Google Analytics Help

Hierarchy of Google Analytics

Google Analytics Vocabulary
  Ways to collect
  Traffic and behaviour
  Account structure
  Navigation

Reporting Panels

Activities
  Exploring Google Analytics
  Use Google Analytics to compile data for the following scenarios

Google Analytics Help

- https://support.google.com/analytics

Google Analytics Demo Account

- https://analytics.google.com/analytics/web/demoAccount

Some Reasons Why you Might Use Google Analytics

- Get to know your site users
- Understand users’ behaviour on your site
- Know your popular and unpopular content
- Track user flow through your site(s)
- Understand what content is driving traffic
- See where traffic originates
- Understand conversion rate
- Understand how social media drives traffic to your site
- Know where your users are located
- Know when users prefer to use your site
Hierarchy of Google Analytics

- **Account:**
  - Your access point for Analytics, and the top-most level of organization.

- **Property:**
  - A website, mobile application, or device (e.g. a kiosk or point-of-sale device.) An account can contain one or more properties.

- **View:**
  - Your access point for reports; a defined view of data from a property.

- Each Analytics account can have up to 50 properties and each property can have up to 25 views.

Google Analytics Vocabulary

**Ways to collect**

- [Google Universal Analytics](#)
- [Google Tag Manager](#)

**Traffic and behaviour**

- [Pageviews](#)
- [Sessions](#)
- [Bounce rate](#)
- [Source / medium](#)
- [Referring traffic](#)
- [Direct traffic](#)
- [Organic search traffic](#)
- [Events](#)
- [Users](#)

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Account structure

- Hierarchy of accounts, users, properties, and views
- Account
- Property
- View
- Filtered view
- Tracking ID and property number (aka your "UA" number)
- Tracking code

Navigation

- Find your way around Google Analytics
- Home - high level overview of last seven days (or time period you have selected)
- Real Time - who is on your site right now
- Audience - characteristics of your users (eg desktop user vs mobile)
- Acquisition - how you acquire users (eg Google search vs bookmarks)
- Behaviour - how your users interact with the site (eg top pages)
- Conversions - information about how users are completing specific goals you have defined (eg sign up for a newsletter)
- Admin - manage settings for the account, property, and view levels, including user access, new properties and views, tracking code, alerts.

Reporting Panels

- Real time intelligence
  - Monitor activity as it happens on your site or app
- Audience:
  - Investigate the composition and behavior of your audience
- Acquisition:
  - How you acquire users, their behavior on your site after acquisition, and their conversion patterns
- Behaviour:
  - Composition and behavior of your audience
  - Behaviour report tab is your content analysis
  - Popular uses:
    - Top pages
    - Landing pages
    - Exit pages
    - Event tracking
    - Site search
  - Important area for content heavy websites

- Conversions:
• Completion of an activity that is important to the success of your business, such as a completed sign up for your email newsletter (a Goal conversion) or a purchase (a Transaction, sometimes called an Ecommerce conversion)

Reporting

- Google Data Studio
- Google Analytics custom reporting
- Google Analytics dashboards
Activities

Exploring Google Analytics

1. How many people are using the site right now?

2. Of the current traffic, how many people came from Google?

3. Where can you find data on your site content?

4. Where can you find demographic data for your users?

5. What’s the most popular browser among your visitors?

6. What is the account number (UA number) for the GA demo account?

7. How many views does the GA demo account include?
Use Google Analytics to compile data for the following scenarios

1. The UX team is performing cross browser testing on a beta version of this site. What are the top five most used browsers from Jan. 1, 2016 to today?

2. What products achieved sales of over $100,000 in Q3 (July-September)?

3. You’re part of the team that’s redesigning this website. You want to show the team the most popular content YTD. Pull a list of the top 25 pages from 2017.

4. The social media team wants to decrease time spent on supporting platforms that drive the least traffic to your site. What platform sent the least amount of traffic in 2017?
   a. LinkedIn
   b. Google+
   c. Twitter

5. The Toronto office wants to increase usage amongst their team. Where does Canada rank in terms of visitors for 2017? How many users are from Toronto?

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