

Google Analytics Overview

What is Google Analytics?

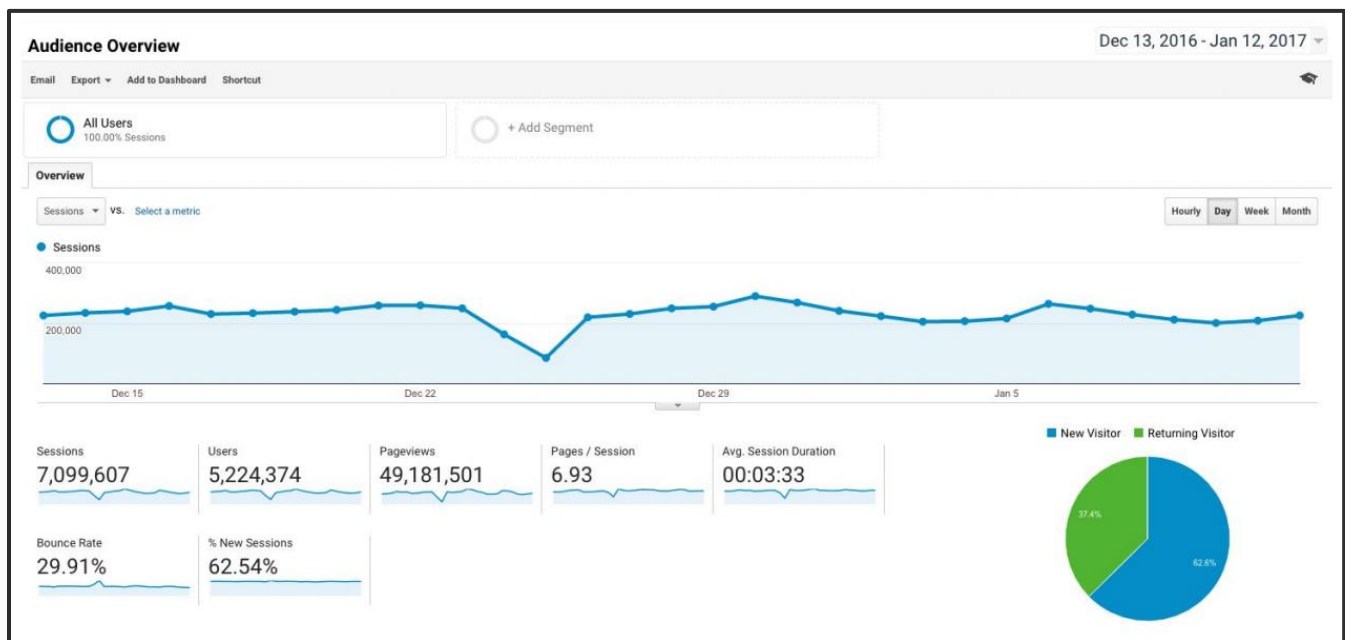
Google Analytics is a web analytics platform that tracks and reports website traffic. It measures actions and enables you to determine a visitor's level of intent. It also helps you to make better decisions about where (or where not) to spend your digital marketing dollars.

Why use Google Analytics?

Google Analytics tells you who is visiting your site, how they got there, and what they did while they were there.

Where can I see a quick metrics overview?

- The Audience Overview is the first page you'll see when in the Reporting tab of GA. Here is where you can select a time range, see how many sessions you've received in that time, how many of those sessions are new vs. returning users and so on



- Users: How many individual people visited your website?
- Sessions: How many total times did people visit your website?
 - For example, if 10 clients visited your site on a given day and they each visited 3 times, you would see 10 Users and 30 Sessions for that day.
- Pageviews: How many total pages have been consumed?
- Bounce rate: What percentage of visits failed to go beyond 1 single page.
- New vs. Returning users: How many visits from brand-new people, and how many visits were from people who have visited your site before?

How can I see where people are coming from, geographically?

Google Analytics features a bar to the left with various lenses through which to view your website data.

- Click Audience > Geo > Location and then set your Primary Dimension to City

City	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions
	7,099,607 % of Total: 100.00% (7,099,607)	62.61% Avg for View: 62.54% (0.11%)	4,445,017 % of Total: 100.11% (4,440,208)	29.91% Avg for View: 29.91% (0.00%)	6.93 Avg for View: 6.93 (0.00%)	00:03:33 Avg for View: 00:03:33 (0.00%)	838,226 % of Total: 100.00% (838,226)
1. Dallas	319,627 (4.50%)	55.42%	177,145 (3.99%)	31.32%	7.71	00:03:24	13,376 (1.60%)
2. Los Angeles	314,815 (4.43%)	58.58%	184,417 (4.15%)	31.31%	7.20	00:03:17	17,901 (2.14%)
3. Chicago	267,775 (3.77%)	59.03%	158,078 (3.56%)	30.17%	8.16	00:03:22	13,992 (1.67%)
4. New York	230,741 (3.25%)	64.38%	148,549 (3.34%)	33.48%	6.92	00:03:17	17,650 (2.11%)
5. Houston	222,402 (3.13%)	58.36%	129,799 (2.92%)	29.47%	7.28	00:03:28	17,750 (2.12%)
6. Washington	166,386 (2.34%)	56.36%	93,779 (2.11%)	30.78%	7.97	00:03:29	14,181 (1.69%)
7. San Francisco	126,706 (1.78%)	59.11%	74,901 (1.69%)	31.98%	7.65	00:03:11	3,724 (0.44%)
8. Atlanta	121,457 (1.71%)	60.40%	73,360 (1.65%)	31.64%	7.58	00:03:09	3,590 (0.43%)
9. (not set)	114,065 (1.61%)	67.41%	76,892 (1.73%)	34.02%	6.17	00:03:02	9,848 (1.17%)
10. San Antonio	88,670 (1.25%)	59.63%	52,875 (1.19%)	30.91%	6.97	00:03:32	8,248 (0.98%)

How can I see which mobile devices people are using to get to my site?

- Click Audience > Mobile > Devices

Mobile Device Info	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions
	4,949,800 % of Total: 69.72% (7,099,607)	58.74% Avg for View: 62.54% (-6.07%)	2,907,624 % of Total: 65.48% (4,440,208)	33.94% Avg for View: 29.91% (13.48%)	7.87 Avg for View: 6.93 (13.67%)	00:03:11 Avg for View: 00:03:33 (-10.34%)	115,493 % of Total: 13.78% (838,226)
1. Apple iPhone	2,723,403 (55.02%)	57.13%	1,555,763 (53.51%)	33.07%	8.25	00:03:03	14,016 (12.14%)
2. Apple iPad	310,027 (6.26%)	68.27%	211,665 (7.28%)	33.25%	3.89	00:03:45	79,567 (68.89%)
3. (not set)	103,452 (2.09%)	67.61%	69,946 (2.41%)	37.09%	6.71	00:03:20	6,070 (5.26%)
4. Samsung SM-G930V Galaxy S7	57,559 (1.16%)	59.46%	34,224 (1.18%)	29.62%	9.34	00:03:23	301 (0.26%)
5. Samsung SM-G920V Galaxy S6	49,860 (1.01%)	57.03%	28,435 (0.98%)	31.14%	8.97	00:03:21	256 (0.22%)
6. Samsung SM-G900V Galaxy S5	47,661 (0.96%)	57.93%	27,609 (0.95%)	32.48%	8.70	00:03:22	252 (0.22%)
7. Samsung SM-G935F Galaxy S7 Edge	42,906 (0.87%)	58.39%	25,054 (0.86%)	28.97%	9.39	00:03:29	273 (0.24%)
8. Samsung SM-G930T Galaxy S7	38,925 (0.79%)	54.55%	21,232 (0.73%)	30.28%	8.81	00:03:28	260 (0.23%)
9. Samsung SM-G930P Galaxy S7	36,863 (0.74%)	55.68%	20,526 (0.71%)	30.78%	9.01	00:03:29	263 (0.23%)
10. Samsung SM-G920A Galaxy S6	36,641 (0.74%)	51.91%	19,020 (0.65%)	33.63%	8.45	00:03:22	242 (0.21%)

How can I see where people are coming from?

- Click Acquisition > All Traffic > Source/Medium (sources have been whited out to protect privacy)

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	7,099,607 <small>% of Total: 100.00% (7,099,607)</small>	62.61% <small>Avg for View: 62.54% (0.11%)</small>	4,445,017 <small>% of Total: 100.11% (4,440,208)</small>	29.91% <small>Avg for View: 29.91% (0.00%)</small>	6.93 <small>Avg for View: 6.93 (0.00%)</small>	00:03:33 <small>Avg for View: 00:03:33 (0.00%)</small>
1. (direct) / (none)	1,633,576 (23.01%)	74.77%	1,221,416 (27.48%)	37.38%	5.62	00:03:05
2.	1,087,809 (15.32%)	55.01%	598,375 (13.46%)	22.24%	8.06	00:03:55
3. google / organic	942,112 (13.27%)	64.69%	609,433 (13.71%)	30.87%	6.82	00:03:27
4.	519,658 (7.32%)	58.86%	305,852 (6.88%)	21.73%	9.67	00:04:59
5.	330,313 (4.65%)	65.61%	216,717 (4.88%)	14.27%	8.83	00:04:10
6.	293,002 (4.13%)	52.90%	154,994 (3.49%)	16.88%	8.74	00:03:58
7.	123,235 (1.74%)	60.83%	74,969 (1.69%)	19.36%	11.33	00:05:28
8.	117,259 (1.65%)	71.84%	84,241 (1.90%)	28.34%	4.40	00:04:07
9.	111,507 (1.57%)	61.93%	69,056 (1.55%)	29.95%	7.50	00:04:13
10. google / cpc	93,727 (1.32%)	83.00%	77,796 (1.75%)	67.04%	2.39	00:01:19

- **Direct Traffic:** People typed your URL directly into their browser or bookmarked your website. Consider these your core customers and evaluate their behavior as such. Direct Traffic will most likely always be one of your top 10 sources of traffic.
- **Organic Search:** People used a search engine and then clicked a natural search result.
 - This is stylized as "google / organic" or "bing / organic", depending on the search engine.
- **Paid Search aka Pay Per Click (PPC) or Cost Per Click (CPC):** People used a search engine and then clicked a sponsored, paid ad.
 - This is stylized as "google / cpc" or "bing / cpc", for example, depending on the search engine.
 - You can learn more about this by looking into Google AdWords.
- **Referral Traffic:** People clicked a link from another website to reach to you (e.g. Facebook, Twitter, blogs, a news article, emails, etc.)
- Viewing the data in source / medium lets you know exactly where people are coming from, what percentage of those people are new or returning users, how much time they spent on the site, etc.
 - Let's say you're utilizing Facebook ads or paying a food blogger to do a series on your restaurant, this will confirm that those dollars are working in your favor.

How can I tag a link?

- All traffic to your site will appear in source / medium, but any links you are using for digital advertising (or links you're providing to a food blogger or news site, for example) should be tagged so that you can track them appropriately.
- A tagged link has 3 components:
 - **Source:** The source or site you're using to send people to your site (such as Facebook for a Facebook ad or the name of the food blogger you're working with, for example)
 - **Medium:** The medium you're using to send people to your site. This can be Ad for digital advertisements, or Blog for blog posts.
 - **Campaign:** The campaign name so you can identify it from other links that will use the same Source and Medium. Running a set of Valentine's Day ads on Pinterest? The Campaign here could be VDay.
- A tagged link features your URL, followed by a "?" and then the tag:
 - `www.pizzaplace.com?utm_source=Pinterest&utm_campaign=VDay&utm_medium=Ad`
 - When you go back to Google Analytics, you will see clicks from this campaign appear as Pinterest / Ad under source / medium
- You can use [Google's URL builder](#) to help you create tagged links.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you.
Note: the generated URL is automatically updated as you make changes.

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

Set the campaign parameters in the fragment portion of the URL (not recommended).

Interested in learning more?

There are thousands of ways to analyze data through Google Analytics (and only a few are covered here)! While we've shared some of the essentials, we suggest spending time clicking around the feature bar on the left to see all that is available.

Google offers great, free resources online via their [Analytics Academy](#). You can also explore using Google AdWords to drive traffic to your site via targeted keywords.