

Google Analytics for Beginners

By the end of this training, you will...

Have a **professional level understanding** of Google Analytics and know the practical steps to use it as a **powerful tool** to grow a business.

By the end of this training, you will know...

1. Why Google Analytics?
2. How Google Analytics Works
3. How to Set Up Google Analytics
4. How to Create Additional Reporting Views
5. How to Add Filters
6. How to Setup Google Analytics Goals
7. How to Navigate Google Analytics
8. How to Use the Main Tools For Analysis
9. How to Analyze Key Reports
10. How to Set Up Dashboards
11. How to Track Marketing Campaigns
12. How to Link Analytics with Google Ads

1. Why Google Analytics?

1. Why Google Analytics?

Benefits of Google Analytics

- If you are a **marketer, business owner** or **entrepreneur** then Google Analytics is probably the most important tool you can learn to use.
- Successful businesses are not built on guesswork. They thrive on your ability to make **data-driven decisions**.
- Google Analytics gives you the metrics to see what's working and what's not working.
- Without analytics in place, you're **flying blind**. Peter Drucker - "If you can't measure it, you can't improve it."
- Google Analytics is the **industry standard** for web analytics and it's a requirement to apply for any digital marketing or advertising position.

2. How Google Analytics Works

2. How Google Analytics Works



- To collect data, a small piece of **tracking code** is added to each page on a website. This tracking code will collect **anonymous** information about a visitor interacting with the site. e.g. the URLs of the pages visited.
- With this information, Google Analytics can calculate which pages are most popular or determine if users reached the purchase confirmation page.

2. How Google Analytics Works

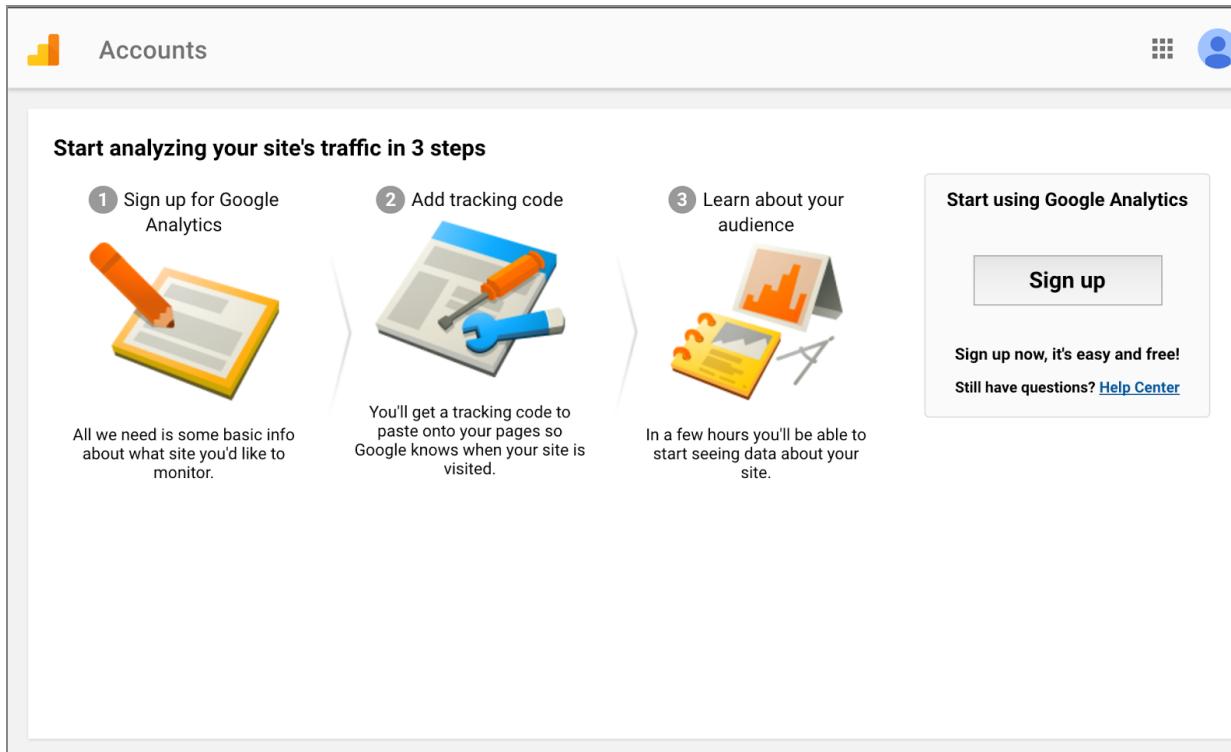
- Google Analytics will also collect information like the **language** the browser is set to, the type of browser (such as Chrome or Safari), the **device** and operating system used and the users **location, age and gender**. It can even collect the “**traffic source**,” which brought users to the site in the first place. This might be a search engine, an advertisement they clicked on, or an email marketing campaign.
- Google Analytics uses a **browser cookie** (a small bit of text stored in the browser) to generate a random ID to distinguish between new and returning visitors and tie all the activity of a visitor into a single visit.
- Each period of activity is called a “**session**.” Google Analytics ends a session by default after 30 minutes of inactivity or when a user closes a browser window.
- Finally, all of this information is sent to Google Analytics to populate your reports.

3. Google Analytics Setup

3. Google Analytics Setup

How to Set Up Google Analytics

1. Create or sign in to your Analytics account. Go to google.com/analytics



3. Google Analytics Setup

How to Set Up Google Analytics

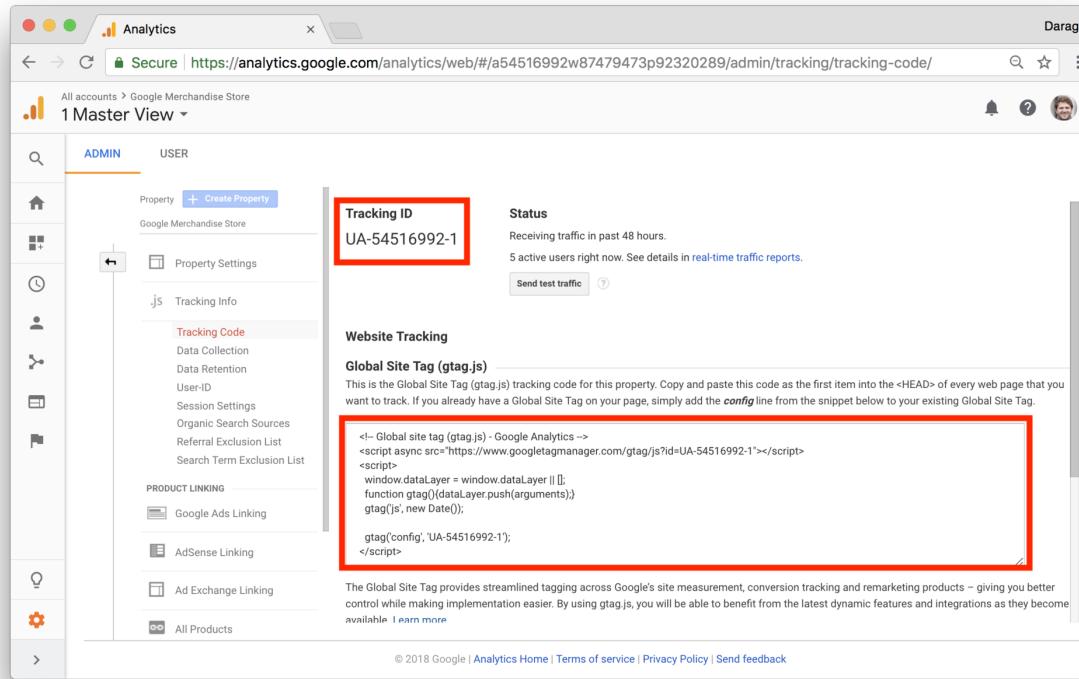
2. **Set up a property.** A property represents your website or app, and is the collection point in Analytics for your data.

The screenshot shows the 'New Account' setup page in Google Analytics. At the top, there's a header with a yellow square icon and the word 'Accounts'. On the right side of the header are three icons: a grid, a person, and a gear. Below the header, the page title is 'New Account'. There's a text input field labeled 'What would you like to track?' with two options: 'Website' (selected) and 'Mobile app'. Under 'Tracking Method', it says 'This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.' In the 'Setting up your account' section, there's a required field 'Account Name' with the placeholder 'My New Account Name'. In the 'Setting up your property' section, there are required fields: 'Website Name' with the placeholder 'My New Website' and 'Website URL' with a dropdown menu showing 'http:// Example: http://www.mywebsite.com'. At the bottom, there's a 'Industry Category' dropdown with the placeholder 'Select One'.

3. Google Analytics Setup

How to Set Up Google Analytics

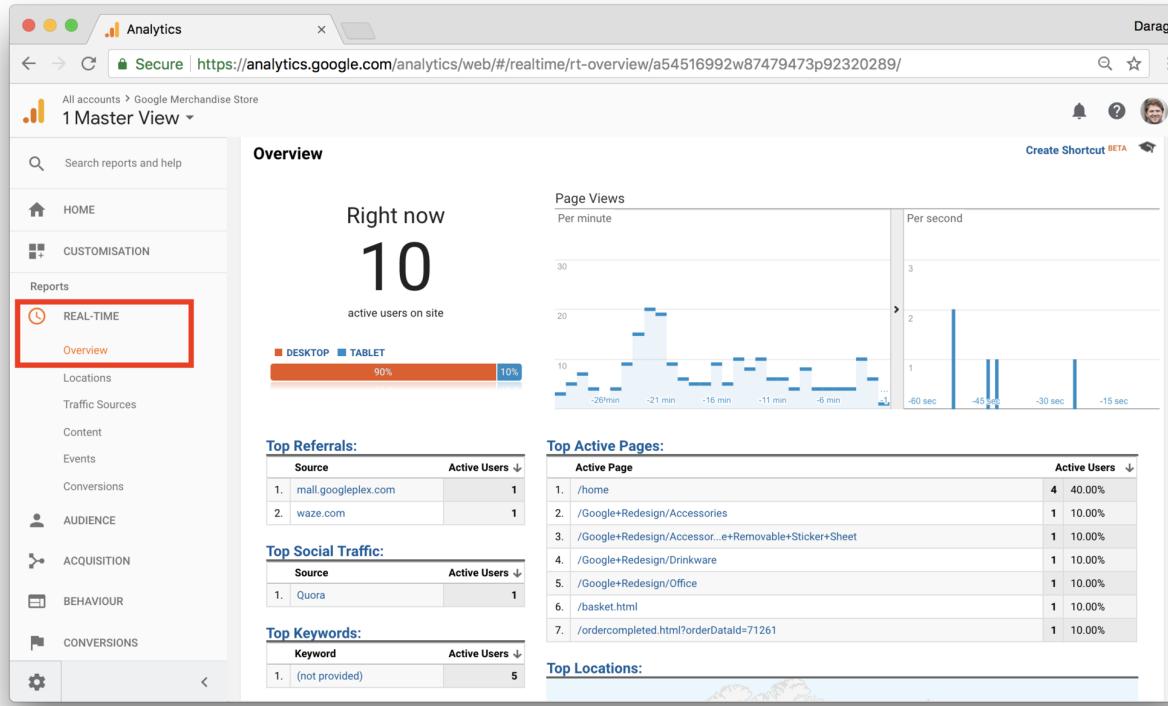
3. Add the tracking code to your site. Get the tracking code at Admin>Tracking Info and add it right after the opening <head> tag on each page. Note, platforms like Wordpress or Shopify may allow to just enter the tracking ID.



3. Google Analytics Setup

How to Set Up Google Analytics

4. **Verify that the tracking code is working.** Open up your website in a separate tab and then check to see that your visit is being registered in the Real-Time reports.



4. Create Reporting Views

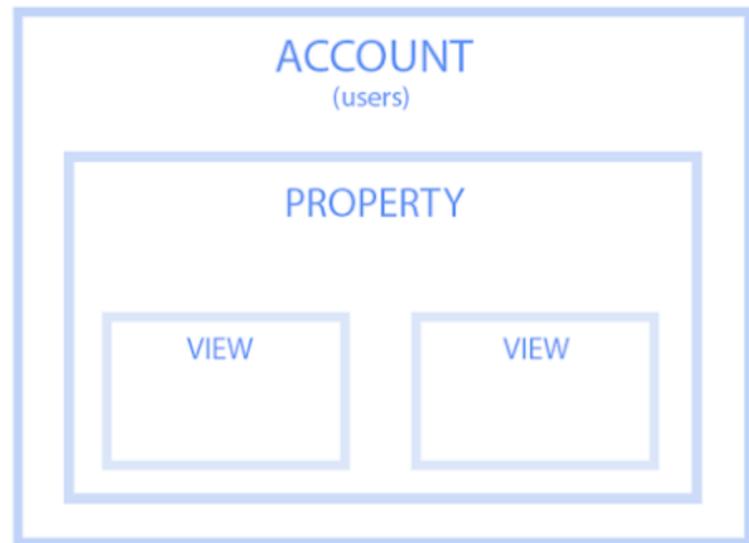
4. Views

A reporting **view** is the level in an Analytics account where you can access reports and analysis tools.

4. Views

Account Structure

1. An **account** is your access point for Analytics, and the top-most level of organization.
2. A **property** is a website, mobile application or device. You can add up to 50 properties to each Analytics account.
3. A **view** is your access point for reports; a defined view of data from a property. You can add up to 25 views to a property.



4. Views

Why Create Additional Reporting Views?

- When you add a property to an account, Analytics creates a **reporting view** for that property.
- It's best practice to leave this original view unchanged, so that you always have a **backup** of the raw data.
- You can create additional views and apply filters to them to view a specific subset of data. You want to do this:
 - For **convenience**, if you consistently need to look at a particular subset of the data (e.g., visits from US), then it is much easier to have a view that is dedicated to that data.
 - For **data security** reasons you might give the editorial team access to analytics reports about the company blog, but restrict access to sensitive data (e.g, Ecommerce data).
 - For **data accuracy**, you might filter data like spam traffic or internal traffic.

4. Views

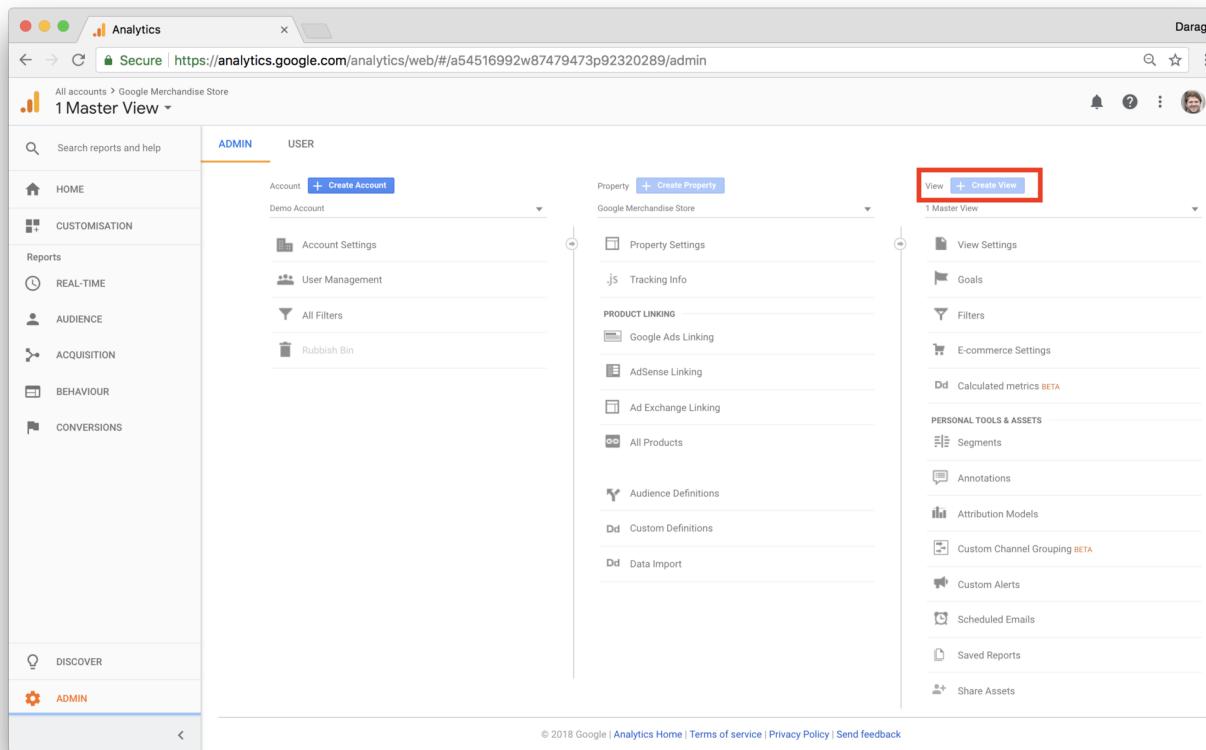
Recommended Views to Set Up

- Google Analytics recommend you set up at least three views: a “Raw Data” view, a “Test” view, and a “Master” view.
 1. **Raw Data View:** This view should be left unfiltered and untouched. That way you can always go back to all of the data that has been collected if you need to and not risking anything getting lost.
 2. **Test View:** This is the place for testing new filters, to see how your traffic gets affected before you add them to your main view. By testing first, you can make sure you are not filtrating any visitors that you otherwise would expect to show up and leaves you with more reliable data.
 3. **Master View:** This is your main view, the one you should use to read your data day to day. You add your already tested filters here.

4. Views

How to Create Additional Views

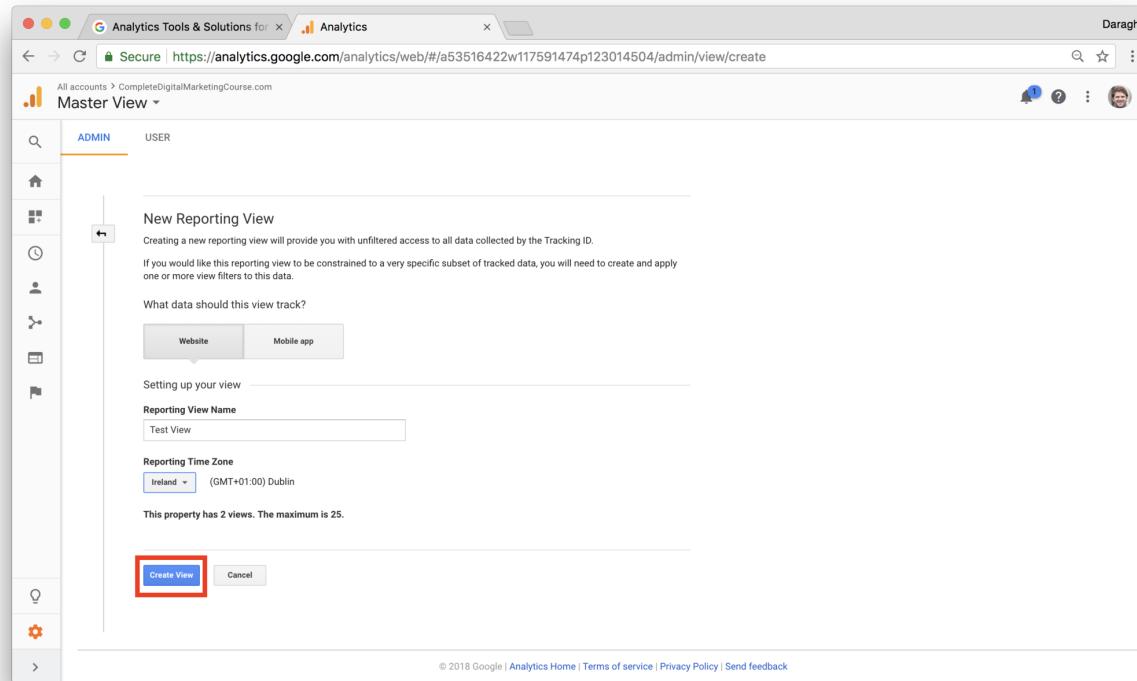
1. **Add a new reporting view.** Go to the Admin section of your property and click "create view".



4. Views

How to Create Additional Views

2. Add view name & timezone. Once you are done, click "create view".



4. Views

Limits & Caveats

- The default unfiltered view created by Google Analytics will be called "**All Website Data**", so you can rename this view to match view names recommended by Google Analytics.
- When a new view is created, only website data from **date the view was created** will be included, so best to set up right away.
- Once you have deleted a view, you have **35 days** to restore that view.

5. Add Filters to Views

5. Filters

Filters let you include, exclude, or modify the data you collect in a view.

5. Filters

Common Filters

- **Exclude internal traffic.** Don't skew your data with internal traffic. Create a filter that excludes traffic from the head office.
- **Filter domain referrals.** Reduce spam traffic from your Analytics data. Create a filter that excludes traffic referred from selected domains.
- **Filter on geography.** Consolidate countries into sales region (such as APAC, EMEA, or North America). In this way, you can track data from a region that is spread across multiple countries. For example, to see data from North America only create a view and filter to include U.S. and Canada.
- **Search-and-replace filter.** Replace codes or long urls with simpler, more intuitive versions. For example, replace product ID with product name.

5. Filters

How to Set Up Filters

1. **Create a filter.** Go to admin> filters> create a filter. Note, you will need edit access to add filters to a view.

The screenshot shows the Google Analytics Admin interface. The left sidebar is titled 'ADMIN' and includes links for View, View Settings, User Management, Goals, Content Grouping, Filters (which is highlighted in red), Channel Settings, E-commerce Settings, and Calculated metrics (BETA). Below these are sections for PERSONAL TOOLS & ASSETS and Segments. The main content area is titled 'All Web Site Data' and shows a table of filters. The table has columns for Rank, Filter Name, and Filter Type. There are two filters listed:

Rank	Filter Name	Filter Type	Action
1	Exclude Internal Traffic	Exclude	remove
2	Remove Spam Traffic	Exclude	remove

5. Filters

How to Set Up Filters

2. **Define the filter.** Add the filter name, select the filter type and specify the information to include or exclude. e.g. internal IP addresses from head office

The screenshot shows the 'Add Filter to View' configuration page in Google Analytics. On the left, a sidebar menu lists various settings: View, View Settings, User Management, Goals, Content Grouping, Filters (which is selected and highlighted in red), Channel Settings, E-commerce Settings, and Calculated Metrics BETA. The main right-hand panel has the following fields:

- Add Filter to View**: A heading with a sub-instruction: "Choose method to apply filter to view".
 - Create new Filter
 - Apply existing Filter
- Filter Information**: A section for defining the filter details.
- Filter Name**: A text input field containing "Exclude Head Office".
- Filter Type**: A section with two tabs: "Predefined" (selected) and "Custom".
- Exclude**: A dropdown menu set to "traffic from the IP addresses".
- IP address**: A text input field containing "82.141.100.100".

5. Filters

Limits & Caveats

- **Filters require up to 24 hours** before they are applied to your data.
- **Filter order does matter.** Google Analytics filters are applied in the order in which they are set in your view. If there is a chance that one filter influences the other, you can assign a filter order.
- **Filters are destructive.** If a filter excludes data from a view, that data can never be recovered for that view. Therefore, you should ALWAYS maintain an unfiltered view of your data so you always have access to your full data set.
- **Filters cannot be applied retroactively.** Data that has already been processed will not be filtered out of reports.

6. Goals

6. Goals

Goals measure how well your site or app fulfills your target objectives.

6. Goals

Benefits of Setting Up Goals

- Measure **how often** users complete an activity, called a **conversion**, that contributes to the success of your business not just the number of pageviews & visitors.
- See data in your **goal reports** and any other report that provide data on goals and goal Conversions.
- Identify the **traffic source** that delivers the most conversions not just visitors.
- Identify the subset of **users** who contribute the most to conversions not just page visits.
- Track the **exact pathways** users take before completing a Goal (page 1 → page 2 → page 3 → conversion).
- Track the number of completions from individual **marketing campaigns**.

6. Goals

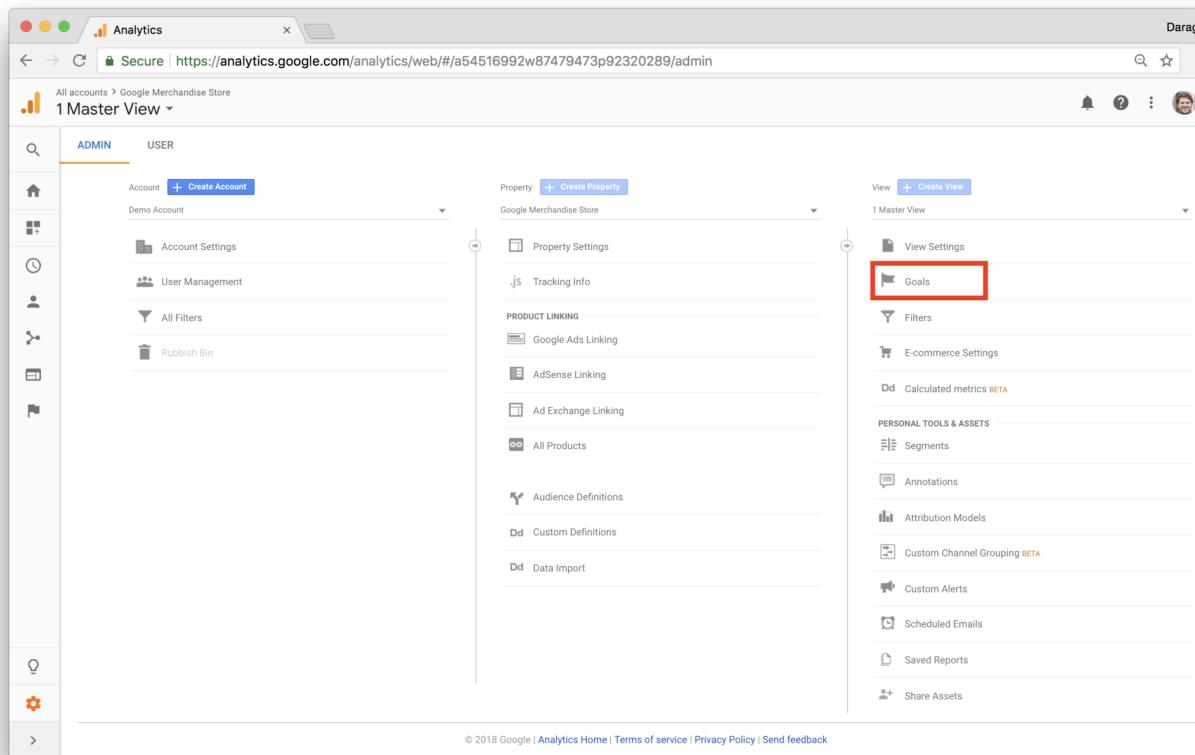
Example Goals

- Newsletter signup
- Completed online payment
- Completion of a game level
- Contact information form submitted
- Free trial signup
- Account created
- White paper downloaded
- Ebook downloaded
- Completed online donation
- Appointment created

6. Goals

How to Set Up Goals

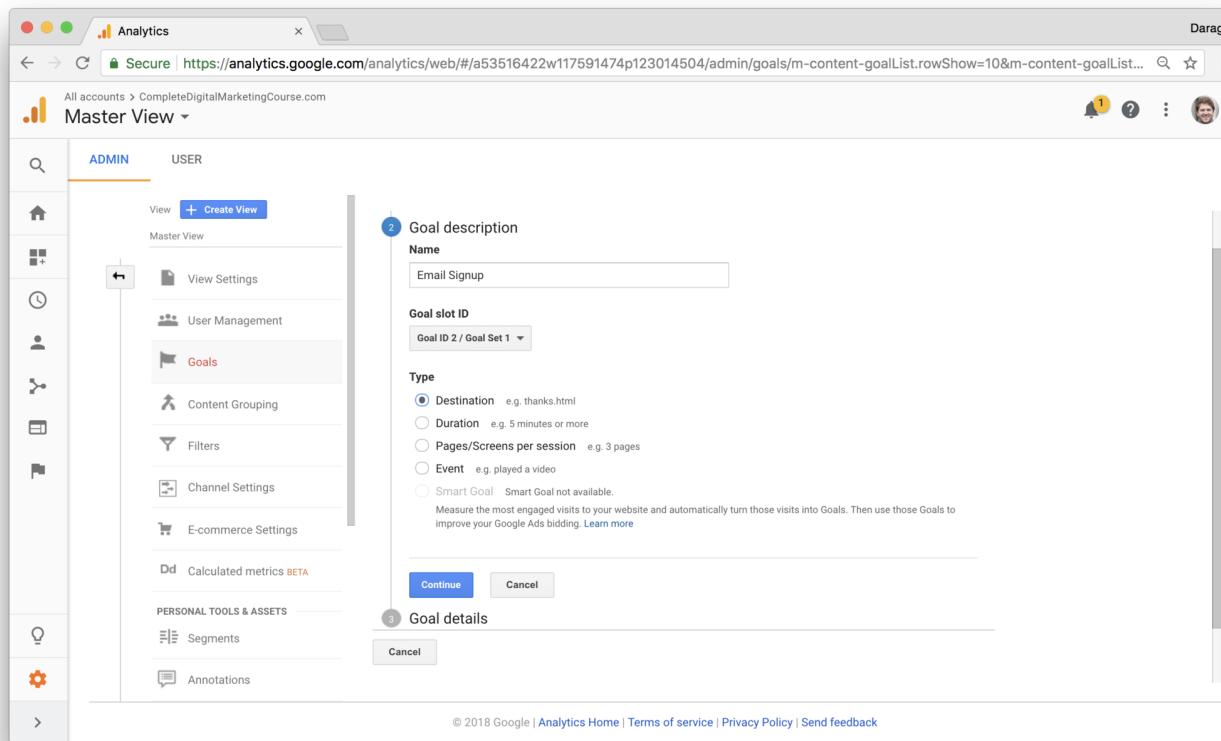
1. **Add a New Goal.** Go into Admin > Views > Goals > New Goal. Note you will need edit access to create goals.



6. Goals

How to Set Up Goals

2. Complete the Goal Description. Enter the goal name and chose the goal type. For example, newsletter signup.



6. Goals

How to Set Up Goals

3. **Enter the Goal Details.** e.g. enter the URL of the page that is shown when the user converts or completes the conversion process. Click “Verify” at the bottom to ensure it's working.

The screenshot shows the 'Goal set-up' interface in Google Analytics. The 'Goal description' section is completed with a name of 'Email Sign Up' and a goal type of 'Destination'. The 'Goal details' section is currently being configured. Under 'Destination', there is a dropdown menu set to 'Begins with' containing '/thank-you'. A 'Case sensitive' checkbox is unchecked. Below this, a note says: 'For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.' Under 'Value optional', there is a switch set to 'OFF' with the note: 'Assign a monetary value to the conversion.' Under 'Funnel optional', there is another switch set to 'OFF' with the note: 'Specify a path that you expect traffic to take towards the destination. Use it to analyse the entrance and exit points that impact your Goal.' At the bottom, a message states: 'This Goal would have a 3.12% conversion rate based on your data from the past 7 days.' Below this is a 'Re-verify' link. At the very bottom are 'Save' and 'Cancel' buttons, with an additional 'Cancel' button located just above the bottom-most one.

6. Goals

How to Set Up Goals (optional steps)

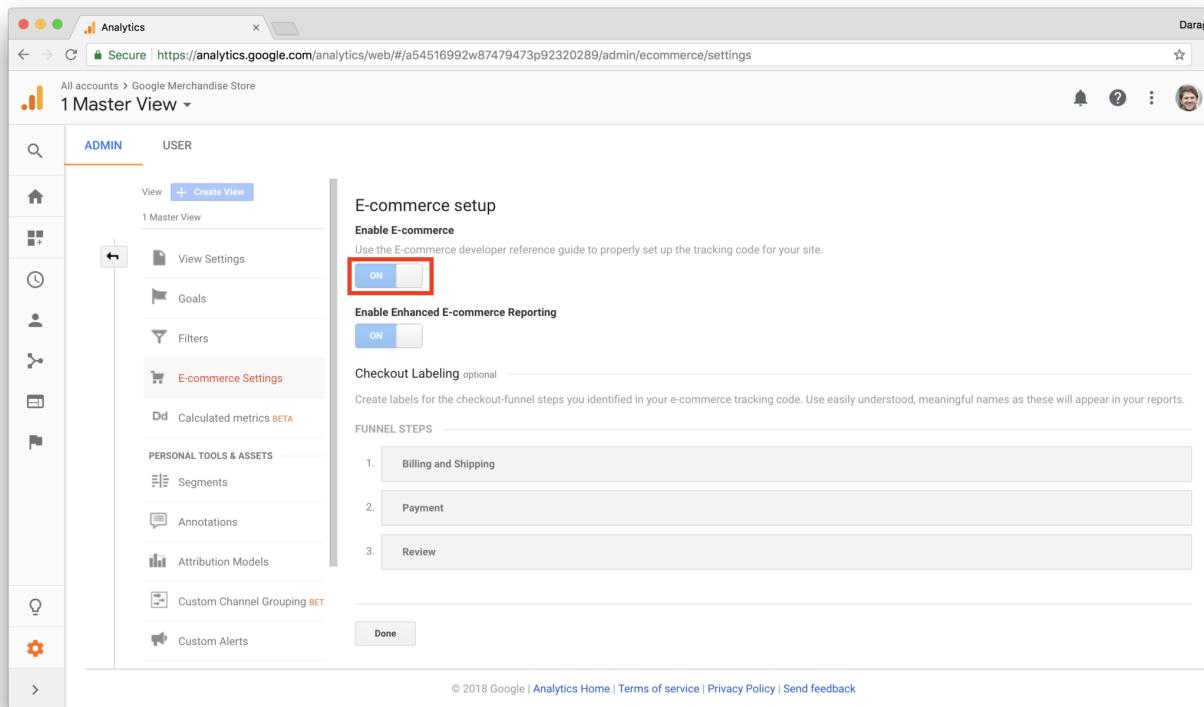
- **Add a goal value.** If each newsletter sign-up was worth 1 dollar to your business, you could set a goal value equal to “1.” If we wanted to track actual revenue made from purchases, we would need to turn on ecommerce tracking.
- **Add a funnel.** Measure drop off at each step of the goal completion process (best suited to ecommerce).

The screenshot shows a user interface for setting up a goal. At the top, there are two sections: 'Goal set-up' (Custom) and 'Goal description'. The 'Goal description' section includes fields for 'Name' (Email Sign Up) and 'Goal type' (Destination). Below these, a 'Goal details' section is titled 'Destination' and contains a dropdown menu 'Begins with' set to '/thank-you' and a 'Case sensitive' checkbox. A note below says 'For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.' Under 'Value' (optional), there is a switch set to 'ON', a field containing '1', and a unit 'US\$USD'. A note says 'Assign a monetary value to the conversion. Learn more about Goal Values. For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. Learn more about Ecommerce Transactions.' In the 'Funnel' (optional) section, a switch is set to 'OFF'. A note says 'Specify a path that you expect traffic to take towards the destination. Use it to analyse the entrance and exit points that impact your Goal.' At the bottom, a note states 'This Goal would have a 3.12% conversion rate based on your data from the past 7 days.' and includes 'Re-verify' and 'Save' buttons. A 'Cancel' button is located at the very bottom left.

6. Goals

How to Set Up Ecommerce Tracking (optional steps)

- **Ecommerce Tracking.** To measure transactions and revenue , go to admin>ecommerce settings >enable ecommerce and implement additional [ecommerce tracking](#).



6. Goals

Key Goal Reports

- **Goal URLs.** See which pages the goals were completed on.
- **Reverse Goal Path.** Shows the three steps that users took prior to completing the selected goal, as well as the page on which they completed the goal.
- **Funnel Visualization.** The Funnel reports take Reverse Goal Path a step further and shows you the drop out and success rates of each step leading up to a conversion.
- **Goal Flow Report.** This report was designed to be an improved version of the funnel report. It's a more flexible report (segments can be added) and it's better able to show converters who skipped steps in the conversion funnel.

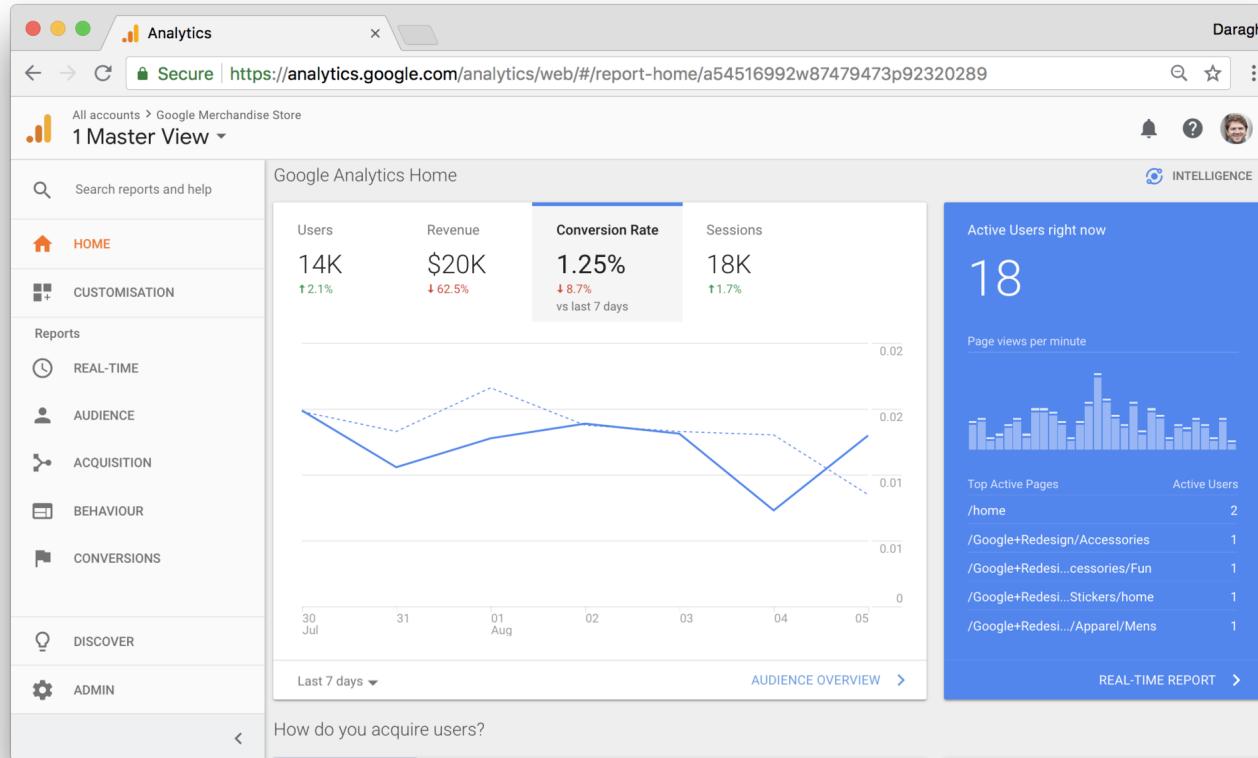
6. Goals

Limits & Caveats

- Goals are limited to **20** per reporting view.
- Goals **can't be applied retrospectively** to data that is already collected. Therefore, it's best practice to create goals as soon as you set up your property.
- **A conversion is counted once per session per configured goal.** So if you've defined a goal of downloading a PDF, and the user downloads the PDF five times in the same session, this action will only count as one conversion.
- **Event Goals** (e.g. tracking clicks to call) require you set up event tracking
- **Smart Goals** are specifically designed to help Google Ads advertisers who may not have enough conversions to use the Google Ads optimization tools.

7. Navigate Google Analytics

7. Navigate Analytics



Understand Google Analytics layout and navigation so you can quickly find the reports, tools and features you need.

7. Navigate Analytics

Google Analytics Layout & Navigations Controls

- **Account/Property/View switcher.** If you have multiple accounts, properties, or views set up, you can easily switch between them.
- **Search.** Access key reports quickly without needing to click through the left-hand navigation.
- **Home Page.** A summary of your site's vital signs. Use it a quick check to see if everything is behaving as expected or the starting point for deeper analysis.
- **Customization.** The Customization section allows you to create custom reports, specific to your business.
- **Left-hand navigation.** To navigate between reports, use the navigation on the left. Clicking on each of these sections will expose the reports that belong to each section.
- **Admin.** Contains all of your Google Analytics settings such as user permissions, tracking code, view settings, and filters.

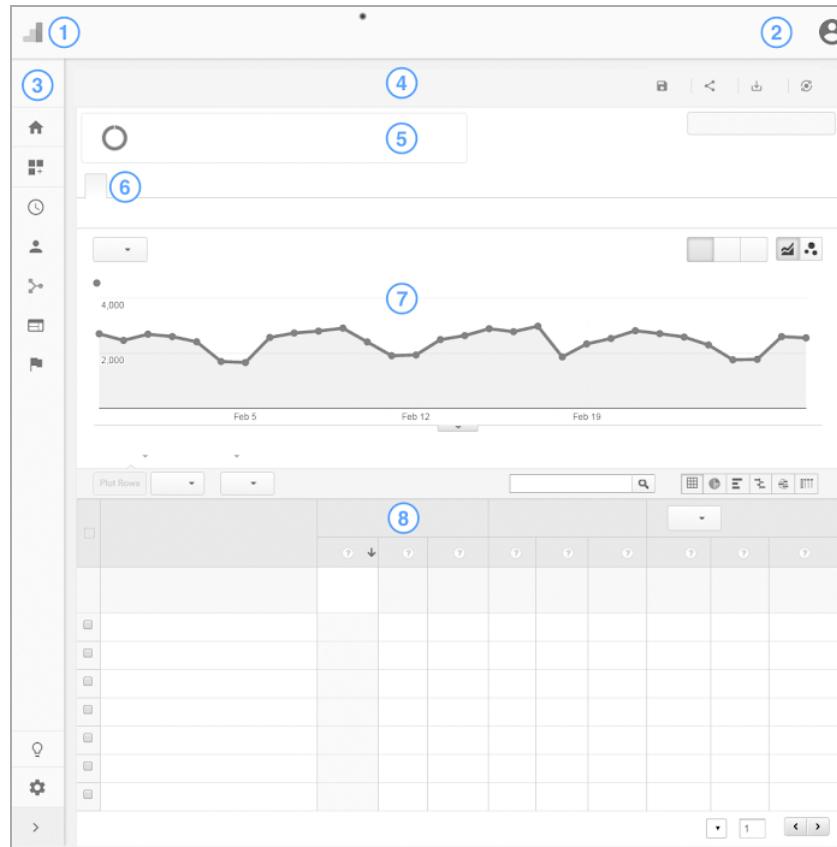
7. Navigate Analytics

Google Analytics Layout & Navigations Controls

- **Analytics Intelligence.** A set of features that use machine learning to help you better understand and act on your data.
- **Alert menu.** This may include data that is not collecting properly or a setting that needs to be optimized.
- **Help.** Access the Google Analytics help centre inside Google Analytics.

8. Main Tools for Analysis

8. Main Tools for Analysis



Use these tools and controls across any Google Analytics report to analyze the data.

8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Date Range Selector.** Set the time period in which you want to analyze report data.
- **Date Range Comparison.** Compare data from two different date ranges and see how your business changed over time.
- **Segment Picker.** Add segments to a report to compare different subsets of data.
- **Line Graph.** See different metrics in a line graph for the date range you've selected.
- **Metric Selector.** Change the metric shown from users to a different metric by selecting the drop-down menu.
- **Duration Selector.** Change the data points to show hourly, weekly, or monthly.

8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Graph Annotator.** Annotate the graph with helpful notes to add business context to your data.
- **Sampling Rate.** Speed up the time it takes to generate a report and are willing to sacrifice more precise metrics, select "Faster response" by clicking the tick symbol next to the report name.
- **Share & Customize Reports.** Share or refer back to meaningful data you've found in your reports.

8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Data Table.** The data table is one of the best tools for analysis in Google Analytics. The tables in most reports organize dimension values into rows, and metrics into columns.
 - Dimensions describe data.
 - Metrics measure data. Metrics will invariably be a number, be it an integer, a ratio, a percentage etc

The diagram illustrates the structure of a data table. At the top left, a box labeled "Metric" has an arrow pointing to a table header. Below the table header, a box labeled "Dimension" has an arrow pointing down to the first row of data. The table has a header row with three columns: "Region", "Acquisition", and "Behavior". The "Acquisition" column contains metrics like "Sessions", "% New Sessions", and "New Users". The "Behavior" column contains metrics like "Bounce Rate", "Pages / Session", and "Avg. Session Duration". The data rows below show regional performance: California (5,188 sessions, 75.37% new users), New York (2,711 sessions, 75.95% new users), Texas (1,792 sessions, 79.07% new users), and Florida (1,550 sessions, 79.61% new users).

Region	Acquisition		Behavior			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1. California	27,831 % of Total 23.58% (118,015)	75.73% Avg for View: 70.21% (7.66%)	21,076 % of Total 25.44% (82,861)	35.45% Avg for View: 31.45% (12.75%)	1.30 Avg for View: 1.32 (-1.53%)	00:02:57 Avg for View: 00:03:16 (-9.49%)
2. New York	5,188 (18.64%)	75.37%	3,910 (18.55%)	34.77%	1.30	00:02:54
3. Texas	2,711 (9.74%)	75.95%	2,059 (9.77%)	35.23%	1.28	00:03:01
4. Florida	1,792 (6.44%)	79.07%	1,417 (6.72%)	35.10%	1.29	00:03:00
	1,550 (5.57%)	79.61%	1,234 (5.86%)	34.77%	1.28	00:02:59

8. Main Tools for Analysis

Reporting Tools & Controls for Analysis

- **Data Table.** Change the primary dimension, add a secondary dimension and visualise the data in different ways to get actionable insights from your data. Change the way the data table is displayed:
 - **Data:** Displays the data in a tabular view. This is the default table view.
 - **Percentage:** Displays a pie chart, showing the contribution to the total for the selected metric
 - **Performance:** Displays a horizontal bar chart, showing the relative performance for the selected metric.
 - **Comparison.** Displays a bar chart plotting the performance of the selected metrics relative to the site average.
 - **Pivot.** rearranges the information in the table for certain reports by pivoting your data on a second dimension.

8. Main Tools for Analysis

Useful Metrics for Analysis

- **Bounce Rate.** The percentage of single-page visits. If the success of your site depends on users viewing more than one page, then a high bounce rate is bad. A low bounce rate indicates users from that country, device, marketing channel etc that engaged with the site.
- **Avg. Time on Page.** The average amount of time users spend viewing a specific page or screen, or set of pages or screens. A higher than average time on page indicates users from that country, marketing channel, device etc that engaged with the site.
- **Conversion Rate.** The percentage of sessions that results in a conversion e.g. signing up for a newsletter, completing a purchase. A high conversion rate indicates users from that country, marketing channel, device etc that completed activities that contribute to the success of your business.

9. Analyze Key Reports

9. Analyze Key Reports

Audience reports provide insight into characteristics of your users.

9. Analyze Key Reports

Benefits of Audience Reports

- **Build a Buyer Persona.** Understand the age, gender location and interests of your most valuable users. Target them in future acquisition campaigns and tailor your site, content and messaging to address their needs.
- **Expand Into New Markets.** Set up offices or better shipping options for countries where you are getting a lot of traffic.
- **Fix Technical Issues Block Sales.** Use high bounce rates to identify issues with your site or app on different devices and browsers.
- **Plan Your Development Needs.** If you are building an app for your business, know if your visitors are more likely to use it on an Apple, Android or Windows device.
- **Benchmark Against the Competition.** See how the marketing channels and location and devices of your users compare to the competition in your industry.

9. Analyze Key Reports

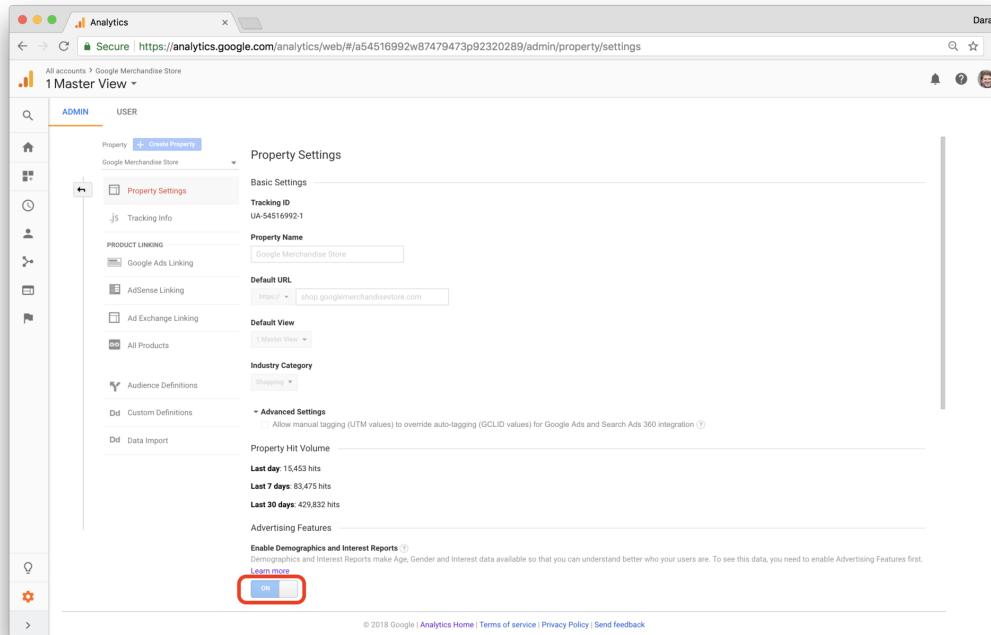
Key Audience Reports

- **Demographics.** The age and gender makeup of your website audience.
- **Interests.** User interest segmented by affinity and marketing categories.
- **Geo.** The languages and locations of your website audience.
- **Behavior.** Comparisons of new and returning visitors, how often return visits occur and how long visitors spend on your site.
- **Technology.** The browsers, operating systems and networks of your website visitors.
- **Mobile.** A breakdown of devices used to access your website.
- **Benchmarking.** Compare your property's performance to that of your industry peers.

9. Analyze Key Reports

Note: Demographics & Interests Reports

- To view data the age, gender etc. of your visitors, you must go to your property setting to **enable Advertising features**. Once enabled, you are required to notify your visitors by disclosing it in your [privacy policy](#).



9. Analyze Key Reports

Acquisition reports show how the website acquires users.

9. Analyze Key Reports

Benefits of Acquisition Reports

- **Optimise Your Marketing.** Compare the performance of different marketing channels and allocate resources to what's working to maximise results.
 - See you how well each channel drives conversions.
 - Identify traffic sources to grow (high conversion but low/medium traffic).
 - Identify budget gaps. Invest more in traffic sources that are delivering traffic & sales.
 - Track the return on social media traffic.
 - Identify the best performing social media sites. YouTube vs. Facebook etc.
 - Identify website owners who are referring traffic to your site. Build relationships with them and seek out similar sites to grow your traffic.

9. Analyze Key Reports

Key Acquisition Reports

- **Channels.** See how well each channel drives traffic and conversions.
 - **Organic Search.** Visitors who come to your website after searching Google.com and other search engines
 - **Paid Search.** Visitors who come to your website from an AdWords or other paid search ad
 - **Direct.** Visitors who come to your website without a traceable referral source, such as typing your URL into their address bar or using a bookmark on their browser
 - **Referral.** Visitors who come to your website from another website by clicking on a link
 - **Social.** Visitors who come to your website from a social network

9. Analyze Key Reports

Key Acquisition Reports

- **Source/Medium.** Identify the source/medium combinations that deliver the most traffic or conversions.
 - **Source (or traffic source) is the origin of your website visitor.** Possible sources include: “google” (the name of a search engine), “facebook.com” (the name of a referring site), “spring_newsletter” (the name of one of your newsletters), and “direct” (users that typed your URL directly into their browser, or who had bookmarked your site).
 - **Medium is the how the visitor arrived via that source.** Possible mediums include: “organic” (unpaid search), “cpc” (cost per click, i.e. paid search), “referral” (referral), “email”, “none” (direct traffic has a medium of “none”).

9. Analyze Key Reports

Key Acquisition Reports

- **Referrers.** Leaves out search engines and direct traffic, and only shows website domains (including social networks) that have referred traffic to your website e.g. individual blogs or publications.
- **Search Console.** Provides information about the performance of your organic-search traffic. You can see data like user queries and the number of times your site URLs appear in search results (impressions). To see data in these reports, you must enable data sharing with the [Search Console Tool](#).
- **Social.** See the number of conversions from social media sites (overview reports), the behaviour of social media visitors (network referrers) and the top landing pages social media visitors arrive at (landing pages report).

9. Analyze Key Reports

Limits & Caveats Acquisition Reports

- If for technical reasons, Google cannot identify the traffic source it will be added to the Direct channel and appear in the source/medium report as direct/none. Campaign tagging can be used to reduce direct/none traffic from your own email and marketing campaigns.

9. Analyze Key Reports

Behaviour reports provide insight into the behaviour of users on your site.

9. Analyze Key Reports

Benefits of Behaviour Reports

- **Find Content Ideas.** See the pages on your site that get the most traffic and highest engagement. Improve top-performing content to climb the search results or use it to guide future content decisions.
- **Make a Better First Impression.** Identify the first pages users see in a session and improve them to reduce bounce rates and increase conversions. If you drive paid traffic to your site, this is especially critical.
- **Stop Users From Leaving.** Identify the pages where users are leaving your site. Minimize unwanted exits e.g. shopping cart checkout or convert visitors before they leave e.g. newsletter email signup.
- **Improve Page Load Speed.** Site slowness is the top reason users abandon a purchase. According to Google, if pages have a loading time of more than one second it damages the user experience.

9. Analyze Key Reports

Key Behaviour Reports

- **All Pages Report.** See the pages on your site get the most traffic and highest engagement.
- **Landing Pages Report.** These are the first pages viewed in a session. A high bounce rate usually indicates that the landing page content is not relevant or engaging for those users and should be improved.
- **Exit Pages Report.** The Exit Pages report shows the last pages people visit before exiting your website.
- **Site Speed.** The Site Speed reports show how quickly users are able to see and interact with content. You can identify areas that need improvement, and then track the extent of those improvements.
- **Site Search.** Site Search lets you understand the extent to which users took advantage of your site's search function, which search terms they entered.

10. Dashboards

10. Dashboards

Dashboards are an easy way to see an overview of the reports and metrics you care about most.

10. Dashboards

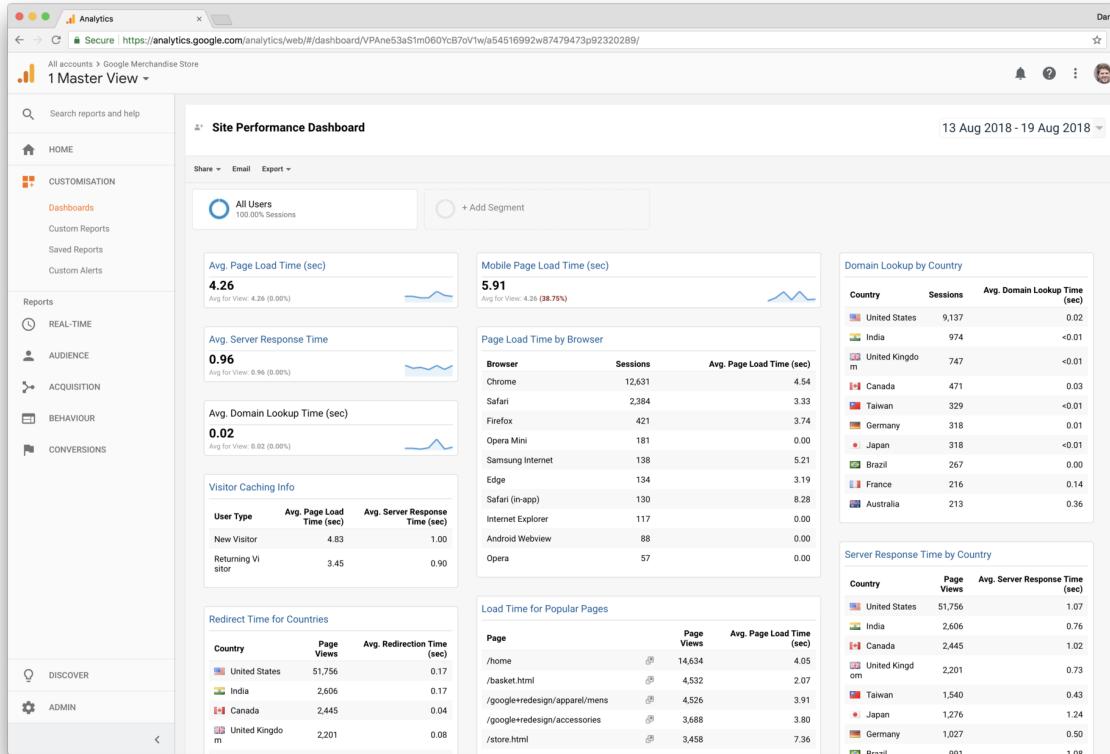
Benefits of Dashboards

- Monitor many metrics at once, so you can quickly check the health of your accounts.
- See correlations between different reports.
- Create dashboards for different roles or metrics. e.g. site performance, ecommerce, ppc etc.
- Dashboards are easy to create, customize and share.
- You can import dashboards from the Google Analytics Demo Account or [Google Analytics Solutions Gallery](#).

10. Dashboards

Example Dashboard

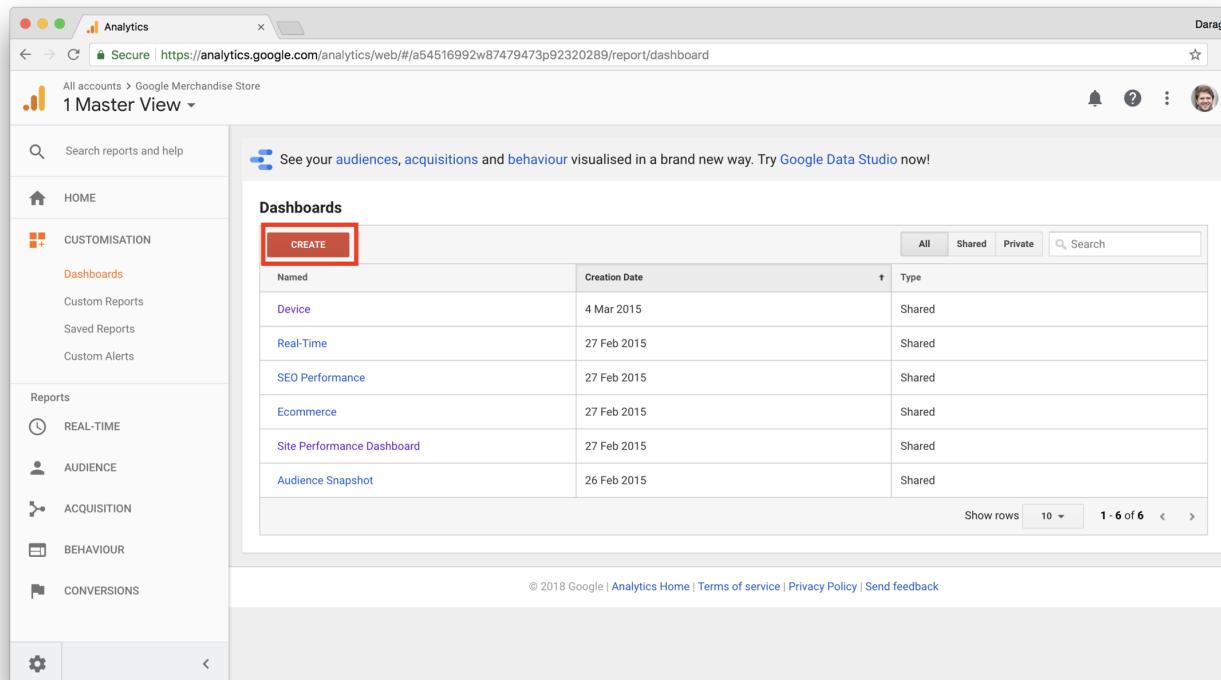
- **Site Performance.** Import from the Google Analytics Demo Account.



10. Dashboards

How to Add Dashboards

1. **Add a new dashboard.** Import existing dashboards or create your own (go to customisation >dashboards >create)



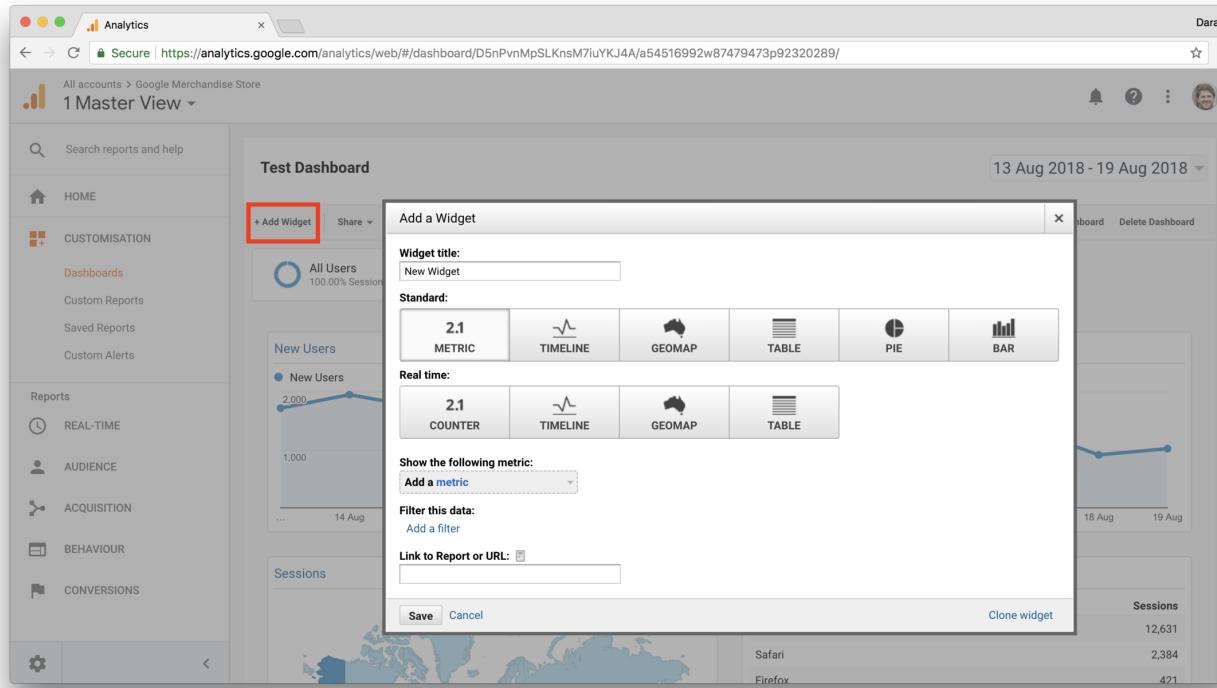
The screenshot shows the Google Analytics web interface. On the left, there's a sidebar with links like 'HOME', 'CUSTOMISATION' (which is selected and has a red box around it), 'Dashboards', 'Reports', 'REAL-TIME', 'AUDIENCE', 'ACQUISITION', 'BEHAVIOUR', and 'CONVERSIONS'. The main area is titled 'Dashboards' and shows a table of existing dashboards. The table has columns for 'Named', 'Creation Date', 'Type', and a search/filter bar at the top. The dashboards listed are: Device (4 Mar 2015, Shared), Real-Time (27 Feb 2015, Shared), SEO Performance (27 Feb 2015, Shared), Ecommerce (27 Feb 2015, Shared), Site Performance Dashboard (27 Feb 2015, Shared), and Audience Snapshot (26 Feb 2015, Shared). At the bottom of the table, there are buttons for 'Show rows', '10', '1 - 6 of 6', and arrows. The URL in the browser is https://analytics.google.com/analytics/web/#/a54516992w87479473p92320289/report/dashboard.

Named	Creation Date	Type
Device	4 Mar 2015	Shared
Real-Time	27 Feb 2015	Shared
SEO Performance	27 Feb 2015	Shared
Ecommerce	27 Feb 2015	Shared
Site Performance Dashboard	27 Feb 2015	Shared
Audience Snapshot	26 Feb 2015	Shared

10. Dashboards

How to Add Dashboards

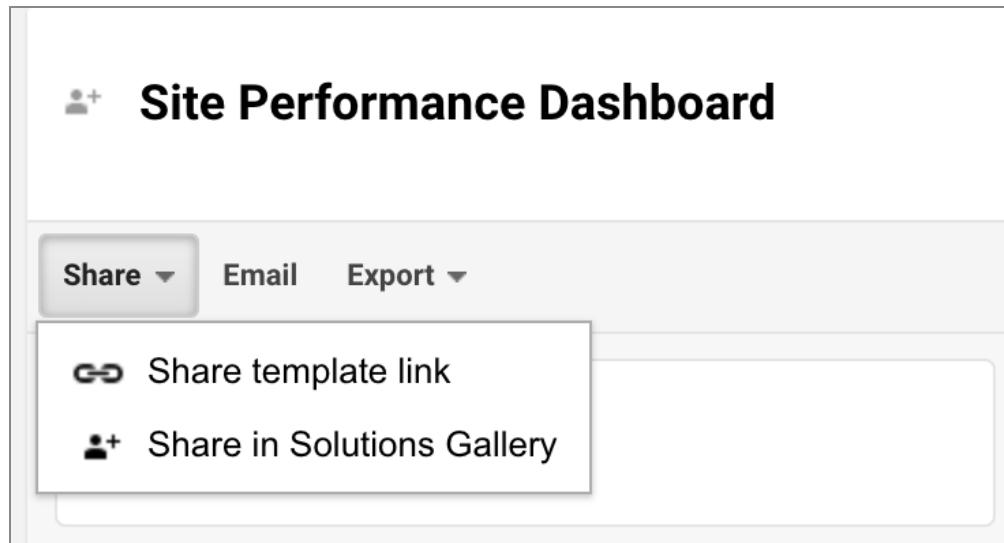
2. **Add widgets.** Widgets can provide snapshots of standard or custom reports or you can widget to create your own is a mini-report.



10. Dashboards

How to Share Dashboards

- You can share Dashboards with other users via the Share menu. You can also share the Dashboards **via email or export them to PDF** using the Export and Email menu options. Note sharing the template link will not share your website data.



10. Dashboards

Limits & Caveats

- Each Analytics view can contain up to **20** Dashboards per user.
- Each Dashboard can contain up to **12** widgets.

11. Campaign Tagging

11. Campaign Tagging

Campaign Tagging helps you determine which marketing campaigns are driving the most traffic.

11. Campaign Tagging

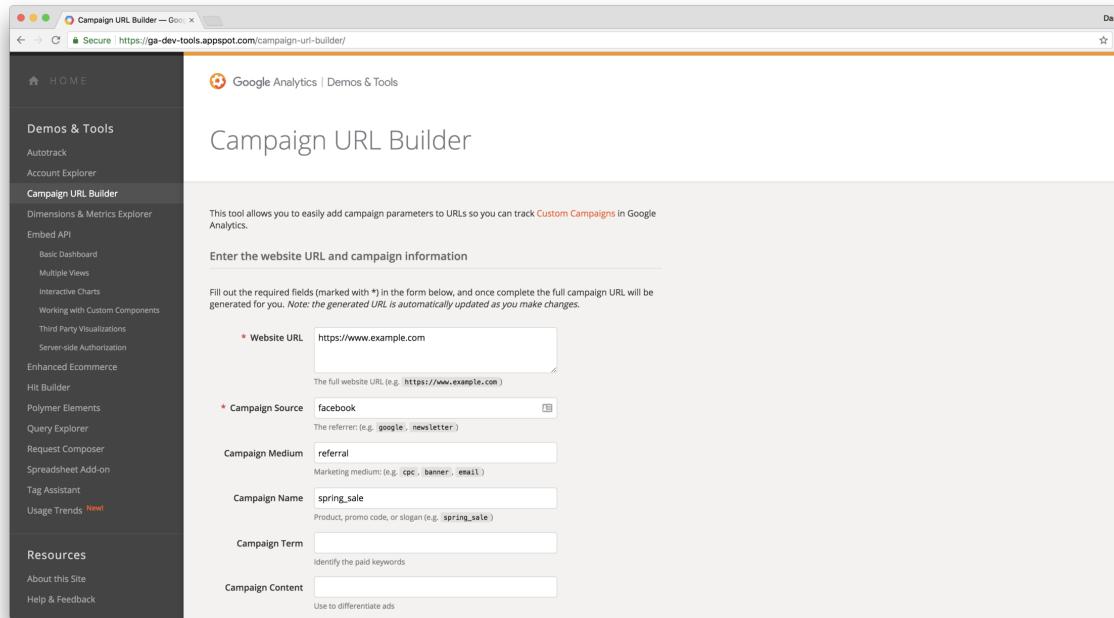
Benefits of Campaign Tagging

- By default, Google Analytics is **not able** to identify the different digital marketing campaigns that send visitors to your website. Google Analytics can identify the source and medium e.g. facebook/referral but it can't determine which Facebook post or ad the traffic came from. Campaign tagging lets you overcome this limitation.
- If you're running **email campaigns**, campaign tagging rises from really good idea to critical. This is because traffic from email will be grossly under-reported (for various technical reasons) if you don't tag all links pointing back to your site .
- If you're running paid search campaigns **outside of AdWords** (or AdWords campaigns with auto tagging disabled), those visits may show up as organic visits
- Campaign tagging consolidates all campaign data in a set of **campaign reports** (found under Acquisition > Campaigns).

11. Campaign Tagging

How to Tag Campaign Links

1. **Open the Campaign URL Builder.** With this tool, you can add extra bits of information (known as campaign tags, UTM tags or parameters) to the URL of your online marketing or advertising campaigns.



11. Campaign Tagging

How to Tag Campaign Links

2. Add the Campaign Tags. Note, Medium, Source, and Campaign are required campaign tags. You can also add tags for Content and Term.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL	<input type="text" value="https://www.example.com"/>
The full website URL (e.g. <code>https://www.example.com</code>)	
* Campaign Source	<input type="text" value="facebook"/> copy
The referrer: (e.g. <code>google</code> , <code>newsletter</code>)	
Campaign Medium	<input type="text" value="social"/>
Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)	
Campaign Name	<input type="text" value="spring_sale"/>
Product, promo code, or slogan (e.g. <code>spring_sale</code>)	
Campaign Term	<input type="text"/>
Identify the paid keywords	
Campaign Content	<input type="text"/>
Use to differentiate ads	

Tip: If you are not sure what source/medium tags to use look at existing categorisations in the source/medium report.

11. Campaign Tagging

How to Tag Campaign Links

3. Copy & Paste the Campaign URL. Paste the tagged link into your email, Facebook post etc like a normal link.



Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`https://www.example.com/?utm_source=facebook&utm_medium=social&utm_campaign=spring_sale`

Set the campaign parameters in the fragment portion of the URL (not recommended).

Copy URL Convert URL to Short Link (authorization required)

Write a post... | Photo Album | Live Video

https://www.example.com/?utm_source=facebook&utm_medium=social&utm_campaign=spring_sale

Default: English ▾

Language: Select ▾ · Cancel

EXAMPLE.COM
Example Domain
This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination or asking for permission.

Available images Hide

Photo/Video Feeling/Activ... Write Note ...

News Feed
Posts are public and show up on your Page and in search results.
Share Now ▾ Public ▾ Boost Post

Your Page's Story
This type of post can't be shared to Stories

Share Now

11. Campaign Tagging

For Reference: Campaign Tags Explanation

- **Medium.** Communicates the mechanism, or how you sent your message to the user. For example, “email” for an email campaign, “cpc” for paid search ads, or “social” for a social network.
- **Source.** Communicates where the user came from. For example, if the medium was “email,” the source might be “newsletter”.
- **Campaign.** Can communicate the name of your marketing campaign such as “2015-Back-To-School” or “2015-Holiday-Sale”.
- **Content.** can be used to differentiate versions of a promotion. For example, “v1-10dollars-off” and “v2-nopromo”.
- **Term.** used to identify the keyword for paid search campaigns. You would only use this field if you are manually tagging a paid search campaign like Bing or Yahoo!

11. Campaign Tagging

Reporting

- **View Campaign Reports.** To verify that the campaign is collecting data properly, see campaign information in **Acquisition>All Campaigns** report (you may need to wait 24 hours for data to appear)

The screenshot shows a Google Analytics report titled 'Campaigns - Analytics'. The left sidebar includes sections for ACQUISITION (Overview, All Traffic, AdWords, Search console, Social, Campaigns), BEHAVIOUR, and CONVERSIONS. The 'Campaigns' section is expanded, with 'All Campaigns' highlighted by a red box. The main table lists seven campaigns with the following data:

Campaign	Visitors	% of Total	Avg for View	Visits	% of Total	Avg for View	Duration	Conversion Rate	Completions	Goals
ROW-FB-PROS-PROF-Marketing-ROWMarketing-NY18-ENG__cl_914296__sl_ENG__vi_PROF__sd_All__la_EN_	9,517	(62.72%)	86.70%	8,251	(70.52%)	84.21%	1.31	00:01:17	4.52%	430 (55.13%) US\$0
NEW-FB-PROS-PROF-Business-DigMrk-NY1115-EN-ENG__cl_914296__sl_ENG__vi_PROF__sd_All__la_EN_	2,331	(15.36%)	88.63%	2,066	(17.66%)	78.98%	1.38	00:01:23	6.91%	161 (20.64%) US\$0
NEW-FB-PROS-PROF-Dev-DMrk-SP1-SPH-ONS-BPS-EN-ENG__cl_914296__sl_ENG__vi_PROF__sd_All__la_EN_	952	(6.27%)	79.62%	758	(6.48%)	77.21%	1.53	00:02:05	10.19%	97 (12.44%) US\$0
ROW-FB-PROS-PROF-Business-ROWMktg-BF-EN-ENG__cl_914296__sl_ENG__vi_PROF__sd_All__la_EN_	329	(2.17%)	1.22%	4	(0.03%)	59.88%	2.96	00:10:08	1.52%	5 (0.64%) US\$0
INTL-FB-PROS-INTLProsDPAv2-T9-EN-ALL__cl__sl_ALL__vi__sd_All__la_EN_	307	(2.02%)	35.18%	108	(0.92%)	80.13%	1.60	00:02:26	3.91%	12 (1.54%) US\$0
LC-FB-DRT-NY-New-Years-2018-EN-ENG__cl__sl_ENG__vi__sd_All__la_EN_	139	(0.92%)	15.11%	21	(0.18%)	49.64%	2.83	00:10:10	0.72%	1 (0.13%) US\$0
LCP-FB-DRT-NY-New-Years-2018-EN-ENG__cl__sl_ENG__vi__sd_All__la_EN_	127	(0.84%)	40.16%	51	(0.44%)	81.10%	1.41	00:01:59	5.5%	5 (0.64%) US\$0

11. Campaign Tagging

Campaign Tagging Tips

- **Enable Auto-Tagging for Google Ads.** Manual url tagging can be avoided for Google Ads campaigns. Simply, link your Google Ads account to Google Ads and enable "auto-tagging" to share campaign data with Google Analytics.
- **Enable Auto-Tagging for Email.** Auto-tagging can also be set up for email providers like [Mailchimp](#). Once set up, link clicks from email will automatically be recorded in Google Analytics as the subject of the email without manual tagging.
- **Track Facebook Ads in Google Analytics.** The Facebook Ads Manager gives you detailed insights on the performance of your ad and can even track conversions. However by tagging your links, you'll be able to see what else your audience is interested in—before and after conversions. This can help you promote relevant items, make sure the conversion path is optimized, and see what your biggest hits of content are.

12. Linking Google Ads with Analytics

12. Linking Google Ads

Google Ads is Google's advertising platform that helps advertisers reach new customers online.

12. Linking Google Ads

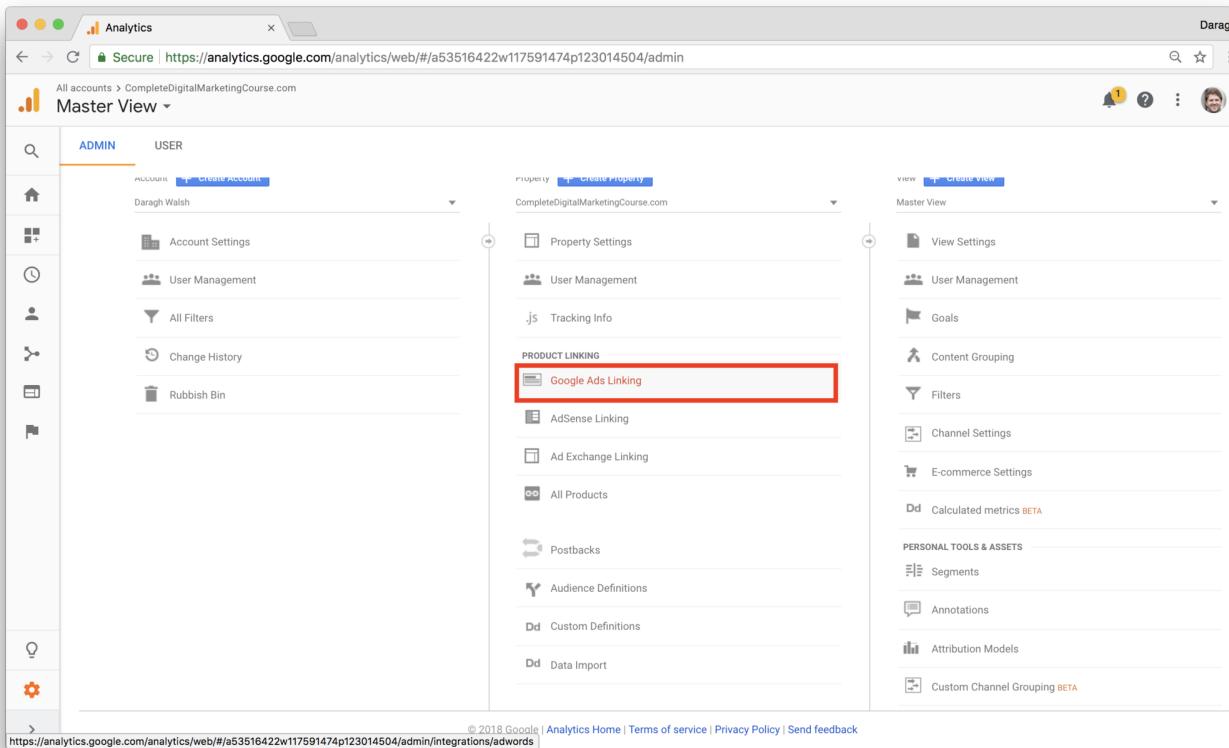
Benefits of Linking Google Ads to Google Analytics

- **See the full customer cycle.** From how customers interact with your marketing (e.g., seeing ad impressions, clicking ads) to how they finally complete the goals you've set for them on your site (e.g., making purchases, consuming content). This extra data can help you better analyze the performance of your Google Ads campaigns.
- **Enable Auto-Tagging.** When you link your Google Analytics and Google Ads accounts, campaign data is shared between the two systems, but it still requires manual campaign tracking. To automatically add a special campaign tag (=gclid) to your Google Ads URLs, simply enable auto-tagging in your Google Ads account.
- **Set Up Remarketing Campaigns.** Build user audiences in Google Analytics and show targeted ads to bring users back to a website and encourage a conversion.

12. Linking Google Ads

How to Link Google Ads & Enable Auto-Tagging

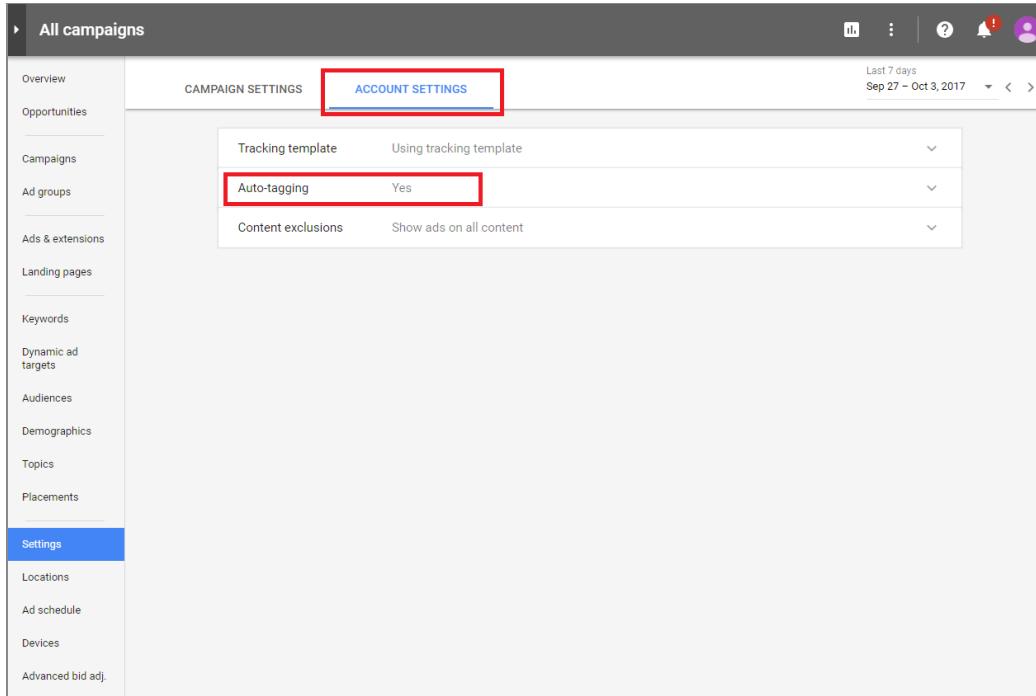
1. **Link Your Google Analytics Property.** Go to Admin > Google Ads Linking > New Link Group.



12. Linking Google Ads

How to Link Google Ads & Enable Auto-Tagging

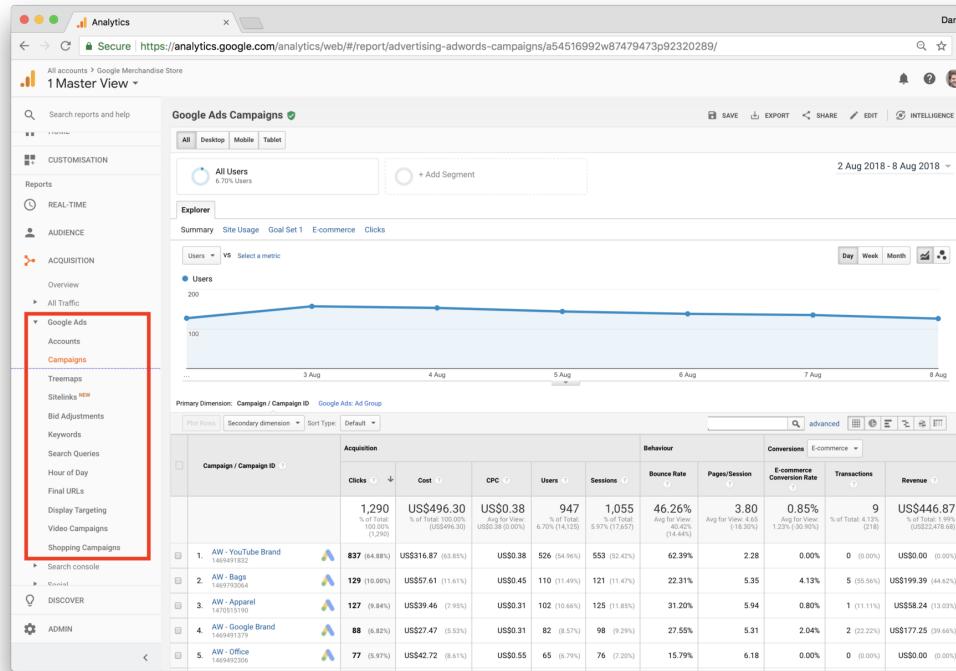
2. **Enable Auto-Tagging.** Log into your AdWords account. Go to Settings> Account Settings > check box then click “Save”.



12. Linking Google Ads

Google Ads Reports in Google Analytics

- **View Google Ad Reports.** Once you have linked Google Ads with Analytics, you can find Google Ads reports under “Acquisition” in the left-hand navigation.



In this training, you have learnt...

1. Why Google Analytics?
2. How Google Analytics Works
3. How to Set Up Google Analytics
4. How to Create Additional Reporting Views
5. How to Add Filters to Views
6. How to Setup Google Analytics Goals
7. How to Navigate Google Analytics
8. Main Tools For Analysis
9. How to Analyze Key Reports
10. How to Set Up Dashboards
11. How to Track Marketing Campaigns
12. How to Link Analytics with Google Ads

Why Google Analytics?

Keep the Benefits of Google Analytics in mind!

- If you are a **marketer, business owner** or **entrepreneur** then Google Analytics is probably the most important tool you can learn to use.
- Successful businesses are not built on guesswork. They thrive on your ability to make **data-driven decisions**.
- Google Analytics gives you the metrics to see what's working and what's not working.
- Without analytics in place, you're **flying blind**. Peter Drucker - "If you can't measure it, you can't improve it."
- Google Analytics is the **industry standard** for web analytics and it's a requirement to apply for any digital marketing or advertising position.

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Link in description