Google Analytics – Review Part II

CEBU
DIGITALHUB

Setting up Goals and Ecommerce

Once you enable Goals you get metrics like:

- conversions
- conversion rate

Specific features of Google analytics Goals

Goals are configured at View level

Goal types:

➔ Destination   ex: thanks.html

➔ Duration   ex: 5 minutes or more

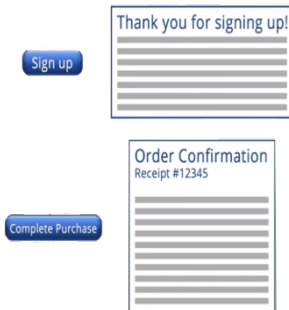➔ pages/Screen per visit   ex: 3 pages

➔ Event   ex: played a video

Setting up Goals and Ecommerce

Goals that track user actions

1. **Destination Goal:**

   a page on your website that users see when they complete an activity.

   Types of matching type:
   - ❖ Equals to
   - ❖ Begins with
   - ❖ Regular expressions

2. **Event Goal:**

   triggered when a user does something specific like downloading a PDF or starting a video

3. **Pages per visit Goal:**

   triggered when a user sees more or fewer pages than a threshold that you specify.

4. **Time on site:**

   triggered when a user's visit exceeds or falls below a threshold that you set.

   threshold

   Event Triggered

Navigating Google Analytics Report

Intelligence Alert Report

Monitor significantly changes in traffic and usage

Intelligence monitors your website's traffic to detect significant statistical variations, and generates alerts when those variations occur.

Types of alerts

❖ **Automatic web alerts** are generated whenever Google Analytics detects a significant change in usage or traffic metrics.

❖ **Automatic AdWords alerts** are generated whenever Google Analytics detects a significant change in traffic from AdWords.

❖ **Custom alerts** are generated when traffic reaches a specific threshold that you have specified.

Setting up Goals and Ecommerce

Setting up a Goal Value:

1 Goal Description

Value OPTIONAL

Name

On 50 **$USD**

2 Goal Details

Destination

Begins with ▼

Equals to
✓ Begins with
Regular expression

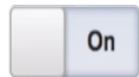Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

Create Goal   Cancel

Setting up Goals and Ecommerce

Setting up a Funnel :

Funnel OPTIONAL

Setting up Ecommerce Reporting:

(1) Ecommerce settings

(2)

(3)

Collecting Campaign Data

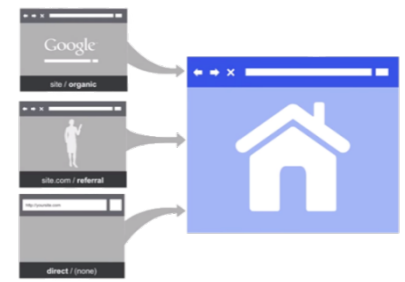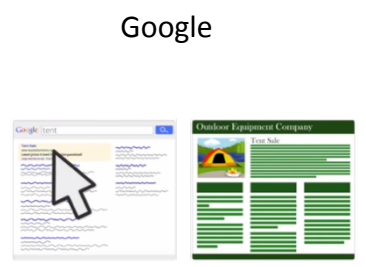Google Analytics automatically captures number of attributes or dimensions about where the users came from

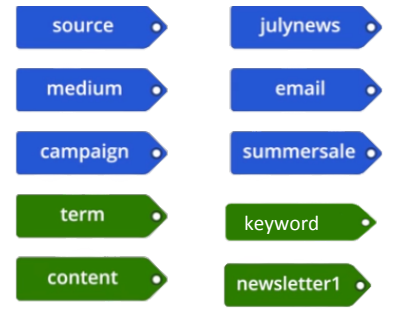Two such dimensions are:

Source   Medium

Google

Campaign Tags

5 campaign tags:

campaign parameters example

optional

Collecting Campaign Data

When tagging campaign:

- use consistent spelling
- use consistent capitalization
- use consistent values for medium e.g. "cpc", "social", and "display"

Google analytics and Google adwords are connected so no need to manually add campaign tags

Adwords autotagging automatically imports:

- ➢ campaign
- ➢ medium
- ➢ source
- ➢ ad content
- ➢ keyword
- ➢ keyword match types
- ➢ ad placement domain
- ➢ etc.

Part II - Digital Analytics Fundamentals

Navigating Google Analytics Report

Reporting Overview

Walkthrough:

★ Reporting interface

- Change the data range
- Graph data
- Plot data
- Filter and sort data
- Adjust which metrics appear in your metrics

Part II - Digital Analytics Fundamentals

Navigating Google Analytics Report

Audience Reports

Walkthrough:

➔ Understand user behavior using frequency and recency reports
➔ Access geographic data
➔ view mobile data to your site
➔ Access custom dimension data

Navigating Google Analytics Report

Acquisition reports

Using Acquisition report
- ➔ Compare marketing channels
- ➔ Find high quality traffic generators
- ➔ Make decisions about advertising strategy

Walkthrough:
- ➔ Understand the different traffic source to your site
- ➔ Find and analyze your marketing campaigns

End of Part II