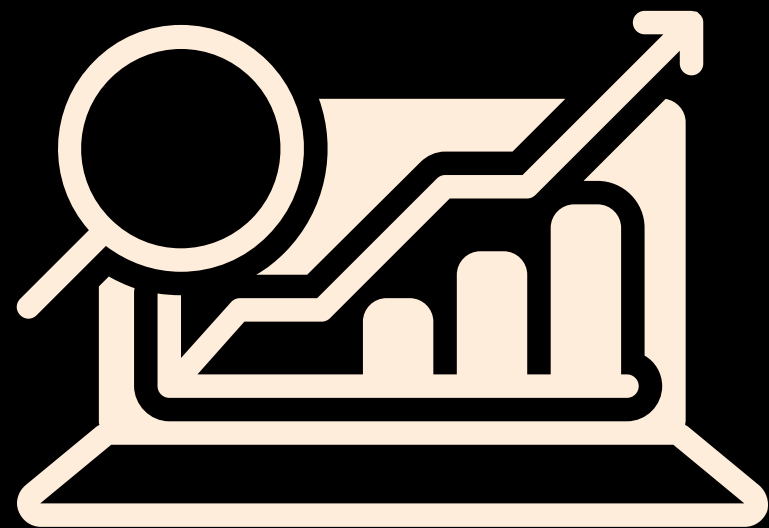


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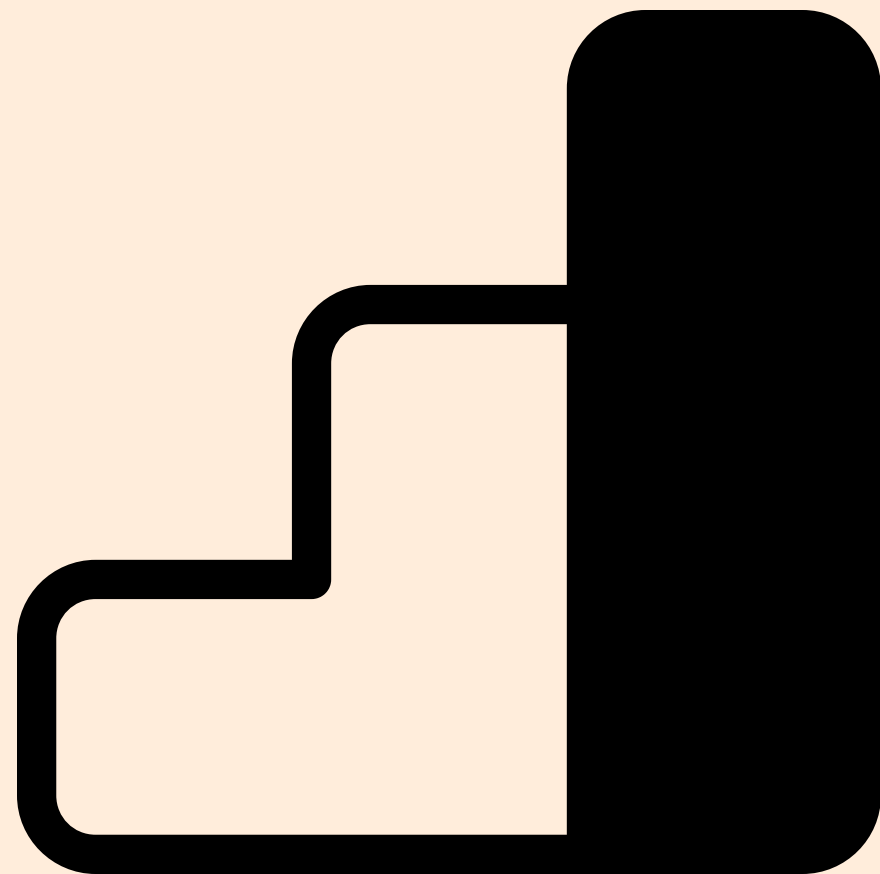


General Guide to Google Analytics

Getting to know your website traffic and what it means



WHY GOOGLE ANALYTICS?



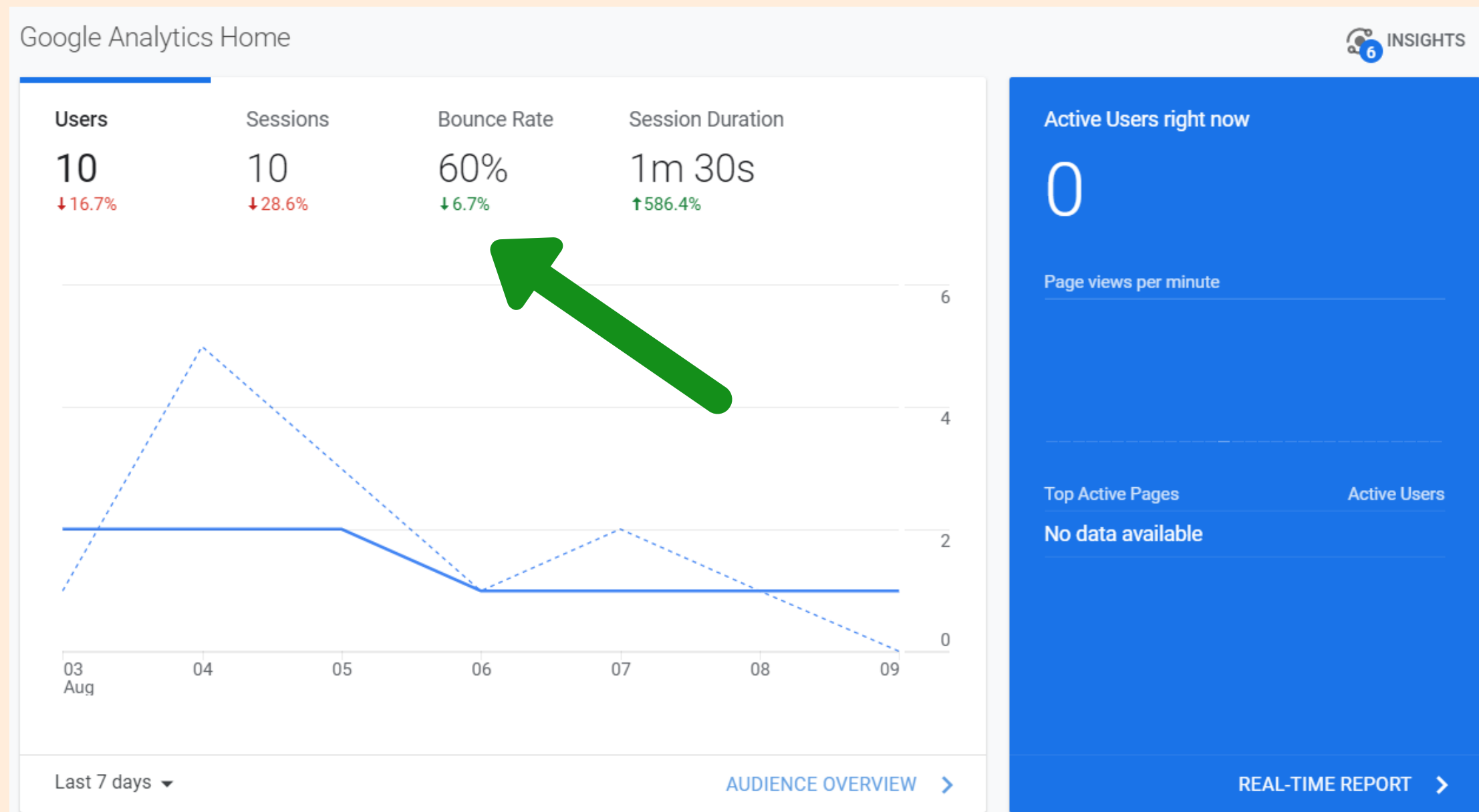
Although Google Analytics is notoriously complex and time-consuming, it can help streamline marketing strategy and provide important data needed for a business to determine how to improve their digital presence.

To start, use a Gmail account and open a free Google Analytics account here:

<https://marketingplatform.google.com/about/analytics/>

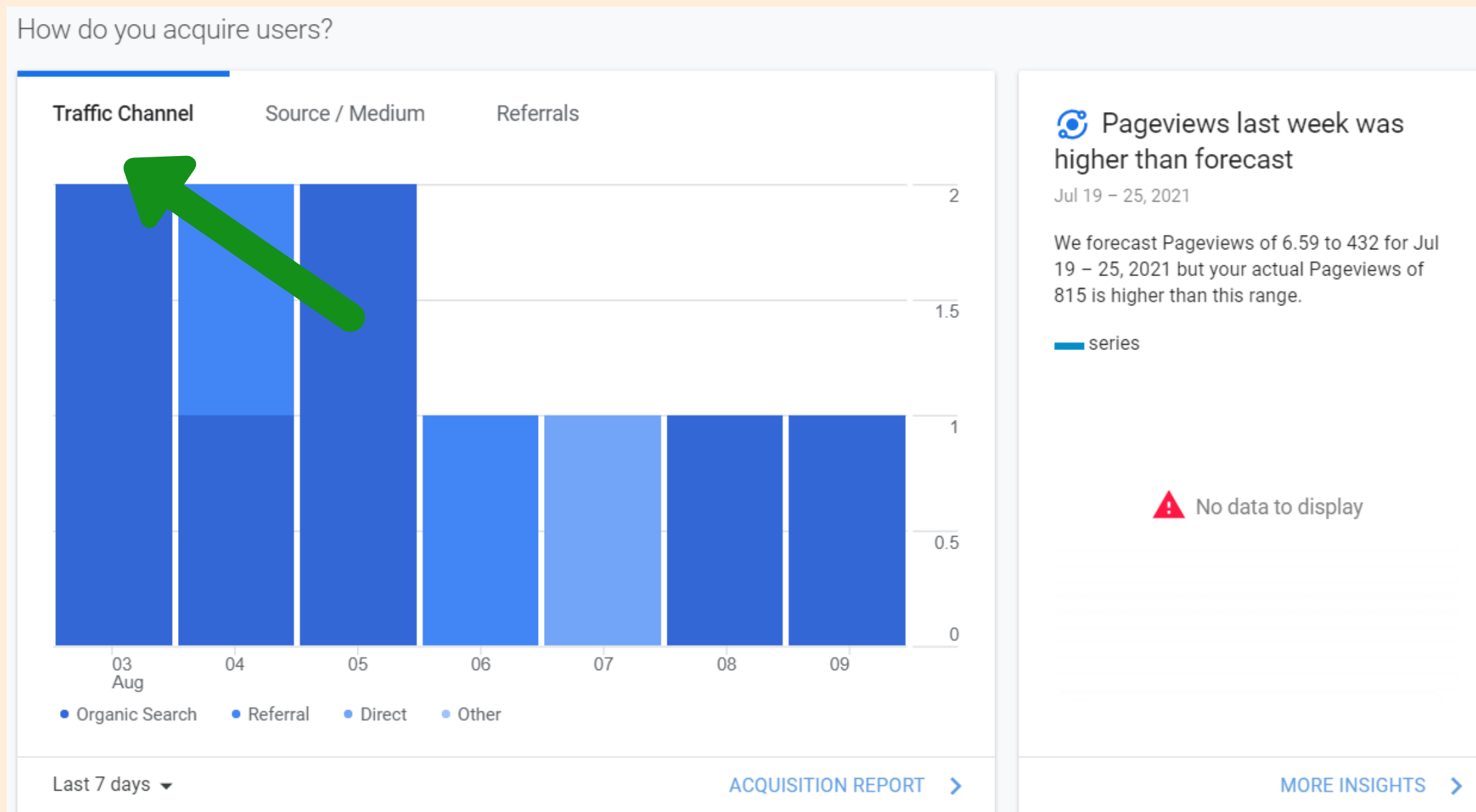
Have your website administrator be sure to set up the views you need on one property (you may need multiple if you have subdirectories) and add your unique GA code to your website.

Bounce rate indicates the percentage of sessions that did not end up clicking on another page/post/link on your website. Generally, you want this rate to decrease.



On the home screen, take a look at an overview of general website traffic by looking at the total amount of users (individual devices that have clicked on your website), sessions (different times people have clicked on your website) and session duration (average of how much time a user spends looking at your website).

Scrolling down will allow you to view the "How do you acquire users" section. Mainly examine the "Traffic Channel" to look at the various sources of traffic.

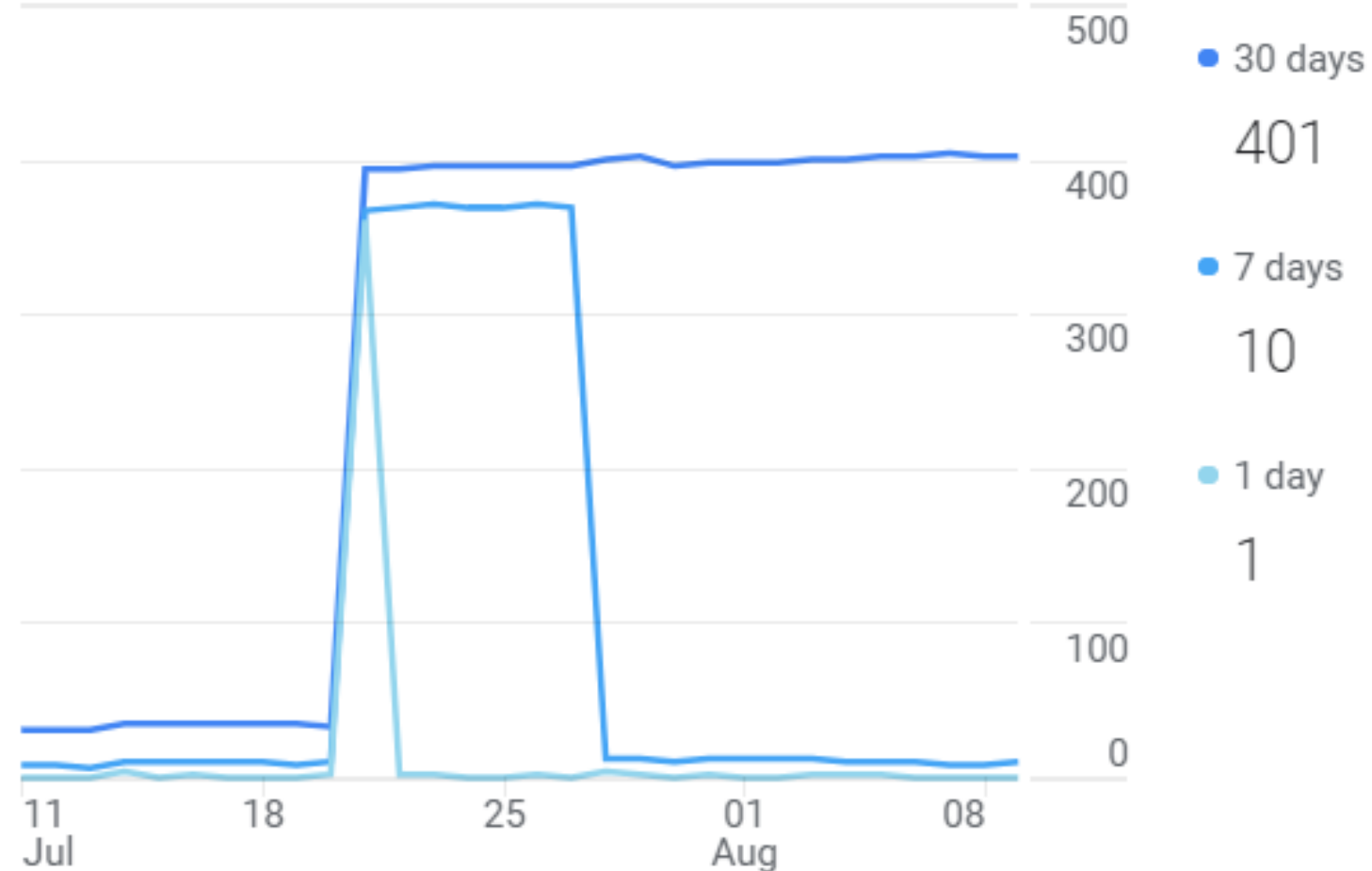


"Organic search" indicates users/sessions where your website was found based on key word searches. "Referral" indicates sessions that occurred because another website directed them via link to yours. "Direct" indicates users/sessions that occurred due to typing your website domain directly into a browser.

Depending on how complex your website is, looking at the active users and user retention figures may be helpful. Generally, the goal is to have these rates increasing.

How are your active users trending over time?

Active Users

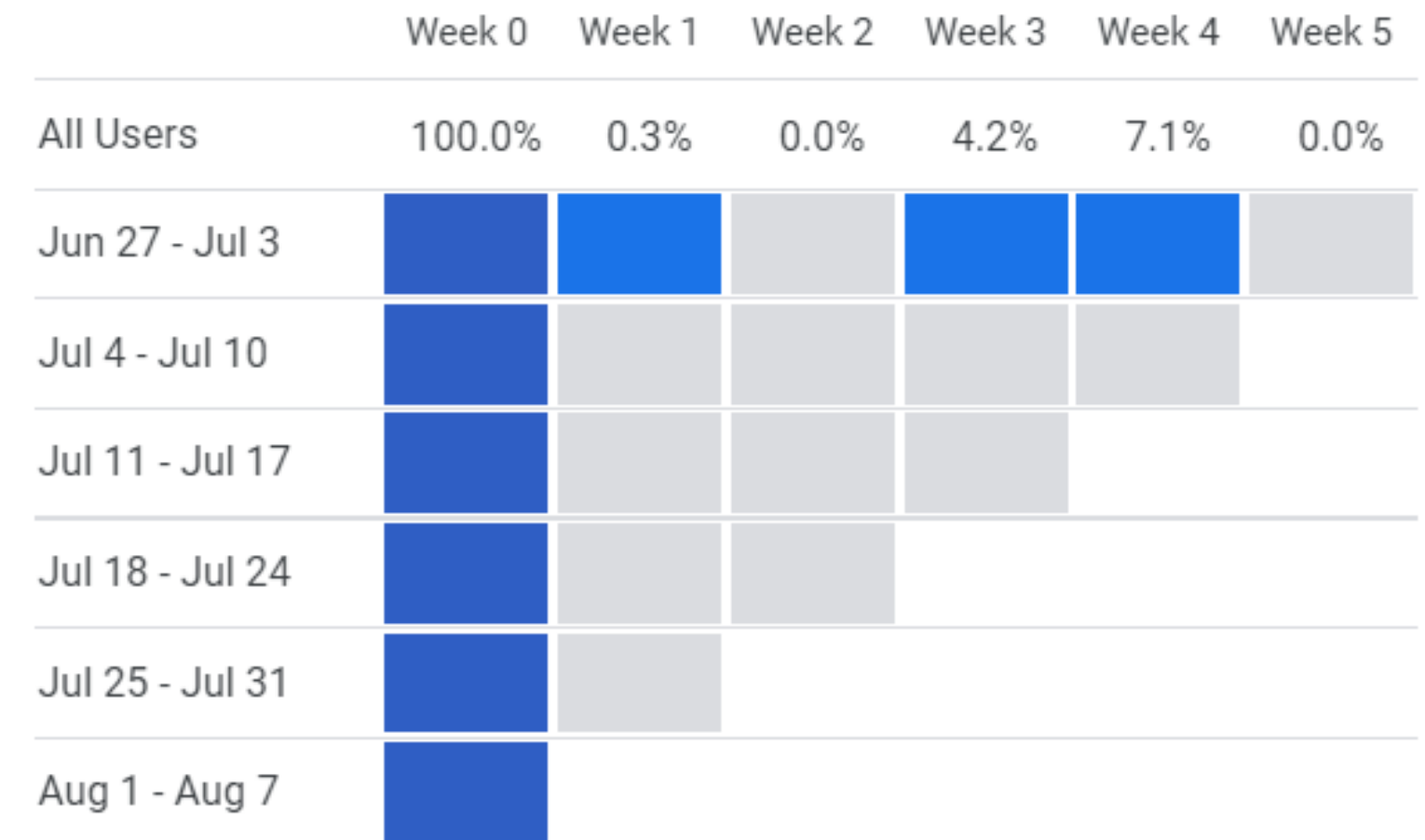


Last 30 days ▼

[ACTIVE USERS REPORT >](#)

How well do you retain users?

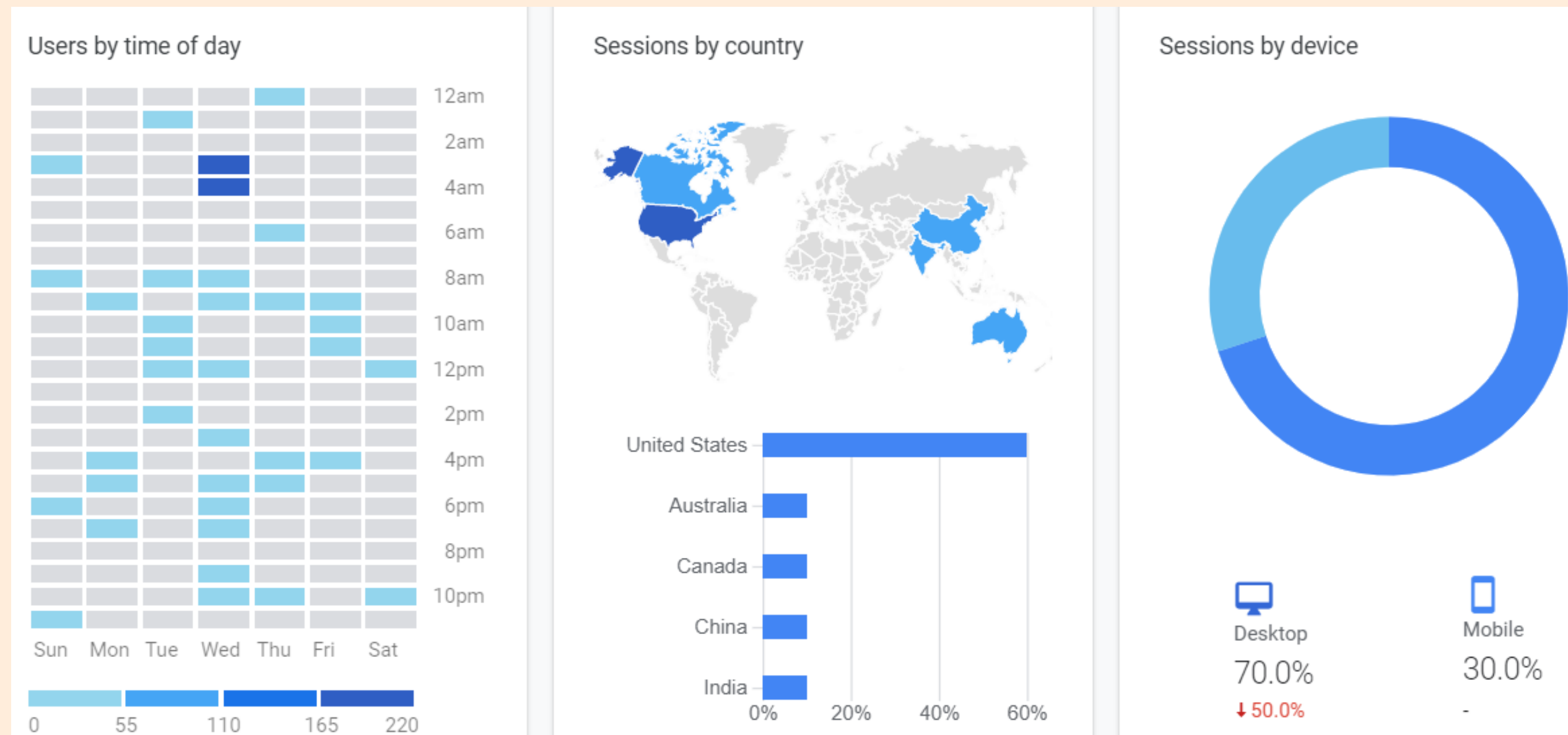
User retention



Last 6 weeks ▼

[COHORT ANALYSIS REPORT >](#)

Next in the home screen is an overview of some interesting data. Sessions by time of day, Country and Device. It's important to note that if you're a local business, the bulk of your sessions should be local. Also, looking at the "device" section is interesting to note. Always make sure your website is responsive and easy to navigate from a mobile device as well as a desktop or tablet.



What pages do your users visit?

Page	Pageviews	Page Value
/	13	\$0.00
/linkedupcrm/	2	\$0.00
/contact/	1	\$0.00
/devicedirect/	1	\$0.00
/linkedupmarketing/	1	\$0.00

Last 7 days ▼

[PAGES REPORT](#) >

Lastly, definitely look at the pages traffic section. It's a great way to know if people are clicking on the pages that you want them to.

For example, are people looking at your blog page? Shop page? Is it clear on your website on why and how to navigate to those pages?

How are your Google Ads campaigns performing?

Clicks

0

Revenue

\$0.00

Top Campaigns

Clicks

Cost

Google Ads
Revenue

Campaign #1 ... 12373978313

0

\$0.00

\$0.00

Chiropractor &.../ 14077330528

0

\$0.00

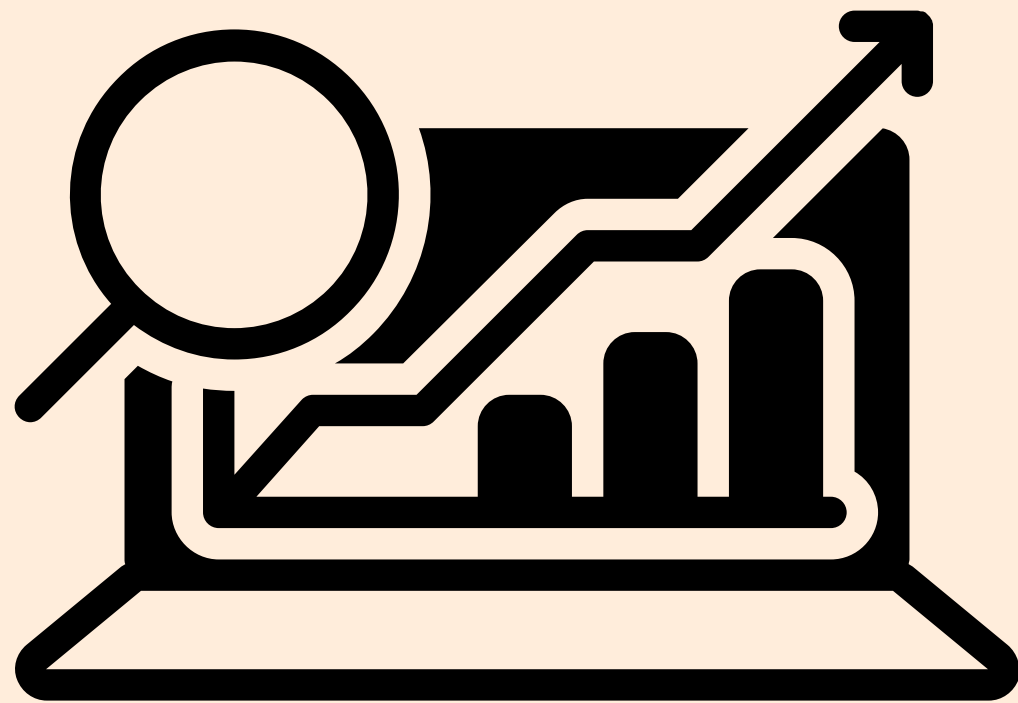
\$0.00

Last 7 days ▾

[GOOGLE ADS CAMPAIGNS >](#)

And...Google Ads. If you have connected a Google Ads account and have run ads, they will appear as a separate section.

REPORTS OVERVIEW



Now that we've covered the basics, there are additional reports that have very detailed data in GA that may be worth referencing.

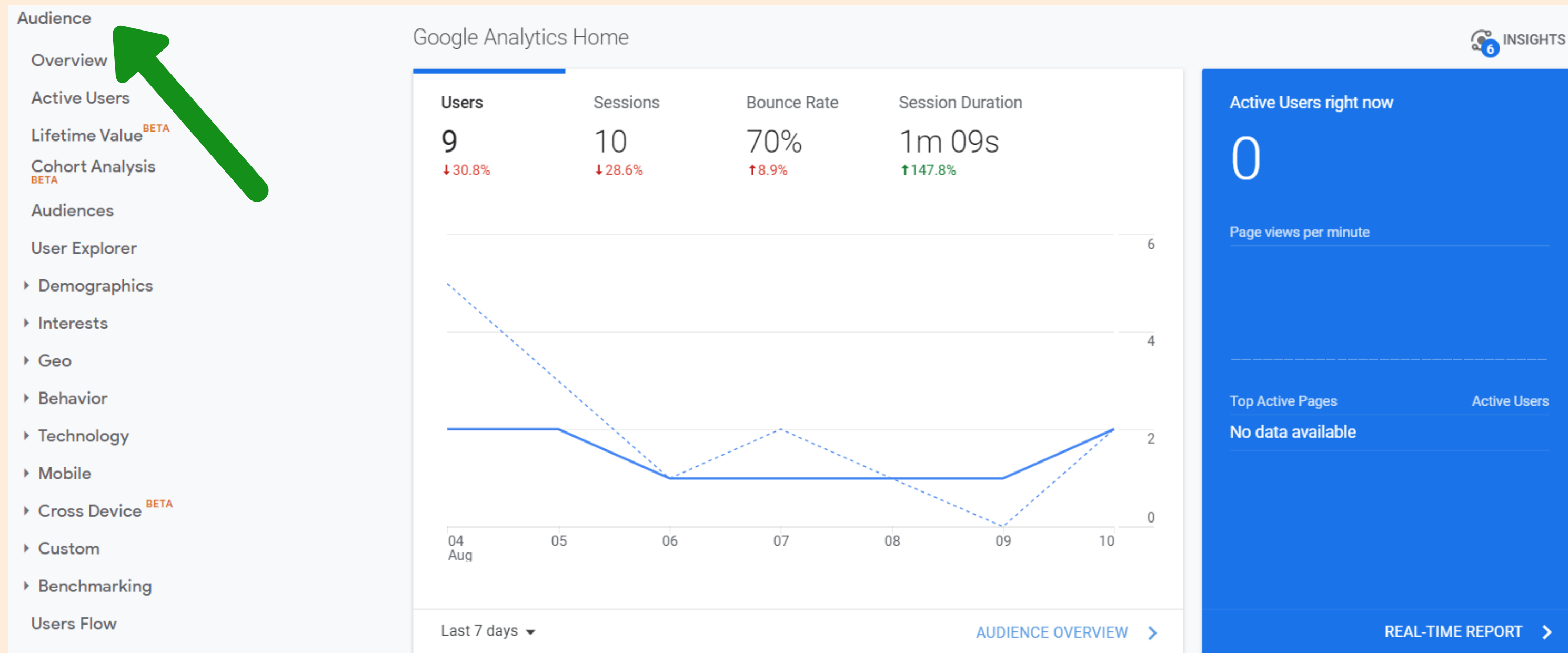
When examining reports, it's important to know what you're looking at.

Generally, "Dimensions" are rows and "Metrics" are columns.

Think of dimensions as items and metrics as figures.

For example a dimension would be a landing page or a device. Metrics would be sessions or bounce rate.

On the left column of the home screen, you will find a variety of options of these more detailed reports. The Audience, in particular, could be valuable. As you see below in the drop-down list, there are many variables in looking at a website audience.



For example, you may want to enable the Demographics and Interest Reports. This will allow your site to collect very valuable information about the people that visit it and help you make pivotal marketing strategy decisions by knowing who your customers are.

Demographics and Interest Reports

Enable Advertising Features include Demographics and Interest reporting, Remarketing, GDN Impression Reporting and the Campaign Manager 360 integration. By enabling Advertising Features, Google Analytics will collect additional data about your traffic. You may need to update your privacy policy before enabling Advertising Features. [Learn More.](#)

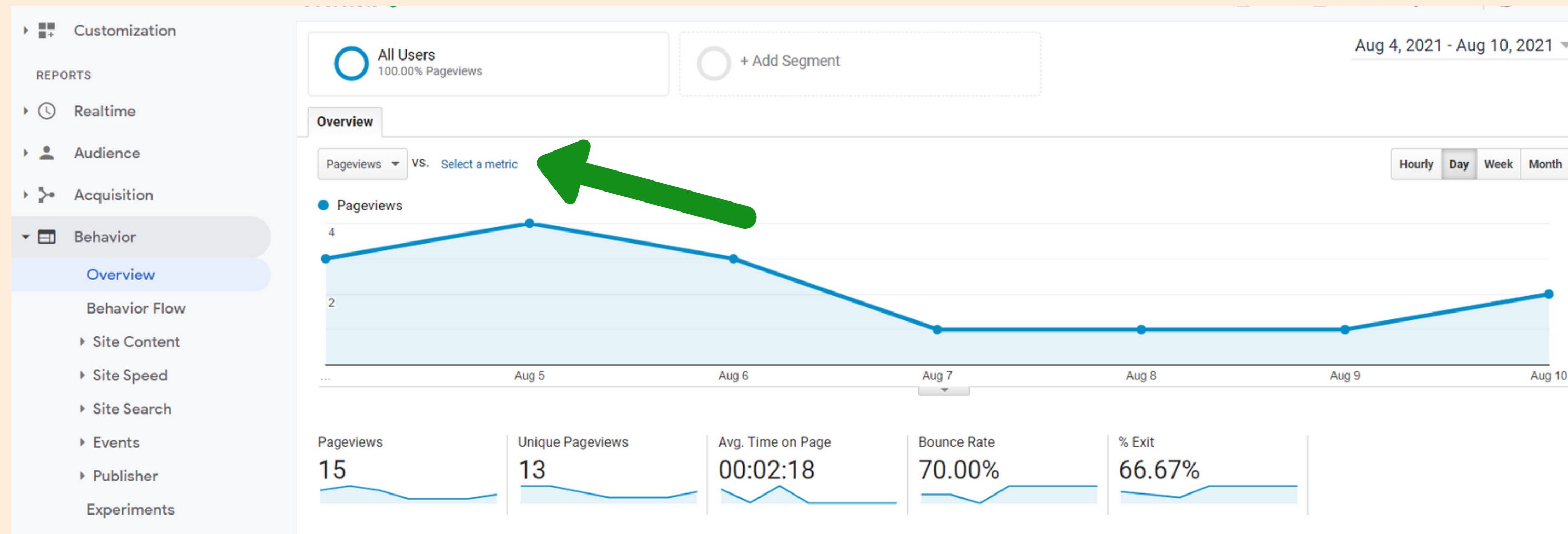
The Demographics and Interest sections include Overview reports, along with new Age, Gender, and Interest Categories reports.

- They allow you to better understand who your users are.
- You can segment a subset of your Analytics data by these same characteristics so you can understand how converting and non-converting users differ (and many other such comparisons).
- These are the same demographics & interest categories used to target ads on the Google Display Network. Use these insights about your users to refine your ad campaign strategies.
- Not all of your users may have demographics associated with them, so these reports may only represent a subset of your users and may not be representative of your overall site composition.
- [Learn more](#) about how Google determines user demographics.
- [Learn more](#) about how Google determines user interest categories.
- Before enabling Demographics and Interest Reports you may

Gender 100% of total sessions

Gender	Percentage
Female	45.85%
Male	54.15%

Behavior is another area that can be very informative especially a site that has a lot of pages and back-linking. In basic terms, this area shows you what is being looked at and for how long. In the Overview screen below, you can choose which "dimension" and "metric" for a quick glance at a particular piece of information.



The screenshot shows the Google Analytics navigation menu on the left. The 'Conversions' section is highlighted with a green arrow, and the 'Ecommerce' sub-section is also highlighted with a green arrow. The 'Overview' option under 'Ecommerce' is selected. The main content area on the right displays a message: 'This report requires ecommerce tracking to be set up for the view.' Below this message, there are two sections: 'What is ecommerce tracking?' and 'Why set up ecommerce tracking?'. The footer of the page includes the copyright notice '© 2021 Google' and links for 'Analytics Home', 'Terms of Service', and 'Privacy Policy'.

HOME

Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior
- Conversions**
 - Goals
 - Ecommerce**
 - Overview**
 - Product Performance Sales Performance Transactions
 - Time to Purchase
- Multi-Channel Funnels

This report requires ecommerce tracking to be set up for the view.

What is ecommerce tracking?
Ecommerce tracking is a snippet of code you can include on your site or app to collect transaction data like product sales, purchase amounts, and billing locations, and connect it to your Google Analytics account.

Why set up ecommerce tracking?
With ecommerce tracking, you can better understand the value of your digital business. Use the Ecommerce Reports to segment and analyze your data, and discover relationships between your marketing campaigns, user engagement, and transactions.

[Learn more](#)

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Finally, if you have an E-Commerce site, it is important to set up those analytics in the "Conversions" section.

CONCLUDING THOUGHTS

ANALYZE YOUR WEBSITE DATA

Connecting your website to Google Analytics is ideal for understanding who is looking to be a customer for your type of business as well as how your website is performing overall. Meaning: is it getting the attention it deserves?

GA is especially useful if you have a more complex website like E-commerce or a large amount of pages or subdirectories.

If you are using website traffic as a goal in a Google Ads campaign, it is also essential to have GA account set up and linked to your Google Ads account.

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