

Google Analytics Tutorial for Clients

This tutorial will guide you through the tools provided to you at no cost by Google. Google Analytics will provide the information you need to gather analyze your website traffic, plan for your business with accurate metrics and even track campaigns.

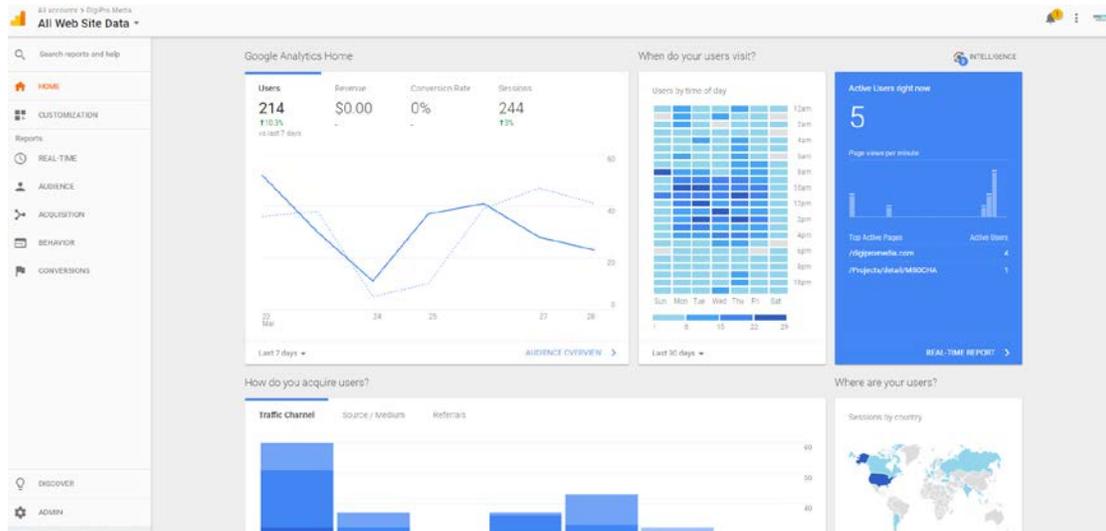
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First, log in into to Google Analytics from this link: <https://analytics.google.com>. Your current Analytics accounts should be visible.

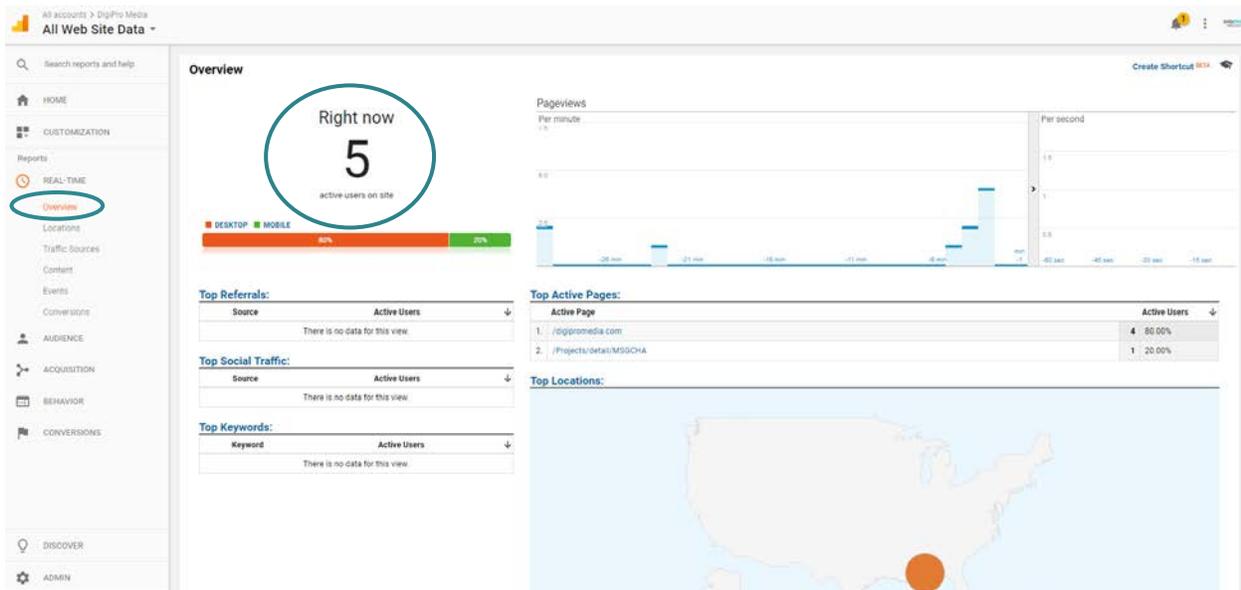
If you do not already have a Google Analytics account and DigiPro has created one for you, you should have received an email from Google regarding being added to your website's Analytics account. If not, please contact us at (850) 807-4377.

This is the main page view you will see when you log into Google Analytics and view your website:



Real-Time > Overview shows the top-ten pages on which users are active, the source for the users on each page, and the number of active users on each page. Active users are those who have sent a hit to Analytics within the last five minutes. Active users per page is the number of users who have sent their most recent hit from that page.

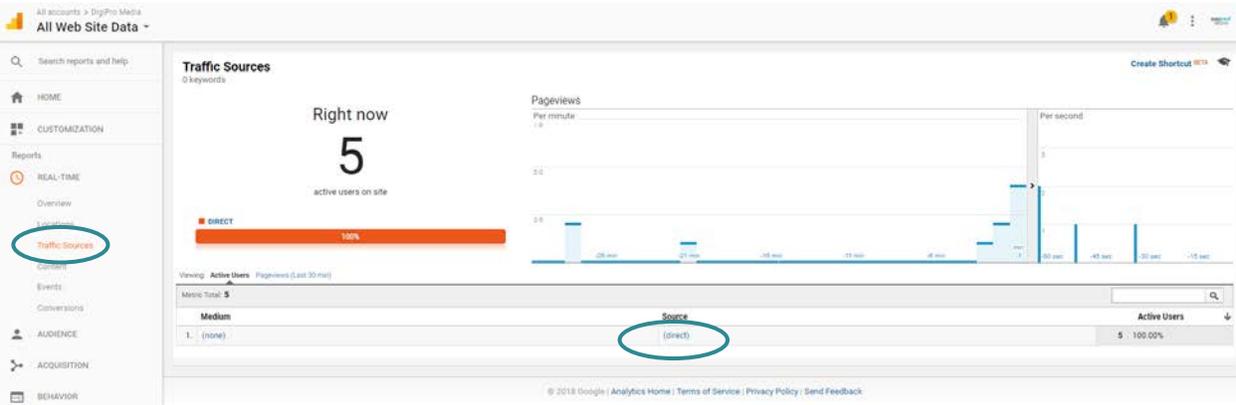
It also shows the referrals for active users and the pages through which these users entered your site and their geographic locations. If you are running a 1-day campaign for example, you can see how many active users were referred by that campaign, whether they are coming in through the appropriate landing page(s) and their geographic locations:



Real-Time > Locations shows the geographic locations of your active users. You can also see how many pages/screens were viewed from each city during the past 30 minutes:



Real-Time > Traffic Sources shows which mediums and sources referred the users who are on your site right now. This allows you to monitor the percentage of your active users who were referred by a specific site or campaign.



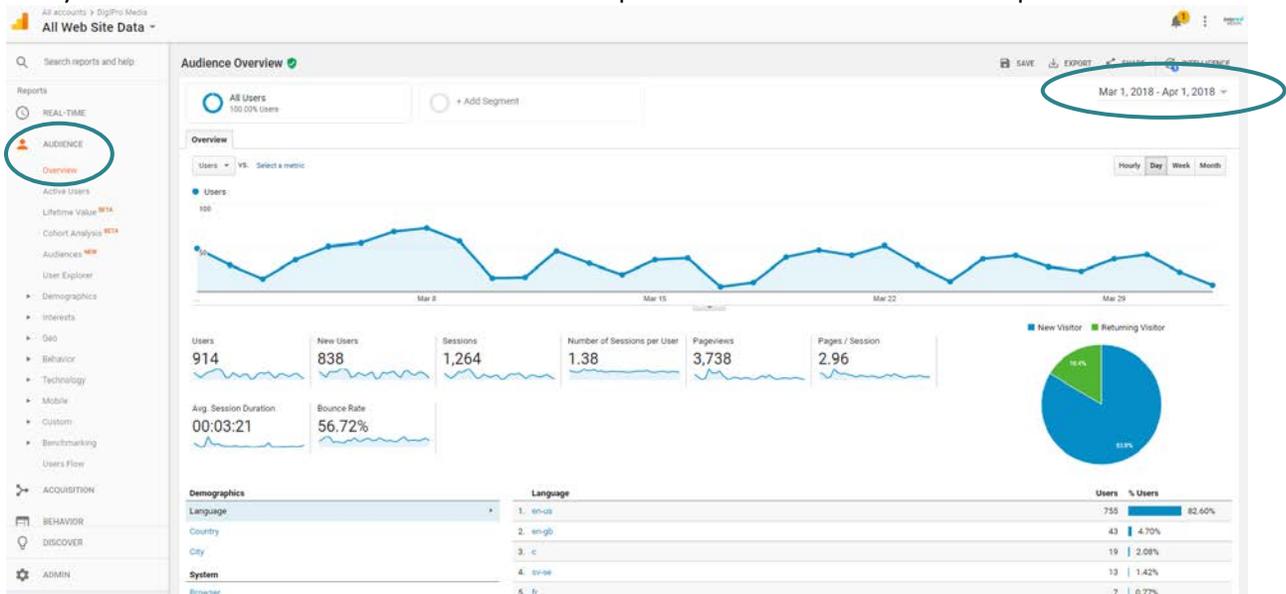
Real-Time > Content shows which pages/screens have been viewed during the past 30 minutes. For example, you can see whether content you posted today is currently popular. **Click Pageviews (Last 30 min)**, above the table, to see the total number of page views each of your pages have received during the past 30 minutes:



Real-Time > Events shows the real time firing of events. The table shows the top 20 event categories over the past 30 minutes, sorted by the number of users who have interacted with that event. The percentage of total users is also shown on each row. Click an event category in the table to see just the activity for that category. Click **Events (Last 30 min)**, above the table, to see the total number of events (by event category) during the past 30 minutes.

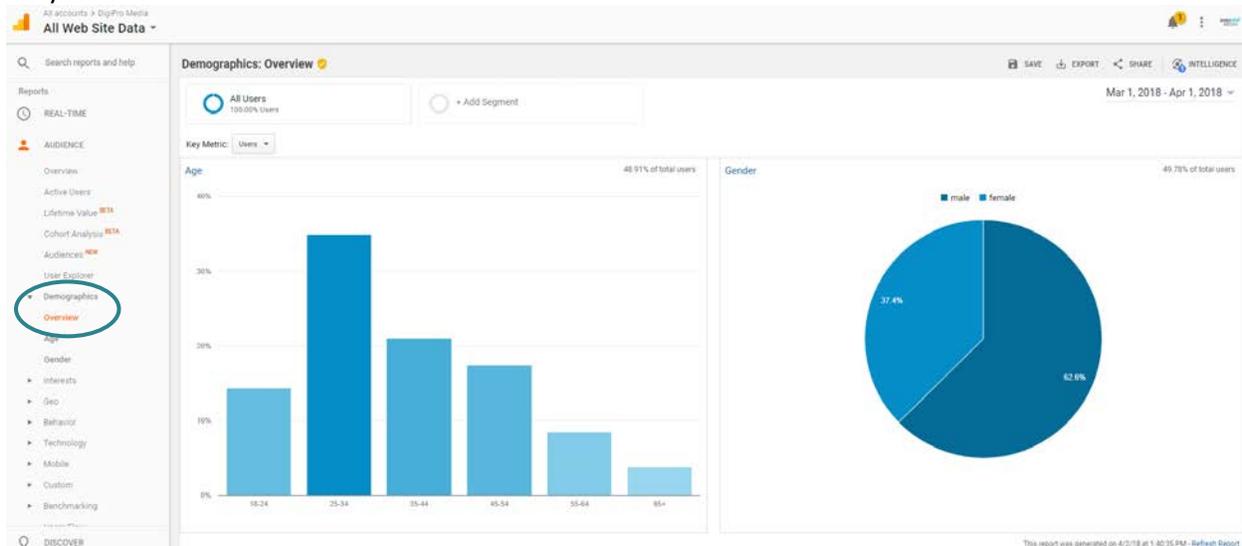
Real-Time > Conversions shows real time goal completions. The table shows the top 20 goals that active users completed during their sessions, the number of users who completed each goal, and the percentage of total users who completed each goal. Click a goal in the table to see just conversion activity for that goal. **Click Goal Hits (Last 30 min)**, above the table, to see the number of conversions (by goal) during the past 30 minutes.

The **Audience** Section gives insight into your audience, how the audience reaches your website, and also gives insight to the loyalty and engagement from your audience. You can choose the date range of time that you want to see audience data. This is an example of an **Audience > Overview** report:

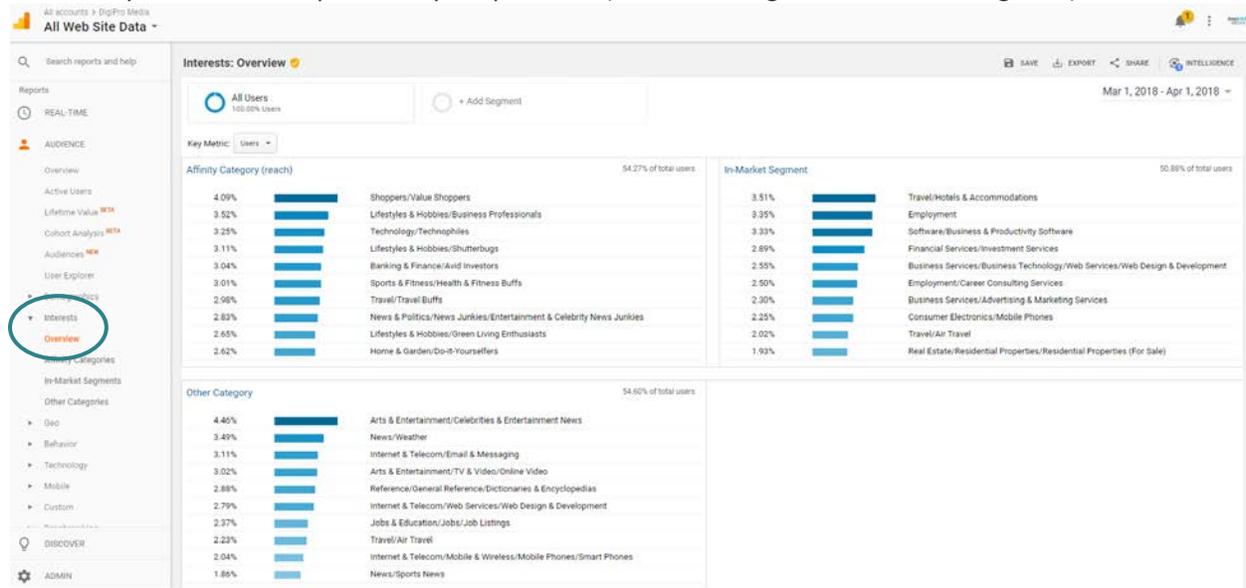


In the **Overview** section you will be able to view a summary on the page sessions, users, page views, pages/session, Average Session Duration, Bounce Rate and % New Sessions. You can also view a graph showing these metrics. You can also view **Active Users**.

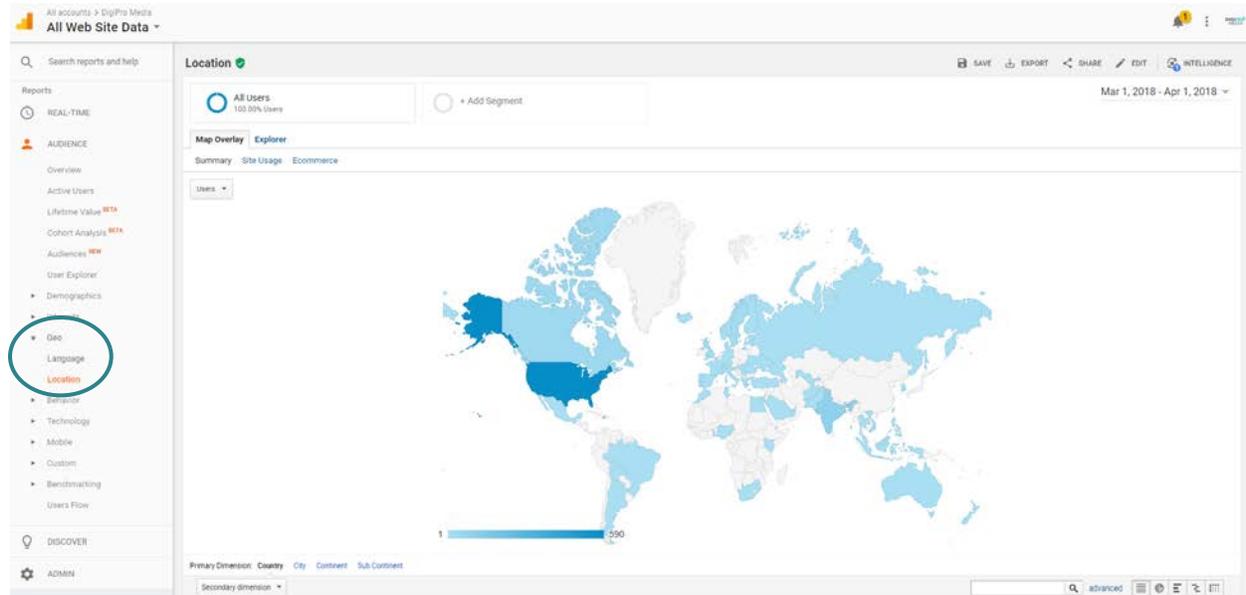
Audience > Overview > Demographics: Understanding the age-and-gender composition of your audience gives you an opportunity to precisely tailor your content and advertising, from the graphics, language, and technical sophistication you employ on your site to the creative contents and placements for your ads:



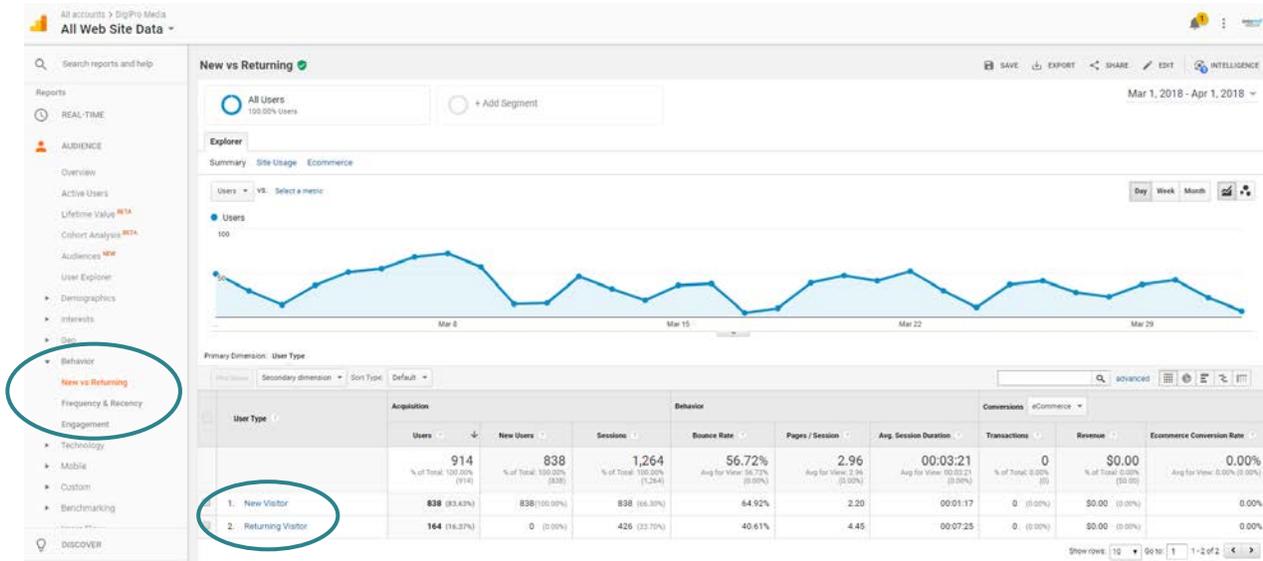
The **Audience > Interest** gives you context for expanding your advertising into related markets (Affinity Categories), and for focusing your advertising on exactly the users who demonstrate a likelihood to consume your content or purchase your products (In-Market Segments, Other Categories):



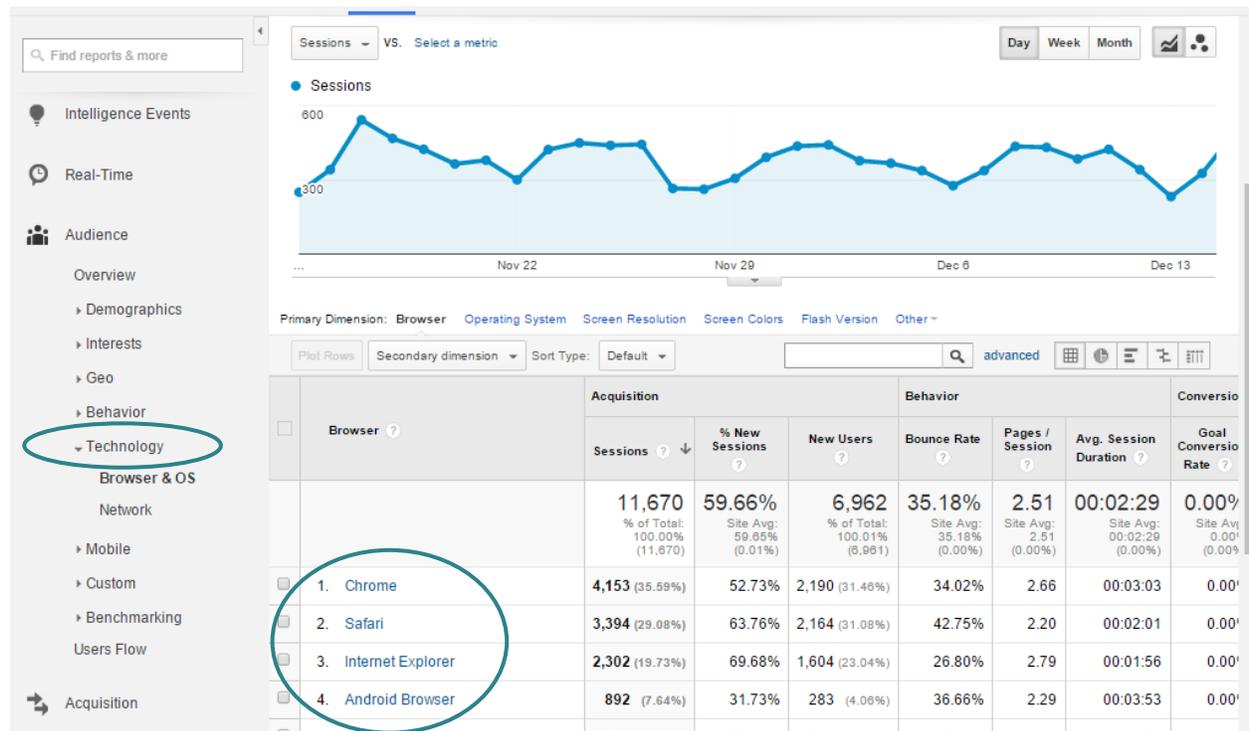
The **Audience > Geo** section allows you to view the country of origin and what language people are using when accessing your website:



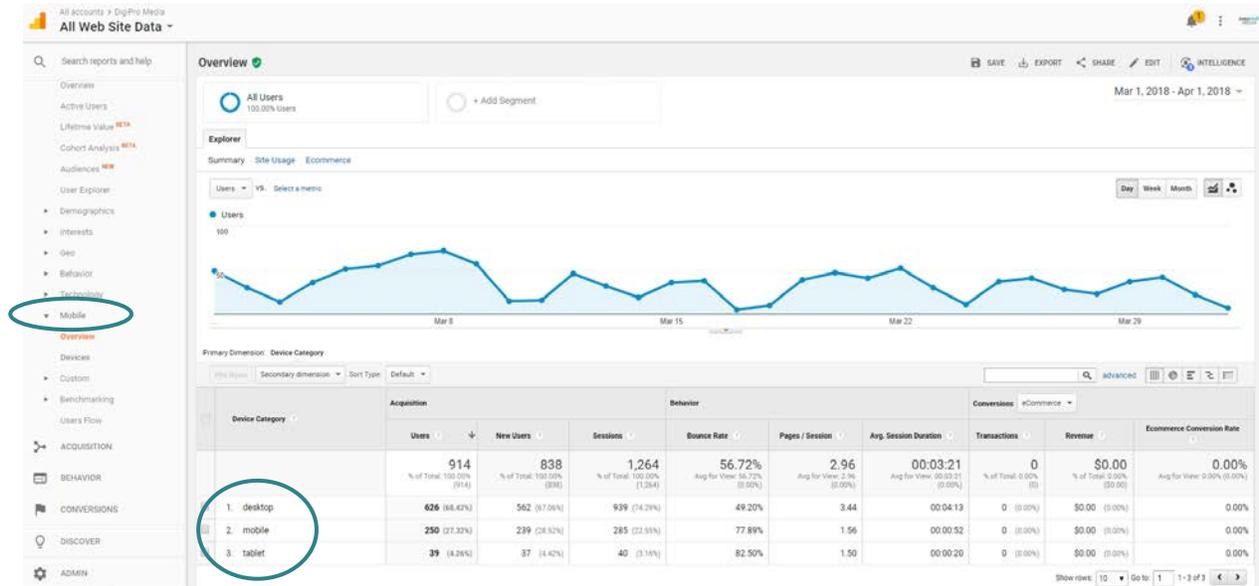
Audience > Behavior: Measure the gravitational pull of your site, and the extent to which you're encouraging first-time users to return. You can also see the economic impact of new vs. returning users (e.g., the 30% of users who are returning account for 45% of total transactions).



Audience > Technology: Understanding the technologies users employ to reach and consume your content lets you fine tune current versions, and plan upcoming implementations. For example, you want to be sure your site is fully functional in current browsers, but you also want to stay abreast of the extent to which users are migrating away from desktop to mobile browsers and apps and plan your development accordingly.

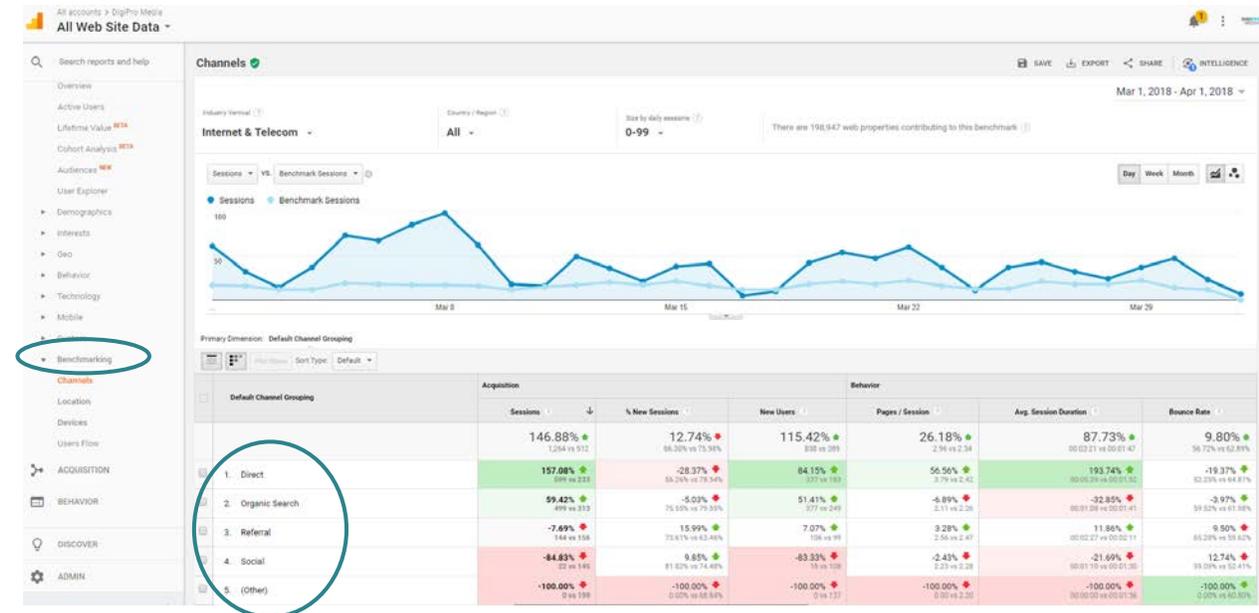


Audience > Mobile shows which mobile devices are being used to interact with your content:



You can use **Custom Variables** to extend the scope of your Segments. User-level custom variables let you identify users by aggregate behavior over a date range rather than by discrete, single-session interactions with your site.

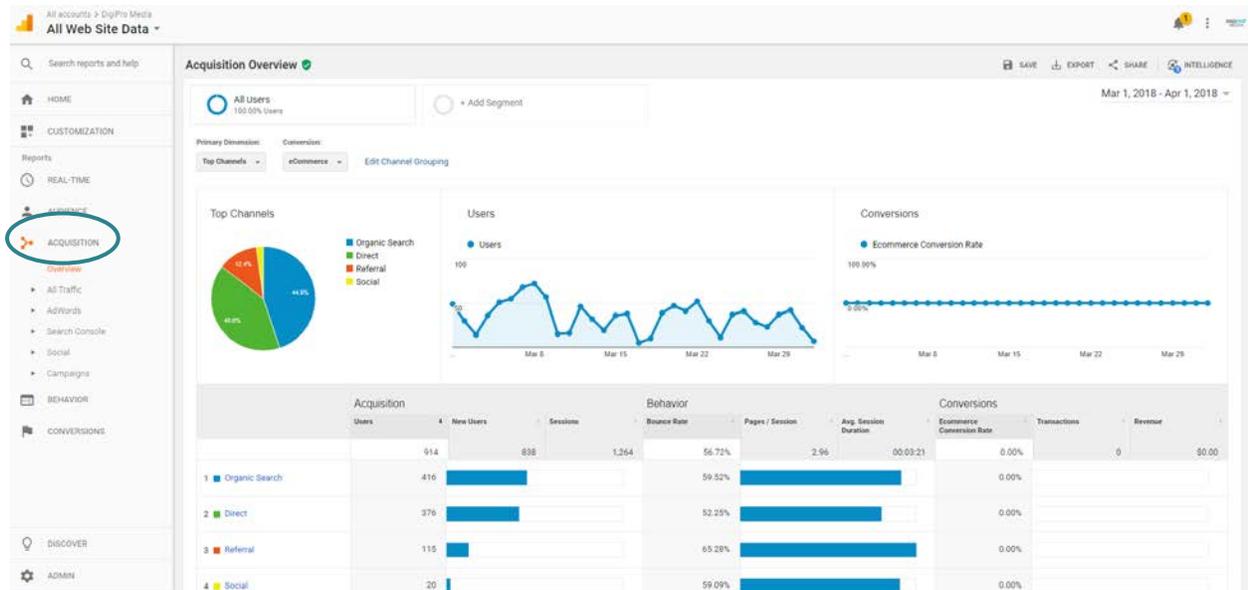
Audience > Benchmarking allows you to compare your data with aggregated industry data from other companies who share their data. This provides valuable context, helping you to set meaningful targets, gain insight into trends occurring across your industry, and find out how you are doing compared to your competition:



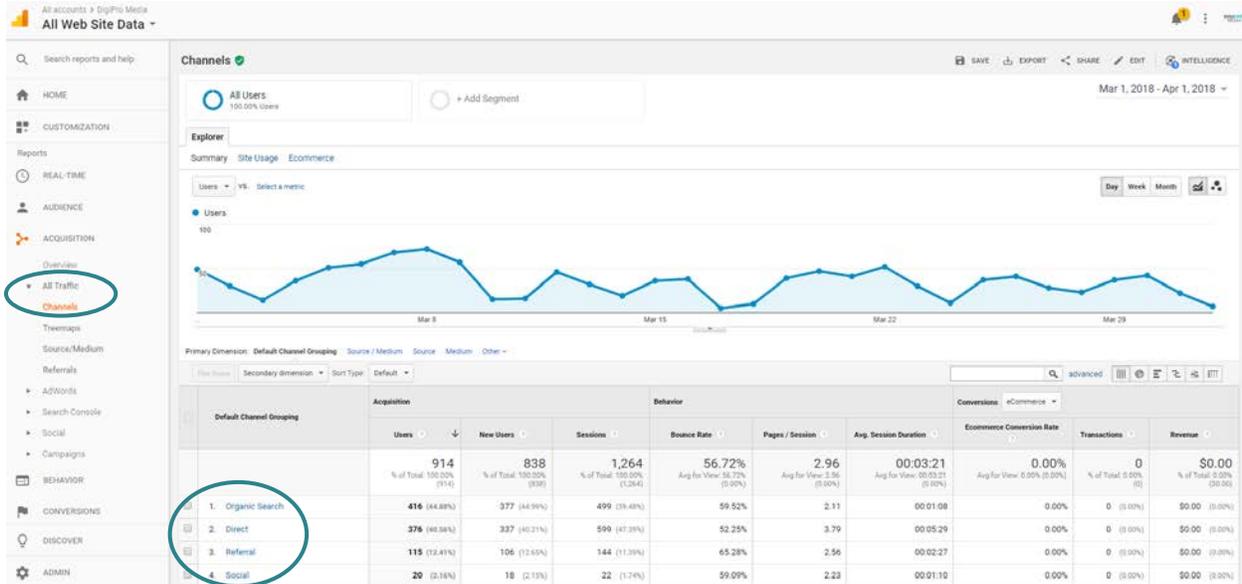
Audience > Users Flow is a graphical representation of the paths users took through your site, from the source, through the various pages, and where along their paths they exited your site:



Use the **Acquisition** reports to discover how users arrive at your web site. You can also use these reports to learn more about your traffic - if they arrive directly to your site or use a search engine - and how successful certain marketing campaigns are in attracting users:

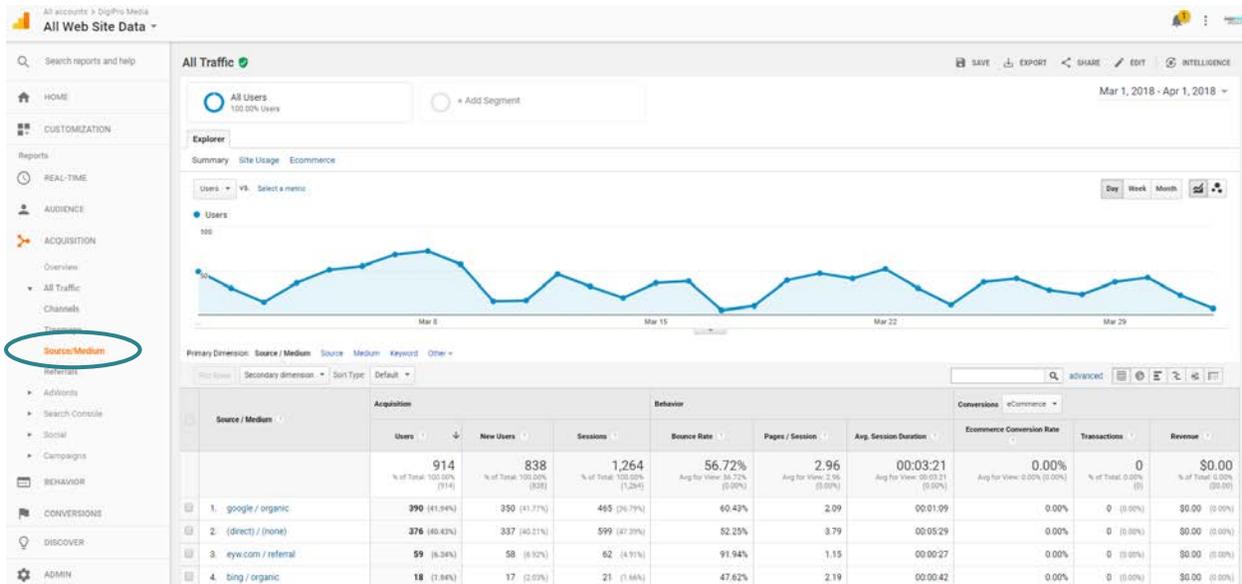


Acquisition > All Traffic > Channels will allow you to view whether your website traffic is coming from organic searches, directly from the URL link, etc.

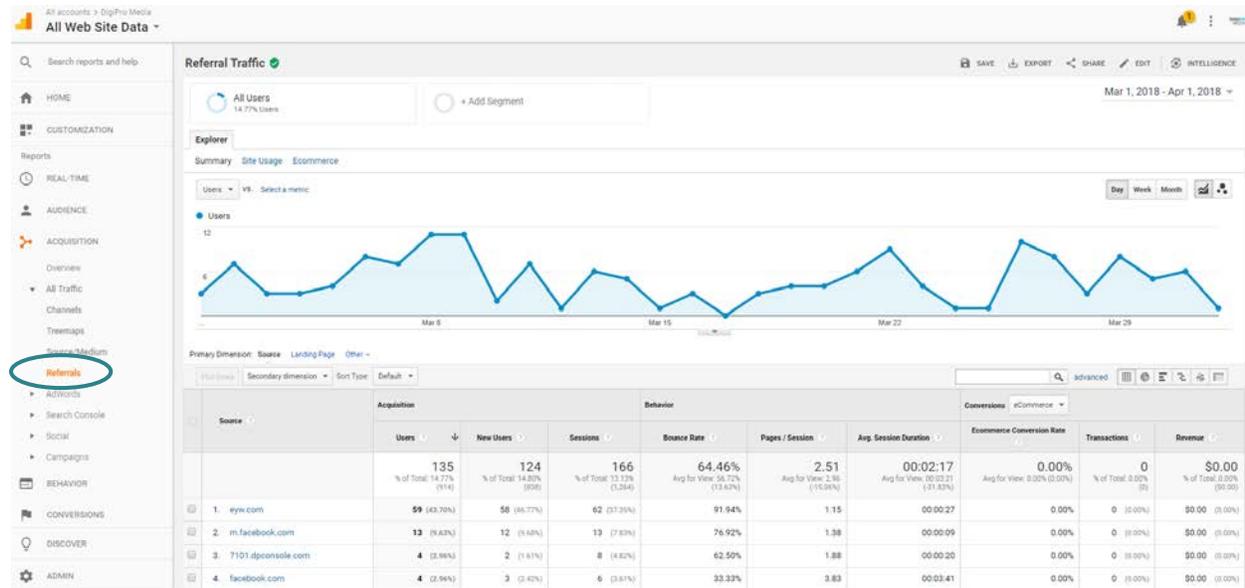


To use **Acquisition > All Traffic > Treemaps**, you must first link your Google AdWords account, if you have one. Then, the report lets you visually explore trends in your Acquisition channels so you can quickly and intuitively develop hypotheses about your incoming traffic. Treemaps represent data as rectangles. The size and color of each rectangle represent different metrics, so you can combine different aspects of your data into a single visualization. Treemaps are a good hypothesis-generation tool because they can help expose the relative importance of, and the relationship between, different entities.

Acquisition > All Traffic > Source/Medium report includes all sessions to your site. Read more about how to dive into these metrics here: <https://support.google.com/analytics/answer/3374673?hl=en>



Acquisition > All Traffic > Referrals shows which sites are advertising your website through links to your site:



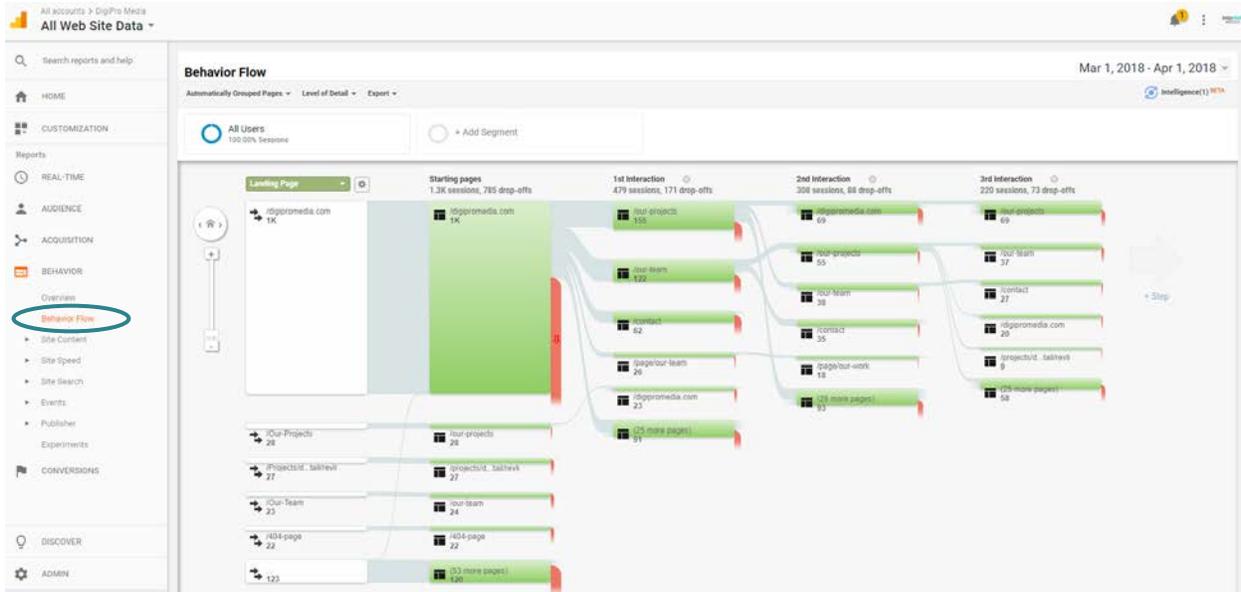
After you link your Google AdWords account, you can use the **AdWords** reports.

The **Search Console** reports in Analytics provide 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), along with post-click data about site engagement like bounce rate and ecommerce conversion rate. This combination of data helps you optimize your site for the most profitable traffic. Learn how to link your Search Console here: <https://support.google.com/analytics/answer/1308617?hl=en>

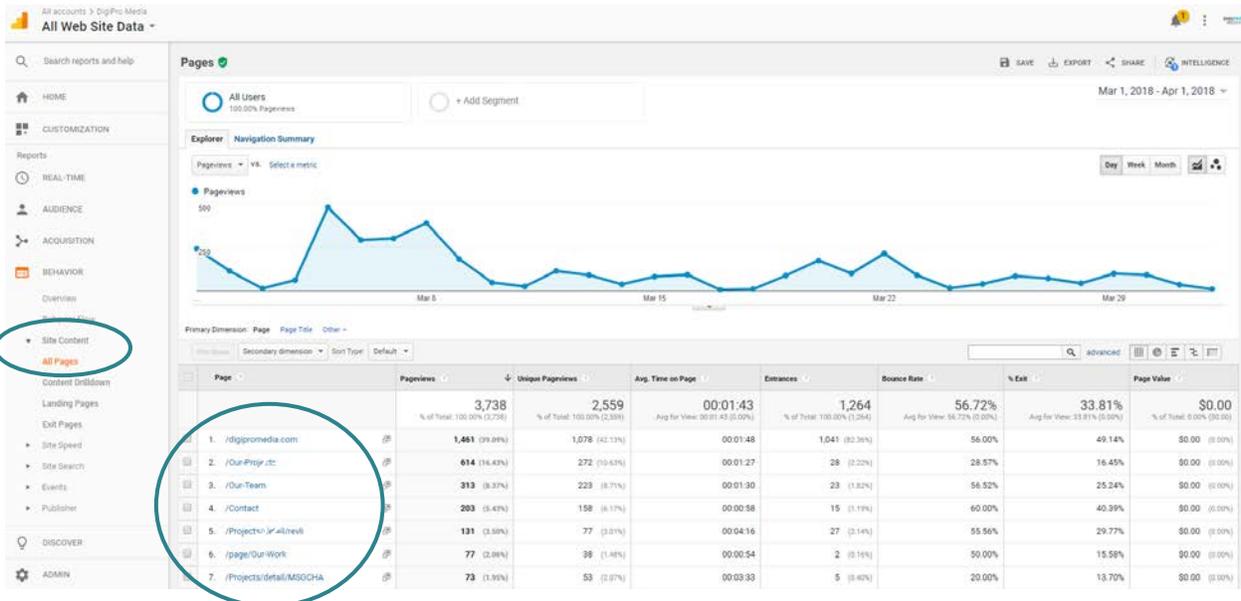
Acquisition > Social provides you with the tools to measure the impact of social. You can identify high value networks and content, track on-site and off-site user interaction with your content, and tie it all back to your bottom line revenue through goals and conversions.

You can read about **Campaigns** here: <https://support.google.com/analytics/answer/6205762?hl=en>

Behavior > Behavior Flow You must have set up and be tracking Events before they appear in the Behavior Flow report. The more organized you are about setting up the Event tracking code, the easier it is to use the Events or Pages and Events views of the Behavior Flow report. You must also have set up Content Groupings before they appear in the report.



Behavior Site Content allows you to drill down into the data on each of your website subpages. You can also view which page has the highest landing and exit rates:



Goals allow you to measure **Conversions** on your site. A goal represents a completed activity, called a conversion, that contributes to the success of your business. With the information in the **Conversions** report, it is possible to evaluate the effectiveness of your online marketing campaigns. Read more about Conversions here: <https://support.google.com/analytics/answer/1012040?hl=en>