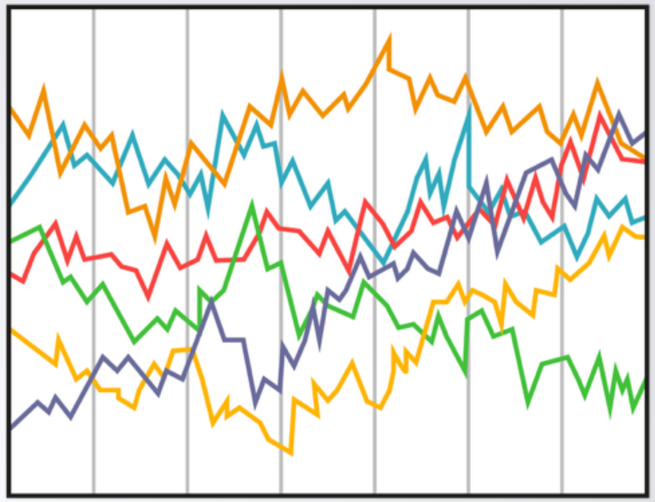
BECOME A GOOGLE ANALYTICS NINJA

Outline

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

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



FILTERS & ADVANCED SEGMENTS

effinamazing

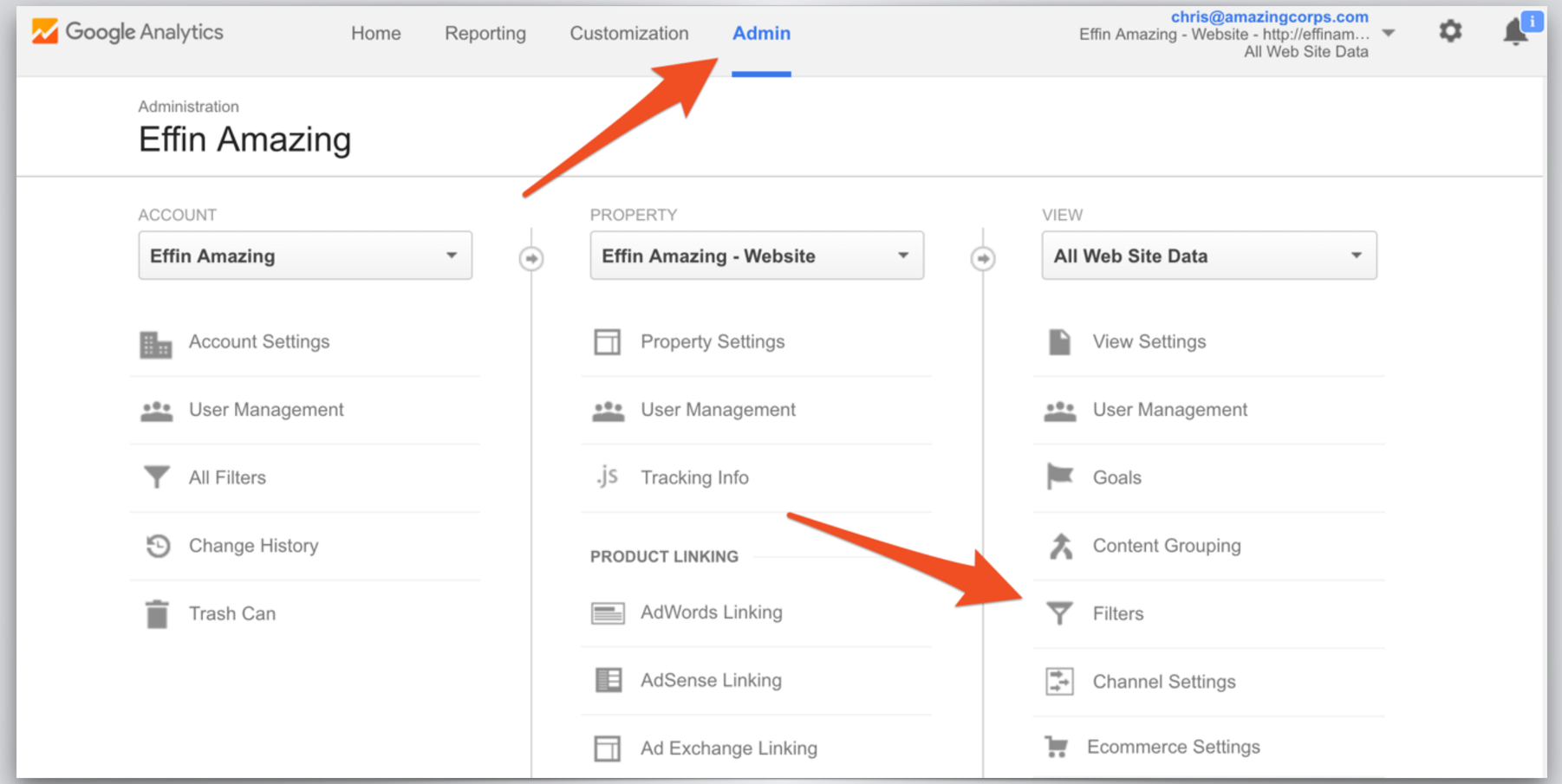
@ChrisEdwardsCE

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



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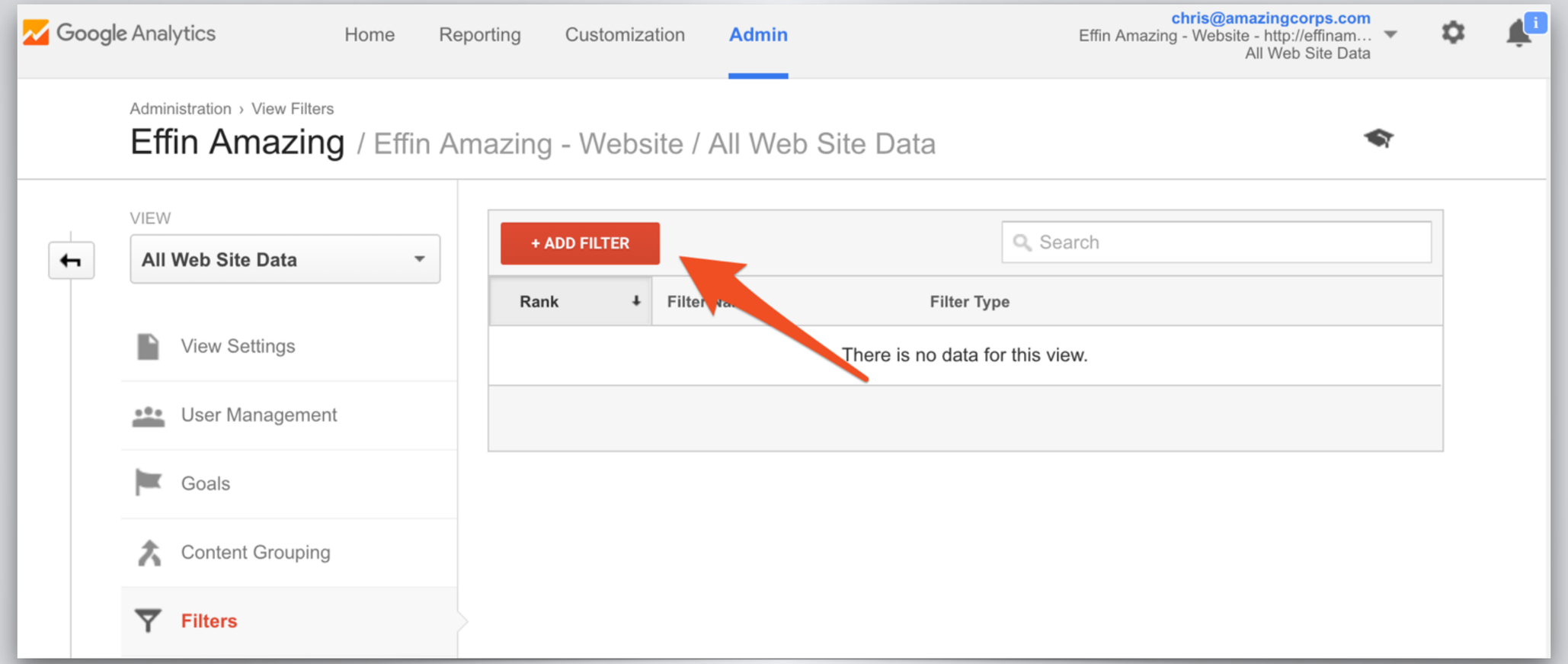

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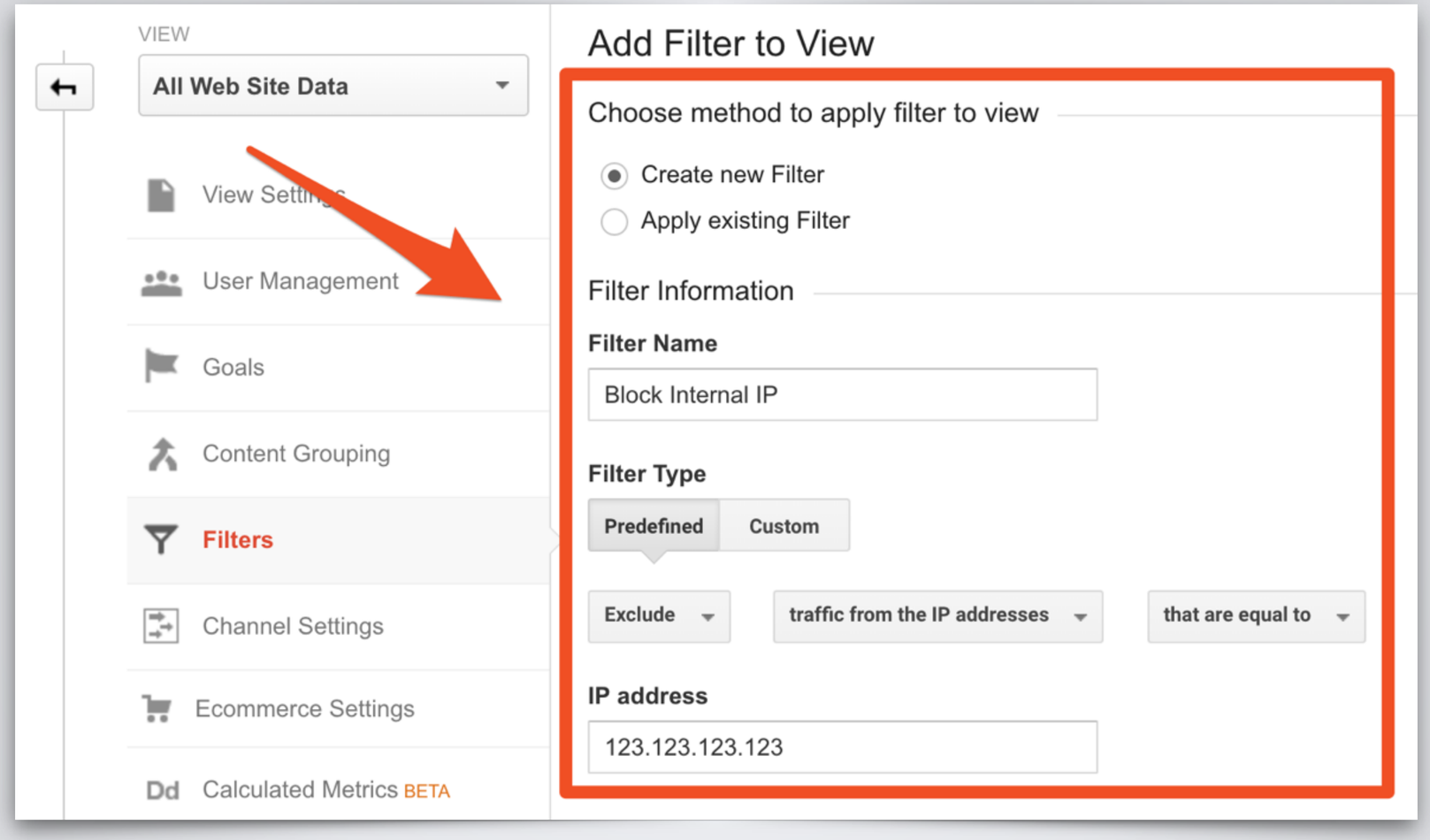
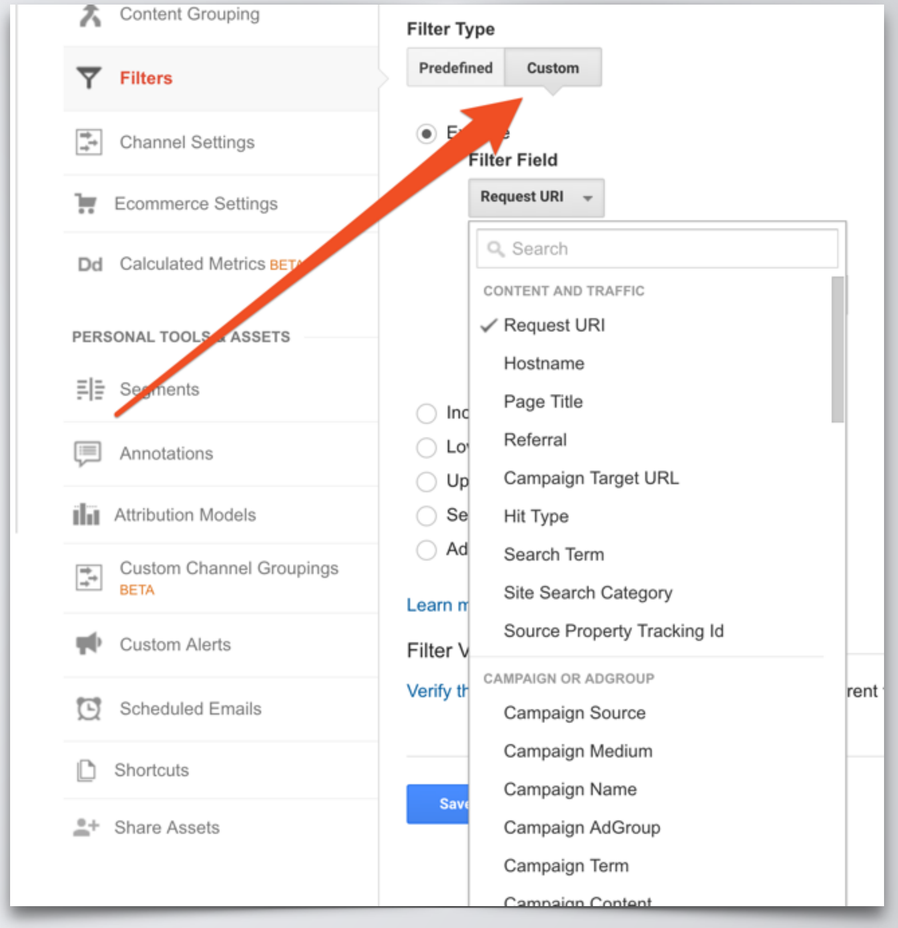


How To Create a Filter

Get Custom!

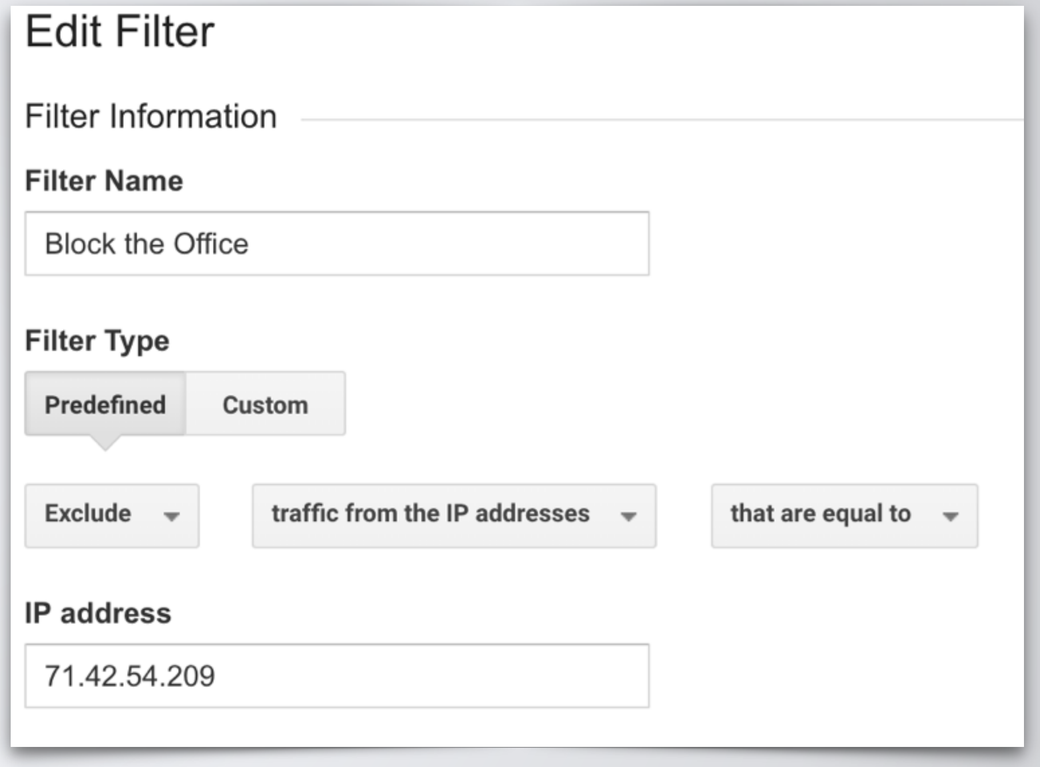
Go beyond the standard predefined filters and create filters off any dimension of Google Analytics.



Filter Examples

Exclude Internal Traffic

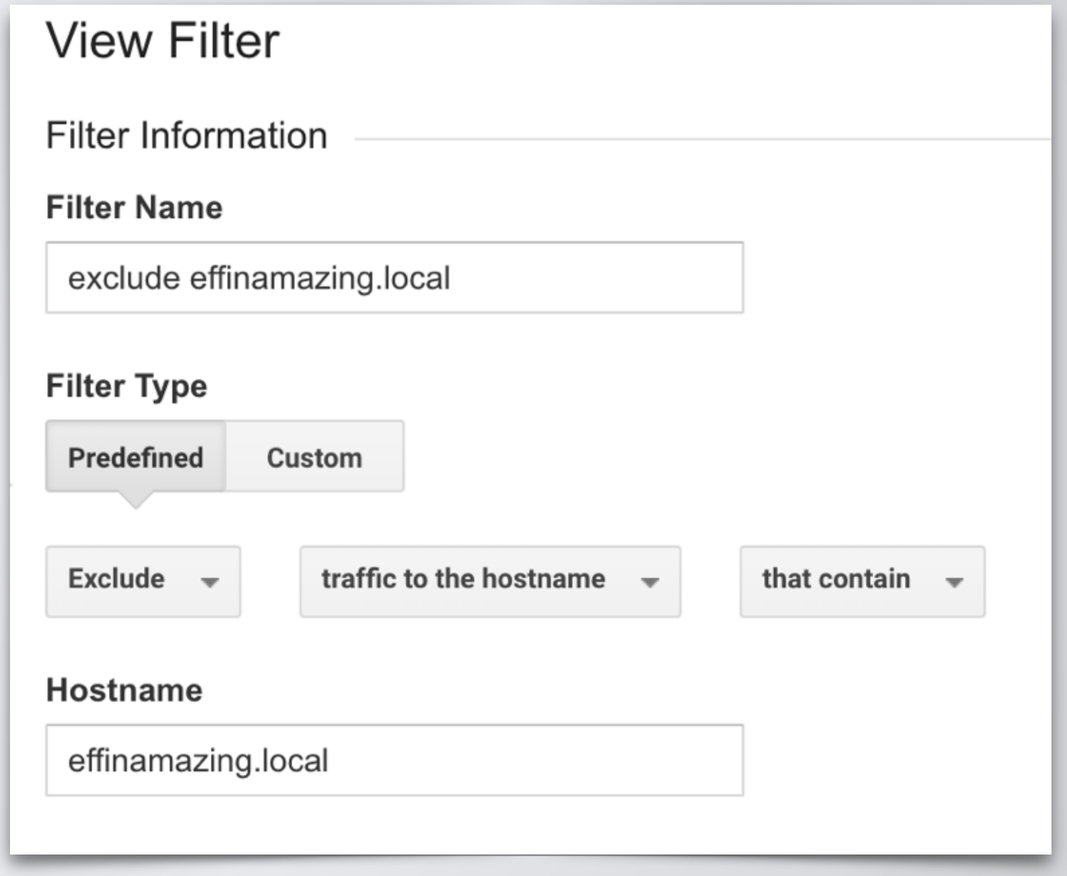
The best converting user on your site is you! Your internal team doesn't act like typical web users and will alter the metrics that are most reported, including users, sessions, and pageviews.



Filter Examples

Exclude Development Sites

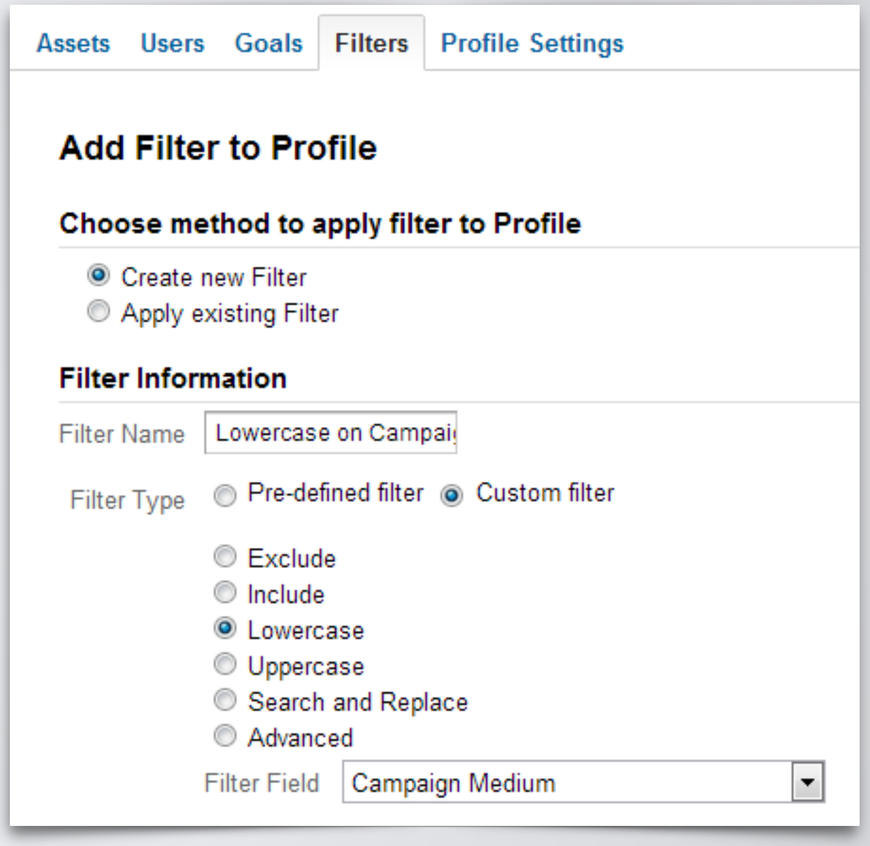
Have a development site? Exclude traffic going to that hostname.



Filter Examples

Lowercase on Campaign Attributes

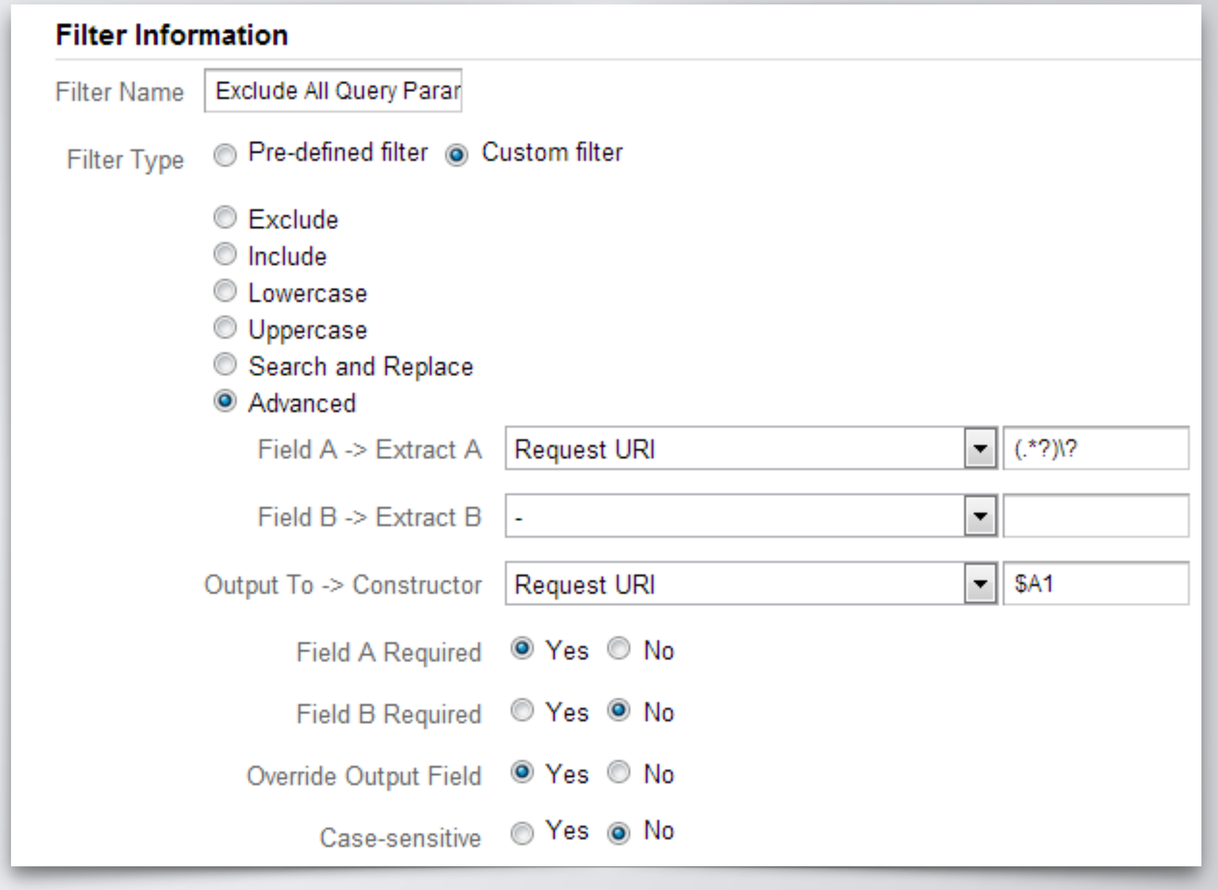
By default, UTM parameters are case sensitive in GA. Simply add 5 lowercase filters on the UTM Campaign parameters: Campaign Medium, Campaign Source, Campaign Content, Campaign Term and Campaign Name.



Filter Examples

Exclude All Query Parameters

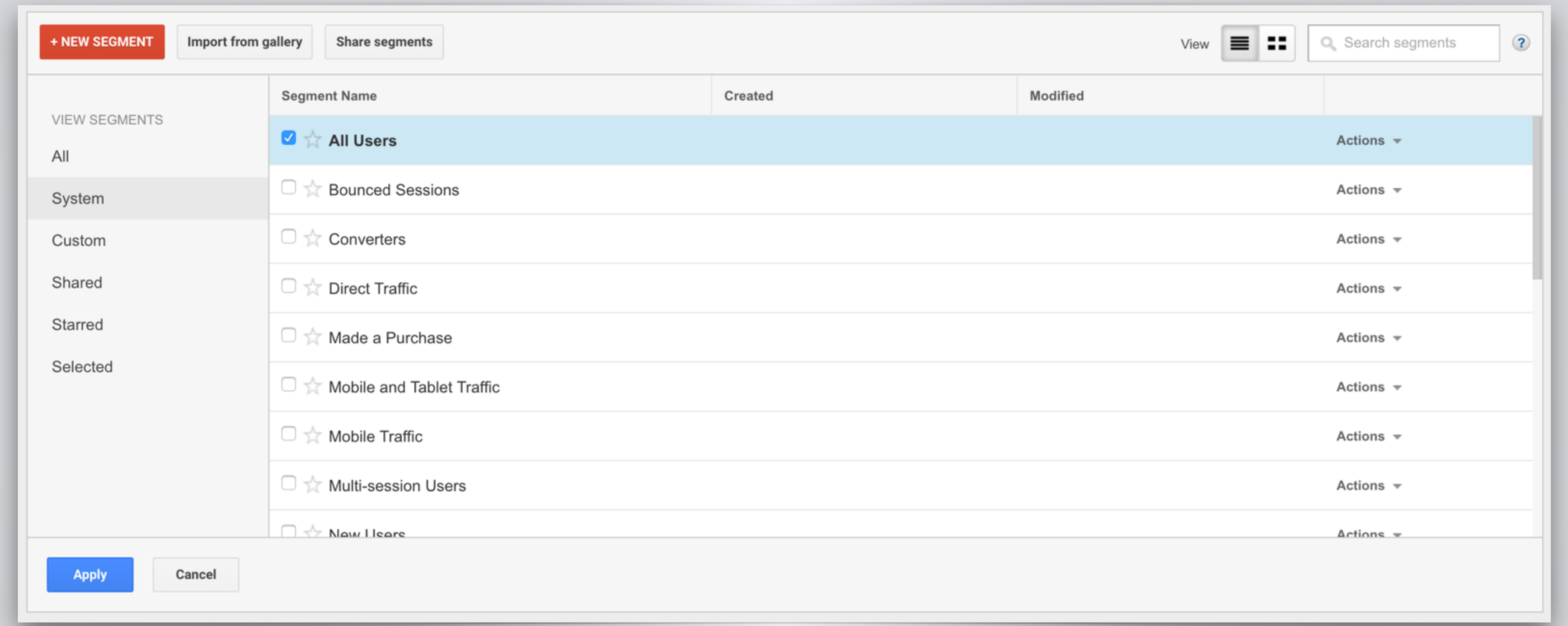
Use filters to make website.com/order.php?id=1234 and website.com/order.php?id=4321 show up as just order.php by excluding the query string.



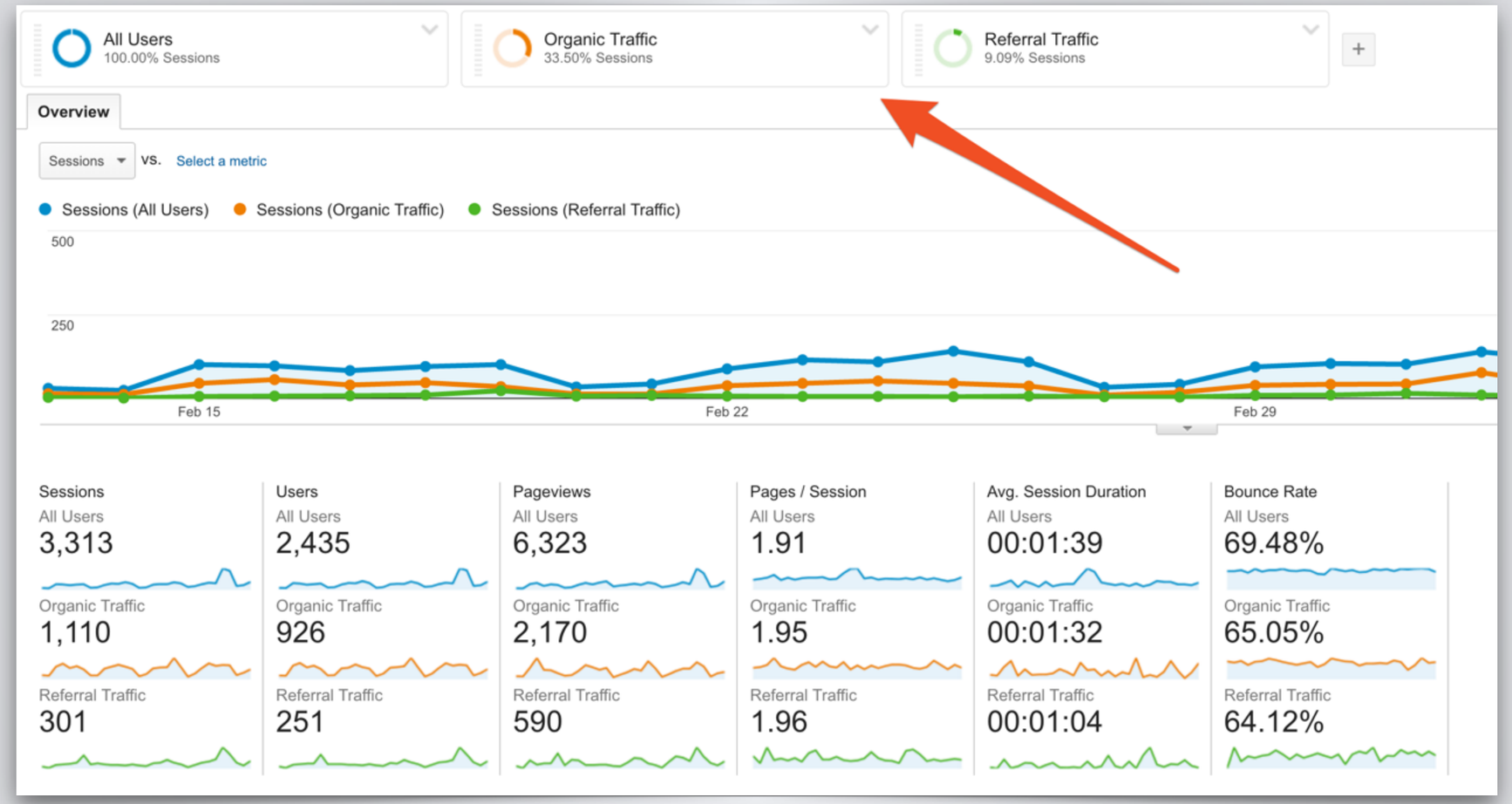
Other Filter Examples

- 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/

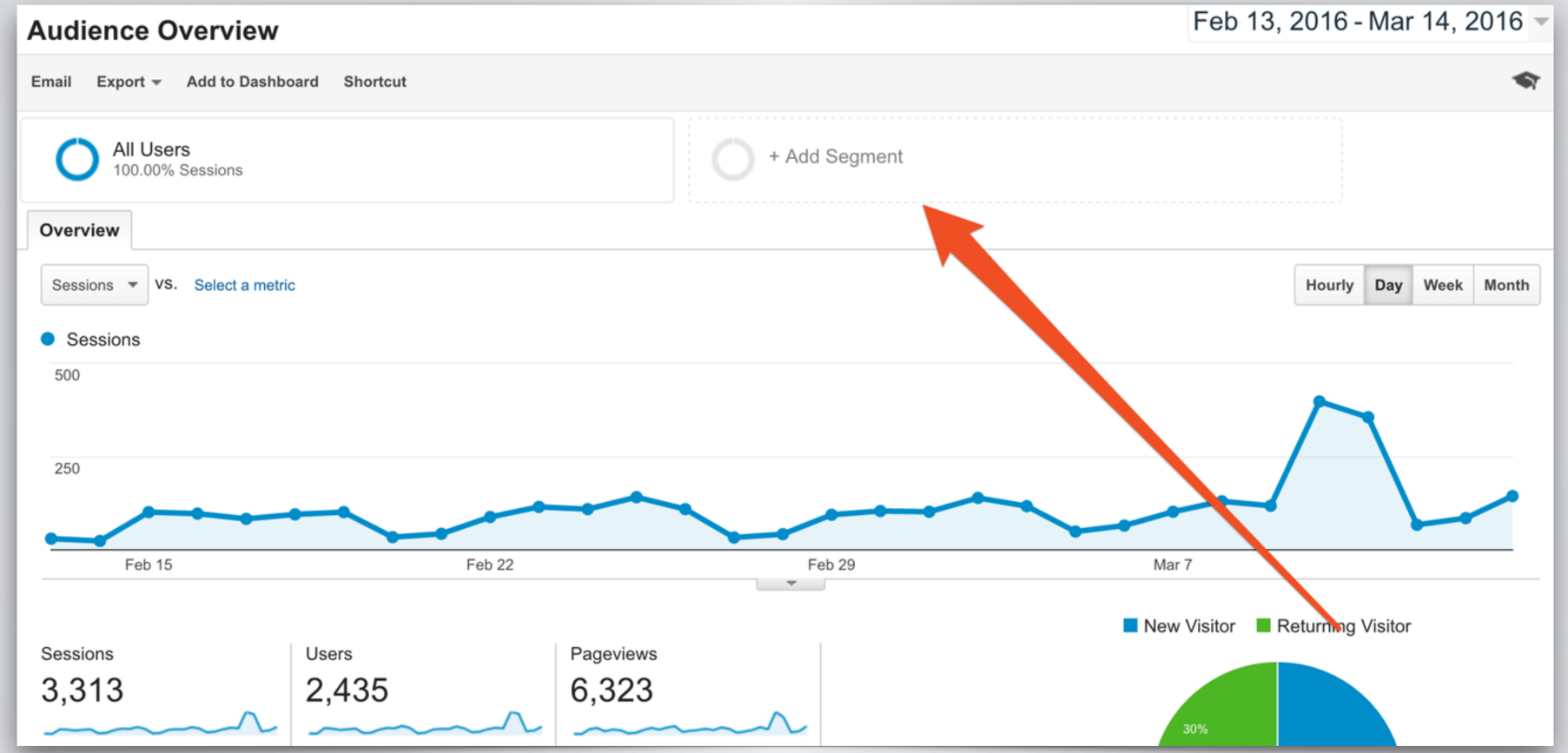
Advanced Segments



Advanced Segments



Create Custom Advanced Segments



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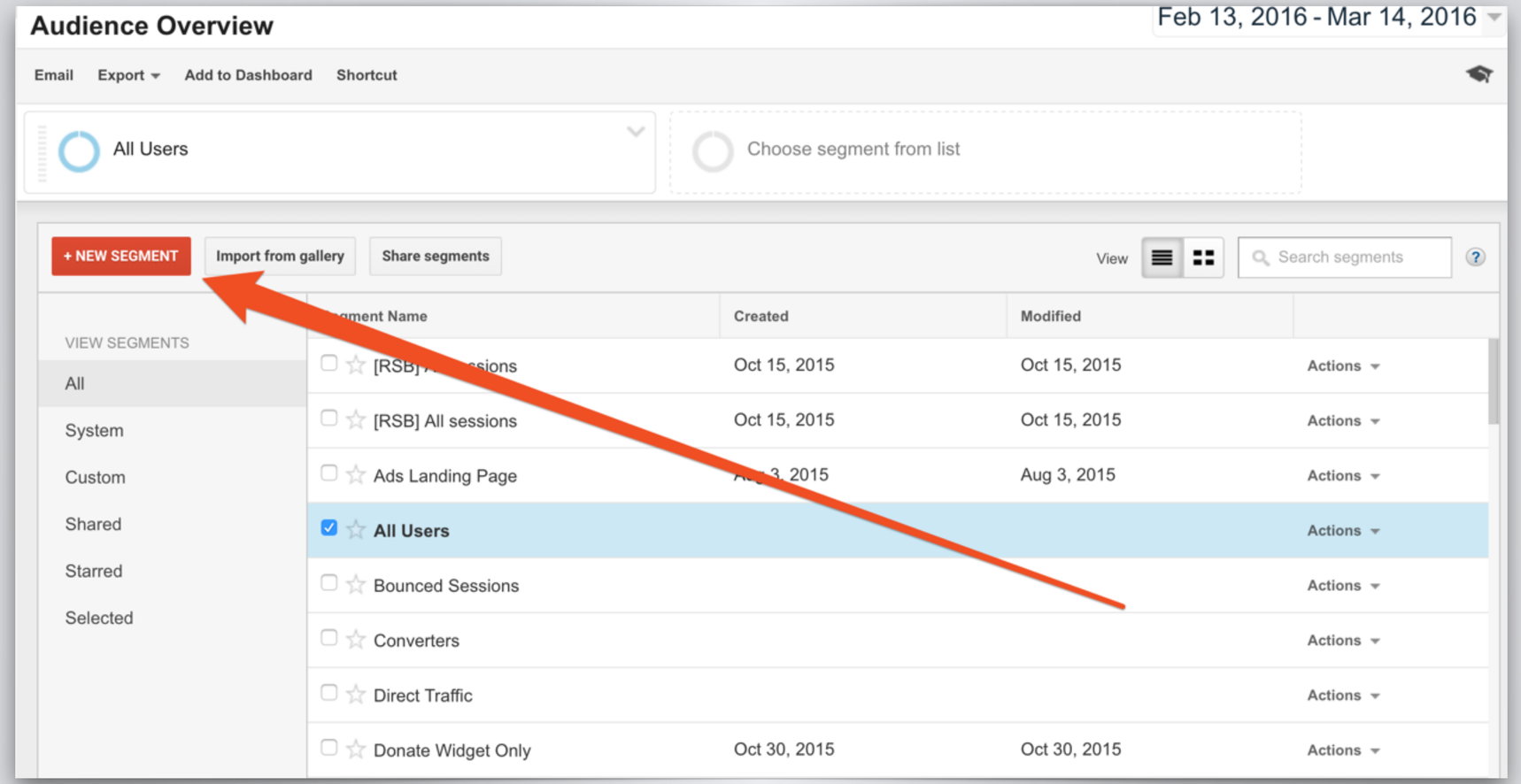

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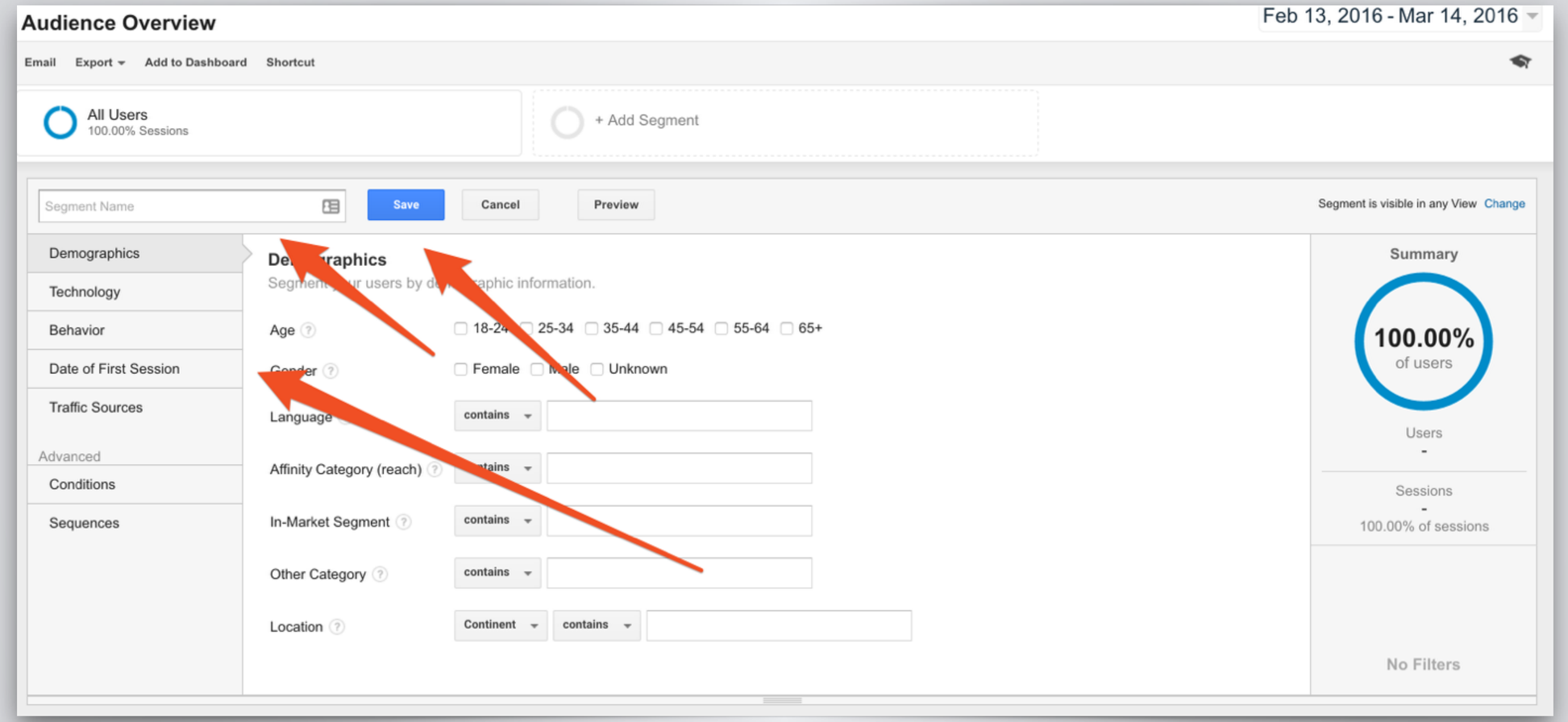
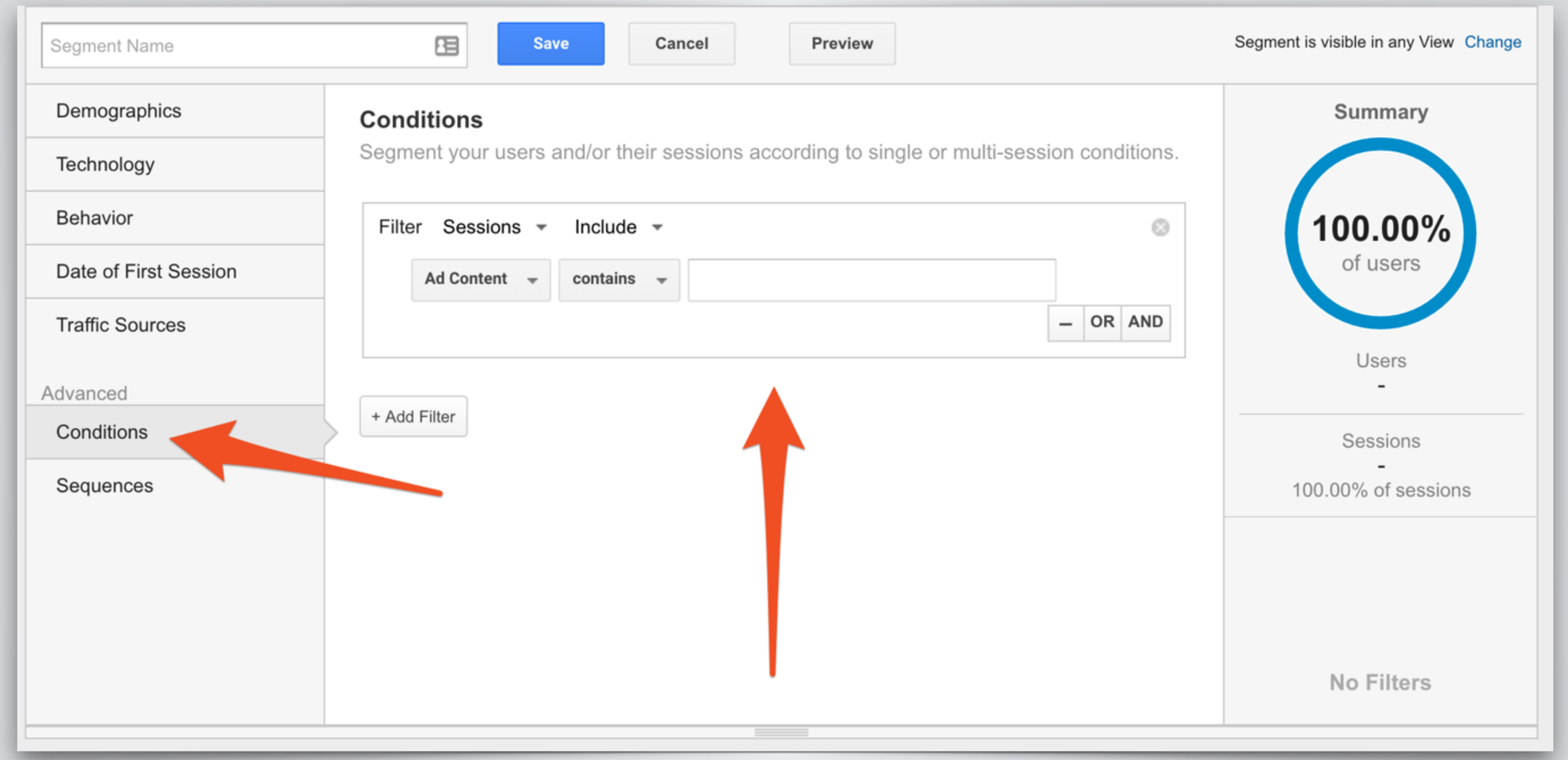


Other Cool Things With Advanced Segments



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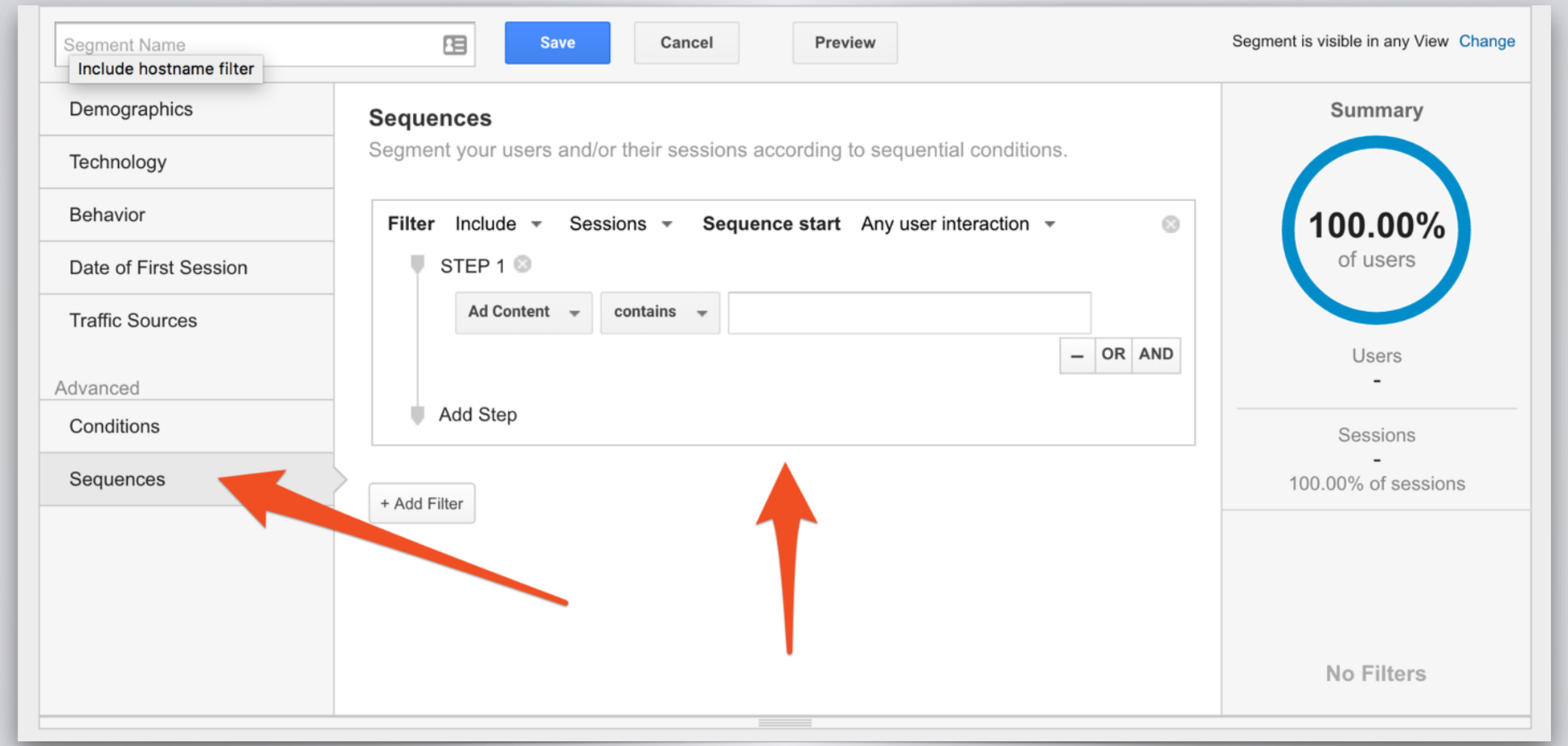
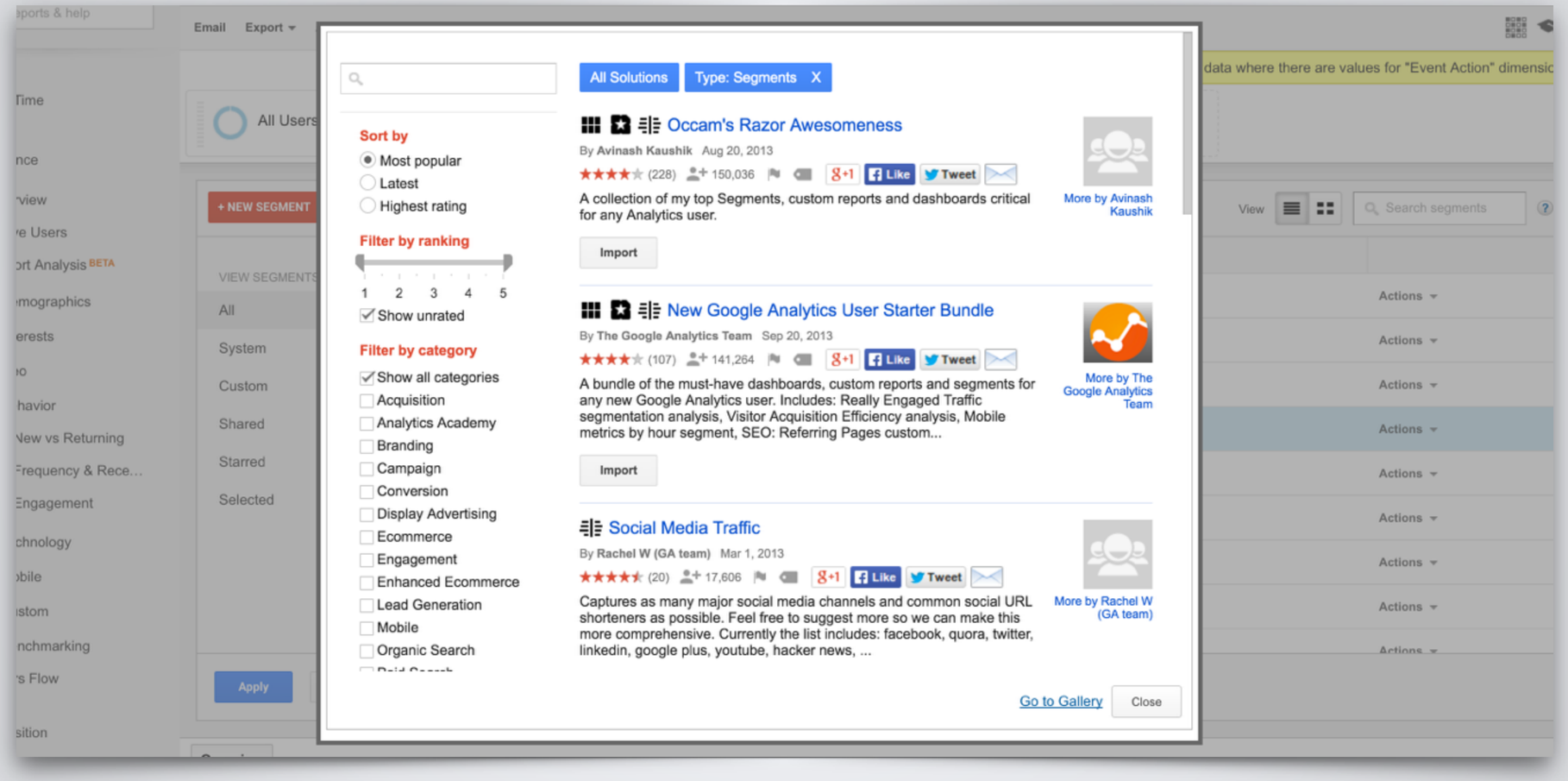


Advanced Segments Examples

- 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

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

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 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

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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.

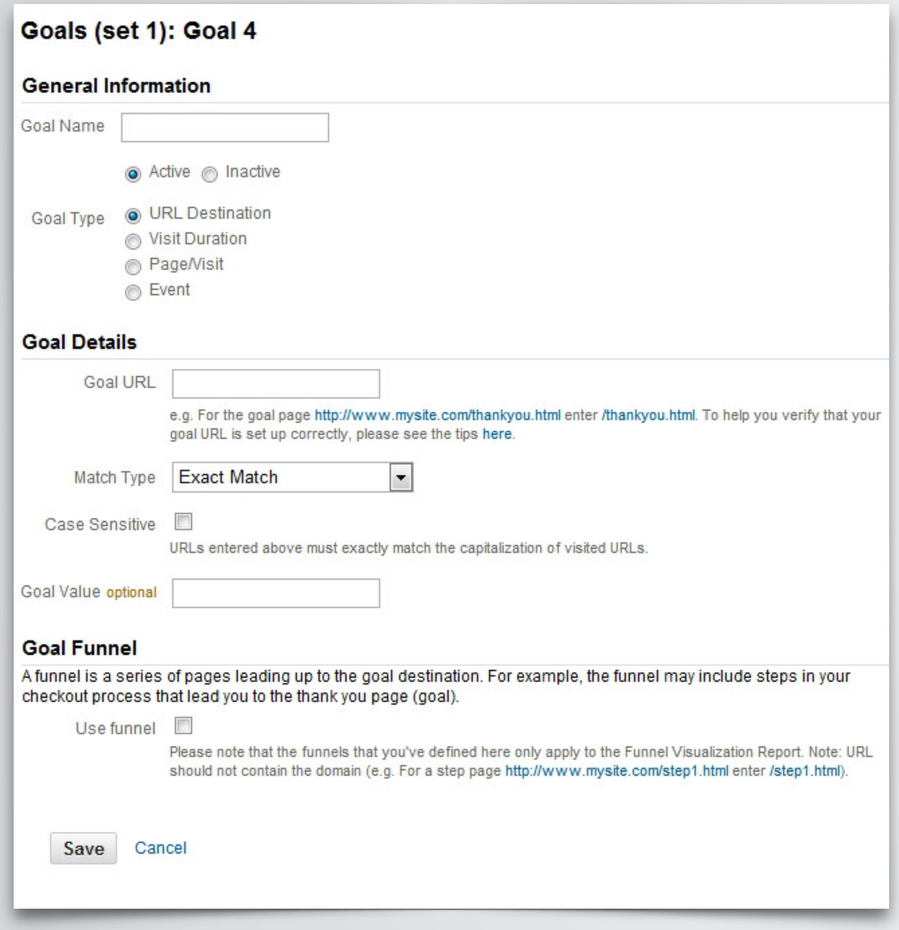
Pages/Visit Goals - Number of pages visited.

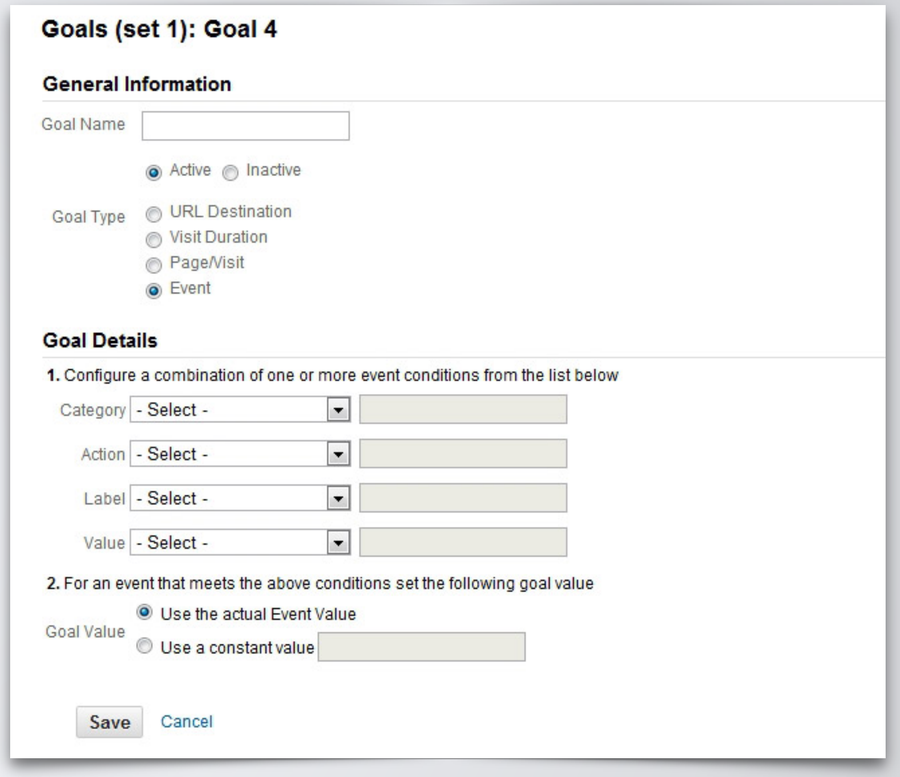
Event Goals - Goals based off the firing of an event using event tracking.

Know Important Metrics!

- Leads
- Trial signups
- Account creations
- Newsletter signups
- White paper downloads
- Ebook downloads

Destination Based & Event Based



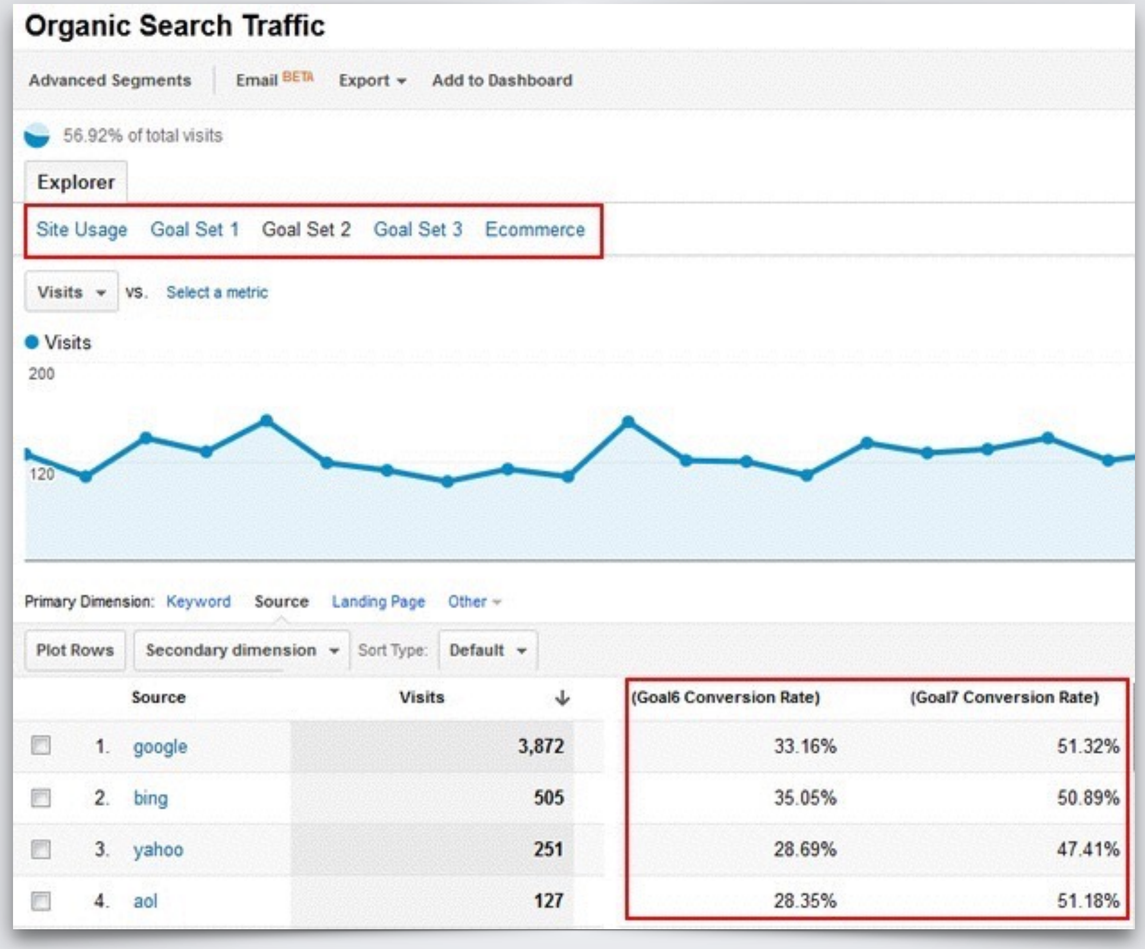


Goal Value

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.

Conversion Rate



CUSTOM REPORTS & DASHBOARDS

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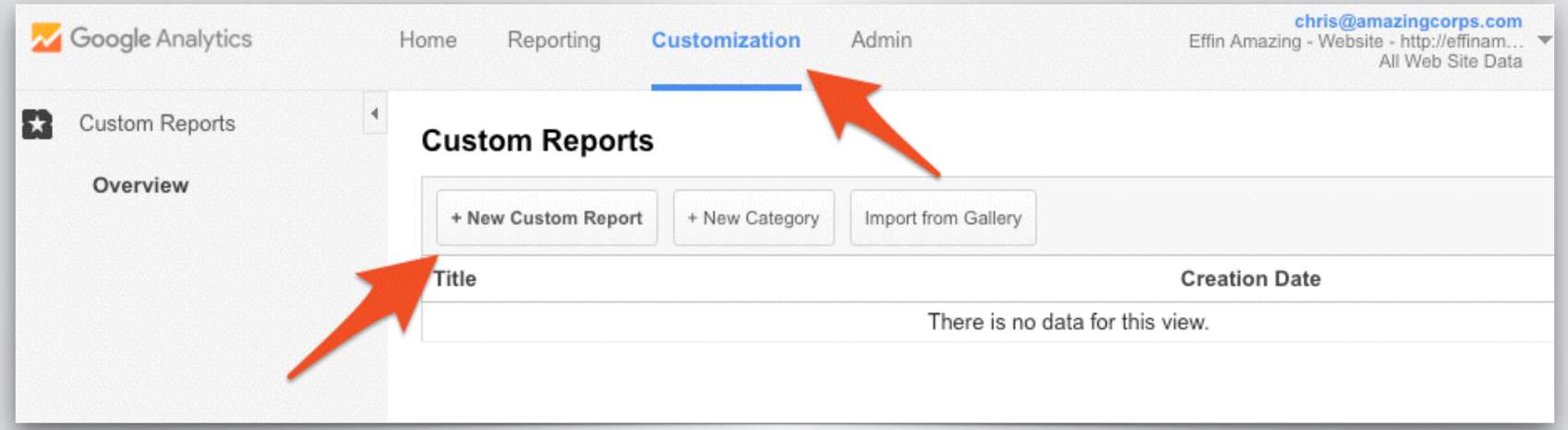
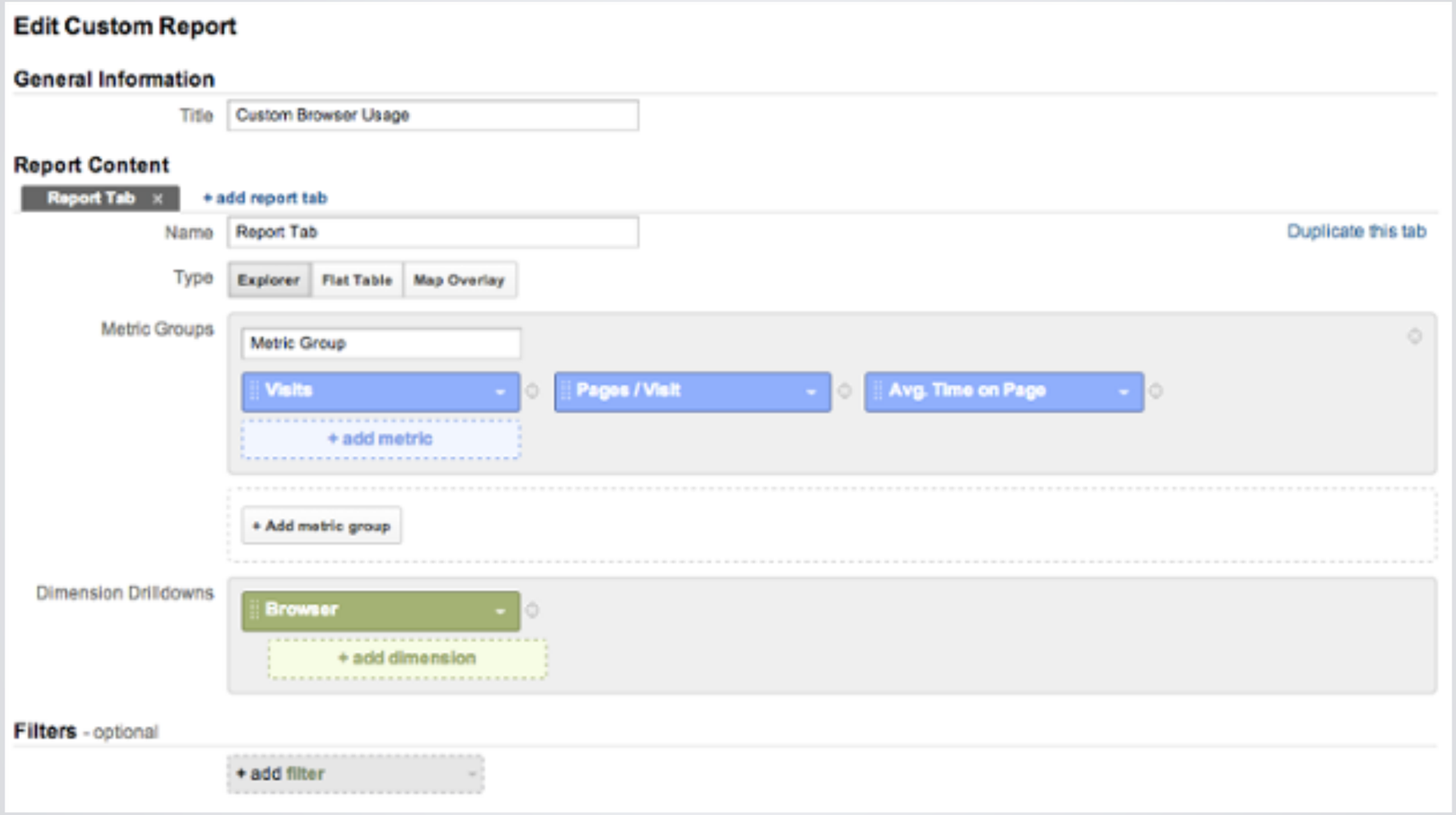
Custom Reports

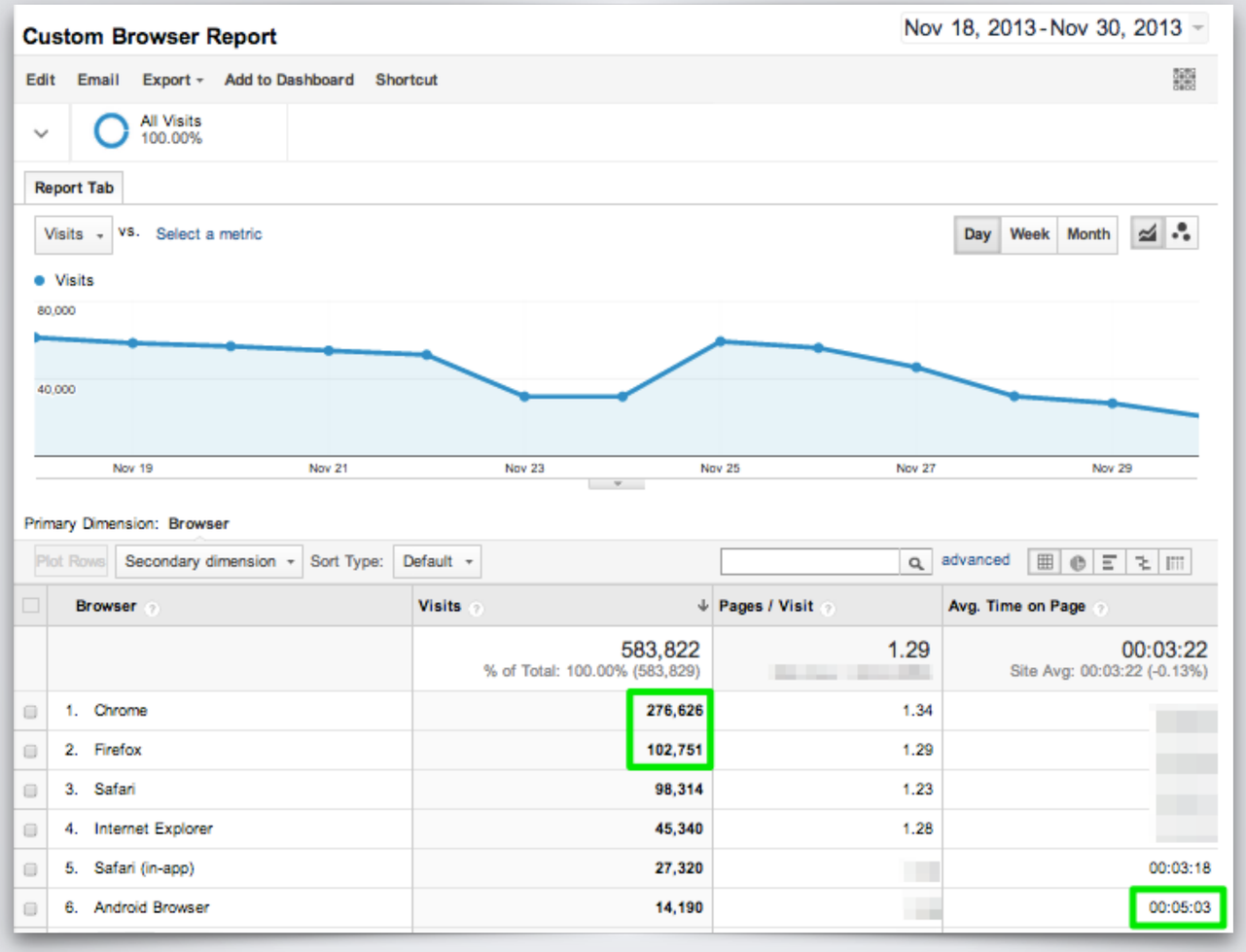
Create custom reports to slide and dice your website analytics data in very interesting ways, based on your unique business goals and needs.



Custom Reports



Custom Reports

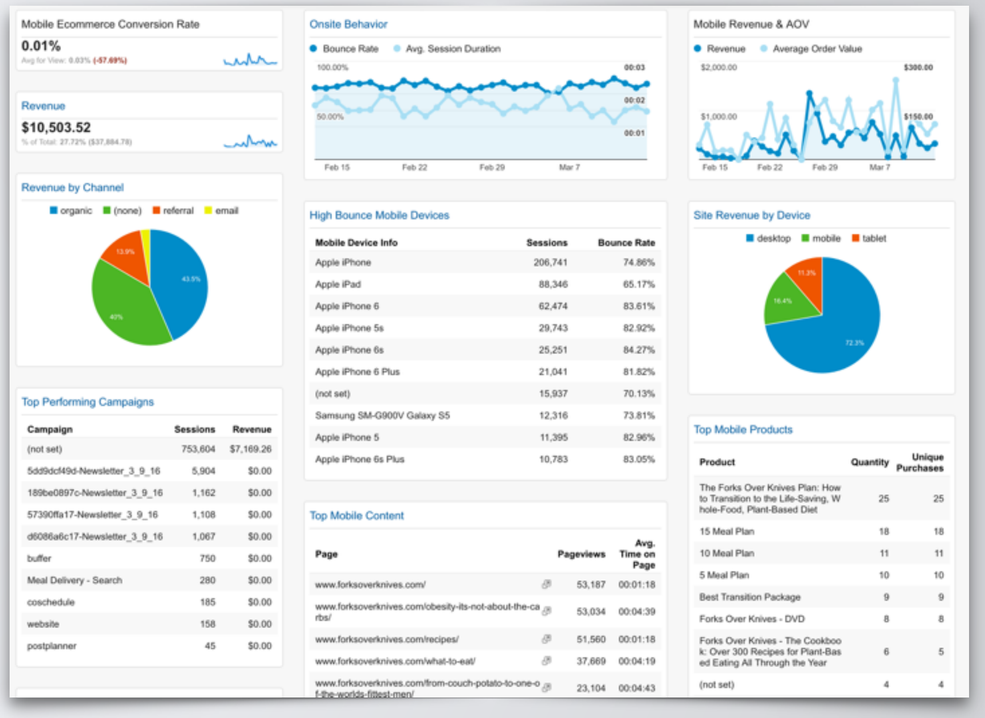


Custom Report Examples

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

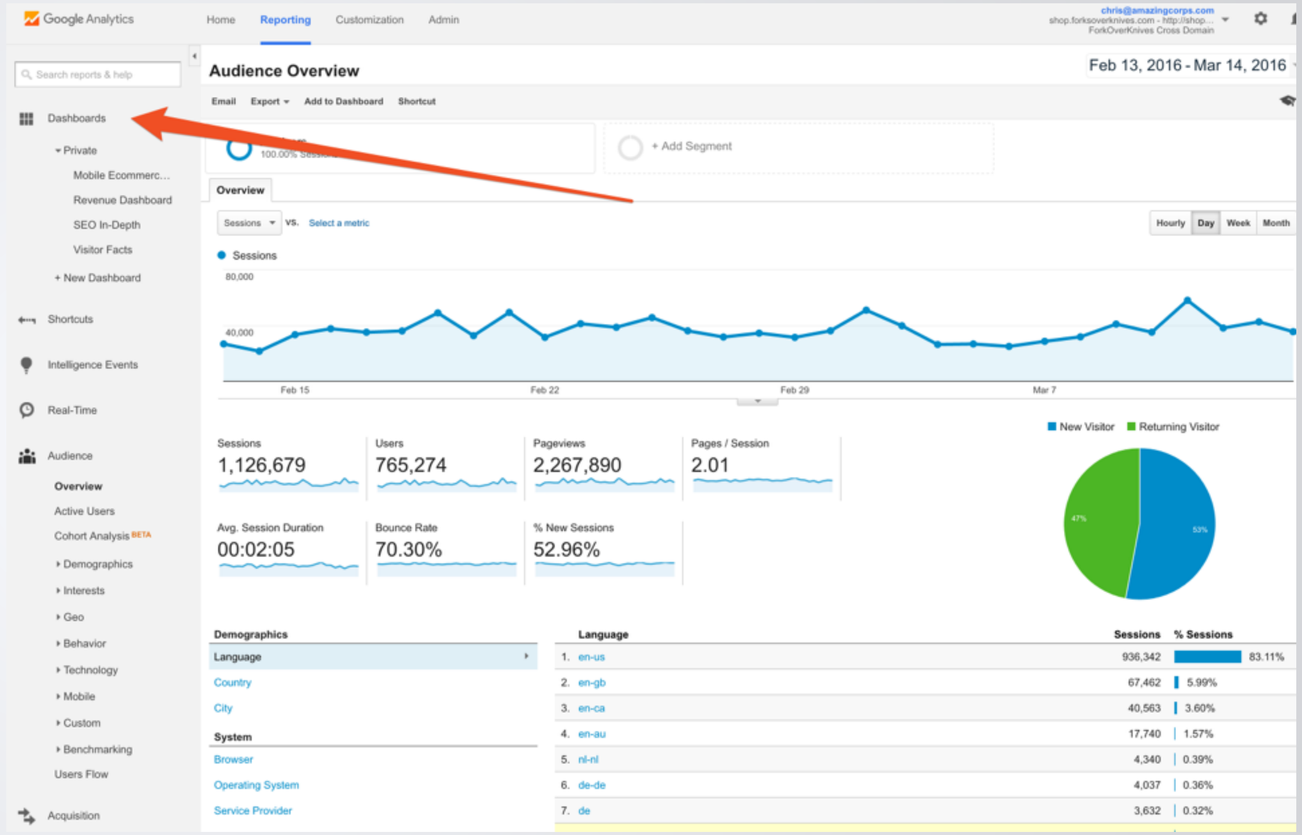
Custom Dashboards

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.



Custom Dashboard Examples

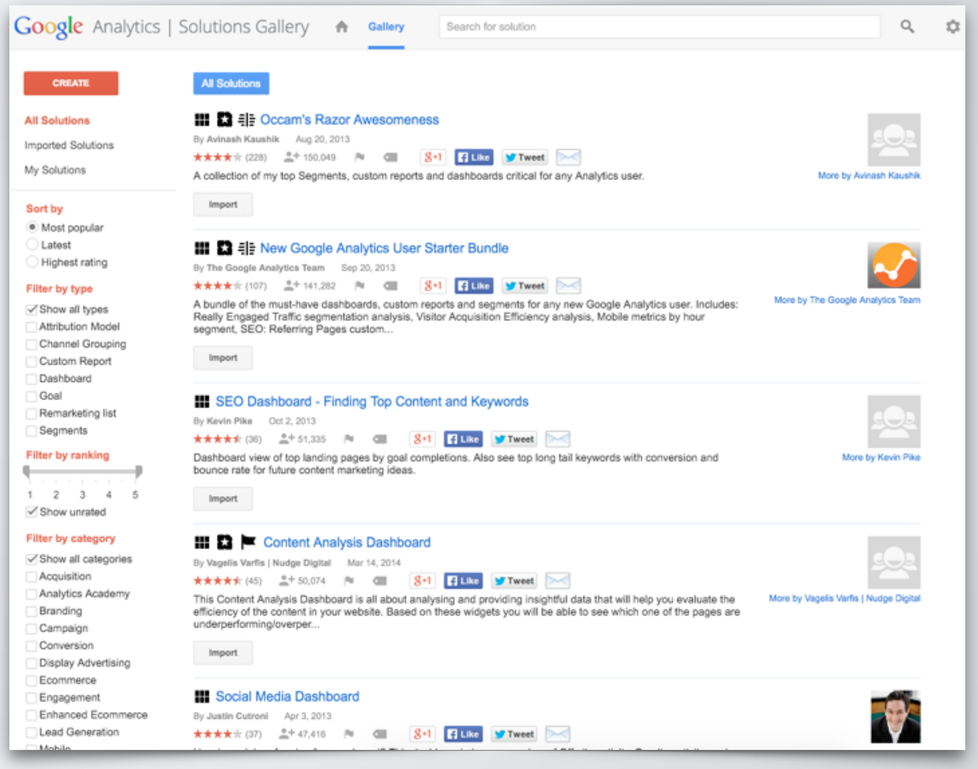
- Goals & Conversions
- Different SEO Dashboards
- Social Media Dashboard
- Visitor Facts Dashboard
- Ecommerce Dashboard
- Mobile Dashboard

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



TRACKING ROI WITH UTMs

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@ChrisEdwardsCE

COME AT ME BRO!
QUESTIONS?

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@ChrisEdwardsCE

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

EXAMPLE

http://effinamazing.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_
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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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EXAMPLE

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LET'S BREAK IT DOWN

Website URL: **http://effinamazing.com**
Campaign Source: **google**
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Campaign Term: **segmentation**

Campaign Source

?utm_source=google

Required

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

Campaign Medium

?utm_medium=cpc

Required

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

Campaign Name

?utm_campaign=product

Required

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)

Campaign Content

?utm_content=mixpanel

Optional

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

Campaign Term

?utm_term=segmentation

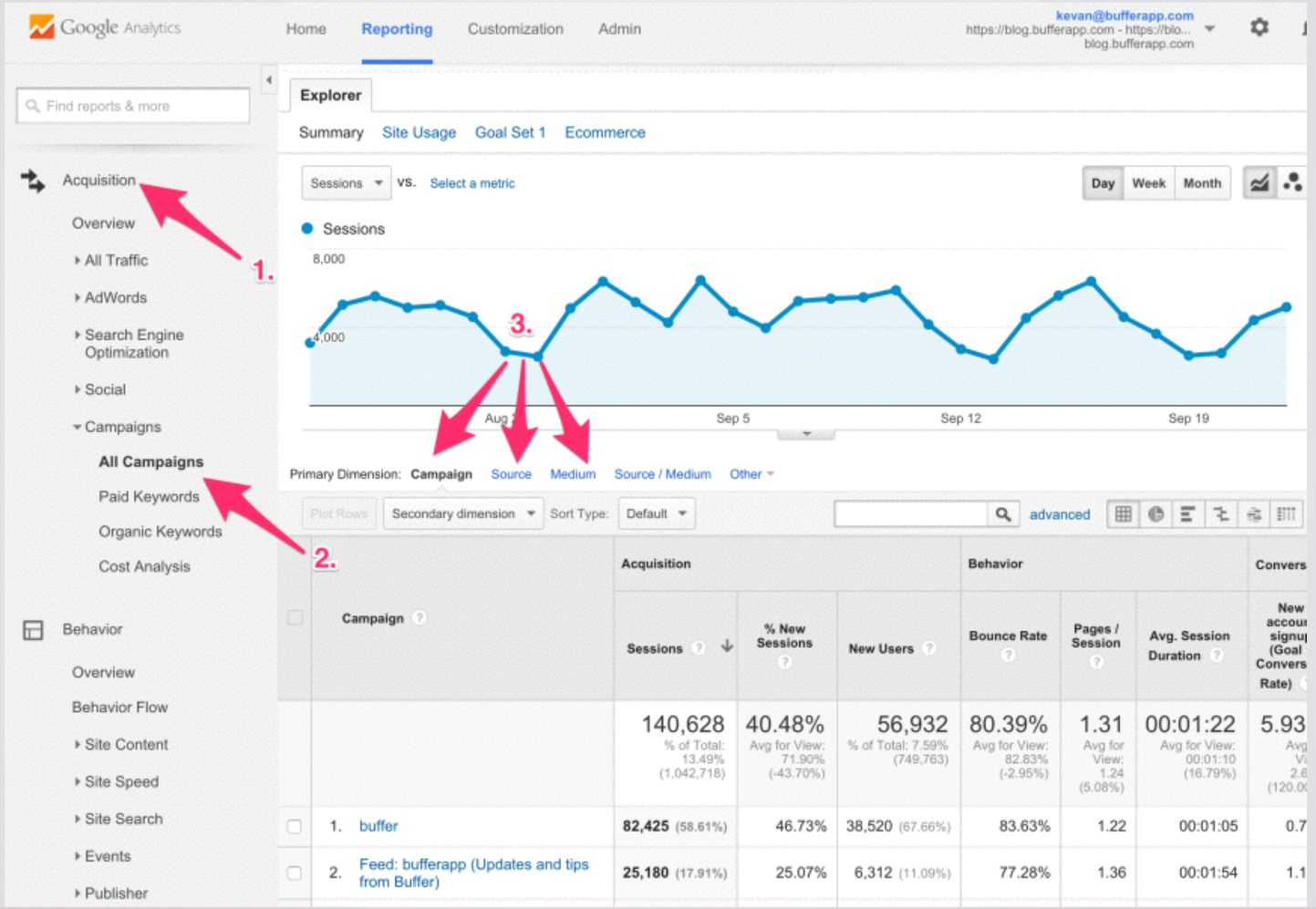
Required

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

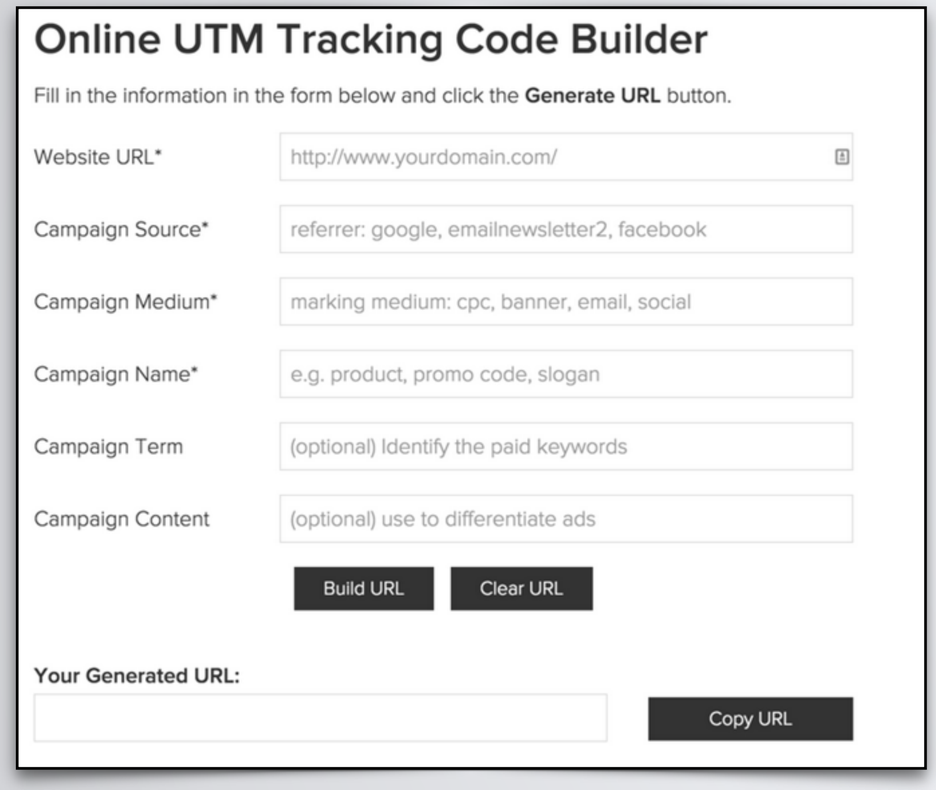


See Campaign Info in Google Analytics

Campaign	Acquisition			Behavior			Conversions eCommerce		
	Sessions ↓	% 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.	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

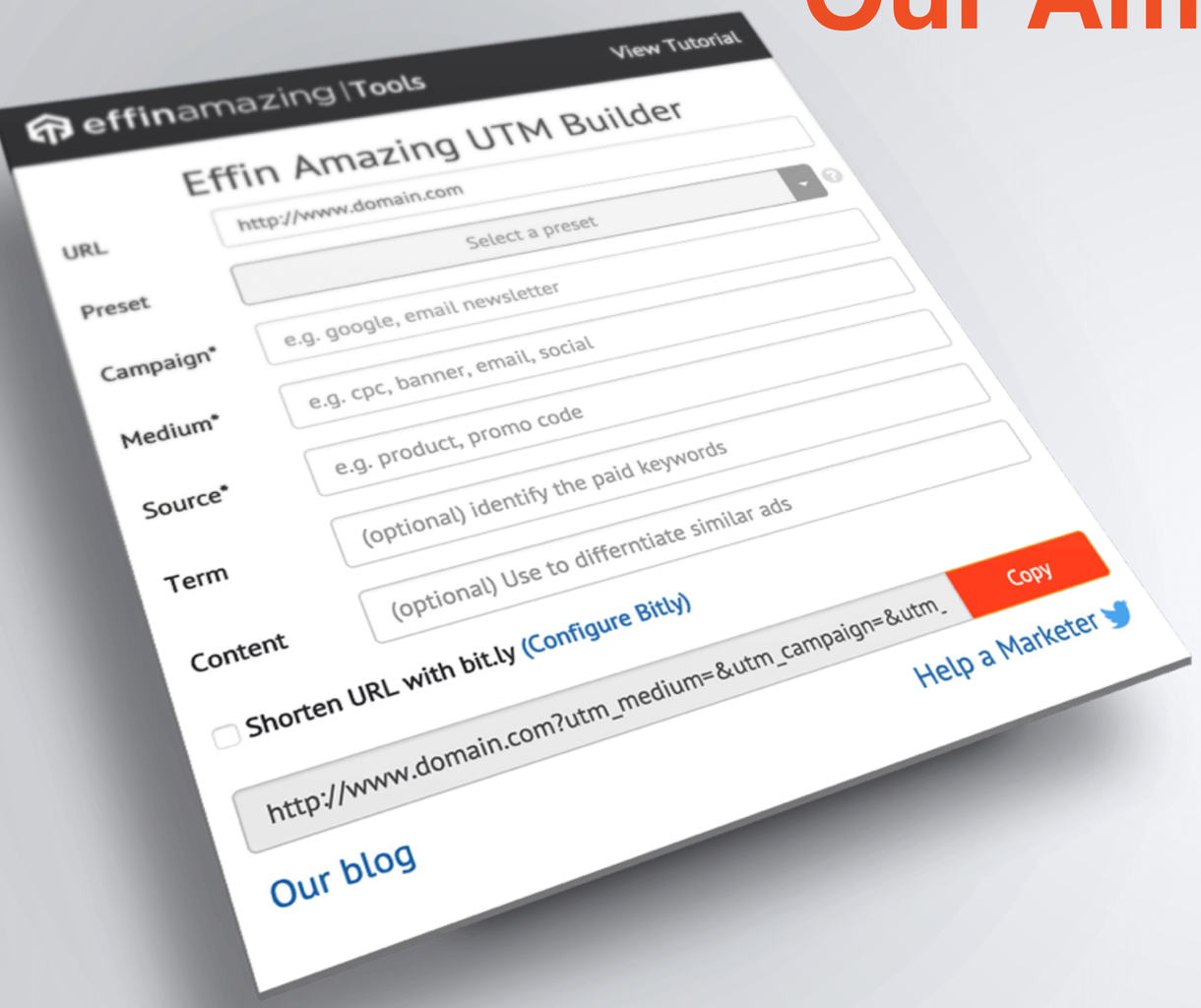


Just do a Google search for an online UTM builder.

- 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

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