

Chapter 3: Analytics

Chapter Objectives

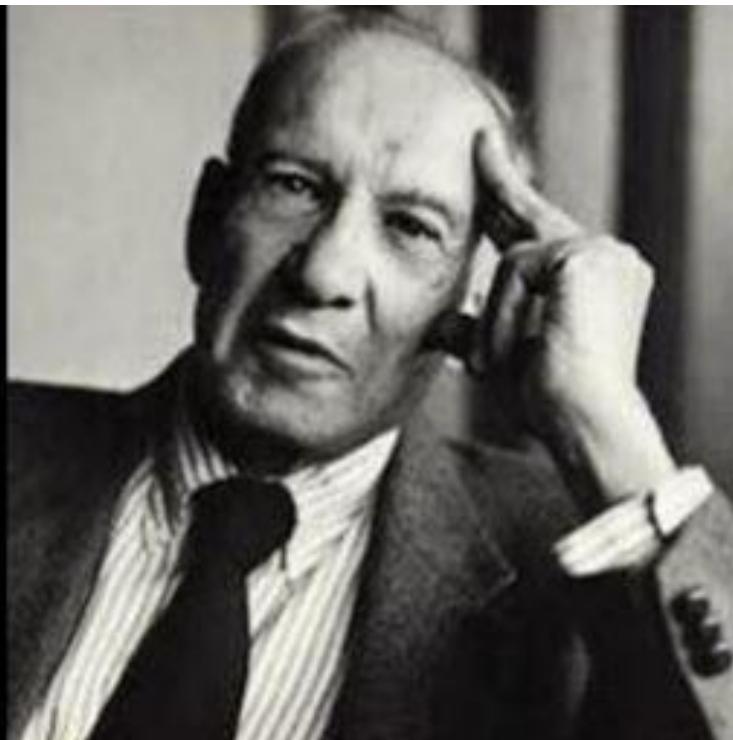
Select the best KPIs for a website of any variety.

Determine the most needed improvements for an eCommerce website based on an analysis of its conversion funnel.

Describe the strengths and weaknesses of the various attribution methods.

**“If you can’t
measure it,
you can’t
manage it”**

Peter Drucker



Web Analytics

Web analytics is the measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing Web usage.

Web Analytics Association (WAA)

“Off-site

Web analytics measure a web site's potential audience, visibility and buzz around the Internet in general. Off-site analytics can be utilized whether you have your own web site or not

On-site

Web analytics measures a visitor's usage behavior as they view your web site”

Why use Analytics

“Data analytics is important because it helps businesses optimize their performances. Implementing it into the business model means companies can help reduce costs by identifying more efficient ways of doing business and by storing large amounts of data.

Measure for success

Design and layout

Content

SEO

Social Media Marketing (Social media analytics will be discussed when we tackle the social media topic).”

Analytics Process

Measure for success

- Pick something to measure success on

Understand what you are measuring

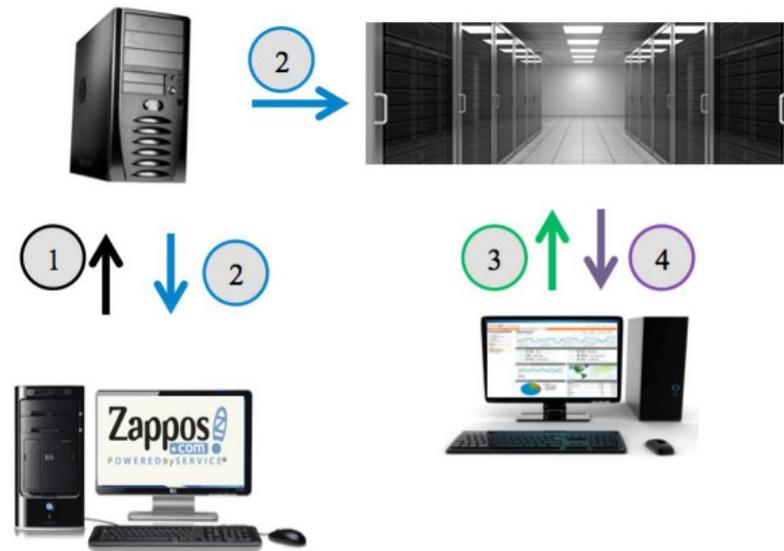
- Decide what data you will be looking at

Make data driven decisions

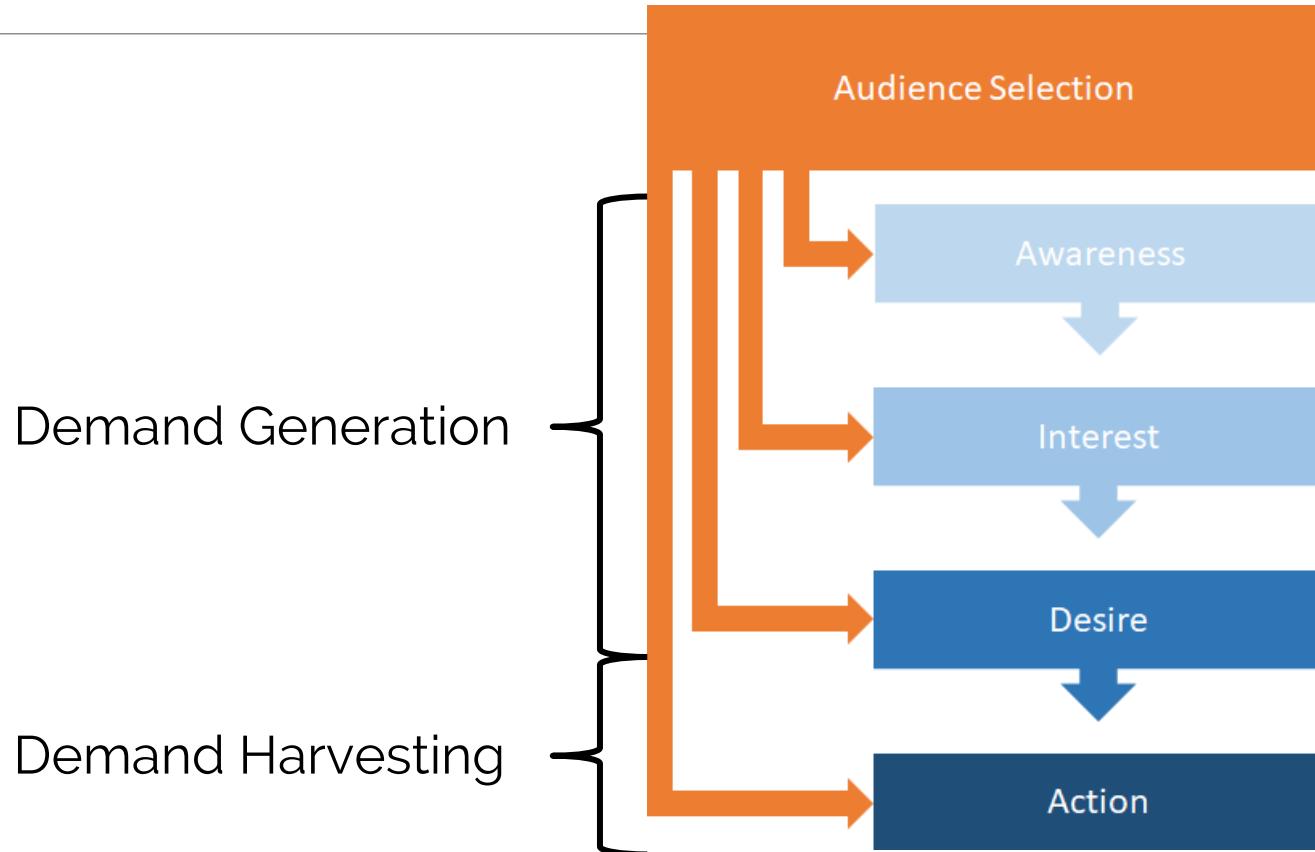
- What are you going to do with this now?
- What are you going to change?

(Pete DuMelle 2017)

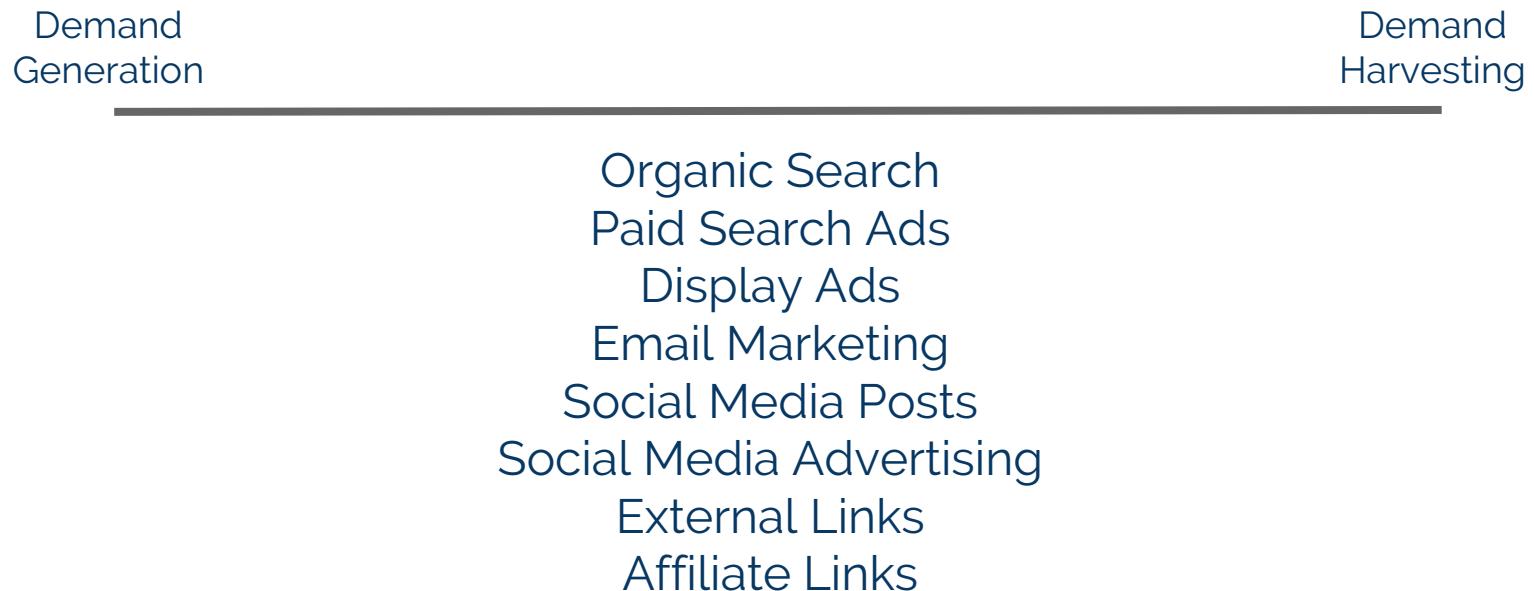
How Analytics work?



Audience Selection



Demand Generation and Demand Harvesting



Demand Generation and Demand Harvesting

Organic search. If someone searched for a product, they likely already have demand for it, so mostly this is **demand harvesting**. However, there may be some searches that do not indicate purchase intent, but merely interest. Some organic search might therefore include aspects of **demand generation**.

Paid search ads. This is the most clear-cut example of **demand harvesting**. The power of search engine advertising is that certain search phrases indicate a strong demand for the product, so putting ads in front of those searchers allows the advertiser to harvest that demand. If the keyword does not indicate strong demand, it's likely not the best keyword to advertise on.

Display ads. Even though display ads allow for some **demand generation** (i.e. the message in the ad can provide a reason to want the advertised product/service), display ads still work best when performing **demand harvesting**. However, video ads can be particularly effective and generating demand (and then harvesting it immediately).

Demand Generation and Demand Harvesting

Email marketing. Emails give the opportunity to provide information to customers so that demand can be generated. But much of email marketing is also **demand harvesting**. Consider emails from overstock.com. These emails typically show promotions on several product lines. This does not increase demand from the consumer but rather attempt to harvest latent demand for those products.

Social media posts. Social media posting can also **accomplish both**. Posting about a product tries to harvest latent demand. Other kinds of posts try to increase brand equity with customers so they have stronger demand for products from the brand.

Demand Generation and Demand Harvesting

Social media advertising. Like paid search ads, social media ads are typically targeted to those who already have latent demand, so it is primarily **demand harvesting**. However, because of the greater involvement of social media users, as well as the alternate advertising options on social media, there is more room for demand generation in social media than in paid search ads. For example, video ads on social platforms can be especially effective and **generating demand**.

External links. External links typically come from SEO efforts, which are directed at interesting content on the website. This interesting content is likely not focused on getting a sale, so it qualifies more as **demand generation**.

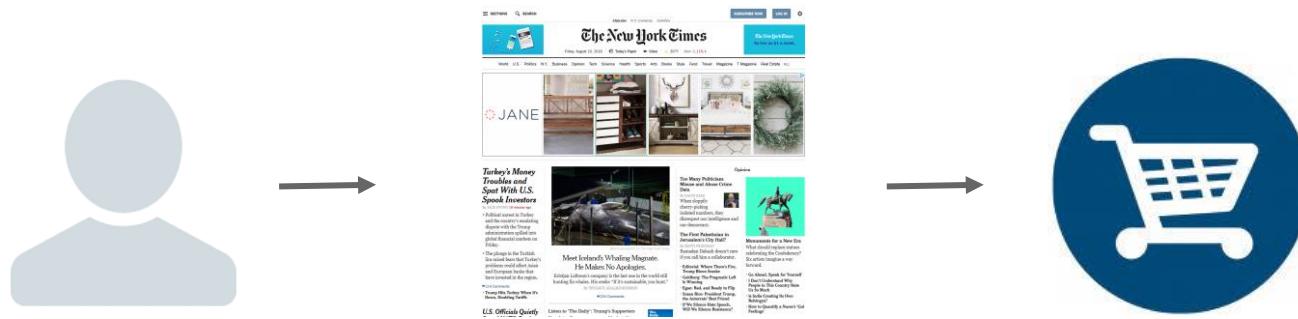
Affiliate links. The job of an affiliate marketer is to drive traffic to your website that already wants your product. Traffic from affiliate links should be primed for purchase, so this is **demand harvesting**.

Demand Harvesting



Figure 3.4.2

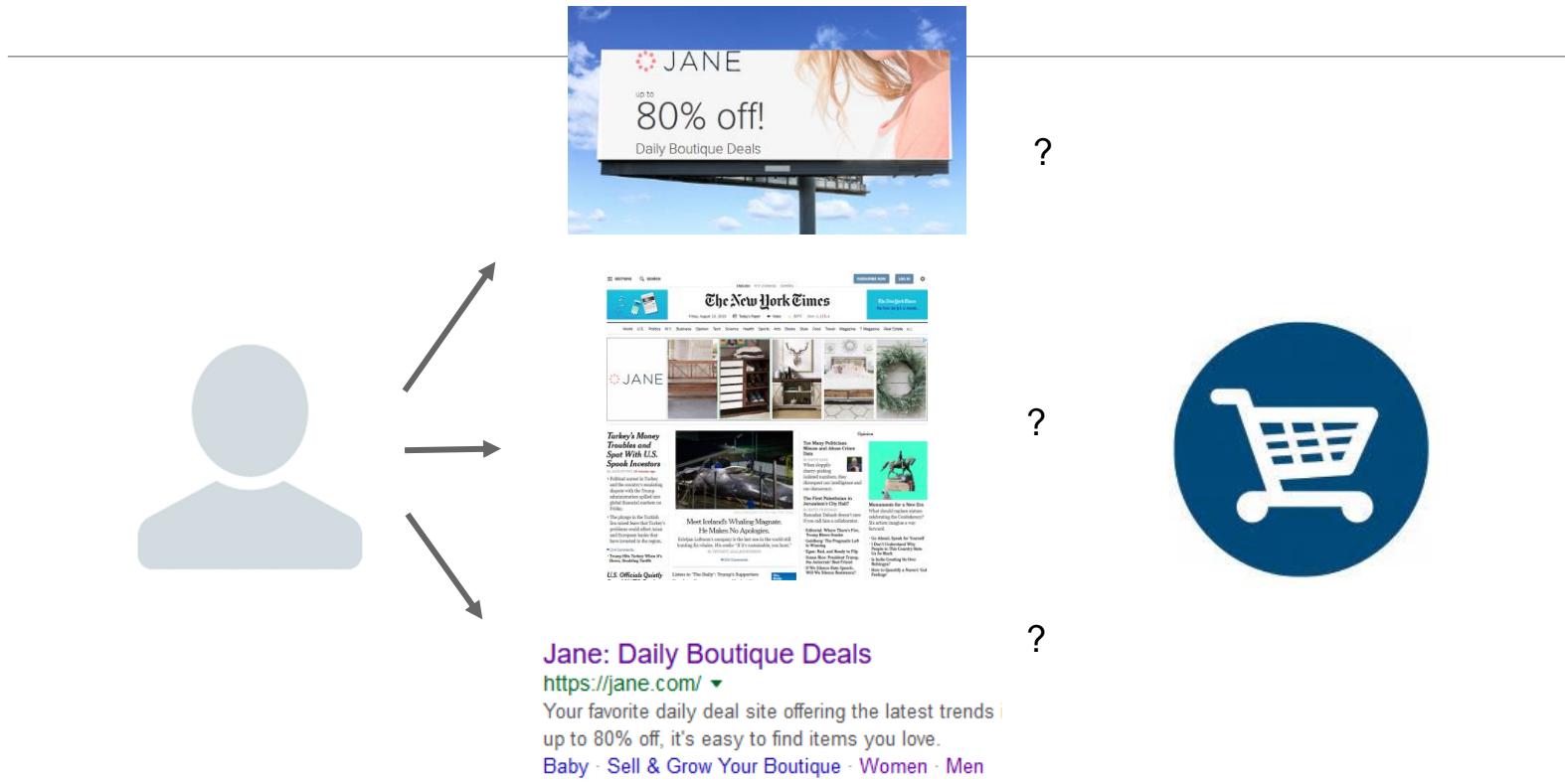
Attribution



“**Media attribution** involves analysis of media touchpoints (referral source) along the path to purchase to determine which has influenced sale and which credit should be given to for influencing conversion.

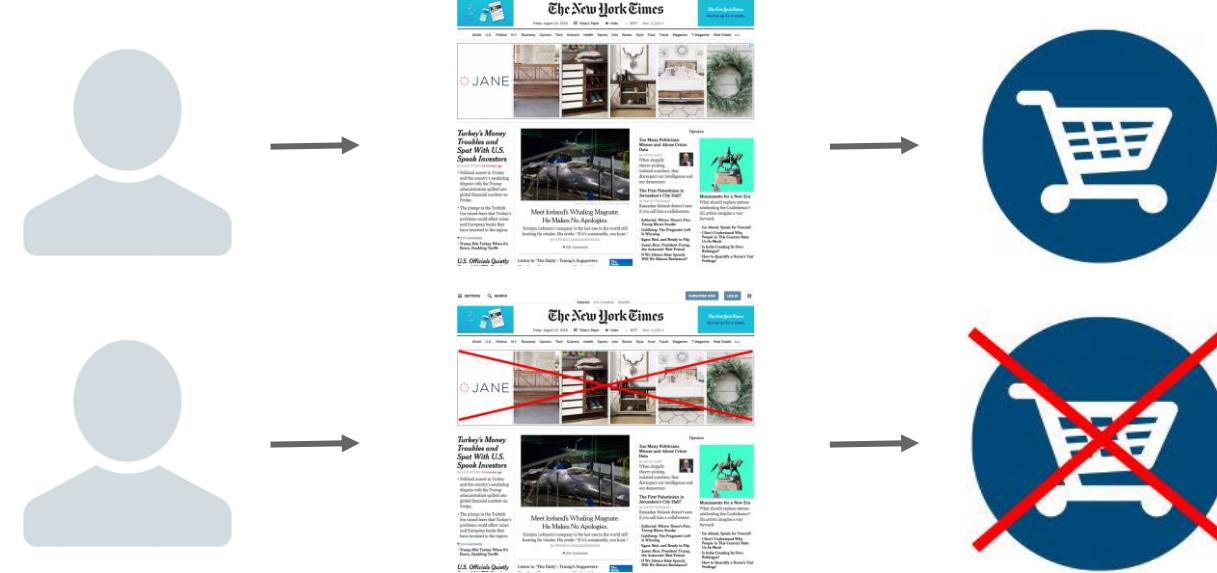
The **purpose of attribution** is to more accurately credit different channels for their influence in generating leads or sales. Without attribution media such as social media and paid media like display advertising may not be credited sufficiently since they generated an initial visit to the website, but a sale is credited to another subsequent visit prompted by a different source, for example, if someone searches for the brand in Google.” (Chaffey 2020)

Attribution



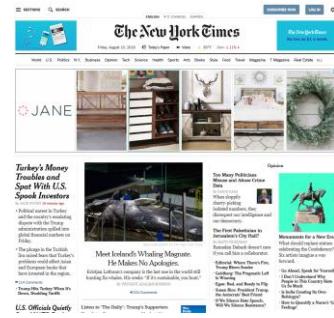
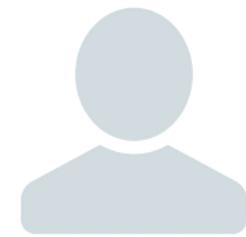
Attribution is typically not as straightforward as that, because a consumer might have been exposed to multiple advertisements from us, so it's difficult to know which advertisement, if any, was the cause of the purchase.

Attribution

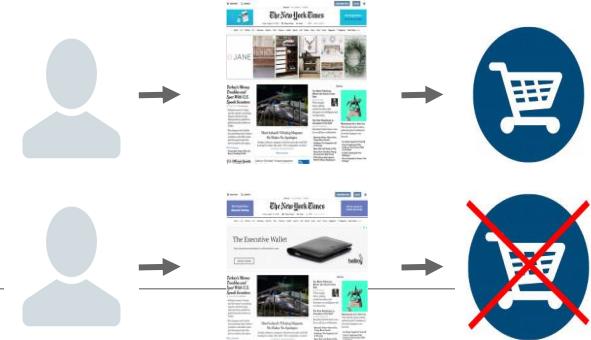


Most solutions to the attribution problem look at people instead of advertising channels to determine the effectiveness of various ad channels. This is illustrated in this slide. To know that an advertisement had an effect, we compare those who saw an advertisement with those who did not see our ads. If those who saw our ads purchase at a higher rate than those who didn't see our ad, then we know our ads had a positive effect.

Attribution



Attribution



One method of conducting an experiment to measure ad effectiveness is to create two different ads: one for your brand and another for something entirely unrelated to your business. Put both ads in your ad group, so Google will randomly assign people to one ad or the other, and we can measure the effect of our ads. This method of experimenting is standard practice, but it has some downsides.

- (1) Expense. The advertiser has to pay for the advertisements for the other product, so the advertising channel becomes twice as expensive.
- (2) Audience dissimilarities. The main advantage of this method is that the target ad and the control ad are randomly assigned, so people are the same between the two groups and can be compared fairly. But differences start to occur between groups as the advertisements show over time. Those who see the target ad and click on it will then be eligible for retargeting ads. And if one ad outperforms the other in terms of click-throughs, Google will start to show that ad more.

Metrics

Basic Metrics

Pageviews: Also called a "hit", a pageview occurs any time a user accesses a page on a website.

How many total pageviews occurred?

Sessions: Any time a user enters a website, he has created a session. A session may consist of one or more pageviews.

How many total sessions occurred?

Users: A user is someone who creates at least one session, but may make multiple visits or sessions.

How many unique users visited the site?

Basic Metrics

Average Time on Page: The amount of time the user spent on a page before navigating to a different page.

What was it overall? What was it for the homepage?

Entry: The first pageview of a session is the entry point, which is often not the home page.

How many entries occurred on the homepage?

Exit: The last pageview of a session is the exit point. Analytics will consider the session over if the user takes no action for 30 minutes or longer.

How many exits occurred from the homepage?

Calculated Metrics

Average Page Depth: Calculated as pageviews/sessions. This is a measure of user engagement with a website. (Calculate it)

Average Session Duration: The sum of time on page for every (all) pageview in the session. (Calculate it)

Site Bounce Rate: The percentage of all sessions that consist of only one pageview.

Page Bounce Rate: The percentage of sessions that begin on that page that consist of only one pageview.

Entrance Rate: The percentage of sessions that begin on that page. This is a page-specific metric.. (Calculate it)

Unique Pageviews: Some sessions may hit the same page several times. So you need to find the total number of unique pageviews.

Goals (Manual Metrics)

Type	Description	Example
Destination*	A specific location loads	<i>Thank you for registering!</i> web page or app screen
Duration	Sessions that last 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

Source: <https://support.google.com/analytics/answer/1012040>

Manual Metrics

Conversion Rate: This metric tracks the percentage of sessions that result in the intended action.

- Retail: the percentage of sessions that result in a purchase.
- Lead generation site: the percentage of sessions that result in a lead capture fill. ***What is the conversion rate?***

Revenue: Retail sets up a destination goal for each purchase can also pass on to analytics the amount of money being spent on the order so that analytics can track this information. ***What is the total revenue?***

Revenue per Session: This is a key metric that every retail site should follow. This is calculated as revenue/sessions. It determines how much a company can spend on advertising to attract users to its site profitably. ***What is the average revenue per session?***

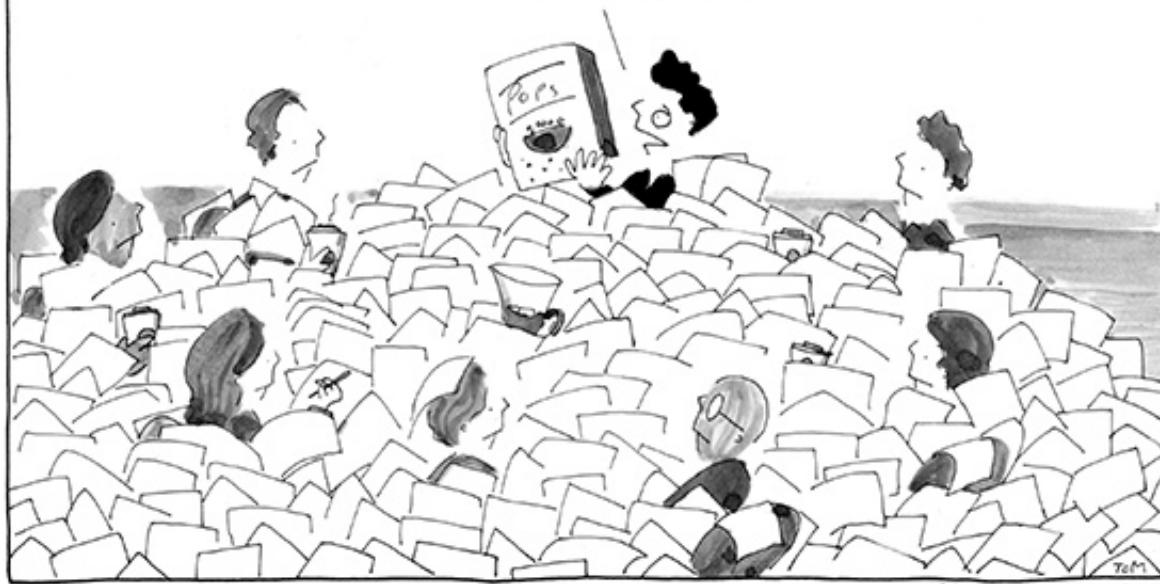
Avoid Analysis Paralysis

BRAND CAMP

by Tom Fishburne

ANALYSIS PARALYSIS

WAITING FOR ADDITIONAL RESEARCH
WILL MAKE US 3RD TO MARKET, BUT
I REALLY THINK WE NEED TO TEST
THE FONT SIZE



KPI's

Retail KPI's

Retail KPI's (Sessions): Each visit to the website is a potential sale, so a retail website should always be looking to increase the number of sessions to its site.

Retail KPI's (Conversion Rate): Increasing the percentage of visitors who complete a transaction is extremely beneficial for a retail website. A retail site should be constantly striving for ways to increase the conversion rate, through A/B test.

Retail KPI's (Average Order Value): A website can increase the amount of money it makes from transaction by either 1) enticing shoppers to purchase additional items 2) enticing shoppers to purchase higher prices items.

Retail KPI's (Revenue Per Session): The retail website must know this number because it determines whether new traffic driven through additional advertising is profitable. Ex: Retail website has a conversion rate 5% and an average order value of \$50, its revenue per session is \$2.50.

Lead Generation KPI's

Lead Generation KPI's (Users): In lead generation, repeat sessions from the same user are typically not beneficial, because additional leads from the same person do not generate additional revenue. Lead generation site should be looking to increase the number of users to the site and not sessions.

Lead Generation (Conversion Rate): a conversion is a generated lead.

Lead Generation (Close Rate): Close rate is the percentage of leads that convert into revenue for the company.

Lead Generation (Closed Deal Value): This value is external to the website, but it can still affect the websites decisions, so the website manager should track and know it.

Lead Generation (Revenue Per Session): This metric is more difficult to track for a lead generation site than for a retail site

Search Engine KPI's

Search Engine KPI's (Searches): Rather than measuring sessions or users, a search engine wishes to generate searches.

Search Engine KPI's (Conversion Rate): Google and Bing will forego this KPI, because they typically do not try to generate a conversion of any kind, but search engines for hotels, flight, rental cars, receive a commission on each conversion. They want to maximize conversion rate.

Search Engine KPI's (Average Page Depth): A search engine wants to track average page depth, not to maximize it but to minimize it. Why?

What about social media KPI's?



Google
Analytics

Google Analytics

“The enterprise-class web analytics solution that is hosted by Google.

- Free
- Easy to setup
- Google Analytics Apps (API)
- Helps increase revenue and ROI”

Google Analytics Demo Account

<https://analytics.google.com/analytics/web/demoAccount>

[Google Merchandise Store](#)

Google Analytics Setup

(Expert Session)



Setup & Configuration

Google Analytics Structure

1. Accounts – your Google account. You can use this to login and manage various properties (websites)
2. Property – a.k.a website or app
3. View – allows you to view or share specific aspects of your data. For example, one view may contain all your raw data while other views filter out irrelevant traffic.



Google Analytics Setup - Tracking Code (Expert Session)

The screenshot shows the Google Analytics Admin interface for the 'MF / MF Main' property. The left sidebar has a red box around the 'PROPERTY' dropdown set to 'MF Main'. Under 'Tracking Info', the 'Tracking Code' section is highlighted with a red box. The code snippet is as follows:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src='https://www.googletagmanager.com/gtag/js?id=UA-69363045-1'></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-69363045-1');
</script>
```

The 'Google Tag Manager' section at the bottom is also highlighted with a blue box. It contains the following text:

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

Learn how to get started with Google Tag Manager.

Remember your Tracking ID

The screenshot shows the Google Analytics Admin interface. At the top left, it says "All accounts > Salesforce" and has a dropdown labeled "test1". The main navigation bar has "ADMIN" selected (highlighted in blue) and "USER". Below the navigation, there's a search icon, a home icon, a grid icon, a clock icon, a person icon, and a link icon. To the right of these icons is a sidebar with a back arrow. The sidebar lists "Property Settings" (which is red), "User Management", and "Tracking Info". The "Property Settings" item is currently selected. On the right side, under "Property Settings", there are sections for "Basic Settings" and "Property Name". The "Basic Settings" section contains a "Tracking Id" field which is highlighted with a red border and contains the value "UA-105104565-2". The "Property Name" section contains a field with the value "Salesforce".

All accounts > Salesforce

test1

ADMIN

USER

Property [+ Create Property](#)

Salesforce

Property Settings

Basic Settings

Tracking Id
UA-105104565-2

Property Name
Salesforce

PRODUCT LINKING

Google Analytics Setup - Tracking Code (Expert Session)

You need to paste that code manually to your website Header, or you can use some plugins like the ones offered by WordPress to do that for you!

The screenshot shows a WordPress dashboard with the following elements:

- Left Panel:** A code editor titled "Theme Header (header.php)" showing PHP code for the header. It includes Google Analytics tracking code (gtag.js) inserted between the head and body tags.
- Right Panel:** A sidebar menu with options: Appearance, Plugins (selected), Installed Plugins, Add New, SiteOrigin Widgets, SiteOrigin, Users, Tools, Settings, Shortcodes, and Meow Apps.
- Bottom Panel:** A search results page for the "Insert Headers and Footers" plugin. The plugin card is highlighted with a red border and a red arrow points to it from the bottom right. The card includes:
 - Thumbnail:** An icon of a computer screen with code.
 - Name:** Insert Headers and Footers
 - Description:** This plugin allows you to add extra scripts to the header and footer of your...
 - Author:** By WPBeginner
 - Rating:** ★★★★☆ (64)
 - Installations:** 600,000+ Active Installations
 - Last Updated:** 6 months ago
 - Compatibility:** ✓ Compatible with your version of WordPress

Practical Analytics Skills

- Google Tag Manager

The screenshot shows the Google Tag Manager interface. At the top, there's a navigation bar with tabs for WORKSPACE, VERSIONS, and ADMIN. The WORKSPACE tab is selected. To the right of the tabs are buttons for PREVIEW and SUBMIT. Below the navigation bar, the left sidebar has a dropdown for 'Current Workspace' set to 'Default Workspace'. The sidebar also contains links for Search, Overview, Tags (which is the active section), Triggers, Variables, and Folders. The main content area is titled 'Tags' and features a 'NEW' button. A table lists nine tags, each with a name, type, firing triggers, and last edited date.

Name ↑	Type	Firing Triggers	Last Edited
Add to Cart	Universal Analytics	Add to Cart	5 months ago
Add To Cart 2	Universal Analytics	Add to Cart 2	5 months ago
Address Completed	Universal Analytics	Address Completed	10 months ago
AdWords Conversion	AdWords Conversion Tracking	Purchase Conversion	10 months ago
AdWords Remarketing	AdWords Remarketing	All Pages	5 months ago
Facebook Conversion	Custom HTML	Purchase Conversion	9 months ago
Facebook Pixel Tag	Custom HTML	All Pages	9 months ago
Universal Analytics	Universal Analytics	All Pages	a year ago

Why Google Tag Manager?

The traditional way to set up Analytics is to paste a specific bit of code (given by Google) into the <HEAD> tag of every page on the website. This is a huge hassle and it can cause errors on the website (this is a risk any time code is altered).

Google Tag Manager is a better way. If Google Tag Manager is used on a website, instead of pasting code into every page of the site, the webmaster merely needs to set up a Universal Analytics tag (the last one on the list above). This tag fires every time a page is loaded and passes that information to the Google Analytics account. Another huge advantage of Google Tag Manager is that it can handle tracking information from other entities. Notice the Facebook tags near the bottom of the above list. If you run a Facebook advertising campaign and want to track the traffic and conversions that result from those ads, Facebook needs you to paste more code into your website. Instead of pasting yet more code into every page of the website, you can paste the code into the proper place once on Google Tag Manager and then Tag Manager will share the pertinent information to Facebook.

Standard Reports (Expert Session)

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME REAL-TIME

Overview

Locations

Traffic Sources

Content

Events

Conversions

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

DISCOVER

ADMIN

Overview

Right now **108** active users on site

DESKTOP: 66% MOBILE: 25% TABLET: 9%

Top Referrals:

Source	Active Users
1.	3
2.	1
3.	1
4.	1
5.	1

Top Active Pages:

Active Page	Active Users
/us/ishi	19 17.5%
/us/	8 7.41%
/us/ishi	7 6.48%
/us/pro	4 3.70%
/us/ger	2 1.85%
/us/me	2 1.85%
/us/me	2 1.85%
/us/me	2 1.85%
/us/pro	2 1.85%
/us/pro	2 1.85%

Top Social Traffic:

Source	Active Users
There is no data for this view.	

Top Keywords:

Keyword	Active Users
1.	10
2.	5
3.	1
4.	1
5.	1

Top Locations:

Create Shortcut BETA

Per minute

Per second

Pageviews

Standard Reports (Expert Session)

Standard Reports

Top 6 Reports

AUDIENCE

Demographics: Overview

All Users 100.00% Sessions

+ Add Segment

Key Metric: Sessions

Age: 45.03% of total sessions

Age Group	Percentage
18-24	6%
25-34	18%
35-44	24%
45-54	19%
55-64	19%
65+	12%

Gender: 46.50% of total sessions

female male

Nov 14, 2017 - Dec 13, 2017

SAVE EXPORT SHARE INTELLIGENCE

Demographics Overview

Overview Active Users Lifetime Value BETA Cohort Analysis BETA Audiences NOW User Explorer Demographics Overview Age Gender Interests Geo Behavior Technology Mobile

SUBSCRIBE

Standard Reports (Expert Session)



Standard Reports

Top 6 Reports

Nov 14, 2017 - Dec 13, 2017

HOME CUSTOMIZATION Reports REAL-TIME AUDIENCE ACQUISITION BEHAVIOR Overview Behavior Flow Site Content All Pages Content Drilldown Landing Pages Exit Pages Site Speed Site Search Events Publisher Experiments CONVERSIONS

All Users 100.00% Pageviews + Add Segment

Explorer Navigation Summary Pageviews vs. Select a metric Pageviews Nov 15 Nov 22 Nov 29 Dec 6 Day Week Month

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /us	136,780 (7.18%)	100,795 (7.54%)	00:01:21	310,999	37.19%	16.33%	\$61.49
2. /us	111,917 (5.88%)	44,560 (3.33%)	00:01:18	4,475 (1.44%)	37.73%	6.66%	\$34.01 (55.31%)
3. /us	56,891 (2.99%)	43,143 (3.23%)	00:00:49	336 (0.11%)	10.29%	6.70%	\$129.69 (210.90%)
4. /us	56,268 (2.95%)	34,237 (2.56%)	00:05:30	1,251 (0.40%)	35.54%	27.24%	\$74.20 (120.66%)
5. /us	45,995 (2.42%)	25,517 (1.91%)	00:01:36	6,283 (2.02%)	28.54%	11.85%	\$188.38 (306.35%)
6. /us	39,652 (2.08%)	29,285 (2.19%)	00:00:35	2,037 (0.65%)	10.97%	3.69%	\$126.89 (206.36%)
7. /us	98,861 (5.46%)	14,100 (1.11%)	00:00:48	6,897 (0.44%)	91.76%	4.44%	\$81.84 (133.09%)

SUBSCRIBE

Standard Reports (Expert Session)

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

- All Traffic
- AdWords
- Search Console
- Social
- Campaigns

BEHAVIOR

CONVERSIONS

DISCOVER

ADMIN

Top Channels

Organic Search
Direct
Email
Referral
Paid Search
Social
(Other)
Display

Sessions

Sessions

Nov 15 Nov 22 Nov 29 Dec 6

Conversions

Ecommerce Conversion Rate

Nov 15 Nov 22 Nov 29 Dec 6

	Acquisition		Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	311,467	36.76%	114,506	37.19%	6.11	00:06:54	8.87%	27,639	\$7,136,595.79
1	Organic Search	117,095		38.09%			7.17%		
2	Direct	85,171		33.22%			11.32%		
3	Email	47,594		26.68%			14.35%		
4	Referral	27,947		30.66%			7.16%		
5	Paid Search	18,009		73.88%			1.68%		
6	Social	13,215		56.57%			2.80%		

SUBSCRIBE

Standard Reports (Expert Session)

Standard Reports

Top 6 Reports

All Web Site Data ▾

HOME (highlighted with a red border)

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

Search reports and help

When do your users visit?

Users by time of day

When do your users visit?

Where are your users?

Sessions by country

Country	Sessions (%)
United States	51.7%
Canada	16.3%
United Kingdom	6.5%
Germany	4.5%
India	4.0%

What are your top devices?

Sessions by device

Device Type	Sessions (%)
Mobile	51.7%
Desktop	41.9%
Tablet	6.4%

Last 30 days ▾

Last 7 days ▾

LOCATION OVERVIEW >

Last 7 days ▾

MOBILE OVERVIEW >

SUBSCRIBE

Standard Reports (Expert Session)

Standard Reports

Top 6 Reports

The dashboard displays the following sections:

- HOME**: All Users (100.00% Pageviews)
- CUSTOMIZATION**: + Add Segment
- Reports**: Nov 14, 2017 - Dec 13, 2017
- REAL-TIME**: Day, Week, Month
- AUDIENCE**: Day, Week, Month
- ACQUISITION**: Day, Week, Month
- BEHAVIOR**: Overview, Behavior Flow, Site Content (All Pages) **(highlighted with red box)**
- Site Content**: Primary Dimension: Page, Page Title, Other
- Content Drilldown**: Landing Pages, Exit Pages, Site Speed, Site Search, Events, Publisher, Experiments
- CONVERSIONS**: CONVERSIONS

Behavior Flow Report (highlighted with red box):

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /us	136,780 (7.18%)	100,795 (7.54%)	00:01:21	310,999	37.19%	16.33%	\$61.49
2. /us	111,917 (5.88%)	44,560 (3.33%)	00:01:18	91,036 (29.27%)	18.40%	18.94%	\$34.01 (55.31%)
3. /us	56,891 (2.99%)	43,143 (3.23%)	00:00:49	4,475 (1.44%)	37.73%	6.66%	\$129.69 (210.90%)
4. /us	56,268 (2.95%)	34,237 (2.56%)	00:05:30	1,251 (0.40%)	35.54%	27.24%	\$74.20 (120.66%)
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6. /us	39,652 (2.08%)	29,285 (2.19%)	00:00:35	2,037 (0.65%)	10.97%	3.69%	\$126.89 (206.36%)
7. /us	96,461 (5.26%)	14,100 (1.10%)	00:00:40	4,677 (1.55%)	91.74%	6.24%	\$81.84 (133.09%)

Site Content Report:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /us	1,904,512 % of Total: 100.00% (1,904,512)	1,336,681 % of Total: 100.00% (1,336,681)	00:01:21 Avg for View: 00:01:21 (0.00%)	310,999 % of Total: 100.00% (310,999)	37.19% Avg for View: 37.19% (0.00%)	16.33% Avg for View: 16.33% (0.00%)	\$61.49 % of Total: 100.00% (\$61.49)
2. /us	136,780 (7.18%)	100,795 (7.54%)	00:01:05	91,036 (29.27%)	18.40%	18.94%	\$34.01 (55.31%)
3. /us	111,917 (5.88%)	44,560 (3.33%)	00:01:18	4,475 (1.44%)	37.73%	6.66%	\$129.69 (210.90%)
4. /us	56,891 (2.99%)	43,143 (3.23%)	00:00:49	336 (0.11%)	10.29%	6.70%	\$74.20 (120.66%)
5. /us	56,268 (2.95%)	34,237 (2.56%)	00:05:30	1,251 (0.40%)	35.54%	27.24%	\$188.38 (306.35%)
6. /us	45,995 (2.42%)	25,517 (1.91%)	00:01:36	6,283 (2.02%)	28.54%	11.85%	\$126.89 (206.36%)
7. /us	39,652 (2.08%)	29,285 (2.19%)	00:00:35	2,037 (0.65%)	10.97%	3.69%	\$81.84 (133.09%)

Standard Reports (Expert Session)

The dashboard displays the 'Standard Reports' section under 'Top 6 Reports'. The main area shows an 'Overview' chart for 'Avg. Page Load Time (sec)' from Nov 15 to Dec 6, with a value of 4.74. Below the chart, a summary of 17,103 pageviews sent page load sample is provided, along with detailed metrics for page load time, redirection time, domain lookup time, server connection time, server response time, and page download time. The left sidebar lists various report categories: REAL-TIME, AUDIENCE, ACQUISITION, BEHAVIOR (selected), Overview, Behavior Flow, Site Content, Site Speed (selected), Page Timings, Speed Suggestions, User Timings, Site Search, Events, Publisher, and Experiments.

Standard Reports

Top 6 Reports

Overview

Avg. Page Load Time (sec) vs. Select a metric

Hourly Day Week Month

Avg. Page Load Time (sec)

17,103 of pageviews sent page load sample

	Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)	Avg. Page Download Time (sec)
4.74	0.47	0.03	0.06	1.63	0.11	

Site Speed

Browser

- Puffin
- Internet Explorer
- Mozilla Compatible Agent
- Edge

Avg. Page Load Time (sec)

Browser	Avg. Page Load Time (sec)
Puffin	2.05
Internet Explorer	3.14
Mozilla Compatible Agent	3.78
Edge	

Country

Page

Behavior

Overview

Page Timings

Speed Suggestions

User Timings

Site Search

Events

Publisher

Experiments

ACQUISITION

AUDIENCE

REAL-TIME

BEHAVIOR

Customized Reports – Ex. Goals (Expert Session)



Customize GA

Conversions - Goals

Default Channel Grouping	Acquisition			Behavior			Conversions		All Goals ▼
	Sessions ? ▼	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	All Goals ▼	Goal Conversion Rate ?	Goal Completions ?
	3,957 % of Total: 100.00% (3,957)	79.08% Avg for View: 79.05% (0.03%)	3,129 % of Total: 100.03% (3,128)	72.96% Avg for View: 72.96% (0.00%)	1.55 Avg for View: 1.55 (0.00%)	00:01:17 Avg for View: 00:01:17 (0.00%)		2.58% Avg for View: 2.58% (0.00%)	102 % of Total: 100.00% (102)
1. Organic Search	2,765 (69.88%)	82.50%	2,281 (72.90%)	76.56%	1.50	00:01:11		1.59%	44 (43.14%)
2. Direct	847 (21.41%)	75.32%	638 (20.39%)	64.82%	1.66	00:01:33		5.55%	47 (46.08%)
3. Referral	187 (4.73%)	71.12%	133 (4.25%)	61.50%	1.76	00:01:40		3.21%	6 (5.88%)
4. Social	143 (3.61%)	46.15%	66 (2.11%)	72.73%	1.54	00:00:54		1.40%	2 (1.96%)
5. (Other)	10 (0.25%)	100.00%	10 (0.32%)	10.00%	0.40	00:00:11		30.00%	3 (2.94%)
6. Email	4 (0.10%)	0.00%	0 (0.00%)	0.00%	4.50	00:05:01		0.00%	0 (0.00%)
7. Paid Search	1 (0.03%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00		0.00%	0 (0.00%)

Customized Reports – Ex. Goals (Expert Session)



Customize GA

Conversions - Goals

VIEW

+ NEW GOAL Import from Gallery

Search

	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Call Rail - Keyword Pool	Goal ID 4 / Goal Set 1	Event	14	<input type="button" value="ON"/>
<input type="checkbox"/>	Contact Form	Goal ID 1 / Goal Set 1	Event	6	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 16 / Goal Set 4	Destination	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 13 / Goal Set 3	Destination	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 12 / Goal Set 3	Event	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 11 / Goal Set 3	Event	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 10 / Goal Set 2	Event	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 3 / Goal Set 1	Event	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 7 / Goal Set 2	Event	0	<input type="button" value="ON"/>
<input type="checkbox"/>		Goal ID 8 / Goal Set 2	Event	0	<input type="button" value="ON"/> SUBSCRIBE

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Customized Reports – Ex. Goals (Expert Session)



Customize GA

Conversions - eCommerce

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions ? ▼	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	eCommerce Conversion Rate ?	Transactions ?	Revenue ?
	311,467 % of Total: 100.00% (311,467)	36.76% Avg for View: 36.76% (0.00%)	114,506 % of Total: 100.00% (114,506)	37.19% Avg for View: 37.19% (0.00%)	6.11 Avg for View: 6.11 (0.00%)	00:06:54 Avg for View: 00:06:54 (0.00%)	8.87% Avg for View: 8.87% (0.00%)	27,639 % of Total: 100.00% (27,639)	\$7,136,595.79 % of Total: 100.00% (\$7,136,595.79)
1. Organic Search	117,095 (37.59%)	43.57%	51,018 (44.55%)	38.09%	6.04	00:06:23	7.17%	8,396 (30.38%)	\$2,405,477.53 (33.71%)
2. Direct	85,171 (27.35%)	36.50%	31,091 (27.15%)	33.22%	6.69	00:08:09	11.32%	9,639 (34.8%)	\$2,582,794.26 (36.19%)
3. Email	47,594 (15.28%)	12.50%	5,951 (5.20%)	26.68%	7.52	00:08:30	14.35%	6,831 (24.72%)	\$1,499,064.72 (21.01%)
4. Referral	27,947 (8.97%)	32.04%	8,955 (7.82%)	30.66%	5.98	00:07:19	7.16%	2,000 (7.24%)	\$469,504.85 (6.58%)
5. Paid Search	18,009 (5.78%)	61.79%	11,127 (9.72%)	73.88%	2.43	00:01:56	1.68%	303 (1.10%)	\$63,009.14 (0.88%)
6. Social	13,215 (4.24%)	46.54%	6,150 (5.37%)	56.57%	3.70	00:03:53	2.80%	370 (1.34%)	\$93,911.47 (1.32%)
7. (Other)	1,230 (0.39%)	8.78%	108 (0.09%)	17.32%	4.98	00:06:01	4.39%	54 (0.20%)	\$9,518.77 (0.13%)
8. Display	1,206 (0.39%)	8.79%	106 (0.09%)	57.30%	3.32	00:04:06	3.81%	46 (0.17%)	\$13,315.05 (0.19%)

Goals Examples

Type	Description	Example
Destination*	A specific location loads	<i>Thank you for registering!</i> 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

Source: <https://support.google.com/analytics/answer/1012040>

Goals Examples

The screenshot shows the Google Analytics Admin interface for the "Google Merchandise Store" account. The left sidebar is titled "Analytics" and includes sections for "View", "Segments", "Annotations", "Attribution Models", "Custom Channel Grouping", "Custom Alerts", "Scheduled Emails", "Saved Reports", and "Share Assets". The main area is titled "1 Master View" and has tabs for "ADMIN" (selected) and "USER". Under "ADMIN", there is a "View" section with a "Create View" button, a "Goals" section (which is currently selected), and a "Filters" section. The "Goals" section displays a table of five goals:

Goal	Id	Goal Type	Past 7 day conversions	Recording
Engaged Users	Goal ID 2 / Goal Set 1	Pages/Screens per session	1890	ON
Entered Checkout	Goal ID 4 / Goal Set 1	Destination	529	ON
Purchase Completed	Goal ID 1 / Goal Set 1	Destination	244	ON
Registrations	Goal ID 3 / Goal Set 1	Destination	560	ON
Smart Goals	Goal ID 5 / Goal Set 1	Smart Goal	1199	ON

A search bar is located at the top right of the main content area. A message at the bottom left indicates "15 goals left".

Customized Reports (Expert Session)



Customize GA

Site Search

Real-Time Audience Acquisition Behavior Site Search

Primary Dimension: Search Term Site Search Category

Secondary dimension Sort Type: Default

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits
[REDACTED]	372 % of Total: 100.00% (372)	1.06 Avg for View: 1.06 (0.00%)	1.61% Avg for View: 1.61% (0.00%)
[REDACTED]	6 (1.61%)	1.33	0.00%
[REDACTED]	5 (1.34%)	1.20	0.00%
[REDACTED]	5 (1.34%)	1.00	0.00%
[REDACTED]	4 (1.08%)	1.00	0.00%
[REDACTED]	4 (1.08%)	1.00	0.00%
[REDACTED]	3 (0.81%)	1.00	0.00%
[REDACTED]	3 (0.81%)	1.00	0.00%
[REDACTED]	3 (0.81%)	1.00	0.00%
[REDACTED]	3 (0.81%)	1.33	0.00%
[REDACTED]	3 (0.81%)	1.00	0.00%

Pages Events AdSense Experiments In-Page Analytics

Setting up Conversion Tracking

The screenshot shows the Google Analytics Admin interface for a view named "1 Master View". The left sidebar has tabs for ADMIN and USER, with ADMIN selected. Under ADMIN, there are sections for View (1 Master View), View Settings, Goals (selected), Filters, Ecommerce Settings, Calculated Metrics (BETA), PERSONAL TOOLS & ASSETS (Segments, Annotations, Attribution Models, Custom Channel Grouping BETA, Custom Alerts, Scheduled Emails, Saved Reports, Share Assets), and a bottom row of Cancel buttons.

In the main area, under "Goals", a goal titled "Goal setup" is listed with a green checkmark and the template "Checkout complete". Below it, another goal titled "Goal description" is listed with a green checkmark, name "Purchase Completed", and goal type "Destination".

The "Goal details" section is expanded, showing the "Destination" configuration. It uses a regular expression "/ordercompleted\\.html" and is set to "Case sensitive". The "Value" section is set to "optional" with "OFF" selected. The "Funnel" section is set to "ON".

A table below shows the funnel steps:

Step	Name	Screen/Page	Required?
1	Cart	/basket\\v.html	YES
2	Billing and Shipping	/yourinfo\\v.html	
3	Payment	/payment\\v.html	
4	Review	/revieworder\\v.html	

Customized Reports (Expert Session)



Customize GA

Custom Segments

Customers Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users Include

Page contains /account/

OR

Page contains /site/account/

- OR AND

- OR AND

bigleap

SUBSCRIBE

Customized Reports – Ex. Dashboard (Expert Session)



Customize GA

Custom Dashboards

Keyword	Visits	Goal Completions
[REDACTED]	1,117	40
[REDACTED]	425	13
[REDACTED]	107	2

EDIT BRAND Organic Non Brand Visits (+ not provided)

4,925
% of Total: 29.14% (16,904)

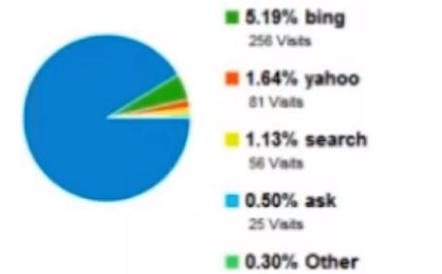


All Organic Visits

Visits



Source of Organic Visits



Source	Percentage	Visits
google	91.24%	4,494 Visits
bing	5.19%	256 Visits
yahoo	1.64%	81 Visits
search	1.13%	56 Visits
ask	0.50%	25 Visits
Other	0.30%	13 Visits

Pages per Visit by Organic Keyword

Keyword	Visits	Pages / Visit
[REDACTED]	1,117	5.39
[REDACTED]	425	6.85

EDIT BRAND NAME Top SEO Landing Pages (Organic Non Brand Visits...)

Landing Page	Entrances	Goal Completions
[REDACTED]	2,679	75
[REDACTED]	163	0

Top Organic Landing Pages

Landing Page	Entrances
[REDACTED]	2,679
[REDACTED]	163

Top Organic Keywords & % of Bounce Visits

Keyword	Visits	Bounce Rate
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Best Organic Landing Pages - Goal Completions and Conv. Rate

Landing Page	Goal Completions	Goal Conversion Rate
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Top Organic Keywords & % of New Visits

Keyword	Visits	% New Visits
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

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Customized Reports – Ex. Alerts (Expert Session)



Customize GA

Alerts

VIEW

Sandbox Account

View Settings

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Alert name: Adwords Traffic Drops Off

Apply to: Sandbox Account 0 other views

Period: Day

Send me an email when this alert triggers.

Setup your mobile phone to receive a text message about Intelligence Alerts

Alert Conditions

This applies to: Campaign

Condition: Contains Value: Shopping

Alert me when: Sessions

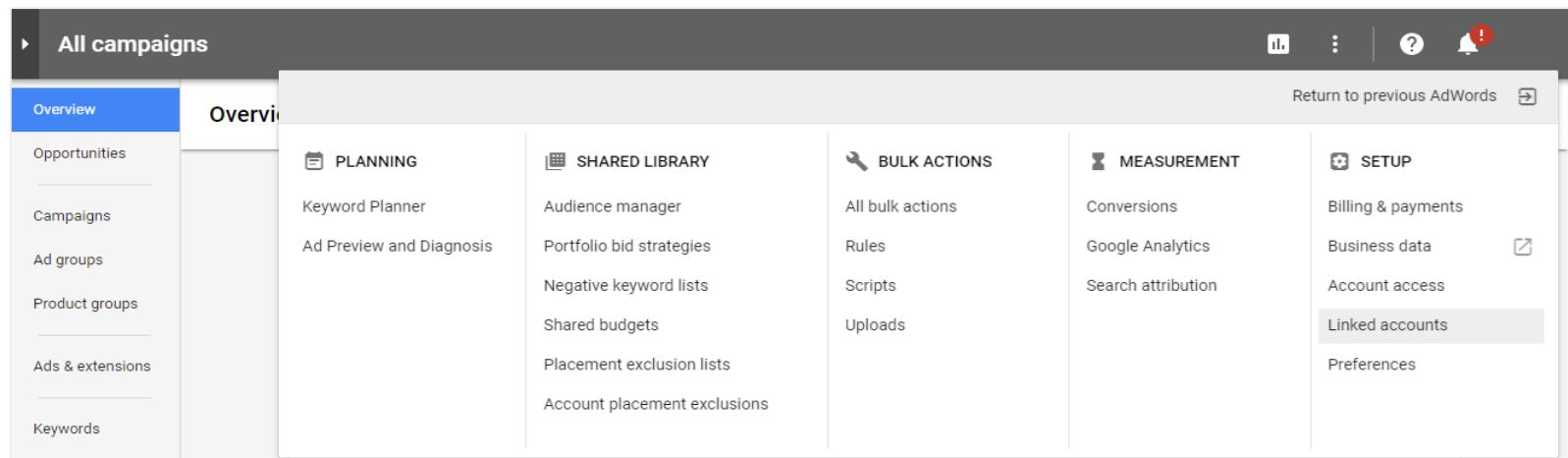
Condition: % decreases by more than Value: 50 % Compared to: Same day in the previous week

Save Alert Cancel

SUBSCRIBE

Other Practical Considerations

- Link Analytics with Google Ads and Search Console



Linking Analytics with Google Ads means that the results of Google Ads campaigns can be viewed in both Google Ads and Analytics. It also means that conversions will be tracked in Google Ads and Analytics can report the results of individual ads and ad groups instead of just reporting the results from paid search traffic as one entire group.

To link Google Ads with Analytics, get to this screen from Google Ads by clicking the three dots at the top of the screen, then clicking the Linked accounts.

Other Practical Considerations

The screenshot shows the Google Search Console interface. On the left, there's a sidebar with links like Dashboard, Messages, Search Appearance, Search Traffic, Google Index, and Crawl. The main area has sections for "New and important" and "Current Status". A message in the "New and important" section says "http://[REDACTED].com/ is now associated with Google Analytics property 111". On the right, there's a URL bar with "http://[REDACTED].com/" and a settings icon. A dropdown menu from the settings icon is open, listing options: Search Console Preferences, Site Settings, Change of Address, Google Analytics Property (which is highlighted with a green box), Users and Property Owners, Verification Details, and Associates.

When Analytics is linked to Search Console, the “Google Analytics Property” will show up when you click the Settings icon.

Practical Analytics Skills

- Using filters?

The screenshot shows the Google Analytics Administration interface for a 'Website' account. The left sidebar contains icons for search, home, settings, user management, goals, content grouping, and filters. The main panel is titled 'Administration' and 'Website'. It displays sections for ACCOUNT (Website), PROPERTY (redacted), and VIEW (Filtered View). The 'VIEW' section includes links for View Settings, User Management, Goals, Content Grouping, and Filters (which is highlighted with a red box). Other sections include Product Linking, Personal Tools & Assets, and various settings like AdWords, AdSense, and Ecommerce linking.

Practical Analytics Skills

- Filters

- **Crawlers:** Search engine crawlers visit sites regularly, and we don't want to count those visits. Google Analytics will filter these sessions out by default.
- **Employees and consultants:** People who work on a website are likely to navigate there regularly. So we want to filter out all traffic from employees and consultants (such as a digital marketing firm). We will do this by excluding their IP addresses.
- **Referrer spam:** is fake analytics data generated by spammers for odd purposes (like boosting search rankings).

Acquisition

Which marketing channel gives us the best traffic?

Segmentation

You can analyze the performance and behavior of different segments including by:

Device type

Browser

New vs. return user

Time of day

Location

Google Data Studio

Welcome to Data Studio! (Start here)

Pages

Interact with a report

- Copy and edit a report
- Edit and add charts
- Date range and filter properties
- Connect to your data
- You want charts? We got charts!
- Share reports and data sources

Learn how to view, edit and create a Data Studio report

1 Interact with charts and tables

In view mode, mouse over charts to show more detail. You can sort tables and scroll through the data.

Try mousing over this chart to see the data points...

2 Set the date and filter your data

Change the time frame using the date range control. The checkboxes in a filter controls let you refine the data according to the dimension values you select.

Sessions

62,481

Dec 17, 2018 - Jan 15, 2019

what perc of returni were iPho

Click on header + table by column.

Learn More

Read More..

- [Web Analytics: An Hour a Day](#) by Avinash Kaushik (Jun 5, 2007)
- [Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity](#) by Avinash Kaushik (Oct 2009)
- [Advanced Web Metrics with Google Analytics](#), 2nd Edition by Brian Clifton (Mar 15, 2010)
- [Web Analytics Demystified: A Marketer's Guide to Understanding How Your Web Site Affects Your Business](#) by Eric Peterson (Mar 2004)

Practice more .. with **Google Analytics Academy**

<https://analytics.google.com/analytics/academy/>

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