

**GEORGIA GOV**  

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**INTERACTIVE**

**AN INTRODUCTION TO GOOGLE ANALYTICS**

**An Introduction to Google Analytics**

A Portal Training Manual from GeorgiaGov Interactive

Version 1.0

Updated September 7, 2016

For further assistance, fill out a support request at [support.georgia.gov](https://support.georgia.gov)

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# 1 Getting Started

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In this guide, you'll find information on how Google Analytics works, an introduction to some of the most common reports and features, and exercises to test your knowledge along the way.

## 1.1. Introduction to Analytics

Google Analytics uses detailed statistics and analytical tools for identifying and tracking patterns in your website's traffic. This information tells you who your visitors are, how they get to your site, what they do when they get there, and how you can provide a better user experience to keep them coming back.

With over 100 customizable reports that can run dozens of ways, Google Analytics is a tricky beast—a powerful, but tricky beast. People are very visual creatures, so the abstract narrative behind tables and charts tends to remain trapped inside the data. Many newcomers to Google Analytics are also tackling the marketing for the first time and getting bogged down trying to understand every fact and figure at once.

The key to avoid drowning in the sea of numbers is to start small. Google Analytics is just too complex to be able to learn all at once.

Before you even login for the first time, think about your website in particular. What do you know, what are you unsure of, what would you like to improve? Come up with **some questions** you want your analytics data to answer.

Now you have direction. **ABCs of Analytics** explains the marketing framework and report structure of Google Analytics. Use it to show you where you should look to find the answers to your questions.

## 1.2. Logging In

To log into Google Analytics, go to [analytics.google.com](https://analytics.google.com) and sign in with your Google username and password.

- Each site within GeorgiaGov's web publishing platform has its own Google Analytics account.

To request access to your agency's Google Analytics, open a ticket at [support.georgia.gov](https://support.georgia.gov).

# 2 Reports

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## 2.1. ABCs of Analytics

Google Analytics relies on an A-B-C framework:

- ▶ **A is for Acquisition:** This tells you where your visitors originated from (e.g., search engines, social networks, website referrals). This is a key section when determining which online marketing tactics are bringing the most visitors to your website.
- ▶ **B is for Behavior:** This reveals what your visitors do on your website, especially what pages people visit and what actions they take while visiting. Behaviors can help you understand what works (most popular pages featured prominently in the navigation menu) and doesn't work (several clicks required to reach popular pages) in your content.
- ▶ **C is for Conversion:** This is the measure of how successful your website is at achieving its goals. If your website is educational, you might set a goal for playing a tutorial video. If your website contains a lot of applications, you should have a goal for form submissions.

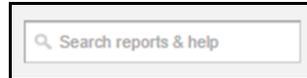
Google Analytics offers an extensive library of reports to help you understand who your users are and evaluate your website's performance and any efforts you make to improve it:

- ▶ **Audience Reports** provide several detailed reports about the people visiting your website, including their ages and genders (**Demographics**), where they live and what language they speak (**Language**), what their general interests are (**Interests**), how often they visit your website (**Behavior**), and what technologies they're using to do so (**Technology & Mobile**).
- ▶ **Acquisition Reports** tell you about what's bringing people to visit your website. You'll see your traffic broken down into high level traffic categories (**Channels**) as well as by their specific sources (**Source/Medium**). This is also where you can check on how engaging you've been on social media (**Social**).
- ▶ **Behavior Reports** show what users do on your website, and that shows you what is working and not working with your content. Learn about your most popular pages (**All Pages**), what pages are most people using to enter your website (**Landing Pages**), what pages are most people using to leave (**Exit Pages**). If your visitors are using Site Search to get around your website, you can see what pages people are on when they search your site (**Site Search > Pages**), as well as the terms they're using in the query (**Search Terms**).

- ▶ **Conversion Reports** can help you set **Goals** and monitor the success of your website’s content or any marketing and outreach campaigns you’ve worked on.

All types of reports give valuable insight you can use to build a more complete picture of your marketing and content structure, seeing where you can improve. Make time periodically to check up on your Analytics data to make sure your content continues to satisfy your visitors’ needs.

## 2.2. Search Box

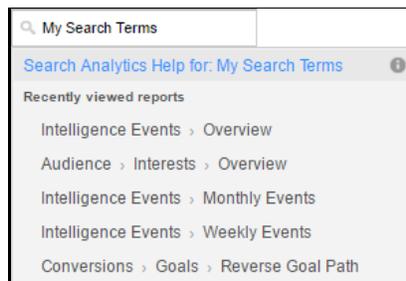


Because Google Analytics is constantly evolving, the menu structure and organization of the reports changes often. For this reason, we’ll focus on using the search function to find reports and other features whenever possible.

Click into the search box and type the name of a report, dashboard, or shortcut. A dropdown menu loads with your search results.

- Looking for a report you accessed recently? Just click into the search box, but don’t type anything, and the dropdown menu will show the most recently viewed reports.

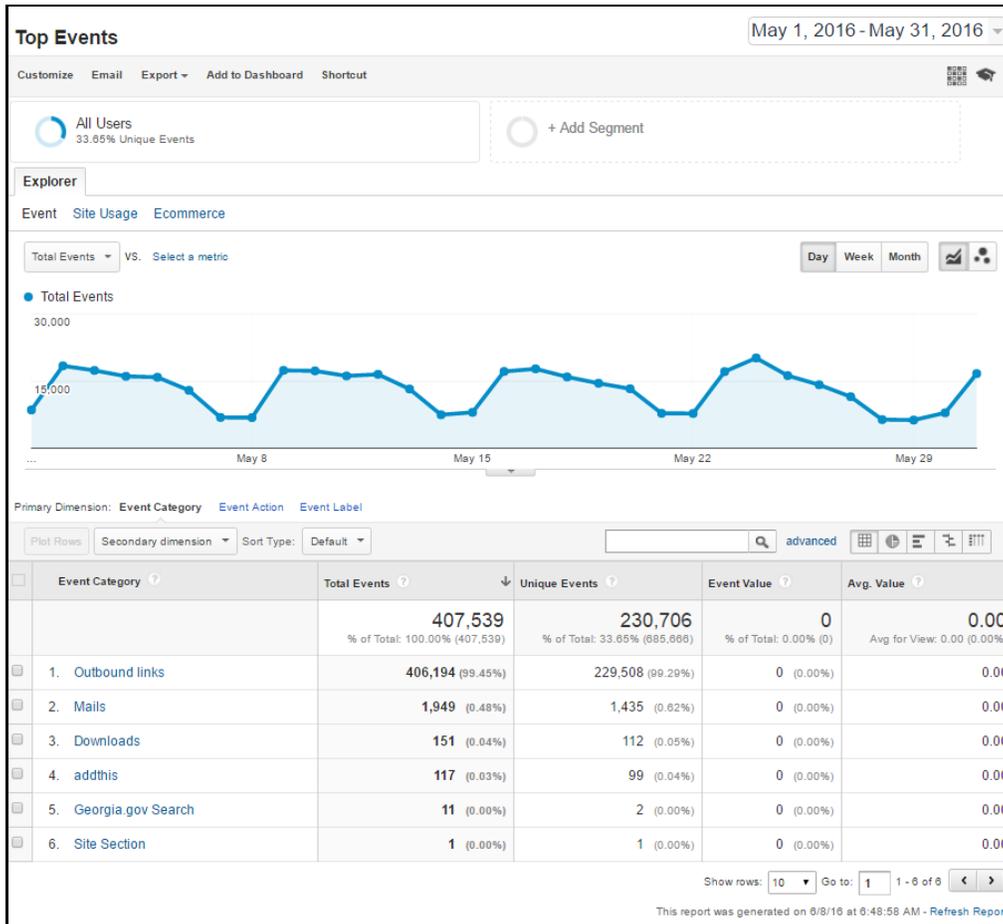
If you don’t see the report you’re looking for in the results, click on the blue text above the search results to search Analytics Help for more information.



## 2.3. Reporting Interface Overview

The reports in Google Analytics can vary widely depending on the kinds of data they hold, most share a standard interface with most of the same controls and features.

Use the search box to open the **Top Events** report.



### 2.3.1. Report Header

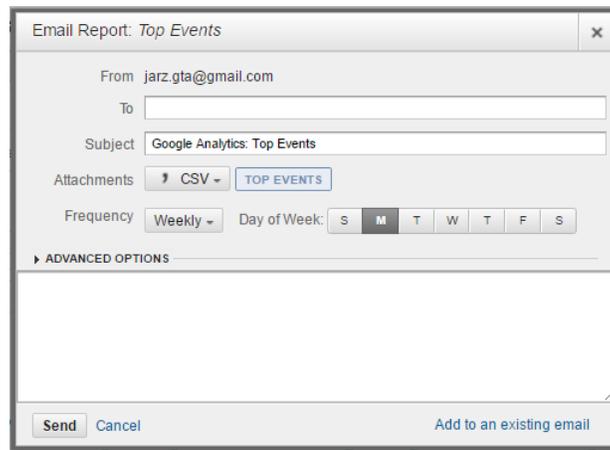
The report header appears at the top of every report in Google Analytics. The header includes the report title and controls that act on the report as a whole.

- ▶ Click **Customize** to tailor a standard report to fit your specific needs. The customization option is available for many but not all, reports.
- ▶ The **Email** option lets you share a report with other people, even if they don't have a Google Analytics account.
- ▶ You can **Export** your report data for use in other applications, such as Excel.
- ▶ Use the **Add to Dashboard** link to embed the current report in a **dashboard**.
- ▶ **Shortcut** creates a link to the current configuration of this report.

You can also find your shortcuts using the **search box**.

### 2.3.1.1. Emailing a Report

Click the **Email** button to launch **Email Report** form.



You can attach your report data as a **CSV**, **TSV**, **TSV for Excel**, **Excel spreadsheet** (.xlsx), or **PDF** file using the **Attachments** drop-down menu.

If you want this email report to be a one-off, select **Once** from the **Frequency** drop-down menu.

To schedule this email report to go out, automatically, on a recurring basis, select an interval from the **Frequency** drop-down menu.

- ▶ If **Weekly**, select a day of the week to email the report.
- ▶ If **Monthly**, select a day of the month to email the report.

By default, scheduled emails repeat for 6 months. Click **Advanced Options** to adjust this period from 1 month to 1 year.

- After this period expires, you'll need to schedule the email again.

If you have any other emails scheduled, you'll see **Add to an existing email** on the bottom-right of the window. You should consider this option if you have several scheduled emails going out. If you can consolidate reports and dashboards into fewer scheduled emails, you'll avoid cluttering the mailboxes of your recipients and make it easier to find your information.

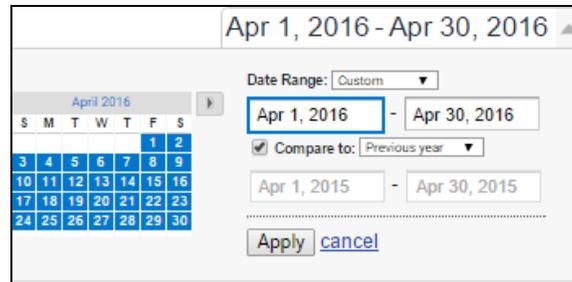
- You can manage all your scheduled emails by going to **Scheduled Emails** in the **Admin** settings.

### 2.3.1.2. Date Picker

Located on the opposite side of the report header, the **date picker** sets the date or date range for your report.

- Default date range is the past 30 days.

To compare data from two different time intervals, click **▼**, check **Compare to:**, select an item from the drop-down or specify a custom range, and click **Apply**.



- Click the  icon to open help content and video tutorials explaining the reporting category you have open.

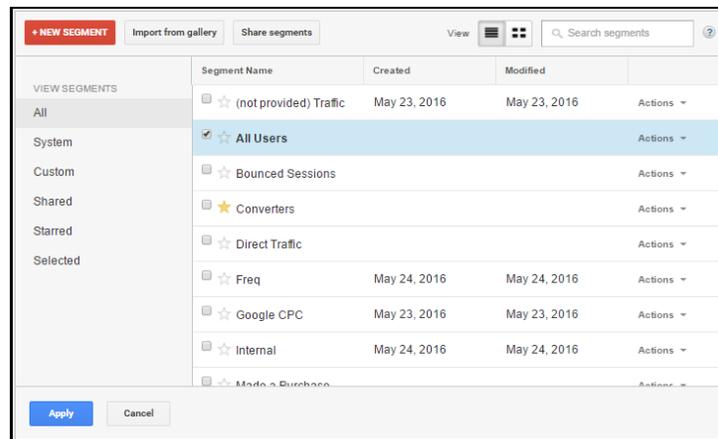
### 2.3.2. Add Segments

A subset of sessions or users that share common qualities and attributes. Segments allow you to isolate and analyze groups of sessions or users for better analysis.

- You can apply up to **4** segments at a time on a report.

To add a segment:

1. Click **+ Add Segment**.
2. The **Segment** window loads.



Do one of the following:

- a. Select an existing segment from the library.
  - b. Click **Import from gallery** to import a segment from the Solutions Gallery.
  - c. Click **+ NEW SEGMENT** to create your own custom segment.
3. Click **Apply**.

Once applied, a segment remains active across all reports and dashboards for the duration of your sessions **unless you remove it**.

### 2.3.3. Report Tabs

Reports display your data in one or more tabs, providing multiple, different views of that data in a single place.

Most standard reports contain an **Explorer** tab. This typically has two components: a graphical view of your data on the top, and a data table below. Below each report tab, you'll find a metric group link for each metric shown in the data table.

If your report has the **Customize** link in its report header, you can add and edit your report tabs.

#### 2.3.3.1. Graph Controls

The top portion of most Explorer tabs displays a graphical view of your data. Graph controls include:

- ▶ **Graph metric selector:** change the metrics plotted on the graph view. You can compare 2 metrics on the graph; for example, Sessions vs. Bounce Rate. Located below the metric group links.
- ▶ **Graph time-scale buttons:** change the time-scale of the graph.



- ▶ **Graph type buttons:** change the graph display. Choose from line graph or motion chart.



- ▶ Click the  icon below the x-axis to open the **Annotations** drawer. You can make a note directly on the report.

### 2.3.3.2. Data Table Controls

The lower portion of the Explorer tab displays report data in tabular form. The primary dimension and metrics displayed depend on the type of report and on the metric group selected in the Explorer tab controls.

▶ Data table controls include:

- Primary dimension** links: change the primary dimension in the report.
- Plot Rows button**: add rows you've selected (by using the checkboxes) to the graph view.
- Secondary dimension** menu: add another dimension to the report.

To remove a secondary dimension, click the X in the dimension column's header.

▶ The **Sort Type** menu changes the order of the rows in the data table.

- Default**: basic alphanumeric sort. The default order is high to low. You can change this by clicking the column header.
- Absolute change**: sorts date range comparison data by amount of change rather than absolute values
- Weighted**: sorts percentage data in order of importance instead of numerical order.

▶ **Search** displays only rows matching your search term.

Click advanced to filter the data table in more complex ways.

▶ **Table display** buttons change the way the data table is displayed.



**Data** displays the data in a tabular view. This is the default table view.



**Percentage** displays a pie chart, showing the contribution to the total for the selected metric.



**Performance** displays a horizontal bar chart, showing the relative performance for the selected metric.



**Comparison** displays a bar chart plotting the performance of the selected metrics relative to the site average.



**Term cloud** displays a visual representation of the performance of keywords.

Not available for all reports.



**Pivot** rearranges the information in the table for certain reports by pivoting your data on a second dimension.

## 2.4. Common Reports

Google Analytics is great, but it's also very easy to waste a lot of time running reports, adding dimensions, adding segments, sorting columns, searching, filtering, and getting lost in the sea of data. Before you sink an afternoon aimlessly clicking through reports, decide what questions you want to answer.

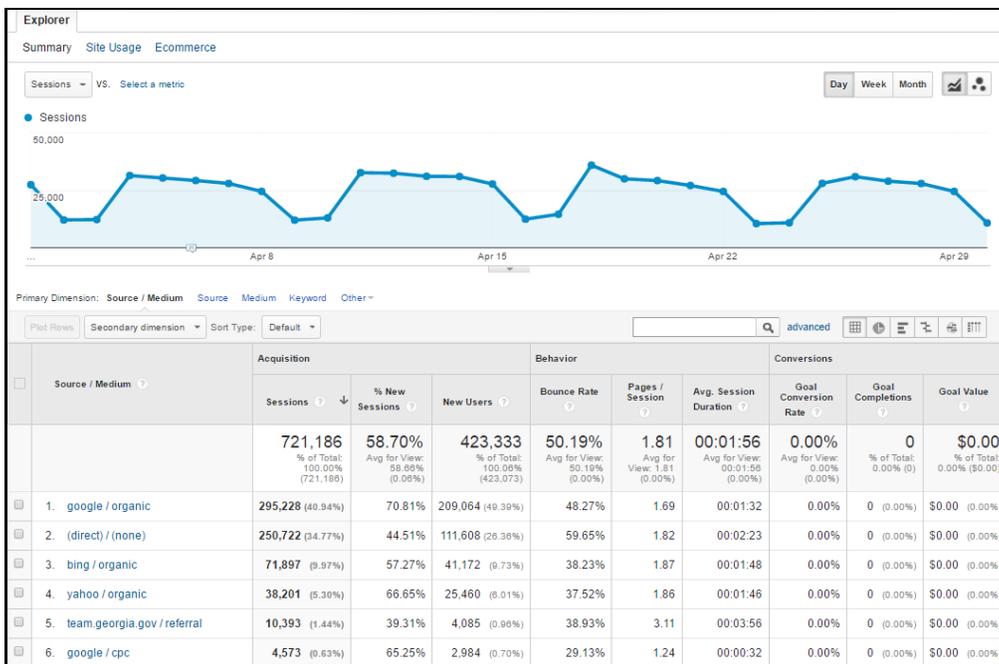
In the following sections, we'll discuss some of the most commonly asked questions, and show you what reports can answer them.

These are just a starting point. Take time to think up your own questions, specific to the needs of your website, and see what your data can do for you!

- To access any of these reports, use the search menu (unless otherwise specified).

### 2.4.1. How many sessions do I get from different sources?

#### Source/Medium Report



- The default date range is the last 30 days, but you can adjust it to any time window using the date picker.

The Source/Medium Report provides information about how visitors are getting to your website. This report shows how well different campaigns are working and how better to invest in site content, advertising, or other forms of engagement.

The primary dimension is **Source/Medium**. Source is the specific origin of your traffic, such as a search engine (e.g., “google”) or a domain (“example.com”). Medium is the general category of the source (e.g., “organic search” for a non-paid search engine result or “referral” for a website that links to your site).

The report also provides 9 metrics grouped under 3 categories. The metrics you’ll focus on fall under the **Acquisition** and **Behavior** categories.

- ▶ **Sessions:** A session is a unit of time in which a user is interacting with your website. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.
- ▶ **% New Sessions:** An estimate of the percentage of first time visits.
- ▶ **New Users:** The number of first-time users during the selected date range.
- ▶ **Bounce Rate:** The percentage of people who left your web site without viewing other pages within your site.

While you may be tempted to assume that the lower the number, the better, you should keep the purpose of your website in mind. If a page is a list of office addresses, staff phone numbers, or election results, there may be no reason for a user to go any further.

Ultimately, this is not a reliably informative metric, so we recommend you not focus too much on it.

- ▶ **Pages/Session:** The average number of pages your user visited in a session. The count includes multiple views of the same page.

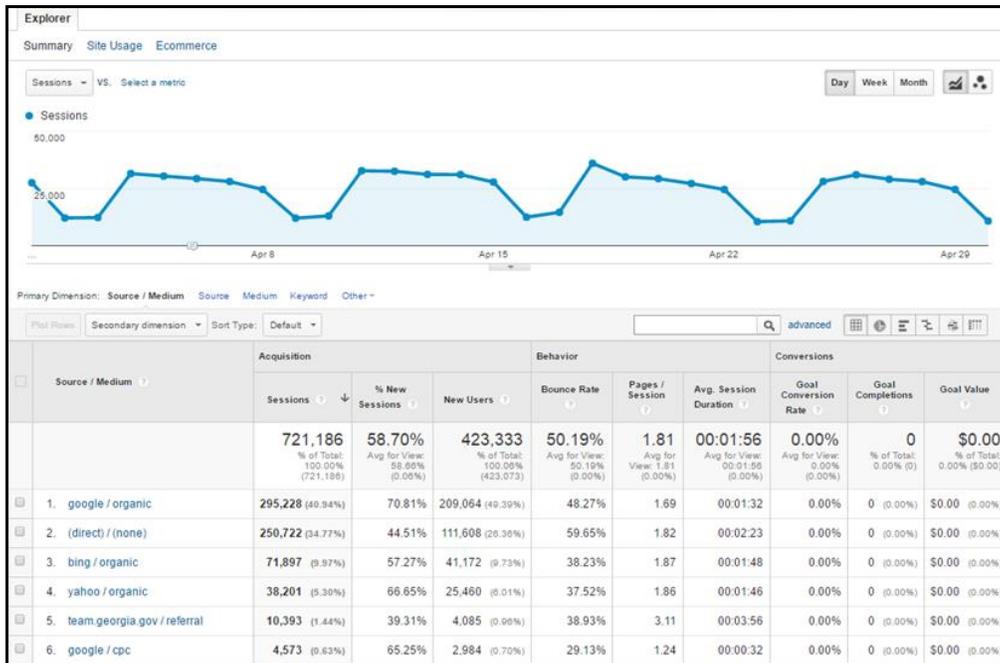
Be careful about drawing conclusions with this metric. Bigger is not necessarily better. If a user was clicking through a blog or event calendar, a high number could mean high engagement with the material. If the goal, however, was to locate a form, a high number could just mean that your website needs to improve the navigation structure.

- ▶ **Avg. Session Duration:** How long, on average, a user stays on your site per session.

Generally, a bigger number would mean higher engagement, but you should keep the purpose of your site in mind. If your website is mostly reference point for information, you may have a lower ideal session duration.

## 2.4.2. What keywords do people use to find my site with Google?

### Source/Medium Report



To view the Google keywords that bring traffic to your website:

1. Click Source in the primary dimension links.



2. The report reloads with Source as the primary dimension.

The figure displays a Google Analytics report for 'Sessions' over a period from April 8 to April 29. The line chart shows a fluctuating trend with peaks around April 15 and April 22. Below the chart is a table with columns for Acquisition, Behavior, and Conversions. The primary dimension is 'Source'.

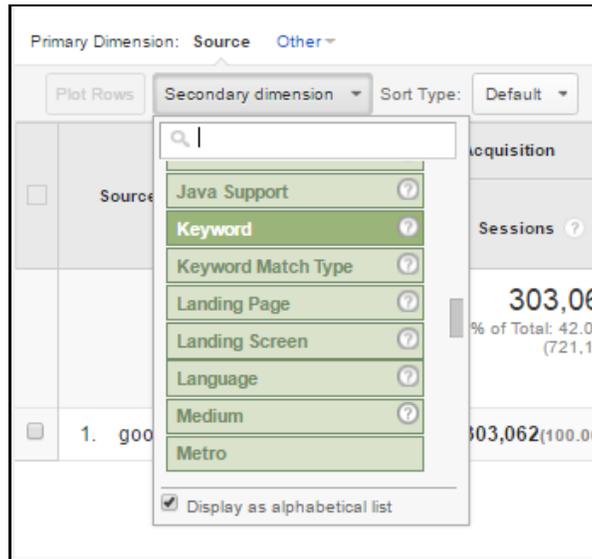
Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	721,186	58.70%	423,333	50.19%	1.81	00:01:56	0.00%	0	\$0.00
1. google	303,062 (42.02%)	70.70%	214,267 (50.61%)	47.75%	1.68	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct)	250,722 (34.77%)	44.51%	111,608 (26.36%)	59.65%	1.82	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. bing	71,897 (9.97%)	57.27%	41,172 (9.73%)	38.23%	1.87	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. yahoo	38,201 (5.30%)	66.65%	25,460 (6.01%)	37.52%	1.86	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. team.georgia.gov	10,393 (1.44%)	39.31%	4,085 (0.96%)	38.93%	3.11	00:03:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dfcs.dhs.georgia.gov	4,163 (0.58%)	53.16%	2,213 (0.52%)	50.47%	2.34	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. aol	2,305 (0.32%)	64.64%	1,490 (0.35%)	31.93%	1.95	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

Click **google** in the **Source** column.

3. The report reloads with only data for Google.

Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	303,062 % of Total: 42.02% (721,186)	70.70% Avg for View: 58.86% (20.82%)	214,267 % of Total: 50.85% (423,073)	47.75% Avg for View: 50.19% (-4.89%)	1.68 Avg for View: 1.81 (-7.12%)	00:01:31 Avg for View: 00:01:56 (-21.45%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google	303,062(100.00%)	70.70%	214,267(100.00%)	47.75%	1.68	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

Click on the **Secondary dimension** button and select **Keyword** from the drop-down menu.



4. The table reloads with a secondary dimension column for Keyword.

Source	Keyword	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		303,062 % of Total: 42.02% (721,186)	70.70% Avg for View: 58.86% (20.82%)	214,267 % of Total: 50.85% (423,073)	47.75% Avg for View: 50.19% (-4.89%)	1.68 Avg for View: 1.81 (-7.12%)	00:01:31 Avg for View: 00:01:56 (-21.45%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google	(not provided)	284,059 (93.73%)	71.13%	202,054 (94.30%)	48.11%	1.69	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. google	(not set)	3,181 (1.05%)	68.06%	2,165 (1.01%)	26.60%	1.44	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. google	georgia state income tax refund	1,523 (0.50%)	62.38%	950 (0.44%)	32.37%	1.26	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. google	ga state tax refund	796 (0.26%)	67.34%	536 (0.25%)	28.39%	1.30	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. google	georgia tax refund	515 (0.17%)	74.76%	385 (0.18%)	21.17%	1.17	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. google	ga state income tax refund	465 (0.15%)	65.59%	305 (0.14%)	30.75%	1.28	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. google	where's my refund ga	406 (0.13%)	63.55%	258 (0.12%)	38.67%	1.18	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. google	ga tax refund	278 (0.09%)	64.39%	179 (0.08%)	26.26%	1.15	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. google	ga.gov	278 (0.09%)	6.12%	17 (0.01%)	8.63%	3.00	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. google	georgia department of corrections	252 (0.08%)	61.51%	155 (0.07%)	36.51%	1.21	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Keyword reports show you what people are looking for when they land on your site. If a keyword is particularly frequent, you may want to build up more content related to the topics or feature the relevant content more prominently in your navigation menu or highlight it on your homepage.

## 2.4.3. What pages do people see first when they visit my site?

### Landing Pages Report

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,790 % of Total: 100.00% (17,790)	69.56% Avg for View: 69.53% (0.03%)	12,374 % of Total: 100.00% (12,370)	39.24% Avg for View: 39.24% (0.00%)	2.80 Avg for View: 2.80 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	4,395 (24.70%)	73.83%	3,245 (26.22%)	27.42%	3.43	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /adult-protective-services	3,553 (19.97%)	63.47%	2,255 (18.22%)	53.59%	1.82	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /community-care-services-program	1,343 (7.55%)	76.92%	1,033 (8.35%)	37.08%	3.25	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /programs-and-services	993 (5.58%)	81.17%	806 (6.51%)	29.31%	4.17	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /report-elder-abuse	742 (4.17%)	78.57%	583 (4.71%)	31.00%	2.52	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /local-area-agencies-aging-aas	740 (4.16%)	54.32%	402 (3.25%)	10.81%	3.56	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /contact-us-0	429 (2.41%)	64.10%	275 (2.22%)	41.72%	2.16	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /long-term-care-ombudsman-program	361 (2.03%)	75.62%	273 (2.21%)	34.63%	2.67	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

The Landing Pages report shows which pages are first seen when people visit the web site. You can combine this report with keywords (select **Keyword** from **Secondary dimension** menu) and get an accurate picture on the keywords people use and the page you enter your site. This is useful when structuring your content.

## 2.4.4. What are the most popular pages of my site?

### All Pages Report

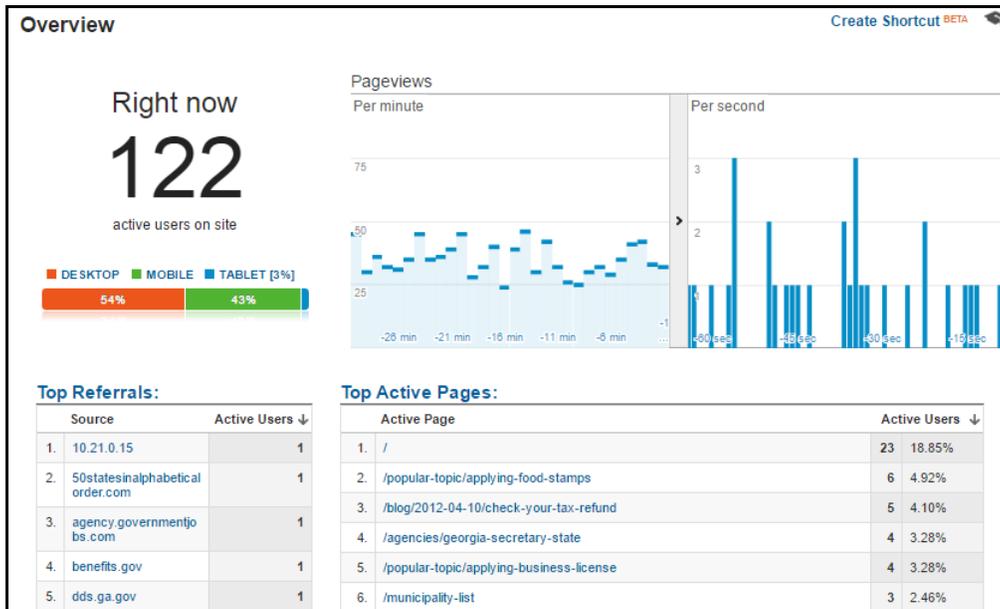
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	49,728 % of Total: 100.00% (49,728)	36,571 % of Total: 100.00% (36,571)	00:01:34 Avg for View: 00:01:34 (0.00%)	17,717 % of Total: 100.00% (17,717)	39.24% Avg for View: 39.24% (0.00%)	35.63% Avg for View: 35.63% (0.00%)	\$0.00 % of Total: 0.00% (0.00)
1. /	6,748 (13.57%)	4,863 (13.30%)	00:01:23	4,395 (24.81%)	27.39%	38.97%	\$0.00 (0.00%)
2. /adult-protective-services	5,650 (11.36%)	4,381 (11.98%)	00:04:51	3,553 (20.05%)	52.93%	67.45%	\$0.00 (0.00%)
3. /community-care-services-program	2,976 (5.98%)	2,044 (5.59%)	00:01:23	1,343 (7.58%)	37.05%	30.44%	\$0.00 (0.00%)
4. /local-area-agencies-aging-aas	2,951 (5.93%)	2,039 (5.58%)	00:00:28	740 (4.18%)	10.81%	8.68%	\$0.00 (0.00%)
5. /programs-and-services	2,709 (5.45%)	1,865 (5.10%)	00:01:08	993 (5.60%)	29.31%	23.03%	\$0.00 (0.00%)
6. /home-community-based-services	1,545 (3.11%)	1,087 (2.97%)	00:01:18	235 (1.33%)	47.88%	21.81%	\$0.00 (0.00%)
7. /report-elder-abuse	1,398 (2.81%)	1,062 (2.90%)	00:00:38	742 (4.19%)	30.96%	25.89%	\$0.00 (0.00%)
8. /contact-us-0	961 (1.93%)	748 (2.05%)	00:02:33	429 (2.42%)	41.53%	53.28%	\$0.00 (0.00%)
9. /publications-0	914 (1.84%)	533 (1.46%)	00:02:13	36 (0.20%)	35.90%	35.67%	\$0.00 (0.00%)

Here you will find a list of all the pages of your site that have been viewed during the specified date range. You can use this report to see what the most popular pages of your website are.

This is also a great opportunity to assess your content. Do you see anything on your list that is really old and irrelevant? Maybe that can be reworked – define your goals. Do you see something that has really outperformed the rest? Maybe that is the kind of content that your audience is interested in.

## 2.4.5. How many people are viewing my page right now?

### Real-Time Overview Report



The number of active users on your page is in the top-left corner.

You can also use the Real-Time Overview report to immediately and continuously monitor the effects that new campaigns and site changes have on your traffic. Here are a few other ways you might use Real-Time:

- ▶ Monitor whether new and changed content on your site is being viewed.
- ▶ See whether a one-day promotion is driving traffic to your site and which pages these users are viewing.
- ▶ Monitor the immediate effects on traffic from a blog/social network post or tweet.
- ▶ Verify that the tracking code is working on your site.
- ▶ Monitor goal completions as you test changes to your site.

## 2.4.6. What do people click on when they're on my site?

### In-Page Analytics Report



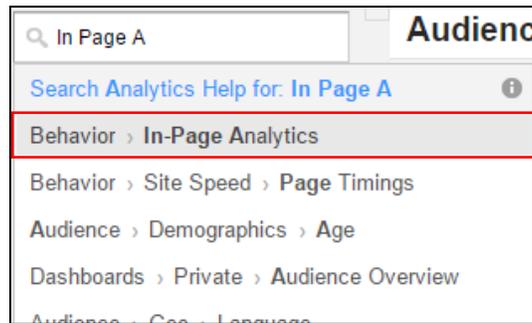
In-Page Analytics puts information about your site traffic on top of your site page so you can make a visual assessment of how users interact with your web pages. Once you are able to identify which parts visitors are viewing or clicking on the most, you can easily change the layout of your site to keep important links in the areas receiving the most traffic.

- To see where people are clicking, be sure you select the **Clicks** metric. We recommend using a threshold of 5% to help exclude accidental mouse clicks from the report.

### 2.4.6.1. Opening In-Page Analytics

Because of a design functionality in the GeorgiaGov publishing platform, you will not be able to load the In-Page Analytics report inside of Google Analytics. You can, however, open it in a separate window.

1. Search for the In-Page Analytics report and open it as you would any other report.



2. The following screen displays. Wait for the report to timeout.

Do not download the Chrome extension.

**Download the Page Analytics Chrome Extension**

[Get started](#)

The Page Analytics Chrome Extension allows you to see how customers interact with your web pages, including what they click and don't click. Use these insights to optimize your website layout, improve user experience, and increase conversions.

When you view a web page for which you have Google Analytics access, you'll see:

- Google Analytics metrics: Pageviews, Unique Pageviews, Avg time on page, Bounce Rate, and %Exit
- Number of active visitors, in real time
- In-page click analysis: (where users click)

[Learn More](#)

**In-Page Analytics** May 30, 2016 - Jun 29, 2016

[Add to Dashboard](#) [Shortcut](#)

All Users  
100.00% Pageviews

+ Add Segment

In-Page	Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
	360,062	261,278	00:03:44	3.29	58.85%	55.54%
	% of Total: 29.68% (1,213,343)	% of Total: 28.10% (929,861)	Avg for View: 00:02:28 (51.13%)	Avg for View: 3.21 (2.41%)	Avg for View: 52.07% (13.01%)	Avg for View: 55.15% (0.71%)

Clicks with more than: 0.10%

[Show bubbles](#) [Show color](#) [Browser Size](#)

Loading...

3. An error message loads. Click **Load in Full View**.

**Problem loading In-Page Analytics**

We've identified problems in your setup. These may cause problems loading In-Page Analytics.

- Your site is configured to set X-Frame-Options: headers. In-Page Analytics can only work in Full View mode on your site.
- You can try the [Page Analytics Chrome Extension](#) which has almost identical functionality to the In-Page Analytics report, but can often resolve these issues.

[Load in Full View](#)

4. In-Page Analytics opens in a new tab.

- In-Page Analytics starts with your homepage, but you can navigate to any page on your site to see its in-page analytics. Click any link on your homepage, and when the new page loads, its in-page analytics loads, too.

### 2.4.6.2. Control Bar



On the left-hand side of the control bar, you can select the metric to display and set the minimum threshold for it to appear on the report.

- Setting a minimum helps you exclude outliers. For example, if your metric is Clicks, having a 5% minimum helps ignore places where people accidentally clicked their mice.

The buttons on the right-hand side of the control bar control:

- ▶ Toggling **information bubbles** on and off
- ▶ Toggling the **bubble colors** on and off
- ▶ Adjusting the **browser scale**

- Because your website is responsively designed, the browser scale control isn't particularly useful.

### Bubbles

The percentage inside the bubbles on your screen reflect the how much of the page's total metric any particular item represents. For example, if you are looking at a report for Clicks, a link with a bubble that says 4% received 4% of the clicks on that page.



When you hover over a bubble, you see information about the metric you selected. For example, if you're looking at the Clicks metric, then you see the percentage and numeric value for clicks on the link.

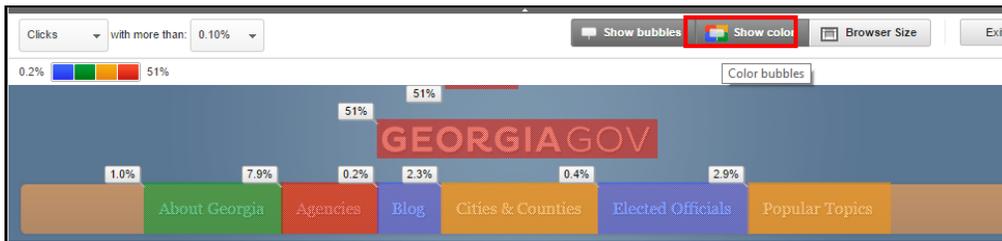


You also see the destination URLs for the link, and the number of other links on the page that lead to those same destinations.

- If you have applied a comparative date range or Segments, you'll see that information, as well.

### Bubble Color Scale

This feature applies different colors to bubbles of different values. Look for the legend on the left-hand side of the control bar, under the metric and threshold controls.

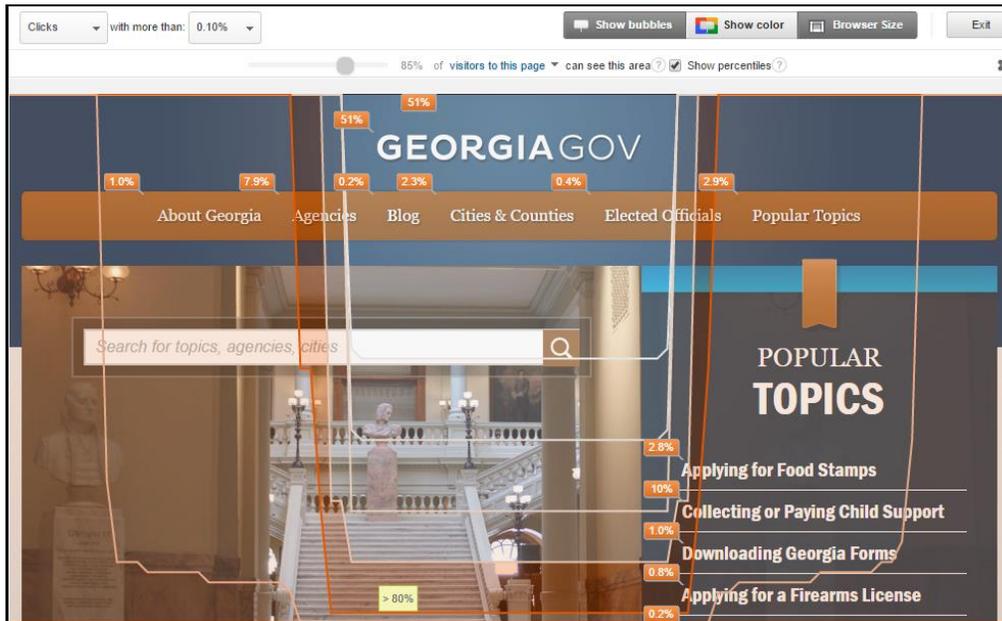


### Browser Size

This feature lets you see the portion of your page that is visible without scrolling to the percentage of your visitors that you select. For example, if you set the slider to 90%, then the portion of the page that is visible without scrolling to 90% of traffic is highlighted, and the rest of the page is identified by a color overlay. The goal of this feature is to help you maintain the highest visibility for content that leads to conversions.



Select **Show percentiles** to apply overlays for multiple percentiles so you can see an overview of the distribution of different browser sizes.



# 3 Dashboards

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Google Analytics dashboards are collections of widgets that allow you to quickly visualize your data. Dashboards let you monitor many metrics at once, so you can quickly check the health of your accounts or see correlations between different reports. Dashboards are easy to create, customize and share.

- You can always view your dashboards by selecting the **Reporting** tab and clicking **Dashboards** in the left-hand navigation pane.

Each view in your Google Analytics account displays a default dashboard called **My Dashboard**. This dashboard is preloaded with widgets showing your site's traffic. The default dashboard may be suitable for your needs, but if not, you can customize it by adding or rearranging the widgets, adding reports to the dashboard, removing unwanted widgets, or filtering the data displayed. You can also create additional dashboards devoted to different aspects of your site traffic.

- Your account can have up to **20 dashboards**, each containing up to **12 widgets**.

Refresh the dashboard's data by clicking the **Refresh Dashboard** link, located in the bottom-right corner of the page.

## 3.1. Create a New Dashboard

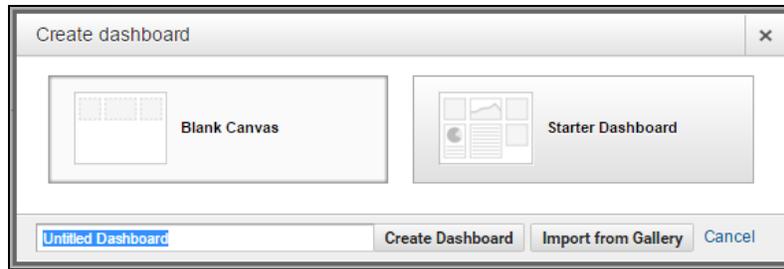
1. Click on **Dashboards** in the reporting sidebar.



2. Click +New Dashboard.



3. The **Create dashboard** dialog loads.



Select **Blank Canvas** (no widgets) or **Starter Dashboard** (default set of widgets).

You can also import a dashboard from the **Solutions Gallery** by clicking **Import from Gallery**.

4. Enter a descriptive dashboard title.
5. Click Create Dashboard.

## 3.2. Widgets

A widget is a mini-report that can display your data in a number of presentation styles, including simple numerical metrics, tables, and charts. Some of the available widgets can display their data in real-time, updating their metrics automatically. Standard widgets, by comparison, update when you load or refresh the dashboard.

You can define widgets within the dashboard itself. You can examine the graph elements in a widget by hovering your mouse pointer over the element. Open a linked report by clicking on the widget's title.

This only works for linked report widgets, not widgets you create within the dashboard itself.

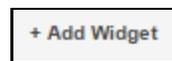
### 3.2.1. Add Widget

There are two ways to add a widget. If you have an existing report whose configurations and settings you'd like to add as a widget, just click the Add to Dashboard button on the Report Header.

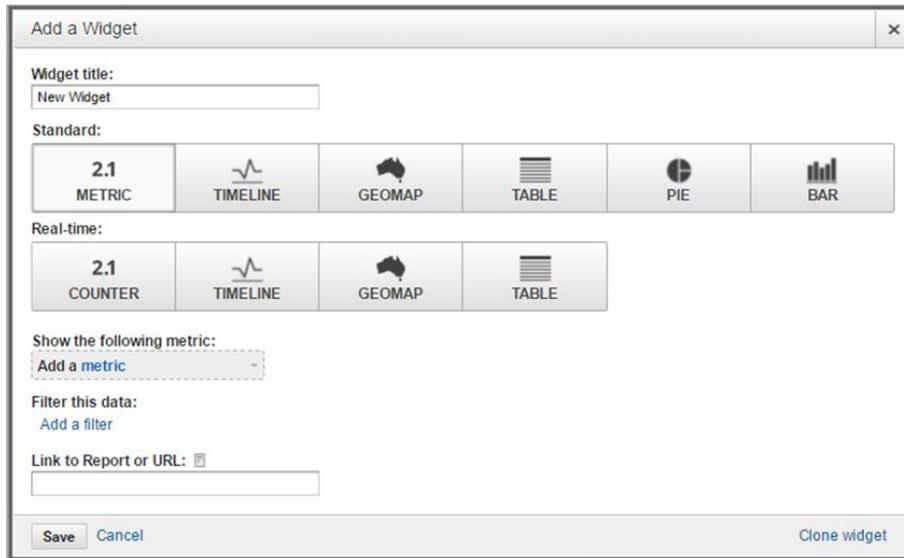


If you'd like to build a new custom widget from scratch:

1. **Create a new dashboard** or open an existing dashboard.
2. Click **+ Add Widget**.



### 3. The **Add a Widget** window loads.



Select the type of widget.

#### **Standard**

- ▶ **Metric** displays a single numerical value for the selected metric.
- ▶ **Timeline** displays a graph of the selected metric over time. You can compare this to a secondary metric.
- ▶ **Geomap** displays a map of the selected region, with the specified metric plotted on the map. Hover over the map to see the actual metric values.
- ▶ **Table** displays up to 2 metrics describing the selected dimension, laid out in tabular format.
- ▶ **Pie** displays a pie chart of the selected metric grouped by a dimension. Mouse over a slice to see the specific metric values.
- ▶ **Bar** displays a bar chart of the selected metric grouped by up to 2 dimensions. Mouse over a slice to see the specific metric values.

#### **Real-Time**

- ▶ **Counter** displays a count of the active users on your site. You can optionally group these users by a selected dimension.
- ▶ **Timeline** displays a timeline graph of pageviews on your site for the past 30 to 60 minutes.
- ▶ **Geomap** displays a map showing where your active users are coming from.

- ▶ **Table** plots a table of your active users against up to 3 selected dimensions.

These widgets only display the **Active Users** or **Pageviews** metrics.

4. Configure the widget's options.

- ▶ **Metrics & Dimensions:** Scroll or use the search box to locate the specific metric or dimension you want.
- ▶ **Filters** (optional): Filters let you include or exclude data in the specified dimension that match your criteria. You can add multiple rows to your filter definition.
- ▶ **Linking** (optional): You can link the widget to a report or a URL. Doing so makes the widget title a link, taking you to the specified report or web page. To link to a report, begin typing a report name. Google Analytics will autocomplete your entry, trying to match it to an existing report. Alternatively, you can copy and paste the report's URL into this field.

5. Enter a new title or accept the suggested one.

6. Click **Save**.

### 3.2.2. Edit Widget

To **modify** an existing widget, mouse over the widget title and click .

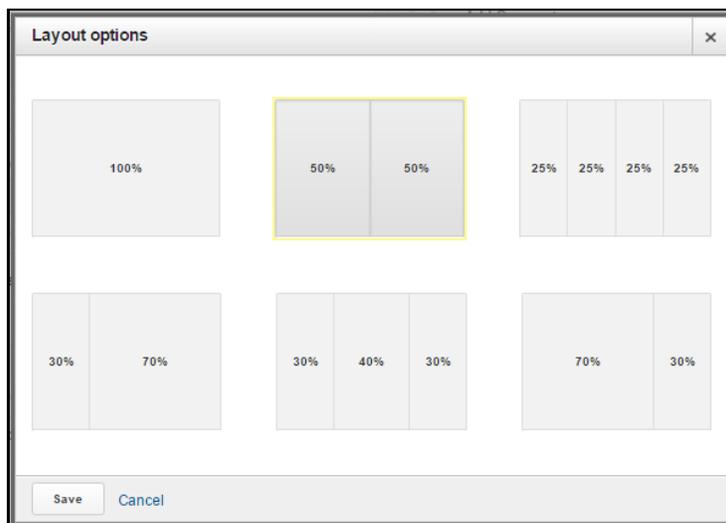
To **delete** a widget, mouse over the widget title and click .

You **cannot** undo deleting a widget.

### 3.3. Edit Dashboard

#### 3.3.1. Adjust Grid Layout

Click **Customize Dashboard** to adjust the grid layout of the dashboard.



#### 3.3.2. Rearrange Widgets

To rearrange where widgets sit on the dashboard, hover over a widget's title until you see  as your cursor, then click and drag the widget to the desired location.

#### 3.3.3. Delete Dashboard

To delete a dashboard, click the **Delete Dashboard** button located beneath the date picker.



### 3.4. Sharing Dashboards

All dashboards you create start out as private, meaning only you can see them. The **Share** menu has options to grant access to other Google Analytics users. If you want to share with people who don't have an account, you can **email** your dashboard or **export** it as a PDF file.

#### 3.4.1. Share Menu

Use the Share menu to share your dashboards with other users in Google Analytics.

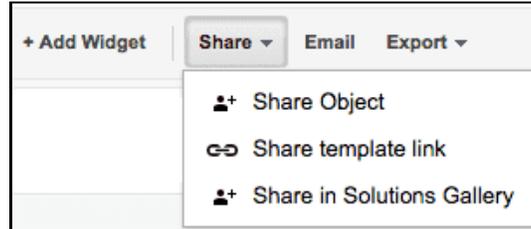
- ▶ Use **Share Object** to create a shared copy of your dashboard. Anyone with access to your data can interact and make changes to the dashboard, but these changes **will not affect your private version**.

To stop **sharing** a dashboard, you must **delete it**.

- ▶ **Share template link** generates a shareable link you can share that allows anyone with an Analytics account to download a dashboard template containing your settings.

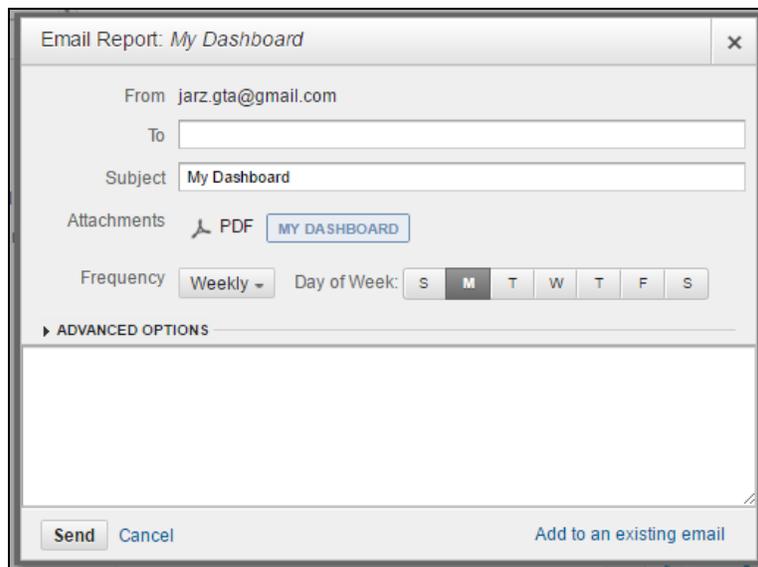
When sharing a dashboard via template, you are only sharing your dashboard's settings, **not your data**.

- ▶ Choose **Share in Solutions Gallery** if you think your dashboard has mass appeal that could benefit other Analytics users.



### 3.4.2. Email

Use the **Email** option to email a snapshot of your dashboard's data to people who don't have access to your Analytics account. The email includes a PDF attachment of your dashboard data and an optional custom message.



You can create dashboard emails that go out once, as needed, as well as schedule emails to go out on a recurring basis. If you want to schedule a recurring email, use the **Frequency** and **Day of Week** controls.

Click **Advanced Options** to adjust this period from 1 month to 1 year. After this period expires, you'll need to reschedule the email again.

By default, scheduled emails repeat for 6 months.

If you have any other emails scheduled, an **Add to an existing email** link appears on the bottom-right of the window. Click this link to bundle this dashboard in with other dashboards or reports in an existing email campaign.

This option is very useful if you have multiple recurrent scheduled emails. By combining dashboards and reports into one email (when possible and appropriate), you avoid cluttering the mailboxes of your recipients.

You can manage all your scheduled emails by going to **Scheduled Emails** in the **Admin** settings.

### 3.4.3. Export

The **Export** option creates a PDF copy of your dashboard data **exactly as it appears on screen** that you can embed or share as needed.

# 4 Exercises

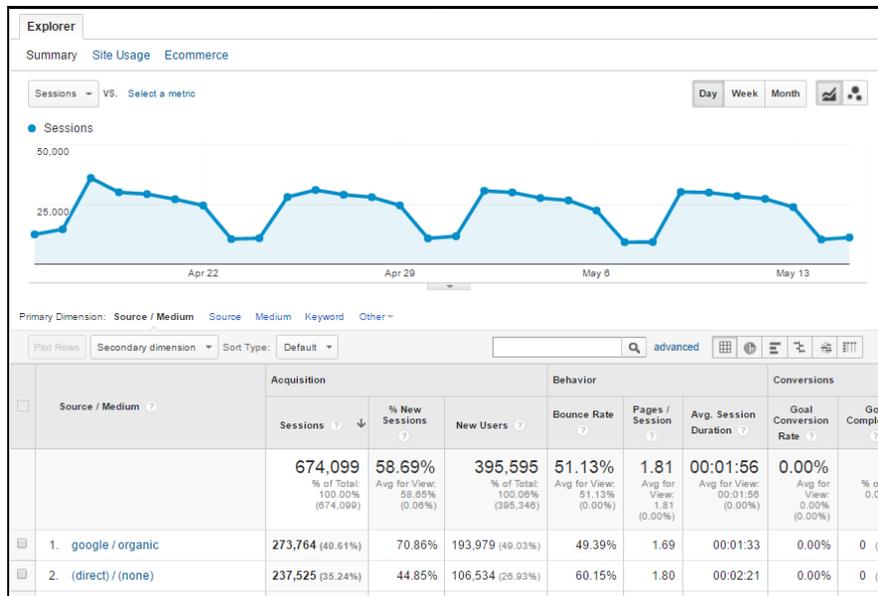
## 4.1. Create, Customize, Export Report

□ Open the **Source/Medium** report.

1. Type “Source Medium” into the search box.

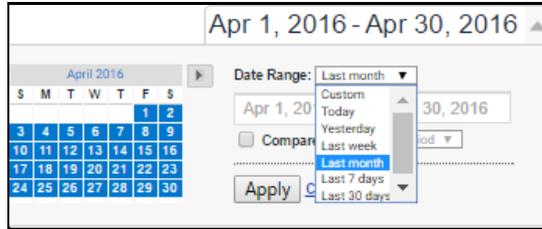


2. Select **Source/Medium** from the results. The report loads.

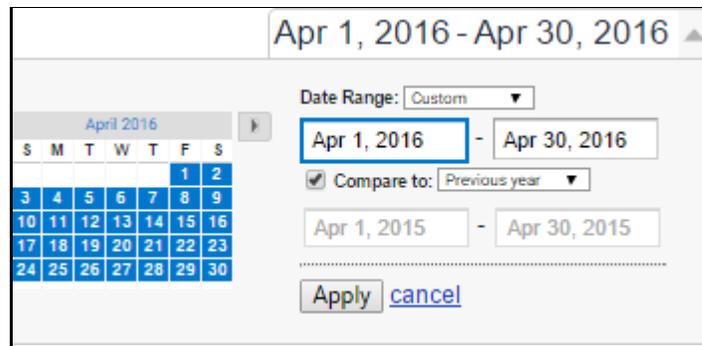


- Compare last month with the same month of the previous year.
- 

- In the date picker, select **Last month** from the **Date Range** drop-down menu and hit **Apply**.



- Check the box next to **Compare to**, select **Previous year** from the drop-down menu, and click **Apply**.



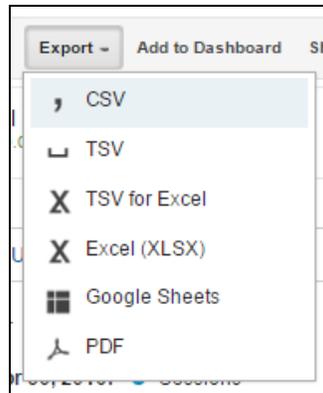
- Adjust the time-scale between monthly, weekly, and back to daily.



- Export the data to a .CSV file for Excel.
- 

- Click **Export** and select **CSV**.

- File downloads automatically.



## 4.2. Create New Dashboard and Custom Widgets

- Create new dashboard with a blank canvas.

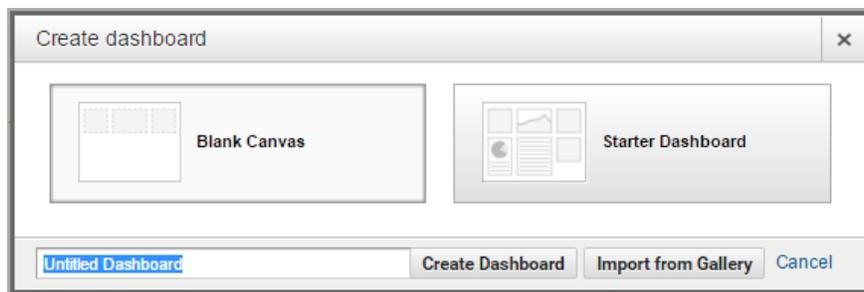
1. Click on **Dashboards** in the reporting sidebar.



2. Click +New Dashboard.



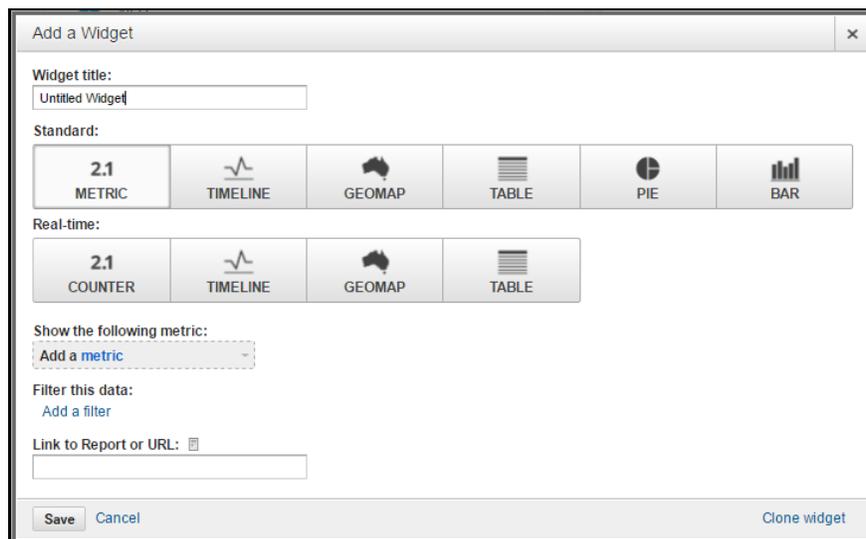
3. The **Create dashboard** dialog loads.



4. Select Blank Canvas.
5. Enter "[Your Agency's Name] Analytics Overview" in the title text field.
6. Click Create Dashboard.

- Create custom **Unique Visitors** widget.

7. The **Add a Widget** screen automatically loads.



Enter “Unique Visitors” in the **Widget title** field.

8. Select **Users** from the **Show the following metric** drop-down menu.
9. Enter Audience / Overview into the Link to Report or URL text box.

- Google Analytics makes site search suggestions as you type, so you can select the report title from the suggested results without having to type the entire title.

Widget Settings

Widget title:  
Unique Visitors

Standard:

2.1 METRIC | TIMELINE | GEOMAP | TABLE | PIE | BAR

Real-time:

2.1 COUNTER | TIMELINE | GEOMAP | TABLE

Show the following metric:  
Users

Filter this data:  
Add a filter

Link to Report or URL:   
Audience / Overview

Save Cancel Clone widget Delete widget

10. Click **Save**.

- Create custom **Visits by Visitor Type** widget.

11. Click **+ Add Widget** in the action bar.



12. The **Add a Widget** screen loads. Enter “Visits by Visitor Type” in the **Widget title** field.
13. Select the **Table** button in the **Standard** widget field.
14. Select User Type, Sessions, and Pages / Session from the Display the following columns drop-down menus.

15. Enter Audience / Behavior / New vs Returning into the Link to Report or URL text box.

The screenshot shows the 'Add a Widget' dialog box. The 'Widget title' is 'Visits by Visitor Type'. Under 'Standard', the 'TABLE' button is selected. Under 'Real-time', the 'TABLE' button is selected. The 'Display the following columns' section shows three dropdown menus: 'User Type', 'Sessions', and 'Pages / Session'. The 'Show a table with' dropdown is set to '10 rows'. The 'Filter this data' section has an 'Add a filter' link. The 'Link to Report or URL' field contains 'Audience / Behavior / New vs Returning'. At the bottom, there are 'Save', 'Cancel', and 'Clone widget' buttons.

16. Click **Save**.

- Create custom Desktop Visits by Browser widget.
- 

17. Click **+ Add Widget** in the action bar.

18. The **Add a Widget** screen loads. Enter “Desktop Visits by Browser” in the **Widget title** field.

19. Select the **Table** button in the **Standard** widget field.

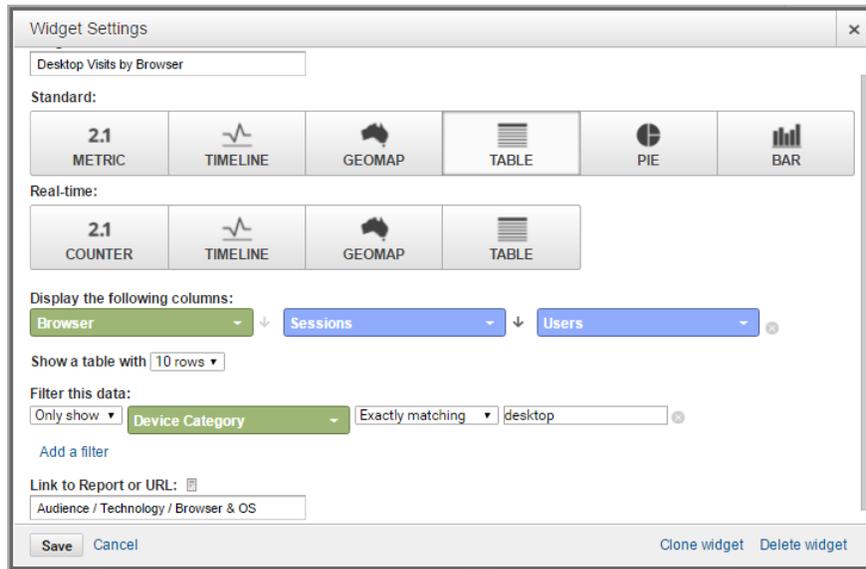
20. Select Browser, Sessions, and Users from the Display the following columns drop-down menus.

21. Click Add a filter.

22. Select Only show, Device Category, Exactly matching from the Filter this data drop-down menus.

23. Enter “desktop” in the **Filter this data** text box field.

24. Enter Audience / Technology / Browser & OS into the Link to Report or URL text box.



25. Click **Save**.

Create custom Mobile Visits by Operating System widget.

---

26. Click **+ Add Widget** in the action bar.

27. The **Add a Widget** screen loads. Enter “Mobile Visits by Operating System” in the **Widget title** field.

28. Select the **Table** button in the **Standard** widget field.

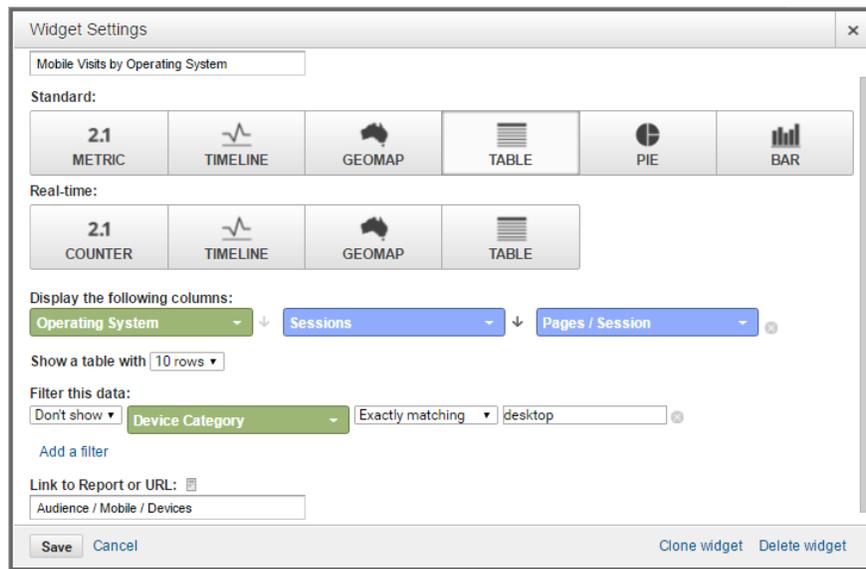
29. Select **Operating System**, **Sessions**, and **Pages / Session** from the **Display the following columns** drop-down menus.

30. Click Add a filter.

31. Select **Don't show**, **Device Category**, **Exactly** matching from the **Filter this data** drop-down menus.

32. Enter “desktop” in the **Filter this data** text box field.

33. Enter **Audience / Mobile / Devices** into the **Link to Report or URL** text box.



34. Click **Save**.

Create custom Mobile Visits by Device widget.

---

35. Click **+ Add Widget** in the action bar.

36. The **Add a Widget** screen loads. Enter “Mobile Visits by Device” in the **Widget title** field.

37. Select the **Table** button in the **Standard** widget field.

38. Select **Mobile Device Info**, **Sessions**, and **Pages / Session** from the **Display the following columns** drop-down menus.

39. Click **Add a filter**.

40. Select **Don't show**, **Device Category**, **Exactly** matching from the **Filter this data** drop-down menus.

41. Enter “desktop” in the **Filter this data** text box field.

42. Enter **Audience / Mobile / Devices** into the **Link to Report or URL** text box.

The screenshot shows the 'Widget Settings' dialog box for a widget titled 'Mobile Visits by Device'. The 'Standard' widget type is selected, with options for METRIC, TIMELINE, GEOMAP, TABLE, PIE, and BAR. The 'Real-time' section offers options for COUNTER, TIMELINE, GEOMAP, and TABLE. Under 'Display the following columns:', 'Mobile Device Info', 'Sessions', and 'Pages / Session' are selected. The 'Show a table with' dropdown is set to '10 rows'. The 'Filter this data:' section has 'Don't show' selected for 'Device Category' with the filter set to 'Exactly matching' and 'desktop'. The 'Link to Report or URL:' field contains 'Audience / Mobile / Devices'. Buttons for 'Save', 'Cancel', 'Clone widget', and 'Delete widget' are visible at the bottom.

43. Click **Save**.

Create custom **Most Popular Pages** widget.

---

44. Click **+ Add Widget** in the action bar.

45. The **Add a Widget** screen loads. Enter “Most Popular Pages” in the **Widget title** field.

46. Select the **Pie** button in the **Standard** widget field.

47. Select **Pageviews** from the **Create a pie chart showing** drop-down menu.

48. Select **Page** from the **grouped by** drop-down menu.

49. Enter **Behavior / Site Content / All Pages** into the **Link to Report or URL** text box.

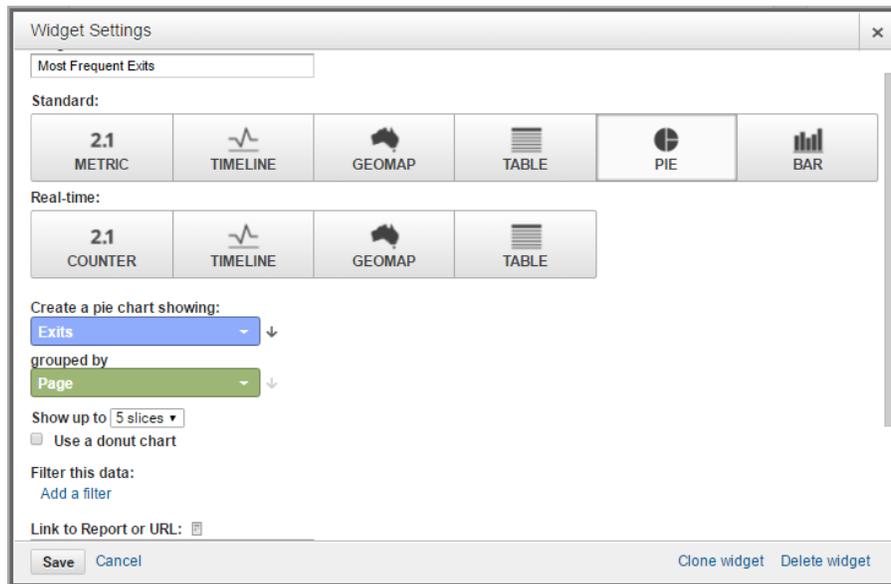
The screenshot shows the 'Widget Settings' dialog box for a widget titled 'Most Popular Pages'. The 'Standard' widget type is selected, with options for METRIC, TIMELINE, GEOMAP, TABLE, PIE, and BAR. The 'Real-time' section offers options for COUNTER, TIMELINE, GEOMAP, and TABLE. Under 'Create a pie chart showing:', 'Pageviews' is selected. The 'grouped by' dropdown is set to 'Page'. The 'Show up to' dropdown is set to '5 slices'. The 'Use a donut chart' checkbox is unchecked. The 'Link to Report or URL:' field is empty. Buttons for 'Save', 'Cancel', 'Clone widget', and 'Delete widget' are visible at the bottom.

50. Click **Save**.

□ Create custom **Most Frequent Exits** widget.

---

51. Click **+ Add Widget** in the action bar.
52. The **Add a Widget** screen loads. Enter “Most Frequent Exits” in the **Widget title** field.
53. Select the **Pie** button in the **Standard** widget field.
54. Select **Exits** from the **Create a pie chart showing** drop-down menu.
55. Select **Page** from the **grouped by** drop-down menu.
56. Enter **Behavior / Site Content / Exit Pages** into the **Link to Report or URL** text box.



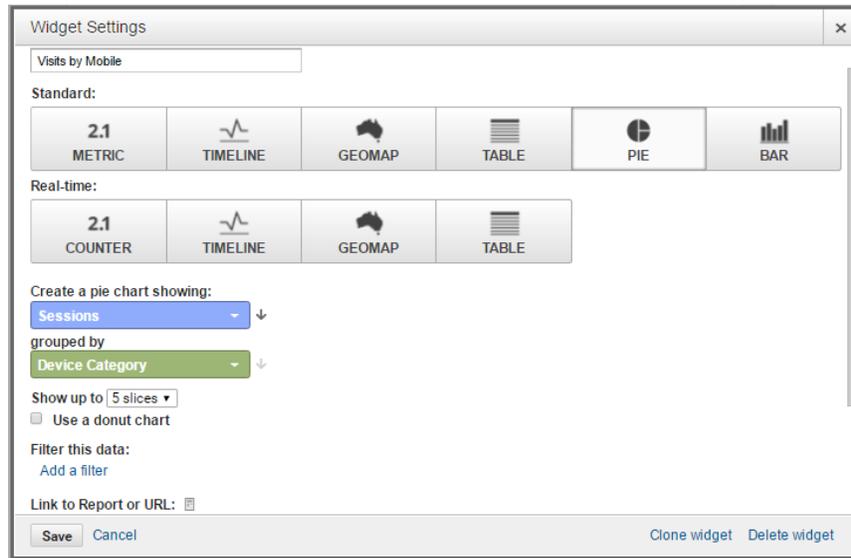
57. Click **Save**.

□ Create custom **Visits by Mobile** widget.

---

58. Click **+ Add Widget** in the action bar.
59. The **Add a Widget** screen loads. Enter “Visits by Mobile” in the **Widget title** field.
60. Select the **Pie** button in the **Standard** widget field.
61. Select **Sessions** from the **Create a pie chart showing** drop-down menu.
62. Select **Device Category** from the **grouped by** drop-down menu.

63. Enter **Audience / Technology / Network** into the **Link to Report or URL** text box.



64. Click **Save**.

Create custom **Sessions by Gender** widget.

---

65. Click **+ Add Widget** in the action bar.

66. The **Add a Widget** screen loads. Enter “Sessions by Gender” in the **Widget title** field.

67. Select the **Pie** button in the **Standard** widget field.

68. Select **Sessions** from the **Create a pie chart showing** drop-down menu.

69. Select **Gender** from the **grouped by** drop-down menu.

70. Click **Add a filter**.

71. Select Don't show, Gender, Regular Expression from the Filter this data drop-down menus.

72. Enter “unknown” in the **Filter this data** text box field.

73. Enter **Audience / Demographics / Gender** into the **Link to Report or URL** text box.

Widget Settings

Widget title:  
Sessions by Gender

Standard:

2.1 METRIC | TIMELINE | GEOMAP | TABLE | PIE | BAR

Real-time:

2.1 COUNTER | TIMELINE | GEOMAP | TABLE

Create a pie chart showing:  
Sessions

grouped by  
Gender

Show up to 5 slices

Use a donut chart

Filter this data:  
Don't show | Regular Expression | unknown

Save Cancel Clone widget Delete widget

74. Click **Save**.

Create custom Visits by Internet Explorer Version widget.

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75. Click **+ Add Widget** in the action bar.

76. The **Add a Widget** screen loads. Enter “Visits by Internet Explorer Version” in the **Widget title** field.

77. Select the **Pie** button in the **Standard** widget field.

78. Select Sessions from the Create a pie chart showing drop-down menu.

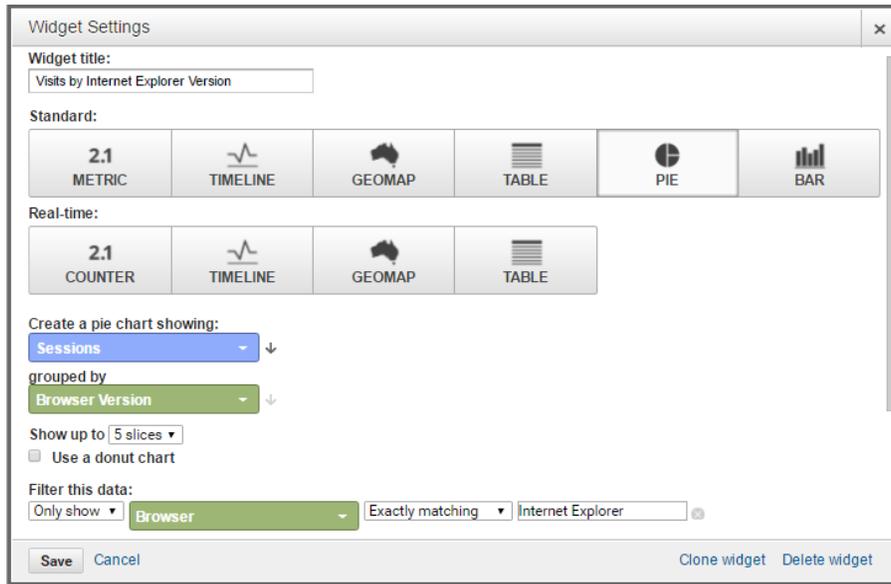
79. Select **Browser Version** from the **grouped by** drop-down menu.

80. Click **Add a filter**.

81. Select **Only show, Browser, Exactly** matching from the **Filter this data** drop-down menus.

82. Enter “Internet Explorer” in the **Filter this data** text box field.

83. Enter **Audience / Technology / Browser & OS** into the **Link to Report or URL** text box.



84. Click **Save**.

## 4.3. Import a Dashboard

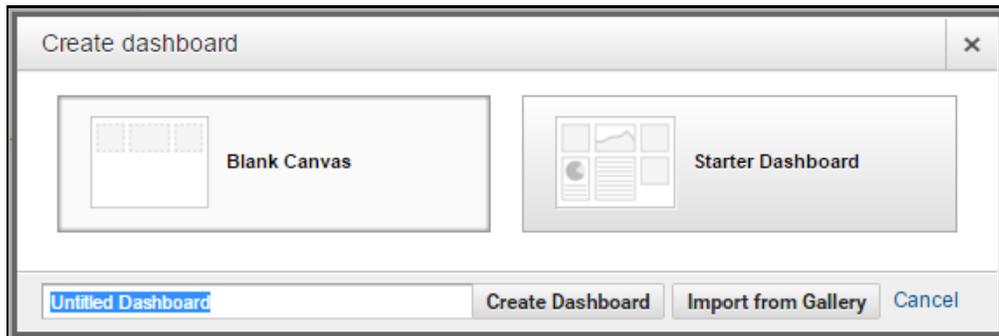
1. Click on **Dashboards** in the reporting sidebar.



2. Click **+New Dashboard**.

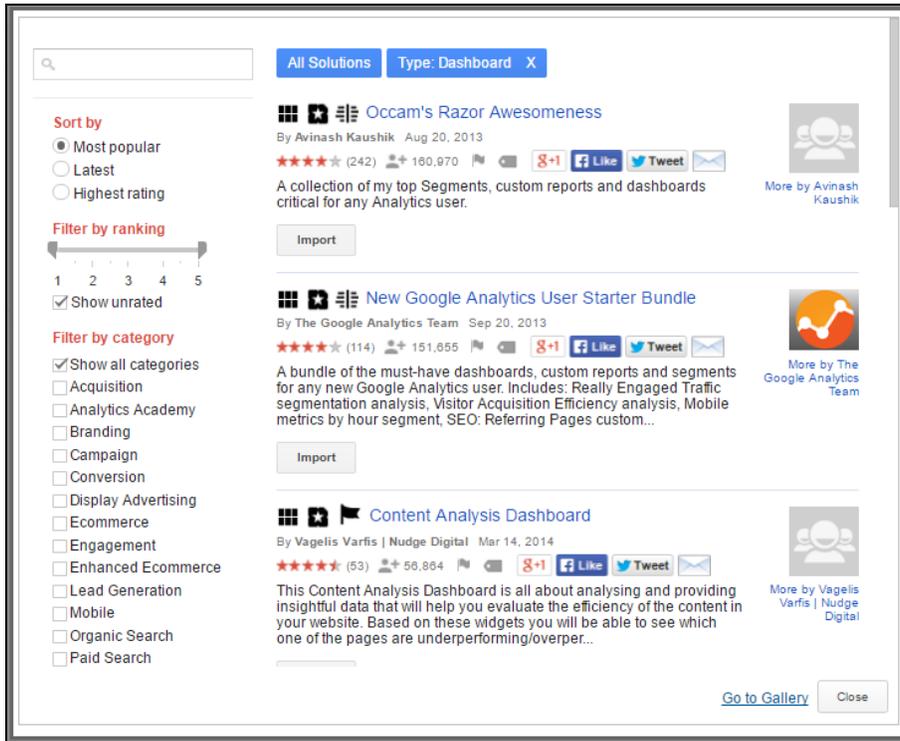


3. The **Create dashboard** dialog loads.



Click **Import from Gallery**.

4. The Solutions Gallery loads.



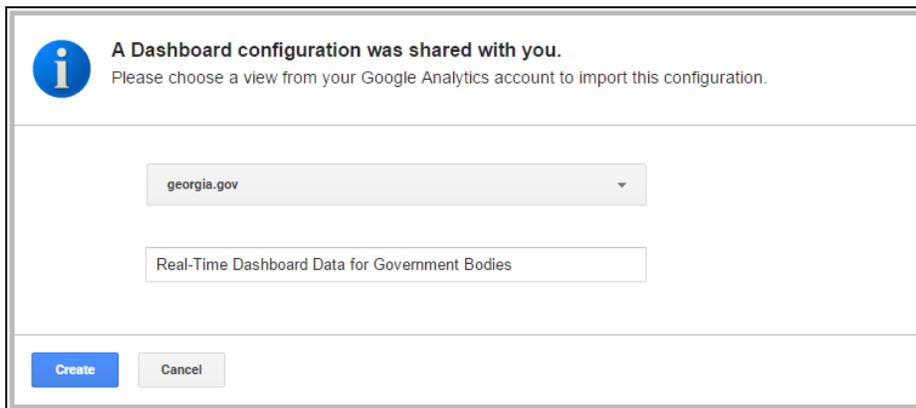
Use the search box, filter, and sort options to find a dashboard.

You can click the title of a dashboard for more detailed information.

5. When you decide on a dashboard, click **Import**.



6. A configuration window loads.



Ignore the drop-down menu in the first field. **Do not edit your view.**

If you don't like the title of the dashboard, you can edit it in the second field, but this is **not a requirement**.

When you are satisfied with the dashboard title, click **Create**.

# 5 Glossary

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The following is a glossary of commonly used terms in Google Analytics.

<b>Conversion</b>	A completed activity, online or offline, that is important to the success of your agency. For example, someone downloading a mail-in form or registering for a mailing list.
<b>Dimension</b>	A descriptive attribute, or characteristic of data (e.g., City, Browser).
<b>Event</b>	Event is a type of hit used to track user interactions with content. Examples of user interactions commonly tracked with Events include downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays.
<b>Goal</b>	A setting that tracks conversions on your site or mobile app. By recording these valuable actions, Analytics helps you measure how effective your site or app is at doing what you want it to do. For example, if you want your website to be a point of information, you might create a goal for playing a video tutorial or downloading a form to complete.
<b>Hit</b>	An interaction that results in data being sent to Google Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits.
<b>Keywords</b>	These are the words that visitors use to find your website when using a search engine.
<b>Landing Page</b>	The first page a visitor views during a session; also known as the entrance page.
<b>Metric</b>	Individual elements of a <b>Dimension</b> that can be measured as a sum or a ratio (e.g., Population, FireFox).
<b>New Visitors</b>	Internet users who have not previously or recently visited your site are considered new visitors. If cookies on a previous visitor's computer have expired or if they have deleted their cookies, these visitors will also register as new visitors.
<b>Pageview</b>	An instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.
<b>Session</b>	The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

**Visits**

The amount of times your website is accessed. This data allows you to see how effectively your site is being promoted.