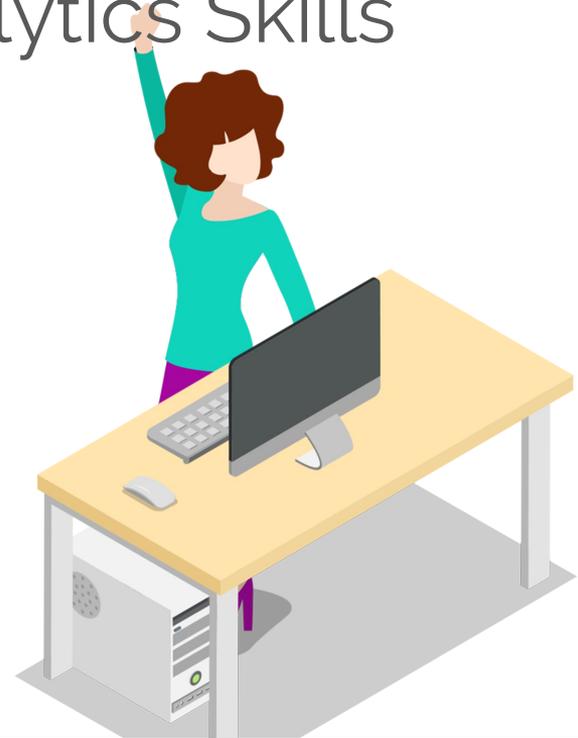


# Click. Click. Done.

Developing Your Google Analytics Skills



ADMIN USER

- Property: Arts Hacker
- Property Settings
- Account Management
- Tracking Info
  - Tracking Code
  - Data Collection
  - Data Retention
  - User-ID
  - Session Settings
  - Organic Search Sources
  - Referral Exclusion List
  - Search Term Exclusion List
- PRODUCT LINKING
  - Google Ads Linking
  - AdSense Linking
  - Ad Exchange Linking
  - Optimize and Tag Manager Linking
  - All Products
  - Postbacks
  - Audience Definitions

**Tracking ID** [redacted] **Status** Receiving traffic in last 48 hours.

**Website Tracking**

**Global Site Tag (gtag.js)**

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the *config* line from the snippet below to your existing Global Site Tag.

```

<script>
  (function(w, d, ds, g) {
    w = window;
    d = document;
    ds = document.documentElement;
    if (!ds.hasAttribute('data-ad-block')) {
      gtag('config', 'UA-12345678-1');
    }
  })(window, document, document.documentElement);
</script>

```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

**Google Tag Manager**

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance marketing tools that require site tags.
- Adding tags to your website slows down your ability to launch marketing campaigns.

Learn how to get started with Google Tag Manager.

**Additional implementations**

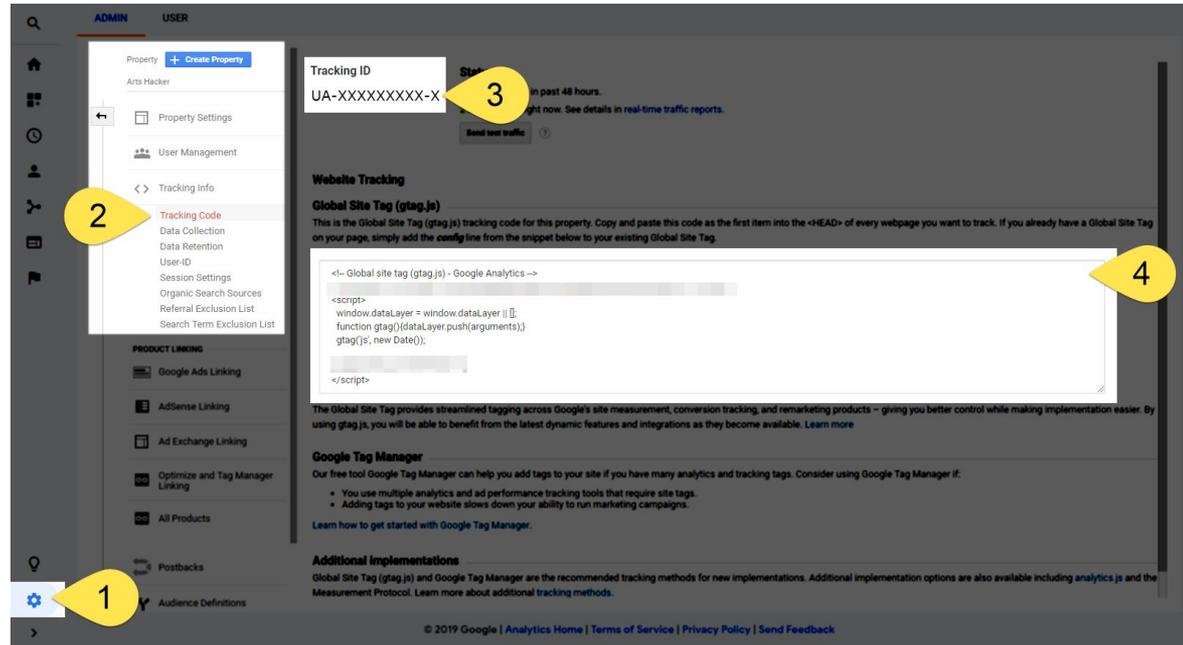
Global Site Tag (gtag.js) and Google Tag Manager are the recommended tracking methods for new implementations. Additional implementation options are also available including analytics.js and the Measurement Protocol. [Learn more about additional tracking methods.](#)

# Connecting Your Site To Google Analytics

## You can use the default tracking code or Google Tag Manager

1) Navigate to the **Admin** screen.

2) In the Property column, click the **Tracking Info** option then open the **Tracking Code** panel.



3 & 4) You'll use the Tracking ID or the full code snippet to connect.

Device Category

Device Overlap



Even when formal cross domain tracking isn't an option, setting up "thank you" page and using that as a source for tracking is recommended.

	1,742	2,289	\$0.00	0%	0	0
	100% of total	100% of total				
op Only	956	1,194	\$0.00	0%	0	0
ile Only	734	843	\$0.00	0%	0	0



# Activate Demographics

One Simple Change To Google Analytics Anyone Can Do (and everyone should)

# 1) Audience

## 2) Demographics > Overview

### 3) Select the blue **Enable** button.

OAC Webinar  
All Web Site Data

Search reports and help

CUSTOMIZATION

Reports

- REAL-TIME
- AUDIENCE **1**
- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- User Explorer
- Demographics
- Overview **2**
- Age
- Gender
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow

ADMIN

### Demographics and Interest Reports

**Enable** **3**

Features include Demographics and Interest reporting, Remarketing, GDN Impression Reporting and the DoubleClick Campaign Manager integration. By enabling Advertising Features, Google Analytics will collect additional data about your traffic. You may need to update your privacy policy before enabling Advertising Features. [Learn More.](#)

The Demographics and Interest sections include Overview reports, along with new Age, Gender, and Interest Categories reports.

- They allow you to better understand who your users are.
- You can segment the rest of your Analytics data by these same characteristics so you can understand how converting and non-converting users differ (and many other such comparisons).
- These are the same demographics & Interest categories used to target ads on the Google Display Network. Use these insights about your users to refine your ad campaign strategies.
- Not all of your users may have demographics associated with them, so these reports may only represent a subset of your users and may not be representative of your overall site composition.
- [Learn more](#) about how Google determines user demographics.
- [Learn more](#) about how Google determines user interest categories.
- Before enabling Demographics and Interest Reports you may need to update your privacy policy according to [this policy](#). [Learn more](#) about the new reports.

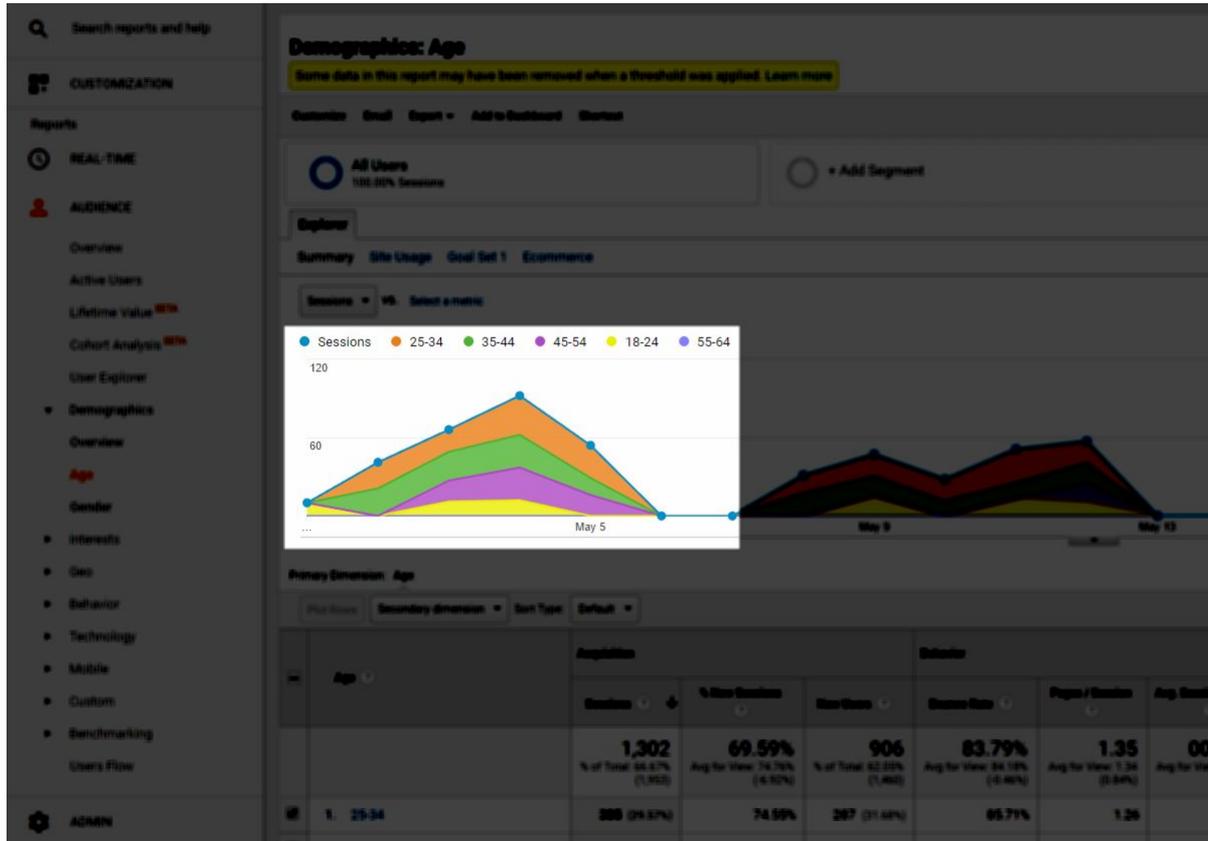
#### Age

100% of total sessions

Age Group	Percentage
18-24	27.50%
25-34	33.50%
35-44	15.50%
45-54	12.50%
55-64	5.50%
65+	5.50%

© 2017 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send](#)

Moving forward, demographics data will trickle in. After a few weeks, you'll be amazed at how much was slipping by under your radar.

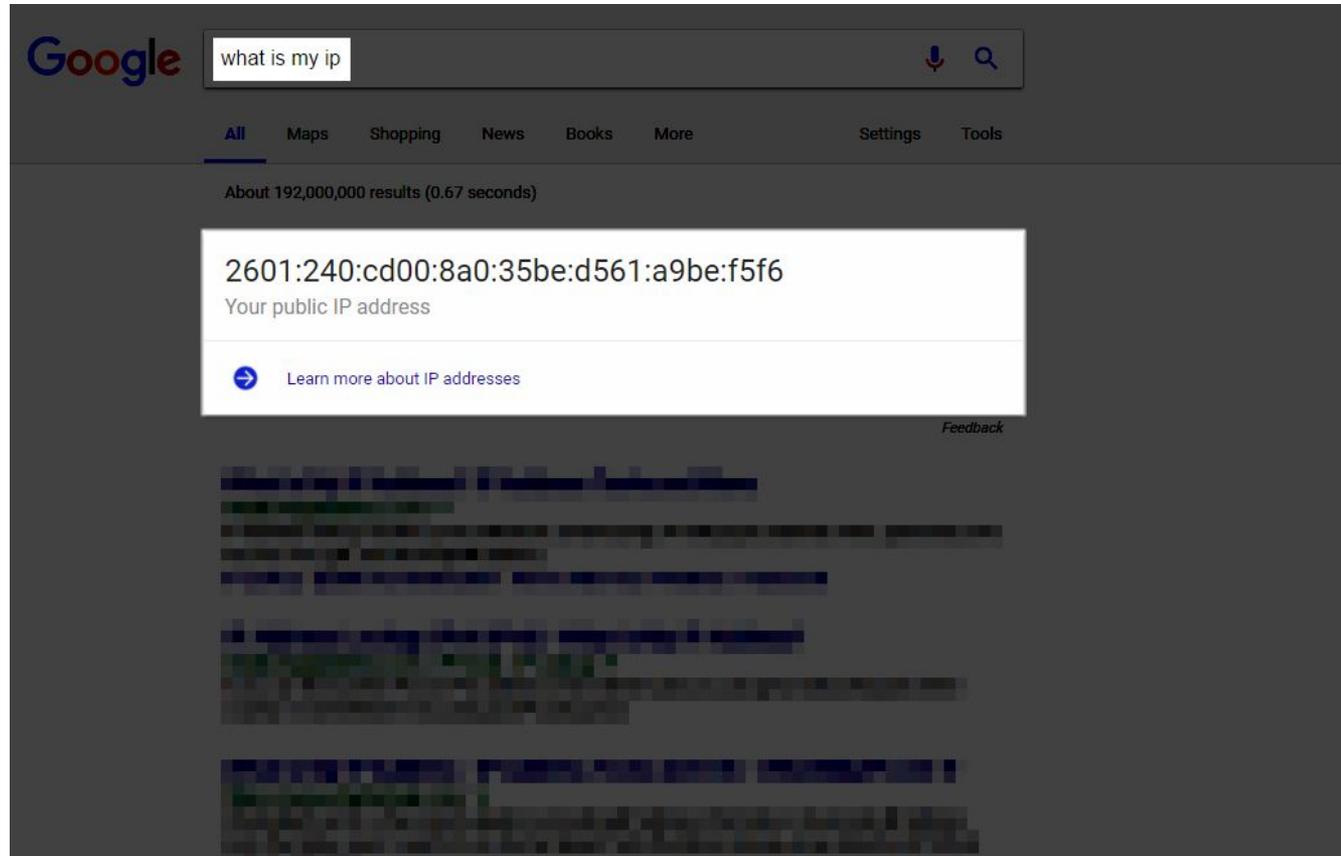




# Filtering Out Your Own Visits

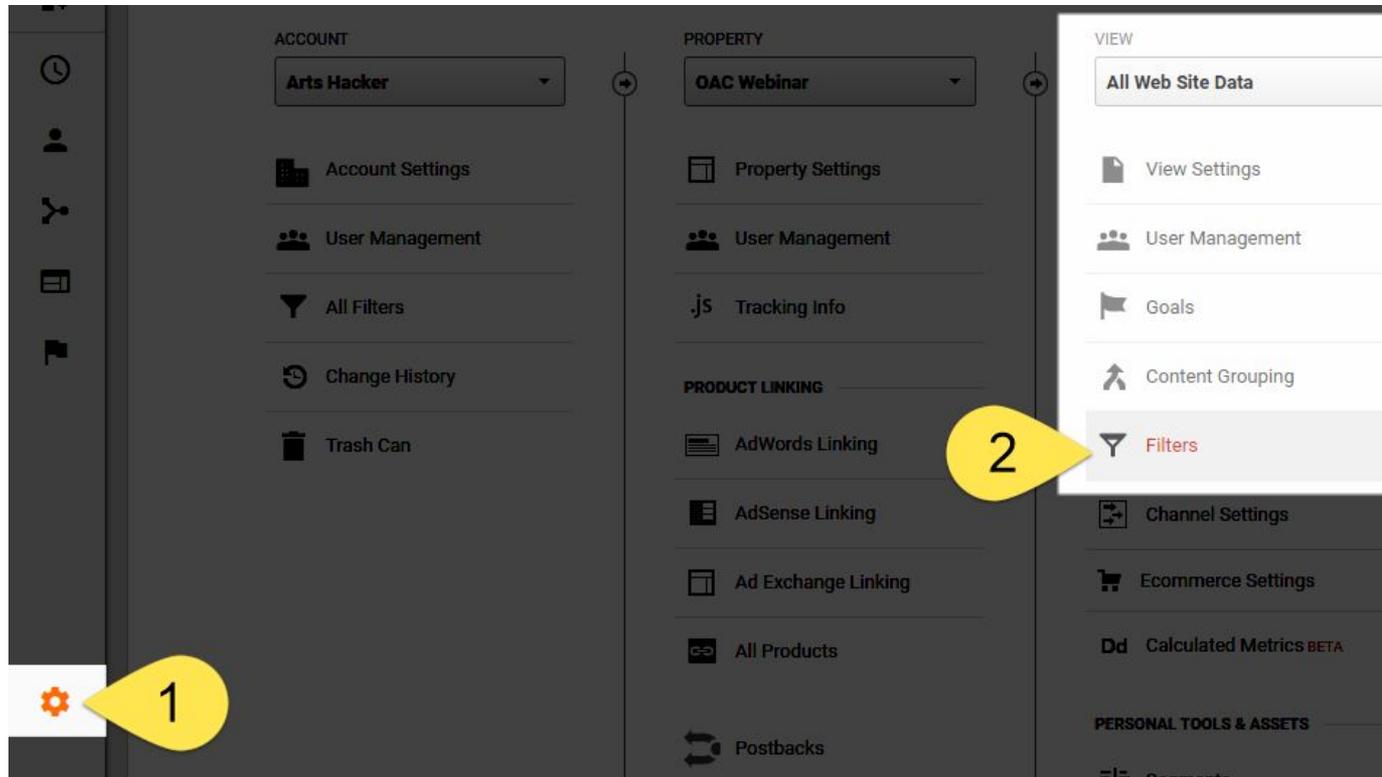
Inside Google Analytics

Google the phrase “**what is my IP**” to discover your IP address. Keep the results page handy in a separate browser tab.



1) Navigate to the **Admin** screen.

2) In the View Column, click the **Filters** option.



1) Select the **New Filter** button.

*Easy, right?*

Administration > View Filters

Arts Hacker / OAC Webinar / All Web Site Data

VIEW

All Web Site Data

- View Settings
- User Management
- Goals
- Content Grouping
- Filters**
- Channel Settings
- Ecommerce Settings

+ ADD FILTER

Rank	Filter Name
------	-------------

1) Give the filter a name; make it obvious, like “Office Visits”

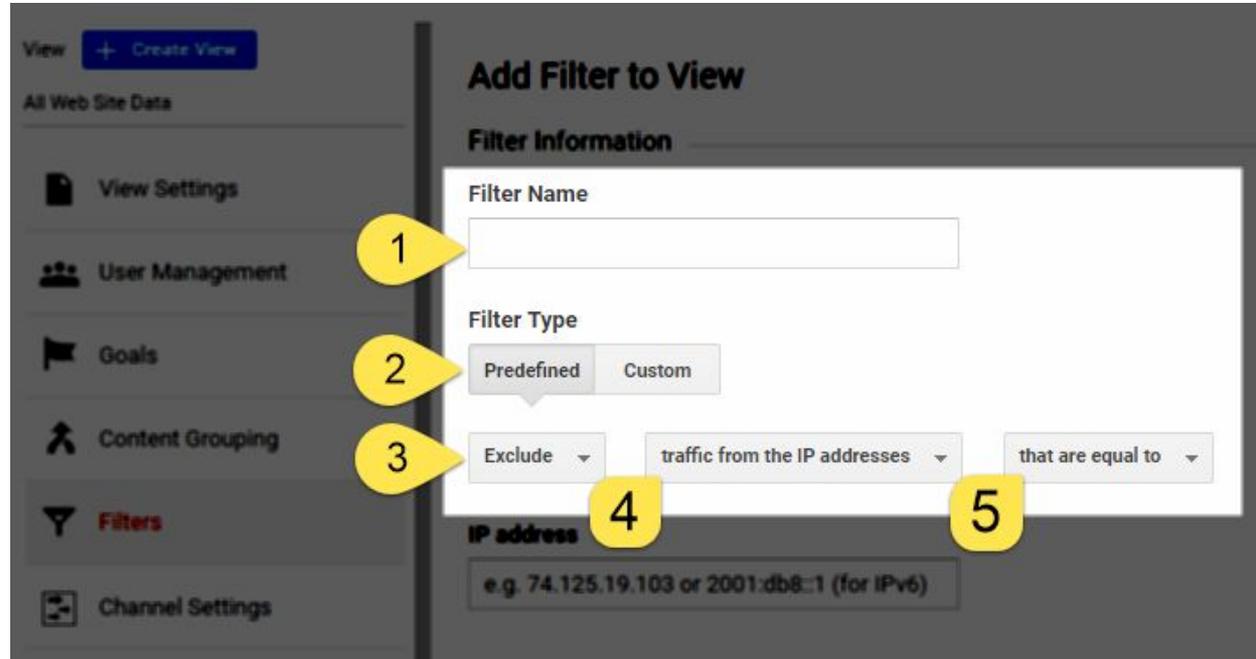
Select the following Filter Type options:

2) Predefined

3) Exclude

4) traffic from the IP address

5) that are equal to



1) Copy/Paste  
the IP address  
open in your  
other tab.

2) Select **Save**.

The screenshot shows a 'Filter Type' configuration window. At the top, there are two tabs: 'Predefined' and 'Custom'. Below the tabs, there are three dropdown menus: 'Exclude', 'traffic from the IP addresses', and 'that are equal to'. A text input field labeled 'IP address' contains the value '2601:240:cd00:8a0:35be:d561:a9be:f5f6'. A yellow callout bubble with the number '1' points to this input field. Below the input field is a 'Filter Verification' section with a help icon and a message: 'Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g, IP address, Country) are not supported at this time.' At the bottom left, there is a blue 'Save' button. A yellow callout bubble with the number '2' points to this button.

Device Category

Device Overlap

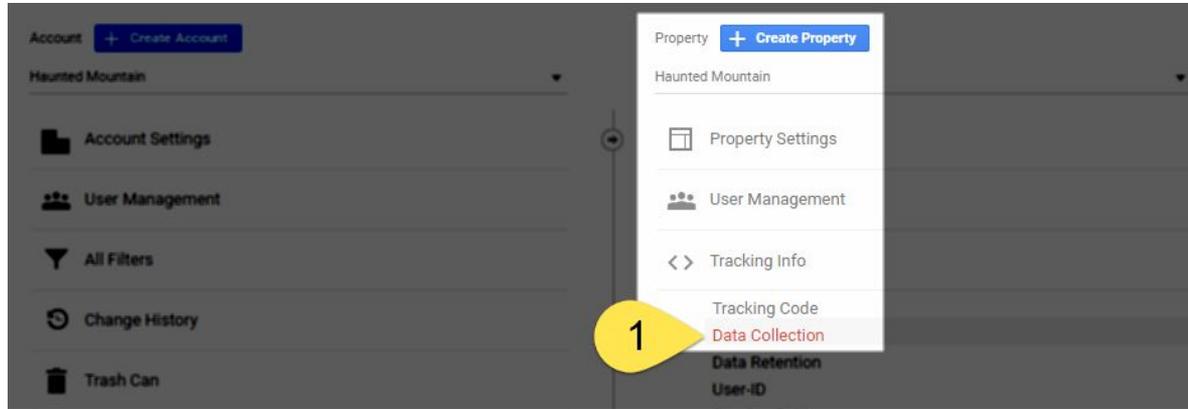


# Activate Google Signals

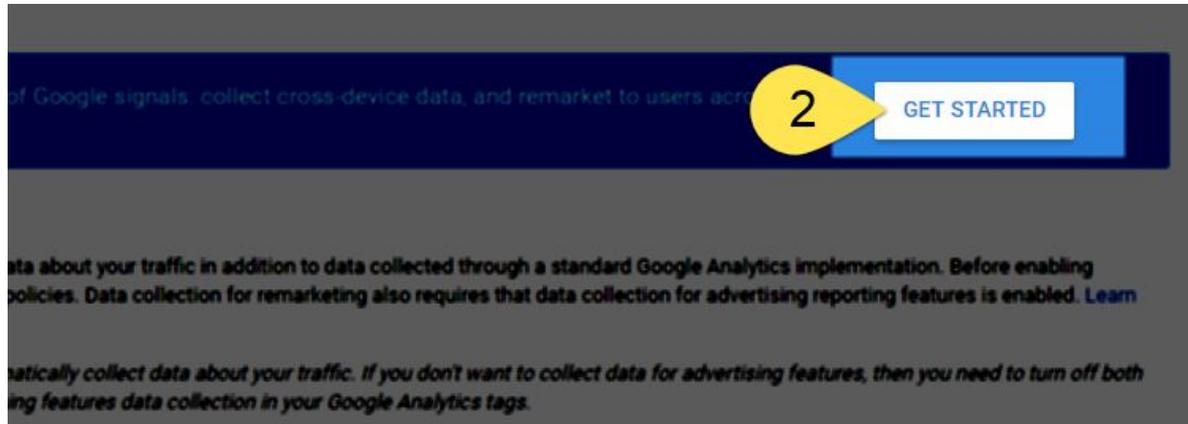
Provides the framework for tracking signed in users across devices, such as multiple browsers, mobile apps, mobile devices, and more.

Category	Users	Visits	Revenue	Conversion Rate	Goal	Goal
All Goals	1,742	2,289	\$0.00	0%	0	0
	100% of total	100% of total				
Desktop Only	956	1,194	\$0.00	0%	0	0
Mobile Only	734	843	\$0.00	0%	0	0

1) From your **Admin Panel**, navigate to the Property column, then select “Data Collection.”



2) On the next admin panel, select the “Get Started” button.



1) On the next admin panel, read the information then select “Continue.”

2) Unless you have a specific need to limit which properties to apply Google Signals, select “all properties.”

3) Select “Activate.” If you get a confirmation screen, select “done.”

**Activate Google signals** BETA

Advertising Features are being enhanced to help you better understand your customers across devices using Google's signed-in data. This new setting upgrades your existing Advertising Features controls and enables:

[Learn more about Google signals.](#)

**CONTINUE** 1

---

**Activate Google signals** BETA

Advertising Features are being enhanced to help you better understand your customers across devices using Google's signed-in data. This new setting upgrades your existing Advertising Features controls and enables:

When you choose to activate Google Signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#). These features are also subject to the [Google Analytics Advertising Features policies](#).

Activate for all properties in this account.

**REVIEW YOUR DATA SHARING SETTINGS**

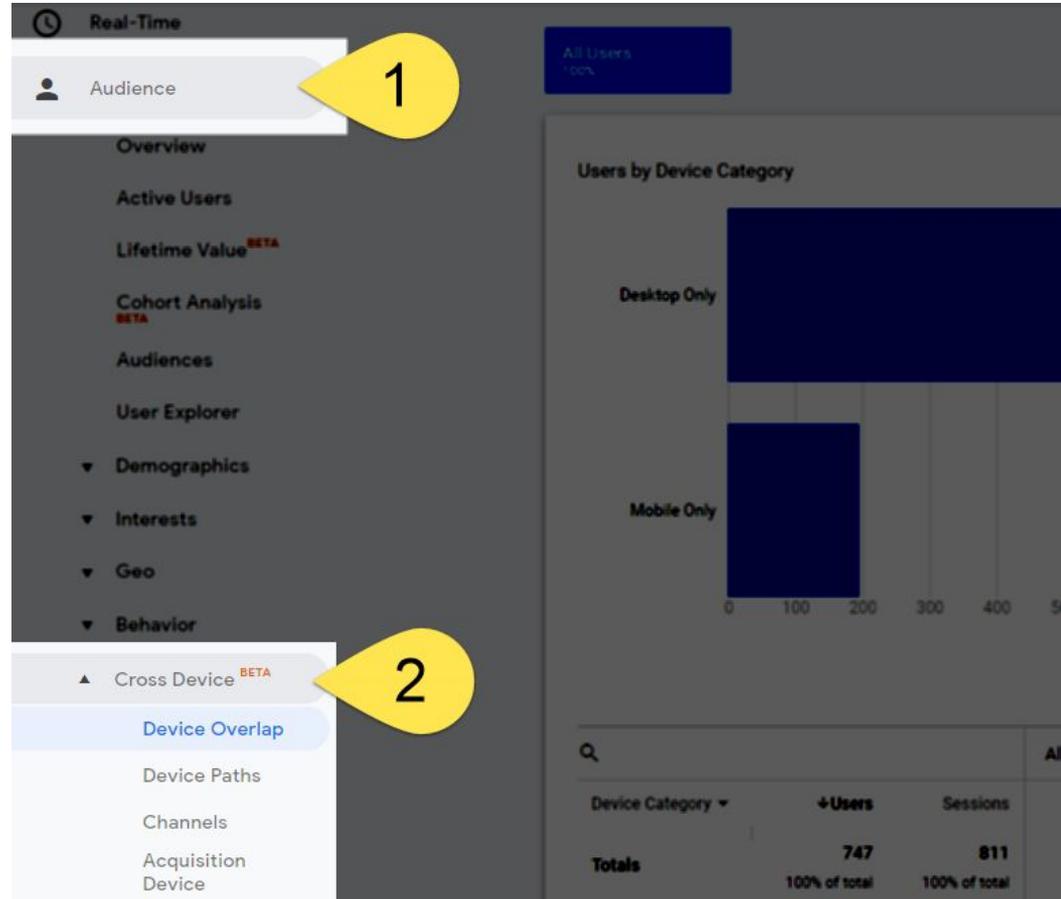
You have enabled data sharing to help improve Google's services. The data sharing setting will also apply to services associated with Google user accounts. You acknowledge that you have read and understood the information available in your privacy policy to share this data with Google. [Click here to review your data sharing settings.](#)

Activate for all properties in this account. 2

**ACTIVATE** 3

1) Navigate to the “Audience” admin panel.

2) Moving forward, you’ll see some new menu options, such as “Cross Device.” As of now, most have the “BETA” label and after a few weeks, you’ll have enough data to generate meaningful reports.



# Activate Search Tracking

What the *what* Google...search tracking isn't enabled by default?!?!?

Sessions with Search

0

Total Unique Searches

0

Results Pageviews / Search

0.00%

% Search Exits

0.00%

% Search Refinements

0.00%

Time after Search

00:00:00

Average Search Depth

0.00

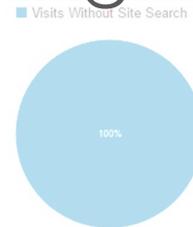
Site Content

Search Term

Site Search Category

Search Term

There is no data for this view.



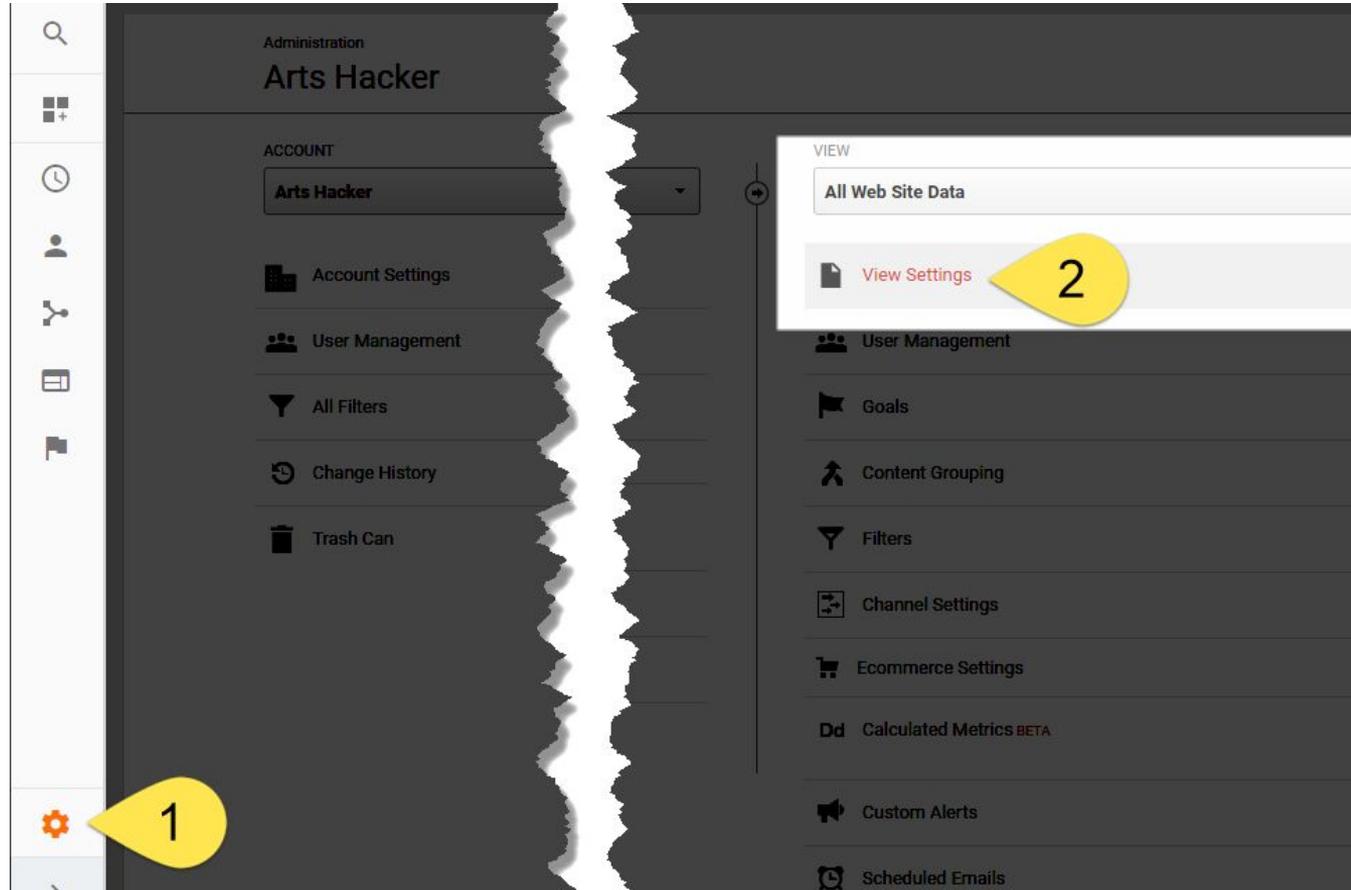
Total Unique Searches

% Total Unique Searches

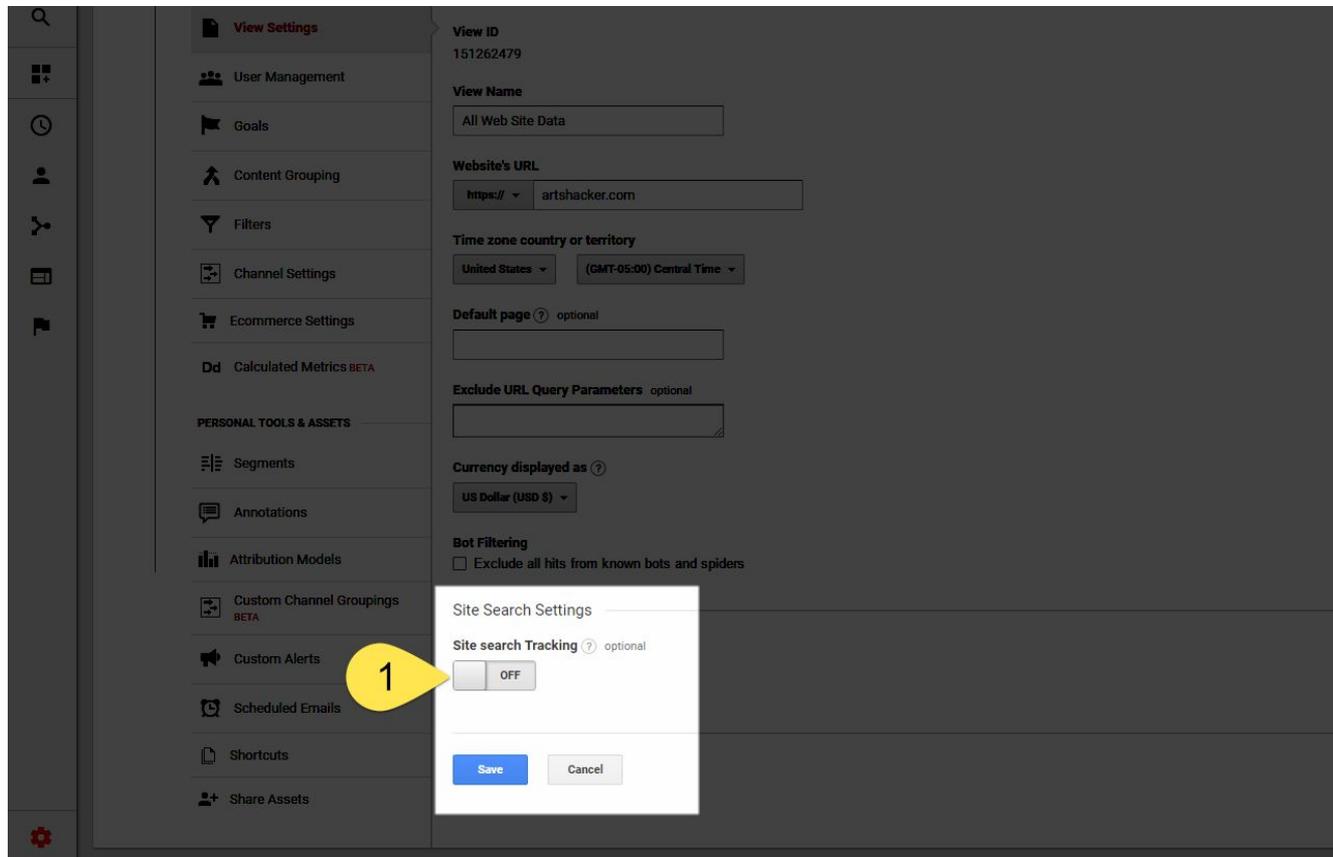
[view full report](#)

1) Navigate to your **Admin Panel**.

2) In the “**View**” column, select “**View Settings**”



Scroll down to the “**Site Search Settings**” section then toggle on the “**Site Search Tracking**” button on.



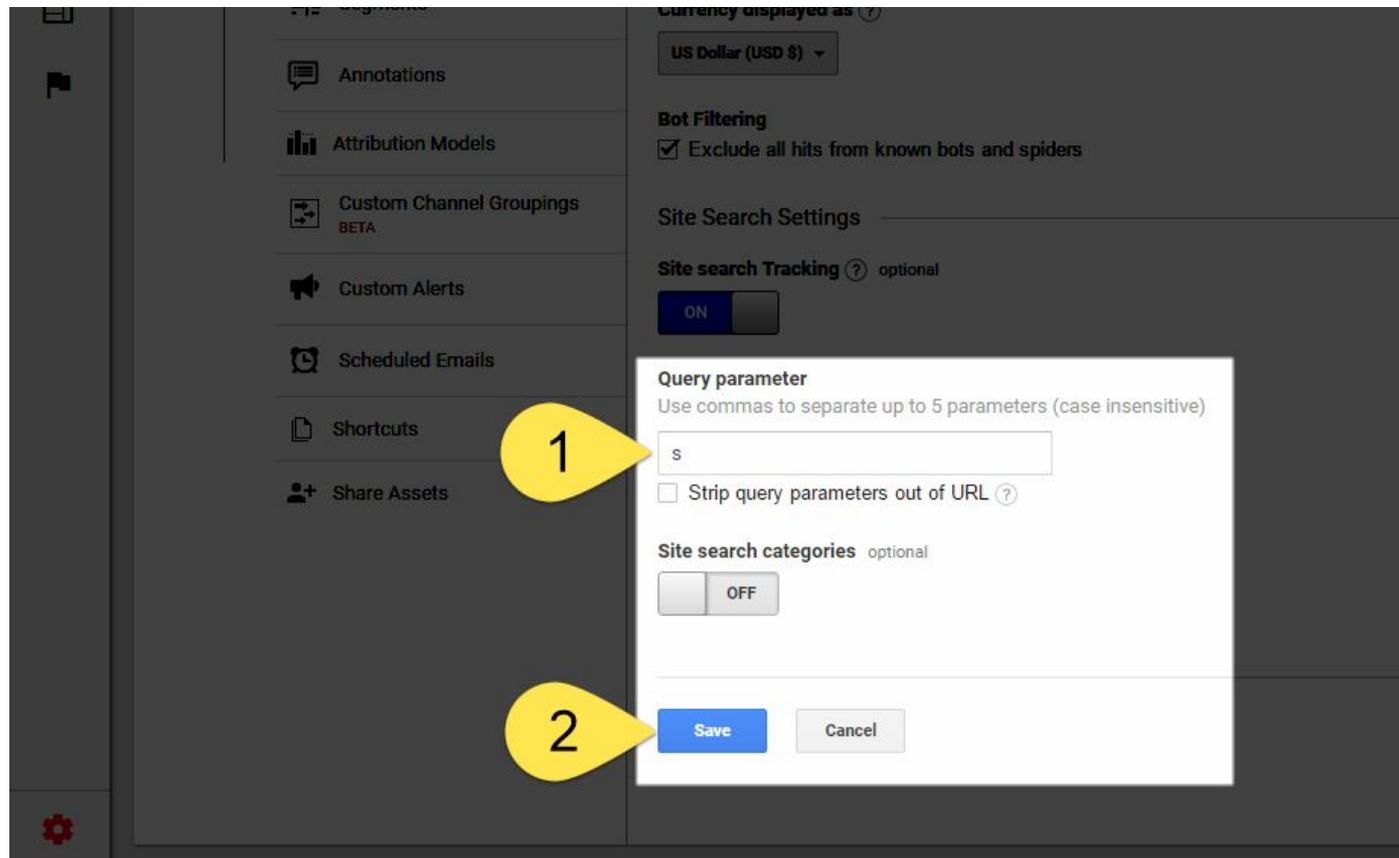
Perform a search at your site and look for the **query parameter**, it will be located between the question mark and equal sign.

The screenshot shows a web browser window with the URL `http://artshacker.com/?s=google+analytics`. The page title is "ArtsHacker" and the search results are for "google+analytics". A large yellow speech bubble highlights the search results, containing the text "com/?s=google+analytics". The page content includes a search bar, a navigation menu, and several search results. The first result is titled "Click. Click. Google Analytics" by Drew McManus, dated Fri, Sep 2, 2016. The second result is titled "A Hero's Journey Toward Your Google Analytics Skills" by ArtsHacker Admin, dated Fri, Sep 2, 2016. The page also features social media sharing options and a "Take-a-Hack, Leave-a-Hack" button.

1) Enter the **query parameter**.

2) Select the **"save"** button.

That's it,  
pencils down.



Search reports and help

CUSTOMIZATION

Dashboards

Custom Reports

Shortcuts

Custom Alerts

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

ADMIN

## Daily Report

May 15, 2016 - M

+ Add Widget | Share | Email | Export

Customize Dashboard

All Users  
100.00% Sessions

+ Add Segment

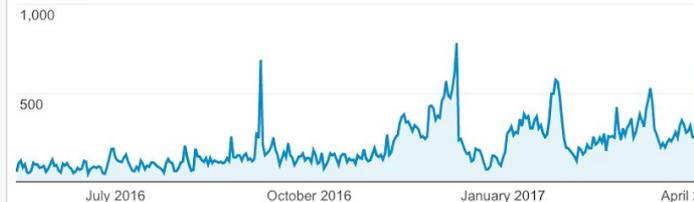
### Avg. Time on Page

Avg. Time on Page



### Users

Users



### New Users

New Users



### Sessions by Browser

#### Browser

Chrome

Safari

Firefox

Internet Explorer

Safari (in-app)

Edge

# Google URL Builder

## 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. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

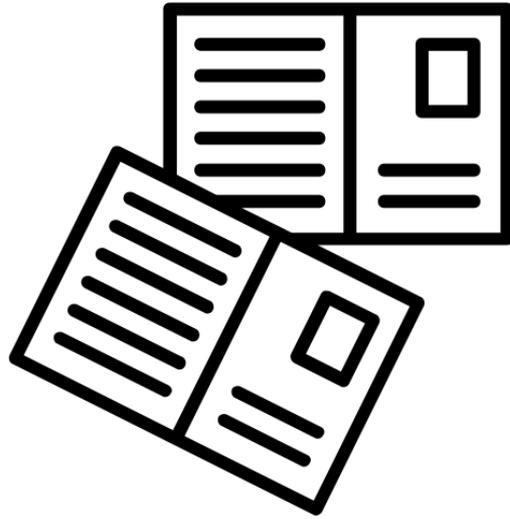
Campaign Term

Identify the paid keywords

Campaign Content

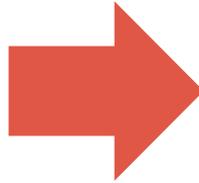
Use to differentiate ads

Acquisition	Campaign ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
Overview				
Channels				
All Traffic				
All Referrals				
<b>Campaigns</b>		<b>9,109</b> % of Total: 9.85% (92,467)	<b>45.19%</b> Site Avg: 75.13% (-39.85%)	<b>4,116</b> % of Total: 5.93% (69,466)
▸ Keywords				
Cost Analysis <small>BETA</small>				
▸ AdWords				
▸ Social				
<input type="checkbox"/>	1. <a href="#">buffer</a>	<b>2,415 (26.51%)</b>	<b>58.76%</b>	<b>1,419 (34.48%)</b>
<input type="checkbox"/>	2. <a href="#">words-that-increase-traffic</a>	<b>1,571 (17.25%)</b>	<b>47.23%</b>	<b>742 (18.03%)</b>
<input type="checkbox"/>	3. <a href="#">ideal-blog-post-length</a>	<b>954 (10.47%)</b>	<b>42.14%</b>	<b>402 (9.77%)</b>

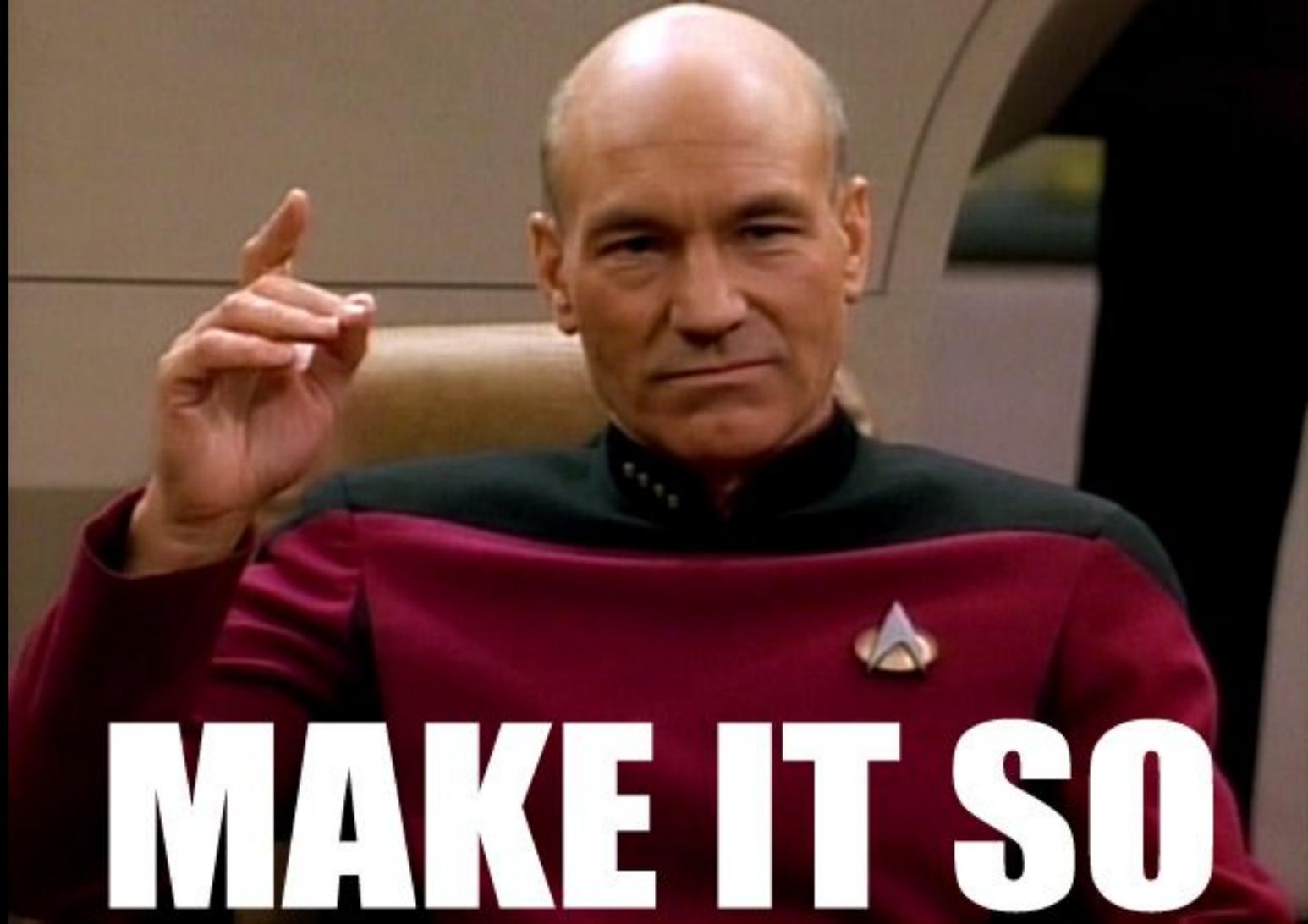


Track offline/traditional  
marketing.

yourwebsite.org/radiolaboheme  
or  
bit.ly/radiolaboheme



yourwebsite.org/landingpage?utm\_s  
ource=freddy&utm\_medium=radio&  
utm\_campaign=laboheme



**MAKE IT SO**



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