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?

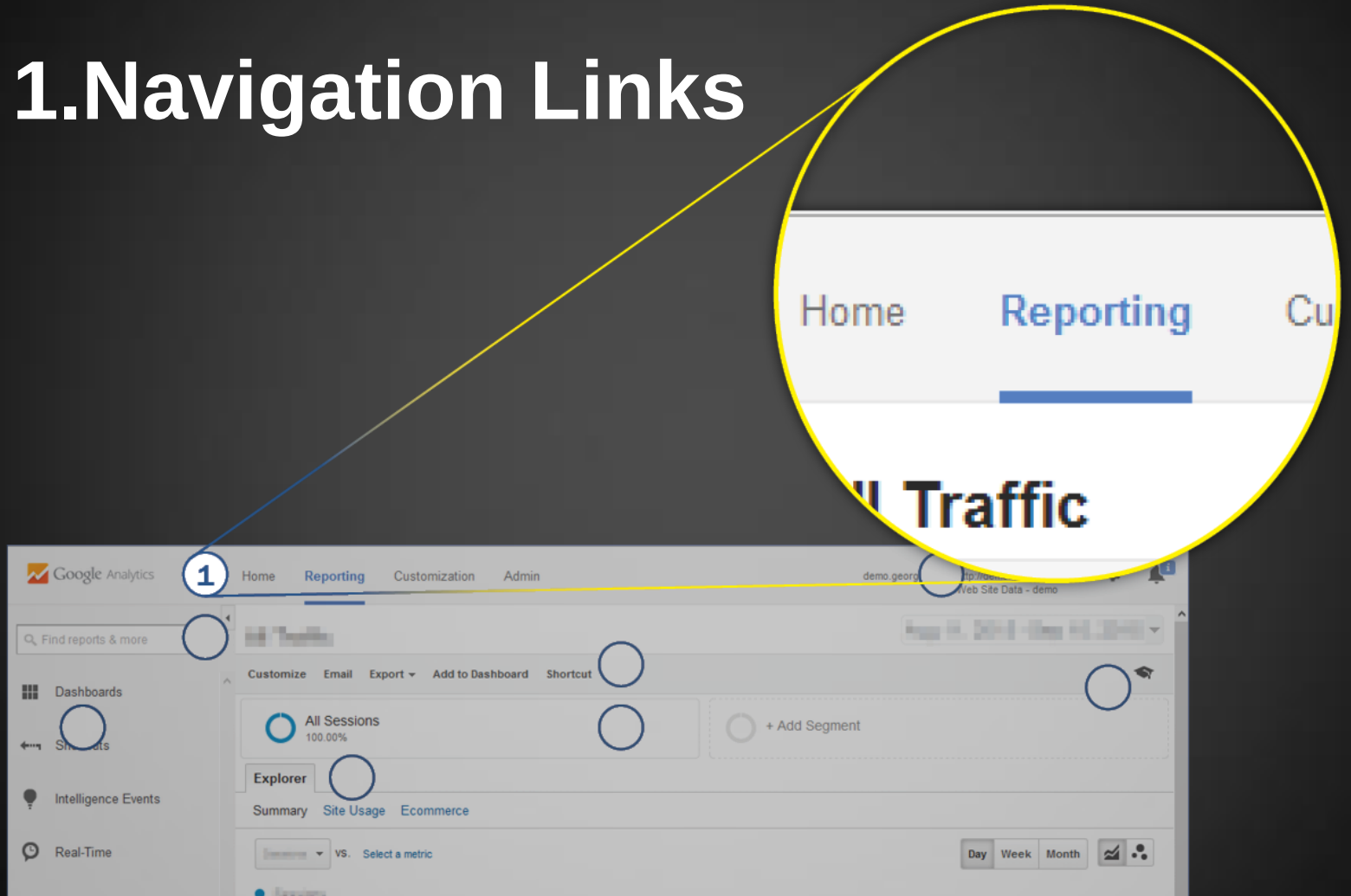
Executives

Content Writers & Web Developers

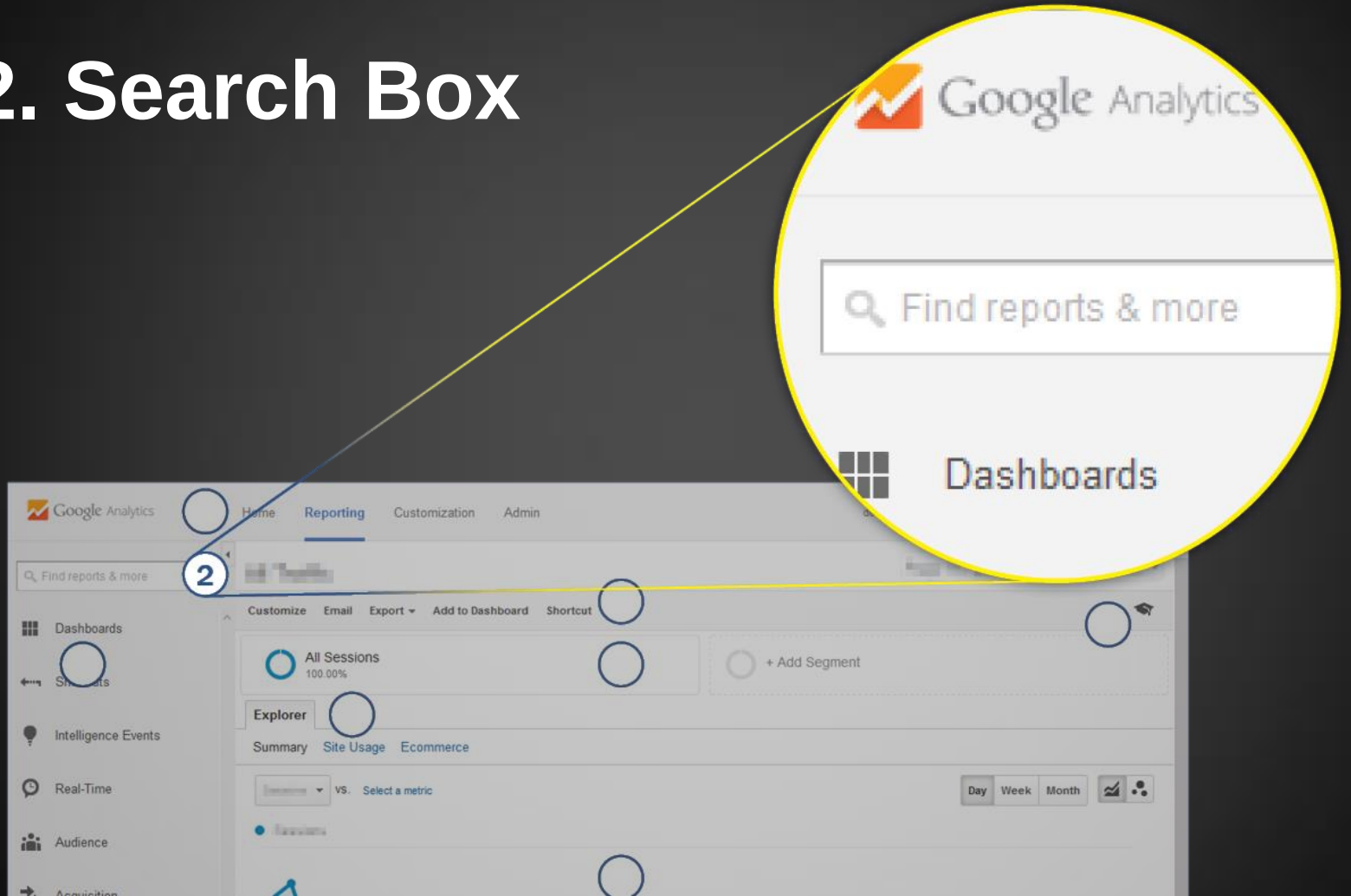
Marketing Folks

Here are the Basics:

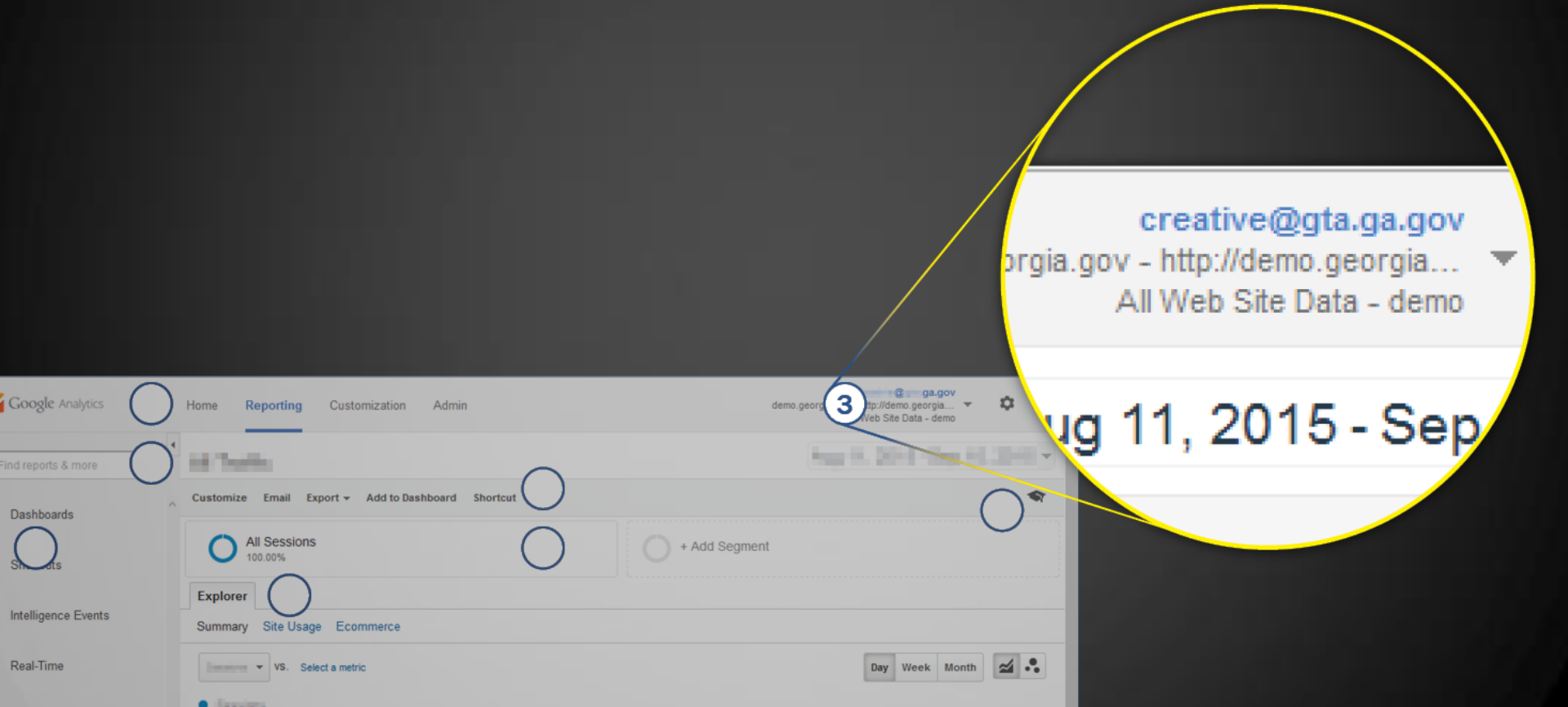
1.Navigation Links



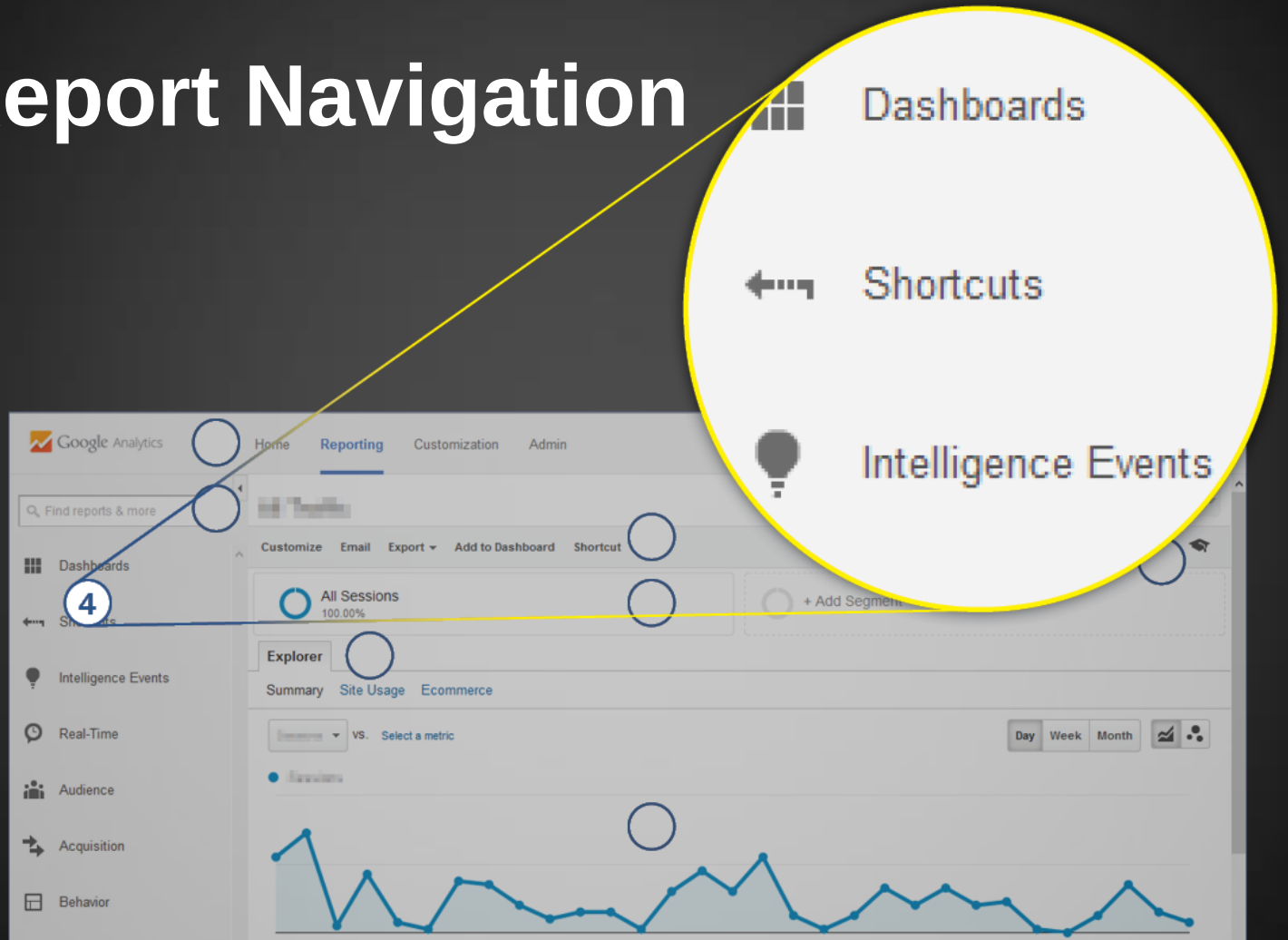
2. Search Box


Google Analytics
Find reports & more
Dashboards
Google Analytics
Home
Reporting
Customization
Admin
2
Find reports & more
Customize
Email
Export
Add to Dashboard
Shortcut
Dashboards
All Sessions
100.00%
+ Add Segment
Intelligence Events
Explorer
Summary
Site Usage
Ecommerce
Real-Time
vs.
Select a metric
Day
Week
Month
Audience

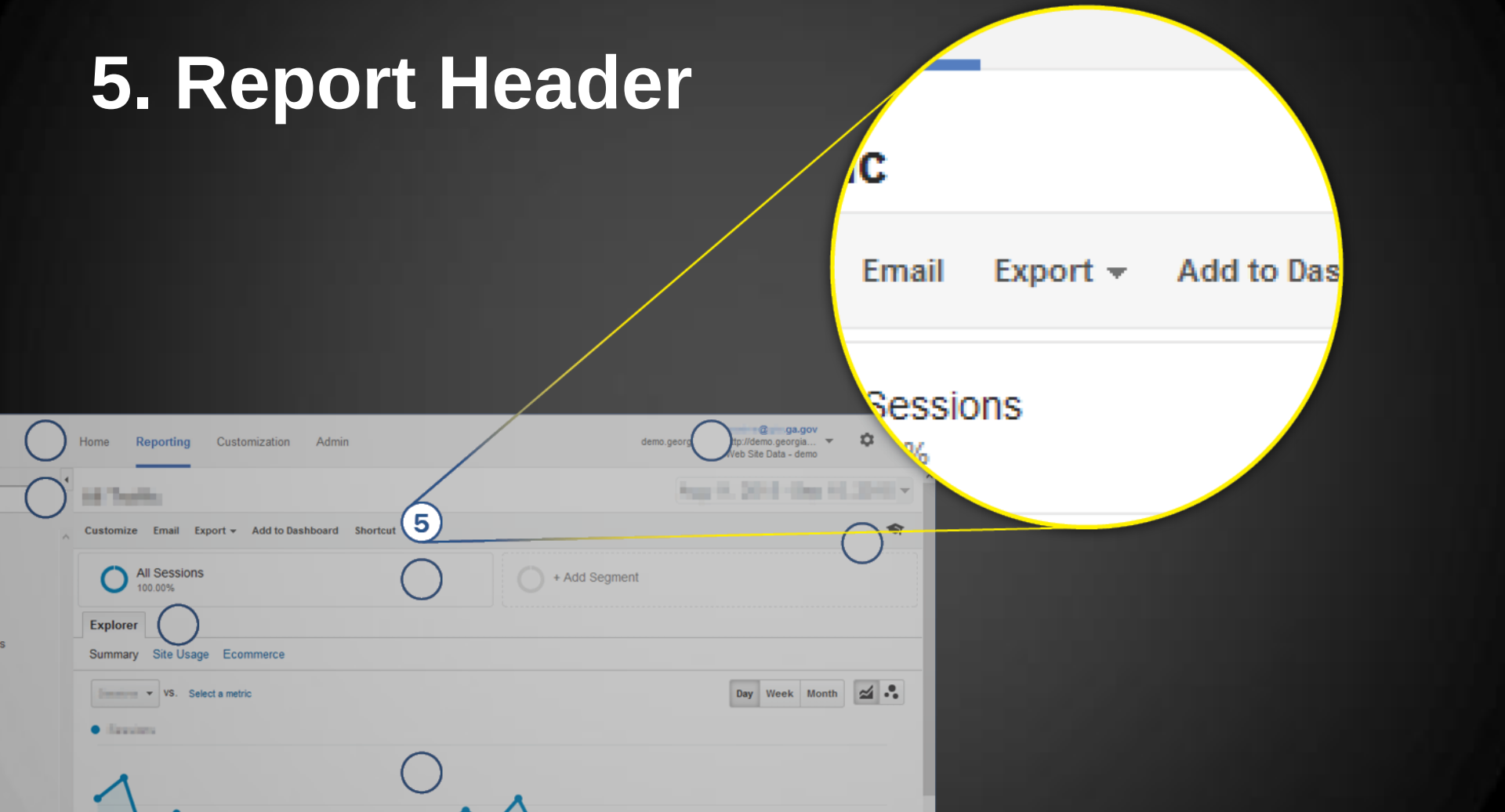
3. Accounts, Settings, Diagnostics



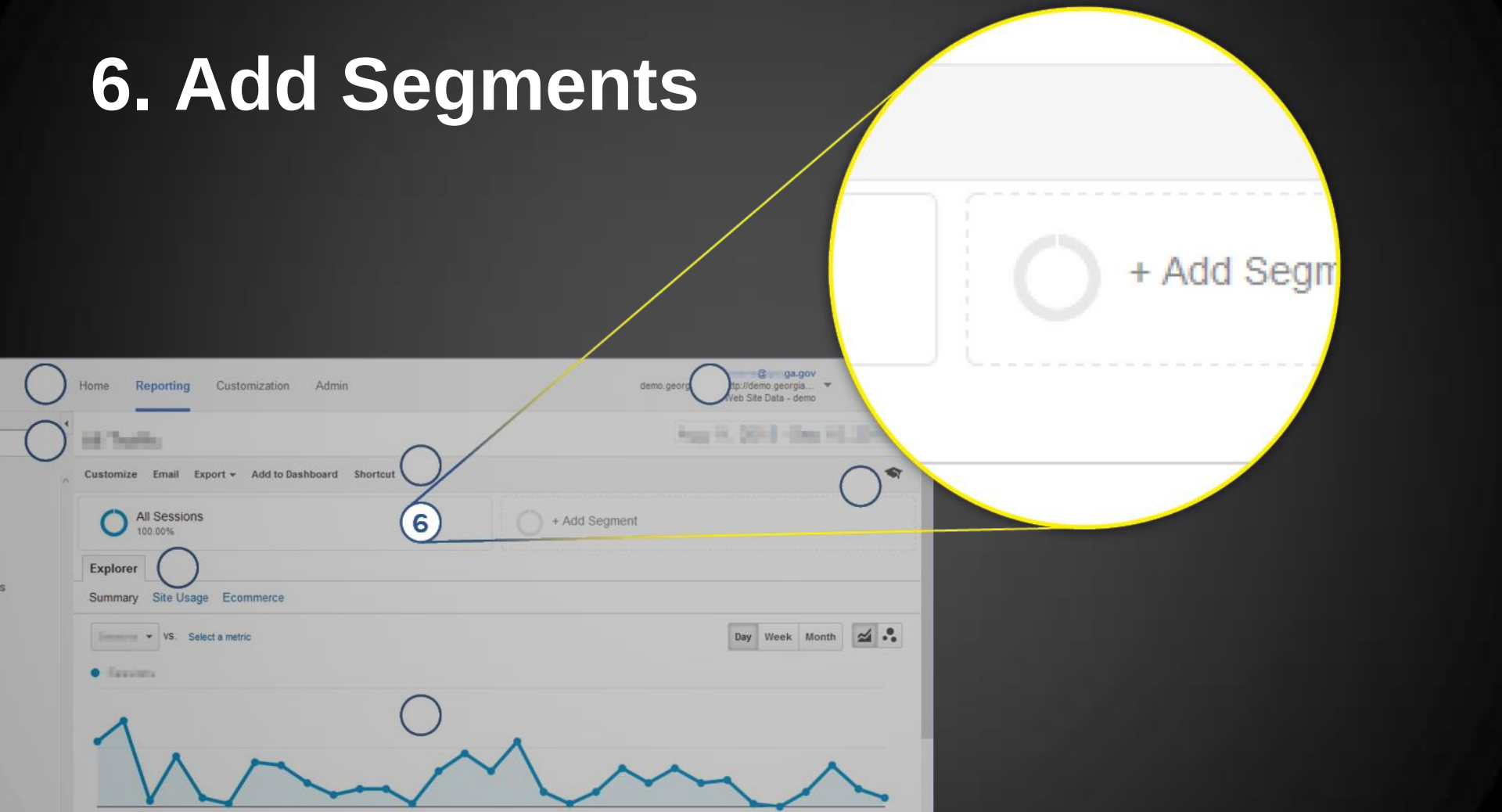
4. Report Navigation



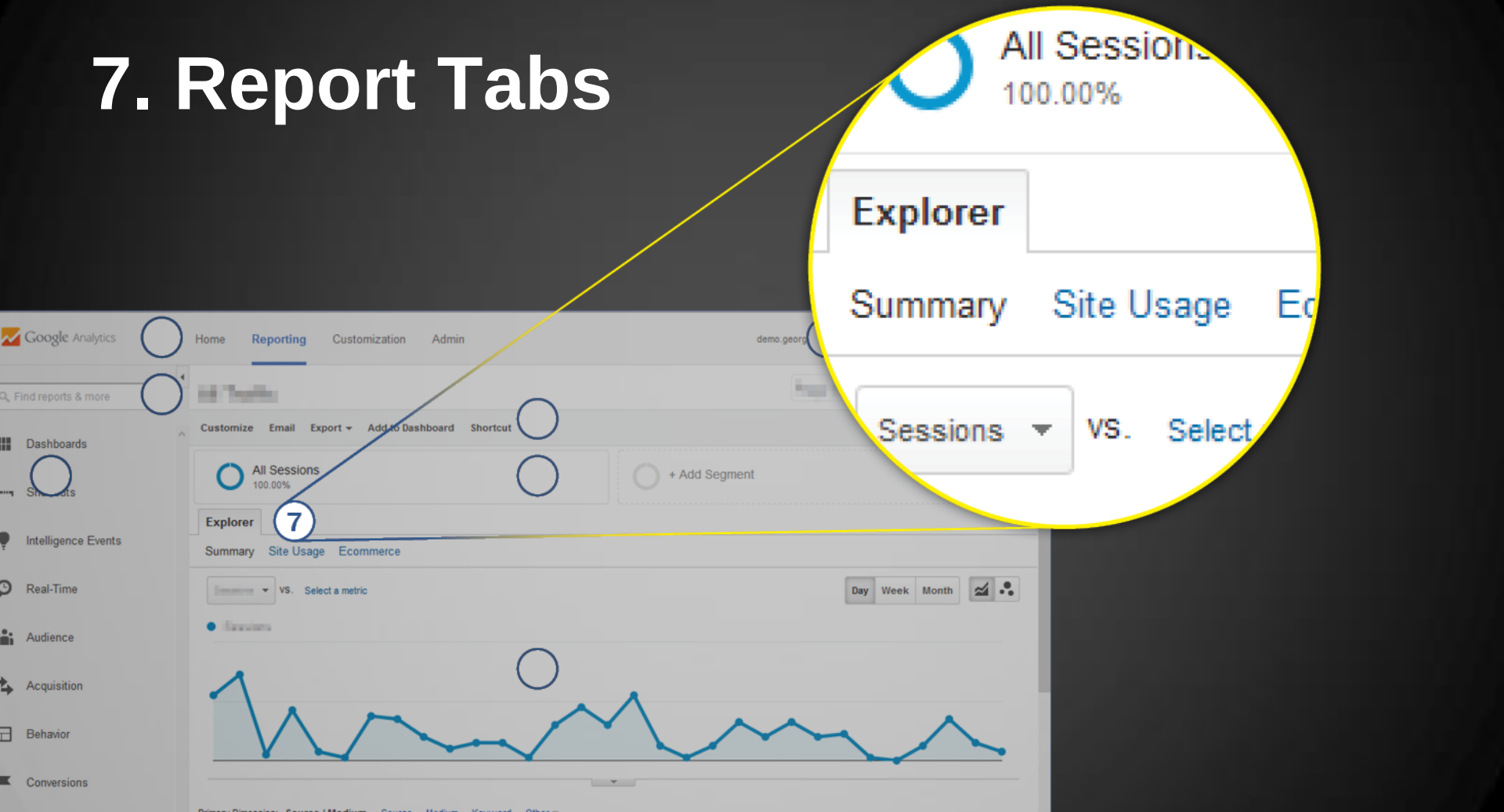
5. Report Header



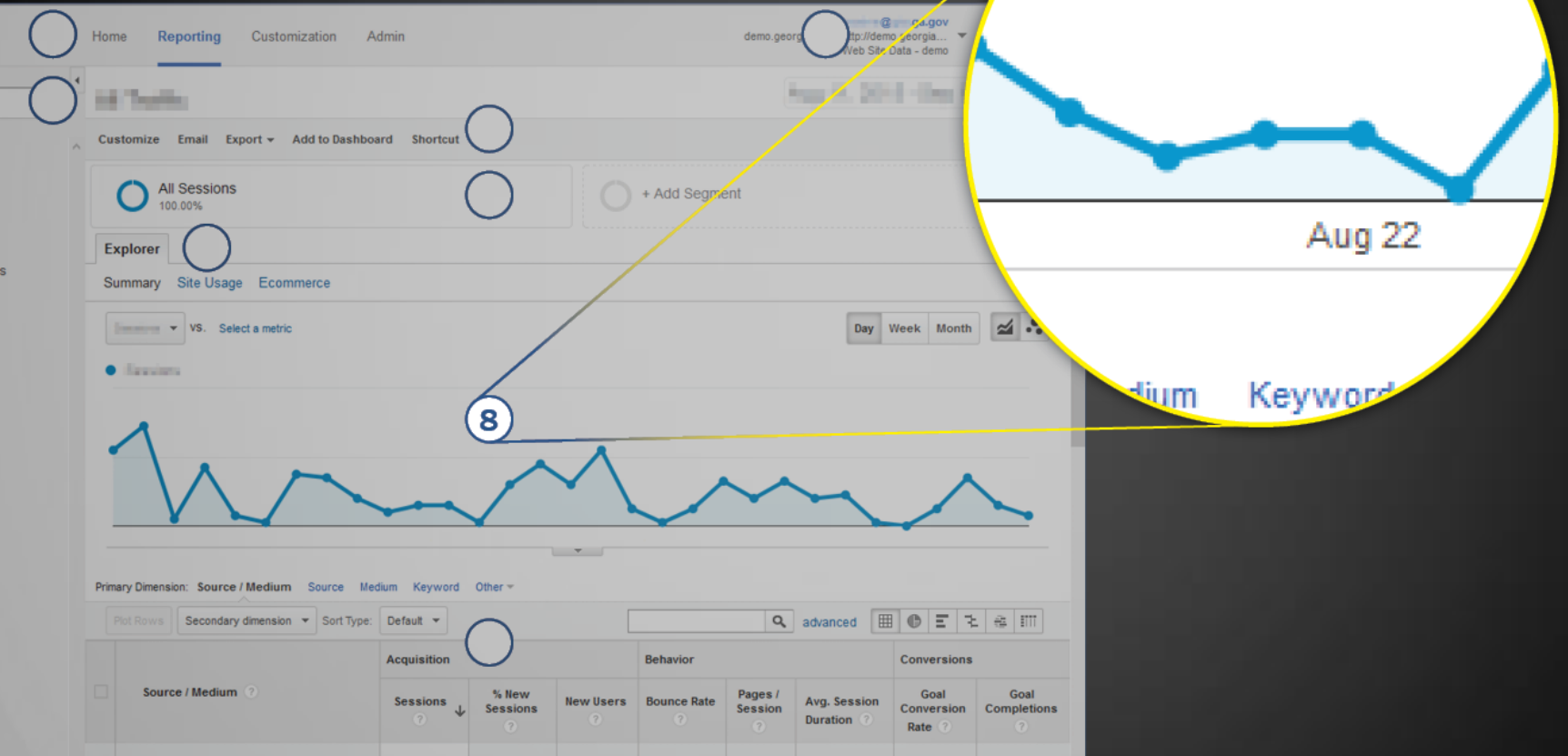
6. Add Segments



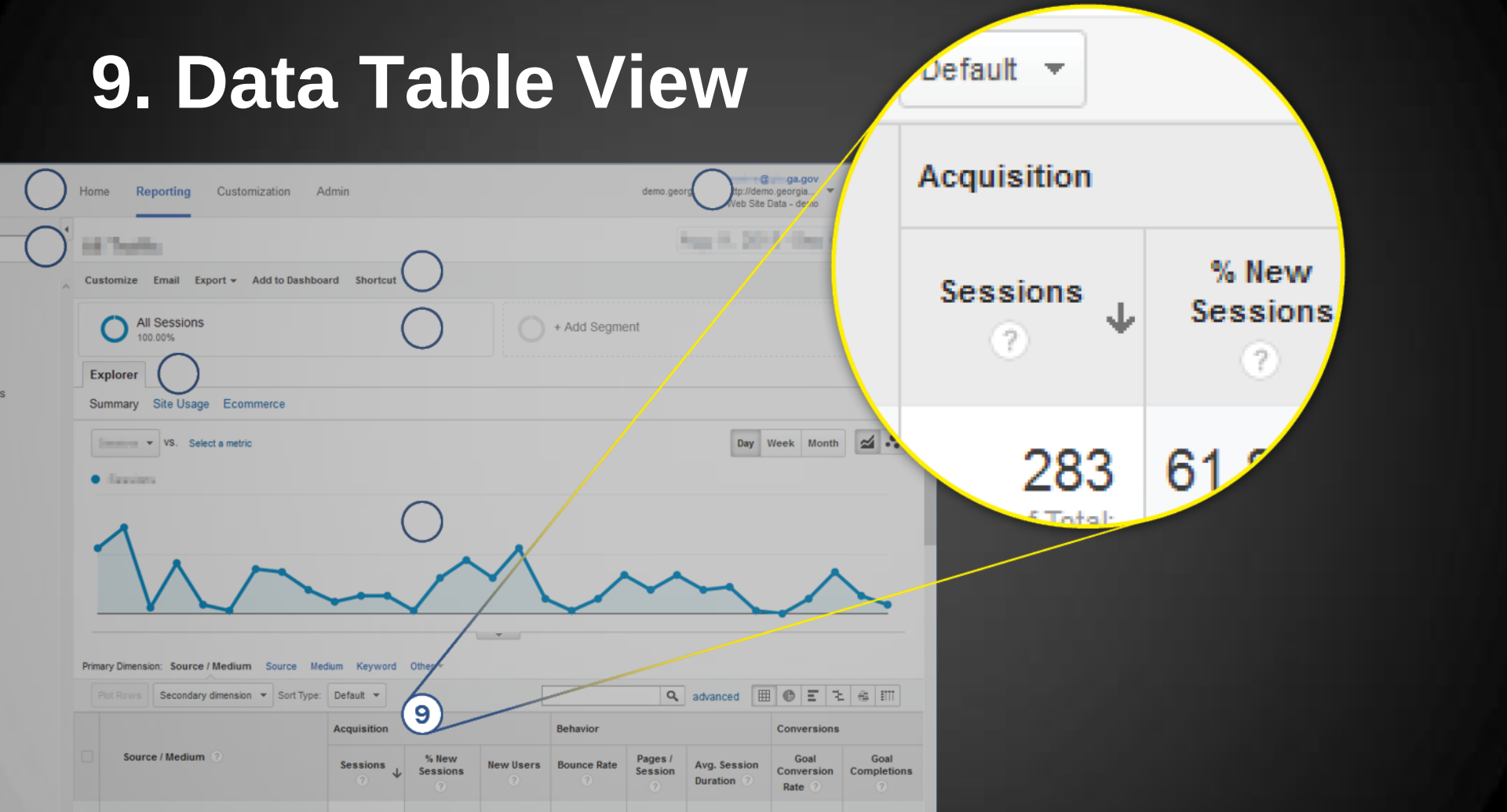
7. Report Tabs



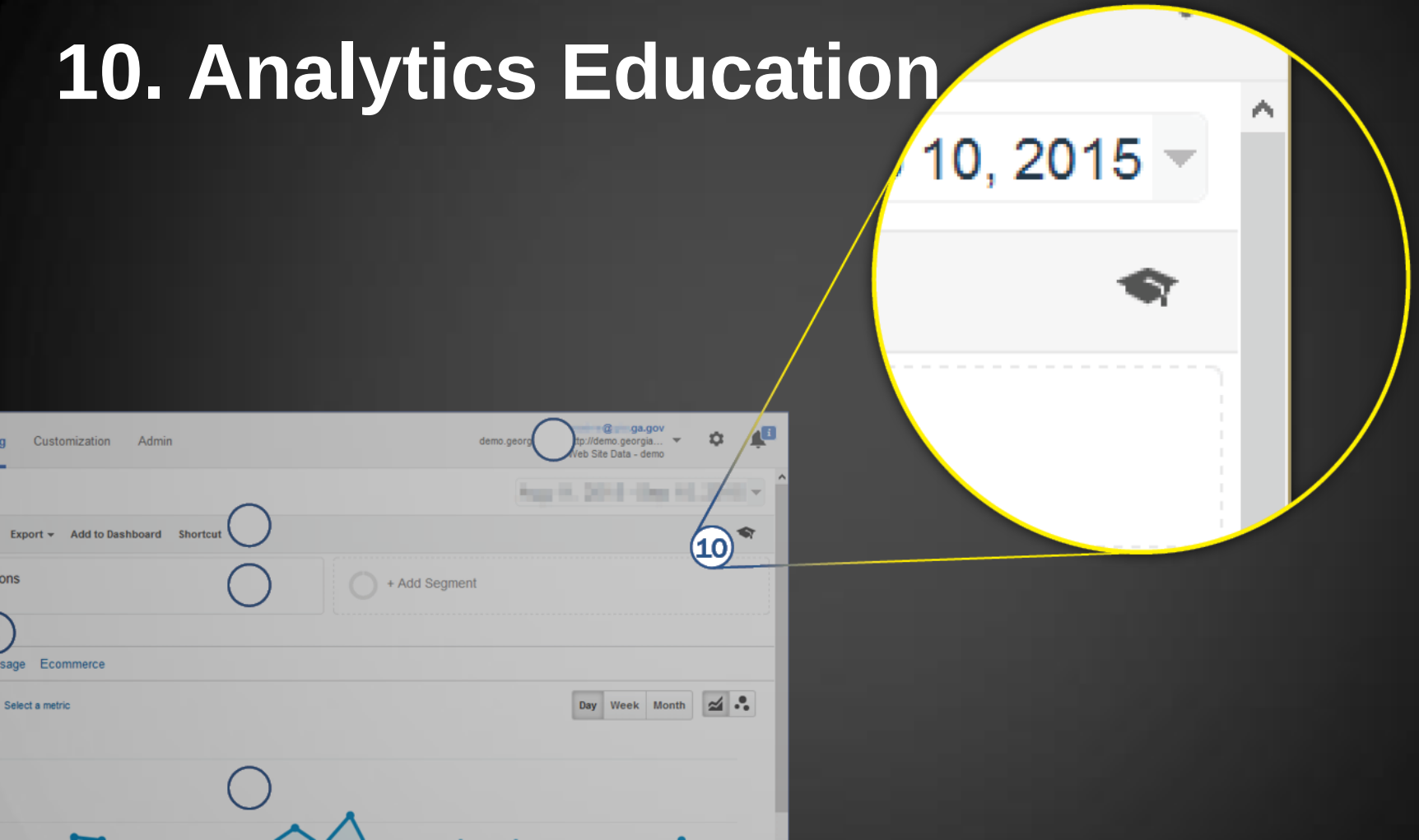
8. Graph View


Home
Reporting
Customization
Admin
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
8
Primary Dimension:
Source / Medium
Source
Medium
Keyword
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Acquisition
Behavior
Conversions
Source / Medium
Sessions
% New Sessions
New Users
Bounce Rate
Pages / Session
Avg. Session Duration
Goal Conversion Rate
Goal Completions
Aug 22
Keyword

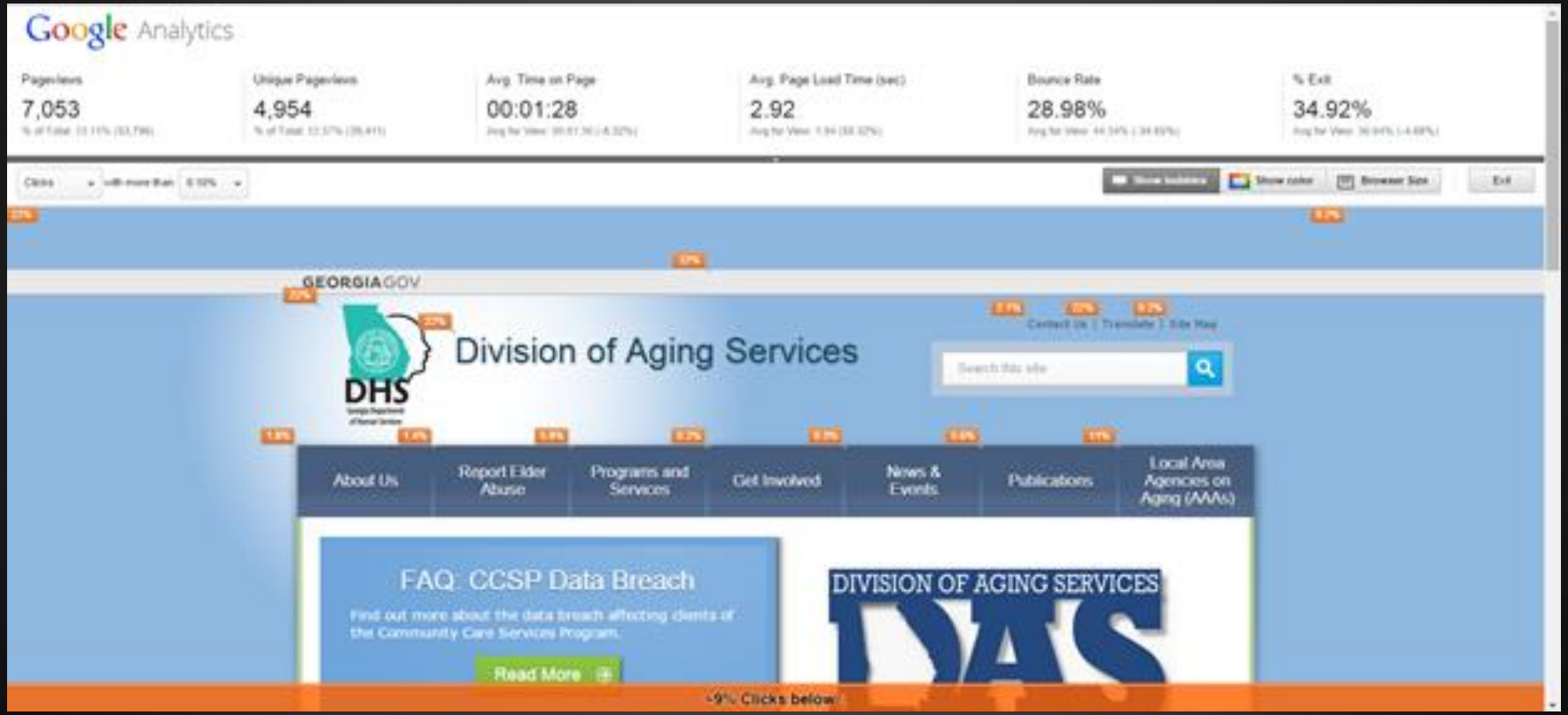
9. Data Table View



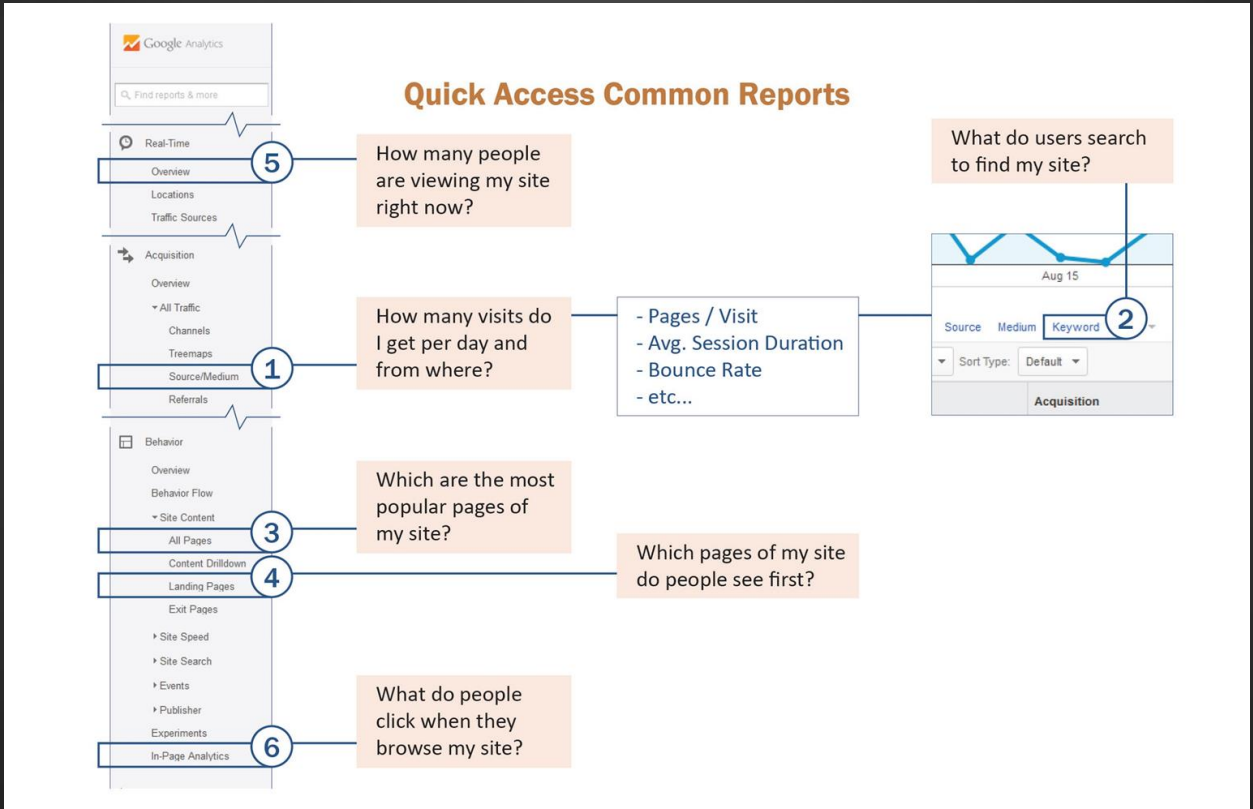
10. Analytics Education



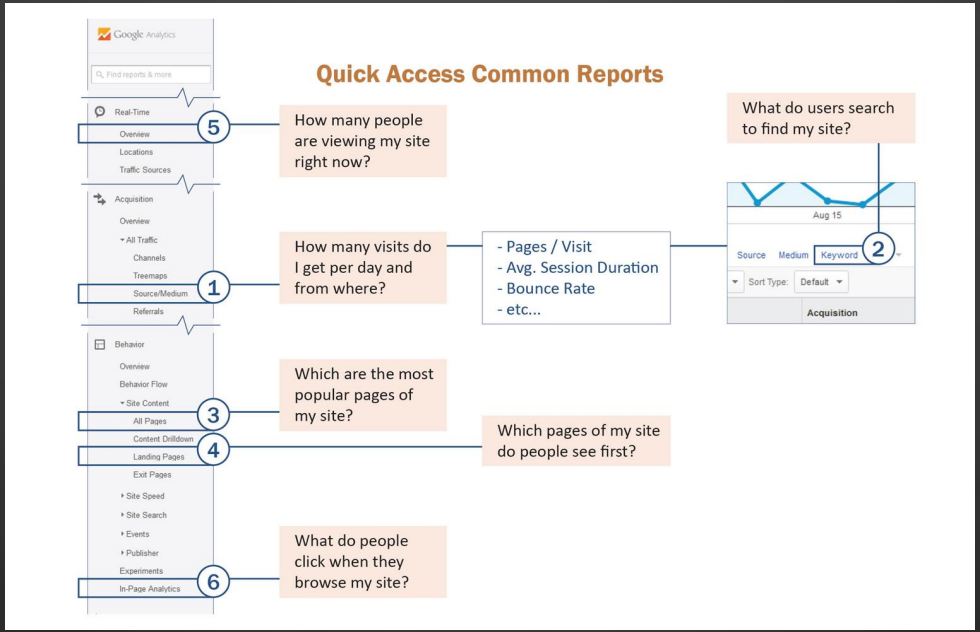
In-Page Analytics



Quick Reports that will make your life easier:



Exporting your data

interactive.georgia.gov

Thank You!