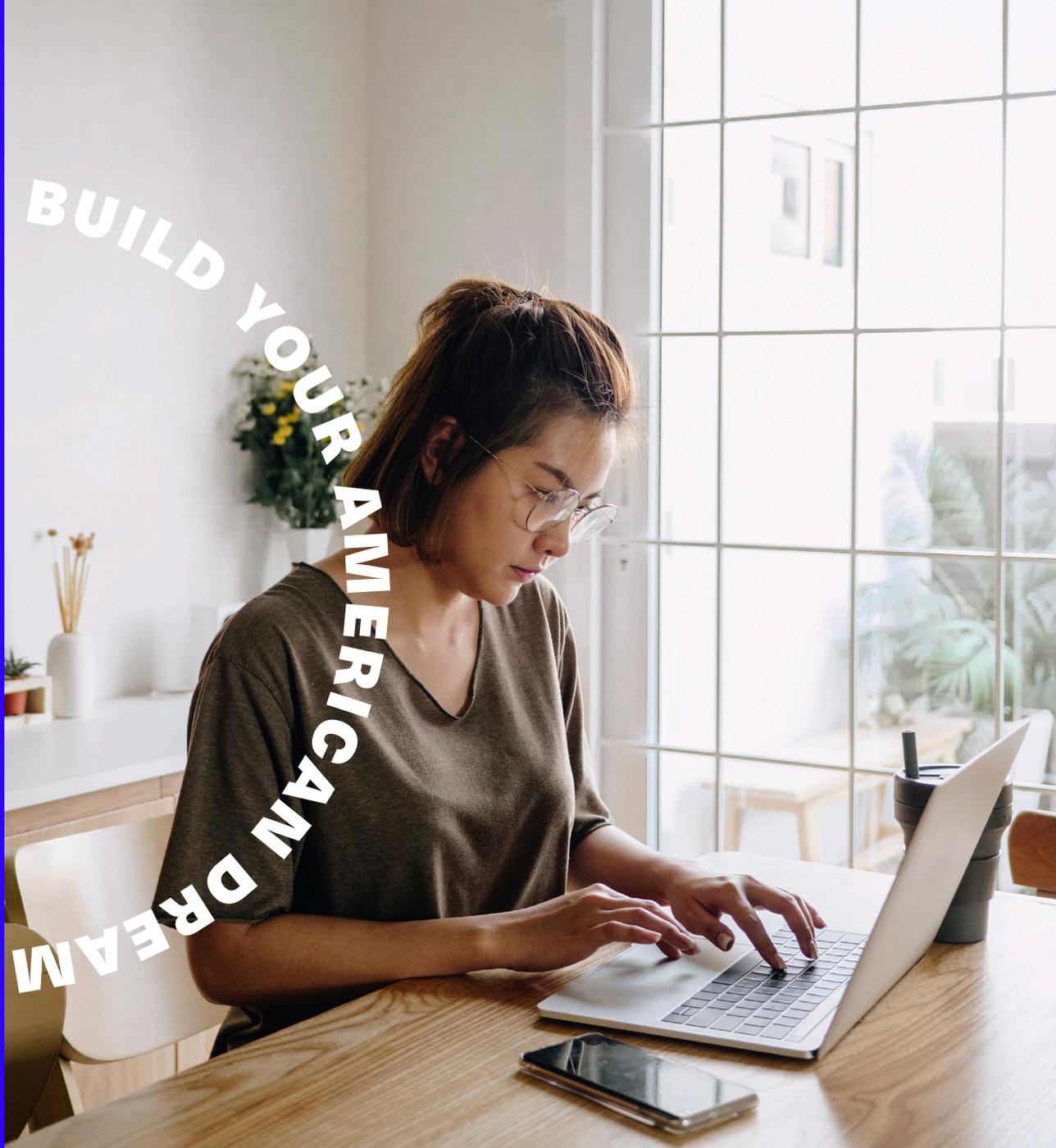


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# HOW TO NAVIGATE GOOGLE ANALYTICS: A COMPLETE GUIDE

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# WELCOME

## To the Complete Guide on How to Navigate Google Analytics

The next few pages will provide you with a great overview of the Google Analytics tool and how you can use it to gain key insights to increase business and optimize your marketing efforts.

### **First Things First: What is Google Analytics?**

Google Analytics is arguably one of the most powerful web analytics applications available today. It provides access to a massive amount of data related to how users find and interact with your website. Most importantly, it's completely free!

### **What Will I Learn from this eBook?**

This eBook will walk you through some fundamental and intermediate-level information to teach you the basics of Google Analytics, as well as demonstrate how to analyze reporting, set up goals and segment data. Some areas we'll cover include how Google Analytics works, how to set up and install a Google Analytics account, overview on key reports, and basic campaign and conversion tracking.

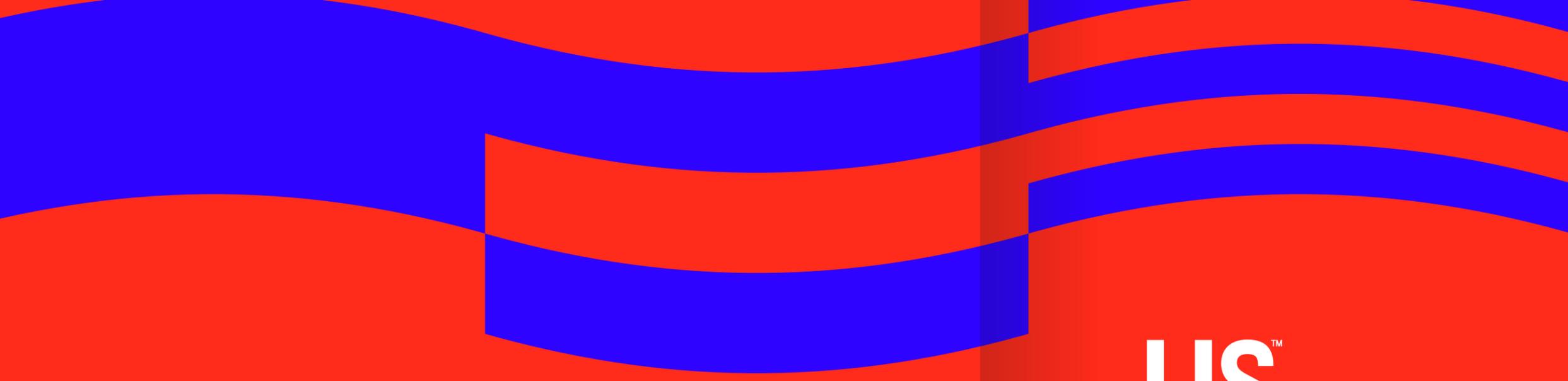
As we go along, we will point you to some useful tools and pre-populated reports that can help you easily navigate the platform to gain insights and measure performance. You can work your way through this eBook at your own pace, and bookmark sections that need to be revisited. This guide is intended for beginners and covers all the basics of Google Analytics. Remember, analyzing website traffic is an ongoing process, so keep coming back to relevant sections as your website and your business grow to ensure you're making the most out of your web traffic.

**LET'S GET STARTED!**

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**01**

# **WHAT IS GOOGLE ANALYTICS?**

**AND WHY YOU NEED IT**

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# WHAT IS GOOGLE ANALYTICS

**Google Analytics is a free tool offered by Google that allows you to track and analyze your website traffic. Having a solid understanding of your users, how they are interacting with your site, where they are coming from and what information they're consuming can help guide your efforts, not just for improving your website design but to inform decisions on marketing spend, customer incentives, seasonality of products and even content efforts.**

## WHY YOU NEED IT

It's not just about learning how much traffic your website is getting, but about where that traffic is coming from, what your audience looks like and what content they're consuming. Let's say you are running a Google Ad and a Facebook Ad for your business at the same time. Google Analytics allows you to see which ads are driving the most traffic to your site and converting at the highest rates. You might find that some of your ads aren't producing the results you hoped for, which helps you refine your advertising creative and focus on top performing platforms.

**Understanding web traffic is one of the most important steps to managing your online business.**

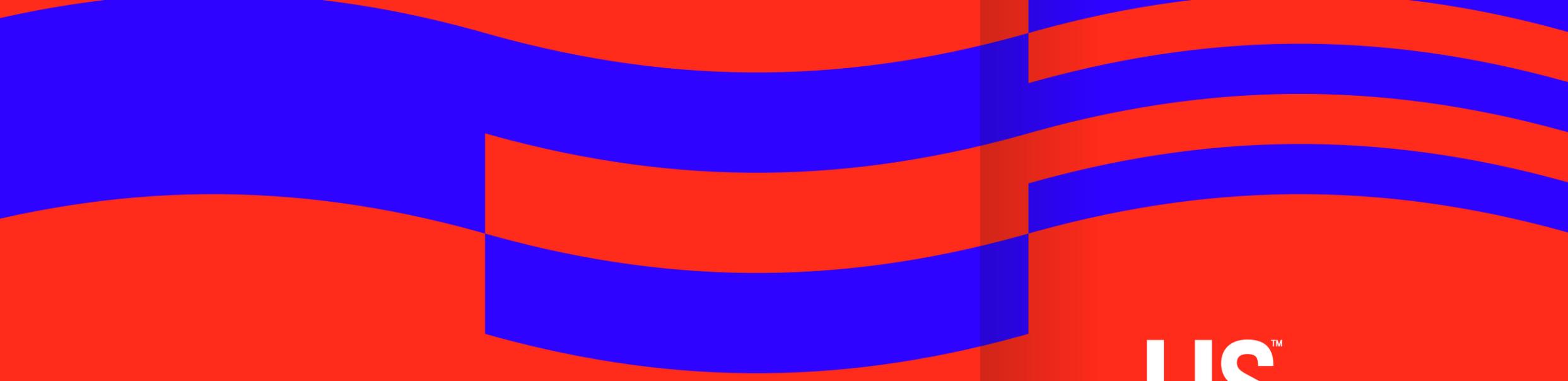
## HOW IT WORKS

Most simply, Google Analytics works by adding several lines of tracking code into the backend of your website. This code records the activities of your users when they visit your website, along with the attributes (such as age, gender, interests) of those users. It then sends all that information to the GA (Google Analytics) server once the user exits your website.

Next, Google Analytics aggregates the data collected from your website in multiple ways, and presents pre-populated reports to help you analyze and interpret the data. Learning where your website traffic is coming from makes it easier to reach your target audience.

Here are a few of the questions you can answer using Google Analytics.

- How many people visit my website?
- Where do my visitors live?
- Do I need a mobile-friendly website?
- 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?



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**02**

# **ACCOUNT SET UP & INSTALLATION**

GETTING STARTED WITH GOOGLE ANALYTICS

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# ACCOUNT SET UP & INSTALLATION

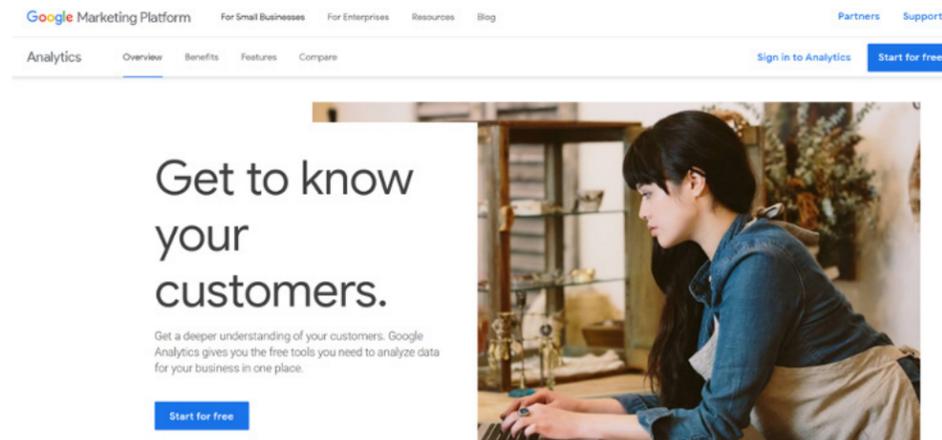
## Getting Started with Google Analytics

In order to use Google Analytics you need to create an account. Be sure to use a Google account that you plan to keep forever and that only you have access to. You can always grant access to your Google Analytics for other users, but you want the “owner” of the account linked to your personal or business Google email.

**Tip:** Don't let your web designer, web developer, web host, SEO person, etc. create your Google Analytics account under their own Google email so they can “manage” it for you. It is crucial you establish ownership of the account under your personal or business email.

## CREATE YOUR GOOGLE ANALYTICS ACCOUNT IN 8 EASY STEPS:

1. Go to [www.google.com/analytics/](http://www.google.com/analytics/)
2. In the top-right corner you will see a button that says “Start for Free.” Click here to get started. (If you already have a Google account, skip to step 4 below)



3. After entering the relevant information for your new Google account, click the button in the top-right corner labeled “Create New Account.”
4. Start by choosing the website or mobile app tracking option.

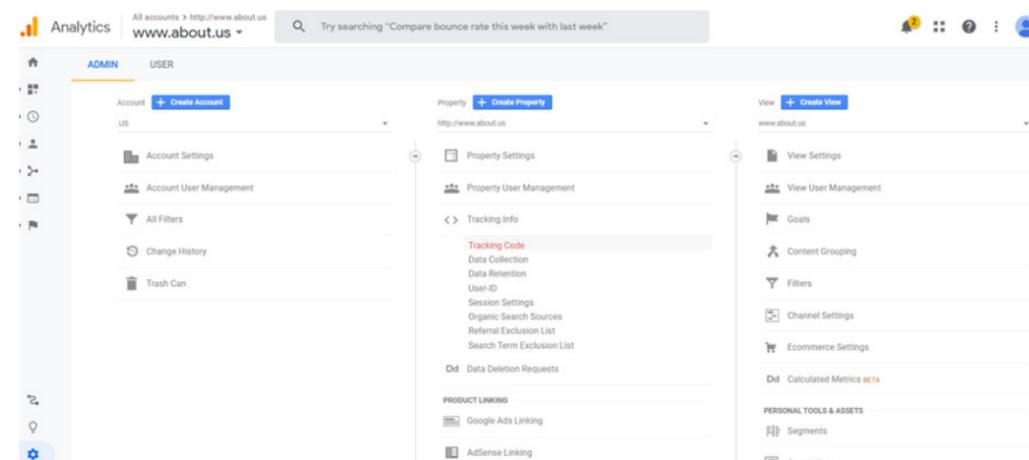
5. Next, create a name for your analytics account. This can be the name of your business, website, or any other relevant name that is easy for you to reference and identify.
6. Enter the name of your website and the corresponding website URL.

7. Select the type of business your website is used for and the time zone you operate in.

8. Click “Create Account” and read/agree to the Google Terms of Service.

## INSTALL THE TRACKING CODE

Once you complete the account creation you will be taken to a screen to get your tracking ID. Click the button, agree to the Google Analytics terms and conditions, and then you will receive a tracking code. Don't worry, you can always access this code at any point in the future if you're not ready to install at this time. If you have already created an account and are looking for the code to install, you can navigate to the "Admin" button on the bottom left corner of the Google Analytics account page. Look at the middle column, property "<> Tracking Info," and select "Tracking Code" to view. This page will include your Tracking ID as well as your Global Site Tag for your website.



### Tracking ID

The tracking ID is your unique tracking number tied to your specific website property.

### Global Site Tag

This is the bit of code that you need to install on the backend of your website to get Google Analytics recording and reporting on website data.

The Global Site Tag Tracking Code must be installed on every page of your website so that Google Analytics can successfully record, measure and report activity from all your website pages. The installation process will depend on what CMS (Content Management Software) platform you're using and what type of site you own. For example, if you own a WordPress website, MonsterInsights, a Google Analytics plugin for WordPress, is a great option for easily installing your tracking code. We will walk you through examples of Google Analytics installation for WordPress sites below.

If your website is built using HTML files, you can add your tracking code directly to the source code of every page on your site with an online HTML Editor, like Notepad (Windows) or TextEdit (Mac). Installing the code in the footer section on your website is an easy way to ensure it will fire across all of your website pages. Be sure you place your tracking code script ahead of the </head> tag on each of your pages to ensure it fires at page load.

**If your Google Analytics codes gets buried in the backend of your page, you risk losing valuable user data for bounce sessions or short page views.**

Since there are multiple ways to install the code, depending on your website and preference, you can find instructions specific to your CMS by doing a search for your platform and "how to install Google Analytics" on any search engine. As WordPress is one of the most widely used website platforms, we have included step-by-step instructions below.

## INSTALLATION VIA A WORDPRESS SITE

If you use WordPress, there are two methods to add your tracking code to your site: manually or via a plugin. Follow the instructions in line for each below.

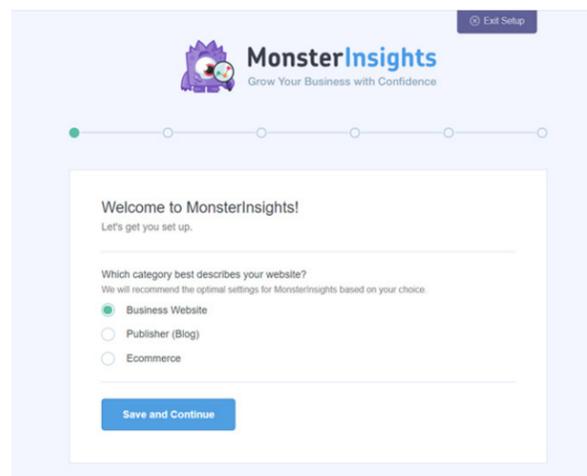
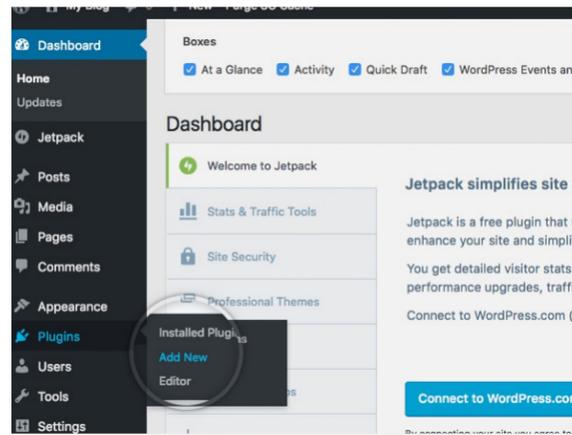
### Manual Installation

1. Copy the tracking code from your Google Analytics account. Log in to your website management platform via wp-admin and access the Dashboard. Scroll over the "Appearance" tab in the left bar and select "Editor."
2. Open "Edit Themes" page and view the "Templates" selection on the right hand side of your screen. Find "header.php" and click to open it.
3. After you click on "header.php," Theme Editor will let you edit. Look for the HTML tag </head>. Quickly find it by pressing "CTRL + F" and then searching for "</head>." Click right before the tag, press "Enter" and paste your Tracking Code right above it.
4. Click "Update File."
5. Review that your Tracking Code was added correctly. Go back to the tab with your Google Analytics account. Wait a few minutes and refresh the page. You should see real-time data populating via your Google dashboard. If you're not receiving data on Google Analytics just yet, force the test to run by clicking "Send Test Traffic."
6. Check back in a day to see reports of actual traffic data and ensure all pages are being tracked appropriately.

## WordPress Plugin

WordPress offers several plugin options configured for installing Google Analytics. The one we are focusing on for this example is MonsterInsights. The MonsterInsights plugin is very easy to configure and allows you to track website traffic immediately.

1. Log in to your WordPress platform via wp-admin and access the Dashboard
2. Scroll over the Plugins option and click "Add New."
3. "Search for the "MonsterInsights" plugin in the search bar.
4. Click "Install Now."
5. Then, click "Activate."
6. Connect your Google Analytics account by hovering over "Insights," and then clicking "Settings." Click on "Authenticate with your Google account" to get started.



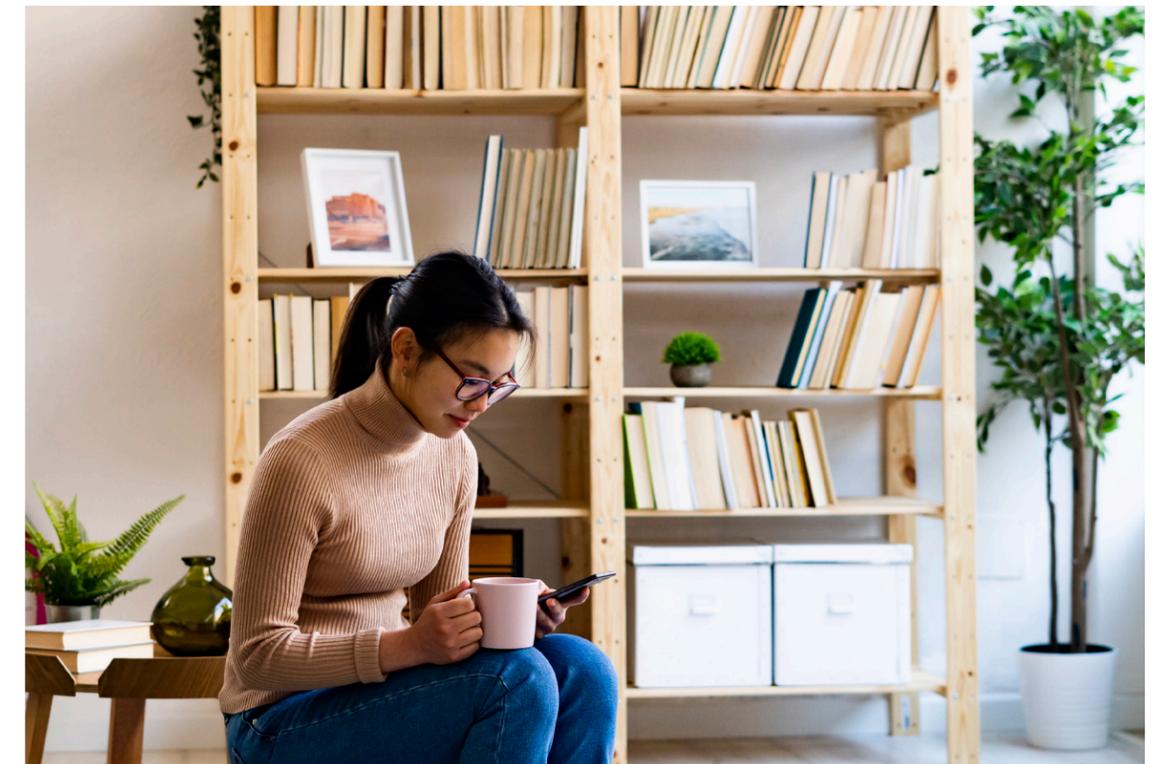
7. Connect your Google Analytics account to the plugin automatically or manually. See instructions on two paths below:

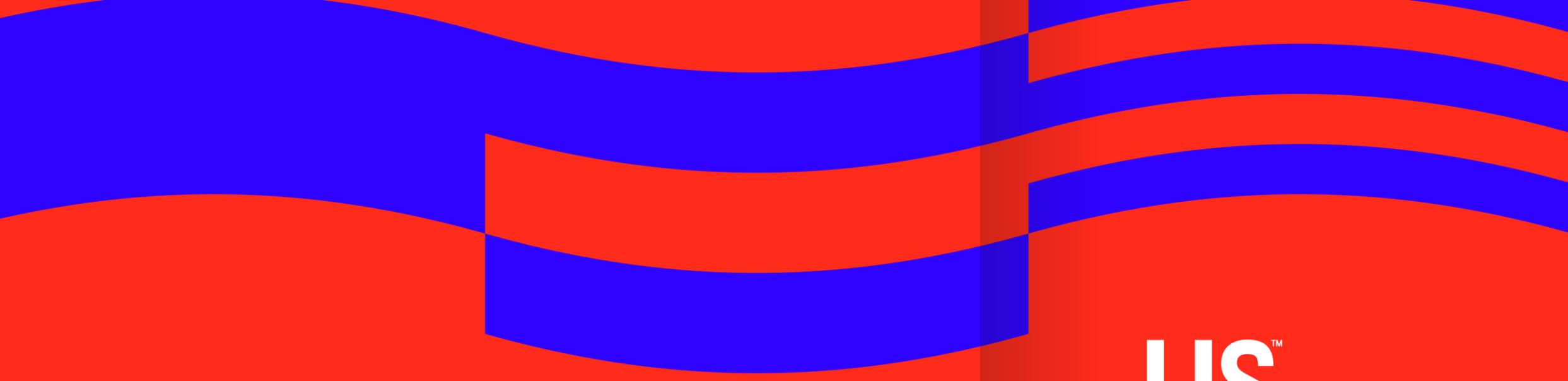
### Automatically

- In the popup that appears, click Next » Click To Get Google Code. Log in to your Google account and click the Allow button to grant MonsterInsights access to your analytics data.
- Copy the authentication code it generates and paste it into the popup field in your WordPress account. On the next screen you can select your analytics profile from the dropdown, and then click Next and "Save Changes."

### Manually

- Click "Click Here to Authenticate Manually." Copy your entire Tracking Code. Go back to the tab where you have the plugin settings opened and paste the code here. Click "Save Changes"
8. Review that your Tracking Code was added correctly. Click on "Insights" and then "Dashboard", and you should see your traffic stats displayed. Also, double check directly in your Google Analytics account for real-time data.
  9. Review again in a day to confirm reports of actual traffic data and ensure all pages are being tracked appropriately.





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**03**

# **KEY DEFINITIONS**

BACK TO BASICS

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# KEY DEFINITIONS

Now that you've successfully created a Google Analytics account and installed your Tracking Code, you can jump in and start looking at data to learn more about your audience!

When starting, it's good to have a general understanding of key terms and metrics to help you fully comprehend and analyze the reporting data. This next section provides you with an overview of the most widely used terms you will see throughout the numerous Google Analytics reports.



## **Bounce:**

A bounce is reported when a user's session only contains a single pageview. The idea is that someone comes to your website and leaves after only visiting a single page. Essentially they "bounce" off your site.

## **Bounce Rate:**

Bounce rate is the percentage of sessions a user has with your website with only a single pageview. Bounce rate provides insights about the performance of your content. For example, if your goal is to get visitors to click through your site, then you want to have a lower bounce rate. Keep in mind it's important to apply context when analyzing bounce rate, as some pages are intended to deliver all of the information to a user quickly and efficiently. For example, if someone lands on your store locator page, with the intention of finding a store, you would expect that page to deliver a high bounce rate as the user is simply looking for an address or phone number and then leaving.

## **Channel:**

Channels provide top-level groupings of your inbound traffic. The default channel grouping includes 'Organic Search', 'Paid Search', 'Social' and 'Email' which automatically combines pre-defined sources and mediums by Google to provide an easy way to interpret how people are getting to your website.

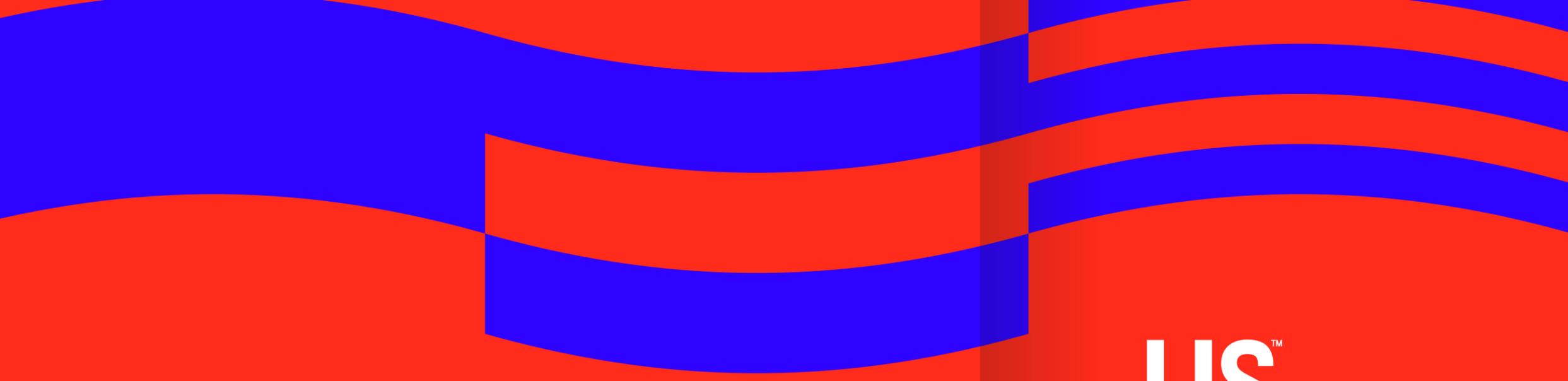
## **New User:**

People that visit your website for the first time in the selected date range. Since users are based on the Google Analytics tracking code and browser cookies, it's important to highlight that people who clear their cookies or access your website using a different device will be reported as a new user.

## **Session:**

Any one single visit to your website. A session can consist of one or more pageviews, along with events, ecommerce transactions and other interactions. Sessions timeout after 30 minutes, meaning if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction, for example, viewing another page.

**There are many, many more terms used throughout the Google Analytics platform, but the above represent some of the most widely used and important terms to understand.**



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**04**

**REPORTING**

WHAT DOES ALL THIS DATA MEAN?

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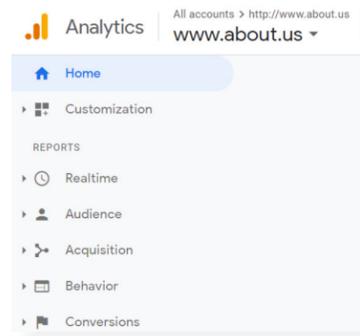
# REPORTING

In this next section, we will walk you through the most used and valuable reports and tools to help you make the most of Google Analytics.

We will walk you through key elements of the following reports: Audience Overview Report, Acquisition Channel Report & Behavior Pages Reports

## REPORTING CATEGORIES

Now that you have a good understanding of the terms you'll see in Google Analytics, let's breakdown the reporting dashboard. When you first log in to your account, you will see five pre-populated reporting buckets that categorize a host of different report details. Since each reporting category offers several sub-category reports for each, it's important to understand the high-level difference each reporting category offers so that you can easily navigate to the information you need.



The five report category buckets include:

- Realtime Reports
- Audience Reports
- Acquisition Reports
- Behavior Reports
- Conversion Reports

### Realtime Reports

The Realtime reports section in Google Analytics is exactly what the name says, it's live information about the users on your site at that exact moment in time. The different sub-reports within the "Realtime" category can show you live users, events & goals occurring on your website in, well, realtime. The Realtime reports section is also useful for testing correct installation of your Google Analytics tracking code and newly created goals and events.

### Audience Reports

Audience Reports in Google Analytics provide information related to user properties. It's a great starting point for getting a general understanding about who your audience is, where they come from and an overview of your traffic volume and website interactions. Within the Audience reporting category, there are several sub-category reports that help you answer questions such as:

- Where are my users coming from?
- How many website visitors do I get? (daily/weekly/monthly)
- What are the age/gender statistics?
- What are their interests?
- What kind of devices are they using to access my website?
- Is the majority of my traffic coming from new or returning users?

We will review some of our favorite Audience reports in-depth in the following section.

### Acquisition

Acquisition Reports in Google Analytics help you understand how users are getting to your website. Report metrics focus on volume of users and the quality of the website traffic. Some of the questions that Acquisition reports can address include:

- Where did my users come from?
- What was the Channel they used to find me?
- What were the keyword queries that brought traffic to my site?
- What was the cost of acquiring this traffic?

Acquisition reports can be extremely valuable to measure the effectiveness of any marketing efforts you are running and can help inform where best to focus your investment. We will review the most valuable Acquisition reports later in this book.

### Behavior

Behavior reports in Google Analytics relate to how users interact with your website after getting there. Metrics focus on how users engage on your website, what content they're consuming, and what the most highly trafficked web pages are as well as areas that need to be optimized. Some of the questions that Behavior reports can answer include:

- What was my most popular blog post this year?
- What is the most visited page on my website after the homepage?
- Where are people leaving the website?

### Conversions

Conversion Reports in Google Analytics will provide details on "Goals" defined by you. Metrics focus on the pre-defined goals that you set up based on your website objectives. This can be anything from filling in a contact form, to making an online purchase, to subscribing to a newsletter. You have the ability to define what goals you want to track and then measure performance against those goals using data from the Conversion reports section. Some of the questions that Conversion reports can answer include:

- Which channels and efforts are driving the most value?
- What is my ROI for marketing efforts?
- How are my different channels working together to achieve my goals?
- What does the consumer path to purchase look like?

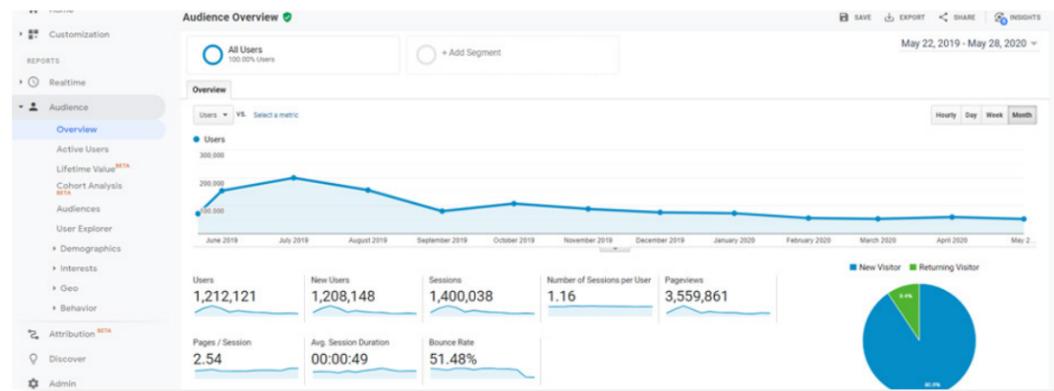
We will walk you through setting up and tracking goals specific to your business later on in this eBook.

## AUDIENCE OVERVIEW REPORT

The best place to start with any Google Analytics review is the “Audience Overview.” This section is packed full of helpful information about your website viewers and contains stats on recent visits, demographic and geographic information.

**The Audience Overview report provides you with essential baseline metrics to measure against all the other reports within Google Analytics.**

To access the Audience Overview report, navigate to the “Audience” bucket and expand the list. Select the first option “Overview,” to be taken to the report. The screen you see should look like the below. Google Analytics will default to the last seven days of history but you can select your preferred timeline using the date range selector in the top



### Users

Included in the Audience Overview is the number of users that have visited your site. User information can be adjusted to any preferred time period using the date selector in the top right corner. This information is especially useful in making comparisons. For example, how did traffic change this month versus last month? Or week over week? This helps identify seasonality peaks in your business, as well as days that may be more popular and could indicate when to announce sales or push out marketing campaigns. The Users report provides you with the information you’ll need to adjust your strategies and content plans.

### Pageviews

The number shown under Pageviews represents the total number of pages viewed across all users within the specified timeframe. Pageviews is a good measure of your brand impact and are most useful when broken down to views per page. This can give you a good indication of where users are spending their time, what content is most popular and how users are interacting on the pages.

### Pages / Session

Pages per session measures the average number of pages viewed by each visitor to your website. A higher number reflects good “page depth” or a sticky website, meaning users who come to your website stick around and look through several pages. Similar to bounce rate, described above, pages per session should be taken into context with the overall goals of your website and business objectives.

### Average Session Duration

Average Session Duration allows you to see how long each session on your website lasts. Remember that individual users can have multiple sessions. Again, session duration should be measured in context with your goals.

**For example, if your website is designed to help people find information quickly and efficiently then you may want to see a shorter session duration versus a news or blogging site that is looking to engage users for several minutes and keep them on the site with interesting content.**

The Overview report is the primary report in the Audience category bucket, but we encourage you to explore the other reporting dashboards within this section as they hold extremely valuable information such as geographic distribution of visitors, device overview of users accessing your site, flow of customers through your website pages, and more. We highly recommend starting at the Overview report and coming back to it often as a baseline for all other reporting.



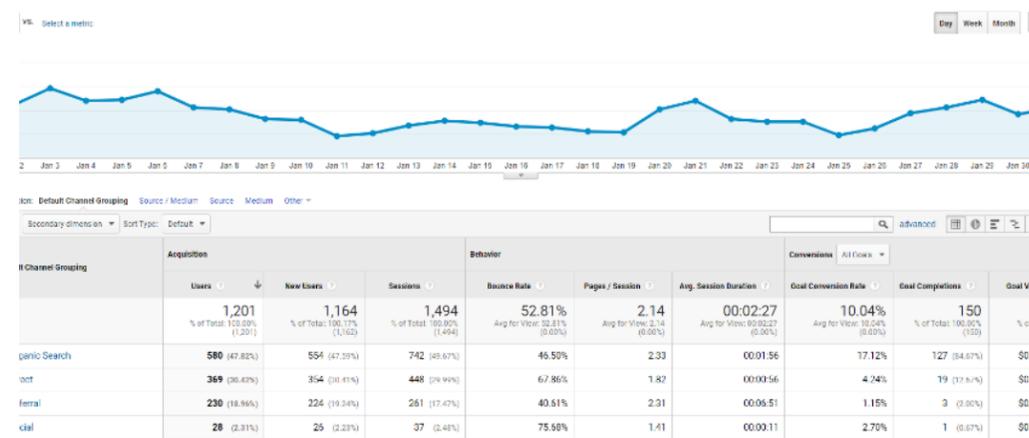
## ACQUISITION CHANNEL REPORT

If you are running any type of paid marketing efforts, or evaluating the best platforms to start, the Acquisition report section is going to be extremely valuable for you.

**When you know your biggest traffic sources, you have a better idea of where to spend your time and money.**

The main report we will be reviewing below is the Acquisition Channel report. You can access this report by navigating to the Acquisition bucket in the menu pane, clicking “All Traffic” drop down, and then selecting “Channels.”

**This report tells you everything you want to know about what drove visitors to your website. The default channels displayed will include: Referral, Direct, Organic and Social. You can click on any category to explore each channel in detail.**



You will see much of the same metrics in this report that were included in the Audience Overview dashboard. The key difference is that the traffic is segmented by channel, allowing you to see how users interact with your site depending on the channel they come from. Some key considerations you will want to explore in the Acquisition Channel report include:

- Which channel is driving most of my website traffic?
- Which channel shows the highest capacity for conversions?
- How does the time on site differ between channels?
- Are any channels showing unusually high bounce rates?
- Where is my referral traffic coming from?

By clicking on any of the individual channels, you can dive into more detail about traffic specific to that channel. For example, clicking the “Referral” channel will display which sites are sending you referral traffic. This can be very useful for increasing your backlink structure and increasing the amount of traffic to your site.

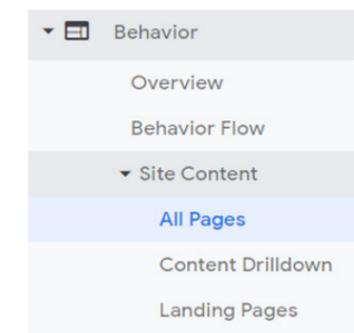
If you’re running a social media marketing campaign, you can click on the social media bucket to get insights on which channels are performing best. Is Facebook sending more traffic to your website, but Instagram is converting at a higher rate? You may want to reallocate spend to maximize return or look at increasing organic activation.

## BEHAVIOR PAGES REPORT

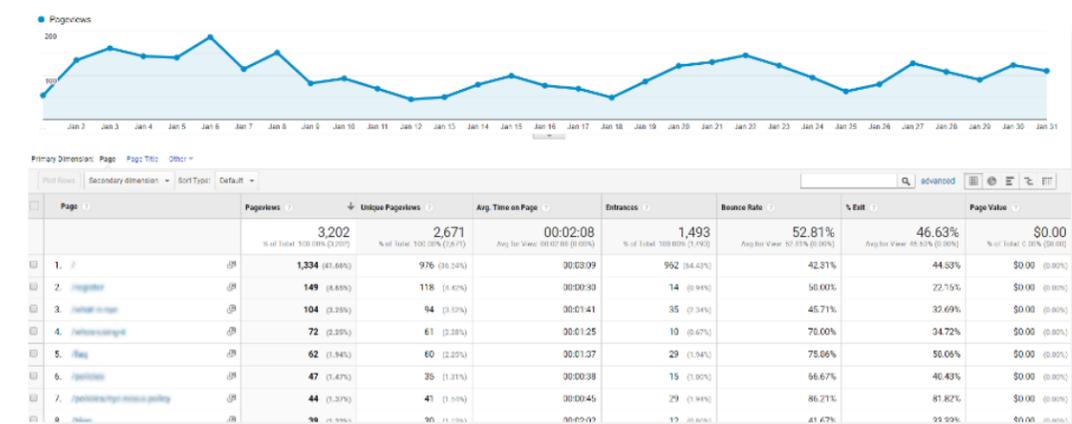
These reports will tell you everything you want to know about your website content. Particularly, the top pages viewed on your website.

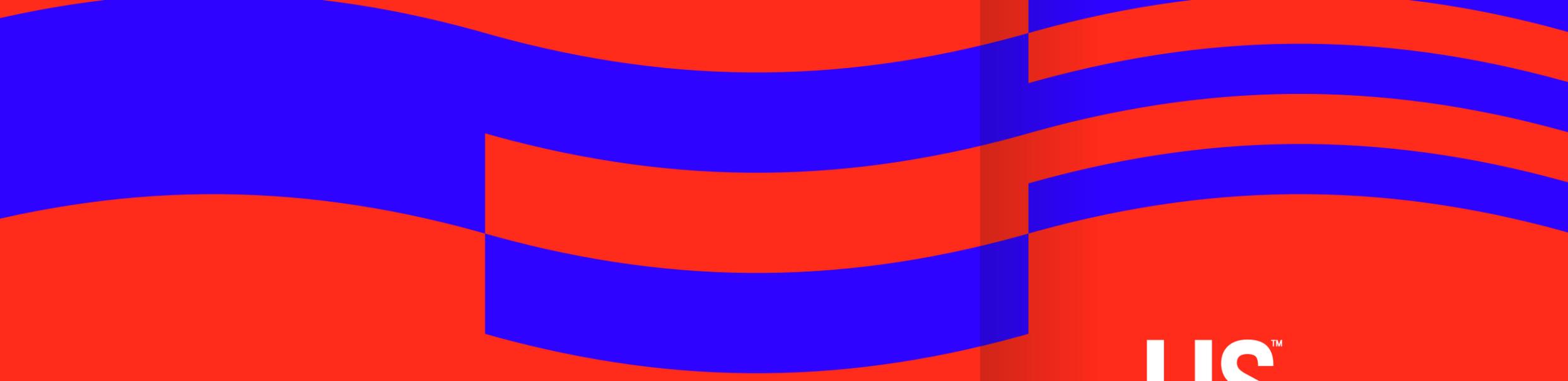
**You can use crucial information in Behavior reports to develop practical methods of solving issues and improving your site performance. Your website user’s behavior is the path to conversion.**

This example will walk you through the “Site Content,” All Pages report. To access this report, navigate to the “Behavior” bucket, select “Site Content,” and then “All Pages.”



The “All Pages” behavior report is an essential report for optimizing your website content and instructing your future content and website design efforts. You should always keep an eye on your most viewed URLs, and this information is especially helpful when analyzing traffic growth or declines by comparing different time periods. Below is a view of what the Behavior report will look like.





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**05**

# **DATA FILTERS**

GETTING THE MOST OUT OF YOUR DATA

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# DATA FILTERS

**Pre-populated reporting is a good place to start, but if you really want to get the most out of your data, learning how to segment and arrange data into smaller groups will provide exponential benefits to your analysis. Google Analytics offers predefined filters to let you easily sort data and view specific dimensions.**

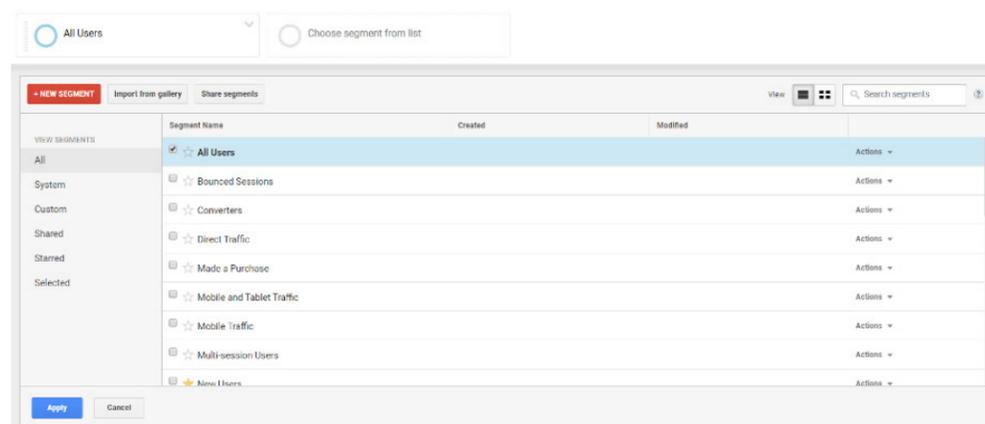
## Segments

Segments are predefined filters built into the Google Analytics platform. Segments are accessible across any report and allow you to drill down in your data to extract greater insights from the information you've collected.

**Applying segments helps simplify data to make it easier to see and to analyze.**

Not only do segments make your data easier to view, they can help boost your marketing efforts and offer insight into changes you might need to make to your site. By slicing data by different dimensions, you can make comparisons such as mobile vs. desktop, U.S. vs. UK traffic, organic traffic vs. referral traffic, well you get the picture.

To access the segments tool, look at the top of the screen at any report you're viewing. Google Analytics will default to an "All Users" segment, but you can click that button to open up a drop down of 20+ different segment filters.



## Converters

This segment allows you to view traffic only from users who have completed defined goals on your website. It's extremely useful to see the behavior of your converting traffic to get a good understanding of the customer path to purchase.

**For example, if you see that it typically takes a user 4 minutes to complete an order on your site, and they visit an average of 6 pages, you can check the user path to identify any roadblocks or areas to help streamline the path to purchase. This "converters" segment also informs what the most important pages are on your website and how you can move non-converters into the sales funnel.**

## Bounced Sessions

In addition to sessions that are converting it's equally important to see those that aren't. Specifically, looking at bounced sessions can help you learn how to catch and retain more people. It can also uncover website errors you may have overlooked.

**For example, you notice that 80% of the traffic landing on a certain page always bounces, is there a page load error or device compatibility issue you need to look into?**

## Tablet and Desktop vs. Mobile Traffic

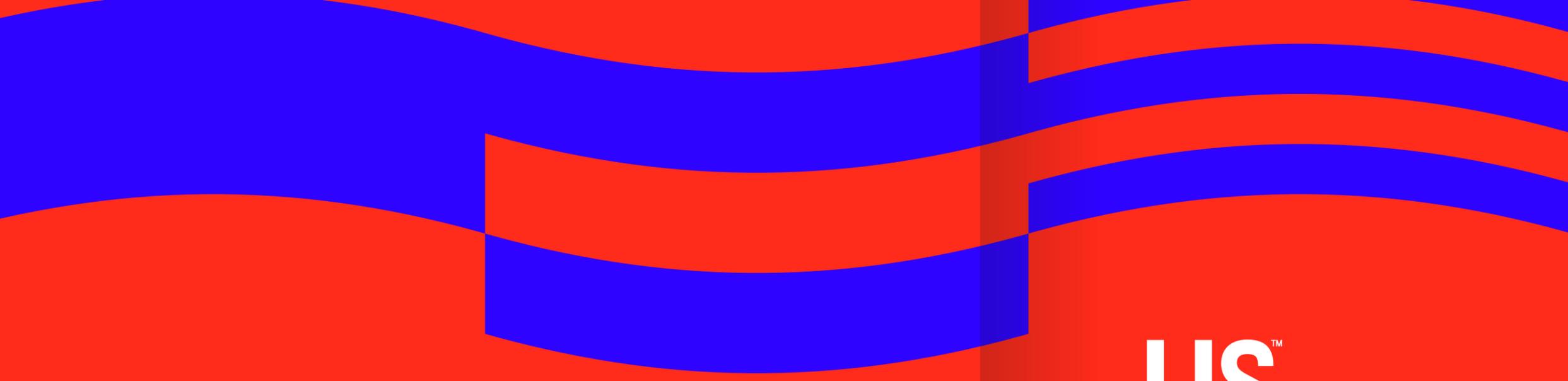
This requires applying two segments to compare traffic and behavior differences. User interactions vary drastically depending on what type of device they are using.

**For example, you may find that the time on site for mobile users is much lower than desktop users. This could mean that your site is not mobile- friendly or needs to be optimized better for mobile users.**

## New Users

New users are one of the most valuable segments from a marketing perspective. New users demonstrate the growth of your brand and outreach by seeing new visitors to different pages. Since some pages target top of the funnel users, this segment allows you to see if the posts are attracting a new audience and if they are staying engaged on your site.





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**06**

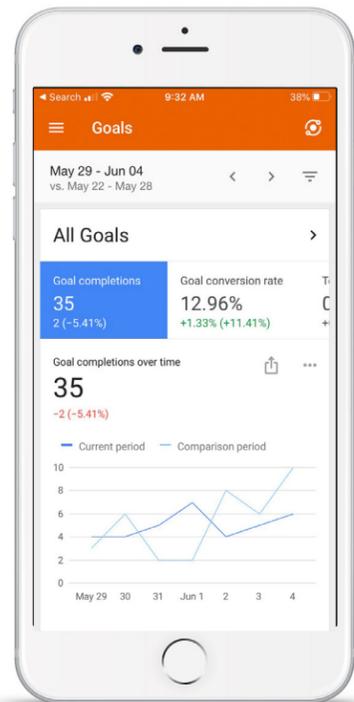
# **GOAL SET-UP**

START WITH THE END IN MIND

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# GOAL SET-UP

Goals are an important part of Google Analytics. If you're not using Google Analytics goals to track your website objectives, you're missing out on 90% of the benefit of Google Analytics. Goals indicate when something important has happened on your website and you what kind of ROI you are getting from your efforts.



## WHY SET GOALS

Setting goals is a crucial part of maximizing Google Analytics to its fullest potential. Goals aren't only for ecommerce websites and don't always represent the very last step in a sales process. You may identify a specific number of goals needed to reach your overall business website objectives.

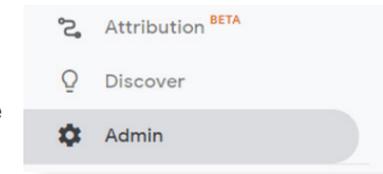
For example, if you have a site where you generate leads through a contact form, you will want measure the number of contact form submissions, or, if you have a website where you sell products, you will want to measure payment completions. But what if you identify that users who visit your site and download a guide or watch a video are three times more likely to convert? Perhaps one of the goals you want to measure is content downloads.

**Not establishing goals to measure against performance makes it nearly impossible to truly know the impact your website has on your bottom line.**

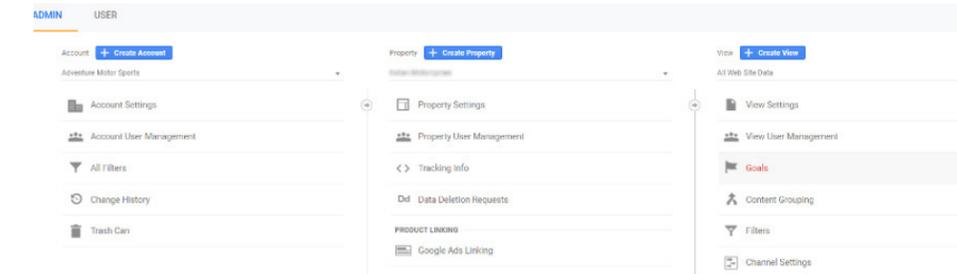
You need to think through the user journey and identify those points in the sales cycle that mark pivotal milestones for achieving your business objectives.

## GOAL CREATION

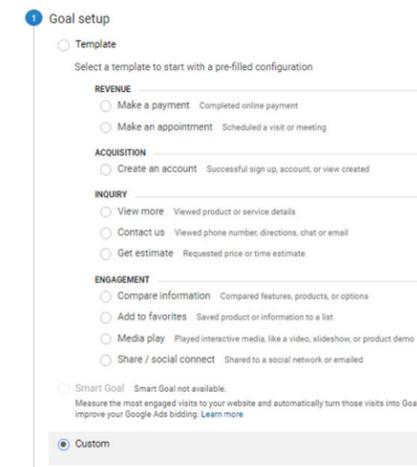
To create a goal in Google Analytics, you need to go to the Admin section by selecting the "Admin" tab at the very bottom on the navigation pane in your Google Analytics dashboard.



You will be taken to a view with three columns for your Account, Property and View settings. Go to the far right column and click the "Goals" section on the list.



You are now ready to create your first goal. Click the shiny, red "+New Goal" button to be taken to the data entry screen. Google Analytics has pre-built templates to make setting goals as painless as possible. Select the template that best matches the overall goal you are looking to track, or choose "Custom" if you have all the information on-hand. For this example we will walk you through a "Custom" goal set-up for a restaurant looking to measure online reservations. To continue, select "Custom" from the list and then "Continue."



The four different goal types you can pick from are:

1. Destination: when a specific location of the website loads while a user is on your website.
2. Duration: when a session lasts as long or longer than a certain amount of time you are wanting the user to stay on your website for.
3. Page/Screen per Session: when a user views a specific number of pages or screens after arriving at your website.
4. Event: an action defined as an Event is triggered after a user searches or clicks on a certain page.

For this goal, we are leveraging the reservation confirmation page as a signal of goal completion so we will select “destination”. We know that anyone who makes an online reservation will be redirected to a confirmation page with the root URL:

[www.davesdiner.us/reservation-confirmation](http://www.davesdiner.us/reservation-confirmation)

Even though the ending of the URL may change based on the specific reservation, the first part of the URL will always start with /reservation-confirmation. To account for this in the goal set-up, click the drop down box next to the URL and chose “Begins with.” You can click the “Verify this Goal”

✓ Goal setup Edit  
Custom

✓ Goal description Edit  
Name: *Online Reservation*  
Goal type: *Destination*

3 Goal details

**Destination**

Begins with   Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

**Value** optional

OFF Assign a monetary value to the conversion.

**Funnel** optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

link on the bottom of the set-up screen to ensure you’ve entered all the information correctly and that the goal can be tracked.

**The ‘Verify this Goal’ tool is a great way to trouble shoot live to make sure all the information entered is accurate and can be tracked.**

If you have more goals to set up, you can go back through this process for all remaining goals.

## GOAL TRACKING

**After your goals are set up, the best way to analyze the information is in the Conversion Report. Navigate to the Conversion dropdown on the main navigation pane and you will find three categories of reports.**

### Goals:

The “Overview” tab will allow you to see a general view of all the goals you have set. If you set up a goal funnel for any of your goals, the “Funnel Visualization” tab will allow you to see your funnel graph for each goal you have set.

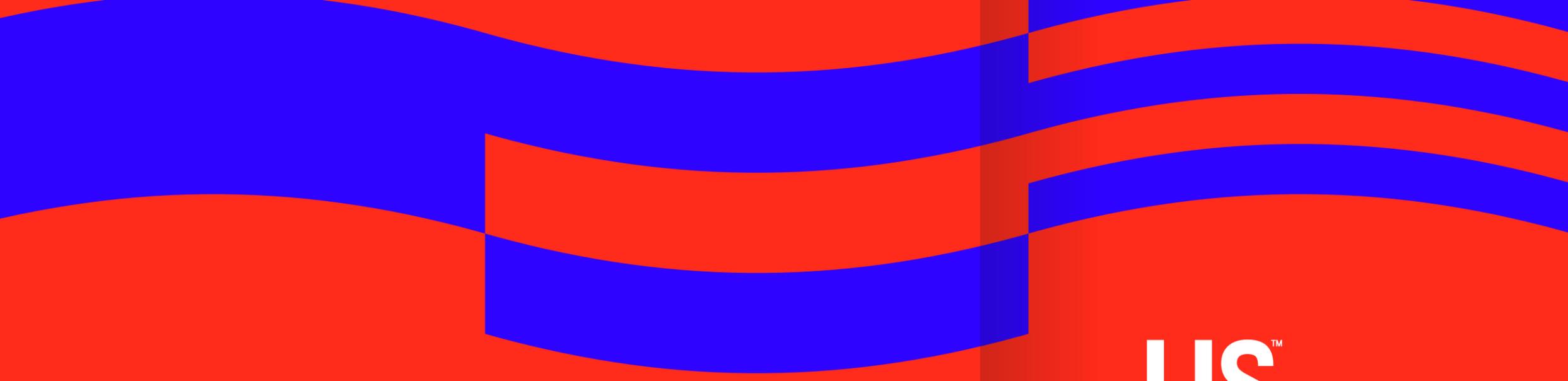
### Ecommerce:

This tab lets you dissect any data around purchase activity. Details such as commonly purchased products, time of purchase, average amount spent on purchases, transaction ID, etc., will be included in the “Ecommerce” overview. The details may be narrowed down as far as the product identification number or tax amount on the purchase order.

### Multi-Channel Funnels:

This tab lets you see how your marketing initiatives work together to guide people to your site. Most people do not make a purchase, for example, the first time they visit your website “Multi-Channel Funnels” reports provide insight on how different marketing channels work together to drive conversions, rather than just showing you the last click conversion. “Time Lag” shows you whether the user converted the first time they visited or if it took them a few days to complete the conversion. “Top Conversion Paths” lays out how each user arrived at your site. For example, if most of your users clicked on the link posted in your tweets, you will know to focus efforts on maintaining your social media presence as it is driving a strong portion of your traffic.





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**07**

# **USERS & PERMISSIONS**

GETTING YOUR TEAM INVOLVED

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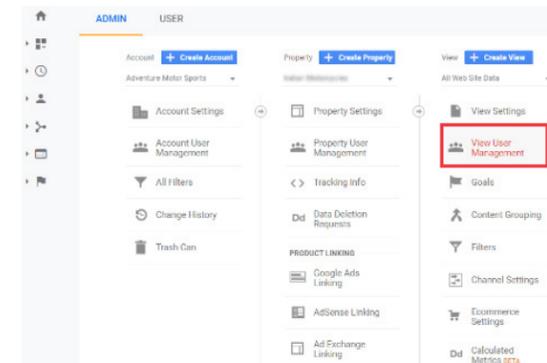


# USERS & PERMISSIONS

Now that your Google Analytics account is up and running, you may want to grant access to other users to help you measure and track performance. Google Analytics lets you assign certain users at different access levels for your account. You can add as many users as needed with permissions for view only access up to managing users and editing settings.

## ADD AND MANAGE USERS

To add users, you first need to be signed in to Google Analytics. From there, click “Admin” and then “User Management.” Under “Account Users,” click “+” and then “Add New Users.” Enter in the new user’s email address and decide which level of permission you want them to have. Select “Notify New User by Email” to let them know they have been added and when finished, click “Add.” To edit or delete users, click “User Management” and find the user you want to edit or delete.



## PERMISSION LEVELS

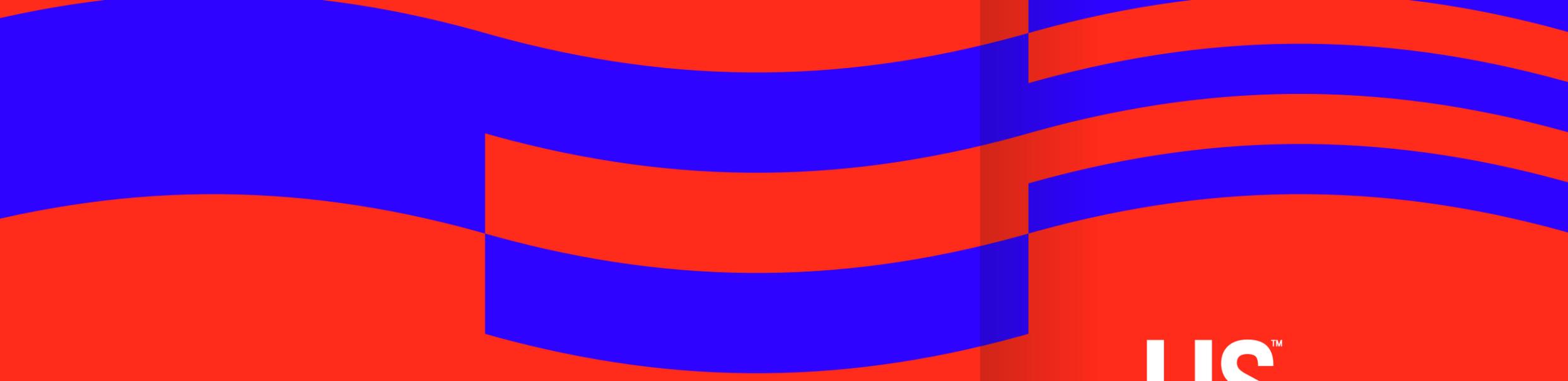
Google Analytics gives you four permission options:

**Manage Users:** Can manage account users and their permissions, grant full permission to any user and does not include “Edit” or “Collaborate.”

**Edit:** Can perform administrative and report-related functions, see report data, create and apply filters and includes “Collaborate.”

**Collaborate:** Can create, edit, delete and share personal assets, collaborate on shared assets and includes “Read & Analyze.”

**Read & Analyze:** Can see report and configuration data, manipulate data within reports, create personal assets and share them, but can’t collaborate on shared assets.



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**08**

# **THE WRAP-UP**

FINAL PIECE OF ADVICE

**MM - BUILD YOUR AMERICAN DREAM**

# THE WRAP-UP

You've made it through the fundamentals of navigating Google Analytics for actionable insights. To round out this eBook, we're providing you with a cheat sheet on pro tips as well as fast facts that you can use for quick reference at any point in your Google Analytics journey. Print these out and tape them to your desk, business notebook or home computer.

## FAST FACTS FOR GOOGLE ANALYTICS

### How should I organize my account?

Google Analytics is organized by a clear hierarchy which will help you organize your account. Your account is the highest level of organization and your way to access Analytics. In your account are properties, which can be websites, apps or devices from which you'd like to collect data. Each property gets a tracking code used to collect data from that specific property. And last but not least, a view is where you are able to open and read reports or, more technically, the defined view of data related to a particular property.

### What are the types of data I can access?

Reports from Google Analytics are divided into four topics: Audience Reports, Acquisition Reports, Behavior Reports and Conversion Reports.

#### Audience Reports

Gives you details on your visitors, from their interests, location and language spoken to their number of visits, devices and browsers, plus much more.

#### Acquisition Reports

Gives you information on how visitors are finding your site (organic, referral or direct) and which sites and social networks referred visitors to your page the most.

#### Behavior Reports

This is the data collected from visitors once they have actually landed on one of your pages. Learn where they are spending most of their time on your site, how long they are staying, number of pageviews, bounce rate and more.

#### Conversion Reports

This data tells you how well your website is converting visitors into users. This information tells you how well your website is effectively running.

### What is a segment?

A segment in Google Analytics is a set of site visitors grouped together with a shared characteristic. Doing so allows you to analyze your data much more efficiently. These temporary filters do not affect the underlying data and can be added or removed easily.

## GOOGLE ANALYTICS PRO TIPS

- Have a specific reason or goal for using Google Analytics.
- Find your real conversion rate.
- Keyboard shortcuts are a lifesaver.
- Use "Behavior Flow" to track leads as they become sales.
- Analyze sales between mobile and desktop.
- Improve site speed by analyzing it.
- Custom dashboards weed out unnecessary metrics.
- Attribution reports are useful.
- Exchange attribution with multi-channel funnel reporting.
- Assisted conversion reports provide more specificity.
- Reverse engineer your sales.
- Compare old and new visitors to see changes and find a focus.
- Affinity categories will help you know your visitor better.
- Cut out internal traffic.
- Find the answer to "How many visits does it take to convert?"
- Visualize your funnel.
- Find where your current traffic comes from and double-down.
- Connect AdWords and Analytics.

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**THANKYOU**

Read more at [www.about.us](http://www.about.us)