



Welcome!

Google Analytics 101

This session will cover the baseline key concepts in Google Analytics to bring everyone up to speed.

We'll explore the platform; key areas to pay attention to, how to find and read data, common metrics, relevant KPIs and get familiar with navigating Google Analytics and finding key metrics with ease.



About Me

- My name is Richard Wong and I've been teaching digital marketing—specifically Google Analytics for the past 5+ years at both local tech schools in the city and at U of T.
- When I'm not teaching, I work with high-growth tech startups and their marketing teams. Most recently, I was the head of marketing for a rising startup called #paid, an influencer marketing company. *(I just started working at LinkedIn last week).*
- I used to work at Procter & Gamble, Johnson & Johnson, and Google.
- 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

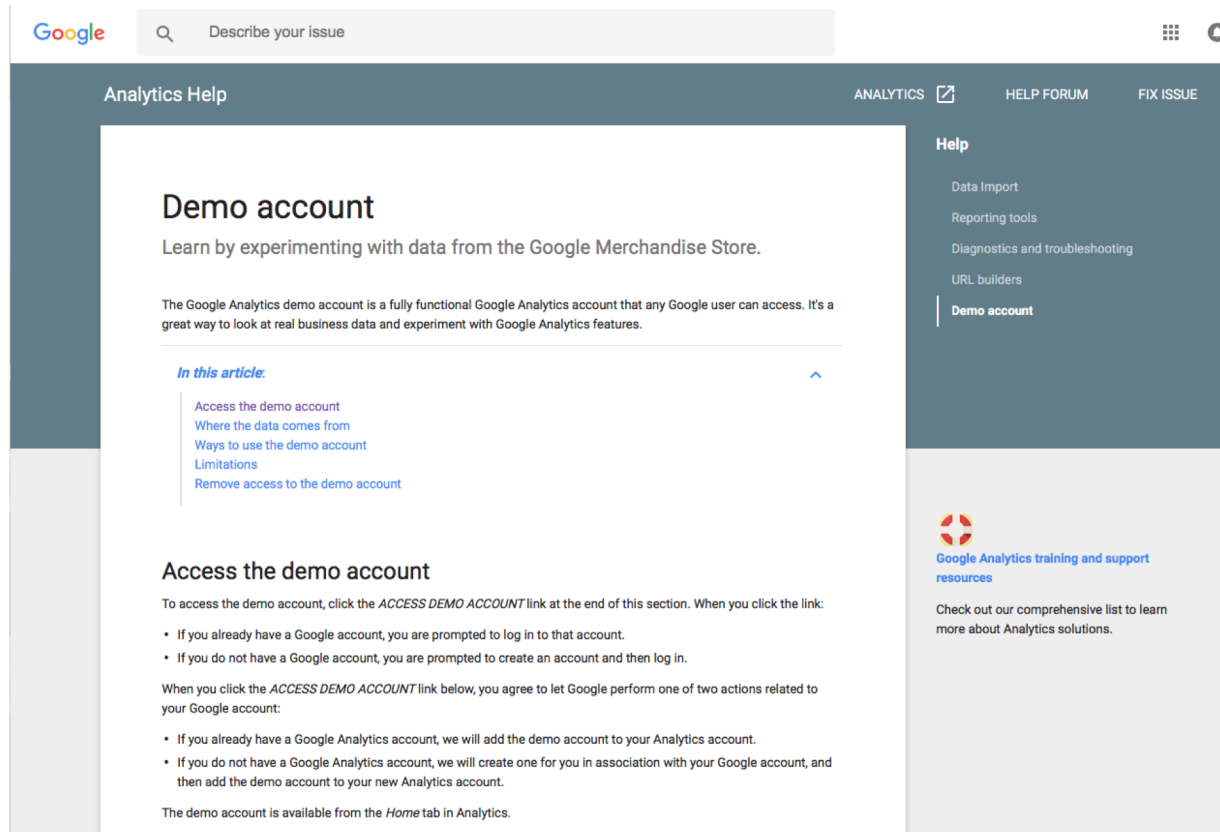
- **Understanding the Basics of Google Analytics**
 - Navigating Google Analytics
 - Overview of common metrics terminology and definitions
 - Dimensions vs. Metrics — What's the difference?
 - Overview of Google demographics (functions and limitations)
- **Using Google Analytics**
 - Walkthrough of 4 main GA reports
 - Interpreting campaigns and events
- **BREAK**
- **Using Google Analytics like a Pro and Other Best Practices**
 - Applying Filters
 - Setting up multiple views
 - Setting up Segments
 - Using Advanced Search
- **Putting Your Skills to The Test**
 - Google Analytics Scavenger Hunt
 - Take up answers and walkthrough of answers
- **Questions & Wrap-Up**

Resources for today's class can be found here:

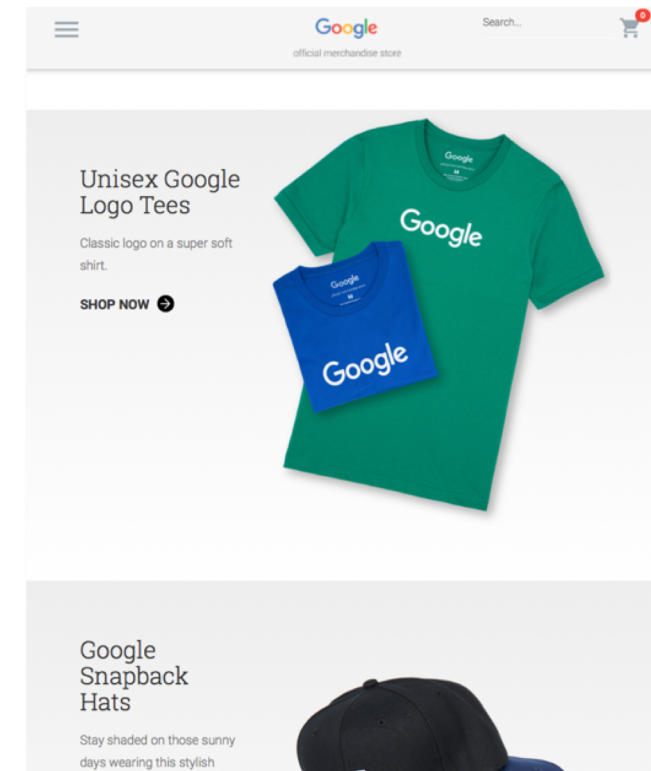
<http://camptech.ca/cpa-analytics-1>

Follow along with this demo account

- [Click here for information on how to access a Google Demo Account](https://bit.ly/GoogleAnalyticsDemo) or Go to bit.ly/GoogleAnalyticsDemo



The screenshot shows the Google Analytics Help page. At the top, there's a search bar with the text "Describe your issue". Below the search bar, the page is titled "Analytics Help". On the right side, there are links for "ANALYTICS", "HELP FORUM", and "FIX ISSUE". The main content area is titled "Demo account" and includes a sub-header "Learn by experimenting with data from the Google Merchandise Store." Below this, there's a paragraph explaining that the demo account is a fully functional Google Analytics account. A section titled "In this article:" lists several links: "Access the demo account", "Where the data comes from", "Ways to use the demo account", "Limitations", and "Remove access to the demo account". At the bottom, there's a section titled "Access the demo account" with instructions on how to access the demo account and a list of steps to follow. On the right side of the page, there's a "Help" sidebar with links to "Data Import", "Reporting tools", "Diagnostics and troubleshooting", "URL builders", and "Demo account". At the bottom of the sidebar, there's a link to "Google Analytics training and support resources".



The screenshot shows the Google Merchandise Store website. At the top, there's a search bar with the text "Search...". Below the search bar, the page is titled "Google" and "official merchandise store". The main content area features two products: "Unisex Google Logo Tees" and "Google Snapback Hats". The "Unisex Google Logo Tees" section shows a green t-shirt with the Google logo and a blue t-shirt with the Google logo. Below the t-shirts, there's a "SHOP NOW" button. The "Google Snapback Hats" section shows a black snapback hat. At the bottom of the page, there's a link to "Google Analytics training and support resources".

Why care about Google Analytics?

“If we have data, let’s look at data. If all we have are opinions, let’s go with mine.”

- Jim Barksdale, former Netscape CEO

How Analytics Affects Organizations

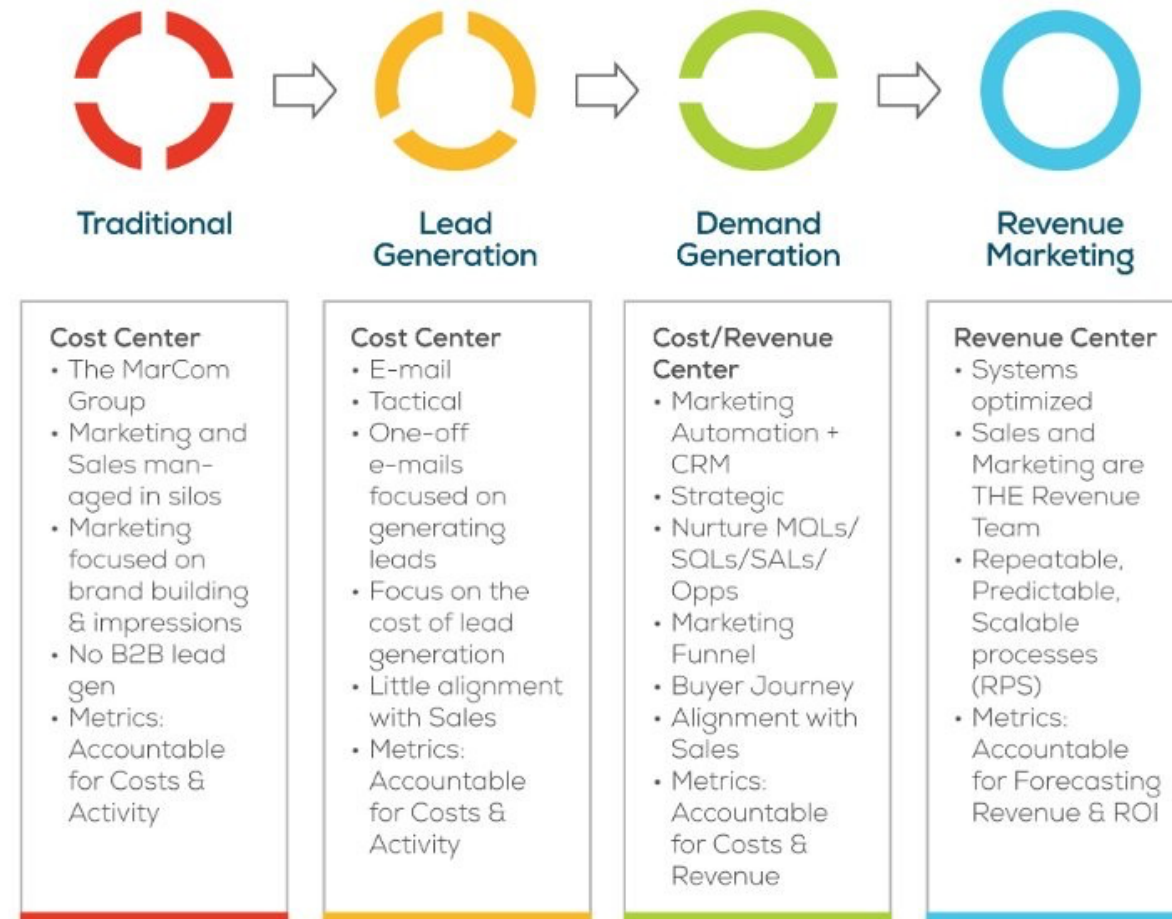
Traditional Marketer

- Delivers ‘clicks’ & ‘likes’
- Essentially a cost-center
- Qualitative focus
- Supports Sales

Revenue Marketer

- Delivers revenue and ROI
- Top and bottom-line responsibility
- Qualitative & Quantitative focus
- Equal footing with Sales

Revenue Marketing Journey



Source: The Pedowitz Group

How Google Analytics Works



[Click here to view the video "Digital Analytics Fundamentals - Lesson 3.1 How Google Analytics works"](#)

How Google Analytics Works



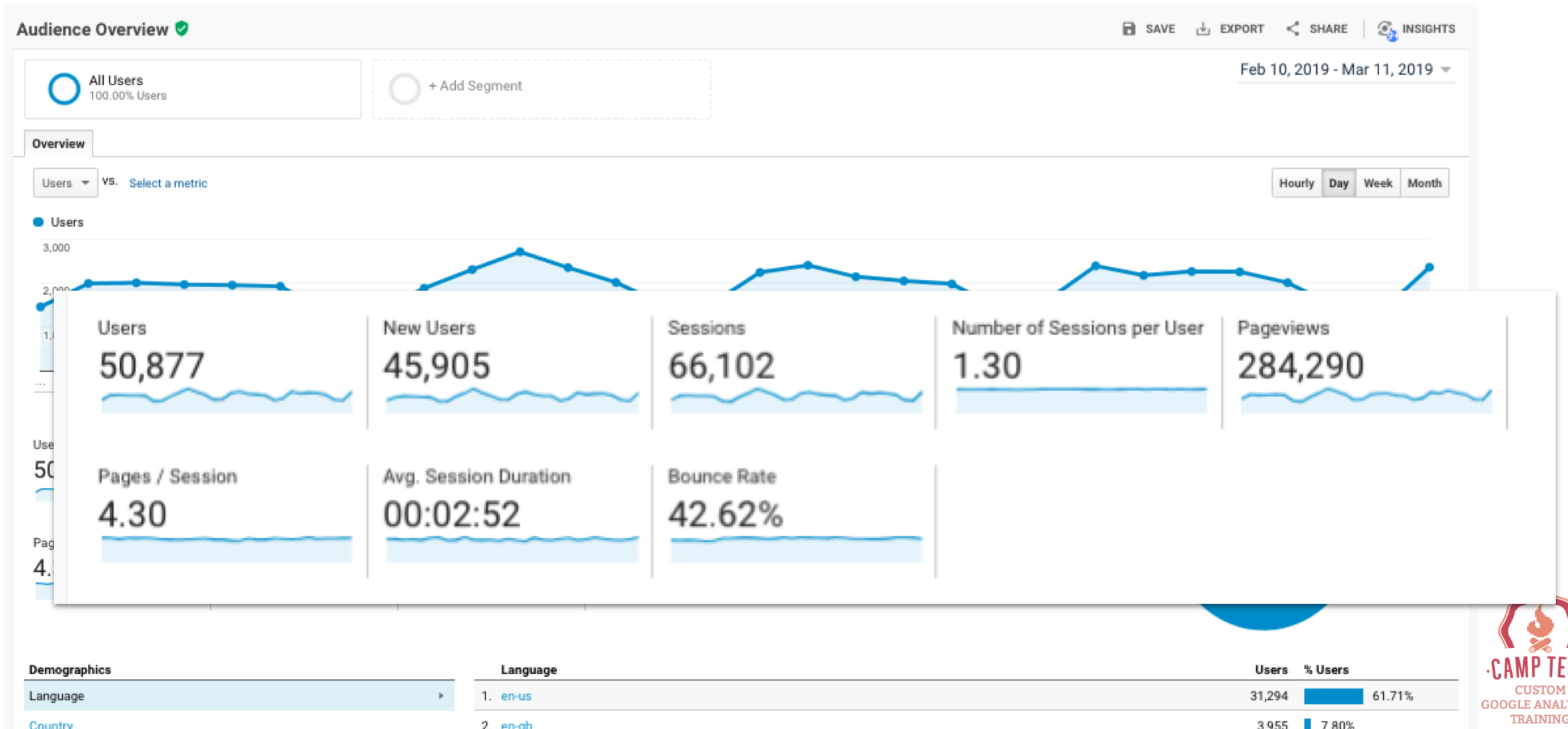
Google Analytics Report Review

- + Where you can find different insights

Audience Report | Who's on my site?

Use this report to:

- Find insights on what type of people are visiting my site

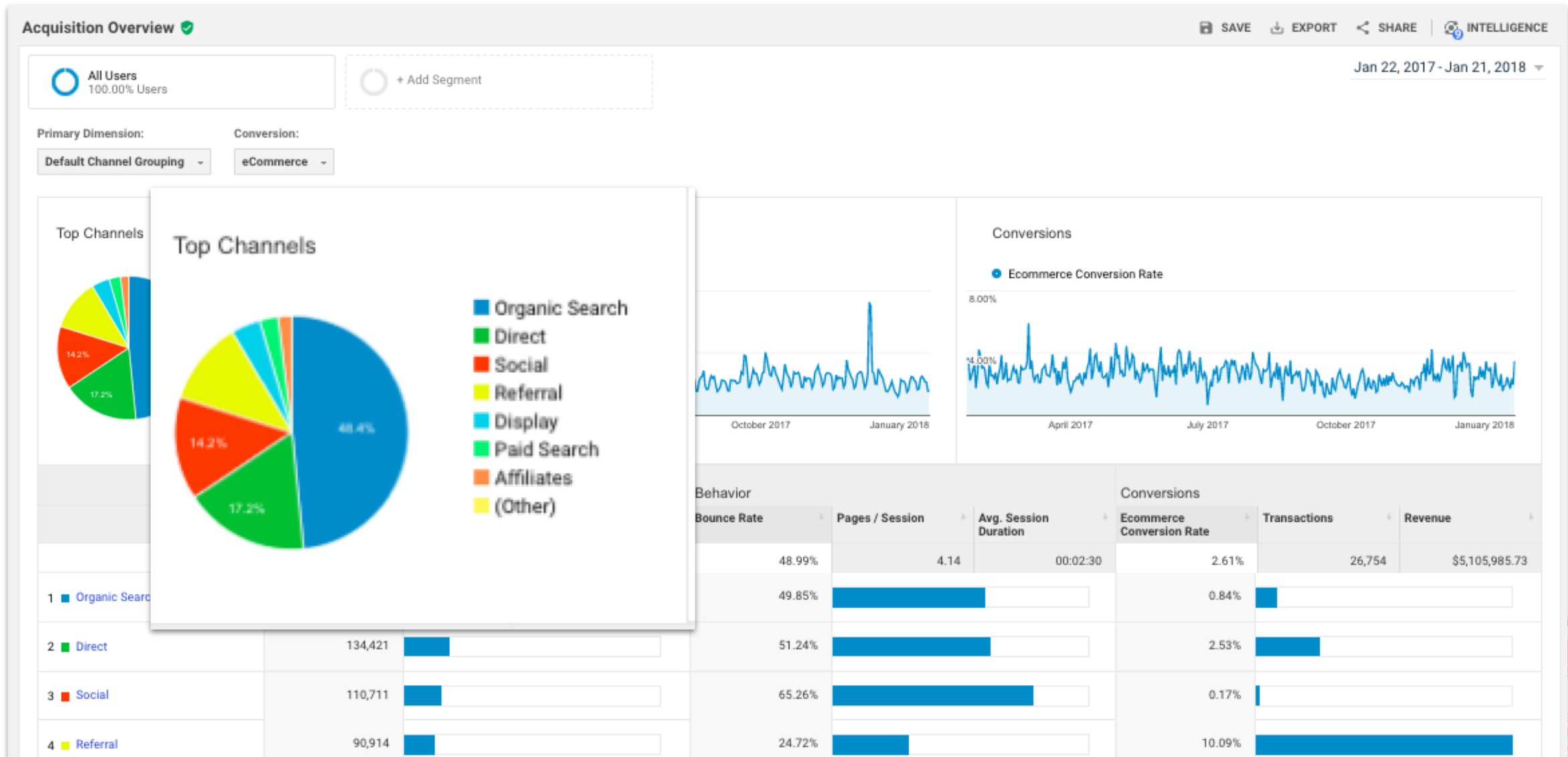


Acquisition Report

How did they get here?

Use this report to:

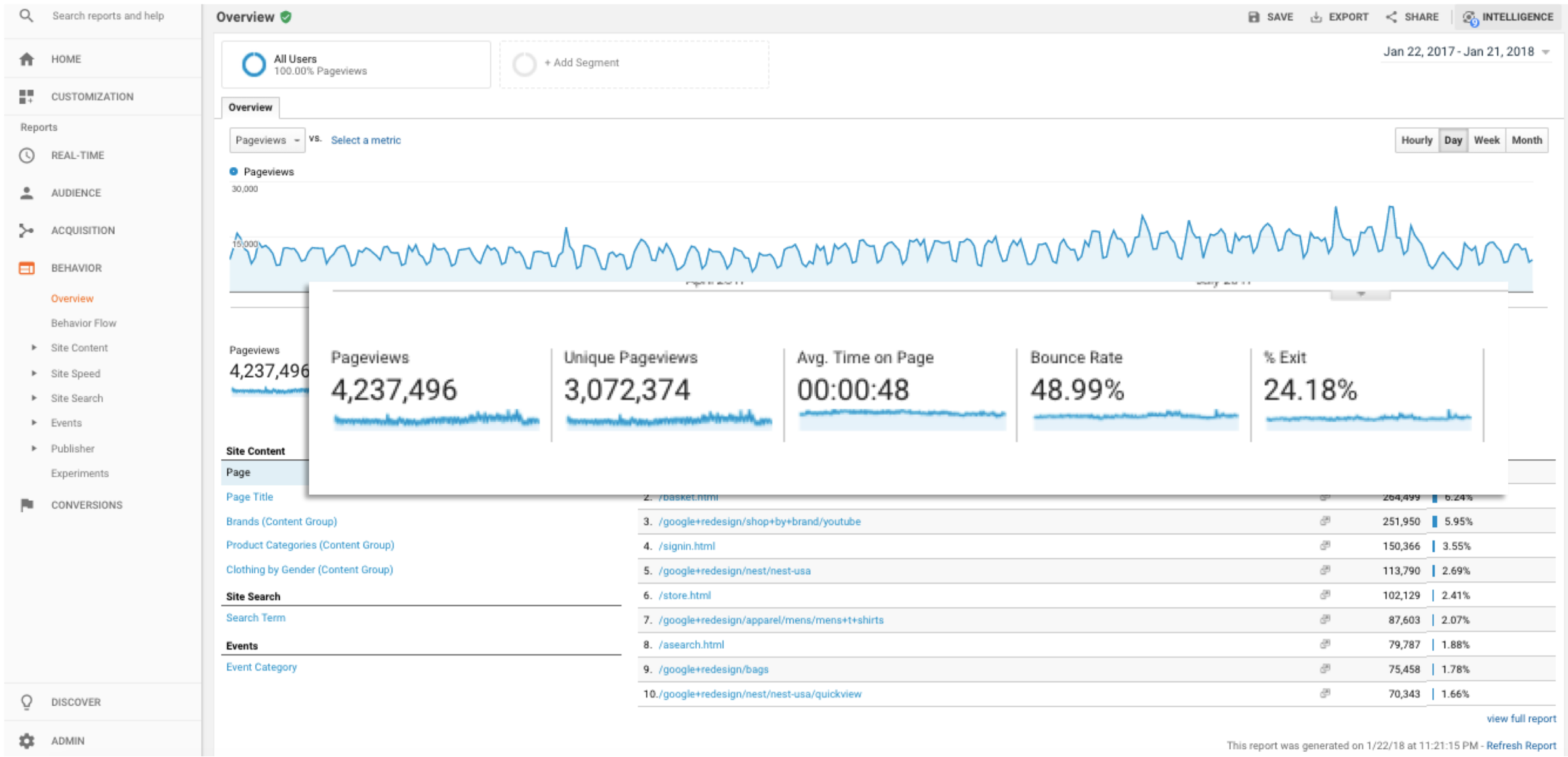
- Find insights on how visitors came to my site



Behaviour Report | What did they do?

Use this report to:

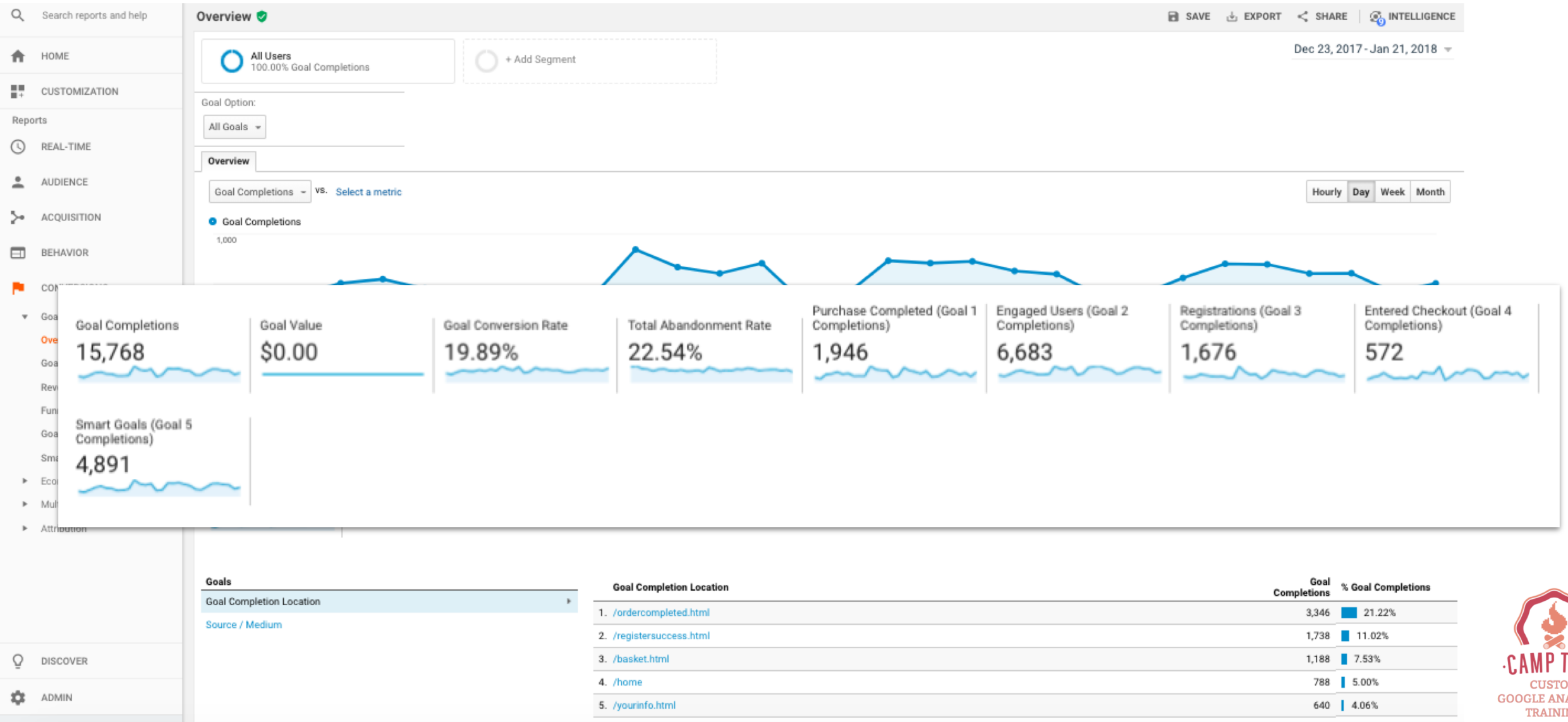
- Find insights on what people do on my site



Conversion Report | Measuring impact

Use this report to:

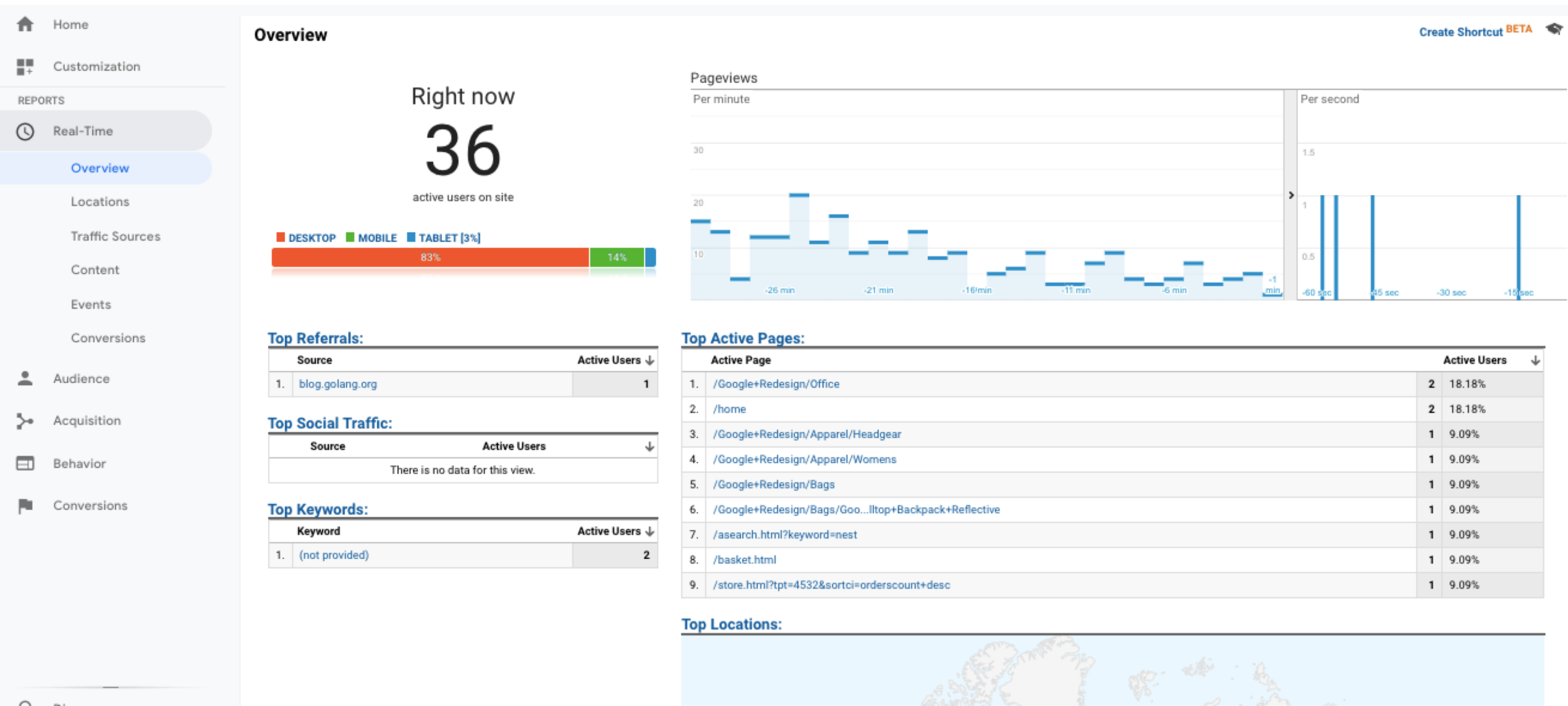
- Find insights on whether people did what we want on my site



Real-Time Report | What's going on, right now?

Use this report to:

- See if code is firing properly on my site



Understanding Campaigns and Events Tracking

How to track key actions beyond page loads

Downloads, mobile ad clicks, Flash elements, and video plays

Events Report | Tracking Key Actions

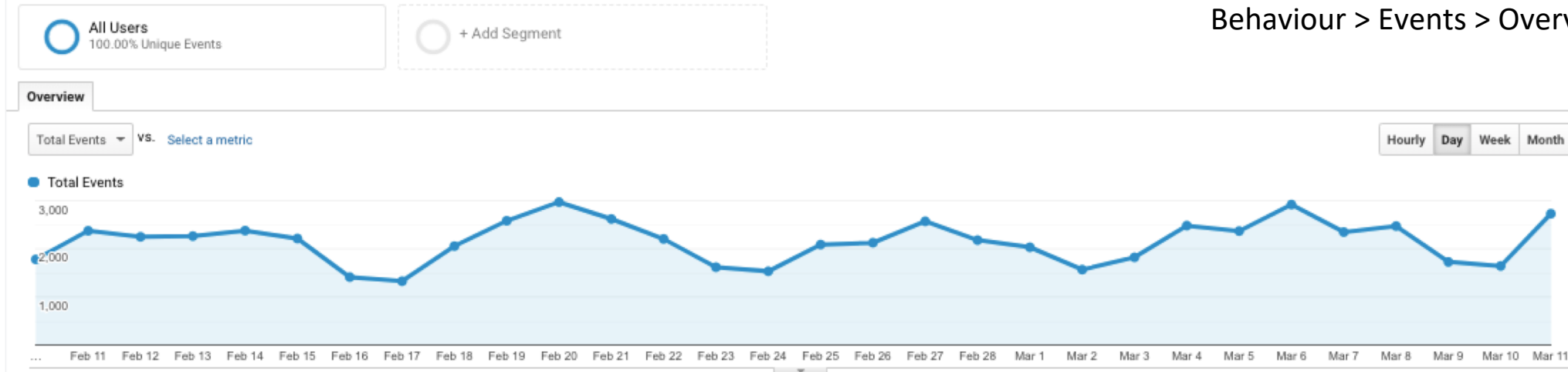
Use this report to:

- Track non-standard important actions visitors might take

To access:

Behaviour > Events > Overview

Events Overview



Total Events

64,624

Unique Events

44,379

Event Value

0

Avg. Value

0.00

Sessions with Event

17,396

Events / Session with Event

3.71

Top Events

[Event Category](#)

[Event Action](#)

[Event Label](#)

Event Action

1. [Quickview Click](#)
2. [Product Click](#)
3. [Promotion Click](#)
4. [Add to Cart](#)
5. [Remove from Cart](#)
6. [Onsite Click](#)

Event Action

1. [Quickview Click](#)
2. [Product Click](#)
3. [Promotion Click](#)
4. [Add to Cart](#)
5. [Remove from Cart](#)
6. [Onsite Click](#)

Total Events % Total Events

35,881	<div></div> 55.52%
11,990	<div></div> 18.55%
7,688	<div></div> 11.90%
7,501	<div></div> 11.61%
1,231	<div></div> 1.90%
333	<div></div> 0.52%

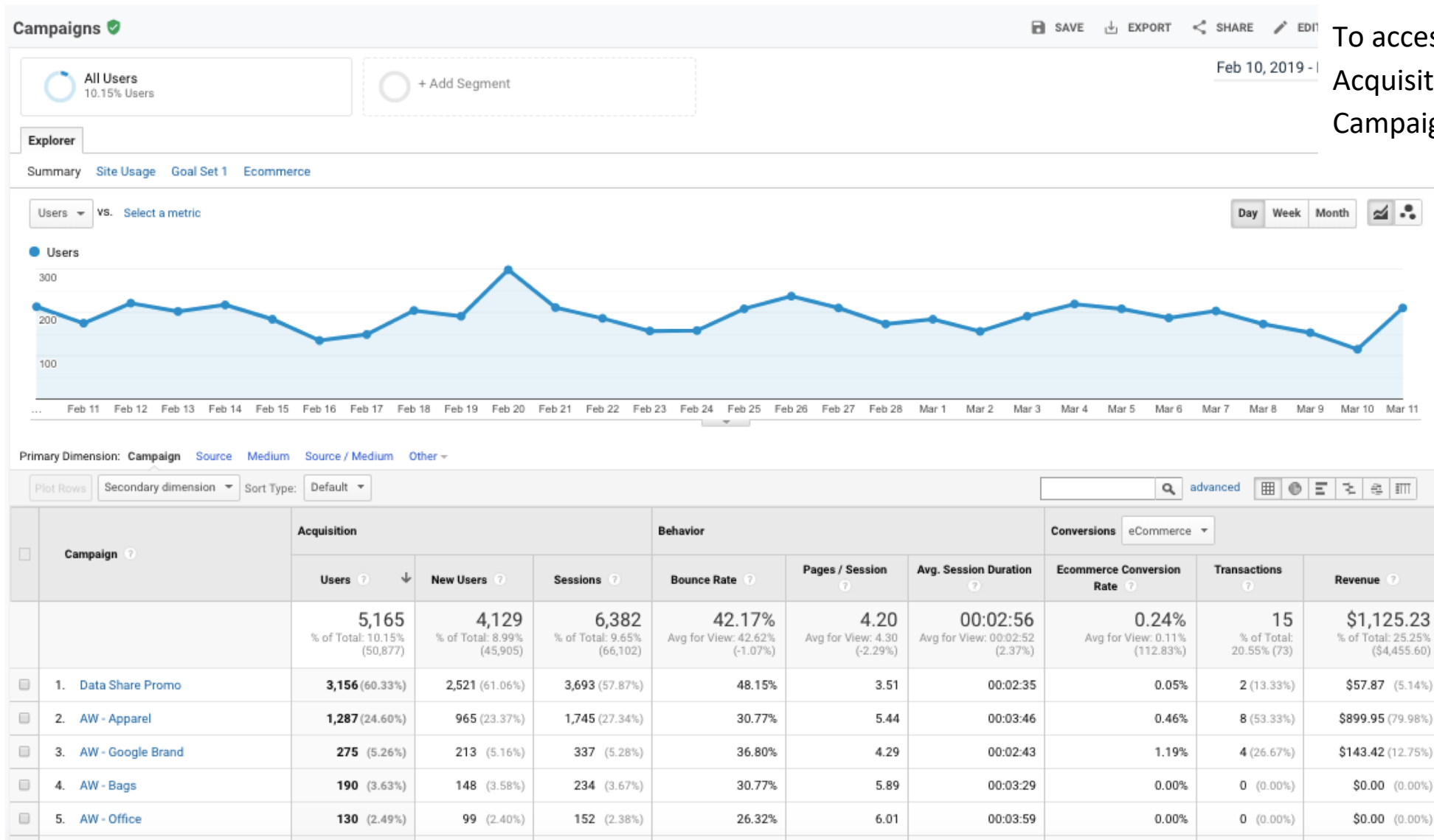
[view full report](#)

Campaign Report | Tracking specific initiatives

Use this report to:

- Track traffic and actions driven from marketing campaigns

To access:
Acquisition > Campaigns > All Campaigns



BREAK (10 minutes)

Feel free to come up and ask individual questions that you might be working through

Best Practices

Ensuring your Google Analytics is clean and useful

Why do we care about Google Analytics hygiene?

“Bad data is worse than no data at all!”

Many common causes of GA data inaccuracy

- Self-referrals
- Internal traffic
- Referral Spam traffic, bots, etc.
- Missing GA tags
- GA tags not firing
- Browser in incognito mode, Javascript off, etc.
- Firing too many tags
- Campaigns or channels or sources misidentified ...
Including due to 301 redirects
- GA sampling
- Misapplied filters
- Etc.

Rules of Thumb:

- 5% errors are normal
- Don't overanalyze
- Relative numbers (trends) are more meaningful than absolute numbers
- Test your data accuracy regularly (semi-annually or more frequently IF your gut-feel tells you something is 'not right')

Applying a Filter | Step-by-step

The screenshot displays the Google Analytics Admin Panel interface. On the left, the 'Admin' link in the sidebar is highlighted with a red arrow pointing to it, accompanied by a red box containing the text 'Go to the Admin Panel'. The main content area is divided into three columns: 'Account', 'Property', and 'View'. The 'View' column is expanded, showing a list of options including 'View Settings', 'Goals', 'Filters', 'Ecommerce Settings', and 'Calculated Metrics BETA'. A red arrow points from a red box containing the text 'Under "View": Go to Filters' to the 'Filters' option in the 'View' column.

Analytics | All accounts > 1 Master

Home
Customization

REPORTS
Real-Time
Audience
Acquisition
Behavior
Conversions

Discover
Admin

ADMIN USER

Account + Create Account
Demo Account

Account Settings
User Management
All Filters
Trash Can

Property + Create Property
Google Merchandise Store

Property Settings
Tracking Info

PRODUCT LINKING
Google Ads Linking
AdSense Linking
Ad Exchange Linking
All Products

View + Create View
1 Master View

View Settings
Goals
Filters
Ecommerce Settings
Calculated Metrics BETA

PERSONAL TOOLS & ASSETS
Segments

Go to the Admin Panel

Under "View": Go to Filters

Applying a Filter | Example: Filtering out Internal Traffic

The screenshot shows the Google Analytics interface with the 'Filters' section selected in the left sidebar. The main content area displays the 'Add Filter to View' dialog box. The dialog has the following fields and options:

- Filter Name:** Office IP Address
- Filter Type:** Predefined (selected), Custom
- Exclude:** Exclude (selected)
- traffic from the IP addresses:** traffic from the IP addresses (selected)
- that are equal to:** that are equal to (selected)
- IP address:** 74.125.19.103

Below the filter configuration, there is a 'Filter Verification' section with a warning message: 'Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g. IP address, Country) are not supported at this time.'

At the bottom of the dialog are 'Save' and 'Cancel' buttons.

Red annotations highlight key steps:

- A red arrow points to the '+ ADD FILTER' button with the text 'Go to Add Filter'.
- A red arrow points to the 'Filter Name' field with the text 'Filter out office IP address traffic'.

Setting Up Multiple Views | Example: Filtering out Internal Traffic

The Importance of Setting Up Views

Adjusting the view of your Google Analytics data allows you to customize the data for different parties.

Always create 3 views when setting up Google Analytics your website:

- MASTER VIEW — *The day-to-day use*
- TEST VIEW — *When you test out different filtering*
- RAW VIEW (ALL WEBSITE DATA) — *No filters*

Properties & Apps	Views
Google Merchand... UA-54516992-1	1 Master View 92320289
	2 Test View 92324711
	3 Raw Data View 90822334

Setting Up Multiple Views | Example: Filtering out Internal Traffic

The screenshot displays the Google Analytics Admin interface, which is organized into three main columns. The top navigation bar includes 'ADMIN' and 'USER' tabs. The first column, under the 'Account' header, contains a '+ Create Account' button and a list of account-level items: 'Demo Account', 'Account Settings', 'User Management', 'All Filters', and 'Trash Can'. The second column, under the 'Property' header, contains a '+ Create Property' button and a list of property-level items: 'Google Merchandise Store', 'Property Settings', 'Tracking Info', 'PRODUCT LINKING' (with sub-items: 'Google Ads Linking', 'AdSense Linking', 'Ad Exchange Linking', 'All Products'), 'Audience Definitions', 'Custom Definitions', and 'Data Import'. The third column, under the 'View' header, contains a '+ Create View' button, which is highlighted by a red arrow pointing from a red callout box labeled 'Create View'. Below this button, the '1 Master View' is listed, followed by a list of view-level items: 'View Settings', 'Goals', 'Filters', 'Ecommerce Settings', 'Calculated Metrics BETA', 'PERSONAL TOOLS & ASSETS' (with sub-items: 'Segments', 'Annotations', 'Attribution Models', 'Custom Channel Grouping BETA', 'Custom Alerts', 'Scheduled Emails', 'Saved Reports', and 'Share Assets').

Setting Up Multiple Views | Example: Filtering out Internal Traffic

View [+ Create View](#)

Master View

View Settings

Basic Settings

View ID
191444161

View Name
Master View

Website's URL
http:// Example: http://www.mywebsite.com

Time zone country or territory
Canada (GMT-04:00) Toronto Time

Default page optional

Exclude URL Query Parameters optional

Currency displayed as optional
US Dollar (USD \$)

Bot Filtering
☒ Exclude all hits from known bots and spiders

Site Search Settings

Site search Tracking optional
OFF

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

Apply Bot Filtering (at minimum)

Using Google Analytics Like a Pro

Navigating and finding information like a ninja

Setting Up Segments | Isolating User Groups

Use this report to:
- Find insights on specific often-segmented user groups quickly

The screenshot shows the Google Analytics 'Audience Overview' report. At the top, there's a header with 'Audience Overview' and a green checkmark. Below it, a box shows 'All Users' with '100.00% Users'. To the right of this box is a '+ Add Segment' button, which is highlighted by a red arrow pointing from a red box labeled '1) Add Segment (on any report)'. Further right, there are buttons for 'SAVE', 'EXPORT', 'SHARE', and 'INSIGHTS'. Below the header, there's a date range selector showing 'Feb 10, 2019 - Mar 11, 2019'. Below the date range, there's a 'Overview' tab. Below the tab, there's a '+ NEW SEGMENT' button, which is highlighted by a red arrow pointing from a red box labeled '2) New Segment'. To the right of the '+ NEW SEGMENT' button is a red box labeled '3) Pick your target group and save', with a red arrow pointing to the 'Segment Name' field in the 'New Segment' dialog box. The 'New Segment' dialog box is open, showing a 'Segment Name' field, 'Save', 'Cancel', and 'Preview' buttons. Below the 'Segment Name' field, there's a 'Demographics' section with a dropdown menu for 'Demographics' (currently set to 'Demographics'). The 'Demographics' section has a description: 'Segment your users by demographic information.' Below this, there are several fields: 'Age' (with checkboxes for 18-24, 25-34, 35-44, 45-54, 55-64, 65+), 'Gender' (with checkboxes for Female, Male, Unknown), 'Language' (with a dropdown menu set to 'contains' and a text input field), 'Affinity Category (reach)' (with a dropdown menu set to 'contains' and a text input field), 'In-Market Segment' (with a dropdown menu set to 'contains' and a text input field), 'Other Category' (with a dropdown menu set to 'contains' and a text input field), and 'Location' (with a dropdown menu set to 'Continent', a dropdown menu set to 'contains', and a text input field). Below the 'Demographics' section, there's an 'Advanced' section with a dropdown menu for 'Advanced' (currently set to 'Advanced'). The 'Advanced' section has a description: 'Segment your users by advanced information.' Below this, there are several fields: 'Conditions' (with a dropdown menu set to 'contains' and a text input field), 'Sequences' (with a dropdown menu set to 'contains' and a text input field), and 'Behavior' (with a dropdown menu set to 'contains' and a text input field). Below the 'Advanced' section, there's a 'Traffic Sources' section with a dropdown menu for 'Traffic Sources' (currently set to 'Traffic Sources'). The 'Traffic Sources' section has a description: 'Segment your users by traffic source information.' Below this, there are several fields: 'Date of First Session' (with a dropdown menu set to 'contains' and a text input field), 'Enhanced Ecommerce' (with a dropdown menu set to 'contains' and a text input field), 'Conditions' (with a dropdown menu set to 'contains' and a text input field), and 'Sequences' (with a dropdown menu set to 'contains' and a text input field). Below the 'Traffic Sources' section, there's a 'System' section with a dropdown menu for 'System' (currently set to 'System'). The 'System' section has a description: 'Segment your users by system information.' Below this, there are several fields: 'Custom' (with a dropdown menu set to 'contains' and a text input field), 'Shared' (with a dropdown menu set to 'contains' and a text input field), 'Starred' (with a dropdown menu set to 'contains' and a text input field), and 'Selected' (with a dropdown menu set to 'contains' and a text input field). Below the 'System' section, there's a 'Selected' section with a dropdown menu for 'Selected' (currently set to 'Selected'). The 'Selected' section has a description: 'Segment your users by selected information.' Below this, there are several fields: 'All' (with a dropdown menu set to 'contains' and a text input field), 'Boun' (with a dropdown menu set to 'contains' and a text input field), 'Cana' (with a dropdown menu set to 'contains' and a text input field), 'Cana' (with a dropdown menu set to 'contains' and a text input field), 'Cana' (with a dropdown menu set to 'contains' and a text input field), 'Conv' (with a dropdown menu set to 'contains' and a text input field), 'Direc' (with a dropdown menu set to 'contains' and a text input field), 'Fema' (with a dropdown menu set to 'contains' and a text input field), and 'Madr' (with a dropdown menu set to 'contains' and a text input field). Below the 'Selected' section, there's an 'Apply' button and a 'Cancel' button.

Using Advanced Search | Hunting for the right data

Use this report to:

- Find insights on specific queries

1) Click on Advanced

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
	50,877 % of Total: 100.00% (50,877)	45,948 % of Total: 100.09% (45,905)	66,102 % of Total: 100.00% (66,102)	42.62% Avg for View: 42.62% (0.00%)	4.30 Avg for View: 4.30 (0.00%)	00:02:52 Avg for View: 00:02:52 (0.00%)	0.11% Avg for View: 0.11% (0.00%)	73 % of Total: 100.00% (73)	\$4,455.60 % of Total: 100.00% (\$4,455.60)	
1. google / organic	28,280(52.73%)	25,422(55.33%)	33,911(51.30%)	48.36%	3.85	00:02:27	0.11%	36(49.32%)	\$1,843.45(41.37%)	
2. (direct) / (none)	8,360(15.59%)	7,575(16.49%)	10,682(16.16%)	31.25%	5.15	00:03:44	0.16%	17(23.29%)	\$1,048.96(23.54%)	

2) Select the parameter

3) Pick how you want to search for information

Include Source / Medium Containing referral

and

+ Add a dimension or metric

Apply cancel

Source / Medium Acquisition

Users New Users

mall.googleplex.com / referral
analytics.google.com / referral
creatoracademy.youtube.com / referral
google.com / referral
groups.google.com / referral
qiita.com / referral
m.facebook.com / referral
quora.com / referral
reddit.com / referral
youtube.com / referral

Google Analytics Scavenger Hunt

Let's put our skills to the test!

Scavenger Hunt — Use the CPA Canada 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.

Today's activity can be found here:

<http://camptech.ca/cpa-analytics-1>

Thank you!

Have questions? Reach out to: info@camptech.ca