



# Welcome!



·CAMP TECH·

INTRO TO  
GOOGLE ANALYTICS

# About Me

- My name is Richard Wong
- When I'm not teaching, I'm leading the marketing team at #paid ([www.hashtagpaid.com](http://www.hashtagpaid.com)), an influencer marketing company.
- I used to work at Procter & Gamble, Johnson & Johnson, and Google.
- I love photography, social media, and meeting new people.
- In my spare time, I love rock climbing, playing basketball, snowboarding, and fantasy sports.



# Introductions

Name

Project you'll be applying your new skills to

+ *What is one purchase you're super happy with?*

# What We'll Cover Today

- Google Analytics key terms
- Google Views, Segments, and Goals
- Setting up Reports & Dashboards
- Google Analytics Scavenger Hunt
- + Take up answers and walkthrough of answers
- Questions & wrap up

Resources for today's class can be found here:

**<http://camptech.ca/analytics1>**

Instructors: We make this class page for you.

Need to add downloadable zipped files? Other links? Send them to us and we'll build them into your class page.

# Follow along with this demo account

- Pull up your Google Analytics account on one tab
- Follow along with this demo account
  - Go to [bit.ly/GoogleAnalyticsDemo](https://bit.ly/GoogleAnalyticsDemo)

# METRICS VS. DIMENSIONS

## METRICS

- Are numbers, they answer simple quantitative questions such as “how many?”, “how long?”, and “how much”?

## DIMENSIONS

- Segment metrics or break up that data to answer more qualitative questions such as “who are my users?”, “where do my users come from?”, and “how do my users find me?”



# Pages

Aug 31, 2015 - Sep 30, 2015

Email Export + Add to Dashboard Shortcut



All Sessions  
100.00%



+ Add Segment

Explorer Navigation Summary In-Page

Pageviews vs. Select a metric

Day Week Month



Pageviews

2,000



**DIMENSIONS**

**METRICS**

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page

Acquisition

Campaign

Keyword

Landing Page

Medium

Source

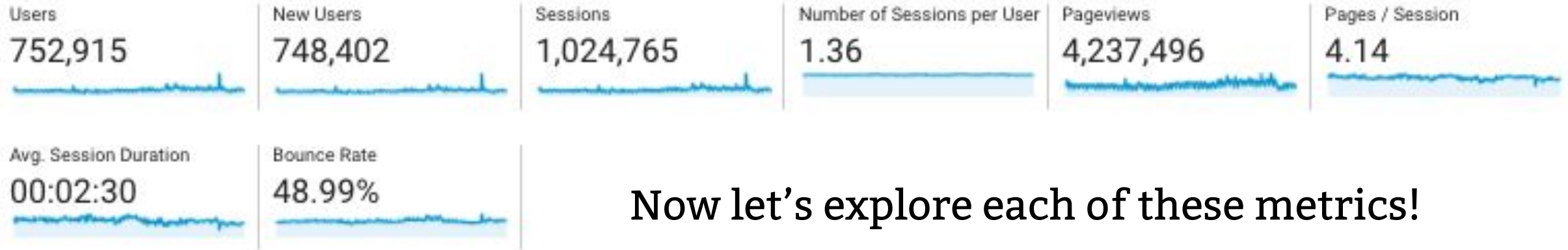
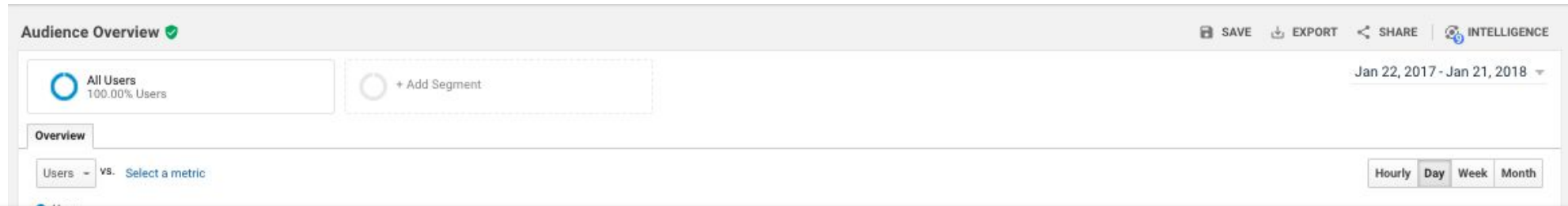
Behavior

Rootname

Display as alphabetical list

	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	21,374 % of Total: 100.00% (21,374)	15,484 % of Total: 100.00% (15,484)	00:01:18 Avg for View: 00:01:18 (0.00%)	7,210 % of Total: 100.00% (7,210)	43.68% Avg for View: 43.68% (0.00%)	33.73% Avg for View: 33.73% (0.00%)	\$1.71 % of Total: 100.00% (\$1.71)
1. /	5,301 (24.80%)	3,867 (24.97%)	00:00:56	3,671 (50.92%)	33.68%	32.96%	\$0.84 (49.06%)
2. /pr	1,871 (8.75%)	1,403 (9.06%)	00:01:59	700 (9.71%)	61.43%	46.71%	\$1.94 (113.38%)
3. /co	1,525 (7.13%)	987 (6.37%)	00:00:39	213 (2.95%)	25.82%	16.07%	\$1.24 (72.45%)
4. /ev	1,484 (6.94%)	1,139 (7.36%)	00:01:01	593 (8.22%)	59.36%	37.53%	\$0.75 (43.56%)
5. /pa	1,055 (4.94%)	732 (4.73%)	00:02:09	262 (3.63%)	58.78%	40.66%	\$1.50 (87.72%)
6. /p	1,055 (4.94%)	732 (4.73%)	00:02:09	262 (3.63%)	58.78%	40.66%	\$1.50 (87.72%)

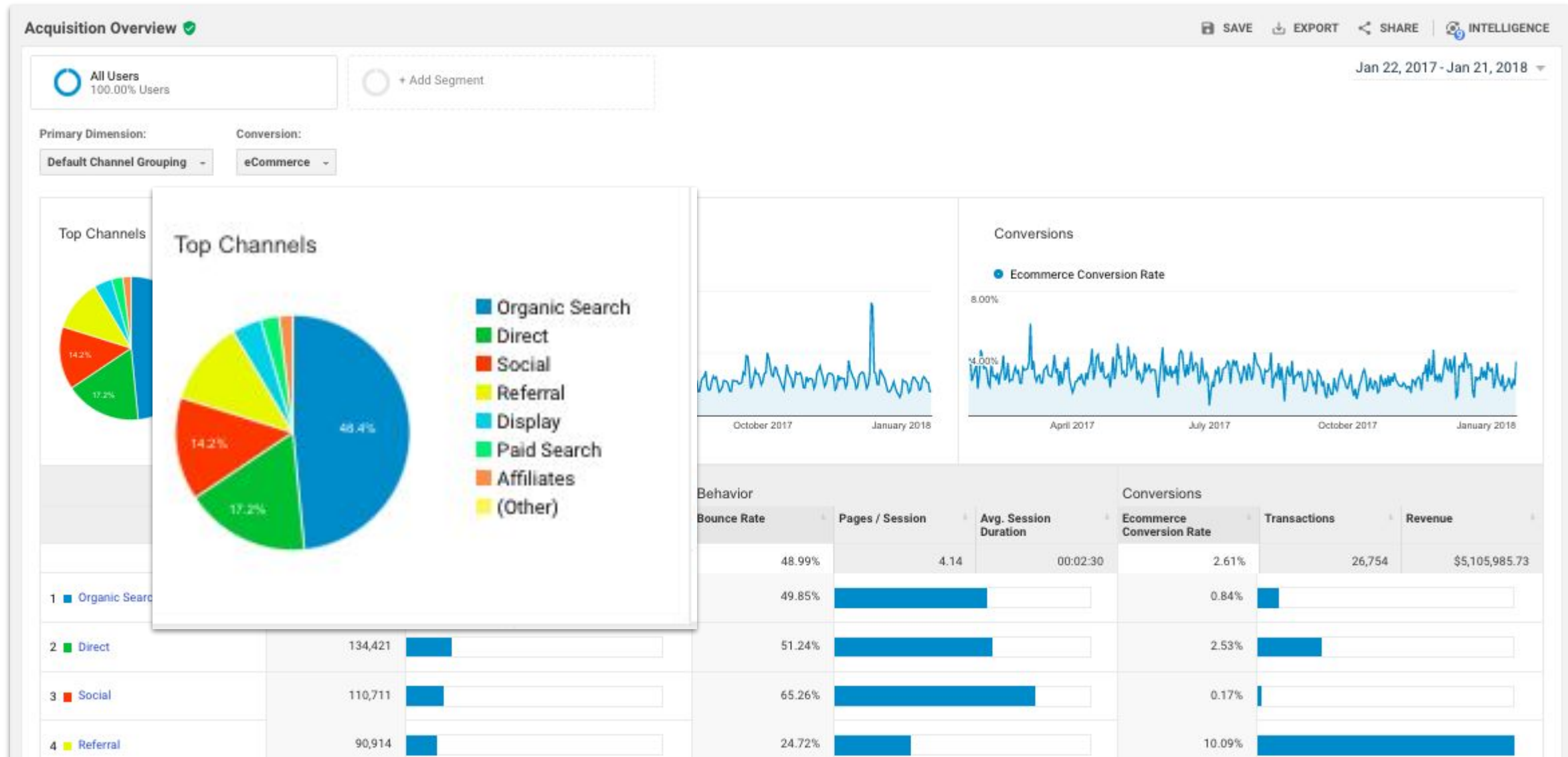
# Audience Report | Who's on my site?



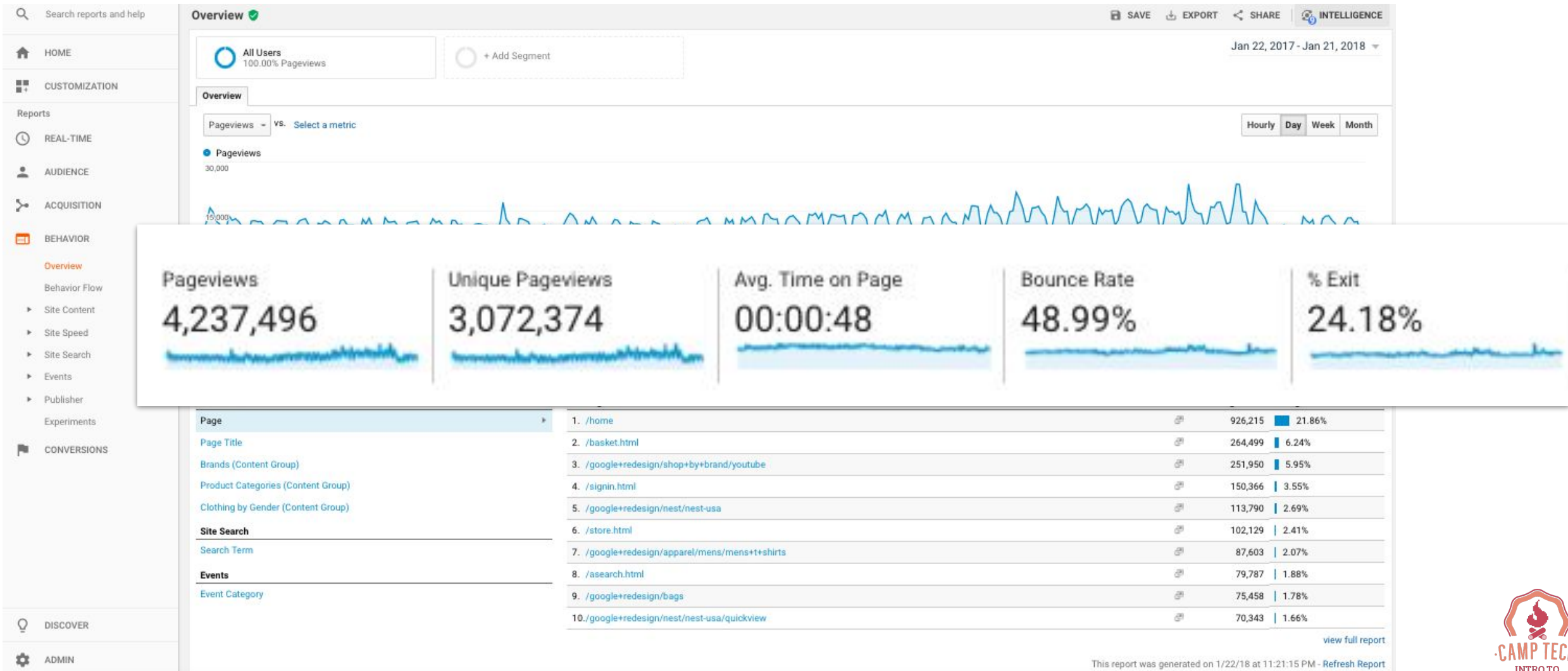
Now let's explore each of these metrics!

Demographics		Language		Users	% Users
Language		1. en-us		449,520	59.71%
Country		2. en-gb		62,461	8.30%
City		3. es		18,545	2.46%
System		4. fr		16,247	2.16%
Browser		5. de		14,200	1.89%
Operating System		6. pt-br		11,840	1.57%
Service Provider		7. zh-tw		11,751	1.56%
Mobile		8. es-419		11,357	1.51%
Operating System		9. ru		9,734	1.29%
Service Provider		10. ja		8,961	1.19%

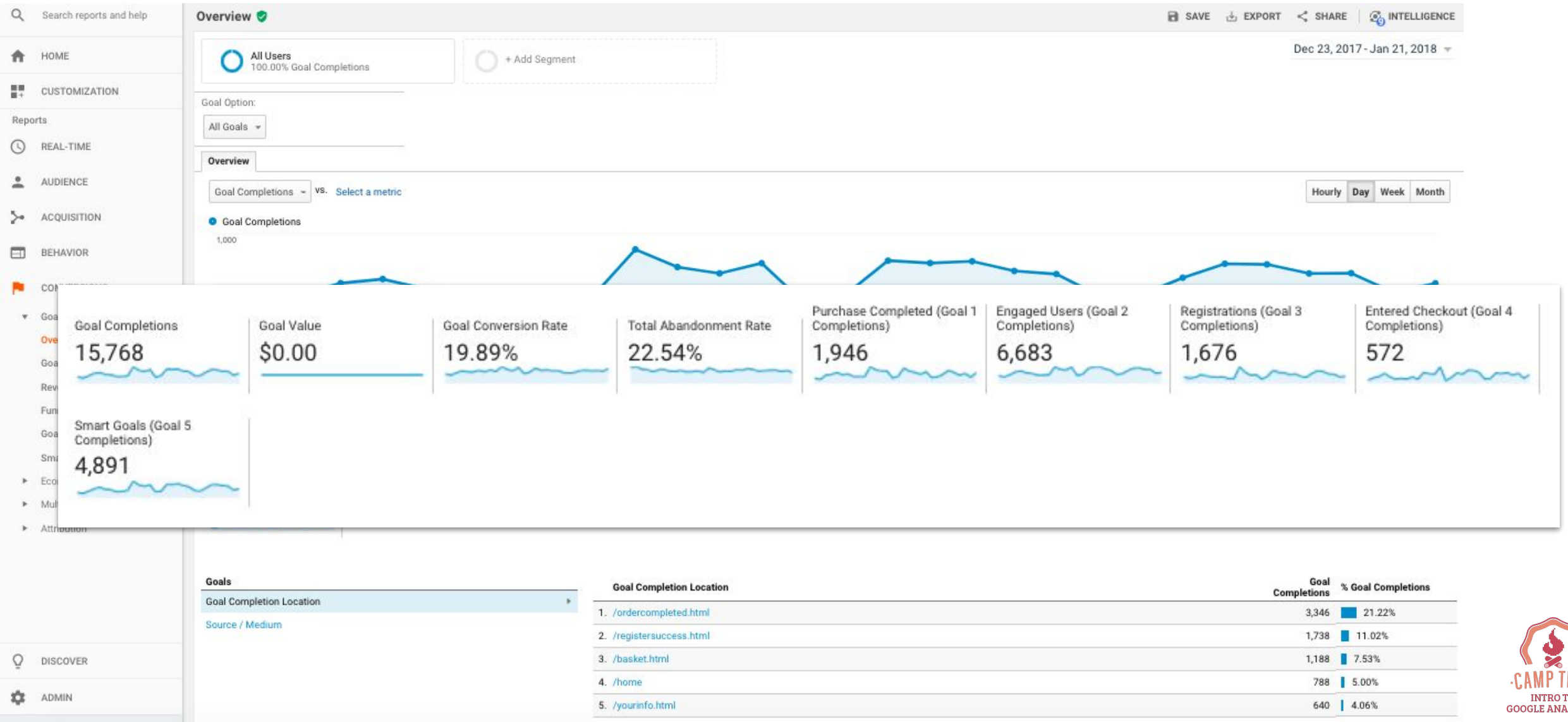
# Acquisition Report | How did they get here?



# Behaviour Report | What did they do?



# Conversion Report | Measuring impact





# Setting up Views, Segments, and Goals

How to draw more insights from your data

# Setting Up Views | Keeping data clean

The screenshot displays the Google Analytics interface. On the left, the 'PROPERTY' dropdown is set to 'hashtagpaid'. The main navigation menu includes sections for 'PROPERTY' (Property Settings, User Management, Tracking Info), 'PRODUCT LINKING' (AdWords Linking, AdSense Linking, Ad Exchange Linking, All Products), 'Postbacks', 'Audience Definitions', 'Custom Definitions', and 'Data Import'. On the right, the 'VIEW' dropdown is open, showing a search bar and a list of views: 'Hashtagpaid Website', 'Hashtagpaid Website - TEST', 'paid dev', and 'RAW DATA (do not change or alter)'. At the bottom of the dropdown, it says 'Create new view' and 'Using 4 out of 25'. The background shows a list of navigation items including Segments, Annotations, Attribution Models, Custom Channel Groupings (BETA), Custom Alerts, Scheduled Emails, Saved Reports, and Share Assets.

# Setting Up Views | Keeping data clean

VIEW

Test View

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

View Settings

Basic Settings

View ID  
168347403

View Name  
Test View

Website's URL  
http:// hashtagpaid.com/

User-ID Reports  
Enabled

Time zone country or territory  
United States (GMT-05:00) Eastern Time

Default page optional

Exclude URL Query Parameters optional

Currency displayed as  
US Dollar (USD \$)

Bot Filtering  
☒ Exclude all hits from known bots and spiders

Linked AdWords Accounts

AdWords accounts not linked to this view  
Hashtag Paid Inc (574-427-2493)

Site Search Settings

Site search Tracking optional  
ON

Query parameter  
Use commas to separate up to 5 parameters (case insensitive)

☐ Strip query parameters out of URL

Site search categories optional  
OFF

Save Cancel

Copy view Move to trash can



# Setting Up Segments | Splitting our audience

Overview

SAVE EXPORT SHARE INTELLIGENCE

Dec 23, 2017 - Jan 21, 2018

All Users Choose segment from list

+ NEW SEGMENT Import from gallery Share segments View Search segments

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input checked="" type="checkbox"/> All Users			Actions
System	<input type="checkbox"/> Bounced Sessions			Actions
Custom	<input type="checkbox"/> Canadian Users	Sep 22, 2016	Sep 22, 2016	Actions
Shared	<input type="checkbox"/> Canadian Users (2)	Sep 22, 2016	Sep 22, 2016	Actions
Starred	<input type="checkbox"/> Converters			Actions
Selected	<input type="checkbox"/> Direct Traffic			Actions
	<input type="checkbox"/> Made a Purchase			Actions
	<input type="checkbox"/> Mobile and Tablet Traffic			Actions
	<input type="checkbox"/> Mobile Traffic			Actions

Apply Cancel

# Setting Up Goals | Measuring our wins

Administration > View Goals  
hashtagpaid / hashtagpaid / Hashtagpaid Website

VIEW  
Hashtagpaid Website

+ NEW GOAL

<input type="checkbox"/>	Goal
<input type="checkbox"/>	Influencer onboarding complete
<input type="checkbox"/>	RFP (CW) Submitted
<input type="checkbox"/>	RFP (CW) Submitted (w/marketers)
<input type="checkbox"/>	Sign up - Brands (landing page)
<input type="checkbox"/>	Sign up - Influencer

15 goals left

View Settings  
User Management  
Goals  
Content Grouping  
Filters  
Channel Settings  
Ecommerce Settings  
Calculated Metrics BETA  
PERSONAL TOOLS & ASSETS  
Segments  
Annotations  
Attribution Models  
Custom Channel Groupings BETA  
Custom Alerts  
Scheduled Emails  
Saved Reports  
Share Assets

1 Goal setup

Template

Select a template to start with a pre-filled configuration

**REVENUE**

☐ Register online Signed up for a class or scheduled an appointment

**ACQUISITION**

☐ Create an account Successful sign up, account, or view created

☐ Submit content Submitted or uploaded a file

**INQUIRY**

☐ Refer a friend Emailed link

☐ Read reviews Viewed reviews and ratings

☐ Upcoming events Viewed calendar or list of events

☐ Download or print Downloaded or printed brochure information

**ENGAGEMENT**

☐ Share / social connect Shared to a social network or emailed

☐ Get alerts Signed up for alerts or newsletter

☐ Contribute content Submitted or uploaded a picture, story, or other

☐ Sign up Subscribe to newsletter, update alerts, or join group

☐ Smart Goal Smart Goal not available.  
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

☐ Custom

Continue Cancel

2 Goal description  
3 Goal details

Cancel

# Setting up Reports and Dashboards

Used to customize our data for certain initiatives or tracking.

# GA Custom Reports & Dashboards

Custom Reports are generally used for time-bound initiatives such as campaigns.

Dashboards are used for more broad analysis such as tracking social traffic.

# GA Reports | Creating custom reports

The screenshot shows the 'Create Custom Report' interface in Google Analytics. On the left is a sidebar with navigation options: 'Search reports and help', 'HOME', 'CUSTOMIZATION' (with sub-items: Dashboards, Custom Reports, Saved Reports, Custom Alerts), 'Reports' (with sub-items: REAL-TIME, AUDIENCE, ACQUISITION, BEHAVIOR, CONVERSIONS), and 'DISCOVER'. The main panel is titled 'Create Custom Report' and contains several sections: 'General Information' with a 'Title' field set to 'New Custom Report'; 'Report Content' with a 'Report Tab' tab and a '+ add report tab' link, a 'Name' field set to 'Report Tab', a 'Type' selector with 'Explorer' selected, and 'Metric Groups' with a 'Metric Group' field and a '+ add metric' button; 'Dimension Drilldowns' with a '+ add dimension' button; 'Filters - optional' with a '+ add filter' button; and 'Views - optional' with radio buttons for 'All views associated with this account' and '1 view selected' (which is selected). At the bottom are 'Save' and 'Cancel' buttons.

**Create Custom Report**

**General Information**

Title: New Custom Report

**Report Content**

Report Tab ✕ [+ add report tab](#)

Name: Report Tab

Type: **Explorer** Flat Table Map Overlay

Metric Groups

Metric Group

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

[+ add dimension](#)

**Filters - optional**

[+ add filter](#)

**Views - optional**

☐ All views associated with this account

☒ 1 view selected

[Save](#) [Cancel](#)

# GA Reports | Creating custom reports

ABO Summary **Content Analysis** x Device Analysis + add report tab

Name: Content Analysis

Type: Explorer Flat Table Map Overlay

Metric Groups

Metric Group

- Unique Pageviews
- Avg. Page Load Time (...)
- Page Value
- Pageviews
- Bounce Rate
- + add metric

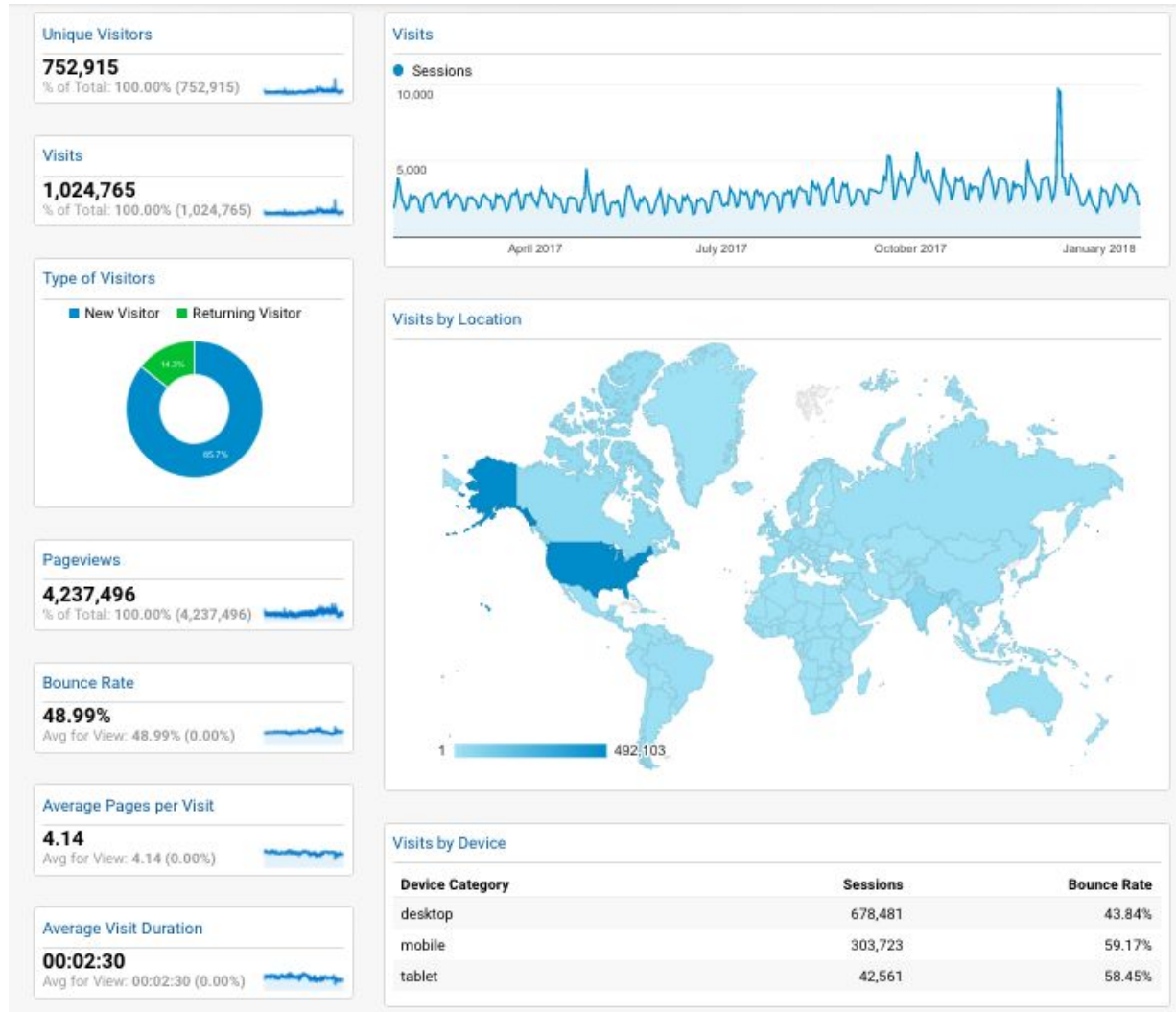
+ Add metric group

Dimension Drilldowns

- Landing Page
- Social Network

Landing Page ?	Unique Pageviews ?	Pageviews ?	Avg. Page Load Time (sec) ?	Bounce Rate ?	Page Value ?
	47,831 % of Total: 2.96% (1,617,762)	53,525 % of Total: 2.92% (1,834,313)	15.28 Avg for View: 12.35 (23.72%)	77.78% Avg for View: 74.86% (3.90%)	\$1.68 % of Total: 93.14% (\$1.80)
/avinash/	9,888 (20.67%)	11,719 (21.89%)	6.83	53.25%	\$3.66(217.93%)
/avinash/competitive-intelligence-tools-metrics-reports-t	4,281 (8.95%)	4,706 (8.79%)	23.95	84.65%	\$0.53 (31.87%)
/avinash/complete-digital-aosystem-how-to-win-big/	3,944 (8.25%)	4,318 (8.07%)	21.52	84.34%	\$1.18 (70.34%)
/avinash/google-analytics-b-data-analysis/	2,444 (5.11%)	2,646 (4.94%)	11.87	88.22%	\$0.55 (32.56%)
/avinash/digital-marketing-adly-myths-de-mythified/	2,430 (5.08%)	2,617 (4.89%)	9.43	86.69%	\$0.85 (50.39%)
/avinash/data-visualization-analysis-insights-action-fa	2,154 (4.50%)	2,393 (4.47%)	10.68	82.87%	\$0.47 (27.98%)
/avinash/digital-marketing-ement-model/	1,675 (3.50%)	1,818 (3.40%)	25.22	81.98%	\$1.41 (83.91%)
/avinash/universal-analytic-tation-tips-strategy-tactics/	1,556 (3.25%)	1,687 (3.15%)	14.91	86.97%	\$0.66 (39.41%)
/avinash/see-think-do-care-t-marketing-measurement/	1,289 (2.69%)	1,448 (2.71%)	8.27	82.04%	\$1.39 (82.55%)
/avinash/see-think-do-contng-measurement-business	1,261 (2.64%)	1,420 (2.65%)	9.11	83.25%	\$1.31 (78.25%)

# GA Dashboards | Creating custom reports



# Google Analytics Scavenger Hunt

Let's put our skills to the test!



# Scavenger Hunt — Use the Google Demo Account

- Try to do this on your own.
- If you're stuck, ask a friend next to you.
- We'll take this up in 45 minutes.

**<http://camptech.ca/analytics1>**

# Thank you!

Have questions? Reach out to: [info@camptech.ca](mailto:info@camptech.ca)