

GOOGLE ANALYTICS BOOTCAMP



CHRIS EDWARDS

Hi, I am Chris Edwards

Data Nerd & Agency Owner



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- * 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 This Bootcamp

Day One

- Measurement Plan
- Setup & Installation
- Product Linking
- All 6 Standard Reports
- Filters & Segments
- Event Tracking
- Goal Tracking
- UTMs

Day Two

- Advanced Filtering
- Custom Reports
- Ecommerce Tracking
- Conversion Funnels
- Channel Grouping
- Custom Dimensions & Metrics
- Calculated Metrics

Day Three

- Creating a Dashboard
In Google Data Studio
- GDS Custom Filters
- GDS Calculated Fields
- GDS Combining Data Sources
- Tips & Tricks

We will have Questions and Answers time each day.

CREATE A MEASUREMENT PLAN



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What and Why Are We Tracking?

Creating a Measurement Plan will allow you to fully understand what you are tracking and why that data is important.

Creating this plan will help you to make sure you do not miss any of your companies key performance indicators, known as KPIs. You will also be able to define what success looks like and even obtain approval from stakeholders or executives.



Measurement Plan

1. Define objectives and KPIs
2. Identify data segmentation and set your targets
3. Create your implementation plan
4. Define reporting. (format, frequency, etc.)



Example

Small e-retailer measurement plan

Objectives	Sales and growth		Brand building		Customer loyalty		Grow and engage social community		
KPIs	Grow revenue	Grow customer base	Gain new customers	Increase reach/visibility	Keep existing customers	Improve engagement	Grow likes/follows	Shares/tweets/pins/@/#	Social ripples
Measurable metrics	Revenue	New registrations	% new visitors vs. returning visitors	Organic sessions	Return visitors	Newsletter subscriptions	Passive social button clicks	Social source and action	Network referrals
	Transactions	Grow London customer base	Newsletter subscriptions	Referral sessions	Transactions per customer	Blog readers	New likes	Shares	Trackbacks
	Revenue by category	Grow international customers	New blog readers	Social traffic	Custom dimension: existing customer	Average visit duration	New follows	Tweets and retweets	Social conversions
	Average order value		New Pinterest followers	Increase visibility (GWT)	Lifetime value		Custom dimension: 'socially engaged'	Pins and repins	Brand mentions
	Items/transactions				Reduce returns				



SETUP & INSTALLATION



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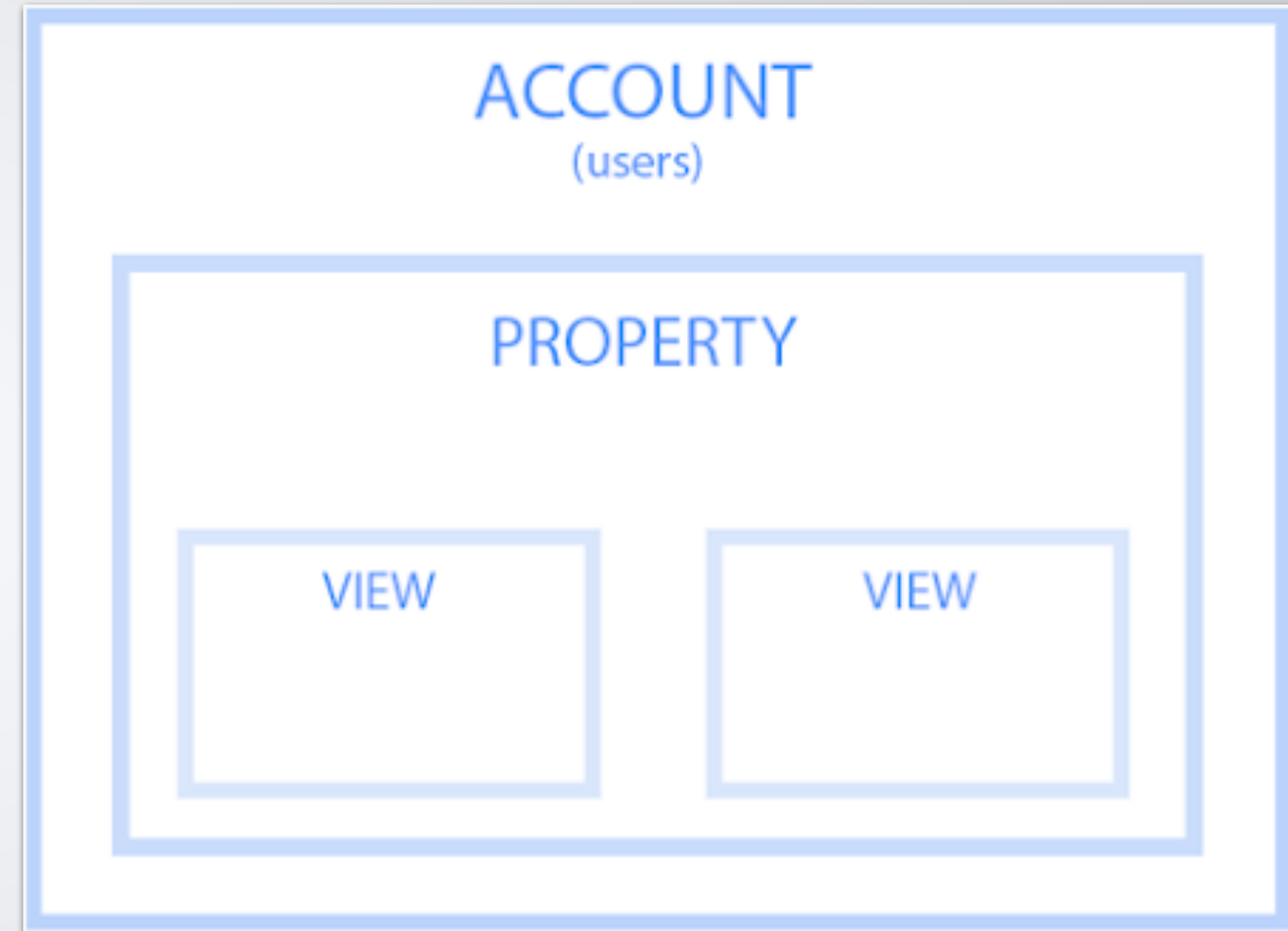
Accounts, Property & Views

The biggest mistake is not setting up your Accounts, Property and Views correctly.

Account: Normally I set this to be the company.

Property: Property is a website, mobile application, device.

View: Access point for reports with a defined view for that property.



Accounts & Property Setup



Each account contains different properties based on your sites.



Views



Google recommends a minimum of 3 views, Unfiltered, Master and Test.



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



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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 -->
```



PRODUCT LINKING

Product Linking

Linking your Analytics account with other Google Products is a great way to enhance your data.

PRODUCT LINKING



Adwords Linking



AdSense Linking



Ad Exchange Linking



All Products



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Adwords

If you use Google Adwords, linking this data with your website will help you to be able to see Google Adwords data directly in your Google Analytics reports. In addition, some of your data will pull over into Google Adwords, allowing you to optimize your spend.

1

Select linked AdWords accounts

Data Driven Labs

693-XXXX-XXXX

AdWords accounts16

Select:

Manager Accounts

All Linkable

None

☐

300-XXXX-XXXX

XXXX-XXXX-XXXX

☐

359-XXXX-XXXX

XXXX-XXXX-XXXX

☐

669-XXXX-XXXX

XXXX-XXXX-XXXX

☐

753-XXXX-XXXX

XXXX-XXXX-XXXX

☐

766-XXXX-XXXX

XXXX-XXXX-XXXX

☐

904-XXXX-XXXX

XXXX-XXXX-XXXX

XXXX-XXXX-XXXX

XXXX-XXXX-XXXX

AdWords accounts5

XXXX-XXXX-XXXX

XXXX-XXXX-XXXX

AdWords accounts4

XXXX-XXXX-XXXX

XXXX-XXXX-XXXX

AdWords accounts1

Value is required.

Continue

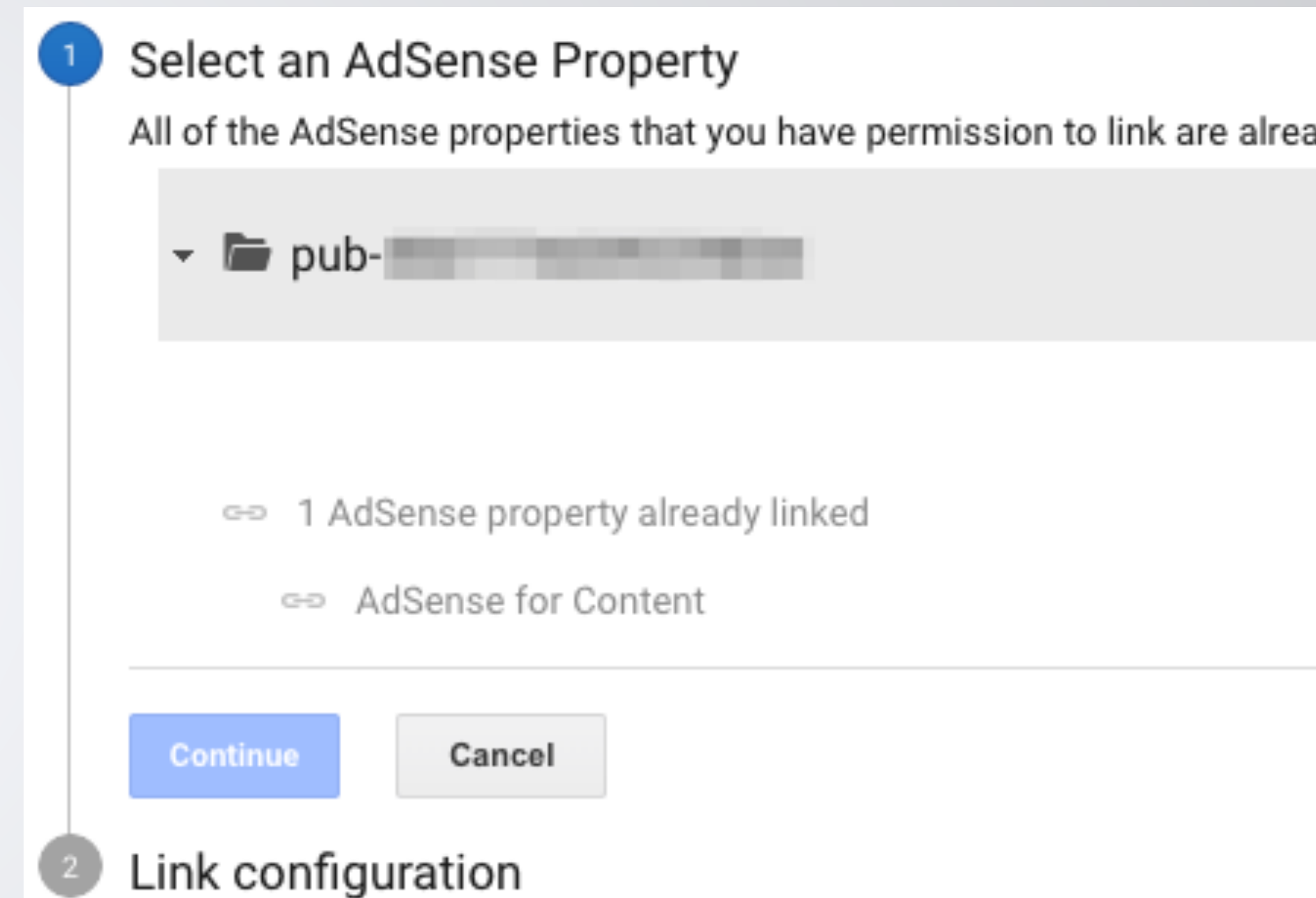
Cancel

2

Link configuration

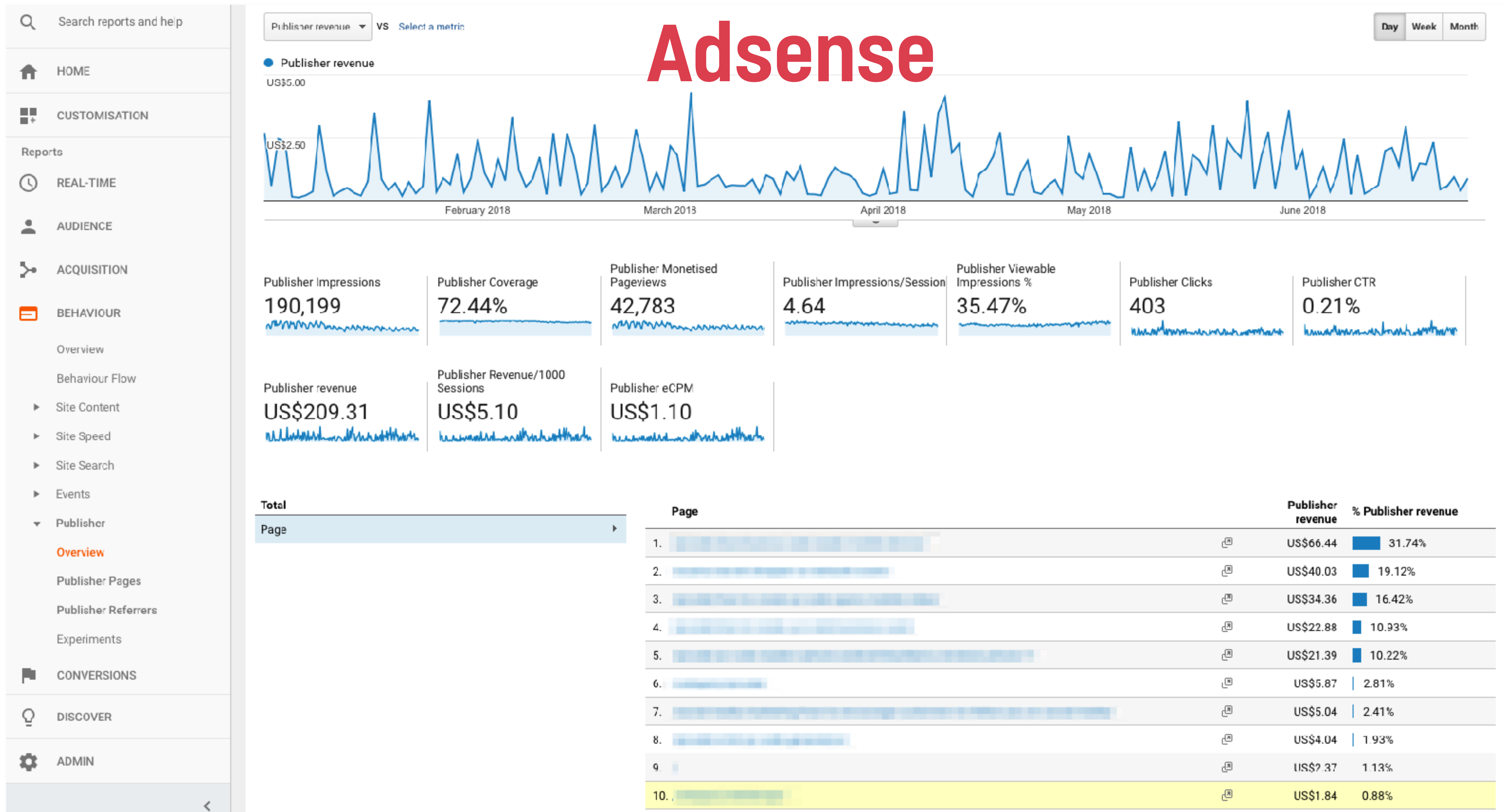
Adsense

If you monetize your website using Google AdSense, you can pull your data directly into Google Analytics reports as well.



The screenshot shows a Google AdSense interface with a blue progress indicator '1' for the 'Select an AdSense Property' step. The text below the indicator says 'All of the AdSense properties that you have permission to link are already linked'. A dropdown menu is open, showing a folder icon and the text 'pub-'. Below the dropdown, there is a message '1 AdSense property already linked' with a double-headed arrow icon, and 'AdSense for Content' with a double-headed arrow icon. At the bottom of the dialog, there are two buttons: 'Continue' (blue) and 'Cancel' (grey). A second progress indicator '2' is visible at the bottom of the dialog, labeled 'Link configuration'.





Adsense

● Publisher revenue

US\$5.00

US\$2.50

February 2018

March 2018

April 2018

May 2018

June 2018

Publisher Impressions

190,199

Publisher Coverage

72.44%

Publisher Monetised Pageviews

42,783

Publisher Impressions/Session

4.64

Publisher Viewable Impressions %

35.47%

Publisher Clicks

403

Publisher CTR

0.21%

Publisher revenue

US\$209.31

Publisher Revenue/1000 Sessions

US\$5.10

Publisher eCPM

US\$1.10

Total

Page

Page

Publisher revenue

% Publisher revenue

1.

US\$66.44

31.74%

2.

US\$40.03

19.12%

3.

US\$34.36

16.42%

4.

US\$22.88

10.93%

5.

US\$21.39

10.22%

6.

US\$5.87

2.81%

7.

US\$5.04

2.41%

8.

US\$4.04

1.93%

9.

US\$2.37

1.13%

10.

US\$1.84

0.88%



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Google Search Console

Finally, link your Google Search Console to Google Analytics. This will allow you to view most data in Search Console from within Google Analytics.

Search Console Settings

Search Console site [?]

By linking your Analytics property to your Search Console account

http://www. [redacted] / [Delete](#)

Enabled views

1 view selected ▼

Save

Cancel



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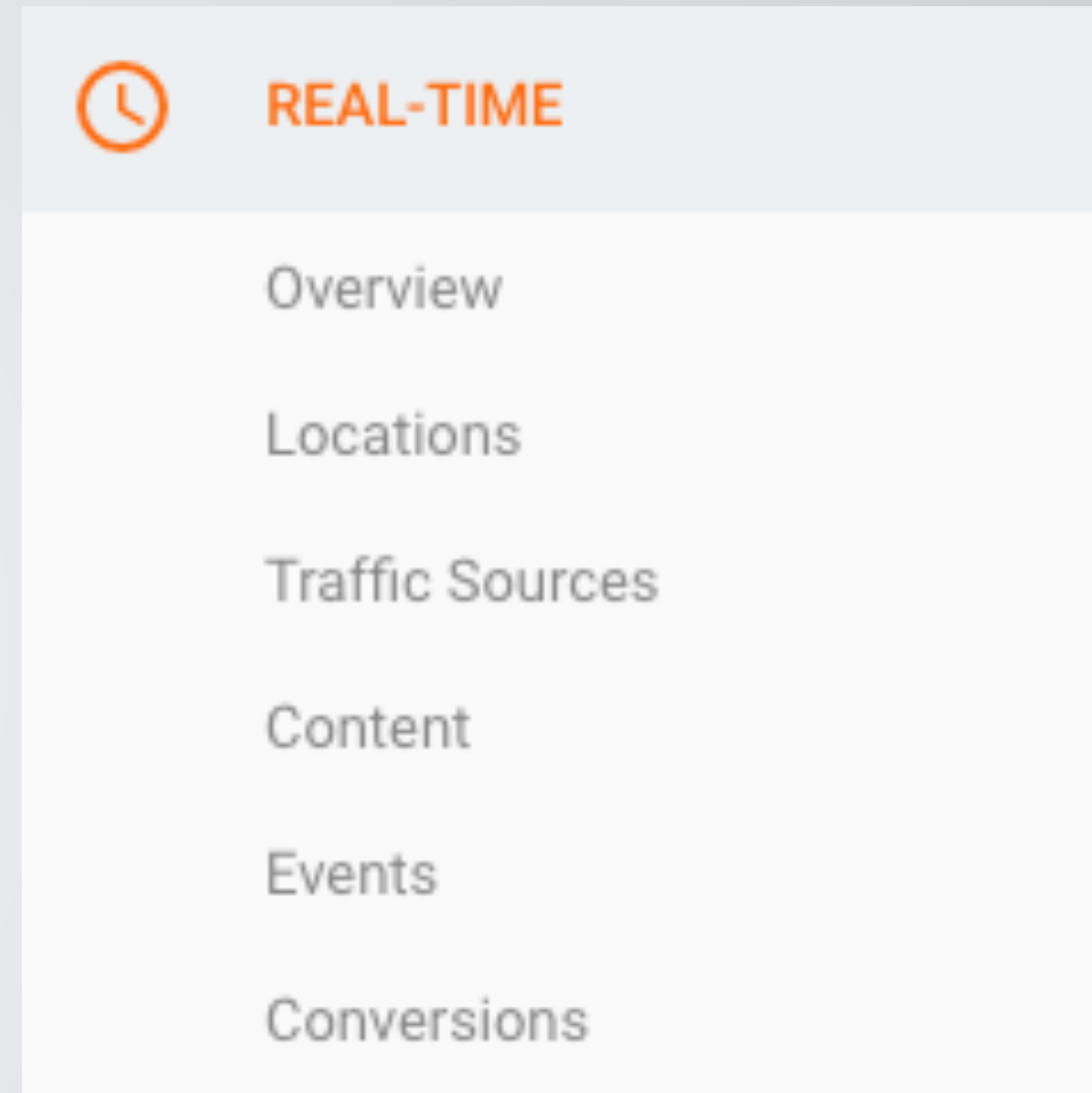
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REAL-TIME REPORTS

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.



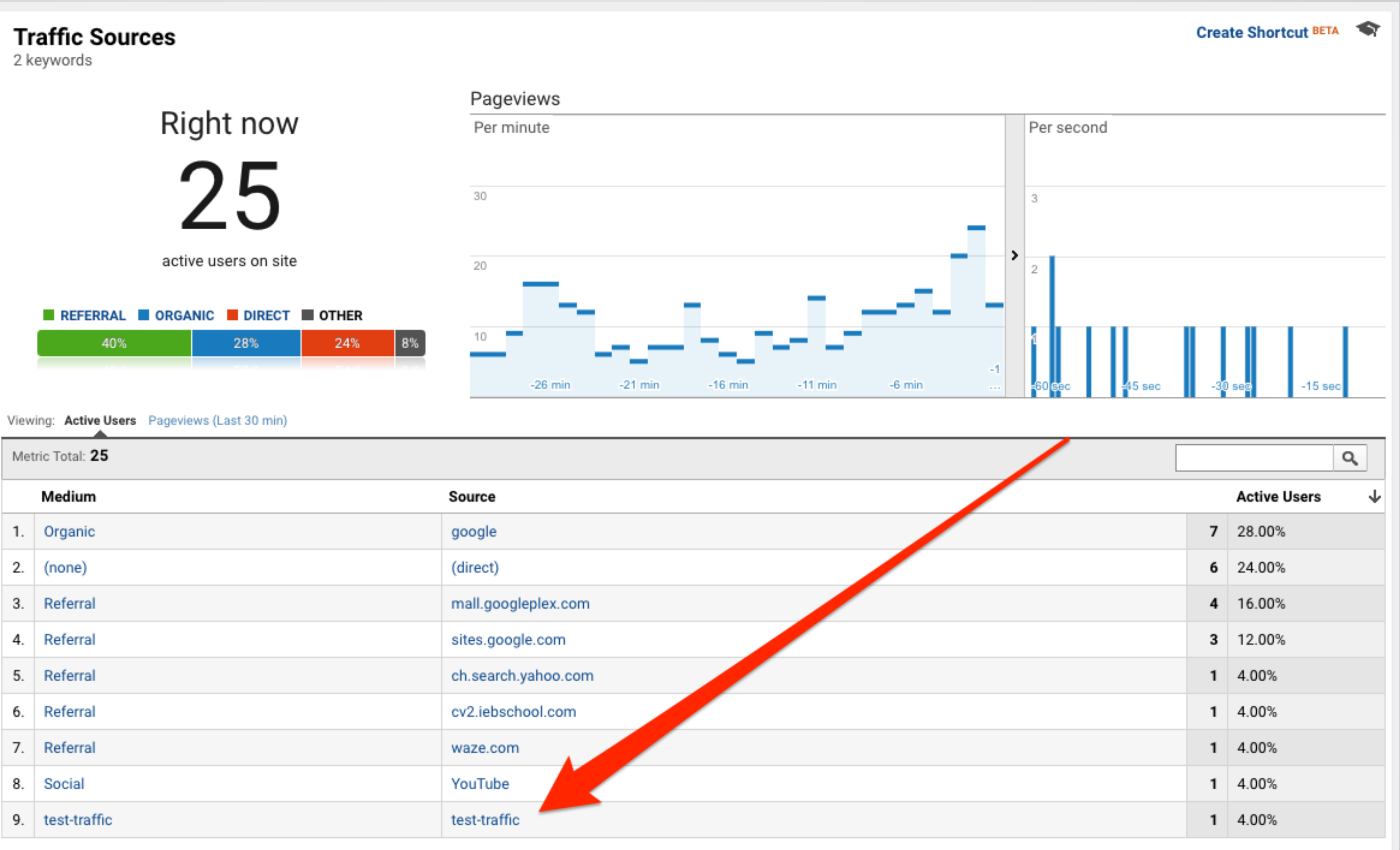
Pro Tip: Use Real-Time For Testing!

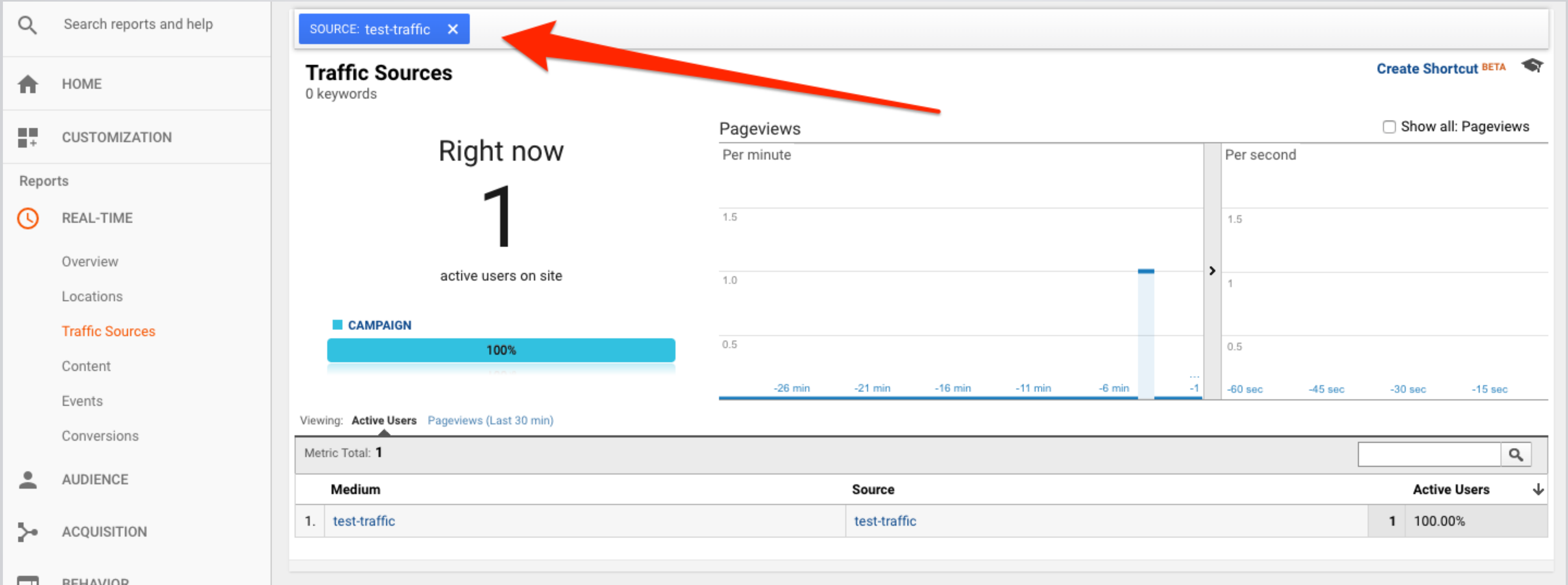
Since you can see traffic in real-time, use these reports for testing.

Test your events, goals, custom dimensions and just general tracking in Real-Time.

Have lots of traffic? Create a unique UTM and filter Real-Time traffic using Traffic Sources.







SOURCE: test-traffic

Overview

Create Shortcut BETA

Right now

1

active users on site

DESKTOP

100%

Pageviews

Per minute

Per second

1.5

1.0

0.5

-26 min

-21 min

-16 min

-11 min

-6 min

-1

...

-60 sec

-45 sec

-30 sec

-15 sec

Top Referrals:

Source	Active Users	
There is no data for this view.		

Top Social Traffic:

Source	Active Users	
There is no data for this view.		

Top Keywords:

Keyword	Active Users	
There is no data for this view.		

Top Active Pages:

Active Page	Active Users	
1. /Google+Redesign/Bags	1	100.00%

Top Locations:

Other Uses

- Display in-office on screen
- Monitor an active campaign blast
- View trending content



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



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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



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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



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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



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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 bar, 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, and Product Linking (AdWords, AdSense, and Ad Exchange). 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 from the 'Admin' tab to the 'All Filters' option in the ACCOUNT column, and the other points from the 'Tracking Info' option in the PROPERTY column to the 'Filters' option in the VIEW column.

Google Analytics

Home Reporting Customization **Admin**

Effin Amazing - Website - http://effinam...
All Web Site Data

Administration
Effin Amazing

ACCOUNT

Effin Amazing

Account Settings

User Management

All Filters

Change History

Trash Can

PROPERTY

Effin Amazing - Website

Property Settings

User Management

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

VIEW

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

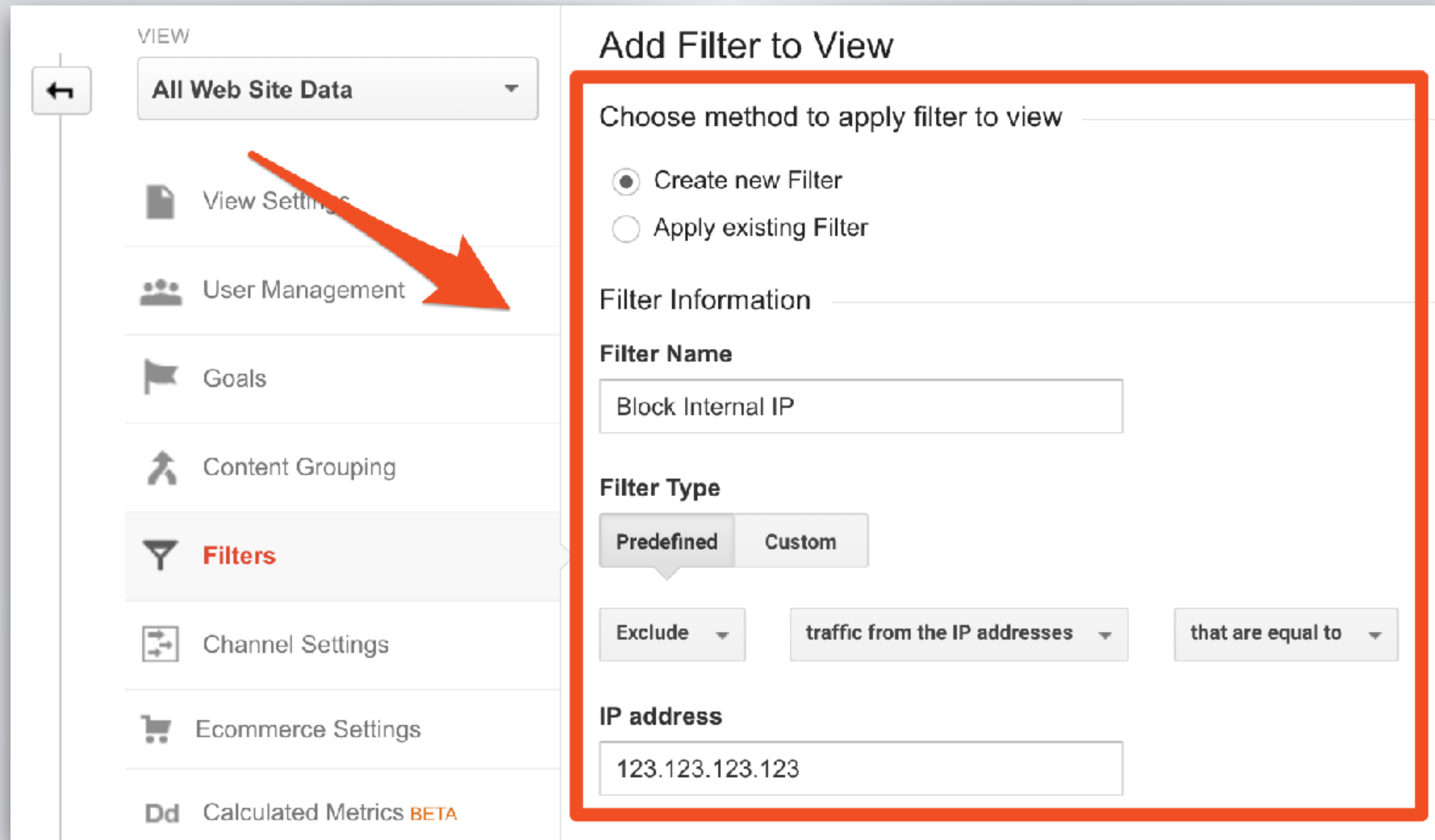


How To Create a Filter

The screenshot shows the Google Analytics Admin interface. At the top, the navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin' (which is highlighted). The user's email 'chris@amazingcorps.com' and the selected view 'Effin Amazing - Website - http://effinam... All Web Site Data' are displayed on the right. The main content area is titled 'Administration > View Filters' and 'Effin Amazing / Effin Amazing - Website / All Web Site Data'. On the left sidebar, under the 'VIEW' section, the 'All Web Site Data' view is selected. Below this, there are links for 'View Settings', 'User Management', 'Goals', and 'Content Grouping'. The 'Filters' link is highlighted at the bottom of the sidebar. In the main content area, there is a red button labeled '+ ADD FILTER' and a search bar. Below these, a table with columns 'Rank', 'Filter Name', and 'Filter Type' is shown. The table is empty, and a message 'There is no data for this view.' is displayed. A large red arrow points from the '+ ADD FILTER' button towards the table.



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

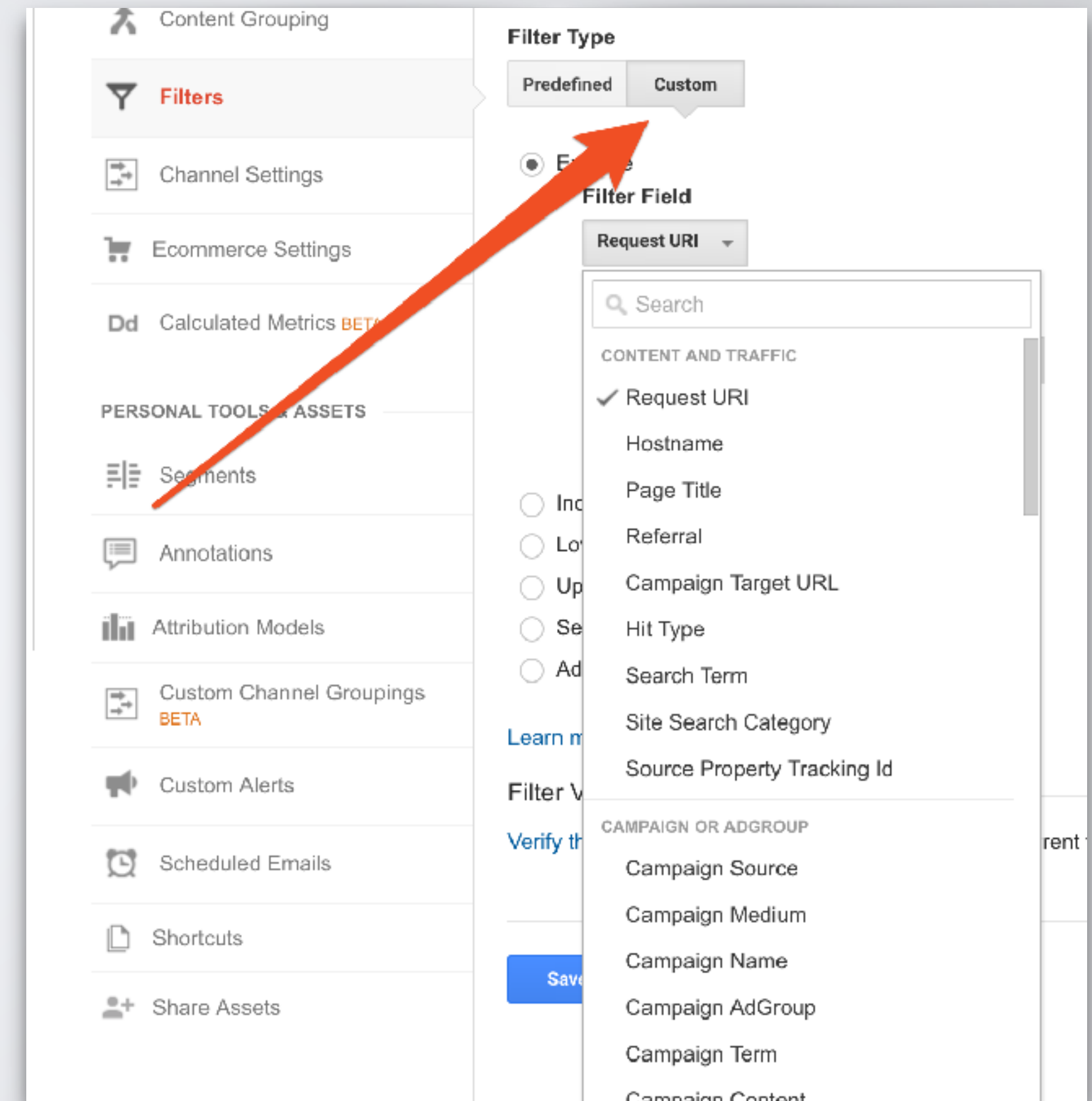
123.123.123.123



How To Create a Filter

Get Custom!

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



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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

Block the Office

Filter Type

Predefined

Custom

Exclude

traffic from the IP addresses

that are equal to

IP address

71.42.54.209



Filter Examples

Exclude Development Sites

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

View Filter

Filter Information

Filter Name

exclude effinamazing.local

Filter Type

Predefined

Custom

Exclude

traffic to the hostname

that contain

Hostname

effinamazing.local



Filter Examples

Lowercase on Campaign Attributes

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

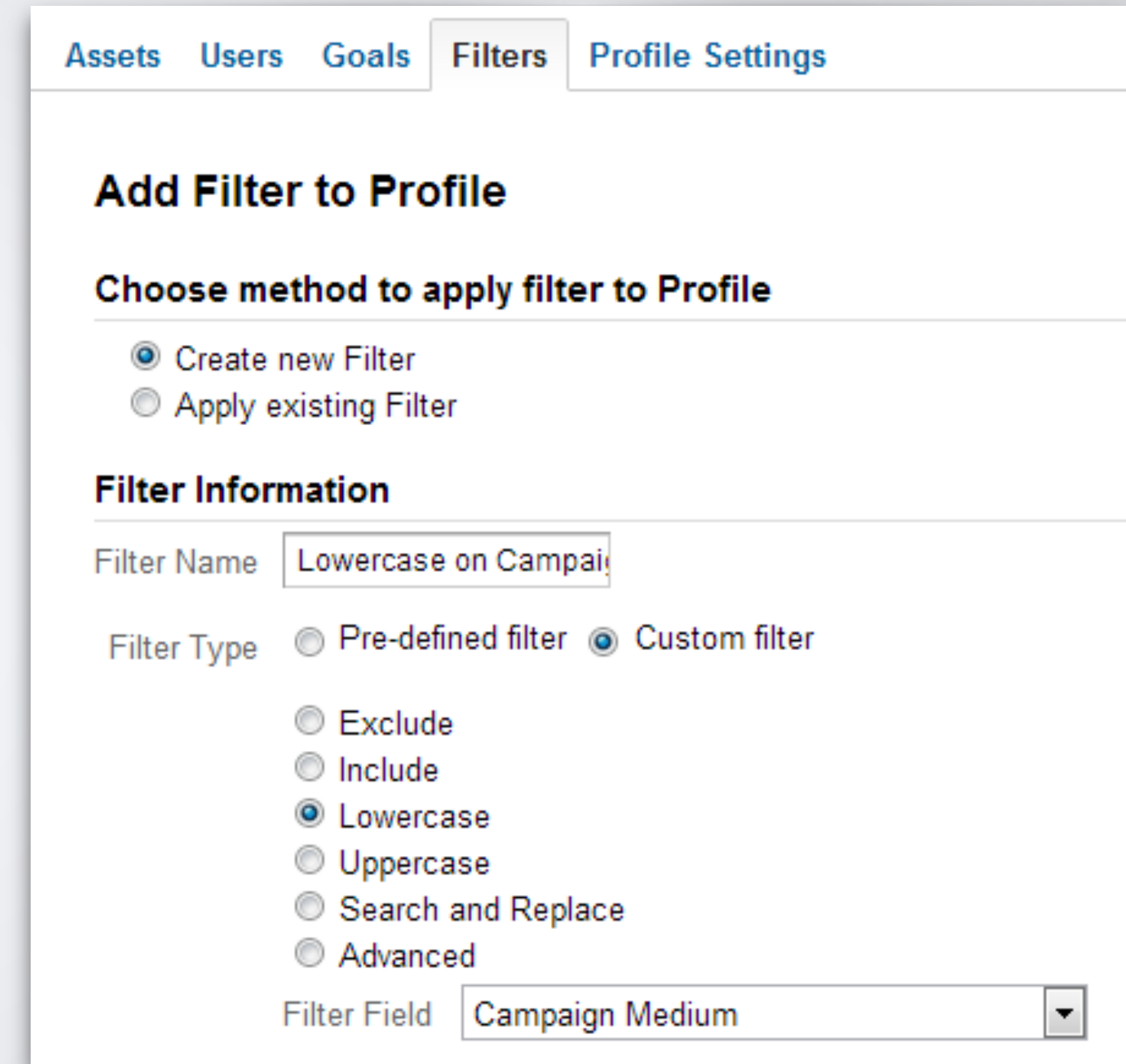
lowercase filters on the UTM

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

Exclude All Query Parar

Filter Type

☐ Pre-defined filter ☒ Custom filter

☐ Exclude
☐ Include
☐ Lowercase
☐ Uppercase
☐ Search and Replace
☒ Advanced

Field A -> Extract A

Request URI

(.*)\?

Field B -> Extract B

-

Output To -> Constructor

Request URI

\$A1

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  



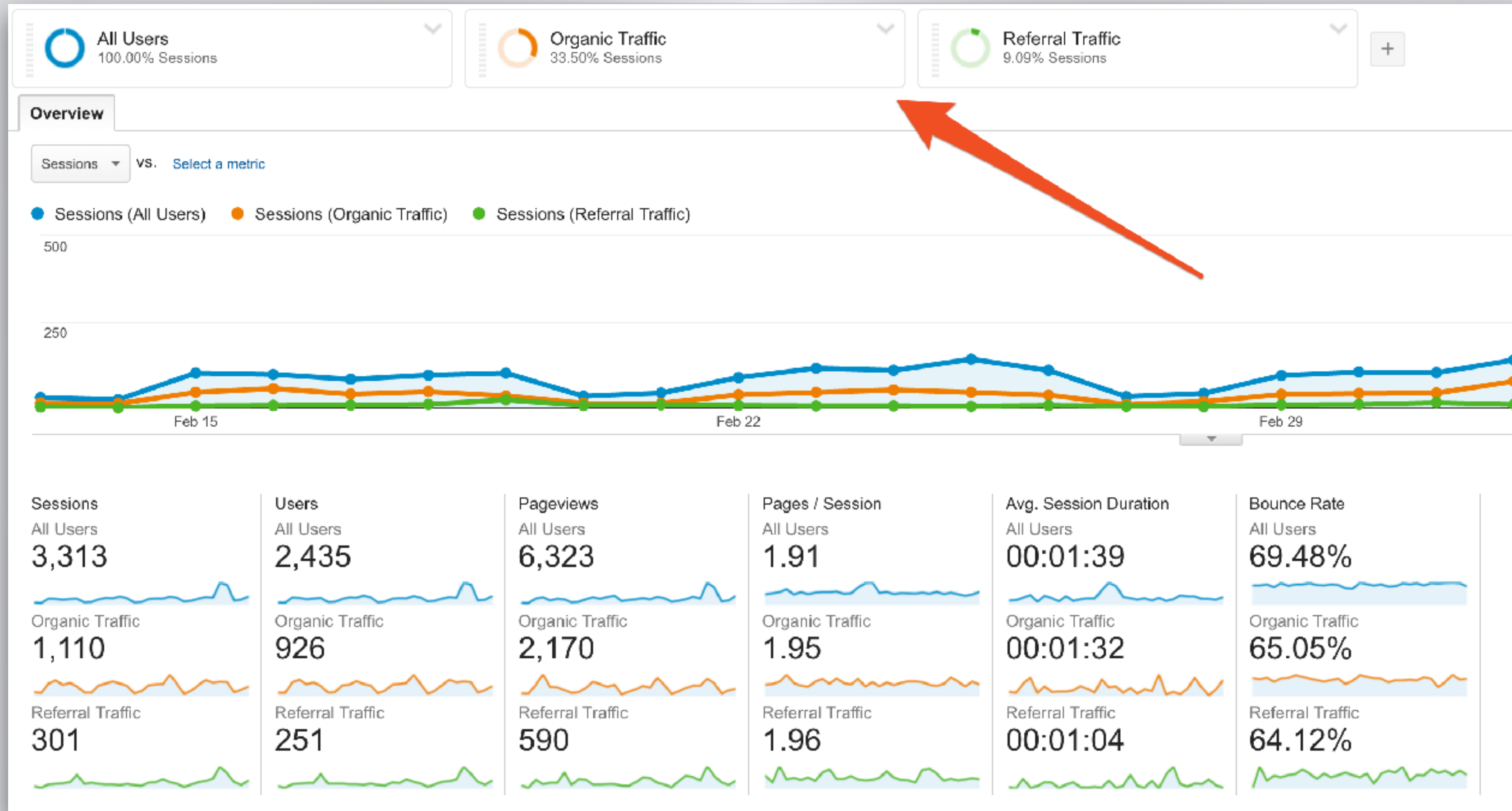
	Segment Name	Created	Modified	
VIEW SEGMENTS All System Custom Shared Starred Selected	☒ ☆ All Users			Actions ▾
	☐ ☆ Bounced Sessions			Actions ▾
	☐ ☆ Converters			Actions ▾
	☐ ☆ Direct Traffic			Actions ▾
	☐ ☆ Made a Purchase			Actions ▾
	☐ ☆ Mobile and Tablet Traffic			Actions ▾
	☐ ☆ Mobile Traffic			Actions ▾
	☐ ☆ Multi-session Users			Actions ▾
	☐ ☆ New Users			Actions ▾

Apply

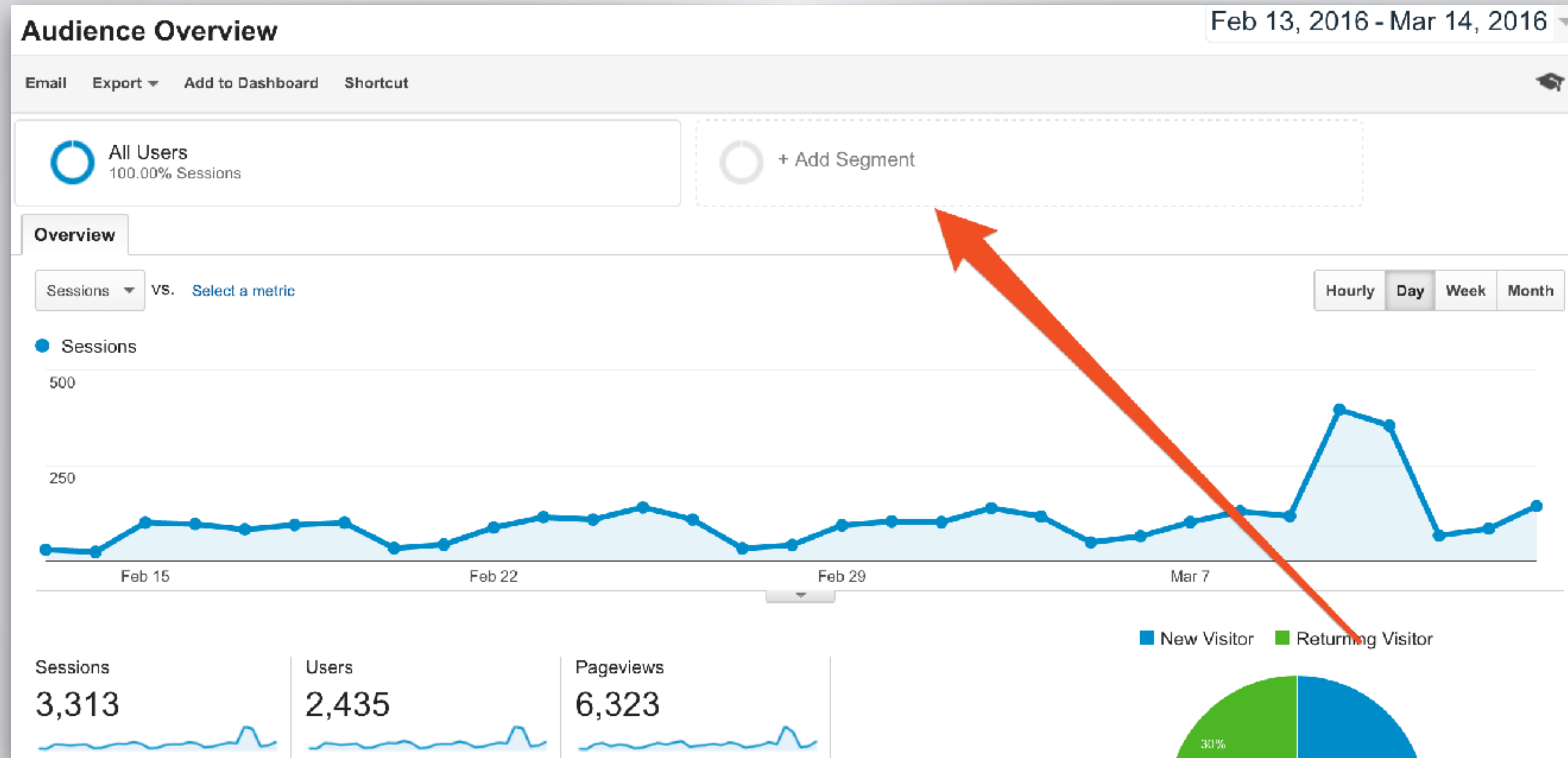
Cancel



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	☐ [RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions
System	☐ [RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions
Custom	☐ Ads Landing Page	Aug 3, 2015	Aug 3, 2015	Actions
Shared	☒ All Users			Actions
Starred	☐ Bounced Sessions			Actions
Selected	☐ Converters			Actions
	☐ Direct Traffic			Actions
	☐ Donate Widget Only	Oct 30, 2015	Oct 30, 2015	Actions



Create Custom Advanced Segments

Audience OverviewFeb 13, 2016 - Mar 14, 2016

EmailExportAdd to DashboardShortcut

All Users
100.00% Sessions

+ Add Segment

Segment Name

Save

Cancel

Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

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

Segment Name

Include hostname filter

Save

Cancel

Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter

Include

Sessions

Sequence start

Any user interaction

×

STEP 1

×

Ad Content

contains

–

OR

AND

↓

Add Step

+ Add Filter

Summary

100.00%

of users

Users

-

Sessions

-

100.00% of sessions

No Filters

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Top Ten Advanced Segment Recommendations

1. Segmentation by Referrer / Traffic Source
2. Segmentation by Visitor Type
3. Segmentation by Location / Geography
4. Segmentation by Content Viewed
5. Segmentation by Landing Page Type
6. Segmentation by Action Taken
7. Segmentation by Value
8. Segmentation by Demographics
9. Segmentation by Engagement
10. Segmentation By Technology



Advanced Segments Gallery

The screenshot displays the Google Analytics Advanced Segments Gallery. On the left, a sidebar contains navigation links for various analytics features. The main area is a modal window titled "Advanced Segments Gallery" with a search bar and filters. The filters include "Sort by" (Most popular, Latest, Highest rating), "Filter by ranking" (a slider from 1 to 5), and "Filter by category" (a list of categories with checkboxes). The gallery lists three featured segments: "Occam's Razor Awesomeness" by Avinash Kaushik, "New Google Analytics User Starter Bundle" by The Google Analytics Team, and "Social Media Traffic" by Rachel W (GA team). Each segment entry includes a star rating, a description, and an "Import" button. The background shows a blurred view of the Google Analytics interface with a table of segments.

ports & help

Email Export

Time

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view

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havior

New vs Returning

Frequency & Reca...

Engagement

chnology

obile

ustom

nchmarking

s Flow

sition

All Users

+ NEW SEGMENT

VIEW SEGMENTS

All

System

Custom

Shared

Starred

Selected

Apply

Search

All Solutions Type: Segments X

Sort by

☒ Most popular

☐ Latest

☐ Highest rating

Filter by ranking

1 2 3 4 5

☒ Show unrated

Filter by category

☒ Show all categories

☐ Acquisition

☐ Analytics Academy

☐ Branding

☐ Campaign

☐ Conversion

☐ Display Advertising

☐ Ecommerce

☐ Engagement

☐ Enhanced Ecommerce

☐ Lead Generation

☐ Mobile

☐ Organic Search

☐ Paid Search

Occam's Razor Awesomeness

By Avinash Kaushik Aug 20, 2013

★★★★★ (228) 150,036

A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

Import

More by Avinash Kaushik

New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★★ (107) 141,254

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...

Import

More by The Google Analytics Team

Social Media Traffic

By Rachel W (GA team) Mar 1, 2013

★★★★★ (20) 17,606

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

data where there are values for "Event Action" dimension

View Search segments

Actions

Actions

Actions

Actions

Actions

Actions

Actions

Actions

Actions

Actions



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

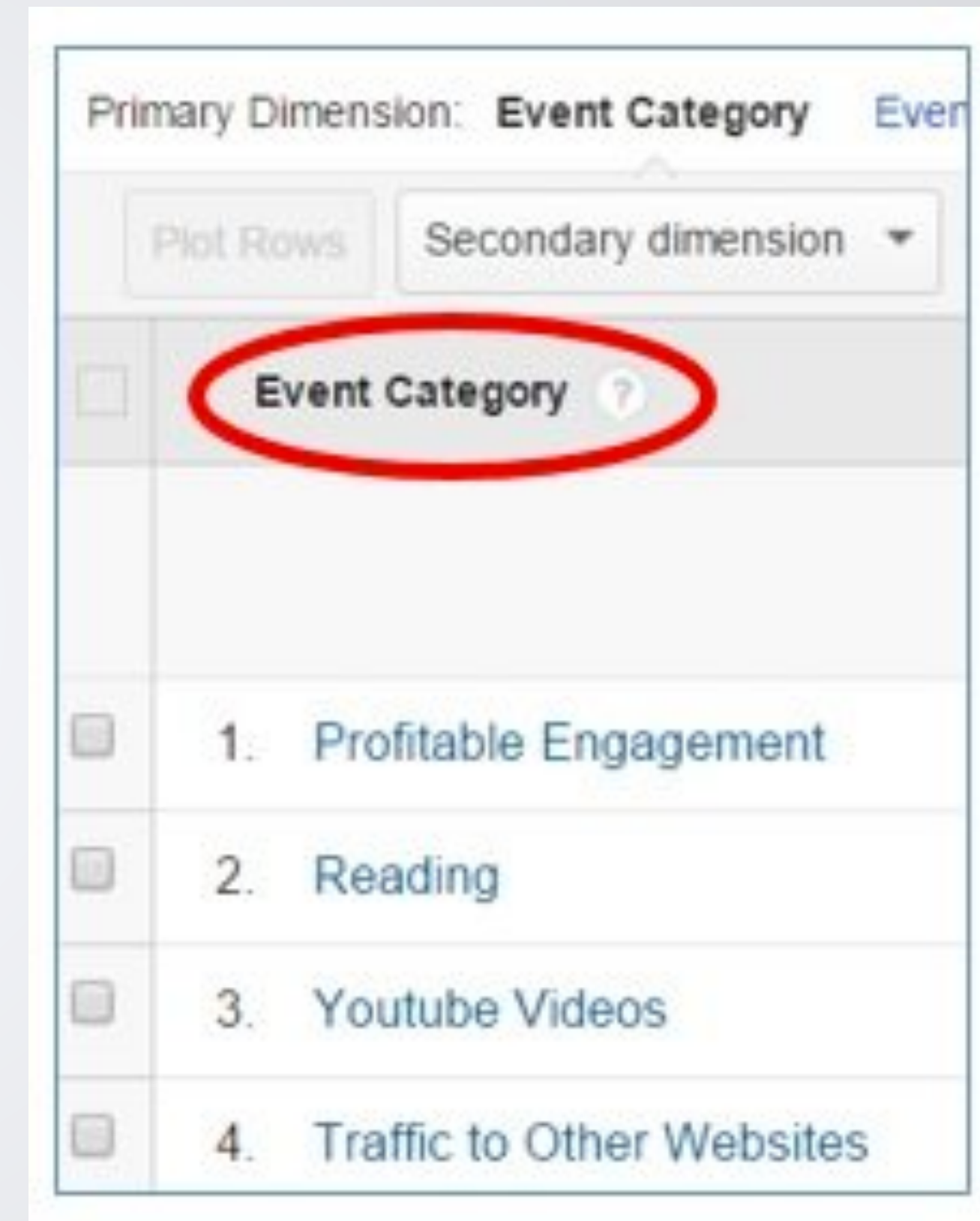
Top Events	Event Action	Total Events	% Total Events
Event Category	1. copy	5,575	95.19%
Event Action	2. addnew	223	3.81%
Event Label	3. save	59	1.01%

Primary Dimension: Event Action Event Label Other					
Plot Rows Secondary dimension Sort Type: Default					
	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%)
☐	1. copy	5,575 (98.95%)	1,724 (98.35%)	0 (0.00%)	0.00
☐	2. save	59 (1.05%)	29 (1.65%)	0 (0.00%)	0.00



Event Tracking - Category

The event category is the name assigned to the group of similar events.



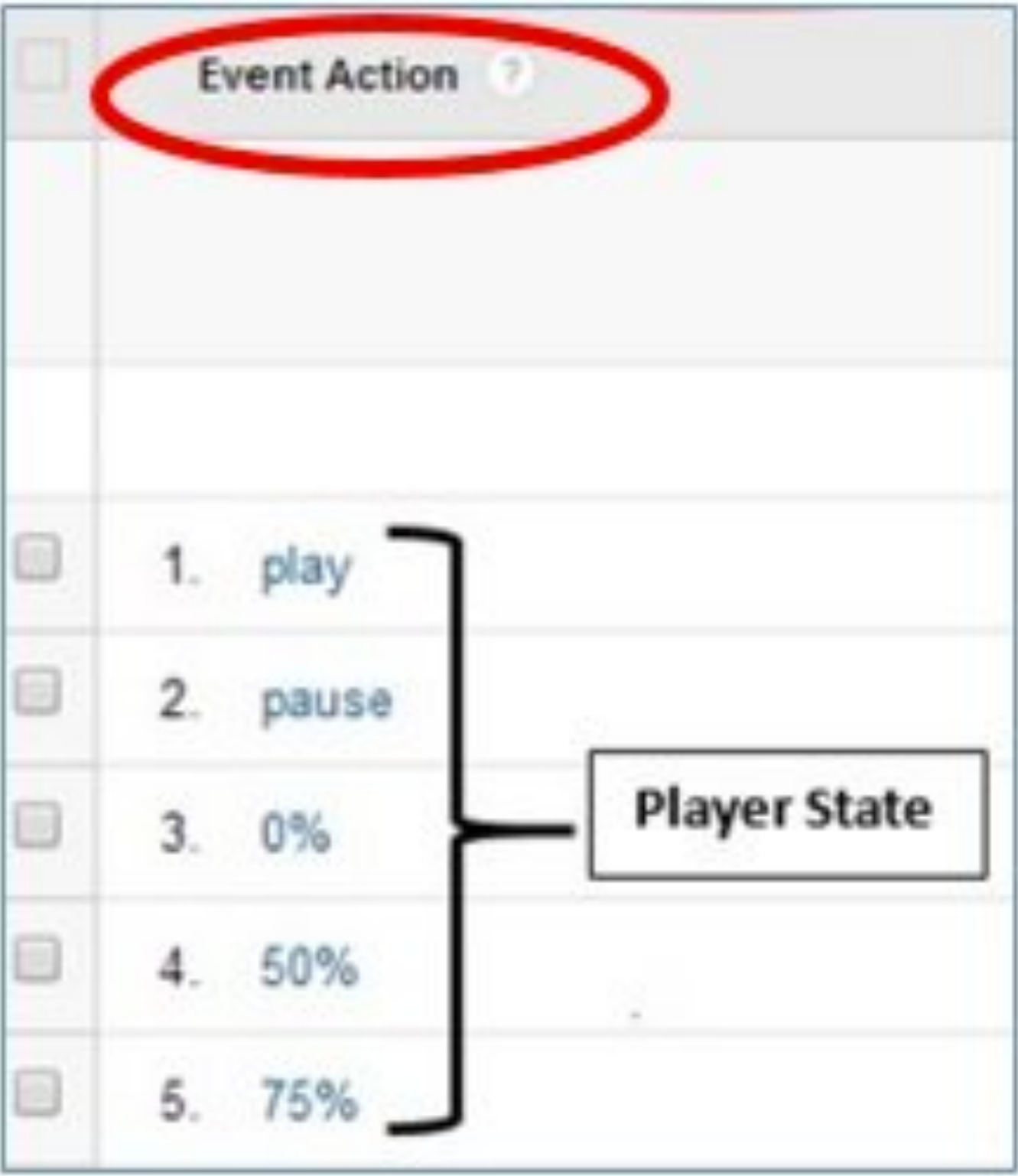
Primary Dimension: **Event Category** Even

Plot Rows Secondary dimension ▼

☐	Event Category ?
☐	1. Profitable Engagement
☐	2. Reading
☐	3. Youtube Videos
☐	4. Traffic to Other Websites

Event Tracking - Action

The event action is the type of event you want to track. This can be “click” or “sign up” or even player state if you were tracking the progress of a video.



A screenshot of a table interface. The header row has a cell labeled 'Event Action' with a question mark icon, which is circled in red. Below the header, there are five rows of data. Each row starts with a checkbox, followed by a number and a text value. A bracket on the right side of these five rows points to a box labeled 'Player State'.

☐	Event Action ?
☐	
☐	1. play
☐	2. pause
☐	3. 0%
☐	4. 50%
☐	5. 75%



Event Tracking - Label

The event label is the name of the element you are tracking. This is often confused with category. An example would be the name of the video or the name of the CTA form they filled out.

Primary Dimension: Event Action Event Label Other ▼	
Plot Rows	Secondary dimension ▼ Sort Type: Default ▼
☐	Event Label ⓘ
☐	1. Creating Combination Charts in Excel
☐	2. Big Data Analytics with Microsoft Excel 2013

Event Tracking JavaScript

Implementation

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

Field Name	Value Type	Required	Description
eventCategory	text	yes	Typically the object that was interacted with (e.g. 'Video')
eventAction	text	yes	The type of interaction (e.g. 'play')
eventLabel	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
eventValue	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

Goal Value ☒ Use the actual Event Value ☐ Use a constant value

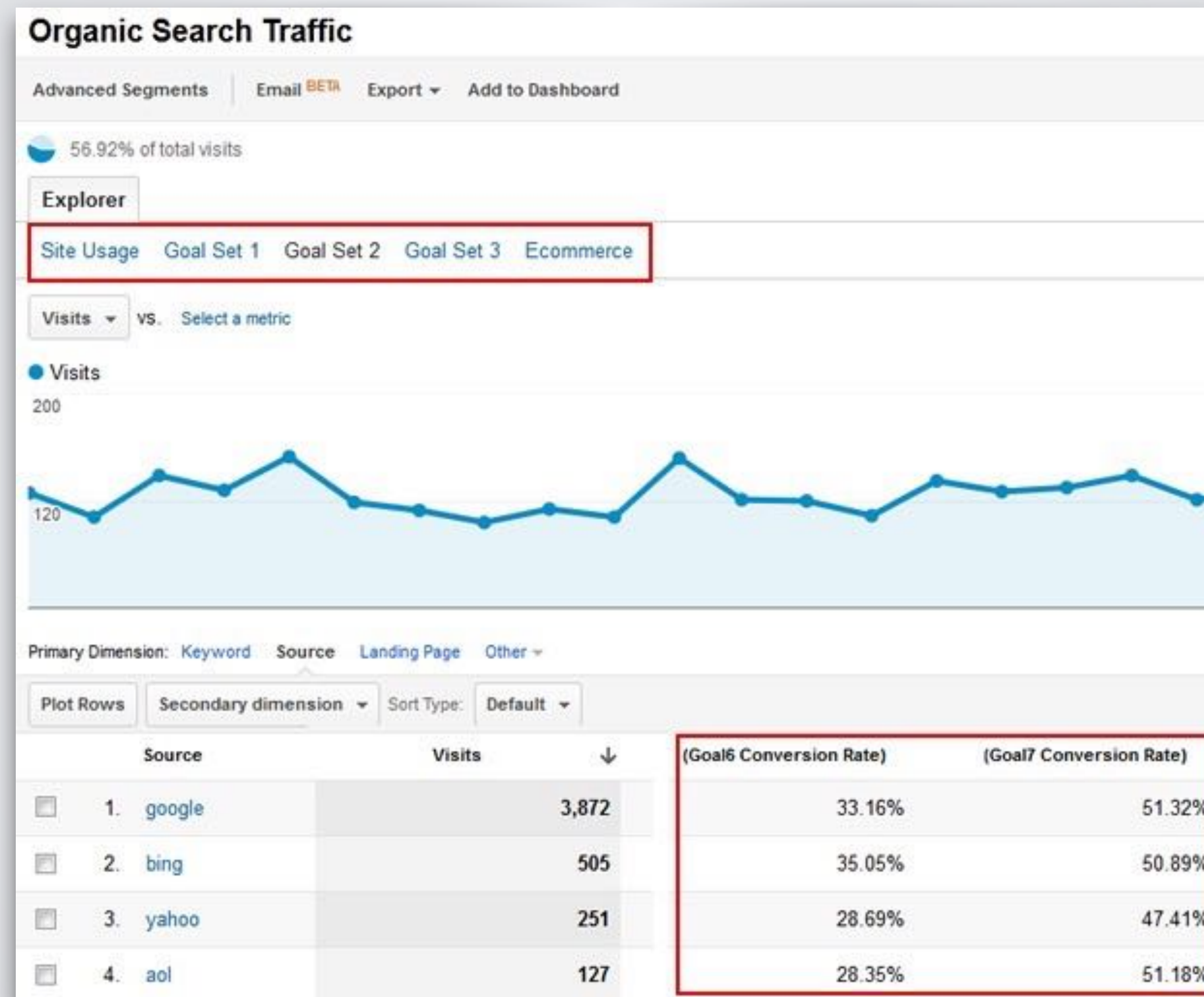


Goal Value

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

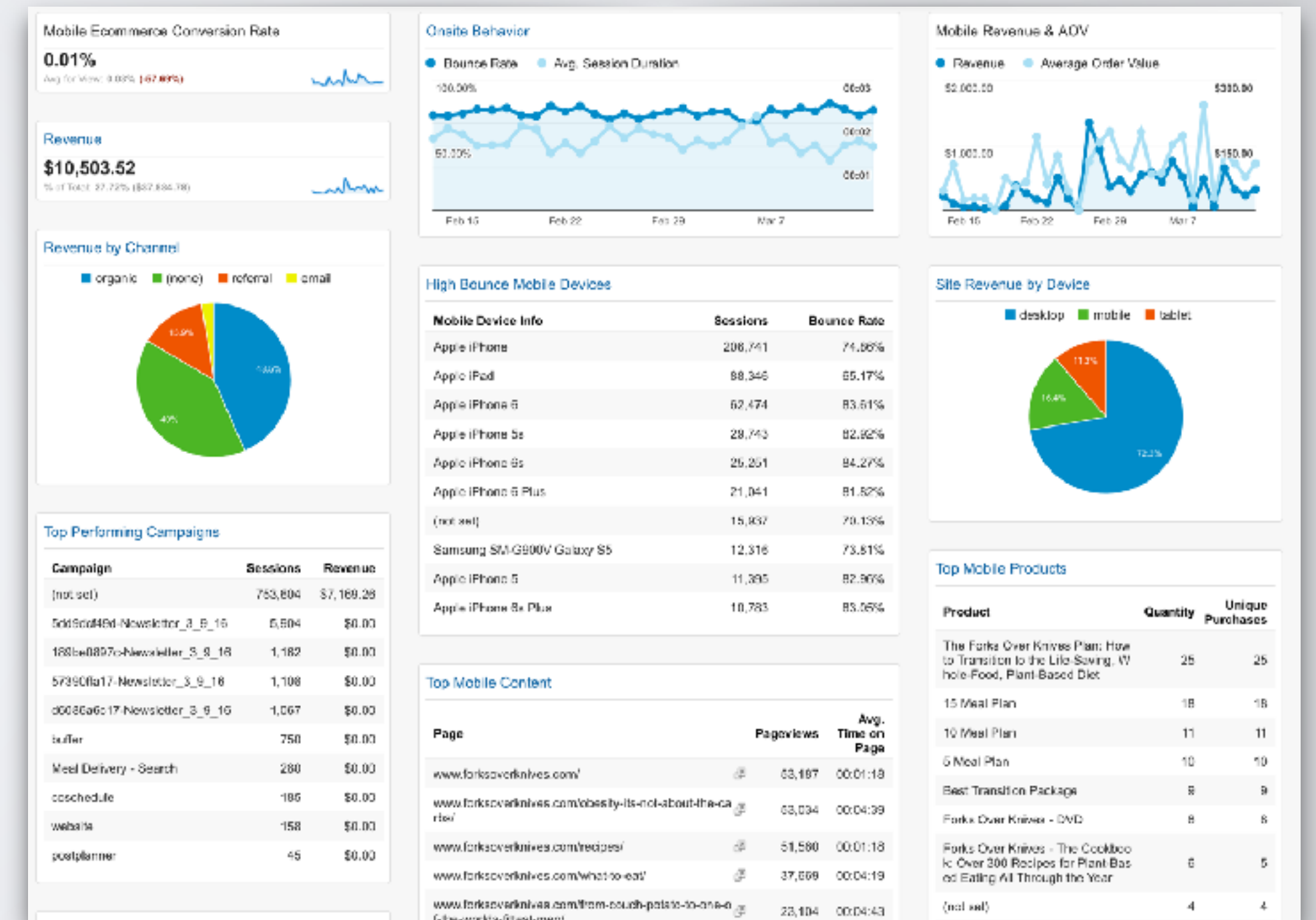


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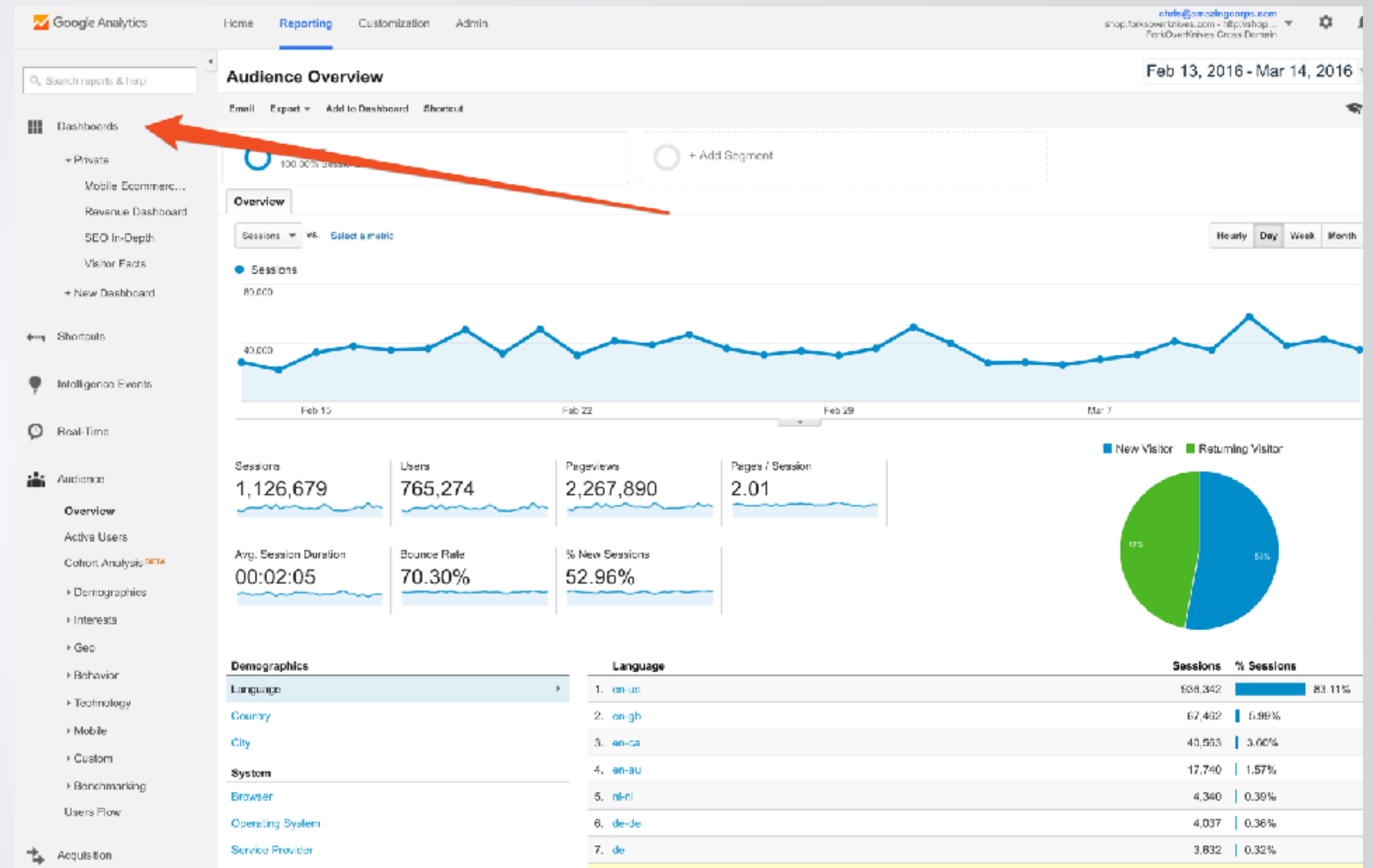
Custom Dashboards

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

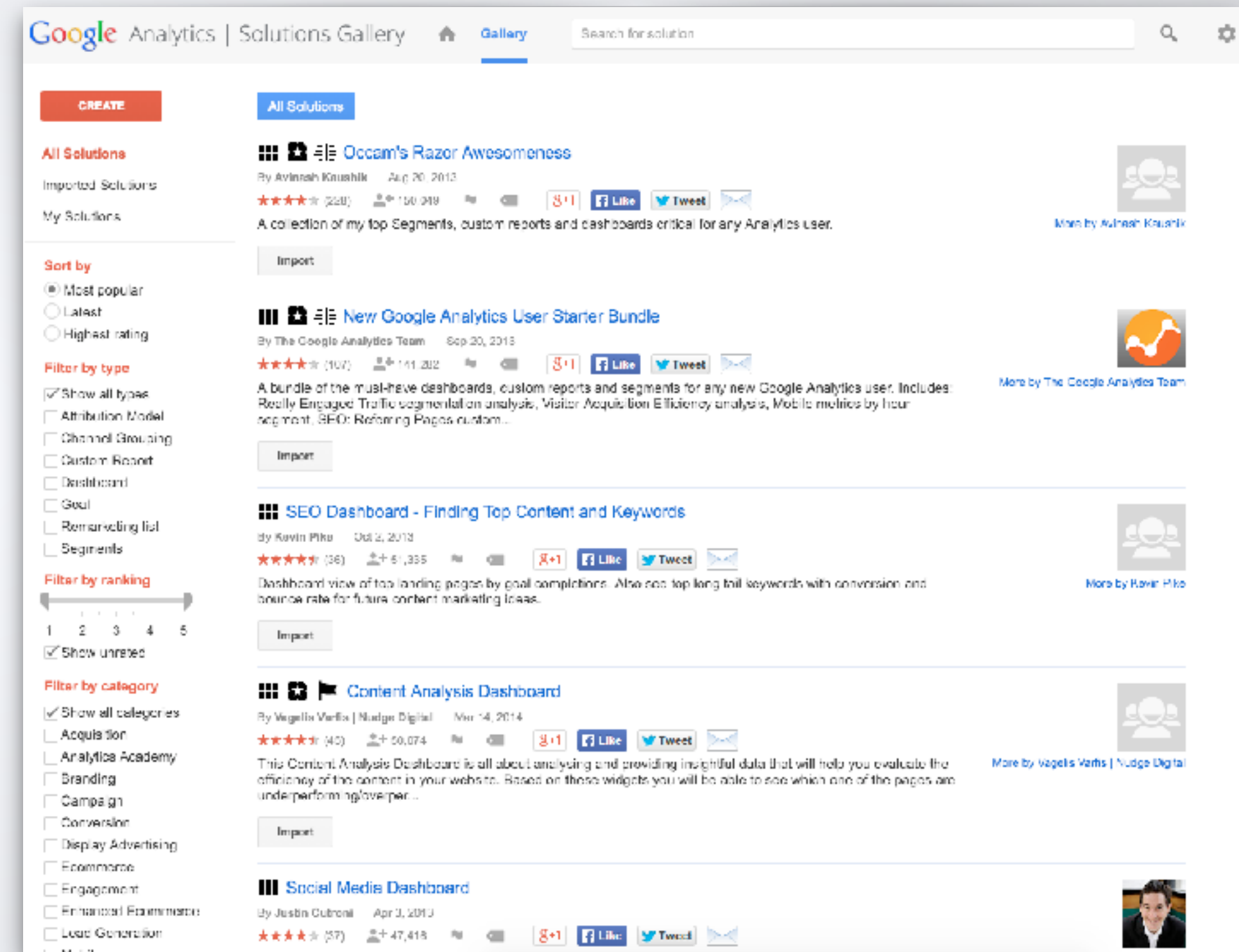


Google Analytics Solutions Gallery

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

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

Google.com/Analytics/Gallery



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TRACKING ROI WITH UTM_s



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/?](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)



EXAMPLE

`http://cesquared.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_co
ntent=mixpanel&utm_term=segmentation`

LET'S BREAK IT DOWN

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

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**



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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)

[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

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Campaign Source: **google**

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Campaign Name: **product**



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EXAMPLE

`http://cesquared.com/?`

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LET'S BREAK IT DOWN

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[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)

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[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)

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[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)

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

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EXAMPLE

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[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**



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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



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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



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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



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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

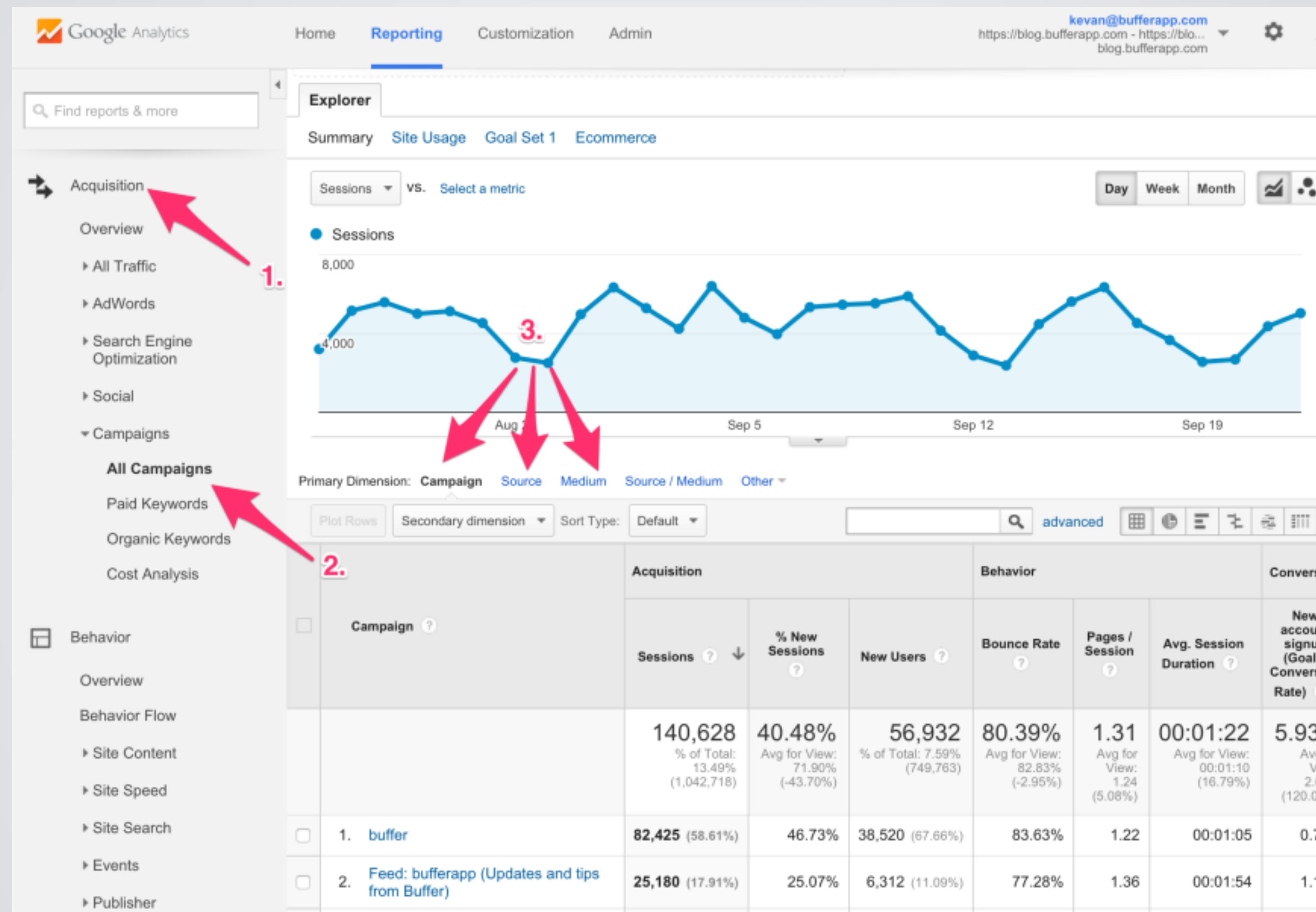
Optional



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See Campaign Info in Google Analytics



See Campaign Info in Google Analytics

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



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Online UTM Builder

Online UTM Tracking Code Builder

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

Website URL*	http://www.yourdomain.com/
Campaign Source*	referrer: google, emailnewsletter2, facebook
Campaign Medium*	marketing medium: cpc, banner, email, social
Campaign Name*	e.g. product, promo code, slogan
Campaign Term	(optional) Identify the paid keywords
Campaign Content	(optional) use to differentiate ads

Your Generated URL:

Just do a Google search for an online UTM builder.

- or -

Just Visit **datadrivenlabs.io/utm**



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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>



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QUESTIONS?