

# Uncover Insights with Google Analytics

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# Agenda

- Getting Logged in
- Settings Adjustments
- Google Analytics Walk-through
- Dashboards and Ongoing Monitoring





# Getting Logged In

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# Getting Started

1. Visit: <https://analytics.google.com/analytics/web/>
2. Check Gmail Account
3. Check the correct Analytics Account, Property, and View are chosen
4. Check your permissions
  - Click the “Admin” Gear icon in the bottom left of the screen
  - Find the Property  & View  buttons across the top – can you click either button?

If you can, you have correct permissions. If not, you have to ask the individual with user management permissions to give you permissions.



# Settings Adjustments

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# Settings Adjustments

## Basic Set-up

1. Three Views – Master, Test, Unfiltered
  - a. *Note: keep your current account as the “master”, Test and Raw will be new accounts. Add an annotation to explain any changes you make.*
2. Block Bot & Spider Tracking (in test, monitor and move to master after a week)
3. Retain User Data (all accounts)
4. Enable Demographics (all accounts)
  - a. *Remember, demographics (age and gender) in Google Analytics are estimations based on user history & past search history.*



# Document Your Changes

*Always add an annotation to document the changes you make to settings!*

The screenshot displays a web analytics dashboard titled "Audience Overview". The left sidebar contains navigation options: Home, Customization, and a "REPORTS" section with sub-items: Real-Time, Audience (selected), Overview (highlighted), Active Users, Lifetime Value <sup>BETA</sup>, Cohort Analysis <sup>BETA</sup>, Audiences, User Explorer, and Demographics.

The main content area shows the "Audience Overview" for "All Users" (100.00% Users). It includes a line chart showing user activity from March 2019 to April 2019. The chart has a y-axis from 0 to 1,500 and an x-axis with labels for March 2019 and April 2019. A blue line represents the user count, with a blue dot highlighting a specific data point in early March. Below the chart is a table of annotations:



Show:	All	Starred			+ Create new annotation
☆	Mar 4, 2019	Behavior flow cross domain tracking reset to track movement to and from opposite sides of the website. All previous data is correct, other than "Behavior Flow"	edit	jenanalbers@gmail.com	
☆	<b>Mar 5, 2019</b>	Bot & Spider tracking proved effective in Test view, implemented today in Master view. About 15 users less over the last 6 days.	edit	jenanalbers@gmail.com	
☆	Mar 6, 2019	Google Ads account connected today.	edit	jenanalbers@gmail.com	



# Document Your Changes

*Always add an annotation to document the changes you make to settings!*

How to set up an annotation:

1. Navigate to the Audience > Overview tab
2. Under the line graph, click the very small grey box with an arrow 
3. In the top right, click the “+ Create new annotation” button 
4. Type in a description of your changes, set visibility to “Shared”
5. Click Save

Visibility:  Shared  
 Private





# Google Analytics Walkthrough

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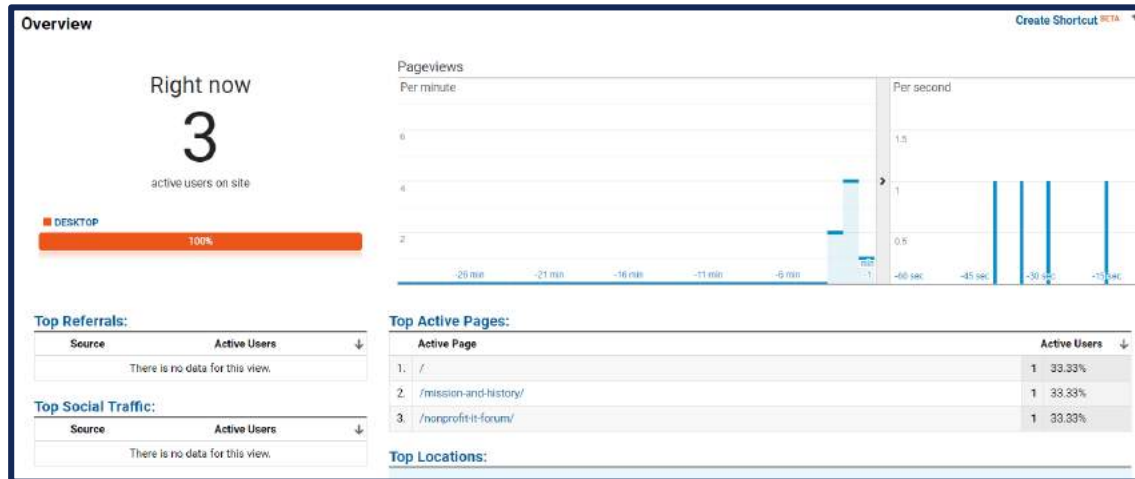


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# Tabs

## Real-time Tab

- Troubleshoot with users in real time
- Test new settings you implement



## Audience Tab

- See basic user metrics per day
- Geographic, demographic, and device (mobile vs. desktop) trends



# Tabs

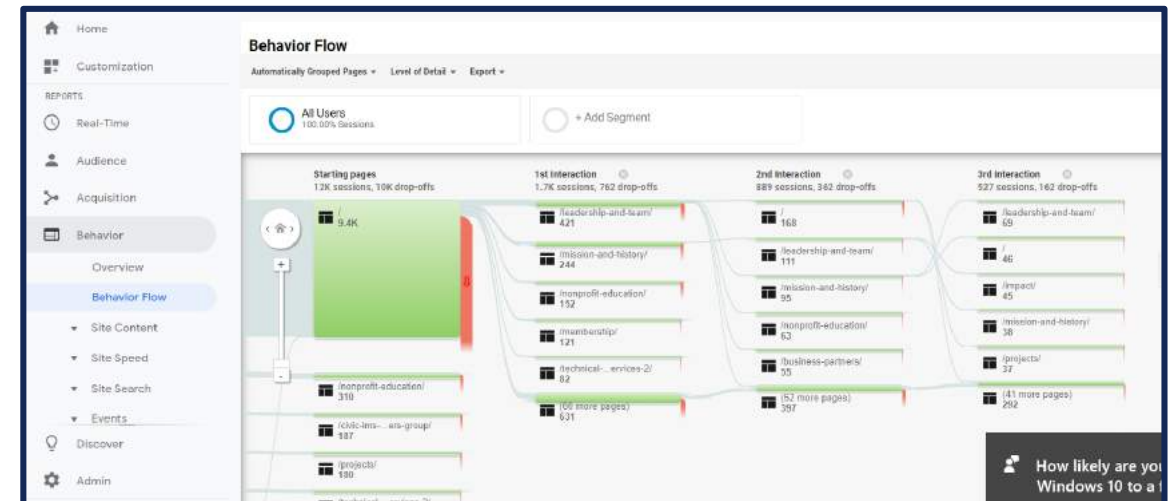
## Acquisition Tab

- Understand where website users are coming from
- Channels (direct, referral, etc.), sources, and social channels.

Source / Medium	Acquisition			Behavior			Conversions
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
1. (direct) / (none)	86 (88.96%)	69 (66.23%)	133 (28.93%)	84.96%	1.33	00:01:21	0.00%
2. google / organic	35 (33.81%)	26 (25.09%)	49 (11.64%)	75.51%	1.86	00:01:59	0.00%
3. groundworkgroup.org / referral	14 (13.72%)	0 (0.00%)	25 (5.64%)	48.00%	3.89	00:03:51	0.00%
4. google / cpc	4 (3.92%)	4 (3.83%)	4 (1.17%)	75.00%	1.50	00:00:14	0.00%
5. supercar4charity.org / referral	2 (1.96%)	2 (1.92%)	2 (0.48%)	100.00%	1.00	00:00:00	0.00%
6. bing / organic	1 (0.98%)	0 (0.00%)	7 (1.59%)	71.43%	1.43	00:05:16	0.00%
7. dev.civiconline.org / referral	1 (0.98%)	0 (0.00%)	1 (0.24%)	0.00%	2.00	00:00:05	0.00%
8. logiconomy.salesforce.com / referral	1 (0.98%)	1 (0.96%)	1 (0.24%)	0.00%	2.00	00:01:53	0.00%
9. research.aol.com / referral	1 (0.98%)	1 (0.96%)	2 (0.48%)	0.00%	3.00	00:01:24	0.00%
10. tedfin.com / referral	1 (0.98%)	0 (0.00%)	1 (0.24%)	100.00%	1.00	00:00:00	0.00%

## Behavior Tab

- Understand how users move through and interact with your site
- Page paths, landing pages, most popular pages, events, etc.



# Useful Features

## Date Range

- Use the “compare to” option to compare to previous timeframes

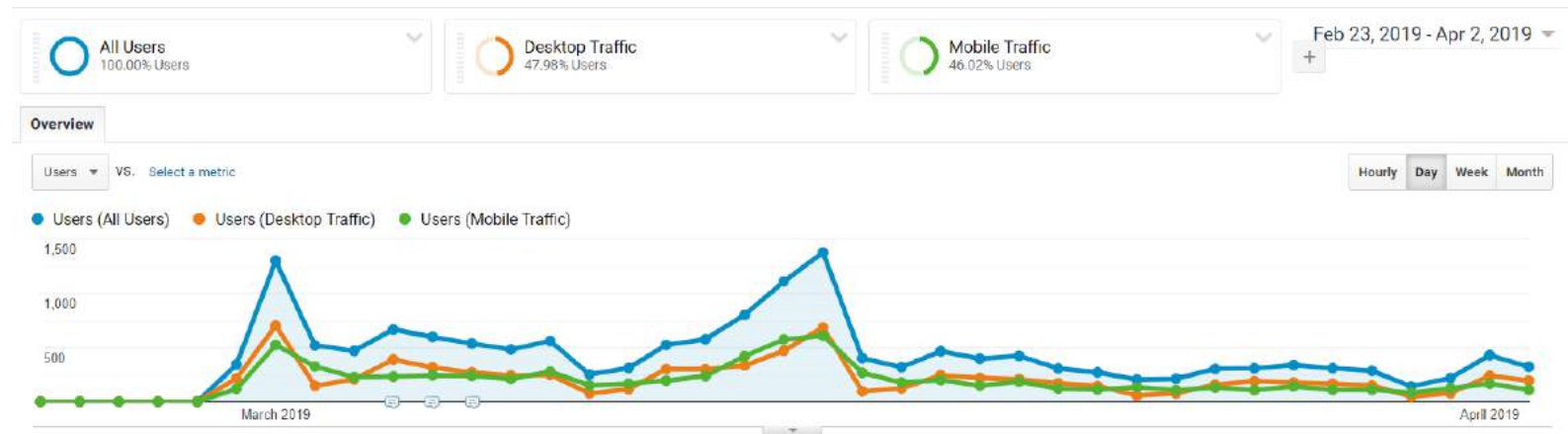
Jan 1, 2017 - Nov 27, 2017  
Compare to: Jan 1, 2016 - Nov 27, 2016

Date Range: Custom ▾  
Jan 1, 2017 - Nov 27, 2017  
 Compare to: Custom ▾  
Jan 1, 2016 - Nov 27, 2016  
Apply cancel

September 2017							October 2017							November 2017							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2	1	2	3	4	5	6	7					1	2	3	4
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30			

## Segments

- Compare different groups of users on any tab or page in Google Analytics





# Dashboards & Ongoing Monitoring

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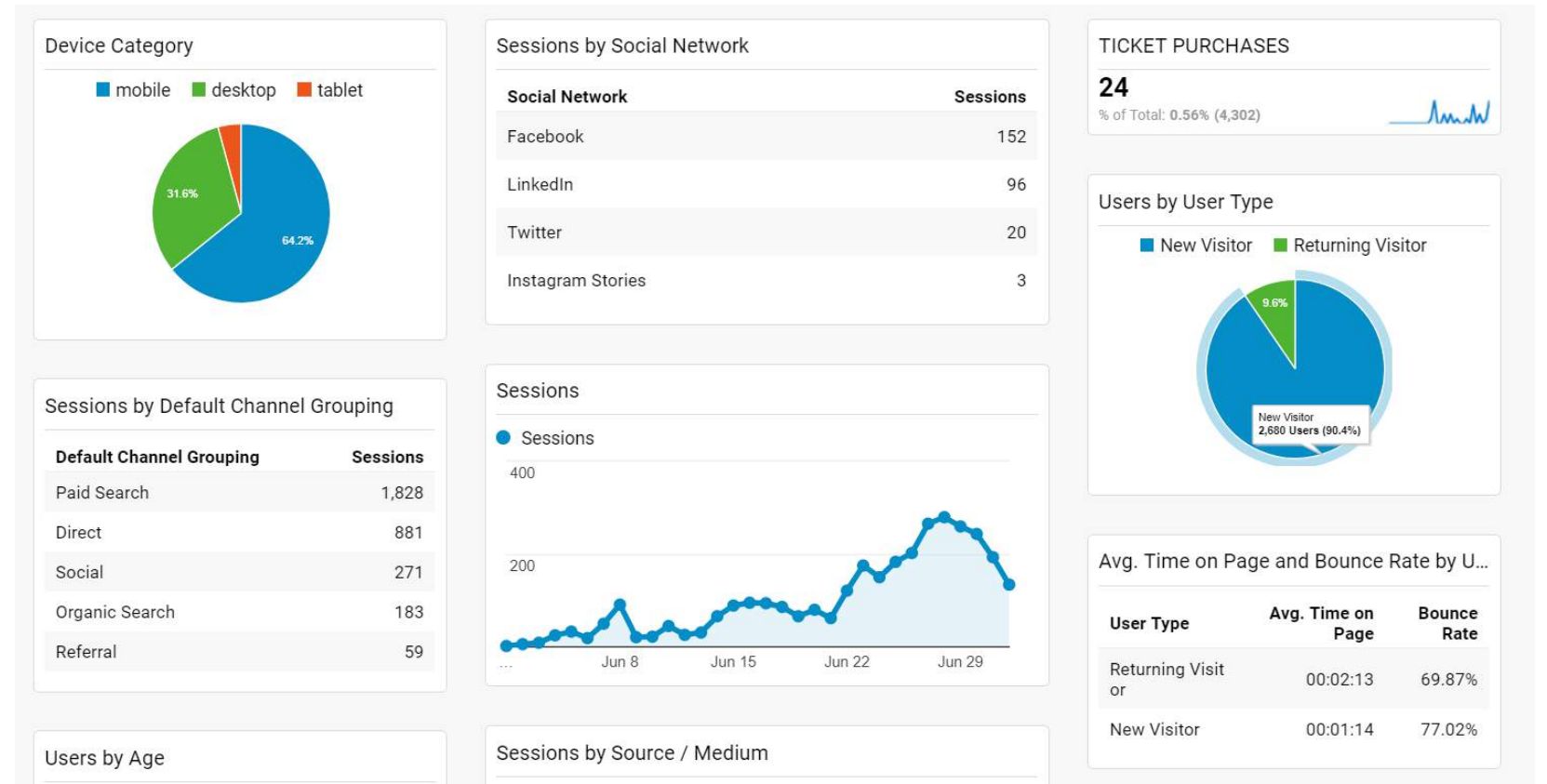


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# Dashboards

## Benefits:

- One time set up
- Reference updated data at any time
- Flexible time frames
- Automated emails to send your dashboard





# Build a Dashboard

## Steps to Create a Dashboard:

- Click the “Customization” tab
- Select “Dashboards” from dropdown
- Click the red “create” button at the top of the screen
- Choose to start with a “Blank Canvas” or “Starter Dashboard”
- Type in a name, hit “Create Dashboard”

## Steps to Add a Widget:

- Click “+Add Widget” in the top left corner
- Choose your type of visual
- Add dimensions and metrics (what you are measuring)
- Add filters if needed
- Click Save



# Build a Dashboard

## Today's Dashboard:

- Total number of sessions
- Sessions timeline
- Social sessions timeline
- New vs returning users
- Device category
- Channels
- Social Networks
- Top visited pages

## Tips:

- Remind yourself which metric you need: **Users, sessions, or pageviews**
- Make sure you “Share object” so others in your org can see your dashboard
- Use the “Email” button in the dashboard to set up automated emails for you and other staff



# Learn More

## Additional Resources:

- Tracking Email and Social Campaigns with URL builder: <https://ga-dev-tools.appspot.com/campaign-url-builder/>
- Google Analytics Academy: <https://analytics.google.com/analytics/academy/>
- Google Analytics Solutions Gallery: <https://analytics.google.com/analytics/gallery/#landing/start/>

### Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. <https://www.example.com>)

\* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g.

Campaign Name

Product, promo code, o

### Analytics Academy Courses



#### Google Analytics for Beginners

Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking.



#### Advanced Google Analytics

Learn about advanced Google Analytics features including data collection, processing and configuration, and more complex analysis and marketing tools.



#### Google Analytics for Power Users

After you're familiar with the range of features Analytics offers, learn and practice actionable analyses to track business performance and identify areas for business improvement.



# Other Benefits

## Other Benefits of Google Analytics

- **Increase tracking accuracy:** Block internal traffic
- **Understand the value of your Google Ads (formerly AdWords) Grant:** Connect your Google Ads Accounts and find out how valuable these users are (*do they donate, send in volunteer information, do they share about you on social media, etc.*).
- **Understand trends on your site and learn to spot anomalies:** Combine abilities of dashboards, custom reports, and event tracking and more.
- **Find where people abandon processes like donations and event sign-ups:** Create goals & goal funnels, and see goal metrics on any google analytics report
- **Refocus staff time by knowing what content is being viewed and utilized:** Track events like PDF downloads, video plays, ShareThis buttons used, etc.

*Email Jena Albers at [jalbers@groundworkgroup.org](mailto:jalbers@groundworkgroup.org) with any questions*

