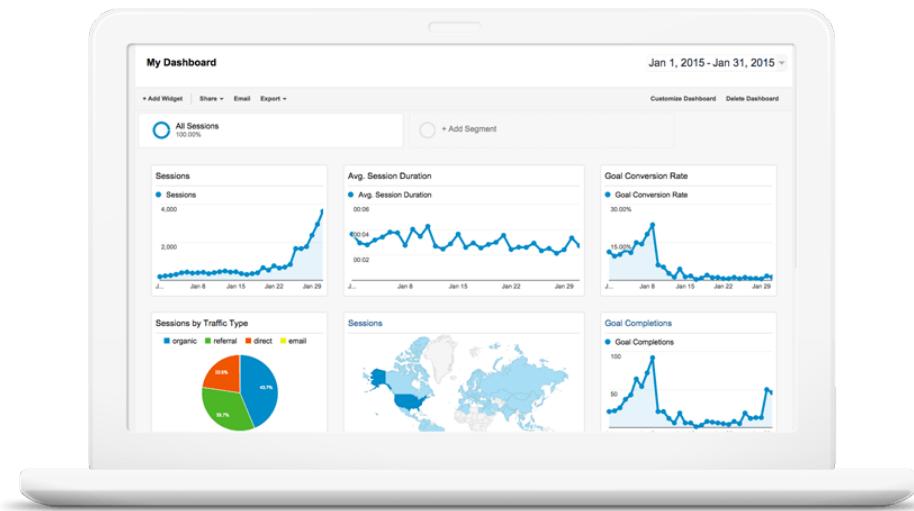




# Google Analytics

Anywhere. Anytime.





## What is Google Analytics?

Google Analytics is a cloud-based analytics tool that measures and reports website traffic. It is the most widely used web analytics service on the Internet.

## Why should we all use it?

Google Analytics helps you analyze visitor traffic and paint a complete picture of your audience and their needs. It gives ***actionable insights*** into how visitors find and use your site, and how to keep them coming back. In a nutshell, Google Analytics provides information about:

- What kind of traffic does your website generate – number of sessions, users and new users
- How your users interact with your website & how engaged they are – pages per session, average time spent on the website, bounce rate, how many people click on a specific link, watch a video, time spent on the webpage
- What are the most and least interesting pages – landing and exit pages, most and least visited pages
- Who visits your website – user's geo location (i.e. city, state, country), the language they speak, the browser they are using, the screen resolution of their device
- What users do once they are on your website – how long do users stay on the website, which page is causing users to leave most often, how many pages on average users view
- When users visit your website – date & time of their visits, you can see how the user found you.
- Whether visitors came to your website through a search engine (Google, Bing, Yahoo, etc.), social networks (Facebook, Twitter, etc.), a link from another website, or a direct type-in.

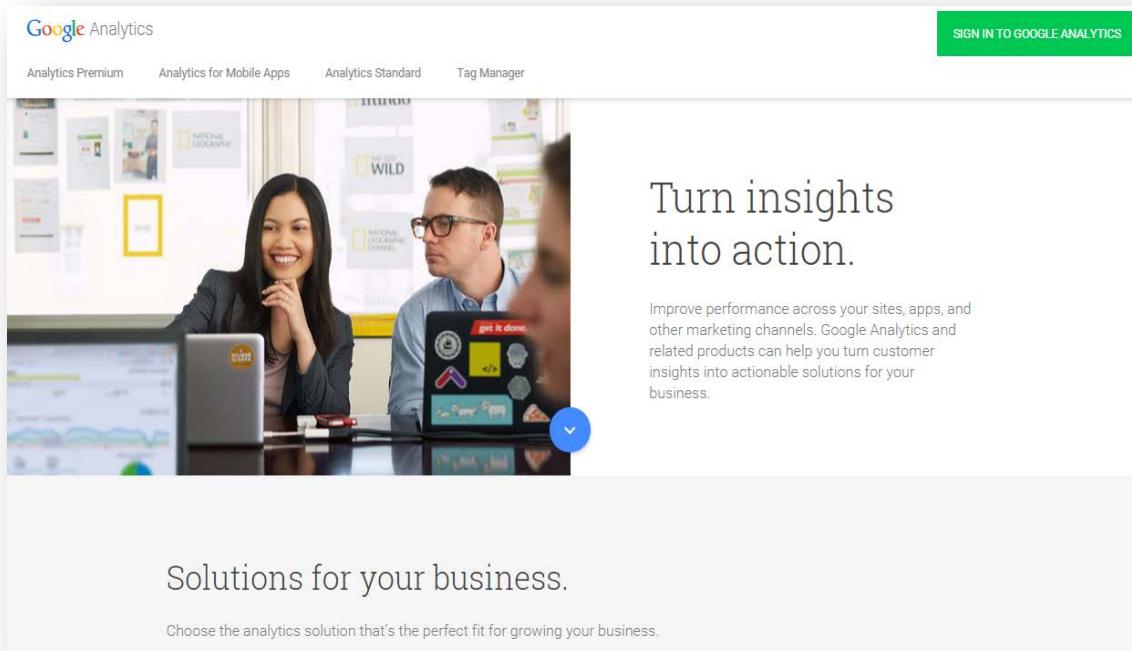
**Ultimately**, we can all use this data to get ***actionable insights*** and use them to take steps to improve our website and provide them with a great user experience.

## What are the main Google Analytics features?

- Built-In reports, Dashboards and Real-time analytics
- Advanced: Custom reports, Cohort analysis, Goal-flow charts, custom dimensions & custom metrics

## How to use Google Analytics?

1. Create a Gmail account – to be able to use Google Analytics, you will need to have a Google account.  
Click [here](#) to create one
2. Once created the account, send me your newly created Gmail account to [Stanislav.Prodanov@umassmed.edu](mailto:Stanislav.Prodanov@umassmed.edu) and I will grant you access to Google analytics for your website.
3. You will receive an email from [noreply-analytics@google.com](mailto:noreply-analytics@google.com) with a subject line: **You have been granted access to a property in Google Analytics account**  
Follow the instructions in the email (i.e. click on the link provided in the email)
4. Sign in to Google Analytics (click on the green button on the top right corner)



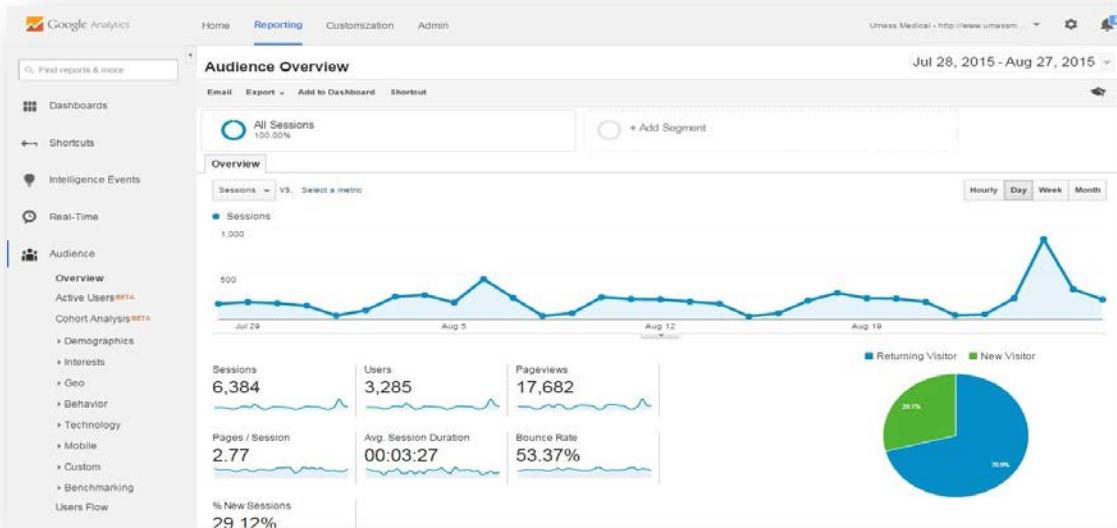
The image shows the Google Analytics landing page. At the top, there are navigation links for 'Analytics Premium', 'Analytics for Mobile Apps', 'Analytics Standard', and 'Tag Manager'. A green 'SIGN IN TO GOOGLE ANALYTICS' button is located in the top right corner. Below the navigation, there is a large image of two people in an office setting, one smiling and looking at a laptop screen displaying a dashboard. To the right of the image, the text 'Turn insights into action.' is displayed, followed by a description: 'Improve performance across your sites, apps, and other marketing channels. Google Analytics and related products can help you turn customer insights into actionable solutions for your business.' At the bottom of the page, the text 'Solutions for your business.' is shown, along with a subtext: 'Choose the analytics solution that's the perfect fit for growing your business.'

5. You will see the main Google Analytics panel. Choose the account and the view corresponding to your website.



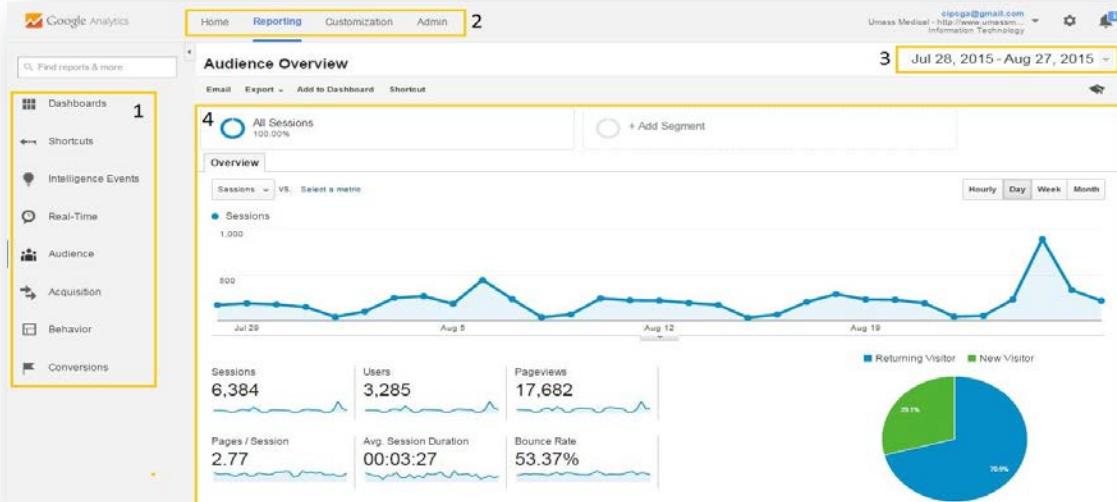
The image shows the main Google Analytics interface. At the top, there are tabs for 'Home', 'Reporting', 'Customization', and 'Admin'. The 'Home' tab is selected. The date range is set to 'Jul 28, 2015 - Aug 27, 2015'. Below the tabs, there is a search bar and a filter section with buttons for 'Mode', 'Show', 'All', and a star icon. The main content area displays a table with data for two properties: 'Umass Medical School' and 'Umass Medical'. The table includes columns for 'Sessions', 'Avg. Session Duration', 'Bounce Rate', and 'Goal Conversion Rate'. The 'Umass Medical' row shows a session count of 1, an average session duration of 0:00, a bounce rate of 100%, and a goal conversion rate of 0%.

6. This is what you will see & this is how you will know that you have access to Google Analytics



7. **Add a bookmark** (press **Ctrl+D** at the same time). Save it in the bookmarks bar. In the name field write just “Google Analytics”. Then open another window in your browser, go to your bookmark bar and find the newly saved bookmark “Google Analytics”. Click on it and drag it so as to move it where you can see it (the next time you click on that book mark you will access Google Analytics).

## Google Analytics Interface



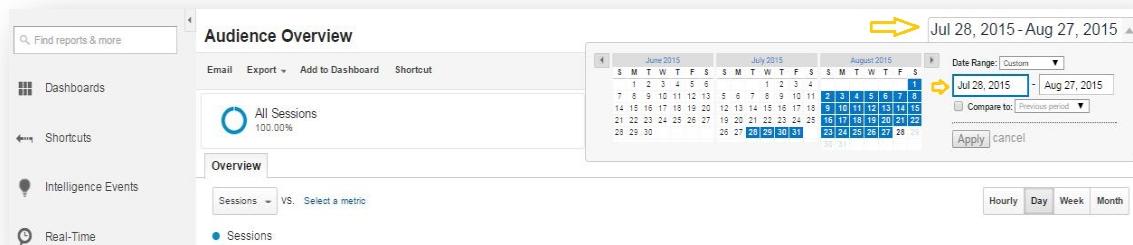
- (1) Dashboards & reports
- (2) Navigation – home, reporting, customization, admin
- (3) Time-period – here you will select the time period you want to analyze
- (4) Main view – where the reports and the data are presented

## Date Range

The date range selector is at the top right of every page. By default, Google Analytics will show data for the past 30 days. To select a date range, click the arrow next to the existing date range to open the selector. Once you've selected a new date range, click **Apply** to update your report.

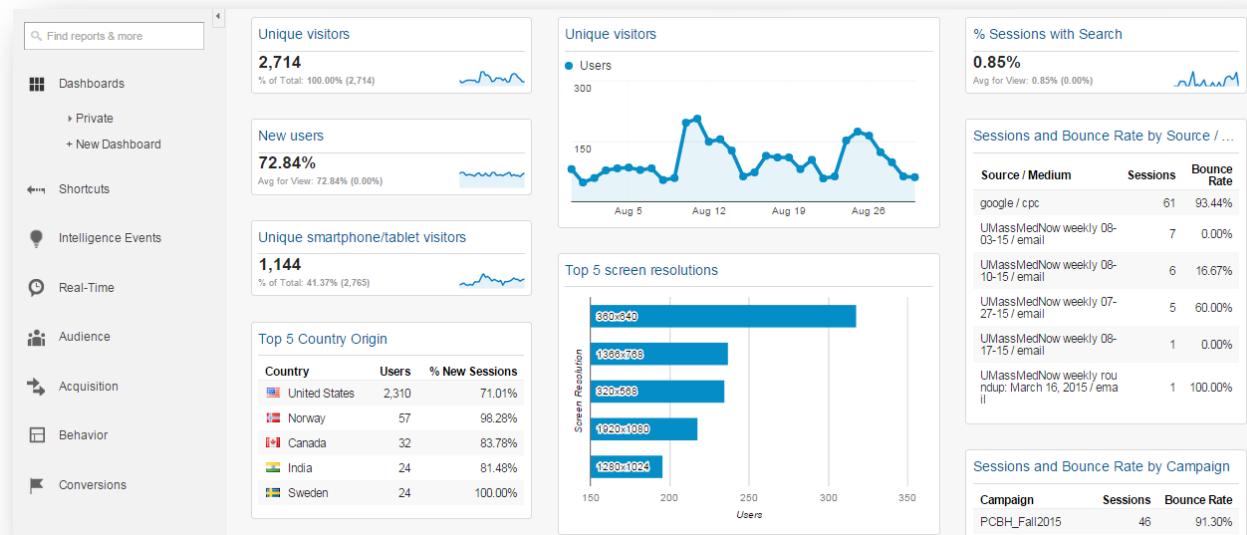
To use a predefined date range, select one of the following from the Date Range menu:

- **Custom:** Data for your custom date range.
- **Today:** Data available for the current calendar date up until the time of your selection
- **Yesterday:** Data for the previous calendar date
- **Last Week:** Data for Sunday through Saturday of the previous calendar week
- **Last Month:** Data for the first to last day of the previous calendar month



## Dashboards

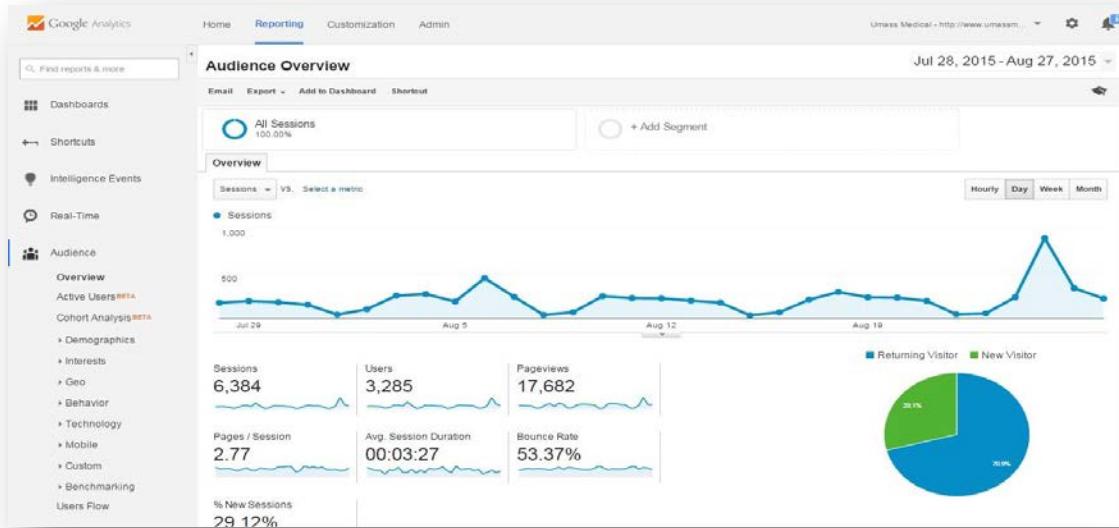
Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most. Dashboards let you monitor many metrics at once, so you can quickly check the health of your accounts or see correlations between different reports.



## Audience Overview

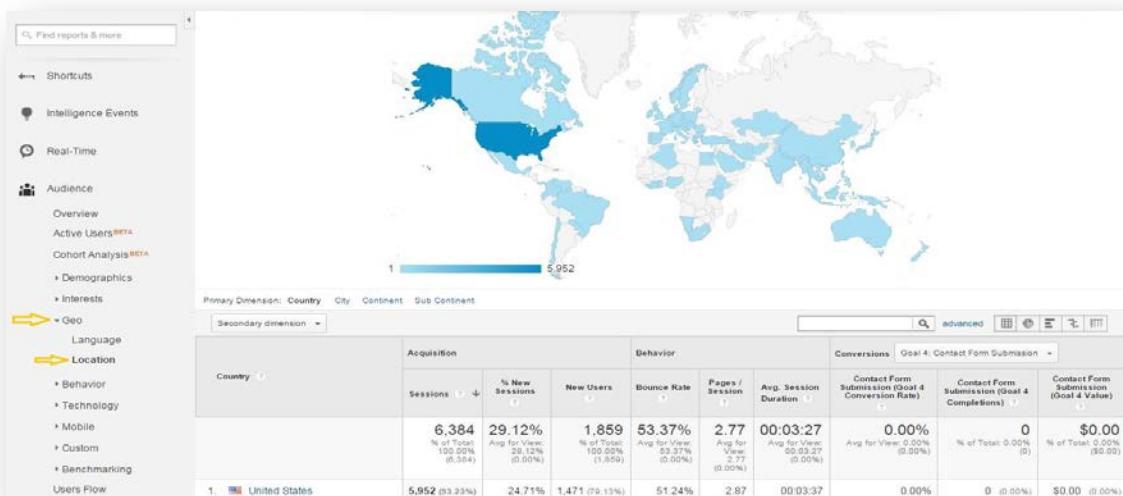
This report gives you a quick overview of the overall performance of the website – number of sessions, users (both new and returning), page views, average session duration, bounce rate, new sessions.

When you launch Google Analytics, you see the overview of the Audience report



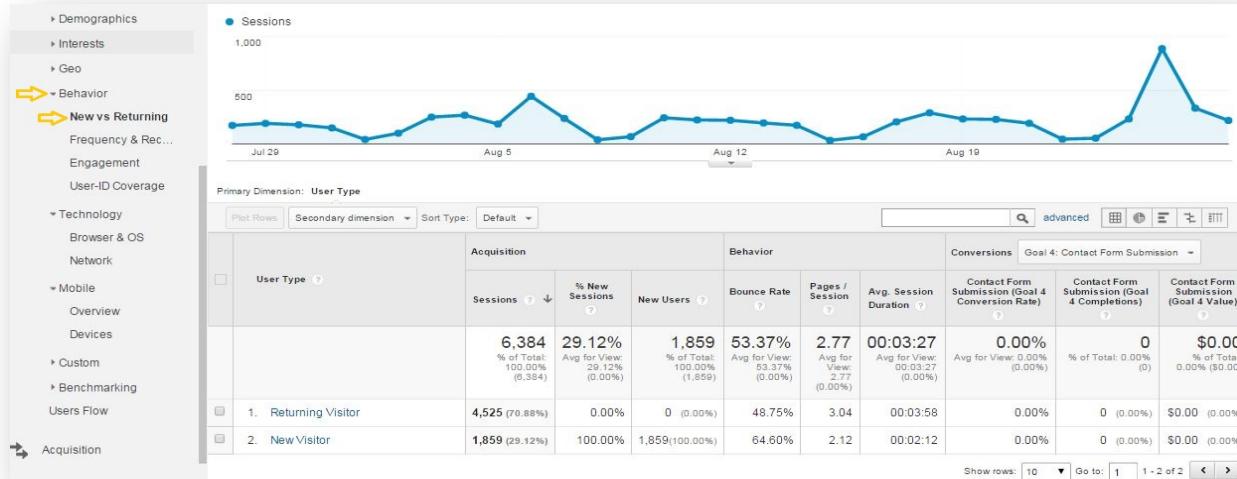
### a) Location

The location report provides information about the geographic location of your users (i.e. Country). To see the State and the City where your users come from, click on the interactive map.



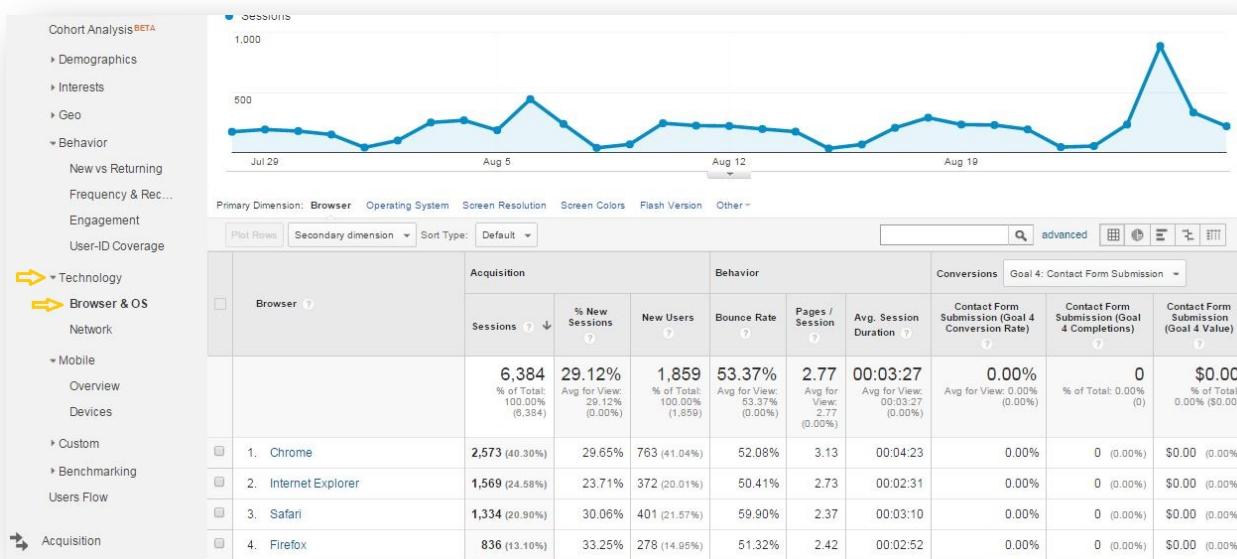
## b) New vs. Returning Users

This report provides information about the total number of visitor to your website and further breaks down that number into new vs returning users.



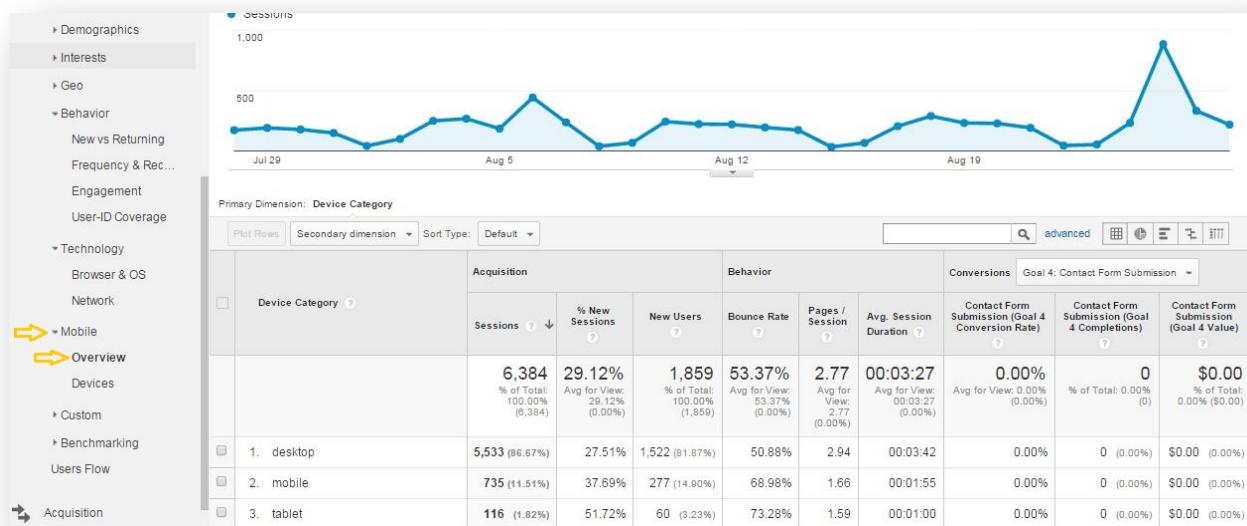
## c) Browser & OS

This report provides information about what browsers people have used to access your website



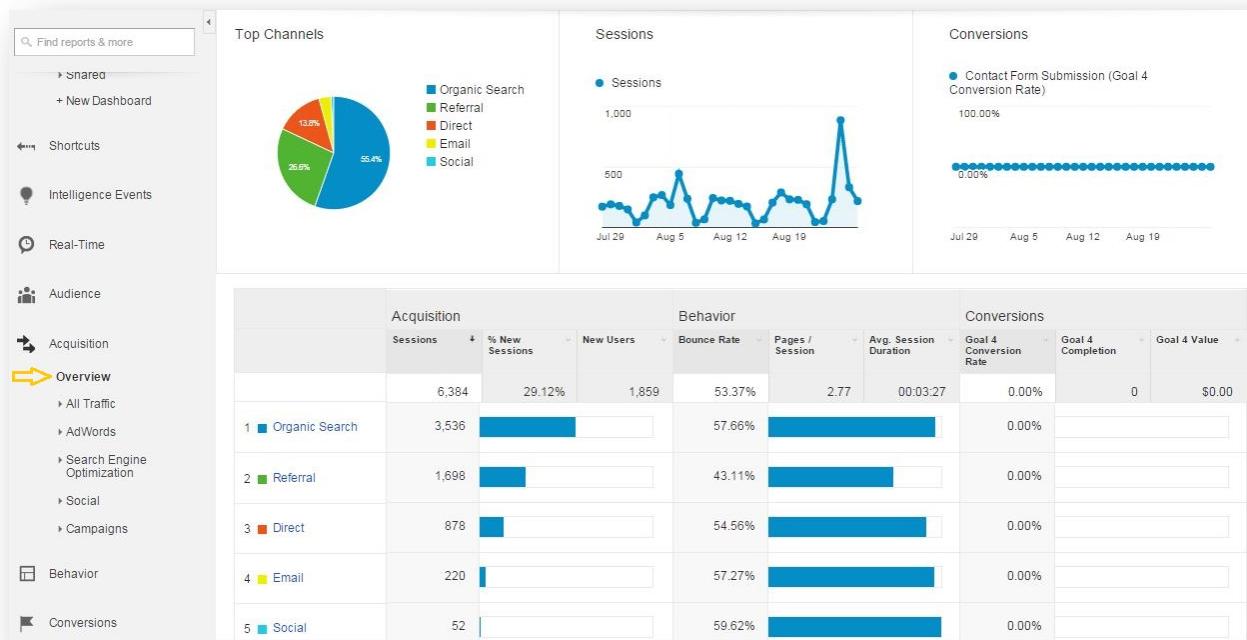
## d) Mobile Overview

This report provides information about the devices category people have used to access your website (desktop vs mobile vs tablet)



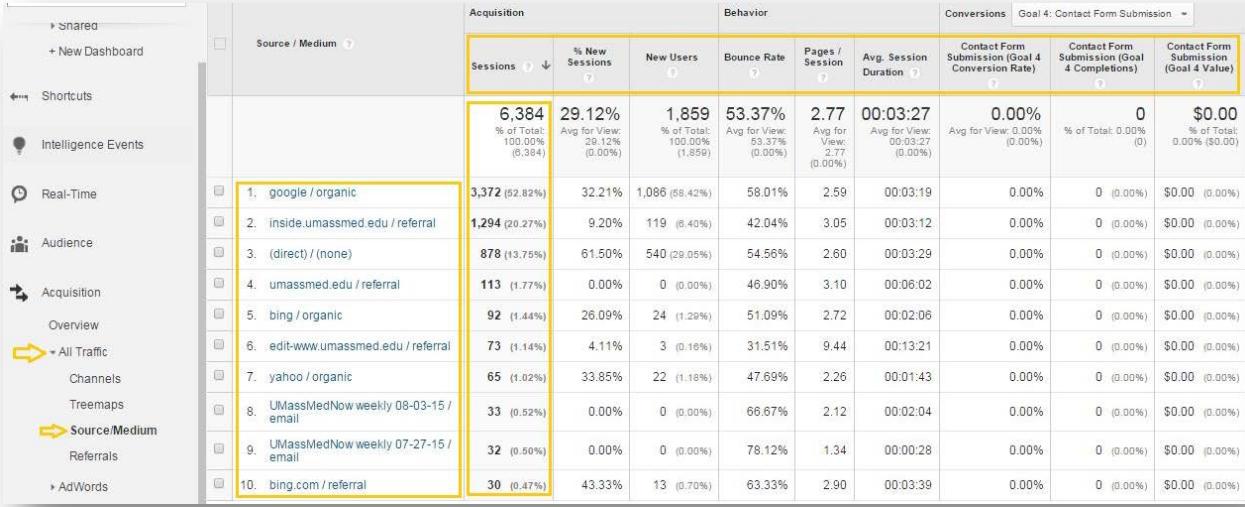
## Acquisition Overview

This report gives you a quick overview of the top channels of your website traffic – direct traffic, organic search, referral, social media, display advertising, email and paid search (i.e. AdWords)



## a) Source/Medium

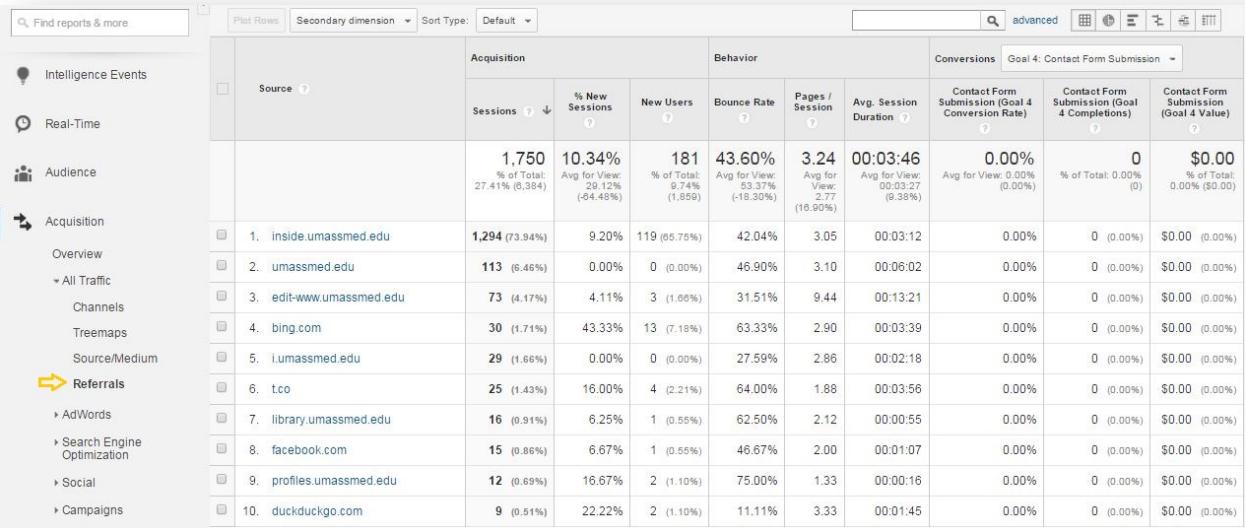
This report provides information about both the source (i.e. the origin of your traffic, such as a search engine (for example, google) or a domain (example.com)) and the medium (i.e. the general category of the source, for example, organic search (organic), cost-per-click paid search (CPC), web referral (referral)) of the traffic data.



The screenshot shows the Google Analytics interface for the 'Source/Medium' report. The left sidebar is collapsed, and the main report table is displayed. The table has the following columns: Sessions (sorted by descending count), % New Sessions, New Users, Bounce Rate, Pages / Session, Avg. Session Duration, Contact Form Submission (Goal 4 Conversion Rate), Contact Form Submission (Goal 4 Completions), and Contact Form Submission (Goal 4 Value). The first row, representing 'google / organic', is highlighted with a yellow box. The data for this row is: Sessions: 6,384 (% of Total: 100.00% (0,384)), % New Sessions: 29.12% (Avg for View: 29.12% (0.00%)), New Users: 1,859 (% of Total: 100.00% (1,859)), Bounce Rate: 53.37% (Avg for View: 53.37% (0.00%)), Pages / Session: 2.77 (Avg for View: 2.77 (0.00%)), Avg. Session Duration: 00:03:27 (Avg for View: 00:03:27 (0.00%)), Contact Form Submission (Goal 4 Conversion Rate): 0.00% (Avg for View: 0.00% (0.00%)), Contact Form Submission (Goal 4 Completions): 0 (% of Total: 0.00% (0)), and Contact Form Submission (Goal 4 Value): \$0.00 (% of Total: 0.00% (\$0.00)).

## b) Referrals

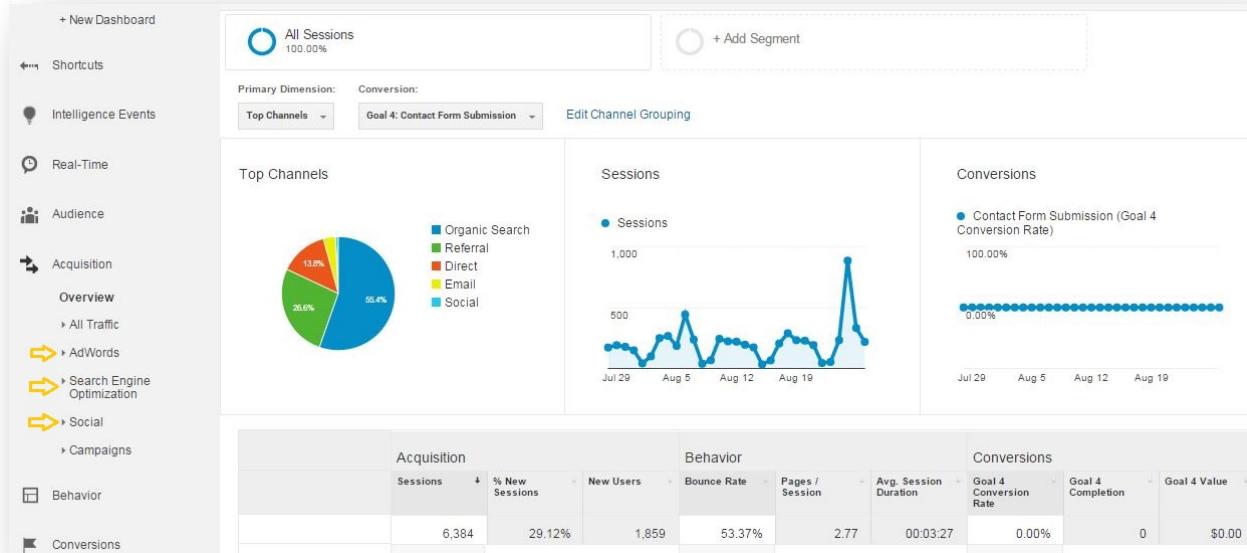
The referrals report provides information about the segment of your web traffic that arrives to the website through another source, like through a link on another domain.



The screenshot shows the Google Analytics interface for the 'Referrals' report. The left sidebar is collapsed, and the main report table is displayed. The table has the following columns: Sessions (sorted by descending count), % New Sessions, New Users, Bounce Rate, Pages / Session, Avg. Session Duration, Contact Form Submission (Goal 4 Conversion Rate), Contact Form Submission (Goal 4 Completions), and Contact Form Submission (Goal 4 Value). The first row, representing 'inside.umassmed.edu', is highlighted with a yellow box. The data for this row is: Sessions: 1,750 (% of Total: 27.41% (0,384)), % New Sessions: 10.34% (Avg for View: 29.12% (-64.45%)), New Users: 181 (% of Total: 9.74% (1,859)), Bounce Rate: 43.60% (Avg for View: 53.37% (-18.30%)), Pages / Session: 3.24 (Avg for View: 2.77 (16.90%)), Avg. Session Duration: 00:03:46 (Avg for View: 00:03:27 (0.38%)), Contact Form Submission (Goal 4 Conversion Rate): 0.00% (Avg for View: 0.00% (0.00%)), Contact Form Submission (Goal 4 Completions): 0 (% of Total: 0.00% (0)), and Contact Form Submission (Goal 4 Value): \$0.00 (% of Total: 0.00% (\$0.00)).

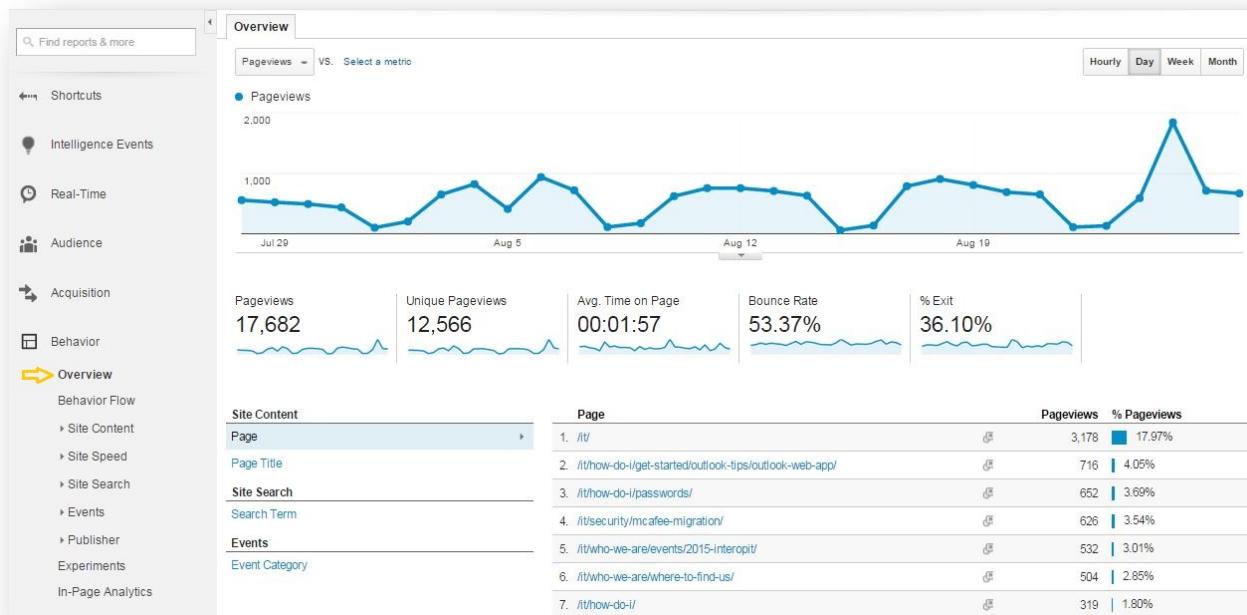
### c) AdWords, SEO & Social

This report provide information about your current and past AdWords campaigns, the performance of your website on search engine results (SEO) and traffic from social media websites.



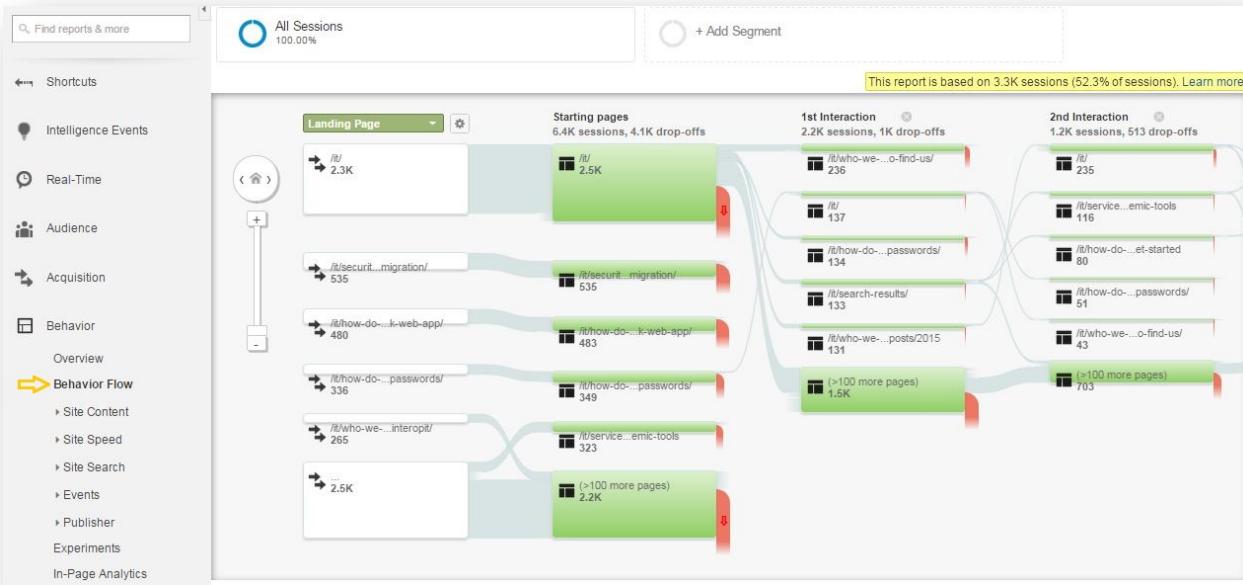
### Behavior Overview

The Behavior overview report reveals what pages people visit on your website and what actions they take while visiting. It also provides information about the number of page views, bounce rate & exit rate



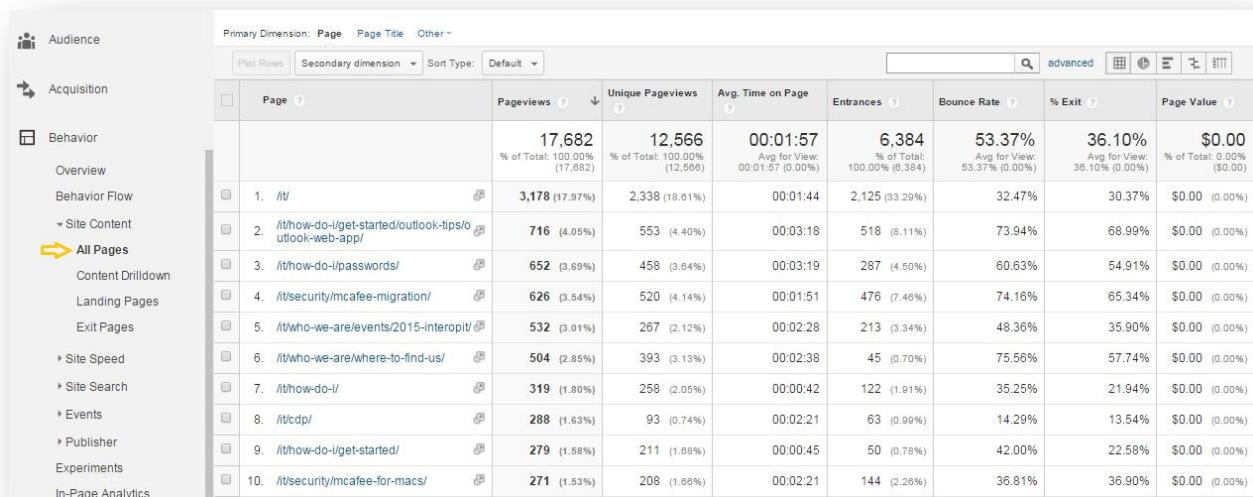
## a) Behavior Flow

The Behavior Flow report visualizes the path users traveled from one page or Event to the next. This report can help you discover what content keeps users engaged with your site. The Behavior Flow report can also help identify potential content issues.



## b) Site Content/All Pages

This report provides information about which are the most visited webpages of your website.



This screenshot of the Google Analytics Site Content report displays the top 10 most visited pages on the website. The data is presented in a table format with the following columns: Page, Pageviews, Unique Pageviews, Avg. Time on Page, Entrances, Bounce Rate, % Exit, and Page Value.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /it/	3,178 (17.07%)	2,338 (18.61%)	00:01:44	2,125 (33.29%)	32.47%	30.37%	\$0.00 (0.00%)
2. /it/how-do-i/get-started/outlook-tips/outline-web-app/	716 (4.08%)	553 (4.40%)	00:03:18	518 (8.11%)	73.94%	68.99%	\$0.00 (0.00%)
3. /it/how-do-i/passwords/	652 (3.69%)	458 (3.64%)	00:03:19	287 (4.50%)	60.63%	54.91%	\$0.00 (0.00%)
4. /it/security/mcafee-migration/	626 (3.54%)	520 (4.14%)	00:01:51	476 (7.46%)	74.16%	65.34%	\$0.00 (0.00%)
5. /it/who-we-are/events/2015-interop/it/	532 (3.01%)	267 (2.12%)	00:02:28	213 (3.34%)	48.36%	35.90%	\$0.00 (0.00%)
6. /it/who-we-are/where-to-find-us/	504 (2.85%)	393 (3.13%)	00:02:38	45 (0.70%)	75.56%	57.74%	\$0.00 (0.00%)
7. /it/how-do-i/	319 (1.80%)	258 (2.05%)	00:00:42	122 (1.91%)	35.25%	21.94%	\$0.00 (0.00%)
8. /it/cdp/	288 (1.63%)	93 (0.74%)	00:02:21	63 (0.99%)	14.29%	13.54%	\$0.00 (0.00%)
9. /it/how-do-i/get-started/	279 (1.58%)	211 (1.68%)	00:00:45	50 (0.78%)	42.00%	22.58%	\$0.00 (0.00%)
10. /it/security/mcafee-for-macs/	271 (1.53%)	208 (1.66%)	00:02:21	144 (2.28%)	36.81%	36.90%	\$0.00 (0.00%)

### c) Landing Pages

The Landing Pages report provides information about which is the first page people visit when they land on our website.



Page	Views	% of Total	Avg for View	Pageviews	% of Total	Avg for View	Pageviews	Avg for View	Pageviews	% of Total	Avg for View	Pageviews	% of Total
1. /it/	2,125 (33.29%)	19.72%	419 (22.54%)	32.47%	3.48	00:04:14		0.00%	0 (0.00%)	\$0.00 (0.00%)			
2. /it/how-do-i/get-started/outlook-tips/outlook-web-app/	518 (8.11%)	46.91%	243 (13.07%)	73.94%	1.64	00:01:42		0.00%	0 (0.00%)	\$0.00 (0.00%)			
3. /it/security/mcafee-migration/	476 (7.46%)	15.76%	75 (4.03%)	74.16%	1.59	00:00:58		0.00%	0 (0.00%)	\$0.00 (0.00%)			
4. /it/how-do-i/passwords/	287 (4.50%)	19.86%	57 (3.07%)	60.63%	2.01	00:02:14		0.00%	0 (0.00%)	\$0.00 (0.00%)			
5. /it/who-we-are/events/2015-interop/	213 (3.34%)	20.66%	44 (2.37%)	48.36%	2.91	00:04:38		0.00%	0 (0.00%)	\$0.00 (0.00%)			
6. /it/services/research-computing/graphpad-prism/	205 (3.21%)	87.80%	180 (9.68%)	88.78%	1.35	00:00:46		0.00%	0 (0.00%)	\$0.00 (0.00%)			
7. /IT/	148 (2.32%)	37.84%	56 (3.01%)	77.70%	1.37	00:02:21		0.00%	0 (0.00%)	\$0.00 (0.00%)			
8. /it/security/mcafee-for-macs/	144 (2.26%)	13.19%	19 (1.02%)	36.81%	2.45	00:05:01		0.00%	0 (0.00%)	\$0.00 (0.00%)			
9. /it/how-do-i/	122 (1.91%)	13.93%	17 (0.91%)	35.25%	2.93	00:02:02		0.00%	0 (0.00%)	\$0.00 (0.00%)			
10. /it/services/academic-tools/software-to-download-for-mac/	78 (1.22%)	15.38%	12 (0.65%)	58.97%	1.87	00:02:58		0.00%	0 (0.00%)	\$0.00 (0.00%)			

Show rows: 10 ▾ Go to: 1 1 - 10 of 239 ▶

### d) Exit Pages

The Exit Pages report provides information about which is the last page people visit before they leave our website.

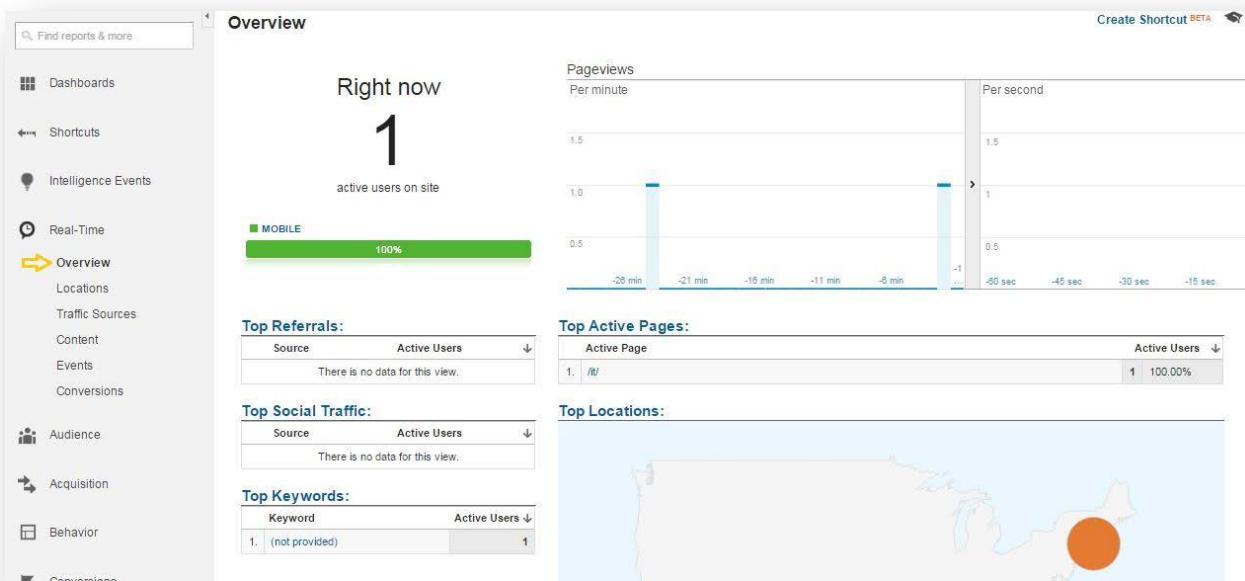


Page	Views	% of Total	Avg for View	Pageviews	% of Total	Avg for View	Pageviews	% of Total
1. /it/	965 (15.12%)			3,178 (17.97%)				30.37%
2. /it/how-do-i/get-started/outlook-tips/outlook-web-app/	494 (7.74%)			716 (4.05%)				68.99%
3. /it/security/mcafee-migration/	409 (6.41%)			626 (3.54%)				65.34%
4. /it/how-do-i/passwords/	358 (5.61%)			652 (3.69%)				54.91%
5. /it/who-we-are/where-to-find-us/	291 (4.56%)			504 (2.85%)				57.74%
6. /it/services/research-computing/graphpad-prism/	213 (3.34%)			252 (1.43%)				84.52%
7. /it/who-we-are/events/2015-interop/	191 (2.99%)			532 (3.01%)				35.90%
8. /it/services/productivity-tools-and-services/casper-suite-mac/	140 (2.19%)			261 (1.48%)				53.64%
9. /it/how-do-i/get-connected/working-remotely/	135 (2.11%)			252 (1.43%)				53.57%
10. /IT/	132 (2.07%)			175 (0.99%)				75.43%

Show rows: 10 ▾ Go to: 1 1 - 10 of 686 ▶

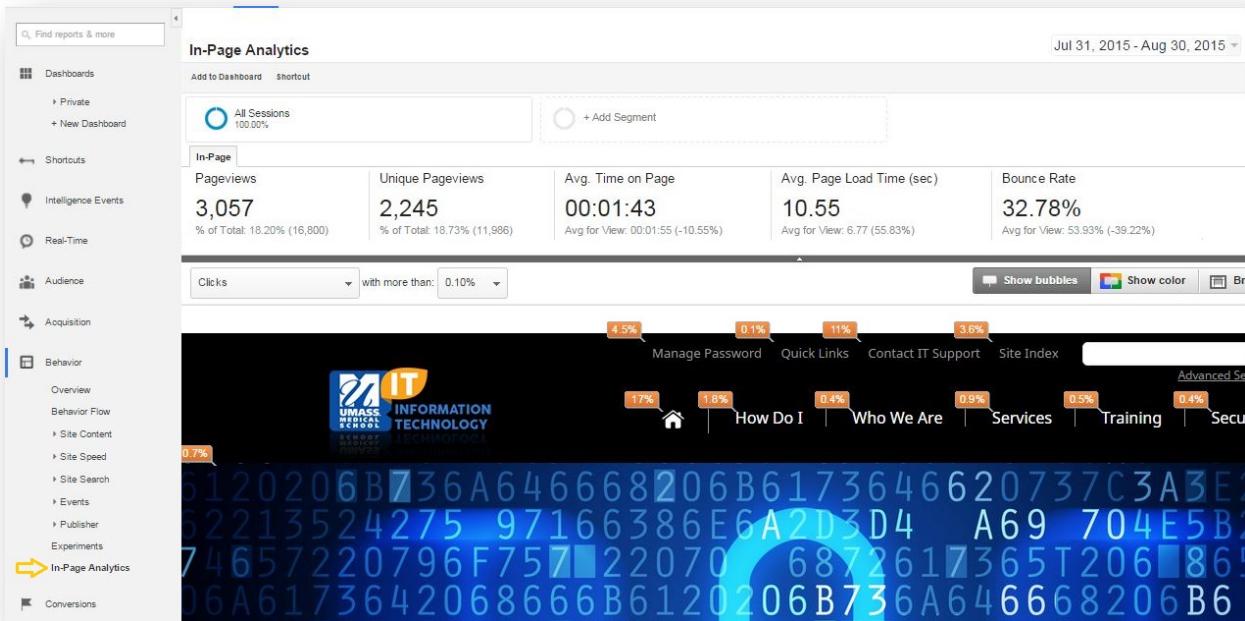
## Real-Time

The Real-Time Report allows you to monitor activity as it happens on your website – e.g. how many people are on your site right now, which pages or events they're interacting with, and which goal conversions have occurred.



## In-Page Analytics

The in-Page report allows you to see how customers interact with your web pages (i.e. what they click)



## Google Analytics in EPiServer

Google Analytics gadget is integrated with our content management systems – EPiServer and provides users with direct access to their sites analytics through EPiServer with no need to log into a Google Analytics account.

Highlights of the dashboard gadget:

- Campaign performance, tracking visitors` interaction
- Acquisition metrics and demographics, behaviors on page, tracking of completed goals and events.



**Toggle Navigation Panel → Settings → Add Gadgets → All → → Google Analytics**

## Google Analytics metrics to track regularly

- **Users** | Audience → Overview
- **New vs Returning Visitors** | Audience → Behavior → New vs Returning
- **Bounce Rate** | Audience → Overview
- **Landing Pages** | Behavior → Site Content → landing Pages
- **Exit Pages** | Behavior → Site Content → Exit Pages
- **Source/Medium** | Acquisition → All Traffic → Exit Pages
- **Average session duration** | Behavior → Site Content → All Pages
- **Page Views** | Behavior → Site Content → All Pages

## Google Analytics Resources

1. Official resources from google
  - a. Analytics Academy - <https://analyticsacademy.withgoogle.com/explorer>
  - b. Support - <https://support.google.com/analytics/?hl=en#>
  - c. YouTube channel - <https://www.youtube.com/user/googleanalytics>
  - d. Google Analytics blog <http://analytics.blogspot.com/>
2. Other resources
  - a. <https://blog.kissmetrics.com/50-resources-for-getting-the-most-out-of-google-analytics/>
  - b. <https://blog.kissmetrics.com/real-time-reports-google-analytics/>