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), 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

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GOOGLE ANALYTICS

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

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

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

1,000

METRICS

Sep 5   Sep 12   Sep 19   Sep 26

Primary Dimension: **Page**   Page Title   Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾   [search] Q advanced

	Page		Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		▼ Acquisition	**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)
		Campaign / Keyword / Landing Page / Medium / Source							
□	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...	...per/	1,871 (8.75%)	1,403 (9.06%)	00:01:59	700 (9.71%)	61.43%	46.71%	$1.94 (113.38%)
□	3. /co...	▼ Behavior	1,525 (7.13%)	987 (6.37%)	00:00:39	213 (2.95%)	25.82%	16.07%	$1.24 (72.45%)
□	4. /ev...	Hostname	1,484 (6.94%)	1,139 (7.36%)	00:01:01	593 (8.22%)	59.36%	37.53%	$0.75 (43.56%)
	/part-time-courses/digital-marketing/	☐ Display as alphabetical list	1,055 (4.94%)	732 (4.73%)	00:02:09	262 (3.63%)	58.78%	40.66%	$1.50 (87.72%)
	/professional-programs/digital-marketing-strate...								

Audience Report | Who's on my site?

Audience Overview ✓   SAVE · EXPORT · SHARE · INTELLIGENCE

All Users
100.00% Users   + Add Segment   Jan 22, 2017 - Jan 21, 2018

Overview

Users ▾ vs. Select a metric   Hourly Day Week Month

Users	New Users	Sessions	Number of Sessions per User	Pageviews	Pages / Session
752,915	748,402	1,024,765	1.36	4,237,496	4.14

Avg. Session Duration	Bounce Rate
00:02:30	48.99%
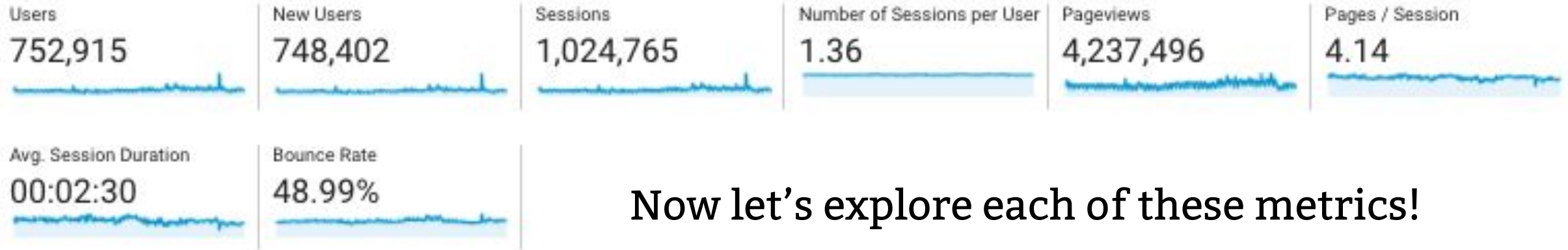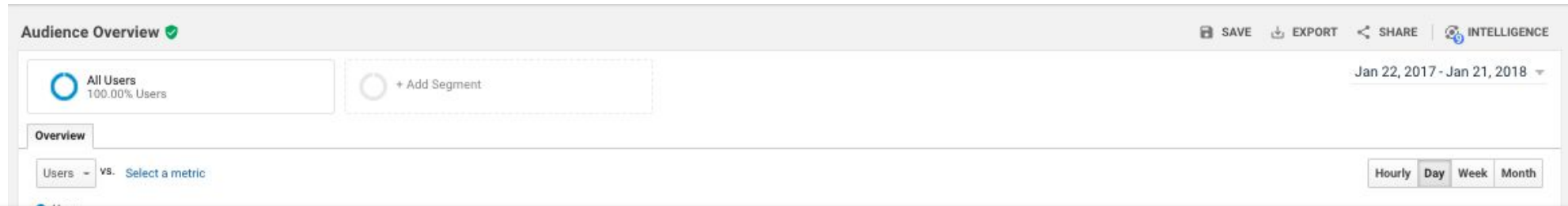
Now let's explore each of these metrics!

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?
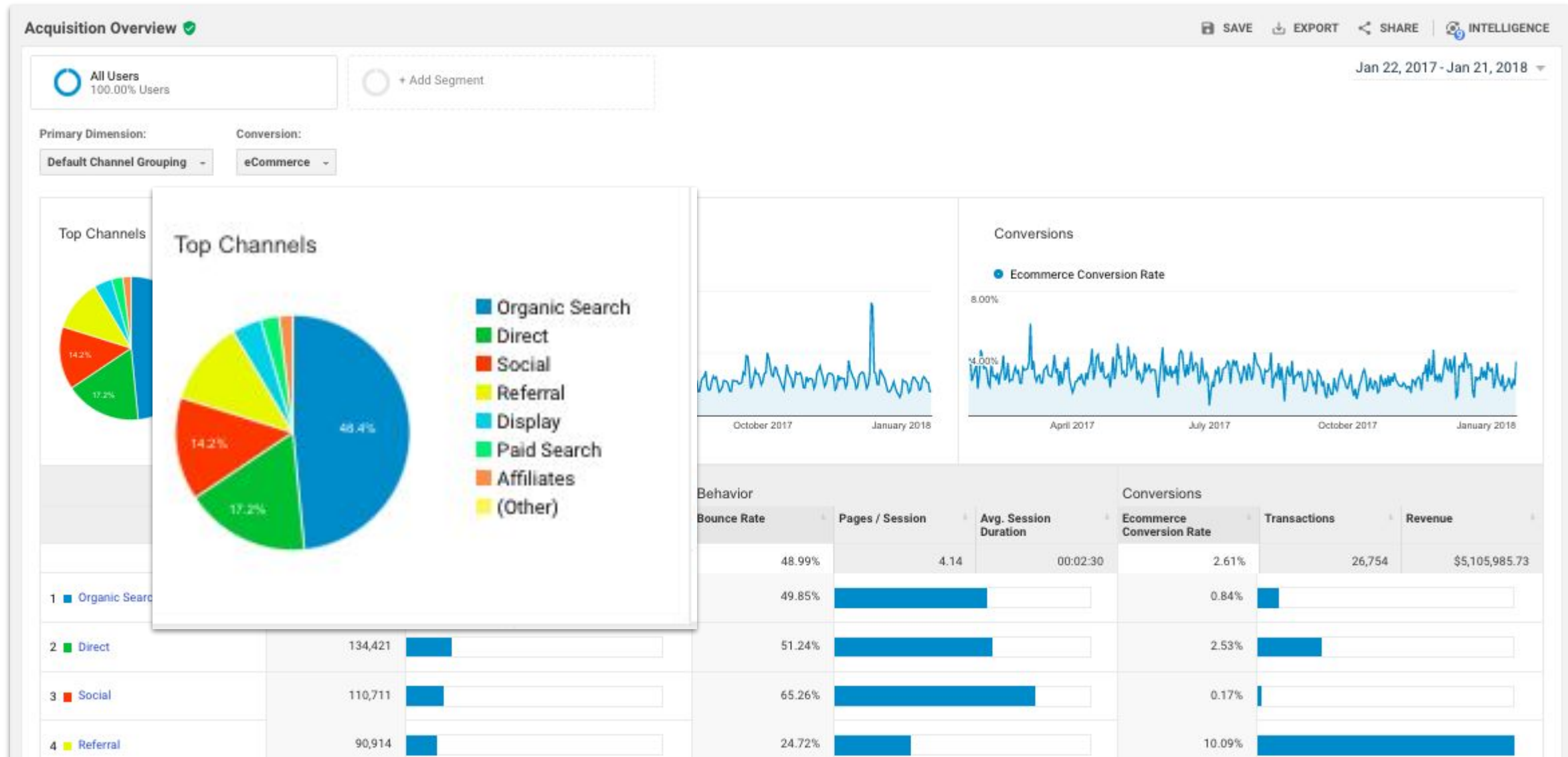
Behaviour Report | What did they do?
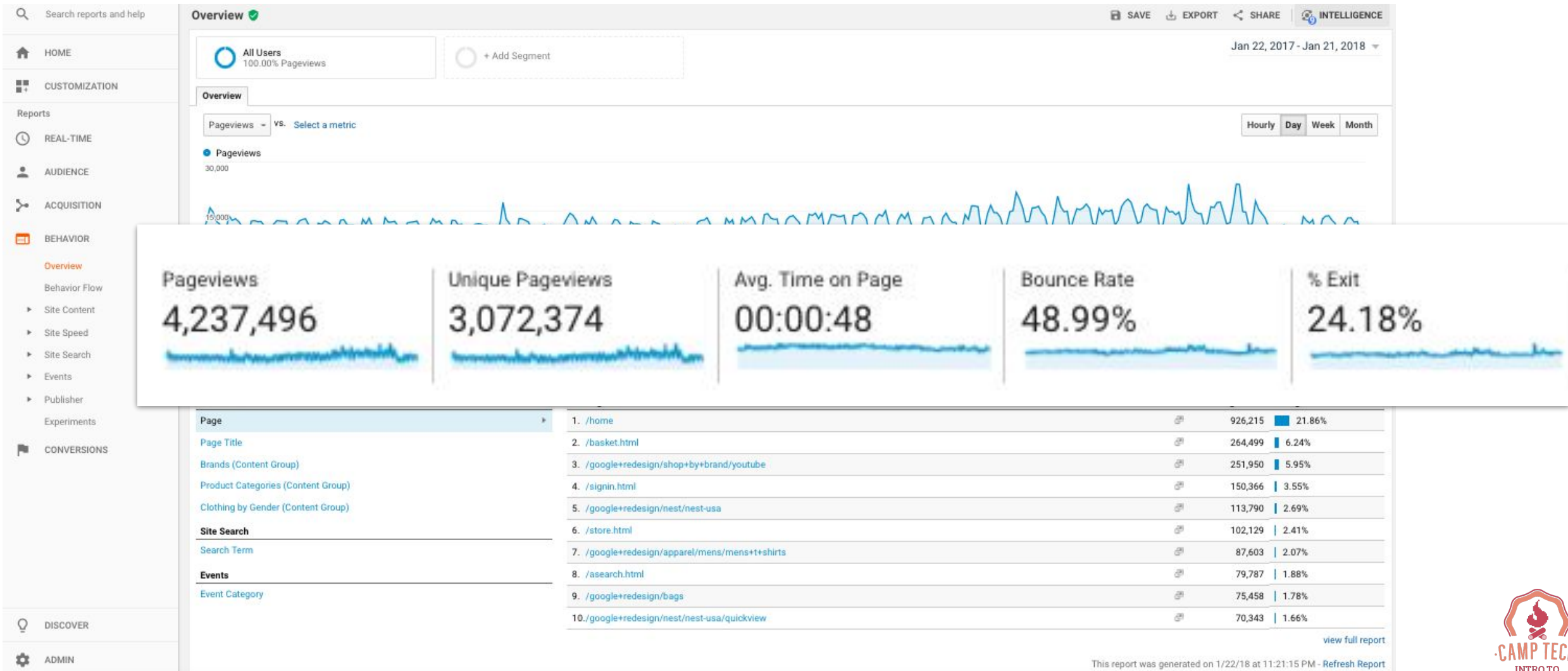
Conversion Report | Measuring impact
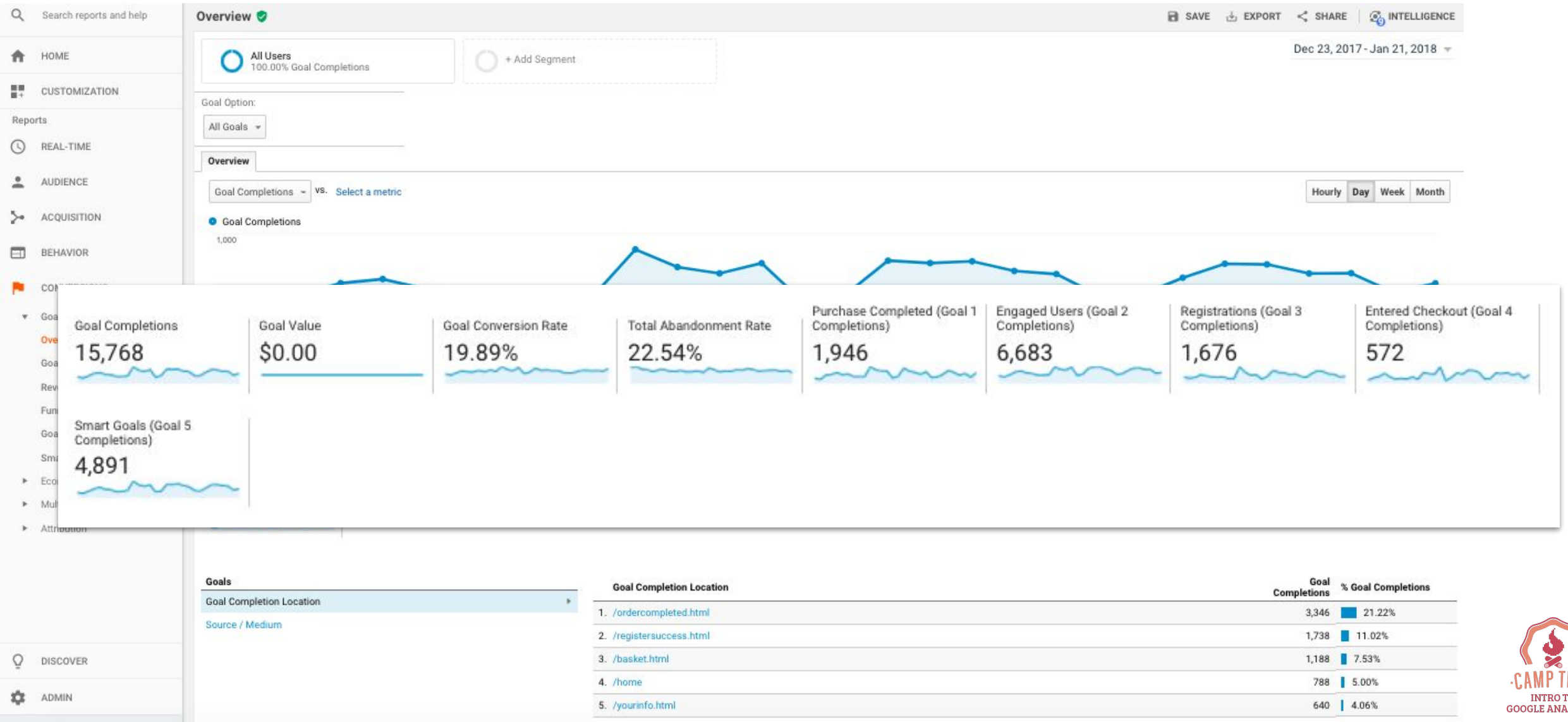
Setting up Views, Segments, and Goals

How to draw more insights from your data

Setting Up Views | Keeping data clean

Setting Up Views | Keeping data clean

Setting Up Segments | Splitting our audience

Setting Up Goals | Measuring our wins

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

GA Reports | Creating custom reports

GA Dashboards | Creating custom reports
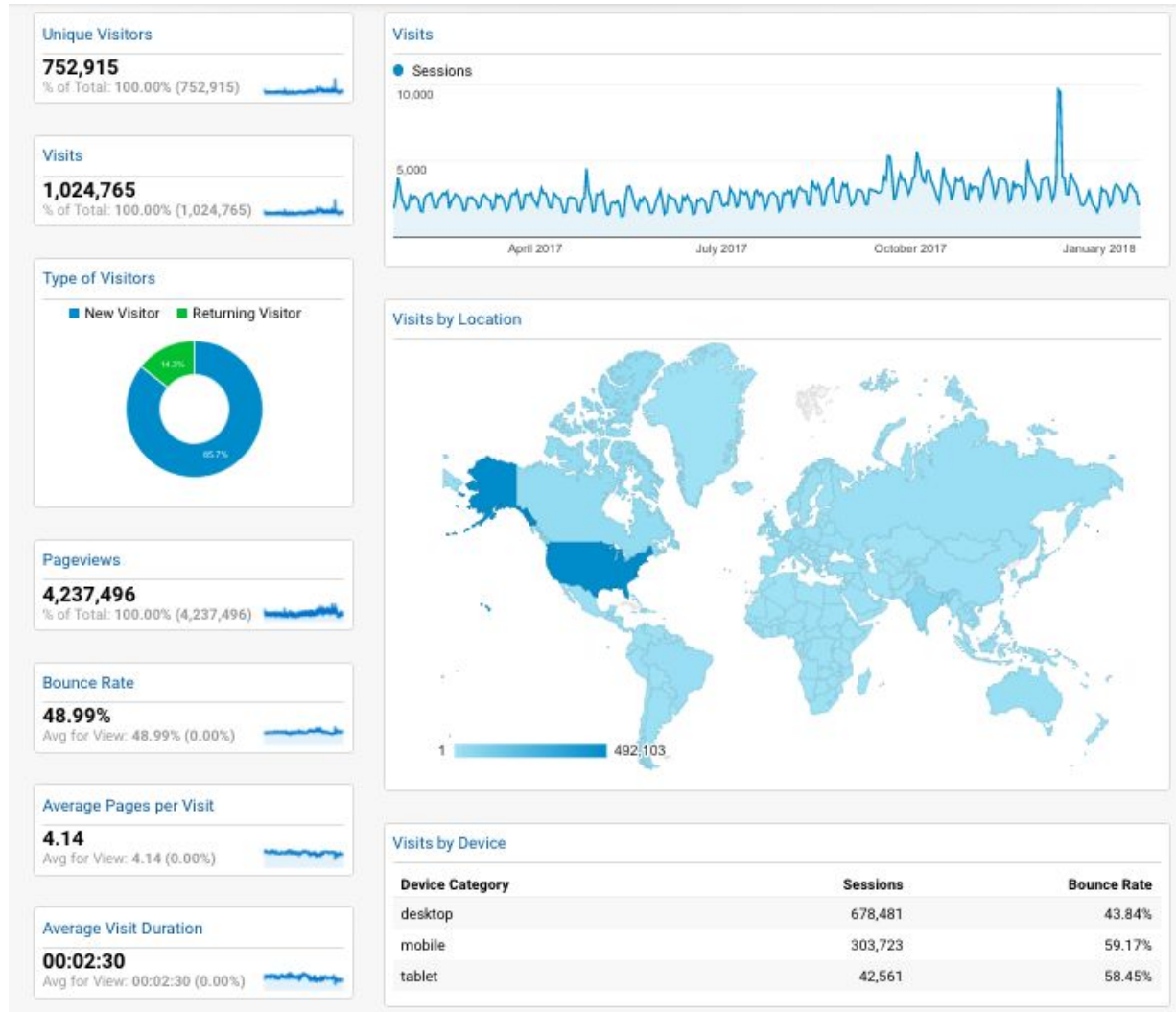
Google Analytics Scavenger Hunt

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