Analytics

GOOGLE ANALYTICS GUIDE

DIGITAL TEAM
31/08/2018

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Introduction

What?

- It helps to track and analyze the visitors on the website

- It provides key insights into how the website is performing and what can be done to meet the website's goals.

- It tracks where the traffic is coming from and how the visitors are behaving on the site.

- Analysis and monitoring the data to understand the customers and their journey for making well informed business decisions.

How will it be useful?

- It helps in development and optimization of the landing pages (how relevant are they to the visitors).

- Identifies navigation challenges that may prevent visitors from meeting the goals that are set.

- Optimization of adwords performance – keywords, timing, geographic differences.

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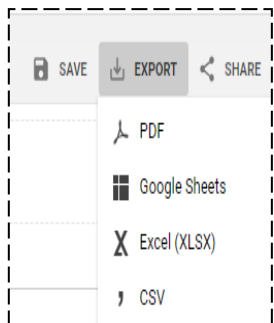21/11/2018   **2**

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General
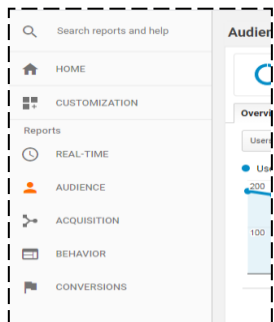
Left-side bar

The left side bar has most important categories which can be expanded to reveal more options.
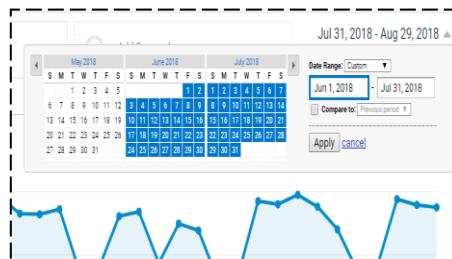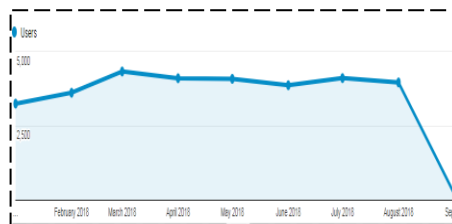
Date Range

This determines the date range you are looking at. It automatically shows 30 days of the website activity. You can also compare data with two different data ranges.
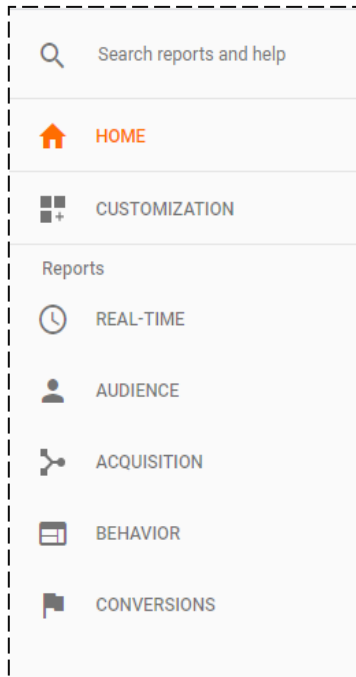
Save & Export

All customization including advanced segments, sorting etc can be saved and accessed later. You can export the data in various formats like pdf or xlsx.

Graph

The graph automatically plots the sessions. You can change what the graph is showing by changing the metric. You can also compare one metric to another.

Left-side bar

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

Real-Time

➢ It reports the activity happening on the website right now.

➢ The overview tab page displays how many users are active on the site in real-time where they're from and which pages they're browsing.

Audience

➢ This report gives a detailed analysis of the users visiting the website.

➢ The overview tab gives the overall picture of the website's audience and their activity.

Behaviour

➢ The report captures and displays what visitors do on the website; the pages they visit and what actions they take while on those pages.

➢ The overview shows how many page views on your site received in the selected time range along with some other metrics.

Acquisition

➢ The report gives a detailed overview of where the traffic is originating from such as organic search, direct, social, referral or email.

➢ Using the tabs inside this acquisition report, you can dig deeper into the individual traffic sources and view them by channel source/medium.

Metrics

Users
29,626

New Users
28,975

Sessions
38,354

Number of Sessions per User
1.29

Pageviews
80,051

Pages / Session
2.09

Avg. Session Duration
00:01:19

Bounce Rate
69.62%
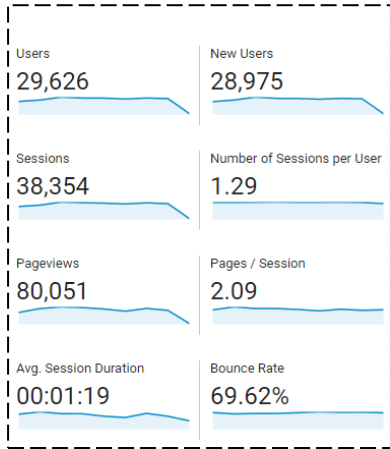
Users

This represents number of people who have come to the site. Even if they have visited the site multiple times, it will only count as 1 user.

Sessions

This represents the number of times the user was active on the website. A session will reset after 30 minutes of inactivity.

Bounce rate

This is the percentage of users who only visit one page of the website and leave without exploring the other pages and dont take any action.

Pages/ Session

This represents the avg number of pages that were viewed in a session. This includes repeated page views.

% of new sessions

This represents an estimated percentage of sessions that came from new users or the users who have come to the website for the first time.

Avg. Session duration

This represents the avg amount of time a user spends during a session on the website
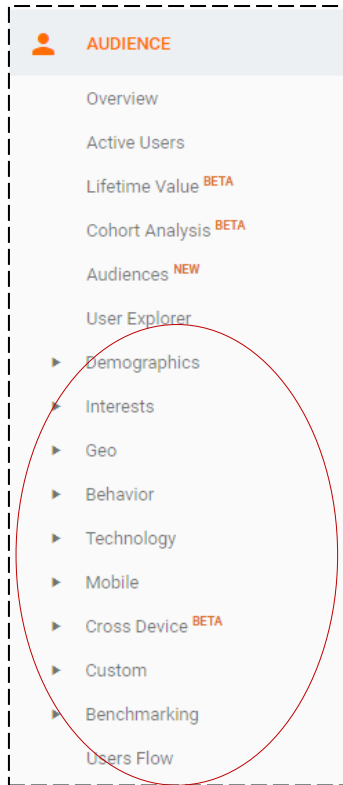
Page views

This represents the total number of times the pages were viewed on the website. This includes repeated site users and repeated page views.

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AUDIENCE

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Audience Dimensions

AUDIENCE

Overview

Active Users

Lifetime Value ᴮᴱᵀᴬ

Cohort Analysis ᴮᴱᵀᴬ

Audiences ᴺᴱᵂ

User Explorer

▶ Demographics

Interests

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

▶ Cross Device ᴮᴱᵀᴬ

▶ Custom

▶ Benchmarking

Users Flow

Behavior flow
This tab shows the the age and gender of the audience

Interests
This tab shows the dominant interests of the majority of the users
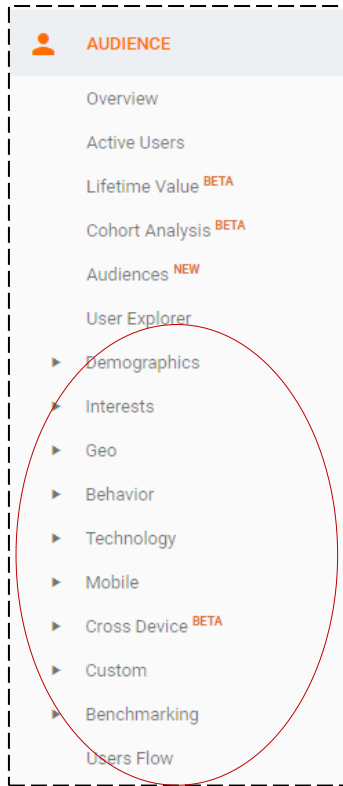
Geo
This tab shows the language and location of the users

Behaviour
This tab shows you the behaviour of the audience based on the interaction with the site such as new vs returning users, engagement etc.

Technology
It shows you the browser, OS and network that users use to access the site

AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Cross Device BETA

Custom

Benchmarking

Users Flow

Mobile
This tab shows from which gadget the website is viewed

Custom
This tab collects and analyses data that analytics doesn't automatically track

Benchmarking
It compares your site's performance to previous results and to industry's average

User flow
This tab visually displays where users come from and how and to what extent they interact with the website

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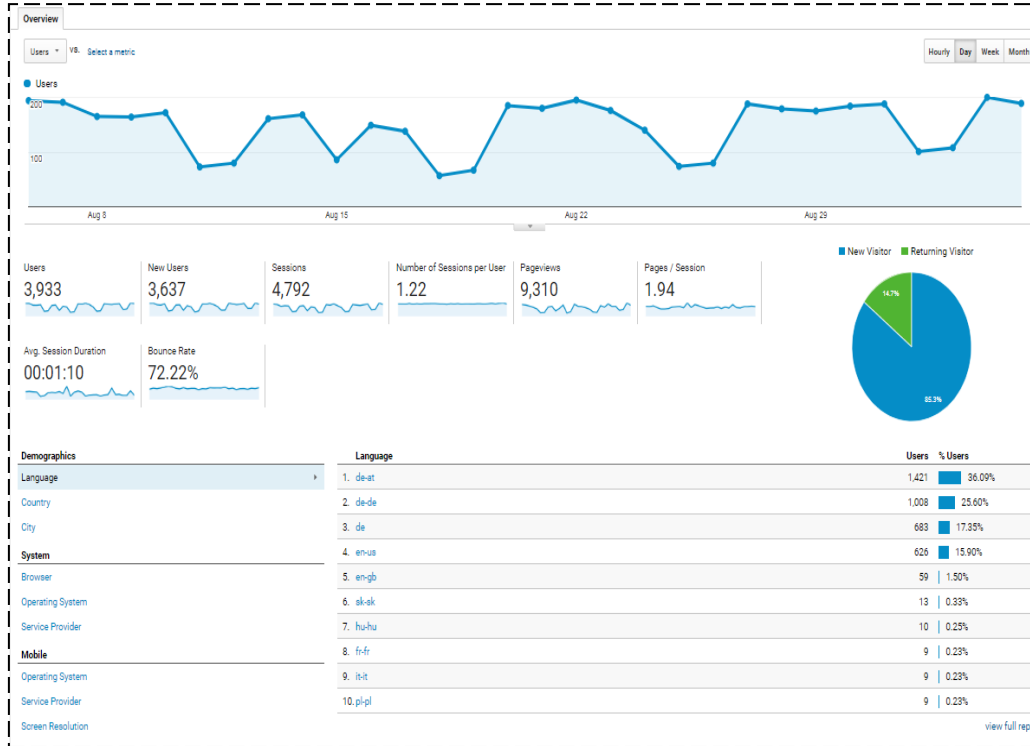
Audience Overview

The audience report in Google Analytics gives a detailed analysis of the users visiting the website. The overview tab gives an overall picture of the website's audience and their activity

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Demographics & Interests

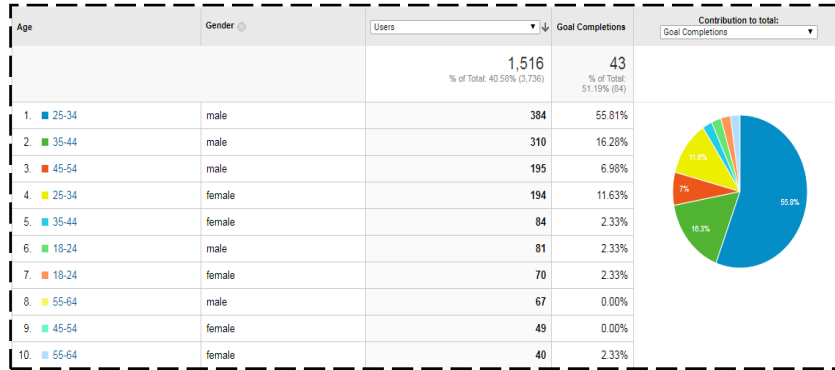|	Age	Gender	Users	Goal Completions
			1,516	43
			% of Total: 40.58% (3,736)	% of Total: 51.19% (84)
1.	25-34	male	384	55.81%
2.	35-44	male	310	16.28%
3.	45-54	male	195	6.98%
4.	25-34	female	194	11.63%
5.	35-44	female	84	2.33%
6.	18-24	male	81	2.33%
7.	18-24	female	70	2.33%
8.	55-64	male	67	0.00%
9.	45-54	female	49	0.00%
10.	55-64	female	40	2.33%

Affinity Category (reach) — 48.23% of total users

5.23%	News & Politics/Avid News Readers
4.79%	Lifestyles & Hobbies/Business Professionals
3.72%	Shoppers/Luxury Shoppers
3.68%	Shoppers/Value Shoppers
3.43%	Travel/Business Travelers
3.31%	Media & Entertainment/TV Lovers
3.26%	News & Politics/Avid News Readers/Avid Political News Readers
3.19%	Travel/Travel Buffs
3.10%	Banking & Finance/Avid Investors
2.92%	Home & Garden/Do-It-Yourselfers

In-Market Segment — 44.91% of total users

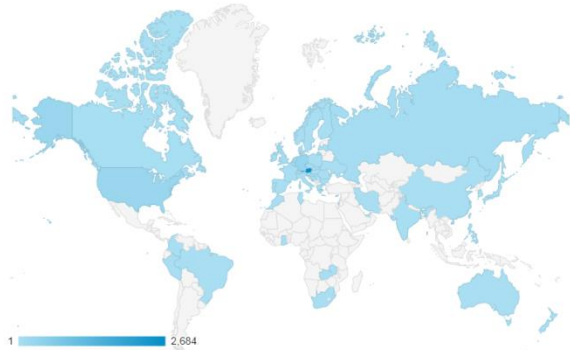|	
3.38%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.63%	Travel/Hotels & Accommodations
2.07%	Autos & Vehicles/Motor Vehicles/Motor Vehicles by Brand/Volkswagen
1.86%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)
1.84%	Autos & Vehicles/Motor Vehicles
1.79%	Real Estate/Residential Properties
1.54%	Employment
1.48%	Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/SUVs
1.37%	Financial Services/Investment Services
1.36%	Real Estate/Residential Properties/Residential Properties (For Sale)

Demographics

By looking at the age and gender demographics, you're able to create a profile of what type of audience can be the target profile for best conversions.
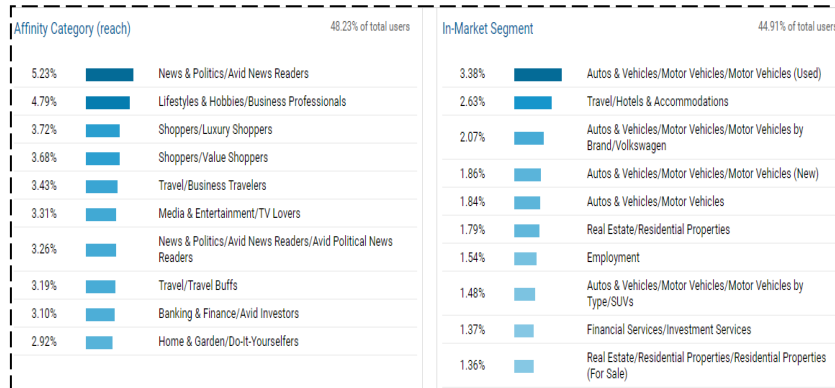
Interests

Google Analytics can also show us what our audience is interested in elsewhere on the web. This can help you identify advertising targets, cross-selling opportunities, new marketing strategies, content ideas etc.
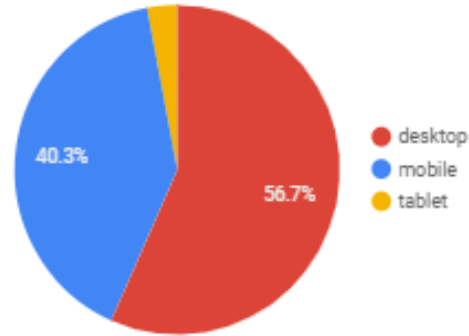
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Geo & Behaviour

User Type	Acquisition			Behavior
	Users ↓	New Users	Sessions	Bounce Rate
	3,736 % of Total: 100.00% (3,736)	3,458 % of Total: 100.00% (3,458)	4,495 % of Total: 100.00% (4,495)	72.37% Avg for View: 72.37% (0.00%)
1. New Visitor	**3,458** (85.74%)	3,458 (100.00%)	3,458 (76.93%)	74.93%
2. Returning Visitor	**575** (14.26%)	0 (0.00%)	1,037 (23.07%)	63.84%

Geo

You can find out where the traffic is coming from. It can either be global or local information. You can go deeper by clicking on each country.

User type

- **New users** are the ones who arrived on the website for the first time and if they return to the website again, they are known as **Returning visitors**.
- These two metrics should be compared with each other to analyze the performance of the website.
- For instance, if the returning users are less than the new ones, then the website is not appealing enough or not offering more useful content for the users to return and engage with the website.

Devices

Google Analytics tracks the type of device a visitor uses to visit your website.

Desktop

Desktop contains laptops, netbooks, and games consoles such as Playstation 3 etc

Mobile

Mobile phones covers smartphones and handheld game consoles

Tablet

Tablets includes standard iPads, Google Nexus, Galaxy Tabs, and e-readers such as the Kindle Fire.

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| Device Category | Acquisition | | | Behavior | | | Conversions |
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mailto Click (Goal 1 Conversion Rate)
	3,736 % of Total: 100.00% (3,736)	3,458 % of Total: 100.00% (3,458)	4,495 % of Total: 100.00% (4,495)	72.37% Avg for View: 72.37% (0.00%)	1.93 Avg for View: 1.93 (0.00%)	00:01:08 Avg for View: 00:01:08 (0.00%)	1.22% Avg for View: 1.22% (0.00%)
1. desktop	2,294 (61.39%)	2,087 (60.35%)	2,778 (61.80%)	71.81%	1.97	00:01:14	1.55%
2. m...	1,165 (31.17%)	1,115 (32.24%)	1,4.. (..23%)	..%	1.87	..:58	..
3. tablet	278 (7.44%)	256 (7.40%)	313 (6.96%)	74.12%	1.82	00:01:11	0.32%

Most important data points to analyze

1. What device is your traffic coming from?
2. How much traffic is that device generating?
3. Are visitors viewing one page and leaving?
4. How long are visitors staying on your website?
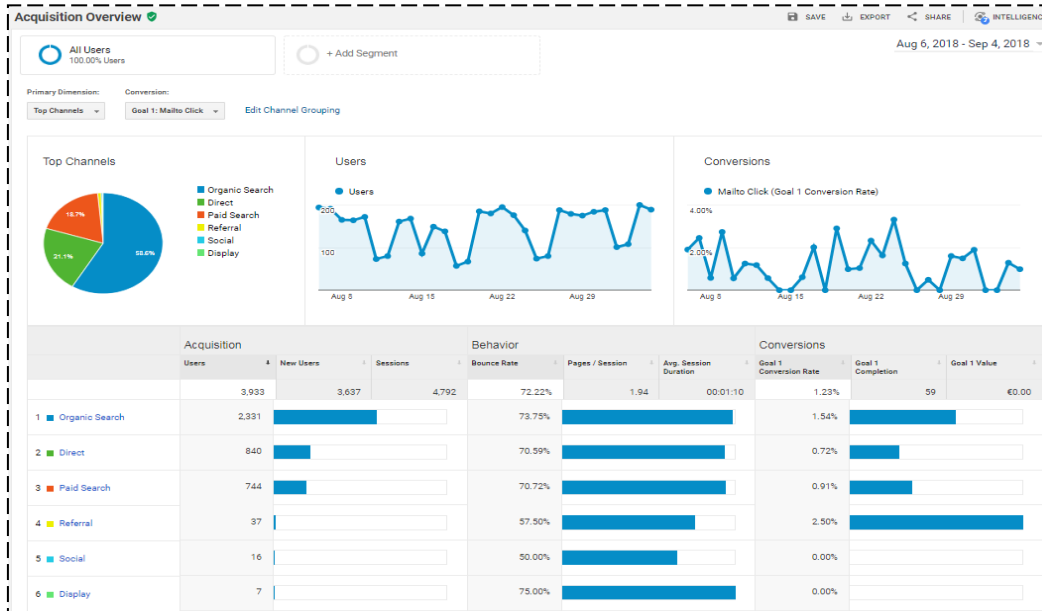5. How well is that device converting?

Notes to remember

- If you're noticing a high bounce rate for mobile, you should analyze the mobile website.
- Visitors want content quickly via mobile. Review the mobile user interface and page load speeds to help lower the bounce rate.
- If you're noticing a low average session duration, this means a particular device is not keeping the visitors engage.
- View how the content is laid out on mobile and tablet and put the most important elements (ex. a video, which increases session time) first before content.

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ACQUISITION

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Acquisition Overview

Users arrive on the website through a variety of sources, including search engines, social networks, and advertising campaigns. By using Analytics, one can measure these campaigns and traffic sources, you can improve your marketing efforts and user experiences.

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Acquisition dimensions
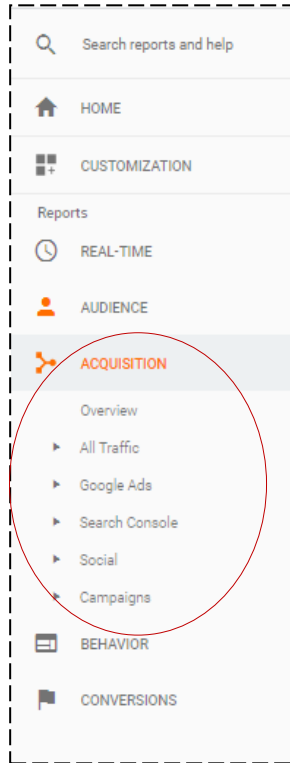
Adwords and campaigns
This helps you to link your adwords account to google analytics from the admin panel and monitor all the activity from within the acquisition report.

Search console
This tab shows the keywords/queries that users searched for to land on the web pages, top countries and on devices.
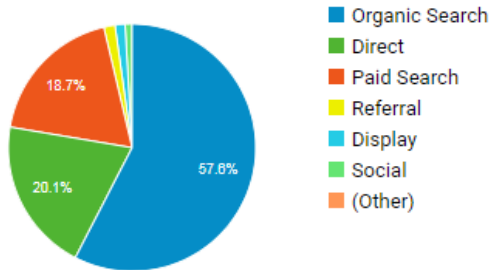
Social
This tab displays the traffic coming via social networks such as facebook, twitter etc

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All Traffic

Top Channels

Pie chart legend:
- Organic Search — 57.6%
- Direct — 20.1%
- Paid Search — 18.7%
- Referral
- Display
- Social
- (Other)

Organic search

Traffic from search engines such as Google, Bing, and Yahoo. There is no cost associated with this traffic.

Direct

Traffic from a visitor either by typing your URL into the browser's address bar or clicking on a bookmark or (3) clicking on a link in an email, SMS, or chat message

Paid Search

Traffic from paid media such as AdWords and Bing ads

Referral

Traffic from another website that links to your website

Social media

Traffic from social media networks such as Facebook, Twitter, Pinterest, and Instagram
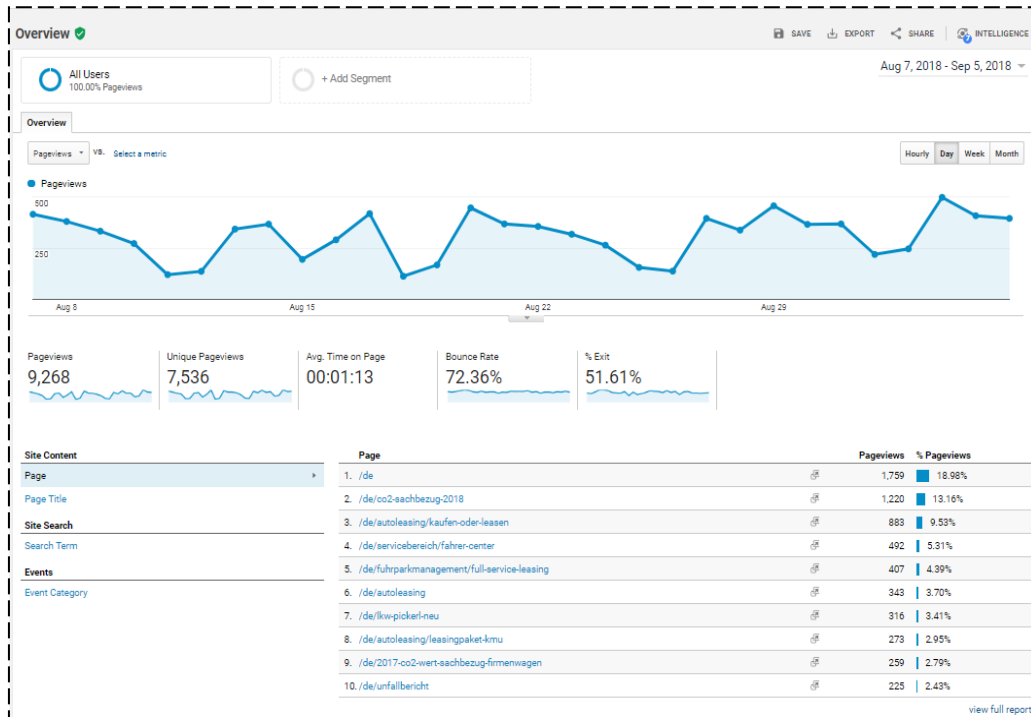
Notes to remember

- Find out who is referring you by clicking on "Referral" for more details
- Discover more about the organic search including the keywords that are driving the traffic to the website by clicking on "Organic search"
- Determine what channels are producing more goal completions

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3

BEHAVIOUR

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Behaviour Overview

The behaviour report captures and displays what visitors do on the website, the pages they visit and what actions they take while on those pages. The overview shows you how many page views the site received in the selected time range along with some other metrics.

Google Analytics tracks how each page performs individually on the website and helps to determine the following

- Pages that are popular (most visits, long session duration)
- Pages that needs improvement (high bounce rate, short session duration)
- Where visitors are abandoning your website (high bounce rate, high exit rate)
- Pages that are producing the most conversions

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Behaviour dimensions
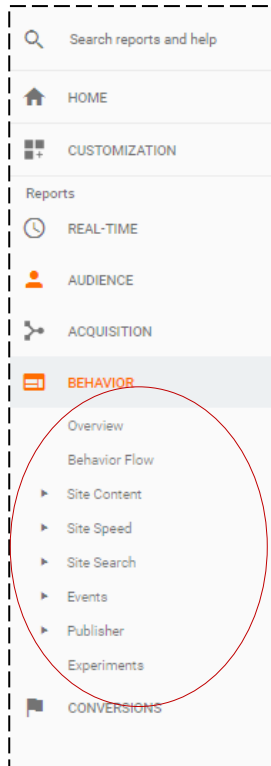
Behavior flow
This tab shows the paths users commonly take while navigating your site from the first page they land on to the page they exit from.

Site search
This tab displays the overall metrics for visitors who use the search   box on your website but you need to configure it once.

Site speed
This tab displays crucial reports that may help you identify any specific pages that are slowing down your site or other bottlenecks

Site content
This tab shows the top performing content on your site as a folder view of the content categorized by page views and top landing and exit pages.

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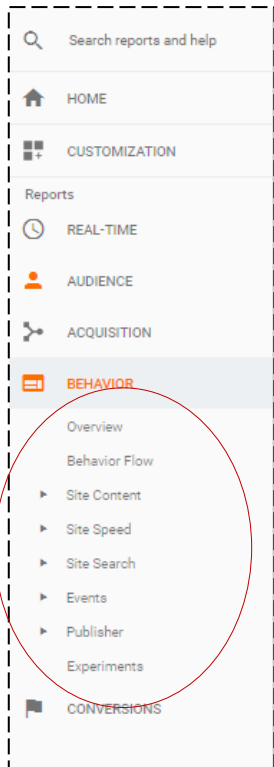
Events
This tab allow you to track specific actions that users perform on the website such as clicking on the external link or downloading a file.

In page analytics
This tab brings page stats to the front end of the website and overlays data on individual links. You need to install chrome plugin for this.
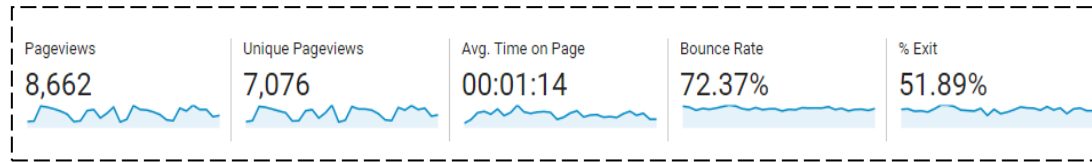
Experiments
This tab helps you to conduct A/B testing to see which landing page variations perform best at meeting the conversion goals.

Publisher
This tab shows your AdSense publisher data right within analytics

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Behaviour Metrics

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
8,662	7,076	00:01:14	72.37%	51.89%

Page views

This represents the total number of times the pages were viewed on the website. This includes repeated site users and repeated page views.

Unique Pageviews

A unique pageview aggregates pageviews that are generated by the same user during the same session.

Avg. Time on page

This represents the avg amount of time a user spends on a single page

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Bounce rate

This represents the percentage of users who only visit one page of the website and leave without exploring the other pages and dont take any action.

Entrances

This represents the total number of visitors who entered the website on a specific page. It is the is the first page that someone sees on the site.

% Exit

This represents the percentage of site exits from the website. % Exit is calculated by dividing exits by page views.
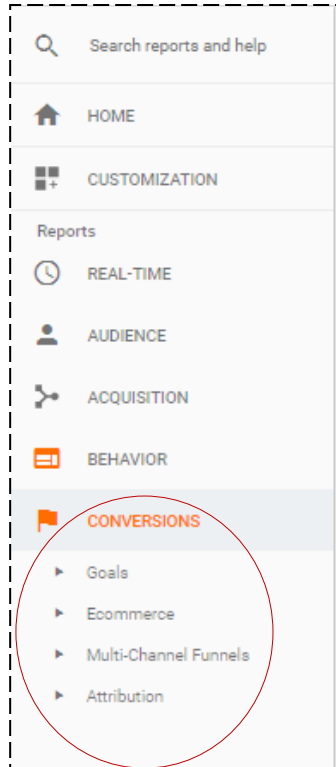
Notes to remember

- Pages with a high bounce rate and low average session time should be analyzed further
- You can use exit percentage to help you pinpoint areas on your website where visitors leave, before converting.
- Lower the exit rate, better the site performance and less the usability issues.

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CONVERSION

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Conversion dimensions

Goals
This tab helps you create and track micro and macro conversions.

Ecommerce
It is a report that helps you analyse the purchase activity on your site or app. You can see product and transaction information, average order value, ecommerce conversion rate, time to purchase and other data.

Attribution
This tab allows you to assign credit for sales or conversion to touch point in conversion paths.

Multi channel funnels
This tab shows how your marketing channels(i.e. sources of your traffic to your website) work together to create sales and conversions.

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MERCI BEAUCOUP!

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