

GOOGLE ANALYTICS 101¹

One of the free digital marketing tools available, Google Analytics is relatively easy to learn and helpful in tracking the outcomes of your social media marketing efforts.

Let us go through this in a step by step fashion. Note that almost all the information for this section is derived from Moz's excellent blog post called "The Absolute Beginner's Guide to Google Analytics" which you can find here: <https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

If you don't know what Google Analytics is, haven't installed it on your website, or have installed it but never look at your data, then this article is for you. While it's hard for many to believe, there are still websites that are not using Google Analytics (or any analytics, for that matter) to measure their traffic.

Questions Which Google Analytics Answers

Here are some of the many questions about your website that you can answer using Google Analytics.

- How many people visit my website?
- Where do my visitors live?
- What websites send traffic to my website?
- What marketing tactics drive the most traffic to my website?
- Which pages on my website are the most popular?
- How many visitors have I converted into leads or customers?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What blog content do my visitors like the most?

There are many, many additional questions that Google Analytics can answer, but these are the ones that are most important for most website owners. Now let's look at how you can get Google Analytics on your website.

How to install Google Analytics

First, you need a [Google Analytics account](#). If you have a primary [Google account](#) that you use for other services like Gmail, Google Drive, Google Calendar, Google+, or YouTube, then you should set up your Google Analytics using that Google account. Or you will need to create a new one.

This should be a Google account you plan to keep forever and that only you have access to. You can always grant access to your Google Analytics to other people down the road, but you don't want someone else to have full control over it.

Big Tip: Don't let anyone (your web designer, web developer, web host, SEO person, etc.) create your website's Google Analytics account under their own Google account so they can "manage" it for you. If you and this person part ways, they will take your Google Analytics data with them, and you will have to start all over.

¹ Source of information: <https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

Set up your account and property

Once you have a Google account, you can go to [Google Analytics](#) and click the Sign into Google Analytics button. You will then be greeted with the three steps you must take to set up Google Analytics.

The screenshot shows the Google Analytics onboarding page. At the top, it says 'Google Analytics' and 'testtubebusiness@gmail.com'. The main heading is 'Start analyzing your site's traffic in 3 steps'. There are three numbered steps: 1. Sign up for Google Analytics (with an icon of a pencil on a notepad), 2. Add tracking code (with an icon of a wrench and screwdriver on a notepad), and 3. Learn about your audience (with an icon of a laptop showing a bar chart). To the right is a box titled 'Start using Google Analytics' with a 'Sign up' button and the text 'Sign up now, it's easy and free! Still have questions? [Help Center](#)'.

After you click the Sign Up button, you will fill out information for your website.

The screenshot shows the 'New Account' setup form in Google Analytics. It includes the following sections:

- What would you like to track?** with two buttons: 'Website' (selected) and 'Mobile app'.
- Tracking Method** with a text box containing: 'This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.'
- Setting up your account** with a text box for 'Account Name' (required) containing 'My New Account Name'. Below it is the text: 'Accounts are the top-most level of organization and contain one or more tracking IDs.'
- Setting up your property** with a text box for 'Website Name' (required) containing 'My New Website'.
- Website URL** (required) with a dropdown menu set to 'http://' and a text box containing 'Example: http://www.mywebsite.com'.
- Industry Category** with a dropdown menu set to 'Select One'.
- Reporting Time Zone** with two dropdown menus: 'United States' and '(GMT-08:00) Pacific Time'.

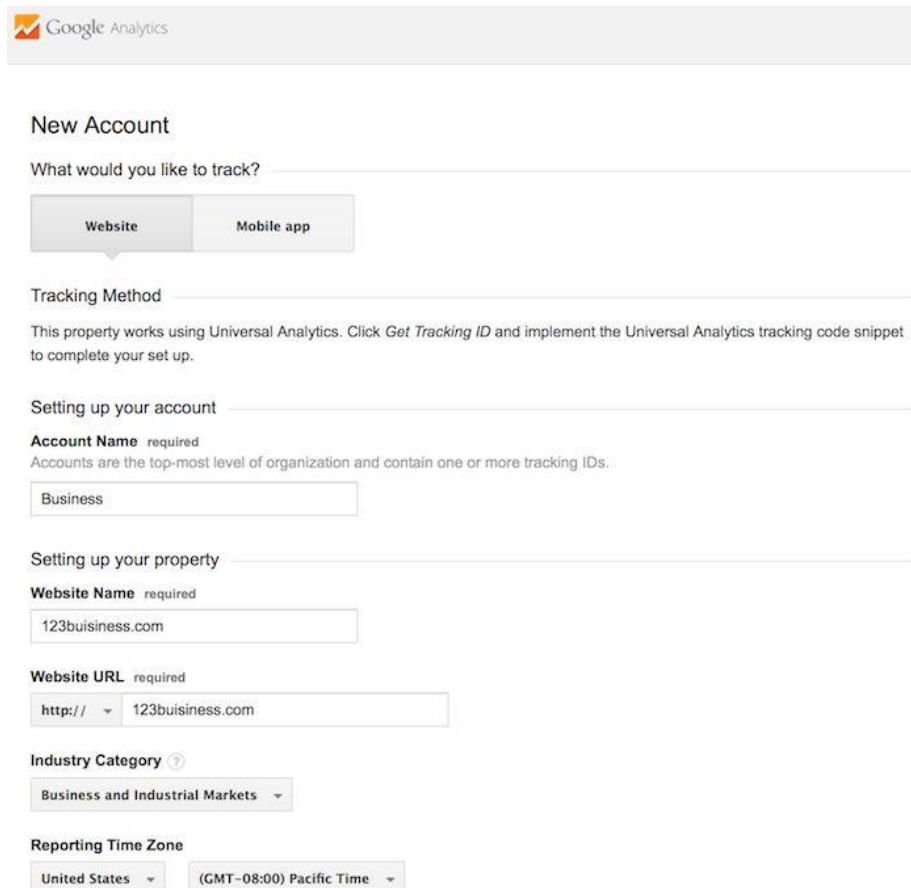
Google Analytics offers [hierarchies](#) to organize your account. You can have up to 100 Google Analytics accounts under one Google account. You can have up to 50 website properties under one Google Analytics account. You can have up to 25 views under one website property.

Here are a few scenarios.

- SCENARIO 1: If you have one website, you only need one Google Analytics account with one website property.
- SCENARIO 2: If you have two websites, such as one for your business and one for your personal use, you might want to create two accounts, naming one "123Business" and one "Personal". Then you will set up your business website under the 123Business account and your personal website under your Personal account.
- SCENARIO 3: If you have several businesses, but less than 50, and each of them has one website, you might want to put them all under a Business account. Then have a Personal account for your personal websites.
- SCENARIO 4: If you have several businesses and each of them has dozens of websites, for a total of more than 50 websites, you might want to put each business under its own account, such as 123Business account, 124Business account, and so on.

You can always rename your accounts or properties down the road. Note that you can't move a property (website) from one Google Analytics account to another—you would have to set up a new property under the new account and lose the historical data you collected from the original property.

For the absolute beginner's guide, the setup would look something like this.



The screenshot shows the 'New Account' setup page in Google Analytics. At the top, there is a header with the Google Analytics logo. Below the header, the page is titled 'New Account'. The first section is 'What would you like to track?', with two buttons: 'Website' (selected) and 'Mobile app'. The next section is 'Tracking Method', with a text box containing the message: 'This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.' The 'Setting up your account' section includes a required 'Account Name' field with the value 'Business' and a note: 'Accounts are the top-most level of organization and contain one or more tracking IDs.' The 'Setting up your property' section includes a required 'Website Name' field with the value '123business.com', a required 'Website URL' field with a dropdown set to 'http://' and the value '123business.com', an 'Industry Category' dropdown set to 'Business and Industrial Markets', and a 'Reporting Time Zone' dropdown set to '(GMT-08:00) Pacific Time'.

Beneath this, you will have the option to configure where your Google Analytics data can be shared.

Reporting Time Zone

United States ▾

(GMT-08:00) Pacific Time ▾

Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

Google products & services **RECOMMENDED**

Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*

Benchmarking **RECOMMENDED**

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

Technical support **RECOMMENDED**

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Account specialists **RECOMMENDED**

Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You are using 0 out of 100 accounts.

Get Tracking ID

Cancel

Install your tracking code

Once you are finished, you will click the Get Tracking ID button. You will get a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code.

The screenshot shows the Google Analytics Admin interface for the property '123business.com'. The left sidebar contains navigation options under 'PROPERTY' (123business.com) and 'PRODUCT LINKING'. The main content area is titled 'ANALYTICS EDUCATION' and 'Tracking Info'. A popup window is displayed, providing instructions on how to find the tracking code. Below the popup, the Tracking ID is shown as 'UA-64248213-1'. A section titled 'Website tracking' explains that this is the Universal Analytics tracking code for the property. A red box highlights the following tracking code snippet:

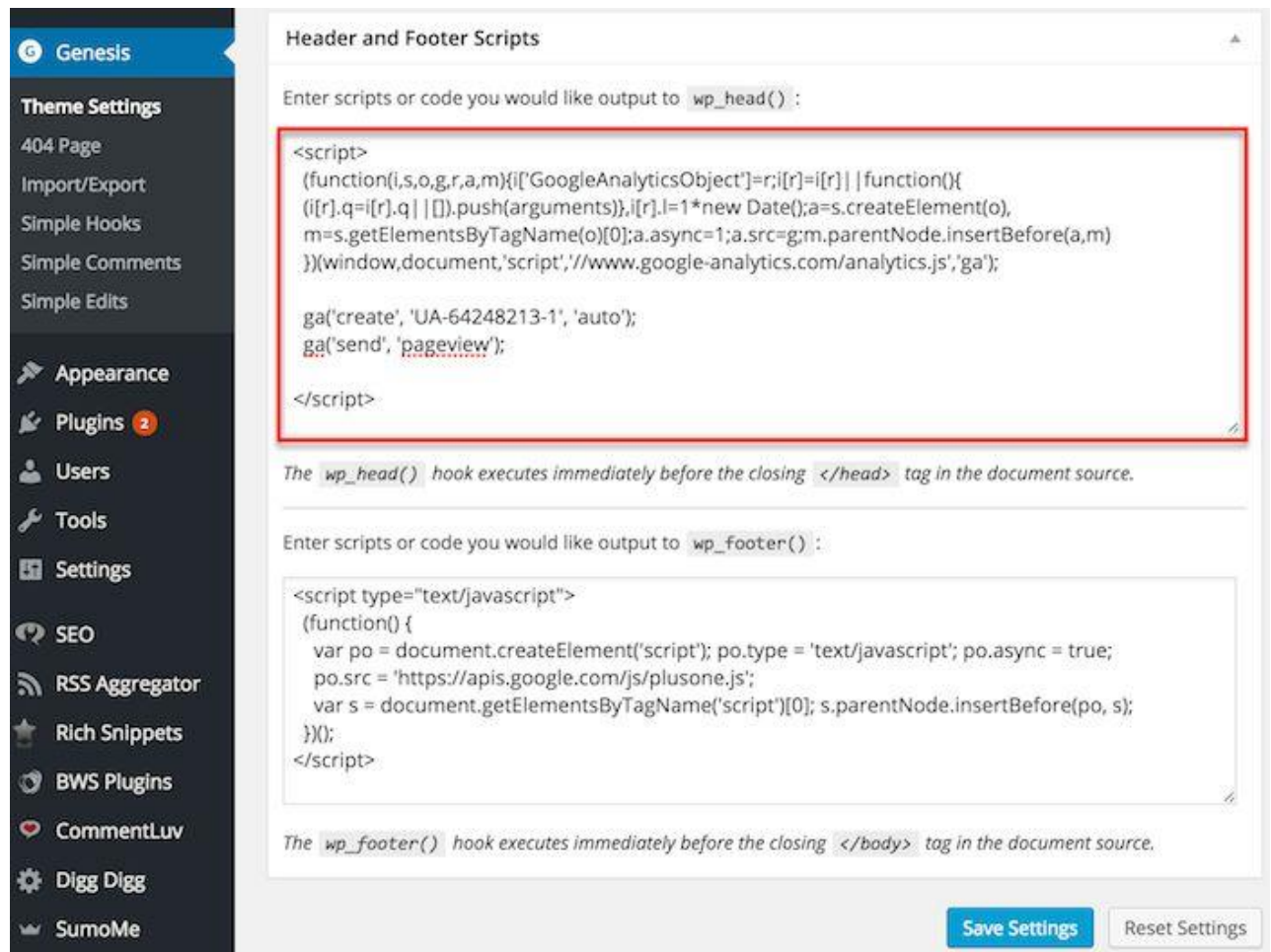
```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r);r=[r]};function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

This must be installed on every page on your website. The installation will depend on what type of website you have.

For example, if you have a Wordpress website with a plugin, there could be a specific area to add header and footer scripts to your website. See the example below:



The screenshot shows the 'Genesis' theme settings interface. On the left is a dark sidebar with a menu including 'Theme Settings', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'SEO', 'RSS Aggregator', 'Rich Snippets', 'BWS Plugins', 'CommentLuv', 'Digg Digg', and 'SumoMe'. The main content area is titled 'Header and Footer Scripts'. It contains two text input fields. The first field is labeled 'Enter scripts or code you would like output to wp_head() :' and contains the following code:

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;i[r]=i[r] || function(){
(i[r].q=i[r].q || []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');
</script>
```

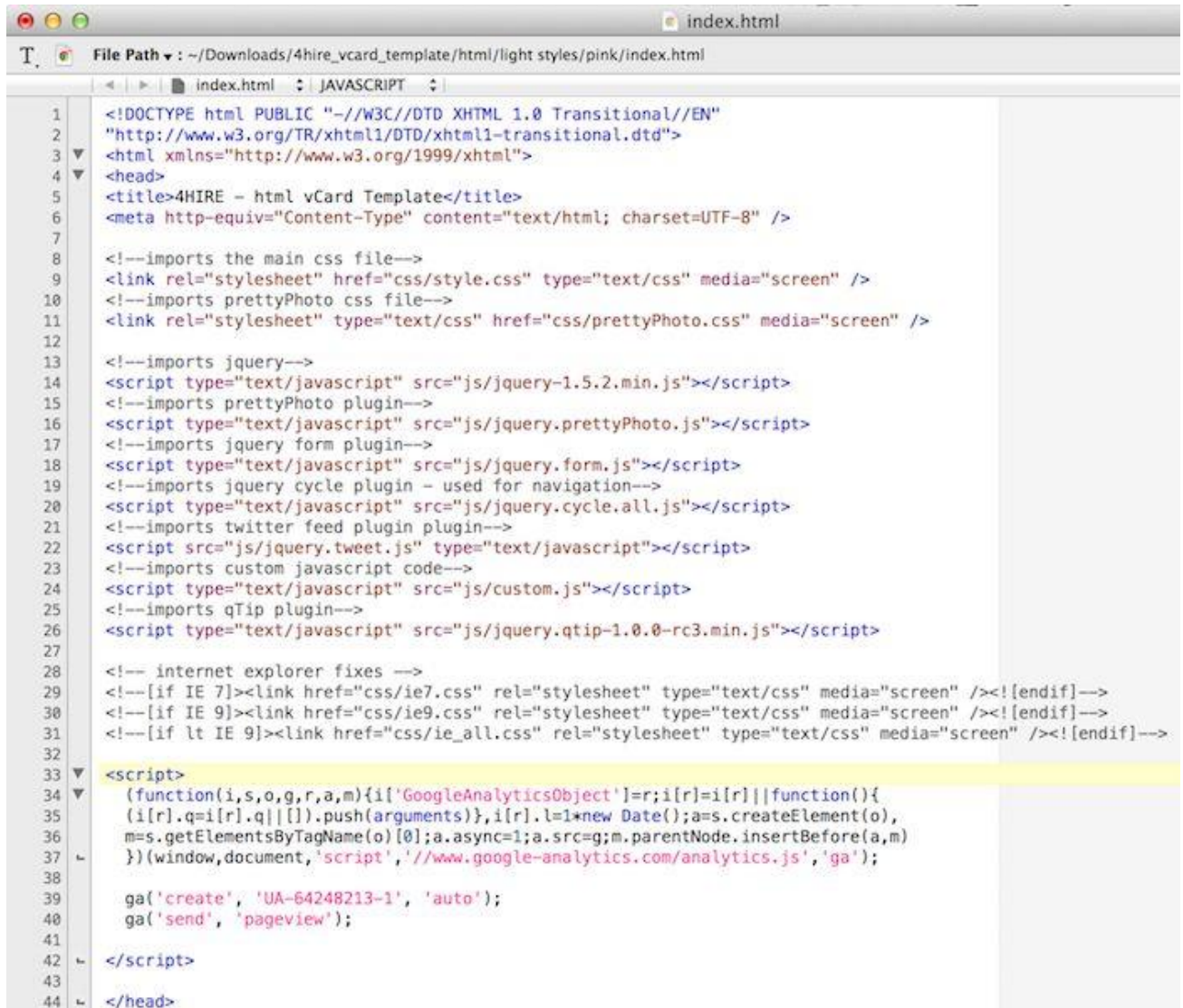
Below this field is a note: 'The wp_head() hook executes immediately before the closing </head> tag in the document source.' The second field is labeled 'Enter scripts or code you would like output to wp_footer() :' and contains the following code:

```
<script type="text/javascript">
(function() {
var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;
po.src = 'https://apis.google.com/js/plusone.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);
})();
</script>
```

Below this field is a note: 'The wp_footer() hook executes immediately before the closing </body> tag in the document source.' At the bottom right of the settings area are two buttons: 'Save Settings' and 'Reset Settings'.

Alternatively, if you have a WordPress on your own domain, you can use the [Google Analytics by Yoast plugin](#) to install your code easily no matter what theme or framework you are using.

If you have a website built with HTML files, you will add the tracking code before the `</head>` tag on each of your pages. You can do this by using a text editor program (such as TextEdit for Mac or Notepad for Windows) and then uploading the file to your web host using an FTP program (such as [FileZilla](#)).



```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml">
4 <head>
5 <title>4HIRE - html vCard Template</title>
6 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
7
8 <!-- imports the main css file-->
9 <link rel="stylesheet" href="css/style.css" type="text/css" media="screen" />
10 <!-- imports prettyPhoto css file-->
11 <link rel="stylesheet" type="text/css" href="css/prettyPhoto.css" media="screen" />
12
13 <!-- imports jquery-->
14 <script type="text/javascript" src="js/jquery-1.5.2.min.js"></script>
15 <!-- imports prettyPhoto plugin-->
16 <script type="text/javascript" src="js/jquery.prettyPhoto.js"></script>
17 <!-- imports jquery form plugin-->
18 <script type="text/javascript" src="js/jquery.form.js"></script>
19 <!-- imports jquery cycle plugin - used for navigation-->
20 <script type="text/javascript" src="js/jquery.cycle.all.js"></script>
21 <!-- imports twitter feed plugin plugin-->
22 <script src="js/jquery.tweet.js" type="text/javascript"></script>
23 <!-- imports custom javascript code-->
24 <script type="text/javascript" src="js/custom.js"></script>
25 <!-- imports qTip plugin-->
26 <script type="text/javascript" src="js/jquery.qtip-1.0.0-rc3.min.js"></script>
27
28 <!-- internet explorer fixes -->
29 <!--[if IE 7]><link href="css/ie7.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
30 <!--[if IE 9]><link href="css/ie9.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
31 <!--[if lt IE 9]><link href="css/ie_all.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
32
33 <script>
34 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
35 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
36 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
37 })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
38
39 ga('create', 'UA-64248213-1', 'auto');
40 ga('send', 'pageview');
41
42 </script>
43
44 </head>
```

If you have a Shopify e-commerce store, you will go to your Online Store settings and paste in your tracking code where specified.

SETTINGS

- General
- Payments
- Checkout
- Shipping
- Taxes
- Notifications
- Files
- Account
- Sales Channels
- Online Store**

Settings / Online Store Save

Store details

Edit your store information. The store name shows up on your storefront, while the title and meta description help define how your store shows up on search engines.

Homepage title 0 of 70 characters used

Homepage meta description 0 of 160 characters used

Enter a description to avoid ranking poorly on search engines like Google.

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account ([how do I set this up?](#))

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

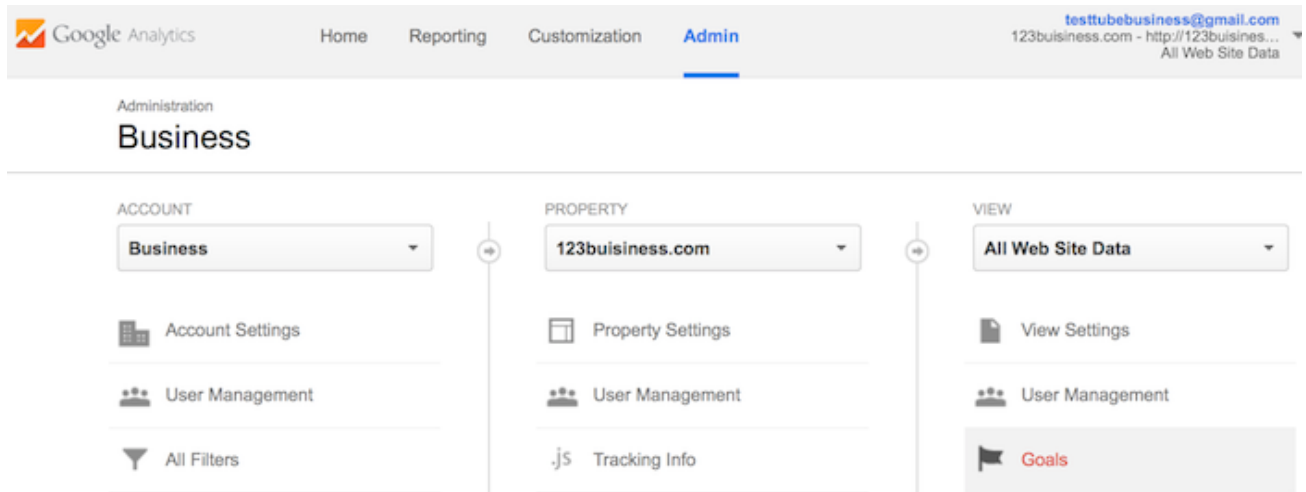
ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

As you can see, the installation of Google Analytics varies based on the platform you use (content management system, website builder, e-commerce software, etc.), the theme you use, and the plugins you use. You should be able to find easy instructions to install Google Analytics on any website by doing a web search for your platform + how to install Google Analytics.

Set Up Goals

After you install your tracking code on your website, you will want to configure a small (but very useful) setting in your website's profile on Google Analytics. This is your Goals setting. You can find it by clicking on the Admin link at the top of your Google Analytics and then clicking on Goals under your website's View column.

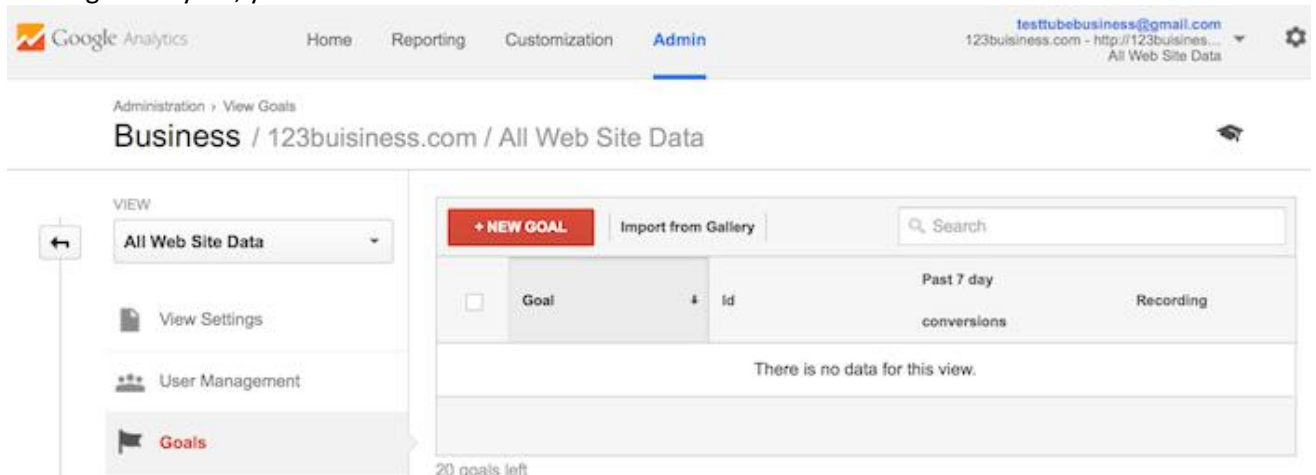


Goals will tell Google Analytics when something important has happened on your website. For example, if you have a website where you generate leads through a contact form, you will want to find (or create) a thank you page that visitors end upon once they have submitted their contact information. Or, if you have a website where you sell products, you will want to find (or create) a final thank you or confirmation page for visitors to land upon once they have completed a purchase.

That URL will likely look something like this.

- <http://123business.com/thank-you>
- <http://123business.com/thank-you/>
- <http://123business.com/thank-you.html>

In Google Analytics, you will click on the New Goal button.



You will choose the Custom option (unless one of the other options are more applicable to your website) and click the Next Step button.

Google Analytics Home Reporting Customization **Admin** testtubebusiness@gmail.com 123business.com - http://123busines... All Web Site Data

Administration > View Goals > New Goal
Business / 123business.com / All Web Site Data

VIEW: All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo

Custom

Next step Cancel

2 Goal description

3 Goal details

You will name your goal something you will remember, select Destination, and then click the Next Step button.

Google Analytics Home Reporting Customization **Admin** testtubebusiness@gmail.com 123business.com - http://123busines... All Web Site Data

Administration > View Goals > New Goal
Business / 123business.com / All Web Site Data

VIEW: All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings

PERSONAL TOOLS & ASSETS

- Segments

1 Goal setup Edit

Custom

2 Goal description

Name

Lead Form Submissions

Goal slot ID

Goal ID 1 / Goal Set 1

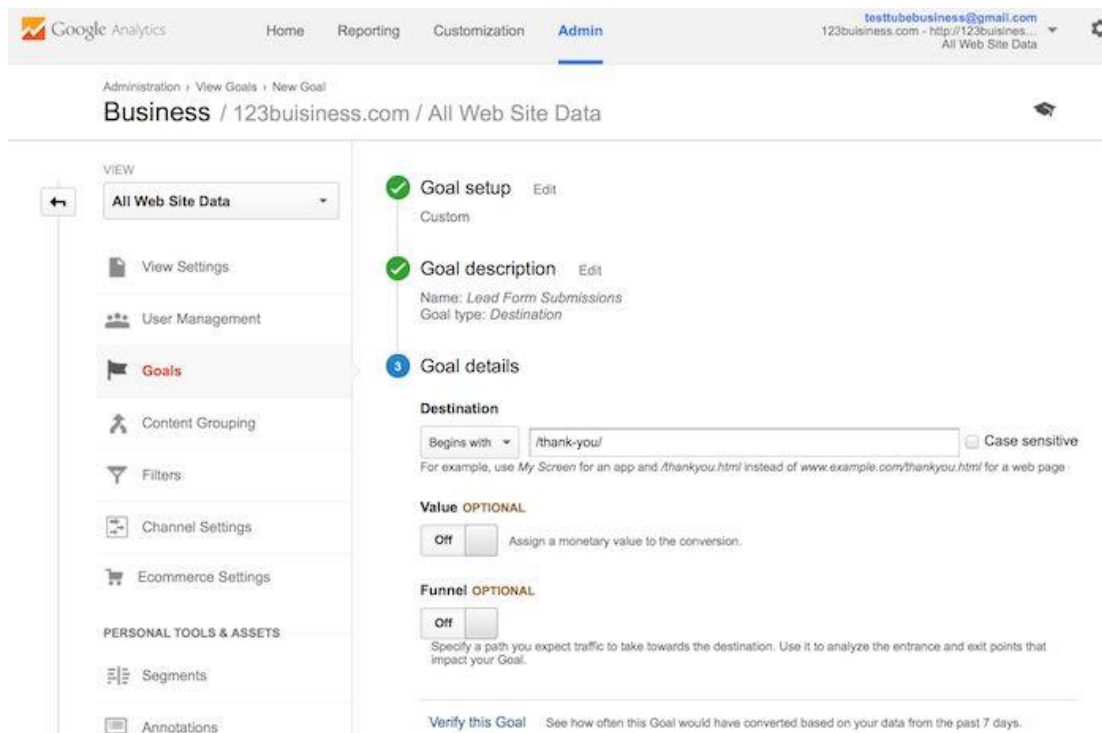
Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

Next step Cancel

3 Goal details

You will enter your thank you or confirmation page's URL after the .com of your website in the Destination field and change the drop-down to "Begins with".



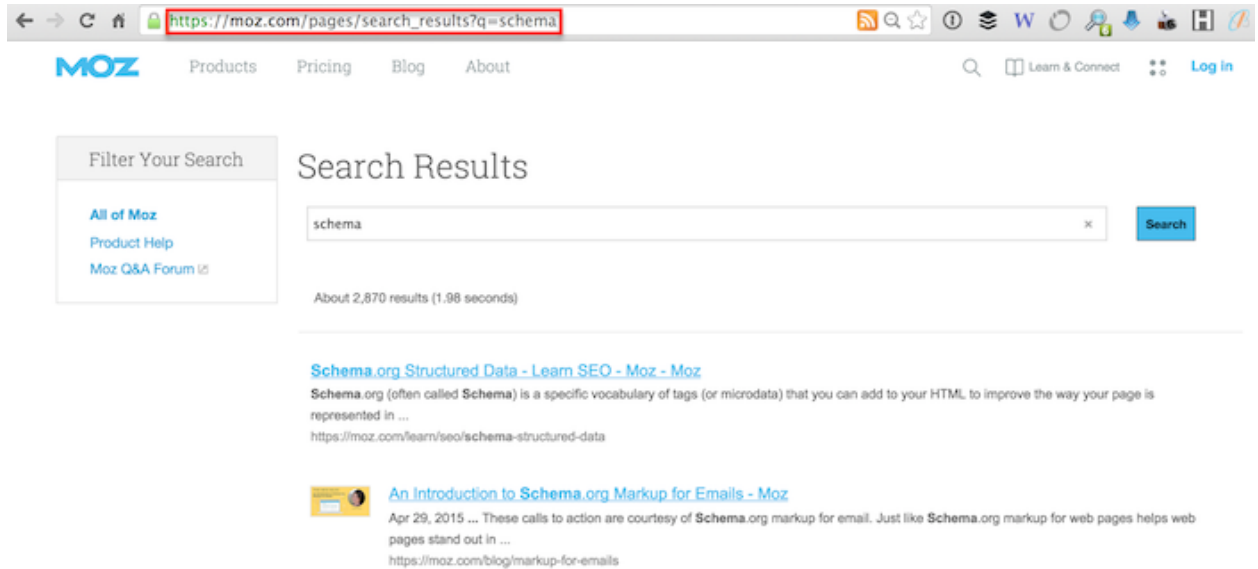
You will then toggle the value and enter a specific dollar value for that conversion (if applicable) and click Create Goal to complete the setup.

If you have other similar goals / conversions you would like to track on your website, you can follow these steps again. You can create up to 20 goals on your website. Be sure that the ones you create are highly important to your business. These goals (for most businesses) include lead form submissions, email list sign ups, and purchase completions. Depending on your website and its purpose, your goals may vary.

Note that this is the simplest of all conversion tracking in Google Analytics. You can review the documentation in Google Analytics support to learn more about [setting up goal tracking](#).

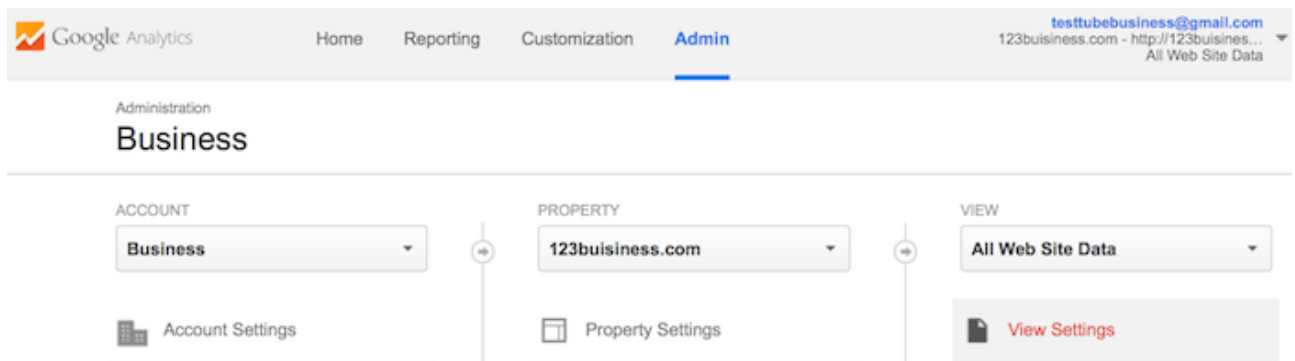
Set up site search

Another thing you can set up really quickly that will give you valuable data down the road is Site Search. This is for any website with a search box on it. First, run a search on your website. Then keep the tab open. You will need the URL momentarily.



The screenshot shows a web browser with the URL https://moz.com/pages/search_results?q=schema highlighted in the address bar. The Moz website header is visible, including the Moz logo and navigation links like Products, Pricing, Blog, and About. On the left, there's a 'Filter Your Search' sidebar with options: 'All of Moz', 'Product Help', and 'Moz Q&A Forum'. The main content area is titled 'Search Results' and shows a search box containing 'schema' with a 'Search' button. Below the search box, it indicates 'About 2,870 results (1.98 seconds)'. Two search results are listed: 'Schema.org Structured Data - Learn SEO - Moz - Moz' and 'An Introduction to Schema.org Markup for Emails - Moz'. The first result includes a brief description of Schema.org and its URL: <https://moz.com/learn/seo/schema-structured-data>. The second result includes a date 'Apr 29, 2015' and a description of Schema.org markup for email, with its URL: <https://moz.com/blog/markup-for-emails>.

Go to your Google Analytics Admin menu again, and in the View column, click on View Settings.



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin' (which is highlighted). The user's email address 'testtubebusiness@gmail.com' and the account name '123business.com' are visible in the top right. The main content area is titled 'Administration Business'. Below this, there are three columns: 'ACCOUNT' with a dropdown menu set to 'Business' and a link to 'Account Settings'; 'PROPERTY' with a dropdown menu set to '123business.com' and a link to 'Property Settings'; and 'VIEW' with a dropdown menu set to 'All Web Site Data' and a link to 'View Settings'.

Scroll down until you see Site Settings and toggle it to On.

The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The user is logged in as 'testtubebusiness@gmail.com' with the account name '123business.com'. The left sidebar lists various settings categories, with 'View Settings' highlighted. The main content area is titled 'Reporting View Settings' and contains several sections: 'Basic Settings' (View ID: 104013623, View Name: All Web Site Data, Website's URL: http://123business.com, Time zone: United States (GMT-08:00) Pacific Time), 'Default page' (optional), 'Exclude URL Query Parameters' (optional), 'Currency displayed as' (US Dollar (USD \$)), and 'Bot Filtering' (Exclude all hits from known bots and spiders). The 'Site Search Settings' section is highlighted with a red box and shows 'Site search Tracking' (optional) set to 'OFF'. At the bottom, there are 'Save' and 'Cancel' buttons.

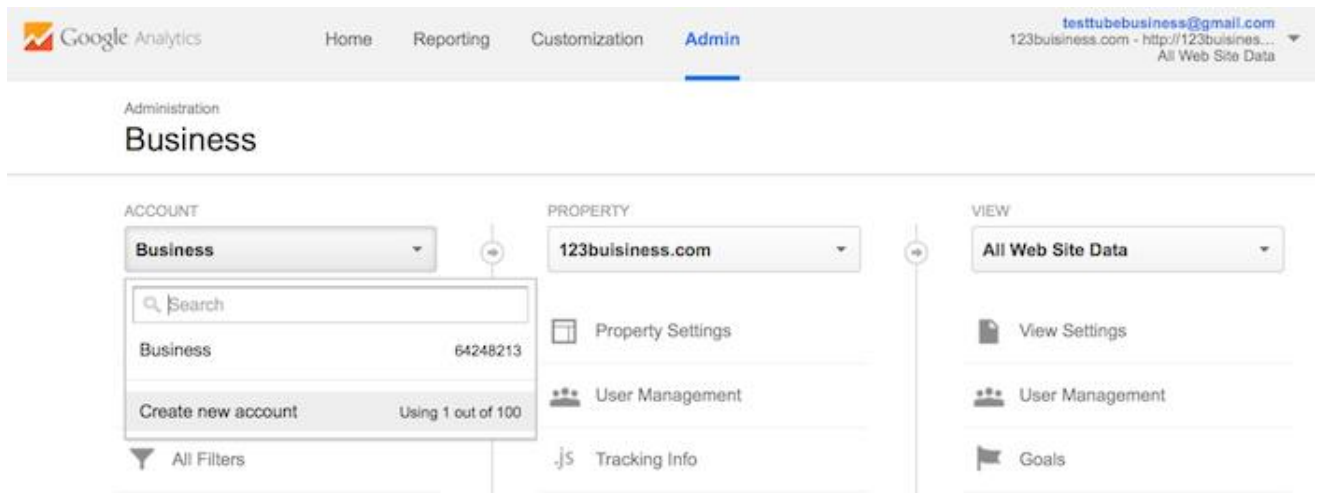
Look back at your URL for your search results. Enter the query parameter (usually s or q) and click Save. On Moz, for example, the query parameter is q.

The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The user is logged in as 'testtubebusiness@gmail.com' with the account '123business.com'. The left sidebar lists various settings categories: Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, PERSONAL TOOLS & ASSETS (Segments, Annotations, Attribution Models, Custom Channel Groupings, Private Channel Groupings BETA, Custom Alerts, Scheduled Emails, Shortcuts, Share Assets). The main content area is the 'Admin' settings page for '123business.com'. It includes sections for 'Website's URL' (http:// 123business.com), 'Time zone country or territory' (United States, (GMT-08:00) Pacific Time), 'Default page' (optional), 'Exclude URL Query Parameters' (optional), 'Currency displayed as' (US Dollar (USD \$)), 'Bot Filtering' (Exclude all hits from known bots and spiders), 'Site Search Settings' (Site search Tracking: ON, Query parameter: q, Strip query parameters out of URL: OFF), and 'Site search categories' (optional, OFF). A 'Save' button is at the bottom.

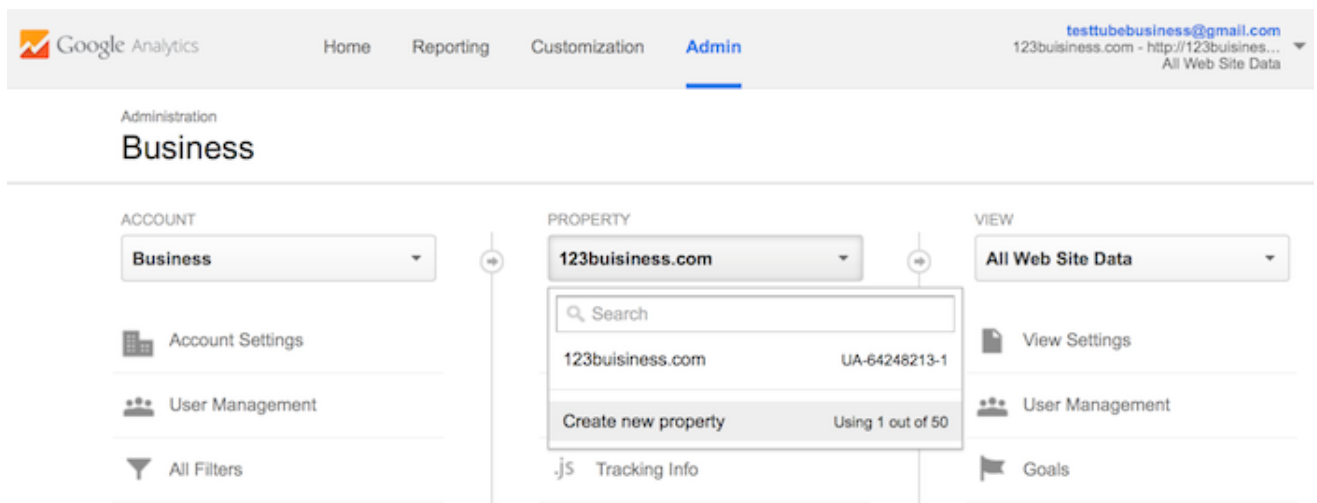
This will allow Google Analytics to track any searches made on your website so you can learn more about what your visitors are looking for on specific pages.

Add additional accounts and properties

If you want to add a new Google Analytics account, you can do so by going to your Admin menu, clicking on the drop-down under the Account column, and clicking the Create New Account link.



Likewise, if you want to add a new website under your Google Analytics account, you can do so by going to your Admin menu, clicking on the drop-down under the Property column, and clicking the Create New Property link.

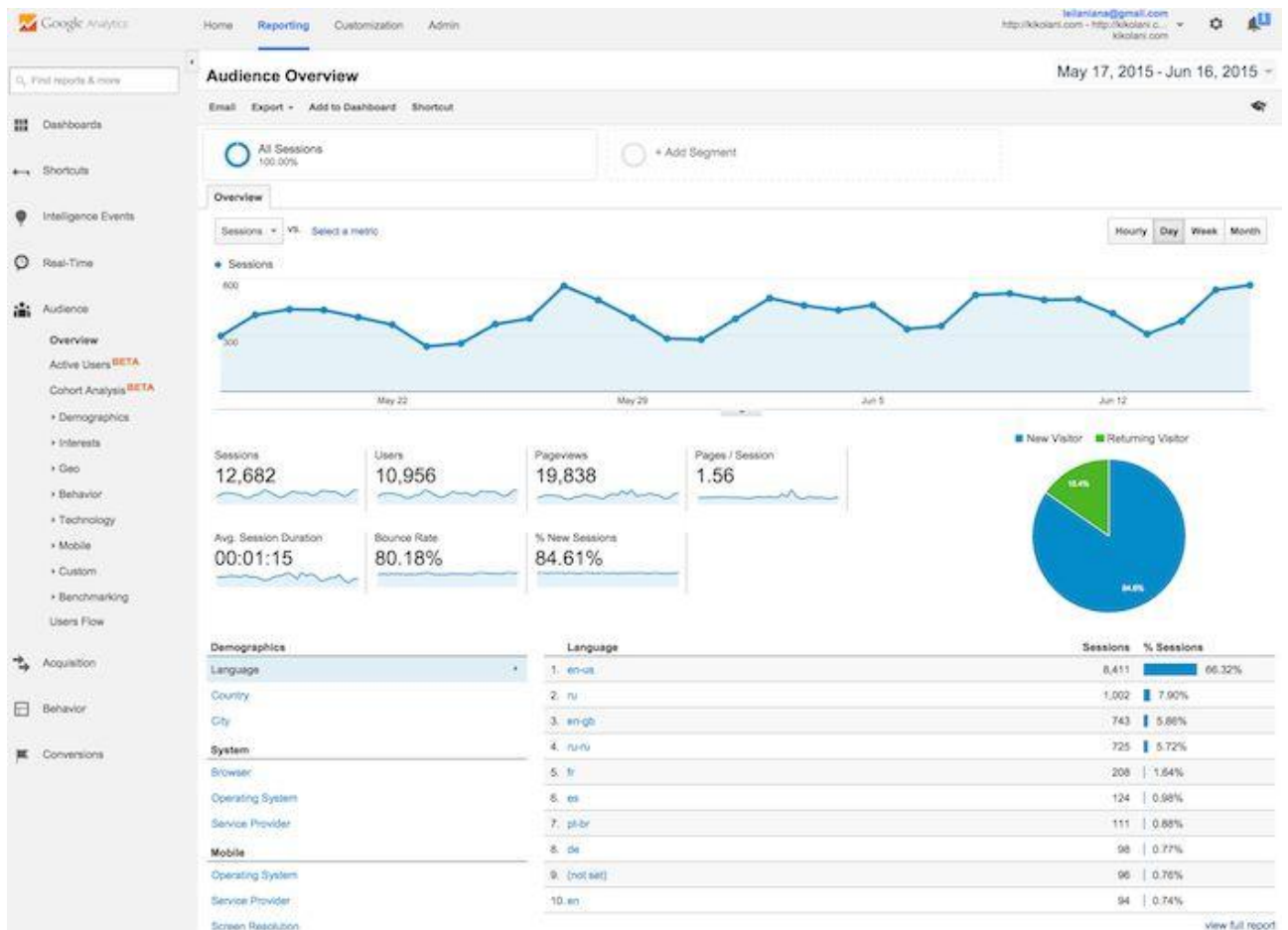


Then you will continue through all of the above-mentioned steps.

Once you've installed Google Analytics on your website(s), set up your goals, and set up site search(es), you should wait about 24 hours for it to start getting data. Then you will be able to start viewing your data.

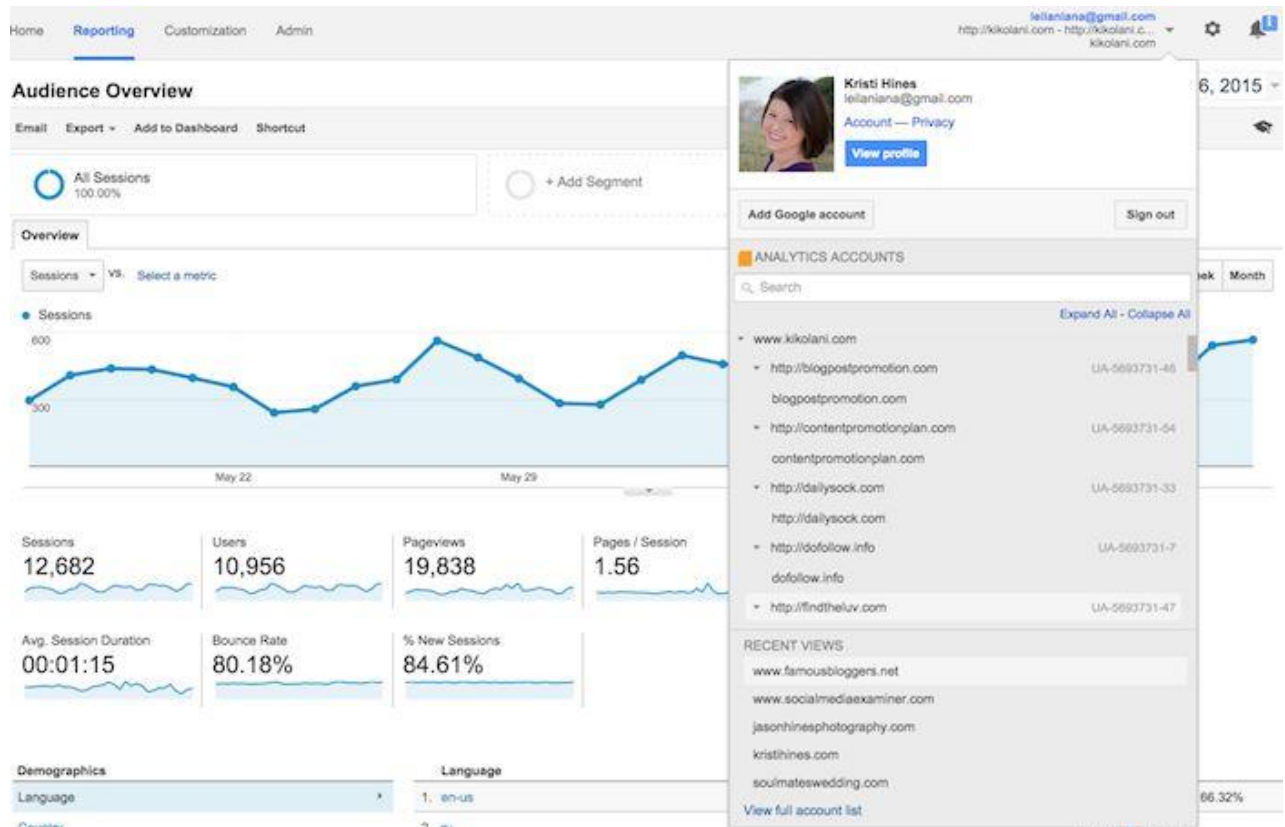
How to view Google Analytics data

Once you start getting in Google Analytics data, you can start learning about your website traffic. Each time you log in to Google Analytics, you will be taken to your Audience Overview report. Alternatively, if you have more than one website, you will be taken to your list of websites to choose from, and then taken to the Audience Overview report for that website. This is the first of over 50 reports that are available to you in Google Analytics. You can also access these reports by clicking on the Reporting link at the top.

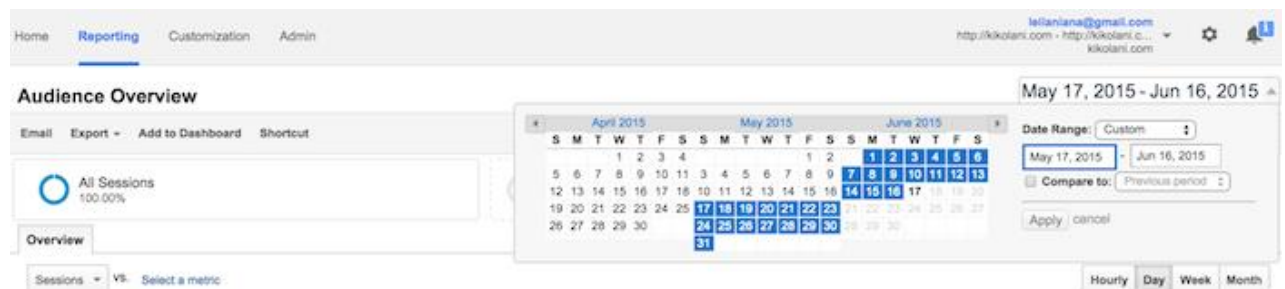


Standard report features

Most of the standard reports within Google Analytics will look similar to this. At the top right, you can click on the drop-down arrow next to your website to switch to different websites within all of your Google Analytics accounts. Or you can click the Home link at the top.



In the report at the top right, you can click on the dates to change the date range of the data you are viewing. You can also check the Compare box to compare your data from one date range (such as this month) to a previous date range (such as last month) to view your data.



You can hover over a variety of areas on your Google Analytics reports to get more information. For example, in the Audience Overview, hovering over the line on the graph will give you the number of sessions for a particular day. Hovering over the metrics beneath the graph will tell you what each one means.

Audience Overview

May 17, 2015 - Jun 16, 2015

Email Export Add to Dashboard Shortcut

All Sessions 100.00% + Add Segment

Overview Sessions vs. Select a metric Hourly Day Week Month



Sessions 12,682	Users 10,956	Pageviews 19,838	Pages / Session 1.56
Avg. Session Duration 00:01:15	Bounce Rate 80.18%	% New Sessions 84.61%	

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

% New Sessions: 84.61%

Pie chart showing New Visitor (84.6%) and Returning Visitor (15.4%).

Beneath the main metrics, you will see reports that you can switch through to see the top ten languages, countries, cities, browsers, operating systems, services providers, and screen resolutions of your visitors.

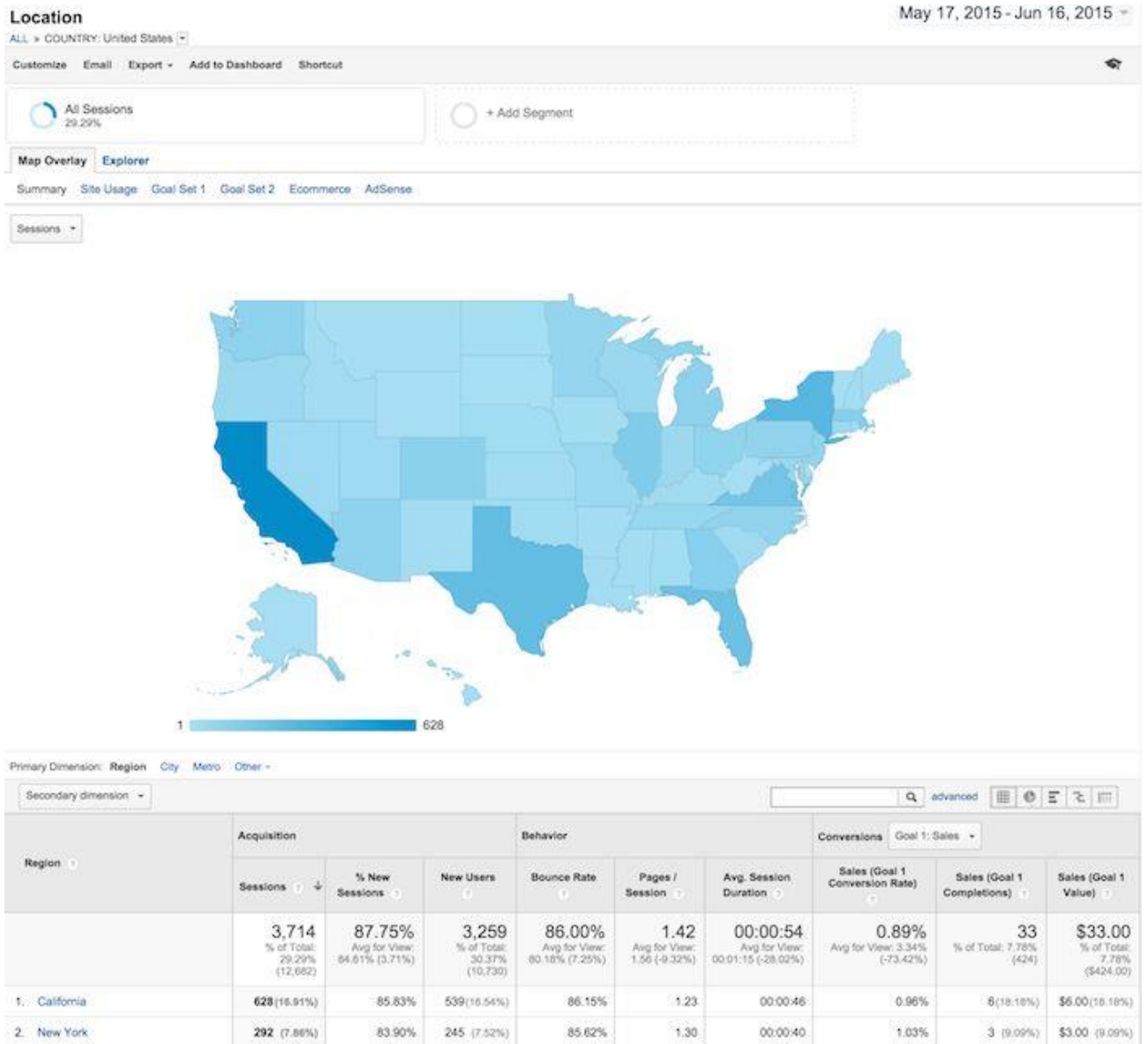
Sessions 12,682	Users 10,956	Pageviews 19,838	Pages / Session 1.56
Avg. Session Duration 00:01:15	Bounce Rate 80.18%	% New Sessions 84.61%	

Pie chart showing New Visitor (84.6%) and Returning Visitor (15.4%).

Demographics	Screen Resolution	Sessions	% Sessions
Language	1. 768x1024	344	18.95%
Country	2. 360x840	289	15.92%
City	3. 320x568	284	15.65%
System	4. 375x667	173	9.53%
Browser	5. 1366x768	156	8.60%
Operating System	6. 320x480	59	3.25%
Service Provider	7. 414x738	54	2.98%
Mobile	8. 720x1280	31	1.71%
Operating System	9. 480x800	25	1.38%
Service Provider	10. 1280x800	22	1.21%
Screen Resolution			

[view full report](#)

You can click the full report link on each to see the full reports. Or you can click on any of the top ten links to see more details. For example, clicking on the United States in Countries will take you to the full Location report, focused in on visitors from states within the US.



In this view, you can hover over each state to see the number of visitors from that state. You can scroll down to the table and hover over each column name to learn more about each metric.

Region	Acquisition			Behavior			Conversions Goal 1: Sales		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	3,714 % of Total: 29.29% (12,662)	87.75% Avg for View: 84.61% (3.71%)	3,259 % of Total: 30.37% (10,730)	86.00% Avg for View: 80.15% (7.25%)	1.42 Avg for View: 1.56 (-9.32%)	00:00:54 Avg for View: 00:01:15 (-26.02%)	0.89% Avg for View: 3.34% (-73.42%)		\$3424.00
1. California	628 (16.91%)	85.83%	539 (16.54%)	86.15%	1.23	00:00:46	0.96%	6 (18.18%)	\$6.00 (18.18%)
2. New York	292 (7.86%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%)
3. Texas	253 (6.81%)	87.75%	222 (6.81%)	87.35%	1.25	00:00:50	1.19%	3 (9.09%)	\$3.00 (9.09%)
4. Florida	222 (5.98%)	92.79%	206 (6.32%)	88.74%	1.23	00:00:16	0.90%	2 (6.06%)	\$2.00 (6.06%)
5. Virginia	190 (5.12%)	95.26%	181 (5.55%)	94.74%	1.09	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	150 (4.04%)	91.33%	137 (4.20%)	87.33%	1.33	00:01:15	2.00%	3 (9.09%)	\$3.00 (9.09%)
7. Illinois	143 (3.85%)	89.51%	128 (3.93%)	83.22%	1.39	00:01:15	1.40%	2 (6.06%)	\$2.00 (6.06%)
8. Massachusetts	127 (3.42%)	84.25%	107 (3.26%)	81.89%	1.45	00:01:23	0.79%	1 (3.03%)	\$1.00 (3.03%)
9. Georgia	119 (3.20%)	91.60%	109 (3.34%)	89.08%	1.14	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Colorado	108 (2.91%)	60.19%	65 (1.99%)	73.15%	5.96	00:06:07	2.78%	3 (9.09%)	\$3.00 (9.09%)

You can also click on the name of each state to see visitors from cities within the state. Effectively, any time you see a clickable link or a ? next to something, you can click on it or hover over it to learn more. The deeper you dive into your analytics, the more interesting information you will find.



Audience

Overview

Active Users **BETA**

Cohort Analysis **BETA**

› Demographics

› Interests

› Geo

› Behavior

› Technology

› Mobile

› Custom

› Benchmarking

Users Flow



Acquisition

Overview

› All Traffic

› AdWords

› Search Engine Optimization

› Social

› Campaigns



Behavior

Overview

Behavior Flow

› Site Content

› Site Speed

› Site Search

› Events

› AdSense

Experiments

In-Page Analytics



Conversions

› Goals

› Ecommerce

› Multi-Channel Funnels

Types of Google Analytics reports

Speaking of reports, here is quick summary of what you will find in each of the standard Google Analytics reporting sections, accessible in the left sidebar (see image on the left).

Everything in (parenthesis) is a specific report or set of reports within the following sections that you can refer to.

Audience reports

These reports tell you everything you want to know about your visitors. In them, you will find detailed reports for your visitors' age and gender (Demographics), what their general interests are (Interests), where they come from (Geo > Location) and what language they speak (Geo > Language), how often they visit your website (Behaviour), and the technology they use to view your website (Technology and Mobile).

Acquisition reports

These reports will tell you everything you want to know about what drove visitors to your website (All Traffic). You will see your traffic broken down by main categories (All Traffic > Channels) and specific sources (All Traffic > Source/Medium).

You can learn everything about traffic from social networks (Social). You can also connect Google Analytics to AdWords to learn more about PPC campaigns and to Google Webmaster Tools / Search Console to learn more about search traffic (Search Engine Optimization)

Behaviour reports

These reports will tell you everything you want to know about your content. Particularly, the top pages on your website (Site Content > All Pages), the top entry pages on your website (Site Content > Landing Pages), and the top exit pages on your website (Site Content > Exit Pages).

If you set up Site Search, you will be able to see what terms are searched for (Site Search > Search Terms) and the pages they are searched upon (Site Search > Pages).

You can also learn how fast your website loads (Site Speed) as well as find specific suggestions from Google on how to make your website faster (Site Speed > Speed Suggestions).

Conversions

If you set up Goals within your Google Analytics, you can see how many conversions your website has received (Goals > Overview) and what URLs they happened upon (Goals > Goal URLs). You can also see the path that visitors took to complete the conversion (Goals > Reverse Goal Path).

Speaking of goals and conversions, most of the tables within Google Analytics standard reports will tie specific data to your conversions. For example, you can see the number of conversions made by visitors from California in the Audience > Geo > Location report. You can see the number of conversions made by visitors from Facebook in the Acquisitions > All Traffic > Source/Medium report. You can see the number of conversions made by visitors who landed on specific pages in the Behavior > Site Content > Landing Pages report.

Landing Page	Acquisition			Behavior			Conversions Goal 1: Sales		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	12,682 % of Total: 100.00% (12,682)	84.62% Avg for View: 84.61% (0.02%)	10,732 % of Total: 100.02% (10,730)	80.18% Avg for View: 80.18% (0.00%)	1.56 Avg for View: 1.56 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	3.34% Avg for View: 3.34% (0.00%)	424 % of Total: 100.00% (424)	\$424.00 % of Total: 100.00% (\$424.00)
1. /	5,026 (39.63%)	82.41%	4,142 (38.59%)	66.77%	2.07	00:02:03	6.90%	347 (81.84%)	\$347.00 (81.84%)
2. /webinar-software-comparison.html	1,084 (8.59%)	85.70%	929 (8.66%)	94.28%	1.07	00:00:33	0.09%	1 (0.24%)	\$1.00 (0.24%)
3. /joplin-popup-forms.html	445 (3.51%)	87.87%	391 (3.64%)	93.93%	1.10	00:00:22	0.22%	1 (0.24%)	\$1.00 (0.24%)
4. /blog-post-promotion-tips.html	269 (2.12%)	86.62%	233 (2.17%)	91.08%	1.15	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /10-premium-seo-tools-try-for-free.html	257 (2.03%)	94.16%	242 (2.25%)	94.94%	1.09	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /how-to-contact-facebook-linkedin-twitter-google-plus.html	256 (2.02%)	89.45%	229 (2.13%)	96.48%	1.07	00:00:18	0.39%	1 (0.24%)	\$1.00 (0.24%)
7. /10-killer-tips-you-must-know-when-using-aweber.html	212 (1.67%)	90.57%	192 (1.79%)	95.28%	1.07	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /5-steps-to-improve-your-pinterest-profile-in-five-minutes.html	192 (1.51%)	89.58%	172 (1.60%)	94.79%	1.05	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /50-filters-to-keep-your-inbox-squeaky-clean.html	189 (1.49%)	82.54%	156 (1.45%)	96.30%	1.04	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /12-social-media-tools-scheduling-publishing-updates-compared.html	141 (1.11%)	87.23%	123 (1.15%)	84.40%	1.22	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)

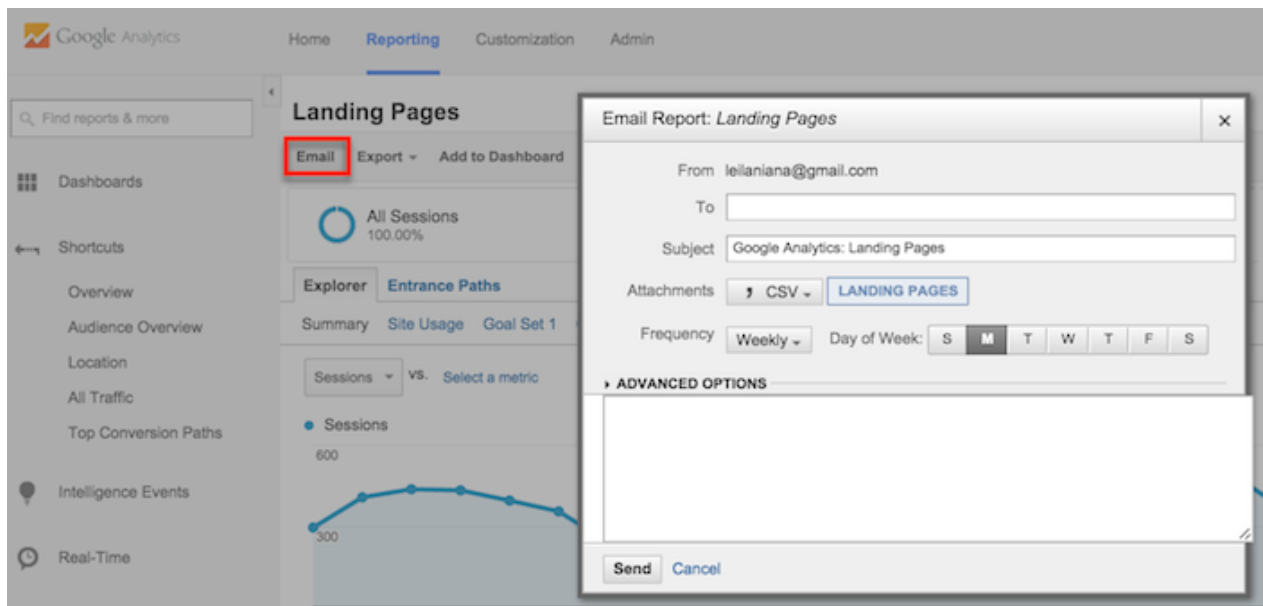
If you have multiple goals, you can use the dropdown at the top of that section of data to switch to the goal you want to view or all of your goals if you prefer.

Shortcuts and emails

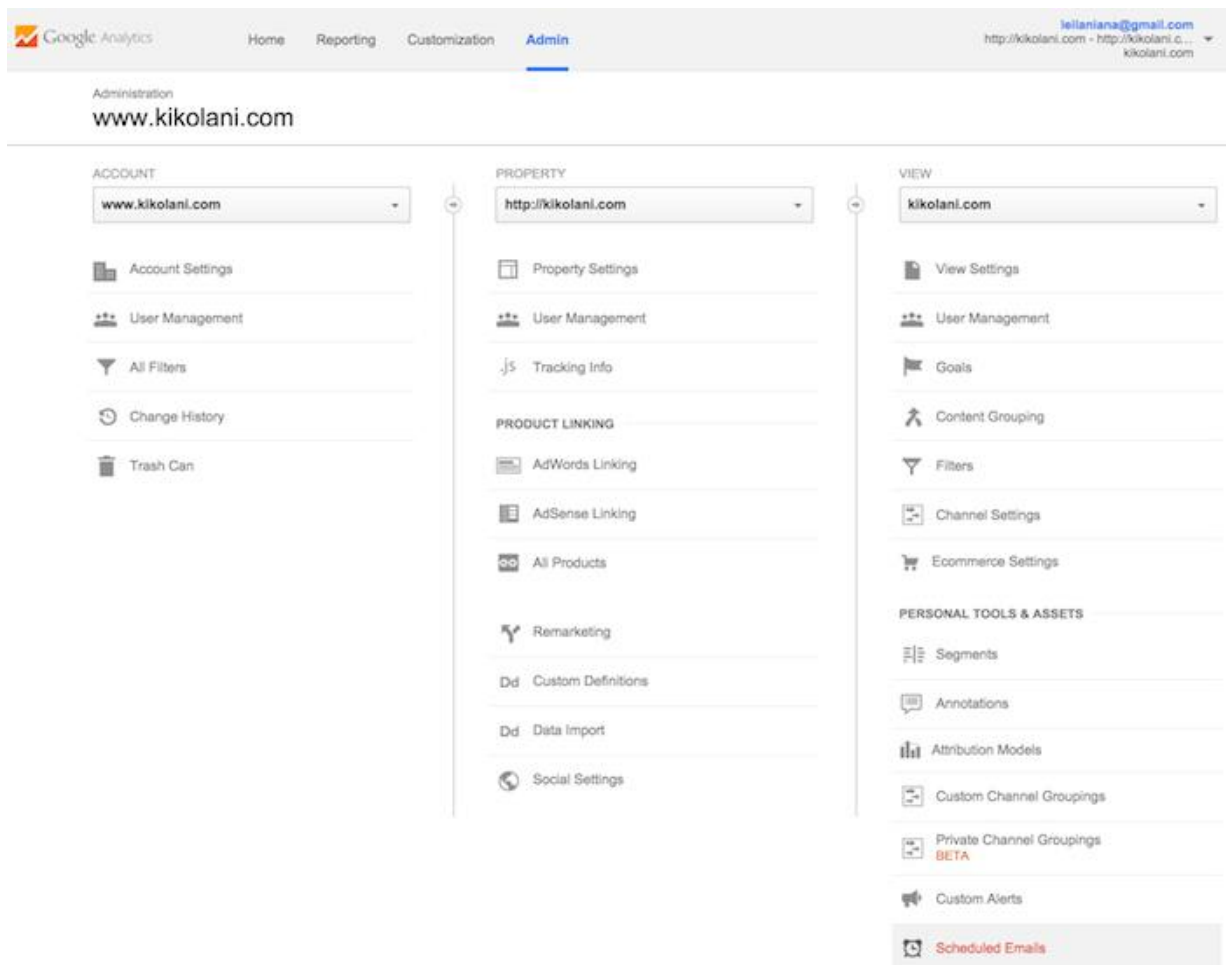
While you won't need every report within Google Analytics, you should explore them all to see what they have to offer. When you find some that you want to visit again and again, use the Shortcut link at the top of the report to add them to the Shortcuts in your left sidebar for faster access.

The screenshot shows the Google Analytics 'Landing Pages' report for the period of May 17, 2015, to Jun 16, 2015. The report displays a table of landing pages with columns for Sessions, % New Sessions, New Users, Bounce Rate, Pages / Session, Avg. Session Duration, and Conversion data. A red box highlights the 'Shortcut' link at the top of the report. On the left sidebar, the 'Shortcuts' section is also highlighted with a red box, showing a list of reports including Overview, Audience Overview, Location, All Traffic, and Top Conversion Paths.

Or, use the email button to have them emailed to you (or others on your team) on a regular basis.



If you choose to send emails to someone outside of your organization, be sure to regularly check your emails by going to your Admin menu and clicking on the Scheduled Emails box under the View column to ensure only people working with your company are getting your data.

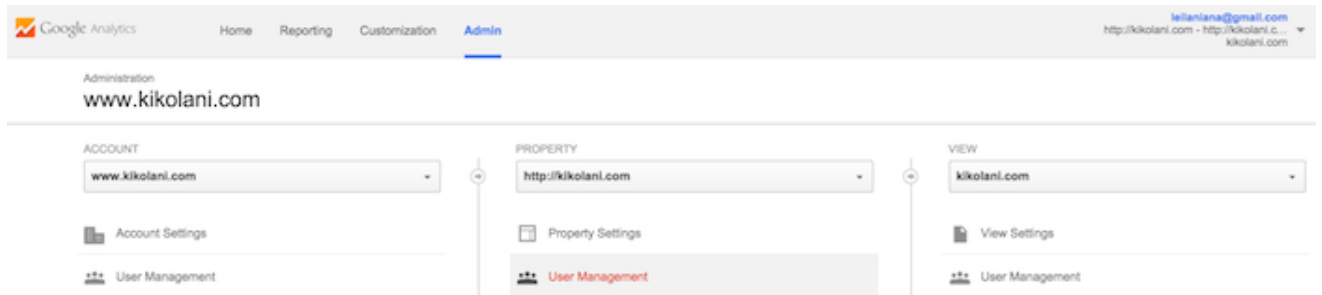


Answers to common questions about Google Analytics

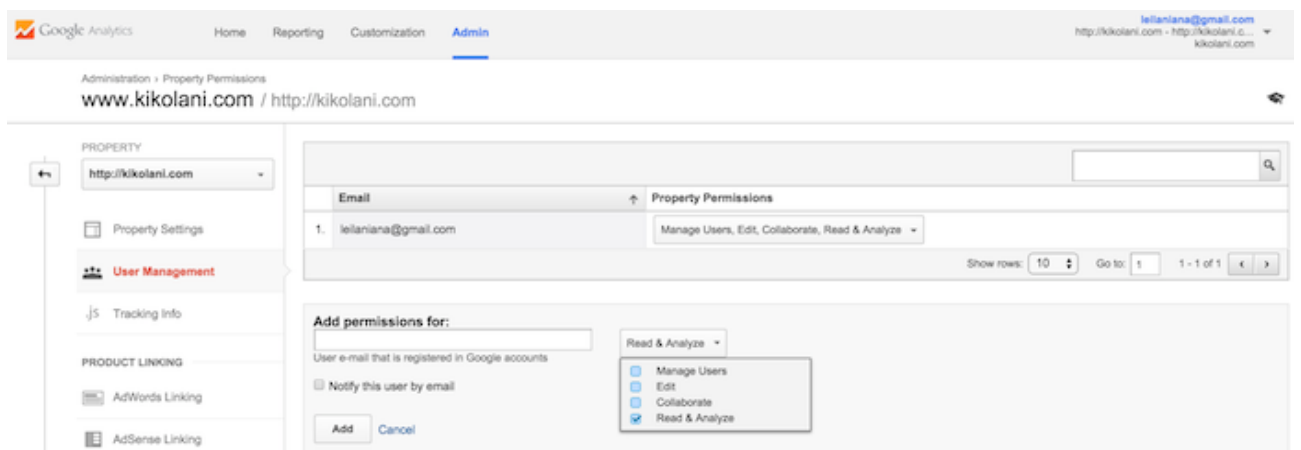
Got a few questions? Here are some of the common ones that come up with Google Analytics.

How do I share my Google Analytics data with someone?

You don't have to give your Google account information over to someone who needs access to your Google Analytics data. You just need to go to your Admin menu and under the Account, Property (website) or View you want someone to see, click the User Management menu.



From there, you can add the email address of anyone you would like to view your Google Analytics data and choose the permissions you would like them to have.



I don't like viewing the reports in Google Analytics. Can someone just summarize the data for me?

Yes! [Quill Engage](#) is a service that will take your Google Analytics data and summarize it in an easy-to-read report for you. Best of all, it's free for up to ten profiles (websites).

kikolani.com Report for the Month of May

Sessions

- 2%

Pageviews

- 4%

Avg Time On Site

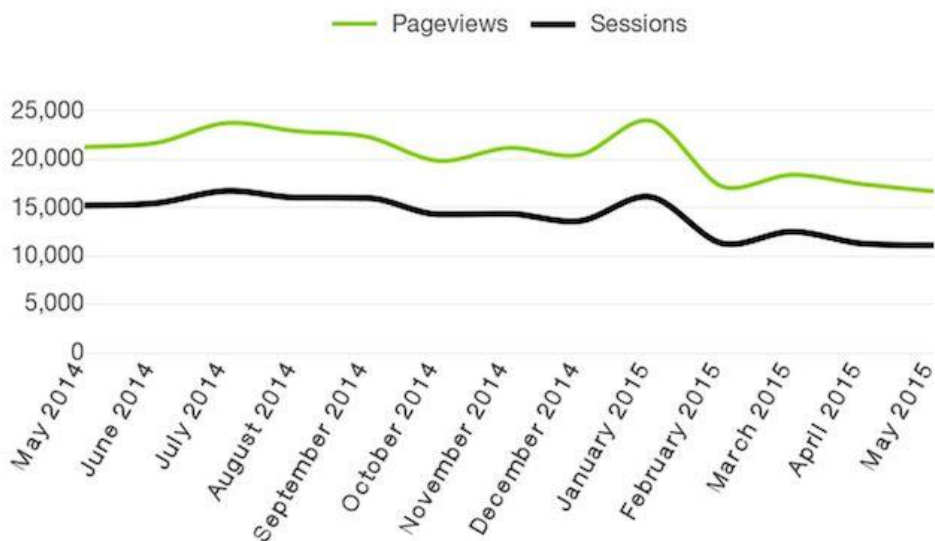
- 1%

Sessions Hit Record Low For The Last 12 Months

Your site's [sessions](#) dropped by 2% from the previous month to 11,098 sessions, the lowest number of sessions over the past year. A decrease in sessions from [organic search](#) drove the drop in traffic, falling 13% to 4,734 sessions.

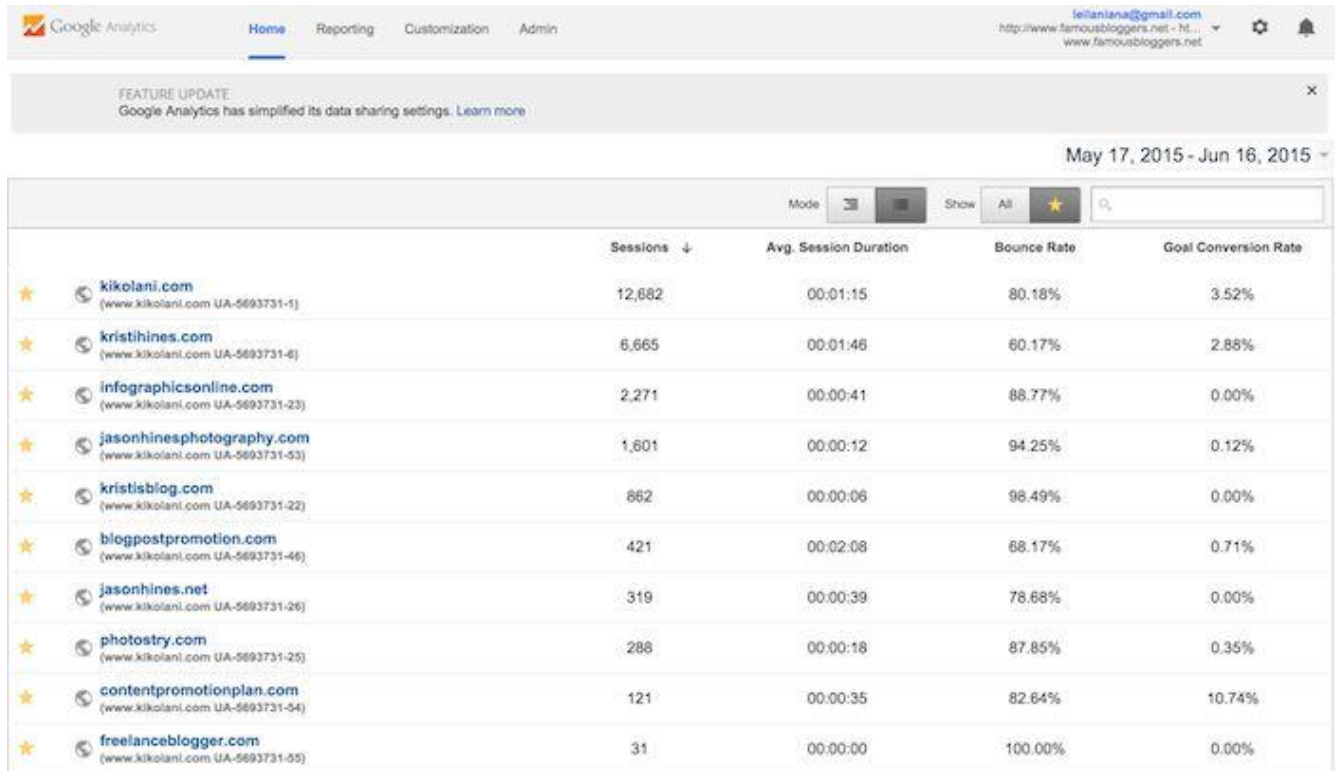
- Last month, [\(not set\)](#) had more pageviews and a higher bounce rate than any of your other pages (676 and 98%, respectively).
- Your site saw the percentage of total pageviews from your top ten pages rise to 28% from the month of April. Specifically, pageviews for [Kikolani - Blog Marketing and Blogging Tips by Kristi Hines](#) (your top page by pageviews) climbed 4% in pageviews to 3,850.
- Your site had fewer total pageviews last month, down 4% to 16,695. Not surprisingly, your pages per session were also down 3% to 1.5, which is better than your monthly average of 1.5 for the year.

Sessions Lowest In 13 Months



I have a dozen websites, and I don't want to check each of their Google Analytics on a daily basis. What do I do?

You have two options in this scenario. You start by going to the Home screen of Google Analytics. There, you will find a listing of all your websites and an overview of the top metrics—sessions, average session duration, bounce rate, and conversion rate.



The screenshot shows the Google Analytics Home dashboard for the period of May 17, 2015, to Jun 16, 2015. The dashboard displays a table of websites with their respective performance metrics. The table is sorted by Sessions in descending order.

	Sessions ↓	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
★ kikolani.com (www.kikolani.com UA-5693731-1)	12,682	00:01:15	80.18%	3.52%
★ kristihines.com (www.kikolani.com UA-5693731-4)	6,665	00:01:46	60.17%	2.88%
★ infographicsonline.com (www.kikolani.com UA-5693731-23)	2,271	00:00:41	88.77%	0.00%
★ jasonhinesphotography.com (www.kikolani.com UA-5693731-53)	1,601	00:00:12	94.25%	0.12%
★ kristisblog.com (www.kikolani.com UA-5693731-22)	862	00:00:06	98.49%	0.00%
★ blogpostpromotion.com (www.kikolani.com UA-5693731-46)	421	00:02:08	68.17%	0.71%
★ jasonhines.net (www.kikolani.com UA-5693731-26)	319	00:00:39	78.68%	0.00%
★ photostry.com (www.kikolani.com UA-5693731-25)	288	00:00:18	87.85%	0.35%
★ contentpromotionplan.com (www.kikolani.com UA-5693731-54)	121	00:00:35	82.64%	10.74%
★ freelanceblogger.com (www.kikolani.com UA-5693731-05)	31	00:00:00	100.00%	0.00%

You can also try business dashboard solutions like [Cyfe](#). For \$19 a month, you can create unlimited dashboards with unlimited widgets, including a large selection of data from Google Analytics, alongside data from your social media networks, keyword rankings, Moz stats, and more.



This solution significantly cuts down on the time spent looking at analytics across the board for your entire business.

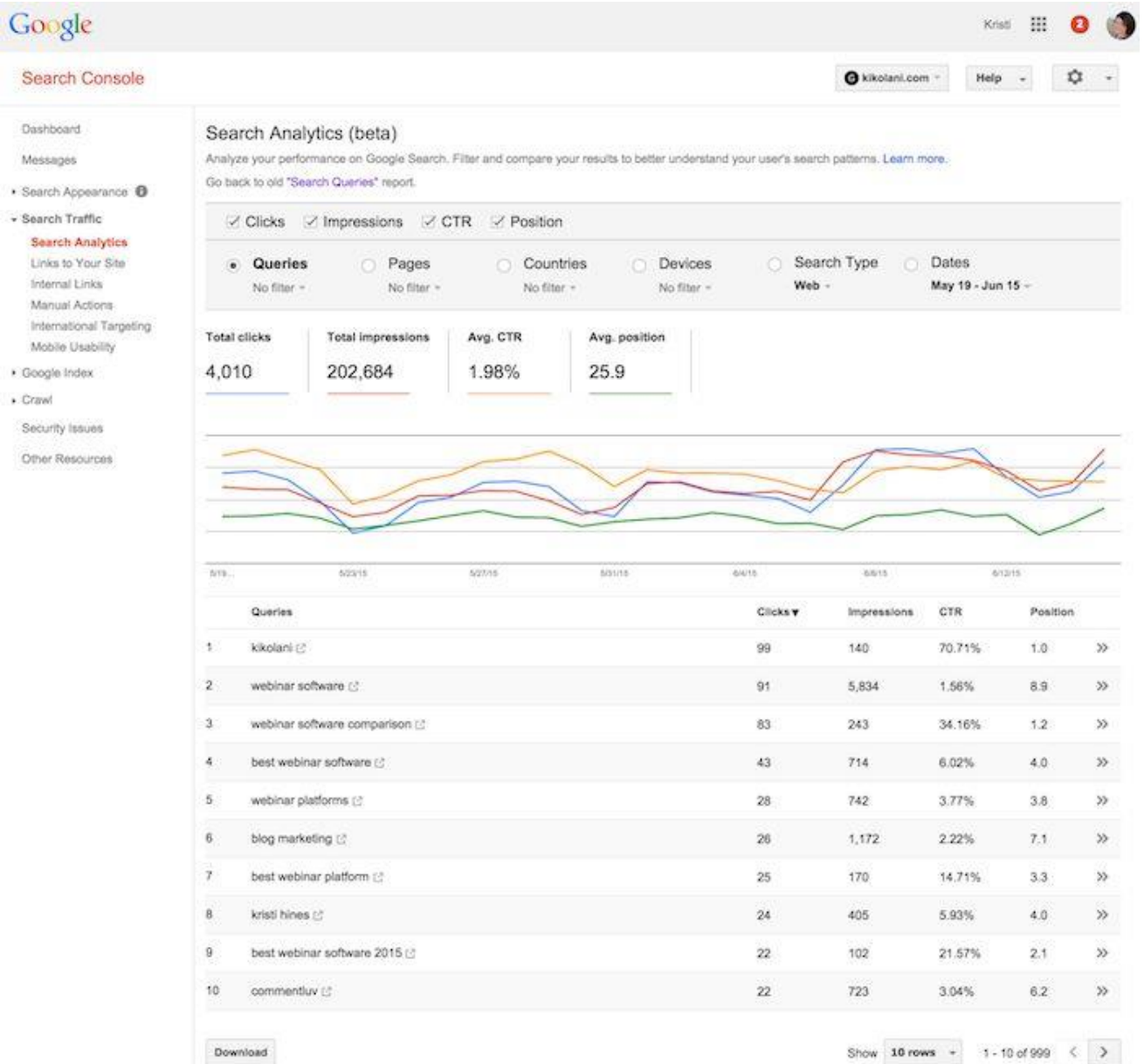
Google Analytics says that 90%+ of my organic keywords are (not provided). Where can I find that information?

(not provided) is Google's way of protecting search engine user's privacy by hiding the keywords they use to discover your website in search results. Tools like [Google Webmaster Tools](https://www.google.com/webmasters/tools/home)² (free), Authority Lab's [Now Provided Reports](https://authoritylabs.com/now-provided/)³ (paid), and [Hittail](https://www.hittail.com/)⁴ (paid) can all help you uncover some of those keywords.

² <https://www.google.com/webmasters/tools/home>

³ <https://authoritylabs.com/now-provided/>

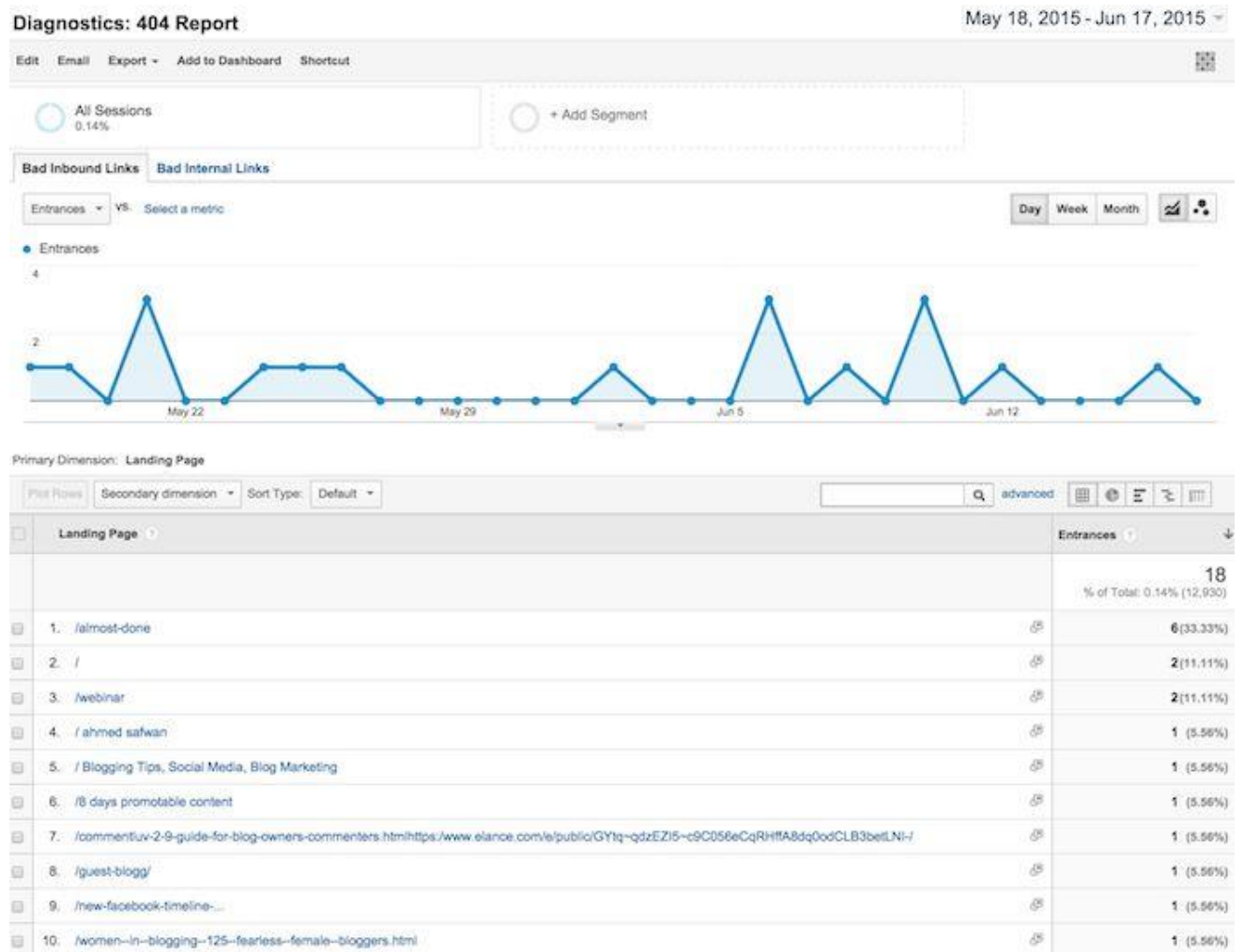
⁴ <https://www.hittail.com/>



They won't be linked to your conversions or other Google Analytics data, but at least you will have some clue what keywords searchers are using to find your website.

How do I use Custom Reports, Dashboards, and Segments?

If you're ready to move to the next level in Google Analytics, Custom Reports, Dashboards, and Segments are the way to go. Custom Reports (under the Customization menu at the top) allow you to create reports that look similar to the standard Google Analytics reports with the metrics you want to view.



Dashboards allow you to view your Google Analytics data in a dashboard format. You can access them at the top of the left sidebar.

Google Analytics | Home | Reporting | Customization | Admin | liliana@gmail.com | http://kikolani.com - http://kikolani.com

Content Analysis Dashboard

May 18, 2015 - Jun 17, 2015

+ Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

All Sessions 100.00% | + Add Segment

Pageviews and Unique Pageviews by Page Title

Page Title	Pageviews	Unique Pageviews
Kikolani - Blog Marketing and Blogging Tips by Kristi Hines	4,222	3,527
(not set)	2,223	1,587
Webinar Software Comparison: 9 Popular Services Reviewed	1,228	1,146
Fetching Friday - 30 Posts on Marketing and Productivity	922	550
Conference Spotlight: Build Grow Scale LIVE	589	358
Popup Opt-in Forms: Case Studies, WordPress Plugins, and Alternatives	475	457
Introducing Bloom: A New Way to Grow Your Email List	431	296
How to Get Instantly Productive with Social Media Updates to Scale Your Referral Traffic	365	253
32 Experts Share Their Best Blog Post Promotion Tips	313	291
How to Contact Facebook, LinkedIn, Twitter, and Other Social Networks	279	272

Avg. Time on Page and Bounce Rate by Page Title

Page Title	Avg. Time on Page	Bounce Rate
13 Things to Try When You're Thinking About Giving Up on Blogging	00:28:44	97.22%
4 Important Things to Do After Your Product Launch	00:24:21	96.15%
Unlock Your Marketing Genius to Make Money Online	00:23:55	86.67%
5 Essential Qualities of Growing Your Blog Quickly in a Crowded Niche	00:21:49	50.00%
Latest WordPress Hack - Symptoms, Solutions & Resources	00:20:10	92.31%
Twitter Direct Messages - Best (and Worst) Practices	00:16:16	98.44%
What is Social Bookmarking?	00:15:51	75.00%
A	00:14:37	65.29%
5 Tips for Preparing for Blog World Expo (Or Any Other Conference)	00:14:06	100.00%
G	00:13:25	60.00%

Exits and Pageviews by Page

Page	Exits	Pageviews
/	3,602	6,711
/webinar-software-comparison.html	1,129	1,227

Contact Page (Goal 1 Completions) and Conversion Rate

Landing Page	Sales (Goal 1 Completions)	Conversion Rate
/	352	6.87%
/thank-you-for-you-r-comment	15	100.00%
/linkedin-makes-surveys-always-time-need-non-fiction.html	6	13.04%
/fetching-friday-04032015.html	5	17.86%
/fetching-friday-04102015.html	5	4.90%
/how-to-get-instantly-productive-with-social-media-updates-to-scale-your-referral-traffic.html	5	6.94%
/conference-spotlight-build-grow-scale-live.html	4	9.30%
/guest-blogging-ebook	4	19.05%
/introducing-bloom-a-new-way-to-grow-your-email-list.html	3	7.89%
/thank-you	3	100.00%

Segments allow you to view all of your Google Analytics data based on a specific dimension, such as all of your Google Analytics data based on visitors from the United States. You can also use them to compare up to four segments of data, such as United States versus United Kingdom traffic, search versus social traffic, mobile versus desktop traffic, and more. You can access Segments in each of your reports.

Audience Overview

May 18, 2015 - Jun 17, 2015

Email Export Add to Dashboard Shortcut

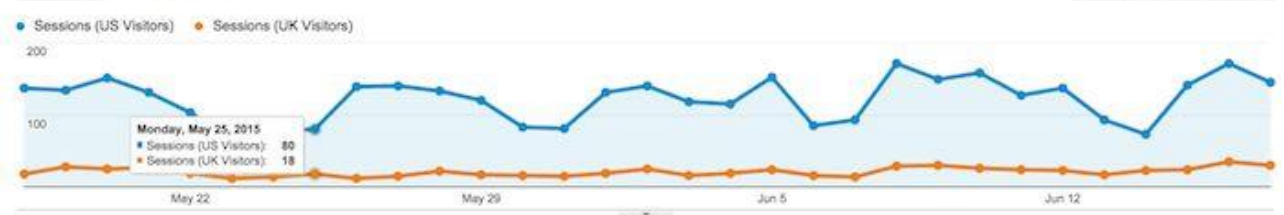
US Visitors
 UK Visitors
 Choose segment from list

+ NEW SEGMENT Import from gallery Share segments View Search segments

VIEW SEGMENTS	Segment Name	Created	Modified	Actions
All	Thesis vs Genesis	Nov 30, 2011	Oct 10, 2013	Actions
System	Top Keywords	Oct 10, 2013	Oct 10, 2013	Actions
Custom	Twitter	Oct 10, 2013	Oct 10, 2013	Actions
Shared	Twitter Traffic	Nov 27, 2014	Nov 27, 2014	Actions
Starred	UK Visitors	Jan 20, 2013	Oct 10, 2013	Actions
Selected	US Visitors	Oct 10, 2013	Oct 10, 2013	Actions
	Video Marketing	Nov 21, 2011	Oct 10, 2013	Actions
	VWO Review	Feb 2, 2015	Feb 2, 2015	Actions

Apply Cancel

Overview Sessions vs. Select a metric Hourly Day Week Month



Sessions US Visitors 3,772 UK Visitors 652	Users US Visitors 3,370 UK Visitors 584	Pageviews US Visitors 5,319 UK Visitors 801	Pages / Session US Visitors 1.41 UK Visitors 1.23
Avg. Session Duration	Bounce Rate	% New Sessions	



The nice part about these is that you don't have to create them from scratch. You can start by using pre-defined Custom Reports, Dashboards, and Segments from the [Google Solutions Gallery](#).

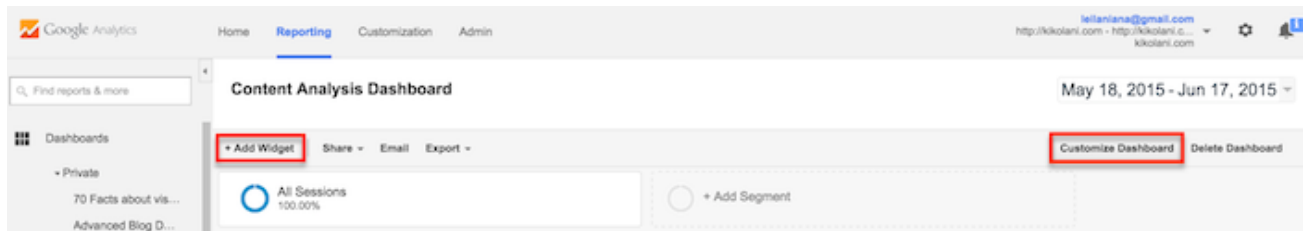
The screenshot shows the Google Analytics Solutions Gallery interface. On the left, there are filters for 'Sort by' (Most popular, Latest, Highest rating), 'Filter by type' (Show all types, Attribution Model, Channel Grouping, Custom Report, Dashboard, Goal, Remarketing list, Segments), 'Filter by ranking' (1-5), and '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, Publishing, Referral, Site Optimization, Social, Support). The main content area displays a list of solutions, each with an 'Import' button. The solutions listed are:

- Occam's Razor Awesomeness** by Avinash Kaushik (Aug 20, 2013), 5 stars (173), 107,967 users.
- New Google Analytics User Starter Bundle** by The Google Analytics Team (Sep 20, 2013), 5 stars (79), 101,301 users.
- Content Analysis Dashboard** by Vagelis Varfis | Nudge Digital (Mar 14, 2014), 5 stars (27), 26,384 users.
- Referral Traffic Dashboard** by Vagelis Varfis | Nudge Digital (Mar 14, 2014), 5 stars (16), 16,138 users.
- Behavior: Page Effectiveness** by Rachelle Maisner, Digitaria (Oct 22, 2013), 5 stars (18), 10,820 users.
- Twitter Traffic, Pinterest Traffic, Facebook Traffic, LinkedIn Traffic, bronj...** by Jual Bronjong Murah (Apr 9, 2014), 5 stars (21), 8,108 users.

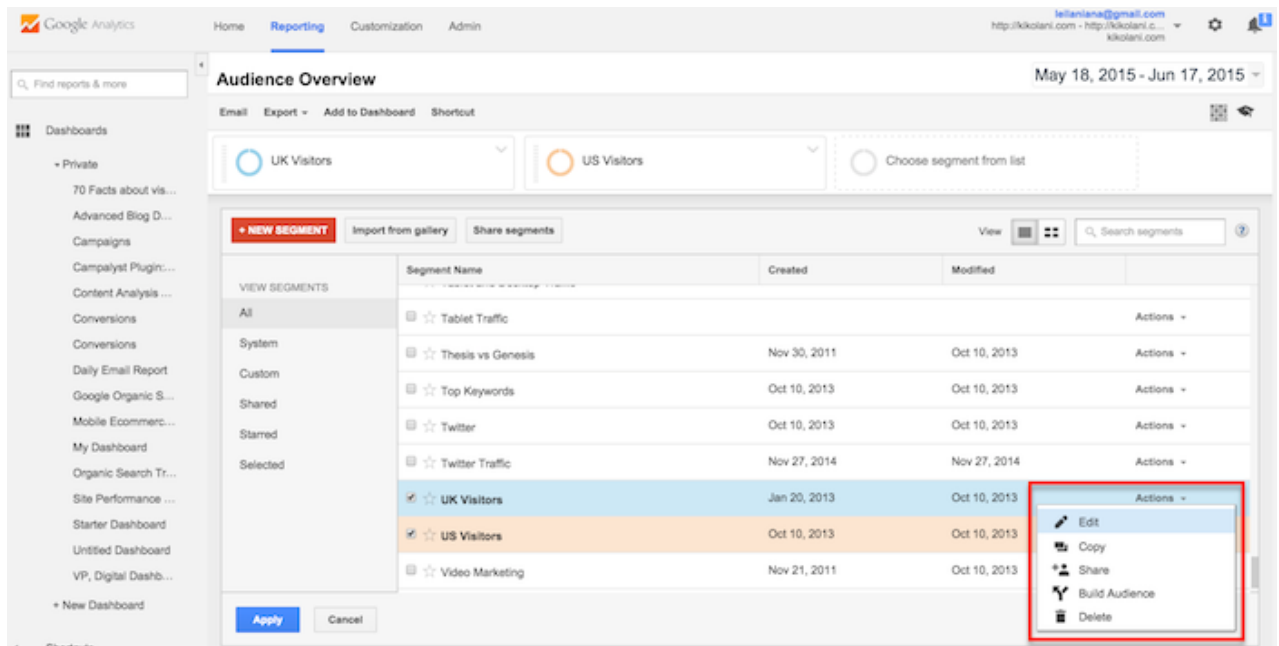
There, you will find lots of Custom Reports, Dashboards, Segments, and other solutions that you can import into your Google Analytics and edit to fit your needs. Edit Custom Reports with the Edit button at the top.

The screenshot shows the Google Analytics Customization interface. The 'Custom Reports' sidebar is open, showing a report titled 'Diagnostics: 404 Report' for the period 'May 18, 2015 - Jun 17, 2015'. The report shows 'All Sessions' with a conversion rate of 0.14%. An 'Edit' button is highlighted with a red box.

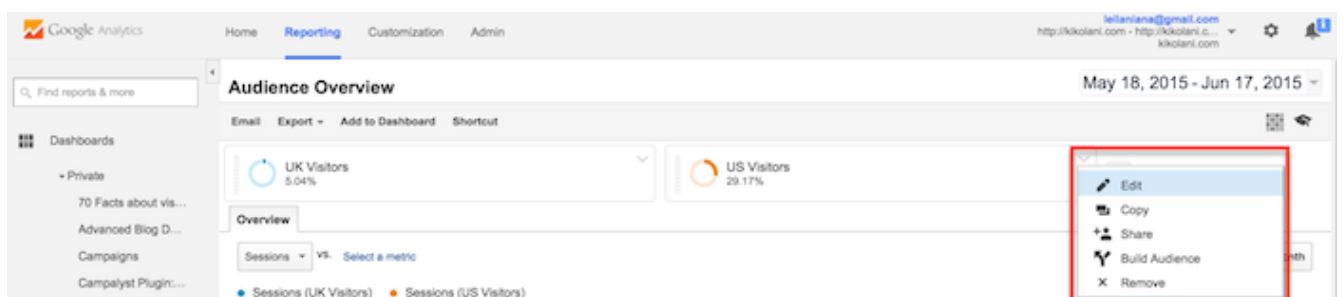
Edit Dashboards using the Add Widget or Customize Dashboard buttons at the top.



Edit Segments by clicking the Action button inside the Segments selector box and choosing Edit.



Or, when you have applied Segments to your reports, use the drop-down arrow at the top right to find the Edit option.



As you get used to editing Custom Reports, Dashboards, and Segments, you will get more familiar with the way each works so you can create new ones on your own.

TRACKING CAMPAIGNS IN GOOGLE ANALYTICS

(Source: <https://www.shopify.com.sg/blog/14759449-how-to-track-your-marketing-campaigns-in-google-analytics>)

Before you continue, you'll need to have Google Analytics set up and connected to your website. This is described in the article above.

Let's say you have several bloggers lined up to post sponsored reviews for your product launch. How could you track each of the campaigns to see which one was most effective, as well as which one was least effective?

This is important information that can help you decide if you should pay for further sponsored posts in the future. This is where link tracking, also known as UTM Parameters comes into play.

What Are UTM Parameters?

So what exactly are UTM Parameters? UTM is an acronym for Urchin Tracking Module and is the format Google uses to track URL's. The name Urchin itself comes from Google's early days (2004) when they acquired the company Urchin, which was later turned into Google Analytics.

UTM Parameters are simply small pieces of information that can be added to the end of any URL that gives Google more information about that particular link.

You've likely seen them before. A link with a simple UTM Parameter might look something like this:

http://www.website.com/?utm_source=emailcampaign

The part after the question mark is a UTM Parameter. When someone clicks on that link, Google Analytics for that particular website will read and record that parameter information.

The UTM Parameters

There are five UTM parameters that can be used for tracking various pieces of information in Google Analytics, three are required and two that are optional. Let's look at each one to understand more:

Required Parameters

- **Campaign Source (utm_source)** – This is generally used to describe the website or main source in which the link will be placed. For example, for example the name of the website displaying your ads or if you're using the link in an email newsletter, you may use "newsletter".

- **Campaign Medium (utm_medium)** – Medium is used to describe the marketing activity. For example, you may want to call this "ppc" if you're using this for a pay-per-click campaign or "review" if you're using the link to track traffic from a product review on a blogger's site.
- **Campaign Name (utm_campaign)** – Campaign refers to the overall campaign you're running. For example, it could refer to a product launch, a summer campaign or a particular sale.

Optional Parameters

- **Campaign Term (utm_term)** – Campaign Term is used for tracking particular keywords if you're running an Adwords campaign.
- **Campaign Content (utm_content)** – This parameter is helpful if you're [split testing](#) ads. In this case you could track each ad to see which was most effective for driving traffic.

Building Your Own Trackable URLs

All you have to do to track campaigns automatically is use [Google's Campaign URL Builder](#) tool to create a trackable URL. This tool makes it really easy to build your URL's with all the relevant information. All you have to do is enter the URL you want to track, along with the parameters to track.

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

Submit

* Required field

Once you click submit, Google will give you your trackable URL. It will look something like this:

www.yoursite.com/?utm_source=newsletter&utm_medium=email&utm_campaign=2014%20summer%20sale

Once you have the URL, you can copy it and use it for your marketing campaigns to begin tracking.

Best Practices Creating Trackable URL's

Since the reports for the links are your own, there's really no wrong way to create your tracked URL's, however, there are a few suggestions that will help:

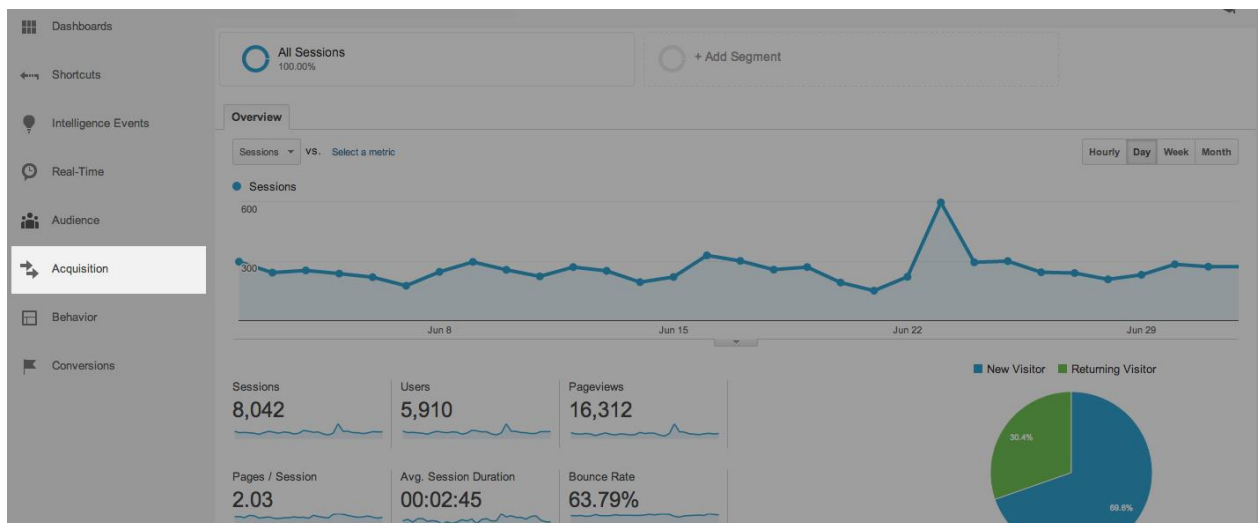
- Consider a standard naming convention upfront. Because each URL's will have multiple parameters, things can get messy and difficult to read later unless you adopt a similar style upfront for naming everything.
- Keep in mind that anyone clicking on the link will be able to see the parameters names so don't write anything you wouldn't want your customers to see.
- Parameters should all be written in lowercase letters.
- Because the URL's tend to be long, you can always consider using a link shortener service like bit.ly to make them shorter.
- Only create parameters that are necessary.

Viewing Your Campaign Reports

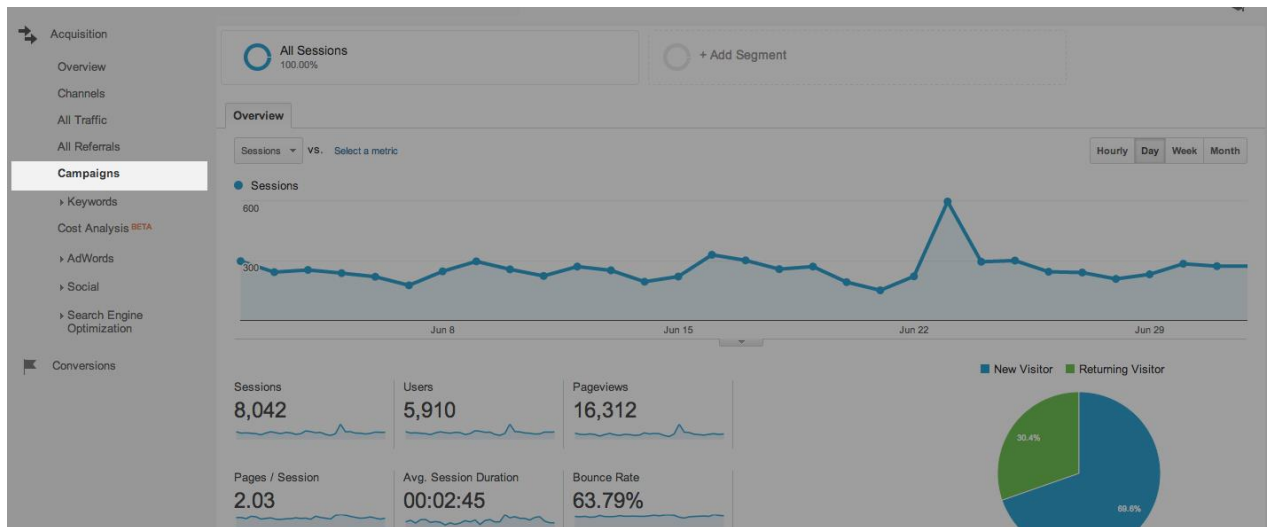
The URL's you create will automatically be tracked by Google Analytics as they're clicked on throughout the web. Google (and other analytics software) will record all the parameters from each link and present it to you in a handy report.

Keep in mind that sometimes it can take up to 24 hours for Google to receive and record data, so if you don't see clicks showing up right away, just be patient.

To view the information on how your campaigns are performing, login to your [Google Analytics](https://analytics.google.com) account and on the left hand menu, click on **Acquisition** reports:



Then click on **Campaigns**:



In this report, you'll have a list of all of the campaigns you've tracked. You can click on each campaign to view more information on traffic as well as information on any sales resulting from each campaign, provided you have [ecommerce tracking](#) turned on in Google Analytics.

As with any traffic source, you can view the metrics most important to you including sales, goals, bounce rate, page views etc., to determine which elements are the most effective for your campaigns.

Campaign	Acquisition		
	Visits	% New Visits	New Visits
	10,463 % of Total: 2.77% (377,419)	35.08% Site Avg: 61.21% (-42.70%)	3,670 % of Total: 1.59% (231,026)
1. April Newsletter	6,156	44.35%	2,730
2. March Newsletter	1,174	39.86%	468
3. Big Sale Announcement	779	17.33%	135
4. February Newsletter	753	5.84%	44

Note: Campaigns will only show up in your Google Analytics Campaign reports if the links are clicked on.

When Should You Use UTM Parameters?

UTM Parameters are an easy way to track performance of a wide variety of online marketing initiatives. Some marketing activities you may want to track include:

- **Guest Blog Posts** - You keep hearing that content is king and that you should be guest blogging on other websites within your niche. But how effective are your guest

blog posts? Try using a trackable URL in your next guest blog post to find out exactly how much traffic and sales your posts are driving.

- **Social** - You spend countless hours building your Facebook fan page and Twitter account, but how many people are clicking on the link in your profile to check out your store? Furthermore, are those people buying from you? A trackable link in your social profiles can help you uncover the true return-on-investment of all your hard work.
- **Email** - It takes time to come up with great campaigns and crafting the perfect email to send out to your customers. Advanced email marketing programs can help you track sales from your emails but using a trackable URL in your emails is a quick and easy way to know which emails are working and which aren't.
- **Features** - One of the best ways to get lots of traffic and sales is by getting featured by bloggers, Instagrammers, media publications and YouTubers with a large following. Make sure to give them a trackable URL to discover exactly who drives the most qualified traffic to your store.
- **Banner Ads** - Using a trackable URL for banner ads will not only help you understand the effectiveness of your campaign but also will allow you to easily track the success of each variation of banner to see which one performs the best.

Besides the above examples, you can really use link tracking anywhere you can share a link and want to know more about who's clicking on it.