

Google Analytics 201

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



Recap

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.

It is a FREE free tool to analyze all the data for your business in one place.

Understand your site and app users to better evaluate the performance of your marketing, content, products, and sales funnel.

Set Up

This workshop is to show you how to use Google Analytics to find and use your data to make marketing decisions.

If you need instructions on how to set up Google Analytics, please watch the April 8 webinar.

[Webinar](#)

[Slides](#)

Using Reporting to Grow

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What are Google Analytics Reports

Google Analytics Reports allow you to filter customer information with the goal of better understanding which content, ads, emails and promotions are doing better and which are not performing.

The data that you can get from Google Analytics can be broken down into three segments:

Acquisition – find out how you get traffic to your website.

Behavior – find out what people are actually doing on your website.

Conversions – find out how visitors turn into customers on your website.

Key Definitions

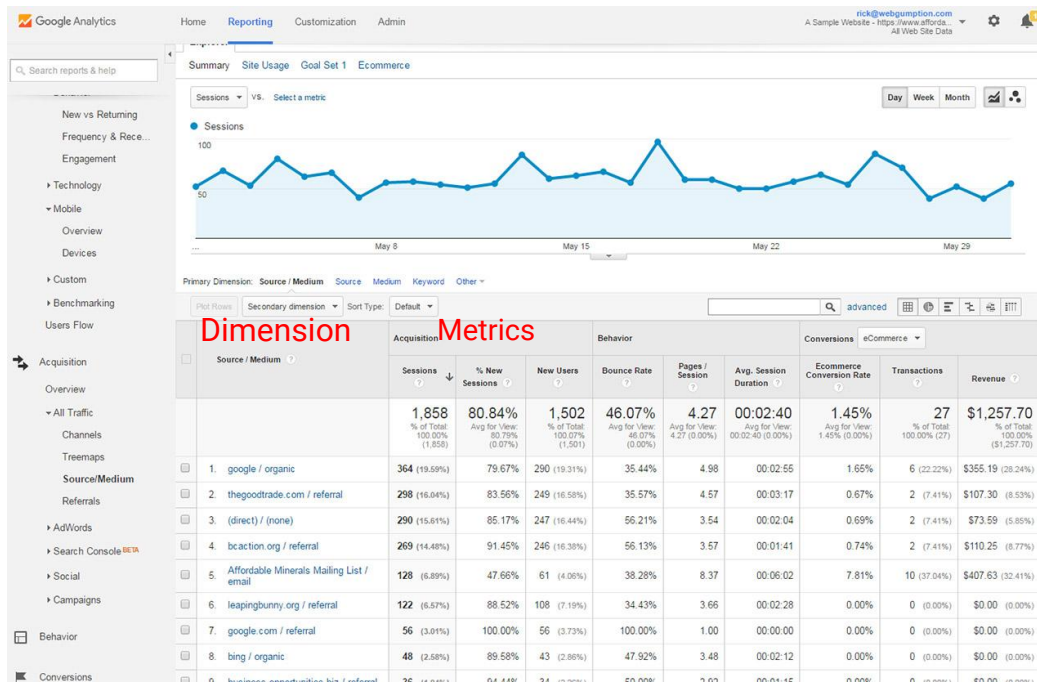
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Dimensions and Metrics

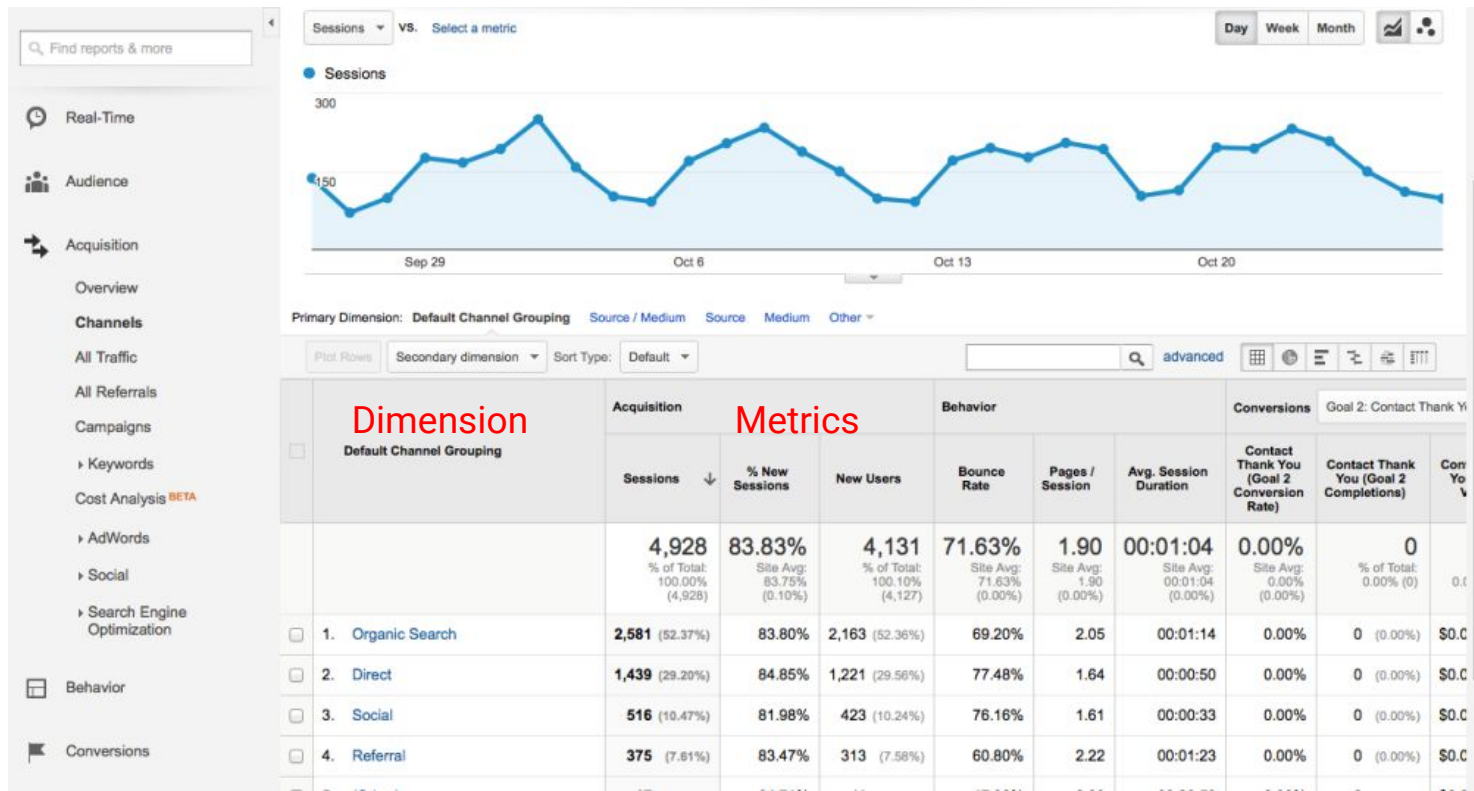
All Google Analytics reports are based on dimensions and metrics:

Dimensions are attributes of your data. For example, the dimension City indicates the city, for example, "Paris" or "New York", from which a session originates. The dimension Page indicates the URL of a page that is viewed.

Metrics are quantitative measurements. The metric Sessions is the total number of sessions. The metric Pages/Session is the average number of pages viewed per session.



Example



Types of Dimensions

Medium

Browser

Country

Language

Campaign

Device Category

Types of Metrics

Example Metrics

Here are some of the most important metrics in Google Analytics to pay attention to:

Traffic – visitors to your website.

Traffic Source – where visitors are coming from (direct, referring, search engines, social).

Session – a group of user interactions taking place within a given time frame.

Average Time Spent – how long someone spends on your site.

Average Pages Per Visit – number of pages a user visits.

Top Pages – the most popular pages.

Exit Pages – the pages where most people leave your site.

Bounce Rate – the percentage of single-page visits divided by all sessions.

Unique Users vs Returning Users – how many people are brand new to visiting your site vs regulars.

User Behavior Flow – how visitors have browsed your site.

Location – where users are browsing from.

Age – their age bracket.

Site Speed – how fast your site is

Dates

Jul 1, 2021 - Jul 7, 2021 ▲

Add

May 2021							June 2021							July 2021							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1			1	2	3	4	5						1	2	3
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	
30	31																				

Date Range: Custom ▼

Jul 1, 2021 - Jul 7, 2021

Compare to: Previous period ▼

Apply [cancel](#)

Jul 1, 2021 - Jul 7, 2021 ▲

dd

May 2021							June 2021							July 2021							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1			1	2	3	4	5						1	2	3
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	
30	31																				

Date Range: Custom ▼

Jul 1, 2021 - Jul 7, 2021

Compare to:

- Custom
- Previous period
- Previous year

Jun 24, 2021 - Jun 30, 2021

Apply [cancel](#)

Reports

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Google Analytics reports are the preset reports listed in the left-hand sidebar, under the following sections:

- Realtime
- Audience
- Acquisition
- Behavior
- Conversions

The information in these reports is preset by Google Analytics and gives an insight into the data across your site, from audience demographics to the channels they find your website through.

By clicking on those reports, you'll get lots more options for exploring your data.

Home Screen

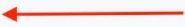
Home

Google Analytics Home

INSIGHTS

Customization

- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior
- Conversions



Active Users right now

7

Page views per minute

Top Active Pages

Page	Active Users
[Redacted]	1
[Redacted]	1
[Redacted]	1
[Redacted]	1
[Redacted]	1

REAL-TIME REPORT

Real Time Report

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Live Data

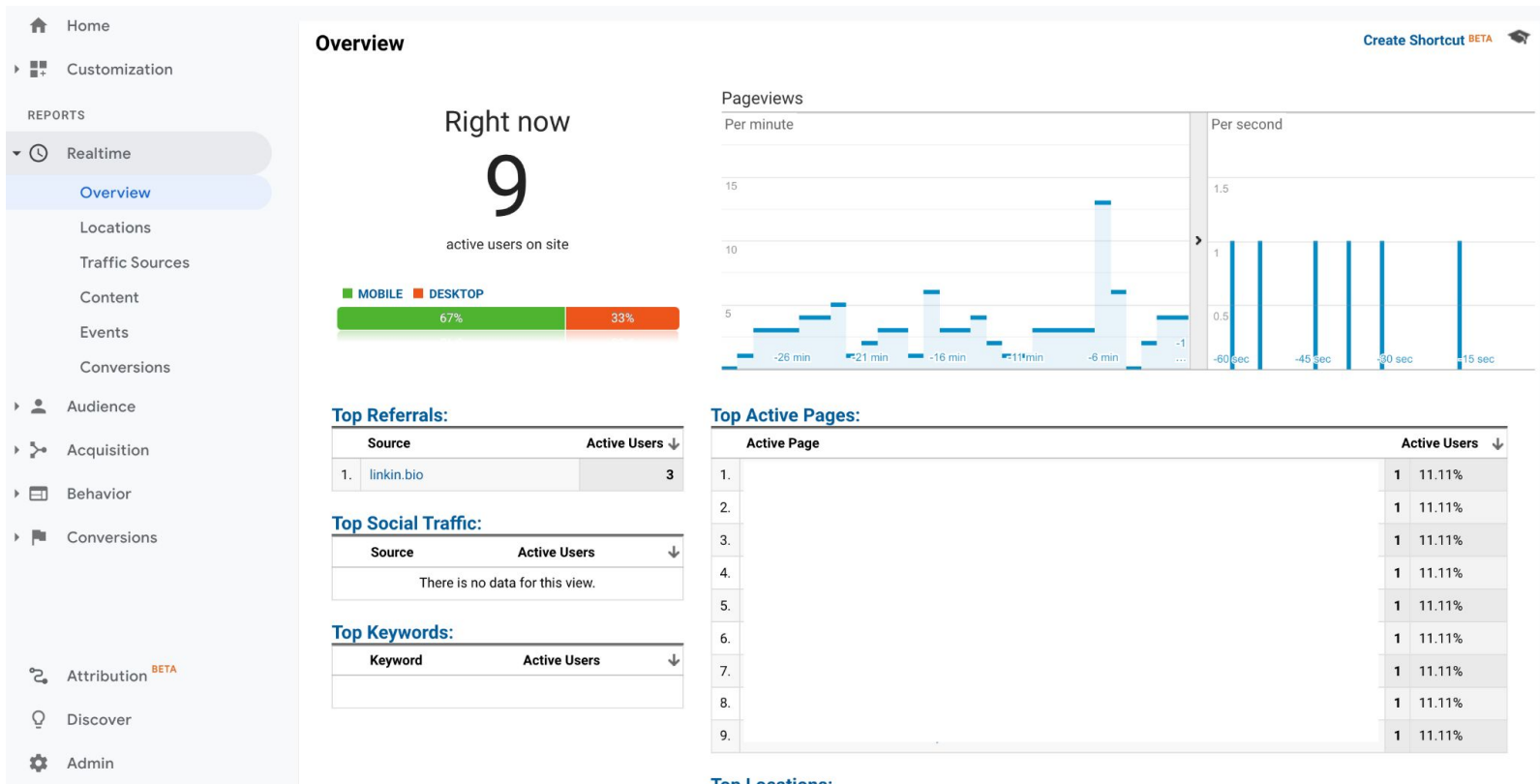
This data is LIVE! This shows you exactly what is going on, on your site, at this very moment.

You can see how many people are viewing your site, the pages they are visiting, where they are located in the world and more.

With the Realtime report, you can:

- See how much traffic you're getting from a newly published blog post.
- Know if a sale or event is driving views.
- Make sure URLs you've just set up are working as they should

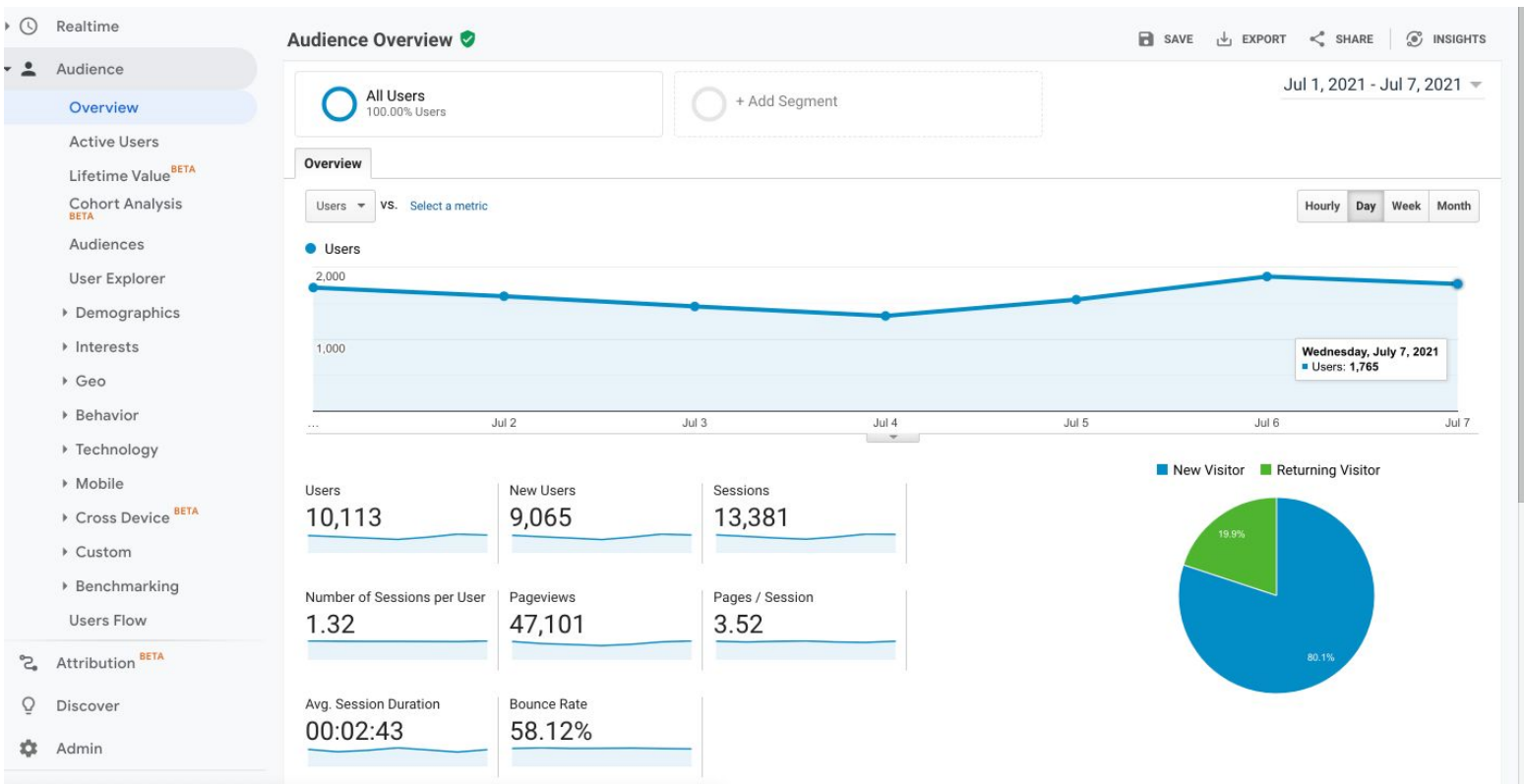
Real Time Report



Audience

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Audience



Audience Reporting

The Audience Report gives an overview of your website in terms of the people (aka audience) visiting your site.

In this report, you'll be able to find out more about your website audience. Using this data, you can better understand your audience and then make informed decisions about your website.

These include:

- Demographics (age and gender)
- Interests (affinity and in market segments)
- Geo (Language and Location)
- Behavior (New vs Returning, Frequency, Session Quality)
- Technology (Browser and Device)

Interests

The **Interest Reports** in **Google Analytics** will tell you your users' **interests** on other parts of the internet. This will help you identify a more specific target audience, cross or upselling opportunities, better blog content ideas, and more.

1. **Affinity Categories:** This is the top-level category. For instance, it includes things like Technology, Health and Fitness, and News and Politics
2. **In-Market Segments:** This is the next level of interest categories. It includes products people with certain interests are looking to buy such as Consumer Electronics, Travel/Air, and Education.
3. **Other Categories:** This groups users into categories that they are also interested in browsing, such as Arts & Entertainment, Sports, and Travel.

Interest Report



AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

▶ Demographics

▼ Interests

Overview

Affinity Categories

In-Market Segments

Other Categories

▶ Geo



All Users
100.00% Users



+ Add Segment

Key Metric: Users ▼

Affinity Category (reach)

36.90% of total users

3.82%	<div style="width: 3.82%;"></div>	Shoppers/Value Shoppers
3.21%	<div style="width: 3.21%;"></div>	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
2.97%	<div style="width: 2.97%;"></div>	Lifestyles & Hobbies/Pet Lovers
2.88%	<div style="width: 2.88%;"></div>	Sports & Fitness/Health & Fitness Buffs
2.81%	<div style="width: 2.81%;"></div>	Media & Entertainment/Movie Lovers
2.75%	<div style="width: 2.75%;"></div>	Lifestyles & Hobbies/Business Professionals
2.64%	<div style="width: 2.64%;"></div>	Media & Entertainment/Music Lovers
2.64%	<div style="width: 2.64%;"></div>	Technology/Technophiles
2.42%	<div style="width: 2.42%;"></div>	Lifestyles & Hobbies/Family-Focused
2.38%	<div style="width: 2.38%;"></div>	News & Politics/Avid News Readers

Auqisition

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Traffic by Source

In this report you'll be able to see your traffic broken by source (aka, where it came from):

- Organic – SEO traffic from Google and other search engines
- Direct – someone visiting your site by manually typing in a URL.
- Referral – a visit from another site.
- Email – a visit from an email or email list.
- Social – someone visiting from a social media platform.
- Paid Search – someone visiting from paid ads.
- Display – someone visiting from a display advertisement.
- Affiliate – someone visiting from an affiliate link.
- Other – if Google Analytics doesn't know how to categorize your traffic.

Overview

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Google Ads

Search Console

Social

Campaigns

Behavior

Conversions

Acquisition Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

Jul 1, 2021 - Jul 7, 2021

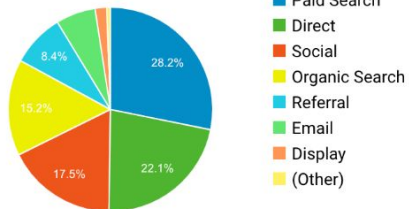
Primary Dimension:

Conversion:

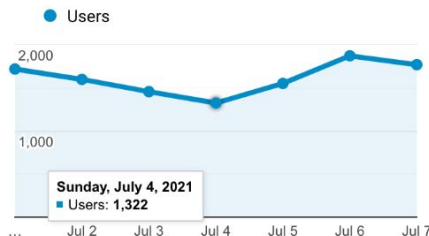
Top Channels

eCommerce

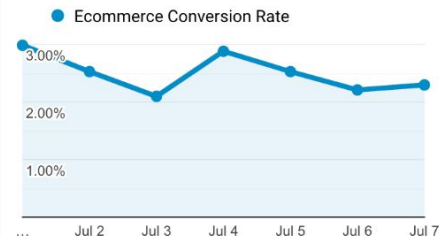
Top Channels



Users



Conversions

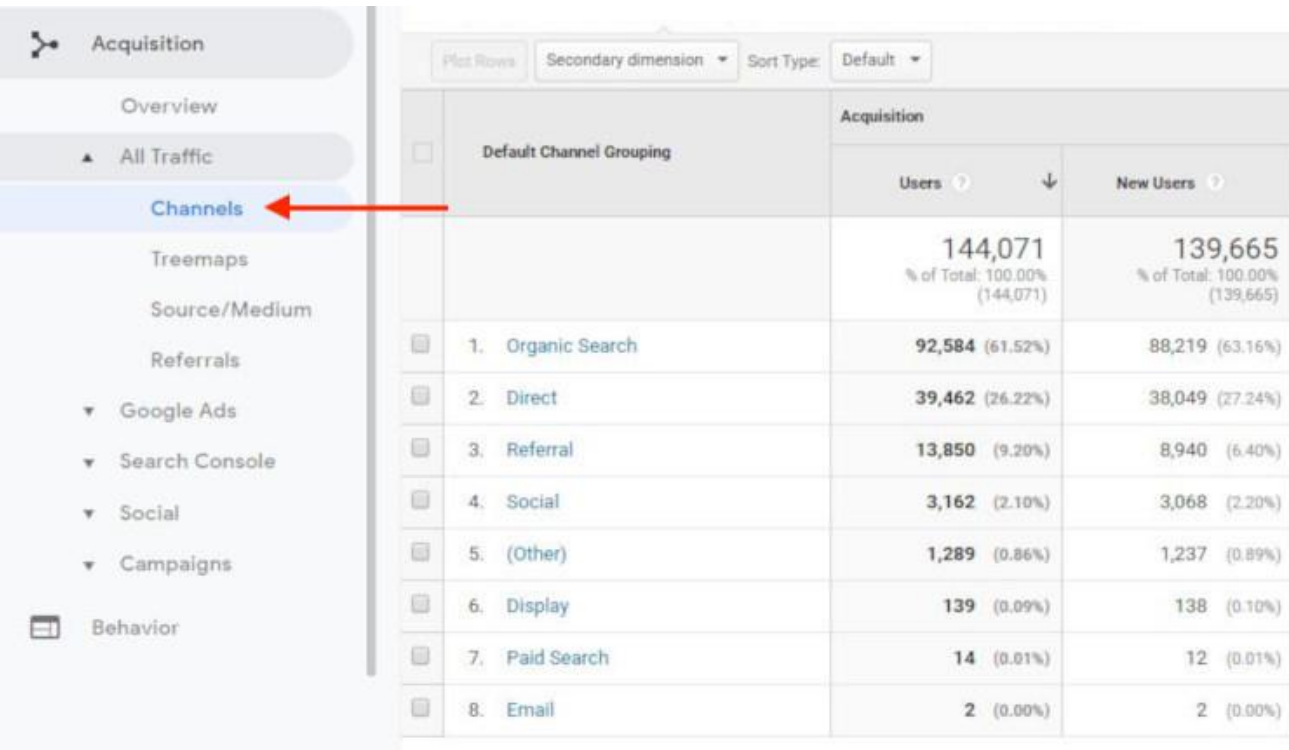


Channels

The default Google Analytics channels are groups of sources and mediums that are put together to paint a broad picture of how your traffic got to your site. The default channels are:

- Direct (direct traffic has no medium specified)
- Organic Search (medium will exactly match “organic”)
- Social (medium matches “social”, “social-network”, “social-media”, “sm”, “social media”, or “social network”)
- Email (medium will exactly match “email”)
- Affiliates (medium will exactly match “affiliate”)
- Referral (medium will exactly match “referral”)
- Paid Search (medium will exactly match “cpc”, “ppc”, or “paidsearch” but won’t exactly match “Content” in Google’s Ad Distribution Network – basically another variable Google brings in from paid campaigns)
- Other Advertising (medium will exactly match “cpv”, “cpa”, “cpp”, or “content-text”)
- Display (medium will exactly match “display”, “cpm”, or “banner” or Google’s Ad Distribution Network exactly matches “Content”)
- (other) (the session doesn’t match any of the above)

Channel Groupings



The screenshot shows the Google Analytics interface. On the left, the 'Acquisition' menu is expanded, and 'Channels' is highlighted with a red arrow. The main table displays acquisition data for various channel groupings. The table has columns for 'Users' and 'New Users', each with a percentage of the total and the total count in parentheses. The rows are numbered 1 through 8, representing different channel groupings.

Default Channel Grouping		Acquisition	
		Users	New Users
		144,071 % of Total: 100.00% (144,071)	139,665 % of Total: 100.00% (139,665)
<input type="checkbox"/>	1. Organic Search	92,584 (61.52%)	88,219 (63.16%)
<input type="checkbox"/>	2. Direct	39,462 (26.22%)	38,049 (27.24%)
<input type="checkbox"/>	3. Referral	13,850 (9.20%)	8,940 (6.40%)
<input type="checkbox"/>	4. Social	3,162 (2.10%)	3,068 (2.20%)
<input type="checkbox"/>	5. (Other)	1,289 (0.86%)	1,237 (0.89%)
<input type="checkbox"/>	6. Display	139 (0.09%)	138 (0.10%)
<input type="checkbox"/>	7. Paid Search	14 (0.01%)	12 (0.01%)
<input type="checkbox"/>	8. Email	2 (0.00%)	2 (0.00%)

NOTE:

Channels, mediums and sources are all case sensitive, which means a medium of “Google” will be treated differently than “google.” It’s a best practice to always use lowercase letters.

Source / Medium

This report will help you get an in-depth understanding of where your traffic is coming from.

Source/Medium, breaks down the traffic source into the search engine or domain.

It's useful if you want to get more granular insight into the ways people are coming to your site. For example, you might notice that 50% of your referral traffic is coming from Facebook Ads, while just 15% is coming from Pinterest.

This can give you insights as to whether it is time to shift focus or push harder in certain areas.

Source/ Medium

The screenshot displays the Google Analytics interface. On the left sidebar, the 'Source/Medium' menu item is highlighted with a purple box. The main report area shows a table with the following data:

Source/Medium ?	Users ?	Sessions ?	Revenue ?
	53,068 % of Total: 100.00% (53,068)	71,106 % of Total: 100.00% (71,106)	US\$2,510.15 % of Total: 100.00% (US\$2,510.15)
1. google / organic	29,553 (51.98%)	36,167 (50.86%)	US\$1,053.02 (41.95%)
2. (direct) / (none)	9,423 (16.57%)	11,980 (16.85%)	US\$1,076.69 (42.89%)
3. mall.googleplex.com / referral	5,163 (9.08%)	7,788 (10.95%)	US\$19.19 (0.76%)
4. Partners / affiliate	3,218 (5.66%)	3,739 (5.26%)	US\$12.99 (0.52%)
5. google / cpc	2,887 (5.08%)	3,500 (4.92%)	US\$275.33 (10.97%)

Google Ads

Evaluate the performance of Google Ads.

Campaigns

Ad Group

Ad Set

Keywords

Search Queries

Time of Day

▸ All Traffic

▾ Google Ads

Campaigns

Treemaps

Sitelinks ^{NEW}

Bid Adjustments

Keywords

Search Queries

Hour of Day

Final URLs

Display Targeting

Video Campaigns

Shopping
Campaigns

Behavior

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Landing Pages

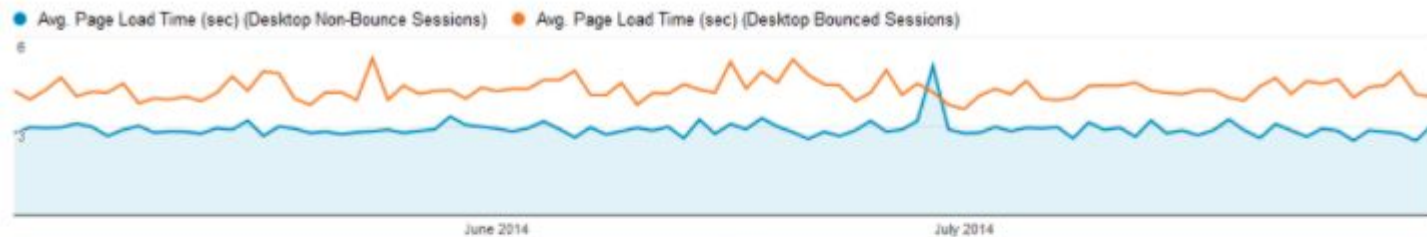
		Acquisition			Behavior			Conversions		eCommerce
Landing Page ?		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	
		13,381 <small>% of Total: 100.00% (13,381)</small>	67.75% <small>Avg for View: 67.75% (0.00%)</small>	9,065 <small>% of Total: 100.00% (9,065)</small>	58.12% <small>Avg for View: 58.12% (0.00%)</small>	3.52 <small>Avg for View: 3.52 (0.00%)</small>	00:02:43 <small>Avg for View: 00:02:43 (0.00%)</small>	334 <small>% of Total: 100.00% (334)</small>		
<input type="checkbox"/>	1. /	3,238 (24.20%)	67.29%	2,179 (24.04%)	27.67%	5.95	00:04:47	128 (38.32%)	\$	
<input type="checkbox"/>	2.	444 (3.32%)	76.13%	338 (3.73%)	62.16%	3.48	00:03:20	12 (3.59%)	\$	
<input type="checkbox"/>	3.	369 (2.76%)	89.70%	331 (3.65%)	66.67%	1.95	00:00:41	1 (0.30%)	\$	
<input type="checkbox"/>	4.	258 (1.93%)	95.35%	246 (2.71%)	72.09%	1.86	00:00:52	0 (0.00%)	\$	
<input type="checkbox"/>	5.	204 (1.52%)	48.04%	98 (1.08%)	40.20%	4.11	00:02:56	3 (0.90%)	\$	
<input type="checkbox"/>	6.	175 (1.31%)	96.57%	169 (1.86%)	84.57%	1.39	00:00:19	0 (0.00%)	\$	
<input type="checkbox"/>	7.	163 (1.22%)	98.16%	160 (1.77%)	89.57%	1.21	00:00:38	0 (0.00%)	\$	
<input type="checkbox"/>	8.	157 (1.17%)	70.06%	110 (1.21%)	56.69%	3.87	00:02:36	4 (1.20%)	\$	
<input type="checkbox"/>	9.	149 (1.11%)	83.22%	124 (1.37%)	61.07%	2.71	00:01:51	2 (0.60%)	\$	
<input type="checkbox"/>	10.	134 (1.00%)	1.49%	2 (0.02%)	49.25%	3.28	00:02:39	1 (0.30%)	\$	

Site Speed

Site speed is a very important aspect of your site's performance as it can have a great impact on user experience and on SEO.

In the Site Speed - Overview report you can see how your speed has trended over time and you can drill down by browser, country and specific pages so you can investigate which are your worst and best performing pages. You can also add any standard or custom Segment, for instance the Mobile segment. Tracking changes over time is very important so you can measure the impact of new features or releases on site speed.

From Google: "Two seconds is the threshold for ecommerce website acceptability. At Google, we aim for under a half-second."



414,830 of pageviews sent page load sample



UTM Parameters

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Code

They're short bits of code you add to the end of your URL to enable further tracking

Google Analytics:

```
https://www.risbdc.org/workshop.aspx?ekey=70410038&utm_source=facebook&utm_medium=cpc&utm_campaign=webinar&utm_term=small_business&utm_content=google_analytics
```

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


Share the generated campaign URL

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

```
https://www.risbdc.org/workshop.aspx?ekey=70410038&utm_source=facebook&utm_medium=cpc&utm_campaign=webinar&utm_term=small_business&utm_content=google_analytics
```

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

 Copy URL

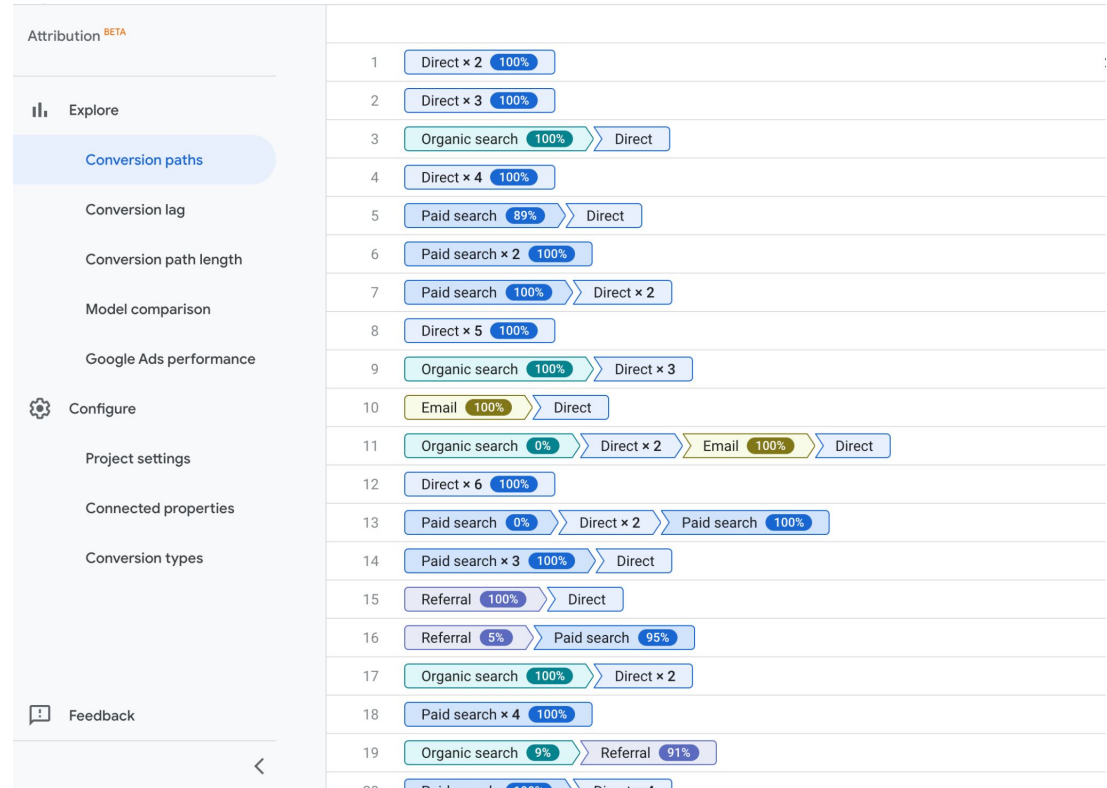
 Convert URL to Short Link (authorization required)

Attribution

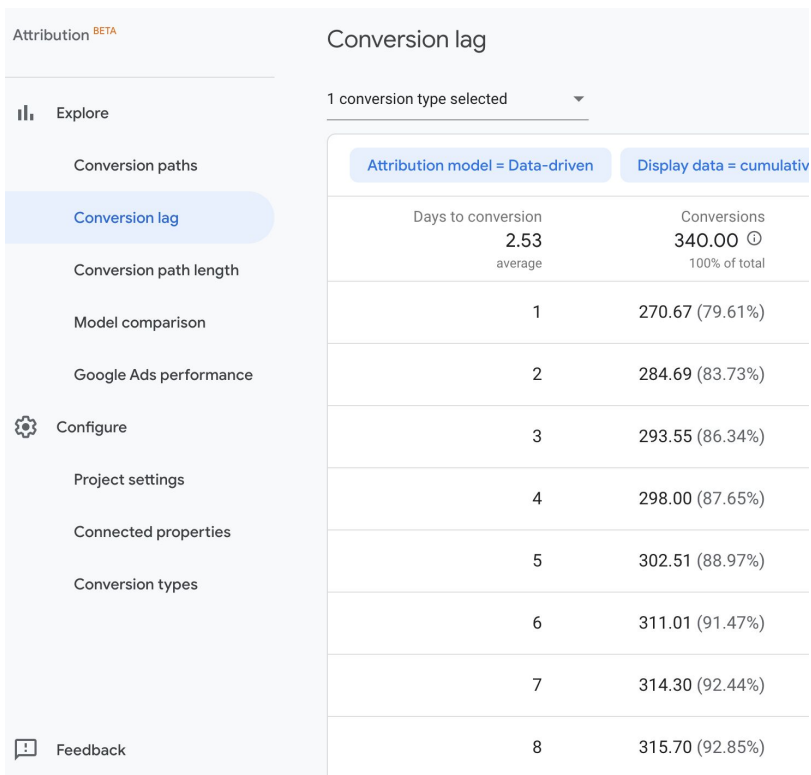
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Attribution Path

Attribution Paths show you the paths customers take to complete conversions and provide insights into how your different advertising efforts work together.



Attribution Lag



This report allows you to see how many days it takes to convert a user.

This can help you evaluate marketing efforts. This give insight to your sales cycle.

See how quickly and effectively your ads are driving conversions or revenue

Conclusion

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Create a Plan

Understanding the results of your current marketing is the first step to growing your business. You have to know where you are starting in order to know where to focus your efforts. This is part of the goal setting process.

Take time to understand how your users currently behave and use that data to enhance their experience.

Resources:

[UTM Builder](#)

[How to Use Google Analytics](#)

[Best Acquisition Reports](#)

[Learn Google Analytics](#)

[Understand Google Analytics](#)

[The Ultimate Guide to Google Analytics](#)

[22 Most Useful Google Analytics Reports](#)

Questions?

Type your question to the chat box

Contact Us:

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<https://bit.ly/regRISBDC>

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