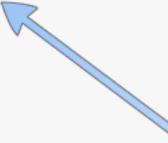
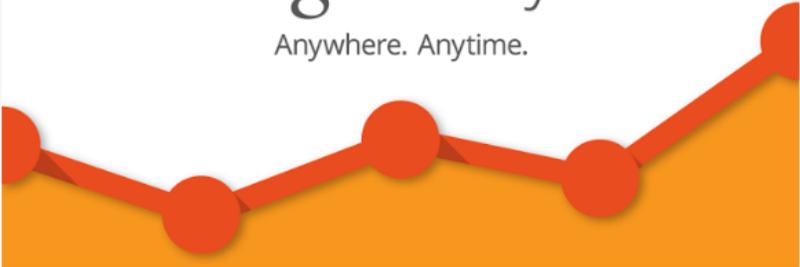


# Google Analytics

Anywhere. Anytime.



# Overview for Google Analytics Presentation

- Highlevel explanation for each area.
- How does it track data?
- What's What?
- How To.....
- Additional Resources

# Highlevel Explanantion

## Google Analytic Sections

Find reports & more

 Dashboards

 Shortcuts

 Intelligence Events

 Real-Time

 Audience

 Acquisition

 Behavior

 Conversions

- **Dashboards**

- Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most.

- **Shortcuts**

- Will give you faster access to reports you use the most.

- **Intelligence Events**

- Creates an alert when a metric (such as conversion rate) for a segment (such as AdWords traffic) deviates from the expected range.

- **Real-Time**

- Allows you to monitor activity as it happens on your site or app.

- **Audience**

- Provides information regarding the users that visit your site or app.

- **Acquisition**

- Gives you insight on how you are getting users to your site or app.

- **Behavior**

- Shows how users behave on your site and what pages they are going to.

- **Conversions**

- Help understand how channels interact along a conversion path, and how long it takes for people to buy or convert.

# How does it track this Data?

## Tracking Code

**This is your tracking code. Copy and paste it into the code of every page you want to track.**

```
<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-██████████', 'auto');
ga('send', 'pageview');

</script>
```

\*Paste your snippet (unaltered, in its entirety) into every web page you want to track. Paste it immediately before the closing </head> tag

This JavaScript code references a JavaScript file which then executes the tracking operation for Analytics.



# How to....

- **Popular Pages, Average Time on Page**

- You can view your popular pages by going to Behavior -> Overview
  - Select page from your report to see bounce rate for page, and average time spent on page

- **Are my users visiting using a mobile device?**

- See the total number of people who are visiting your site from a mobile device.
  - Audience -> Mobile -> Overview

- **Real Time**

- See the current users that are on your site and the pages they are visiting.
  - Real Time -> Overview

- **Setting up a Goal**

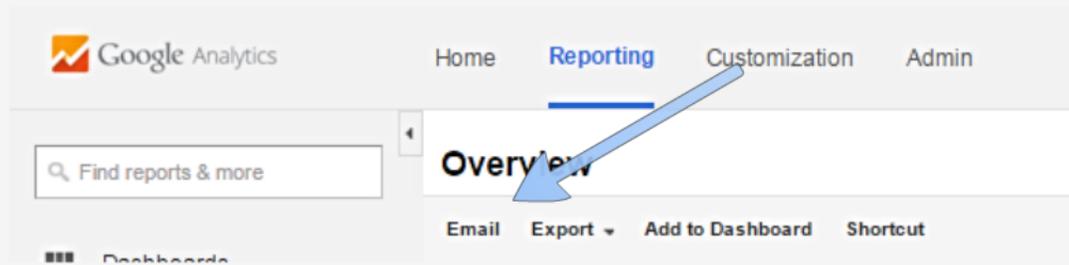
- How engaged are my users?
  - Google Analytics is not going to give you a yes or no answer.
    - You can however track the duration a user stays on your site and that would tell you they are engaging with the content on your site.
      - Setup a goal to track visit duration for something greater than 2 - 3 minutes.
        - Admin -> View -> Goals -> New Goal
          - 1.) Custom
          - 2.) Goal Description, Slot, Type
            - a.) Active Users, pick one, duration
          - 3.) Goal Details
            - a.) set a duration (more than 1-2 minutes)



# How to....

- **Send Email Reports**

- Send email reports to yourself on areas that are important to you.
  - Select Email option that is below the page heading
  - Select the frequency in which you want to receive the email.



Email Report: *My Dashboard* ×

From: ndstategov@gmail.com

To:

Subject: My Dashboard

Attachments: PDF [MY DASHBOARD](#)

Frequency:  Day of Week:

▶ ADVANCED OPTIONS

# Additional Resources

- **Google**

- Google Analytics Academy
  - <https://analyticsacademy.withgoogle.com/explorer>
- Google Analytics Support
  - <https://support.google.com/analytics>

- **Lynda.com**

- Google Analytics Essential Training
  - <http://www.lynda.com/Google-Analytics-tutorials/Google-Analytics-Essential-Training/197523-2.html>
- Google Analytics Tips
  - <http://www.lynda.com/Analytics-tutorials/Google-Analytics-Tips-Tricks-Tutorials/135364-2.html>

- **ITD**

- Submit a service request to software development to request additional help with Google Analytics.
  - <https://secure.apps.nd.gov/itd/workorder/login.htm>