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.

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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?*

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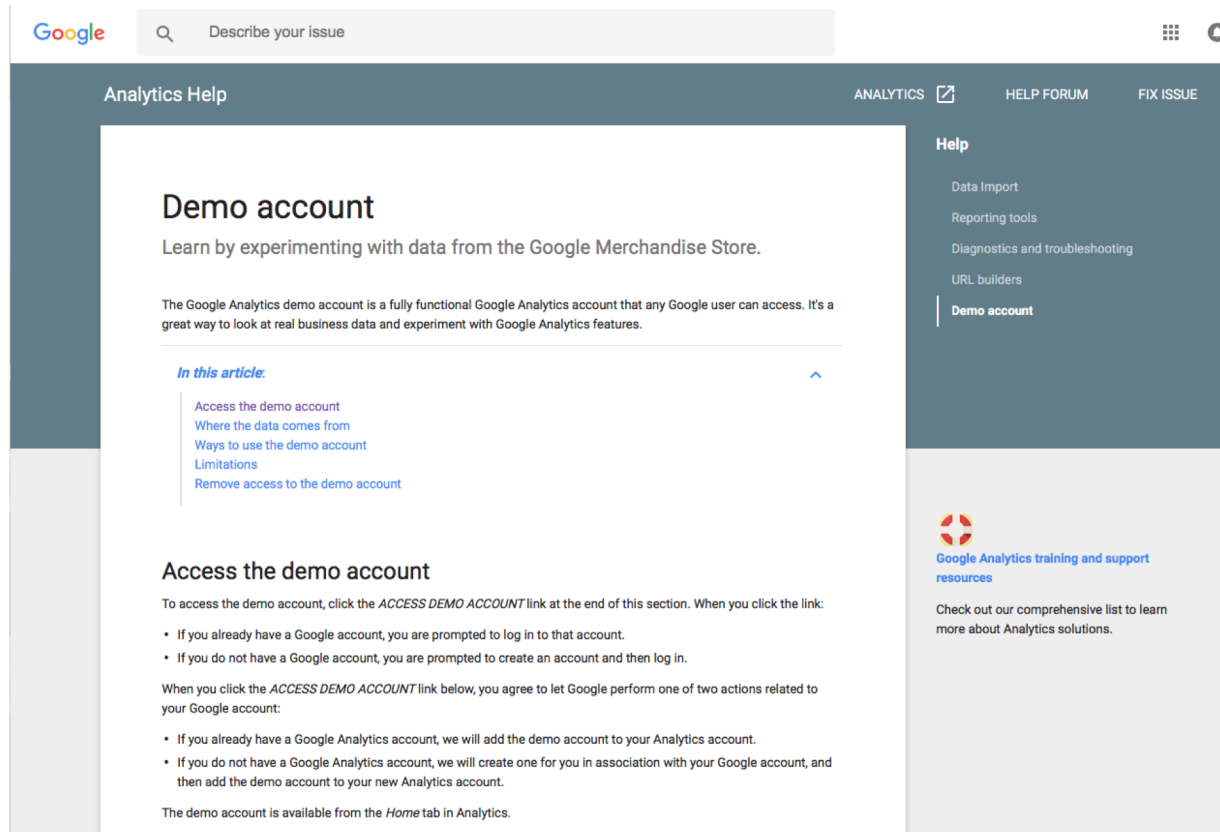TRAINING

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**

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Resources for today's class can be found here:
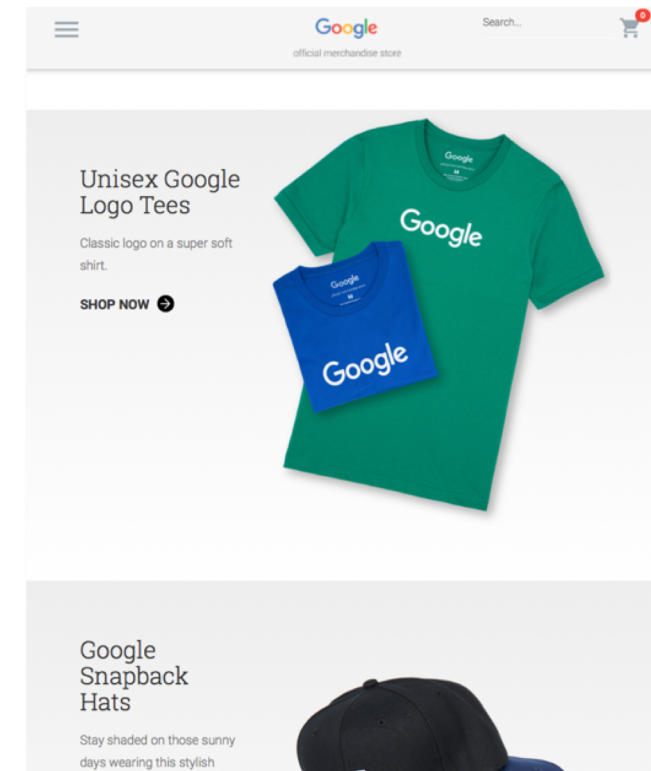
http://camptech.ca/cpa-analytics-1

Follow along with this demo account

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

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
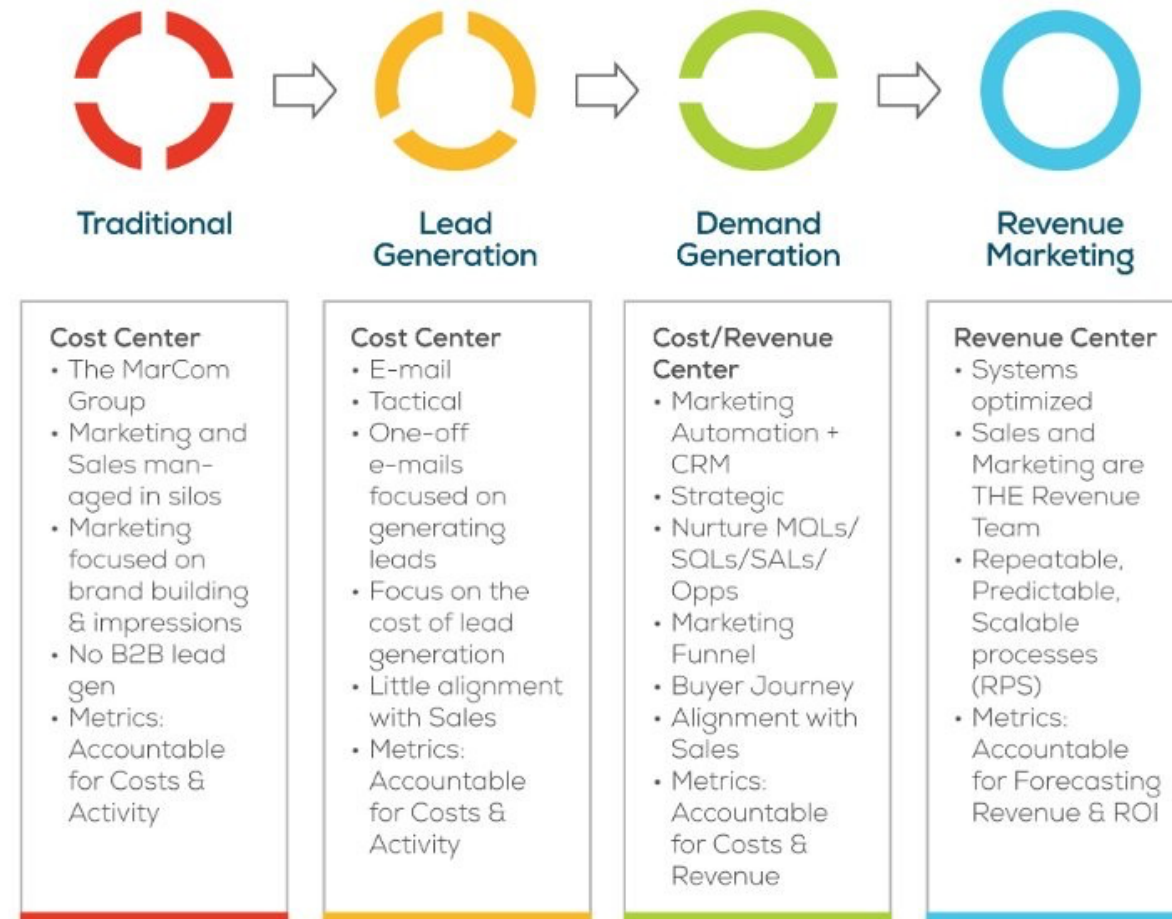
How Analytics Affects Organizations

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

Traditional	Lead Generation	Demand Generation	Revenue Marketing
Cost Center	**Cost Center**	**Cost/Revenue Center**	**Revenue Center**
• The MarCom Group	• E-mail	• Marketing Automation + CRM	• Systems optimized
• Marketing and Sales managed in silos	• Tactical	• Strategic	• Sales and Marketing are THE Revenue Team
• Marketing focused on brand building & impressions	• One-off e-mails focused on generating leads	• Nurture MQLs/SQLs/SALs/Opps	• Repeatable, Predictable, Scalable processes (RPS)
• No B2B lead gen	• Focus on the cost of lead generation	• Marketing Funnel	• Metrics: Accountable for Forecasting Revenue & ROI
• Metrics: Accountable for Costs & Activity	• Little alignment with Sales	• Buyer Journey	
	• Metrics: Accountable for Costs & Activity	• Alignment with Sales	
		• Metrics: Accountable for Costs & Revenue	

Source: The Pedowitz Group

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How Google Analytics Works

How Google Analytics Works

Page 1

Page 2

Page 3

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```

```
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  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```

Page hit

Page hit

Page hit

Google Analytics

Property:
UA-54516992-1

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Google Analytics Report Review

+ Where you can find different insights

Audience Report | Who's on my site?
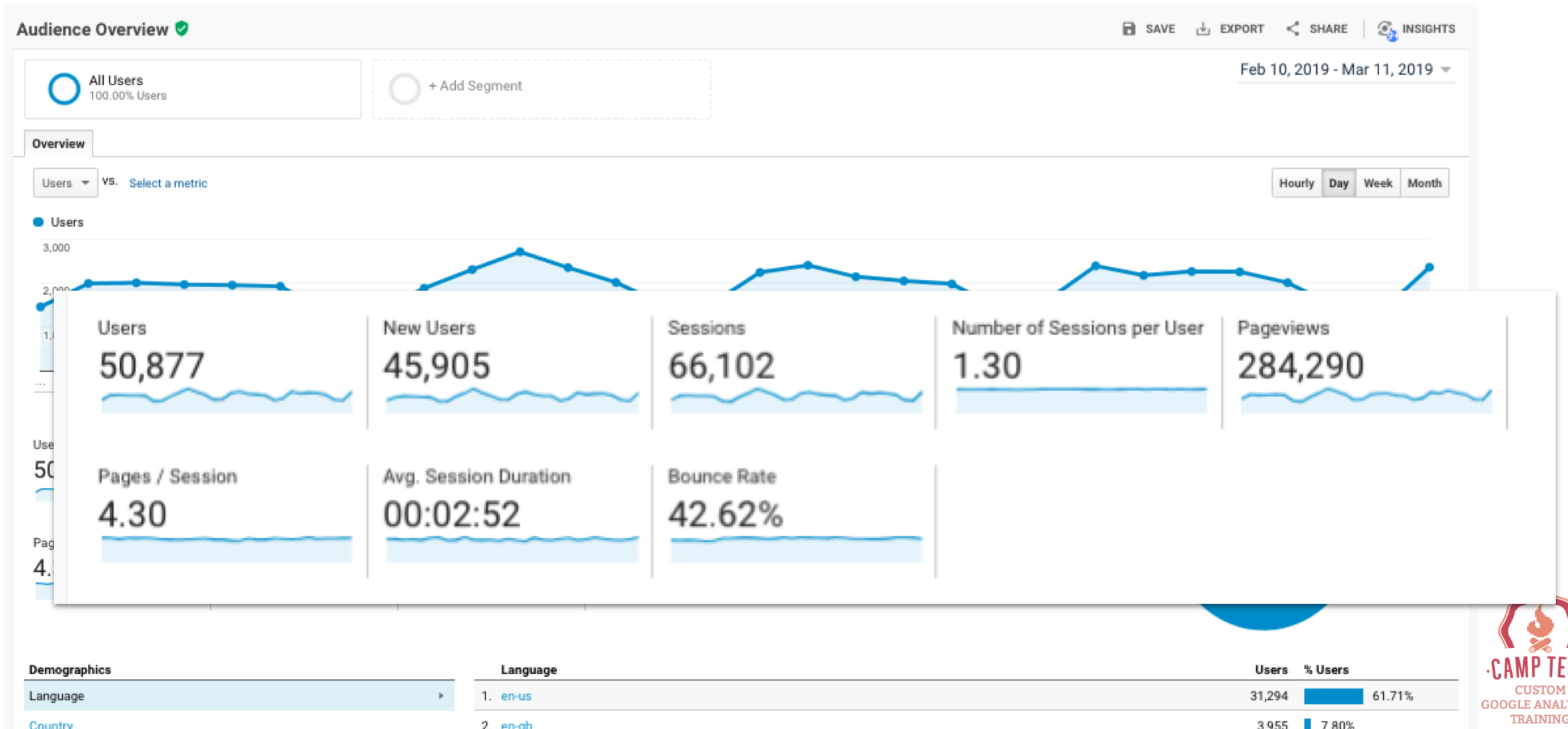
Acquisition Report | How did they get here?
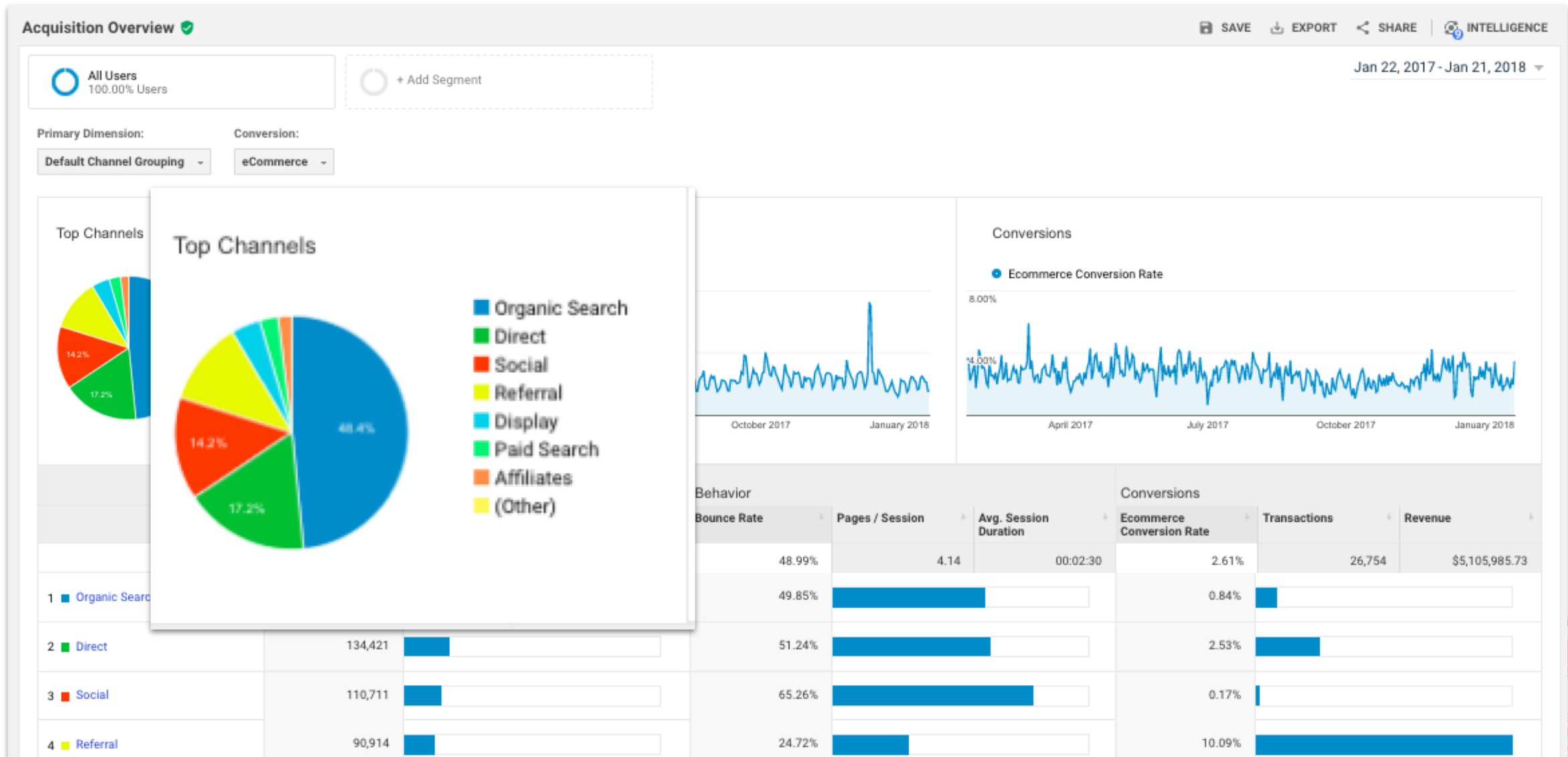
Behaviour Report | What did they do?
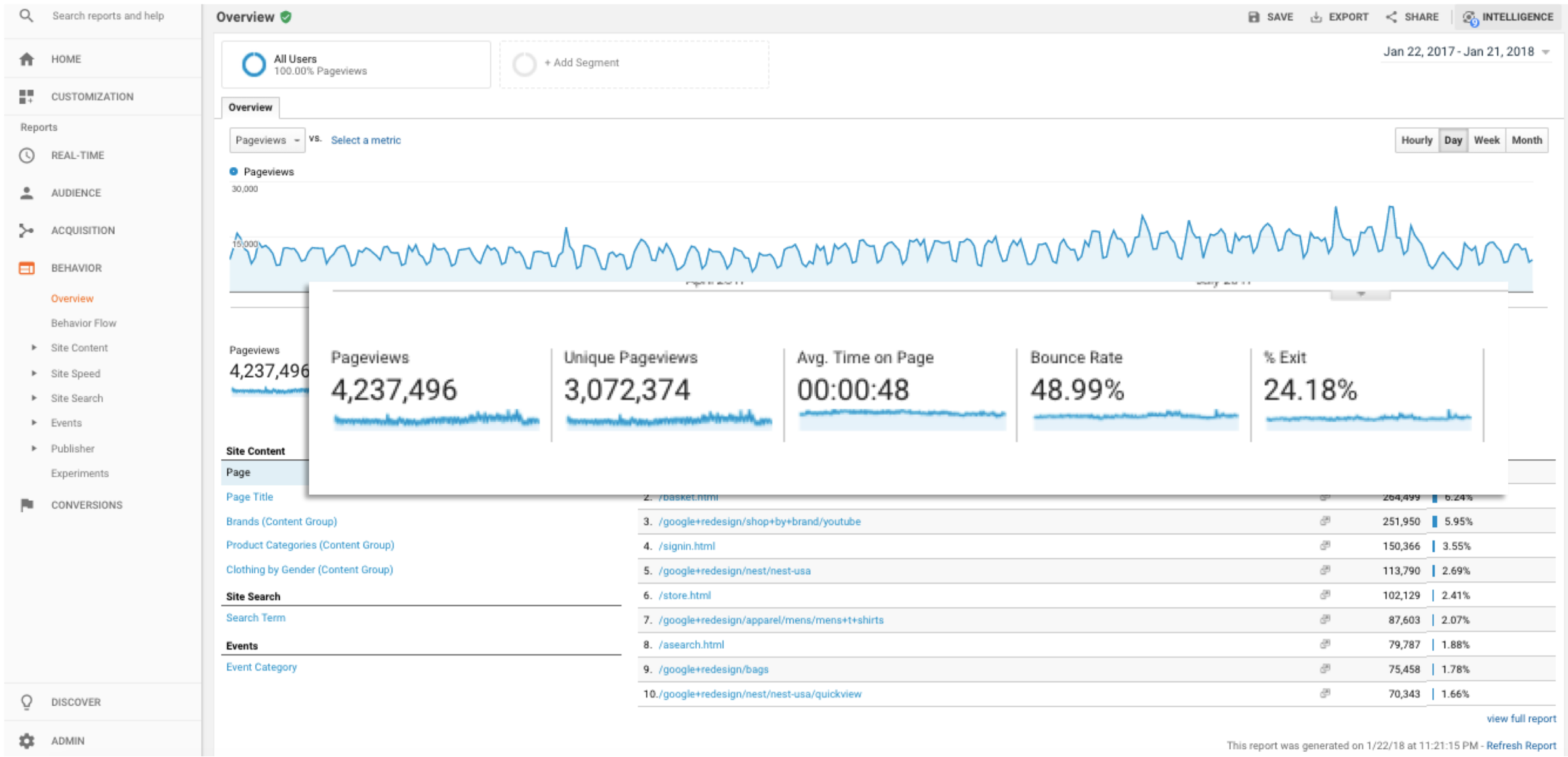
Conversion Report | Measuring impact

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?
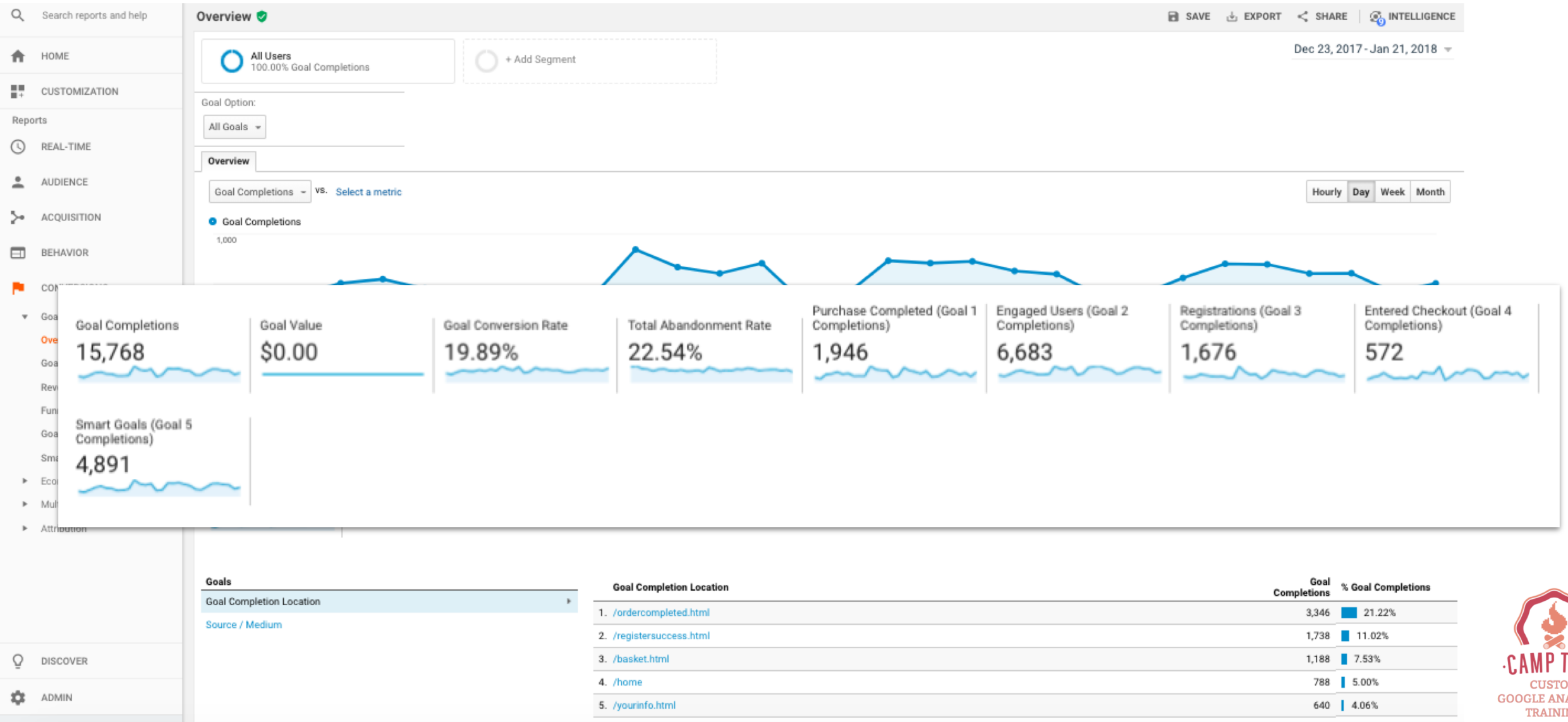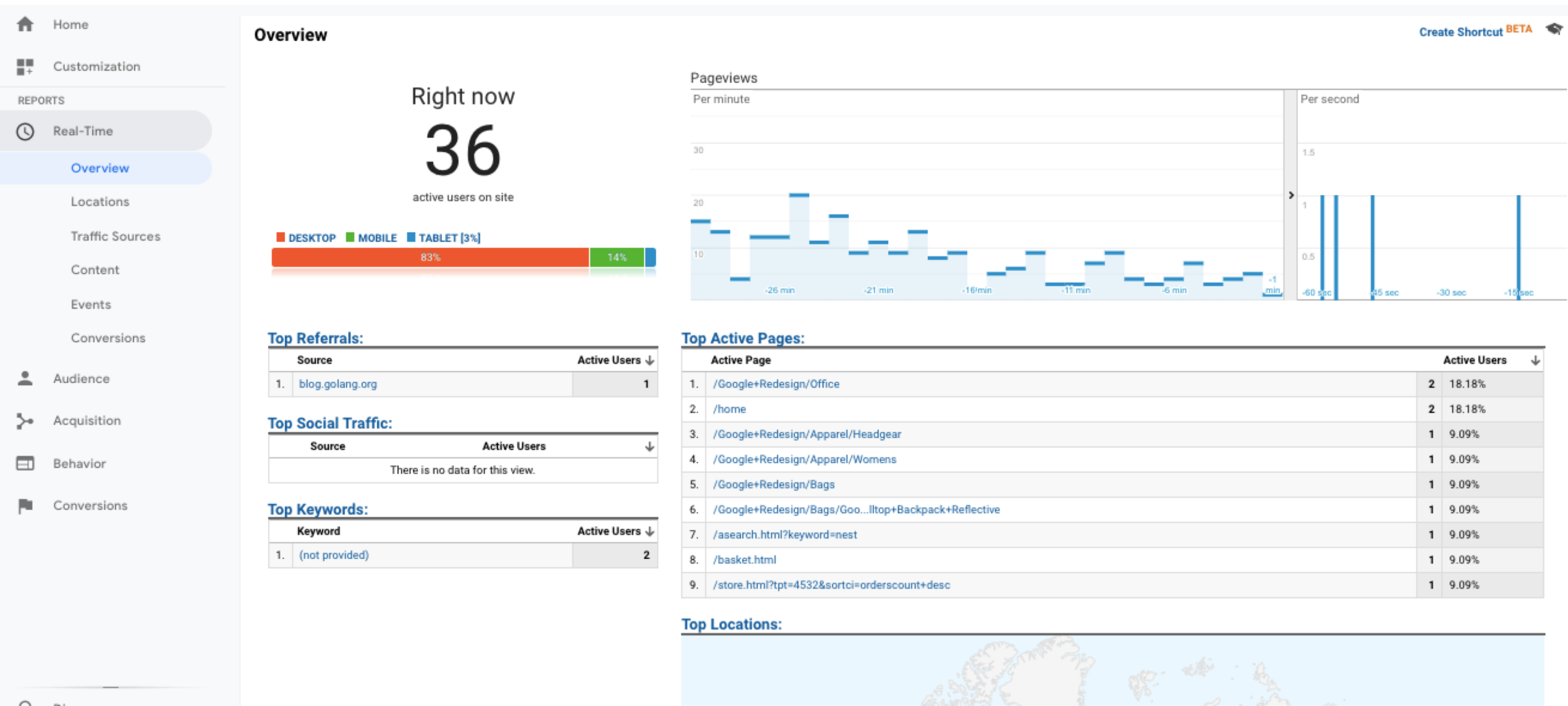
Use this report to:
- See if code is firing properly on my site

Home
Customization

REPORTS
Real-Time
  Overview
  Locations
  Traffic Sources
  Content
  Events
  Conversions

Audience
Acquisition
Behavior
Conversions

Overview BETA

Create Shortcut BETA

Right now
36
active users on site

DESKTOP | MOBILE | TABLET [3%]
83% | 14% |

Pageviews
Per minute | Per second

Top Referrals:

Source	Active Users ↓
1. blog.golang.org	1

Top Social Traffic:

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

Top Keywords:

Keyword	Active Users ↓
1. (not provided)	2

Top Active Pages:

	Active Page	Active Users ↓	
1.	/Google+Redesign/Office	2	18.18%
2.	/home	2	18.18%
3.	/Google+Redesign/Apparel/Headgear	1	9.09%
4.	/Google+Redesign/Apparel/Womens	1	9.09%
5.	/Google+Redesign/Bags	1	9.09%
6.	/Google+Redesign/Bags/Goo...lltop+Backpack+Reflective	1	9.09%
7.	/asearch.html?keyword=nest	1	9.09%
8.	/basket.html	1	9.09%
9.	/store.html?tpt=4532&sortci=orderscount+desc	1	9.09%

Top Locations:

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

All Users
100.00% Unique Events

+ Add Segment

Overview

Total Events ▾ vs. Select a metric

Hourly | Day | Week | Month

● Total Events

3,000

2,000

1,000

Feb 11 Feb 12 Feb 13 Feb 14 Feb 15 Feb 16 Feb 17 Feb 18 Feb 19 Feb 20 Feb 21 Feb 22 Feb 23 Feb 24 Feb 25 Feb 26 Feb 27 Feb 28 Mar 1 Mar 2 Mar 3 Mar 4 Mar 5 Mar 6 Mar 7 Mar 8 Mar 9 Mar 10 Mar 11
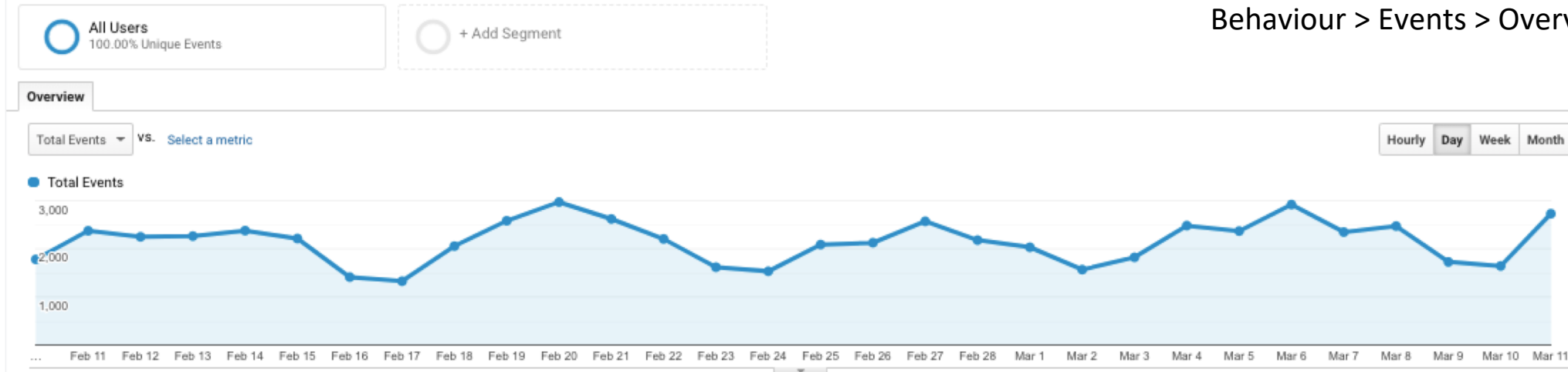
Total Events	Unique Events	Event Value	Avg. Value	Sessions with Event	Events / Session with Event
64,624	44,379	0	0.00	17,396	3.71

Top Events

Event Category

Event Action ▸

Event Label

Event Action		Total Events	% Total Events
1. Quickview Click	**Event Action**		
2. Product Click	1. Quickview Click	35,881	55.52%
3. Promotion Click	2. Product Click	11,990	18.55%
4. Add to Cart	3. Promotion Click	7,688	11.90%
5. Remove from Cart	4. Add to Cart	7,501	11.61%
6. Onsite Click	5. Remove from Cart	1,231	1.90%
	6. Onsite Click	333	0.52%

view full report

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Campaign Report | Tracking specific initiatives

Use this report to:
- Track traffic and actions driven from marketing campaigns

To access:
Acquisition > Campaigns > All Campaigns
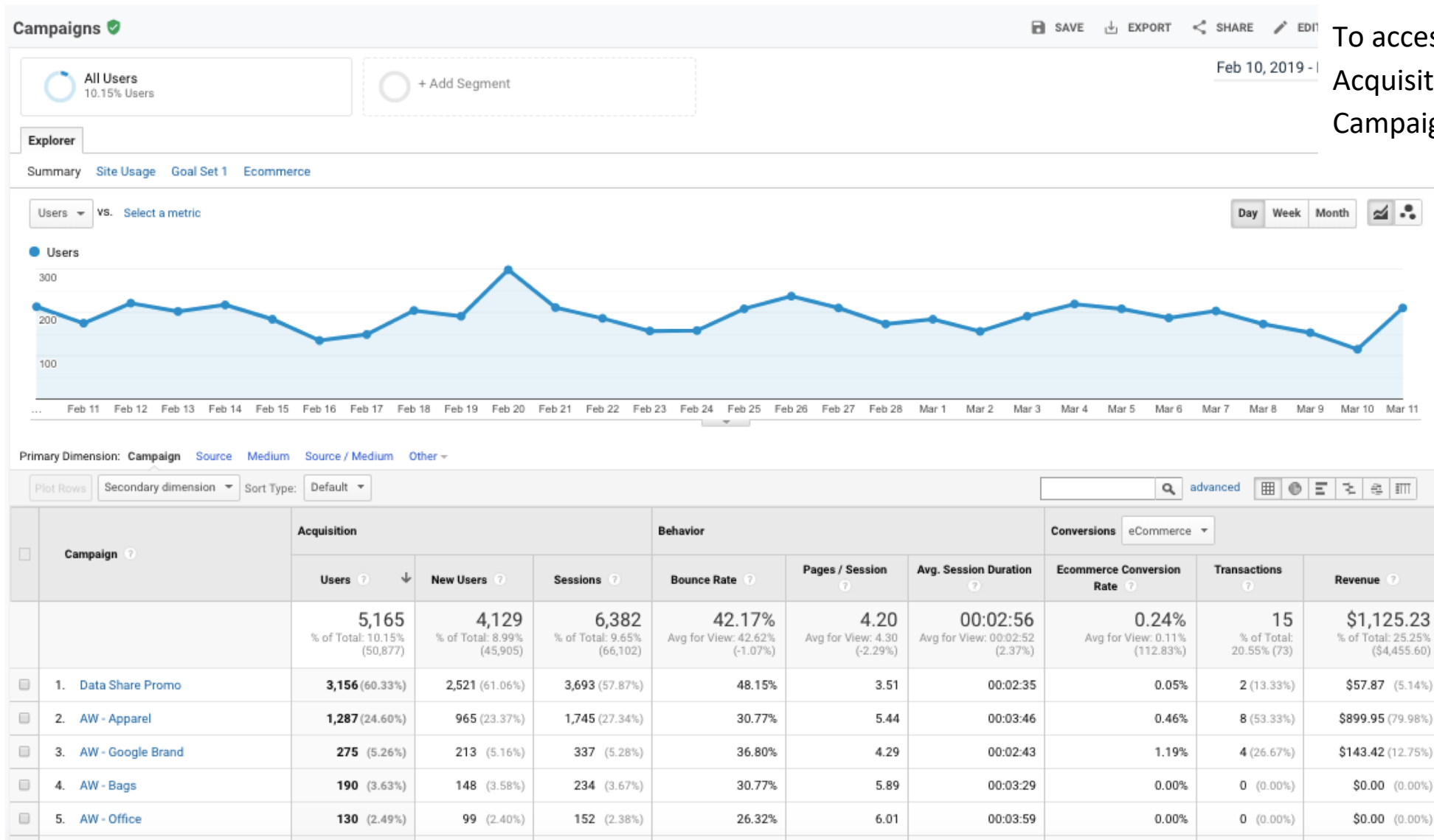
BREAK (10 minutes)

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

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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')

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Applying a Filter | Step-by-step

Go to the Admin Panel

Under "View": Go to Filters

Applying a Filter | Example: Filtering out Internal Traffic

View   + Create View

All Web Site Data

+ ADD FILTER

Go to Add Filter

Search

Rank	↓	Filter Name		Filter Type

There is no data for this view.

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Add Filter to View

Filter Information

Filter Name

Office IP Address

Filter out office IP address traffic

Filter Type

Predefined   Custom

Exclude ▾   traffic from the IP addresses ▾   that are equal to ▾

IP address

74.125.19.103

Filter Verification ⓘ

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.

Save   Cancel

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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 Analytic 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 ☆

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Setting Up Multiple Views | Example: Filtering out Internal Traffic

Setting Up Multiple Views | Example: Filtering out Internal Traffic

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

Audience Overview ✓

SAVE   EXPORT   SHARE   INSIGHTS

All Users
100.00% Users

+ Add Segment

1) Add Segment (on any report)

Feb 10, 2019 - Mar 11, 2019 ▾

Overview

+ NEW SEGMENT

2) New Segment

3) Pick your target group and save

VIEW SEGMENTS

Segment N:

All

☑ ☆ All U

System

☐ ☆ Boun

Custom

☐ ☆ Cana

Shared

☐ ☆ Cana

Starred

☐ ☆ Cana

Selected

☐ ☆ Conv

☐ ☆ Direc

☐ ☆ Fema

☐ ☆ Made

Apply   Cancel

Segment Name ▣   Save   Cancel   Preview

Demographics

Demographics
Segment your users by demographic information.

Technology

Behavior

Age ⑦   ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Date of First Session

Gender ⑦   ☐ Female ☐ Male ☐ Unknown

Traffic Sources

Language ⑦   contains ▾

Enhanced Ecommerce

Affinity Category (reach) ⑦   contains ▾

Advanced

In-Market Segment ⑦   contains ▾

Conditions

Sequences

Other Category ⑦   contains ▾

Location ⑦   Continent ▾ contains ▾

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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 ⑦	Acquisition			Behavior			Conversions eCommerce ▾		
		Users ⑦ ↓	New Users ⑦	Sessions ⑦	Bounce Rate ⑦	Pages / Session ⑦	Avg. Session Duration ⑦	Ecommerce Conversion Rate ⑦	Transactions ⑦	Revenue ⑦
		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%)

| Include▾ | Source / Medium ▾ | Containing ▾ | referra |

2) Select the parameter

and

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

+ Add a dimension or metric ▾

3) Pick how you want to search for information

Apply   cancel

	Source / Medium ⑦	Acquisition	
		Users ⑦ ↓	New Use

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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

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Thank you!

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