



Google Analytics 101

HOW DO I KNOW IF I HAVE IT?

Right click on any page of your website and click “View Source;” this will open a new tab showing the page code.

Do a search (command + F) for “analytics” on the page. If you find a Google code snippet like the one below, you’re Google Analytics Ready (but you’ll need to view your GA account data to be sure it’s functioning appropriately)! If not, then time to set up an account!

```
</script>  
<script>  
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;  
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date
```

BASIC TERMINOLOGY

Term	Definition
Sessions	Visits to your website
Users/Unique Visitors	Individual people who visit your website at least once during your selected date range. For example, if I visit the same site twice in one month, that’s two sessions but one unique user.
Pageviews	Total count of pages viewed on your website.
Avg. Session Duration	Average time on site or average time of each session.
Pages/Session	An average of how many pages are viewed during each session.
Bounce Rate	The rate of people leaving via the same page the entered through without viewing any other pages on your site, meaning they didn’t engage with your site past one page.
Audience	User data for your website visitors.
Acquisition	Where your website traffic is coming from.
Behavior	Engagement and pages viewed on your website.
Conversion	Goal and revenue tracking on your website.
Entry/Exit Page	The page a user enters or exits your site.



WHAT'S IMPORTANT FOR BASELINE REPORTING

When trying to navigate through the vast amount of information that GA offers, an easy way to remember the basics for reporting is you want to know the Who/What/Where/How. Those all wrap up to give you the Why – the analysis of all the data you've compiled.

Who – Who is visiting my site?

Where – Where did they come from?

What – What did they do when they were on the site? Which pages did they view?

How – How many users completed a goal on my site?

Complete this statement:

Our site had ___ sessions in October, which is ___% higher/lower month over month. The majority of users (___%) came to the site via [insert traffic source], which also accounted for ___ total goals (___% of total goals for the month). The top viewed pages were __, __, and __; and the majority of our users viewed the site on a [insert device]. In organic search, the top keywords that led users to our site were __, __, and __.

ANALYTICS EASY AS A,B,C:



Audience: This breaks down all the data about who are the people visiting your site and the technology they are using (number of users, time on site, device used to access the site).

- How many people visited my website last month? Last year?
- On average, how many pages are visitors viewing on my website?
- Which city do my visitors live in?
- Are people going to our website on their desktop or on their phones? Should I create a mobile-friendly website?

Acquisition: This shows all data regarding how users got to your website (traffic sources and keyword search data).

- How are people finding our website?
- What websites send traffic to my website?
- Which digital marketing efforts drove the most traffic to my website?
- Is my AdWords campaign driving enough people to our website?
- What phrases are people searching for that bring them to our website?



Behavior: This provides inside into how users engaged with the different pages of your website (# of visits per page, In-Page Analytics).

- Which pages on my website do people like the most? The least?
- What are the common funnels or paths that users take on my site?
- What are people searching for on our website?
- Can I see a snapshot of where people are specifically clicking on different pages?
- Which page are people leaving the most from?

Conversions: This is all your website goals data (Contact Form signup, PDF download, etc.).

- How many visitors completed a goal on our website?
- Where did my converting visitors come from and go on my website?

FOR MORE ONLINE RESOURCES:

Google Analytics Glossary of Terms:

https://support.google.com/analytics/topic/6083659?hl=en&ref_topic=3544906

Google Academy:

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=17&cad=rja&uact=8&ved=0ahUKEwji0sCGwZnQAhVBzIMKHceQBvIQFgh1MBA&url=https%3A%2F%2Fanalyticsacademy.withgoogle.com%2F&usg=AFQjCNHYk8WFFRL4m051Zbkef9BQwBgSOg&sig2=kpupnS0cuV5pFYES5Nh4Tg>