

Google Analytics 201: Out of the box

UNC Campus Webmasters

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The Graduate School

My experience:

- Ten years of using Google Analytics (January 2007)
- One users, many sites
 - Currently 13 sites with mix of strategies (GTM, UA, UA+AT)
- Advice based on personal experience, trial and error

Show of hands:

- Regular users?
- Have it installed, but overwhelmed by data?
- WordPress?
- Other platform?

Today:

- Setup
- Reporting Tools
- Actionable data

Setup

- Basics
- Organization
- Filters
- Goals
- Code Installation
- Cross domain & cross subdomain tracking

Setup: Basics

- What is Google Analytics?
- What is Google Tag Manager*?
- **What can I do without needing to edit the backend code of my website?**

Setup: Organization

- Account → Property → View
- Most accounts will have only one property
- Views
 - Views changes are permanent, duplicate view before changing
 - One master view with all data
 - One with **internal users filtered out**
 - Any other ways you want to break out data

Account

Unit

Property

UA-12345

View

Unfiltered/Raw

Primary
(filtered)

Test

Setup: Filters

- Filtering out internal traffic
 - Most important filter to add
 - Ask IT staff for IP range or, find highest and lowest IP numbers
 - Generally can only filter desktop machines
 - Probably on-campus only
 - Use an [IP Range Regular Expression Builder](#) to create regex for filter

Setup: Spam Filters

- Filtering referral spam, bots and spiders
 - Bots and spiders are automatically filtered
- Notice strange referral sites?
 - Fake referrals
 - Incorrect hostnames
 - Ghost spam
 - moz.com/blog/stop-ghost-spam-in-google-analytics-with-one-filter

Setup: Spam Filters- Fake Hostnames

1.	gradschool.unc.edu	1,396,178 (94.33%)	58.53%
2.	handbook.unc.edu	58,931 (3.98%)	76.34%
3.	carolinachronicle.unc.edu	12,228 (0.83%)	69.77%
4.	fountain.unc.edu	3,140 (0.21%)	89.43%
5.	inst.webinstantservice.com	2,208 (0.15%)	86.32%
6.	webapps.grad.unc.edu	2,003 (0.14%)	58.81%
7.	royster20.unc.edu	964 (0.07%)	28.94%
8.	(not set)	953 (0.06%)	100.00%
9.	gradmedia.unc.edu	449 (0.03%)	52.78%
10.	gradschool.unc.edu.googleweblight.com	423 (0.03%)	93.85%

11.	unc.us11.list-manage.com	371 (0.03%)	71.70%
12.	www.foxnews.com	338 (0.02%)	93.49%
13.	www.usatoday.com	224 (0.02%)	84.38%
14.	translate.baiducontent.com	166 (0.01%)	78.31%
15.	duck.com	156 (0.01%)	87.82%
16.	google.com	136 (0.01%)	0.00%
17.	lifehacker.com	120 (0.01%)	94.17%
18.	webcache.googleusercontent.com	113 (0.01%)	99.12%
19.	www.bbc.com	106 (0.01%)	93.40%
20.	translate.googleusercontent.com	104 (0.01%)	98.08%
21.	dktr.ru	88 (0.01%)	0.00%
22.	blog.google	62 (0.00%)	0.00%
23.	с.новым.годом.рф	53 (0.00%)	0.00%

Setup: Spam Filters- Fake Hostnames

Filter Type

Predefined Custom

Exclude
 Include

Filter Field

Hostname






Filter Pattern

unc\.edu|gradschool\.unc\.edu\.googlewebliq

Filter Verification ?

Before filter applied				After filter applied			
Hostname	Sessions	Pageviews	Screen Views	Hostname	Sessions	Pageviews	Screen Views
212.82.99.181	1	1	0		✓		
duck.com	156	310	0		✓		
fanyi.myyoudao.com	1	1	0		✓		
inst.webinstantservice.com	6	6	0		✓		
motherboard.vice.com	16	32	0		✓		
webcache.googleusercontent.com	3	3	0		✓		

Setup: Spam Filters- Language Spam?

1. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	 Russia	72 (91.14%)
2. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	 Brazil	1 (1.27%)
3. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	 China	1 (1.27%)
4. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	 Japan	1 (1.27%)
5. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	 Kazakhstan	1 (1.27%)

Language	Sessions
1. en-us	3,352
2. (not set)	187
3. zh-cn	116
4. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	79
5. en-gb	25



Setup: Goals

Goal Type	Description	Example
Destination	A specific location loads	Thank you for registering! web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event*	An action defined as an Event is triggered	Social recommendation, video play, ad click

Setup: Code installation

Tracking code must be on every single page

Don't forget to add the code to:

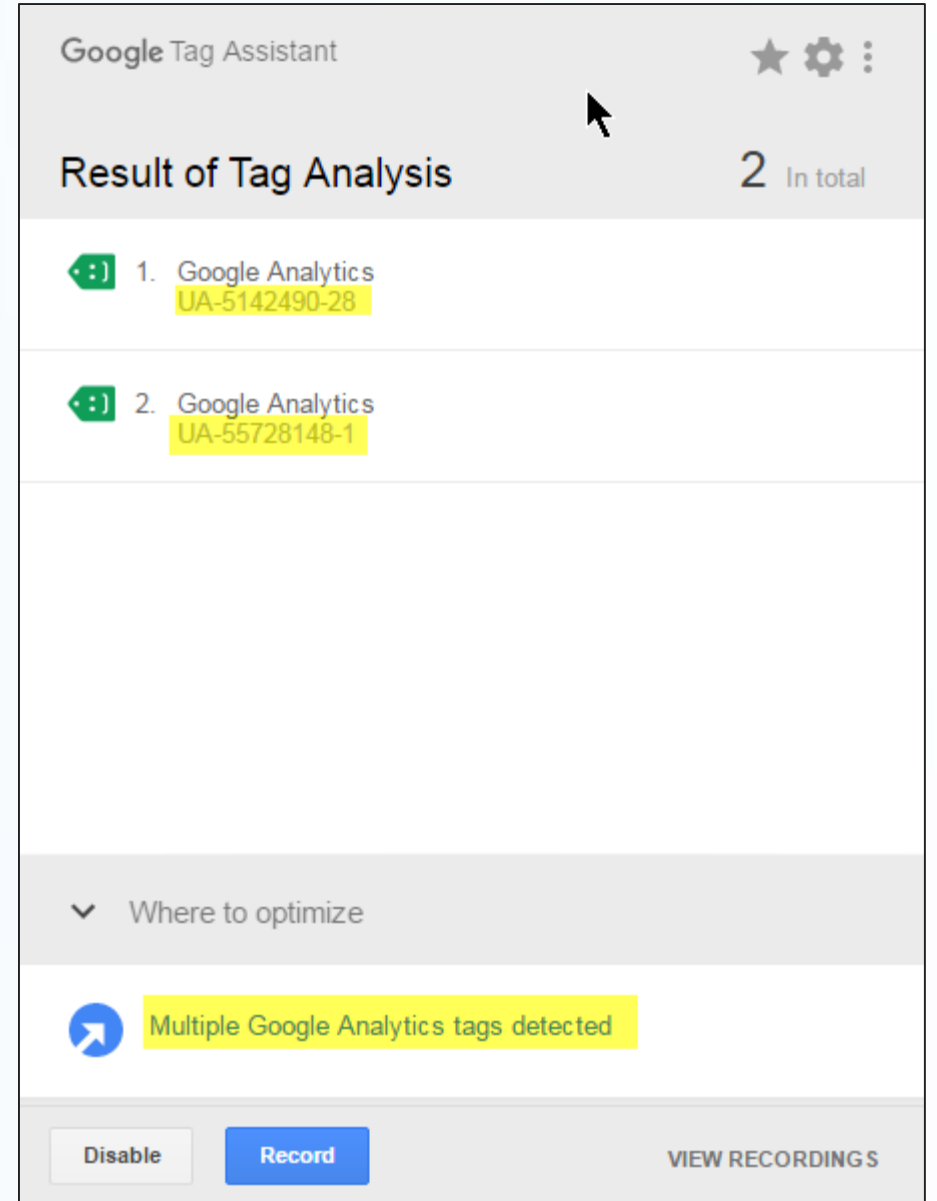
- 404 pages
- search results pages
- non-template changes
- web versions of newsletters

Setup: Code installation

- Tracking code checkers
 - www.gachecker.com spider
 - Doesn't check account or configuration, just if code exists
 - [Screaming Frog spider](#)
 - Has a free version that can crawl your site to check for tracking codes
 - [Google Tag Assistant](#)
 - Chrome extension that analyzes and helps debug configuration

Setup: Code installation

Google Tag Assistant



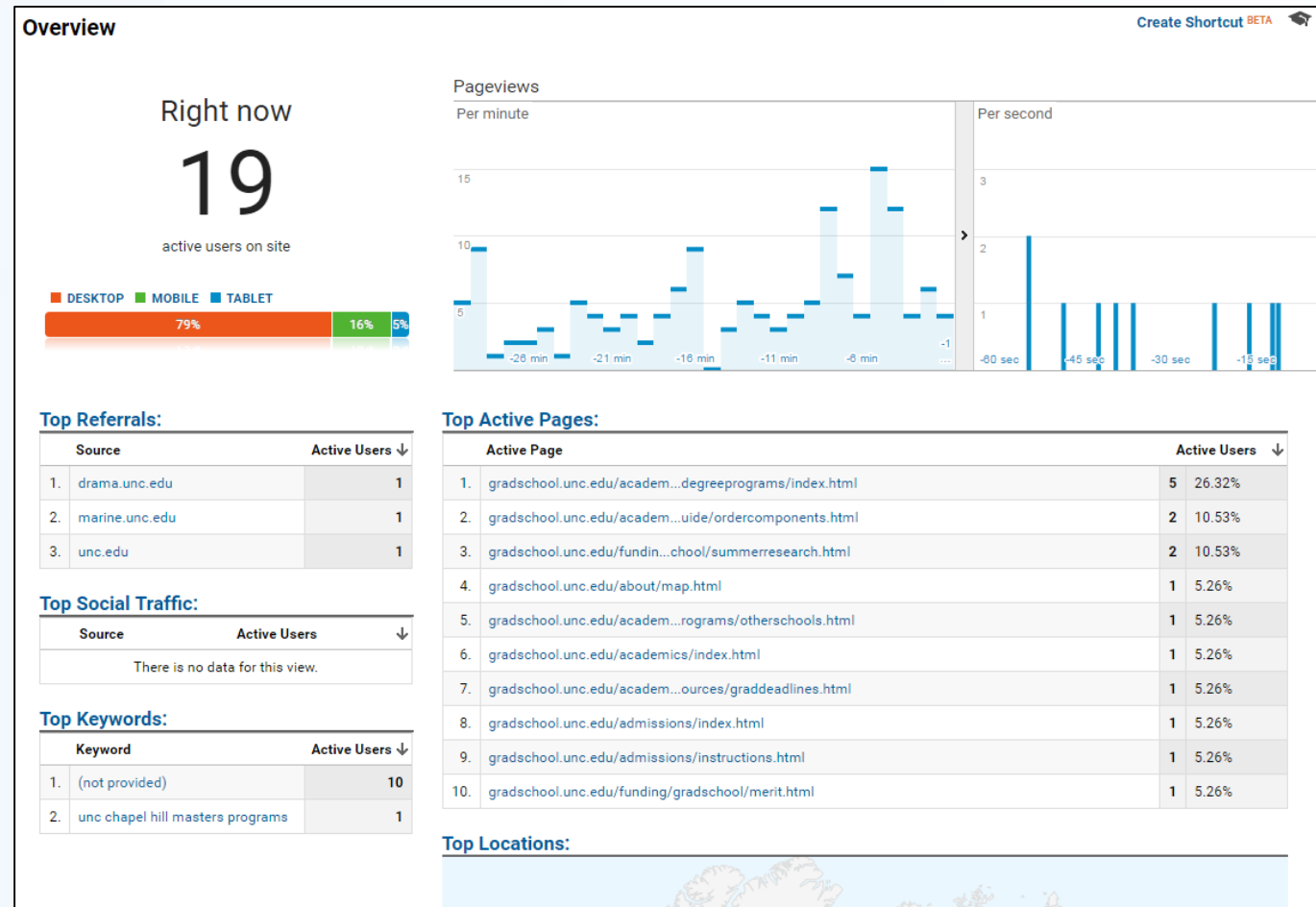
The screenshot displays the Google Tag Assistant interface. At the top, the title "Google Tag Assistant" is shown with a star, a gear icon, and a vertical ellipsis. Below this, the section "Result of Tag Analysis" indicates "2 In total". The analysis results are listed as follows:

- 1. Google Analytics (UA-5142490-28)
- 2. Google Analytics (UA-55728148-1)

Below the list, there is a section titled "Where to optimize" with a downward arrow. A notification banner states "Multiple Google Analytics tags detected". At the bottom, there are three buttons: "Disable", "Record", and "VIEW RECORDINGS".

Setup: Code installation

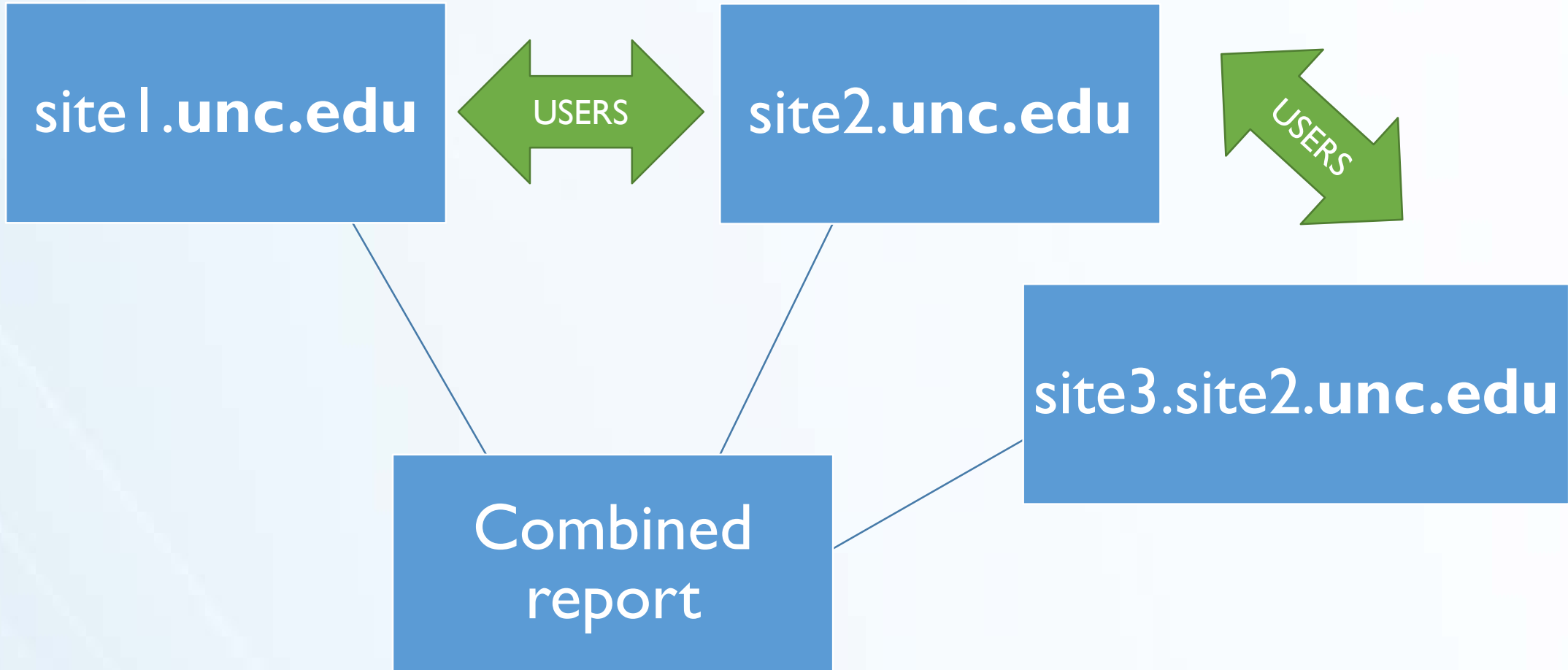
Real-Time Reports:



Setup: Domains

Do you need to track across different domains or subdomains?

Setup: Cross subdomains



Setup: Cross subdomains

Easy!

1. Use same tracking code on every single page
2. Set the Cookie Domain
 - Automatic with UA, DIY with GTM
3. Update Your Referral Exclusion List

Setup: Cross subdomains

PROPERTY

Gradschool

Property Settings

User Management

.js Tracking Info

- Tracking Code
- Data Collection
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List**
- Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

These settings only work with the *analytics.js* version of the tracking code. If you're using the *ga.js* version, configure these settings in your code. If you're transitioning to *analytics.js* from *ga.js*, customize these settings to match your previous configuration for data continuity.

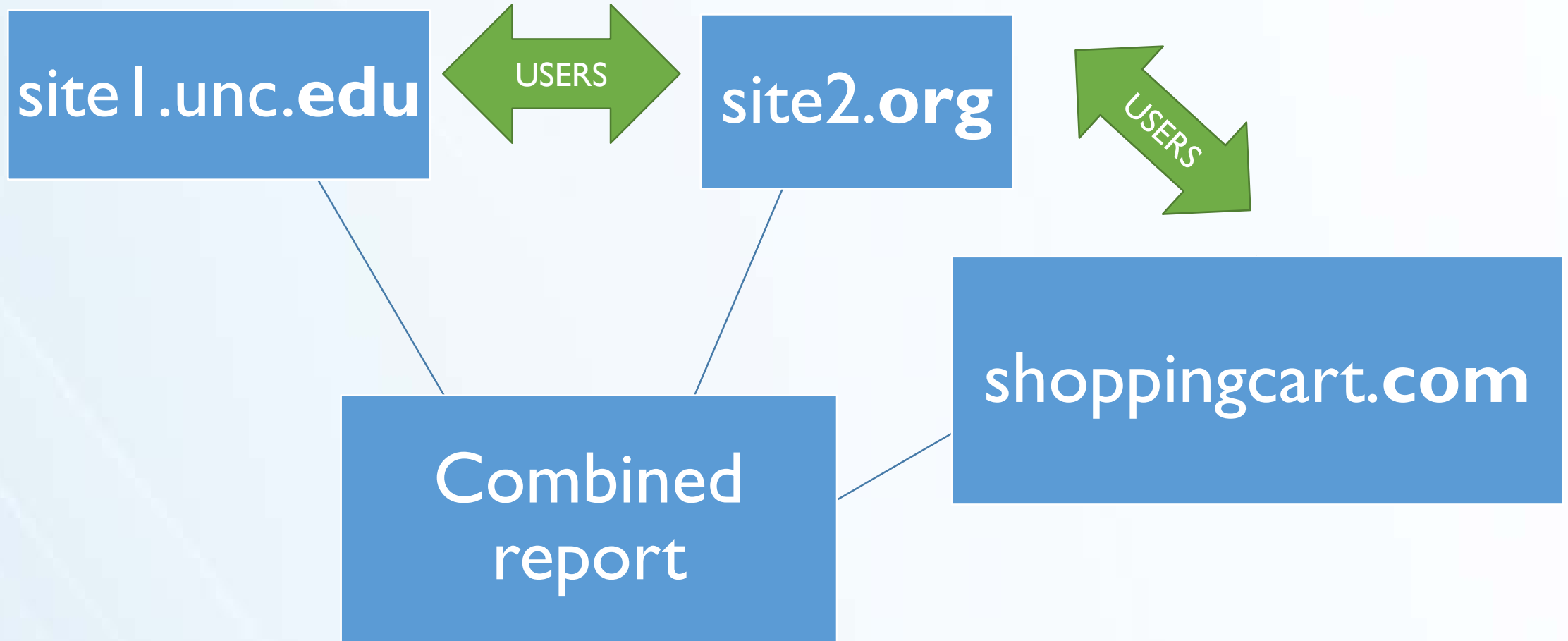
Referral Exclusion List [?]

Exclude these domains from your referral traffic. Users arriving at your site via any of these domains will not be counted as referral traffic in your reports.

[+ ADD REFERRAL EXCLUSION](#)

Domain Name	
webapps.grad.unc.edu	remove
handbook.unc.edu	remove
carolinachronicle.unc.edu	remove
gradschool.unc.edu	remove
gradmedia.unc.edu	remove

Setup: Cross domains



Setup: Cross domains

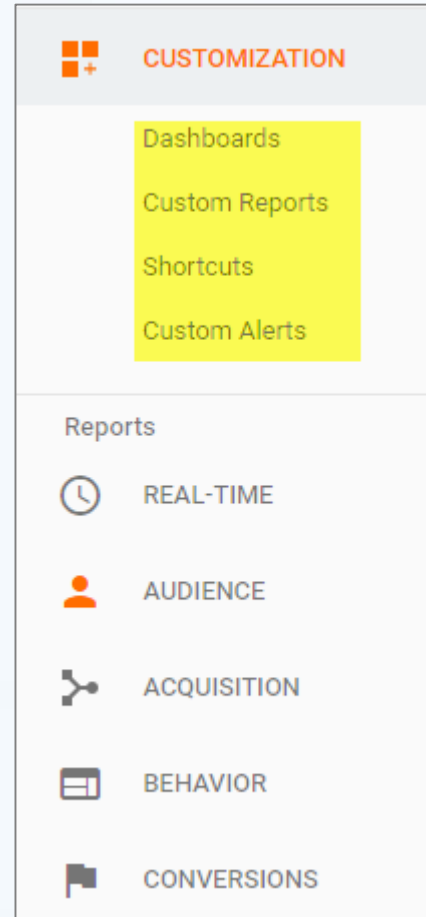
1. Use same tracking code on every single page
2. Update Your Referral Exclusion List
3. Links between domains must have URL query parameter in place*
 1. UA: add Linker plugin to GA code
 2. GTM: edit the Auto Link Domains field
4. Analytics code must have allowLinker =true*
 1. UA: add “allowLinker: true” to GA code
 2. GTM: add a new field: allowLinker: true

Reporting tools

- Customization
- Dashboards
- Custom Reports
- Custom Alerts
- Google Data Studio reports

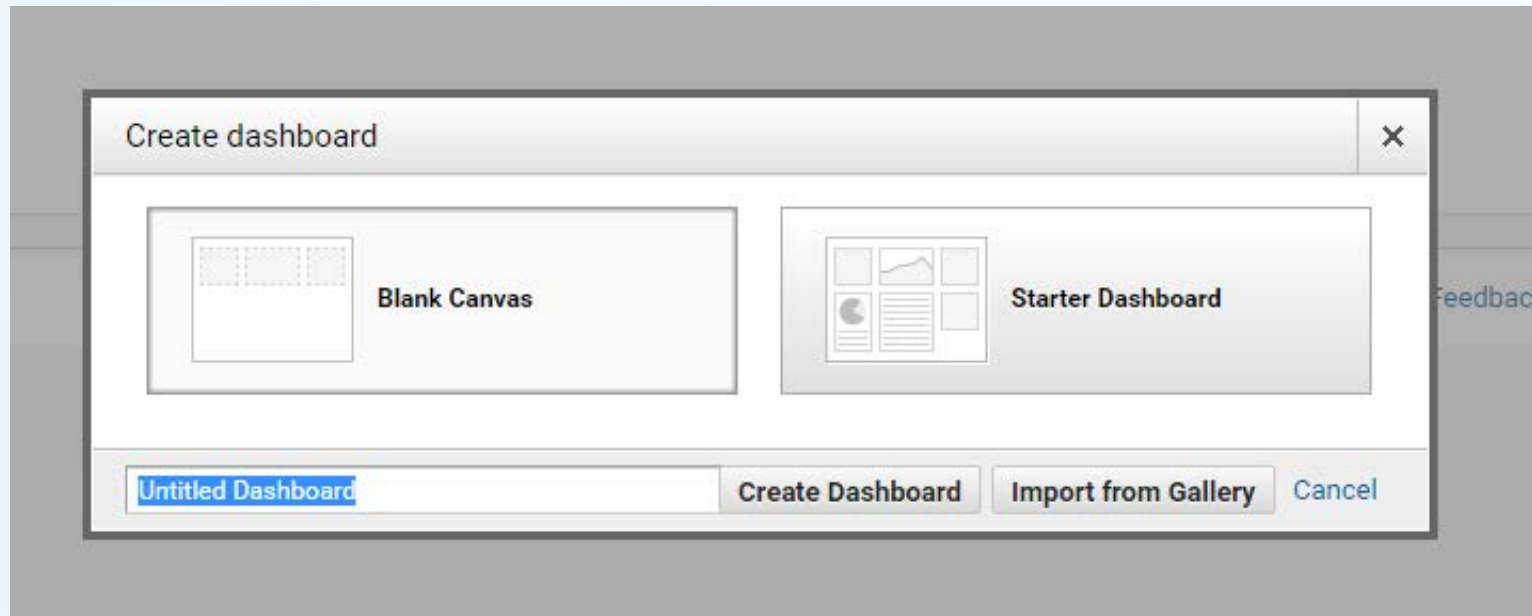
Reporting tools: Customization

- Dashboards
- Custom Reports
- Shortcuts
- Custom Alerts



Reporting tools: Dashboards

Import prebuilt dashboards and customize for your needs



Reporting tools: Dashboards

Social Media Dashboard

Feb 22, 2017 - Feb 28, 2017

Overall Site Visits

118,250

% of Total: 100.00% (118,250)



New Visitor Acquisition from Social

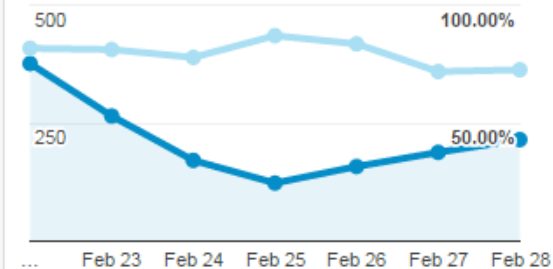
45.86%

Avg for View: 38.84% (18.06%)



Traffic from Social Sources

● Sessions ● Bounce Rate



Traffic from Social Networks

Social Network	Sessions	Bounce Rate
Facebook	817	82.86%
Twitter	440	67.73%
LinkedIn	182	89.56%
Instagram	24	91.67%
Blogger	15	60.00%
reddit	9	100.00%
BuzzFeed	4	75.00%

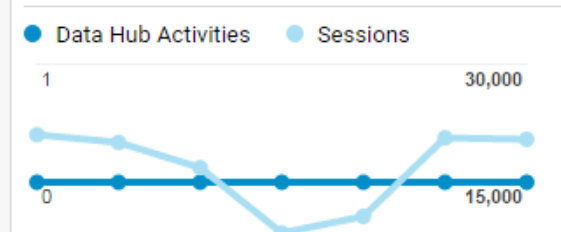
Read an Article

Social Network	Sessions	Goal 7 (Goal 7 Conversion Rate)
Facebook	817	0.00%
Twitter	440	0.00%
LinkedIn	182	0.00%
Instagram	24	0.00%
Blogger	15	0.00%
reddit	9	0.00%
BuzzFeed	4	0.00%

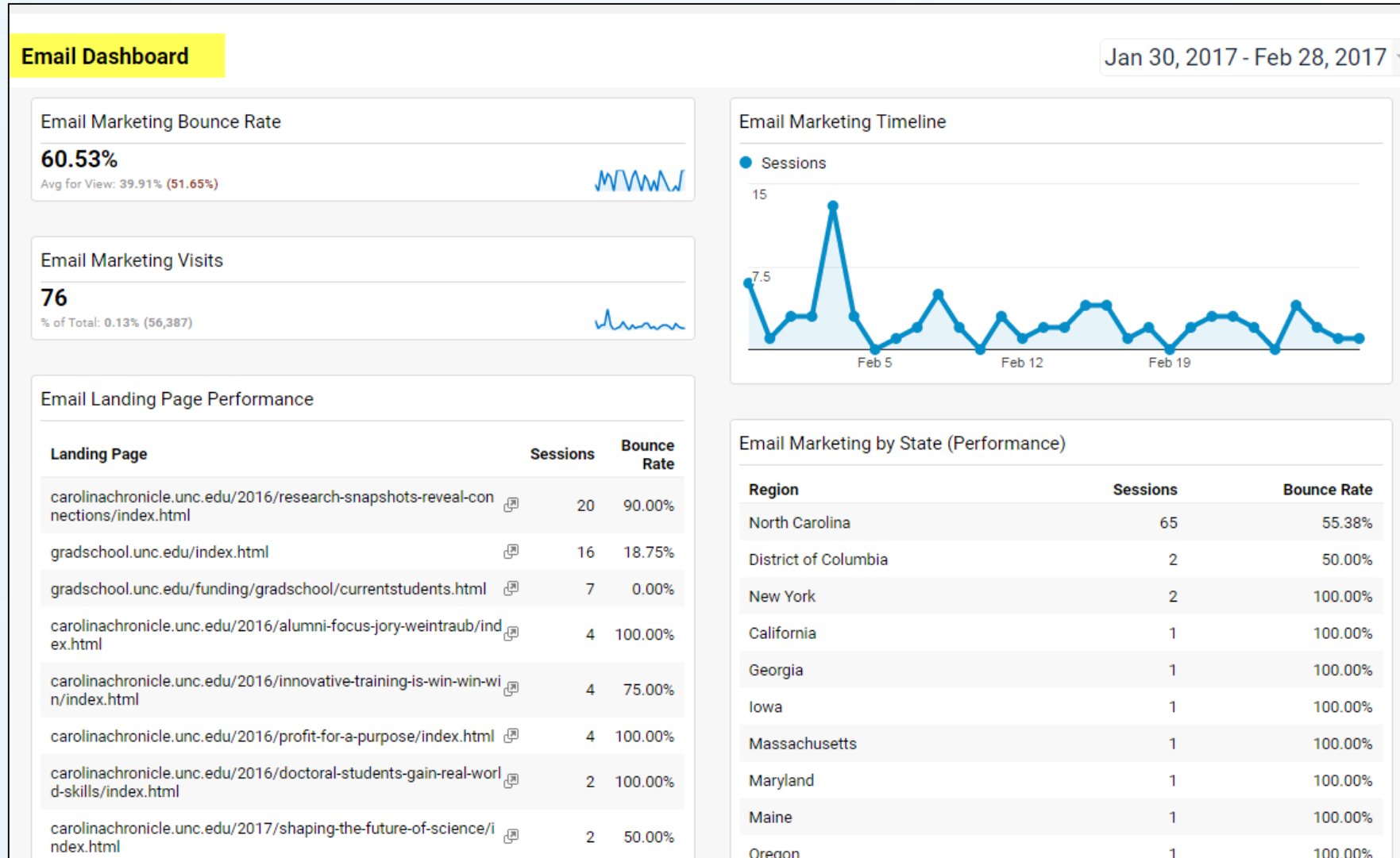
Social Visits & Quality from Mobile

Mobile Device Info	Sessions	Avg. Time on Page
Apple iPhone	223	00:02:48
Apple iPhone 6s	54	00:01:07
Apple iPhone 6	44	00:00:53
Apple iPhone 7	36	00:00:30

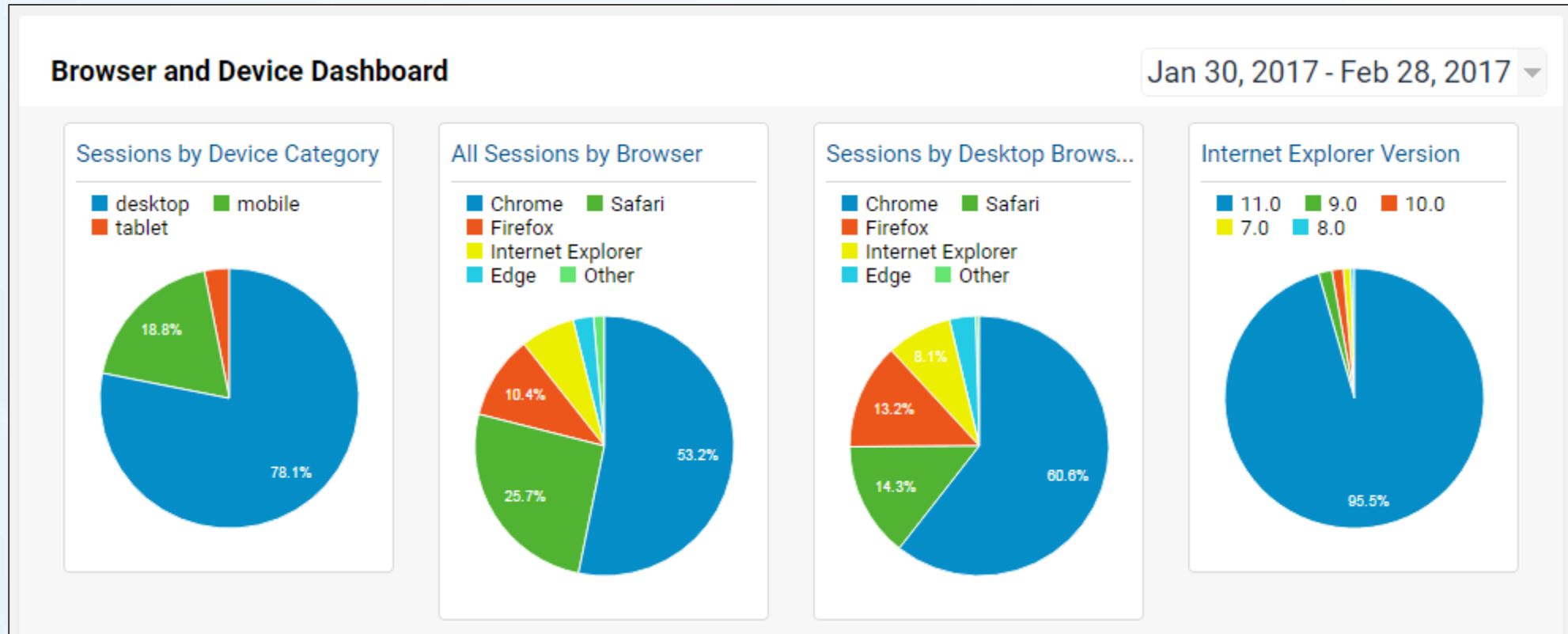
Offsite Social Actions vs. Site Traffic



Reporting tools: Dashboards



Reporting tools: Dashboards



Reporting tools: Custom Reports

- Import prebuilt reports and customize for your needs
- Can be emailed automatically on a schedule

Reporting tools: Custom Reports

Dean's Report Jan 30, 2017 - Feb 28, 2017

Edit Email Export Add to Dashboard Shortcut This report is based on 100% of sessions. [Learn more](#) Greater precision

Visitor Location **New vs Returning Visitors** Top Content Browsers Mobile

advanced

Country	Sessions	↓	Pages / Session	Avg. Session Duration
1. United States	44,971 (79.75%)		2.18	00:02:07
2. India	2,121 (3.76%)		2.03	00:01:48
3. China	1,432 (2.54%)		2.47	00:03:17
4. United Kingdom	711 (1.26%)		1.64	00:01:30
5. Philippines	700 (1.24%)		1.40	00:01:13
6. South Korea	440 (0.78%)		2.35	00:02:19
7. Canada	402 (0.71%)		1.89	00:01:49
8. Russia	316 (0.56%)		1.73	00:00:46
9. Nigeria	287 (0.51%)		2.11	00:02:45
10. Japan	233 (0.41%)		2.00	00:02:02

Reporting tools: Custom Reports

Email Report: *Dean's Report* ✕

From

To

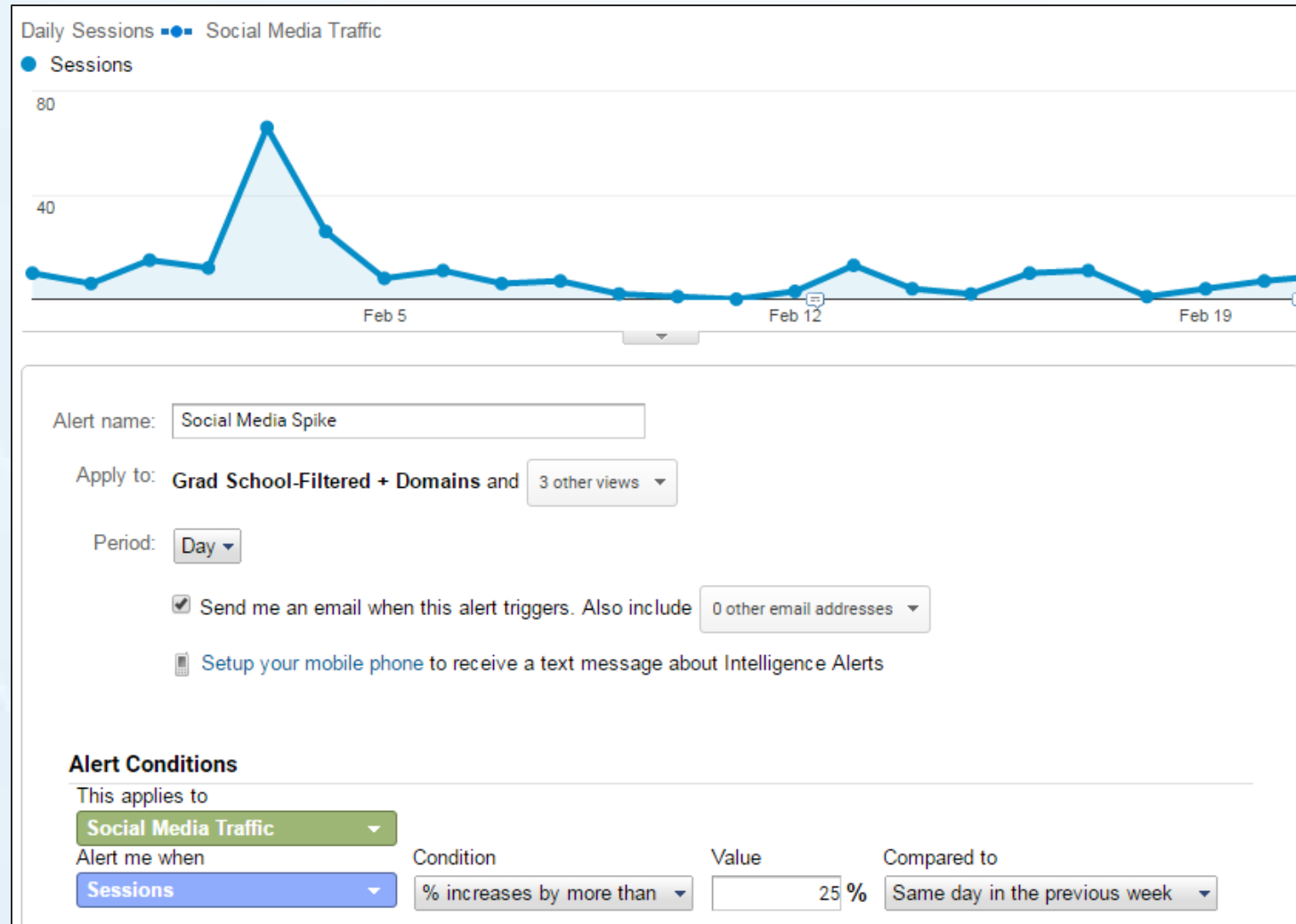
Subject

Attachments

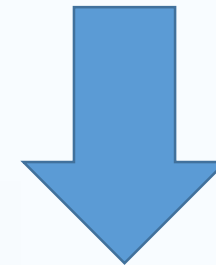
Frequency Day of Week:

▶ ADVANCED OPTIONS

Reporting tools: Custom Alerts

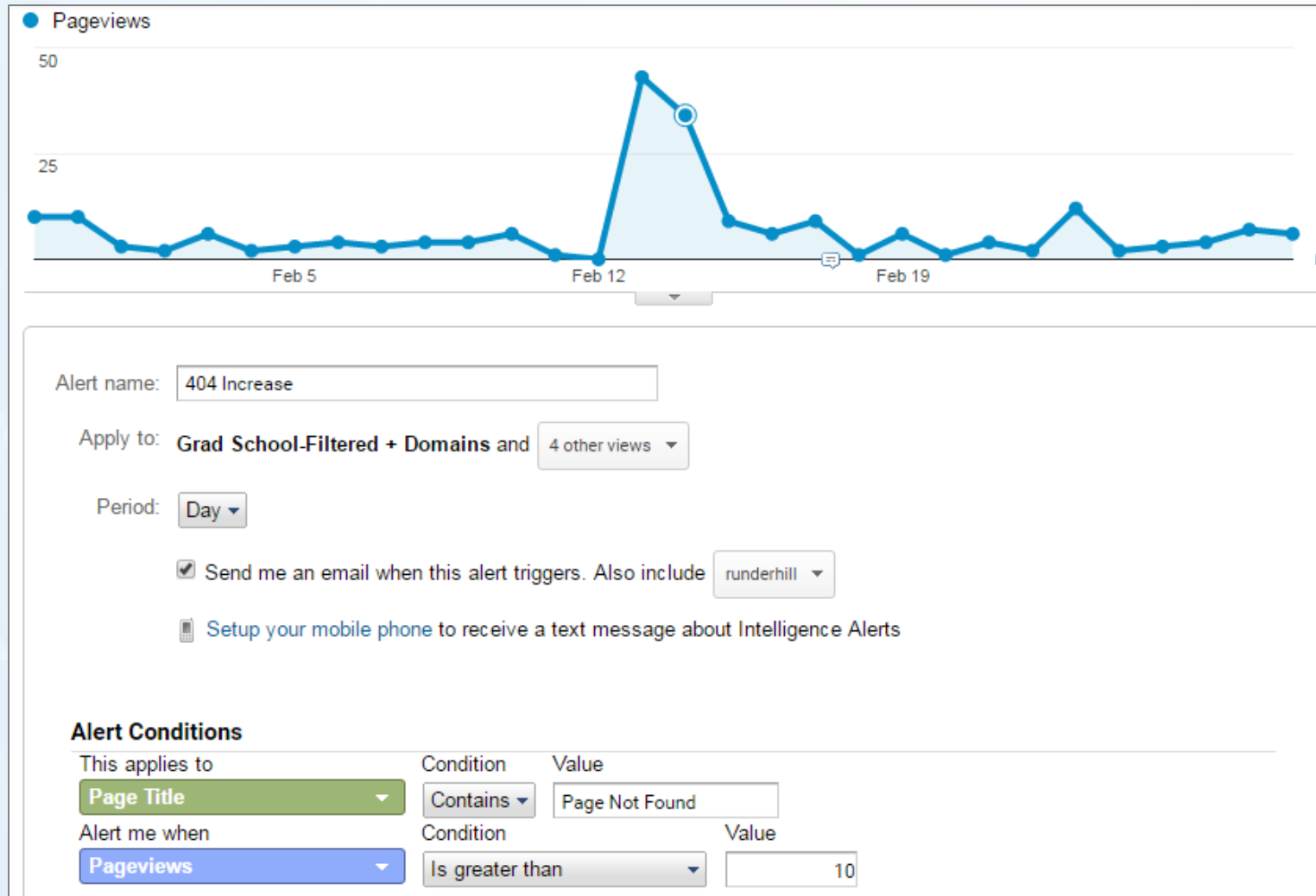


Social
Media
Spike

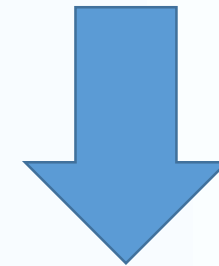


Triggers email

Reporting tools: Custom Alerts



404 Spike
("Page not found")



Triggers email

Reporting tools: Google Data Studio

Google Analytics Solutions | Data Studio SUPPORT | SIGN IN SIGN UP FOR FREE

Overview Capabilities Features Gallery Success Stories Resources Partners

Live, interactive reports and dashboards.

Explore our gallery of report and dashboard examples. Then if you see something you like, make a copy and start connecting your data.



Google AdWords Overview Jul 27, 2016 - Aug 02, 2016

Click Through Rate & Cost
Clicks: 12.5K, CTR: 3.11%, Impressions: 402.7K

Conversion Rate & Cost
Conversions: 649, Conv. rate: 5.19%, Cost / Conv: \$5.7

Cost Per Click
Cost: \$3.7K, Avg. CPC: 0.3, Avg. CPM: \$9.2

Top Campaigns

Campaign	CTR	Avg. CPC	Cost / Conv
1. Campaign - Biking	4.14%	1.01	\$4.15
2. Campaign - Heralds	4.11%	0.81	\$0.26

Device Breakdown

Mobile phones, Tablets, Computers



Google TV AD PERFORMANCE 2016 Olympics Opening Ceremonies

AWARENESS **INTEREST** **DESIRE**

Did they remember seeing the ad?

Category	Remembered	Did not remember
Coca Cola	11.1%	14.9%
Samsung	11.1%	14.9%
United	11.1%	14.9%
Via	11.1%	14.9%

Did the ad change how they feel about the brand?

Brand	Non-response	Response
McDonald's	+20%	+17%

Which ads drove the greatest response?

Brand	Response
McDonald's	142%
BMW	114%
Samsung	112%

Did the ad have an effect on purchase intent?

Brand	Non-response	Response
McDonald's	+19%	+14%

What types of ads drove the greatest response?

Ad Type	Response
Image	142.0%
Product	138.0%
Video	131.0%
Text	112.0%

AdWords Overview Report → TV Ad Performance Dashboard →

Actionable data

- Internal search analysis
- Landing pages analysis
- Tracking on-page events*

Actionable data

[flickr.com/photos/loopzilla/](https://www.flickr.com/photos/loopzilla/)



Path
we
design

Path
users
take

[flickr.com/photos/cogdog/](https://www.flickr.com/photos/cogdog/)



Path
users
take

Path
we
design

Actionable data: Internal search

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

Site Search Settings

Site search Tracking optional

ON

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

q,myparam

Strip query parameters out of URL optional

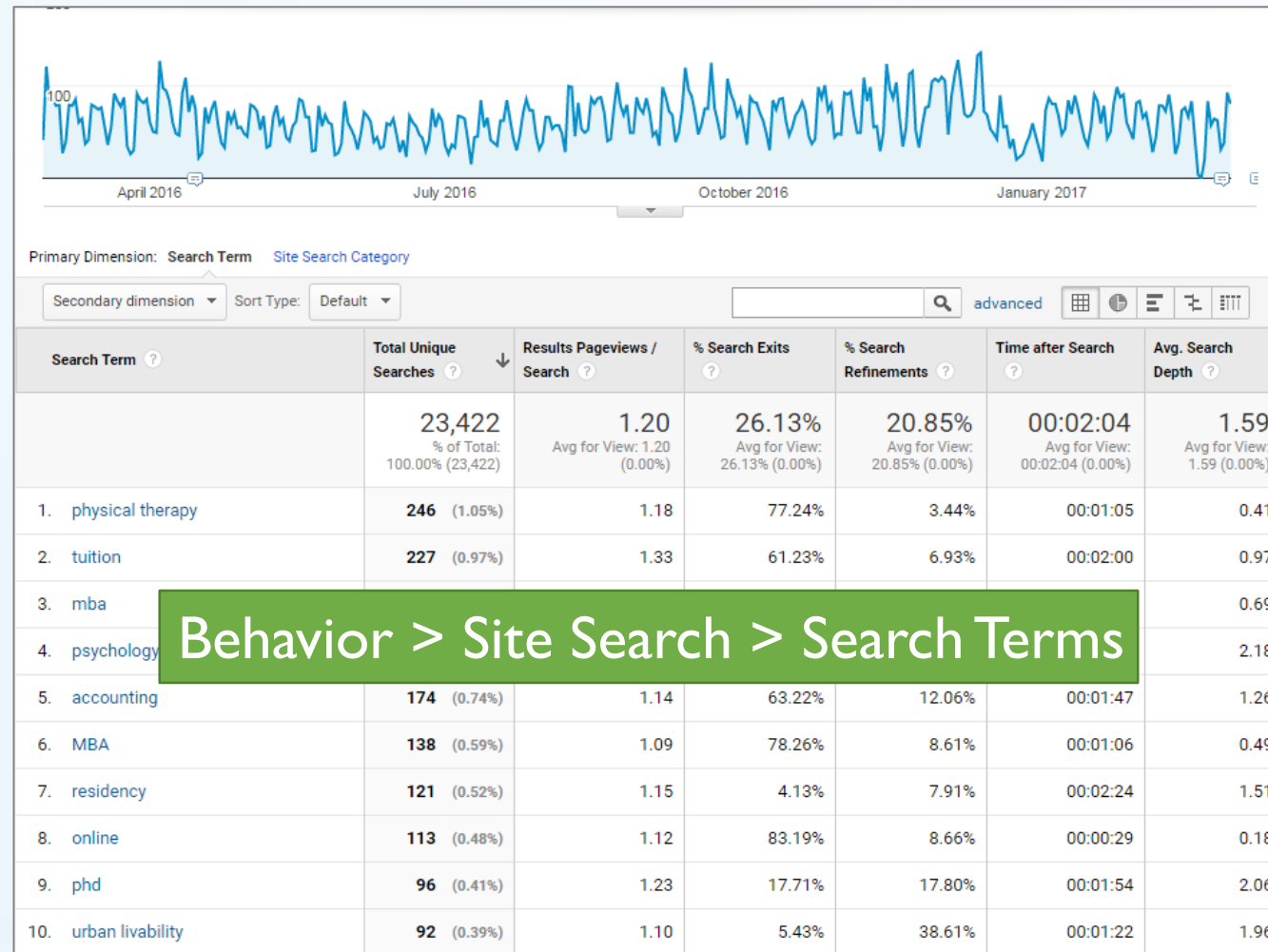
Site search categories optional

OFF

Actionable data: Internal search

- Search terms indicate what users were unable to find through navigation
- Search terms help you understand the language of your users
What's a bursar?
- Search terms help you identify missing content on your site

Actionable data: Internal search



Actionable data: Internal search

Primary Dimension: [Start Page](#) [Destination Page](#) [Search Destination Page](#)

Secondary dimension: ▼ Sort Type: Default ▼ Q advanced ⌘ ⌚ ☰ 🔍 ☰

Start Page [?]	Total Unique Searches [?] ↓	Results Pageviews / Search [?]	% Search Exits [?]	% Search Refinements [?]	Time after Search [?]	Avg. Search Depth [?]
	23,422 % of Total: 100.00% (23,422)	1.20 Avg for View: 1.20 (0.00%)	26.13% Avg for View: 26.13% (0.00%)	20.85% Avg for View: 20.85% (0.00%)	00:02:04 Avg for View: 00:02:04 (0.00%)	1.59 Avg for View: 1.59 (0.00%)
1. gradschool.unc.edu/academics/degreeprograms/index.html	5,700 (24.34%)	1.09	31.35%	17.40%	00:01:36	1.32
2. gradschool.unc.edu/index.html				16.50%	00:01:59	1.41
3. gradschool.unc.edu/admissions/index.html	966 (4.12%)	1.10	17.49%	19.53%	00:01:55	1.73
4. gradschool.unc.edu/admissions/instructions.html	820 (3.50%)	1.21	20.49%	23.22%	00:01:58	1.63

Behavior > Site Search > Search Pages

Actionable data: Landing pages

Landing Page ?	Acquisition			Behavior			Conversions Goal 5: Visit Duration ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Visit Duration (Goal 5 Conversion Rate) ?	Visit Duration (Goal 5 Completions) ?	Visit (Goal)
	15,418 % of Total: 100.00% (15,418)	62.39% Avg for View: 62.36% (0.06%)	9,620 % of Total: 100.06% (9,614)	43.54% Avg for View: 43.54% (0.00%)	2.13 Avg for View: 2.13 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)	3.88% Avg for View: 3.88% (0.00%)	598 % of Total: 100.00% (598)	0.00
1. gradschool.unc.edu/index.html	2,549 (16.53%)	65.91%	1,680 (17.46%)	✓ 17.58%	3.19	00:02:34	✓ 4.28%	109 (18.23%)	\$0.00
2. gradschool.unc.edu/admissions/index.html	1,683 (10.92%)	51.04%	859 (8.93%)	✓ 10.87%	2.42	00:02:03	3.74%	63 (10.54%)	\$0.00
3. gradschool.unc.edu/academics/degreeprograms/index.html	1,297 (8.41%)	67.00%	869 (9.03%)	34.46%	1.84	00:02:13	3.93%	51 (8.53%)	\$0.00
4. s.html			1,132 (11.77%)	✗ 89.05%	1.19	✗ 00:00:38	1.11%	14 (2.34%)	\$0.00
5. gradschool.unc.edu/admissions/instructions.html	1,084 (7.03%)	48.62%	527 (5.48%)	46.13%	1.69	00:01:41	3.97%	43 (7.19%)	\$0.00
6. gradschool.unc.edu/academics/thesis-diss/guide/format.html	963 (6.25%)	88.06%	848 (8.81%)	✗ 79.23%	1.38	00:01:03	2.08%	20 (3.34%)	\$0.00
7. gradschool.unc.edu/academics/resources/postertips.html	668 (4.33%)	89.37%	597 (6.21%)	53.44%	1.16	00:01:36	3.14%	21 (3.51%)	\$0.00
8. gradschool.unc.edu/funding/gradschool/dissertation.html	494 (3.20%)	13.97%	69 (0.72%)	25.30%	1.65	00:02:50	✓ 4.86%	24 (4.01%)	\$0.00

Behavior > Site Content > Landing Pages

Actionable data: Tracking on-page events*

- Slideshow usage
- Did user watch entire video?
- Did user download pdf?
- Did user interact with footer links or sidebar?

Thanks!

Presentation notes and extra materials will be posted to **webmasters.unc.edu**.

Rachell Underhill,

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UNC

THE GRADUATE SCHOOL