

Google Analytics

What is Google Analytics?

Google Analytics is a powerful reporting platform that provides insight on how a website is performing

Why is it useful?

Gain insights that matter on:

- How visitors use your site
- How they arrived on your site
- How you can keep them coming back

Google Analytics Metrics Overview

Key metrics to measure:

- Unique Visitors
- Visits
- Pageviews
- Average Visit Duration
- Average Pages/Visit
- Bounce Rate
- % of New Visitors

Google Analytics Metrics Overview

Additional metrics (advanced):

- Content Analytics
- Social Analytics
- Mobile Analytics
- Conversion Analytics
- Advertising Analytics

How to use Google Analytics

How to:

- Sign up for an Analytics Account (if you already have an account, you're one step ahead)
- Add your property (website) to the account
- Add the Analytics tracking code to property (website)
- Set up at least one profile for the property (website)
- Add additional users to the profile (optional)
- Filter out internal traffic (optional)
- Build a custom URL (optional)
- Use the Google Analytics Interface

1. Sign up for an account.

You must have a Google Account in order to access Google Analytics.

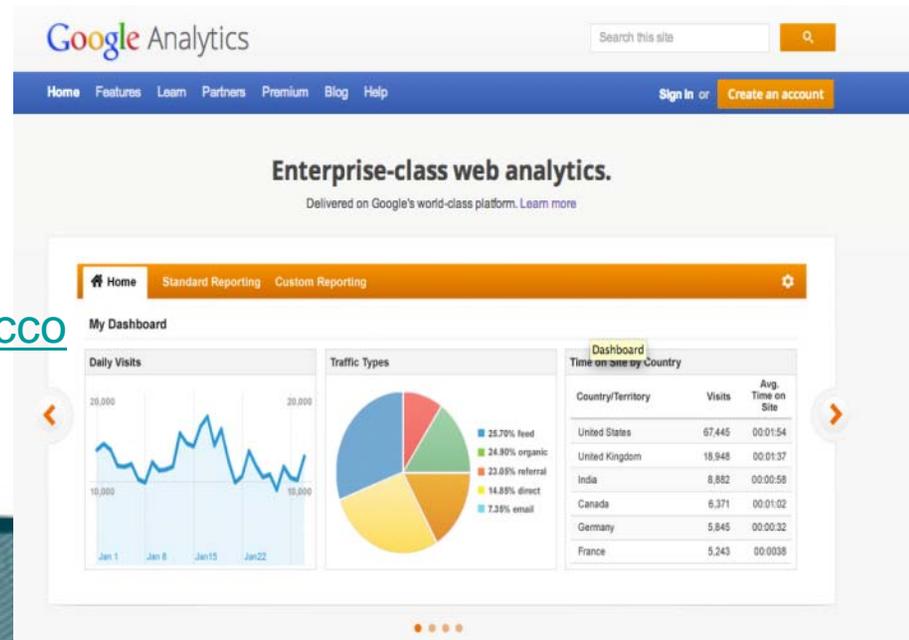
If you already have an account you can Sign in by visiting:

<https://accounts.google.com/ServiceLogin?service=analytics>

and skip to slide 6.

Otherwise, you can get started by signing up for an account:

<https://accounts.google.com/NewAccount?service=analytics>



1. Sign up for an account.

Required Information for Google account:

Your current email address: (the one you would like to use as to login into Google Analytics account – you can always add additional users)

A password



Create an Account

Your Google Account gives you access to Google Analytics and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength: Strong](#)
Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Enable Web History [Learn More](#)

1. Sign up for an account.

Get Started with Google Analytics

Enter your location (United States)

Enter your birthday

Pass the word verification test

Agree to the Terms of Service

Get started with Google Analytics

Location:

Birthday:
MM/DD/YYYY (e.g. "4/23/2013")

Word Verification: Type the characters you see in the picture below.

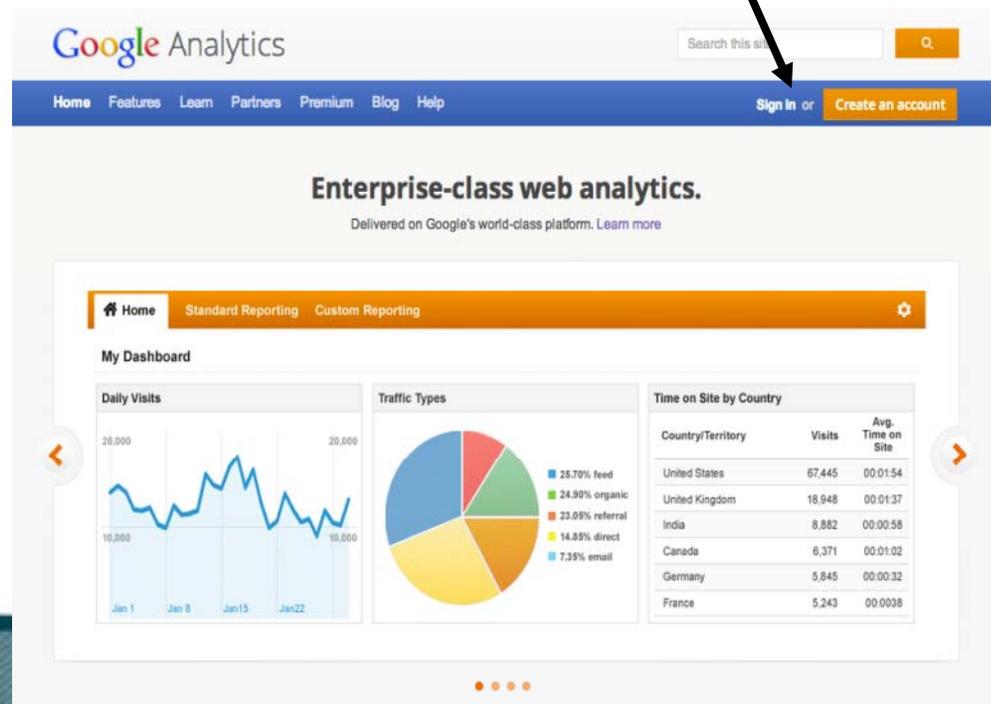
comptioles


Letters are not case-sensitive

Terms of Service: I agree to the Google [Terms of Service](#) and [Privacy Policy](#)

1. Sign into your account.

Once you have an account, you can sign in by visiting <http://www.google.com/analytics> and click **Sign In**

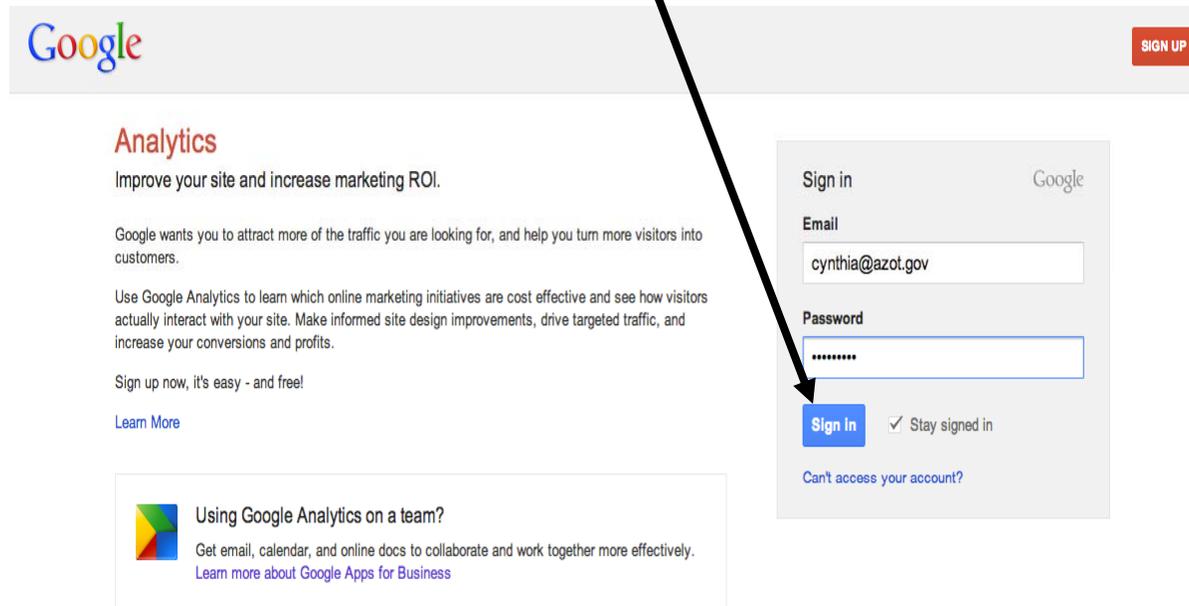


The screenshot shows the Google Analytics interface. At the top, there is a search bar and a navigation menu with links for Home, Features, Learn, Partners, Premium, Blog, and Help. A blue 'Sign In' button and an orange 'Create an account' button are visible in the top right. Below the navigation, the main heading reads 'Enterprise-class web analytics.' followed by the subtext 'Delivered on Google's world-class platform. Learn more'. The dashboard area is titled 'My Dashboard' and contains three main sections: 'Daily Visits' (a line chart showing visits over time), 'Traffic Types' (a pie chart showing the distribution of traffic sources), and 'Time on Site by Country' (a table showing average time on site for various countries).

Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	18,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,845	00:00:32
France	5,243	00:00:38

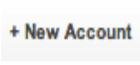
1. Sign into your account.

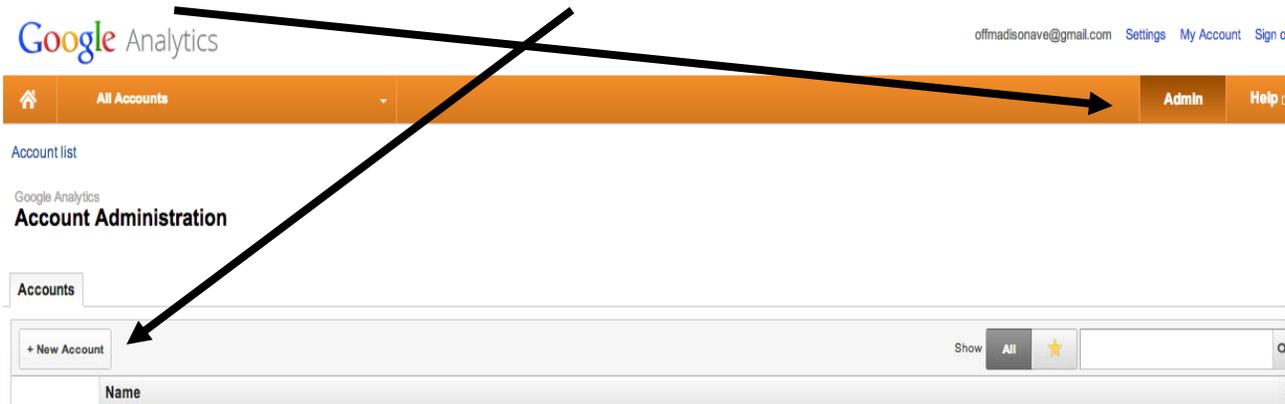
Enter your email & password then, [Sign In](#)



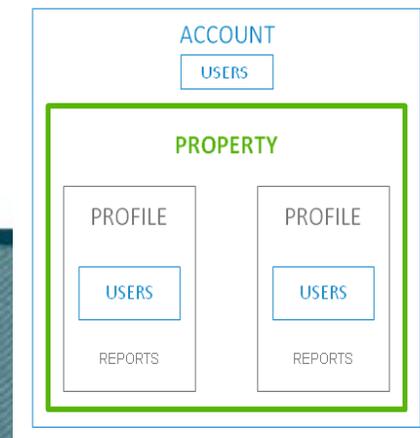
The screenshot shows the Google Analytics sign-in interface. At the top left is the Google logo, and at the top right is a red 'SIGN UP' button. The main heading is 'Analytics' in red, followed by the sub-heading 'Improve your site and increase marketing ROI.' Below this is a paragraph: 'Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.' Another paragraph follows: 'Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.' Below that is the text 'Sign up now, it's easy - and free!' and a blue 'Learn More' link. At the bottom left, there is a box titled 'Using Google Analytics on a team?' with a small Google logo icon, containing the text 'Get email, calendar, and online docs to collaborate and work together more effectively.' and a blue link 'Learn more about Google Apps for Business'. On the right side, there is a sign-in form with the title 'Sign in' and the Google logo. It contains an 'Email' field with the text 'cynthia@azot.gov', a 'Password' field with masked characters '*****', a blue 'Sign In' button, a checked checkbox for 'Stay signed in', and a blue link 'Can't access your account?'.

2. Add a property to the account

Select  then, click 



Property: Website, mobile application, blog, etc. An account can contain one or more properties.

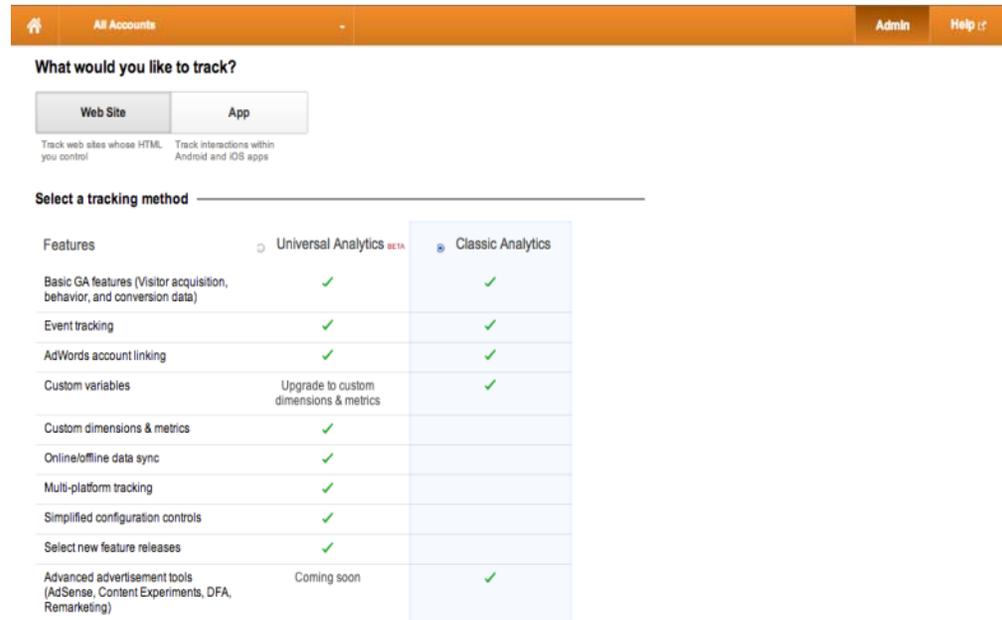


2. Add your property to the account

Select



Select a tracking method



The screenshot shows the "All Accounts" management page. At the top, there are "Admin" and "Help" links. The main heading is "What would you like to track?". Below this, there are two buttons: "Web Site" (selected) and "App". Under "Web Site", it says "Track web sites whose HTML you control". Under "App", it says "Track interactions within Android and iOS apps".

Below the buttons is a section titled "Select a tracking method". It features two columns: "Universal Analytics beta" and "Classic Analytics". A table lists various features and their availability in each method.

Features	Universal Analytics <small>beta</small>	Classic Analytics
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (AdSense, Content Experiments, DFA, Remarketing)	Coming soon	✓

2. Add your property to the account

Enter your website's name

Enter your website's domain URL (e.g. www.ArizonaGuide.com)

Select a reporting time zone (usually your own)

Name your account and click [Get Tracking ID](#)

You will also need to accept the Google Analytics Terms of Service

The image shows a screenshot of the Google Analytics setup interface. The top section, 'Setting up your web property', includes fields for 'Website Name', 'Web Site URL', 'Industry Category', and 'Reporting Time Zone'. The bottom section, 'Setting up your account', includes fields for 'Account Name' and 'Data Sharing Settings'. A modal window titled 'Google Analytics Terms of Service Agreement' is overlaid on the right side, containing the text of the terms of service. A black arrow points from the 'Get Tracking ID' button in the text above to the 'Get Tracking ID' button in the screenshot.

Setting up your web property

Website Name
My New Web Site

Web Site URL
http://
Example: http://www.mywebsite.com

Industry Category
We've added more Industry Categories! Select one that best represents your business.
Select One

Reporting Time Zone
United States | EST (GMT-05:00) Pacific Time

Setting up your account

Account Name
Accounts are the top-most level of organization and contain one or more tracking IDs.
My New Account Name

Data Sharing Settings

- With other Google products optional
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)
- Anonymously with Google and others optional
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about you, opt-out the data and identify it with other anonymous sites in comparable industries and report aggregate trends in the benchmark. [Show example](#)
- Account specialists optional
Give Google Analytics specialists and my Google sales specialists access to my Google Analytics data and account so they can improve my performance and analytics, and share optimization tips with me. If I don't have dedicated sales specialists, give the authorized sales representatives.

[Get Tracking ID](#) [Cancel](#)

Setting up your account

Account Name

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.
United States

GOOGLE ANALYTICS TERMS OF SERVICE

These Google Analytics Terms of Service (this "Agreement") are entered into by Google Inc. ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the "Service"). BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT ON BEHALF OF, AND BIND TO THIS AGREEMENT, THE OWNER OF THIS ACCOUNT. In consideration of the foregoing, the parties agree as follows:

3. Add the Analytics tracking code to your property

You will be taken to the tracking info section of your property's profile.

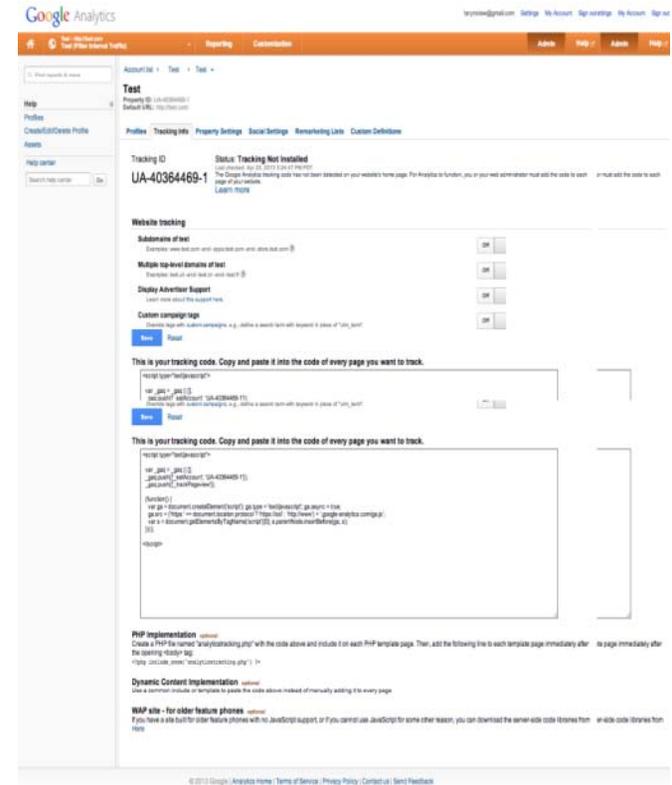
This is where you will find your tracking code.

Copy & Paste your tracking code onto every page you want to track.

Best Practice: Add your tracking code to the footer of your website but check with your web admin.

For detailed instructions on adding your tracking code to your site, click here:

https://support.google.com/analytics/answer/1008080?hl=en&ref_topic=1008079

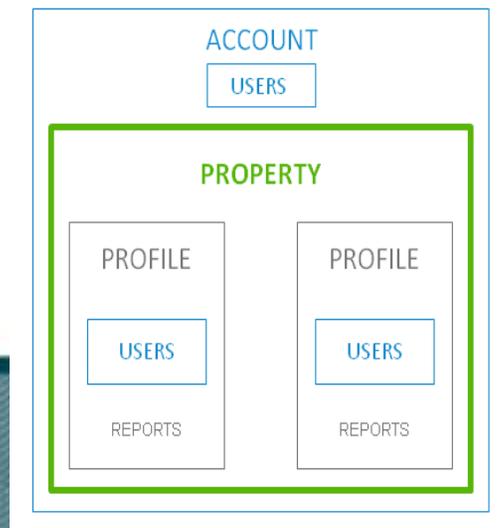


The screenshot shows the Google Analytics interface for a property named 'Test'. The 'Tracking Info' tab is selected, displaying the Tracking ID 'UA-40364469-1'. A status message indicates 'Tracking Not Installed' with a 'Learn More' link. Below this, there are sections for 'Website tracking' (Subdomains of test, Multiple top-level domains of test, Display Advertiser Support, Custom campaign tags) and 'This is your tracking code. Copy and paste it into the code of every page you want to track.' The tracking code is provided in a text area. At the bottom, there are sections for 'PHP Implementation', 'Dynamic Content Implementation', and 'WAP site - for older feature phones'.

4. Set-up at least one profile for the property

What's a profile?

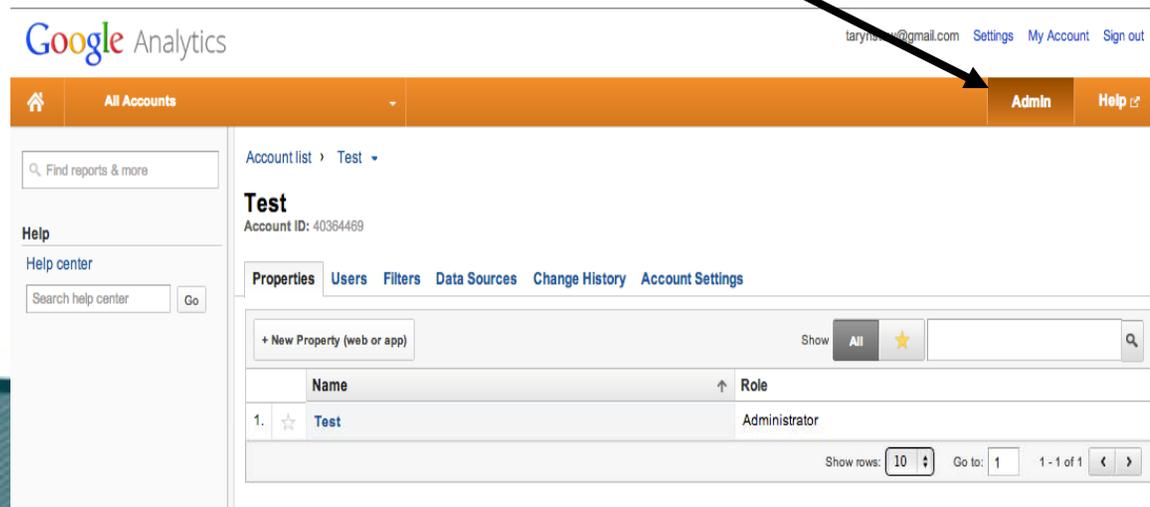
Profile: Your access point for reports. A profile is a defined view of visitor data from a property. The account users that you add to a profile can see the reports based on that profile's data. A property can contain one or more profiles.



4. Set-up at least one profile for the property

Once your account is created and your tracking ID is applied to your site you can create a profile.

To create a profile, click  and select the account you would like to create a profile for.



The screenshot shows the Google Analytics Admin interface. The top navigation bar is orange and contains the 'Admin' button, which is highlighted with an orange box. An arrow points from the text 'click Admin' to this button. The main content area shows the 'Test' account with a table of properties.

Name	Role
1. Test	Administrator

4. Set-up at least one profile for the property

To create a new profile, click

+ New Profile

The screenshot shows the Google Analytics interface for a property named 'Test'. The 'Profiles' tab is selected, and a '+ New Profile' button is highlighted with a black arrow. The interface includes a search bar, a sidebar with navigation options, and a main content area with a table of profiles.

Name	Profile Permissions
1. All Web Site Data	Administrator
2. Test (Filter Internal Traffic)	Administrator

4. Set-up at least one profile for the property

Enter the new profile name, then click **Create Profile**

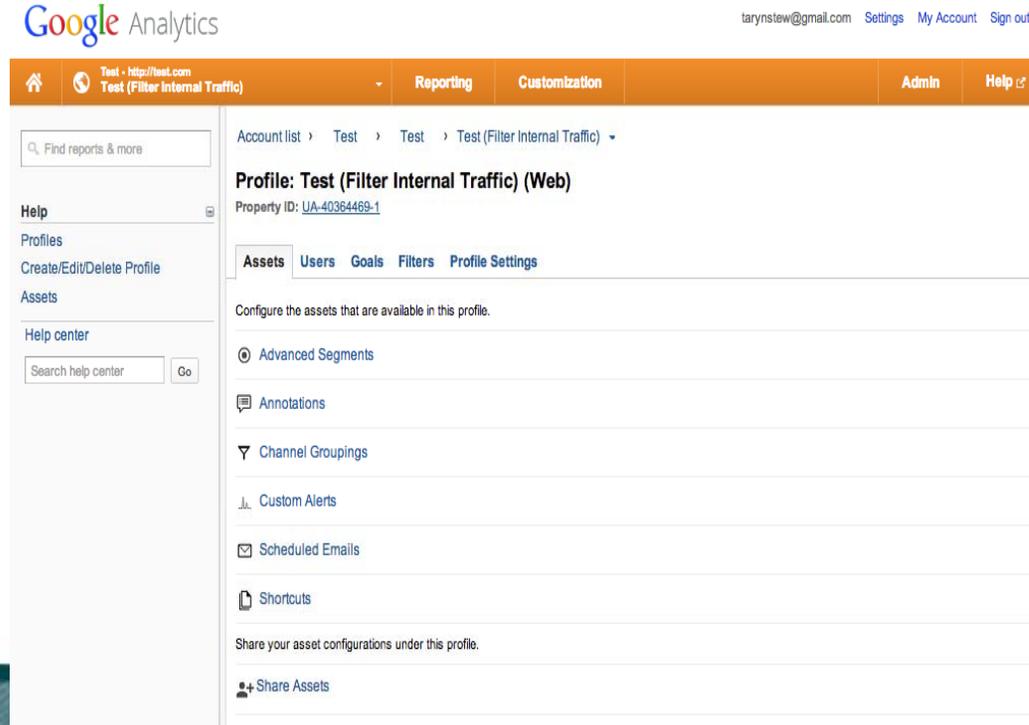
The screenshot shows the Google Analytics interface for a property named 'Test'. The 'Profiles' tab is selected, and the 'New Reporting Profile' form is displayed. The form includes the following fields and options:

- Reporting Profile Name:** A text input field containing 'Test (Filter Internal Traffic)'.
- Reporting Time Zone:** A dropdown menu set to 'United States' and a time zone selector set to '(GMT-08:00) Pacific Time'.
- What data should this profile track?:** Two radio button options: 'Web Site' (selected) and 'App'.
- Buttons:** 'Create Profile' (highlighted in blue) and 'Cancel'.

The 'Create Profile' button is highlighted with a blue box, and a black arrow points from this box to the button on the form.

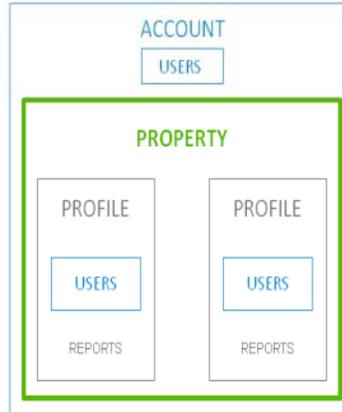
4. Set-up at least one profile for the property

You will now have a new profile set up and will look like the following

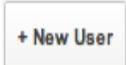


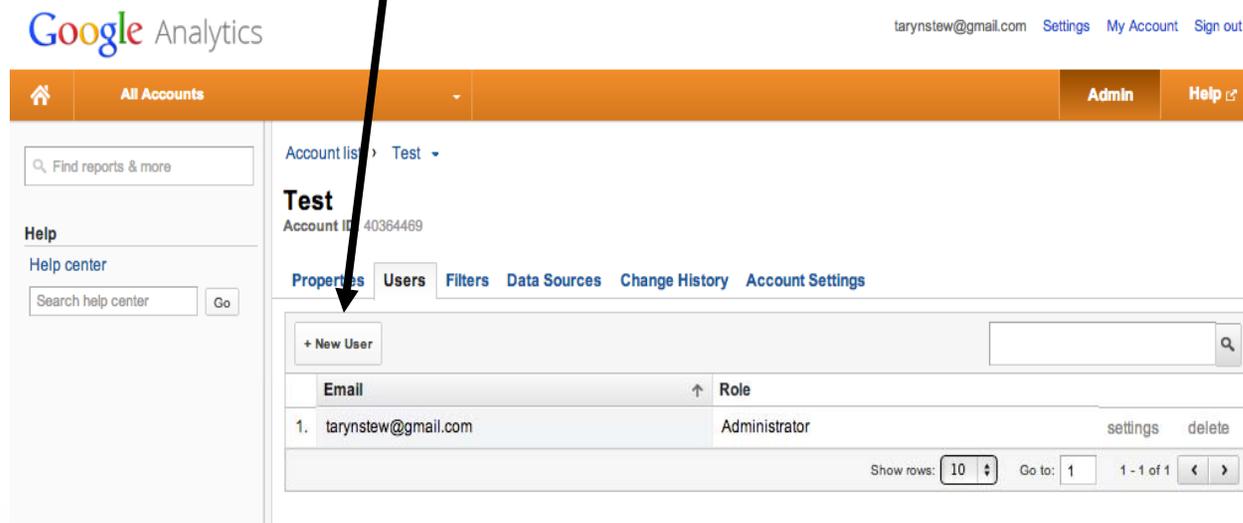
4. Optional, add additional users to the profile

Users: You add users to an account. A user is identified as either and Administrator or a User. An Administrator has full access to all profiles in an account (can perform all administrative functions, and see all data). A user has read-only access to only the profiles you specify for that user (can perform no administrative functions, and can see only data for specified profiles).



4. Optional, add additional users to the profile

To Add additional users to your property, go back to the property, select the “Users” tab and 

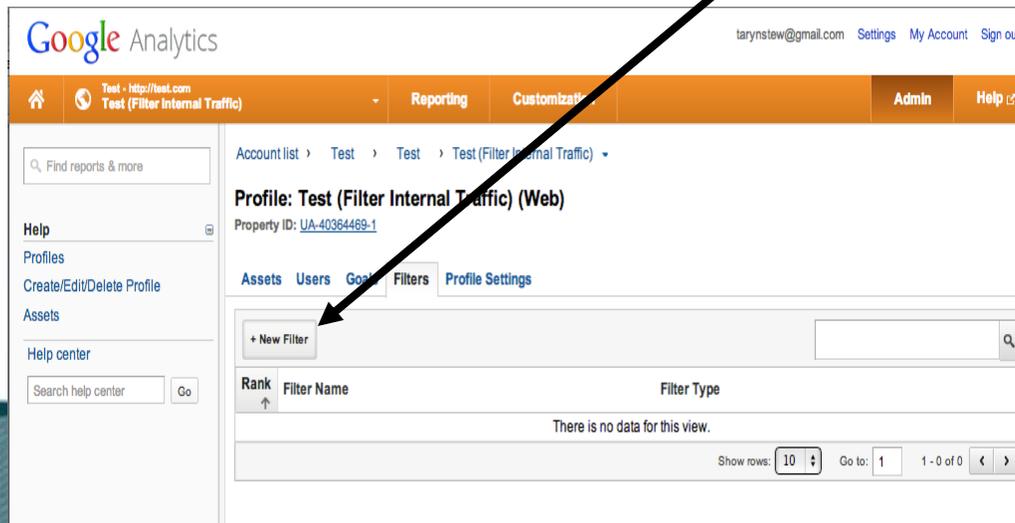


The screenshot shows the Google Analytics interface. At the top, the Google Analytics logo is on the left, and the user's email (tarynstew@gmail.com) and links for Settings, My Account, and Sign out are on the right. Below this is an orange navigation bar with 'All Accounts', 'Admin', and 'Help' buttons. The main content area shows the 'Test' property selected. The 'Users' tab is active, displaying a '+ New User' button and a table of users. The table has columns for 'Email' and 'Role'. One user is listed: 'tarynstew@gmail.com' with the role of 'Administrator'. There are also 'settings' and 'delete' links for this user. At the bottom of the table, there are pagination controls: 'Show rows: 10', 'Go to: 1', and '1 - 1 of 1'.

6. Optional, filter out internal traffic

Filtering out internal data allows you to remove any unqualified traffic to your site.

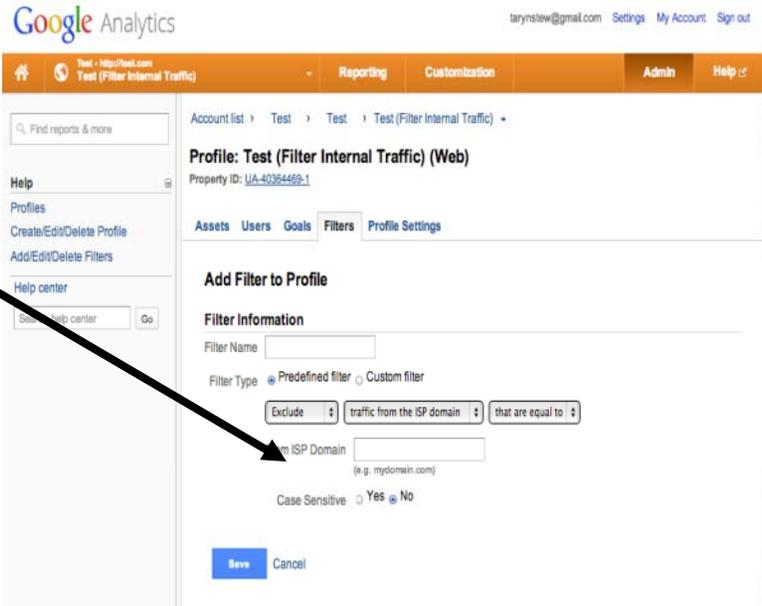
To add a filter select the “Filters” tab and click 



The screenshot shows the Google Analytics interface for a profile named "Test (Filter Internal Traffic) (Web)". The "Filters" tab is selected, and a "+ New Filter" button is visible. A black arrow points from the text above to this button. The interface includes a search bar, navigation tabs (Assets, Users, Goals, Filters, Profile Settings), and a table with columns for Rank, Filter Name, and Filter Type. The table is currently empty, displaying "There is no data for this view." at the bottom.

6. Optional, filter out internal traffic

To remove internal website traffic (to increase accuracy), ask your web team for your ISP domain and enter it here.



The screenshot shows the Google Analytics interface for a profile named 'Test (Filter Internal Traffic) (Web)'. The 'Filters' tab is selected, and the 'Add Filter to Profile' form is displayed. The form includes a 'Filter Name' field, a 'Filter Type' dropdown set to 'Predefined filter', and a 'Filter' dropdown set to 'Exclude'. The 'Filter' dropdown is followed by a dropdown set to 'traffic from the ISP domain' and another dropdown set to 'that are equal to'. Below these is an input field for 'Filter Name' with a placeholder '(e.g. mydomain.com)'. The 'Case Sensitive' option is set to 'No'. There are 'Save' and 'Cancel' buttons at the bottom.

For more information on filters:

https://support.google.com/analytics/answer/1033162?hl=en&ref_topic=1032939

7. Optional, build a custom URL

Create URLs for custom campaigns for website tracking using the URL Builder:

<http://support.google.com/analytics/answer/1033867?hl=en>

Fill in the form and click the Submit button for your customized URL.

For more information on campaign source, medium, term, content and campaign naming conventions visit:

<http://support.google.com/bin/answer.py?hl=en&answer=1033867>

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

* Required field

7. Optional, build a custom URL

For example, a custom URL is created for traffic served on Trip Advisor, the URL would look something like this:

```
http://www.arizonaguide.com /?  
utm_source=Trip+Advisor+&utm_medium=banner&utm_content=300x250&ut  
m_campaign=FY13+Co-op
```

Step 1: Enter the URL of your website.

Website URL *

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

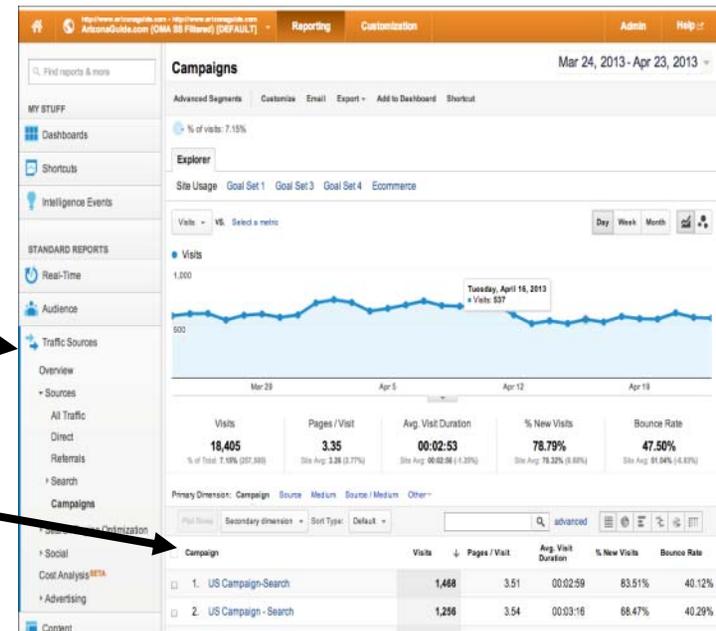
(product, promo code, or slogan)

7. Optional, build a custom URL

To view traffic coming from your custom URL's, filter out traffic by campaign name.

To do so, navigate to traffic sources on the left hand side and select "Campaigns".

You should see a list of the campaign names you created here. Navigate to the campaign you want view traffic for, and select it.



Glossary

- **Visit** – Number of unique sessions that are created by the piece of Google Analytics code that is on your webpage.
- **Visitor** – Session that is started by a unique user of your website.
- **Unique Visitor** – Amount of unduplicated (no matter the visits, they are only counted once) visitors to your website over a specific time period. Cookies are used to discern if someone is unique or repeat.
- **Pageviews** – A view of a particular page on your website that also has Google Analytics tracking code installed. Any reload/refresh is counted as another pageview. If a visitor views the same page more than once (homepage -> about us -> homepage) that is 2 views of the homepage. *Industry average is 2+ pages/visit but will vary by industry and purpose of the website.*
- **Unique Pageviews** - Combines all the pageviews that were generated by the same visitor, during the same visit. The uniqueness comes from the total amount of sessions that included that pageview.
- **Time On Site** – Calculated by subtracting the timestamps between the first and the last pageview of a visit. *Industry average is 1-3 minutes, but will vary by industry and the purpose of the website*
- **Bounces** – Number of single page visits to your website. That means that once they landed on the website, they did not do anything else, either closed or press the back button.
- **Bounce Rate** - Percentage of single page visits over a specific period of time. *Industry average ranges 30-40% but will vary by industry and purpose of the website.*

*Industry average included where applicable

Additional Resources

Google Analytics Learn

<http://www.google.com/analytics/learn/>

Google Analytics Getting Started Check List

http://www.google.com/analytics/learn/setupchecklist.html#utm_source=newsletter&utm_campaign=apriladvanced&utm_medium=email&utm_content=en_us

Google Analytics Solutions Gallery

<http://www.google.com/analytics/learn/solutions-gallery.html>