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CHAPTER 3

Introduction to Google Analytics



Learning Objectives

- Understand how digital analytics can help your business
- Get comfortable navigating the Google Analytics Interface
- Build intuition of drawing insights from digital data





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AGENDA

- Introduction to Digital Analytics
- Installing Google Universal Analytics
- Navigating the Google Analytics Interface
- Audience Reports (The Who)
- Acquisition Reports (The How)
- Behaviour Reports (The What)
- Tips for Advanced Analysis
- (Optional) Introduction to GA4
- Conclusion & Assignment

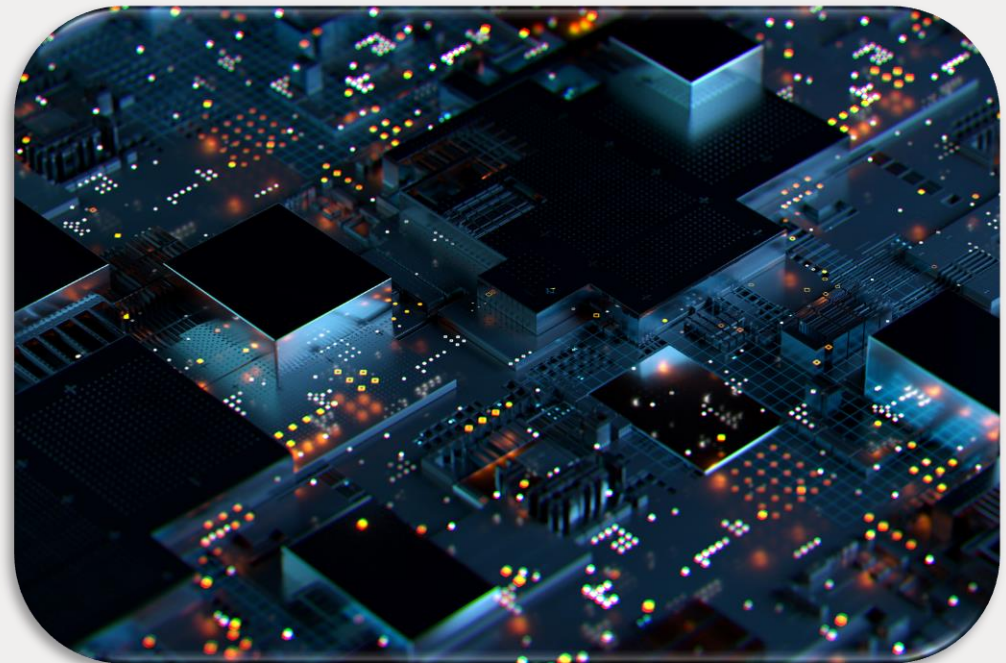
Introduction to Digital Analytics

- What is digital analytics?
- What is Google Analytics?
- Key terms to be aware of



What is Digital Analytics?

- **Analysing digital data** from a variety of sources:
 - Mobile applications
 - Websites
 - Gaming consoles
 - IoT devices



How can digital analytics be used?

- Analyse advertising data
- Assess interest
- Understand engagement



Google Analytics is a **free** tool developed by Google that collects and compiles digital data into useful **reports**.



Google Analytics

How to use Google Analytics

- Create a Google Analytics account
- Add piece of **JavaScript code** to each page on your website

Collected data

- User interactions
 - Browser type
 - Device
 - Operating system
 - Source of traffic
 - And other data!
- Can setup filters!
 - Data stored in a database
 - Once collected cannot be changed!



Universal Analytics (UA)

- Older (beta 2012)
- Many websites still use UA
- Intuitive for beginners
- Ran in parallel with GA4 today
- Cookies based
- Sessions

Google Analytics 4 (GA4)

- Newer (beta 2020)
- AI capability
- Interaction based
- Events

This course

Google Universal Analytics

- **Who** is looking at the website? (**Audience** reports)
- **How** they got there? (**Acquisition** reports)
- **What** are they doing on the website? (**Behaviour** reports)

Key terms to be aware of

- **Page views vs unique page views**
 - Page views is total views – unique views is number of unique sessions
- **Bounce rate**
 - session started on that page and user left without further engagement
- **Exit rate**
 - user left session from that page

Bounce rate vs Exit rate

Sample Data:

- Day 1: Page A > Page B > Page C > Exit
- Day 2: Page B > Exit
- Day 3: Page A > Exit

Bounce Rate:

Page A – 50 %

Page B – 100 %

Page C – 0 %

Exit Rate:

Page A – 50%

Page B – 50%

Page C – 100%

Installing Google Analytics

- How to setup your account
- How to add a tracking code to your site
- How to add Google Analytics to a WordPress or Google site
- How to open the Demo Dataset



Make a Google Site

(if you don't have your own website already)

Go to: <https://sites.google.com/>

- Start new site +
- Give it a name
- Press Publish
- Give web address to use, for example:
JohnSmith123 (has to be unique)
- Publish
- Remember your URL



Google Analytics

Google Analytics Account Setup

Go to: <https://marketingplatform.google.com/about/analytics/>

- Start for free
 - Provide account name (any you prefer)
 - Select your preferences
- Next
 - Provide property name (to distinguish your website/app)
 - **Show advanced options**
 - **Toggle ON Create Universal Analytics Property**
 - Provide your website URL (for example the one you made in Google Sites)
- Next
 - Provide information about your business
- Create



Google Analytics

Add tracking code

Google Site

Settings > Analytics > add Tracking ID > Toggle Enable Analytics

WordPress

Install Monster Insights Plugin and follow instructions

Self-hosted site

Copy and paste tracking code as the first item in the <HEAD> of every page you want to track (HTML file)



Google Analytics

How to setup a Demo Account

- Need a Google Analytics Account
 - Can access Demo Account straight from the dropdown top left
 - Demo Account > UA > Master View
- Or follow this link:
<https://support.google.com/analytics/answer/6367342#access&zipy=%2Cin-this-article>
 - Select: **Universal Analytics** Property: Google Merchandise Store



Google Analytics

Navigating the Google Analytics Interface

- Interface overview
- Accessing and exporting reports



Audience Reports (The Who)

- Useful Audience reports
- What to look for

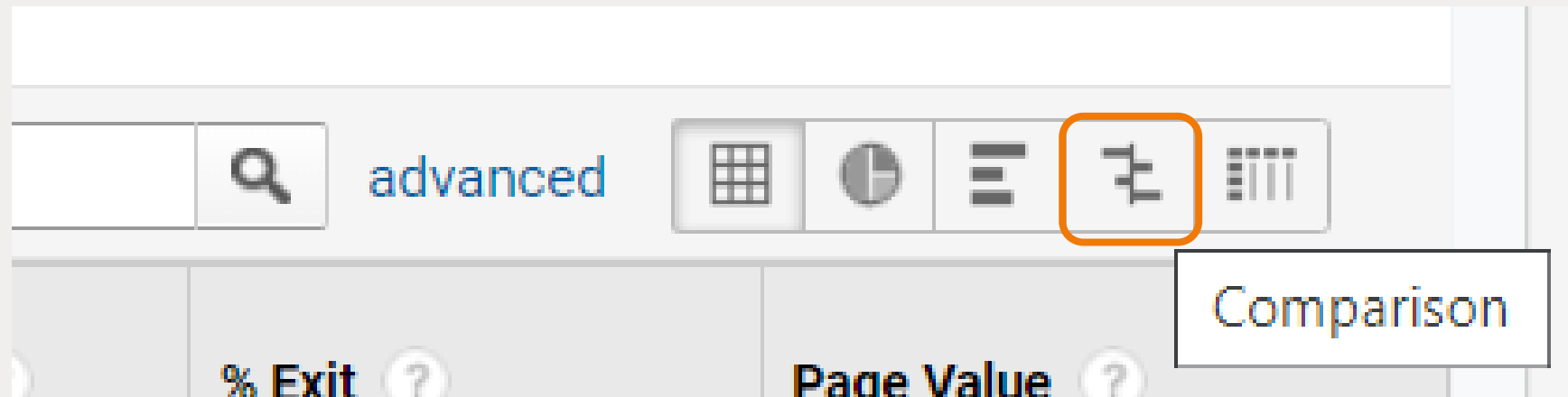


Acquisition Reports (The How)

- Source types
- Interesting acquisition reports
- Comparison tab



Comparison Tab



Behaviour Reports (The What)

- Interesting Behaviour reports
- More in-depth behaviour analysis
- Using filters



Filters

Search bar with a magnifying glass icon and the text advanced. To the right are icons for a table, a pie chart, a list, and a funnel.



Filter configuration panel:

- Include ▾
- Page Views** ▾
- Greater than ▾
- 100
- and
- + Add a **dimension** or **metric** ▾
- Apply Cancel

Tips for Advanced Analysis

- Creating custom dashboards
- Site keywords
- Comparing two data ranges
- Search bar



Comparing Date Ranges

Date Range: Custom ▼

3 Jan 2022 - 31 Jan 2022

☒ Compare to: Previous period ▼

5 Dec 2021 - 22

Custom
Previous period
Previous year

Apply [Cancel](#)



Google Analytics

(Optional) Introduction to Google Analytics 4

- Interface overview of GA4
- Drawing comparisons with Universal Analytics
- Free Analysis + Exploration

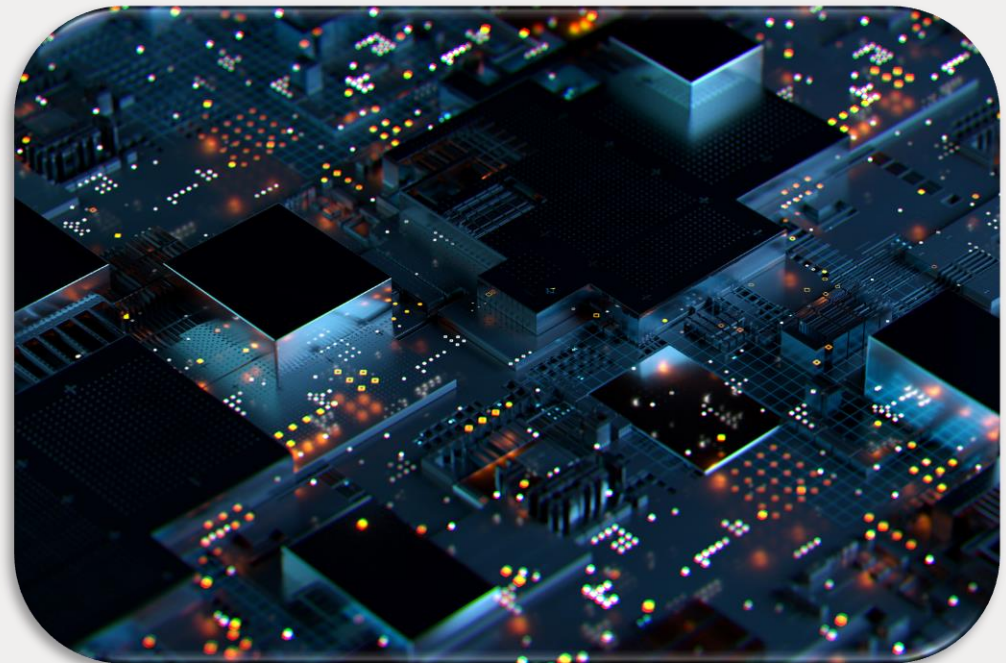


Conclusion & Assignment



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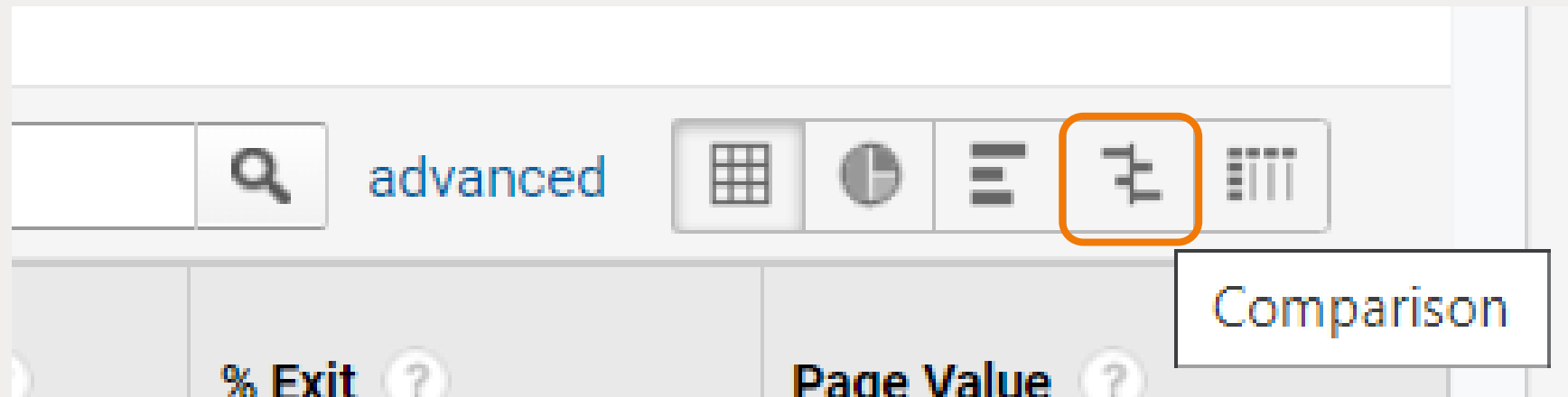
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Google Analytics

Assignment

- Based on the Universal Analytics Demo Account
 - Navigate the demo account to find answers to questions
- Use this date range to answer all questions:

1 Aug 2021 - 31 Dec 2021 ▼