



Introduction to Google Analytics

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This guide is designed to give you the basic overview on Google Analytics and information on:

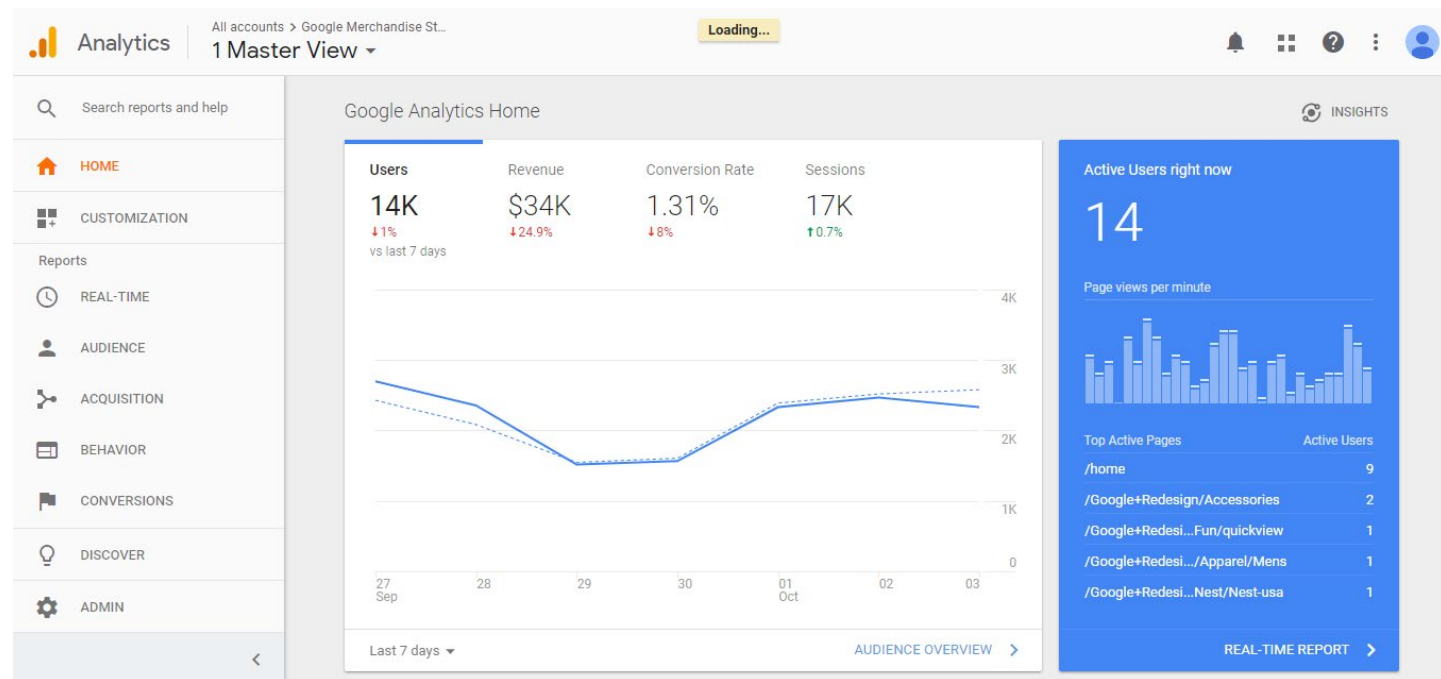
- How many people are visiting your website
- How people are finding to your website
- What pages on your website are most popular

For more detailed instructions on how to use Google Analytics, you can visit the help guide (<https://support.google.com/analytics/?hl=en#topic=3544906>) or view the training videos at the Analytics Academy (<https://analyticsacademy.withgoogle.com/course01>).

Opening Google Analytics

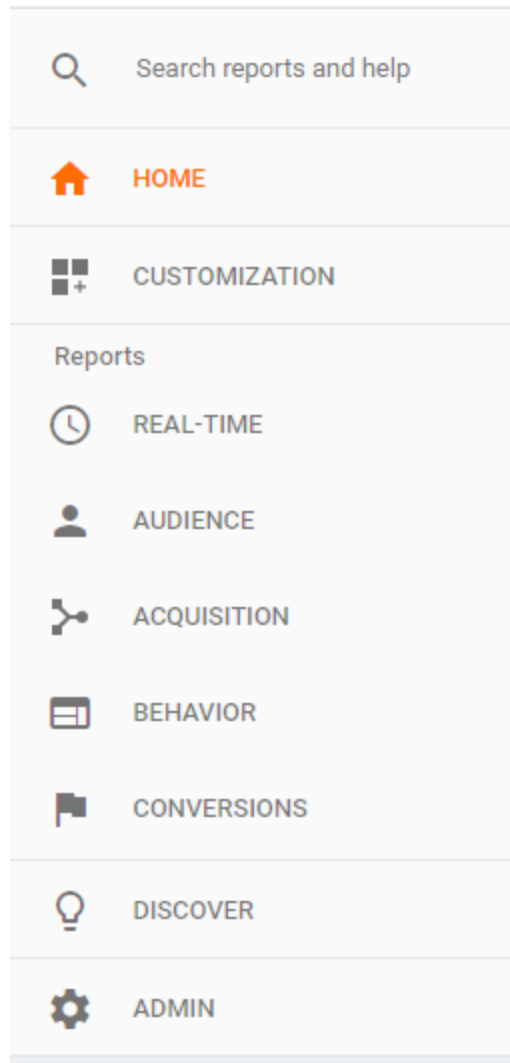
Go to www.google.com/analytics and click on the 'Sign in to Analytics'.

This will take you to the Google Analytics Home.



Navigating Google Analytics

Here are the key reports in Google Analytics



Home: Shows you an overview of your Analytics data without having to navigate through your normal reports.

Customisation: This allows you to create a custom dashboard showing the information you want. You can also create customised reports to track the data you want to monitor.

Real-Time: Allows you to see who is on your website *right now*.

Audience: This section can provide data on your audience, such as their demographics, behaviour and the technology they use to access your site. Some aspects (such as the demographics of your audience) require further tracking codes to be added in order to access this data.

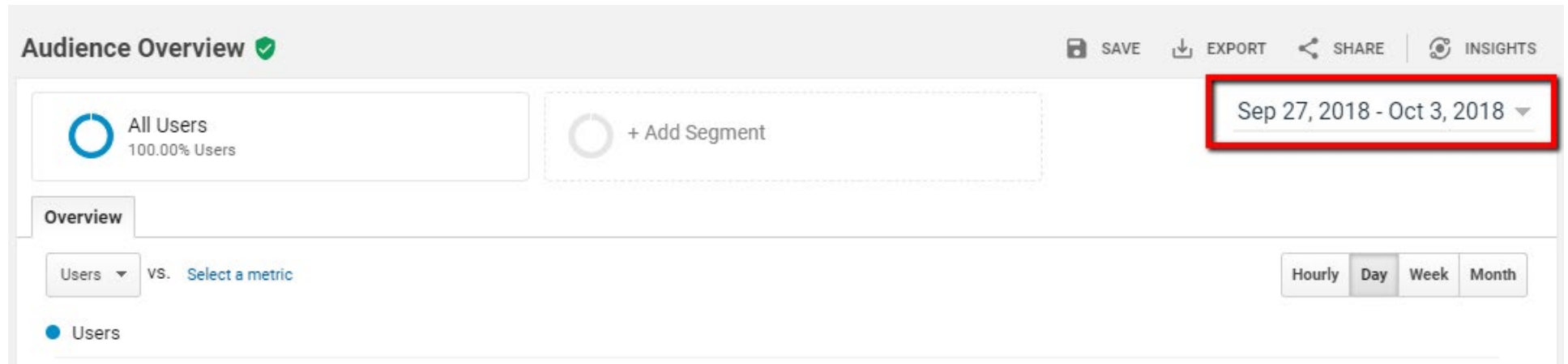
Acquisition: This section can be used to analyse how your viewers came to your website (for example, via an organic Google search, paid Google ad, from another website etc).

Behaviour: This section shows what your audience do when they reach your site. It can be used to analyse how they explore your website and what pages are most popular.

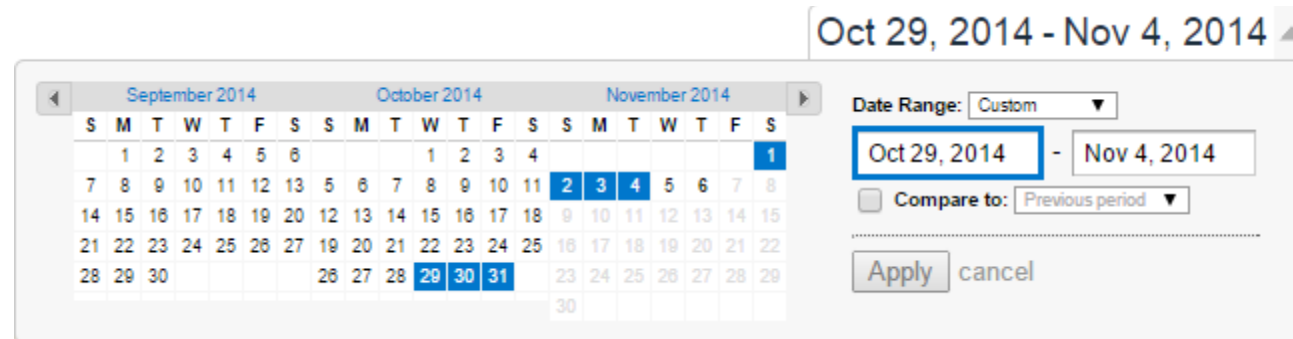
Conversions: This section allows you to set goals to measure whether your website is meeting your objectives. If you sell your product or service online, it also allows you to track the ecommerce section of your site. From here, you can use the Multi-channel functions to see how your marketing channels work together to create sales or conversions.

Changing date range – Audience, Acquisition, Behaviour or Conversion reports

When navigating to other reports in Google Analytics (excluding Real Time reports), you have the option of changing the date range. This allows you to focus on data collected during a specified time frame (for example, the traffic to your site over the past month alone). This is done by clicking on the date range that appears in top-right-hand corner.



The screenshot shows the 'Audience Overview' report in Google Analytics. The date range 'Sep 27, 2018 - Oct 3, 2018' is highlighted in a red box in the top right corner. The report displays 'All Users' (100.00% Users) and a '+ Add Segment' button. The 'Overview' tab is selected, showing 'Users' vs. 'Select a metric'. The 'Hourly', 'Day', 'Week', and 'Month' view options are visible at the bottom right.



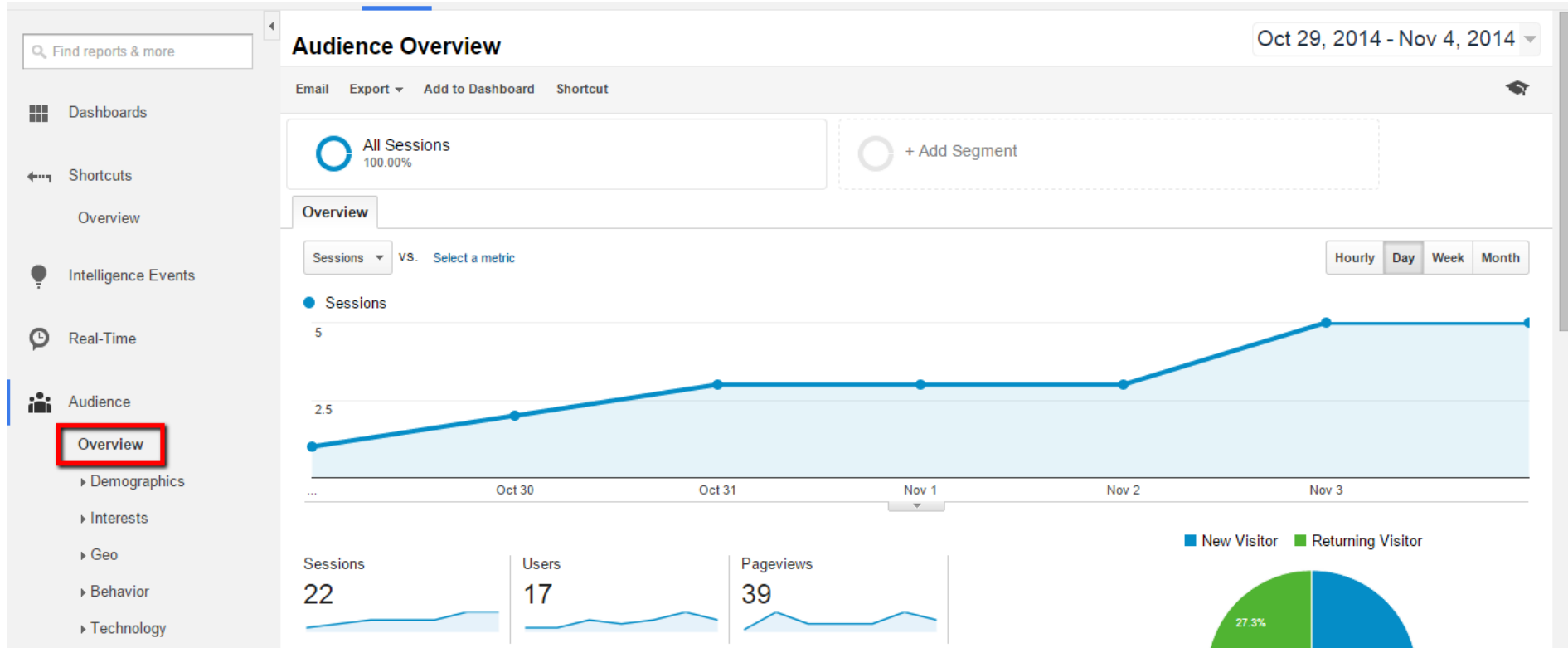
The screenshot shows the date range selector in Google Analytics. The calendar displays the months of September, October, and November 2014. The date range 'Oct 29, 2014 - Nov 4, 2014' is selected and highlighted in a blue box. The 'Date Range' dropdown is set to 'Custom'. The 'Compare to' dropdown is set to 'Previous period'. The 'Apply' and 'cancel' buttons are visible at the bottom.

September 2014							October 2014							November 2014						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6			1	2	3	4								1
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29
														30						

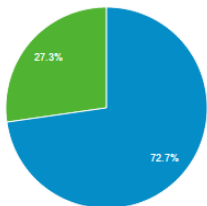
How many people visit your site?

Google Analytics collates data not only on how many people visit your site (referred to as a 'session') but also how many pages are viewed (referred to as a pageview). For example, a person may visit your site (recorded as 1 session) and visit three different pages on your website (recorded as 3 pageviews).

To view this information, select 'audience' in the left sidebar, and then 'overview'.



■ New Visitor ■ Returning Visitor

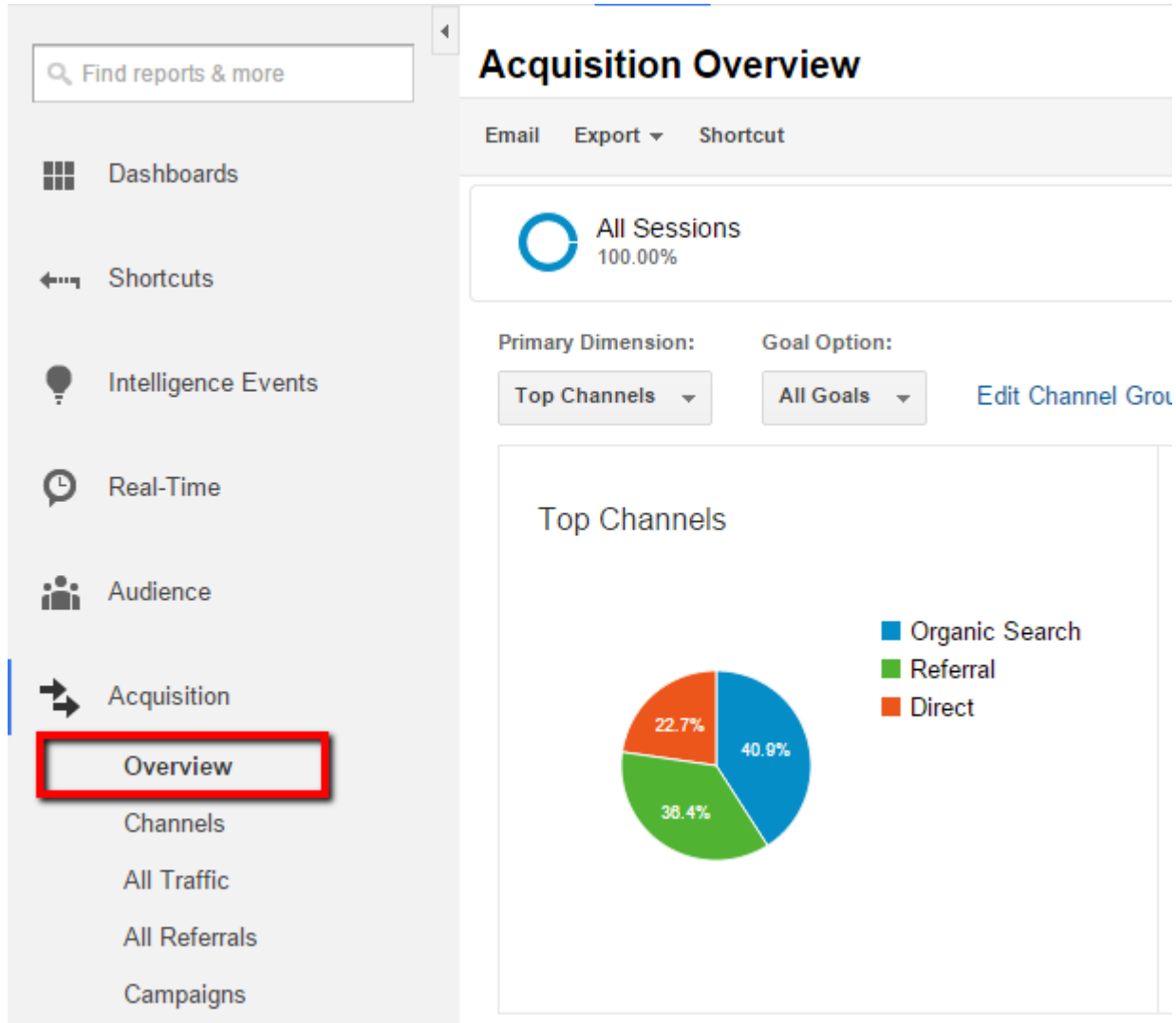


You will see from the example above, that there were 22 sessions and 39 pageviews from 29 October to 4 November. This means that there were 22 visitors to the site. Over these 22 visits, 39 pages were viewed.

Google analytics will also collate information on whether the person visiting the site was a new visitor or a returning visitor. Out of the 22 sessions on the website, 27.3% were run by a visitor who was returning to the site. 72.7% of the sessions were run by a user who was visiting the site for the first time.

How do people get to your site

Google analytics also collates data on how people get to your site. This can be viewed by going to behaviour>overview in the left sidebar (outlined below).



Google breaks down the data in two ways – the top channels and the top sources.

Channels:

Channels refer to groups or categories of sources. Here is a description of the most common channels:

- **Organic search:** traffic that came to your site via a search engine such as Google. 'Organic' means that your website appeared due to its relevance to the key words the visitor used in the search engine (opposed to being a paid advertisement).
- **Referral:** Traffic that comes from another website (not including social media websites)
- **Social network:** Traffic that comes to your website via a social network (not including paid ads on that social network)
- **Direct:** a visitor that came to the site as a result of directly typing in your website URL into their browser.

Source:

The source is the place where the traffic originated (for example, Google, Facebook, an association that links to your website, direct traffic etc). You can view this information on the acquisition overview page by selecting the 'primary dimension' as Top Sources (outlined below).

The screenshot displays the 'Acquisition Overview' page in Google Analytics. On the left is a navigation sidebar with options: Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition (highlighted), Overview, and Channels. The main content area has a search bar 'Find reports & more' and buttons for 'Email', 'Export', and 'Shortcut'. Below these are two progress indicators: 'All Sessions 100.00%' and '+ Add Segment'. The 'Primary Dimension:' dropdown is set to 'Top Sources' and is highlighted with a red box. To its right is the 'Goal Option:' dropdown set to 'All Goals' and an 'Edit Channel' link. The main content area shows a pie chart titled 'Top Sources' with a legend for 'google' (blue), '(direct)' (green), and 'semalt.semalt.com' (orange).

Why are unknown sources referring people to my website?

You may find that you have strange websites referring people to your website, such as 'semalt.semalt.com' or AVG. Often these are not what we usually consider a 'visitor' but rather a program that is incorrectly recorded as a person visiting your website.

- **AVG:** anti-virus software that checks websites for spyware etc
- **Semalt.com** is a keyword research programme or robot that is incorrectly recorded as a visitor to your website.

These programs can often be frustrating as they can skew your website statistics. For example, Google Analytics can show you the website bounce rate (how many people visit one page on your site and then leave without visiting any other pages). The semalt robot is recorded as a bounce, which can give the impression that you have a high number of people simply visiting your homepage and then leaving. However, it is possible to filter these sources out of your results.

Removing Traffic Sources from Analytics

You can remove a particular traffic source from your acquisition data in google analytics by using the following guide:

<https://support.google.com/analytics/answer/1034823?hl=en&authuser=1>.

Keep in mind that filters only affect future data. It won't exclude a source from the traffic already collected.

What pages on your website are most popular?

You can see what pages on your website are most popular by going to behaviour>site content>All pages (outlined in red). You can change the way the data is presented by choosing from the buttons on the right (outlined in yellow).

This data allows you to see not only which pages are viewed the most frequently but also the average time a person spends on that page.

Entrances refer to the number of times in which a person has come to your site directly to that page (rather than navigating there from another place on your website). It's likely that your homepage will have the highest percentage of entrances. The **bounce rate** refers to the number of times a visitor has arrived directly to a page on your website and then left before visiting any other pages. The **exit rate** shows where people are leaving your site. Unlike the bounce rate, it also records the number of people who leave after visiting other pages on your website.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	74 % of Total: 100.00% (74)	57 % of Total: 100.00% (57)	00:00:57 Site Avg: 00:00:57 (0.00%)	30 % of Total: 100.00% (30)	60.00% Site Avg: 60.00% (0.00%)	40.54% Site Avg: 40.54% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	32 (43.24%)	27 (47.37%)	00:01:04	26 (86.67%)	65.38%	62.50%	\$0.00 (0.00%)
2. /pages/sales/semen-catalogue.php	9 (12.16%)	3 (5.26%)	00:00:18	1 (3.33%)	0.00%	0.00%	\$0.00 (0.00%)
3. /pages/about-us.php	5 (6.76%)	3 (5.26%)	00:00:51	2 (6.67%)	0.00%	0.00%	\$0.00 (0.00%)
4. /pages/sales.php	4 (5.41%)	1 (1.75%)	00:00:03	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
5. /pages/sales/semen-catalogue/burwood-100210.php	4 (5.41%)	4 (7.02%)	00:07:57	0 (0.00%)	0.00%	50.00%	\$0.00 (0.00%)
6. /pages/sales/semen-catalogue/illoura-100653.php	4 (5.41%)	3 (5.26%)	00:00:31	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
7. /pages/contact-us.php	3 (4.05%)	3 (5.26%)	00:00:05	0 (0.00%)	0.00%	66.67%	\$0.00 (0.00%)
8. /pages/sales/semen-catalogue/ridgetop-100003.php	3 (4.05%)	3 (5.26%)	00:00:22	0 (0.00%)	0.00%	33.33%	\$0.00 (0.00%)
9. /pages/sales/semen-catalogue/gemini-100043.php	2 (2.70%)	2 (3.51%)	00:00:00	0 (0.00%)	0.00%	100.00%	\$0.00 (0.00%)
10. /pages/breeding-aims.php	1 (1.35%)	1 (1.75%)	00:00:00	0 (0.00%)	0.00%	100.00%	\$0.00 (0.00%)