Google Analytics Essentials

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#InternetLibrarian | October 16, 2018
Me in 3 pictures
#1 - Get certified

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.

**Ecommerce Analytics: From Data to Decisions**
Discover how to use Enhanced Ecommerce reports in Google Analytics to make informed ecommerce business decisions.

**Google Tag Manager Fundamentals**
Discover how Google Tag Manager can simplify the tag implementation and management process for marketers, analysts, and developers.
#2 - Check for the code everywhere

Go to your homepage
CTRL+U (view code)
CTRL+F (find)
"ga("

Repeat for other key pages, esp. subdomains

https://support.google.com/analytics/answer/1008080?hl=en
or Google “set up analytics tracking”
#3 - Separate internal and external traffic

[Table showing views for All Web Site Data, External, and Internal, with 'Yes' category on the left and 'No' category on the right.]

https://support.google.com/analytics/answer/1034840?hl=en
or Google “exclude internal traffic google analytics”
#4 - Connect all the things

https://support.google.com/analytics/answer/1033961?hl=en
https://support.google.com/analytics/answer/1308621?hl=en
#5 - Set up goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Id</th>
<th>Goal Type</th>
<th>Past 7 day conversions</th>
<th>Recording</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdWords Smart Goal</td>
<td>Goal ID 3 / Goal Set 1</td>
<td>Smart Goal</td>
<td>612</td>
<td>ON</td>
</tr>
<tr>
<td>Database Clicks</td>
<td>Goal ID 1 / Goal Set 1</td>
<td>Event</td>
<td>295</td>
<td>ON</td>
</tr>
<tr>
<td>Koios - Key pageview</td>
<td>Goal ID 2 / Goal Set 1</td>
<td>Pages/Screens per session</td>
<td>13052</td>
<td>ON</td>
</tr>
<tr>
<td>Library card application</td>
<td>Goal ID 4 / Goal Set 1</td>
<td>Destination</td>
<td>151</td>
<td>ON</td>
</tr>
<tr>
<td>Meeting Room Application</td>
<td>Goal ID 5 / Goal Set 1</td>
<td>Destination</td>
<td>0</td>
<td>ON</td>
</tr>
</tbody>
</table>

https://support.google.com/analytics/answer/1012040?hl=en
Or Google “google analytics set up goals”
#6 - Conversions: compare database interest

<table>
<thead>
<tr>
<th>Position</th>
<th>File Name</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>/downloads/index.php</td>
<td>696 (41.93%)</td>
</tr>
<tr>
<td>2</td>
<td>/downloads/mango.php</td>
<td>357 (21.51%)</td>
</tr>
<tr>
<td>3</td>
<td>/downloads/discoverandgo.php</td>
<td>252 (15.18%)</td>
</tr>
<tr>
<td>4</td>
<td>/downloads/</td>
<td>177 (10.66%)</td>
</tr>
<tr>
<td>5</td>
<td>/downloads/rgj-archives.php</td>
<td>59 (3.55%)</td>
</tr>
<tr>
<td>6</td>
<td>(entrance)</td>
<td>36 (2.17%)</td>
</tr>
<tr>
<td>7</td>
<td>/downloads/lynda.php</td>
<td>25 (1.51%)</td>
</tr>
<tr>
<td>8</td>
<td>/downloads/job-now.php</td>
<td>22 (1.33%)</td>
</tr>
<tr>
<td>9</td>
<td>/downloads/abc-clio.php</td>
<td>13 (0.78%)</td>
</tr>
<tr>
<td>10</td>
<td>/downloads/referenceusa.php</td>
<td>7 (0.42%)</td>
</tr>
</tbody>
</table>
#7 - Acquisition: compare channels

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal 1 Conversion Rate</th>
<th>Goal 1 Completion</th>
<th>Goal 1 Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Direct</td>
<td>23,405</td>
<td></td>
<td>85.83%</td>
<td></td>
<td></td>
<td>1.79%</td>
<td>1,660</td>
<td>$0.00</td>
</tr>
<tr>
<td>2</td>
<td>Organic Search</td>
<td>11,391</td>
<td></td>
<td>73.10%</td>
<td></td>
<td></td>
<td>4.06%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Referral</td>
<td>1,870</td>
<td></td>
<td>68.91%</td>
<td></td>
<td></td>
<td>3.54%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Paid Search</td>
<td>606</td>
<td></td>
<td>74.11%</td>
<td></td>
<td></td>
<td>6.66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Social</td>
<td>55</td>
<td></td>
<td>64.04%</td>
<td></td>
<td></td>
<td>3.37%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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#8 - Behavior: Get to know your visitors
#9 - Locations: Learn who you’re reaching
#10 - Consider advanced tools

Google Tag Manager  Google Data Studio
What if I need help?

Contact me:

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Master Search Marketing.

Members of our Library Roundtable learn AdWords best practices from one another by sharing and discussing their results. We also create educational resources for the library community, including articles and webinars. Opportunities for beginners and advanced marketers alike.

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What if I need *more* help than that?

Ask about our managed options.

- Digital marketers
- Search experts
- Libraries only

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Please save your questions!