

Google Analytics for Beginners



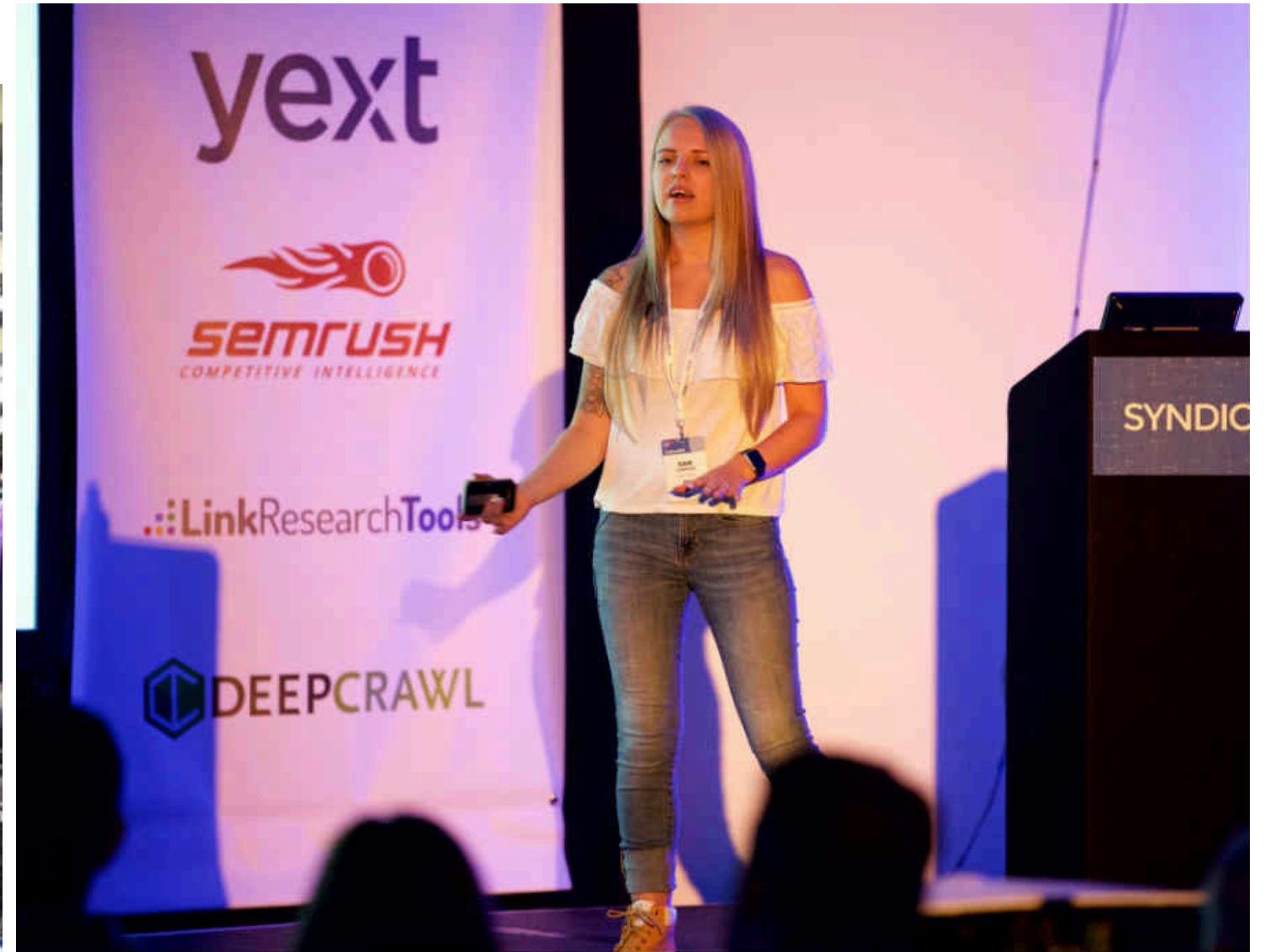


VICTORIA'S
SECRET



RAR 
**RECOMMENDED
AGENCY**





brightonSEO®





HOME

TICKETS

SPEAKERS

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INFO



NOV

29
30
NOVEMBER

SEO, Social, Growth Hacking, ADV
Marketing Business
Summit 2018 - Milan -

📄 EARLY BIRD TICKET

Search Engine Watch

In partnership with **ON24**

Webinar: Bridging the gap between marketing and sales

[View on-demand here](#)

ClickZ

- Industry
- SEO
- PPC
- Analytics
- Social
- Local
- Mobile
- Video
- Content
- Development
- Reports

Sam Charles, Founder of Float Digital



Sam Charles is an SEO consultant with more than seven years' experience working in the digital industry.


In 2016 she founded her own agency, Float Digital, which aims to demystify the art of SEO for businesses, particularly small businesses. She has been nominated at the UK Search Awards, and featured in The Drum's '50 under 30' list in 2017, which celebrates young women making waves in digital industries.

Charles got her start in SEO in her early twenties after studying advertising at university, working first at a branding design and web development agency,

before moving on to manage the marketing at Australia's largest professional haircare and skincare

s.com...

avoided had the SEO been...
[SEO basics: The top 8 mistakes that rookies \(and new businesses\) make](#) · 40 minutes ago

 **Del Torro** Very good overview for this topic. Thanks a lot! We have received thousands of casino links for our domain. Therefore i know that the disavow file is not helping, except if your domain has a penalty. I was thinking about a referrer check with redirect to the linking domain, if...

[Shady competitor tactics that hurt them: negative](#)
ago

[View on-demand here](#)

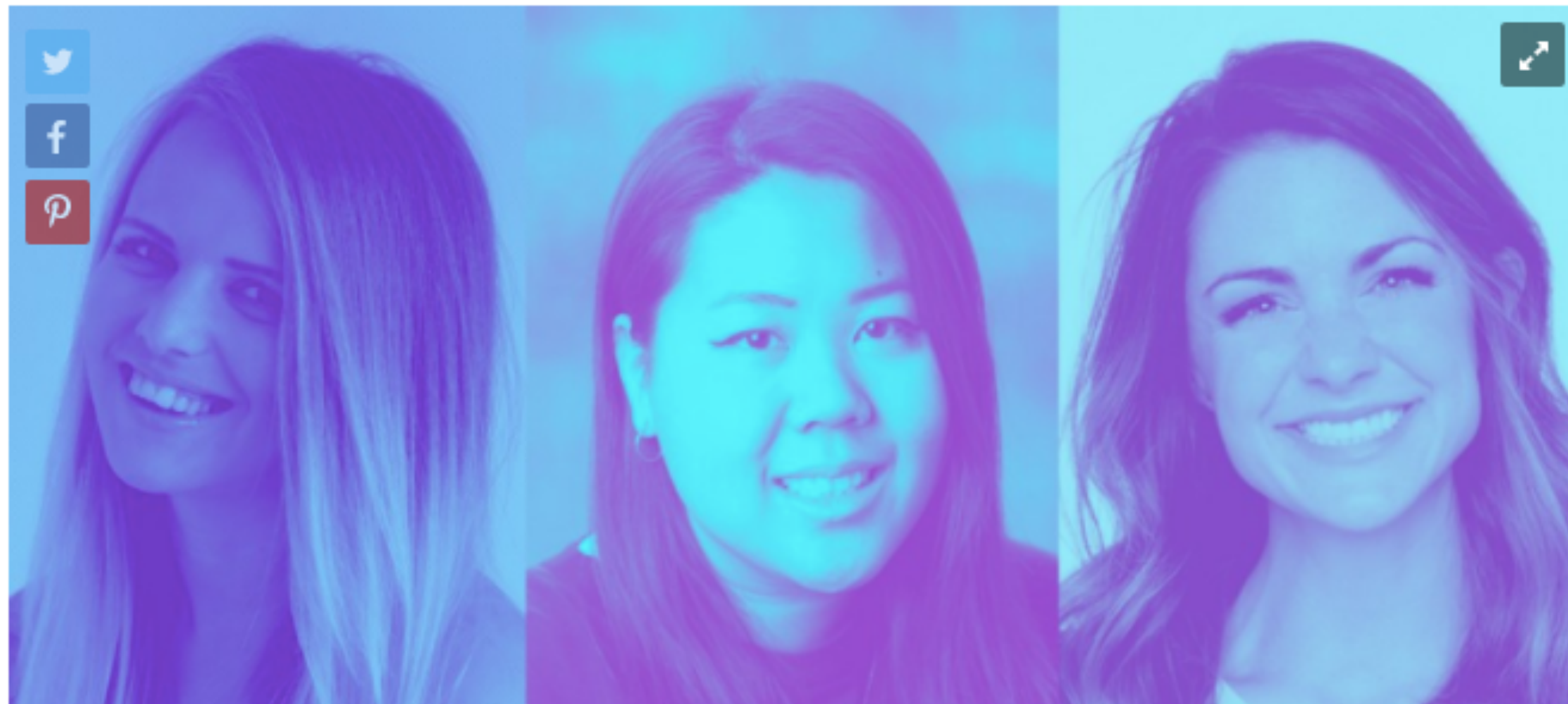
[Webinar] Bridging the gap between marketing and sales

Watch **ClickZ**, **ON24** and **Ralph Lauren** as we explore how to create a seamless customer experience by aligning marketing and sales teams.

[View on-demand now](#)

Meet the young women making waves in digital in The Drum's 50 under 30

By Jenny Cleeton - 13 February 2017 08:00am



The influencer tipping point: The Drum and Buzzoole launch influencer marketing survey

FIND OUT MORE

New ways to learn, new ways to make change.

US
UNIVERSITY OF SUSSEX

Before we begin...



Google Analytics for Beginners

Welcome to Google Analytics for Beginners

How many people visit my website?

Where do my visitors live?

What websites send
traffic to my website?

What marketing tactics drive the most traffic to my website?

Which pages on my website
are the most popular?

How many visitors have I converted
into leads or customers?

Where did my converting visitors
come from and go on my website?

What blog content do my
visitors like the most?





Google
Analytics



Implementing Google Analytics



Sign in

to continue to Google Analytics

Email or phone

[Forgot email?](#)

[More options](#)

NEXT

English (United States) ▼

[Help](#)

[Privacy](#)

[Terms](#)



Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

New Account

What would you like to track? _____

Website Mobile app

Tracking Method _____

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account _____

Account Name required

Accounts can contain more than one tracking ID.

My New Account Name

Setting up your property _____

Website Name required

My New Website

Website URL required

http://

Reporting Time Zone

United States ▾

(GMT-08:00) Pacific Time ▾

Data Sharing Settings [?](#)

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- Google products & services** **RECOMMENDED**
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*
- Benchmarking** **RECOMMENDED**
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.
- Technical support** **RECOMMENDED**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists** **RECOMMENDED**
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics [safeguards your data](#).

You are using 0 out of 100 accounts.

[Get Tracking ID](#)

[Cancel](#)



Share Google Analytics data with Google to help us improve our products. Your data will still flow to other Google products explicitly linked to you. You can change your settings.

- Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate of other users to help us understand data trends. All identifiable information is removed before it is shared with others.
- Technical support** RECOMMENDED
Let Google technical support representatives contact you to provide service and find solutions to technical issues.
- Account specialists** RECOMMENDED
Give Google marketing specialists and your Google account manager access to your account. They can find ways to improve your configuration and help you. Account sales specialists, give this access to authorized users.

Learn how Google Analytics [safeguards your data](#)

You are using 0 out of 100 accounts.

[Get Tracking ID](#) [Cancel](#)

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

United Kingdom



Google Analytics (the "Service"). BY CLICKING THE "ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT ON BEHALF OF, AND BIND TO THIS AGREEMENT, THE OWNER OF THIS ACCOUNT. In consideration of the foregoing, the parties agree as follows:

1. Definitions.

"Account" refers to the billing account for the Service. All Profiles linked to a single Property will have their Hits aggregated before determining the charge for the Service for that Property.

[I Accept](#) [I Do Not Accept](#)



- PROPERTY
- 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
 - All Products
- Remarketing
- Custom Definitions
 - Data Import
 - Social Settings

ANALYTICS EDUCATION

Tracking Info

Find your basic tracking code, and additional data-collection settings.

The following settings are available only Universal Analytics.

Click **Tracking Code** to find the basic code for a website or to download platform SDKs app (websites & apps).

Click **Session Settings** to configure the length of a session and of a campaign (websites & apps).

Tracking ID
UA-64248213-1

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.

This is your tracking code. Copy and paste it into the code of every page 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','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

- Genesis
- Theme Settings
 - 404 Page
 - Import/Export
 - Simple Hooks
 - Simple Comments
 - Simple Edits
- Appearance
- Plugins 2
- Users
- Tools
- Settings
- SEO
- RSS Aggregator
- Rich Snippets
- BWS Plugins
- CommentLuv
- Digg Digg
- SumoMe

Header and Footer Scripts

Enter scripts or code you would like output to `wp_head()` :

```
<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','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');
</script>
```

The `wp_head()` hook executes immediately before the closing `</head>` tag in the document source.


Enter scripts or code you would like output to `wp_footer()` :

```
<script type="text/javascript">
(function() {
var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;
po.src = 'https://apis.google.com/js/plusone.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);
})();
</script>
```

The `wp_footer()` hook executes immediately before the closing `</body>` tag in the document source.

Save Settings

Reset Settings

 **SETTINGS**

General

Payments

Checkout

Shipping

Taxes

Notifications

Files

Account

Sales Channels

Online Store

Settings / Online Store

Save

Store details

Edit your store information. The store name shows up on your storefront, while the title and meta description help define how your store shows up on search engines.

Homepage title 0 of 70 characters used

Homepage meta description 0 of 160 characters used

Enter a description to avoid ranking poorly on search engines like Google.

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account ([how do I set this up?](#))

```
<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','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

Administration

- PROPERTY
- 123business.com
- 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
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This is your tracking code. Copy and paste it into the code of every page 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','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```



Super Simple Google Analytics

By bitacre

Download

Details

Reviews

Installation

Support

Development

Description

This is a bare bones option for people who are looking to simply insert the basic Google Analytics tracking code into the head section of every page without any fuss.

I've only included the essential options; it's not very exciting, but works *reliably*.

README GENERATOR

- This plugin's readme.txt file was generated by the [bitacre Readme Generator](#) for WordPress Plugins.

Version: 1.7.3

Last updated: 2 months ago

Active installations: 10,000+

Requires WordPress Version: 2.8

Tested up to: 4.9.5

Tags: analytics google simple tracking works

[Advanced View](#)



Check the code
is setup correctly

Search reports and help

HOME

CUSTOMISATION

Reports

REAL-TIME

Overview

Locations

Traffic Sources

Content

Events

Conversions

AUDIENCE

Right now

3

active users on site



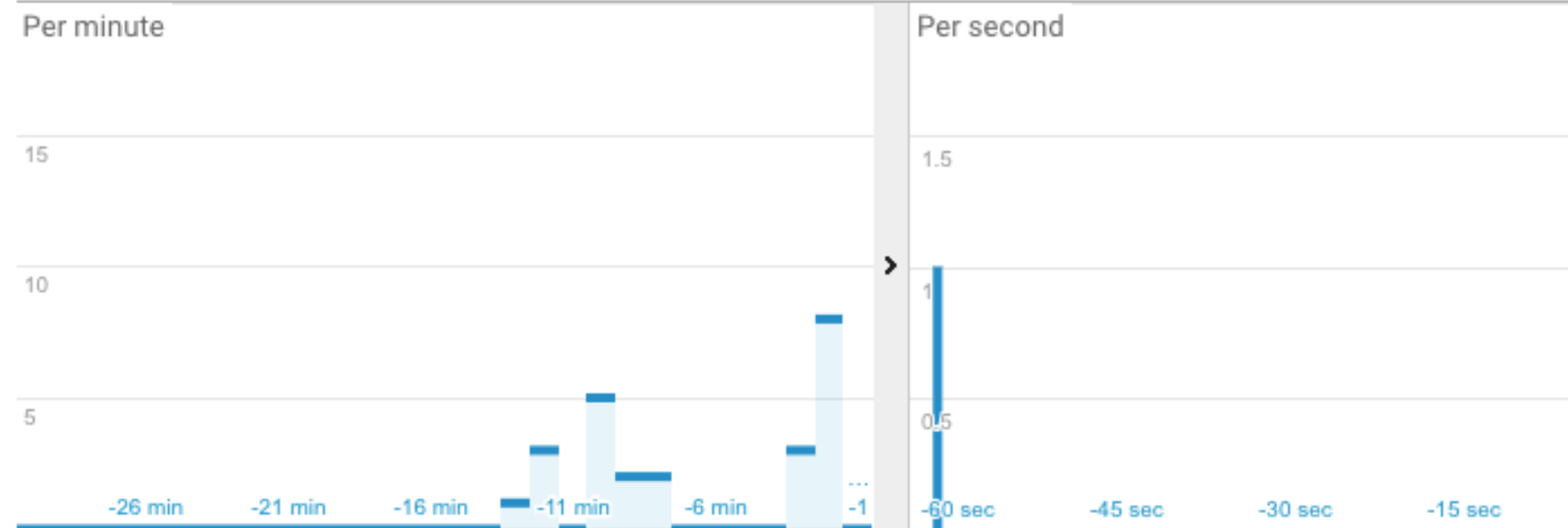
Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

Page Views



Top Active Pages:

Active Page	Active Users	↓
1. /blog	1 33.33%	
2. /book-your-visit	1 33.33%	
3. /whats-on-1	1 33.33%	

Top Locations:

Search reports a

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Locations

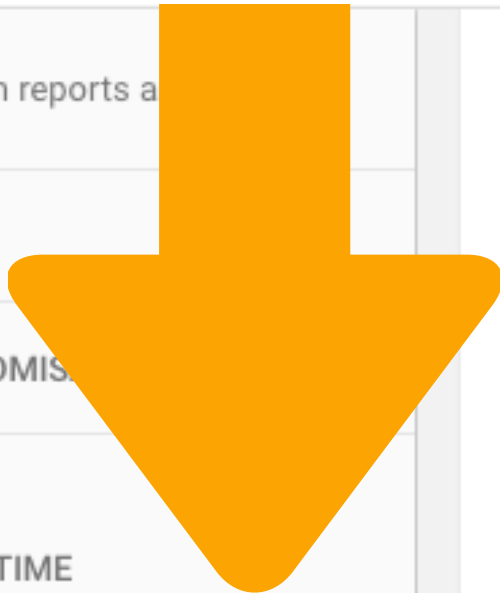
Traffic Sources

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AUDIENCE



Right now

3

active users on site



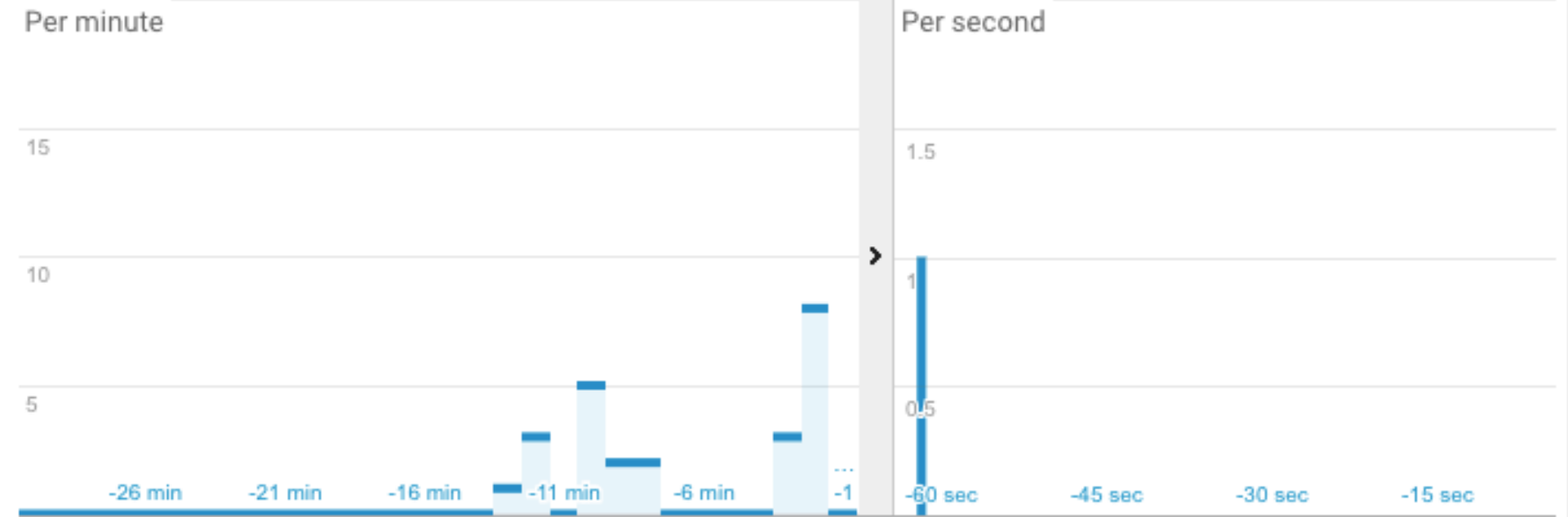
Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

Page Views



Top Active Pages:

Active Page	Active Users	↓
1. /blog	1 33.33%	
2. /book-your-visit	1 33.33%	
3. /whats-on-1	1 33.33%	

Top Locations:

Processing latency is 24-48 hours



Google Search Console

Previously Webmaster Tools



You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE ↗](#)

[GET HELP →](#)

Search Console

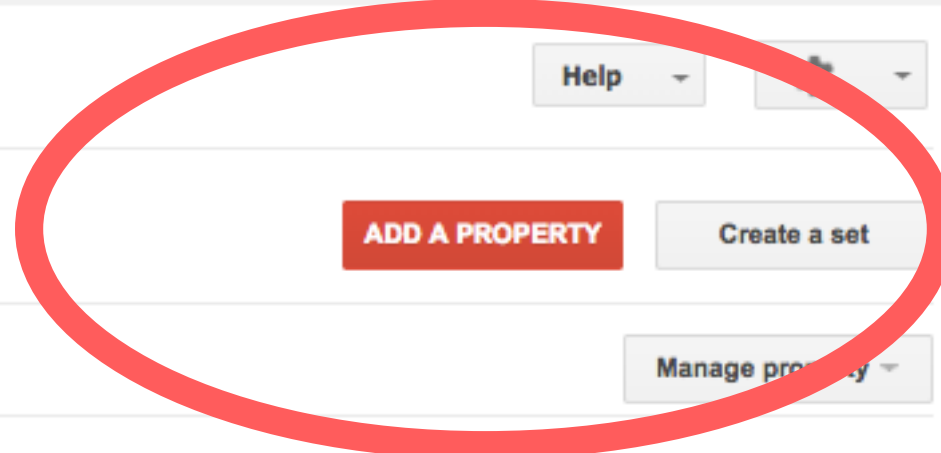
Help ▾

Home

All Messages (55)

Web Tools

Sort: **By property health** Alphabetically



Manage property ▾

Manage property ▾

Manage property ▾

Manage property ▾

Your Google Account will be recorded in Google's systems as an official owner of this property.
Note - your ownership information will be stored and be visible to other owners (both current and future).

Recommended method

Alternate methods

- HTML tag**
Add a meta tag to your site's home page.
- Domain name provider**
Sign in to your domain name provider.
- Google Analytics**
Use your Google Analytics account.

- You must be using the [asynchronous tracking code](#) .
- Your tracking code should be in the <head> section of your page.
- You must have the "edit" permission for the Analytics web property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

- Google Tag Manager**
Use your Google Tag Manager account.

VERIFY

Not now

Try the new Search Console

Dashboard

Messages (3)

Search Appearance

Search Traffic

Google Index

Crawl

Security Issues

Web Tools

New and important

Feb 10, 2018

View all

Current Status

Crawl Errors >>

Site Errors

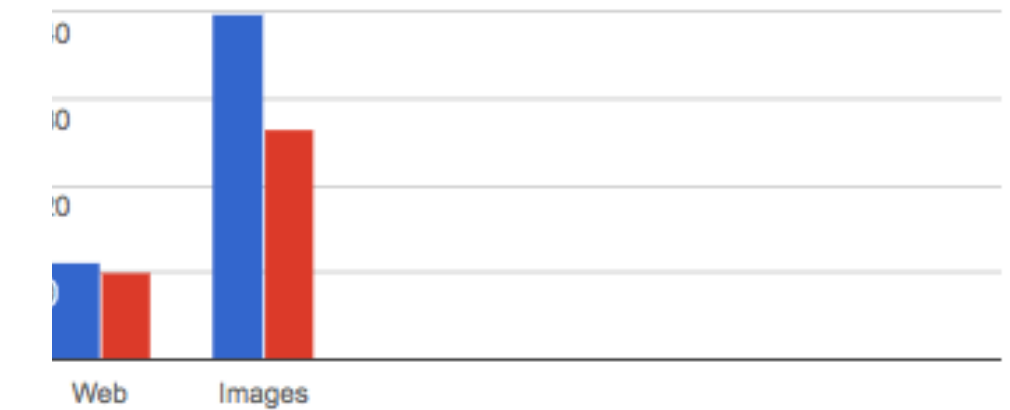
DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

Search Analytics >>



Sitemaps All (1) >>



Try the new Search Console

- Dashboard
- Messages (3)
- Search Appearance
- Search Traffic
 - Search Analytics**
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Web Tools

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your users' search patterns. [Learn more.](#)

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type Search Appearance Dates
No filter No filter No filter No filter **Web** No filter **Last 90 days**

Total clicks

Clicks





Navigating and understanding

"Once you understand your customers' preferences and tastes, you are in a much better position to create a better experience for them"

Google Analytics Integrations: Centralizing Digital Marketing (Daniel Waisberg, 2012).

Landing Page
New User
Average Session Duration
Social

Acquisition

Bounce

Sessions vs. Pageviews

Not Provided

Real-Time

Search reports and help

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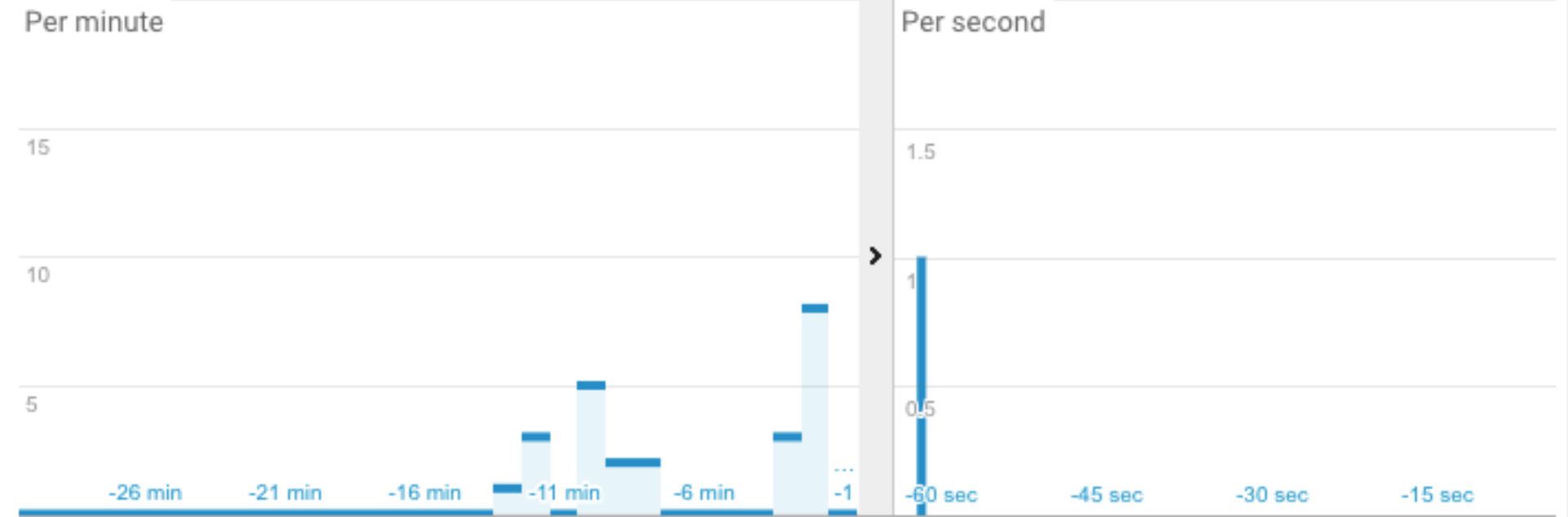
Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

Page Views



Top Active Pages:

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1. /blog	1	33.33%
2. /book-your-visit	1	33.33%
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Top Locations:

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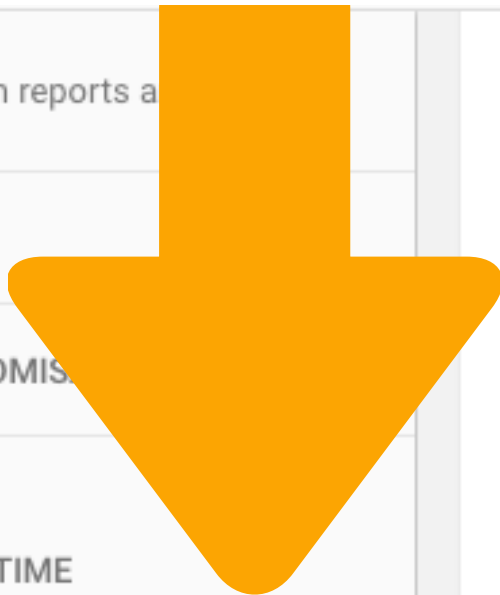
Traffic Sources

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active users on site



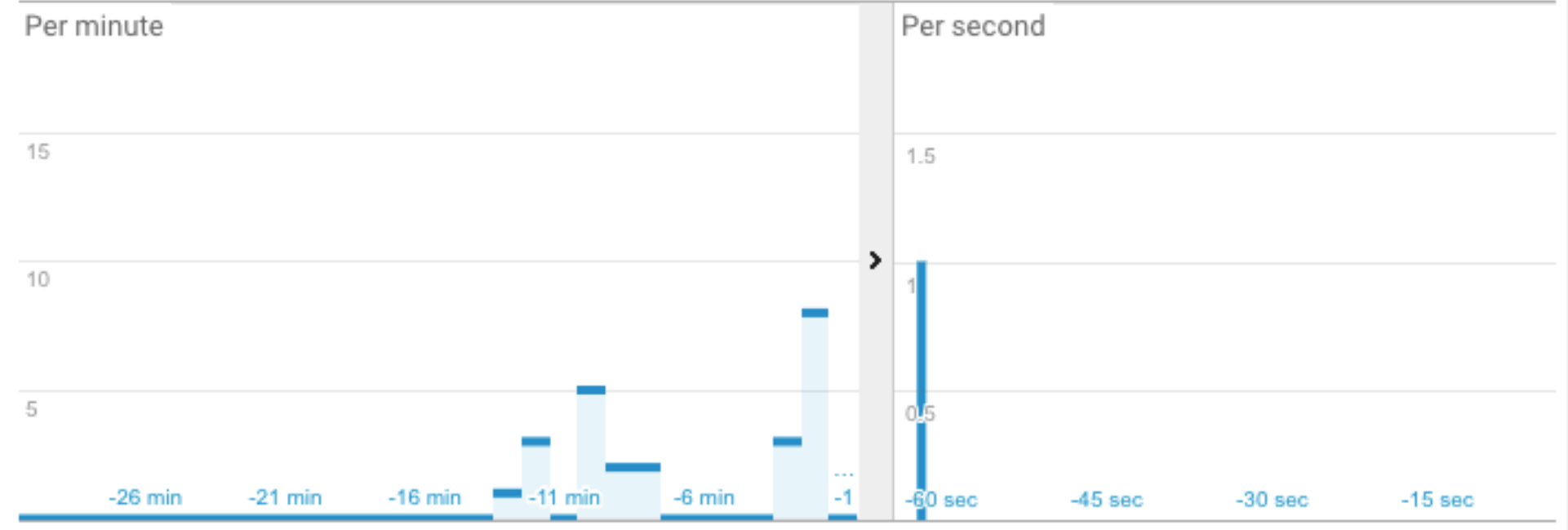
Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

Page Views



Top Active Pages:

Active Page	Active Users	↓
1. /blog	1	33.33%
2. /book-your-visit	1	33.33%
3. /whats-on-1	1	33.33%

Top Locations:

Location	Active Users	↓
There is no data for this view.		

Audience

Search reports and help

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Active Users

Lifetime Value **BETA**

Cohort Analysis **BETA**

Audiences **NEW**

User Explorer

▶ Demographics

▶ Interests

▶ Geo

Demographics and Interest Reports



Congratulations!

You have successfully enabled the Demographic Reports. While you can access them now, it may take up to 24 hours before there is data available in these reports.

[Learn more](#) about these new reports.



Search reports and help

HOME

CUSTOMISATION

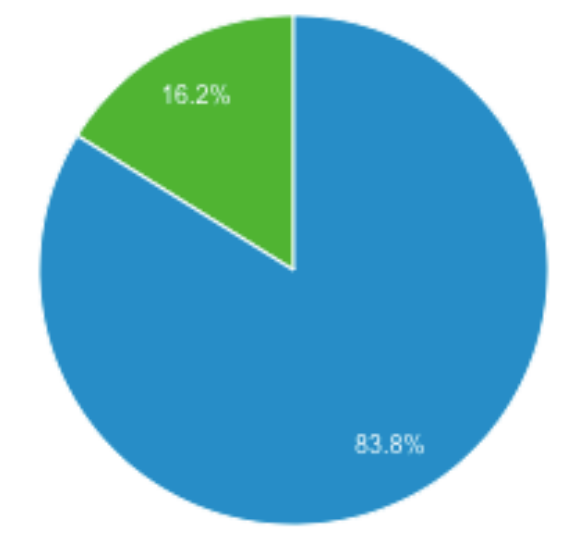
Reports

- REAL-TIME
- AUDIENCE**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences NEW
 - User Explorer
 - Demographics
 - Interests

Settings <

29 Mar 5 Apr 12 Apr 19 Apr

■ New Visitor ■ Returning Visitor



Demographics

- Language ▶
- Country
- City

System

- Browser

Language

1.	en-us
2.	en-gb
3.	fr-fr
4.	es-es
5.	de-de

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Cohort Analysis **BETA**

Audiences **NEW**

User Explorer

Demographics

Interests

Geo

Demographics and Interest Reports

Enable

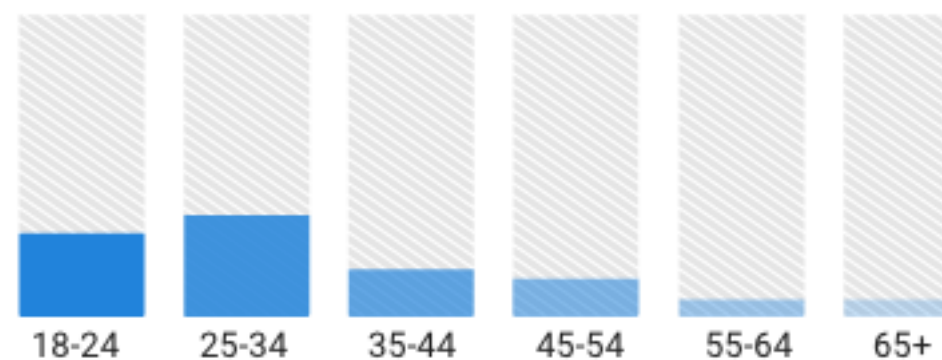
Advertising Features include Demographics and Interest reporting, Remarketing, GDN Impression Reporting and the DoubleClick Campaign Manager integration. By enabling Advertising Features, Google Analytics will collect additional data about your traffic. You may need to update your privacy policy before 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 the rest of your Analytics data by these same characteristics so that 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 need to update your privacy policy according to [this policy](#).
- [Learn more](#) about the new reports.

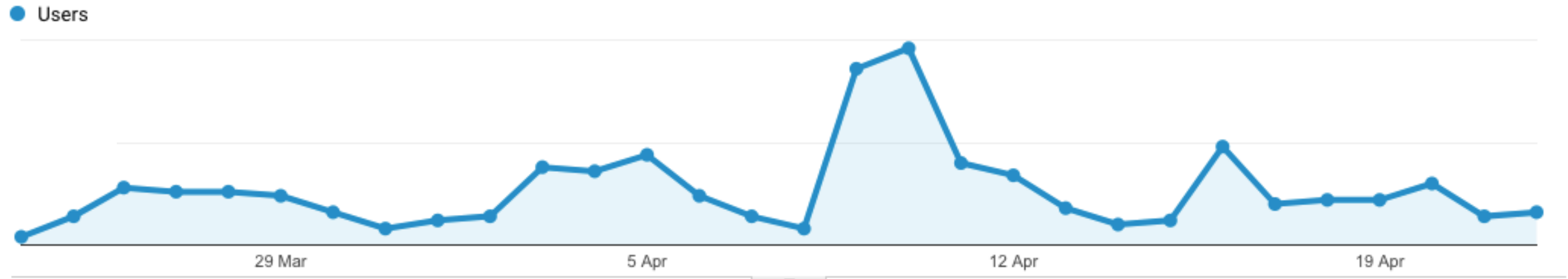
Age

100% of total sessions



Search reports and help

Users ▾ vs [Select a metric](#) Day Week Month



Primary Dimension: **Language**

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ [advanced](#)

	Acquisition			Behaviour			Conversions		
<input type="checkbox"/> Language ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value

- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences NEW
- User Explorer
- ▶ Demographics
- ▶ Interests
- ▼ Geo
- Language
- Location
- ▶ Behaviour
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- ▶ Benchmarking
- Users Flow
- ACQUISITION

Search reports and help

Secondary dimension ▾

advanced

Country	Acquisition			Behaviour			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value

- Lifetime Value **BETA**
- Cohort Analysis **BETA**
- Audiences **NEW**
- User Explorer
- ▶ Demographics
- ▶ Interests
- ▼ Geo
 - Language
 - Location**
- ▶ Behaviour
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- ▶ Benchmarking
- Users Flow

ACQUISITION

<

Show rows: 10 Go to: 1 1-10 of 37



Search reports and help

Lifetime Value **BETA**

Cohort Analysis **BETA**

Audiences **NEW**

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behaviour

▼ Technology

Browser & OS

Network

▶ Mobile

▶ Custom

▶ Benchmarking

Users Flow



ACQUISITION



Primary Dimension: **Browser** Operating System Screen Resolution Screen Colours Flash Version Other

Plot Rows

Secondary dimension

Sort Type: Default



advanced



		Acquisition			Behaviour			Conversions		
<input type="checkbox"/>	Browser ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value

Search reports and help

User Explorer

- ▶ Demographics
- ▶ Interests
- ▶ Geo
- ▶ Behaviour
- ▶ Technology

▼ Mobile

Overview

Devices

▶ Custom

▶ Benchmarking

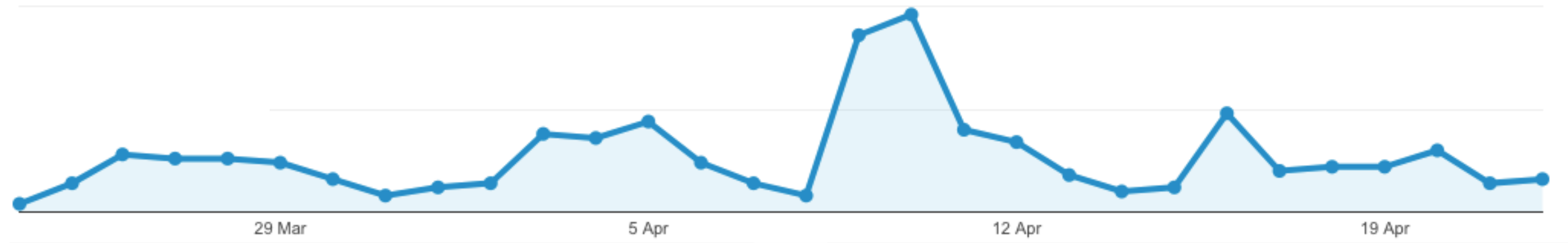
Users Flow

ACQUISITION

BEHAVIOUR

CONVERSIONS

● Users



Primary Dimension: **Device Category**

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Acquisition			Behaviour			Conversions			
<input type="checkbox"/>	Device Category ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?



Search reports and help

Channels ✓

SAVE EXPORT SHARE INTELLIGENCE

24 Mar 2018 - 22 Apr 2018

Industry Vertical ?

Search Engine Optimisation & Marketing

Country/Region ?

All

Size by daily sessions ?

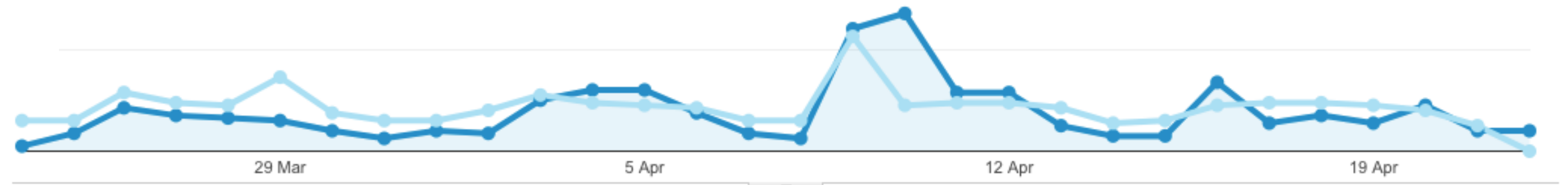
0-99

There are 10,421 web properties contributing to this benchmark ?

Sessions vs Benchmark Sessions

Day Week Month

Sessions Benchmark Sessions



Primary Dimension: Default Channel Grouping

Plot Rows Sort Type: Default

	Acquisition			Behaviour		
<input type="checkbox"/> Default Channel Grouping	Sessions ? ↓	% New Sessions ?	New Users ?	Pages/Session ?	Avg. Session Duration ?	Bounce Rate ?

- Demographics
- Interests
- Geo
- Behaviour
- Technology
- Mobile
- Custom
- Benchmarking
 - Channels**
 - Location
 - Devices
 - Users Flow
- ACQUISITION
- BEHAVIOUR
- CONVERSIONS

Acquisition

Search reports and help

Acquisition Overview ✓

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Users

+ Add Segment

24 Mar 2018 - 22 Apr 2018

Primary Dimension:

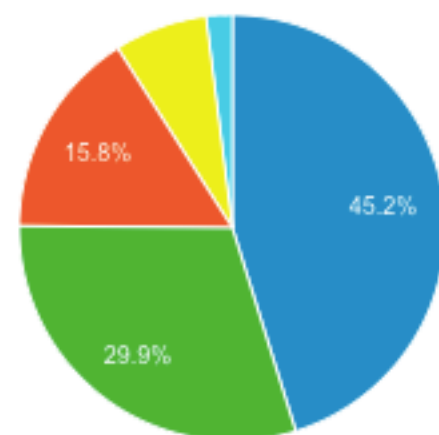
Conversion:

Top Channels

All Goals

Edit Channel Grouping

Top Channels

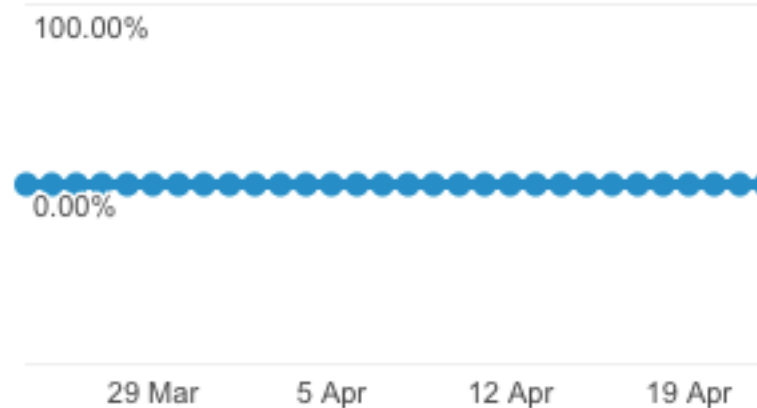


- Organic Search
- Direct
- Social
- (Other)
- Referral

Users

Conversions

Goal Conversion Rate



Acquisition

Behaviour

Conversions

Users + New Users + Sessions + Bounce Rate + Pages/Ses... + Avg. Session Duration

CUSTOMISATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

AdWords

Search console

Social

Campaigns

BEHAVIOUR

CONVERSIONS



Search reports and help

- ACQUISITION
 - Overview
 - All Traffic
 - AdWords
 - Campaigns**
 - Treemaps
 - Keywords
 - Search Queries
 - Hour of Day
 - Final URLs
 - Search console
 - Social
 - Campaigns
- BEHAVIOUR
- CONVERSIONS

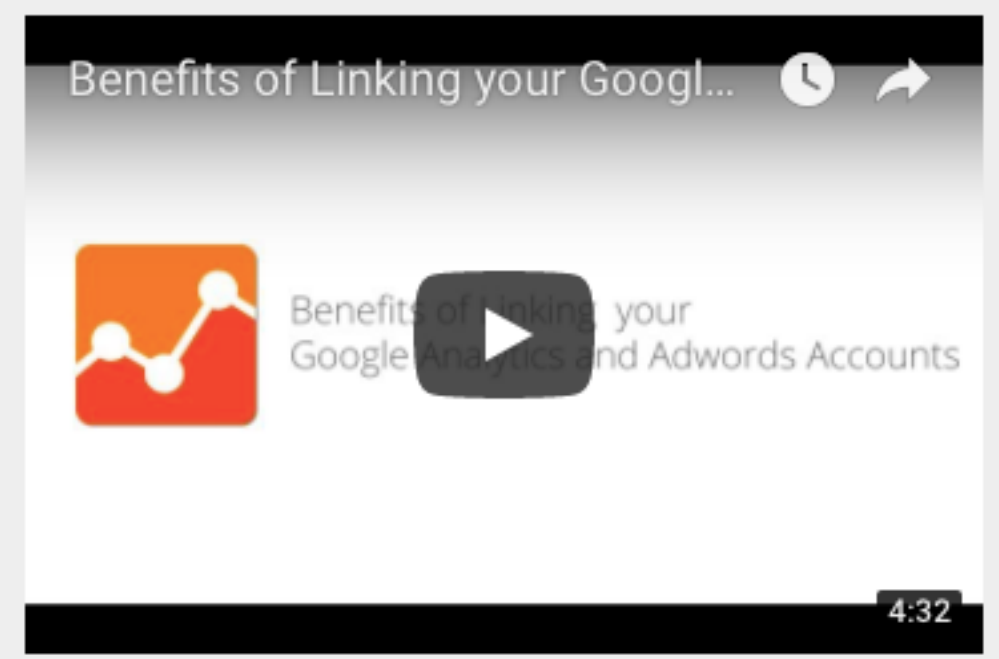
Link your AdWords and Analytics accounts

Get started

Linking your AdWords and Google Analytics accounts gives you access to the entire picture of customer behavior, from ad click or impression through your site to conversion. Once you've linked your accounts, you can use insights from Analytics to refine and optimize your AdWords campaigns, improving the overall performance of your business.

When you link accounts, you:

- Begin seeing ad and site performance data in the *AdWords* reports in Analytics
- Can import Analytics goals and Ecommerce transactions directly into your *AdWords* account
- Can also import valuable Analytics metrics—such as *Bounce Rate*, *Avg. Session Duration*, and *Pages/Session*—into your *AdWords* account
- Get enhanced Remarketing capabilities
- Get richer data in the Analytics *Multi-Channel Funnels* reports



AdWords Campaigns ✓

SAVE EXPORT SHARE EDIT INTELLIGENCE

- All Desktop Mobile Tablet

All Users

+ Add Segment

24 Mar 2018 - 22 Apr 2018

Success.

Search reports and help

HOME

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ACQUISITION

Overview

All Traffic

AdWords

Search console

Landing Pages

Countries

Devices

Queries



This report requires Search Console integration to be enabled.

Set up Search Console data sharing

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google Search.

Enabling Search Console data within Analytics


Once you connect a site that you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimisation reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.


How to use Search Console data within Analytics

Search Console provides data about what users see in Google search results before they decide to click to your site (or another site). You can use this data to identify opportunities and prioritise development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good click-through rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

Search reports and help

 AUDIENCE

 ACQUISITION

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▶ AdWords

▶ Search console

▶ Social

▶ Campaigns

 BEHAVIOUR

 CONVERSIONS

Prir



Show rows: 10 ▾ Go to: 1 1-5 of 5 < >



Search reports and help

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



AUDIENCE



ACQUISITION

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▶ AdWords

▶ Search console

▶ Social

▶ Campaigns



BEHAVIOUR



CONVERSIONS



	Acquisition			Behaviour			Conversions			
	Source/Medium ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										
<input type="checkbox"/>										



Search reports and help



All Users
100.00% Sessions



+ Add Segment



AUDIENCE



ACQUISITION

Overview

▶ All Traffic

▶ AdWords

▶ Search console

▼ Social

Overview

Network Referrals

Landing Pages

Conversions

Plug-ins

Users Flow

▶ Campaigns



BEHAVIOUR





Search reports and help



AUDIENCE



ACQUISITION

Overview

▶ All Traffic

▶ AdWords

▶ Search console

▶ Social

▼ Campaigns

All Campaigns

Paid Keywords

Organic Keywords

Cost Analysis



BEHAVIOUR




CONVERSIONS



Show rows: 10 Go to: 1 1-5 of 5

This report was generated on 23/04/2018 at 15:24:23 - [Refresh Report](#)


Behaviour

 Search reports and help

Reports

 REAL-TIME

 AUDIENCE

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Overview

Behaviour Flow

▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

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▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments

 CONVERSIONS

100.00% Sessions



This report was generated on 23/04/2018 at 15:26:35 - [Refresh Report](#)



Search reports and help



ACQUISITION



BEHAVIOUR

Overview

Behaviour Flow

▼ Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments



CONVERSIONS

Primary Dimension: **Page** Page Title Other ▼

Plot Rows

Secondary dimension ▼

Sort Type:

Default ▼



advanced



Page ?

Page Views ? ↓

Unique Page Views ?

Avg. Time on Page ?

Entrances ?

Bounce Rate ?

% Exit ?

Page Value ?



Show rows:

10



Go to:

1

1-10 of 51



Search reports and help

ACQUISITION

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Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher

Experiments

CONVERSIONS

0.00% Total Unique Searches

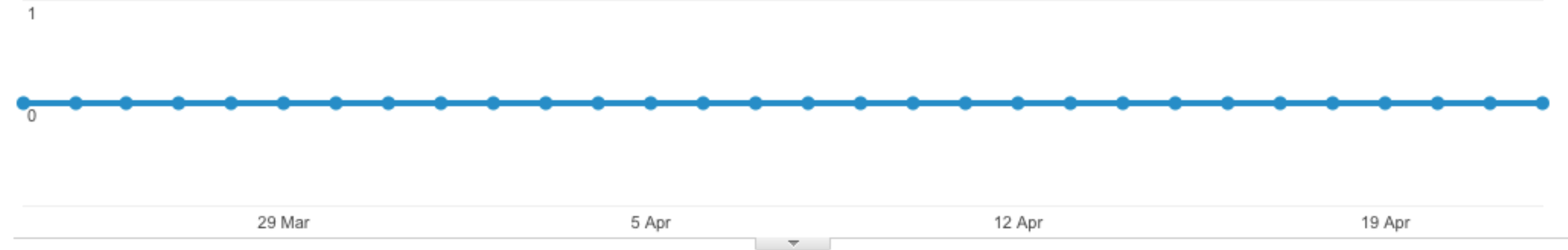
Explorer

Site Usage **E-commerce**

Total Unique Searches vs [Select a metric](#)

Day Week Month

Total Unique Searches



Primary Dimension: **Search Term** [Site Search Category](#)

Secondary dimension: [Sort Type: Default](#)

[advanced](#)

Search Term ?	Total Unique Searches ?	Results Page Views/Search ?	% Search Exits ?	% Search Refinements ?	Time After Search ?	Avg. Search Depth ?
	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0.00% Avg for View: 0.00% (0.00%)	00:00:00 Avg for View: 00:00:00 (0.00%)	0.00 Avg for View: 0.00 (0.00%)

There is no data for this view.

Show rows: 10 Go to: 1 1-0 of 0



Search reports and help

Overview ✓



SAVE



EXPORT



SHARE



INTELLIGENCE



CUSTOMISATION

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ACQUISITION



BEHAVIOUR

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▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments



All Users

100.00% Page Views

Overview

Page Views

VS

Select a metric

● Page Views

16 Apr 2018 - 22 Apr 2018 ▲

Date Range: Last month

1 Mar 2018 - 31 Mar 2018

Compare to: Previous period

29 Jan 2018 - 28 Feb 2018

Apply Cancel

January 2018							February 2018							March 2018						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25
29	30	31					26	27	28					26	27	28	29	30	31	



Have a play!



Set up regular PDF reports

Search reports and help

Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Page Views

+ Add Segment

- PDF
- Google Sheets
- Excel (XLSX)
- CSV

Apr 2018 ▾

Overview

Page Views ▾ VS [Select a metric](#)

Page Views

CUSTOMISATION

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▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments





Search reports and help



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▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments



Overview



All Users
100.00% Page Views

Overview

Page Views VS Select a metric

● Page Views

Site Content

Page

Page

Page Views

% Page Views



SAVE



EXPORT



SHARE



INTELLIGENCE

16 Apr 2018 - 22 Apr 2018

Hourly

Day

Week

Month

21 Apr

22 Apr

Email Report: Overview

From analytics@float-digital.com

To

Subject Google Analytics: Overview

Attachments

PDF

OVERVIEW

Frequency

Once

ADVANCED OPTIONS

Send

Cancel

Search reports and help

Overview

SAVE EXPORT SHARE INTELLIGENCE

CUSTOMISATION

Reports

REAL-TIME

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ACQUISITION

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Overview

Behaviour Flow

Site Content

Site Speed

Site Search

Events

Publisher

Experiments

All Users
100.00% Page Views

Overview

Page Views vs Select a metric

Page Views

16 Apr 2018 - 22 Apr 2018

Hourly Day Week Month

Email Report: Overview

From analytics@float-digital.com

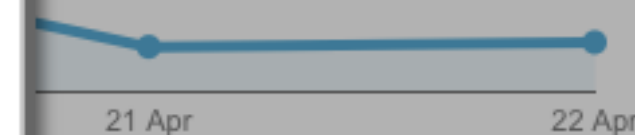
To

Subject Google Analytics: Overview

Attachments PDF OVERVIEW

Frequency Weekly Day of Week: S M T W T F S

ADVANCED OPTIONS



Site Content

Page

Page Views % Page Views

Page

ADMIN USER

Account **+ Create Account**

Float Digital

- Account Settings
- User Management**
- All Filters
- Change History
- Rubbish Bin

Property **+ Create Property**

Float Digital

- Property Settings
- User Management
- .js Tracking Info
- PRODUCT LINKING
- Adwords Linking
- AdSense Linking
- Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions

View **+ Create View**

All Web Site Data

- View Settings
- User Management**
- Goals
- Content Grouping
- Filters
- Channel Settings
- E-commerce Settings
- Calculated metrics **BETA**
- PERSONAL TOOLS & ASSETS
- Segments






If you have one website, you only need one Google Analytics account with one website property.


Google Analytics Account





Property


View

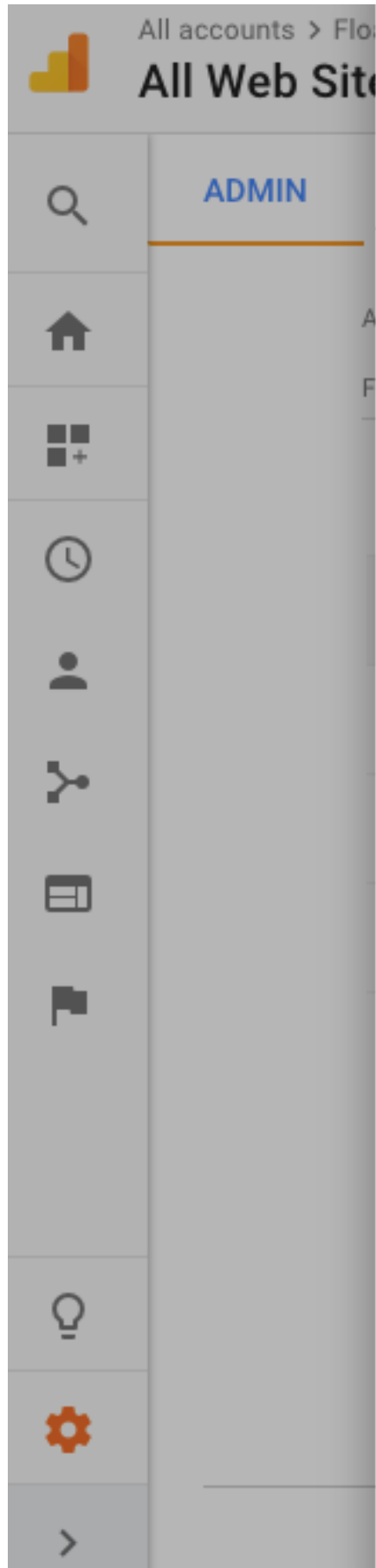
 
Report Report


View

 
Report Report

All accounts > Flo
All Web Site

ADMIN

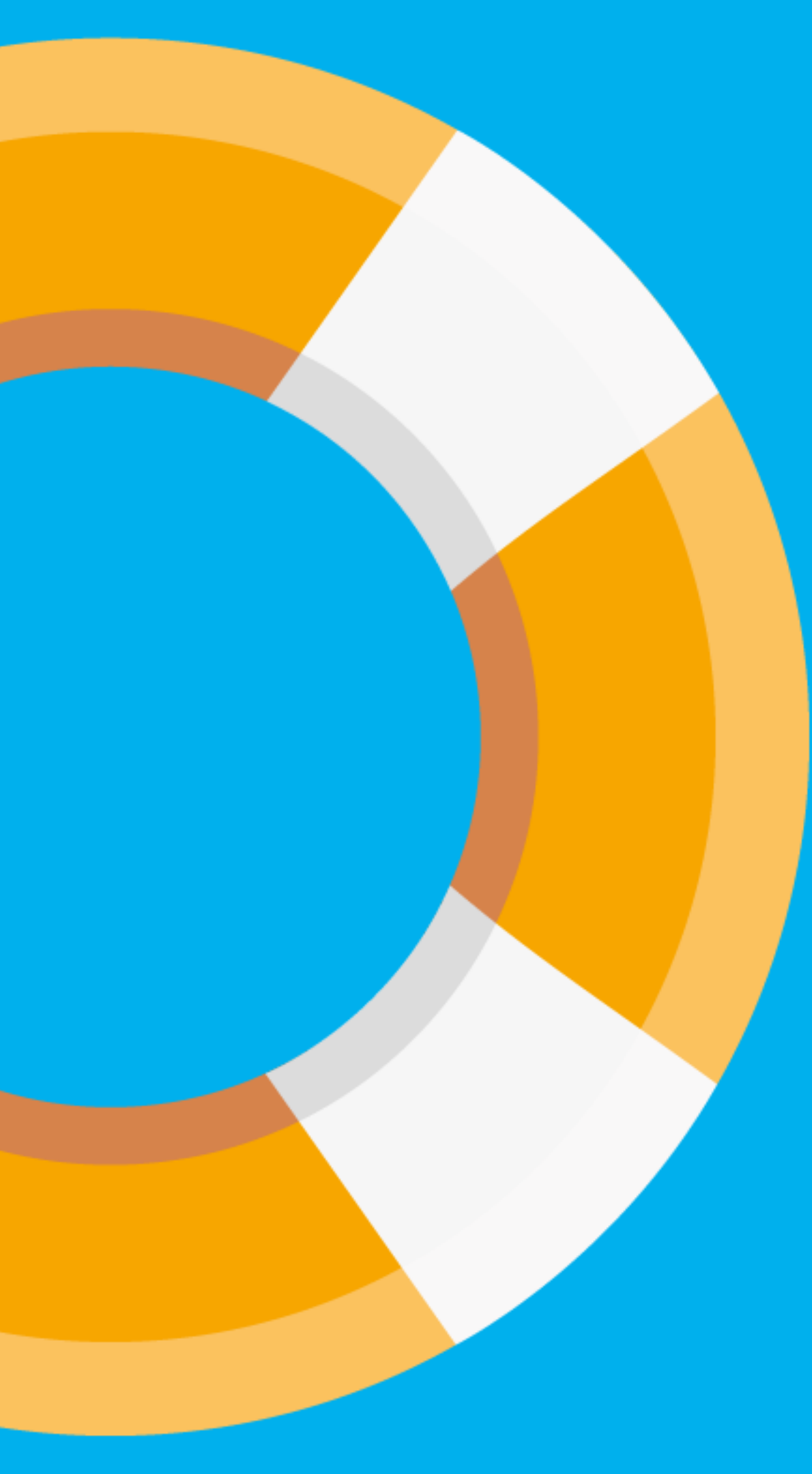


Float Digital
Account users 1 rows

Search



<input type="checkbox"/>	Name ↑	Email	Permissions	
<input type="checkbox"/>	Float Digital	analytics@float-digital.com	Edit, Collaborate, Read & Analyse, Manage Users	i ⋮



Tracking goals and conversions

Administration

Business

ACCOUNT

Business

Account Settings

User Management

All Filters

PROPERTY

Property Settings

User Management

.js Tracking Info

VIEW

All Web Site Data

View Settings

User Management

Goals



VIEW

All Web Site Data

View Settings

User Management

Goals

+ NEW GOAL

Import from Gallery

Search

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

20 goals left



VIEW

← All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

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

Custom

Next step

Cancel

2 Goal description

3 Goal details

Search reports and help

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOUR

CONVERSIONS

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualisation

Goal Flow

E-commerce

Multi-Channel Funnels

Attribution

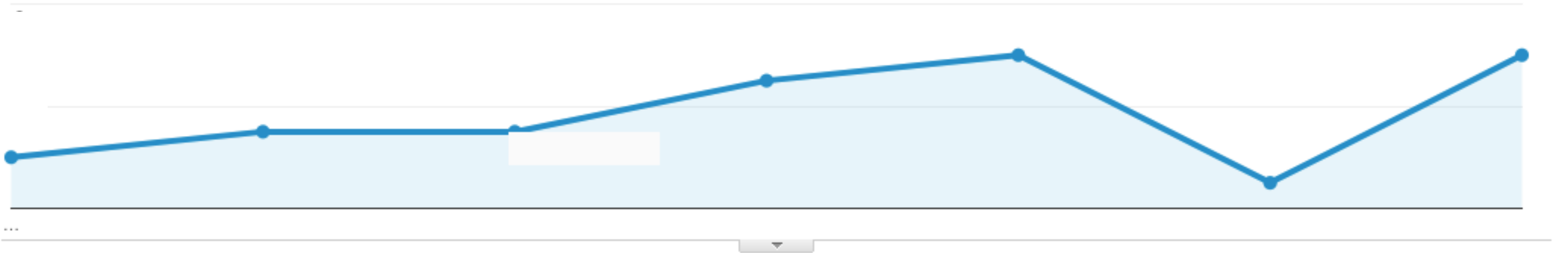
All Goals

Explorer

Goal Completions vs Select a metric

Day Week Month

Goal Completions



Primary Dimension: Goal Completion Location

Secondary dimension

Search, advanced, View options

Goal Completion Location ?	Goal Completions ?	Goal Value ?
1. /contact-us/		

Show rows: 10 Go to: 1 1-1 of 1



Install the app



Google Analytics 4+

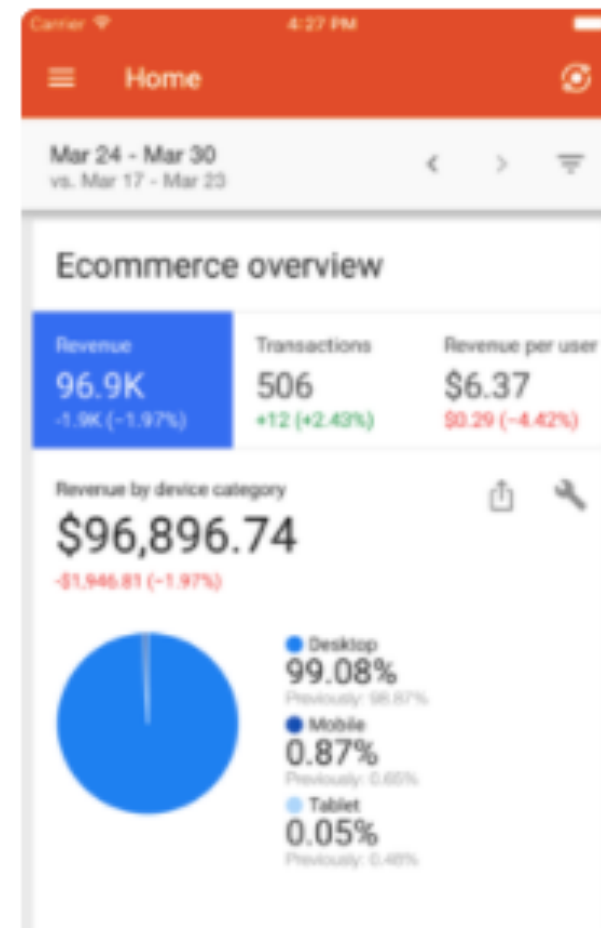
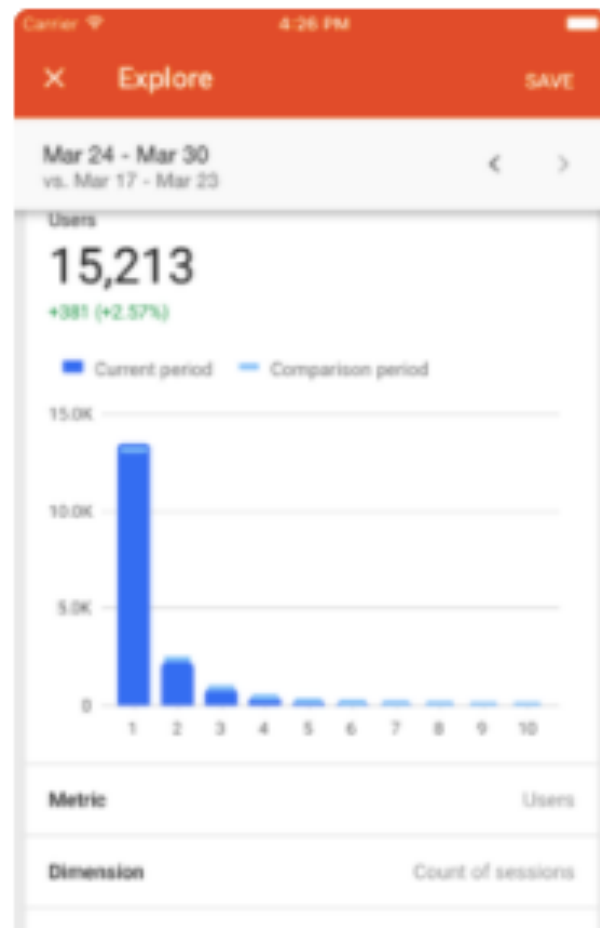
Google, Inc.

#117 in Business

★★★★★ 320 Ratings

Free

Screenshots [iPhone](#) [iPad](#)



My apps

Shop

Games

Family

Editors' Choice

Account

My subscriptions

Redeem

Buy gift card

My wishlist

My Play activity



Google Analytics

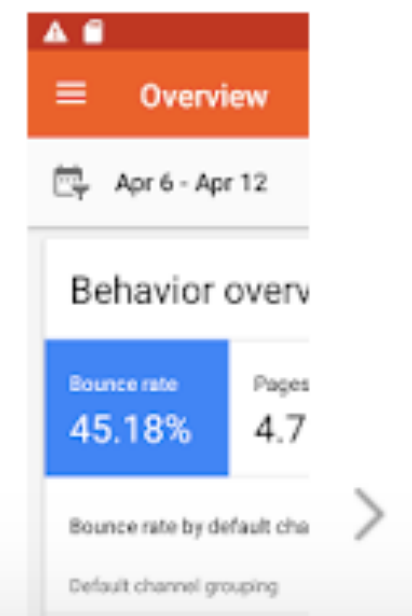
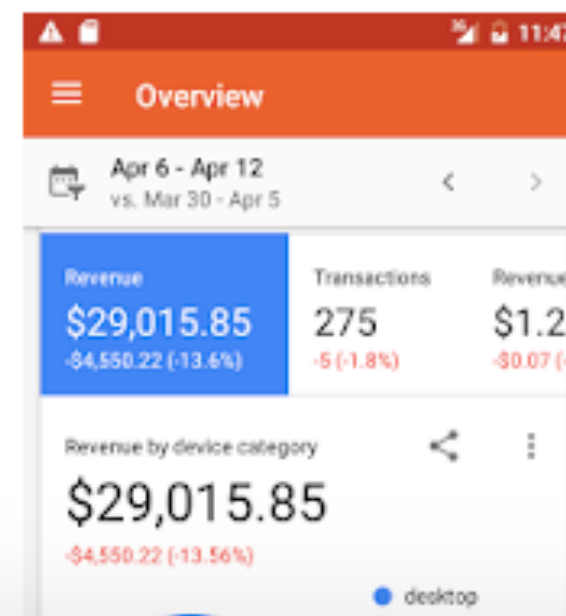
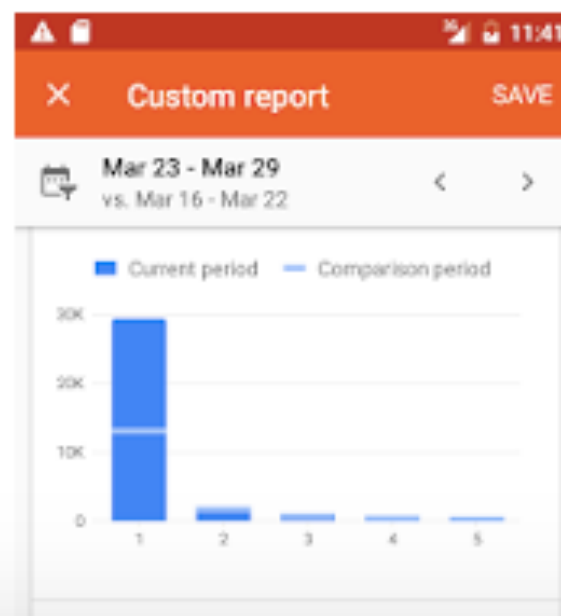
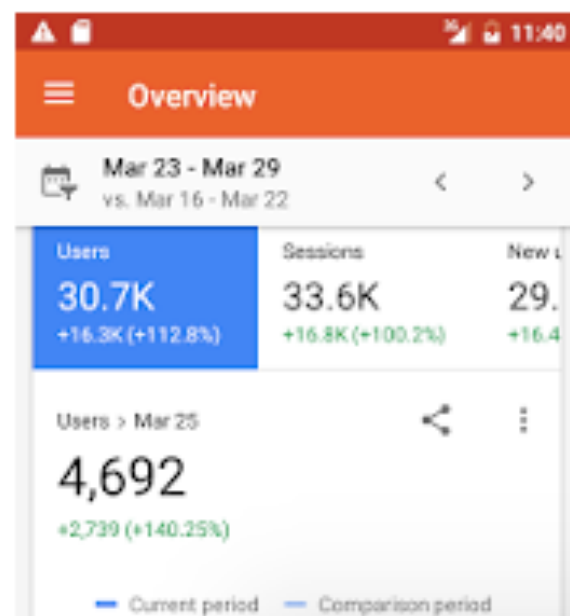
Google LLC Business

★★★★★ 73,636

PEGI 3

Add to wishlist

Install



Google

Reviews ★★★★★

Questions