

# TRACKING YOUR WEBSITE WITH GOOGLE ANALYTICS



**CHRIS EDWARDS**

# Hi, I am Chris Edwards

Data Nerd & Agency Owner



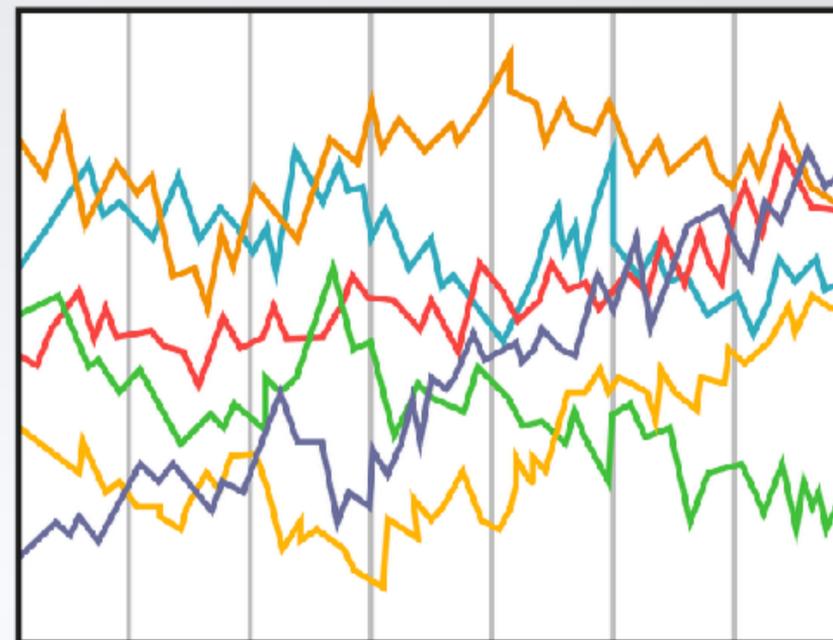
**DATA DRIVEN**  
**LABS**

- \* Website Developer 18 years
- \* WordPress Developer 6 years
- \* Google Analytics 13 years
- \* Digital Marketer/SEO 11 years
- \* Data Nerd my entire life

**Twitter: @ChrisEdwardsCE**

# Outline For Today's Talk

- Installation (WordPress)
- All 6 Standard Reports
- Filters & Segments
- Event Tracking
- Goal Tracking
- UTMs
- GDPR & Google Analytics



**We will have time at the end for Q&A! Have your questions ready**



# INSTALLATION

# Two Methods

I suggest using Monster Insights if you're a beginner. It has a simple setup process that will walk you through setting up your Google Analytics account and tracking your website.

**Advanced users** can install the Google Analytics code directly or use Google Tag Manager



**Monster** Insights



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# Installing Code

Add the provided code from Google Analytics to the **<head>** of your website.

Most themes have an option or setting that allows you to add scripts to the head section. Check with your theme support on where this can be found.

```
<!-- Google Analytics -->  
<script>  
(function(i,s,o,g,r,a,m){i['GoogleAna  
(i[r].q=i[r].q||[]).push(arguments)},  
m=s.getElementsByTagName(o)[0];a.asyn  
})(window,document,'script','https://  
  
ga('create', 'UA-XXXXX-Y', 'auto');  
ga('send', 'pageview');  
</script>  
<!-- End Google Analytics -->
```

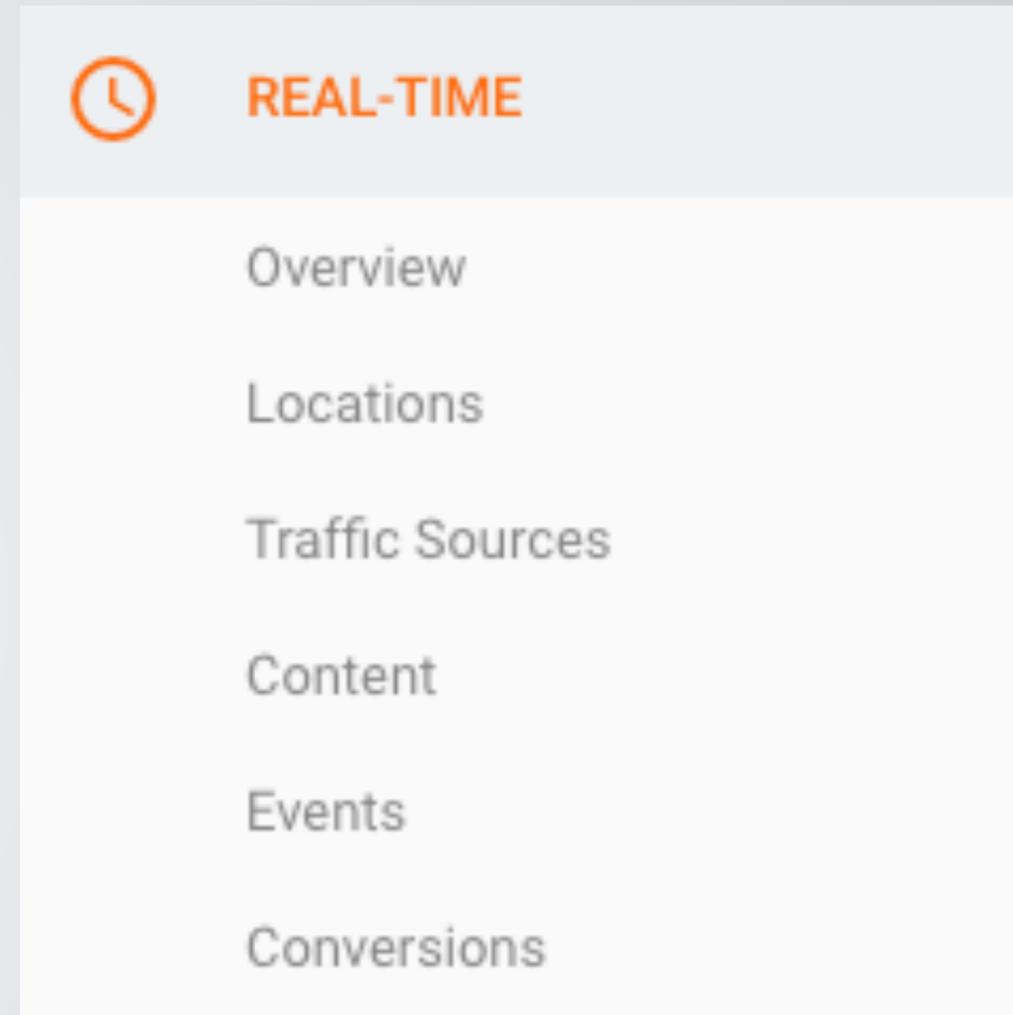


# REAL-TIME REPORTS

# Watch The Traffic Flow

Real-Time reports allow you to view traffic in real-time to your website.

You can view what pages visitors are actively looking at, where the visitors are from, where they come from and live data on conversions and events.



**DEMO TIME!**

# AUDIENCE REPORTS

# Know Your Visitors

Audience report is the largest section within Google Analytics. It has 15 sub-sections.

These sections show demographics, geo location, technology, interests and more.



## AUDIENCE

Overview

Active Users

Lifetime Value **BETA**

Cohort Analysis **BETA**

**Audiences** **NEW**

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile



**DEMO TIME!**

# ACQUISITION REPORTS

# Know What Channels Work

Acquisition reports are where you find out what is driving your traffic and conversions.

Here you can find information about each channel, Adwords, SEO, Social and UTMs (more about that later)



## ACQUISITION

Overview

- ▶ All Traffic
- ▶ AdWords
- ▶ Search Console
- ▶ Social
- ▶ Campaigns



**DEMO TIME!**

# BEHAVIOR REPORTS

# Know What Visitors Are Doing

Behavior reports are where you find out what your visitors are doing on your site.

You can see what pages they are looking at, site speed, what they are searching for and the events they are doing. (More on that later)



## BEHAVIOR

### Overview

Behavior Flow

▶ Site Content

▶ Site Speed

▶ Site Search

▶ Events

▶ Publisher

Experiments



**DEMO TIME!**

# CONVERSION REPORTS

# This is what it is all about. Conversions!

Conversion reports contain our goals & conversions.

This is the most important metric as all your work drills down to making conversions. We will talk more about setting up goals in a few minutes.



## CONVERSIONS

- ▶ Goals
- ▶ Ecommerce
- ▶ Multi-Channel Funnels
- ▶ Attribution



**DEMO TIME!**

# **FILTERS & ADVANCED SEGMENTS**



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# Filter vs Advanced Segments

**Filter** - A filter is applied to a profile view and is permanent. This stops the data from ever being saved into a profile.

**Advanced Segment** - An advanced segment allows you to isolate similar visitors into groups. These can be applied to any report without making permanent changes to your data.



# How To Create a Filter

The screenshot displays the Google Analytics Admin interface for the account 'Effin Amazing'. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin', with 'Admin' being the active tab. Below the navigation, the interface is organized into three columns: ACCOUNT, PROPERTY, and VIEW. The ACCOUNT column shows 'Effin Amazing' selected, with options for Account Settings, User Management, All Filters, Change History, and Trash Can. The PROPERTY column shows 'Effin Amazing - Website' selected, with options for Property Settings, User Management, Tracking Info, AdWords Linking, AdSense Linking, and Ad Exchange Linking. The VIEW column shows 'All Web Site Data' selected, with options for View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings, and Ecommerce Settings. Two red arrows highlight the navigation path: one points to the 'Admin' tab, and another points to the 'Filters' option in the VIEW column.



# How To Create a Filter

The screenshot shows the Google Analytics Admin interface. At the top, the navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The user is logged in as 'chris@amazingcorps.com' for the property 'Effin Amazing - Website - http://effinam...'. The breadcrumb trail is 'Administration > View Filters'. The main heading is 'Effin Amazing / Effin Amazing - Website / All Web Site Data'. On the left sidebar, the 'VIEW' section is expanded to show 'All Web Site Data'. Below this are links for 'View Settings', 'User Management', 'Goals', and 'Content Grouping'. The 'Filters' section is highlighted in red. The main content area shows a table with columns for 'Rank', 'Filter Name', and 'Filter Type'. A red arrow points to a '+ ADD FILTER' button located above the table. Below the table, a message states 'There is no data for this view.'



# How To Create a Filter

VIEW

All Web Site Data

View Settings

User Management

Goals

Content Grouping

**Filters**

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

### Add Filter to View

Choose method to apply filter to view

- Create new Filter
- Apply existing Filter

Filter Information

**Filter Name**

Block Internal IP

**Filter Type**

Predefined Custom

Exclude traffic from the IP addresses that are equal to

**IP address**

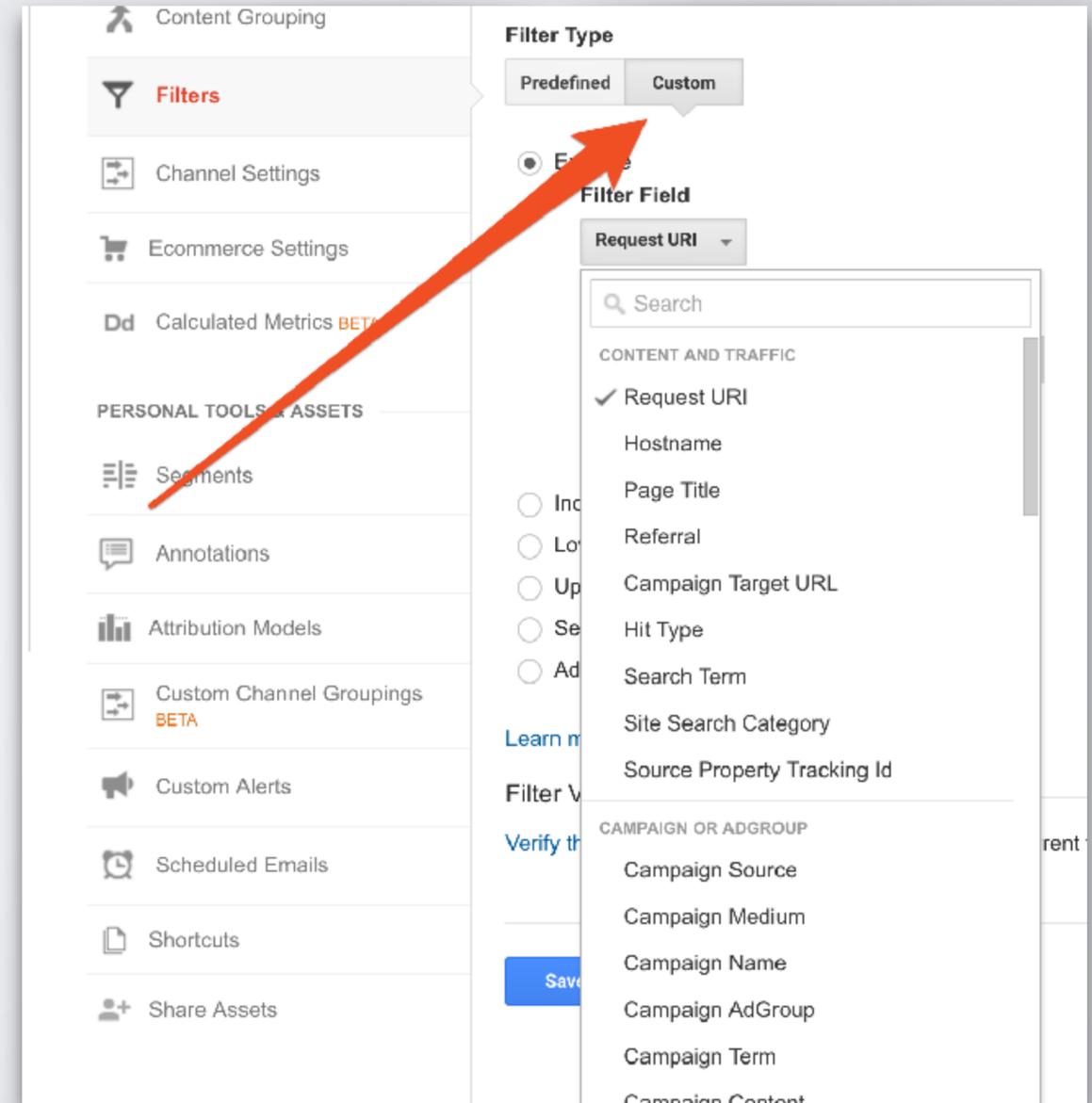
123.123.123.123



# How To Create a Filter

**Get Custom!**

Go beyond the standard predefined filters and create filters off any dimension of Google Analytics.



# Filter Examples

## Exclude Internal Traffic

The best converting user on your site is you! Your internal team doesn't act like typical web users and will alter the metrics that are most reported, including users, sessions, and pageviews.

### Edit Filter

Filter Information

**Filter Name**

**Filter Type**

Predefined  Custom

**IP address**



# Filter Examples

## Exclude Development Sites

Have a development site? Exclude traffic going to that hostname.

### View Filter

Filter Information

**Filter Name**

**Filter Type**

Predefined  Custom

**Hostname**



# Filter Examples

## Lowercase on Campaign Attributes

By default, UTM parameters are case sensitive in GA. Simply add 5

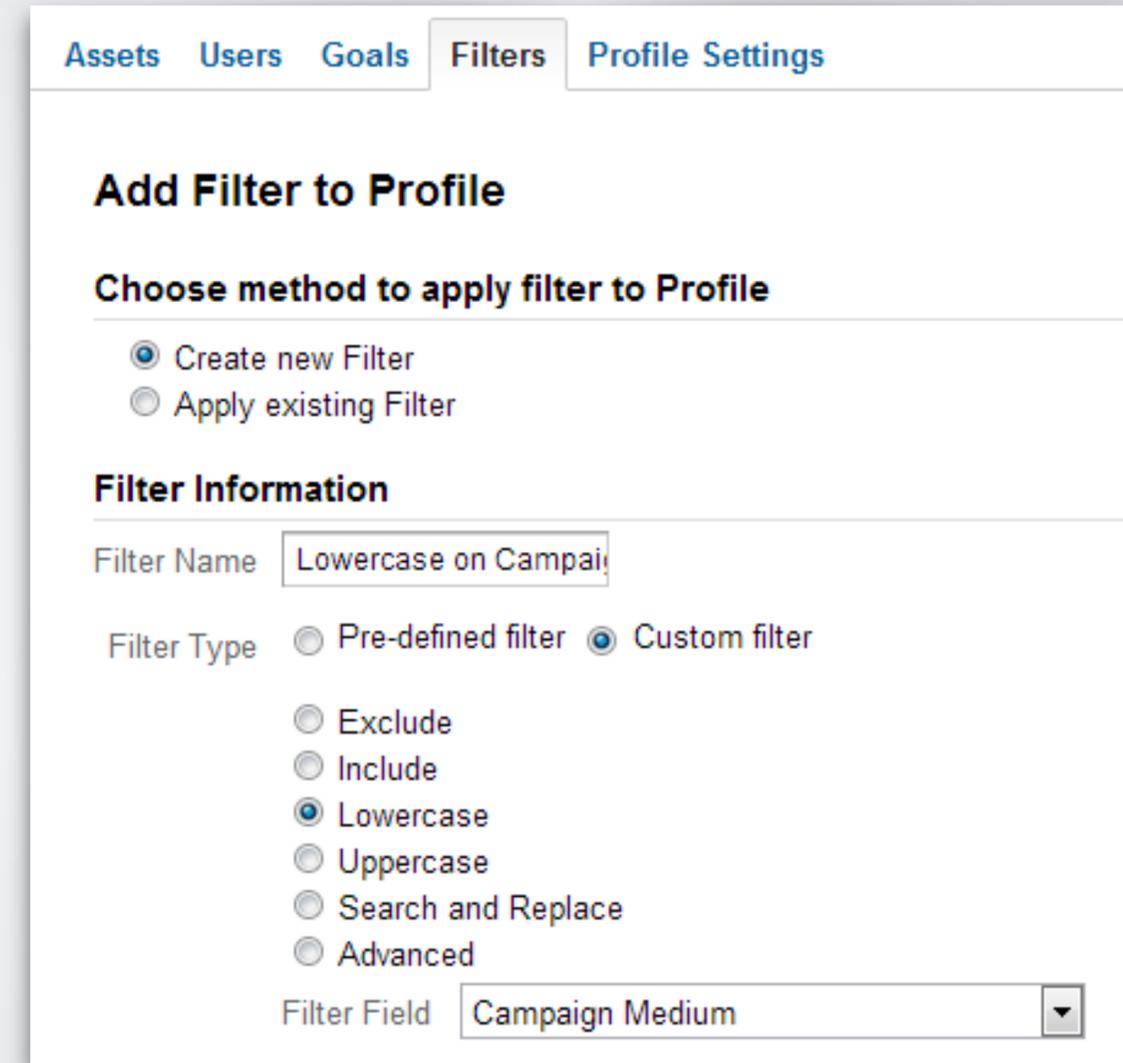
lowercase filters on the UTM

Campaign parameters: Campaign

Medium, Campaign Source,

Campaign Content, Campaign Term

and Campaign Name.



Assets Users Goals **Filters** Profile Settings

### Add Filter to Profile

Choose method to apply filter to Profile

Create new Filter  
 Apply existing Filter

#### Filter Information

Filter Name

Filter Type  Pre-defined filter  Custom filter

Exclude  
 Include  
 Lowercase  
 Uppercase  
 Search and Replace  
 Advanced

Filter Field



# Filter Examples

## Exclude All Query Parameters

Use filters to make `website.com/order.php?id=1234` and `website.com/order.php?id=4321` show up as just `order.php` by excluding the query string.

### Filter Information

Filter Name

Filter Type  Pre-defined filter  Custom filter

Exclude  
 Include  
 Lowercase  
 Uppercase  
 Search and Replace  
 Advanced

Field A -> Extract A

Field B -> Extract B

Output To -> Constructor

Field A Required  Yes  No

Field B Required  Yes  No

Override Output Field  Yes  No

Case-sensitive  Yes  No



# Other Filter Examples

- Include/Exclude Specific Campaign
- Lowercase on Request URI
- Attach Hostname to Request URI
  - To make page.html be domain.com/page.html
- Include Mobile Only
- Include/Exclude Traffic to Specific Subdirectory
  - i.e. /blog/ or /shop/



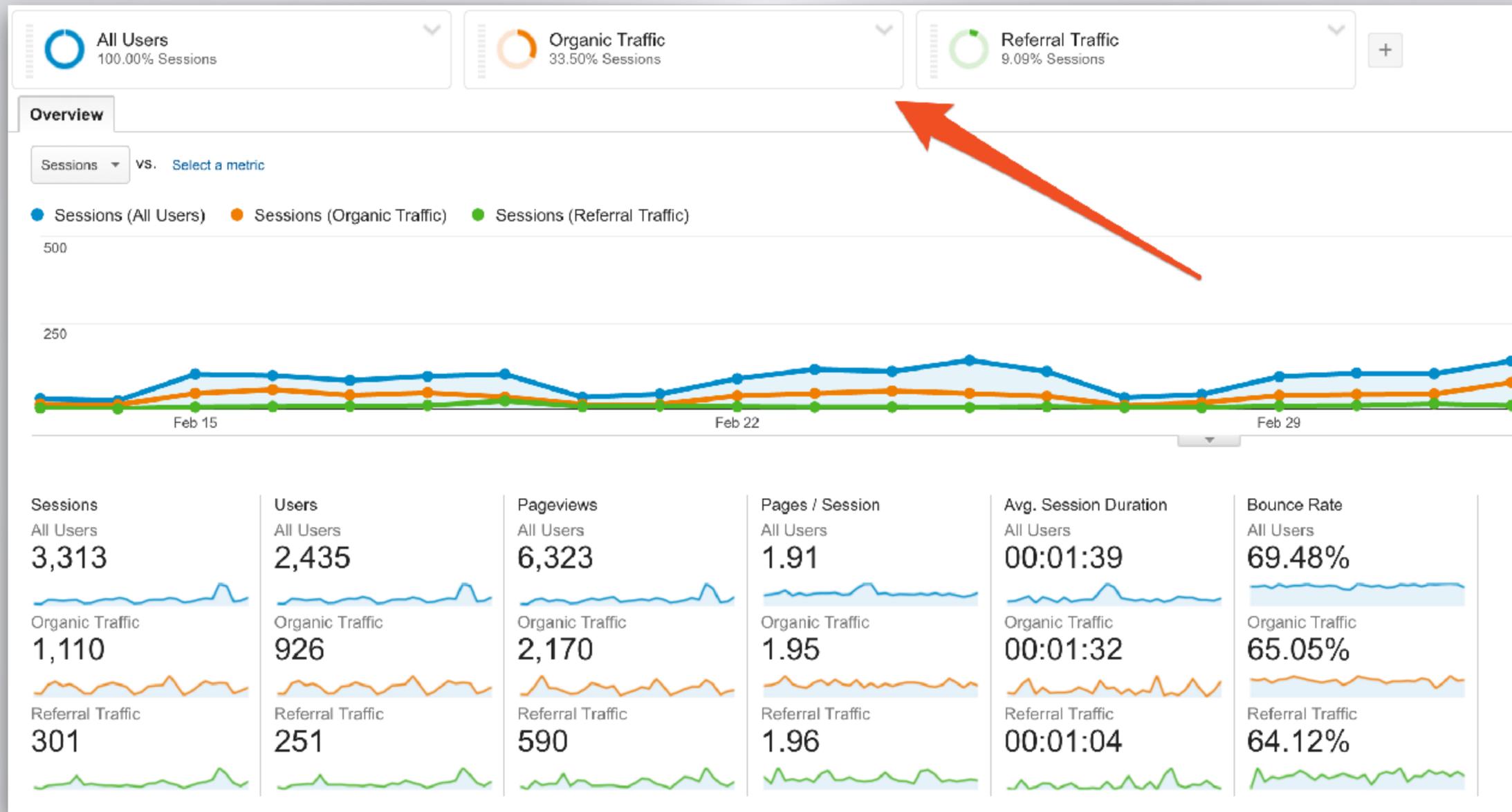
# Advanced Segments

**+ NEW SEGMENT** Import from gallery Share segments View Search segments

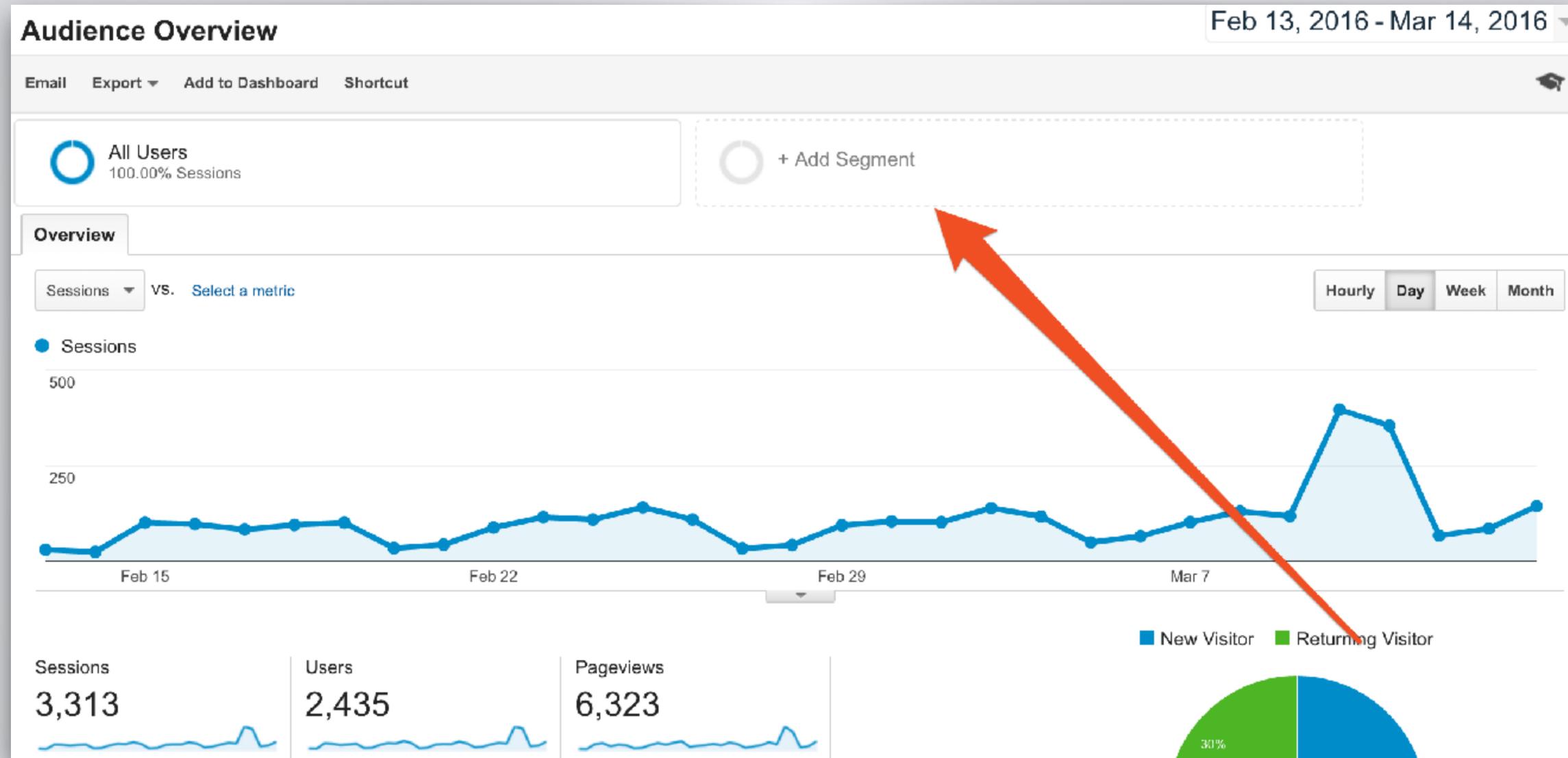
VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input checked="" type="checkbox"/> <b>All Users</b>			Actions ▾
System	<input type="checkbox"/> Bounced Sessions			Actions ▾
Custom	<input type="checkbox"/> Converters			Actions ▾
Shared	<input type="checkbox"/> Direct Traffic			Actions ▾
Starred	<input type="checkbox"/> Made a Purchase			Actions ▾
Selected	<input type="checkbox"/> Mobile and Tablet Traffic			Actions ▾
	<input type="checkbox"/> Mobile Traffic			Actions ▾
	<input type="checkbox"/> Multi-session Users			Actions ▾
	<input type="checkbox"/> New Users			Actions ▾

Apply Cancel

# Advanced Segments



# Create Custom Advanced Segments



# Create Custom Advanced Segments

**Audience Overview** Feb 13, 2016 - Mar 14, 2016

Email Export Add to Dashboard Shortcut

All Users Choose segment from list

**+ NEW SEGMENT** Import from gallery Share segments View Search segments

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input type="checkbox"/> ☆ [RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions
System	<input type="checkbox"/> ☆ [RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions
Custom	<input type="checkbox"/> ☆ Ads Landing Page	Aug 3, 2015	Aug 3, 2015	Actions
Shared	<input checked="" type="checkbox"/> ☆ <b>All Users</b>			Actions
Starred	<input type="checkbox"/> ☆ Bounced Sessions			Actions
Selected	<input type="checkbox"/> ☆ Converters			Actions
	<input type="checkbox"/> ☆ Direct Traffic			Actions
	<input type="checkbox"/> ☆ Donate Widget Only	Oct 30, 2015	Oct 30, 2015	Actions



# Create Custom Advanced Segments

**Audience Overview** Feb 13, 2016 - Mar 14, 2016

Email Export Add to Dashboard Shortcut

All Users 100.00% Sessions + Add Segment

Segment Name Save Cancel Preview Segment is visible in any View Change

**Demographics**

Segment your users by demographic information.

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

Gender  Female  Male  Unknown

Language contains

Affinity Category (reach) contains

In-Market Segment contains

Other Category contains

Location Continent contains

**Summary**

100.00% of users

Users -

Sessions -

100.00% of sessions

No Filters



# Other Cool Things With Advanced Segments

Segment Name  Save Cancel Preview Segment is visible in any View [Change](#)

**Demographics**

**Technology**

**Behavior**

**Date of First Session**

**Traffic Sources**

**Advanced**

**Conditions**

**Sequences**

**Conditions**

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Ad Content contains

OR AND

+ Add Filter

**Summary**

**100.00%**  
of users

Users  
-

Sessions  
-  
100.00% of sessions

No Filters



# Other Cool Things With Advanced Segments

The screenshot displays a user interface for configuring an advanced segment. At the top, there is a 'Segment Name' field with a dropdown arrow, and three buttons: 'Save' (blue), 'Cancel', and 'Preview'. On the right side of the top bar, it says 'Segment is visible in any View' with a 'Change' link.

The left sidebar contains a list of filter categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions, and Sequences. The 'Sequences' category is highlighted with a grey background and a red arrow pointing to it from the bottom left.

The main area is titled 'Sequences' and has a subtitle: 'Segment your users and/or their sessions according to sequential conditions.' Below this, there is a configuration box for a filter. The filter is set to 'Include' (dropdown), 'Sessions' (dropdown), and 'Sequence start' (dropdown) with the value 'Any user interaction' (dropdown). The filter name is 'STEP 1' with a close icon. The condition is 'Ad Content' (dropdown) 'contains' (dropdown) an empty text input field. Below the input field are buttons for '- OR AND'. An 'Add Step' button is located below the filter configuration.

At the bottom of the main area, there is a '+ Add Filter' button and a red arrow pointing upwards towards the filter configuration area.

On the right side, there is a 'Summary' section. It features a large blue circle containing the text '100.00%' and 'of users' below it. Underneath, it lists 'Users' with a dash '-' below it. Below that, it lists 'Sessions' with a dash '-' and '100.00% of sessions' below it. At the bottom of the summary section, it says 'No Filters'.

# Advanced Segments Examples

- Everything you use filters for
- Include Mobile Only
- Show traffic from a specific campaign
- Show only traffic from a specific geographical location
- Include/Exclude Traffic to Specific Subdirectory
  - i.e. /blog/ or /shop/



# Advanced Segments Gallery

The screenshot shows the Google Analytics Advanced Segments Gallery interface. A central modal window displays a list of segment solutions with filters and sorting options.

**Filters:**

- Sort by:** Most popular (selected), Latest, Highest rating
- Filter by ranking:** Slider from 1 to 5, with "Show unrated" checked.
- Filter by category:** Show all categories (checked), Acquisition, Analytics Academy, Branding, Campaign, Conversion, Display Advertising, Ecommerce, Engagement, Enhanced Ecommerce, Lead Generation, Mobile, Organic Search, Paid Search.

**Segment Solutions:**

- Occam's Razor Awesomeness**  
By Avinash Kaushik | Aug 20, 2013  
★★★★★ (228) | 150,036 users  
A collection of my top Segments, custom reports and dashboards critical for any Analytics user.  
[More by Avinash Kaushik](#)
- New Google Analytics User Starter Bundle**  
By The Google Analytics Team | Sep 20, 2013  
★★★★★ (107) | 141,254 users  
A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...  
[More by The Google Analytics Team](#)
- Social Media Traffic**  
By Rachel W (GA team) | Mar 1, 2013  
★★★★★ (20) | 17,606 users  
Captures as many major social media channels and common social URL shorteners as possible. Feel free to suggest more so we can make this more comprehensive. Currently the list includes: facebook, quora, twitter, linkedin, google plus, youtube, hacker news, ...  
[More by Rachel W \(GA team\)](#)

[Go to Gallery](#) [Close](#)



# EVENT TRACKING

# What is Event Tracking?

Events are user interactions with content that can be tracked independently from a web page or a screen load.

Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events.



# Event Tracking

Top Events	Event Action	Total Events	% Total Events
Event Category	1. copy	5,575	95.19%
Event Action	2. addnew	223	3.81%
Event Label	3. save	59	1.01%

Primary Dimension: **Event Action** Event Label Other

Plot Rows Secondary dimension Sort Type: Default

advanced

<input type="checkbox"/>	Event Action ?	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
		5,634 % of Total: 96.19% (5,857)	1,741 % of Total: 9.58% (18,166)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
<input type="checkbox"/>	1. copy	5,575 (98.95%)	1,724 (98.35%)	0 (0.00%)	0.00
<input type="checkbox"/>	2. save	59 (1.05%)	29 (1.65%)	0 (0.00%)	0.00

# Event Tracking JavaScript

## Implementation

```
ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);
```

Field Name	Value Type	Required	Description
<code>eventCategory</code>	text	yes	Typically the object that was interacted with (e.g. 'Video')
<code>eventAction</code>	text	yes	The type of interaction (e.g. 'play')
<code>eventLabel</code>	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
<code>eventValue</code>	integer	no	A numeric value associated with the event (e.g. 42)

## Example

```
ga('send', 'event', 'Videos', 'play', 'Fall Campaign');
```

# GOAL TRACKING

# What is Goal Tracking?

Goals measure how well your site or app fulfills your target objectives. A Goal represents a completed activity, called a conversion, that contributes to the success of your business.

Examples of Goals include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).



# Types of Goal Tracking

**URL Destination Goals** - Tracks visits to a URL.

**Visit Duration Goals** - How long people stay on your site.

**Pages/Visit Goals** - Number of pages visited.

**Event Goals** - Goals based off the firing of an event using event tracking.



# Know Important Metrics!

Leads

Trial signups

Account creations

Newsletter signups

White paper downloads

Ebook downloads

Remember: You're limited to 20 goals total!



# Destination Based & Event Based

**Goals (set 1): Goal 4**

**General Information**

Goal Name

Active  Inactive

Goal Type  URL Destination  
 Visit Duration  
 Page/Visit  
 Event

**Goal Details**

Goal URL   
e.g. For the goal page <http://www.mysite.com/thankyou.html> enter `/thankyou.html`. To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive   
URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

**Goal Funnel**

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel   
Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter `/step1.html`).

**Goals (set 1): Goal 4**

**General Information**

Goal Name

Active  Inactive

Goal Type  URL Destination  
 Visit Duration  
 Page/Visit  
 Event

**Goal Details**

1. Configure a combination of one or more event conditions from the list below

Category

Action

Label

Value

2. For an event that meets the above conditions set the following goal value

Use the actual Event Value  
 Use a constant value

Goal Value



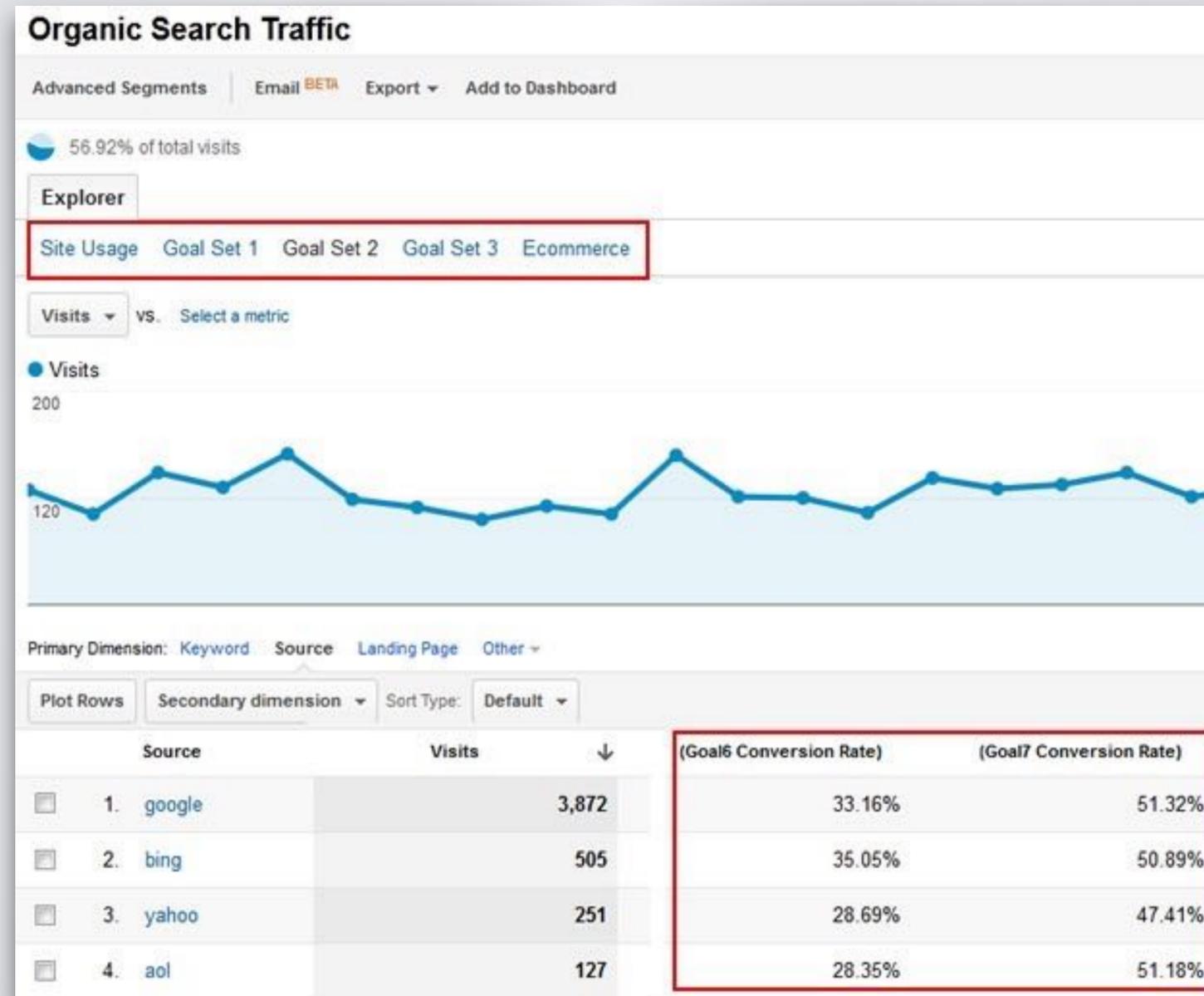
# Goal Value

Assign a value for each goal. This should not be your only way of tracking revenue.

Goal values can be useful when looking for the ROI on specific campaigns, referrals, social sources and more.



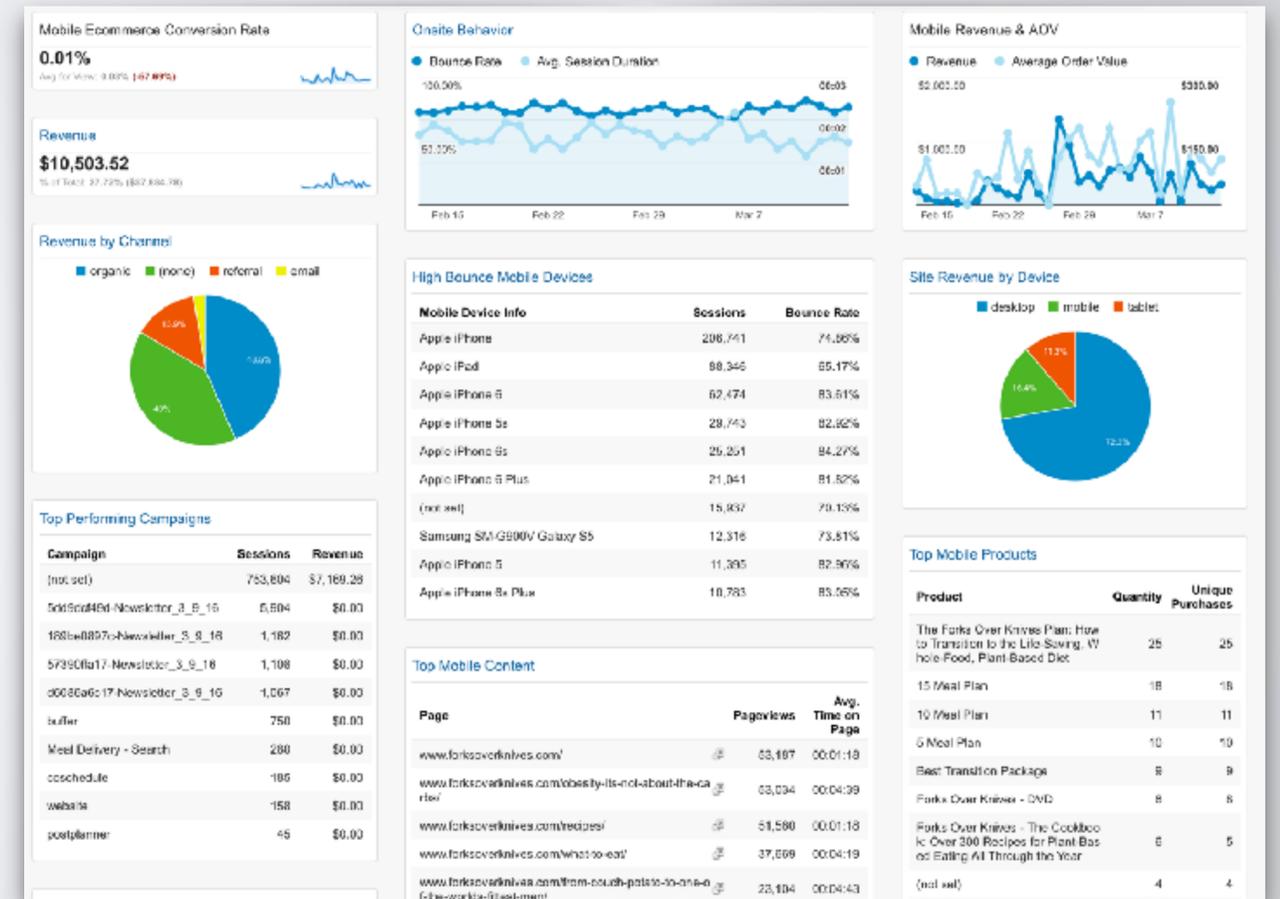
# Conversion Rate



# CUSTOM DASHBOARDS

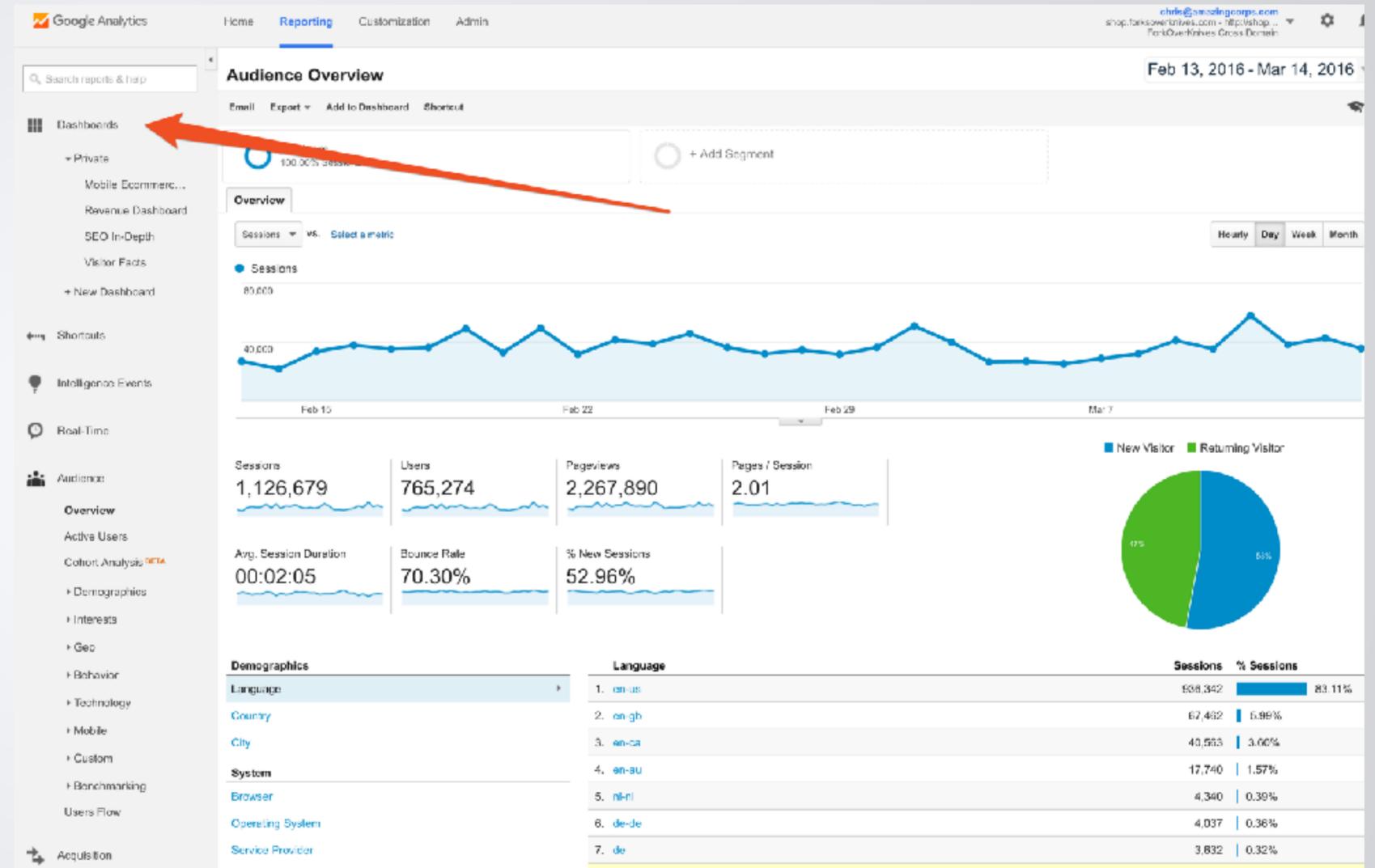
# Custom Dashboards

Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most. Dashboards let you monitor many metrics at once, so you can quickly check the health of your accounts or see correlations between different reports.



# Custom Dashboards

To access dashboards, a user needs to navigate to the property view, select the Reporting tab, and then select Dashboards.



# Custom Dashboard Examples

- Goals & Conversions
- Different SEO Dashboards
- Social Media Dashboard
- Visitor Facts Dashboard
- Ecommerce Dashboard
- Mobile Dashboard

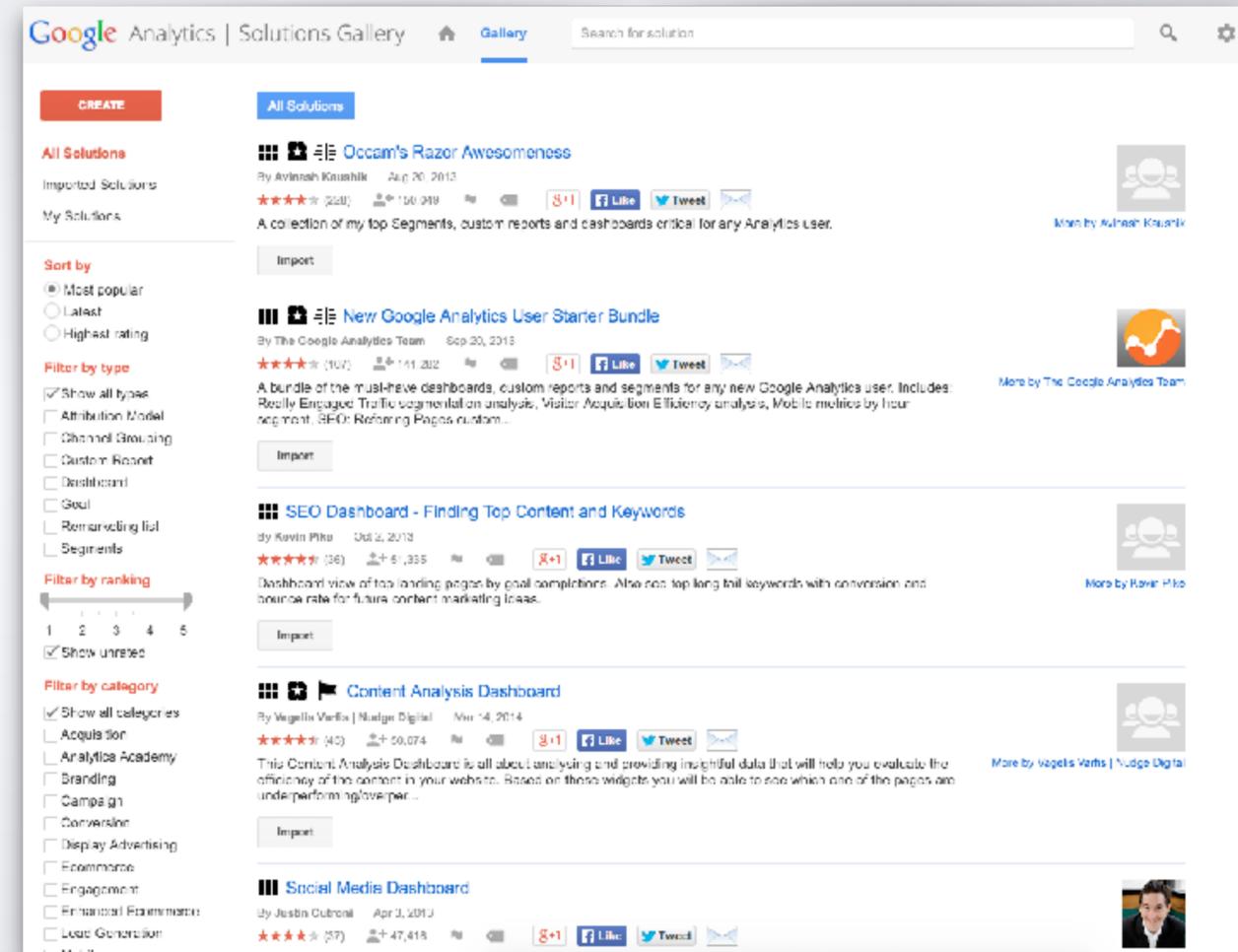


# Google Analytics Solutions Gallery

Pre-Built items that can be imported to your Google Analytics account.

- Segments
- Dashboards
- Custom Reports
- Goals
- And More

[Google.com/Analytics/Gallery](https://www.google.com/analytics/gallery)



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# TRACKING ROI WITH UTM<sub>s</sub>

# Know What Drove Traffic!

Without UTMs, you can already see the referral source of your traffic, but you do not know which campaign, which tweet, which email actually drove the traffic.

UTMs allow you to know exactly what is working and where to spend more marketing dollars.



## DEFINITION

A UTM (Urchin Tracking Module) is a group of tags appended to the end of a URL. When these tags are appended, it allows you track the specifics of your source.

## EXAMPLE

`http://cesquared.com/?`

`utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation`



## EXAMPLE

[http://cesquared.com/?](http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

[utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=product&utm\\_content=mixpanel&utm\\_term=segmentation](http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

## LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**



## EXAMPLE

[http://cesquared.com/?](http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

[utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=product&utm\\_content=mixpanel&utm\\_term=segmentation](http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

## LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

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## EXAMPLE

`http://cesquared.com/?`

`utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation`

## LET'S BREAK IT DOWN

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## EXAMPLE

[http://cesquared.com/?](http://cesquared.com/)

[utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=product&utm\\_content=mixpanel&utm\\_term=segmentation](http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation)

## LET'S BREAK IT DOWN

Website URL: <http://cesquared.com>

Campaign Source: **google**

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## EXAMPLE

`http://cesquared.com/?`

`utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation`

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## EXAMPLE

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## LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**



# Campaign Name

**?utm\_campaign=product**

This acts as the identifier for a specific campaign, product or offering that you're driving traffic to.

## EXAMPLES

spring-sale  
social10152015  
product

your promo code (25off)

Required



# Campaign Source

**?utm\_source=google**

This is the referrer of the traffic to your page. This is normally the website, platform or tool you posted your link on.

## EXAMPLES

Google

Facebook

Twitter

Mailchimp

Outbrain

Reddit

Suggested



# Campaign Medium

**?utm\_medium=cpc**

This is the marketing medium that referred the traffic. Unlike the source, it tracks the type of traffic.

## EXAMPLES

cpc

banner-ad

email

post

tweet

article-link

Suggested



# Campaign Content

**?utm\_content=mixpanel**

This is an optional part of a UTM, but allows you to easily differentiate between ads on the same channel. Good for A/B testing ad copy.

## EXAMPLES

content-a

content-b

Optional



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# Campaign Term

**?utm\_term=segmentation**

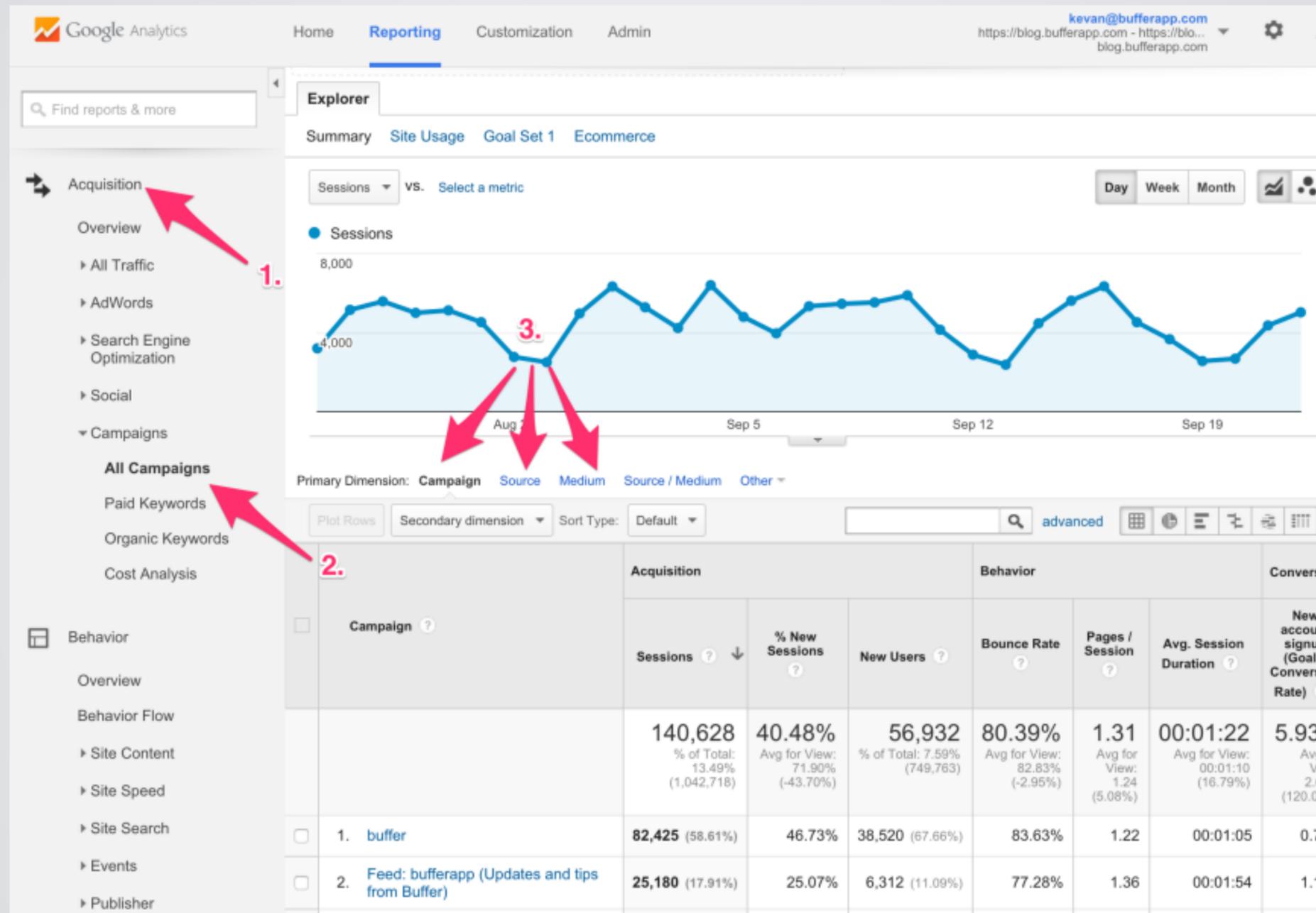
This is also an optional part of a UTM, but allows you to easily differentiate between different ad keywords.

## EXAMPLES

Your Key Word

Optional

# See Campaign Info in Google Analytics



# See Campaign Info in Google Analytics

Campaign ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
<b>Campaign Names</b> ↓	165,141 % of Total: 35.77% (461,674)	44.96% Site Avg: 58.24% (-22.81%)	74,243 % of Total: 27.61% (268,881)	32.12% Site Avg: 36.31% (-11.52%)	5.52 Site Avg: 5.18 (6.60%)	00:03:42 Site Avg: 00:03:42 (0.06%)	3,262 % of Total: 44.99% (7,251)	\$526,939.92 % of Total: 46.66% (\$1,129,369.17)	1.98% Site Avg: 1.57% (25.77%)
1. [blurred]	32,298 (19.56%)	56.67%	18,303 (24.65%)	18.12%	7.29	00:04:52	704 (21.58%)	\$119,165.48 (22.61%)	2.18%
2. [blurred]	22,555 (13.66%)	55.46%	12,509 (16.85%)	22.77%	6.57	00:04:04	470 (14.41%)	\$77,226.23 (14.66%)	2.08%
3. [blurred]	14,610 (8.85%)	11.10%	1,621 (2.18%)	34.76%	4.56	00:02:39	121 (3.71%)	\$19,063.85 (3.62%)	0.83%
4. [blurred]	7,955 (4.82%)	46.49%	3,698 (4.98%)	69.20%	2.78	00:01:56	125 (3.83%)	\$18,126.43 (3.44%)	1.57%
5. [blurred]	6,571 (3.98%)	55.53%	3,649 (4.91%)	29.02%	6.26	00:04:26	168 (5.15%)	\$19,009.15 (3.61%)	2.56%
6. [blurred]	6,298 (3.81%)	54.68%	3,444 (4.64%)	21.47%	6.00	00:03:52	178 (5.46%)	\$30,652.20 (5.82%)	2.83%



**Wow, Amazing!** Now, how the heck to I create these  
“UTMs” for my campaigns?



# Online UTM Builder

**Online UTM Tracking Code Builder**

Fill in the information in the form below and click the **Generate URL** button.

Website URL\*

Campaign Source\*

Campaign Medium\*

Campaign Name\*

Campaign Term

Campaign Content

Your Generated URL:

Just do a Google search for an online UTM builder.

**- or -**

Just Visit **[datadrivenlabs.io/utm](https://datadrivenlabs.io/utm)**



# GOOGLE UTM BUILDER



Website URL \*

Enter Full Website URL like https://www.domain.com/

Campaign Source \*

Enter A Referrer Like Facebook or Newsletter

Campaign Medium

Enter A Marketing Medium Like cpc, banner or email

Campaign Name

Enter A Name To Identify Campaign

## How To Use Our UTM Builder

To use this UTM builder, simply enter your destination URL, add your campaign parameters, and copy the resulting URL. Click on the tabs below to learn more about each utm campaign parameter.

+ What Is Campaign Source?

+ What Is Campaign Medium?

+ What Is Campaign Name?

+ What Is Campaign Term?

# URL Shorteners

**UTMs are long and ugly!** Utilize URL shorteners to create easier to view URLs and shorter to type URLs.

**A popular shortener services:**

<http://bit.ly>



# GDPR & GOOGLE ANALYTICS



**DATA DRIVEN  
LABS**

**First, take a breath. It's not as bad as you think.**



**DATA DRIVEN  
LABS**

**@ChrisEdwardsCE**

**Second, I am not a lawyer, just a data nerd.** This is the best information I have, however, consult your legal representatives.



**Google is your Data Processor. Your organization is the Data Controller.** This is because you control what data is sent to Google Analytics.

Google has provided you a “data processing agreement” which you must accept.



# GDPR Compliance Steps

1. Audit for Personally Identifiable Information
2. Turn on IP Anonymization
3. Update Your Privacy Policy
4. If collecting PII or Pseudonymous Identifiers, ask for consent

Blocking the EU is not the best option



# Audit PII

- \* Check your page URLs and Page Titles.  
For example, do you have ?email=user@email.com
- \* Check you custom Events and Dimensions  
For example, do not collect PII from actions on your site as event label
- \* Check for Pseudonymous Identifiers  
For example, User IDs, Transaction IDs, Hashed Data, anything that can be tracked back

You must stop these at code-level, not with filters



# IP Anonymization

**IP's are used for Geo-Location.** Google has an IP Anonymization Feature. It must be turned on within the GA Code or by using Google Tag Manager.

## How It Works

123.123.123.123 -> 123.123.123.**0**

The last octet of the IP is replaced with a "0"

Geographic reporting accuracy will be slightly reduced



# IP Anonymization

## Enable Via Tracking Code

Universal Analytics

```
ga( 'set', 'anonymizeIp', true );
```

The new gtag.js

```
gtag( 'config', '<GA Tracking Id>', { 'anonymizeIp' : true } );
```



# IP Anonymization

## Enable Via Google Tag Manager

Tracking ID ?

UA-99999-9 

Cookie Domain ?

auto 

▼ More Settings

▼ Fields to Set

Field Name	Value
anonymizelp 	true  



# Update Your Privacy Policy

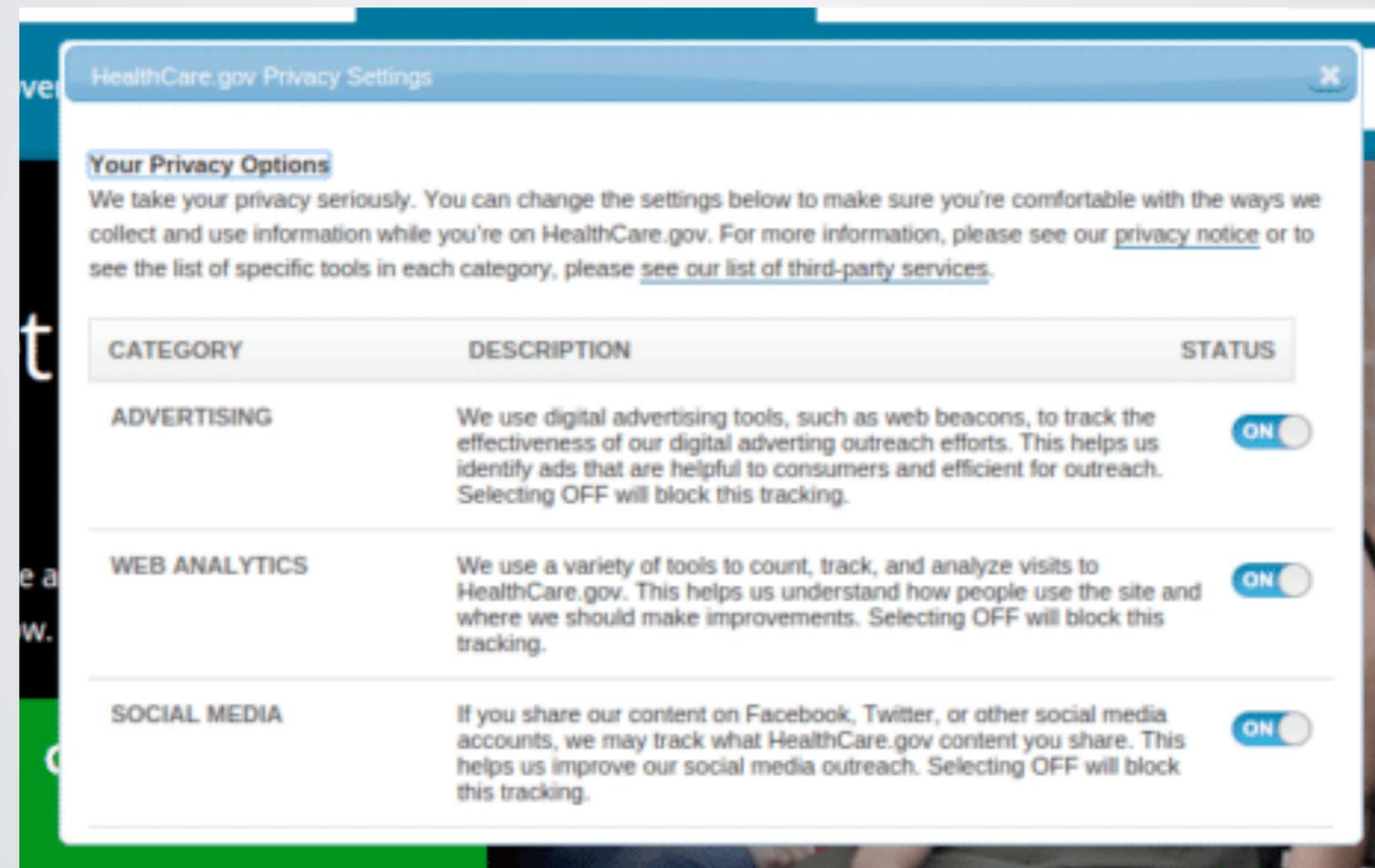
**Be Clear, understandable, and concise.** This is a more generalized step, however, include information in your privacy policy about your Google Analytics tracking.

You're writing for a regular person, not a lawyer.



# If collecting PII, Build Opt In/Opt Out

If you must collect PII, you must have Opt In/Opt Out. There are systems and plugins that may come out to help with this, however, there is no easy way to accomplish this at the moment.



# Disable Remarketing & Advertising Features

**Admin -> Property -> Tracking Settings -> Data Collection**

## Data Collection for Advertising Features

By enabling Advertising Features, you enable Google Analytics to collect data about your traffic in addition to data collected through a standard Google Analytics implementation. Before enabling Advertising Features, ensure that you review and adhere to the applicable policies. Data collection for remarketing also requires that data collection for advertising reporting features is enabled. [Learn more](#)

*Note: By enabling the toggles below, you enable Google Analytics to automatically collect data about your traffic. If you don't want to collect data for advertising features, then you need to turn off both toggles as well as ensure that you have not manually enabled any advertising features data collection in your Google Analytics tags.*

## Remarketing

Enables data collection for [Display and Search Remarketing](#). This includes data from Google's signed-in users who have chosen to enable Google to associate their web and app browsing history with their Google account, and to use such information from their Google account to personalize ads. Google Analytics temporarily joins these identifiers to your Google Analytics data in order to support your audiences. When you enable this setting, you must adhere to the [Google Analytics Advertising Features Policy](#), including rules around sensitive categories and the necessary privacy disclosures to your end users about the data you collect and share with Google.



## Advertising Reporting Features

Enables Advertising Reporting features like Audience Demographics and Interests Reporting, DoubleClick Campaign Manager reporting, DoubleClick Bid Manager reporting, and Google Display Network Impression Reporting that help you better understand your users. [Learn more](#)



# Set Data Retention for User and Event Data

**Admin -> Property -> Tracking Settings -> Data Retention**

## User and event data retention

You may change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls do not affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. ([Learn more](#))

Note: *These settings will take effect on May 25, 2018*

User and event data retention: ? Do not automatically expire ▼

Reset on new activity: ?  ON

Done



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# UPCOMING EVENTS

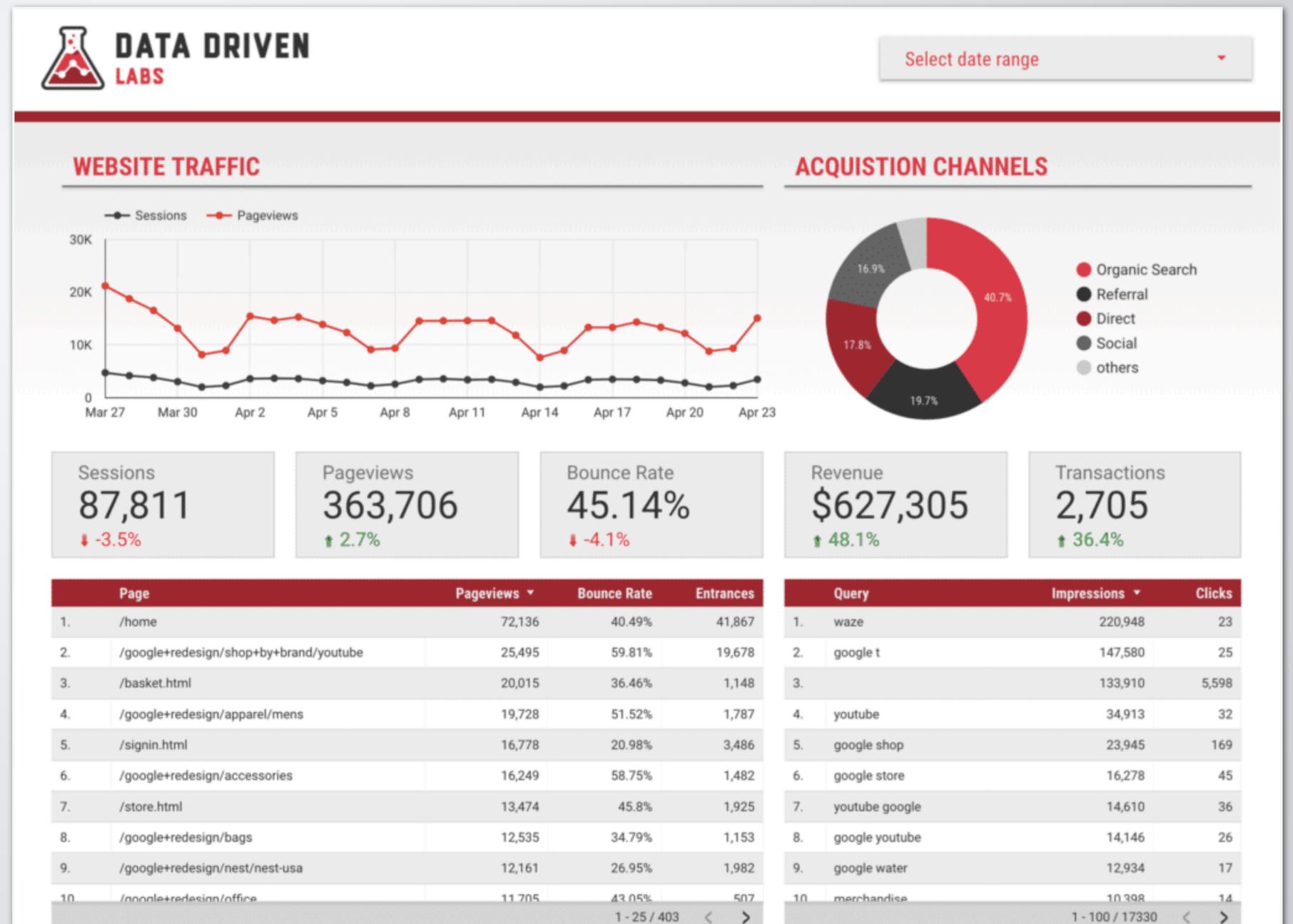
# Data Studio Dashboard Webinar

Learn to create amazing custom dashboards

## Understanding Google Data Studio

June 12th 2018

1:00pm Central Time



# Analytics Summit

## 3-Day Deep Dive Into Analytics

### Analytics Summit

**June 19th-21st 2018**

**1:00pm Central Time**



- \* Advanced Tracking Techniques
- \* Ecommerce Tracking
- \* Google Tag Manager
- \* Custom Dimensions & Reports
- \* Advanced Google Data Studio
- \* Connecting To Different Data Sources

<https://ithemes.com/google-analytics-training/>

# QUESTIONS?