

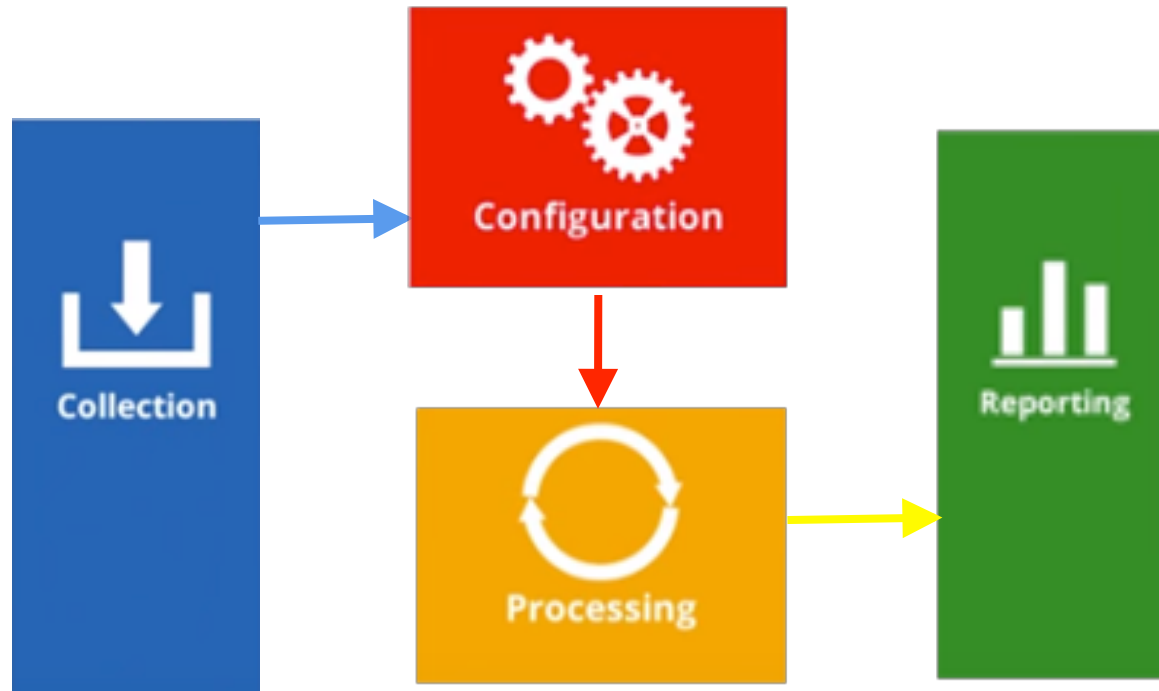
# Google Analytics Planning & Setup

**Jun Baranggan**

*Chief Digital Marketing Strategist*  
Cebu Digital Hub

# 4 Main Components of Google Analytics

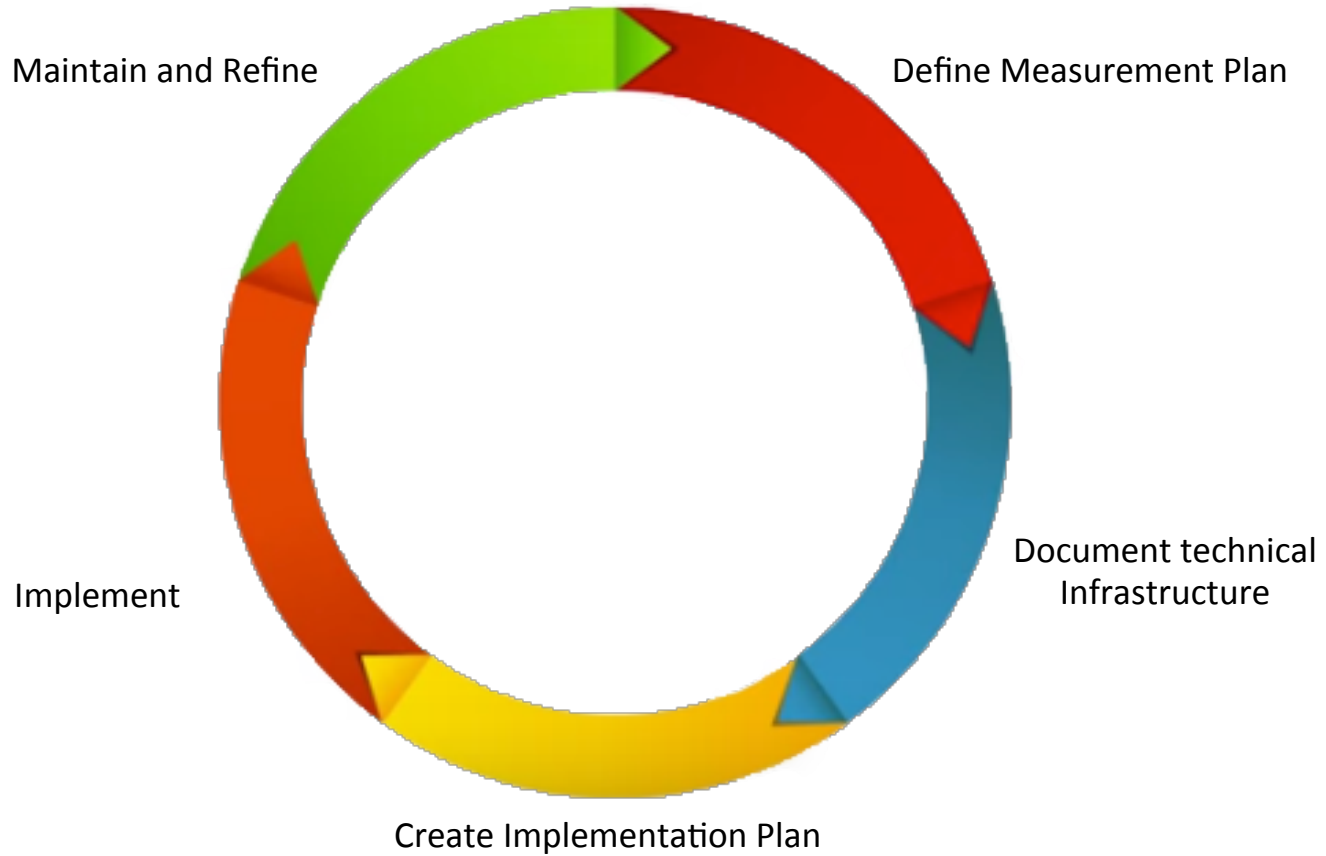
Google Analytics applies your configuration settings, such as filters, to the raw data. Once your data is processed, the data is stored in a database. Once the data has been processed and inserted into the database, it can't be changed.



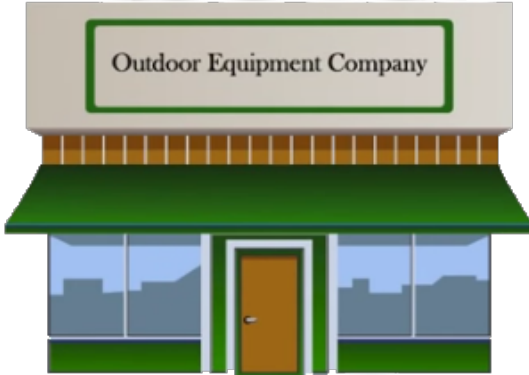
Typically, you will use the web interface at [www.google.com/analytics](http://www.google.com/analytics) to access your data. However, it is also possible to systematically retrieve data from your Google Analytics account using your own application code and the Core Reporting API.

This is the “transformation” step that turns your raw data to something useful. Once data is processed, it cannot be reprocessed

# Steps in Creating a Measurement Plan



# Ex.: Outdoor Equipment Company



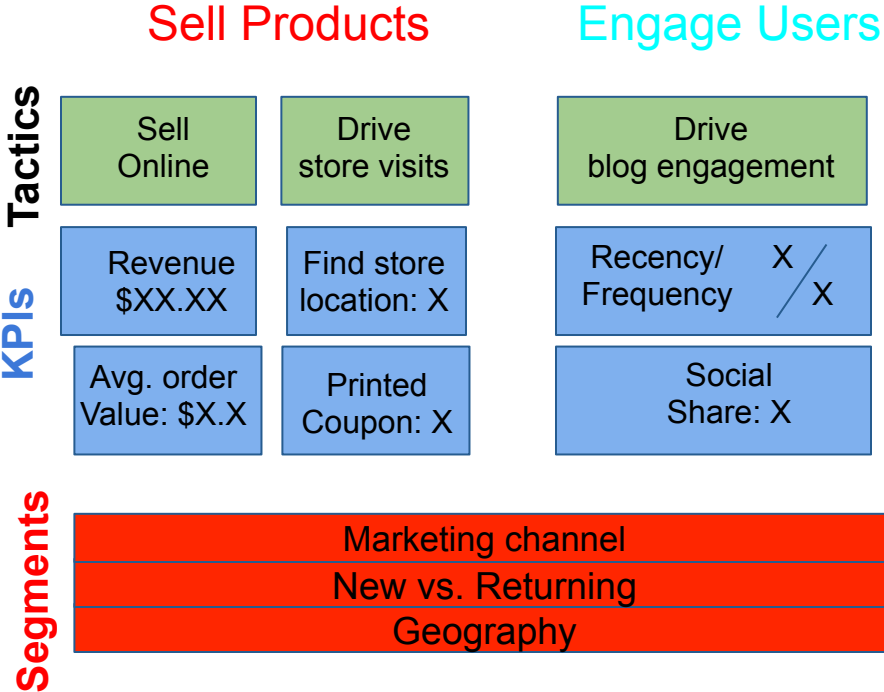
**Business Objectives:**  
Help people enjoy the outdoors through innovative products and cultivate their love of the outdoors.



# Define Measurement Plan

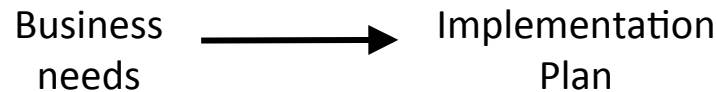
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# Documenting the Technical environment

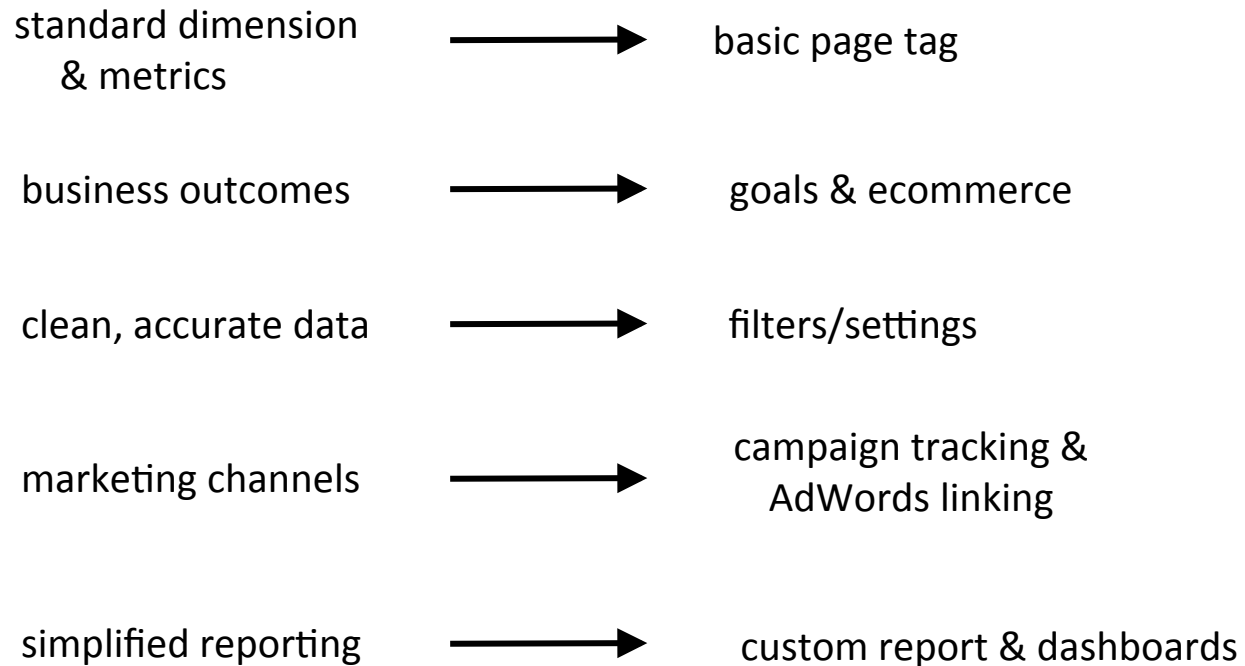
## Involvement Your IT Team to Document Technical Infrastructure



### Plan ahead for:

- query string parameters
- server redirects
- Flash and AJAX events
- multiple subdomains
- responsive web design

# Create Your Implementation your Plan



Remember:

- Once data is processed, it cannot be reprocessed
- Once a view is deleted, it cannot be restored
- New view starts reporting data from the date of creation

# Implementation

There are two ways to add the Google Analytics tracking code to a site.

- Manually placing the java script code on every page of your site or using a tag management tool such as the **Google Tag Manager**
- Using Plug ins
  - Sites like Blogger, WordPress or Drupal simply require you to input your analytics ID in the administrator settings, and platform taking care the tagging from their.



# Recommended WP Plugin (Blog)

The screenshot shows the WordPress dashboard for 'cebudigitalhub.com'. The left sidebar contains navigation items: Dashboard, Posts, Media, Pages, Comments, Templates, Contact, Appearance, Plugins, Users, Tools, Settings, SEO, Shareaholic, and Insights (highlighted). The main content area is titled 'Google Analytics by MonsterInsights: Settings'. A notification at the top says 'Settings saved.'. Below this are tabs for 'General', 'Universal', 'Advanced' (selected), 'Custom Dimensions', and 'Debug mode'. The 'Advanced settings' section includes the following options:

- Track downloads as: Event (dropdown)
- Extensions of files to track as downloads: doc,exe,js,pdf,ppt,tgz,zip,xls (text input)
- Track full URL of outbound clicks or just the domain: just the domain (dropdown)
- Subdomain tracking: (text input)
- Set path for internal links to track as outbound links: (text input)
- Label for those links: (text input)
- Tag links in RSS feed with campaign variables:
- Allow anchor:
- Add `_setAllowLinker`:
- Custom code: (text area)

# Recommended WP Plugin (E-commerce)

General Products Tax Checkout Shipping Accounts Emails Integration API

**Enhanced E-commerce for Woocommerce store** Allows Enhanced E-commerce Google Analytics tracking code to be inserted into WooCommerce store pages.  
Deactivate | Edit | Settings | FAQ Version 1.0.18 | By Tatvic | View details

Enhanced Ecommerce is a new feature of Universal Analytics that generates detailed statistics about the users journey from product page to thank you page on your e-store.  
[Know more about Enhanced Ecommerce.](#)

Quick Tip: We recently launched an Advanced Google Analytics Plugin for WooCommerce! The plugin offers tracking of 9 Reports of Enhanced Ecommerce, User ID Tracking, 15+ Custom Dimensions

Google Analytics ID

Set Domain Name

Tracking code

- Add Universal Analytics Tracking Code (Optional)
- Add Display Advertising Feature Code (Optional)  
*This feature enables remarketing with Google Analytics & Demographic reports. Adding the code is the first step in a 3 step process. [Learn More](#)  
This feature can only be enabled if you have enabled UA Tracking from our Plugin. If not, you can still manually add the display advertising code by following the*
- Add Enhanced Ecommerce Tracking Code
- Add Code to Track the Login Step of Guest Users (Optional)

Impression Threshold

Save changes

# Maintain and Refine

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  - Sites like Blogger, WordPress or Drupal simply require you to input your analytics ID in the administrator settings, and platform taking care the tagging from their.

# Creating Your Google Analytics Account

You need a Gmail account or any other email that is setup as a Google account.

Login

Go to <http://www.google.com/analytics> and sign up.

# Property Settings

All Products

Postbacks

Audience Definitions

Custom Definitions

Data Import

**Social Settings**

Advanced Settings

Allow manual tagging (UTM values) to override auto-tagging (GCLID values) ?

Property Hit Volume

Last day: 11 hits

Last 7 Days: 66 hits

Last 30 Days: 532 hits

Advertising Features

Enable Demographics and Interest Reports ?

Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are. To see this data, yo [Learn more](#)

ON

In-Page Analytics

Use enhanced link attribution

Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking code. Follow these instructions to setup [setup enhanced link attribution on my site?](#)

OFF

Start In-Page Analytics in

- Embedded mode (recommended)
- Full view mode

Use of full view mode is recommended only if your site has trouble loading in embedded mode.

Search Console

Adjust Search Console

# Property Tracking Code

PROPERTY

Cebu Digital Hub

Property Settings

User Management

Tracking Info

- Tracking Code
- Data Collection
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- Ad Exchange Linking

All Products

Postbacks

Audience Definitions

**Tracking ID**  
UA-691488-14

**Status**  
Receiving traffic in past 48 hours.  
0 active users right now. See details in [real-time traffic reports](#).

Send test traffic ?

### 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.

```
<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-691488-14', 'auto');
ga('send', 'pageview');

</script>
```

### PHP Implementation OPTIONAL

- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page
- Add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once("analyticstracking.php") ?>
```

### Dynamic Content Implementation OPTIONAL

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. Co

# Property Referral Exclusion

Administration

SEO Philippines / Cebu Digital Hub

PROPERTY

Cebu Digital Hub

Property Settings

User Management

.js Tracking Info

Tracking Code

Data Collection

User-ID

Session Settings

Organic Search Sources

**Referral Exclusion List**

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products



These settings only work with the *analytics.js* version of the tracking code. If you're using the *ga.js* version, configure the you're transitioning to *analytics.js* from *ga.js*, customize these settings to match your previous configuration for data con

## Referral Exclusion List ?

Exclude these domains from your referral traffic. Users arriving at your site via any of these domains will not be counted as referral traffic in your reports.

+ ADD REFERRAL EXCLUSION

Search

Domain Name

cebudigitalhub.com

# Property Adwords Linking

Administration

SEO Philippines / Cebu Digital Hub

PROPERTY

Cebu Digital Hub

Property Settings

User Management

.js Tracking Info

Tracking Code

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User-ID

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**Referral Exclusion List**

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PRODUCT LINKING

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+ ADD REFERRAL EXCLUSION

Search

Domain Name

cebudigitalhub.com



# Setting Up Property Views

The screenshot displays the Google Analytics configuration interface, organized into three main vertical sections: ACCOUNT, PROPERTY, and VIEW.

- ACCOUNT:** A dropdown menu is set to "SEO Philippines". Below it are menu items: Account Settings, User Management, All Filters, Change History, and Trash Can.
- PROPERTY:** A dropdown menu is set to "Cebu Digital Hub". Below it are menu items: Property Settings, User Management, Tracking Info, and a sub-section titled "PRODUCT LINKING" containing AdWords Linking, AdSense Linking, Ad Exchange Linking, All Products, Postbacks, Audience Definitions, Custom Definitions, Data Import, and Social Settings.
- VIEW:** A dropdown menu is set to "All Web Site Data". Below it is a search bar and a list of view options: All Web Site Data, Raw Data, and a "Create new view" button (noting "Using 2 out of 25"). Further down are sections for "CONTENT GROUPINGS" (Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics BETA) and "PERSONAL TOOLS & ASSETS" (Segments, Annotations, Attribution Models, Custom Channel Groupings BETA, Custom Alerts, Scheduled Emails, Shortcuts, Share Assets).

# Setting Up Goals

VIEW

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Custom Alerts
- Scheduled Emails
- Shortcuts

## 1 Goal setup

### Template

Select a template to start with a pre-filled configuration

#### REVENUE

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

#### ACQUISITION

- Create an account Successful sign up, account, or view created

#### INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

#### ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo

- Smart Goal Smart Goal not available.

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](#)

- Custom

**Continue** Cancel

## 2 Goal description

## 3 Goal details

Cancel

# Setting Up Goal Funnels

VIEW

All Web Site Data

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings BETA

Custom Alerts

Goal setup [Edit](#)  
Template: *Contact us*

Goal description [Edit](#)  
Name: *Contact us*  
Goal type: *Destination*

**3** Goal details

**Destination**

Begins with   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

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
<input checked="" type="checkbox"/> 1	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> NO
<input checked="" type="checkbox"/> 2	<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> 3	<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>

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

# Setting Up Filters

VIEW

All Web Site Data

- View Settings
- User Management
- Goals
- Content Grouping
- Filters**
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Custom Alerts
- Scheduled Emails
- Shortcuts

## Add Filter to View

Choose method to apply filter to view

- Create new Filter
- Apply existing Filter

Filter Information

Filter Name

Filter Type

- Predefined
- Custom**

- Exclude

Filter Field

Filter Pattern

Case Sensitive

- Include
- Lowercase
- Uppercase
- Search and Replace
- Advanced

[Learn more about regular expressions](#)

Filter Verification ?

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

**THANK YOU**

**Jun Baranggan**  
*Chief Digital Marketing Strategist*  
Cebu Digital Hub