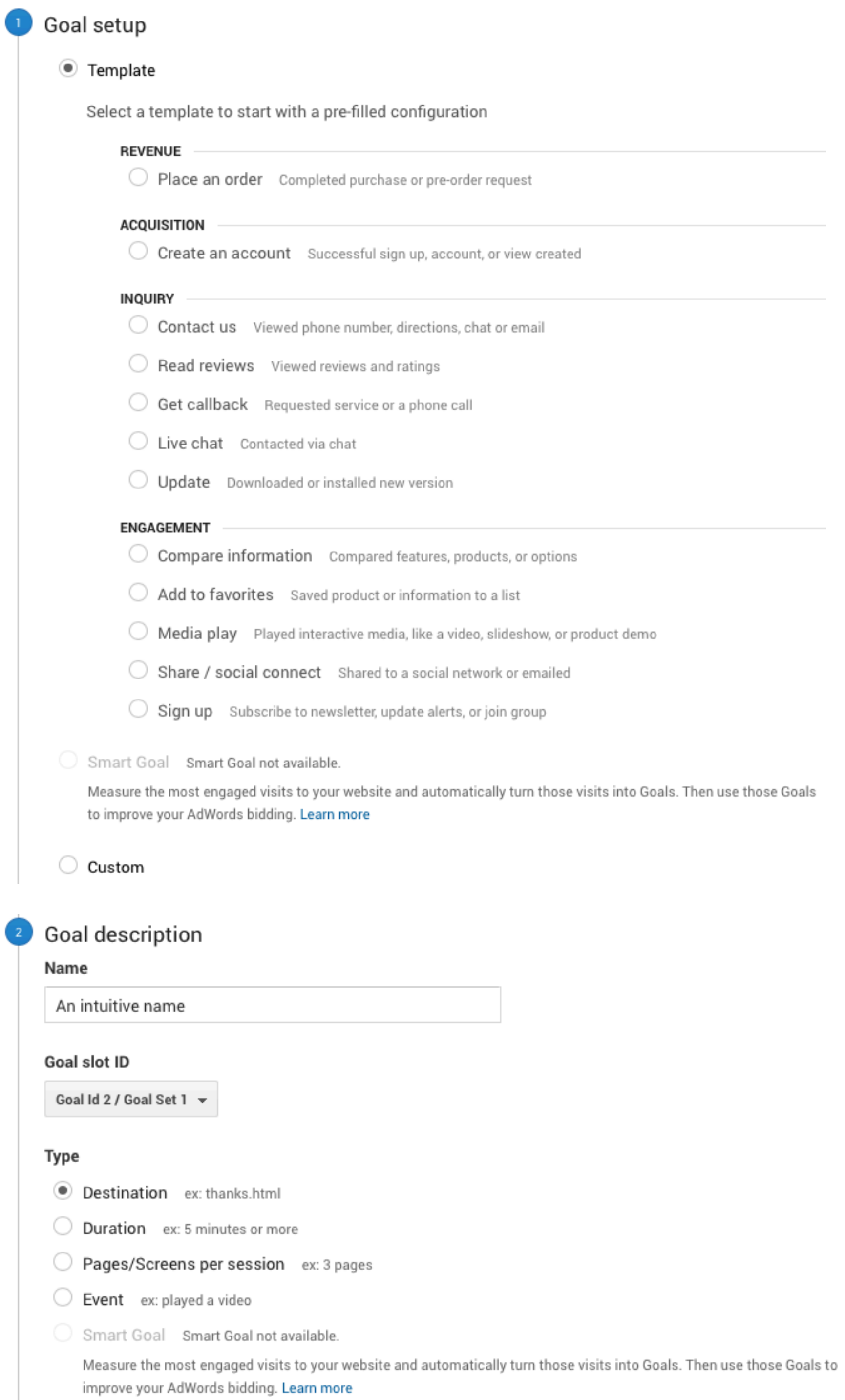
Activity: Setting up Events and Goals

What types of important actions can visitors take on your site that you would like to track? Should they be Events or Goals? If Goals, what type? If Events, what Category, Action, Label and Value? List them here:

Creating Goals

Goals are created in the **Admin section > View > Goals**.

When creating a new Goal, you can either use Google's template (which offers some useful suggestions of Goal types, or "Custom" which allows you to add your own parameters based on one of the four different goal gypes.



How to create a Destination goal

To create a Destination goal, you must first identify the URL of the "destination" page, e.g. /thank-you/ (remembering that this is what comes after your domain).

The URL of the destination page will either be:

- Fixed (is always the same, never changes)
- Variable (is dynamically created, or varies due to query terms or parameters

Fixed URLs
Many websites use fixed URLs for a given webpage. The structure of these pages depends on the web technology used for the site. For example:
http://www.myownpersonaldomain.com/2008/category/name-of-blog-post/
http://www.examplepetstore.com/dogs/food.php
http://www.examplepetstore.com/cats/food.html

Dynamically generated or variable URLs
If your URLs include query terms or have parameters at the end, use either Begins with or Regular Expression match types when entering funnel or destination goal URLs. Examples of dynamic or variable URLs are:
http://www.example.com/about/pageWithParameter.html?id=89
http://www.example.com/sales/JanuaryOffer.html?utm_source=NewsLetterJan&utm_medium=email
http://sports.example.com/checkout.cgi?page=1&id=002

To configure goals for these types of URLs:
First verify that the URL for the goal is both unique to that page/Goal, and consistent from view to view. If the URL changes from view to view, or if it has name/value parameters, see the instructions for dynamically-generated URLs.

Destination: Enter the request URL part of the goal.

> *The request URI is that part of the URL that comes after the domain address.*
> *Using the URL examples listed above, you would enter:*
> */2008/category/name-of-blog-post/*
> */dogs/food.php*
> */cats/food.html*

Case sensitive: Check this box only in the situation where you want to match only one of two identical URLs which differ only by case (e.g. /contactus.html and /CONTACTUS.html).

Match Type: Use the match type that works best for your purpose. In most situations, the default (Equals to) match works well. See Match types below for more details.

Value: If you have an imputed value for your page, turn this option on and enter that value in the field. See About goals, goal Value for more information.

Match Types: Begins with, Equals to, & Regular Expression
There are three diferent match types that define how Analytics identifies a URL for either a goal or a funnel.

The match type that you select for your goal URL also applies to the URLs in the funnel, if you create one.

Equals to—for standard, fixed URLs:

- An Equals to match is an exact match on every character in your URL—without exception—from beginning to end.
- Use this when your URLs for your site are easy to read and do not vary.

- This option requires that the URLs you provide for your funnel or goal exactly match the URLs shown in the reports.
- There can be no dynamic (changing) information in the URL such as session identifiers or query parameters.
- If you are using an Equals to match for a goal (e.g., /shopping/thanks.html), leading or trailing whitespaces in the destination field will invalidate the goal.

<u>Begins with—to eliminate trailing URL parameters:</u>

- This matches identical characters starting from the beginning of the string up to and including the last character in the string you specify.
- Use this option when your page URLs are generally unvarying but when they include additional parameters at the end that you want to exclude.
- If your website has dynamically generated content, use a Begins with match filter and leave out the unique values.
- For example, a URL that a particular user went to might be http://www.example.com/checkout.cgi?page=1&id=9982251615
- In this case, the id varies for every other user.
- You could still match this page by using /checkout.cgi?page=1 as the URL and selecting Begins with as your match type.

<u>Regular Expression Match—for matching on multiple criteria:</u>

- A regular expression uses special characters to enable wildcard and flexible matching.
- This is useful when the stem, trailing parameters, or both, can vary in the URLs for the same webpage.
- For example, if a user could be coming from one of many subdomains, and your URLs use session identifiers, you could use a regular expression to define the constant element of your URL.
- For example, checkout.cgi\?page=1 will match http://sports.example.com/checkout.cgi?page=1&id=002 as well as http://fishing.example.com/checkout.cgi?page=1&language=fr&id=119
- As another example, you could use regular expressions to set a goal for a user goes to any page in a subdirectory: ^/sports/.*.

Verifying Correct URL Expressions for goals
You can verify that you have written a goal URL correctly by searching for the page in the Pages report using the exact URL or regular expression you want to use in creating your goal. If you are able to successfully view the pages you expect after doing a search, you can safely assume your URL or expression will work.

Read more about Destination goal examples here: https://support.google.com/analytics/answer/1116091

Useful Conversions reports:

Following on from the "Goals" reports in the Conversions section, two other valuable conversion reports are:

1. **Multi-Channel Funnels**
2. **Attribution**

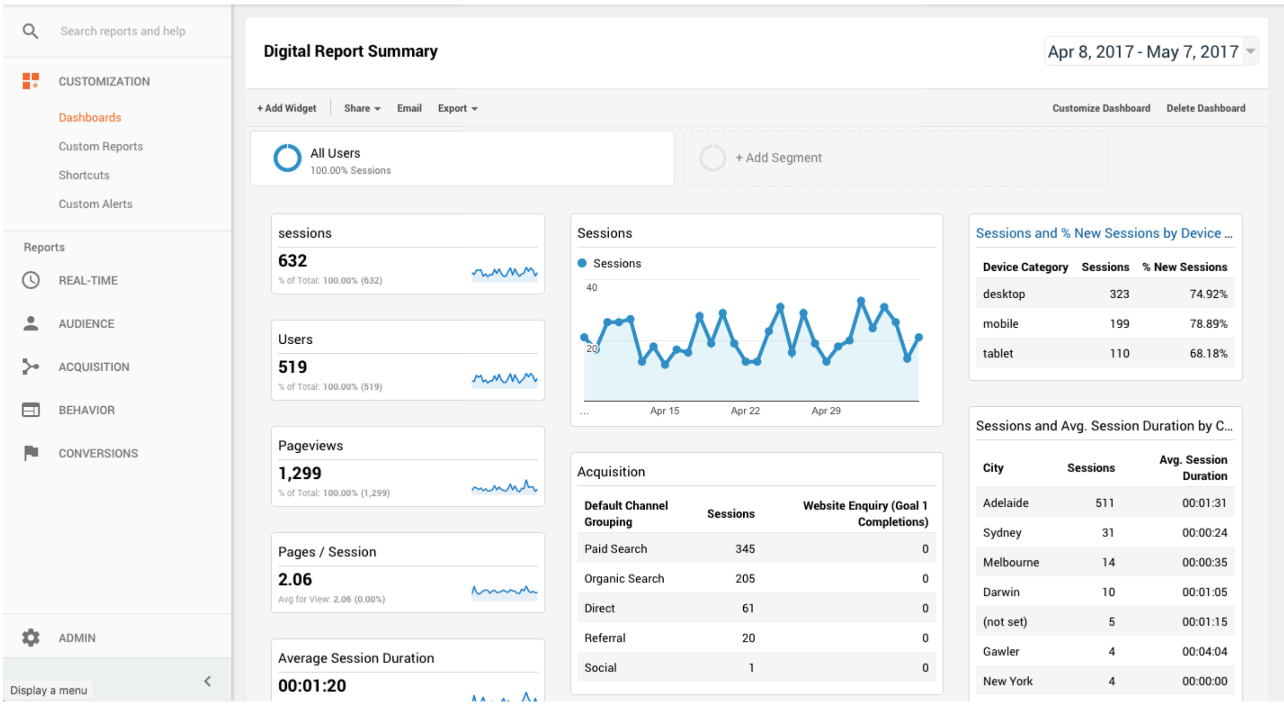
Depending on your website and goals, people may visit a website more than once, and from different channels, before completing your goal/s. These reports show how the different channels may overlap to assist conversions, giving you a better understanding of how your different channels work together.
The **Time Lag** and **Path Lag** reports under "Multi-Channel Funnels" show the time between first visit and conversion (Time Lag), and interactions (visits, Pageviews etc) before the conversion (Path Lag).

The **Attribution** report offers a **Model Comparison Tool**.
Recommended use: Personally I like to set this to First Interaction vs Last Interaction:

This helps to identify **how visitors first accessed your website**, and **then how they returned to convert**.

Custom Dashboards (Customization > Dashboards)

Every report in Google Analytics comes with a default dashboard. While this may be suitable, it is incredibly valuable to customize your own dashboard, that collates the dimensions and metrics that are most important to you.



Dashboards can contain **1-12 widgets** handpicked from the most relevant dimensions and metrics.

A Dashboard can have one or more instances of the following kinds of widgets:

- **Metric**: displays a simple numeric representation of a single selected metric.
- **Timeline**: displays a graph of the selected metric over time. You can compare this to a secondary metric.
- **Geomap**: displays a map of the selected region, with the specified metric plotted on the map. Hover over the map to see the actual metric values.
- **Table**: displays up to 2 metrics describing the selected dimension, laid out in tabular format.
- **Pie**: displays a pie chart of the selected metric grouped by a dimension.
- **Bar**: displays a bar chart of the selected metric grouped by up to 2 dimensions.

Standard and Real-time widgets

Some of the available widgets can display their data in real-time. These widgets update the metrics automatically (standard widgets, by comparison, update when you load or refresh the Dashboard).

Real-time widgets can display only the Active Users or Pageviews metrics, depending on the widget. The following widget types are available as real-time widgets:

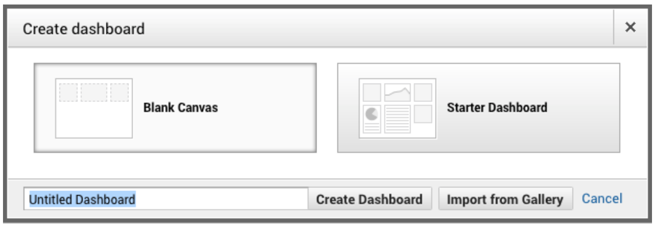
- **Counter**: displays a count of the active users on your site. You can optionally group these users by a selected dimension.
- **Timeline**: displays a timeline graph of pageviews on your site for the past 30 to 60 minutes.
- **Geomap**: displays a map showing where your active users are coming from.
- **Table**: plots a table of your active users against up to 3 selected dimensions.

Activity: Creating a Custom Dashboard

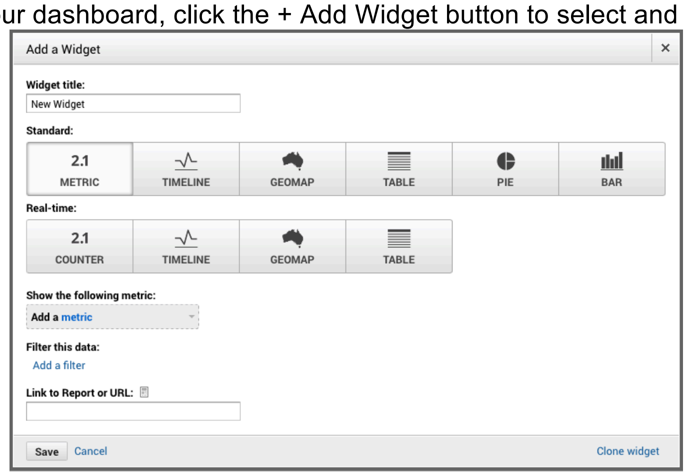
Consider the most important Dimensions and Metrics for your website, that could be collated on a Custom Dashboard. List them here:

How to create a Custom Dashboard:

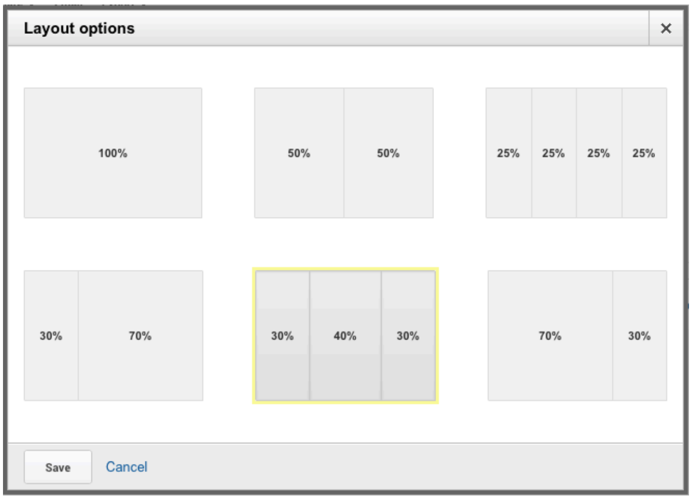
1. Log into your Google Analytics account, and visit the Customization section, then Dashboards.
2. Click the red "CREATE" button to create a new dashboard, or the name of an existing dashboard to view/edit.



3. From the pop up window (shown above) you can select:
    a. **Blank Canvas** (to create your own Dashboard – RECOMMENDED)
    b. **Starter Dashboard** (which includes New Users, Users, Sessions map, Sessions by Browser, Avg. Session Duration and Pages / Session, Bounce Rate, Goal Completions, and Revenue.
    c. **Import from Gallery** (search and use an existing dashboard configuration that has been shared to the Google Analytics dashboard gallery)
4. Type the name of your dashboard in the provided field, and click "Create Dashboard"
5. When viewing your dashboard, click the + Add Widget button to select and configure your data:



6. The “Customize Dashboard” button in the top right hand corner offers a number of layout options for your dashboard:



7. To move the position of a widget on your dashboard, hover over it, then drag and drop it to its new location (Please note: this can be a slow process, so be patient, and try to add widgets in the order you think you would like to see them).
8. To edit an existing widget, hover over the widget, and click the pencil icon in the top right hand corner.
9. When editing a widget, the options in the bottom right hand corner allow you to “Clone widget” (to create a copy of it) and “Delete widget” (to remove).
10. Just as with normal report views, you can:
    a. **Select a time period** to view your dashboard (calendar in top right)
    b. **Export your dashboard** as a PDF, XLS etc (Export button on left of top toolbar)
    c. **Email your dashboard** as a once-off, or recurring report (Email button on left of top toolbar)
11. You can also **Share your dashboard** (Share button on the left of top toolbar):
    a. **Share object:** will share the current dashboard with all other users in that view, located in the Shared Dashboards section of the reports panel. To unshared the Dashboard, you must delete it.
    b. **Share template link:** generates a URL that you can copy and send to other users, embed in a document or host on a website. When you share a Dashboard via a template, you share only the settings for the Dashboard – not the data. You can send the link to anyone with an Analytics account, and that person can import the settings. This option is used to quickly recreate Dashboard layouts across multiple Google Analytics accounts.
    c. **Share in Solutions Gallery:** the Solutions Gallery lets you share and import custom reporting tools and assents – like Dashboards and Segments – into your Google Analytics account. Again, when you share a dashboard, only the configuration is shared, not your data or personal information.

Read more about Solutions Gallery here: https://analytics.google.com/analytics/gallery/#landing/start/

Custom Dashboards won’t usually give you ALL the data that you require, but they do provide a quick overview of the main metrics and dimensions relevant to your website, that can be easily shared as a high level view with others, or used as a starting point to highlight which reports you should look at in more detail.

Useful tools and resources

The Internet offers a wealth of useful information and tools that can assist with understanding and making the most of your Google Analytics data. Here are some of our favourite tools and resources:

Google Analytics mobile app:

- For iOS from iTunes: https://itunes.apple.com/au/app/google-analytics/id881599038?mt=8
- For Android from Google Play: https://play.google.com/store/apps/details?id=com.google.android.apps.giant&hl=en

Google Analytics Help Centre: https://support.google.com/analytics?hl=en#topic=3544906

Google Analytics Glossary: https://support.google.com/analytics/topic/6083659?hl=en&ref_topic=3544906

Google Analytics Academy: https://analytics.google.com/analytics/academy/

What's my IP address? http://www.whatsmyip.org

Google Adwords: http://www.google.com/adwords

Google Search Console: https://www.google.com/webmasters/tools/

Google's UTM campaign link builder: https://ga-dev-tools.appspot.com/campaign-url-builder/

Create Event tracking code: https://raventools.com/marketing-reports/google-analytics/event-tracking/file-download/

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