Course | Digital Marketing

Week Introduction

Dr.Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

Learning Objectives

1. Explain the working of Google Analytics along with its significance
2. Set Google Analytics Account by embedding the tracking Code to a website
3. Interpret various reports presented by Google Analytics

| Module 27 | Google Analytics : Introduction and Significance |

What important information you would like to know about your visitors?

What will you specifically Learn?

What is Google Analytics Platform?
How does Google Analytics work ?
Why every digital marketer should make use of Google Analytics?

Process of Digital Marketing

Measurement and Tracking

(Marketing efforts)

Methods to measure the performance of **Marketing efforts**

Accuracy

?

Measure and track the results of Marketing efforts

100%

Accuracy

Google Analytics

What is Google Analytics?

Google Analytics is a free tool from the Google for Web analytics

Google Analytics

2005 ➡ **Urchin**
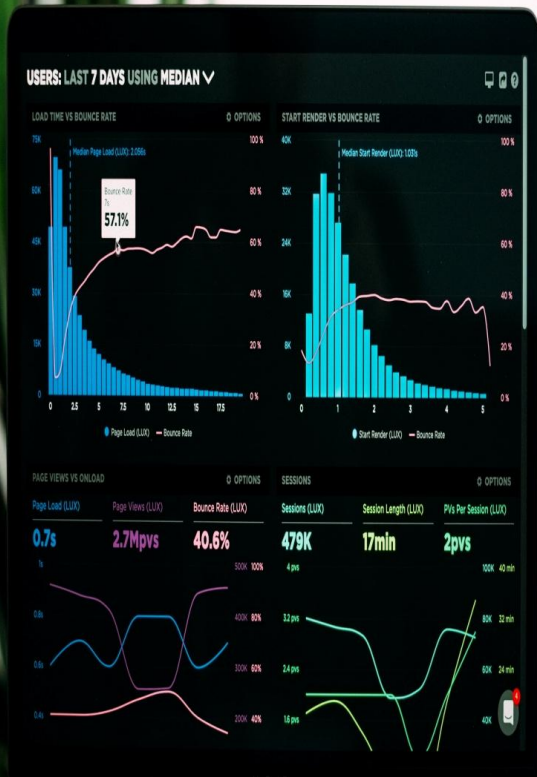
Google Marketing Platform

Google Analytics

Google analytics tracks the information collected from the website or mobile app and present in in very structured form to the admin or users
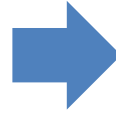
How Does Google Analytics works

Collection	**1**
Filtering	**2**
Organization	**3**
Presentation	**4**

Collection **1**

Collects Raw Information ➡ **Website/Mobile App**

Tracking Code

Google Analytics

```
<!-- BEGIN GOOGLE UNIVERSAL ANALYTICS CODEs -->
<script type="text/javascript">
    //<![CDATA[
    (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function()
    { (i[r].q=i[r].q||[]).push(arguments)}
        ,i[r].l=1*new Date();a=s.createElement(o),
    m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
    })(window,document,'script','//www.google-analytics.com/analytics.js','__gaTracker');

    __gaTracker('create', 'UA-XXXX-22', 'www.local-magento.com');
    __gaTracker('send', 'pageview');

    //]]>
</script>
<!-- END GOOGLE UNIVERSAL ANALYTICS CODEs --><script type="text/javascript">//<![CDATA[
```
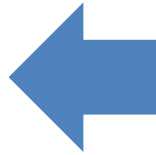
(Browser settings , cookies, browsing behavior)

Filtering | **2**

Google Analytics ← Website Information (Large Volume)

All Information may not be relevant

Filtering of Information

Relevant Information

The information is filtered in at the back end

(Segments and Categories)

Presentation **4**

Presents this information to the user in very understandable and meaningful way in the form of various reports

What are reports ?
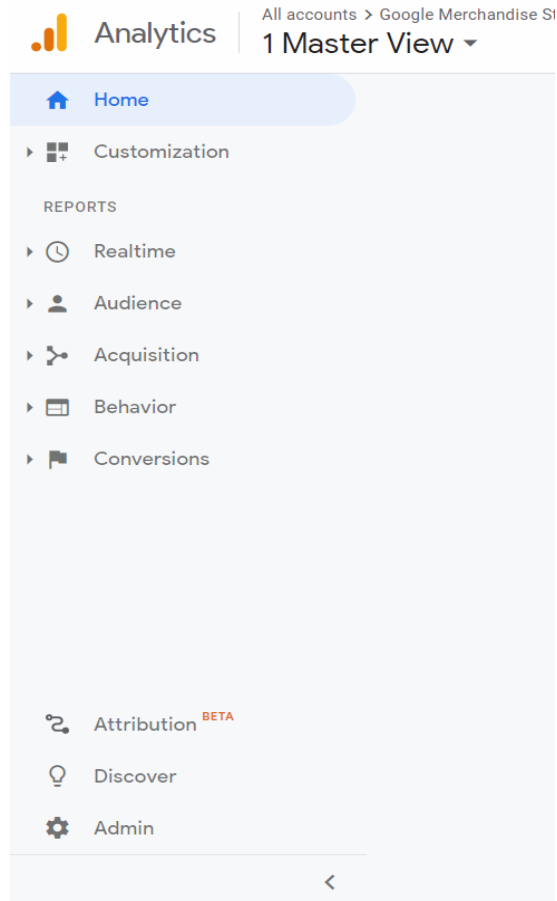
Data Categorization By Google Analytics

Analytics

All accounts ▸ Google Merchandise St

1 Master View ▾

🏠 **Home**

▦ Customization

REPORTS

🕐 Realtime

👤 Audience

⤳ Acquisition

▭ Behavior

⚑ Conversions

⌇ Attribution ᴮᴱᵀᴬ

💡 Discover

⚙ Admin

‹

Data Categorization By Google Analytics

| Acquisition | 1 |

| Behavior | 2 |

| Conversion | 3 |

Acquiring the traffic to website

www.dmmooc.in

DMMooC |
www.dmmooc.in ▼

Your Pages (2) ▼ ...

Digital Marketing Mooc

Messages

Notifications 20+

Top Channels

Legend:
- Organic Search — 56.5%
- Referral — 14.7%
- Direct — 14%
- Paid Search
- Affiliates
- (Other)
- Social
- Display
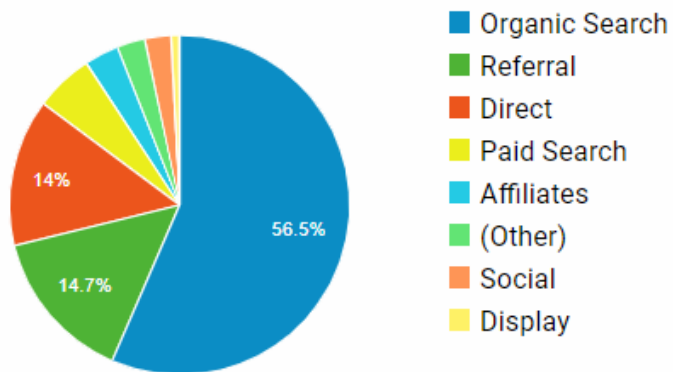
What visitors are actually doing
on our website

Performance of Content of Website

Engagement
?

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
66,107	49,303	00:00:57	45.85%	25.13%
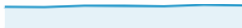
What is conversion?

Sales
Subscription
Registration

▸ Goals

▸ Ecommerce

▸ Multi-Channel Funnels

- ▸ Goals
- ▸ Ecommerce
- ▸ Multi-Channel Funnels

Google Analytics is Free

Google Analytics is very powerful tool

Absolutely Free

Google Analytics

Data collection process is automatic

Tracking Code

<script>

- ▸ 🕐 Realtime
- ▸ 👤 Audience
- ▸ ⤳ Acquisition
- ▸ ▦ Behavior
- ▸ 🚩 Conversions

Detailed insights of the audience

Age |Gender |Interests| Devices| Location

Customization of Reports

Customize reports are needed

When we want data according to our requirements not a standard format

Customization
- Dashboards
- Custom Reports
- Saved Reports
- Custom Alerts

Integration with other platforms

Google Analytics can be Integrated with other platforms without any problem

Google Ads

Real time reporting

Active Users right now

56

Page views per minute

Top Active Pages	Active Users
/Google+Redesi...Brand/Android	2
/Google+Redesign/Apparel	1
/Google+Redesi...ler+Circle+Tee	1
/Google+Redesi...+Lt+Rain+Shell	1
/Google+Redesi.../Apparel/Mens	1

REAL-TIME REPORT >

Try searching "Top countries by users"

Home

Customization

REPORTS

Realtime
  Overview
  Locations
  Traffic Sources
  Content
  Events
  Conversions

Audience

Acquisition

Behavior

Conversions

Attribution BETA

Discover

Admin

Overview

Create Shortcut BETA

Right now

49

active users on site
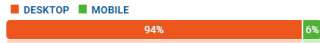
■ DESKTOP ■ MOBILE

94%	6%

Pageviews

Per minute

Per second

15

10

5

-26 min -21 min -16 min -11 min -6 min -1 min

3

2

1

-60 sec -45 sec -30 sec -15 sec

Top Referrals:

	Source	Active Users ↓
1.	analytics.google.com	1
2.	mall.googleplex.com	1

Top Social Traffic:

	Source	Active Users ↓
1.	Twitter	1
2.	YouTube	1

Top Keywords:

	Keyword	Active Users ↓

Top Active Pages:

	Active Page	Active Users ↓	
1.	/Google+Redesign/Shop+by+Brand/Android	2	15.38%
2.	/Google+Redesign/Apparel	1	7.69%
3.	/Google+Redesign/Apparel/...s+Discovery+Lt+Rain+Shell	1	7.69%
4.	/Google+Redesign/Apparel/Google+Womens+Discovery	1	7.69%
5.	/Google+Redesign/Apparel/Mens	1	7.69%
6.	/Google+Redesign/Apparel/Womens	1	7.69%
7.	/Google+Redesign/Bags/Google+Utility+BackPack	1	7.69%
8.	/Google+Redesign/Shop+by+Brand/YouTube	1	7.69%
9.	/Google+Redesign/Waze	1	7.69%
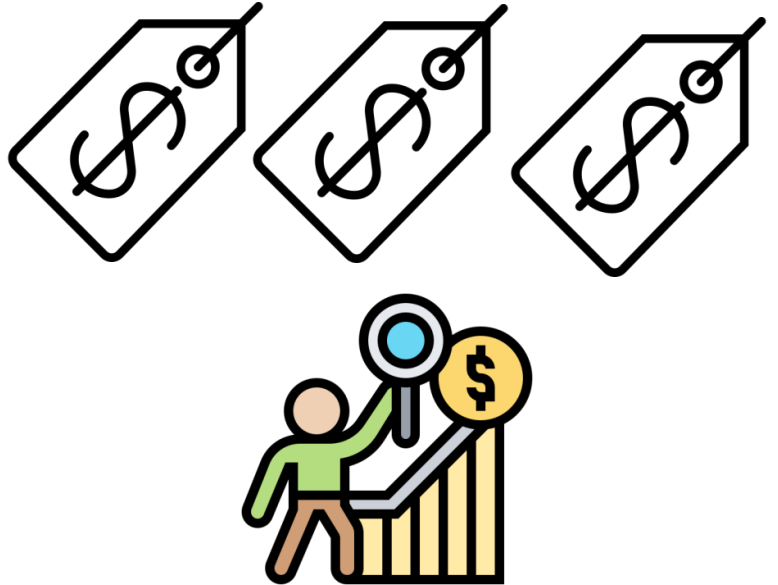
	GA Add-ons are available

Number of Add-ons available for Google Analytics

Google Tag Assistant
GA Debugger
Tag Manager Injector
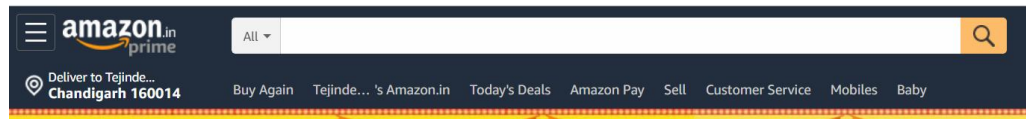
Discover Keywords for SEO
Discover Keywords for PPC
Expand Your Product Assortment
Optimize Performance of Site Search Visitors

Data from social platform

Social media is a good source of traffic

Google Analytics can clearly measure
from which social media platform traffic
is coming to your website most

M27: 'Google Analytics': Introduction and Significance

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

PART-A

Hello everyone, Welcome to the first Module of this week and the name of this Module is 'Google Analytics': Introduction and Significance. In this module, our focus will be on just understanding the basic concept of 'Google Analytics' and why a website owner should use 'Google Analytics' to understand the insight of visitors' behaviour.

Just tell me one thing, as website owners what is the important information you would like to know about your visitors. Just think for a while.

Very right!!! you would like to know about, how many visitors are coming to the website, how much time they spend, from which location are they coming, are they coming through desktops or through mobile phone etc. Similarly, there can be so many other aspects about which you would be interested to know about

Now the question is, how I can get this type of information. There is no button on the website, moreover, we have not discussed any WordPress plugin in this regard.

Don't worry at all. We have one very powerful tool called ''Google Analytics''.

In this background, the present module is dedicated to the fundments of 'Google Analytics' and you will specifically learn

1. **What is 'Google Analytics' Platform?**
2. **How does 'Google Analytics' work?**
3. **Why every digital marketer should make use of 'Google Analytics'?**

So, let us jump into another phase of digital marketing. Hope you will not only enjoy it but also learn a lot in this Module. So, let us begin.

If you remember, in the very first week, I have discussed with you the process of digital marketing and the most important phase of this process was measurement and tracking. We discussed that it is very important to measure and track your marketing efforts so that you may take the corrective actions if there is any gap in the performance.

No doubt, in offline marketing, over a period of time, we have developed many methods to measure the performance of marketing efforts. However, the accuracy of such methods, tools, techniques is still questionable and marketer are hesitant to use the data produced by such tools. The scenario is different in the case of Digital marketing. Here you can measure and track the results of marketing efforts with 100 % accuracy with sophisticated tools available like 'Google Analytics' and others.

So first let us see,

What is 'Google Analytics'?

'Google Analytics' is a free tool from Google for Web analytics. 'Google Analytics' was launched by Google in the year of 2005 when it acquired the Urchin, a web statistics analysis program. Presently, 'Google Analytics' is available inside the brand of *Google Marketing Platform, a product from Google.*

'Google Analytics' tracks the information collected from the website or mobile app and present in a very structured form to the admin or users. It helps in understanding the audience insight and you can track the ROI of marketing efforts. Let me briefly explain, how 'Google Analytics' work?

There are four phases of 'Google Analytics'.

Collection

Filtering

Processing

And Reporting

In the very first phase that is the '*collection'*, 'Google Analytics' collects the raw information from your website or mobile app with the help of a Tracking Code. A tracking code is a unique code, generated by the GA that we have to embed in our website. Once you embed this code in the website, GA will immediately, start collecting the information. The information is collected on various parameters as defined by GA algorithm. GA uses various signals like browser settings, cookies, browsing behaviour etc with the help of code embedded in the website to collect the information

How to set up Google accounts and embed the code on a website that we will learn in the next Module.

The next phase is *filtering*.

'Google Analytics' collects a lot of information from the websites in a very huge volume. But all the information may not be relevant for the marketers and other users. So, in this stage, GA filters information and keeps the relevant information only for further processing.

The third phase is *the Organization*

The information is filtered in at the back end and GA organizes this information into various meaning full segments or categories. There are a number of categories in which the information is classified

The last phase is a *presentation*

After the organization of information, GA presents this information to the user in a very understandable and meaningful way in the form of various reports that you can easily browse and download to further analyze the data and to make the decisions. What are those reports? we will discuss it from time to time in the subsequent modules.

Data Categorization By GA

Let us see how GA categories the information

Primarily, Google Analytic Categorizes the whole data into three main categories like

> *Acquisition*
> *Behavior*
> *Conversions*

Let me briefly discuss, about these categories

First, we have the

Acquisition

Acquisition simply means how you are acquiring the traffic to your website. We know there may be many sources from where the traffic is coming to the website like direct by using our domain name, through organic search, through social media, by referral. But we don't know with which proportion the traffic is coming to our website from these sources. Here GA will provide us with the complete information in this regard. We will see more details of the acquisition category in the 'Google Analytics' Interface.

The Second Category is,

Behavior

The behavior data is related to what visitors are actually doing on our website. Here, you will get the information about how the content of the website is performing, is it engaging or not? Here the information is provided on sessions, page views, bounce rate, exits etc. If these terms are new to you, don't worry at all, I am going to explain very soon.

The third is the **Conversion**.

What is the meaning of conversion; it is defined in the context of the objectives of the website. For someone, it may be sales, for someone, it may subscription, for someone, it may be registrations and so on. In this section, GA will show you how people convert on your website,

which is very essential to improving the conversion rate. Conversion reports are further classified into different sections like goals, eCommerce, multi-channel funnel, and attribution. I will talk about these reports in the subsequent modules.

So, this was the just basics introduction to 'Google Analytics' and how does GA work. In the next part, I will talk about why GA is a must tool for every digital marketer. Just join me there.

<div align="center">

PART-2

</div>

I hope, you got a little bit idea about what 'Google Analytics' can do for us. There is a large number of metrics that GA is providing to its users to take the various decisions. Let us discuss, why it is important for every digital marketer to understand and use this tool.

'Google Analytics' is Free:

'Google Analytics' is a very powerful tool. Many people think that it will be very costly. but to your surprise, 'Google Analytics' is absolutely free. You need not to pay even a single penny to Google to use 'Google Analytics'.

Just create an account with 'Google Analytics' and it will start working for you immediately. So, what else do we want? Thanks to Google.

The data collection process is automatic

'Google Analytics' save your lot of time as the data collection process is automatic. As I discussed, you need to just embed a unique code in your website, the process of Data Collection from your website will start immediately. 'Google Analytics' presents the reports in a very simple and understandable way. You can access these reports directly from the 'Google Analytics' dashboard in various formats.

Detailed insights of the audience:

The audience reports of 'Google Analytics' provides detailed information about the people who visit our website like their age, gender, interests, devices, and location and much more. This type of data is very useful to digital marketers to take the decision timely.

Customization of Reports

As a web analyst or digital marketers, there are so many instances when we need reports in a customized form. A report will be called customized when we want data according to our requirements, not in a standard format.

GA 'Google Analytics' comes very handy in this regard. There is full flexibility in a 'Google Analytics' to create the reports in the desired format.

In 'Google Analytics', there is a specific tab called Customization and you can use this tab to create your own reports

So, I will talk about the customization of reports in detail at an appropriate time

Integration with other platforms

This is a very good feature of 'Google Analytics' you can integrate the 'Google Analytics' with so many other platforms without any problem. For example, 'Google Analytics' perfectly works with Google Ads. Although a rich data is provided by the Google Ads to measure the performance of Ads but you can further have the insights about your ads and customers who are clicking on the ads by analyzing it in 'Google Analytics'.

'Google Analytics' is not restricted to the desktop only it perfectly works on tablets and mobile phones both on android and IOS platforms.

I will talk about how to integrate 'Google Analytics' with the Google AdWords in the subsequent Modules.

Real-time reporting

You need not to wait for hours to collect the data from 'Google Analytics'. There is a very good feature in 'Google Analytics' where you can have the real-time reporting like how many customers are there right now on a site, how much time they have spent, from which source they are coming, which device are they using and so on. So, it will help you to make the decisions in the real-time as well. For example, if you want to change the price of a product you can change the price of a product on the basis of real-time demand by analyzing the data in real-time

GA Add- ons are available

There is no doubt that 'Google Analytics' is a great tool at its own to capture web analytics. But there is a number of add-ons available for 'Google Analytics'. These add- ons are released every month and these add-ons are very useful to increase the quality of data and the productivity of 'Google Analytics'. Google Tag Assistant, GA Debugger, Tag Manager Injector and many more are examples of GA Ad-on.

Ability to measure internal site search

Most of the websites have an internal search box to search their site internally. Like, you can see in e-commerce sites the search box is there to search for various products and product categories. 'Google Analytics' can provide you with detail about what people are actively searching for on-site. It will help you to

- Discover Keywords for SEO
- Discover Keywords for PPC
- Expand Your Product Assortment
- Optimize Performance of Site Search Visitors

Data from the social platform

Another very good feature of 'Google Analytics' that you can analyze the traffic that is coming from social media sites. As we know that social media is a good source of traffic. So there is a need to understand such an Audience in a better way

'Google Analytics' can clearly measure from which social media platform traffic is coming to your website most. So accordingly, you can change your budget of promotion in favour of that platform.

So, this was an introductory discussion on 'Google Analytics'. We understood What is GA, how does GA work and why every digital marketer should 'Google Analytics' to analyze the web data.

In the next module, we will practically see, how to work on'Google Analytics' with the help of some dummy data.

Thank you so much.

Module 28: Google Analytics: Interface and Setup

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh

PART-1

Hello everyone, welcome to the second Module of this week and the name this Module is: Google Analytics: Interface and Setup. I hope, by now, you have fair ideas about what is the purpose of Google Analytics and why it is a must-have tool for every digital marketer. Now, it is the time to learn various aspects of Google Analytics practically with live demonstration. In this module, you will specifically learn.

1. **How to set up Google Account from scratch?**
2. **What is the Structure of Google Analytics Account?**
3. **How to study the interface of Google Analytics?**

So, without wasting any time let us begin with Setting up with GA Account. Be ready with you Gmail ID preferably you used for Google Ads

To set up the Google Analytics account, Go to analytics.google.com. The link is given in the description,

Login to the account with your Gmail ID, you may use any Gmail ID here. But I will suggest you, please don't use your personal Gmail ID here. Further, you may use the same Id that you are using for Google Ads.

Now, this is the place where we will create our Google Analytics account which has three steps.

First, we will sign up to the Google Analytics, click on sign up.

First, we have to give any name to the Google Analytics account. Give any name to this account. I am giving the name of digital mooc. Here you need not to be very particular. Any name that you can remember you can give that here.

Next, we have account data sharing settings. Here, Google says that the data that has been selected by the Google Analytics it is safe and secure and Google will not share this data with anyone except you.

Here are few settings, let them be the default

Click next

In the second step, we have to tell to Google, what do we want to measure.

You would like to measure the data from a website or from the app or both from website and app

We don't have any mobile app as of now, so we would like to measure the data from the website. We would like to use the website that we have Designed during this course.

Make sure that this button is checked.

Click next

Now in the third step,

We have to set up the property by giving the required details. Now, **what is the property here?**

Property is nothing it maybe your website or it may be your mobile app. As I have said, we want to measure the websites only so we have to provide the details of our website only here.

Here we have to give the name of our website.

This is the name of your website, not the URL so give any name here by which you can easily recognize your website.

Next, we have the URL of our website. Select here whether your website is http or https. As we designed the http website only, let it be http. Give the URL of your website.

Next, select the appropriate industry to which your website belongs. You may search for the industry I am selecting here job and education. If your industry is not listed here don't worry select others. You may change it later on as well.

Next the *reporting time*. This is a very important setting. You have to select the time zone according to the country. I am selecting India here.

Click on create

This is the Term and service agreement from Google Analytics. Select your country or region from here. I am proceeding with the United States. Read all terms and conditions in the free time for the time being check these boxes and click I accept.

It is a success, let the page get loaded. Yes, we have created the account. Get rid of these unnecessary notifications.

This page is very important. Here, we have the tracking code details.

This is the Unique tracking ID of our Google Analytics and this is website Tracking information having the tracking code that we have to embed in our website.

Google recommends that paste this tracking code in the Header section of your website.

So, copy this code from here.

Go to the WordPress dashboard of your website

Here we will embed this code in the header section of the theme. To do it go to Appearance from here click the Theme Editor, on the right-hand side, look for the Theme Header, Click it, Now, we have to paste this code between these two head titles. Just paste your code here above the PHP- wp -head. if there is no space, press enters to create the space.

Just paste the code that you copied from GA. This is the code and has successfully passed it. To save it Update the file,

But, if you think this is a difficult process and you are not familiar with Coding, then don't follow it. We have another easy method to do the same thing. And that method is to use the WordPress plugin.

Go to plugins.

Search for the plugin Google Analytics and Install this plugin GA Google Analytics. Activate it.

Go to the setting of GA Google Analytics

Go to plug-in settings, here we have the Google tracking ID and this is the place where we to enter the Google tracking ID. To copy the Tracking ID. Go back to Analytics. Copy this tracking ID and paste it here. Let all other setting be the default and save the changes.

Our Website is linked to Google Analytics. Here, I have explained the two methods of linking the Website to our Google Analytics Accounts. Please use either of two methods only otherwise there may be a problem if you use both the methods simultaneously.

Let us go back to our Google Analytics account,

Go back from here. Go to Home and this is our Google analytics dashboard.

Everything is Zero here. But how do I know that my website is actually linked to Google Analytics and it has started fetching the data.

One of the easiest ways to confirm it. Just visit your site from the mobile phone or from the same browser in which you are working and see whether this Zero is changing to 1 or not

I am visiting my site from a mobile phone and it changes to 1 now. So, it is confirmed that GA has started fetching the data from my website.

This is the quick and easiest way to confirm it is,

Go to All website data and see your property is listed and it is fetching the All website Data.

So finally, we have set our Google Analytics account. I would like to remind one important thing here though we have discussed the two methods to link our website with Google Analytics, you are advised to use one method only either pasting the code in the header section

of your website or using the WordPress Plugin for this purpose. In the next video, I will talk more about Google Account Structure.

PART -2

Welcome back, In the last part, we saw how to set up Google Account by linking it to the website. I hope all of you must have linked your website to Google Analytics Accounts. It is a must for all of us to proceed further. In this part, I will focus on understanding the structure and Interface of Google Analytics. So, let us start.

This is the interface of GA after linking your website with GA. You can see, it shows nothing here in the form of data. Don't worry, very soon you are going to see a lot of data here and we will talk about each and every aspect of this dashboard in very details. But before that, it's very important to understand the structure of Google Analytics account. It becomes very essential to organize your Google accounts in a proper way to extract the maximum information from Google Analytics.

How Google Analytics will collect, process and present the data it all depends on how Google Analytics account is organized. To properly understand the structure of Google Analytics account, click on Admin.

The Google Analytics account has three layers i.e. Account, Property and view.

Under the admin tab, we have three layers of Google Analytics account.

The first one is an account

Second is property

And third is the view.

Let's talk about these layers one by one

First, we have the *account.*

The 'account' is at the top level in the hierarchy and you must have at least one account to use the Google Analytics. There can be multiple accounts associated with mail one mail ID. But why there is a need to create more than one account. For example, I am offering Consultancy Services to so many organizations; In this case, I will create multiple accounts associated with various organizations with the one mail ID only. I can manage them separately from the same ID.

But, in the present example, we have only one account that we have just created that is digital mooc and I think one account is sufficient here for me.

You can use this tab to change the settings related to your account that have you set at the time of setup of the account.

Click on settings

You may change the name of your account from there if it is needed in the future along with the other settings.

Next, we have user management. From here you can add more user to this account with restrictions. Like you can Edit, Collaborate, Read, Analyze etc. I will talk about it in future. You may explore other option from here related to your account.

If you want to create a new account click on this button create new. Again, the same process will start that we have used at the time of account setup.

Here, it says that we can create 50 accounts associated with one mail ID. But for us One account is sufficient. Click cancel or Go back.

The second layer is the property. We know, **what is property?** A property may be your website, mobile app or a subdomain.

Under each account, there can be multiple properties that you can create. At present we have linked only one website to the account so it is showing me one property only that we have just created. If you want to change the settings of property click on settings and you may make modifications here like name of the property, Industry category etc.

We are not going to edit the property information, so let us go back by cancelling it.

In future, if you want to access the tracking information of your property, you can just use this tab to access the tracking information like tracking code and other related information.

I will talk about other settings of the property from time to time.

To create a new property, click on create the property and the process to create a new property will begin. You can create up 50 properties under one account. As we are not going to create any new property here, let us go back.

Next, we have the view. For each of the property, we can define the view. A View is the access points for the reports. By default, it is all web data. But we want to define different views like

- one view of all the data for www.example.com
- one view of only AdWords traffic to www.example.com
- one view of only traffic to a sub-domain like www.sales.example.com of the website.

We can define a new view from creating a new view. How to create a new view I will show you in a while.

To understand all the layers properly let me show you my personal Google Analytics account.

This is my Google Analytics account which I am personally managing for consultancy purposes.

In this account, I have three different accounts, demo account, my clients account and My personal account. See under my personal account, I have so many properties actually these are my various websites.

For each property, we have different views defined means what type of information I want.

One view is for all website data which is by default and another view.

For another property, we have two views.

Similarly, for my client's account, there is one property, and this property has one view that is all website data

The same way my personal account is organized with one property and one view.

Let us go back to our original account that I am demonstrating in this module.

So, this was the basic structure of Google Account. Remember three things Account, Property and View.

To start with, you need one mail id only. You create multiple Accounts, Multiple properties under each account, and multiple views under each Property. That is all!!! In the next video, I will talk about the interface of GA.

PART-3

Welcome back, now we are ready to experience the power of Google Analytics by understanding various aspects of its interface. So, without wasting much time let us start the next part of this module.

Go to 'home'

This is the interface of Google Analytics. There are bunch of reports available and we are going to talk about all these reports. But there is one problem and that problem is related to the data. We don't have sufficient data here to understand all the reports of Google Analytics as we have just linked our website to Google Analytics and not many activities are happening on our websites. But we need data. From where this data will come.

Relax!!!

Thanks to Google, Google has provided free access to its Merchandise store website that we can use for learning purpose.

How to access it. The process is very simple.

Visit this link (https://support.google.com/analytics/answer/6367342) I have given the link in the description also. This page explains the demo account for Google Analytics.

Click on *'Access demo account'*. If you are already logged to Google Analytics Account, you will be prompted to this page. It means Domo account is created for you. You can confirm it by going to Admin and then to Accounts See a Demo account is here as well as my original account

Under this account, there is one property called Google Merchandise Store. Click on home and we have a new dashboard.

Next time when you will open your Google Analytics dashboard.

This one is very important

It shows that the data given below is about which of the property. For example, the data given below is about the property Google Merchandise Store.

If you want to change the property just click on this. Sect your account, then property, and select view.

Now see, it shows me the data related to my newly created property that is DMMOOC. As we don't have the data here, go back to the demo account.

This is the first page; you will come across every time when you log in to your Google account.

It is not very detailed information but it will give you a bird's eye view of what exactly is happening on your website. You may have the basic idea about various activities related to your website. Here, we have different types of dashboards which are customizable in nature and you can increase or decrease the number of these dashboards. These dashboards give you the overall health report of your website in a very Broadway. So, let's try to understand what these dashboards are and what sort of information they are providing.

The block is about Google analytics home; First, note what is the time frame of data. Presently, it shows me the data for the last 7 days. If you want to change the time frame you can change it as well click on it. We have many combinations and options like today, yesterday, last 28 days and so on. Just select the appropriate one.

Let us see what information it offers.

First, we have the users,

Simply, how many users visited your website in a given time frame? In this case, around 15000+ users visited the website during the last seven days.

Next, we have the information related to revenue and conversions rate so this is useful information if you are an online store. This one is important called session. In layman's language session is counted when a visitor will land on your website and he will spend some specified time with your website. How sessions are calculated? I have given a detailed article

on this in the additional readings just go through it. Normally a session ends after 30 mints of inactivity on each page. For example, when a user, say, Sham, arrives on your site, Analytics starts counting from that moment. If 30 minutes pass without any kind of interaction from Sham, the session ends. However, every time Sham interacts with an element (like an event, social interaction, or a new page), Analytics resets the expiration time by adding on an additional 30 minutes from the time of that interaction. Please refer to the article for more detail

As I have said, these blocks are customizable, you may set what metric you want here,

Let show you my original account.

As we don't have the data for the last 7days, let me change it to today. Now see here

We have different metrics

Like users

Then we have the sessions

The bounce rates.

What is bounce rate?

Suppose a user lands on any page of the website, say Home page. He stays and exits from the website without visiting another page of the website. This will be called, he bounced back from the website and bounce rate is simply users who bounced back divided by Total users in a given time period. Next, is the session duration that means the total time spent by users on a web

To understand other blocks, let us go back to our demo account

Next, we have Real-time data. It shows that at present 21 users are active on the website. This shows the page views per minute, for every minute details is there.,

As I have said this information is just indicative in nature if you want detailed information, you can click for detail reports as well

The next block is about

'How do you acquire users?'

It is simply about from the traffics is coming to my website.

First, we have a traffic channel

The user may come to your website through organic search

He may come through referrals

He may come directly by typing the URL of the website

He may come by paid search i.e. through ads on search engines.

Or others.

Hover the cursor to any date and it will give the number of users coming from these sources. See on 22 Sept maximum users are coming from organic search and so on.

Next, we have the Source / Medium. it almost similar to the traffic channel, we will talk about it in Acquisition reports

Lastly, we have a referral. You may run many referral campaigns. How many users are coming through referrals? You can check that from here

Next, we have how our active users been trending? How well we are retaining the users?

I will talk about these metrics in detail when we will discuss the behaviour reports

This is something very important; this Block gives you an idea about When your users visit your site.

It will show you the information day wise and time. You can check on a particular day at a particular time how many users are there on your site.

The shade of the blue colour represents the number of users. The light colour is less number of users and the dark colour is more number of users.

See here on Friday, between 7:00 a.m. to 2 Pm maximum users were on site. And so on.

The next block is about the location. It shows from where the users are coming to your website. The maximum number of users are from the USA followed by India and Canada.

The next block is about the devices. Maximum number of users are coming from text tops to the website followed by mobile phone and tablet

Next, we have the page details. Shows how many page views are there for each page. You can clearly see which page in the most visited page and the restricted page by your users. It will help you to take the decision to modify those pages we are less number of views are there. The page value is applicable to the E-Commerce site. We will talk about goals in a separate module

These last two blocks are related to the E-Commerce sites showing revenue and ad campaign performance.

So, this was a brief discussion about Google Analytics Interface. I hope you have bit idea about the Google Analytics interface and various cards shown on the Home page of Google Analytics. As I have said, these cards are just an overview of what is happening on your website. There may be detailed information behind these cards. In the next module, we will talk about various reports on GA. Just follow me.

M29: Monitoring Traffic Behaviour and preparing Reports

Presenter:
Dr. Tejinderpal Singh.
Associate Professor
University Business School
Panjab University Chandigarh

PART-1

Welcome to the last Module of this week and the name of this Module is **Monitoring Traffic Behaviour and Preparing Reports**. In this Module, I will demonstrate how to study the behaviour of the audience by analysing various reports and metrics as presented by GA. In this Module, you will specifically learn

1. **What types of reports are available in GA related to audience and websites data?**
2. **What type of data you view in a real-time about the traffic and website?**
3. **How to study the behaviour audience on the basis of various metrics?**
4. **What are acquisition reports and how to interpret these reports? and lastly**
5. **How to study the behaviour flow of the traffic on a website**

So, let us dive into the world of web analytics using Google Analytics and see what is happening on our demo website right now.

Open the Google Analytics dashboard, before looking for any report, make sure you have selected the right property and View. In this example, my property is Google merchandise store and the view is Master view. If you want to change the property or view, just click on the drop-down arrow and select an appropriate property, let us continue with our demo account and Property Google Merchandised store, all the reports presented below, are with respect to this Property and View.

Let us go directly to reports. We have a different type of reports here and each report contains very comprehensive data. There are five types of reports namely,

Real Time

Audience

Acquisition

Behaviour

And Conversions

I will talk about each type of report in detail.

First, we have the *Realtime reports*. I briefly talked about Realtime Card in the previous module. As the name suggests, this is the live data of your property and the data is coming in real-time. This type of data helps in taking the decisions in the real-time especially by e-commerce site or to see the immediate reaction of any event on your website.

Just click on it to access various types of reports.

First, we have the overview, on the right-hand side, we have a quick overview of what is happening at our website right now.

Just see, there are 22 active users on the website. Out of these users, 77% are accessing our website from desktop and 23 % are accessing it from Mobile phones. This is a clear indication that for the majority of the users, still prefer desktop to access our website. The next card is the Page view.

What is Pageview?

If a user will land on any page it will be counted as page view irrespective of the time spent on a page. If a user opens a new page of your website and comes back again on this page. It will be counted on as one more page view. Let me show you an example here.

See, I have opened the home page of me University's website. This will be counted as 1-page view, I have opened another page, this is one more page view, Now I am going back to the same page this will be counted as one more page view.

In total, there are 3-page views but only 2 unique page views.

This card is showing me page views per minutes. In simple words, it shows how many pages were viewed in a minute. Higher the number means more activity on the website. See here 27 minutes ago 3-page views were there. Similarly, 1 minute ago 2-page views were there. Same way page view per second data is available.

Now, we have the data regarding top referrals. Referral means when traffic is coming to the website outside the Google or other search networks through other websites. For example, I am right now on UGC's Website and there is a link of Panjab university, I clicked on this link and the page of Panjab university opens. It will be counted as One referral for Panjab university. For, website owners it will be interesting to know what the other websites from are where the traffic is coming.

Next, we have the top active page. It shows right now what pages of our website, users are browsing. See here our home page is being browsed by 6 users followed by other pages.

Next, it shows no one is coming to our website from social media, and No keyword is there to analyse.

Location is self-explanatory. It shows 2 visitors are right now coming from New York followed by and others

As I said, this is just an overview. You can also see detailed data on each of the metric form real-time reports. For example, location,

Now we have a very detailed report with respect to location.

It shows there are 21 users on our website and the highest proportion is from USA followed by India, Mexico, Germany, Israel and others. Have you noticed? data is Changing in real-time.

Next, we have data of page view per minutes and per seconds.

Next, we have the data of each country with details of the number and percentage of active users. Same data is visualized on the map as well,

Next, we have the Traffic Sources real-time data.

What are the traffic sources?

It simply means from where the traffic is coming. In Google Analytics, there are four major sources. Like

Direct

Organic

Campaign

And referrals.

Let me briefly explain them

First *Direct:*

Direct Source represents those visitors that arrive directly and immediate on your site by:

      (1) Typing your URL into the browser's address bar;

      (2) Clicking on a bookmark; or

      (3) Clicking on a link in an email, SMS, or chat message.

Direct traffic is a strong indicator of your brand strength and your success in email or text message marketing. It is also an indicator of offline marketing success.

Next, we have organic Source.

Organic traffic is the traffic that comes from visitors who are clicking on the organic search results page for any search engine- whether Google, Bing, Yahoo!, or similar. This is an indication of how effective your SEO strategy is that brings you to the top of results on in the first page

Another source is the campaign: As the name suggests it is about how much traffic is coming through campaigns through adverting campaigns like search, display, and others.

Lastly, we have the referrals: I have just explained the meaning of referrals that counts visitors that click a link on another site and land on your site.

There is another term called medium. Medium and Source terms are used simultaneously most of the time. Actually, there is a difference

Source is the origin of your traffic, such as a search engine (for example, *google*) or a domain (*example.com*).

Medium: the general category of the source, for example, organic search (*organic*), cost-per-click paid search (*cpc*), web referral (*referral*).

Next, we have the content; The content section is related to the content of your web pages. It is showing me the data of active pages, page Title and number of "Active users' on each page

Next, we have events. Events are defined by the admin. The 'event' simply represents an activity that will be defined by the admin of the Google Analytics. For example, one video view can be defined as an event, A complete purchase can be defined as an event, an app install can be defined as an event and so. We will see at an appropriate time how to define the events. Next, we have the conversion.

Conversions are goals that you define Google Analytics like Purchase completed, Registrations, Time spent on website, page views per session and so on. We have one full module on goals and conversions. So, I will discuss it there. We have more data about Conversions that are happening in the real-time. It shows that at present no conversion is happening. At the top, you can see the goal hits per minute and per second.

This was a discussion on real-time reports. I tried to explain various reports under the real-time block, Data retrieved from this block is very useful to take the decision in real-time. This type of data may not be very useful to the blogger of the small brand, but this is very useful for eCommerce website and these stores take any decision in the real-time like changing of prices, impact offers and discount etc. In the next video, I will talk about the Audience report. So, we will meet in the next video

PART-2

Welcome back, understanding the audience is key to the success of any business. In marketing, there is a need to understand every aspect of your audience, be it a demographic, be it interest, be it behaviour and so on …. So, let us see what Google Analytics offer us to understate the audienc*e.*

Click on the audience to access the audience related reports.

The Audience reports provide insight into the characteristics of your users. It will help us to understand what sort of audience we have and how to target it

First, we have an overview of our audience.

In the report window, we have so many metrics here

Don't worry, I am going to explain all these metrics. Just be patient.

It is very important to understand the format of this report because you will see the same format for all of the reports that are presented in Google Analytics.

This is called segment and represent one metric of Analytics. For example, it is about all users. By clicking it you can set any another metric for this very segment.

By changing the metric in each segment, you will see the following graph pertaining to that is metric only.

Next, we have the time frame of the report. It means that the following data is pertaining to this time frame only. if you want to customize the time frame, we have so many options to customize it. You have to just select the time frame and apply it. By default, the time frame is one week. Presently, we have the time frame of 28 September 2019 to 4th of October 2019.

In the overview, you can set any metric to see in graphical form.

Let us select a new metric called Bounce rate, your graph will be changed to this very metric.

Let me set it back to the users.

It shows me, on each day how many users were there on my website within the given time frame.

You can further change the format of the graph to have more details. Let me change is to hourly.

Now see, we have more data points for each hour. You can further have changed to week or months.

Let us go back to the days.

Now let us try to understand these metrics, very useful to understand the audience

First, we have the Users:

Users are defined who have initiated at least one session during the time frame. It simply means, how many users visited or engaged with your site or app.

Next, we have New users: This is the number of first-time users during the selected date range

Then we have the Session.

As earlier explained, a Session will begin when a user lands on a page. I hope you must have read the article explaining the details of Sessions. If not, please go through it.

Next, we have the number of sessions per user. It is just a number of sessions divided by the number of users. Or the average number of sessions per user.

Then, we have the page view I have already explained what page view is.

Next, we have the Pages/session.

This is called Average Page Depth and is the average number of pages viewed during a session. In this case, repeated views of a single page are also counted.

Mathematically, these are calculated, Page views divided by the session

Next, we have the Average session duration:

It simply represents the average length of a session that means on an average user spent the time per session.

Next, we have a bounce rate. We know what the bounce rate is.

Next, we have the bifurcation of new users and the returning users. Here the majority of the users are the new users.

Here, we have more details about our audience. let us discuss these metrics as well

In the following table. First, we have the language. You can see the majority of users are speaking US English followed by other languages.

Then, we have the country details and city details from where the audience is coming.

We have also data about systems. Here system means desktops or laptops or other devices other than mobile phones or tablets.

First, we have browsers: see here 77 % of users using Chrome browser followed by Safari Firefox and others to reach to the website.

Then, we have what operating system are they using. See maximum proportion of users are using Windows followed by Macintosh, Android, iOS and others

Then we have a service provider. It simply Internet service providers (ISPs) used by visitors to reach the site.

At the top, it is Google LLCs followed by others

Next, we have the data related to mobile phones

First, we have which operating system they are using. It's clear from the data that the majority of the users are using Android operating system followed by IOS and windows

Next is the service provider, which simply means whose internet services our users are using to land on our site.

We have the Chromecast Cable communication LLC, followed by reliance Jioinfo COMM Limited and Others.

Lastly, we have the screen resolution of the mobile phones which our users are using. Oh my God, such a detailed information.!!!

Let us talk more about, this report tab.

From here you can add a segment. A segment is a subset of your Analytics data. By adding a new segment to the report, you may compare different subsets of data. Let me first show, how

to add a segment. Click on this plus sign. Here we have a number of predefined segments that you can add. Like I want to add a segment of the bounced session. Check this and click apply. Now see what has happened

In the same report now, we have two data sets. One is for all users and second is for bounced sessions.

It will help you to make a comparison with another segment. Here we can conclude that bounced sessions are fifty per cent of all the users.

Let me add one another segment to make it clear. Remove this segment.,

Let me add direct traffic as a new segment. You can compare the direct traffic with All users, for example, I want to see, what is the proportion of direct user with All the users. It is simple, now we have the data for All users and Direct users for all the metrics. Just Make the comparison.

See here, we have data of both the segments for all-important metrics.

Even the detailed data is applicable for both of the segments. See here for language comparative data is available

At the country level, comparative data is available. Very Interesting!!!

There is another way to compare the data. But that will apply to this graph only.

Let us compare the bounce rate with users. Select the metric "Bounce Rate"

Let me remove Segment first.

Now it is clear. You can compare the bounce rate with all users and look for why the proportion is high on certain days when compared with All users.

Then, what is the difference in the segment and this of comparison? By adding a segment, you can compare the entire data of a given time frame.

However, if you use this method you will able to compare the data on this graph only within time frame. even hour to hour data comparison

There is one more method of comparison and that method is, comparison on the basis of the time period. Let me show you how to compare the data of two different time periods.

Go to time frame

Tick compare and select the suitable time range, '

Suppose, I want to compare the data of the present week with the last week. Select previous Week and apply.

Now see we have the comparative data of two different periods.

Here you can see that we have the percentage increase or decrease in the numbers with respect to the concerned metric.

Let me scroll down it further

It will be read like this one. There is 11.11 per cent decrease in all the users during this week when compared with the last week.

The Green colour shows positive improvement. Here, it means that the number of sessions per user slightly increased by half per cent when compared with the last week. Same way, you can also make a comparison of the rest of the metrics.

It's wonderful!!!

You can see here, for any of the metric the comparison is between two different periods.

Like for the country, the comparison is here along with the percentage change.

If you want to save the reports you can save it for future reference.   Click on save

Give a name to the report and Ok

The report is saved. In future you want to access it, just click on save reports the report will be there.

Go back to the audience

If you want to export the report you can export it in various file formats like

PDF, Google sheet, Excel, and CSV

Let me save it to the Excel

Our file is exported

You can also save it as PDF. Here is your PDF report

You can further share the report to anyone by email

Just enter the mail ID, Select the file format. Set frequency do you want to send the mail once or Daily weekly or monthly

Check It and send the mail

The mail is sent successfully.

Now let us move to the next of Tab of Audience report. That is active users.

OH… it is still showing me the data of two different periods. let me first uncheck the compare, then it will make sense

Now we have the data for the one-time frame only

Before we jump to the analysis part let me explain who active users are.

As per the definition of Google Analytics

Active user a user who had at least one session during the given time period.

 The Active Users report lets you see the following metrics:

- 1-Day Active Users
- 7-Day Active Users

- 14-Day Active Users
- 28-Day Active Users

The metrics in the report are relative to the last day in the date range you are using for the report. For example, if your date range is January 1 to January 28:

- 1-Day Active Users: the number of unique users who initiated sessions on your site or app on January 28 (the last day of your date range).
- 7-Day Active Users: the number of unique users who initiated sessions on your site or app from January 22 through January 28 (the last 7 days of your date range).
- 14-Day Active Users: the number of unique users who initiated sessions on your site or app from January 15 through January 28 (the last 14 days of your date range).
- 28-Day Active Users: the number of unique users who initiated sessions on your site or app from January 1 through January 28 (the entire 28 days of your date range).

Now the final question what is the meaning of this. How can I make sense of this data?

Let me explain it

In case, when you have many 1-Day Active Users but the numbers drop off for long term users, that signals things like problems with a new release, or that initial enthusiasm isn't translating into long-term engagement.

For example, lots many users might be downloading an app but are finding that it doesn't really meet a need they have or that it doesn't capture their interest.

For the time being, just leave, Lifetime value and cohort analysis as these are related to E-Commerce sites.

Next click on demographics.

In a demographic report that data is available for two demographic that is age and gender.

Although we have seen this type of data in the overview tab as well, here you will find the detailed data with respect to the demographic and you can create a different report for demographics

We have the data according to the age categories. It shows a maximum of our users belongs to the age group 25 to 34 years users in the given time frame

We have data on gender, where the majority of the users are males again for the given time frame

To have more details you can click on Age Tab

Now that detailed data is available in both graph as well as in a table form for various age category

See this table is very exhaustive

The age-wise data is a reporter on three major categories of the customer cycle i.e. Acquisition, Behavior, and conversions.

Under the acquisition, you can see

A number of users, New users, Sessions. It's clear that in the given time period the age group 25 to 34 years is performing better.

Under behaviour category,

Bounce rate, Page per session and average session duration.

The conversion category is related to your goals that I will talk about it in the next Module

You can also see the same type of data for gender category.

See you again for three phases of customer cycle i.e. Acquisition, Behaviour, and conversions are reported here according to Gender

Data is also represented in the graph form as well

You can make the comparison by selecting any metric

Next, we have the interest tab,

Interest simply explain that what type of interest your audience has. Google calculates these interests on the basis of the browsing behaviour of a user

This is just an overview of audiences' interest

Primarily we have two categories based on interest.

The first one is the affinity audience and the second one is the in-market audience.

I have already explained about these two categories in Google ads. Can you recollect what is the meaning of these categories?

Absolutely right.

Affinity category represents the users' interest. See here the Maximum proportion of users who visited the site during the time frame are classified ad shoppers/ value shoppers followed by media and entertainment, Technology and others.

In- market segment represent those users who have shown interest or are planning to buy some products

Maximum users are looking for employment followed by Software and Productive activity software

And others.

We have a few other categories to understand our audience

This type of metric is very useful to understand what sort of audience is visiting your website. This is an indication of are you targeting the right audience or not.

Next, we have the detail data about each category in both graphics as well as in a table format

We have very detailed information about each category on the basis of three phases of the customer journey that is Acquisition Behaviour and Conversions

Just go through this report and try to understand the insight of your audience

Similarly, we have the data regarding in-market audience

And other categories

Next, we have the GEO tab

This tab will give you the details about the language and the location

First, we have the details regarding the language again it is classified on the basis of various phases of the customer journey.

Then we have a location. Now you have a clear idea from where users are coming. Detailed information is provided on various phases of the customer journey.

Next, we have the Behaviour tab

First, we have the report the New users and returning users.

It will help you to track your users whether returning users are converting to the final customers for new users. Try to make sense of this data, what story it is telling as far as your website is concerned

Next, we have the frequency and Regency

In Google Analytics, frequency refers to how often visitors return to your site within a time frame.

Recency refers to the length of time (in days) since a specific visitor last came to your site

I will explain this concept in detail in a separate video.

Then we have the engagement.

This is self-explanatory. Engagement is measured in terms of the time spent by users on your site in a given session. We have the data on the basis of session duration intervals, 0-10. It indicated for how long you are able to engage the users in a session.

Here we have a number of sessions for each interval. We can see that majority of the sessions are between 0 to 10 seconds intervals

Sessions between 61-180 and 181- 600 seem to be ideal here. Similarly, you can to you can check the page view for each interval.

Next, we have the session quality

Session quality is an estimate of how close a particular session was to transacting i.e. making the final purchase or goal conversion. It ranges from 1 to 100, calculated for each session. A value closer to 1 indicates a low session quality, or far from transacting, while a value closer to 100 indicates a high session quality, or very close to transacting.

You can see here there are 202 sessions Having the quality score of more than 50. Use this + sign to have more details. You will come to know about what ideal figure for your website over a period of time,

You can see the details as per the source of channels.

'Conversion Possibilities' is again e-commerce related data.

It is an estimate of the probability of a particular user converting, ranging from 1 to 100, calculated for each user. A value closer to 1 indicates a low probability of conversion, while a value closer to 100 indicates a high probability of conversion.

Next, we have the technology

These metrics are self-explanatory. I will not explain them in detail. But these metrics are very important to understand what type of Technology our users are using

First, we have the browser and operating system

See more than 77 % of the user and using the Chrome followed by Safari, Firefox and others.

Data is reported on the basis of three phases of the customer journey

Next, we are the networks, that simply means which network service providers are users are using to accept your website

Then we have the mobile tab

Overview report says that the majority of the users are using desktop top to reach to your site followed by Mobile and tablets

Then we have the devices

These are the mobile brands which users are using to reach your website. Here, at the top is iPhone followed by Apple I pad and others.

So, this was a detailed discussion on various aspects of audience reports. I hope now you have released the power of Google Analytics. It is very surprising to see the quantum of the data that Google Analytics offers. It is amazing. In the next video, we will talk more about GA Reports