Google Analytics 101

Why Google Analytics? And what is it?

How do I get it?

Cool. Now what do I do with it?

Have any tips or tricks?

Great presentation, Addy, but can I ask a couple more questions?
Why Google Analytics?
We all have something in common…
Count on data-driven decisions…
What Is Google Analytics?
Google Analytics is a free traffic reporting toolset that allows site owners and their agencies to track usage on their websites and gain important insights into visitation and conversion to make well-informed decisions.

Reporting features include:

- Site Sessions
- Site Users
- New vs. Returning Users
- Pageviews
- Pages per Session
- Traffic Channels
- Site Content
- Bounce Rate (single page visit)
- Time on Site
- Conversion, Ecommerce Tracking
- Desktop vs. Mobile vs. Tablet
- Browsers Used
- Keywords
- Conversions
How Do I Get Google Analytics?
www.google.com/analytics
Tracking ID

UA-__________-

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every page you want to track.

```html
<script>
(function(i,s,o,r,a,m)i=s.createElement('script'),r=i.getElementsByTagName('script')[0],m=s.getElementsByTagName('script')[0],m.parentNode.insertBefore(i,m),i.async=!1,j=i.src='https://www.google-analytics.com/analytics.js','ga')

ga('create', '__________', 'auto');

ga('send', 'pageview');
</script>
```

PHP Implementation

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately before the `</body>` tag:

```php
<?php include_once('analyticstracking.php'); ?>
```

Dynamic Content Implementation

Use a common include or template to paste the code above instead of manually adding it to every page.

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

Learn how to get started with Google Tag Manager.
When you create a Google Analytics account for your website, you will receive a small tracking code snippet to place within the code of all your website pages.

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```html
<script>
(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','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-24240138-1', 'auto');
ga('send', 'pageview');

</script>
```

www.google.com/analytics
Google Analytics uses the following sources to provide information in reports:

- The HTTP request of the user
- Browser/System information
- First-party cookies

https://developers.google.com/analytics/resources/concepts/gaConceptsTrackingOverview
Within 24 hours...
Cool. Now What Do I Do With It?
Google Analytics - Dashboards

Dashboards – create custom views to monitor performance

SEM Reporting Dashboard

SEM vs. Site Avg. % New Sessions
66.64%
Avg for View: 72.74% (8.28%)

SEM vs. Site Avg. Session Duration
00:02:14
Avg for View: 00:02:13 (4.51%)

SEM vs. Site Avg. Bounce Rate
50.84%
Avg for View: 52.68% (3.95%)

Sessions and Bounce Rate by Source / Medium
Source / Medium  Sessions  Bounce Rate
google / cpc  34,037  50.94%
Google Analytics - Dashboards

Dashboards – create custom views to monitor performance
Google Analytics - Dashboards

Dashboards – create custom views to monitor performance

Audience Overview

Sessions 240,806
Users 194,118
Pageviews 587,874
Pages / Session 2.44
Avg. Session Duration 00:02:13
Bounce Rate 52.68%

New Visitor 27.2%
Returning Visitor 72.8%
Google Analytics - Shortcuts
Quick access to mission critical data views

<table>
<thead>
<tr>
<th>Name</th>
<th>Creation Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Campaign</td>
<td>May 20, 2014</td>
</tr>
<tr>
<td>All MM Traffic</td>
<td>May 20, 2014</td>
</tr>
<tr>
<td>Video Campaigns</td>
<td>Aug 8, 2014</td>
</tr>
<tr>
<td>LinkedIn 2014</td>
<td>Oct 16, 2014</td>
</tr>
<tr>
<td>SEM Traffic</td>
<td>Nov 24, 2014</td>
</tr>
<tr>
<td>SEM Report - Custom</td>
<td>Sup 3, 2015</td>
</tr>
<tr>
<td>Fall Events Content</td>
<td>Nov 17, 2015</td>
</tr>
</tbody>
</table>
Google Analytics - Shortcuts
Quick access to mission critical data views
Google Analytics - Intelligence Events

The system automatically identifies and reports on anomalies

<table>
<thead>
<tr>
<th>Metric</th>
<th>Segment</th>
<th>Period</th>
<th>Date</th>
<th>Change</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>Campaign: St Louis (SEM-MOSTL) Leisure See &amp; Do</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-72%</td>
<td></td>
</tr>
<tr>
<td>Pageviews</td>
<td>Landing Page</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-67%</td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td>Landing Page: /things-to-do-see-do/</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-63%</td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td>Campaign: St Louis (SEM-MOSTL) Leisure See &amp; Do</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-68%</td>
<td></td>
</tr>
<tr>
<td>Avg. Session Duration</td>
<td>Landing Page /events/</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td>Exit Page: /things-to-do-see-do/</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-56%</td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td>Source: bing</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-38%</td>
<td></td>
</tr>
<tr>
<td>Pageviews</td>
<td>Source: bing</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-39%</td>
<td></td>
</tr>
<tr>
<td>Pageviews</td>
<td>Exit Page: /things-to-do-see-do/</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-53%</td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td>Medium: cpc</td>
<td>Monthly</td>
<td>Sep 1, 2016 - Sep 30, 2016</td>
<td>-43%</td>
<td></td>
</tr>
</tbody>
</table>

Automatic alerts will be removed from Google Analytics soon. Custom alerts will not be affected and continue to be visible.
Google Analytics - Intelligence Events
The system automatically identifies and reports on anomalies

<table>
<thead>
<tr>
<th>Alert on Sep 1, 2016 - Sep 30, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Pageviews</td>
</tr>
<tr>
<td>Pageviews</td>
</tr>
</tbody>
</table>

- 100,000
- 50,000

- April 2016
- May 2016
- June 2016
- July 2016
- August 2016
- September 2016

Leisure See
- Pageviews: 21,728
- 0% decrease
- Expected: 76,192-88,460

© 2016 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback
Google Analytics - Real-Time

See site activity at any given moment

Right now

83

active users on site

Top Referrals:

<table>
<thead>
<tr>
<th>Source</th>
<th>Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.m.wikipedia.org</td>
<td>1</td>
</tr>
<tr>
<td>firmacentral.com</td>
<td>1</td>
</tr>
</tbody>
</table>

Top Active Pages:

<table>
<thead>
<tr>
<th>Active Page</th>
<th>Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>12 14.46%</td>
</tr>
<tr>
<td>/events/</td>
<td>9 10.84%</td>
</tr>
</tbody>
</table>
Audience reporting features include:

- Age & Gender
- In-Market Segments
- Location
- Frequency & Recency
- Browser & OS
- Mobile Devices
- Affinity Categories
- Language
- New vs. Returning
- Engagement
- Network
- Benchmarking
Google Analytics - Audience - Overview

Gain valuable insights on your audience and their technology.
Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology
Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology.

### Sessions

<table>
<thead>
<tr>
<th>Date</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 22</td>
<td>10,000</td>
</tr>
<tr>
<td>Sep 29</td>
<td>5,000</td>
</tr>
<tr>
<td>Oct 6</td>
<td></td>
</tr>
</tbody>
</table>

### Device Category Overview

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. mobile</td>
<td>120,596</td>
<td>72.78%</td>
<td>81,050</td>
<td>58.07%</td>
<td>2.17</td>
<td>00:01:51</td>
</tr>
<tr>
<td>2. desktop</td>
<td>102,346</td>
<td>79.92%</td>
<td>81,792</td>
<td>46.50%</td>
<td>2.73</td>
<td>00:02:33</td>
</tr>
<tr>
<td>3. tablet</td>
<td>17,864</td>
<td>69.50%</td>
<td>12,415</td>
<td>51.67%</td>
<td>2.65</td>
<td>00:02:51</td>
</tr>
</tbody>
</table>

### Additional categories

- Affinity Categories
- In-Market Segments
- Other Categories
- Geo
- Language
- Location
- Behavior
- New vs Returning
- Frequency & Recency
- Engagement
- Technology
- Browser & OS
- Network
- Mobile Overview
- Devices
- Custom
- Custom Variables
Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology.

Overview

Device Category: All Users

Sessions

Primary Dimension: Device Category

Acquisition

Behavior

Conversions
# Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology.

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mobile</td>
<td>25.23% ↑</td>
<td>0.07% ↑</td>
</tr>
<tr>
<td></td>
<td>240,866 vs 192,285</td>
<td>72.78% vs 72.73%</td>
</tr>
<tr>
<td>% Change</td>
<td>105.03%</td>
<td>-9.44%</td>
</tr>
<tr>
<td>desktop</td>
<td>58,819 (30.59%)</td>
<td>74.22%</td>
</tr>
<tr>
<td></td>
<td>120,954 (62.90%)</td>
<td>71.97%</td>
</tr>
<tr>
<td>% Change</td>
<td>-15.38%</td>
<td>11.04%</td>
</tr>
<tr>
<td>tablet</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17,864 (7.42%)</td>
<td>69.50%</td>
</tr>
<tr>
<td></td>
<td>12,512 (6.51%)</td>
<td>73.03%</td>
</tr>
<tr>
<td>% Change</td>
<td>42.77%</td>
<td>-4.83%</td>
</tr>
</tbody>
</table>
Acquisition reporting features include:

- Traffic Channels
- Google AdWords Data
- Social Referrals
- Paid Campaigns
- Source/Medium
- Google Search Console Data
- Social Landing Pages
- Organic Keywords
Google Analytics - Acquisition - All Traffic - Channels

Gain valuable insights into how you are acquiring your traffic
Google Analytics - Acquisition - All Traffic - Channels

Gain valuable insights into how you are acquiring your traffic

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>1. (not provided)</td>
<td>704 (97.37%)</td>
<td>67.61%</td>
</tr>
<tr>
<td>2. madden media</td>
<td>8 (1.11%)</td>
<td>62.50%</td>
</tr>
<tr>
<td>3. madden publishing</td>
<td>2 (0.28%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>4. maddenmedia.com</td>
<td>2 (0.28%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>5. madden media kansas</td>
<td>1 (0.14%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>6. madden media tucson</td>
<td>1 (0.14%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>7. madden media'</td>
<td>1 (0.14%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>8. madden media\</td>
<td>1 (0.14%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>9. madden mobile support number</td>
<td>1 (0.14%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>10. madden publishing tucson</td>
<td>1 (0.14%)</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Google Analytics - Acquisition - Search Console

Gain valuable insights into how you are acquiring your traffic

This report requires Search Console integration to be enabled.

Set up Search Console data sharing

What is Search Console?
Search Console is a free product that provides data and analytics to help improve your site’s performance in Google search.

Enabling Search Console data within Analytics
Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites’ data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics
Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor clickthrough rates. These are queries for which your pages get attention and improved content could lead to more visitors.
Google Analytics - Acquisition - Search Console

Gain valuable insights into how you are acquiring your traffic

You want to be found on the web. We want to help.

Track your site’s search performance with Google Search Console and browse around for more webmaster resources.

www.google.com/webmasters
Google Analytics - Acquisition - AdWords

Gain valuable insights into how you are acquiring your traffic

<table>
<thead>
<tr>
<th>Campaign / Campaign ID</th>
<th>Acquisition</th>
<th>Cost</th>
<th>CPC</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clicks</td>
<td>$</td>
<td>Avg for View</td>
<td>% of Total</td>
<td>Avg for View</td>
<td>Avg for View</td>
</tr>
<tr>
<td>Leisure</td>
<td>10,036 (23.31%)</td>
<td>$2,525.16 (18.01%)</td>
<td>$0.25</td>
<td>8,308 (24.41%)</td>
<td>50.76%</td>
<td>2.49</td>
</tr>
<tr>
<td>Leisure See</td>
<td>7,621 (17.70%)</td>
<td>$2,525.41 (18.01%)</td>
<td>$0.33</td>
<td>5,889 (17.30%)</td>
<td>53.66%</td>
<td>2.97</td>
</tr>
<tr>
<td>Leisure Visit</td>
<td>7,114 (16.52%)</td>
<td>$2,474.25 (17.65%)</td>
<td>$0.35</td>
<td>4,914 (14.44%)</td>
<td>35.82%</td>
<td>3.88</td>
</tr>
<tr>
<td>Leisure</td>
<td>6,250 (14.54%)</td>
<td>$2,478.91 (17.68%)</td>
<td>$0.40</td>
<td>5,021 (14.75%)</td>
<td>63.91%</td>
<td>1.94</td>
</tr>
<tr>
<td>Leisure</td>
<td>5,609 (13.03%)</td>
<td>$1,597.35 (11.39%)</td>
<td>$0.28</td>
<td>4,407 (12.95%)</td>
<td>40.34%</td>
<td>3.16</td>
</tr>
<tr>
<td>Leisure</td>
<td>3,302 (7.67%)</td>
<td>$1,216.12 (8.67%)</td>
<td>$0.37</td>
<td>3,020 (8.67%)</td>
<td>53.05%</td>
<td>2.72</td>
</tr>
<tr>
<td>Leisure Stay</td>
<td>734 (1.70%)</td>
<td>$343.11 (2.45%)</td>
<td>$0.47</td>
<td>700 (2.06%)</td>
<td>64.71%</td>
<td>1.94</td>
</tr>
<tr>
<td>Leisure</td>
<td>715 (1.66%)</td>
<td>$280.85 (2.00%)</td>
<td>$0.39</td>
<td>807 (2.57%)</td>
<td>63.32%</td>
<td>2.49</td>
</tr>
<tr>
<td>Leisure</td>
<td>472 (1.10%)</td>
<td>$147.54 (1.05%)</td>
<td>$0.31</td>
<td>336 (0.99%)</td>
<td>60.12%</td>
<td>2.07</td>
</tr>
</tbody>
</table>
Connecting Google AdWords to Google Analytics

https://support.google.com/adwords/answer/1704341?hl=en
Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

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
  - The full website URL (e.g. https://www.example.com)

- Campaign Source
  - The referrer (e.g. google, newsletter)

- Campaign Medium
  - Marketing medium: (e.g. cpc, banner, email)

- Campaign Name
  - Product, promo code, or slogan (e.g. spring sale)

- Campaign Term
  - Identify the paid keywords

- Campaign Content
  - Use to differentiate ads

Google URL Builder

http://www.example.com/?utm_source=google&utm_medium=cpc&utm_campaign=Culinary
Behavior reporting features include:

- Behavior Flow
- Landing Pages
- Site Speed Suggestions
- In-Page Analytics
- All Page Performance
- Exit Pages
- Top Events
- Experiments
Google Analytics - Behavior - Behavior Flow

Gain valuable insights into how your audience utilizes your website

[Diagram showing a behavior flow with landing pages and 1st interaction results]
Gain valuable insights into how your audience utilizes your website.
Conversions reporting features include:

- Goal Performance
- Ecommerce
- Transactions
- Top Conversion Pages
- Goal Flow
- Sales Performance
- Assisted Conversions
- Attribution
Google Analytics - Conversions

The “Conversions” section of Google Analytics can be one of the most valuable tools when trying to determine the ROI of campaigns or the website as a whole.

To use conversion tracking, you must first create goals within Google Analytics so the system knows when a conversion has taken place.
Google Analytics - Setting Up Conversions
# Google Analytics - Setting Up Conversions

## Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Id</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNews Sign-up</td>
<td>Goal ID 3 / Goal Set 1</td>
</tr>
<tr>
<td>Engaged User - Time on Site</td>
<td>Goal ID 1 / Goal Set 1</td>
</tr>
<tr>
<td>Full Checkout Funnel - aRes</td>
<td>Goal ID 5 / Goal Set 1</td>
</tr>
<tr>
<td>Smart Goal</td>
<td>Goal ID 4 / Goal Set 1</td>
</tr>
<tr>
<td>Travel Tools - Virtual Guide View</td>
<td>Goal ID 2 / Goal Set 1</td>
</tr>
</tbody>
</table>

15 goals left

[+ NEW GOAL]
Google Analytics - Setting Up Conversions

Goal setup

1. Template
   Select a template to start with a pre-filled configuration
   - Revenue
     - Reservations: Signed up for a tour, rental or reservation
     - Buy tickets: Completed online purchase
   - Acquisition
     - Create an account: Successful sign up, account, or view created
   - Inquiry
     - Read reviews: Viewed reviews and ratings
   - Engagement
     - Add to favorites: Saved product or information to a list
     - Media play: Played interactive media, like a video, slideshow, or product demo
     - Share / social connect: Shared to a social network or emailed
     - Contribute content: Submitted or uploaded a picture, story, or other
   - Smart Goal
     Maximum of one Smart Goal per view reached.
     Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. Learn more

2. Custom

Continue  Cancel
Google Analytics - Setting Up Conversions

- **Goal setup**: Custom
- **Goal description**:
  - **Name**: Entered Sweepstakes
- **Goal slot ID**: Goal Slot 1 / Goal 2
- **Type**: Destination (ex: thanks.html)

**Goal details**:

[Continue] [Cancel]
Google Analytics - Setting Up Conversions

Goal setup
- Custom

Goal description
- Name: Entered Sweepstakes
- Goal type: Destination

Goal details
- Destination:
  - Equals to: entered-thanks.html
  - Case sensitive: Off
  - For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

- Value: Optional
  - ON
  - 50
  - $USD
  - Assign a monetary value to the conversion. Learn more about Goal Values. For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. Learn more about Ecommerce Transactions.

- 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.

Save  Cancel
Google Analytics - Smart Goals
Tips & Tricks
## Monitor Page Bounce Rate

### Users Flow
- Acquisition
- Behavior
- All Pages
  - Content Drilldown
  - Landing Pages
  - Exit Pages
  - Site Speed
  - Site Search
  - Events
  - Publisher
  - Experiments
  - In-Page Analytics

### Table

<table>
<thead>
<tr>
<th>Page</th>
<th>% of Total: 100.00% (578,988)</th>
<th>% of Total: 100.00% (472,952)</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:01:32</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>2.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:00:00</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>3.</td>
<td>163 (0.03%)</td>
<td>134 (0.03%)</td>
<td>00:00:35</td>
<td>2 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>4.</td>
<td>26 (0.00%)</td>
<td>16 (0.00%)</td>
<td>00:00:22</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>5.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:00:00</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>6.</td>
<td>2 (0.0%)</td>
<td>2 (0.0%)</td>
<td>00:00:00</td>
<td>2 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>7.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:00:00</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>8.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:00:00</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>9.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:00:00</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>10.</td>
<td>1 (0.0%)</td>
<td>1 (0.0%)</td>
<td>00:00:00</td>
<td>1 (0.0%)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Monitor Page Bounce Rate

<table>
<thead>
<tr>
<th>Page Path</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /25-things-to-do-in...</td>
<td>60,230</td>
<td>47,423</td>
<td>00:02:40</td>
<td>41,750</td>
<td>64.67%</td>
</tr>
<tr>
<td>2. /fall-2016-festivals</td>
<td>14,817</td>
<td>12,332</td>
<td>00:02:53</td>
<td>11,206</td>
<td>63.72%</td>
</tr>
<tr>
<td>3. /meetings-convention-</td>
<td>2,199</td>
<td>2,049</td>
<td>00:03:48</td>
<td>1,580</td>
<td>89.62%</td>
</tr>
<tr>
<td>4. /travel-tools/maps/</td>
<td>2,337</td>
<td>2,136</td>
<td>00:03:58</td>
<td>1,690</td>
<td>85.15%</td>
</tr>
<tr>
<td>5. /top-five-st-louis-sites</td>
<td>1,345</td>
<td>1,230</td>
<td>00:03:55</td>
<td>1,181</td>
<td>86.79%</td>
</tr>
<tr>
<td>6. /10-events-happen-</td>
<td>2,191</td>
<td>1,986</td>
<td>00:02:49</td>
<td>1,182</td>
<td>81.60%</td>
</tr>
<tr>
<td>7. /things-to-do/see-sights</td>
<td>2,877</td>
<td>2,477</td>
<td>00:01:06</td>
<td>2,474</td>
<td>66.65%</td>
</tr>
<tr>
<td>8. /discover/st-louis-music-venues/</td>
<td>1,282</td>
<td>1,227</td>
<td>00:06:07</td>
<td>1,156</td>
<td>76.96%</td>
</tr>
<tr>
<td>9. /5-pokemon-go-tips</td>
<td>965</td>
<td>878</td>
<td>00:02:49</td>
<td>864</td>
<td>82.99%</td>
</tr>
<tr>
<td>10. /5-things-weekend-</td>
<td>1,761</td>
<td>1,568</td>
<td>00:03:02</td>
<td>962</td>
<td>73.11%</td>
</tr>
</tbody>
</table>
Google Analytics Tips & Tricks

• Use month-over-month or year-over-year comparison to assess traffic trends.

• Under Admin → View, create “Custom Alerts.”
Google Analytics Tips & Tricks

- Setup automated email reports.
Google Analytics Tips & Tricks

- Download files for data manipulation.
Google Analytics Tips & Tricks

- Monitor mobile traffic trends.

- Use the “Keywords” section for insights on search engine optimization.
  - Get deeper insights with Google Search Console tie-in.

- Use campaign variables (Campaign URL Builder) to measure advertising effectiveness.

  **Campaign Variable Cheat Sheet:**
  - utm_source = where the advertising will be placed
  - utm_medium = type of advertising being utilized (display, search, email, etc.)
  - utm_campaign = a made-up name that will help you recognize the campaign
Questions?