

Google Analytics

Basics

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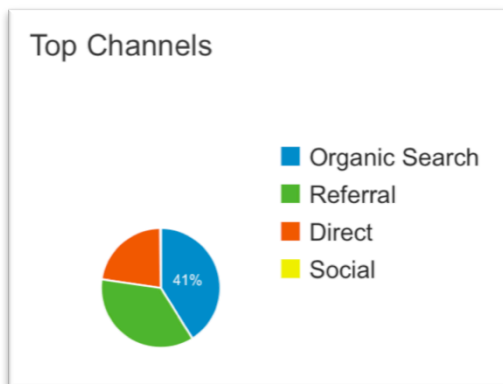
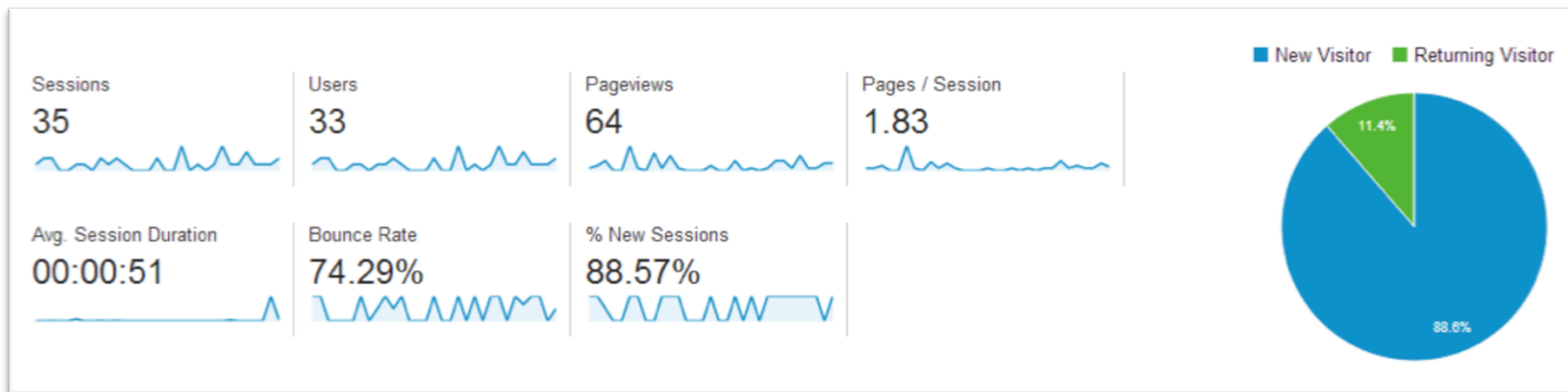
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What is Google Analytics?

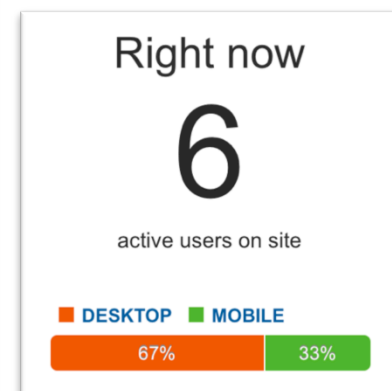


What can you track?



Sessions by Browser

Browser	Sessions
Chrome	3,996
Safari	2,580
Internet Explorer	1,422
Firefox	1,073
Safari (in-app)	418
Edge	138





- **The number of visits** (Visits graph and numbers)
- **Viewers' languages and location** (Language table)
- **Proportions of new and returning visitors** (Diagram)
- **Average page depth** (Pages / Visit graph)
- **Visit duration** (Avg. visit duration graph)
- **Browsers, OS, and network used by viewers** (System)
- **Mobile device usage and their characteristics** (Mobile)



How to get started?

Have Gmail account

- <https://www.gmail.com>

Sign up for Google Analytics

- <https://www.google.com/analytics>

Create a new account

- You will be issued an Account ID: XXXXXXXX

Login and create a new property

- Property generates an Universal Analytics (UA) code **UA-XXXXXX-1**
- UA code is based on Account ID

Analytics Account Settings

Basic Settings

Account Id

45934301

Account Name

Yale University - main account

Property Settings

Basic Settings

Tracking ID

UA-45934301-1

Property name

Yale Portal (portal.yale.edu)



Add UA code to your website to track analytics.

- **Static website:** Paste your snippet (unaltered, in it's entirety) into every web page you want to track. Paste it immediately before the closing `</head>` tag.
- **Drupal:** Use Google Analytics Module
- **WordPress:** Use Google Analytics + Plugin

Add UA code to Drupal



▼ **STATISTICS**

ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input checked="" type="checkbox"/>	Google Analytics	7.x-2.0	Allows your site to be tracked by Google Analytics by adding a Javascript tracking code to every page.	? Help Permissions Configure

Google Analytics

[Home](#) » [Administration](#) » [Configuration](#) » [System](#) » [Google Analytics](#)

Google Analytics is a free (registration required) website traffic and marketing effectiveness service.

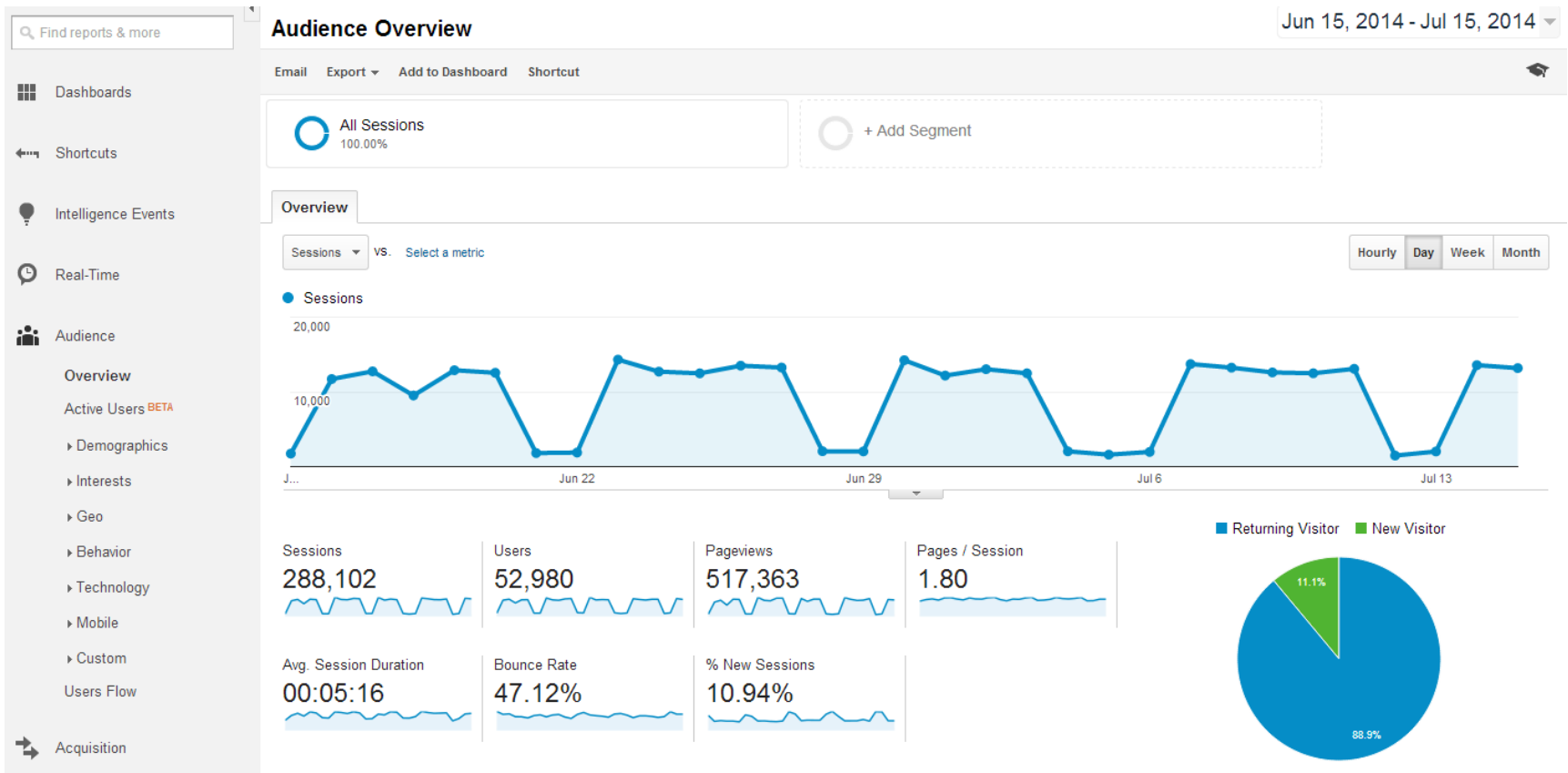
GENERAL SETTINGS

Web Property ID *

UA--1

This ID is unique to each site you want to track separately, and is in the form of UA-xxxxxxx-yy. To get a Web Property ID, [register your site with Google Analytics](#), or if you already have registered your site, go to your [Google Analytics Settings](#) page to see the ID next to every site profile. Find more information in the [documentation](#).

How to get started?



Account Overview



Administration

Yale University - main account

ACCOUNT

Yale University - main acco... ▾

 Account Settings

 User Management

 All Filters

 Change History

 Trash Can

PROPERTY

Campus Map ▾

 Property Settings

 User Management

 Tracking Info

PRODUCT LINKING

 AdWords Linking

 AdSense Linking

 Ad Exchange Linking

VIEW

All Web Site Data ▾

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

 Ecommerce Settings



Accounts per Google Login: 100

- Each account gets assigned an Account ID

Properties per Analytics Account: 50

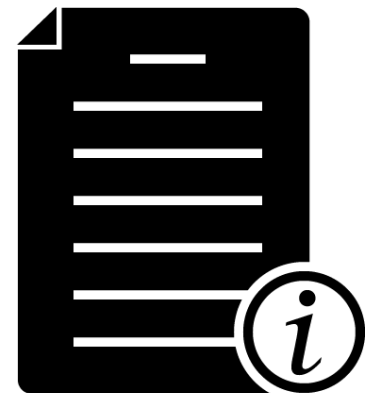
- Each Property gets assigned a UA Code (based on account ID: UA-XXXXXXX-1)

Views per Property: 50

- Level where you access reports

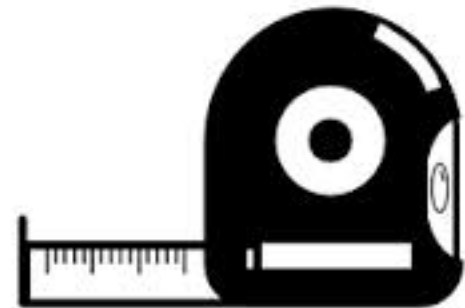
Dimensions—A dimension is a descriptive attribute or characteristic of an object that can be given different values. Browser, Exit Page, Screens and Session Duration are all examples of dimensions that appear by default in Google Analytics.

Dimensions: Describe data



Metrics—Metrics are individual elements of a dimension that can be measured as a sum or a ratio. Screen-views, Pages/Session and Average Session Duration are examples of metrics in Google Analytics.

Metrics: Measure data



Relationship between Dimensions and Metrics



DIMENSION	METRIC	METRIC
City	Area (in sq. miles)	Population
San Francisco	231	800,000
Berlin	334	3.5 million
Singapore	224	5.2 million

		Acquisition	3 Metrics	
		Sessions	% New Sessions	New Users
<div style="border: 2px solid red; padding: 5px; display: inline-block;"> Medium ? Country ? × </div>		7,793 % of Total: 100.00% (7,793)	72.71% Avg for View: 72.65% (0.07%)	5,666 % of Total: 100.07% (5,662)
1. organic	United States	761 (9.77%)	87.39%	665 (11.74%)
2. referral	United States	719 (9.23%)	67.18%	483 (8.52%)
3. (none)	United States	527 (6.76%)	77.99%	411 (7.25%)

2 Dimensions



Pages/Session

Avg. Session Duration

Bounce Rate

New Sessions

Goals

Conversions

Campaigns

Acquisition

Behavior

Add users



Administration > User Management

Yale University - main account



ACCOUNT

Yale University - main acc... ▾

Account Settings

User Management

All Filters

Change History

Trash Can

	Email	Account Permissions	
1.	yale.metrics@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze ▾	delete
2.	alexandros@yale.edu	Manage Users, Edit, Collaborate, Read & Analyze ▾	delete
3.	yale.metrics@gmail.com	None ▾	Permissions assigned at property or view level delete
4.	alexandros@yale.edu	None ▾	Permissions assigned at property or view level delete

Modify users



Administration > User Management

Yale University - main account



ACCOUNT

Yale University - main acc... ▾

Account Settings

User Management

All Filters

Change History

Trash Can

	Email	Account Permissions	
1.	yale.metrics@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze ▾	delete
2.	vicentmarquez@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze ▾	delete
3.	tdm@yale.edu	Permissions assigned at property or view level	delete
4.	tdm@yale.edu	Permissions assigned at property or view level	delete

Save Cancel

Delete users



Administration > User Management

Yale University - main account



ACCOUNT

Yale University - main acc... ▾

Account Settings

User Management

All Filters

Change History

	Email	Account Permissions	
1.	yale.metrics@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze ▾	delete
2.	vincenzomassaro@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze ▾	delete
3.	zablonig@yale.edu	None ▾	Permissions assigned at property or view level delete



Setting Goals Step 1



VIEW

← All Site Data ▾

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

1 Goal description

Name

My Goal

Goal slot ID

Goal ID 1 / Goal Set 1 ▾

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Next step Cancel

2 Goal details

Setting Goals Step 2



VIEW

All Site Data

View Settings

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Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Goal description [Edit](#)

Name: *My Goal*
Goal type: *Destination*

2 **Goal details**

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value **OPTIONAL**

Off Assign a monetary value to the conversion.

Funnel **OPTIONAL**

Off

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Filters allow you to limit and modify the traffic data that is included in a view.

A filter helps you filter stuff.....





VIEW

← All Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Add Filter to View

Filter Information

Filter Name

Filter Type

Predefined

Custom

Select filter type

Select source or destination

Select expression

Filter Verification ?

[Verify this filter](#) See how this filter would affect the current view's data, based on traffic from the previous 7 days.

Save

Cancel



Lynda.com

- Google Analytics Essential Training
- Google Analytics Tips

Google

- <https://support.google.com/analytics>
- <https://analyticsacademy.withgoogle.com>

