THE 4½ MINUTE GUIDE TO

GOOGLE ANALYTICS

> "You can't manage what you can't measure."
> —Peter Drucker, management consultant, educator, and author

Google Analytics is a comprehensive software platform that empowers marketers to make informed decisions based on cold, hard data. Like any robust tool with a sprawling feature set, however, getting started can be intimidating.

That's why we've teamed up with digital agency **Beutler Ink** to cull our expertise and create this walkthrough of the features we have found to be most useful. It takes just 4 1/2 minutes to get started—that's faster than making a cup of coffee!

Small Business Nation
A Project of The U.S. Chamber of Commerce

CONTENTS

TERMINOLOGY

Below, we define several terms you will come across in the Analytics Dashboard.

ACQUISITION REPORT: This helps you understand where your traffic comes from (e.g., search, other websites, social, direct).

BEHAVIOR FLOW REPORT: This helps you see how your users traverse and interact with your site. This report can help you discover what content keeps users engaged with your site and help you identify potential content issues.

BOUNCE RATE: This is the percentage of single-page visits or the number of people who leave your website from the landing page without browsing any further.

CHANNEL: These are the different paths a website visitor can take to land on your site. Channels show up in the Acquisition Report.

COHORT: A segment of users based on a date. For instance, a cohort could be all users who made a purchase during a specific time period (e.g., our first month after launch or on the day of a specific email campaign).

CONVERSION: A conversion is the completion of an activity that is important to the success of your business, such as a completed sign up or a purchase.

DASHBOARD: A collection of widgets that give you an overview of the reports and metrics you care about most. Google sets a default dashboard.

GOALS: Goals allow you to measure conversions on your site and are an essential tool in Analytics. A goal represents a completed activity, called a conversion, that contributes to the success of your business.

HIT: An interaction that results in data being sent to Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits.

REAL-TIME: This allows you to monitor activity on your site as it happens in real-time. The reports are updated continuously and each hit is reported seconds after it occurs. For example, you can see how many people are on your site right now, which pages or events they're interacting with, and which goal conversions have occurred.

WIDGETS: These are mini-reports that can display your data in a number of presentation styles, including simple numeric metrics, tables and charts. You can define widgets within the Dashboard itself. Widgets can also provide snapshots of and link to standard or custom reports.
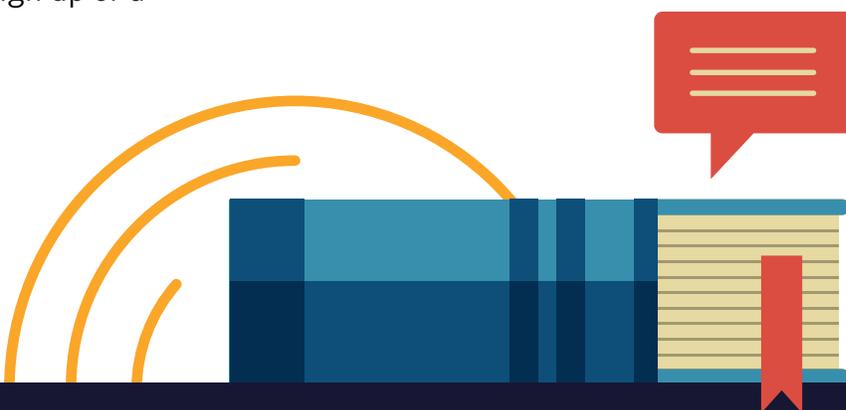
ACCOUNT HEALTH & PERFORMANCE

The Default Dashboard

Each view in your Analytics account displays a default Dashboard (called "My Dashboard") that is pre-populated with a number of widgets showing your site's traffic as measured via certain key metrics and dimensions: a timeline for number of users, a geomap of sessions, a table of sessions by browser, timelines for bounce rate and goal conversions, etc. The default Dashboard may be sufficient for your needs, but if not, you can customize it by adding or rearranging the widgets, adding reports to the Dashboard, removing unwanted widgets, or filtering the data displayed. You can also create additional Dashboards, devoted to different aspects of your site traffic.

AUDIENCE REPORTS
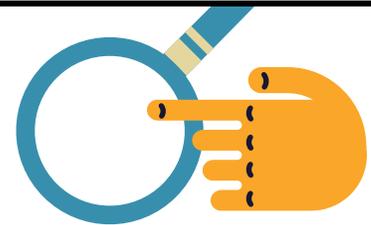
Through an Adwords account, you can access audience data, enabling you to deliver you message to just the people you want to target.

AVAILABLE DATA
Five dimensions are available, specifically:

- **Age** identifies users by six categories: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+.
- **Gender** identifies users as either male or female.
- **Affinity Categories** identifies users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined to be similar to TV audiences.
- **In-Market Segments** identifies users in terms of their product-purchase interests

- **Other Categories** provides the most specific, focused view of your users. For example, while Affinity Categories includes the category Foodies, Other Categories includes the category Recipes/Cuisines/East Asian.

WHERE THE DATA COMES FROM
Demographics and Interests data comes from the third-party DoubleClick cookie (for web traffic) and from anonymous identifiers for mobile apps (i.e., Advertising ID for Android and IDFA for iOS). Some geographies have limited coverage of interests. Data may not be available for many values of Affinity Categories, In-Market Segments, and Other Categories. Also, you may find that less data is available for In-Market Segments than for Affinity Categories and Other Categories.

ACQUISITION REPORTS

The Acquisition Overview provides a snapshot of what Google calls the "ABC Cycle," which stands for Acquisition-Behavior-Conversion. Essentially, this report tells you where users come from, what they do on your site once they arrive and whether they provide a conversion (e.g., filling out a form, making a purchase or completing a goal).

CHANNELS
Channels are defined below.

ORGANIC SEARCH: Google, Yahoo! or Bing queries typically make up the majority of website traffic.

REFERRAL: This is traffic that comes from a link on another website.

DIRECT: These are visitors who land on your website by entering your unique domain into their web browser.

SOCIAL: As you might guess, this traffic originates from places like Facebook, Pinterest, Twitter or Reddit.

PAID SEARCH: Paid Search traffic comes from Google AdWords or other advertising platforms.

EMAIL: Again this one is pretty self-explanatory. This traffic lands on the website by clicking a link in an email that we or others send.

OTHER: This is any method not listed above.

BEHAVIOR REPORTS

The Behavior Flow report visualizes the path users traveled from one page or event to the next. This report can help you discover what content keeps users engaged with your site and help identify potential content issues.

The Behavior Flow report displays three actions:

- **NODES** are points through which traffic flows.
- A **CONNECTION** represents the path from one node to another, and the volume of traffic along that path. Click a connection to highlight just that traffic segment through the flow.
- An **EXIT** indicates where users left the flow. In Events view, exits don't necessarily indicate exits from your site; exits only show that a traffic segment didn't trigger another Event. Exits aren't currently shown in the Pages and Events view.

1 NODES **2** CONNECTION **3** EXIT

CONVERSION REPORTS

In Analytics, a conversion is the completion of an activity that is important to the success of your business, such as a download (a Goal conversion), sign-up or a purchase.

Want more great business resources?
Visit the Small Business Nation Marketplace:

www.uschambersmallbusinessnation.com/marketplace

Find out how Beutler Ink can help your marketing efforts:
www.beutlerink.com

Small Business Nation
A Project of The U.S. Chamber of Commerce

Beutler Ink