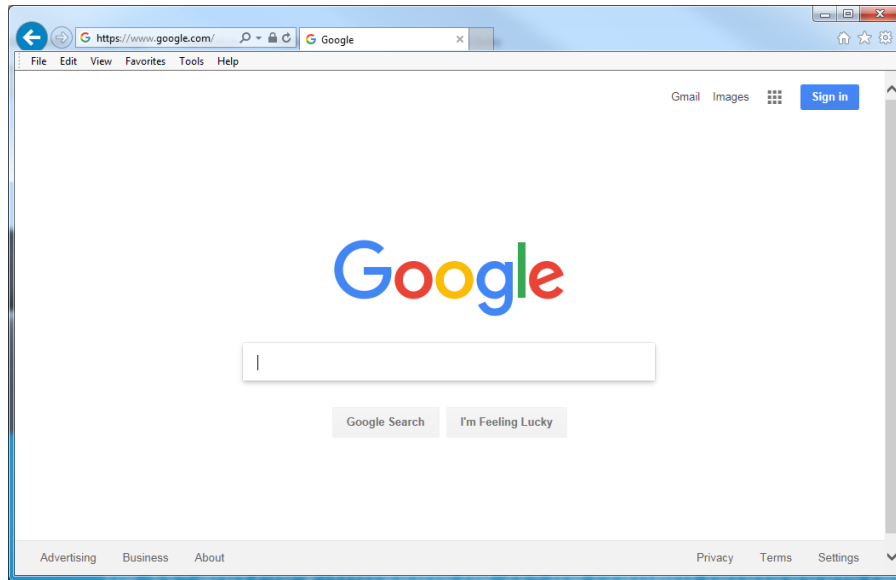


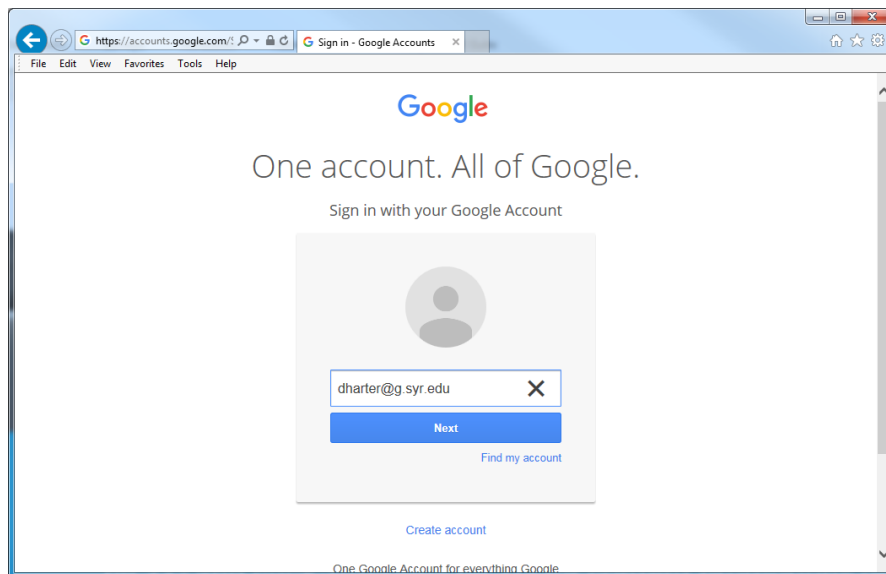
Accessing Google Analytics

Please use the following step-by-step instructions to access Google Analytics.

1. To access Google Analytics, you must first have a Google account using your syr.edu email address
2. Go to google.com
3. In the upper right corner, click on “Sign in”

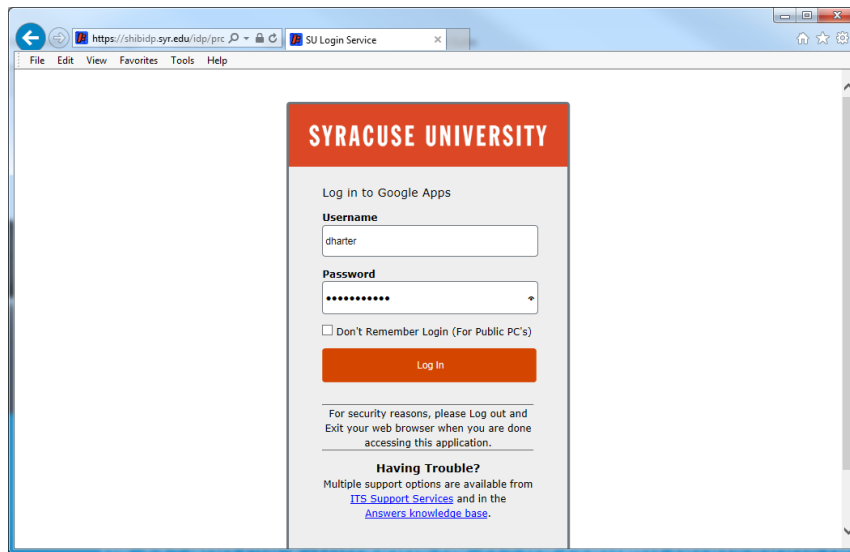


4. Enter the email address: SUID@g.syr.edu where SUID is your SU log in user name for your email account, in other words, the first part of your email address. Note that there is an extra “g.” in front of “syr.edu”

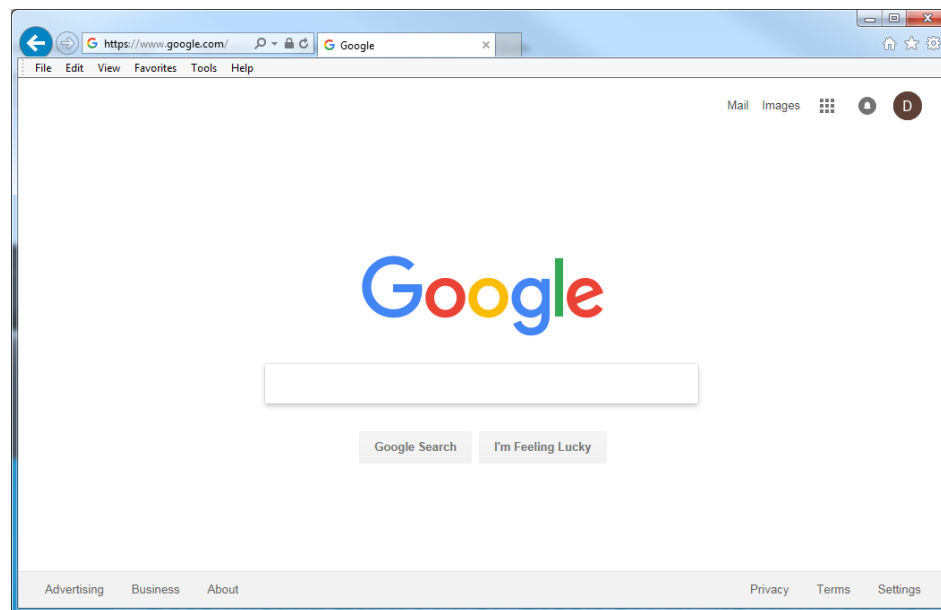


5. Google will send you to a Syracuse University Log in screen. Enter your SU user name and SU password

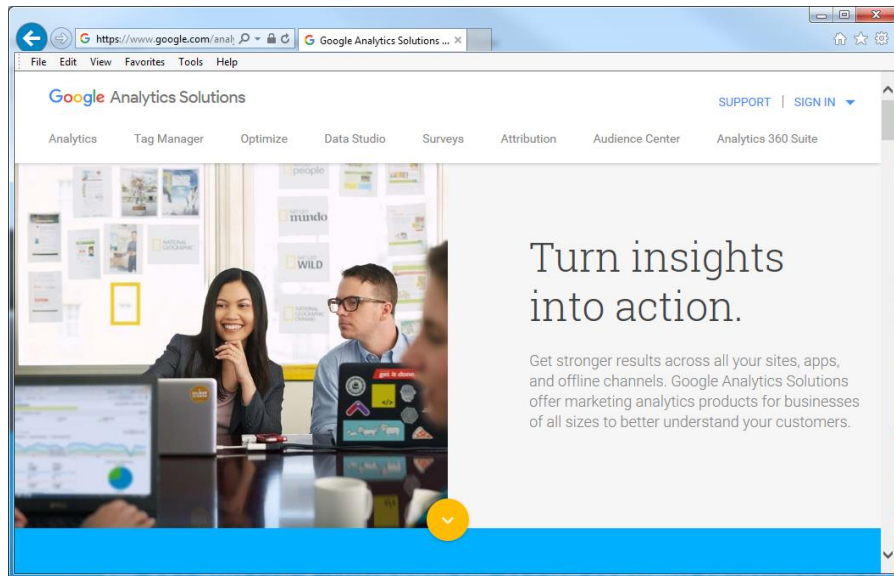
6. Click Log in



7. This will take you back to Google, but notice that your initial will be in the upper right of the screen. That means you are logged into Google.



8. Next, go to www.google.com/analytics



9. In the upper right corner, click on SIGN IN, then Analytics
10. This will automatically take you to Google Analytics

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
whitman.syr.edu				
Grad - Hobsons Intrest / VIP (UA-446429-21)				
All Web Site Data	1,353	00:02:35	27.57%	0.00%
http://whitman.syr.edu (UA-446429-1)				
EBV Website	-	-	-	-
MBA 4 Veterans	9	00:00:38	66.67%	0.00%
whitman.syr.edu	35,049	00:02:53	51.98%	28.36%
whitman.svr.edu (exclude SU)	31,442	00:02:54	52.28%	0.00%