Click. Click. Done.

Developing Your Google Analytics Skills
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.
Cross Domain Tracking

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.
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.
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?*
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**.
Activate Google Signals

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

```
com/?s=good
```
1) Enter the query parameter.

2) Select the “save” button.

That’s it, pencils down.
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
<table>
<thead>
<tr>
<th>Campaign</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Traffic</td>
<td>9,109</td>
<td>45.19%</td>
<td>4,116</td>
</tr>
<tr>
<td>All Referrals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaigns</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keywords</td>
<td>2,415(26.51%)</td>
<td>58.76%</td>
<td>1,419 (34.48%)</td>
</tr>
<tr>
<td>1. buffer</td>
<td>2,415</td>
<td>58.76%</td>
<td>1,419</td>
</tr>
<tr>
<td>2. words-that-increase-traffic</td>
<td>1,571(17.25%)</td>
<td>47.23%</td>
<td>742 (18.03%)</td>
</tr>
<tr>
<td>3. ideal-blog-post-length</td>
<td>954(10.47%)</td>
<td>42.14%</td>
<td>402</td>
</tr>
</tbody>
</table>
Track offline/traditional marketing.
yourwebsite.org/radiolaboheme or bit.ly/radiolaboheme

yourwebsite.org/landingpage?utm_source=freddy&utm_medium=radio&utm_campaign=laboheme
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