



Barry's Google Analytics Cheatsheet



PPC Specialists
Brickway
MARKETING

Key things to remember

- Job 1: set up account + add tracking code to your web pages.
- Job 2: determine how & why Analytics data can help YOUR business.
- Job 3: setup "goals" to help you measure success.
- Analytics data structure is ABC-- Acquisition, Behavior, Conversion.
- Find just a few key segments & metrics to watch routinely.
- Use Analytics data to create an action list of improvements to your website.
- One Google account can be tied to one Analytics account.
- One Analytics account can have several "accounts" in it that represent different businesses.
- Each "account" representing a business can have several "profiles/views."
- To get a true benefit, steadiness and commitment are required.
- If a page is getting high traffic but low goal completion, work to improve the page.
- If a page is getting low traffic but high goal completion, work to get more traffic to it.

Terminology

- User/Visitor--a person visiting your site, defined by unique ID stored in cookies
- Session/Visit-- a duration of time a person spends on your site
- Metric--quantitative measurements of data; can be sums or ratios (shown in columns)
- Dimension--an attribute of a visitor (shown in rows)
- Segment--a group of rows from one or more dimension
- Bounce--a visit with only one page view
- Goal (pageview type)-- goal completion is marked when a visitor arrives at a particular page on your site.
- Goal (time on site type)-- goal completion is marked when a visitor spends a certain amount of time on your site.
- Filter--can be set to modify the way data is calculated or displayed
- Direct Traffic--refers to traffic that comes from people typing the URL in their browser to navigate to your page.
- Referral--refers to traffic that came from another website linking to yours.
- Dashboard--a customizable page meant to show a small amount of data that represents key numbers for your business.

Top things to watch

- What's not working well? (high bounce rates, low goal-completion rates, etc.)
- What is working well? (low bounce rates, high goal-completion rates, etc.)
- Look at ABC metrics by:

Device	Traffic source
Location	Keyword
Web page	Demographics
- Reports:

Audience/Behavior/New vs. Returning
Audience/Mobile/Overview
Acquisition/All Traffic
Behavior/Site Content/All Pages

Optional steps

- Link to Google AdWords.
- Link to Google Webmaster Tools.
- Create custom segments (e.g., customers from Kansas who made purchases exceeding \$200).
- Create remarketing lists to use with AdWords.
- Do content experiments to A/B test versions of a webpage.
- Use Intelligence Events feature for alerts.
- Create custom reports.
- Create custom dashboards.