Google Analytics

for your Website Statistics

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Our goal is to inform you on what is possible in Google Anlaytics. We will quickly go over basics, and then dive in to slightly more advanced topics.

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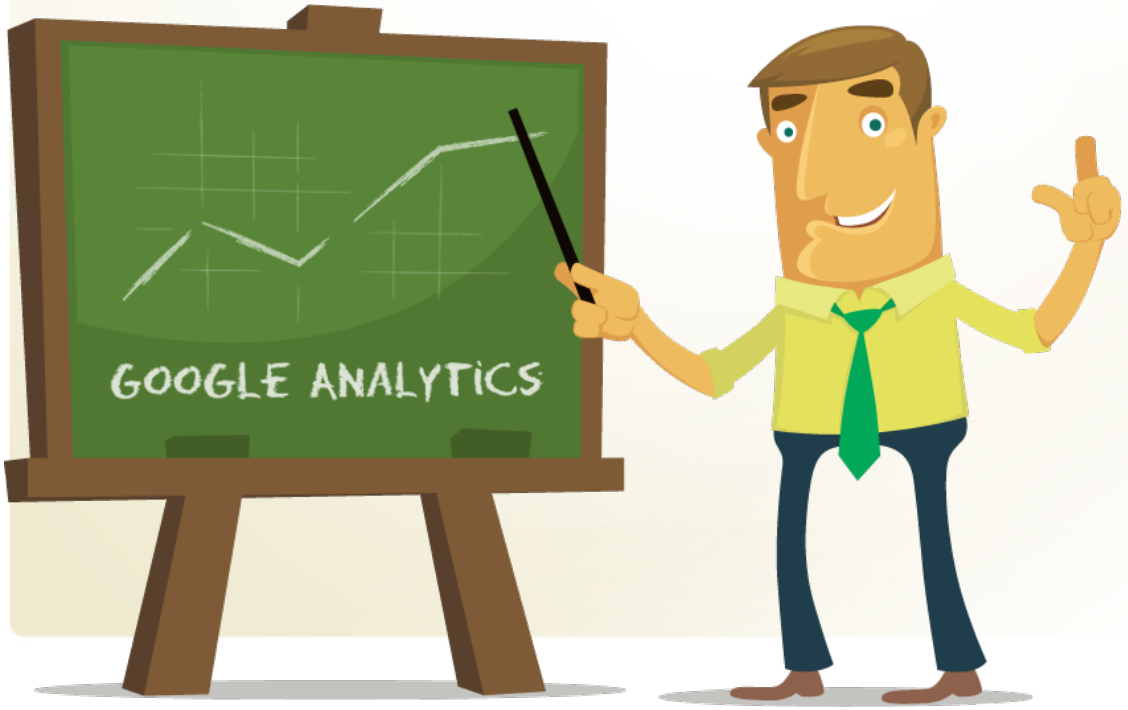
Topics Covered

- Overview of Google Analytics
- Basic reports
- Advanced reports and features



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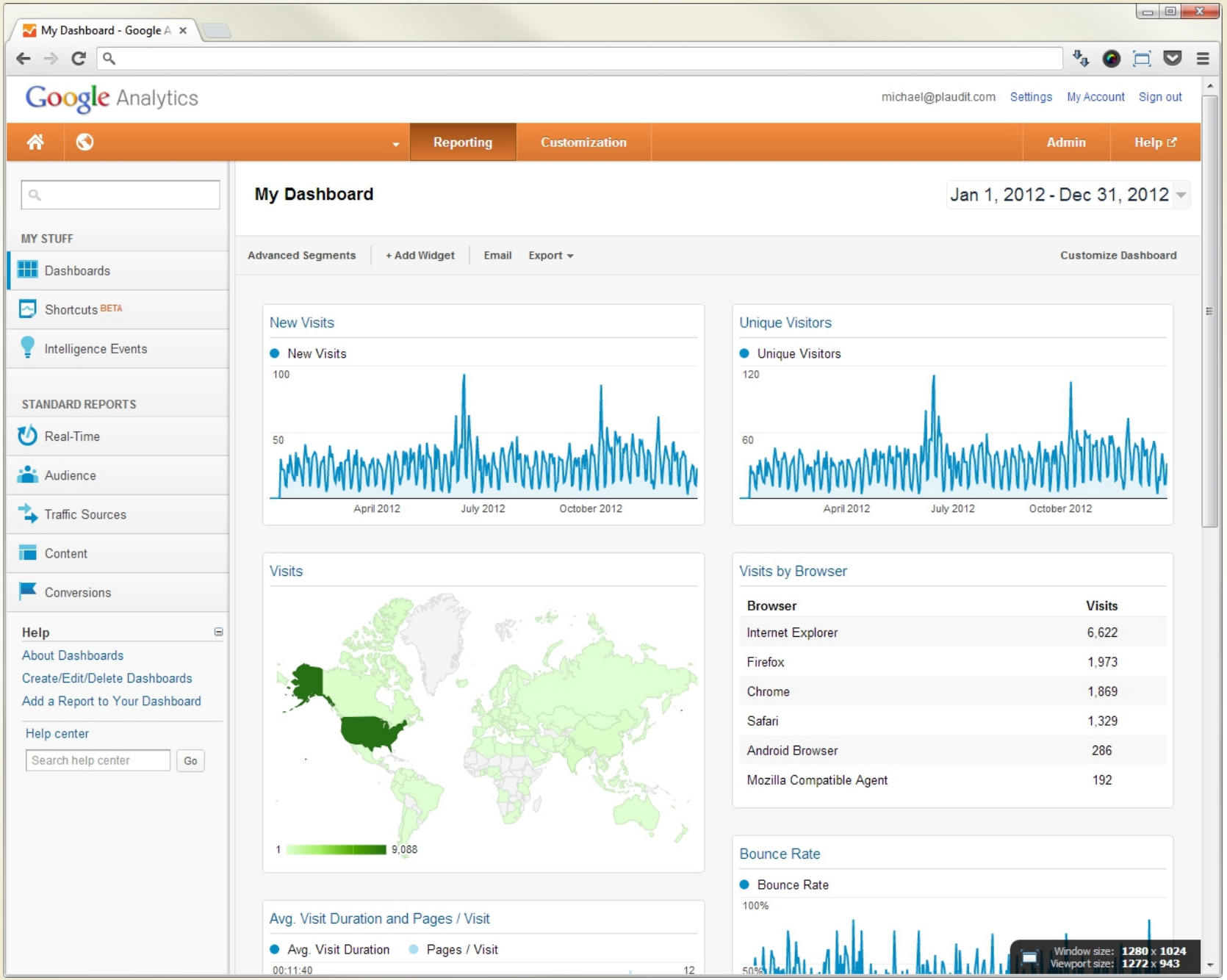
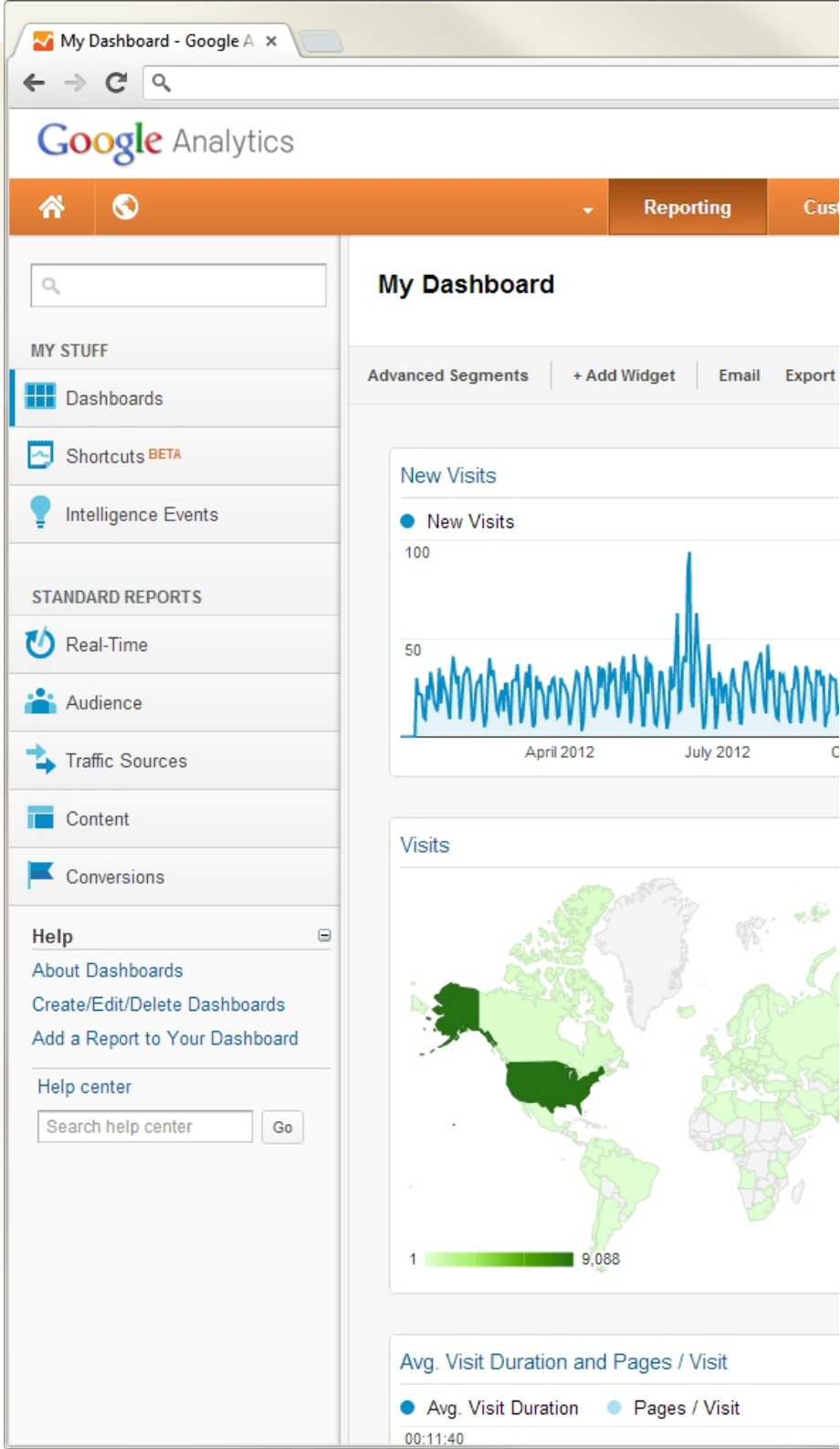

My Dashboard - Google A
Google Analytics
michael@plaudit.com Settings My Account Sign out
Reporting
Customization
Admin
Help
My Dashboard
Jan 1, 2012 - Dec 31, 2012
MY STUFF
Dashboards
Shortcuts BETA
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Traffic Sources
Content
Conversions
Help
About Dashboards
Create/Edit/Delete Dashboards
Add a Report to Your Dashboard
Help center
Search help center
Go
Advanced Segments
+ Add Widget
Email
Export
Customize Dashboard
New Visits
New Visits
100
50
April 2012
July 2012
October 2012
Unique Visitors
Unique Visitors
120
60
April 2012
July 2012
October 2012
Visits
1
9,088
Visits by Browser
Browser
Visits
Internet Explorer 6,622
Firefox 1,973
Chrome 1,869
Safari 1,329
Android Browser 286
Mozilla Compatible Agent 192
Bounce Rate
Bounce Rate
100%
50%
Avg. Visit Duration and Pages / Visit
Avg. Visit Duration
Pages / Visit
00:11:40
12
Window size: 1280 x 1024
Viewport size: 1272 x 943

Report Categories

- **Real-Time**: Shows current traffic on your site at the time of viewing.
- **Audience:** Location, visit frequency, browser/device, etc.
- **Traffic Sources:** Referring sites, AdWords, search phrases, etc.
- **Content:** Pages viewed, events recorded, site searches, etc.
- **Conversions:** Goals, Ecommerce, and Multi-channel

Use the search at the top to help find the report you need.



Setup and Terms

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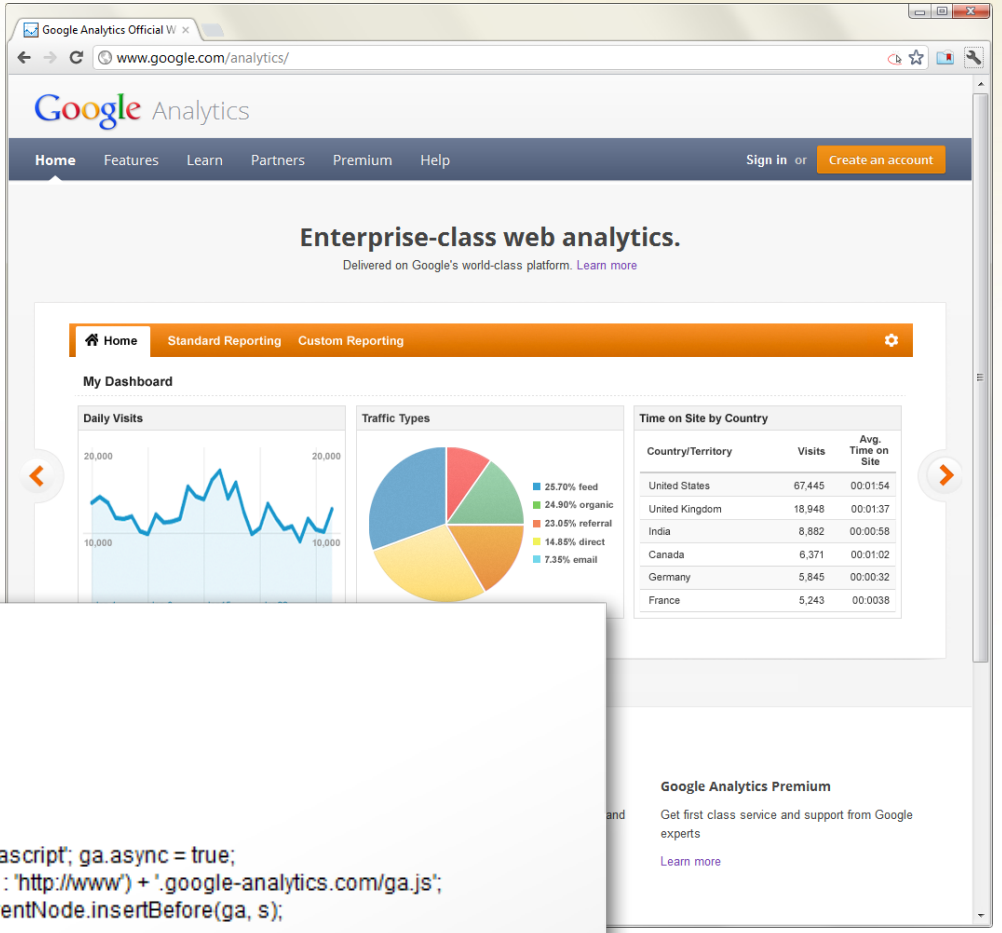
Setup Google Analytics

- www.google.com/analytics
- Create an Account
- Enter the tracking code to your site
- Ignore all traffic from your offices




```
<script type="text/javascript">

 var _gaq = _gaq || [];
 _gaq.push(['_setAccount', 'UA-555555-1']);
 _gaq.push(['_trackPageview']);

 (function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
 })();

</script>
```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Basic Terms

- Visits
- Unique Visitors
- Pageviews
- Pages / Visit
- Avg. Visit Duration
- Bounce Rate

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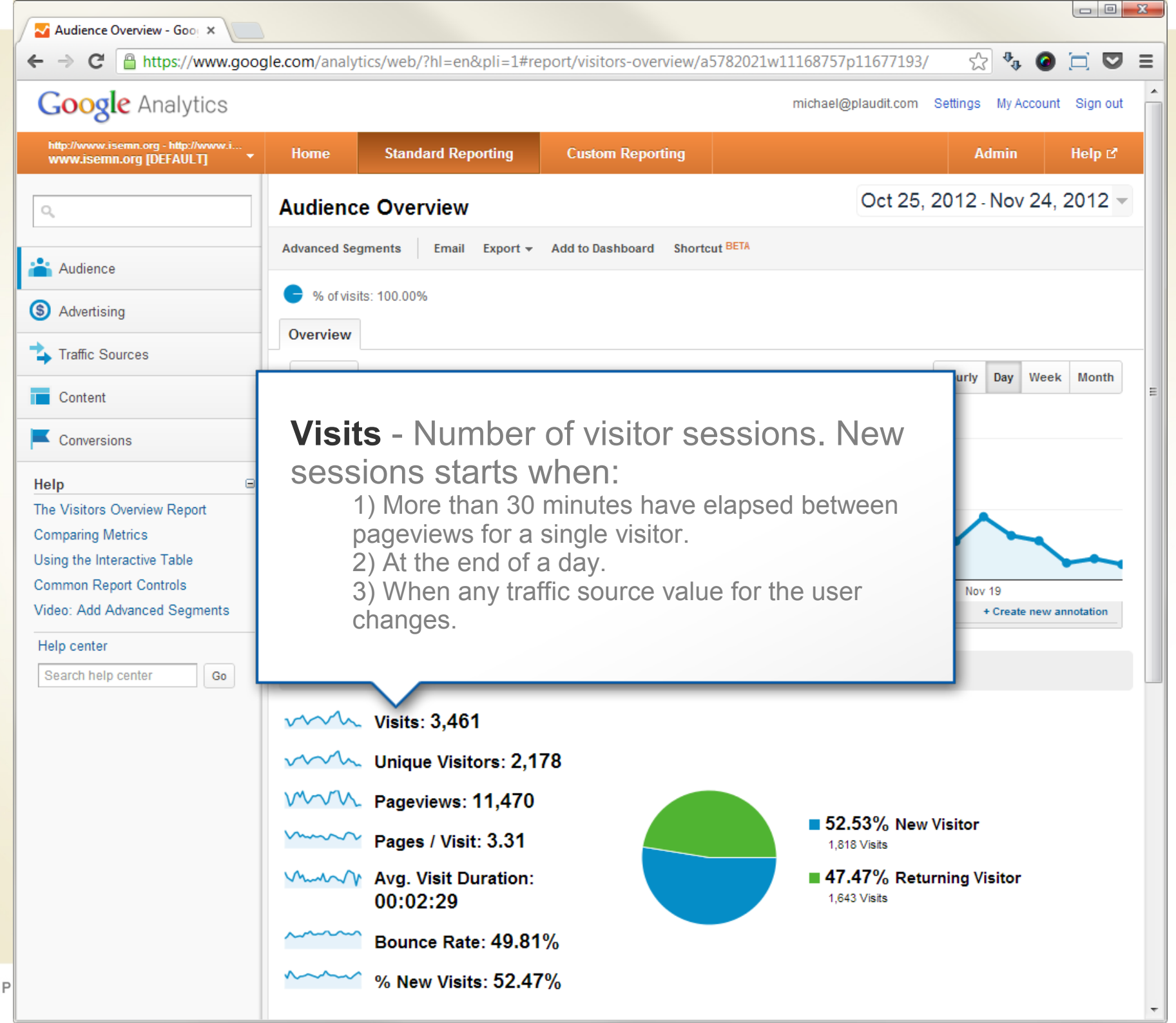
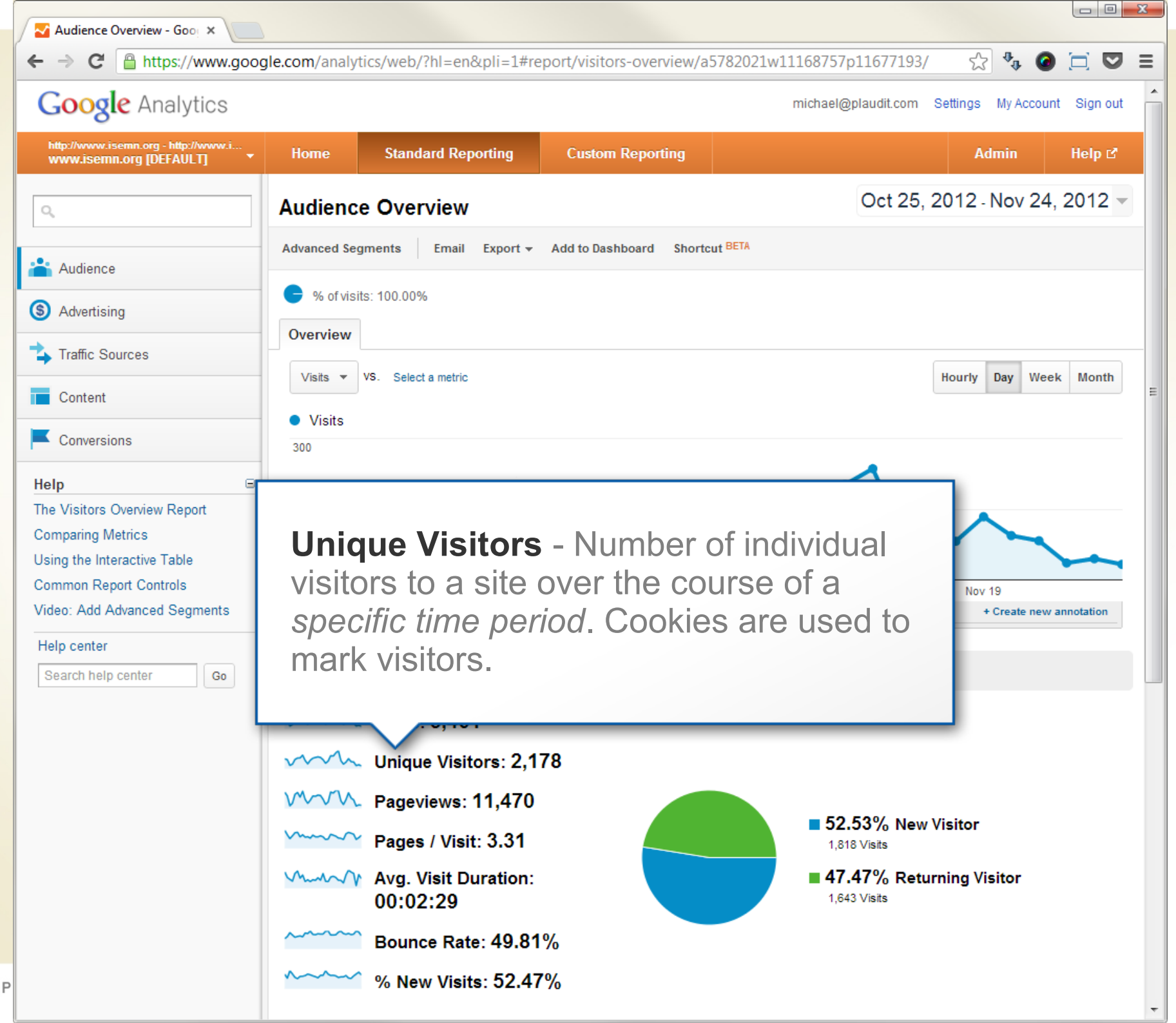

Audience Overview - Goo
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a5782021w11168757p11677193/
Google Analytics
michael@plaudit.com Settings My Account Sign out
http://www.isemn.org - http://www.i...
www.isemn.org [DEFAULT]
Home
Standard Reporting
Custom Reporting
Admin
Help
Audience Overview
Oct 25, 2012 - Nov 24, 2012
Advanced Segments
Email
Export
Add to Dashboard
Shortcut BETA
% of visits: 100.00%
Overview
Audience
Advertising
Traffic Sources
Content
Conversions
Help
The Visitors Overview Report
Comparing Metrics
Using the Interactive Table
Common Report Controls
Video: Add Advanced Segments
Help center
Search help center
Go
Visits - Number of visitor sessions. New sessions starts when:
1) More than 30 minutes have elapsed between pageviews for a single visitor.
2) At the end of a day.
3) When any traffic source value for the user changes.
Day
Week
Month
Nov 19
+ Create new annotation
Visits: 3,461
Unique Visitors: 2,178
Pageviews: 11,470
Pages / Visit: 3.31
Avg. Visit Duration: 00:02:29
Bounce Rate: 49.81%
% New Visits: 52.47%
52.53% New Visitor
1,818 Visits
47.47% Returning Visitor
1,643 Visits


Audience Overview - Goo
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http://www.isemn.org - http://www.i...
www.isemn.org [DEFAULT]
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% of visits: 100.00%
Overview
Visits
vs.
Select a metric
Hourly
Day
Week
Month
Visits
300
Nov 19
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Unique Visitors - Number of individual visitors to a site over the course of a specific time period. Cookies are used to mark visitors.
Unique Visitors: 2,178
Pageviews: 11,470
Pages / Visit: 3.31
Avg. Visit Duration: 00:02:29
Bounce Rate: 49.81%
% New Visits: 52.47%
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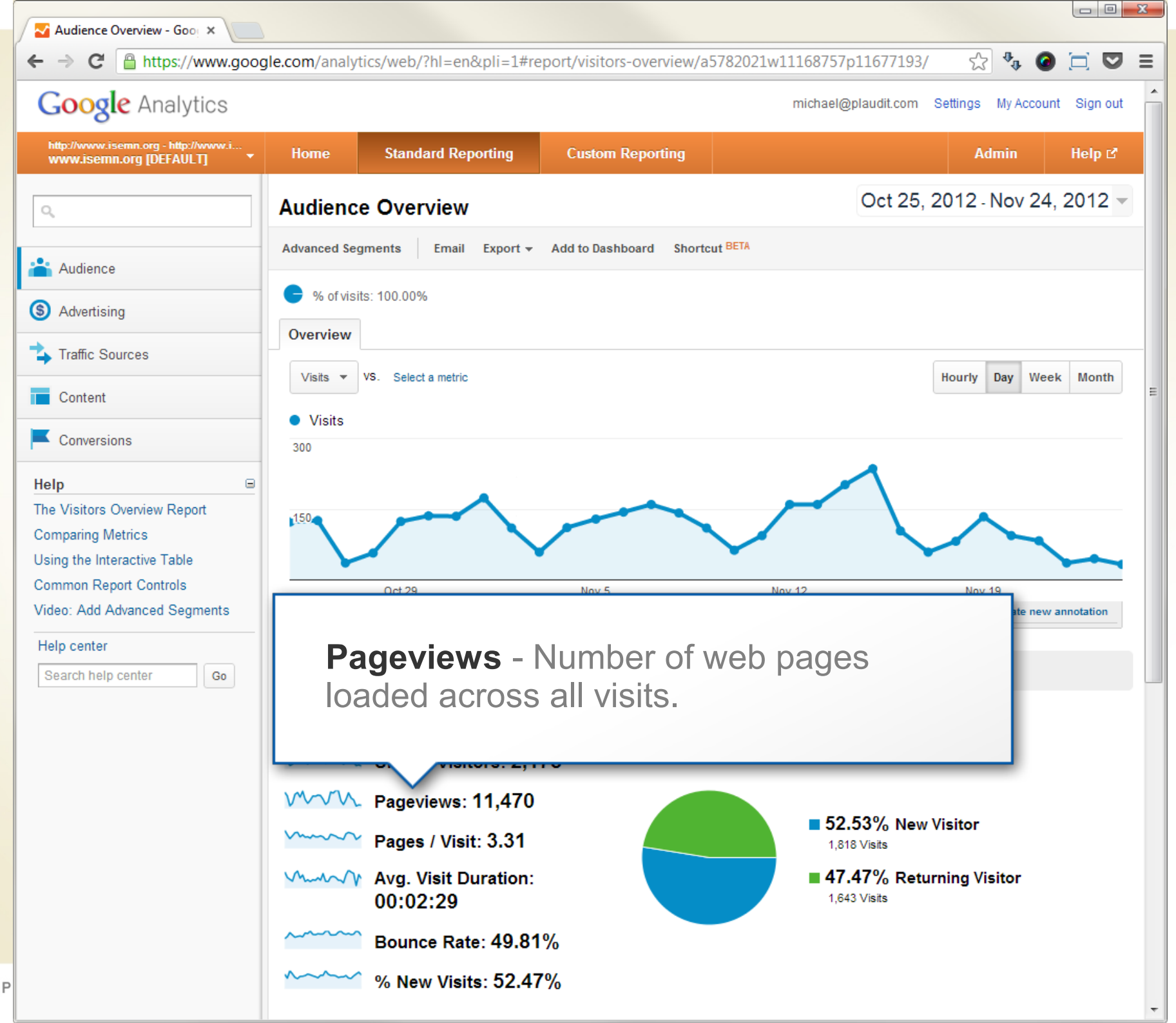
Audience Overview - Goo
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a5782021w11168757p11677193/
Google Analytics
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http://www.isemn.org - http://www.i...
www.isemn.org [DEFAULT]
Home
Standard Reporting
Custom Reporting
Admin
Help
Audience Overview
Oct 25, 2012 - Nov 24, 2012
Advanced Segments
Email
Export
Add to Dashboard
Shortcut BETA
% of visits: 100.00%
Overview
Visits
vs.
Select a metric
Hourly
Day
Week
Month
Visits
300
150
Oct 29
Nov 5
Nov 12
Nov 19
Audience
Advertising
Traffic Sources
Content
Conversions
Help
The Visitors Overview Report
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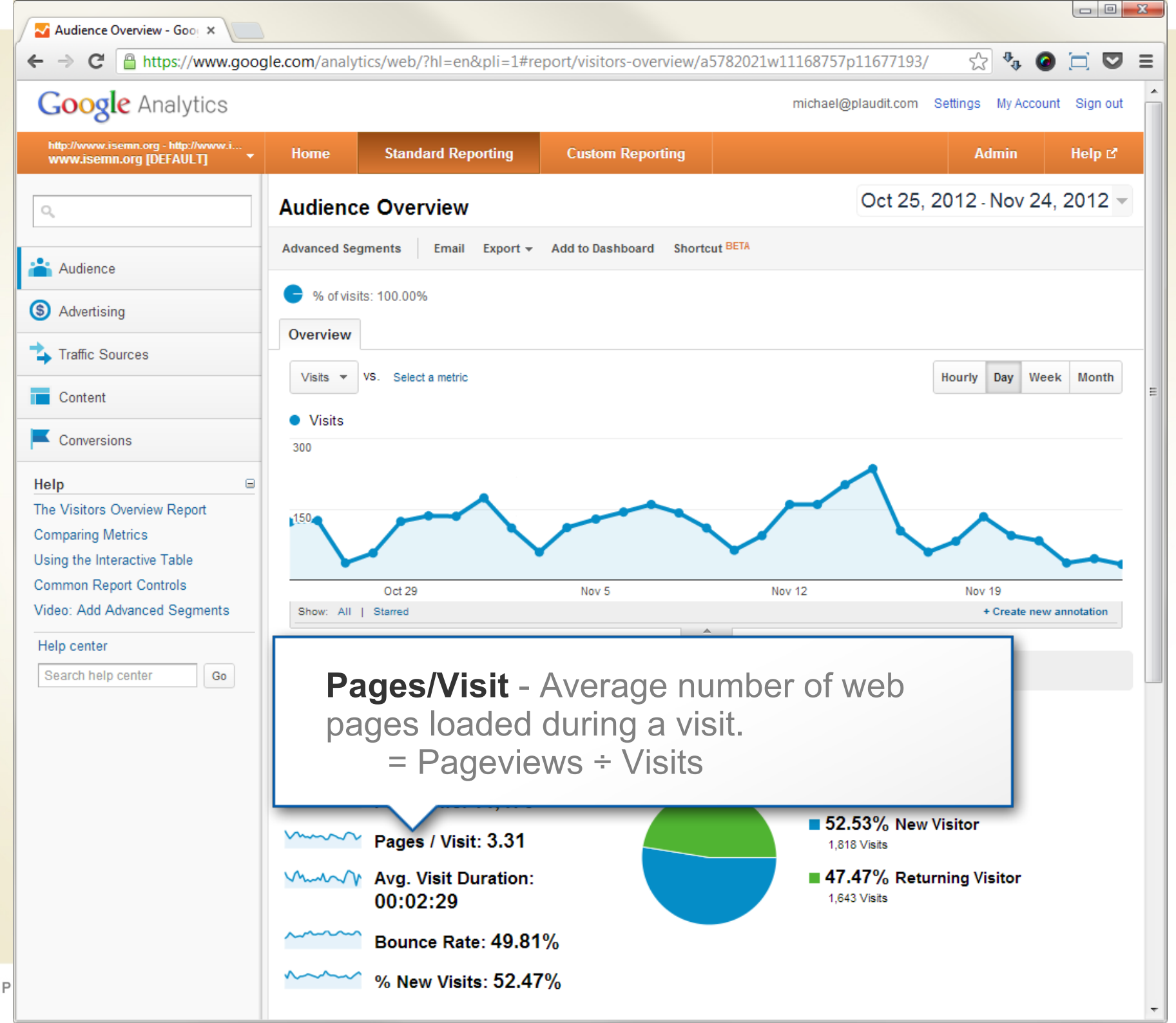
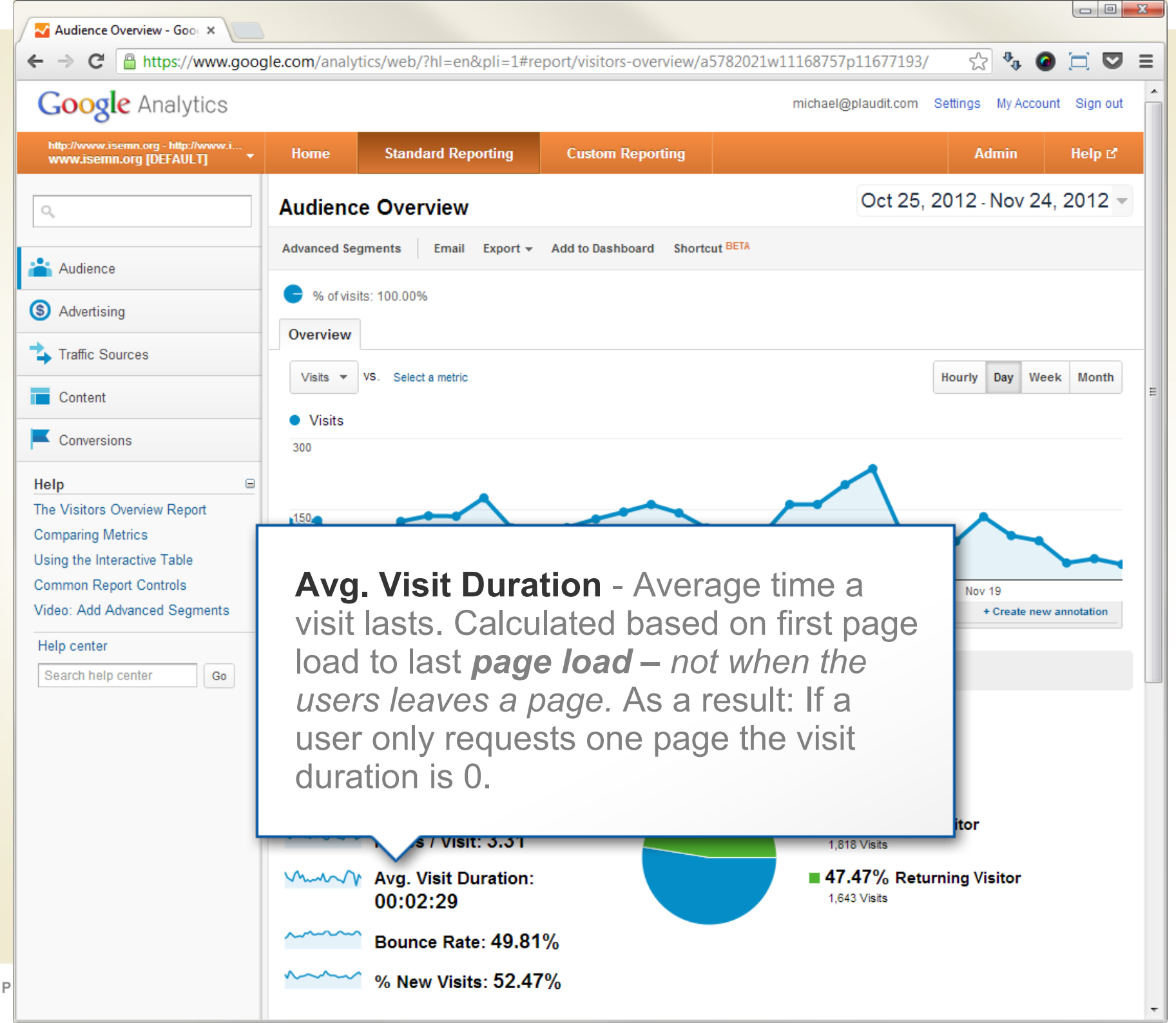
Common Report Controls
Video: Add Advanced Segments
Help center
Search help center
Go
Pageviews - Number of web pages loaded across all visits.
Pageviews: 11,470
Pages / Visit: 3.31
Avg. Visit Duration: 00:02:29
Bounce Rate: 49.81%
% New Visits: 52.47%
52.53% New Visitor
1,818 Visits
47.47% Returning Visitor
1,643 Visits

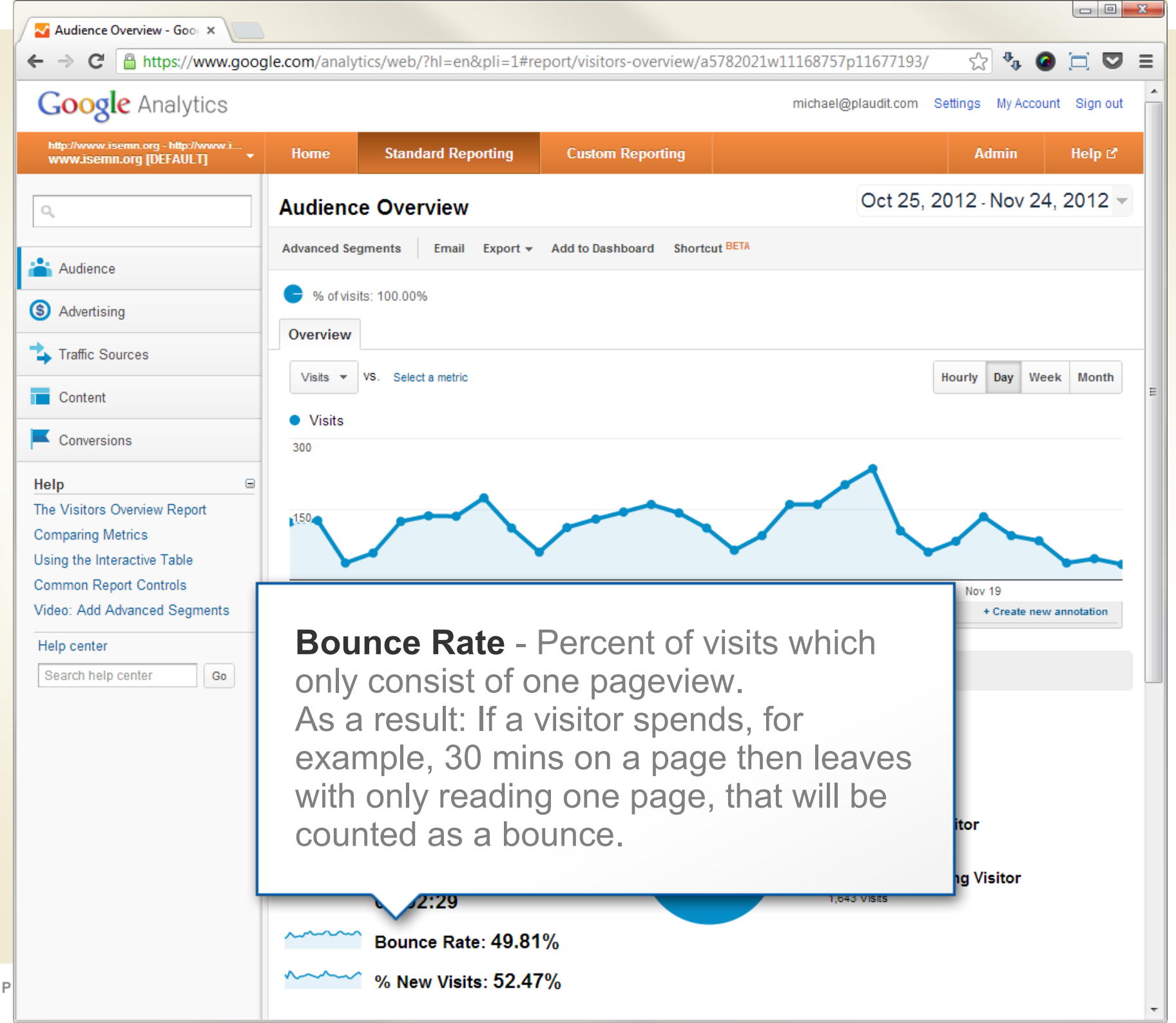


Pages/Visit - Average number of web pages loaded during a visit.

= Pageviews ÷ Visits



Avg. Visit Duration - Average time a visit lasts. Calculated based on first page load to last ***page load*** – *not when the users leaves a page.* As a result: If a user only requests one page the visit duration is 0.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https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a5782021w11168757p11677193/
Google Analytics
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www.isemn.org [DEFAULT]
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Hourly
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Week
Month
Visits
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150
Nov 19
+ Create new annotation
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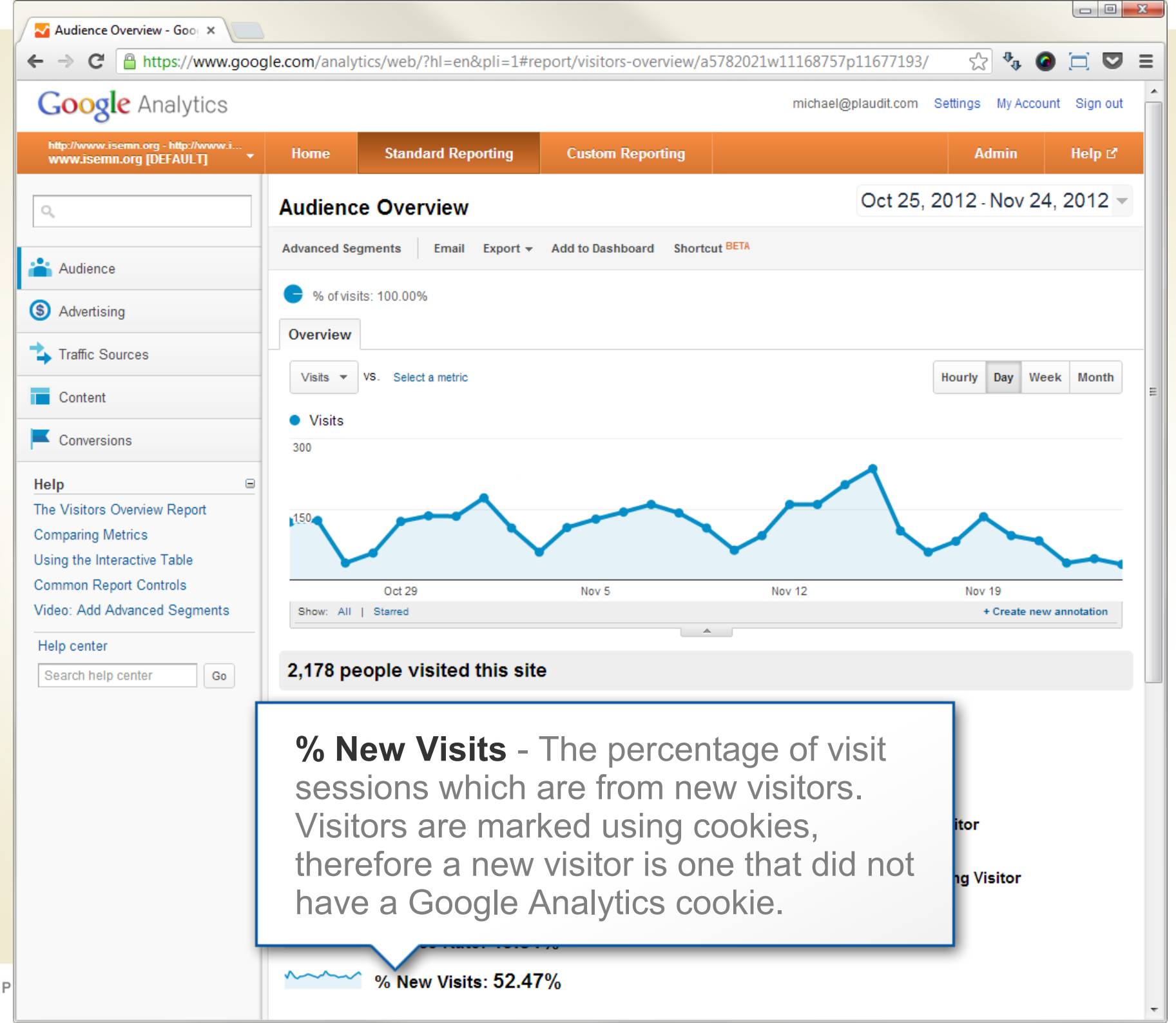
Go
Bounce Rate - Percent of visits which only consist of one pageview.
As a result: If a visitor spends, for example, 30 mins on a page then leaves with only reading one page, that will be counted as a bounce.
Bounce Rate: 49.81%
% New Visits: 52.47%



% New Visits - The percentage of visit sessions which are from new visitors. Visitors are marked using cookies, therefore a new visitor is one that did not have a Google Analytics cookie.

Date Range & Annotations

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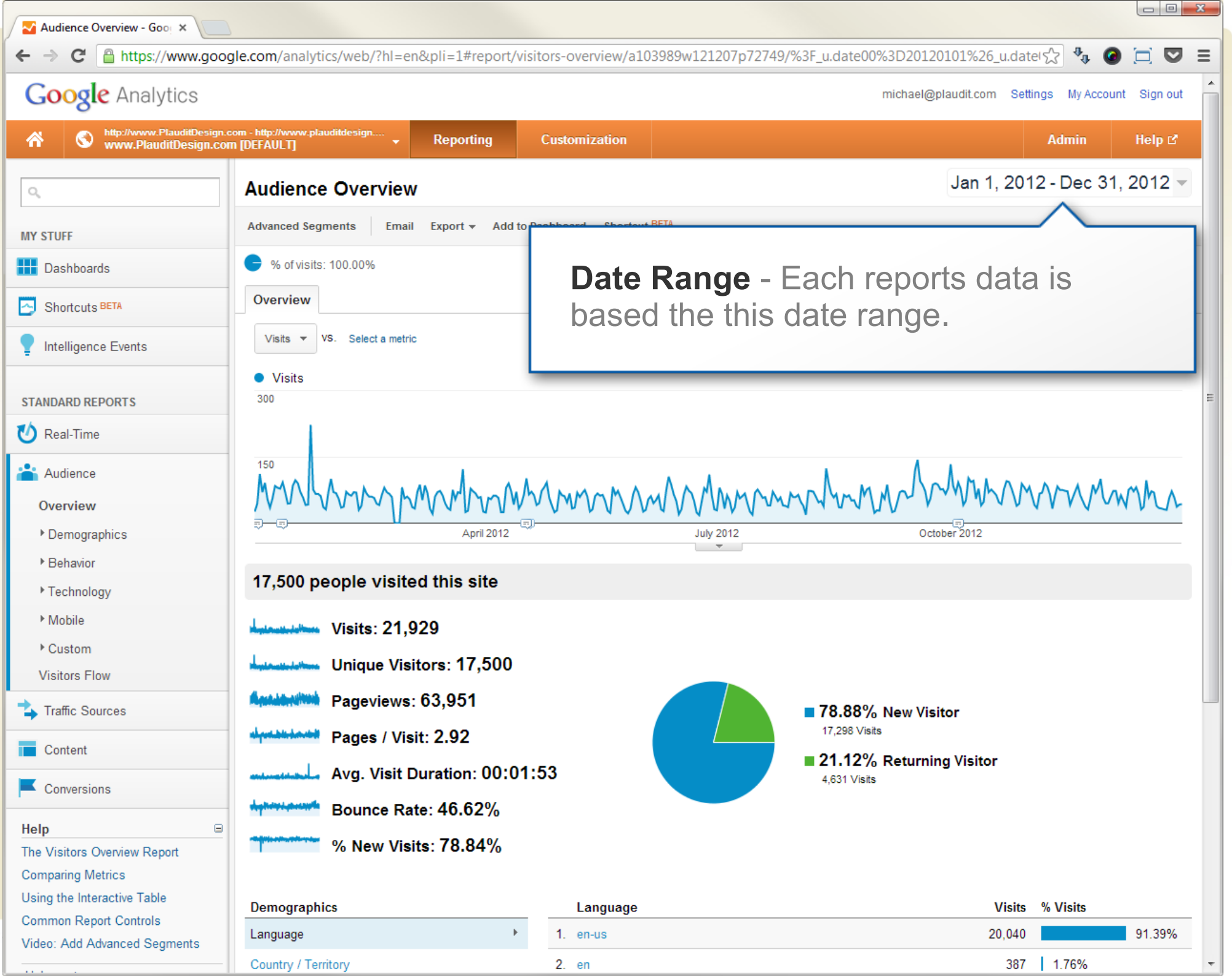
Audience Overview - Goo
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a103989w121207p72749/%3F_u.date00%3D20120101%26_u.date
Google Analytics
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http://www.PlauditDesign.com - http://www.plauditdesign....
www.PlauditDesign.com [DEFAULT]
Reporting
Customization
Admin
Help
MY STUFF
Dashboards
Shortcuts BETA
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Jan 1, 2012 - Dec 31, 2012
Advanced Segments
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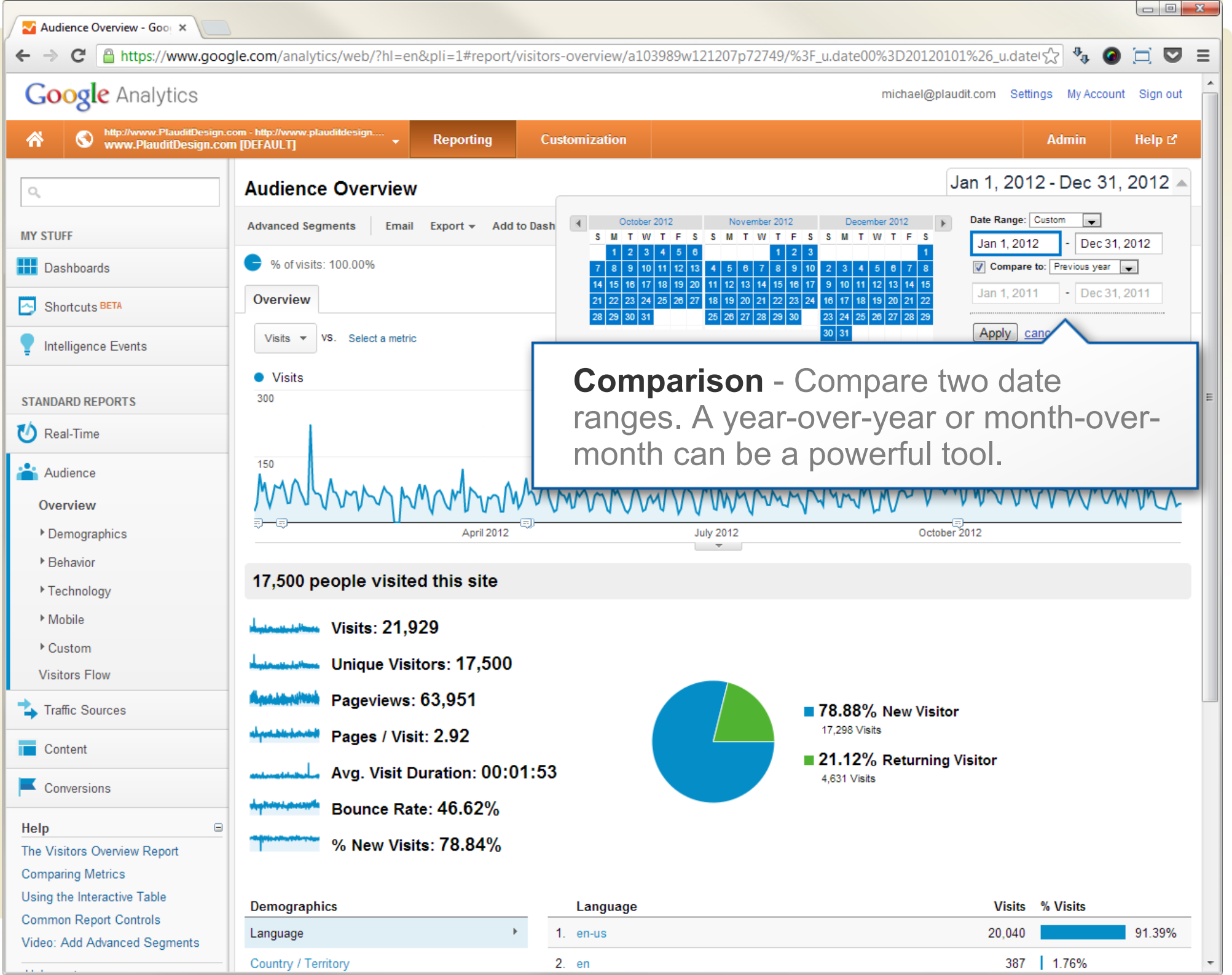
Export
% of visits: 100.00%
Overview
Visits
vs.
Select a metric
Visits
300
150
April 2012
July 2012
October 2012
Date Range - Each reports data is based the this date range.
17,500 people visited this site
Visits: 21,929
Unique Visitors: 17,500
Pageviews: 63,951
Pages / Visit: 2.92
Avg. Visit Duration: 00:01:53
Bounce Rate: 46.62%
% New Visits: 78.84%
78.88% New Visitor
17,298 Visits
21.12% Returning Visitor
4,631 Visits
Demographics
Language
Country / Territory
Language
Visits
% Visits
1. en-us
20,040
91.39%
2. en
387
1.76%


Audience Overview - Goo
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a103989w121207p72749/%3F_u.date00%3D20120101%26_u.date
Google Analytics
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www.PlauditDesign.com [DEFAULT]
Reporting
Customization
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Using the Interactive Table
Common Report Controls
Video: Add Advanced Segments
Audience Overview
Jan 1, 2012 - Dec 31, 2012
Advanced Segments
Email
Export
Add to Dash
% of visits: 100.00%
Overview
Visits
vs.
Select a metric
October 2012
November 2012
December 2012
Date Range: Custom
Jan 1, 2012 - Dec 31, 2012
Compare to: Previous year
Jan 1, 2011 - Dec 31, 2011
Apply
Comparison - Compare two date ranges. A year-over-year or month-over-month can be a powerful tool.
Visits
300
150
April 2012
July 2012
October 2012
17,500 people visited this site
Visits: 21,929
Unique Visitors: 17,500
Pageviews: 63,951
Pages / Visit: 2.92
Avg. Visit Duration: 00:01:53
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Language
Country / Territory
Language
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1. en-us
20,040
91.39%
2. en
387
1.76%

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https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a103989w121207p72749/%3F_u.date00%3D20120101%26_u.date

Google Analytics

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http://www.PlauditDesign.com - http://www.plauditdesign.... www.PlauditDesign.com [DEFAULT] | Reporting | Customization | Admin | Help

MY STUFF

- Dashboards
- Shortcuts BETA
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
  - Overview
  - Demographics
  - Behavior
  - Technology
  - Mobile
  - Custom
  - Visitors Flow
- Traffic Sources
- Content
- Conversions

Help

- The Visitors Overview Report
- Comparing Metrics
- Using the Interactive Table
- Common Report Controls
- Video: Add Advanced Segments

Audience Overview

Jan 1, 2012 - Dec 31, 2012
Compare to: Jan 1, 2011 - Dec 31, 2011

Advanced Segments | Email | Export | Add to Dashboard | Shortcut BETA

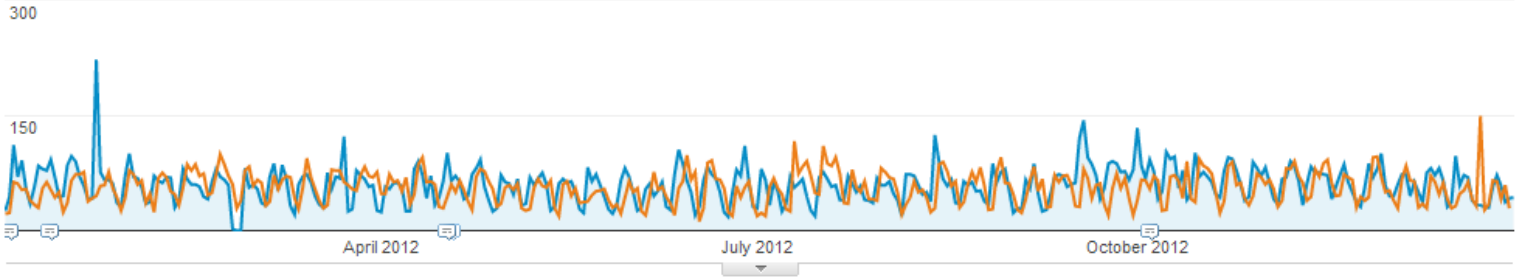
change in % of visits: +0.00%

Overview

Visits vs. Select a metric

Hourly | Day | Week | Month

Jan 1, 2012 - Dec 31, 2012: Visits
Jan 1, 2011 - Dec 31, 2011: Visits



17,500 people visited this site

Visits: 8.18%
21,929 vs 20,271

Unique Visitors: 11.08%
17,500 vs 15,754

Pageviews: 9.14%
63,951 vs 58,594

Pages / Visit: 0.89%
2.92 vs 2.89

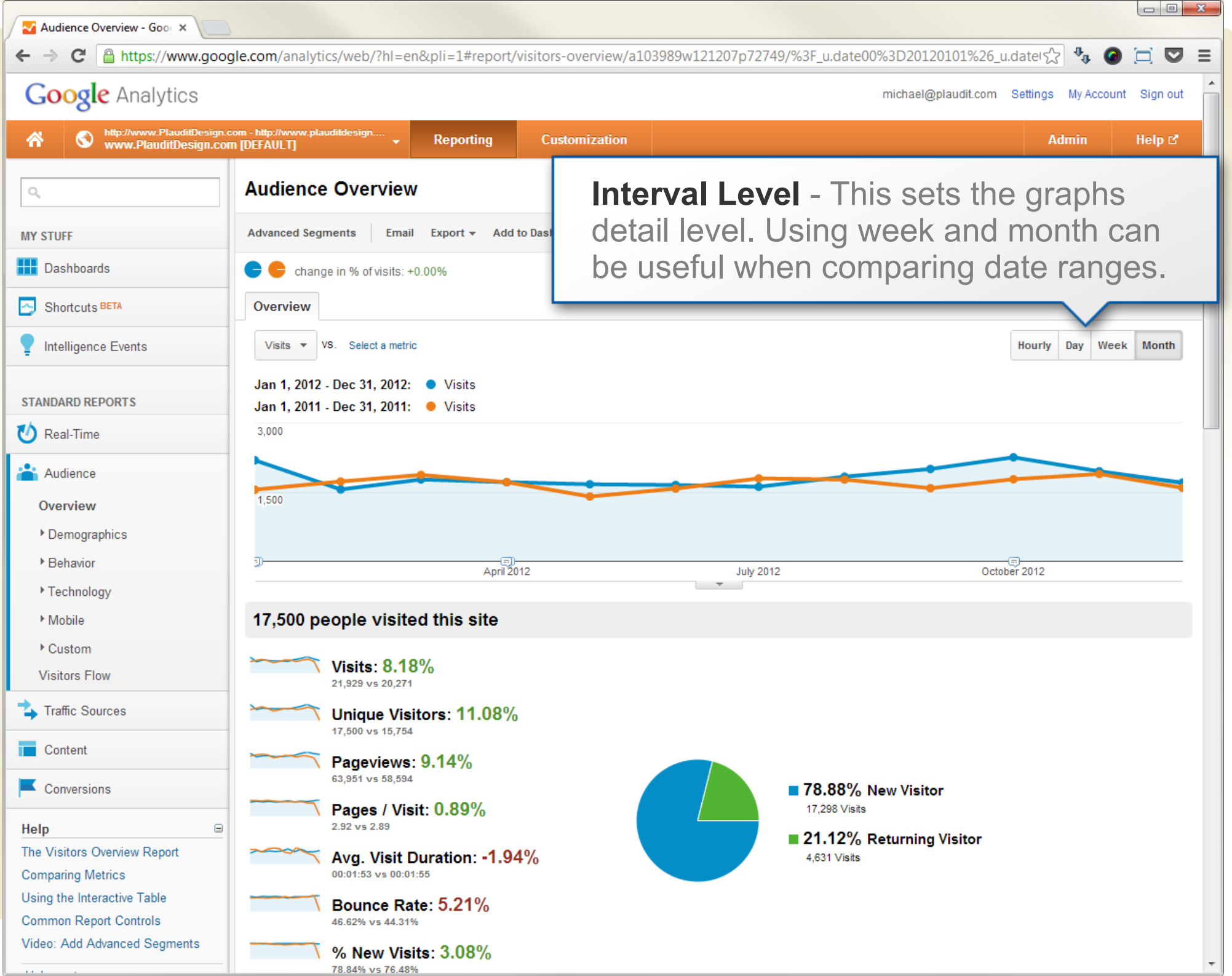
Avg. Visit Duration: -1.94%
00:01:53 vs 00:01:55

Bounce Rate: 5.21%
46.62% vs 44.31%

% New Visits: 3.08%
78.84% vs 76.48%

78.88% New Visitor
17,298 Visits

21.12% Returning Visitor
4,631 Visits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https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a103989w121207p72749/%3F_u.date00%3D20120101%26_u.date
Google Analytics
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www.PlauditDesign.com [DEFAULT]
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Advanced Segments
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Export
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change in % of visits: +0.00%
Overview
Visits
vs.
Select a metric
Hourly
Day
Week
Month
Jan 1, 2012 - Dec 31, 2012: Visits
Jan 1, 2011 - Dec 31, 2011: Visits
3,000
1,500
April 2012
July 2012
October 2012
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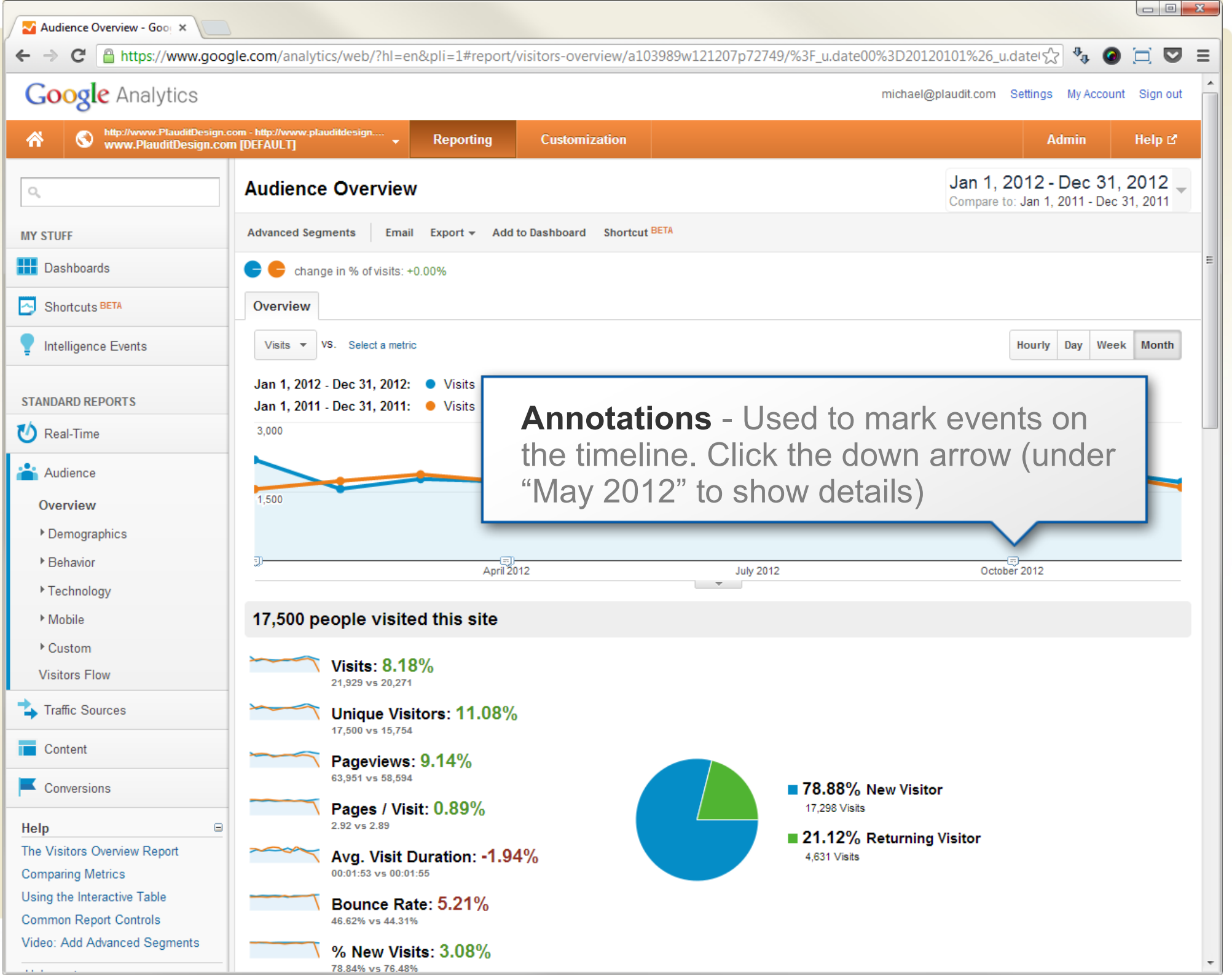
% New Visits: 3.08%
78.84% vs 76.48%
78.88% New Visitor
17,298 Visits
21.12% Returning Visitor
4,631 Visits
Interval Level - This sets the graphs detail level. Using week and month can be useful when comparing date ranges.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Audience Overview
Jan 1, 2012 - Dec 31, 2012
Compare to: Jan 1, 2011 - Dec 31, 2011
Advanced Segments
Email
Export
Add to Dashboard
Shortcut BETA
change in % of visits: +0.00%
Overview
Visits
vs.
Select a metric
Hourly
Day
Week
Month
Jan 1, 2012 - Dec 31, 2012: Visits
Jan 1, 2011 - Dec 31, 2011: Visits
3,000
1,500
April 2012
July 2012
October 2012
Annotations - Used to mark events on the timeline. Click the down arrow (under "May 2012" to show details)
17,500 people visited this site
Visits: 8.18%
21,929 vs 20,271
Unique Visitors: 11.08%
17,500 vs 15,754
Pageviews: 9.14%
63,951 vs 58,594
Pages / Visit: 0.89%
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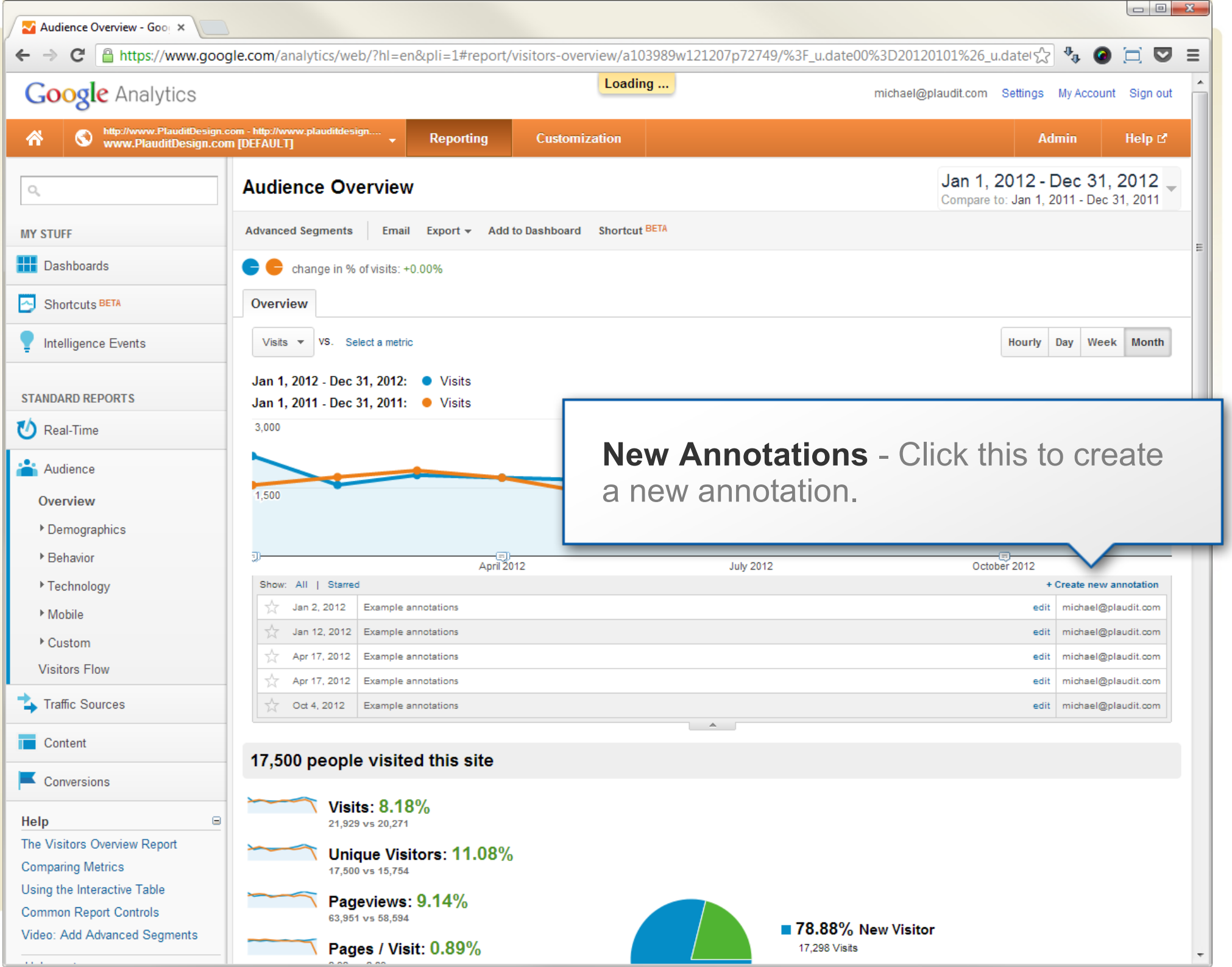
Audience Overview - Goo
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a103989w121207p72749/%3F_u.date00%3D20120101%26_u.date
Google Analytics
Loading ...
michael@plaudit.com Settings My Account Sign out
http://www.PlauditDesign.com - http://www.plauditdesign....
www.PlauditDesign.com [DEFAULT]
Reporting
Customization
Admin
Help
MY STUFF
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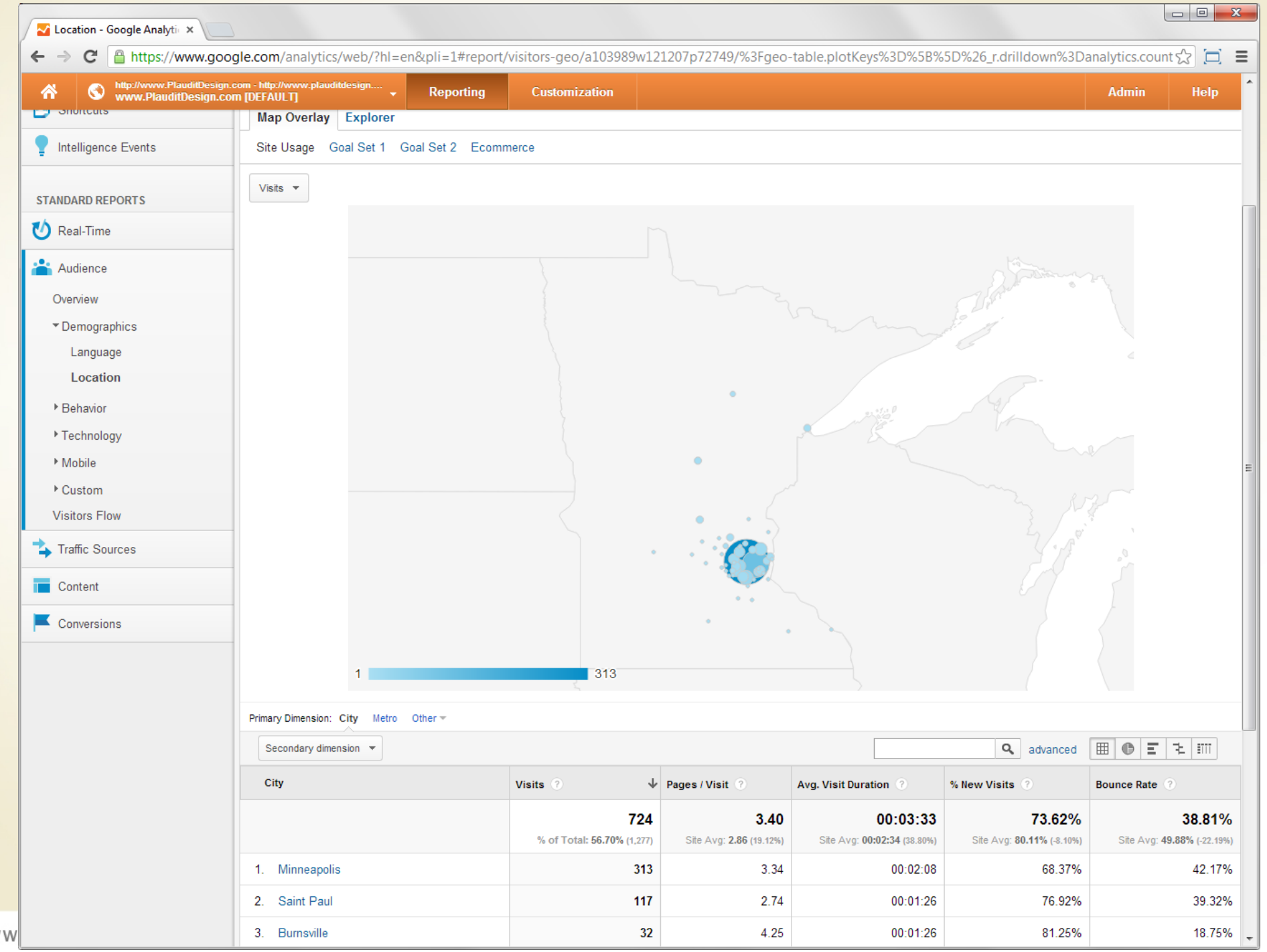
change in % of visits: +0.00%
Overview
Visits
vs.
Select a metric
Hourly
Day
Week
Month
Jan 1, 2012 - Dec 31, 2012: Visits
Jan 1, 2011 - Dec 31, 2011: Visits
3,000
1,500
April 2012
July 2012
October 2012
New Annotations - Click this to create a new annotation.
Show: All | Starred
+ Create new annotation
Jan 2, 2012 Example annotations edit michael@plaudit.com
Jan 12, 2012 Example annotations edit michael@plaudit.com
Apr 17, 2012 Example annotations edit michael@plaudit.com
Apr 17, 2012 Example annotations edit michael@plaudit.com
Oct 4, 2012 Example annotations edit michael@plaudit.com
17,500 people visited this site
Visits: 8.18%
21,929 vs 20,271
Unique Visitors: 11.08%
17,500 vs 15,754
Pageviews: 9.14%
63,951 vs 58,594
Pages / Visit: 0.89%
78.88% New Visitor
17,298 Visits

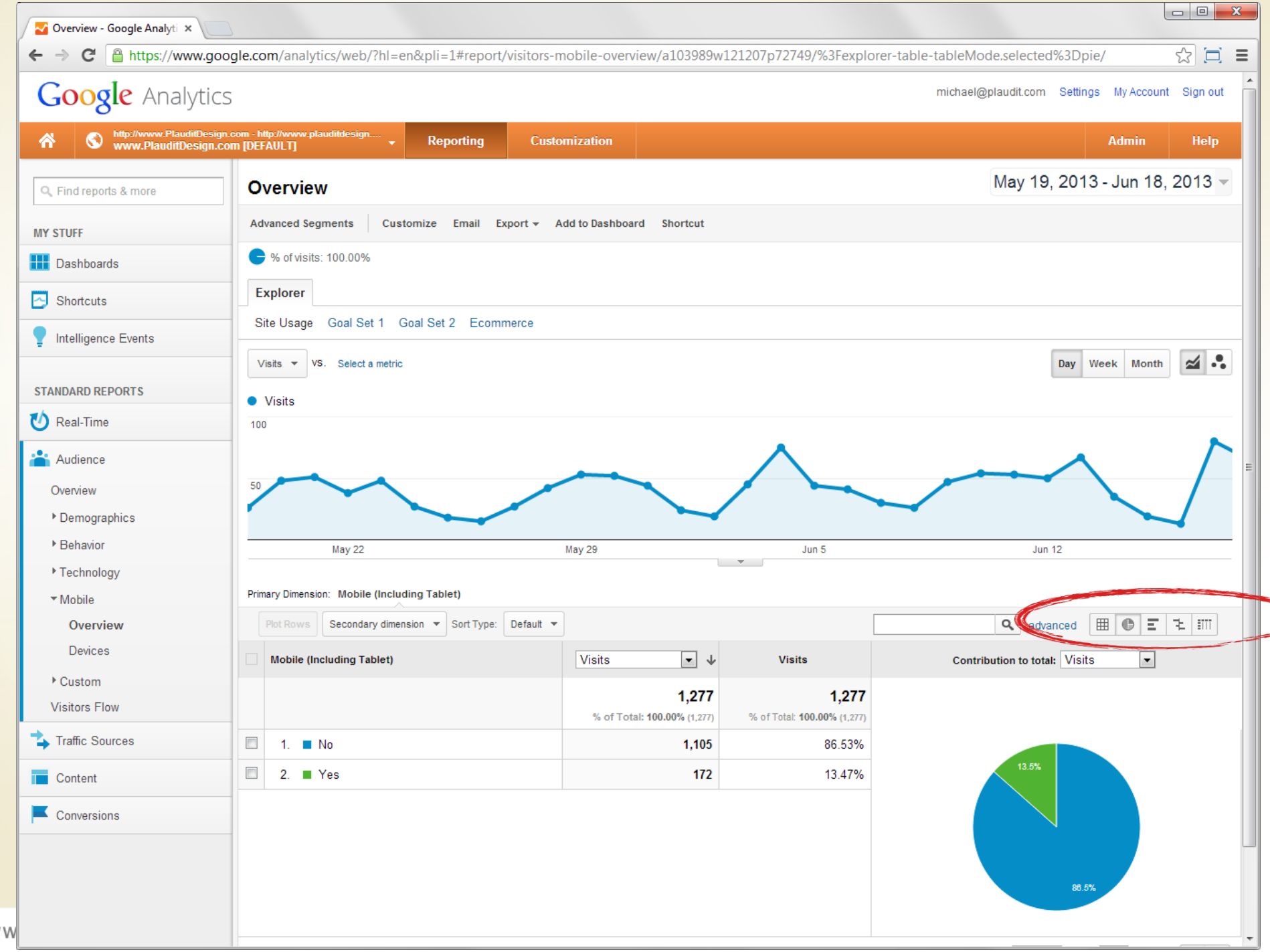
The Basic Reports

plaudit DESIGN

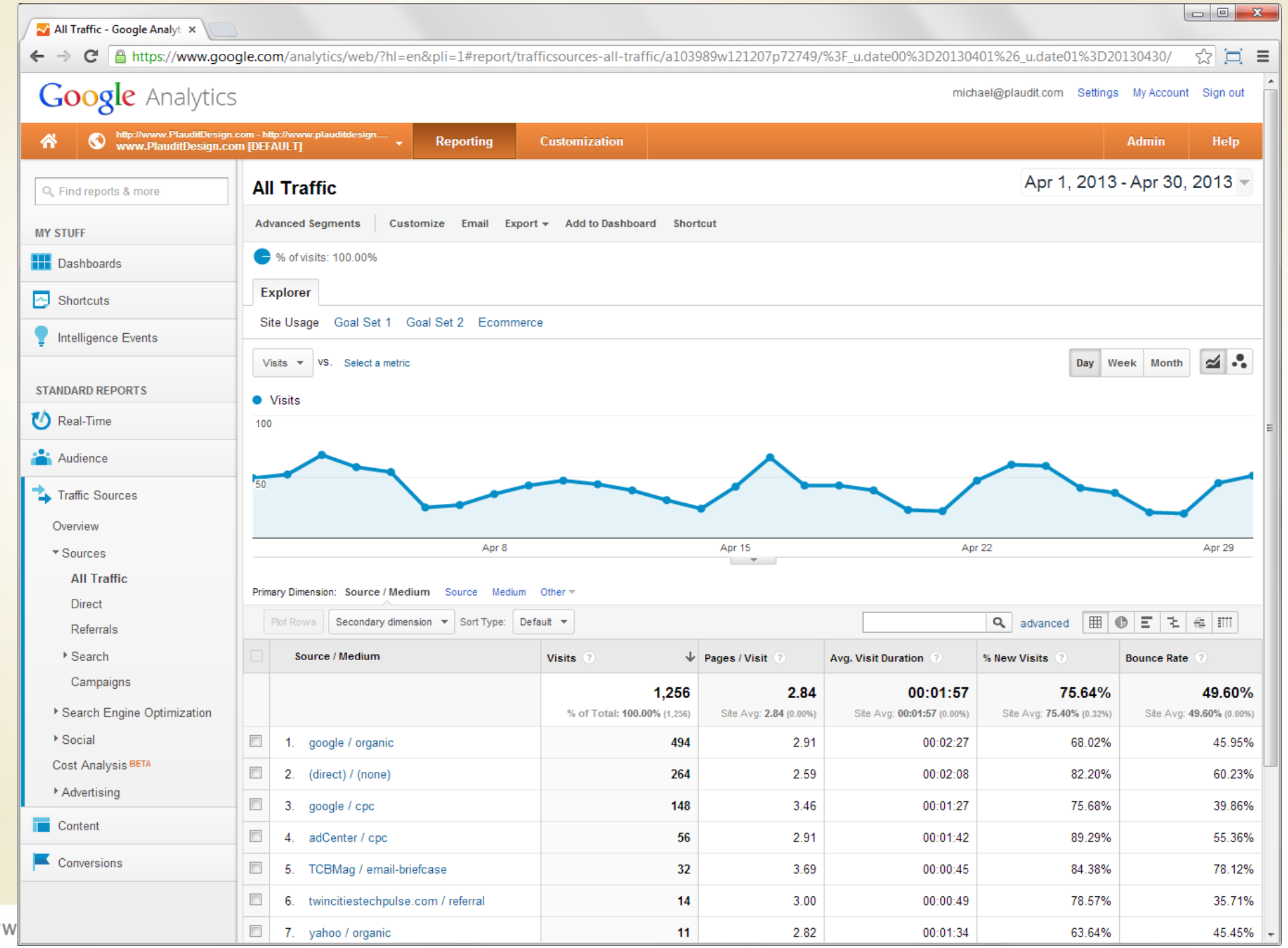
Location


Location - Google Analyti
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-geo/a103989w121207p72749/%3Fgeo-table.plotKeys%3D%5B%5D%26_r.drilldown%3Danalytics.count
http://www.PlauditDesign.com - http://www.plauditdesign....
www.PlauditDesign.com [DEFAULT]
Reporting
Customization
Admin
Help
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Overview
Demographics
Language
Location
Behavior
Technology
Mobile
Custom
Visitors Flow
Traffic Sources
Content
Conversions
Map Overlay
Explorer
Site Usage
Goal Set 1
Goal Set 2
Ecommerce
Visits
1
313
Primary Dimension: City
Metro
Other
Secondary dimension
advanced
City
Visits
Pages / Visit
Avg. Visit Duration
% New Visits
Bounce Rate
724
% of Total: 56.70% (1,277)
3.40
Site Avg: 2.86 (19.12%)
00:03:33
Site Avg: 00:02:34 (38.80%)
73.62%
Site Avg: 80.11% (-8.10%)
38.81%
Site Avg: 49.88% (-22.19%)
1. Minneapolis 313 3.34 00:02:08 68.37% 42.17%
2. Saint Paul 117 2.74 00:01:26 76.92% 39.32%
3. Burnsville 32 4.25 00:01:26 81.25% 18.75%

Mobile Overview

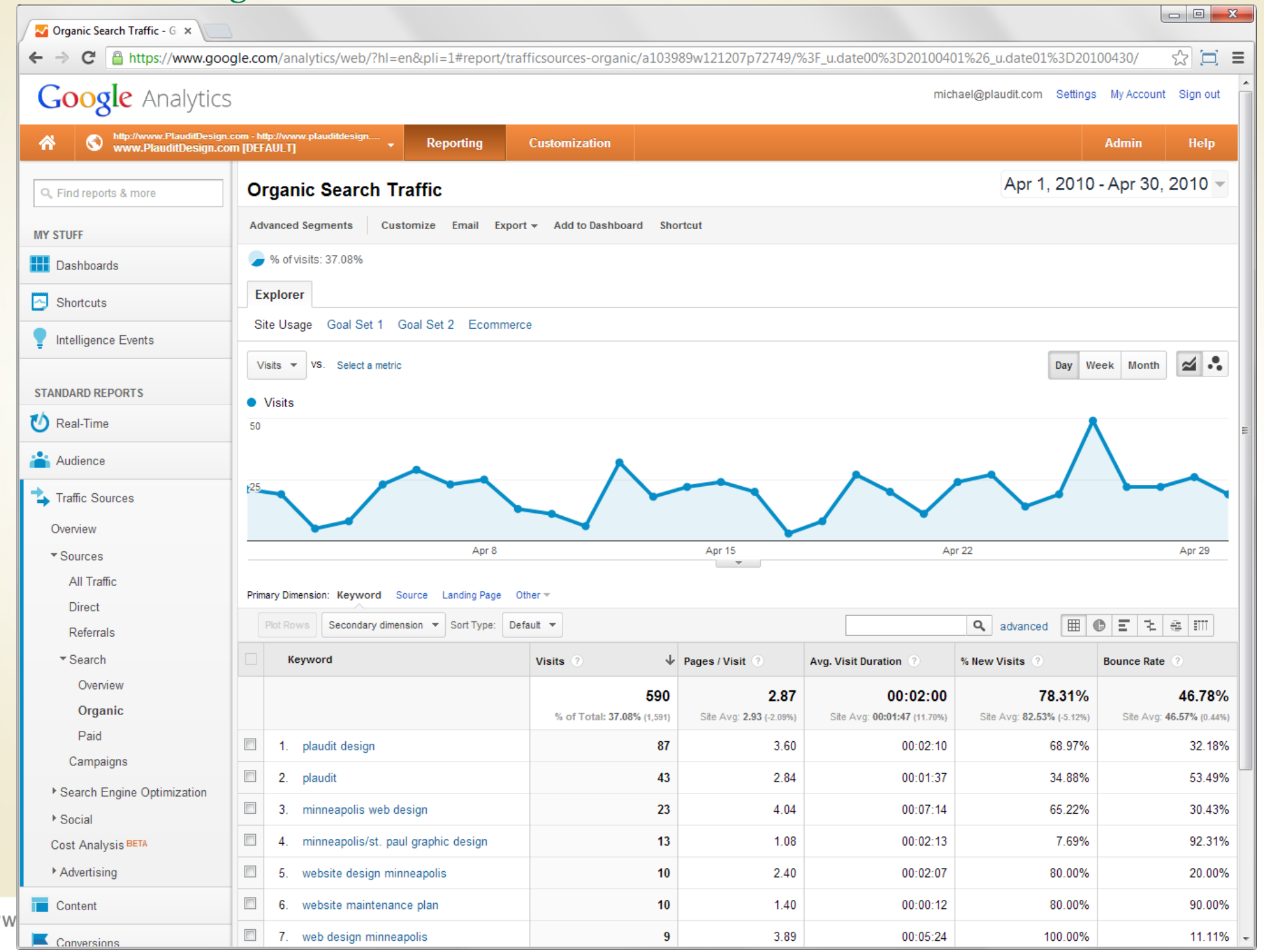


All Traffic



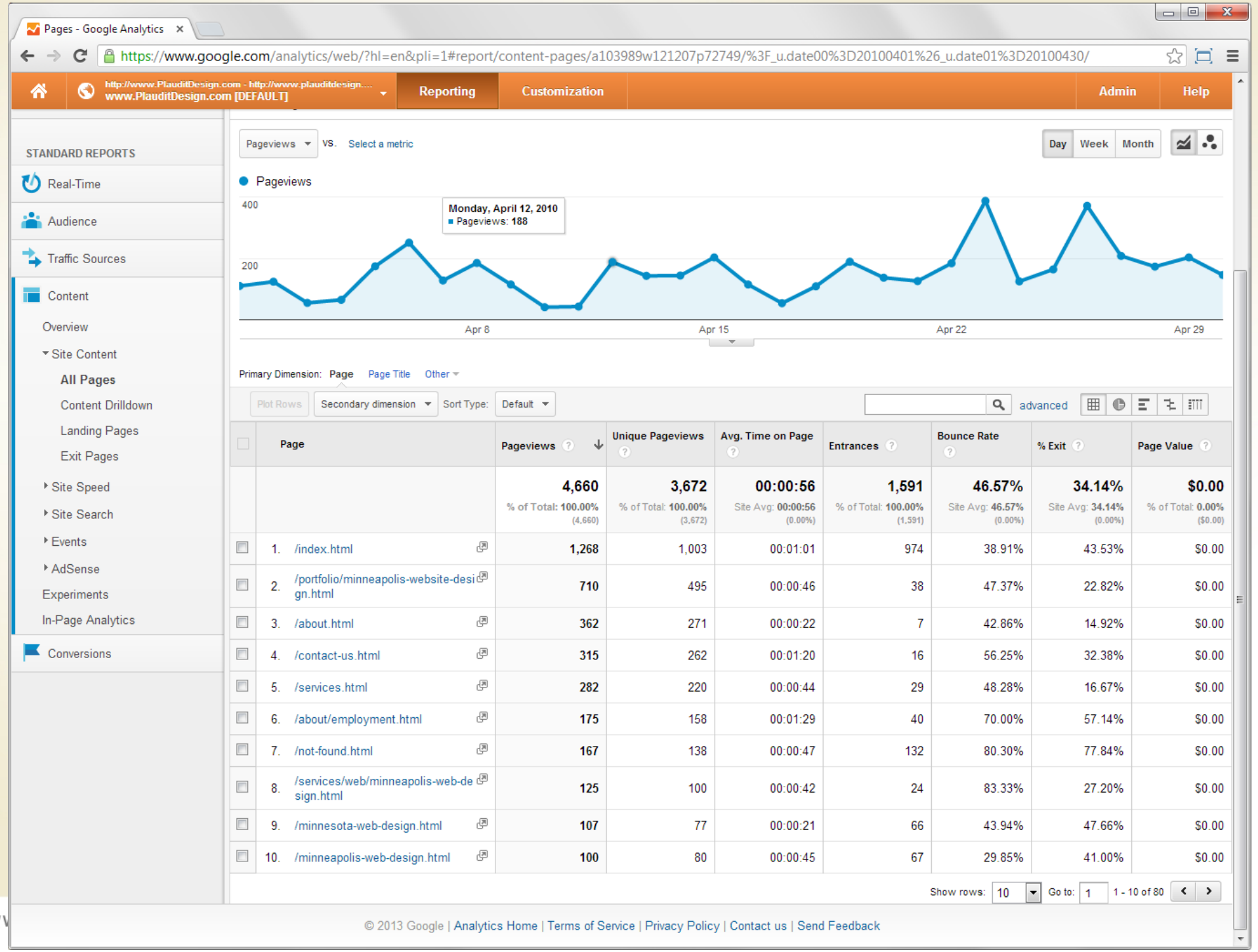
Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	1,256 % of Total: 100.00% (1,256)	2.84 Site Avg: 2.84 (0.00%)	00:01:57 Site Avg: 00:01:57 (0.00%)	75.64% Site Avg: 75.40% (0.32%)	49.60% Site Avg: 49.60% (0.00%)
1. google / organic	494	2.91	00:02:27	68.02%	45.95%
2. (direct) / (none)	264	2.59	00:02:08	82.20%	60.23%
3. google / cpc	148	3.46	00:01:27	75.68%	39.86%
4. adCenter / cpc	56	2.91	00:01:42	89.29%	55.36%
5. TCBMag / email-briefcase	32	3.69	00:00:45	84.38%	78.12%
6. twincitiestechpulse.com / referral	14	3.00	00:00:49	78.57%	35.71%
7. yahoo / organic	11	2.82	00:01:34	63.64%	45.45%

Search > Organic

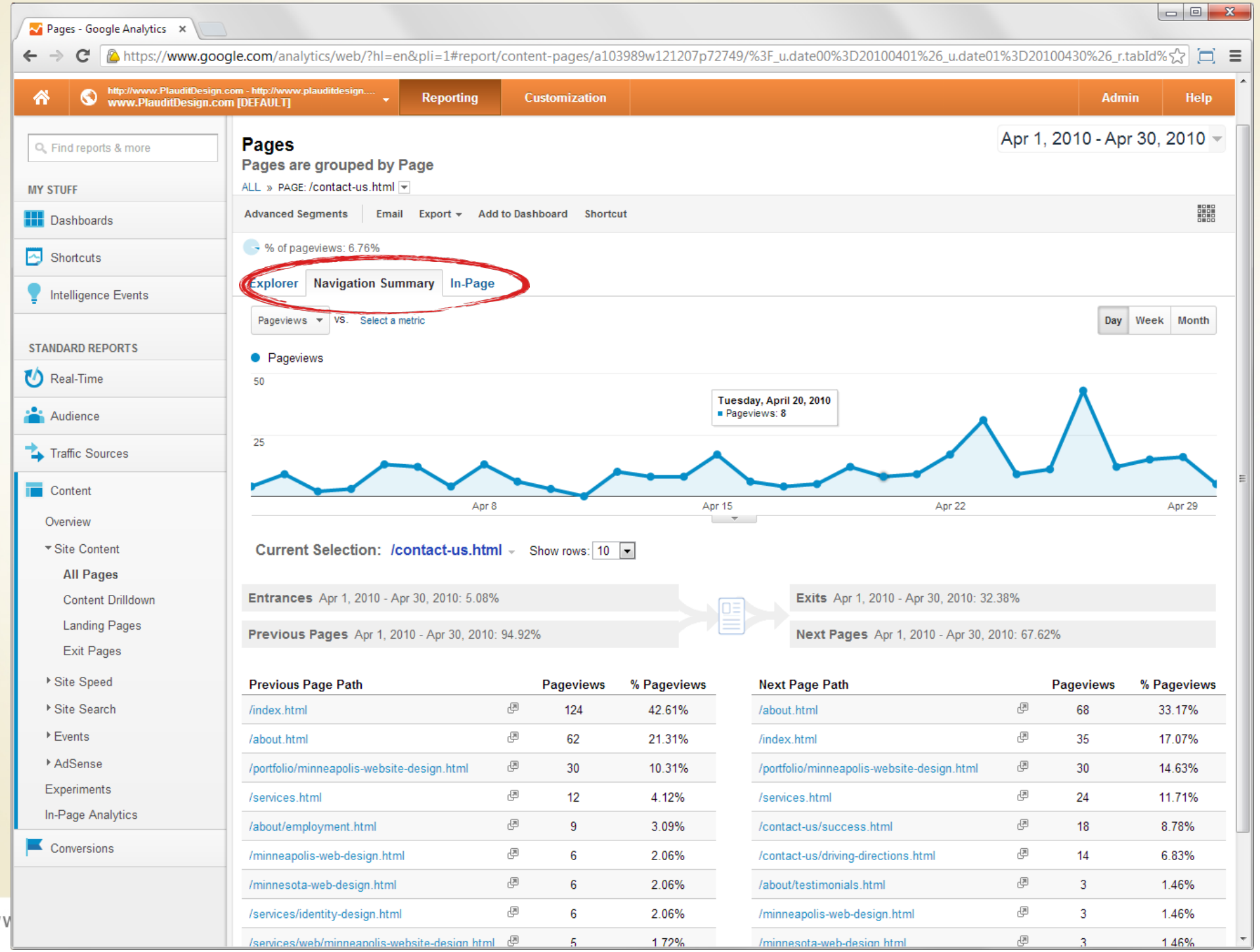


Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	590 % of Total: 37.08% (1,591)	2.87 Site Avg: 2.93 (-2.09%)	00:02:00 Site Avg: 00:01:47 (11.70%)	78.31% Site Avg: 82.53% (-5.12%)	46.78% Site Avg: 46.57% (0.44%)
1. plaudit design	87	3.60	00:02:10	68.97%	32.18%
2. plaudit	43	2.84	00:01:37	34.88%	53.49%
3. minneapolis web design	23	4.04	00:07:14	65.22%	30.43%
4. minneapolis/st. paul graphic design	13	1.08	00:02:13	7.69%	92.31%
5. website design minneapolis	10	2.40	00:02:07	80.00%	20.00%
6. website maintenance plan	10	1.40	00:00:12	80.00%	90.00%
7. web design minneapolis	9	3.89	00:05:24	100.00%	11.11%

Site Content > All Pages



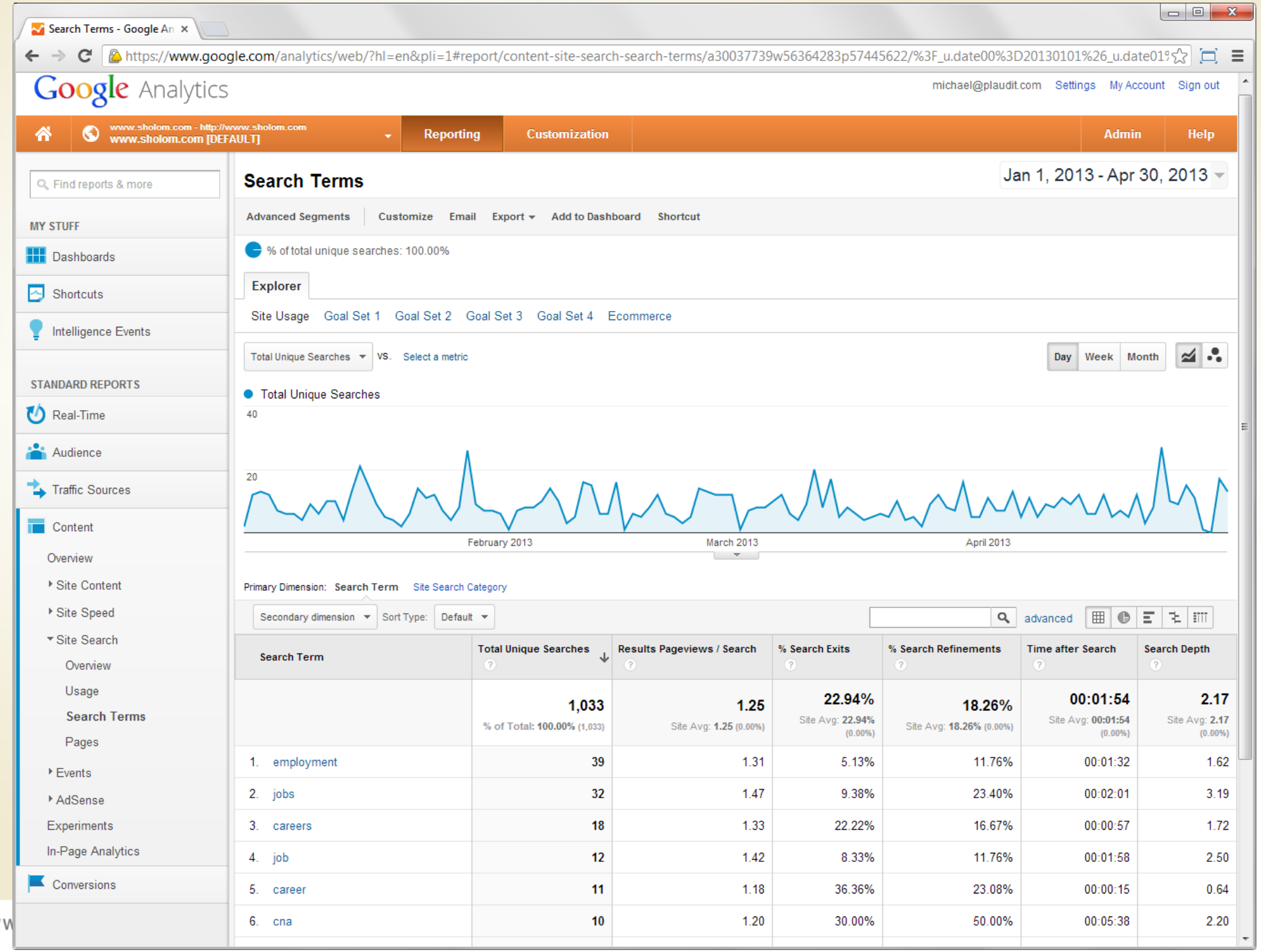
Site Content > All Pages (Navigation Summary)



Previous Page Path	Pageviews	% Pageviews
/index.html	124	42.61%
/about.html	62	21.31%
/portfolio/minneapolis-website-design.html	30	10.31%
/services.html	12	4.12%
/about/employment.html	9	3.09%
/minneapolis-web-design.html	6	2.06%
/minnesota-web-design.html	6	2.06%
/services/identity-design.html	6	2.06%
/services/web/minneapolis-website-design.html	5	1.72%

Next Page Path	Pageviews	% Pageviews
/about.html	68	33.17%
/index.html	35	17.07%
/portfolio/minneapolis-website-design.html	30	14.63%
/services.html	24	11.71%
/contact-us/success.html	18	8.78%
/contact-us/driving-directions.html	14	6.83%
/about/testimonials.html	3	1.46%
/minneapolis-web-design.html	3	1.46%
/minnesota-web-design.html	3	1.46%

Site Search > Search Terms



Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
	1,033 % of Total: 100.00% (1,033)	1.25 Site Avg: 1.25 (0.00%)	22.94% Site Avg: 22.94% (0.00%)	18.26% Site Avg: 18.26% (0.00%)	00:01:54 Site Avg: 00:01:54 (0.00%)	2.17 Site Avg: 2.17 (0.00%)
1. employment	39	1.31	5.13%	11.76%	00:01:32	1.62
2. jobs	32	1.47	9.38%	23.40%	00:02:01	3.19
3. careers	18	1.33	22.22%	16.67%	00:00:57	1.72
4. job	12	1.42	8.33%	11.76%	00:01:58	2.50
5. career	11	1.18	36.36%	23.08%	00:00:15	0.64
6. cna	10	1.20	30.00%	50.00%	00:05:38	2.20

Campaign Tracking

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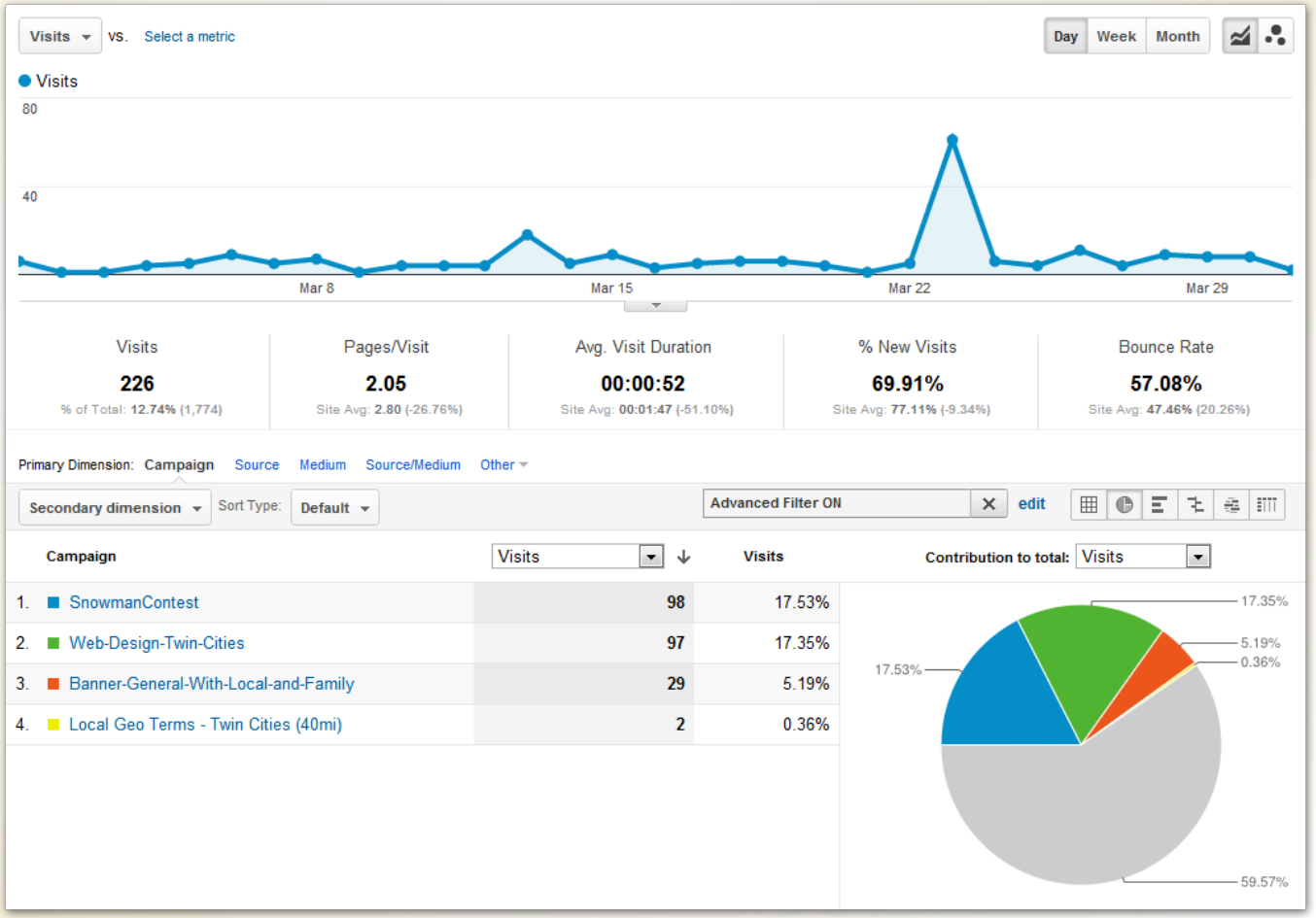
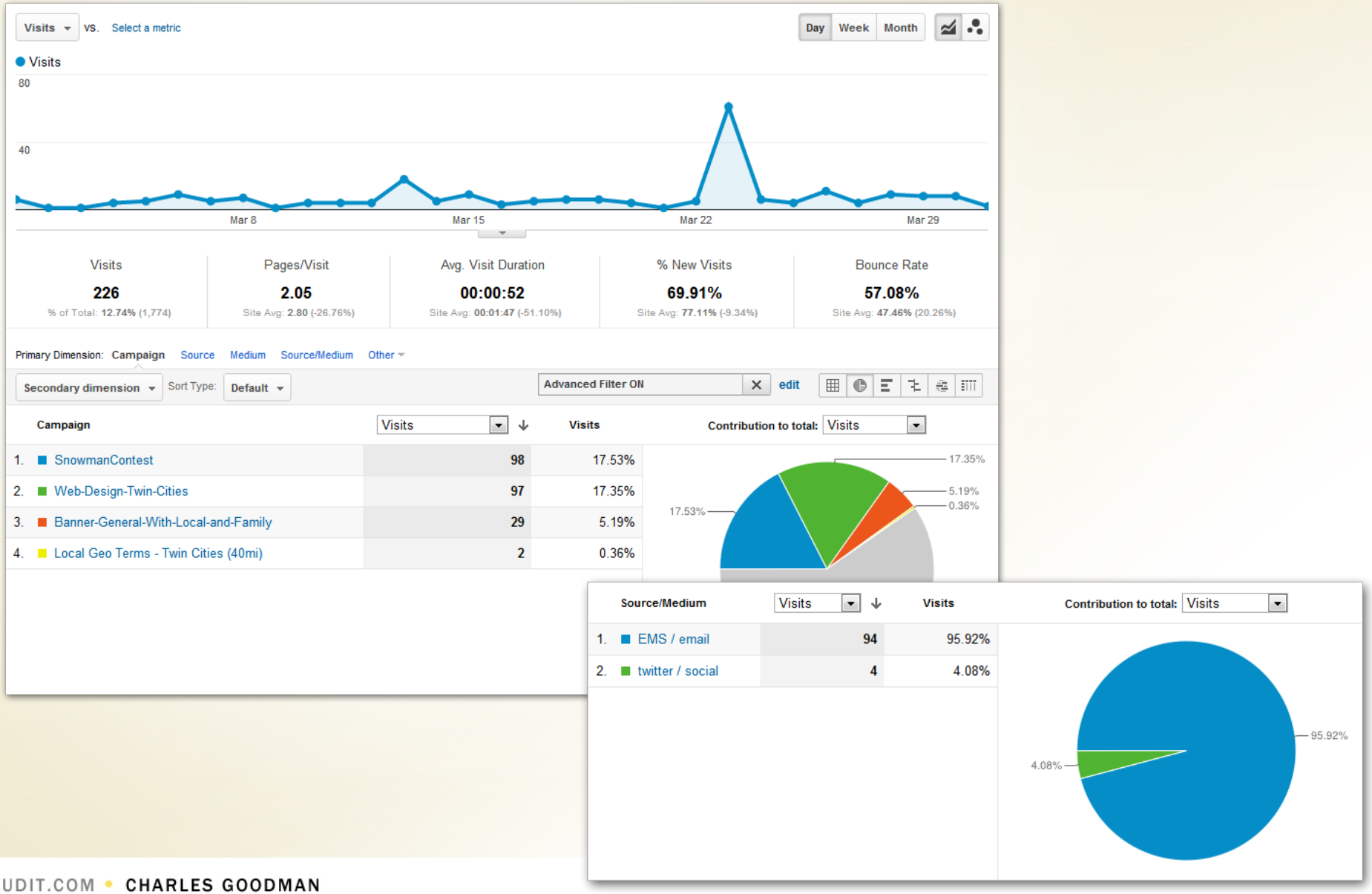
Google Analytics: Campaigns

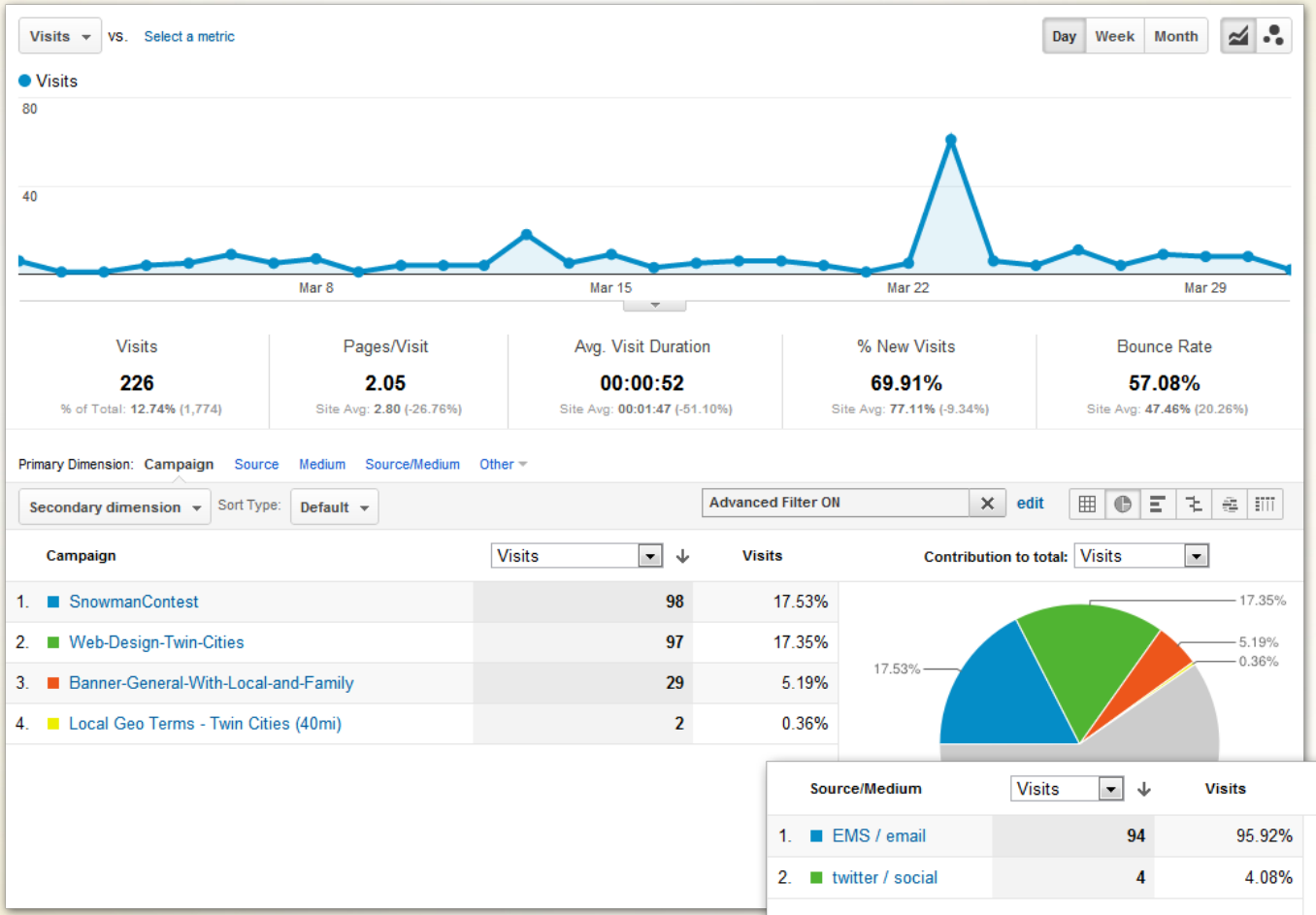


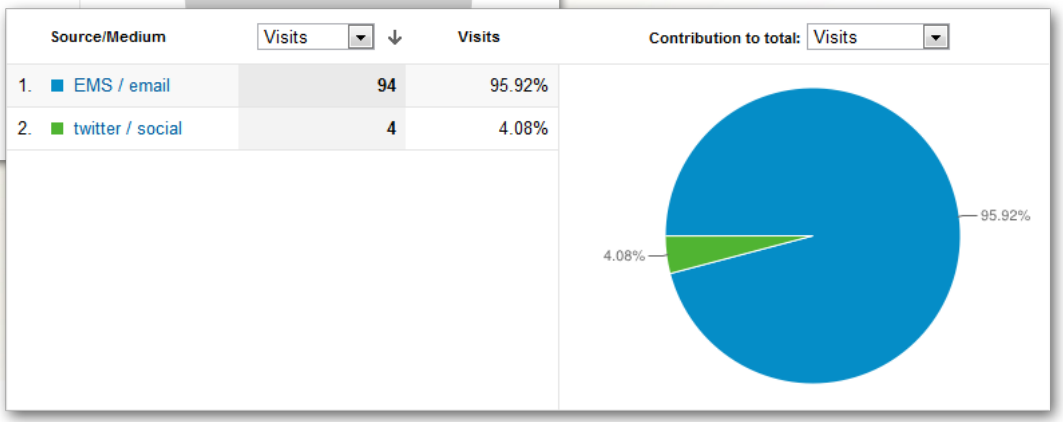
plaudit DESIGN

Google Analytics: Campaigns



Google Analytics: Campaigns





Campaign*

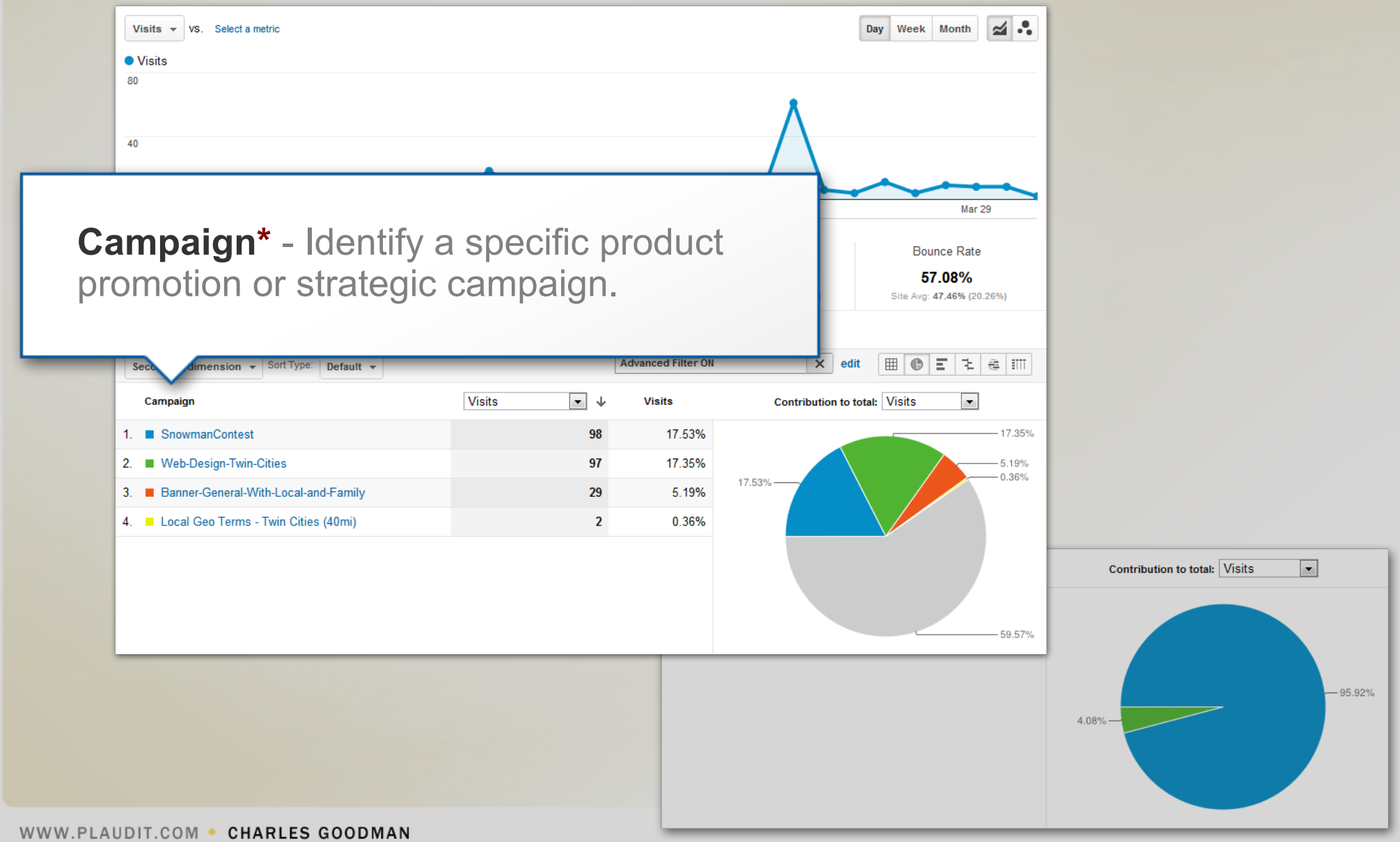
Source*

Medium*

Content

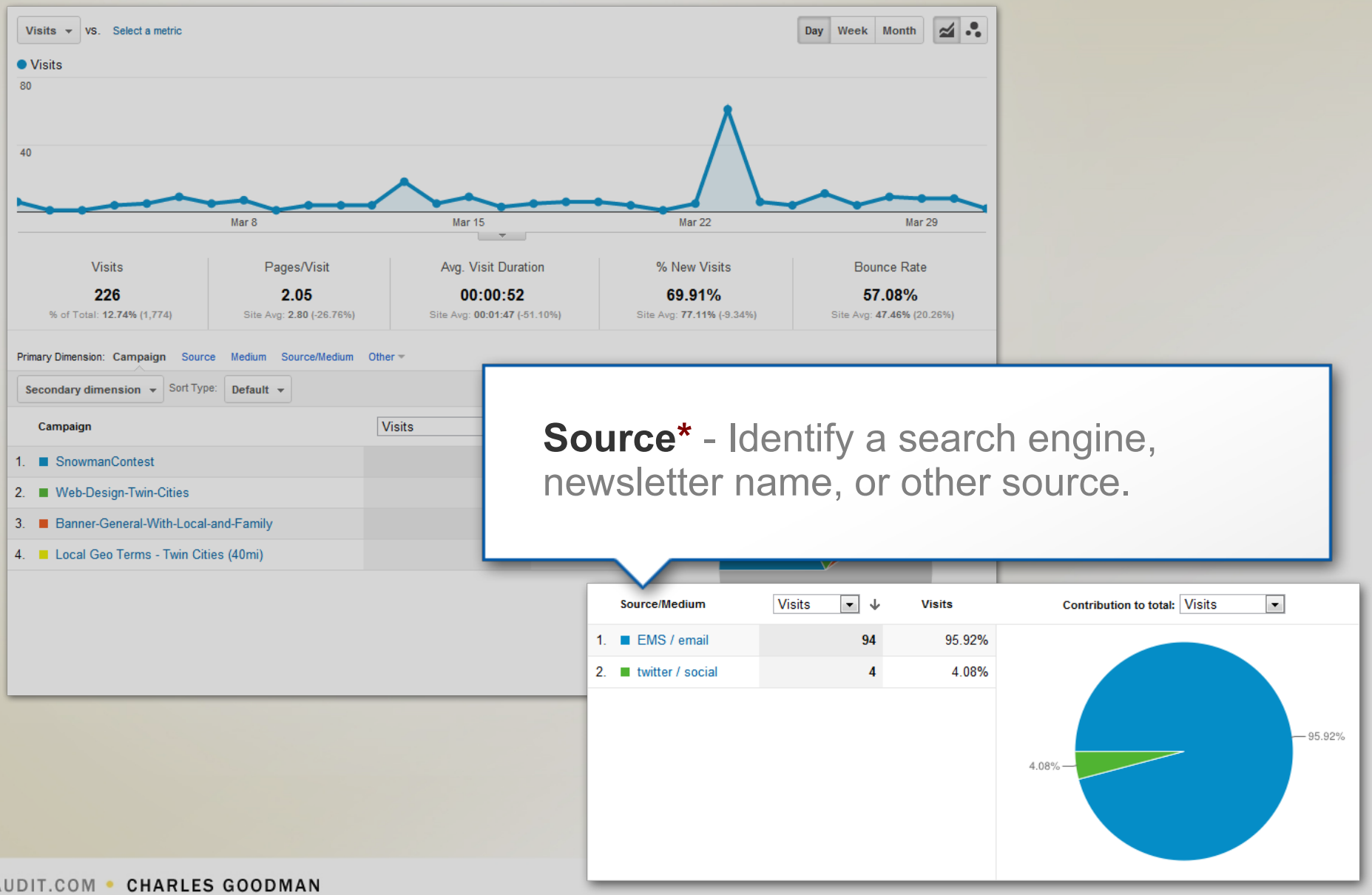
Term

Google Analytics: Campaigns

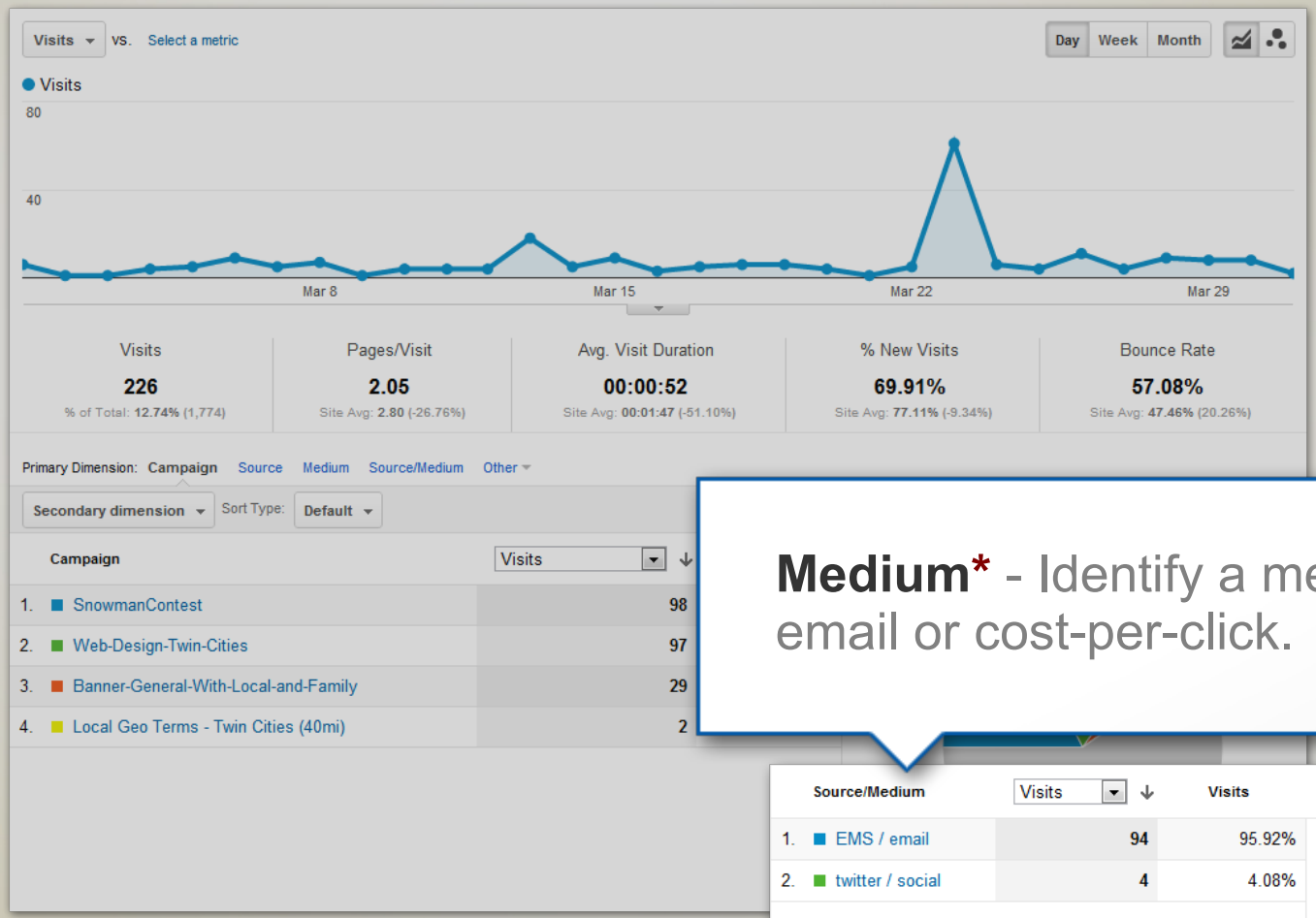


Campaign* - Identify a specific product promotion or strategic campaign.

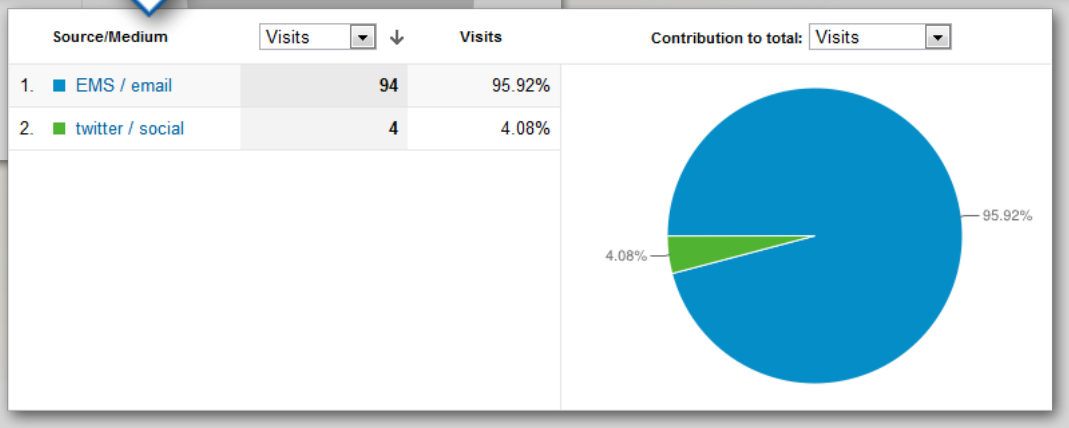
Google Analytics: Campaigns



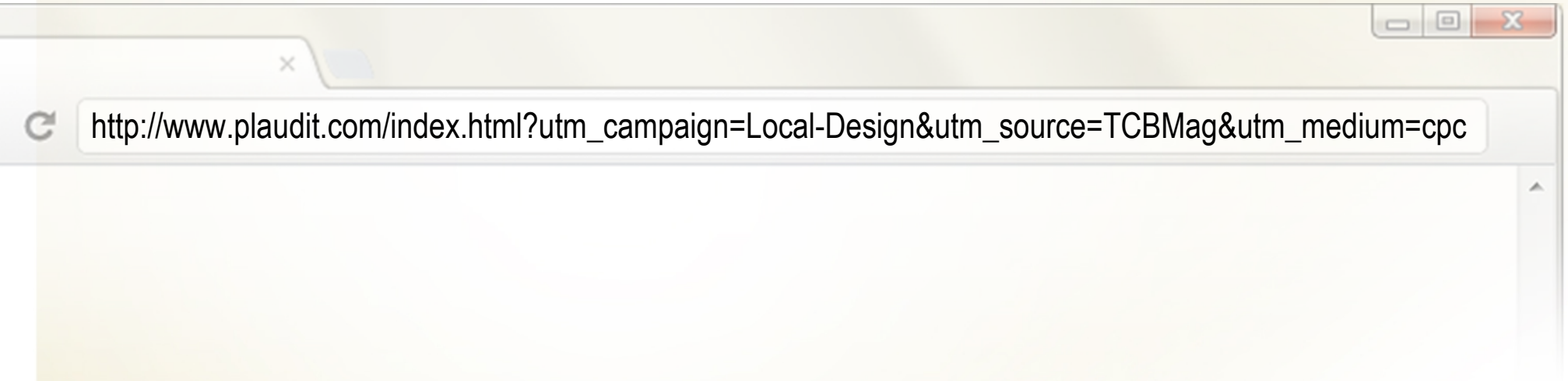
Google Analytics: Campaigns



Medium* - Identify a medium such as email or cost-per-click.



Google Analytics: Campaigns



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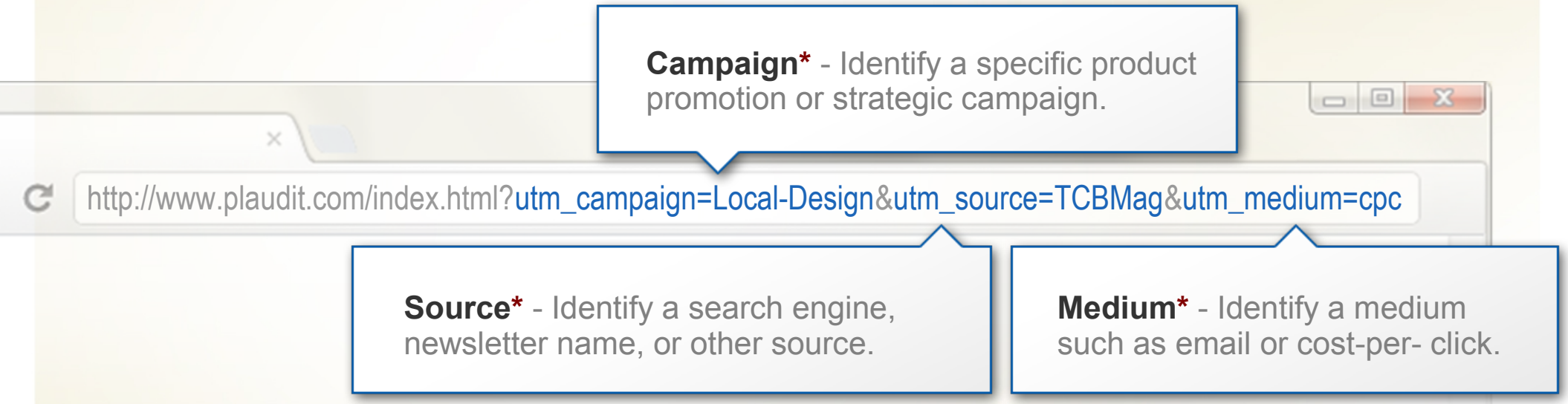
Google Analytics: Campaigns



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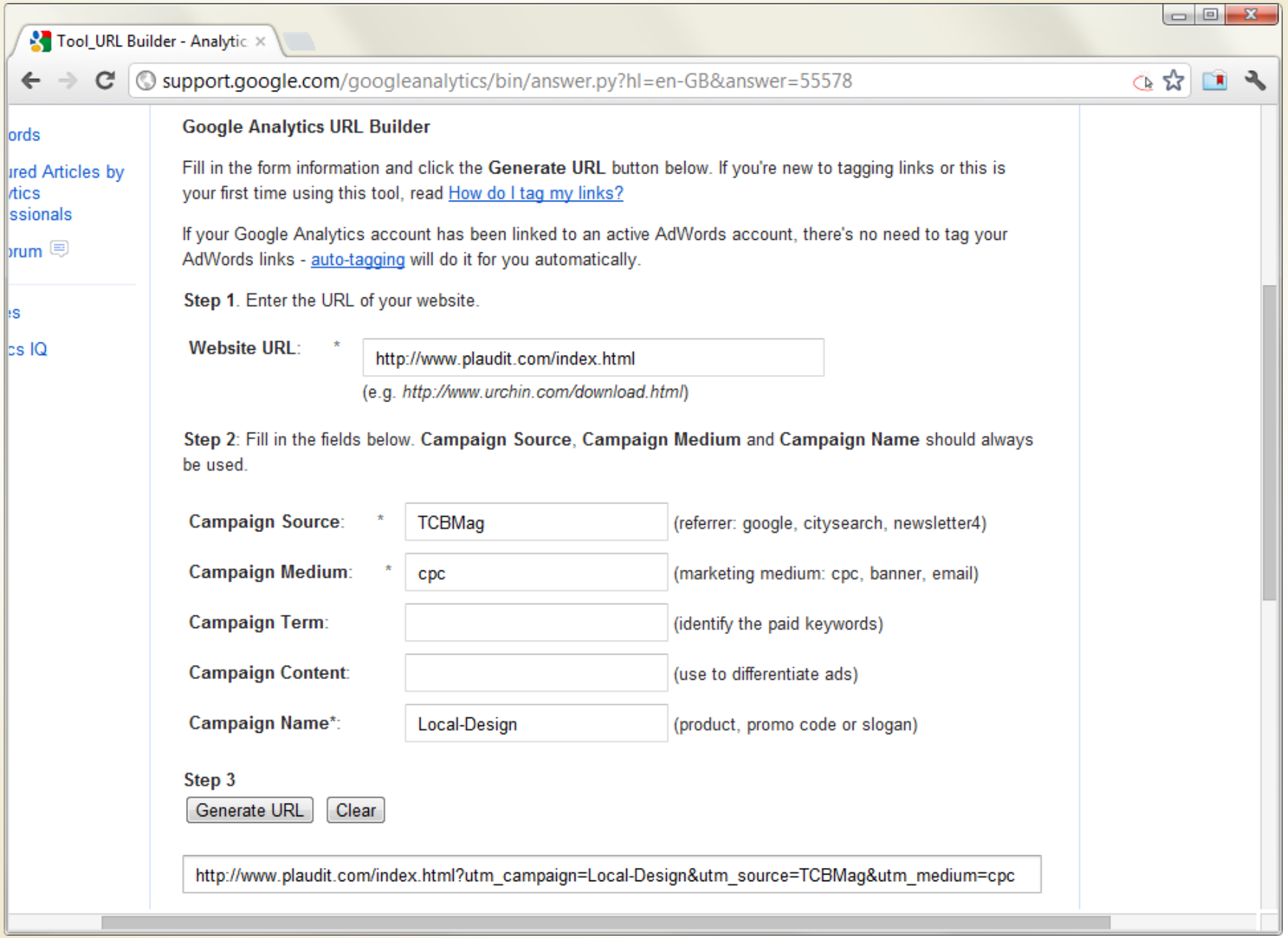
Campaigns: Google URL Builder



Uses

Common uses include:

- Google AdWords
- Banners
- Email marketing, and other online systems
- Offline marketing (e.g. mailers)

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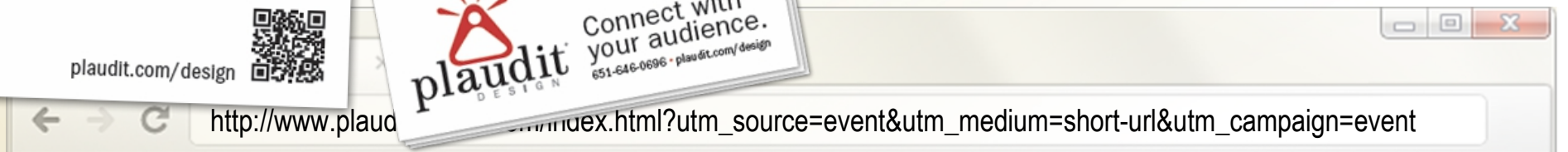
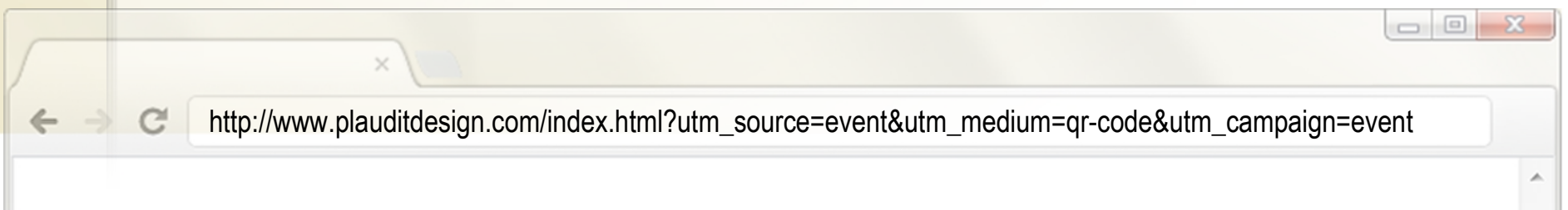
On a Brochure

- Short Vanity URL
- QR Code
- Track Separately





Measure Traffic Quality

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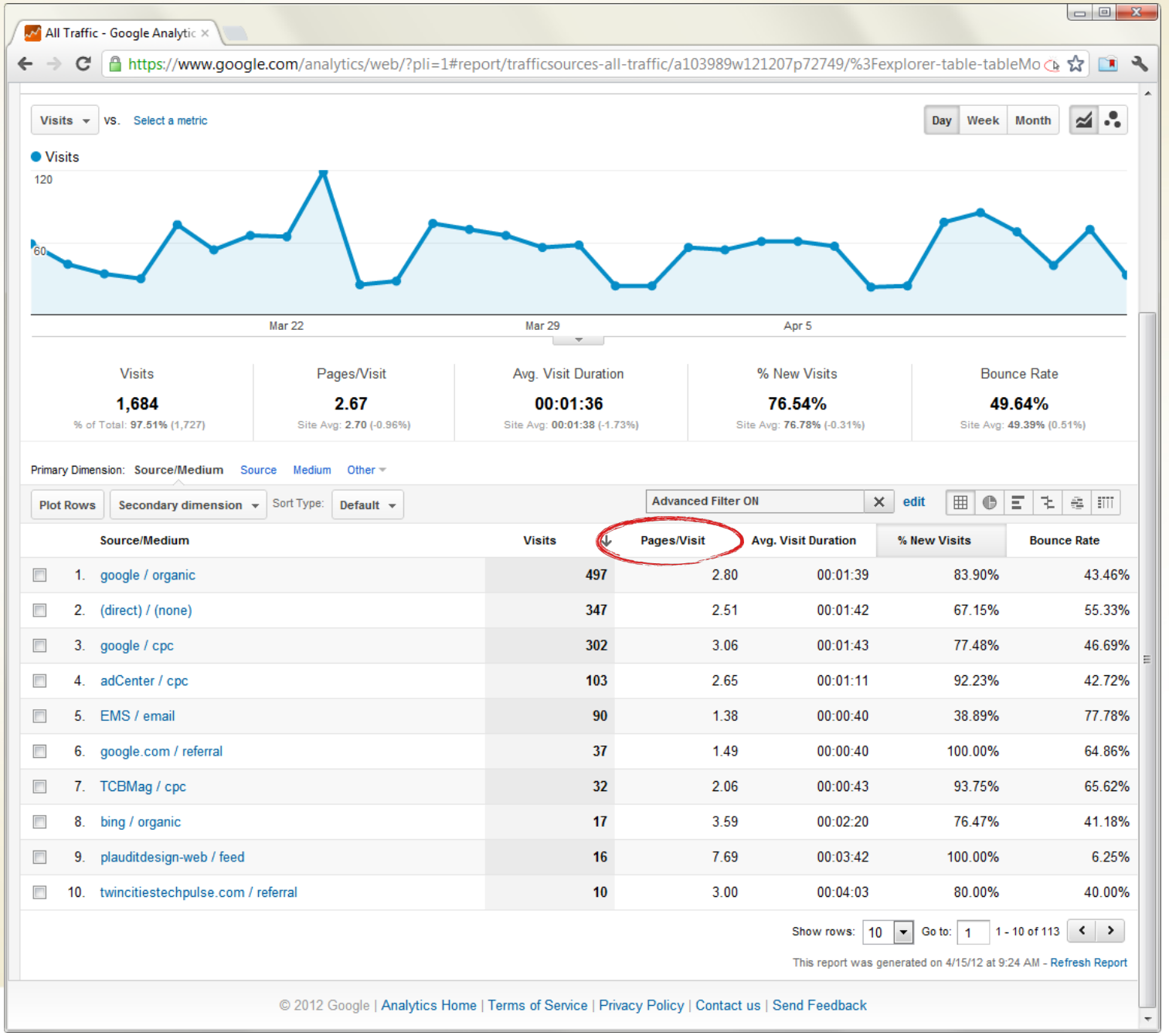
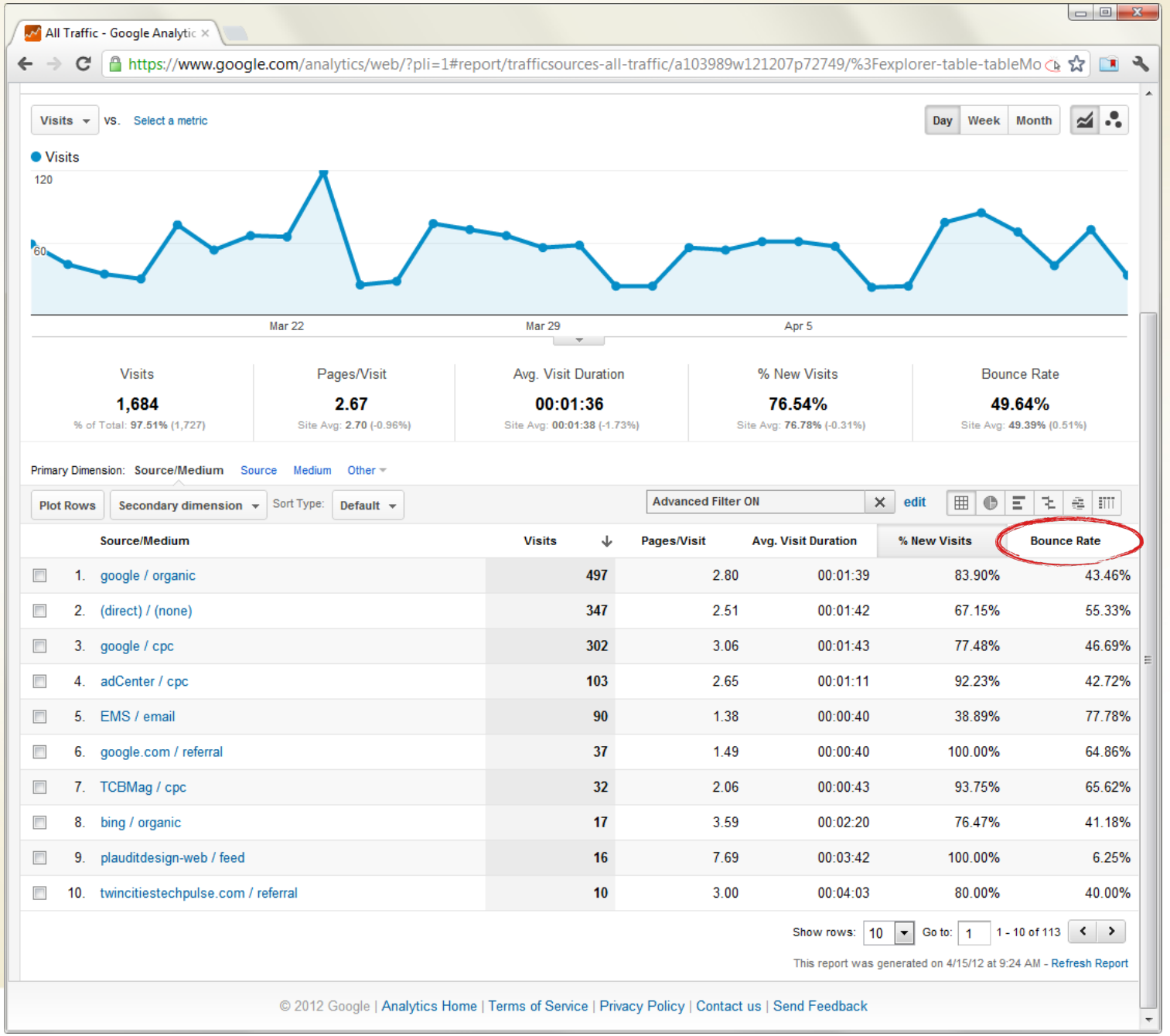
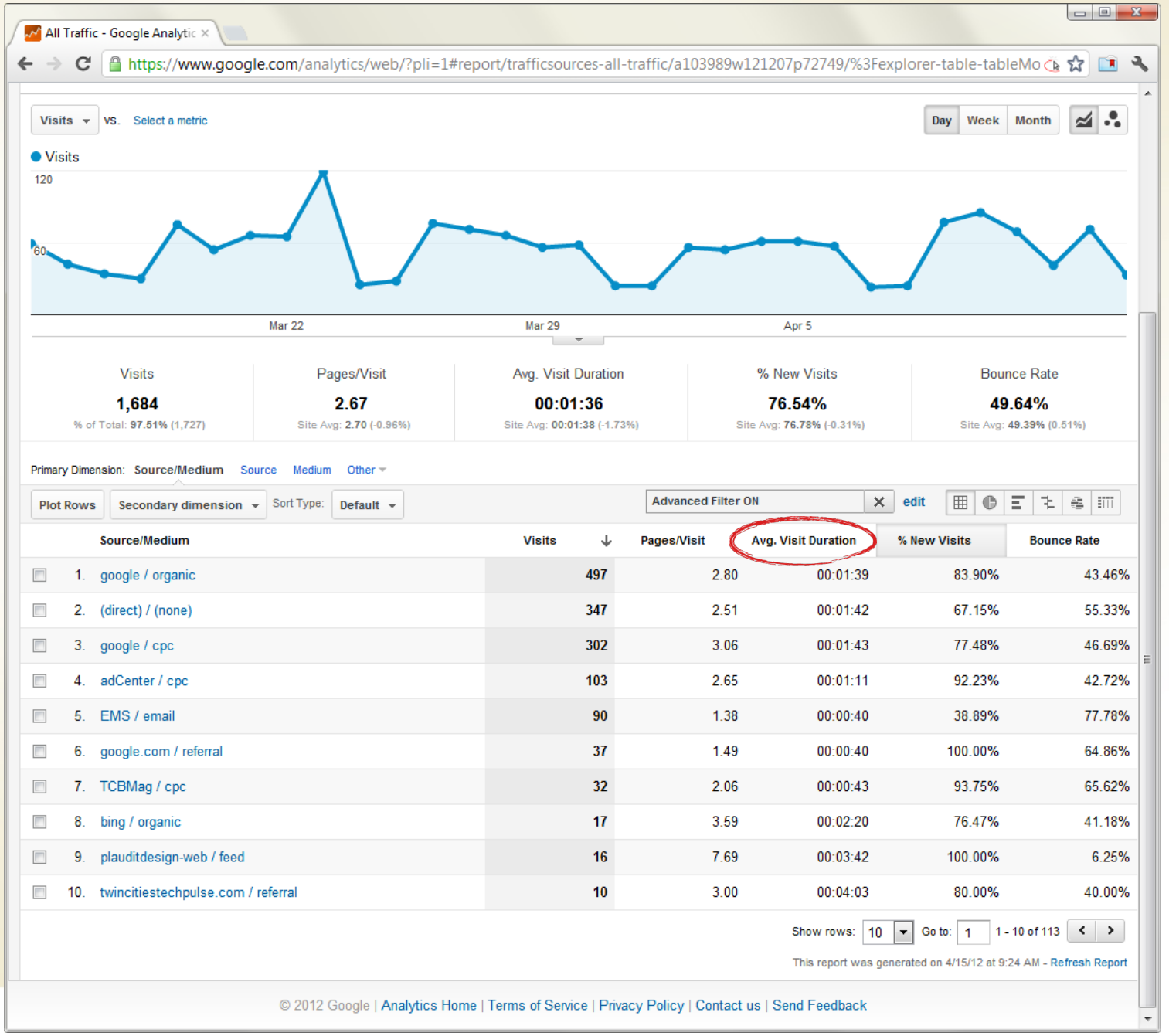
Value? Pages/Visit



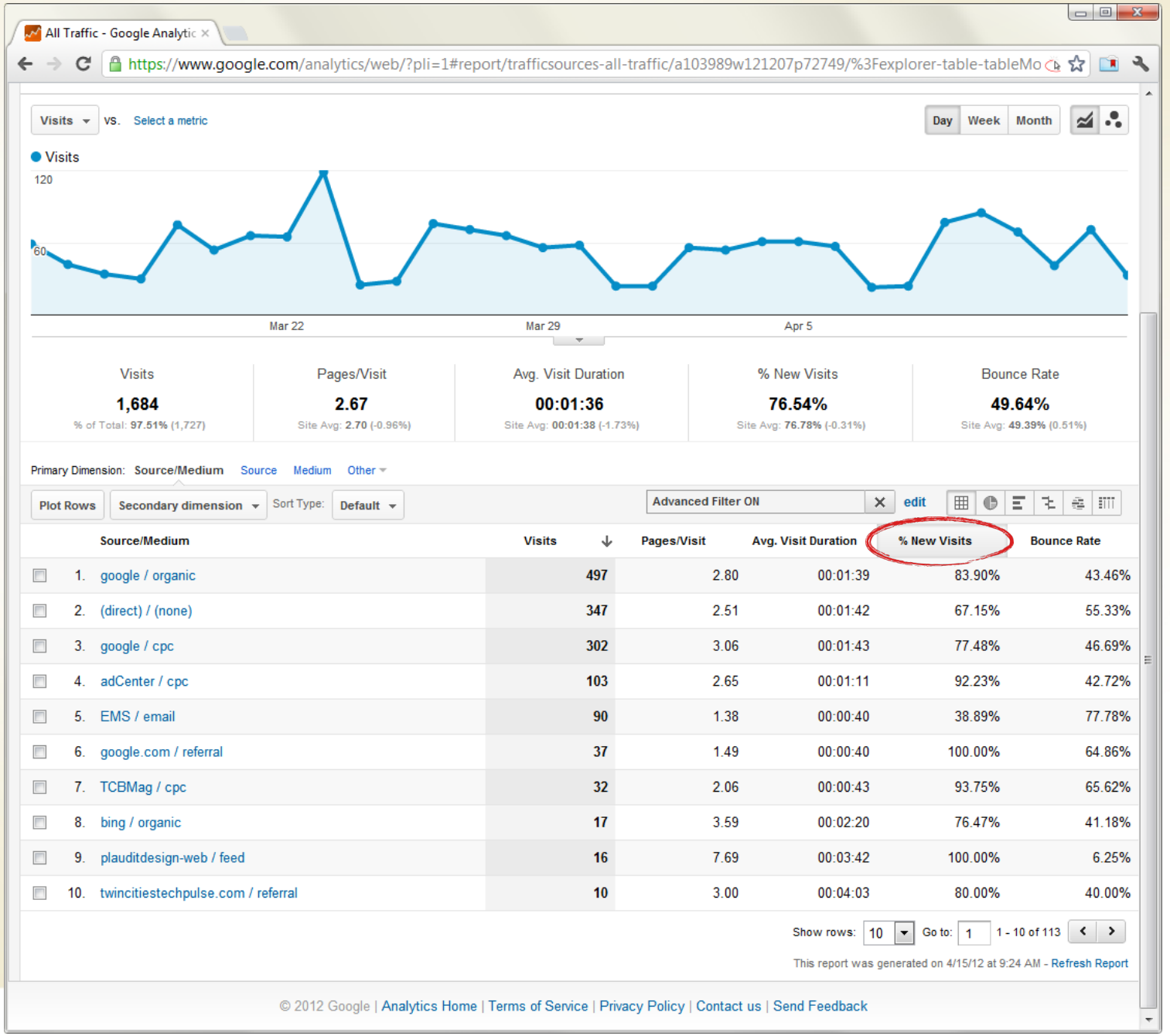
Value? Bounce Rate



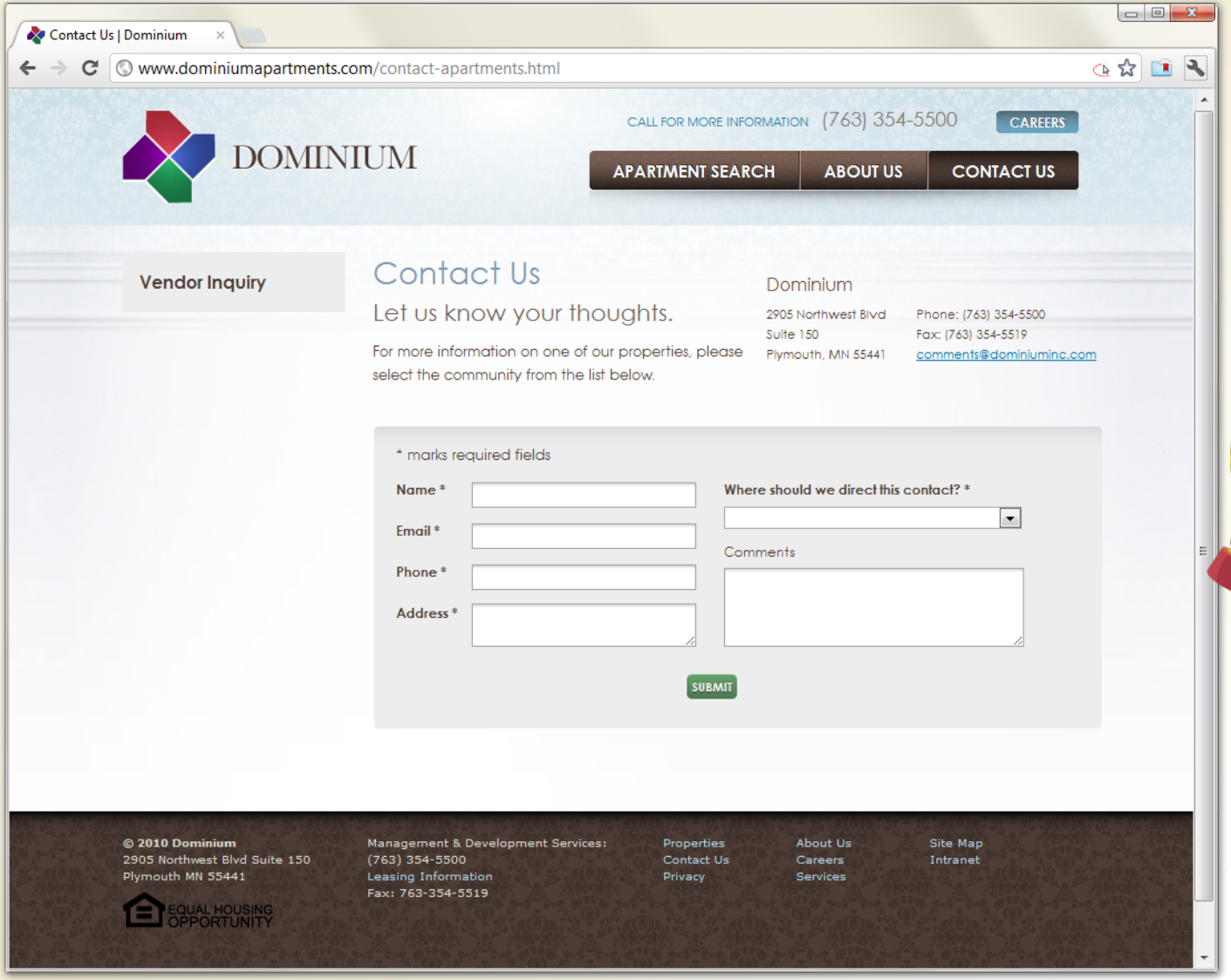
Value? Avg. Visit Duration



Value? % New Visits



Value? Goals



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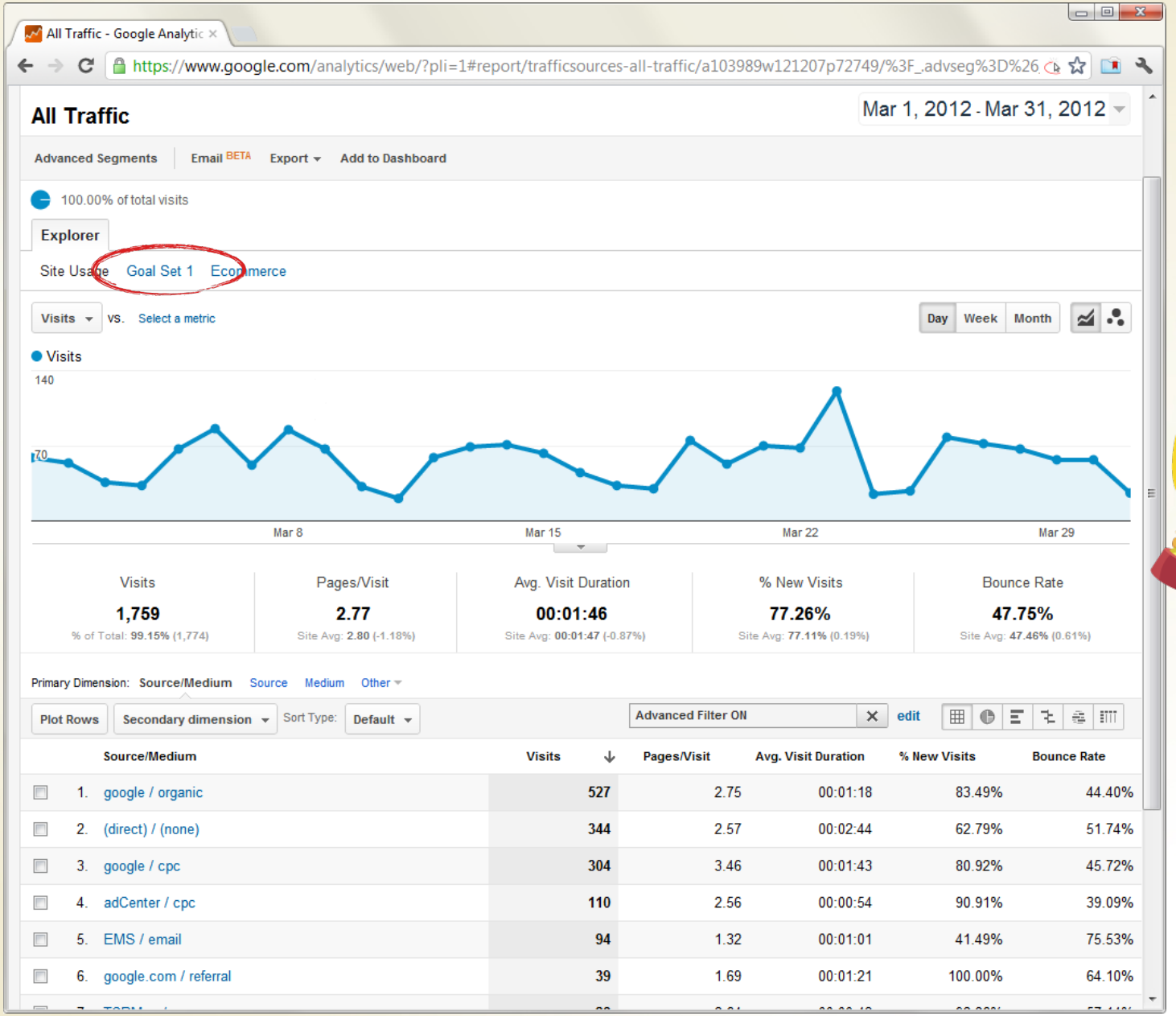
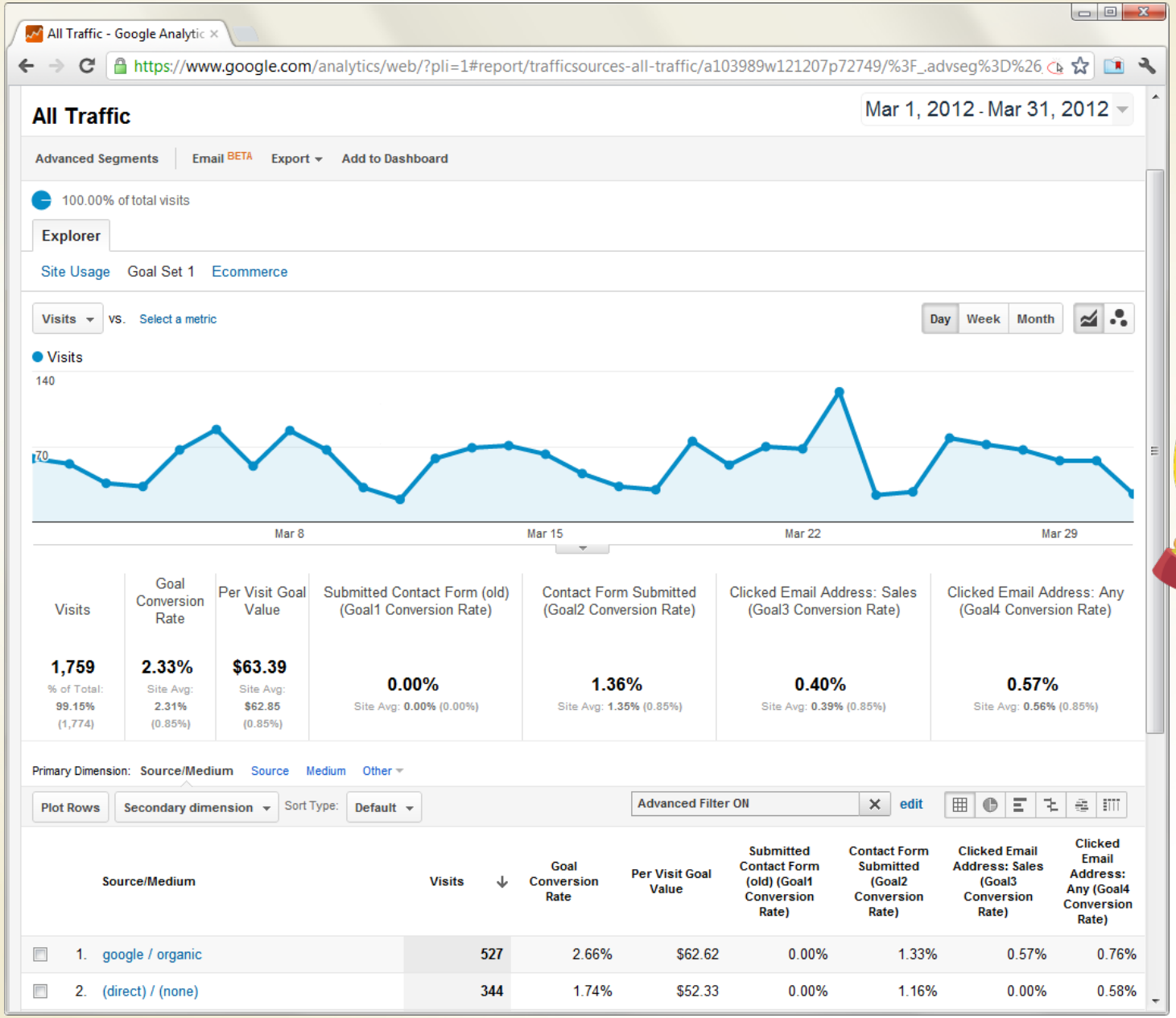
Goals: All Traffic



plaudit DESIGN

Goals: All Traffic



plaudit DESIGN

Goals: All Traffic

All Traffic - Google Analytic

https://www.google.com/analytics/web/?pli=1#report/trafficsources-all-traffic/a103989w121207p72749/%3F_.advseg%3D%26

Mar 8 | Mar 15 | Mar 22 | Mar 29

Visits	Goal Conversion Rate	Per Visit Goal Value	Submitted Contact Form (old) (Goal1 Conversion Rate)	Contact Form Submitted (Goal2 Conversion Rate)	Clicked Email Address: Sales (Goal3 Conversion Rate)	Clicked Email Address: Any (Goal4 Conversion Rate)
1,759 % of Total: 99.15% (1,774)	**2.33%** Site Avg: 2.31% (0.85%)	**$63.39** Site Avg: $62.85 (0.85%)	**0.00%** Site Avg: 0.00% (0.00%)	**1.36%** Site Avg: 1.35% (0.85%)	**0.40%** Site Avg: 0.39% (0.85%)	**0.57%** Site Avg: 0.56% (0.85%)

Primary Dimension: Source/Medium | Source | Medium | Other

Plot Rows | Secondary dimension | Sort Type: Default | Advanced Filter ON | edit

	Source/Medium	Visits	Goal Conversion Rate	Per Visit Goal Value	Submitted Contact Form (old) (Goal1 Conversion Rate)	Contact Form Submitted (Goal2 Conversion Rate)	Clicked Email Address: Sales (Goal3 Conversion Rate)	Clicked Email Address: Any (Goal4 Conversion Rate)
1.	google / organic	527	2.66%	$62.62	0.00%	1.33%	0.57%	0.76%
2.	(direct) / (none)	344	1.74%	$52.33	0.00%	1.16%	0.00%	0.58%
3.	google / cpc	304	2.63%	$118.42	0.00%	2.63%	0.00%	0.00%
4.	adCenter / cpc	110	0.91%	$40.91	0.00%	0.91%	0.00%	0.00%
5.	EMS / email	94	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%
6.	google.com / referral	39	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%
7.	TCBMag / cpc	28	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%
8.	cssbased.com / referral	15	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%
9.	plauditdesign-web / feed	15	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%
10.	bing / organic	14	0.00%	$0.00	0.00%	0.00%	0.00%	0.00%

Show rows: 10 | Go to: 1 | 1 - 10 of 115

This report was generated on 4/16/12 at 1:13 PM - Refresh Report

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Advanced Analytics

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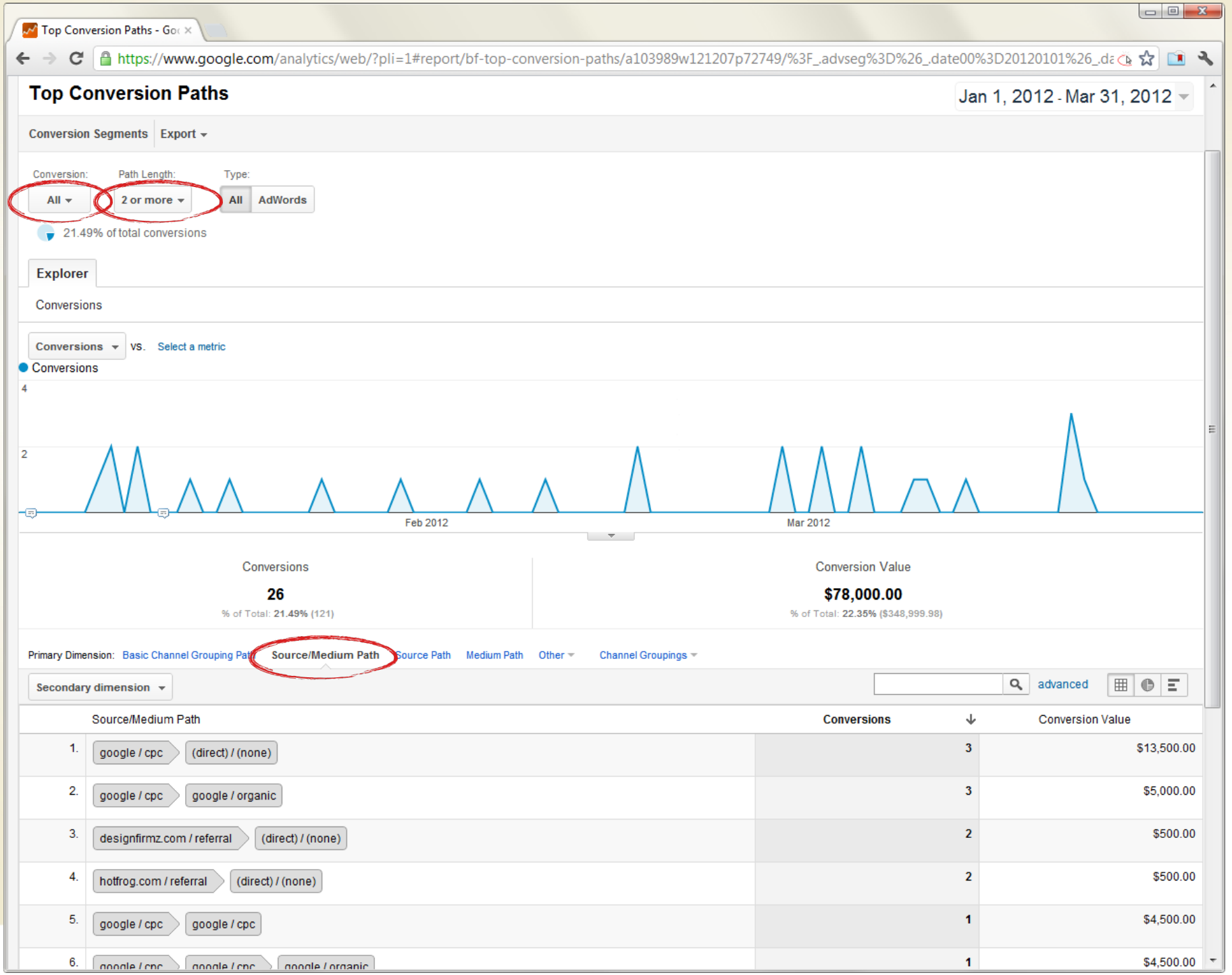
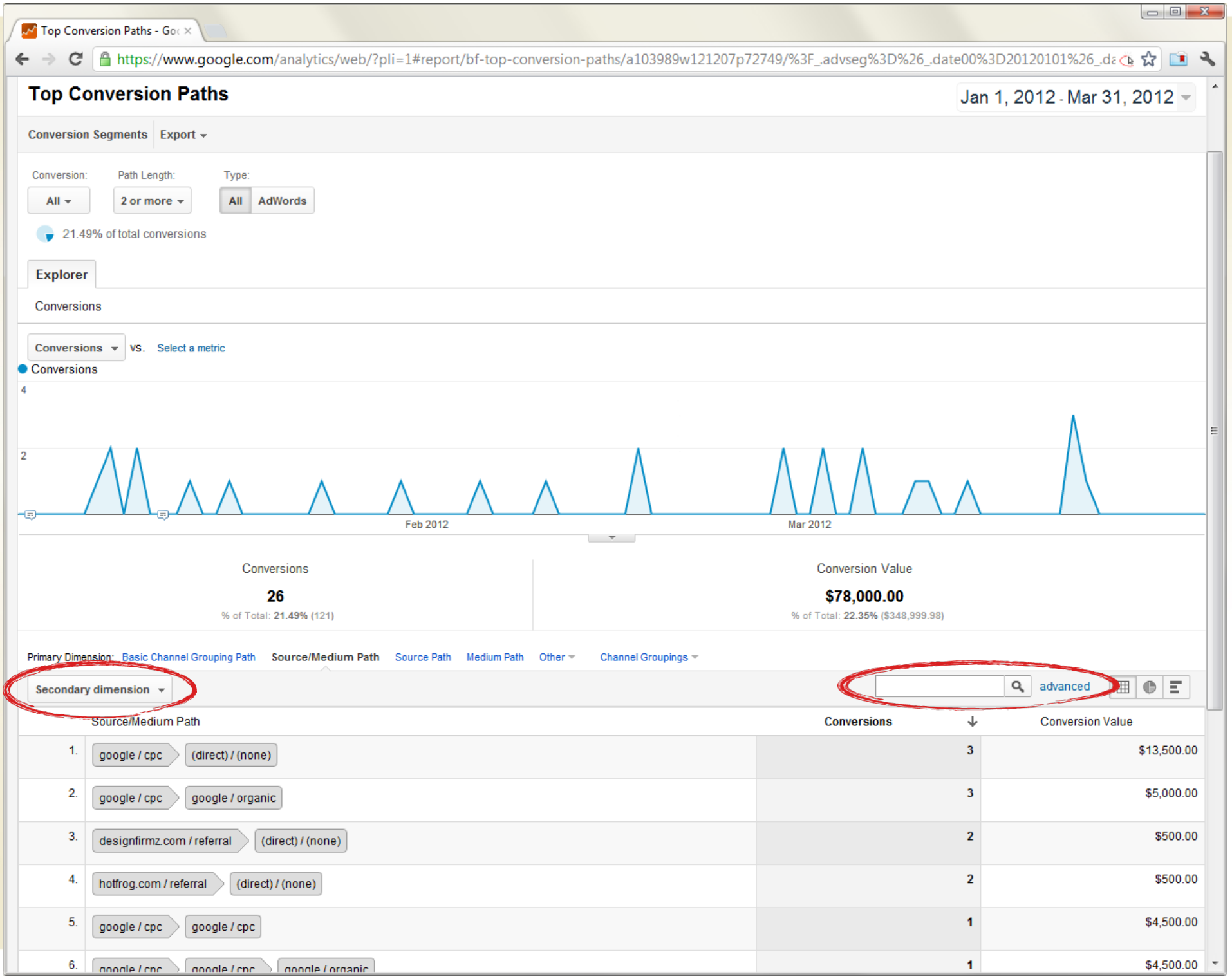
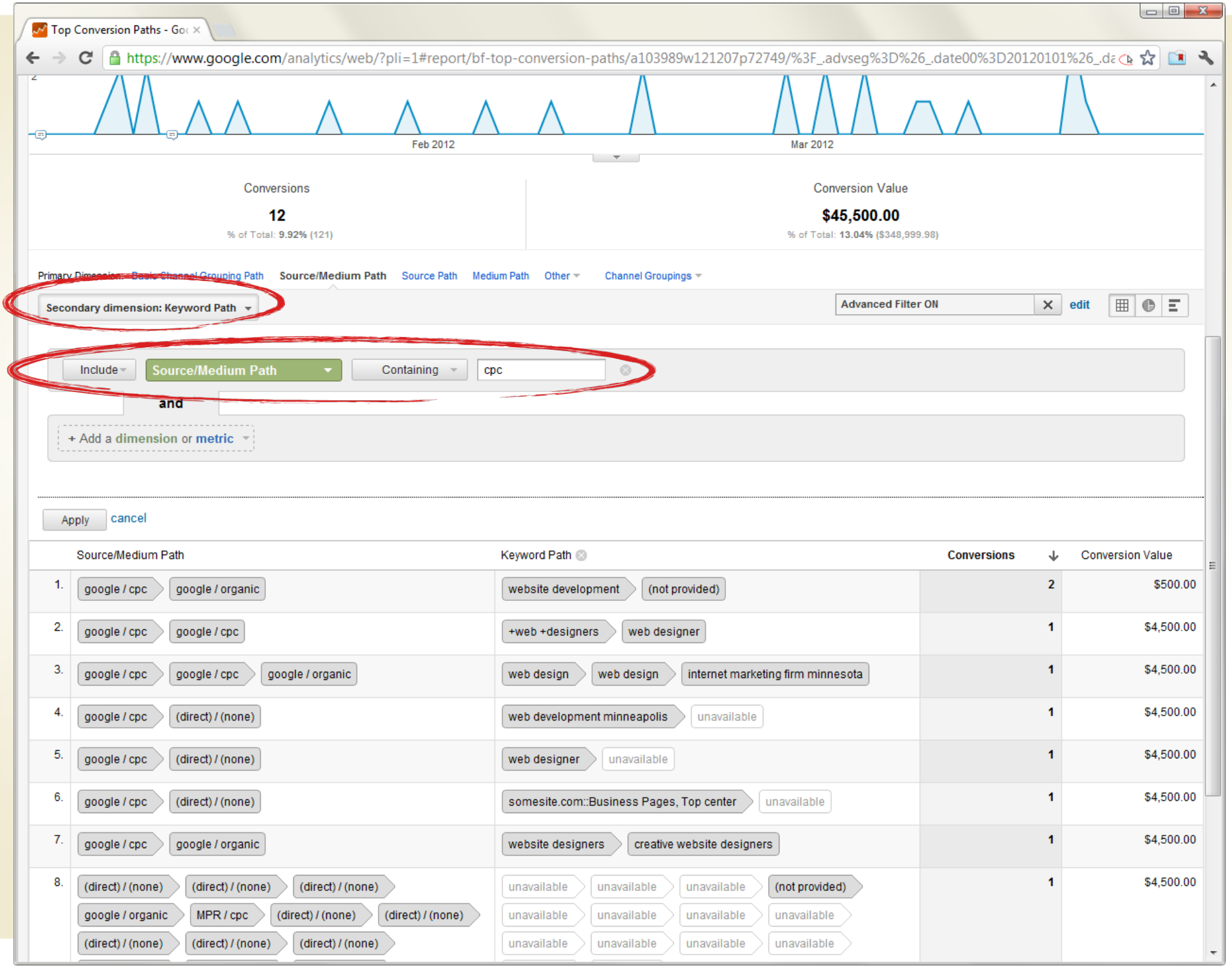
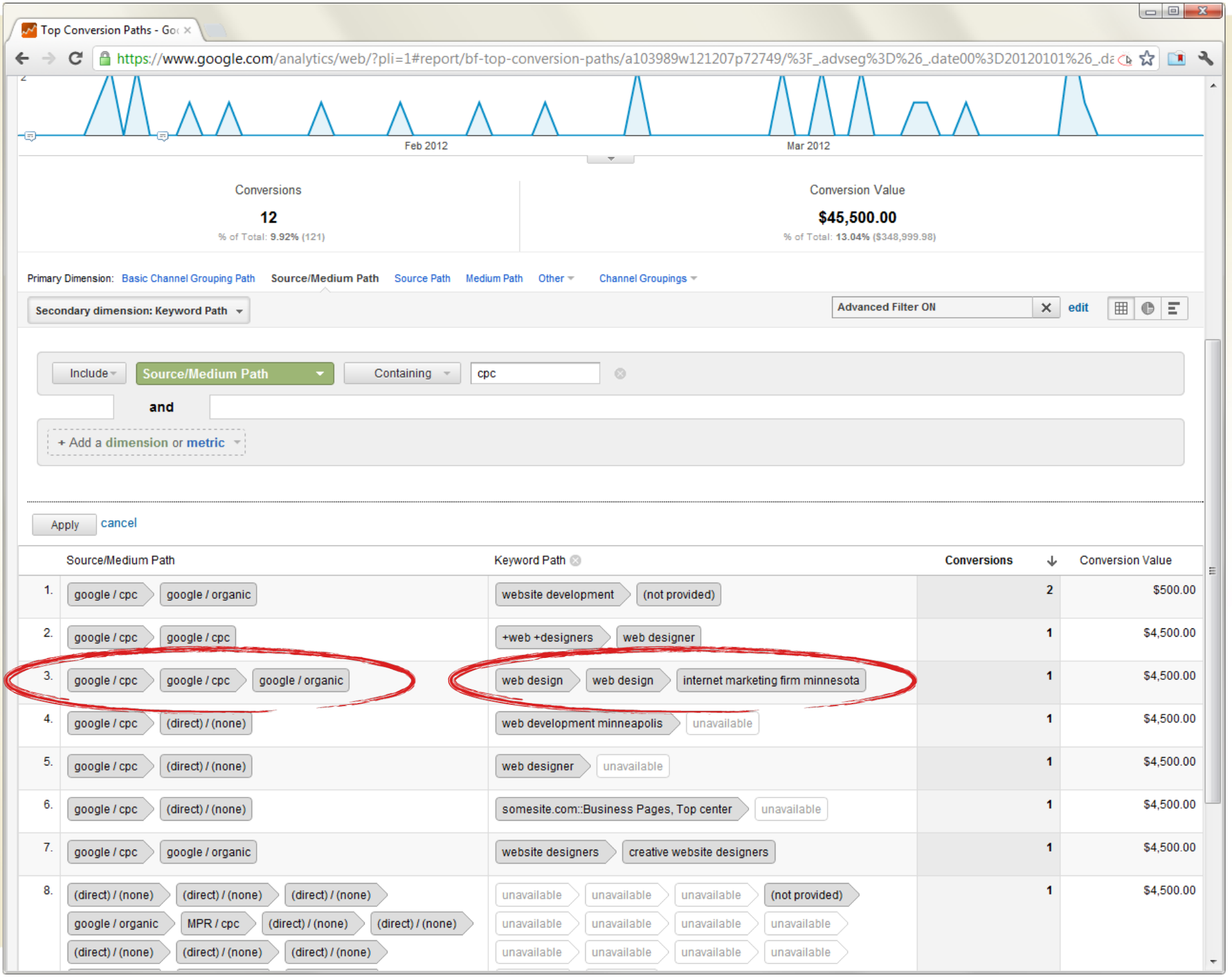
Multi-Channel Funnels > Top Conversion Paths



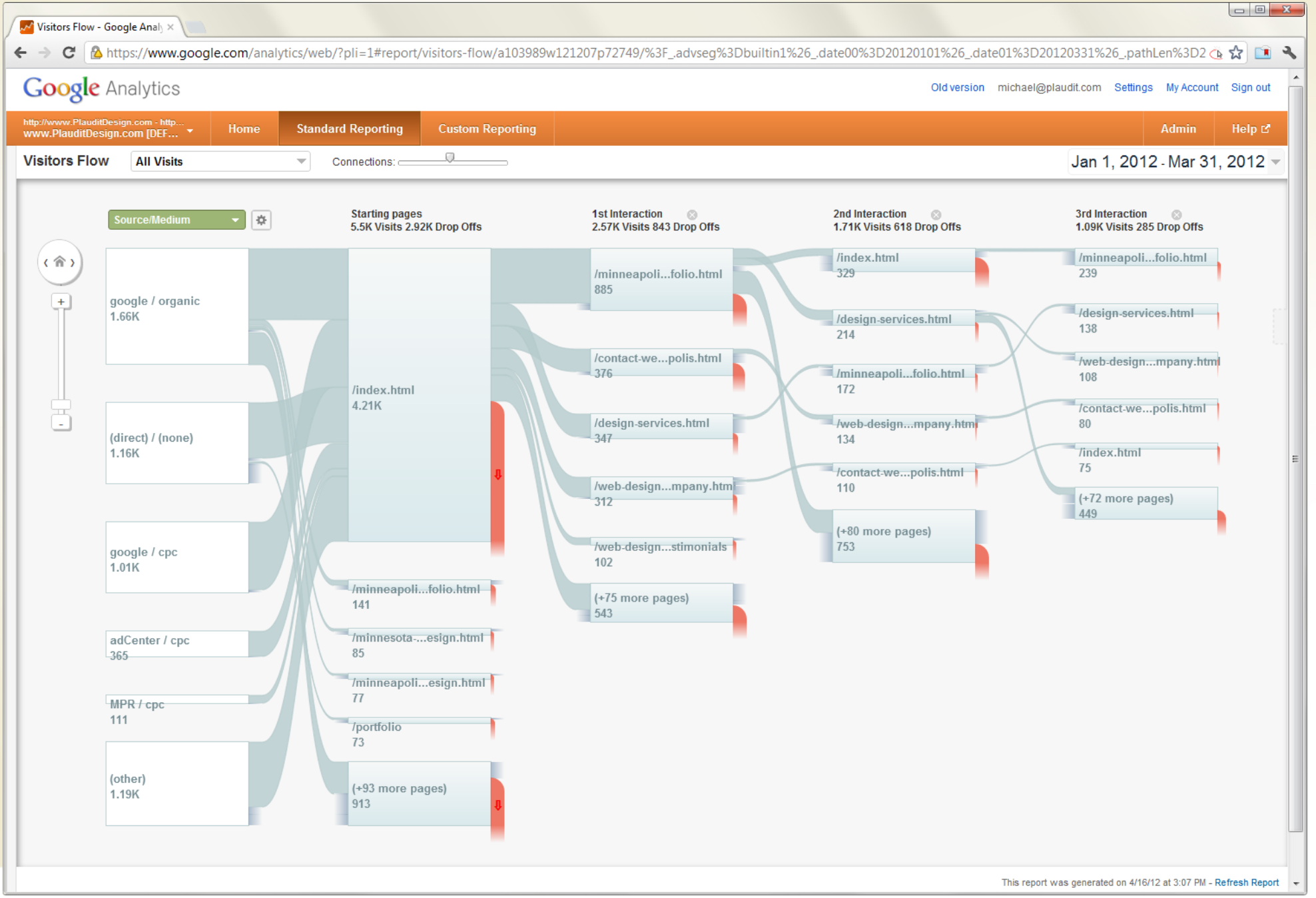

Top Conversion Paths - Goo
https://www.google.com/analytics/web/?pli=1#report/bf-top-conversion-paths/a103989w121207p72749/%3F_.advseg%3D%26_.date00%3D20120101%26_.da
Top Conversion Paths
Jan 1, 2012 - Mar 31, 2012
Conversion Segments
Export
Conversion:
All
Path Length:
2 or more
Type:
All
AdWords
21.49% of total conversions
Explorer
Conversions
Conversions
vs.
Select a metric
Conversions
4
2
Feb 2012
Mar 2012
Conversions
26
% of Total: 21.49% (121)
Conversion Value
$78,000.00
% of Total: 22.35% ($348,999.98)
Primary Dimension:
Basic Channel Grouping Path
Source/Medium Path
Source Path
Medium Path
Other
Channel Groupings
Secondary dimension
advanced
Source/Medium Path
Conversions
Conversion Value
1. google / cpc
(direct) / (none)
3
$13,500.00
2. google / cpc
google / organic
3
$5,000.00
3. designfirmz.com / referral
(direct) / (none)
2
$500.00
4. hotfrog.com / referral
(direct) / (none)
2
$500.00
5. google / cpc
google / cpc
1
$4,500.00
6. google / cpc
google / cpc
google / organic
1
$4,500.00



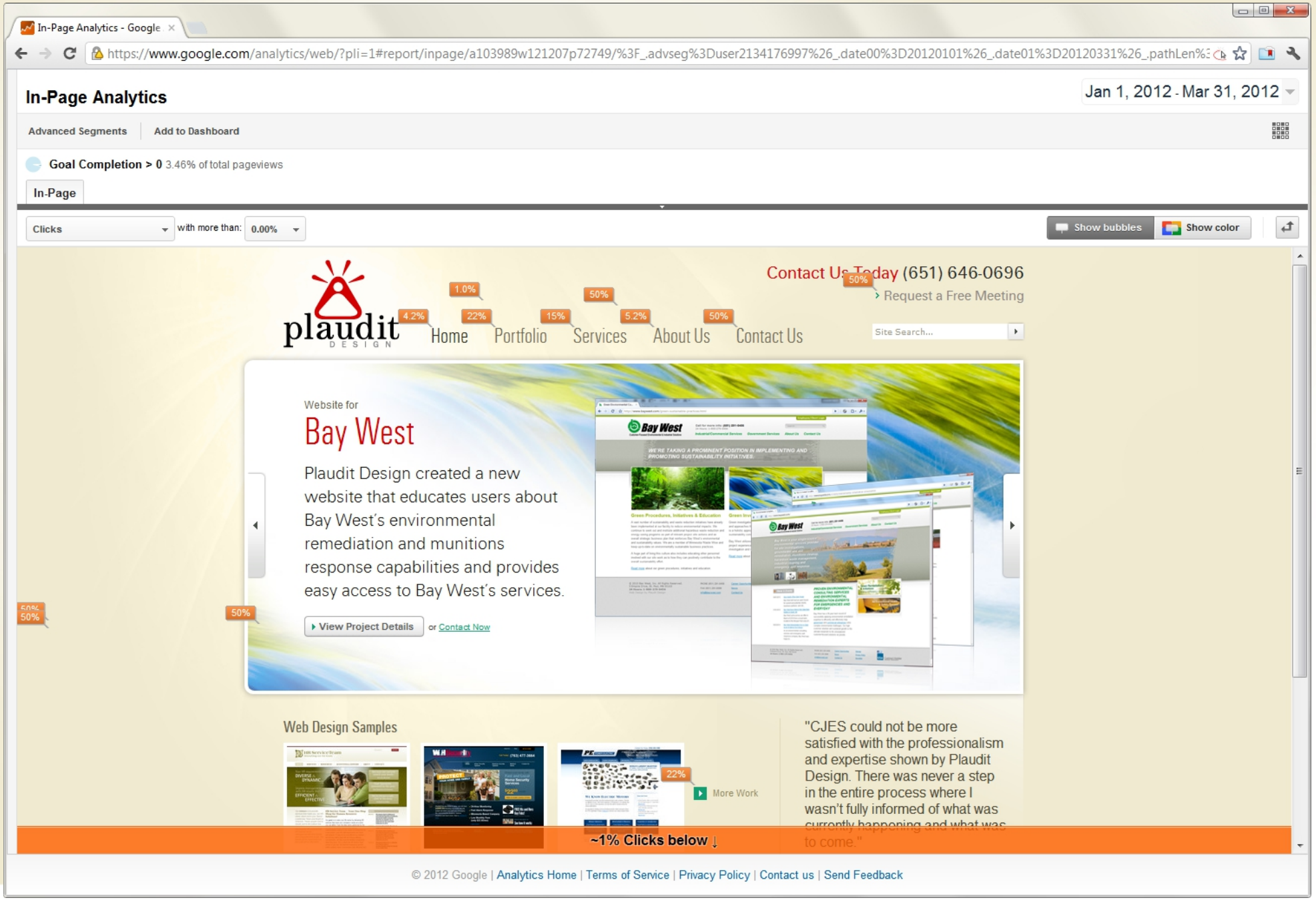
	Source/Medium Path	Keyword Path	Conversions ↓	Conversion Value
1.	google / cpc, google / organic	website development, (not provided)	2	$500.00
2.	google / cpc, google / cpc	+web +designers, web designer	1	$4,500.00
3.	google / cpc, google / cpc, google / organic	web design, web design, internet marketing firm minnesota	1	$4,500.00
4.	google / cpc, (direct) / (none)	web development minneapolis, unavailable	1	$4,500.00
5.	google / cpc, (direct) / (none)	web designer, unavailable	1	$4,500.00
6.	google / cpc, (direct) / (none)	somesite.com::Business Pages, Top center, unavailable	1	$4,500.00
7.	google / cpc, google / organic	website designers, creative website designers	1	$4,500.00
8.	(direct) / (none), (direct) / (none), (direct) / (none), google / organic, MPR / cpc, (direct) / (none), (direct) / (none), (direct) / (none), (direct) / (none), (direct) / (none)	unavailable, unavailable, unavailable, (not provided), unavailable, unavailable, unavailable, unavailable, unavailable, unavailable, unavailable, unavailable	1	$4,500.00


Top Conversion Paths - Go
https://www.google.com/analytics/web/?pli=1#report/bf-top-conversion-paths/a103989w121207p72749/%3F_.advseg%3D%26_.date00%3D20120101%26_.da
Feb 2012
Mar 2012
Conversions
12
% of Total: 9.92% (121)
Conversion Value
$45,500.00
% of Total: 13.04% ($348,999.98)
Primary Dimension: Basic Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings
Secondary dimension: Keyword Path
Advanced Filter ON
edit
Include
Source/Medium Path
Containing
cpc
and
+ Add a dimension or metric
Apply
cancel
Source/Medium Path
Keyword Path
Conversions
Conversion Value
1. google / cpc | google / organic | website development | (not provided) | 2 | $500.00
2. google / cpc | google / cpc | +web +designers | web designer | 1 | $4,500.00
3. google / cpc | google / cpc | google / organic | web design | web design | internet marketing firm minnesota | 1 | $4,500.00
4. google / cpc | (direct) / (none) | web development minneapolis | unavailable | 1 | $4,500.00
5. google / cpc | (direct) / (none) | web designer | unavailable | 1 | $4,500.00
6. google / cpc | (direct) / (none) | somesite.com::Business Pages, Top center | unavailable | 1 | $4,500.00
7. google / cpc | google / organic | website designers | creative website designers | 1 | $4,500.00
8. (direct) / (none) | (direct) / (none) | (direct) / (none) | google / organic | MPR / cpc | (direct) / (none) | (direct) / (none) | (direct) / (none) | (direct) / (none) | (direct) / (none) | unavailable | unavailable | unavailable | (not provided) | unavailable | unavailable | unavailable | unavailable | unavailable | unavailable | unavailable | unavailable | 1 | $4,500.00

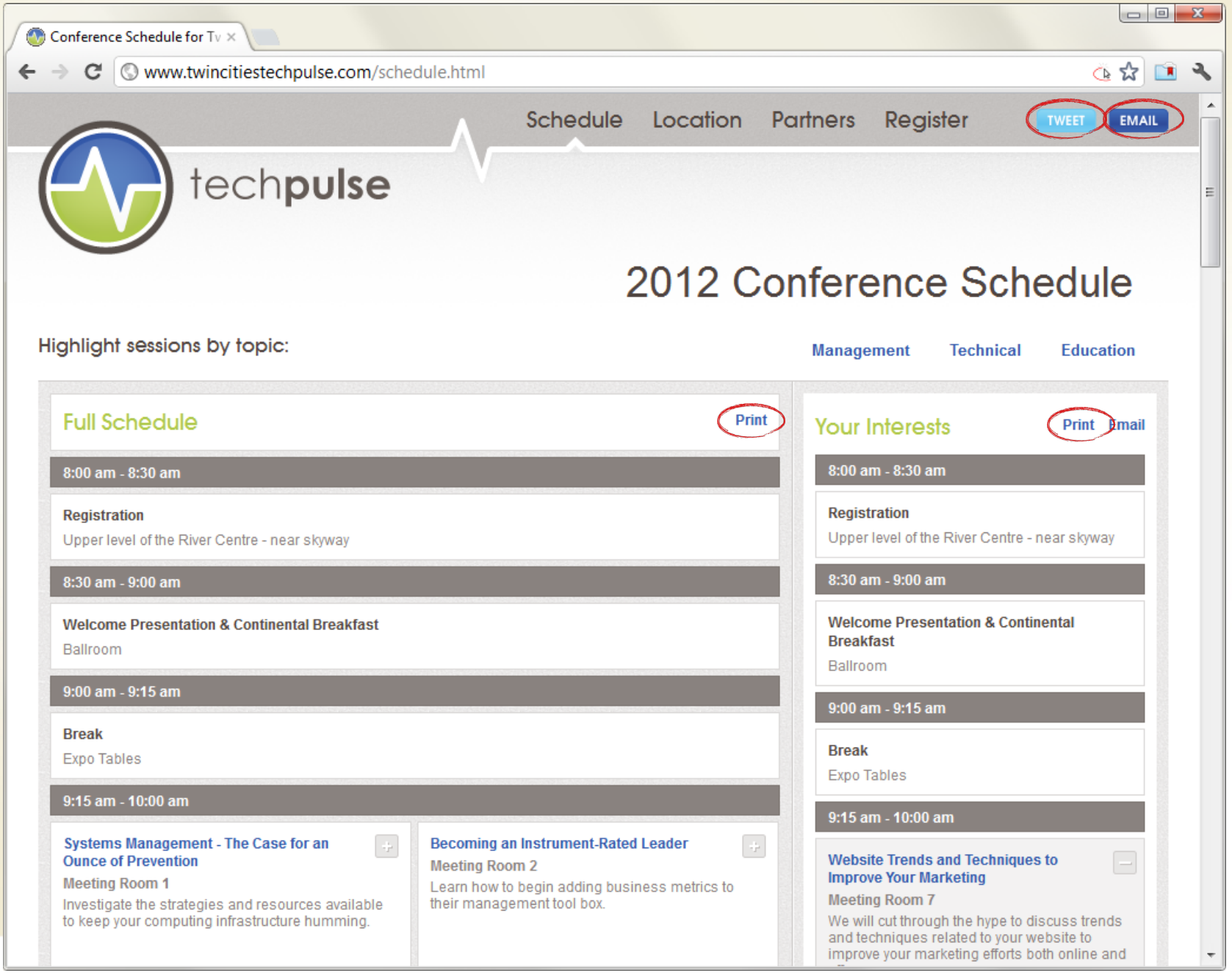
Visitor Flow with Advanced Segmenting



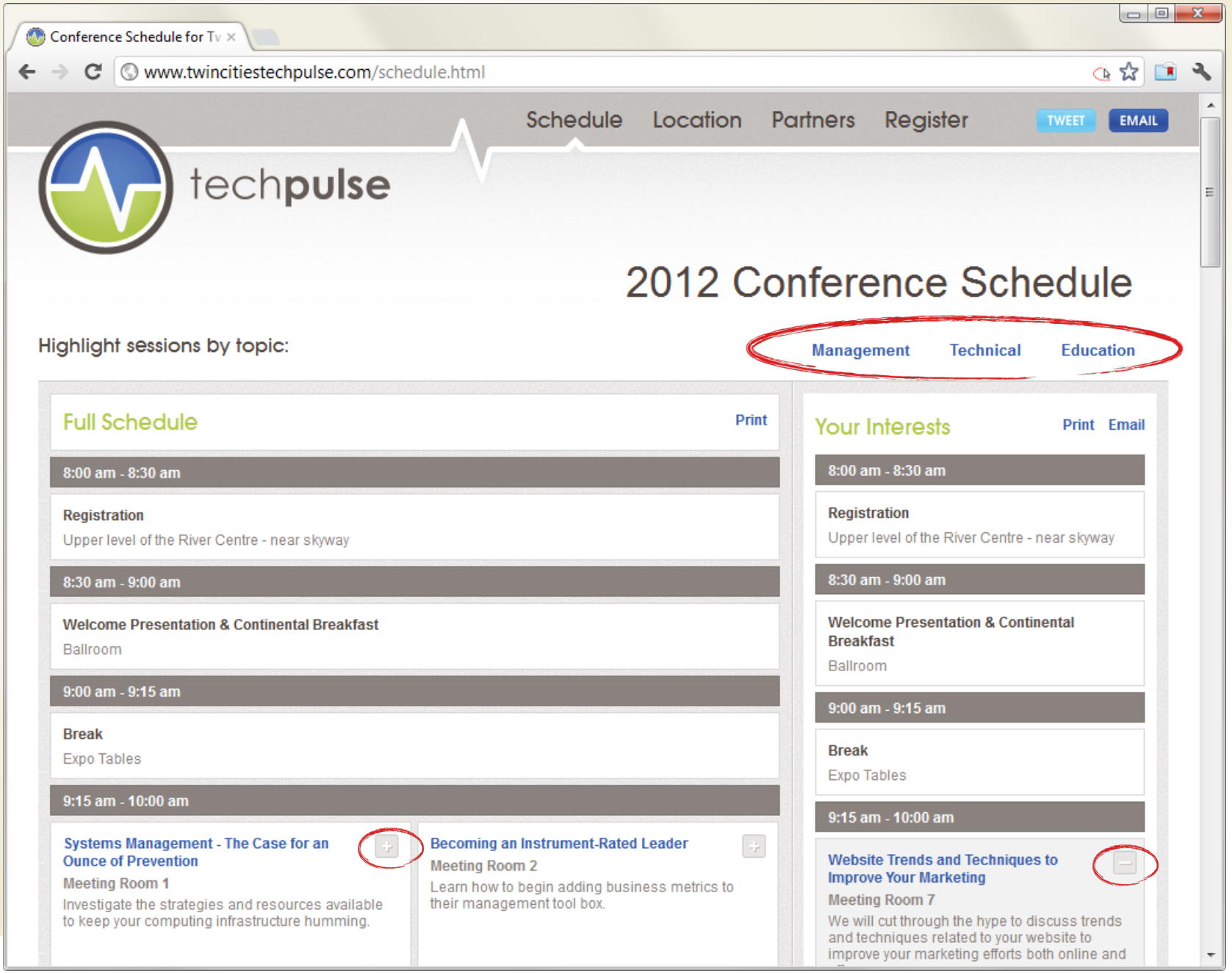
In-Page Analytics



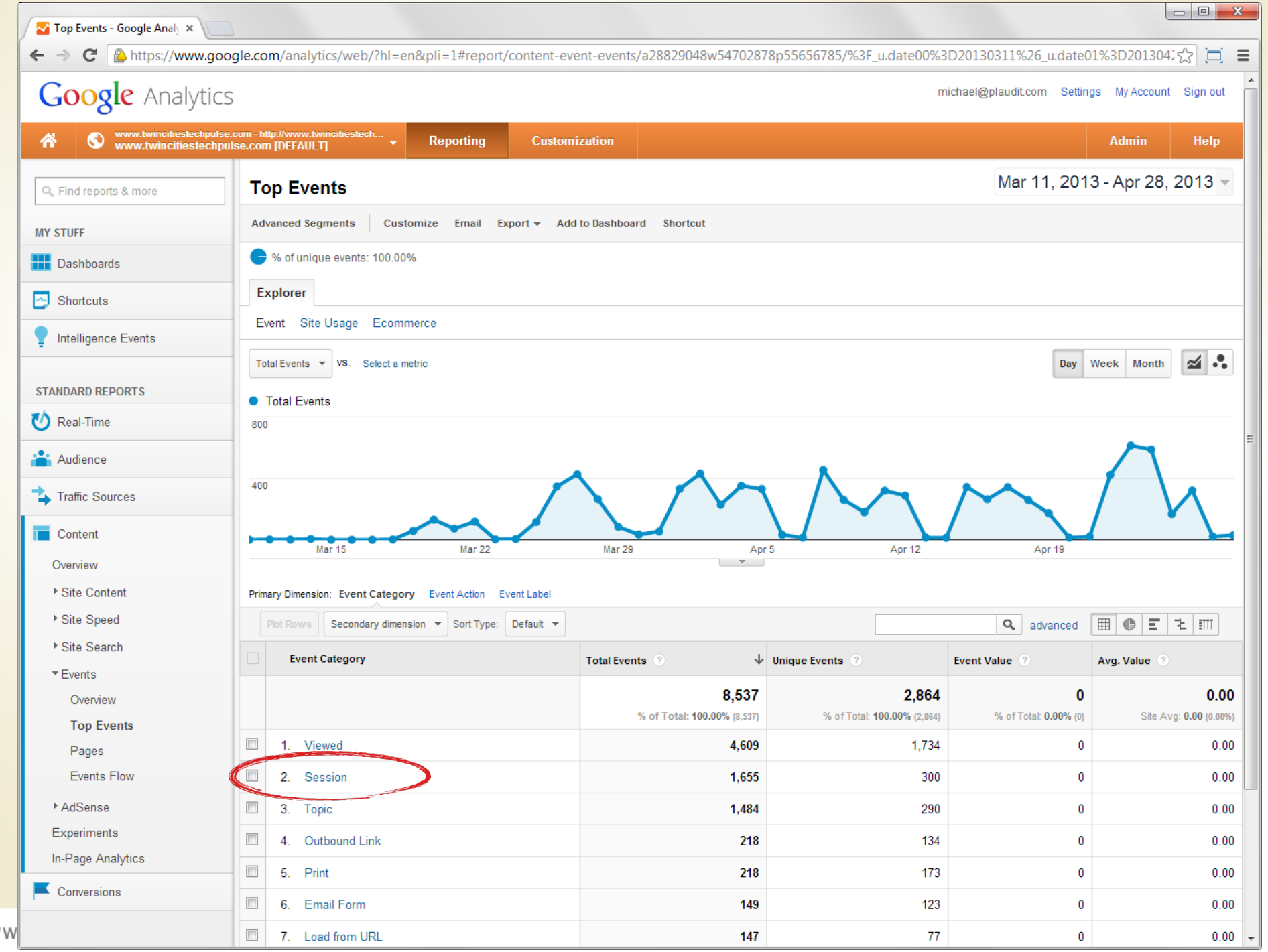
Events: Measuring Interaction



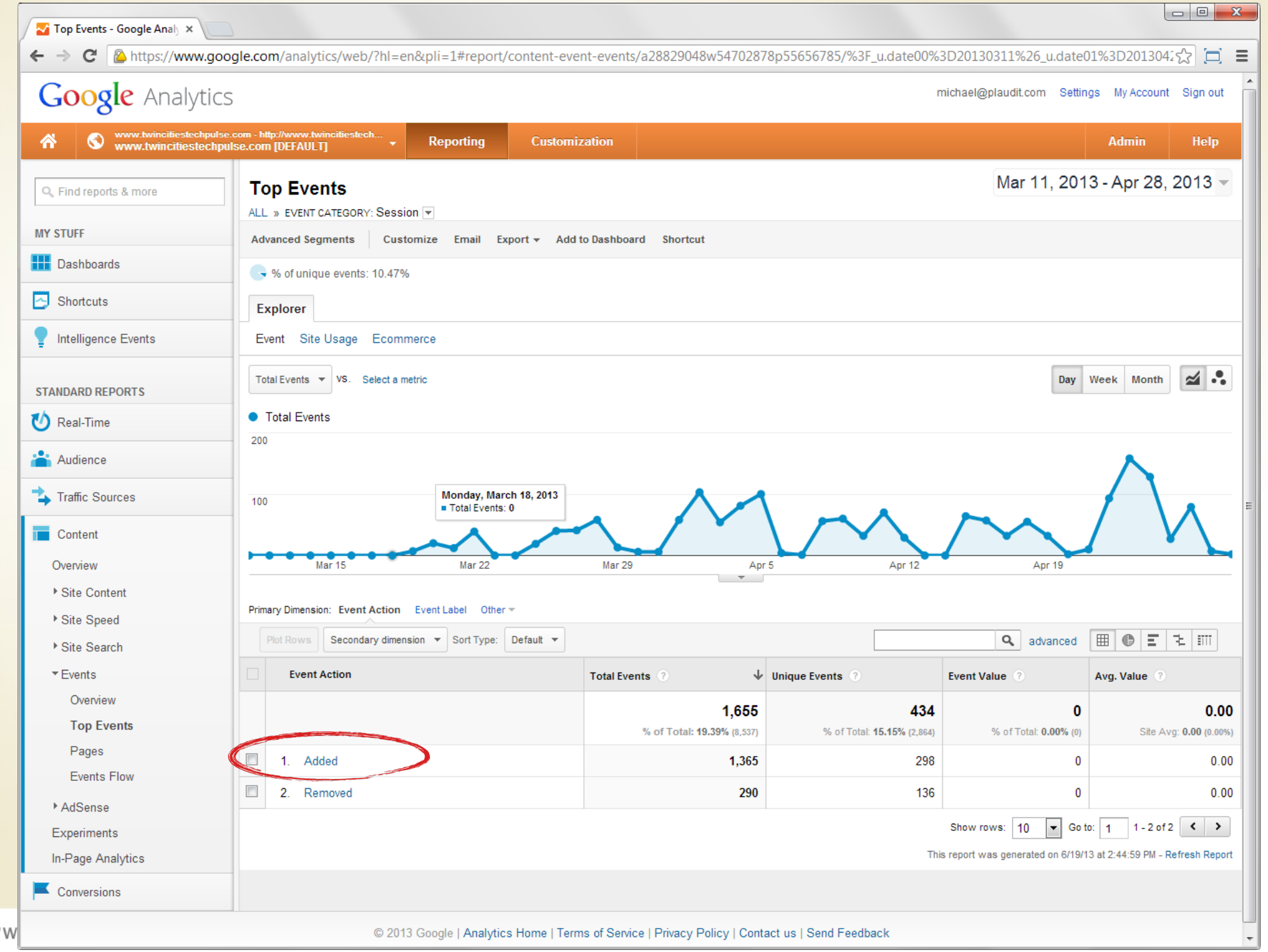
Events: Measuring Interaction



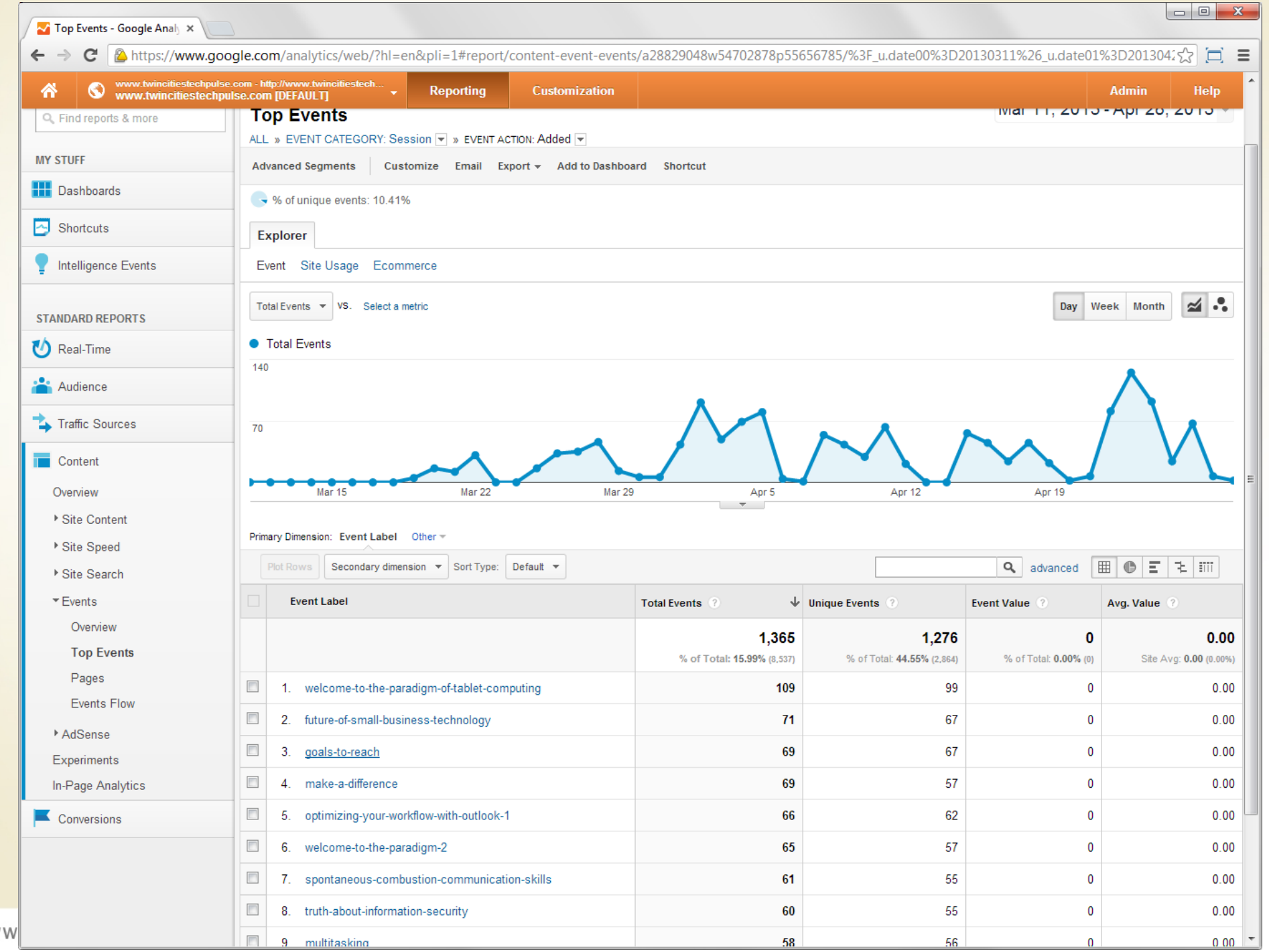
Top Events


Top Events - Google Anal
https://www.google.com/analytics/web/?hl=en&pli=1#report/content-event-events/a28829048w54702878p55656785/%3F_u.date00%3D20130311%26_u.date01%3D201304
Google Analytics
michael@plaudit.com Settings My Account Sign out
www.twincitiestechpulse.com - http://www.twincitiestech...
www.twincitiestechpulse.com [DEFAULT]
Reporting
Customization
Admin
Help
Find reports & more
MY STUFF
Dashboards
Shortcuts
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Traffic Sources
Content
Overview
Site Content
Site Speed
Site Search
Events
Overview
Top Events
Pages
Events Flow
AdSense
Experiments
In-Page Analytics
Conversions
Top Events
Mar 11, 2013 - Apr 28, 2013
Advanced Segments
Customize
Email
Export
Add to Dashboard
Shortcut
% of unique events: 100.00%
Explorer
Event
Site Usage
Ecommerce
Total Events
vs.
Select a metric
Day
Week
Month
Total Events
800
400
Mar 15
Mar 22
Mar 29
Apr 5
Apr 12
Apr 19
Primary Dimension: Event Category
Event Action
Event Label
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Event Category
Total Events
Unique Events
Event Value
Avg. Value
8,537
% of Total: 100.00% (8,537)
2,864
% of Total: 100.00% (2,864)
0
% of Total: 0.00% (0)
0.00
Site Avg: 0.00 (0.00%)
1. Viewed 4,609 1,734 0 0.00
2. Session 1,655 300 0 0.00
3. Topic 1,484 290 0 0.00
4. Outbound Link 218 134 0 0.00
5. Print 218 173 0 0.00
6. Email Form 149 123 0 0.00
7. Load from URL 147 77 0 0.00

Top Events


Top Events - Google Anal
https://www.google.com/analytics/web/?hl=en&pli=1#report/content-event-events/a28829048w54702878p55656785/%3F_u.date00%3D20130311%26_u.date01%3D201304
Google Analytics
michael@plaudit.com Settings My Account Sign out
www.twincitiestechpulse.com [DEFAULT]
Reporting
Customization
Admin
Help
Find reports & more
MY STUFF
Dashboards
Shortcuts
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Traffic Sources
Content
Overview
Site Content
Site Speed
Site Search
Events
Overview
Top Events
Pages
Events Flow
AdSense
Experiments
In-Page Analytics
Conversions
Top Events
Mar 11, 2013 - Apr 28, 2013
ALL » EVENT CATEGORY: Session
Advanced Segments
Customize
Email
Export
Add to Dashboard
Shortcut
% of unique events: 10.47%
Explorer
Event
Site Usage
Ecommerce
Total Events
vs.
Select a metric
Day
Week
Month
Total Events
200
100
Monday, March 18, 2013
Total Events: 0
Mar 15
Mar 22
Mar 29
Apr 5
Apr 12
Apr 19
Primary Dimension: Event Action
Event Label
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Event Action
Total Events
Unique Events
Event Value
Avg. Value
1,655
% of Total: 19.39% (8,537)
434
% of Total: 15.15% (2,864)
0
% of Total: 0.00% (0)
0.00
Site Avg: 0.00 (0.00%)
1. Added
1,365
298
0
0.00
2. Removed
290
136
0
0.00
Show rows:
10
Go to:
1
1 - 2 of 2
This report was generated on 6/19/13 at 2:44:59 PM - Refresh Report
© 2013 Google | Analytics Home | Terms of Service | Privacy Policy | Contact us | Send Feedback

Top Events


Top Events - Google Anal
https://www.google.com/analytics/web/?hl=en&pli=1#report/content-event-events/a28829048w54702878p55656785/%3F_u.date00%3D20130311%26_u.date01%3D201304
www.twincitiestechpulse.com - http://www.twincitiestech...
www.twincitiestechpulse.com [DEFAULT]
Reporting
Customization
Admin
Help
Find reports & more
MY STUFF
Dashboards
Shortcuts
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Traffic Sources
Content
Overview
Site Content
Site Speed
Site Search
Events
Overview
Top Events
Pages
Events Flow
AdSense
Experiments
In-Page Analytics
Conversions
Top Events
ALL » EVENT CATEGORY: Session » EVENT ACTION: Added
Advanced Segments
Customize
Email
Export
Add to Dashboard
Shortcut
% of unique events: 10.41%
Explorer
Event
Site Usage
Ecommerce
Total Events
vs.
Select a metric
Day
Week
Month
Total Events
140
70
Mar 15
Mar 22
Mar 29
Apr 5
Apr 12
Apr 19
Primary Dimension: Event Label
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Event Label
Total Events
Unique Events
Event Value
Avg. Value
1,365
% of Total: 15.99% (8,537)
1,276
% of Total: 44.55% (2,864)
0
% of Total: 0.00% (0)
0.00
Site Avg: 0.00 (0.00%)
1. welcome-to-the-paradigm-of-tablet-computing 109 99 0 0.00
2. future-of-small-business-technology 71 67 0 0.00
3. goals-to-reach 69 67 0 0.00
4. make-a-difference 69 57 0 0.00
5. optimizing-your-workflow-with-outlook-1 66 62 0 0.00
6. welcome-to-the-paradigm-2 65 57 0 0.00
7. spontaneous-combustion-communication-skills 61 55 0 0.00
8. truth-about-information-security 60 55 0 0.00
9. multitasking 58 56 0 0.00

And much, much more...

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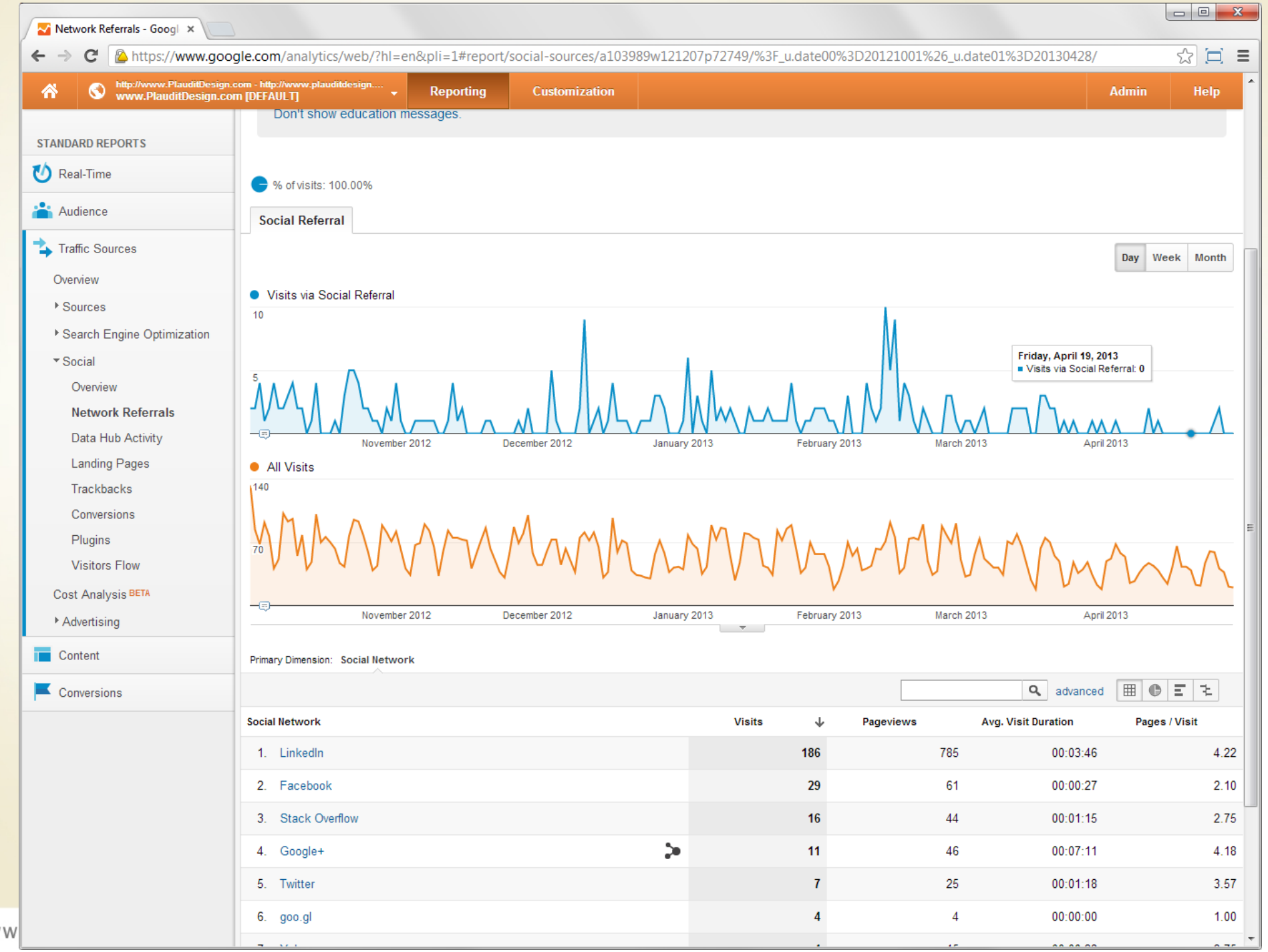
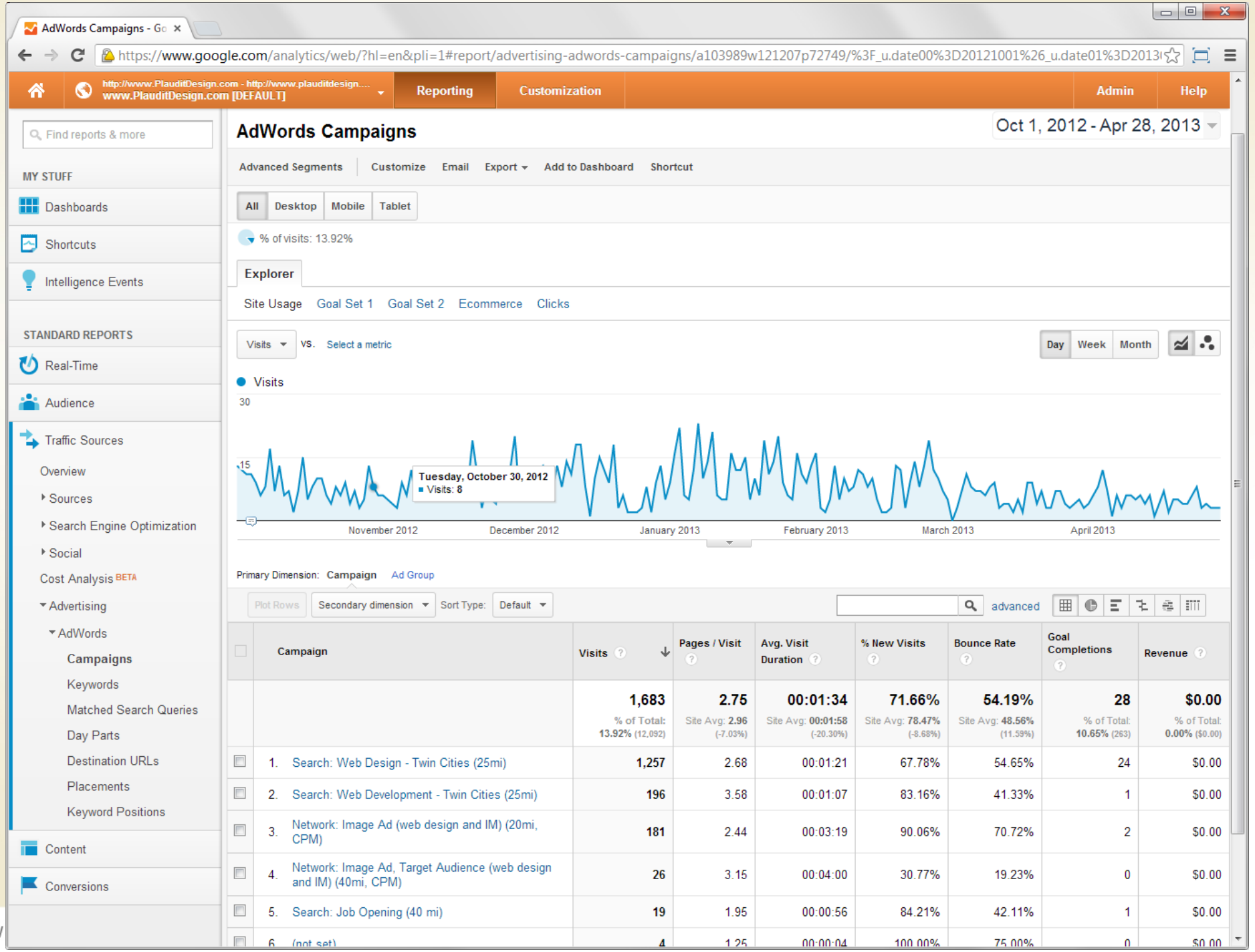
Social

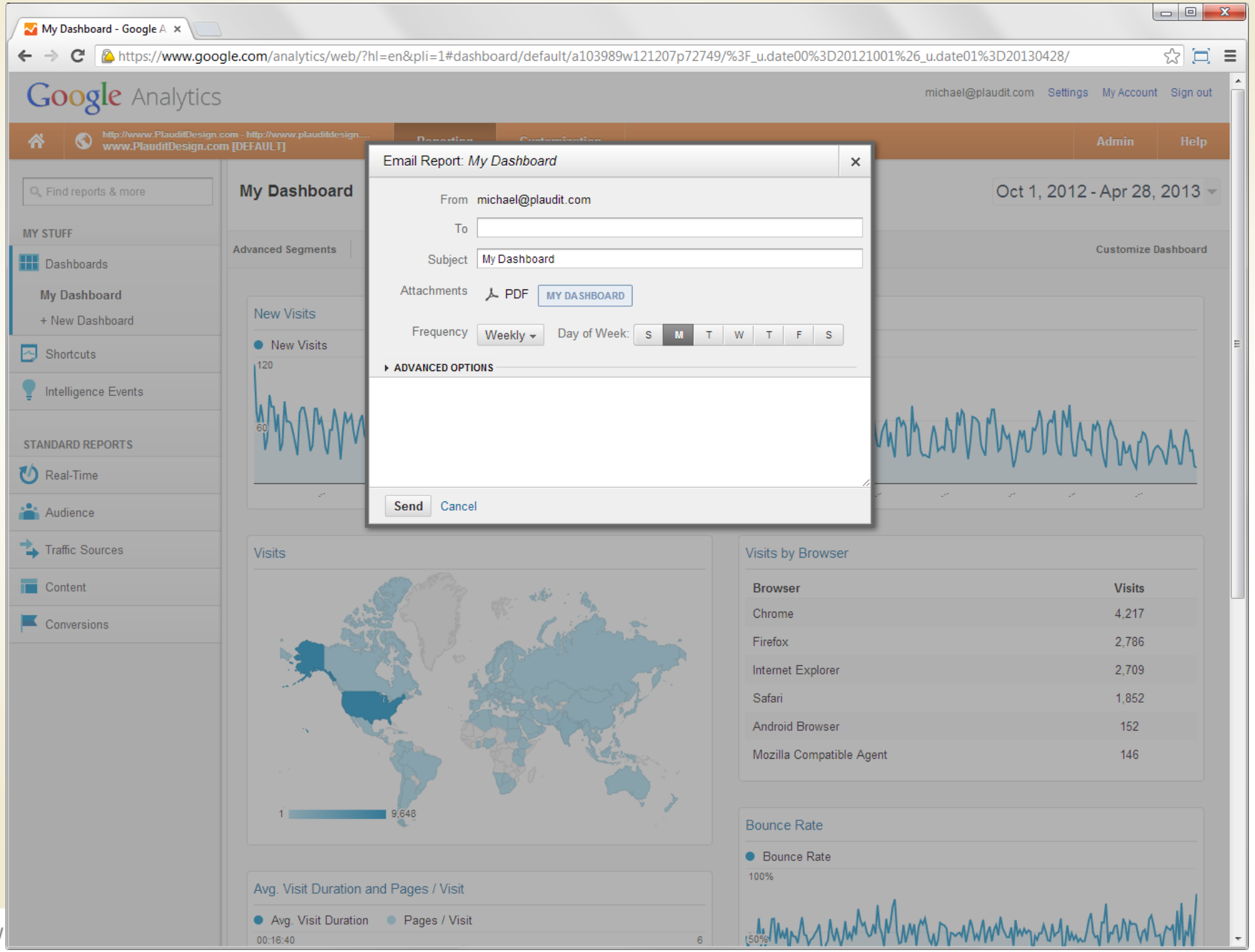

Network Referrals - Googl
https://www.google.com/analytics/web/?hl=en&pli=1#report/social-sources/a103989w121207p72749/%3F_u.date00%3D20121001%26_u.date01%3D20130428/
http://www.PlauditDesign.com - http://www.plauditdesign....
www.PlauditDesign.com [DEFAULT]
Reporting
Customization
Admin
Help
Don't show education messages.
STANDARD REPORTS
Real-Time
Audience
Traffic Sources
Overview
Sources
Search Engine Optimization
Social
Overview
Network Referrals
Data Hub Activity
Landing Pages
Trackbacks
Conversions
Plugins
Visitors Flow
Cost Analysis BETA
Advertising
Content
Conversions
% of visits: 100.00%
Social Referral
Day
Week
Month
Visits via Social Referral
10
5
Friday, April 19, 2013
Visits via Social Referral: 0
November 2012
December 2012
January 2013
February 2013
March 2013
April 2013
All Visits
140
70
November 2012
December 2012
January 2013
February 2013
March 2013
April 2013
Primary Dimension: Social Network
advanced
Social Network
Visits
Pageviews
Avg. Visit Duration
Pages / Visit
1. LinkedIn 186 785 00:03:46 4.22
2. Facebook 29 61 00:00:27 2.10
3. Stack Overflow 16 44 00:01:15 2.75
4. Google+ 11 46 00:07:11 4.18
5. Twitter 7 25 00:01:18 3.57
6. goo.gl 4 4 00:00:00 1.00

AdWords > Campaigns



Campaign	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate	Goal Completions	Revenue
	1,683 % of Total: 13.92% (12,092)	2.75 Site Avg: 2.96 (-7.03%)	00:01:34 Site Avg: 00:01:58 (-20.30%)	71.66% Site Avg: 78.47% (-8.68%)	54.19% Site Avg: 48.56% (11.59%)	28 % of Total: 10.65% (263)	$0.00 % of Total: 0.00% ($0.00)
1. Search: Web Design - Twin Cities (25mi)	1,257	2.68	00:01:21	67.78%	54.65%	24	$0.00
2. Search: Web Development - Twin Cities (25mi)	196	3.58	00:01:07	83.16%	41.33%	1	$0.00
3. Network: Image Ad (web design and IM) (20mi, CPM)	181	2.44	00:03:19	90.06%	70.72%	2	$0.00
4. Network: Image Ad, Target Audience (web design and IM) (40mi, CPM)	26	3.15	00:04:00	30.77%	19.23%	0	$0.00
5. Search: Job Opening (40 mi)	19	1.95	00:00:56	84.21%	42.11%	1	$0.00
6. (not set)	4	1.25	00:00:04	100.00%	75.00%	0	$0.00

Scheduled Email Reports



- Many more
- E-commerce transactions
- Site speed
- Real-time reports
- Segmenting
- Content experiments and A/B testing
- Custom reports

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Closing thoughts…

- We covered a lot
- Lots of the value is easily accessible
- While other reports take advanced knowledge
- Extremely powerful business tool when implemented within a professional process

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Questions?

Plaudit.com/NRECA-GA

charles@plaudit.com

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