

Google Analytics Made Easy

Overview of the basic features and guidance
on common report generation

Agenda:

- 10 Important Elements
- 6 Easy Reports
- Exporting
- Questions

What is Google Analytics?

Session

Pageview

User

Do I have it already installed?

- Yes!

Why do we need it?

- Greater Insights = Greater Control

What does it do?

Executives

**Content Writers & Web
Developers**

Marketing Folks

Here are the Basics:

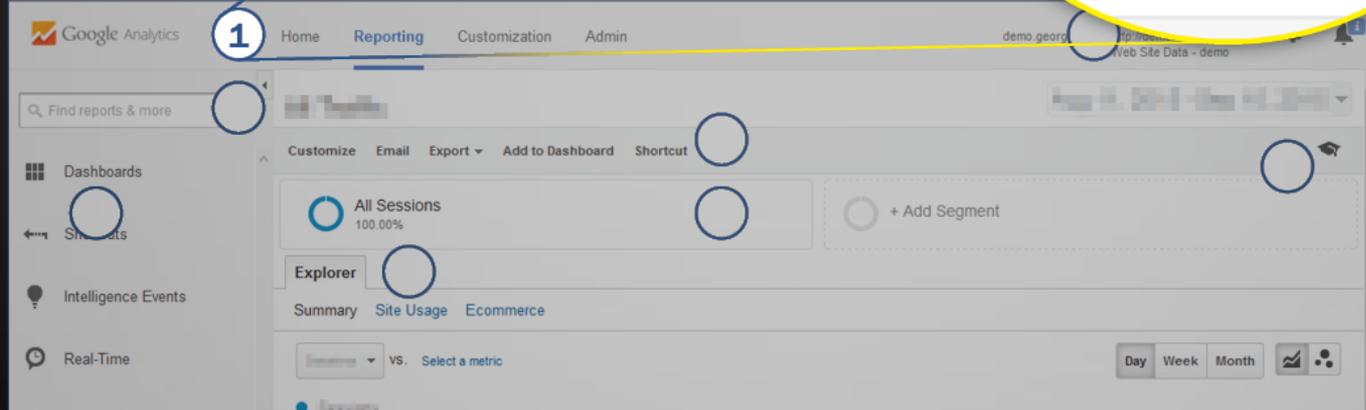
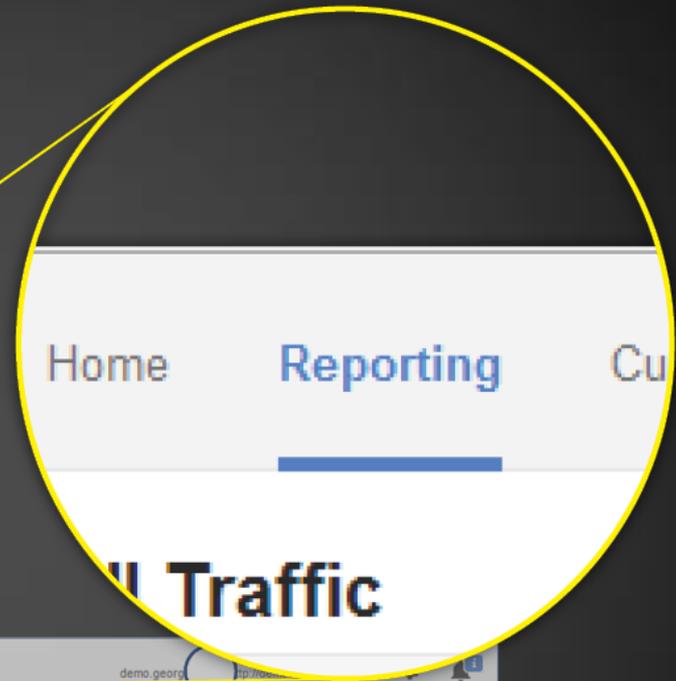
Google Analytics Interface

The screenshot displays the Google Analytics interface with the following components highlighted:

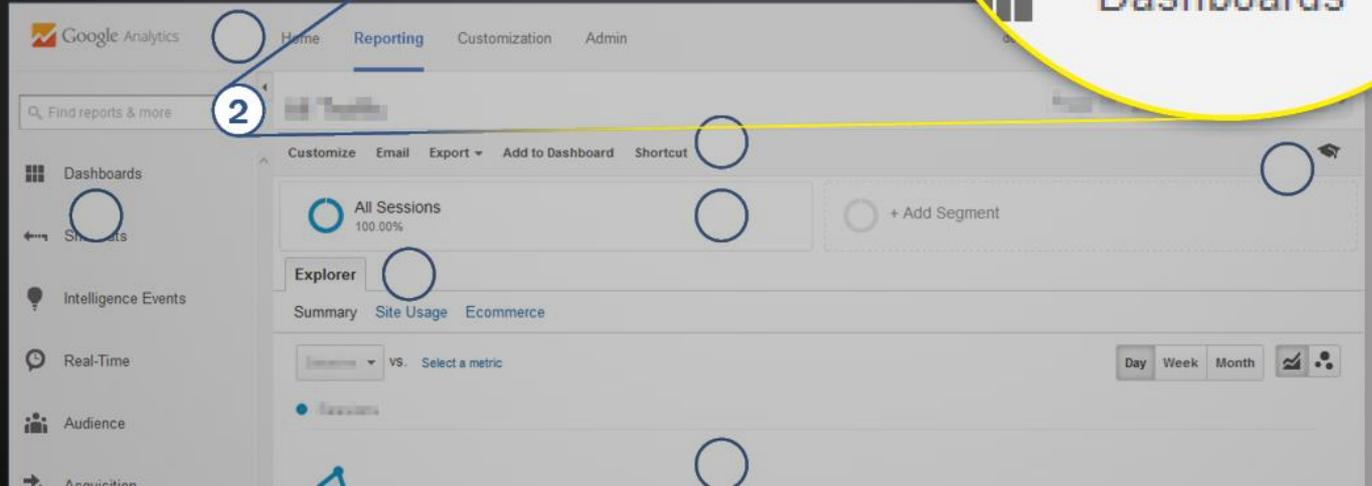
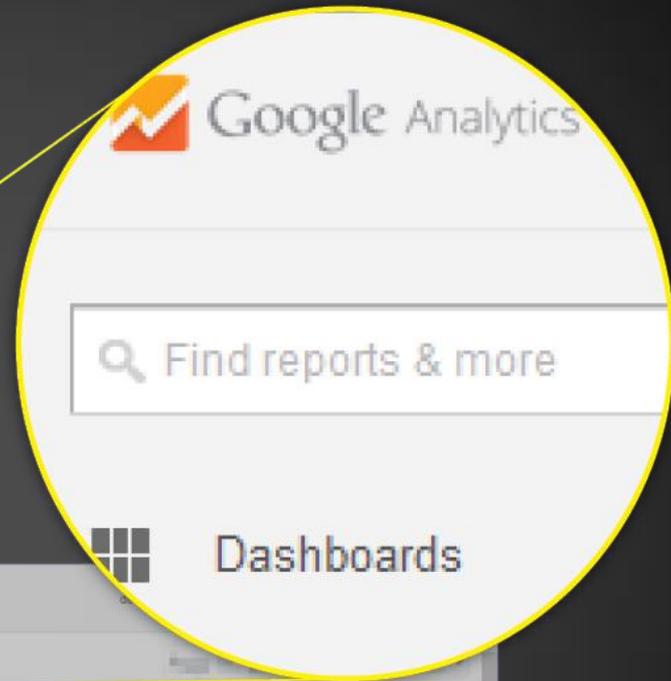
- 1. Navigation Links:** Home, Reporting, Customization, Admin.
- 2. Search Box:** Find reports & more.
- 3. Accounts, Settings, and Diagnostics:** Account management and settings.
- 4. Report Navigation:** Dashboards, Reports, Intelligence Events, Real-Time, Audience, Acquisition, Behavior, Conversions.
- 5. Report Header:** Report title and navigation options.
- 6. Add Segments:** Filter and segment options.
- 7. Report Tabs:** Summary, Site Usage, Ecommerce.
- 8. Graph View:** Line chart showing session data over time.
- 9. Data Table View:** Table with columns for Acquisition, Behavior, and Conversions.
- 10. Analytics Education:** Help and learning resources.

Source / Medium	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	283	61.84%	175	59.01%	2.83	00:04:50	0.00%	0

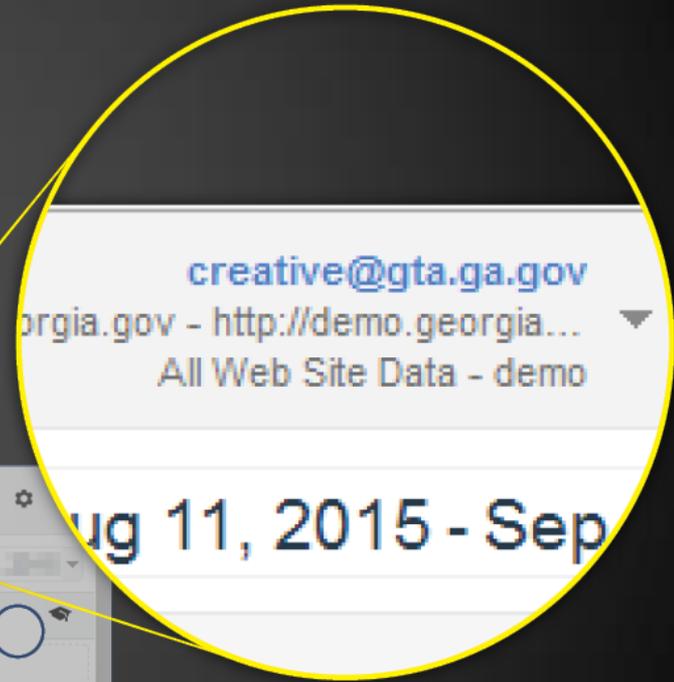
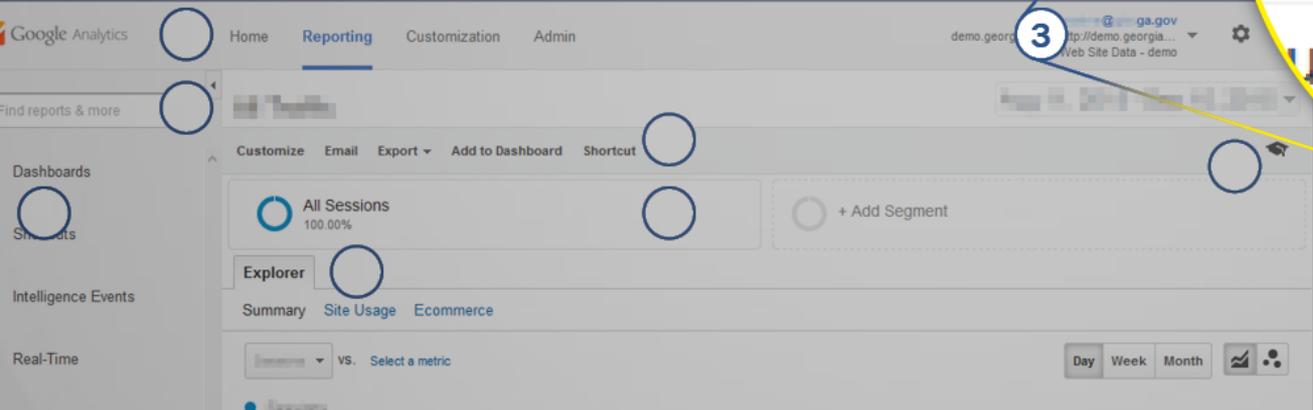
1. Navigation Links



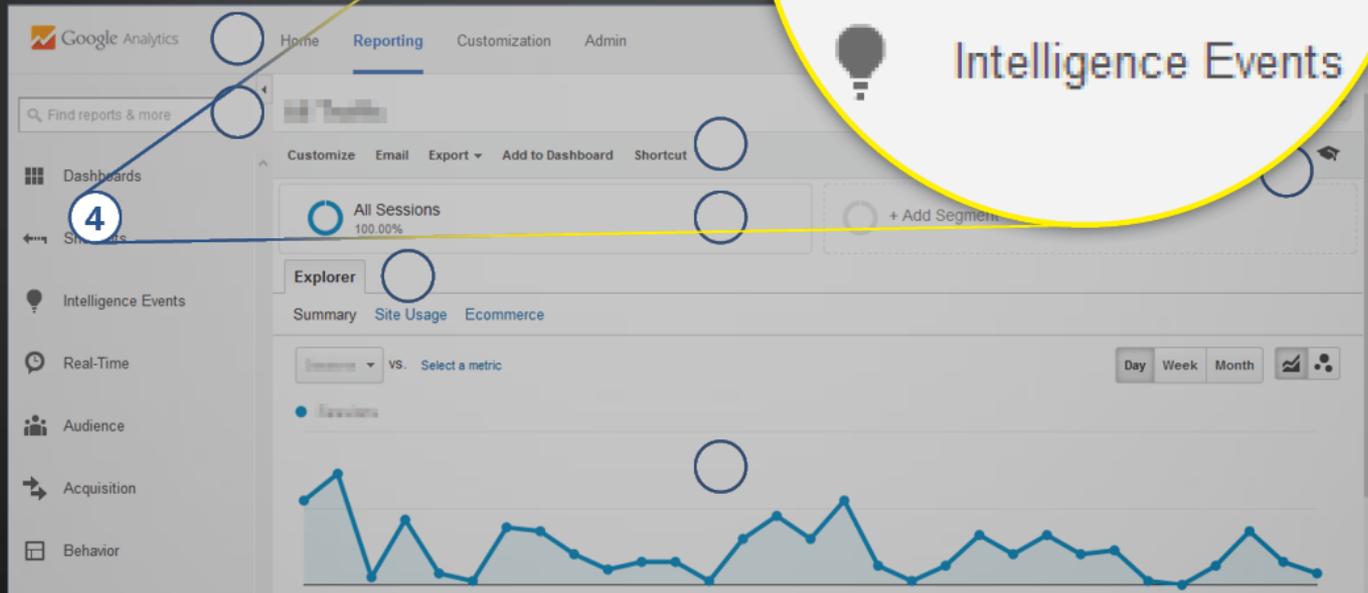
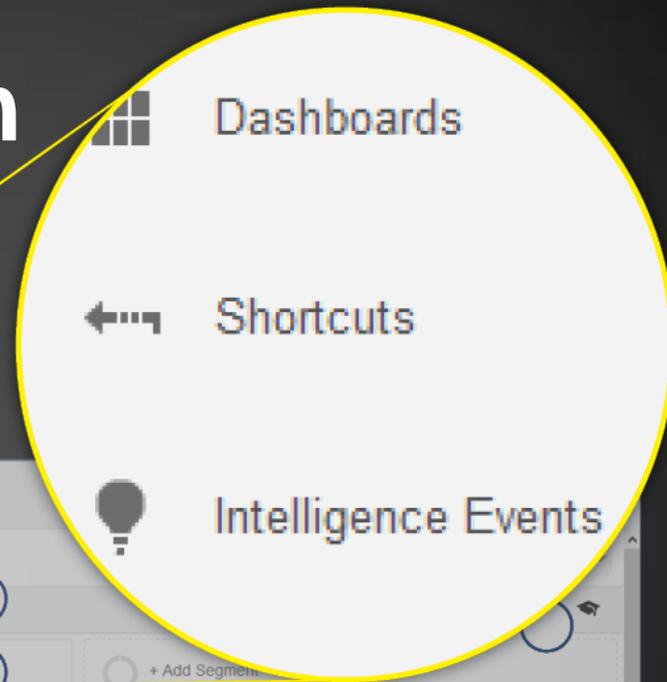
2. Search Box



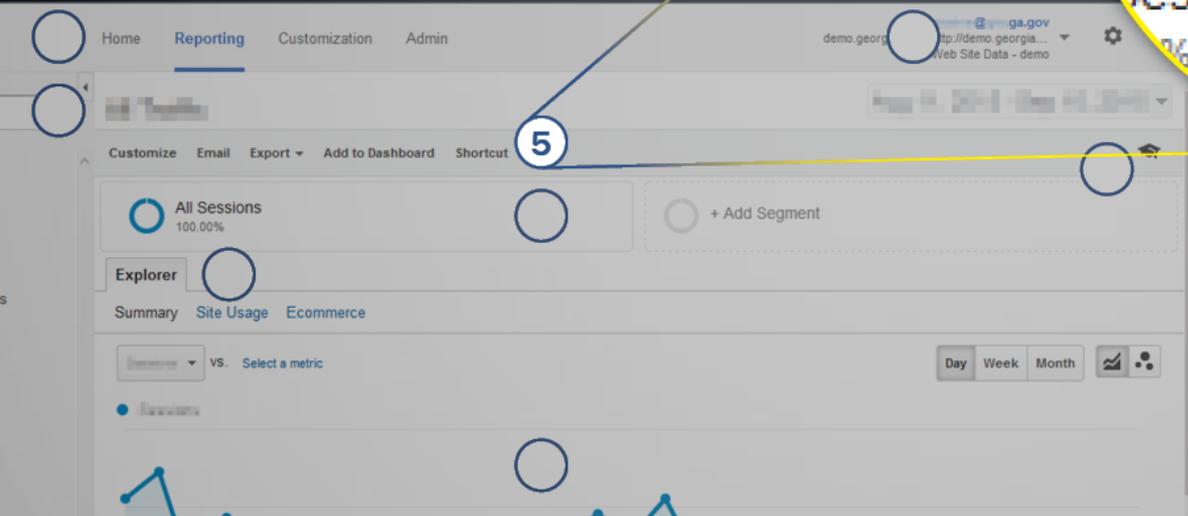
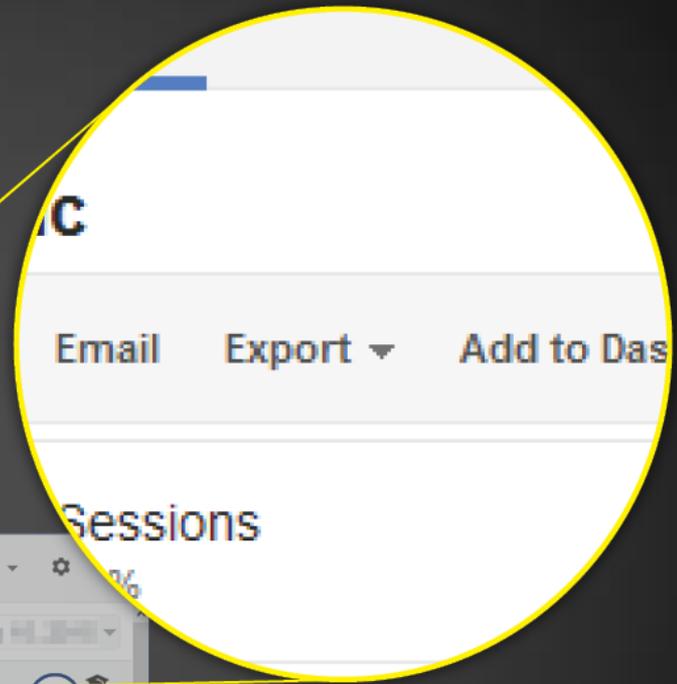
3. Accounts, Settings, Diagnostics



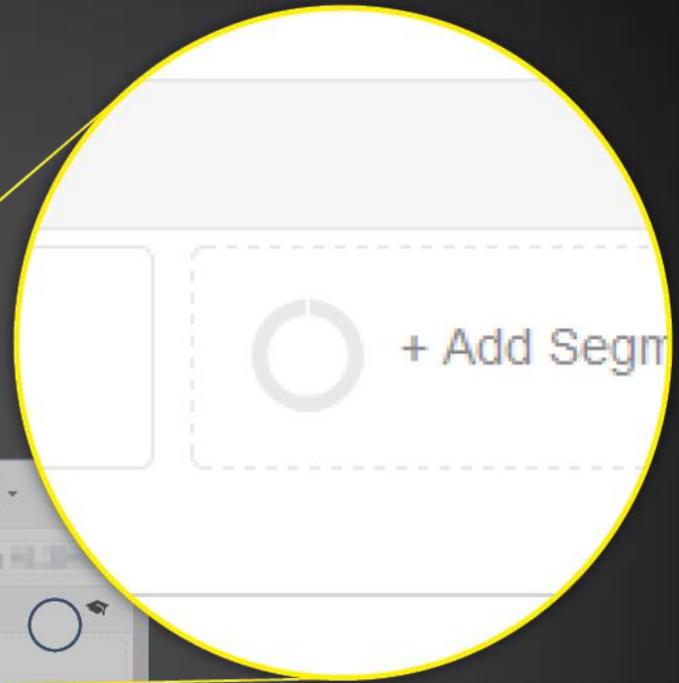
4. Report Navigation



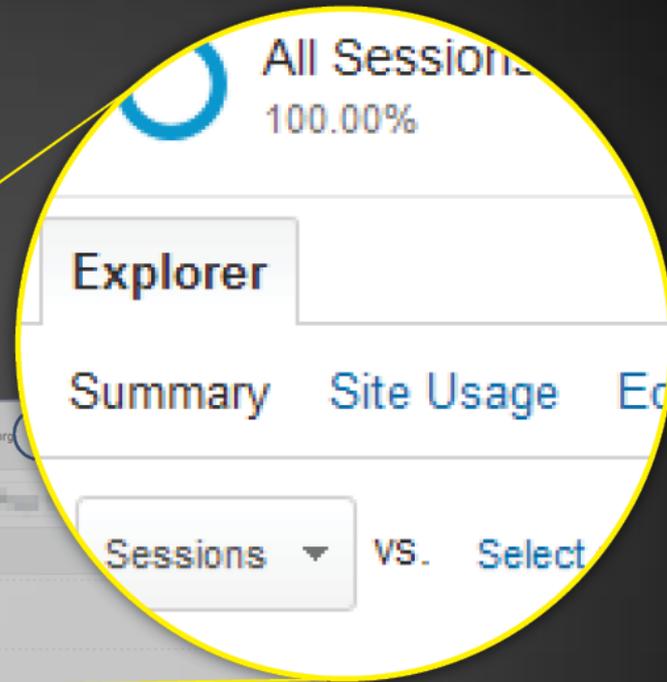
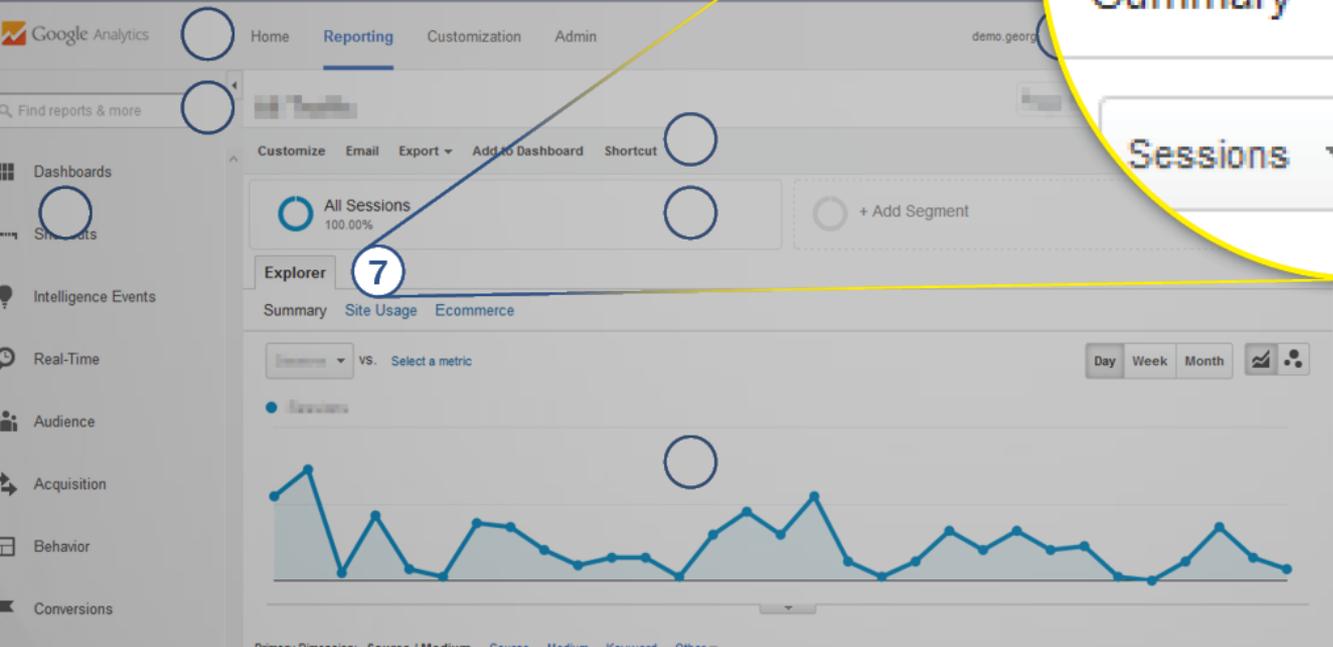
5. Report Header



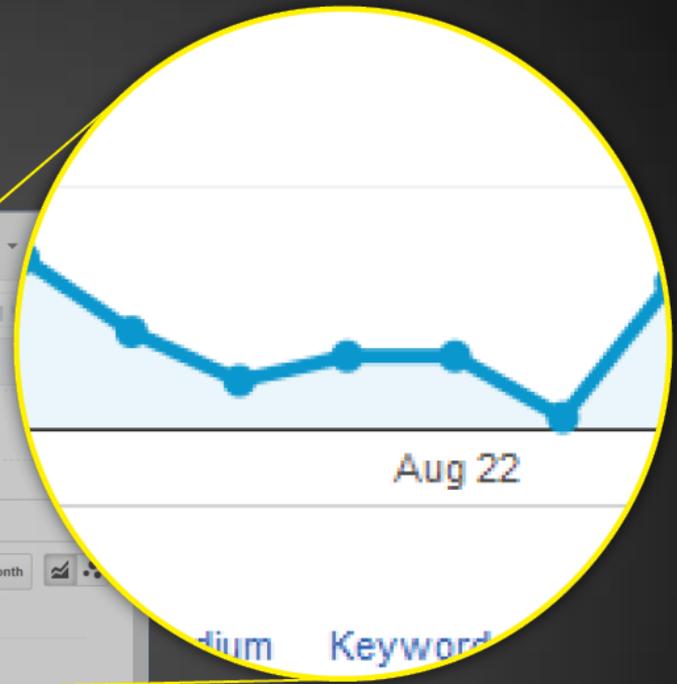
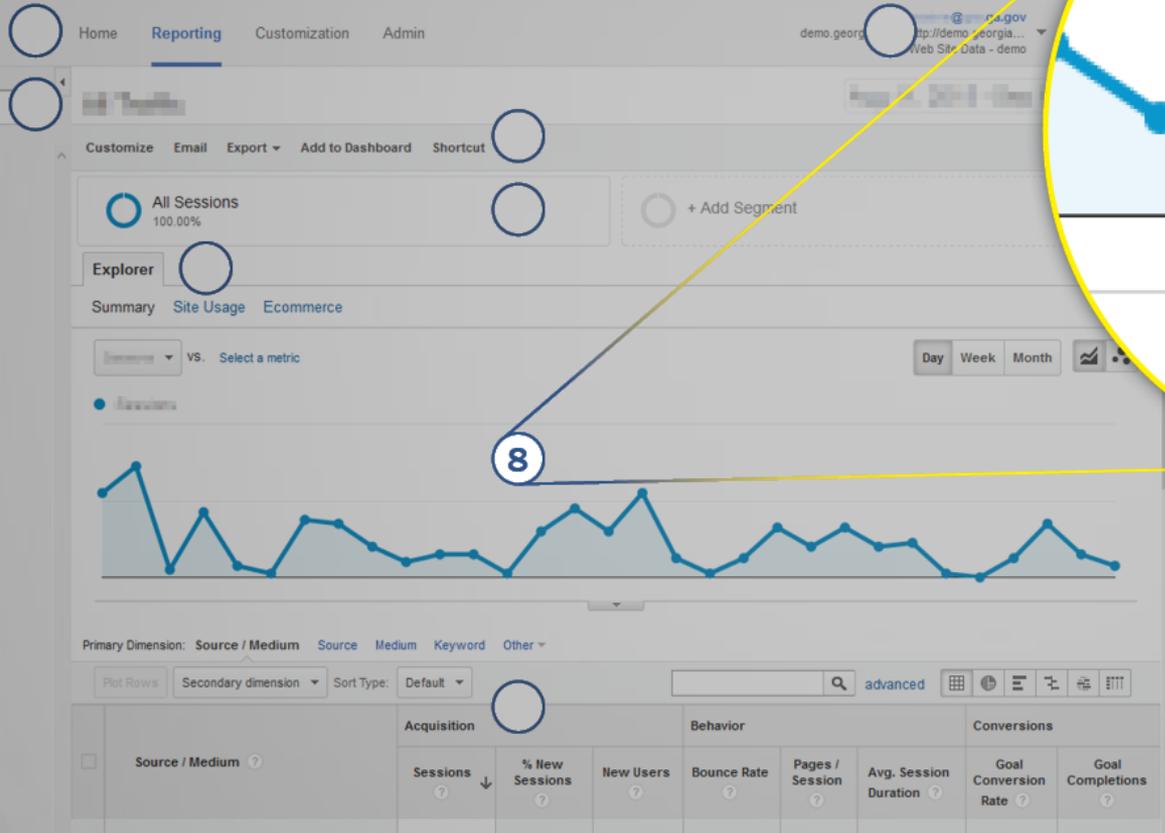
6. Add Segments



7. Report Tabs



8. Graph View



9. Data Table View

Home Reporting Customization Admin

demo.georg... @ ga.gov
http://demo.georgia...
Web Site Data - demo

Customize Email Export Add to Dashboard Shortcut

All Sessions 100.00%

+ Add Segment

Explorer

Summary Site Usage Ecommerce

VS. Select a metric

Day Week Month

Source / Medium

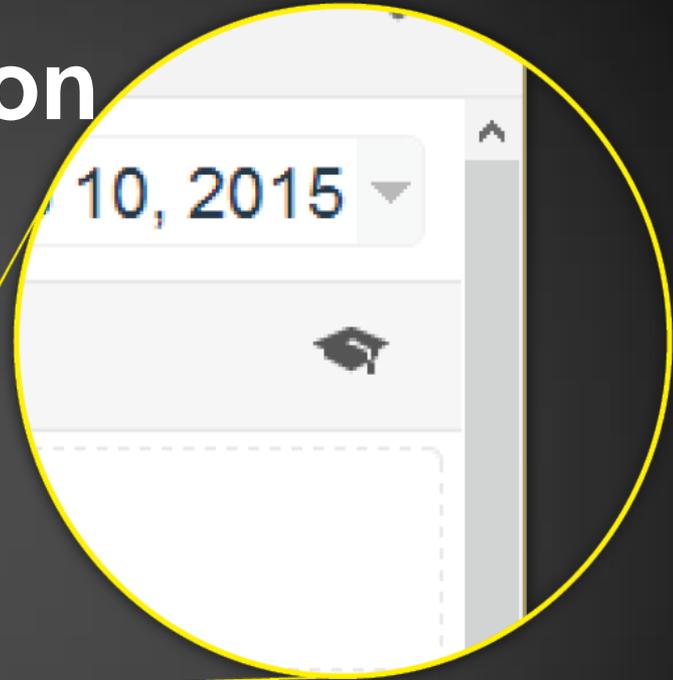
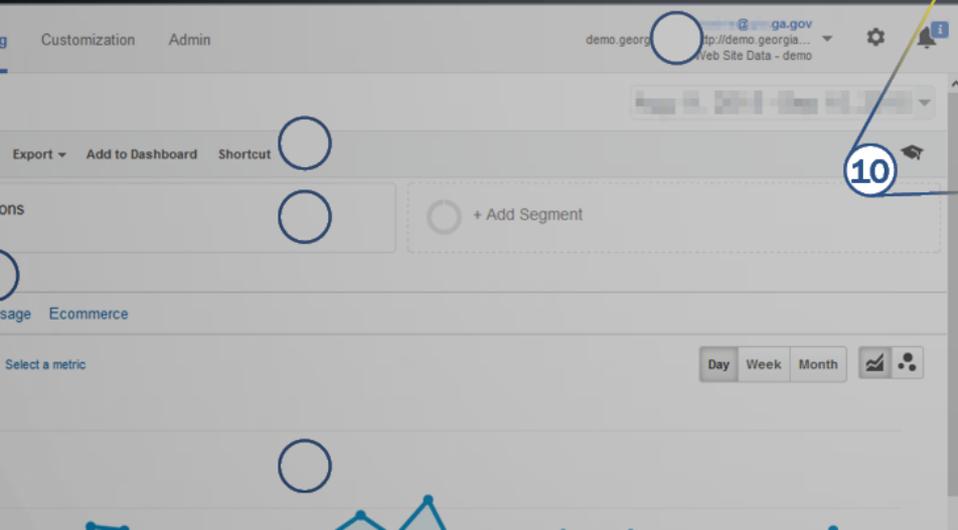
Plot Rows Secondary dimension Sort Type: Default

advanced

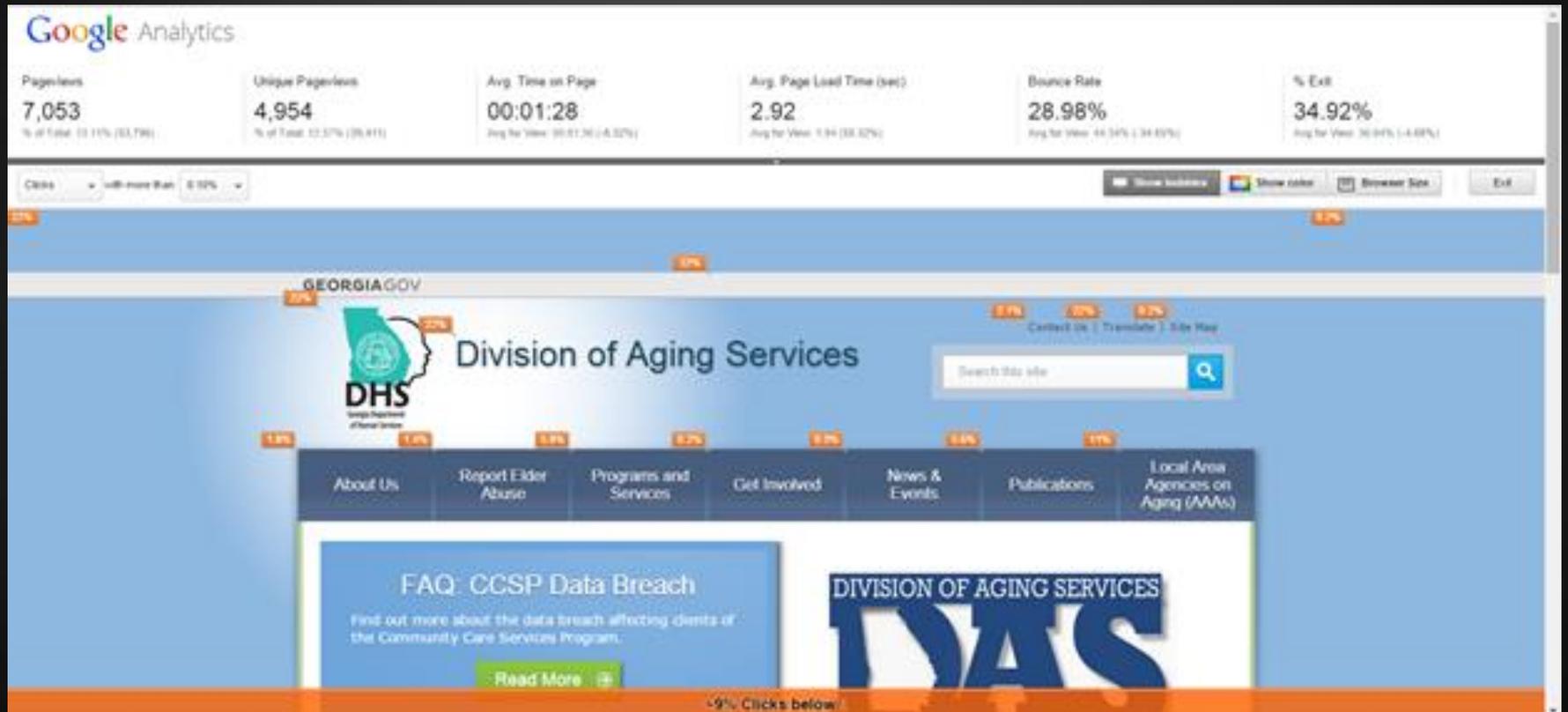
Acquisition	Behavior			Conversions			
Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions

Acquisition	
Sessions ↓	% New Sessions
283	61.5

10. Analytics Education



In-Page Analytics



Quick Reports that will make your life easier:

Quick Access Common Reports

5 How many people are viewing my site right now?

1 How many visits do I get per day and from where?

3 Which are the most popular pages of my site?

4 Which pages of my site do people see first?

6 What do people click when they browse my site?

2 What do users search to find my site?

- Pages / Visit
- Avg. Session Duration
- Bounce Rate
- etc...

Acquisition

Source Medium Keyword

Sort Type: Default

Aug 15

Acquisition

Detailed description: The image shows a vertical navigation menu from Google Analytics. It is divided into sections: Real-Time, Acquisition, Behavior, and Experiments. Callouts 1 through 6 point to specific items in the menu. Callout 1 points to 'Source/Medium' under Acquisition. Callout 2 points to 'Keyword' in a search filter box. Callout 3 points to 'All Pages' under Behavior. Callout 4 points to 'Landing Pages' under Behavior. Callout 5 points to 'Overview' under Real-Time. Callout 6 points to 'In-Page Analytics' under Experiments. To the right, a separate box titled 'Quick Access Common Reports' lists metrics: Pages / Visit, Avg. Session Duration, Bounce Rate, and etc... Below this is a screenshot of the 'Acquisition' report interface, showing a line chart for 'Aug 15' and a table with columns for Source, Medium, and Keyword. A callout 2 points to the 'Keyword' column. At the bottom of the 'Acquisition' report, there is a 'Sort Type: Default' dropdown and a 'Keyword' search input field.

Exporting your data

interactive.georgia.gov

Thank You!

Quick Access Common Reports

1. How many visits do I get per day and from where?
- Pages / Visit
- Avg. Session Duration
- Bounce Rate
- etc...

2. What do users search to find my site?

3. Which are the most popular pages of my site?

4. Which pages of my site do people see first?

5. How many people are viewing my site right now?

6. What do people click when they browse my site?

The diagram shows a vertical sidebar of Google Analytics reports. Callouts 1 through 6 point to specific reports: 1 (Acquisition - Source/Medium), 2 (Acquisition - Keyword), 3 (Behavior - All Pages), 4 (Behavior - Landing Pages), 5 (Real-Time - Overview), and 6 (In-Page Analytics). A callout for report 2 points to a line chart showing search volume for a keyword on August 15th.