BECOME A
GOOGLE
ANALYTICS
NINJA

Hi, I am Chris Edwards

- Website Developer 17 years
- WordPress Developer for 5 Years
- Digital Marketer/SEO for 10 Years

Follow me on Twitter:

@ChrisEdwardsCE
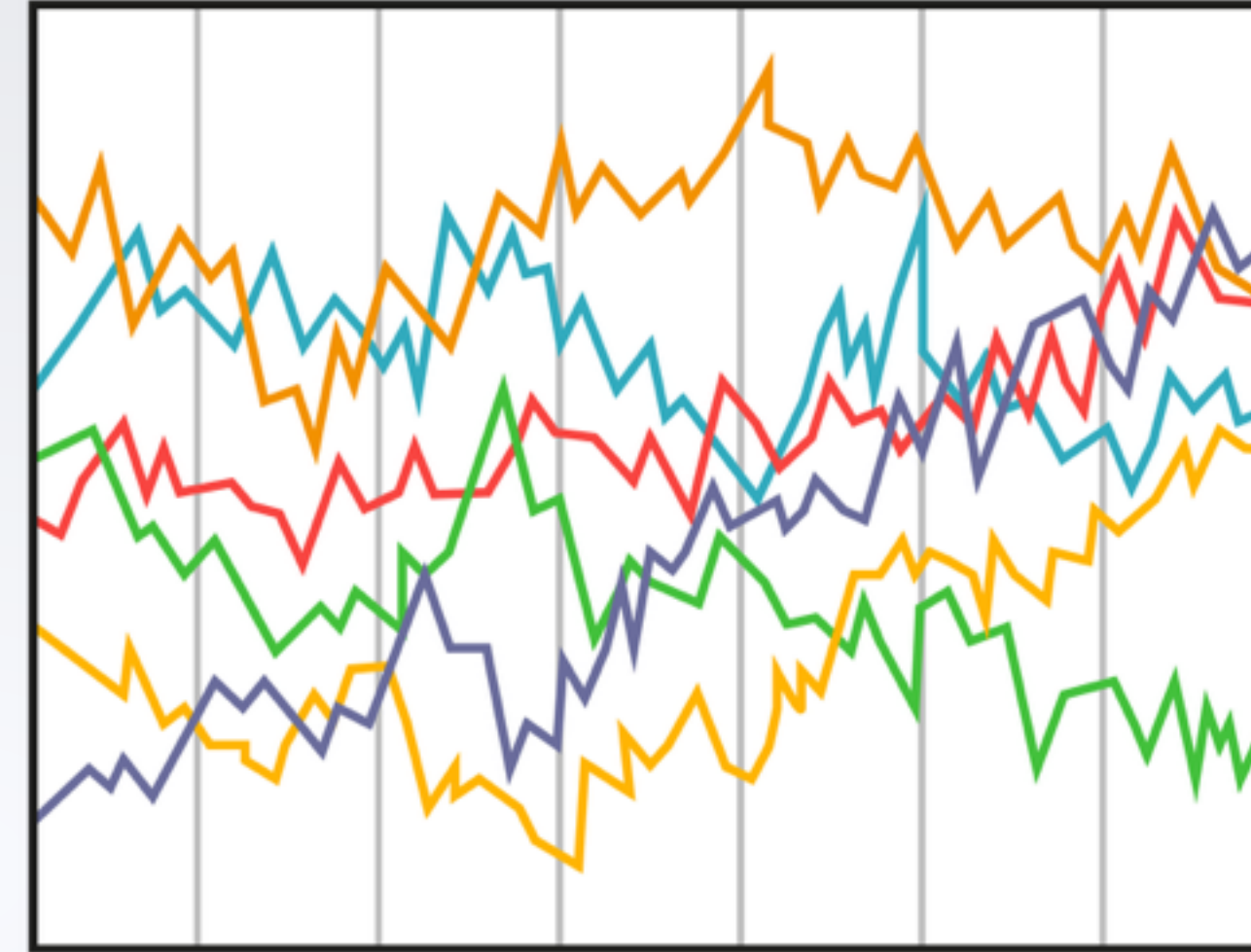
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Outline For Today's Talk

- Filters & Segments
- Event Tracking
- Goal Tracking
- Custom Reports & Dashboards

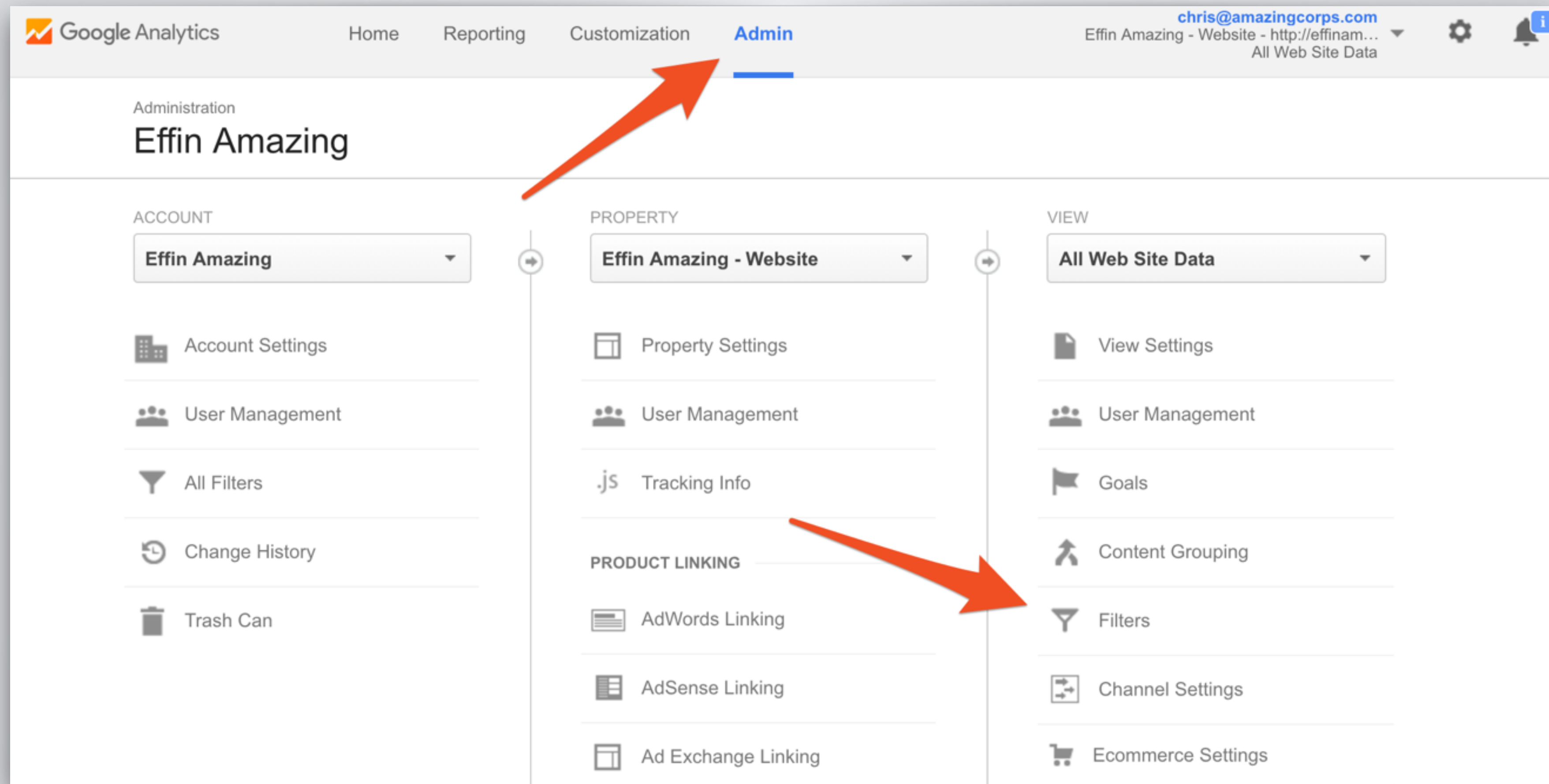**We have a lot to get through, please hold Questions to the end.**

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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

How To Create a Filter

How To Create a Filter

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

Block the Office

Filter Type

Predefined   Custom

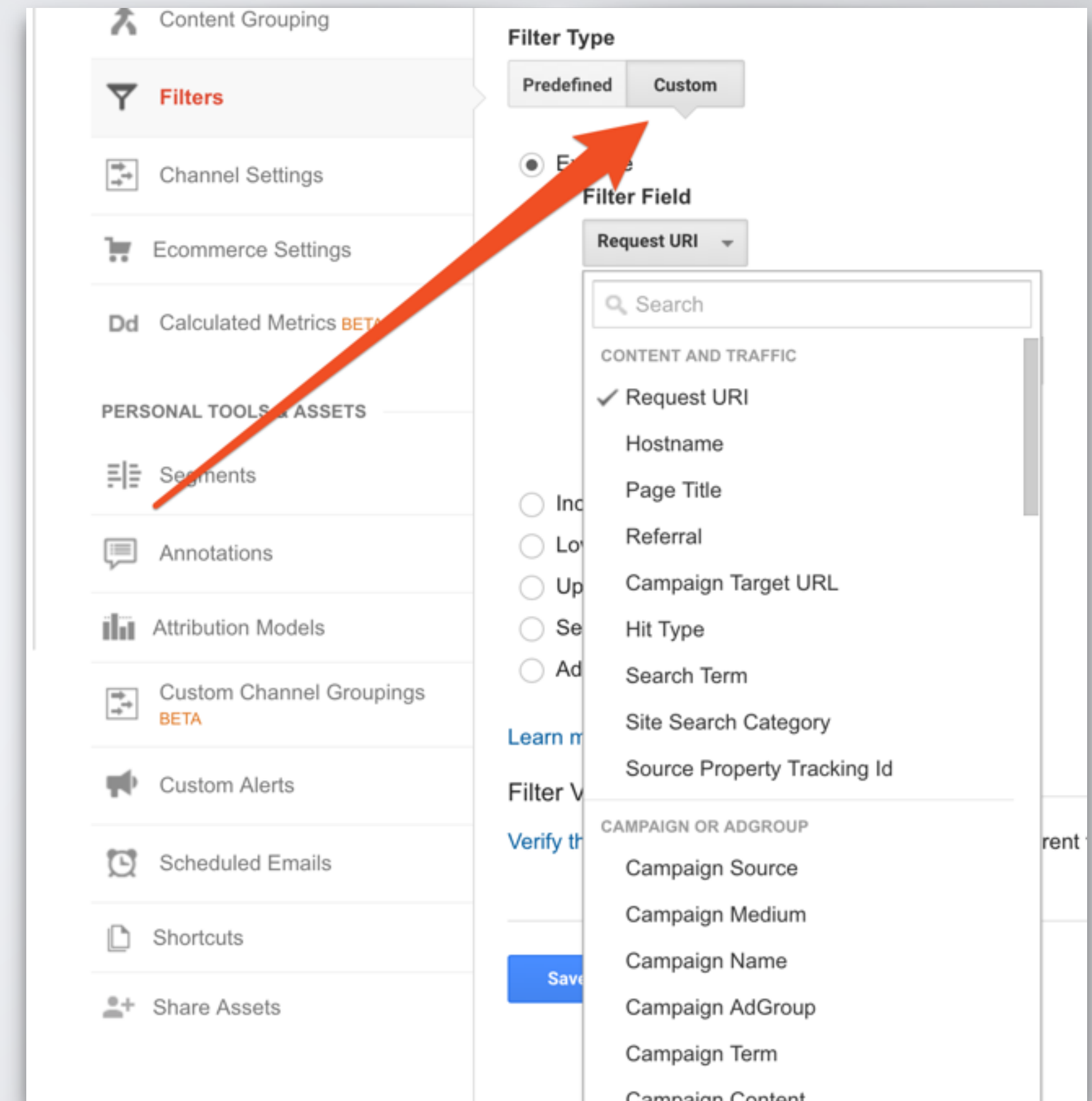Exclude ▾   traffic from the IP addresses ▾   that are equal to ▾

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 |

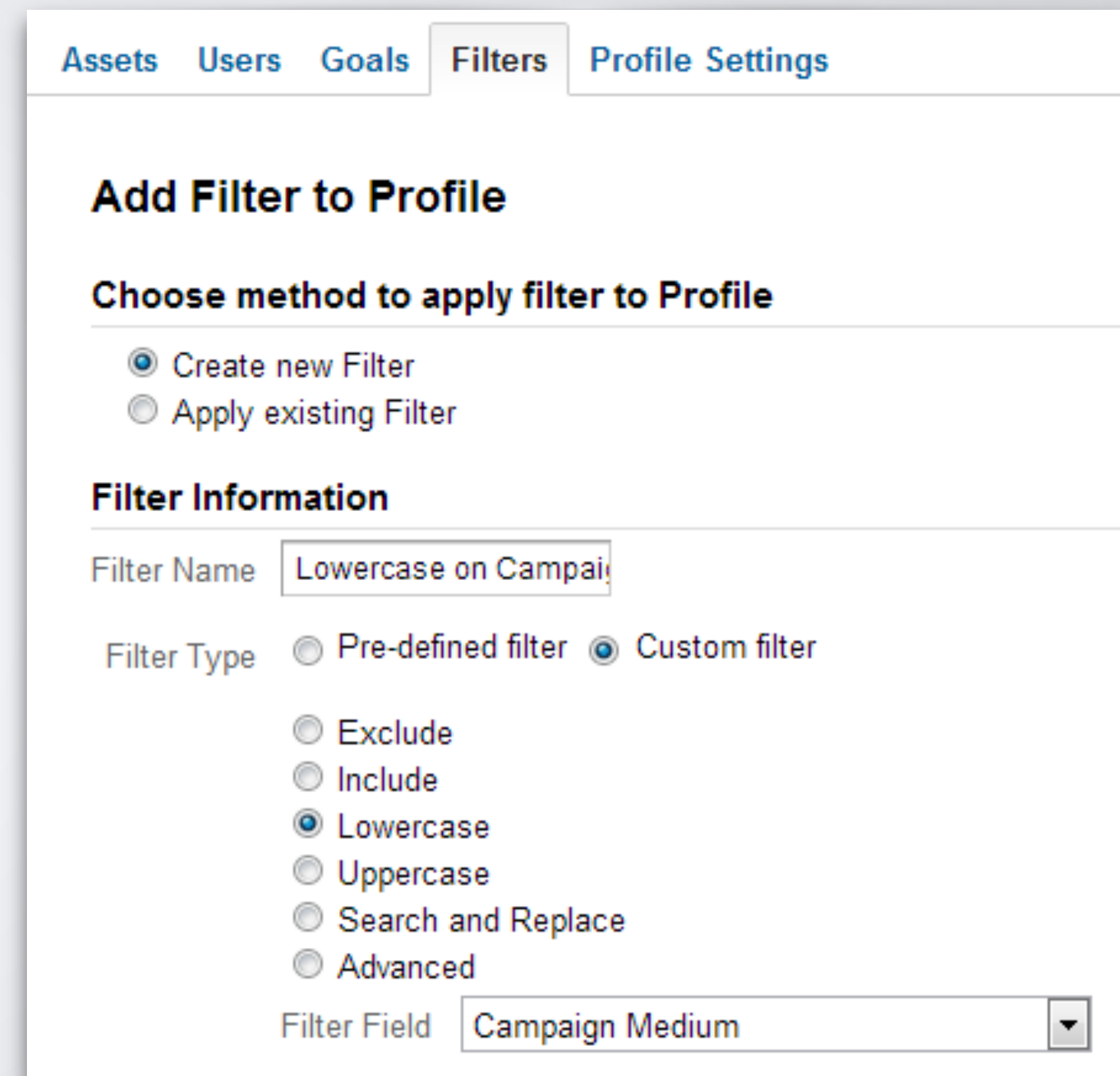| Exclude ▾ | traffic to the hostname ▾ | that contain ▾ |

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   Lowercase on Campaign

Filter Type   ○ Pre-defined filter   ● Custom filter

- ○ Exclude
- ○ Include
- ● Lowercase
- ○ Uppercase
- ○ Search and Replace
- ○ Advanced

Filter Field   Campaign Medium

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

Advanced Segments

Create Custom Advanced Segments

Create Custom Advanced Segments

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Other Cool Things With Advanced Segments

Other Cool Things With Advanced Segments

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

EVENT TRACKING

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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

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');

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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.

Destination Based & Event Based

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.

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Conversion Rate

CUSTOM REPORTS & DASHBOARDS

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Custom Reports

Create custom reports to slide and dice your website analytics data in very interesting ways, based on your unique business goals and needs.
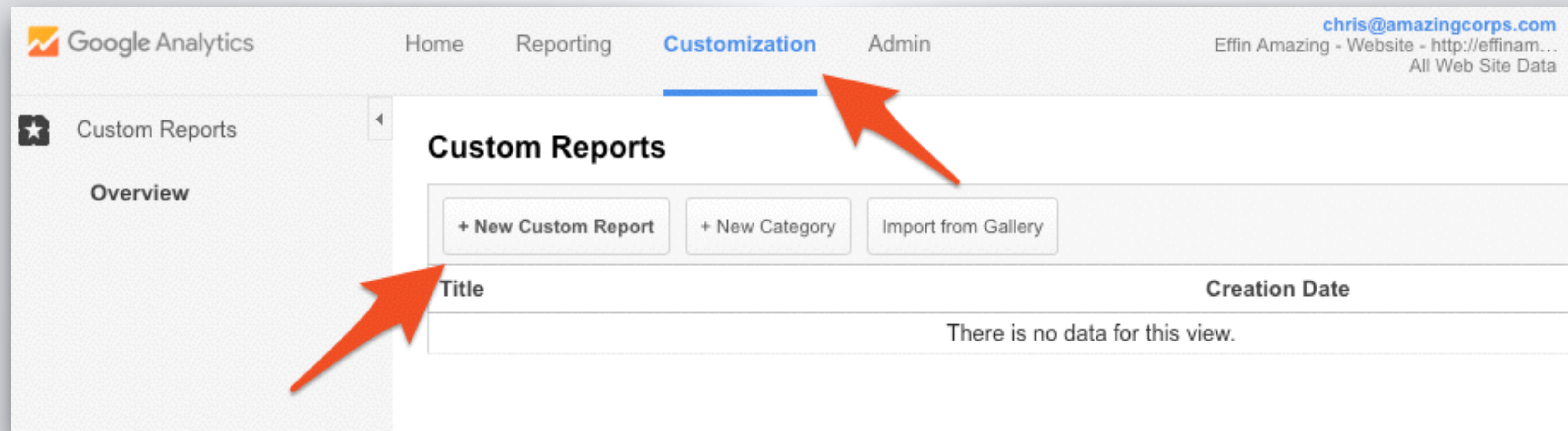
Custom Reports
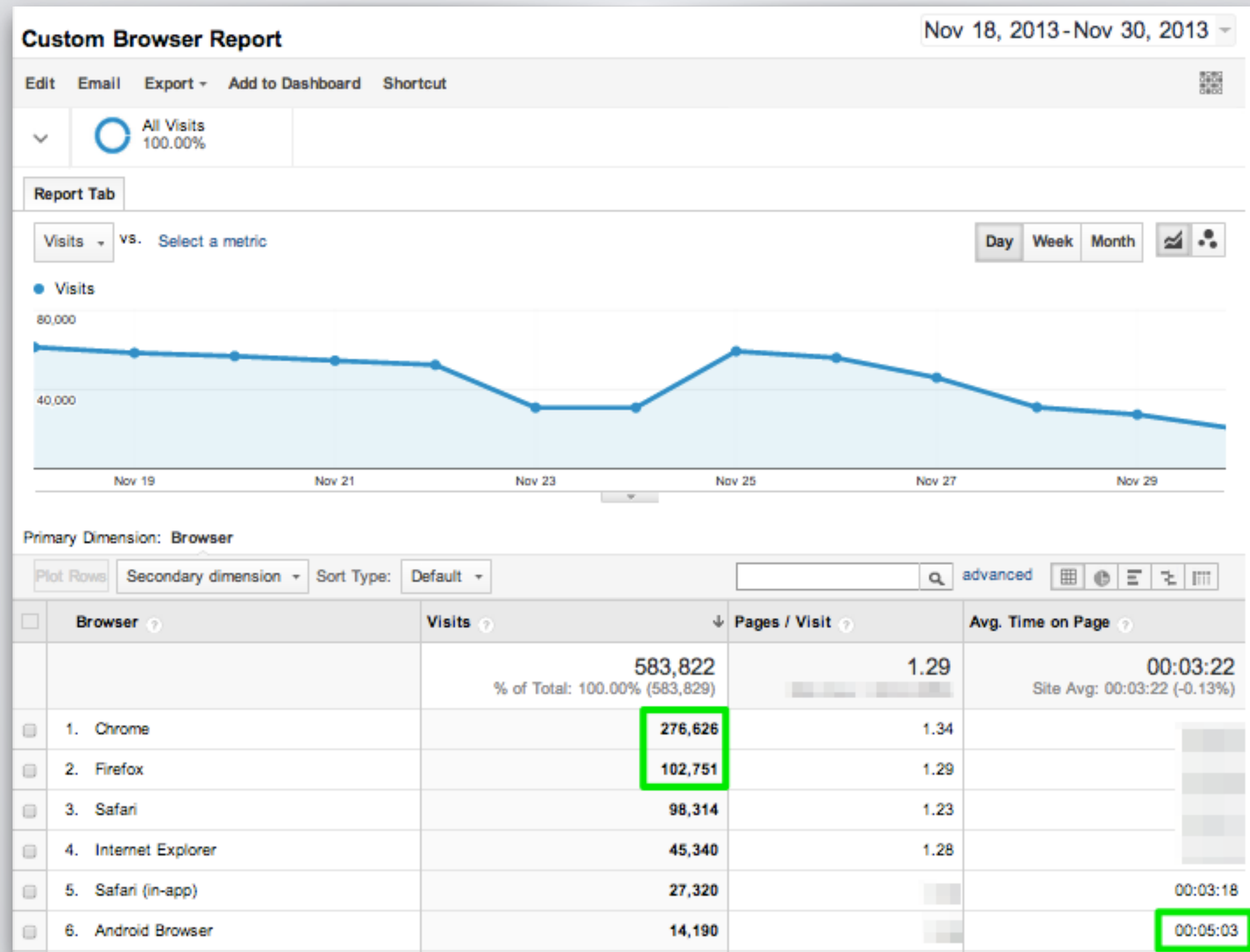
Custom Reports

Custom Report Examples

- Browser Report
- Mobile Performance Report
- Hours & Days Report
- Referring Sites Report
- Any Custom Segment You Use Often

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.
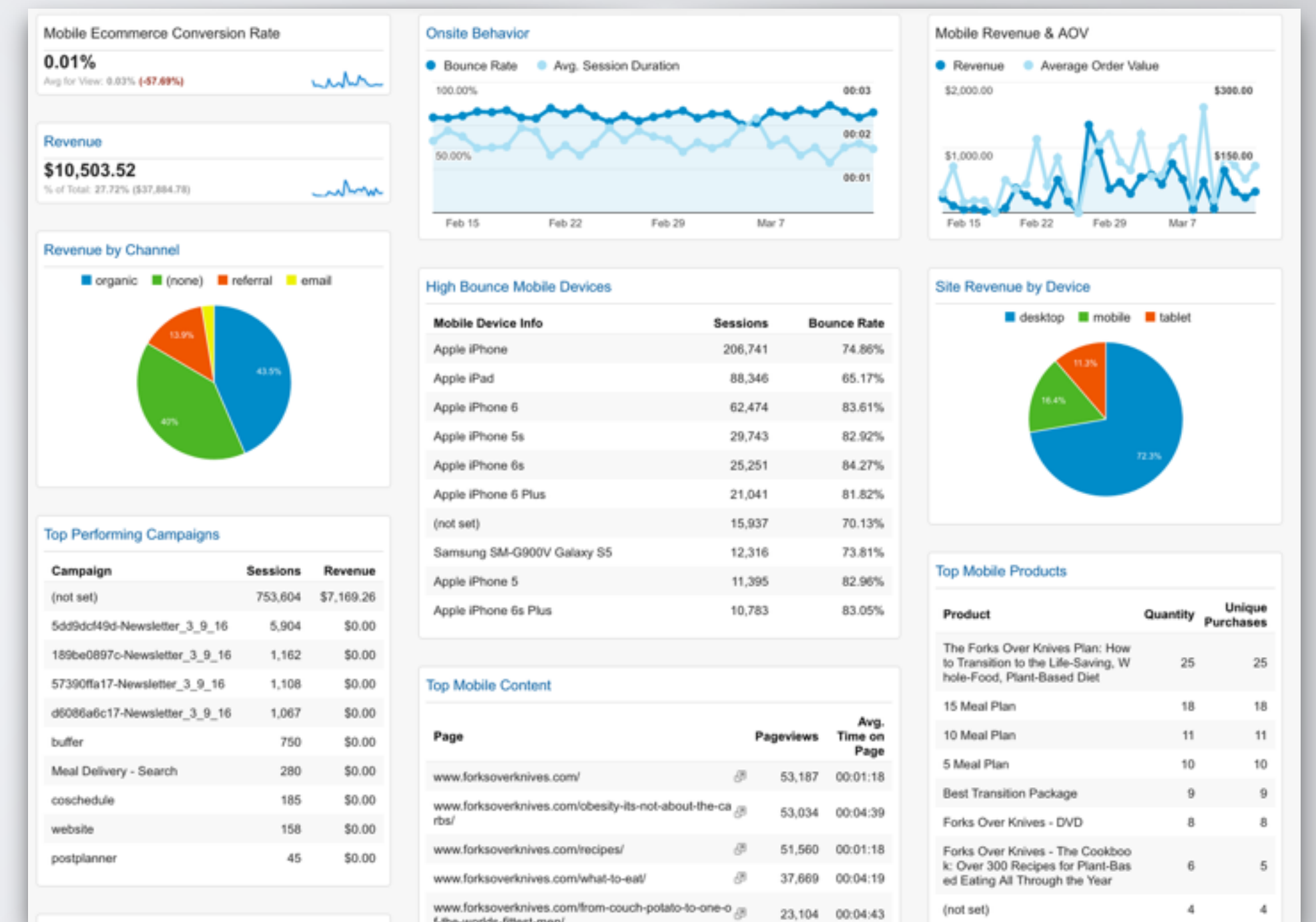
Custom Dashboards

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

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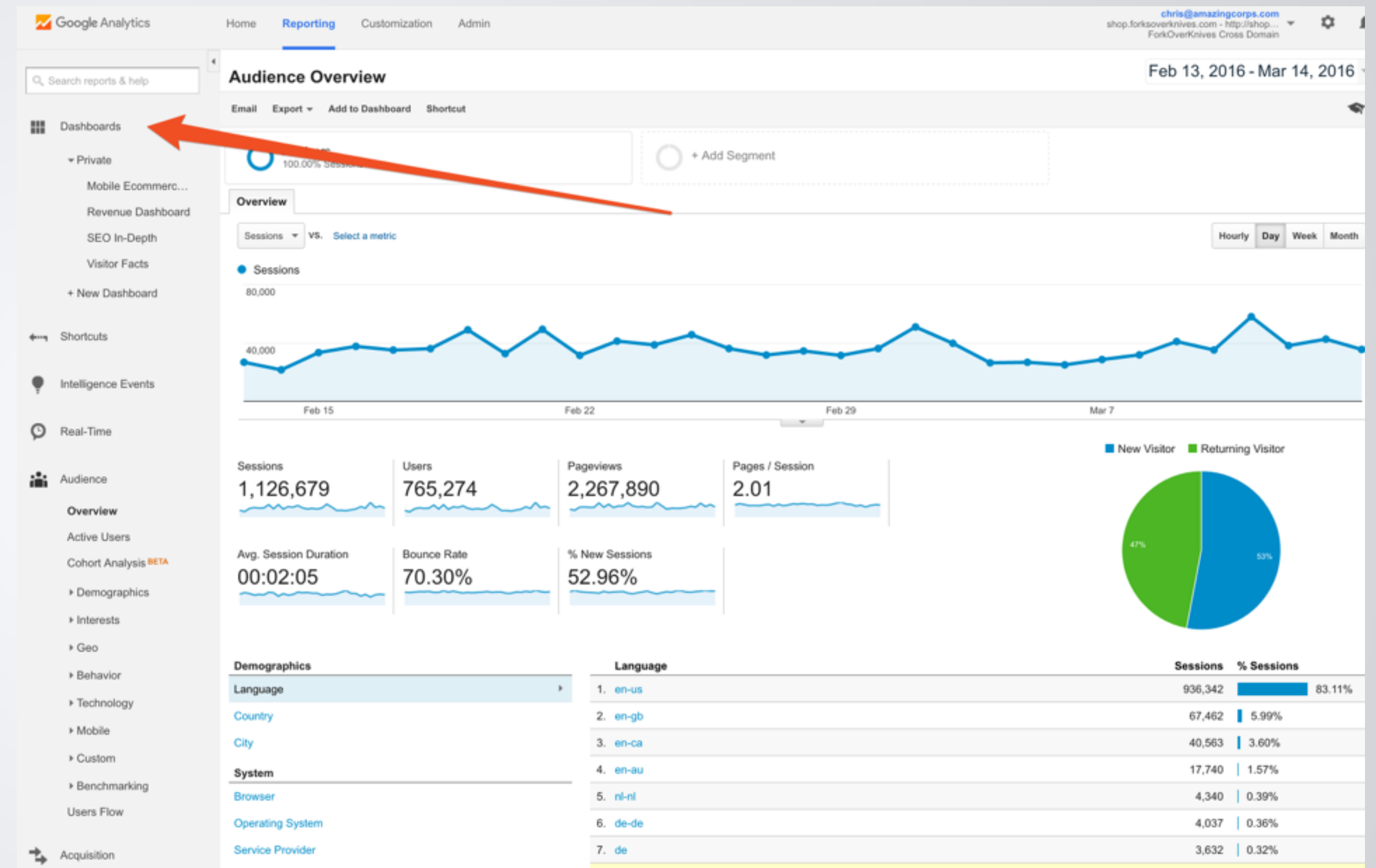
Custom Dashboard Examples

- 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
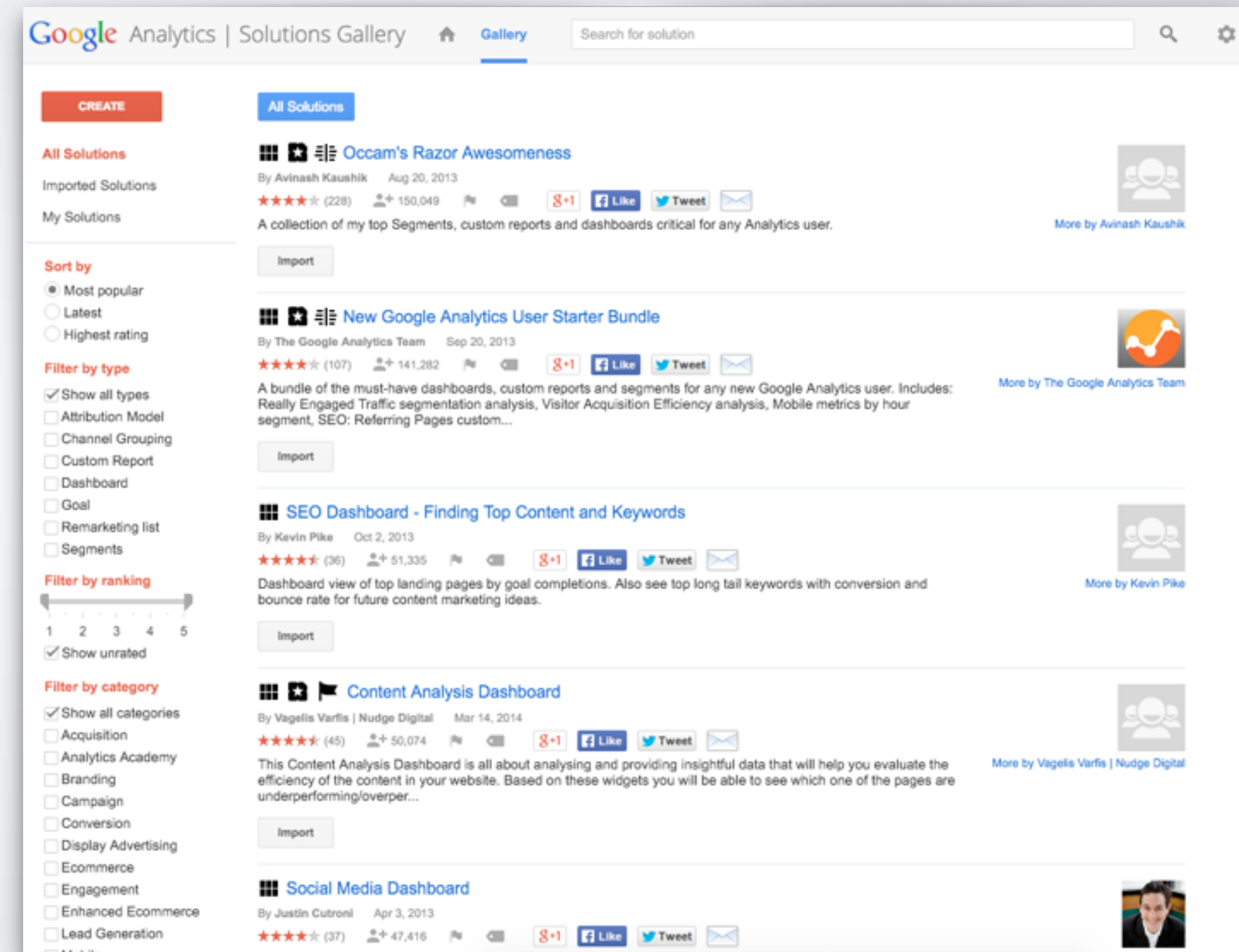
Know What Drove Traffic!

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://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
content=mixpanel&utm_term=segmentation

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LET'S BREAK IT DOWN

Website URL: **http://effinamazing.com**
Campaign Source: **google**
Campaign Medium: **cpc**

Campaign Name: **product**
Campaign Content: **mixpanel**
Campaign Term: **segmentation**

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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

Required

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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

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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)

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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

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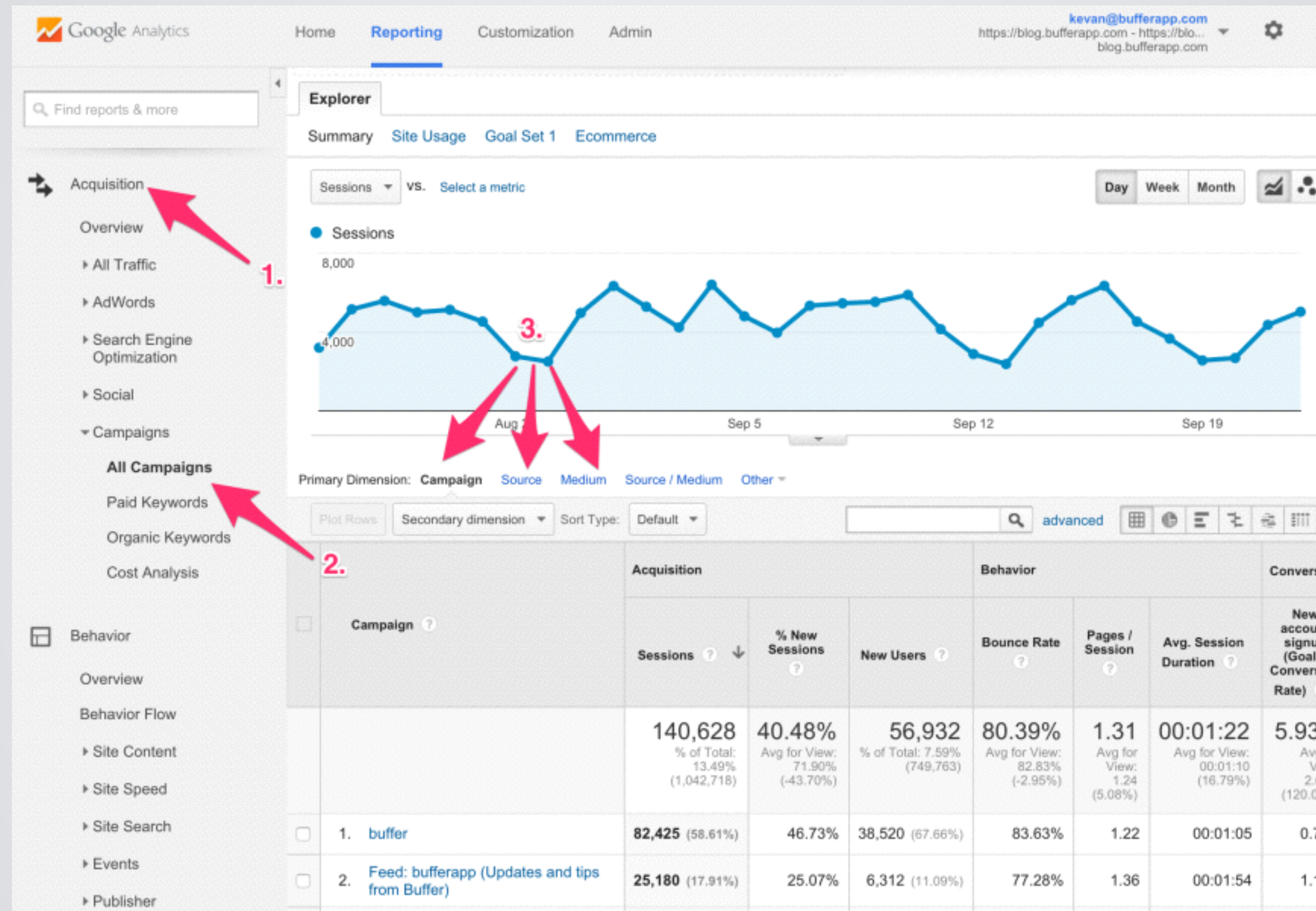#WCMPLS   @ChrisEdwardsCE

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

See Campaign Info in Google Analytics

See Campaign Info in Google Analytics

Campaign	Acquisition			Behavior			Conversions eCommerce ▼		
	Sessions ⑦ ↓	% New Sessions ⑦	New Users ⑦	Bounce Rate ⑦	Pages / Session ⑦	Avg. Session Duration ⑦	Transactions ⑦	Revenue ⑦	Ecommerce Conversion Rate ⑦
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.	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.	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.	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.	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.	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.	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*   http://www.yourdomain.com/

Campaign Source*   referrer: google, emailnewsletter2, facebook

Campaign Medium*   marking 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

Build URL   Clear URL

Your Generated URL:

Copy URL

Just do a Google search for an online UTM builder.

- or -

Use Effin Amazing's online builder at http://effinamazing.com/ under the Resources menu item.

Our Amazing Chrome Extension

We have created an amazing UTM builder as a Chrome extension. This builder includes saved presets and bit.ly integration.

Get it at http://effinamazing.com/utm

Stay tuned after the presentation for a quick demo

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URL Shorteners

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

Two popular shortener services:
http://goo.gl
http://bit.ly