Google Analytics Manual

# To send a Google Analytics report to someone:

1.       Click on “Reporting” tab

2.       Click “Email” on top in Advanced Segments section

3.       To: set email address (one per scheduled email)

4.       Attachments: set to PDF

5.       Frequency: set to Weekly

6.       Day of week: set to Friday

7.       Type a message in the blank space

8.       Click “Send”

# To delete a Google Analytics report from someone:

1.       Click on “Admin” tab

2.       Click on “All Web Site Data” in Profiles

3.       Click on “Scheduled Emails”

4.       Click the “Actions” drop-down arrow on the right side of an email you are deleting.

5.       Click “Delete”

# Detailed Reports

To send detailed reports,

<http://www.hongkiat.com/blog/google-analytics-data-tips/>

Here is an article on Google Analytics tips that are most useful. In particular, numbers:

2 (all important visitor activity)

Visitor Activity

Find them under **Content > Site Content > Content Drilldown.**

6 (which websites visitors go on)

7 (length of time people stay on website)

8 (websites from which people got to the website)

10 (landing pages from social media)

11 (social media flow)

13 (Exit pages)

15 (percentages for all other pages  people click on after viewing the home page, each page has percentages),

17 (Visitor frequency)

18 (mobile visitors)

19 (Page specific views)

20 (how many different users are on website right now)