

An Introduction to Google Analytics



What's In It For Me?

- The goal is to understand the value of your website traffic.
- Using that information when making marketing decisions.



Agenda

- About Ruth & Tory
- What is Google Analytics?
- Reports
- Questions



Tory Kalousek



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Tory Kalousek

- Social Media Strategist at Hubbard Interactive (part of Hubbard Broadcasting)
- Graduate of Iowa State University - **Go State!**
- Certified in: Google Analytics, HubSpot Content Marketing, Twitter Flight School and ON24 Webinar Academy
- I am an Iowa native but a happy Minnesota implant

Ruth Tambornino



Connect with me:



<https://www.linkedin.com/in/ruthtambornino/>

Ruth Tambornino

- Digital Brand Strategist
- Saint Mary's University
- Digital Marketing in Twin Cities and Nationally for over 10 years
- Former Small Business Entrepreneur
- Mom to 3 outstanding kids and one very large Mastiff

What is Google Analytics?

First off...

Who here has Google Analytics
on their website?

If you're unsure if your website
has Google Analytics, there's a
tool for that!



Google Analytics

What is Google Analytics?

Google Analytics tracks and reports on website traffic and data.

It's estimated that between 39.3 million websites use Google Analytics.



Google Analytics



Basic Reports: Audience

Reports - Audience

Reports

REAL-TIME

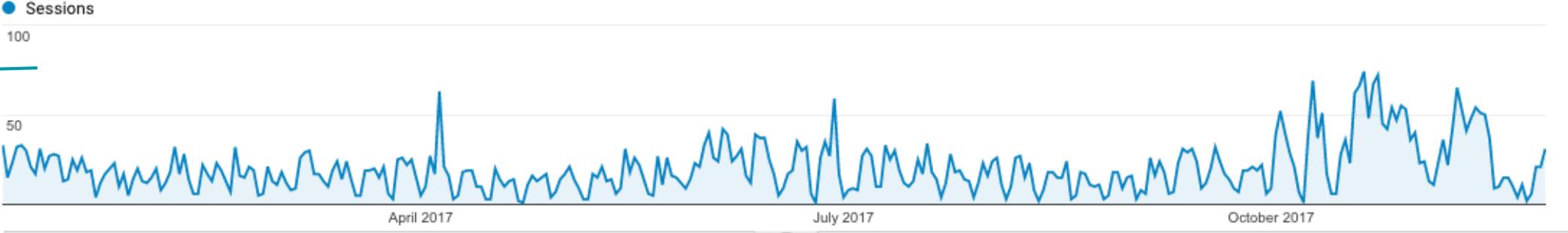
AUDIENCE

- Overview
- Active Users
- Lifetime Value **BETA**
- Cohort Analysis **BETA**
- Audiences **NEW**
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow

ACQUISITION

BEHAVIOR

CONVERSIONS



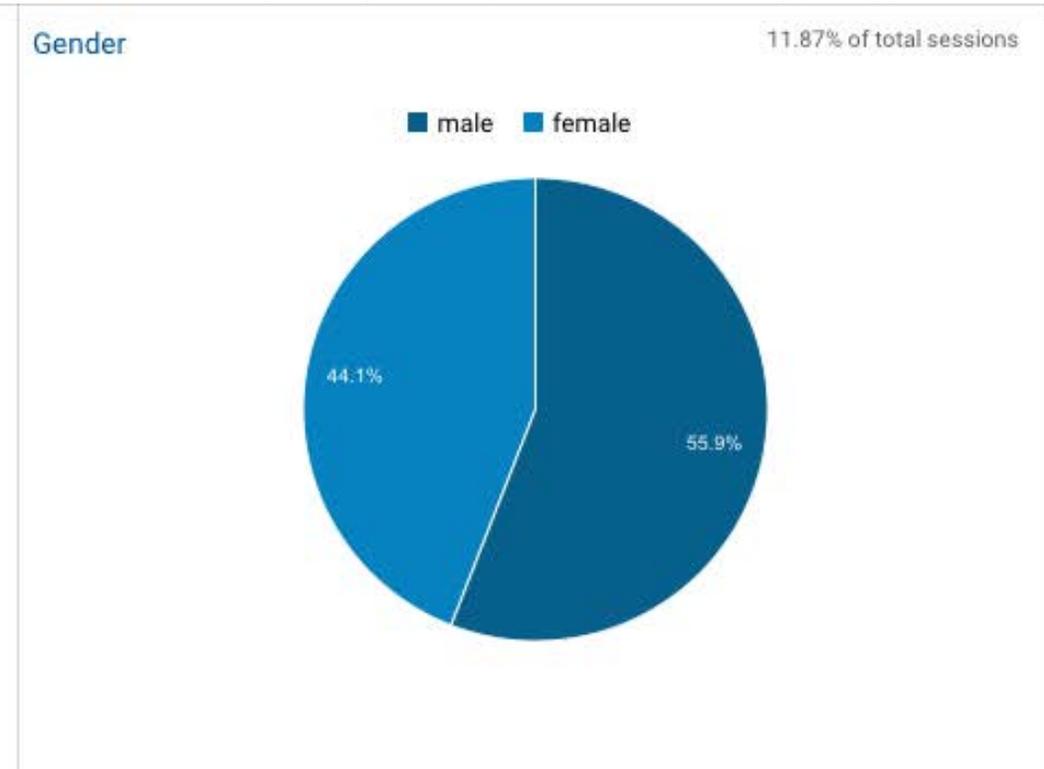
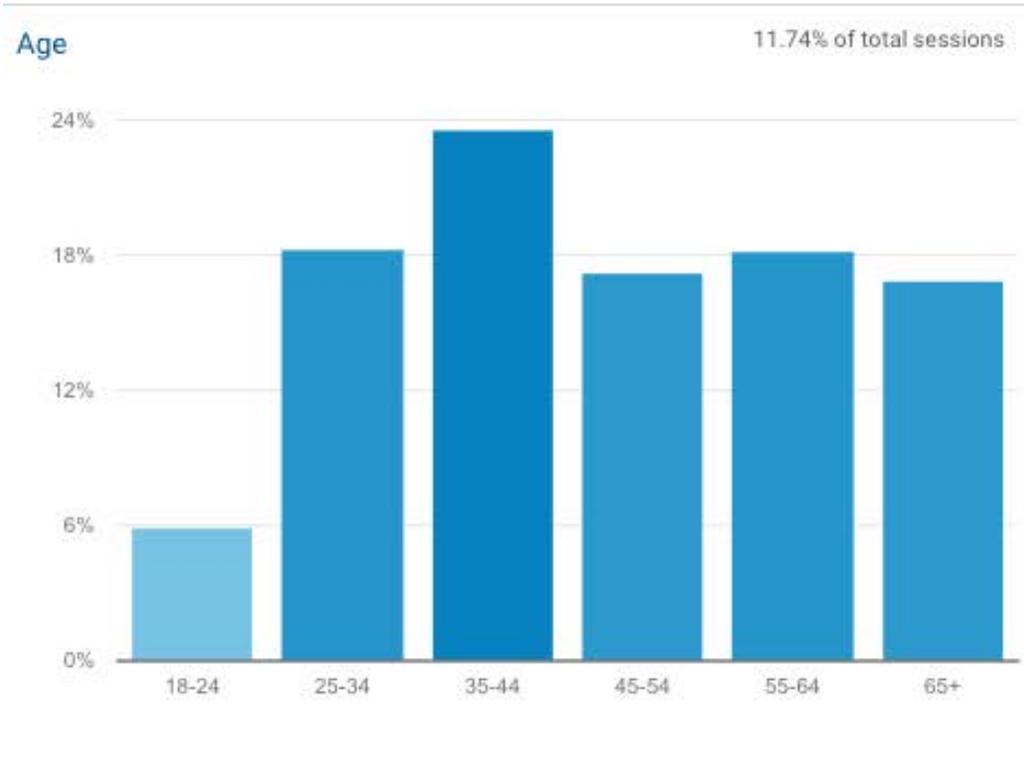
Sessions 6,763	Users 5,045	Pageviews 13,980	Pages / Session 2.07
Avg. Session Duration 00:01:31	Bounce Rate 64.11%	% New Sessions 74.02%	



Reports - Audience (Demographics)

Reports

- REAL-TIME
- AUDIENCE
 - Overview
 - Active Users
 - Lifetime Value **BETA**
 - Cohort Analysis **BETA**
 - Audiences **NEW**
 - User Explorer
 - Demographics**
 - Overview
 - Age
 - Gender
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow

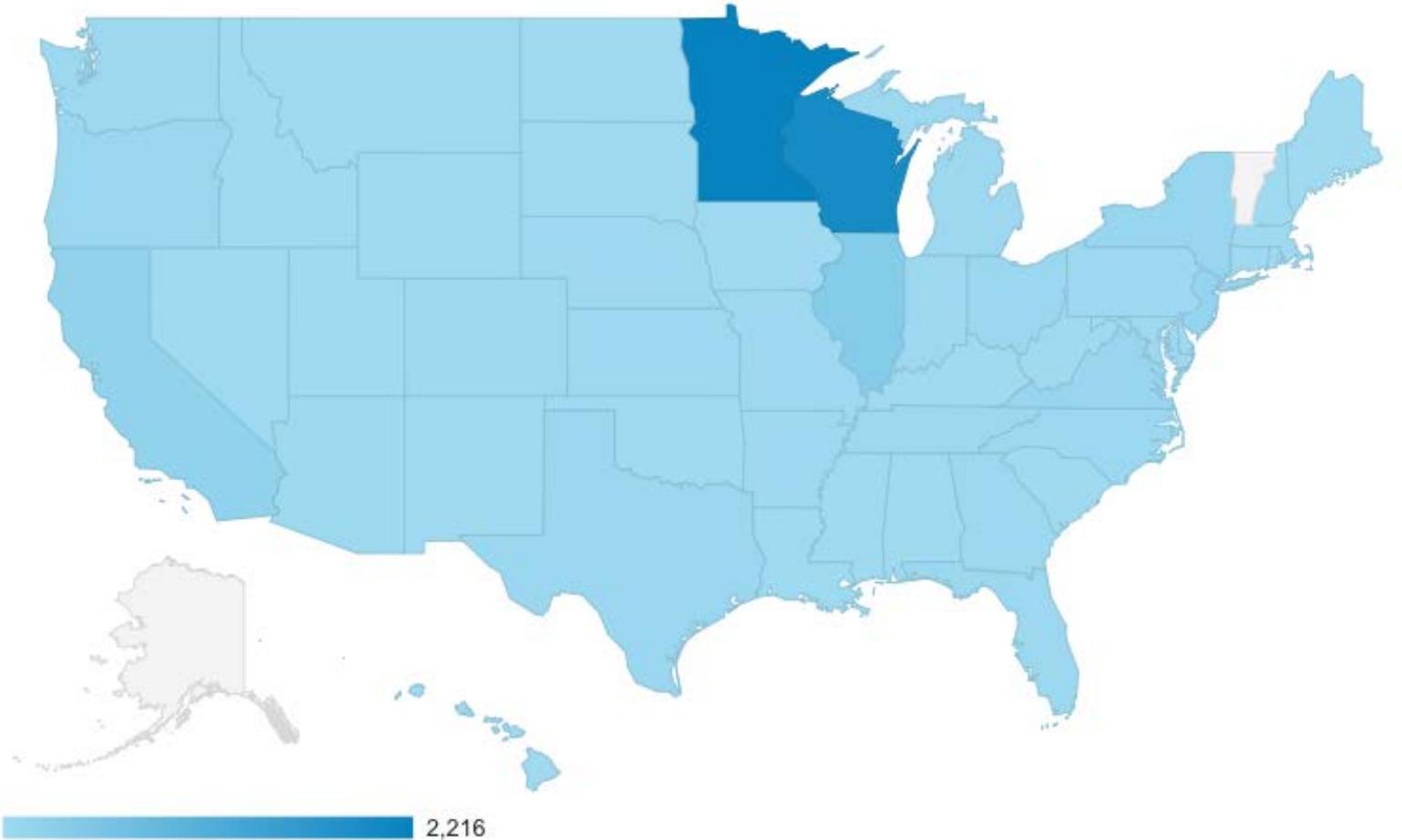


Demographics aren't automatically turned on! You must enable them when setting up your analytics account.

Reports - Audience (Geo)

Reports

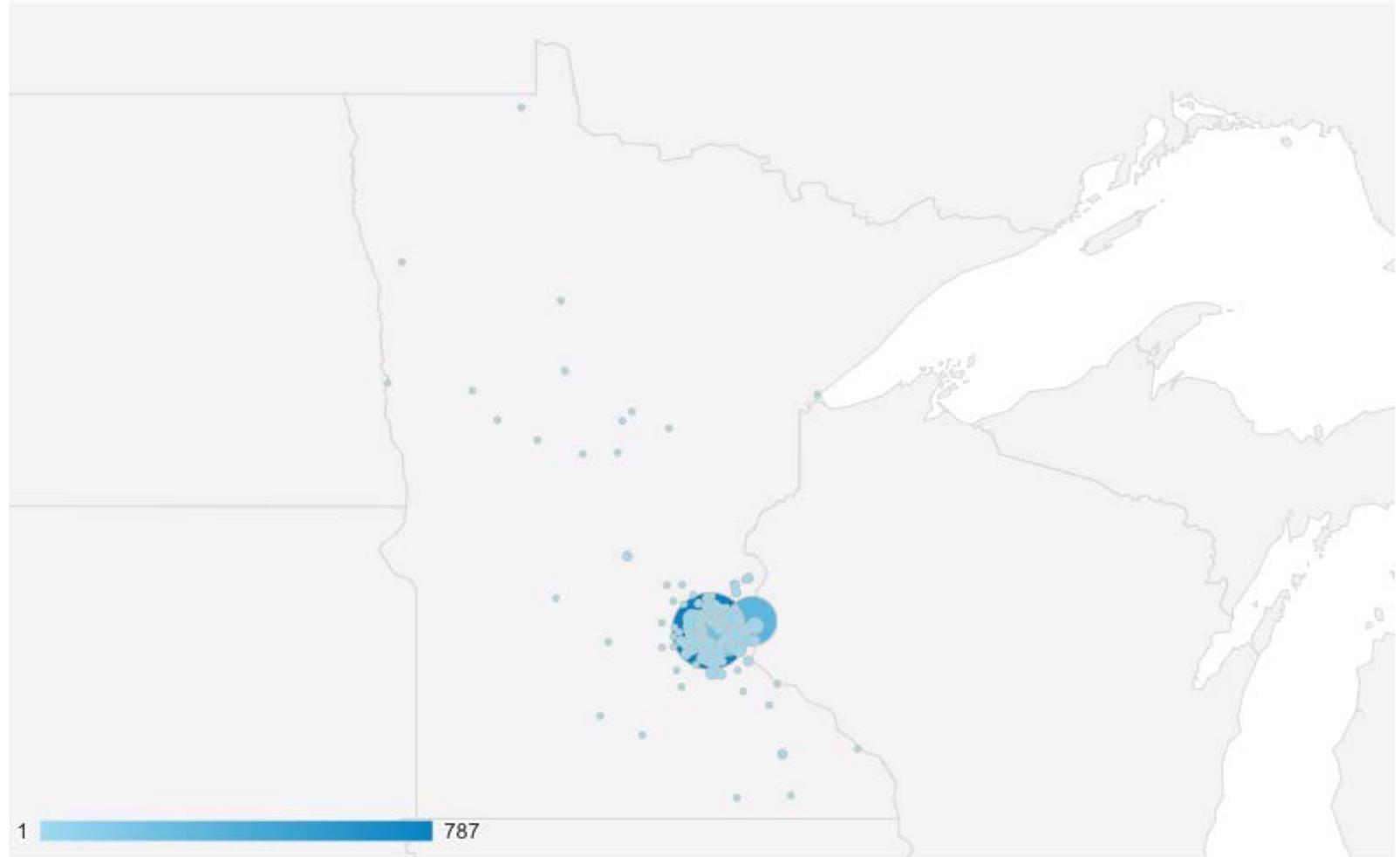
- 🕒 REAL-TIME
- 👤 AUDIENCE
 - Overview
 - Active Users
 - Lifetime Value **BETA**
 - Cohort Analysis **BETA**
 - Audiences **NEW**
 - User Explorer
 - ▶ Demographics
 - ▶ Interests
 - ▼ Geo ←
 - Language
 - Location
- ▶ Behavior
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- ▶ Benchmarking
- Users Flow



Reports - Audience (Geo)

Reports

- 🕒 REAL-TIME
- 👤 AUDIENCE
 - Overview
 - Active Users
 - Lifetime Value **BETA**
 - Cohort Analysis **BETA**
 - Audiences **NEW**
 - User Explorer
 - ▶ Demographics
 - ▶ Interests
 - ▼ Geo
 - Language
 - Location**
 - ▶ Behavior
 - ▶ Technology
 - ▶ Mobile
 - ▶ Custom
 - ▶ Benchmarking
 - Users Flow



Reports - Audience (Geo)

Reports

REAL-TIME

AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

Demographics

Interests

Geo

Language

Location

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

City ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	2,216 % of Total: 32.77% (6,763)	76.35% Avg for View: 74.02% (3.15%)	1,692 % of Total: 33.80% (5,006)	56.77% Avg for View: 64.11% (-11.46%)	2.09 Avg for View: 2.07 (0.90%)	00:01:43 Avg for View: 00:01:31 (12.98%)
1. Minneapolis	787 (35.51%)	73.44%	578 (34.16%)	65.69%	1.89	00:01:26
2. Stillwater	321 (14.49%)	67.60%	217 (12.83%)	45.17%	2.31	00:02:28
3. Saint Paul	229 (10.33%)	79.91%	183 (10.82%)	50.22%	2.10	00:01:59
4. Woodbury	83 (3.75%)	75.90%	63 (3.72%)	42.17%	2.81	00:03:07
5. Oakdale	51 (2.30%)	78.43%	40 (2.36%)	50.98%	2.02	00:00:57
6. White Bear Lake	49 (2.21%)	65.31%	32 (1.89%)	46.94%	2.02	00:01:39
7. Plymouth	48 (2.17%)	83.33%	40 (2.36%)	45.83%	2.75	00:01:52
8. Maple Grove	41 (1.85%)	65.85%	27 (1.60%)	60.98%	2.00	00:02:21
9. Bloomington	35 (1.58%)	91.43%	32 (1.89%)	60.00%	2.00	00:01:05
10. Blaine	25 (1.13%)	100.00%	25 (1.48%)	64.00%	2.12	00:00:42

Reports - Audience (Mobile)

Did you know that 53% of mobile web users will abandon a mobile page if it takes longer than 3 seconds to load? 😱

- AUDIENCE
 - Overview
 - Active Users
 - Lifetime Value **BETA**
 - Cohort Analysis **BETA**
 - Audiences **NEW**
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile**
 - Overview
 - Devices
 - Custom
 - Benchmarking
 - Users Flow

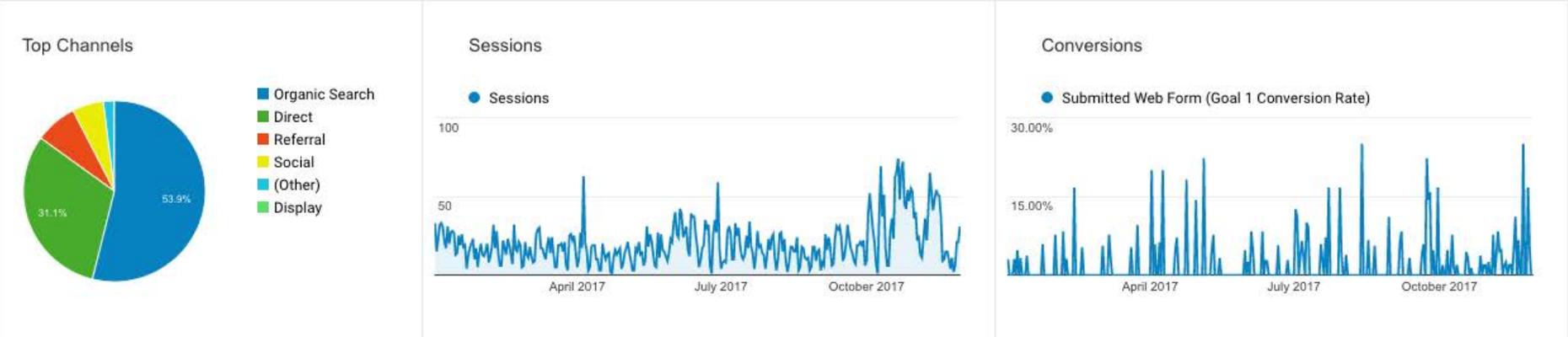
Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	6,763 % of Total: 100.00% (6,763)	74.02% Avg for View: 74.02% (0.00%)	5,006 % of Total: 100.00% (5,006)	64.11% Avg for View: 64.11% (0.00%)	2.07 Avg for View: 2.07 (0.00%)	00:01:31 Avg for View: 00:01:31 (0.00%)
1. desktop	4,128 (61.04%)	72.82%	3,006 (60.05%)	57.07%	2.41	00:01:51
2. mobile	2,117 (31.30%)	76.52%	1,620 (32.36%)	77.70%	1.44	00:00:52
3. tablet	518 (7.66%)	73.36%	380 (7.59%)	64.67%	1.87	00:01:25

Basic Reports: Acquisition

Reports - Acquisition

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION**
- Overview ←
- All Traffic
- AdWords
- Search Console
- Social
- Campaigns
- BEHAVIOR
- CONVERSIONS



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	6,763	74.02%	5,006	64.11%	2.07	00:01:31	1.74%	118	\$0.00
1 Organic Search	3,644			52.99%			2.50%		
2 Direct	2,103			74.18%			1.00%		
3 Referral	506			79.05%			0.59%		
4 Social	376			86.17%			0.80%		
5 (Other)	132			90.91%			0.00%		
6 Display	2			50.00%			0.00%		

Reports - Acquisition (Channels)

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION
 - Overview
 - All Traffic
 - Channels**
 - Treemaps
 - Source/Medium
- Referrals
 - AdWords
 - Search Console
 - Social
 - Campaigns
- BEHAVIOR
- CONVERSIONS

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	20,040 % of Total: 100.00% (20,040)	19,483 % of Total: 100.02% (19,480)	25,764 % of Total: 100.00% (25,764)	39.23% Avg for View: 39.23% (0.00%)	2.45 Avg for View: 2.45 (0.00%)	00:01:28 Avg for View: 00:01:28 (0.00%)
1. Organic Search	13,145 (64.56%)	12,603 (64.69%)	16,958 (65.82%)	39.76%	2.45	00:01:32
2. Direct	5,236 (25.72%)	5,111 (26.23%)	6,576 (25.52%)	39.16%	2.38	00:01:22
3. Social	1,390 (6.83%)	1,272 (6.53%)	1,575 (6.11%)	32.44%	2.55	00:01:09
4. Referral	486 (2.39%)	394 (2.02%)	550 (2.13%)	32.73%	3.18	00:01:45
5. (Other)	103 (0.51%)	103 (0.53%)	105 (0.41%)	92.38%	1.10	00:00:06

There are times when Google Analytics doesn't know where to send traffic, so it sends it to the (Other) channel, which is typically paid efforts.

Reports - Acquisition (Source)

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - AdWords
 - Search Console
 - Social
 - Campaigns
- BEHAVIOR
- CONVERSIONS

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	20,040 % of Total: 100.00% (20,040)	19,483 % of Total: 100.02% (19,480)	25,764 % of Total: 100.00% (25,764)	39.23% Avg for View: 39.23% (0.00%)	2.45 Avg for View: 2.45 (0.00%)	00:01:28 Avg for View: 00:01:28 (0.00%)
1. google	12,097 (59.18%)	11,564 (59.35%)	15,686 (60.88%)	40.71%	2.40	00:01:31
2. (direct)	5,236 (25.62%)	5,111 (26.23%)	6,576 (25.52%)	39.16%	2.38	00:01:22
3. bing	875 (4.28%)	829 (4.25%)	1,002 (3.89%)	29.64%	3.02	00:01:52
4. m.facebook.com	484 (2.37%)	451 (2.31%)	506 (1.96%)	52.96%	2.15	00:00:52
5. l.facebook.com	332 (1.62%)	299 (1.53%)	362 (1.41%)	15.47%	2.67	00:00:57
6. lm.facebook.com	237 (1.16%)	214 (1.10%)	312 (1.21%)	24.68%	2.99	00:01:35
7. yahoo	231 (1.13%)	210 (1.08%)	270 (1.05%)	22.59%	3.06	00:01:34
8. facebook.com	199 (0.97%)	173 (0.89%)	231 (0.90%)	19.91%	2.78	00:01:23
9. en.wikipedia.org	113 (0.55%)	103 (0.53%)	116 (0.45%)	12.93%	3.72	00:01:33

Reports - Acquisition (Medium)

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

AdWords

Search Console

Social

Campaigns

BEHAVIOR

CONVERSIONS

Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,040,528 % of Total: 100.00% (1,040,528)	16.88% Avg for View: 16.87% (0.02%)	175,606 % of Total: 100.02% (175,578)	52.26% Avg for View: 52.26% (0.00%)	1.58 Avg for View: 1.58 (0.00%)	00:02:11 Avg for View: 00:02:11 (0.00%)
1. referral	755,175 (72.58%)	6.45%	48,730 (27.75%)	49.63%	1.61	00:02:35
2. organic	141,393 (13.59%)	29.85%	42,210 (24.04%)	52.53%	1.62	00:01:15
3. (none)	134,148 (12.89%)	58.92%	79,038 (45.01%)	66.15%	1.37	00:01:00
4. cpc	7,944 (0.76%)	55.79%	4,432 (2.52%)	55.14%	1.50	00:00:53
5. banner	928 (0.09%)	74.25%	689 (0.39%)	88.79%	1.18	00:00:35
6. email	719 (0.07%)	50.63%	364 (0.21%)	75.38%	1.29	00:00:50

Reports - Acquisition (Network Referrals)

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

AdWords

Search Console

Social

Overview

Network Referrals

Landing Pages

Conversions

Plugins

Users Flow

Campaigns

BEHAVIOR

CONVERSIONS

Social Network ?	Sessions ? ↓	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook	361 (96.01%)	440 (94.62%)	00:00:26	1.22
2. Yelp	7 (1.86%)	16 (3.44%)	00:01:48	2.29
3. Instagram	4 (1.06%)	4 (0.86%)	00:00:00	1.00
4. LinkedIn	2 (0.53%)	2 (0.43%)	00:00:00	1.00
5. Blogger	1 (0.27%)	2 (0.43%)	00:01:30	2.00
6. Houzz	1 (0.27%)	1 (0.22%)	00:00:00	1.00

Session: the period of a time a user is active on your website.

Pageview: an instance of a page being loaded or reloaded in a browser. Defined as the total number of pages viewed.

Session Duration: total duration of all sessions/number of sessions.

Pages/Session: the average number of pages viewed per session.

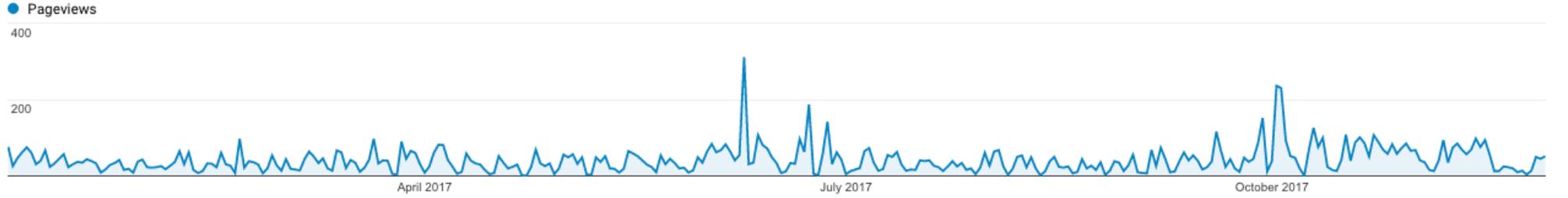


Basic Reports: Behavior

Reports - Behavior

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION
- BEHAVIOR
 - Overview** ←
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▶ Site Search
 - ▶ Events
 - ▶ Publisher
 - Experiments
- CONVERSIONS



Pageviews 13,980	Unique Pageviews 10,910	Avg. Time on Page 00:01:25	Bounce Rate 64.11%	% Exit 48.37%
--	---	--	--	---

Site Content
Page
Page Title

Site Search
Search Term

Events
Event Category

Page	Pageviews	% Pageviews
1. /	6,992	50.01%
2. /about/	929	6.65%
3. /special-offers/	895	6.40%
4. /contact-us-houlton-wi/	689	4.93%
5. /our-services/	268	1.92%
6. /furnace-repair/	258	1.85%
7. /furnace-installation/	211	1.51%
8. /air-conditioners/	206	1.47%
9. /testimonials/	205	1.47%
10. /gas-furnaces/	199	1.42%

Reports - Behavior (All Pages)

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

Experiments

CONVERSIONS

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	13,980 % of Total: 100.00% (13,980)	10,910 % of Total: 100.00% (10,910)	00:01:25 Avg for View: 00:01:25 (0.00%)	6,762 % of Total: 100.00% (6,762)	64.11% Avg for View: 64.11% (0.00%)
1. /	6,992 (50.01%)	5,543 (50.81%)	00:01:28	5,435 (80.38%)	60.78%
2. /about/	929 (6.65%)	716 (6.56%)	00:01:41	157 (2.32%)	68.15%
3. /special-offers/	895 (6.40%)	760 (6.97%)	00:01:08	275 (4.07%)	82.91%
4. /contact-us-houlton-wi/	689 (4.93%)	586 (5.37%)	00:01:45	54 (0.80%)	53.70%
5. /our-services/	268 (1.92%)	212 (1.94%)	00:01:29	46 (0.68%)	63.04%
6. /furnace-repair/	258 (1.85%)	223 (2.04%)	00:01:14	117 (1.73%)	89.74%
7. /furnace-installation/	211 (1.51%)	171 (1.57%)	00:01:15	21 (0.31%)	85.71%
8. /air-conditioners/	206 (1.47%)	147 (1.35%)	00:01:29	23 (0.34%)	56.52%
9. /testimonials/	205 (1.47%)	175 (1.60%)	00:01:30	19 (0.28%)	78.95%
10. /gas-furnaces/	199 (1.42%)	131 (1.20%)	00:02:05	29 (0.43%)	75.86%

Basic Reports: Conversions

Reports - Conversions

Reports

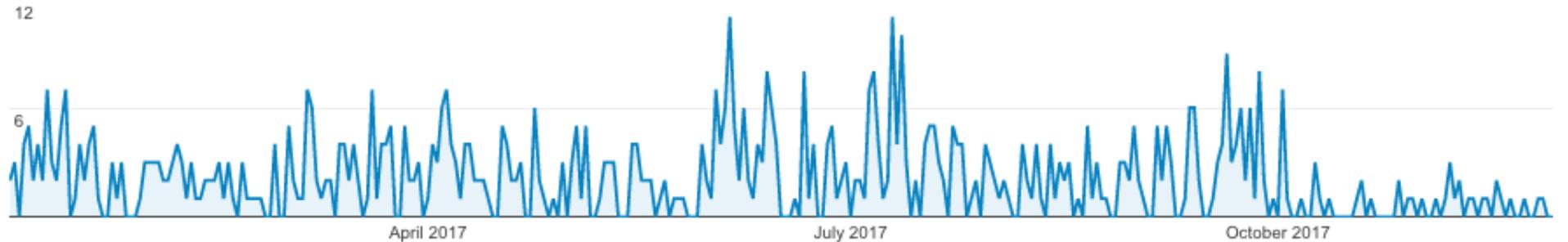
- REAL-TIME
- AUDIENCE
- ACQUISITION
- BEHAVIOR
- CONVERSIONS

- Goals
 - Overview**
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow
- Ecommerce
- Multi-Channel Funnels
- Attribution

Goal Option:

All Goals

Goal Completions



Goal Completions

709



Goal Value

\$0.00



Goal Conversion Rate

10.48%



Total Abandonment Rate

0.00%



Submitted Web Form (Goal 1 Completions)

118



Went To Contact Page (Goal 2 Completions)

584



Sign-up Pop up (Goal 3 Completions)

7



Setting Up Goals

- HOME
- CUSTOMIZATION
- Reports
 - REAL-TIME
 - AUDIENCE
 - ACQUISITION
 - BEHAVIOR
 - CONVERSIONS
- DISCOVER
- ADMIN**

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

+ NEW GOAL Import from Gallery

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
There is no data for this view.					

20 goals left

Setting Up Goals - Step 1

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

When setting up Google Analytics goals, determine what is most important to you/your brand.

Is it:

- Someone completing a ‘Contact Us’ form?
- A scheduled appointment?
- An account created on your website?
- A person searching where your business has locations?

Setting Up Goals - Step 2

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

2 **Goal description**

Name

Goal slot ID

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

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](#)

3 **Goal details**

Once you move past step 1, you will be naming your goal and the type of event.

Types of events include:

- Destination (thank you page, landing page)
- Duration (someone spent five minutes on a page)
- Pages/Screen per session (a user visited at least three pages during their session)
- Event (clicked a link, played a video)

Setting Up Goals - Step 3

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

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

3 **Goal details**

Destination

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

ON \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

In this final step, you'll add where the goal takes place. In this example, it's a thank you page.

If you believe that this goal has a monetary value, this is where you would add that information!

Before hitting Save, verify your goal to ensure that it has been set up correctly.

On-Page Analytics

On-Page Analytics

Segments	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
All Users	466 % of Total: 30.12% (1,547)	200 % of Total: 29.85% (670)	0:00:26 Site Avg: 0:00:36 (-28.00%)	4.21% Site Avg: 3.85% (9.47%)	21.03% Site Avg: 25.15% (-16.37%)

Feb 11, 2018 - Mar 12, 2018

Show only Clicks with more than: 0.10%

MN TECH
DIVERSITY
PLEDGE

QUESTIONS?

www.hubbardinteractive.com



Glossary of Terms

Session: the period of a time a user is active on your website.

Pageview: an instance of a page being loaded or reloaded in a browser. Defined as the total number of pages viewed.

Session Duration: total duration of all sessions/number of sessions.

Pages/Session: the average number of pages viewed per session.

Property: A sub-component of an Analytics account that determines which data is organized and stored together.

View: A *view* or *reporting view* is a subset of an Analytics account [property](#) that can have its own unique configuration settings.

Source: the origin of your traffic, such as a search engine (for example, *google*) or a domain (*example.com*).

Medium: the general category of the source, for example, organic search (*organic*), cost-per-click paid search (*cpc*), web referral (*referral*).