GA BASICS

IN THIS EBOOK

WHY GA IS IMPORTANT

DEFINITIONS

CREATE AUTOMATED REPORTS

- **Social Media**
- **Referral Source**
- **City**
- **Content**
- **Organic Keywords**

Penheel Marketing
https://Penheel.com
201.785.7840

What's in here?

You may have recently attended a Google Analytics webinar or have tried to look at your analytics account on your own, only to be thwarted by the amount of data, what it means, and how you can use it.

In this booklet, I'll cover commonly-known definitions you'd find on most of the screens you'll be looking at in your analytics account.

I'll also present you with how to make your own custom reports that can be sent to you and/or others on a pre-determined basis.

Let's begin.

In January 2020, Forbes published "Nine Things to Know About Google Analytics," including:

- It's free.
- It's easy to set up.
- There are five reporting options.
- It helps to optimize online ad campaigns, and more.

Why are Google Analytics Important?

If you're a small business owner looking to optimize your website and to better understand your target market, analytics are important.

Additionally, knowing what visitors are clicking on, downloading, and viewing helps you to create the content they want to consume.

Finally, knowing how your website performs helps you to make productive and informed decisions that can help grow your profit and increase website traffic and leads.

2

Definitions

Below is a list of common column headings you'll see throughout your analytics account.

Pageviews are the total number of pages viewed. Repeated views of a single page are counted.

Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

New Users are the number of first-time users during the selected date range.

% of New Sessions is an estimate of the percentage of first time visits.

% Exit is the number of exits / number of pageviews for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

Users are visitors who have initiated at least one session during the date range.

Unique Pageview is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.

Time on Page is the average amount of time users spent viewing a specified page or screen, or set of pages or screens.

Sessions are the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, ecommerce, etc.) is associated with a session.

Bounce Rate is the percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

Device Category is the kind of computer, i.e., desktop, mobile, tablet, are the only categories. You can view data from within each when logged in.

Definitions, continued...

When it comes to knowing where people gain access to your site, the column headings in the Channel Grouping area under Acquisition / All Traffic is where you'd look.

Here are the commonly-used sources (or medium) from which people access your site.

Direct is the full URL link is used to access the site, such as YourDomain.com or a full link to a blog article.

It could be shared in email, text message, bookmarked link, etc. Or, could even be typed in or copy/paste. It is not access from another source.

Organic Search is when a keyword or the brand name was entered into the search engine box.

Referral is someone else's website points back to your site content.

Paid Search or online advertising is driving traffic to the website.

Social is visits to the site from the social media platforms.

Want more?

View The Ultimate Google Analytics Glossary – 2020 Edition

https://www.lovesdata.com/blog/google-analytics-glossary

How to create automated reports.

Automated reports are a great way to keep track of how your website is performing. It's also a good way to monitor the impact of advertising campaigns you may be doing on social media or other marketing platforms.

What are the benefits of creating an automated report?

- You only have to set it up once a year. After 12 months, the report will need to be extended for another 12 months.
- It can automatically be distributed to you and others on a specified date, e.g., weekly, monthly, quarterly, annually.
- Multiple reports can be combined in one message so you'll only receive one email with multiple reports included in it.
- It's easy and free to do!

Sample Traffic Channels Report
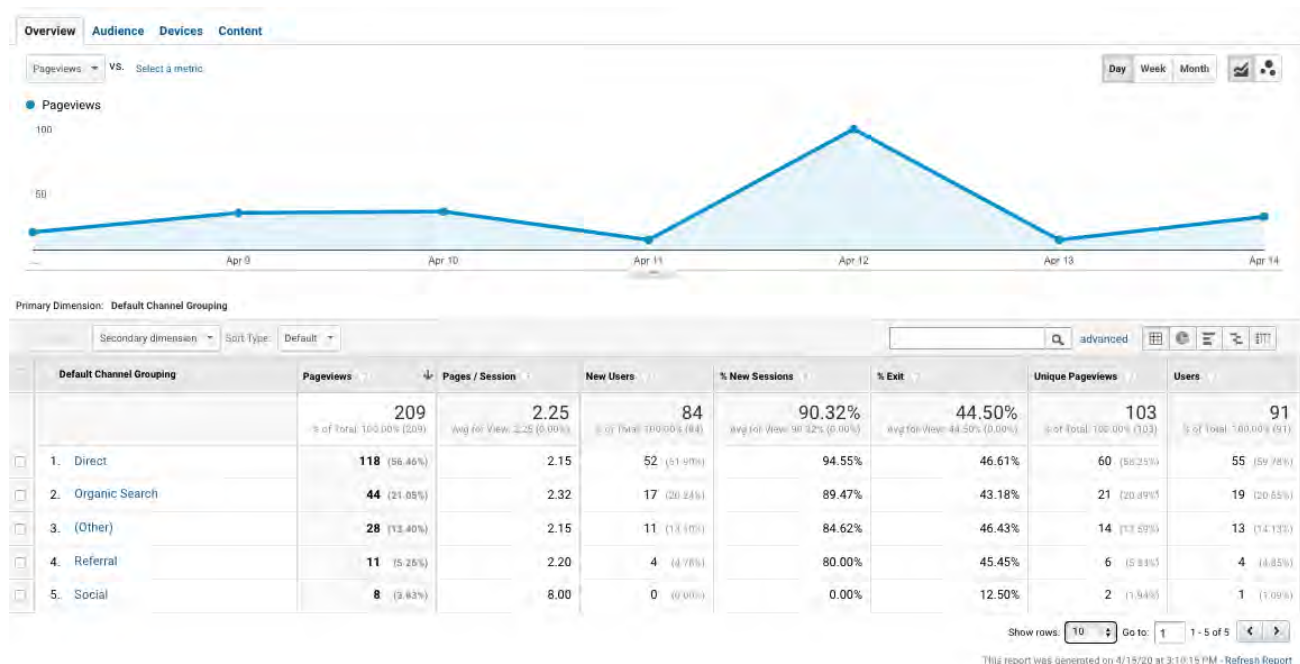
How to Create a Social Media Report

An account administrator needs to create a custom report using the following steps.

- Login to your Google Analytics account.
- On the left navigation bar, choose Customization > Custom Reports
- Add a Report Title, such as Social Media Report
- In the Report Content field, add a name for this new tab, such as Overview
- Choose the report type from Explorer (rows and columns similar to all analytics), Flat Table (looks more like Excel), or Map Overlay (geographic).
- In Metric Groups:
    - Enter a metric title, such as Users.
    - Click on +add metric. Choose the column headings you want to see in the report, like Users, New Users, Sessions, Bounce Rate, Pages/Session, Avg. Session Duration, Goal Conversion Rate, Goal Completions, and Goal Value (the goal information will only display if you have goals set up in your analytics and on your website).
- Dimension Drilldowns you'll add Social Network
- Filters are not needed for this report.
- Views – if you have multiple views on your account, such as Raw Data, Exclusions, Inclusions, or your computer's IP address, you can choose a view that report should reference.
- Click Save.

You will be presented with the data you requested. If it's correct, click the SAVE icon in the top, right corner. Make sure the report is called what you'd like. Click OK.

How to Create a Referral Report

An account administrator needs to create a custom report using the following steps.

- Login to your Google Analytics account.
- On the left navigation bar, choose Customization > Custom Reports
- Add a Report Title, such as Referral Report
- In the Report Content field, add a name for this new tab, such as Overview
- Use the Explorer report type.
- In Metric Groups:
    - Enter a metric title, such as Users.
    - Click on +add metric. Choose the column headings you want to see in the report, like Pageviews, Pages/Session, New Users, % New Sessions, % Exit, Unique Pageviews, Users.
- Dimension Drilldowns you'll add Default Channel Grouping, then Source, then Medium
- Filters are not needed for this report.
- Views – choose the view you want this data to be sorted for. Generally, I leave this.
- Click Save.

You will be presented with the data you requested. If it's correct, click the SAVE icon in the top, right corner. Make sure the report is called what you'd like. Click OK.

7

How to Create a City Report

An account administrator needs to create a custom report using the following steps.

- Login to your Google Analytics account.
- On the left navigation bar, choose Customization > Custom Reports
- Add a Report Title, such as City Report
- In the Report Content field, add a name for this new tab, such as City
- Use the Explorer report type.
- In Metric Groups:
    - Enter a metric title, such as Geography.
    - Click on +add metric. Choose the column headings you want to see in the report, like Pageviews.
- Dimension Drilldowns add City
- Filters Include County exact United States
- Views – choose the view you want this data to be sorted for. Generally, I leave this.
- Click Save.

You will be presented with the data you requested. If it's correct, click the SAVE icon in the top, right corner. Make sure the report is called what you'd like. Click OK.

How to Create a Content Report

An account administrator needs to create a custom report using the following steps.

- Login to your Google Analytics account.
- On the left navigation bar, choose Customization > Custom Reports
- Add a Report Title, such as Content Report
- In the Report Content field, add a name for this new tab, such as Content
- Use the Explorer report type.
- In Metric Groups:
     - Enter a metric title, such as Page.
     - Click on +add metric. Choose the column headings you want to see in the report, like Pageviews, Sessions, Unique Pageviews, % Exit, Bounce Rate, Time on Page.
- Dimension Drilldowns add Page
- Filters are not needed.
- Views – choose the view you want this data to be sorted for. Generally, I leave this.
- Click Save.

You will be presented with the data you requested. If it's correct, click the SAVE icon in the top, right corner. Make sure the report is called what you'd like. Click OK.

9

How to Create an Organic Keyword Report

An account administrator needs to create a custom report using the following steps.

- Login to your Google Analytics account.
- On the left navigation bar, choose Customization > Custom Reports
- Add a Report Title, such as Organic Keywords Report
- In the Report Content field, add a name for this new tab, such as Keywords
- Use the Explorer report type.
- In Metric Groups:
    - Enter a metric title, such as Keywords.
    - Click on +add metric. Choose the column headings you want to see in the report, like Users, New Users, Sessions, Bounce Rate, Pages / Session.
- Dimension Drilldowns add Keyword
- Filters are not needed.
- Views – choose the view you want this data to be sorted for. Generally, I leave this.
- Click Save.

You will be presented with the data you requested. If it's correct, click the SAVE icon in the top, right corner. Make sure the report is called what you'd like. Click OK.

How to Export a Report

To export the report, click the EXPORT icon in the top, right corner. This will only export the data one time; unless you click EXPORT more than once.

To share the new Report with others, simply
- Choose the SHARE icon in the top, right corner
- Enter each person's email address you'd like to send it to (they do not need access to the analytics account)
- Choose the attachment format from PDF, Excel, or CSV
- Choose Frequency (once, daily, weekly, monthly, quarterly); then pick an additional field if it presents itself, e.g., monthly on the 1st day.
- Click Advanced Options and choose the number of months you want to share the report.
- In the white box, you can type a message.
- Click I'm not a robot.
- Click Send.

Where to View or Edit the Report
Once a report is saved it appears under Customization > Saved Reports. If you want to edit a saved report, go to Customization > Custom Reports; then click on the Actions>Edit button on the right.

What if I need to change the email sending information?
When the monthly report stops sending (Tip: Put a note in your calendar for this); you'll need to modify the email to keep sending. To do this, while your analytics account is open:
- Choose Admin in the bottom, left corner.
- Go to the + Create View column (on the right)
- Scroll down to Scheduled Emails
- Click the email you want to modify, or choose the Actions button and click Extend.

How to Share Multiple Reports

Once a report is created and saved, you can share several of them in one email. To do that, follow these directions.

- Login to your Google Analytics Account.
- Click Customization on the left navigation bar.
- Click on Saved Reports.
- On the right panel, click Actions > View.
- In the top, right corner, click the Share icon .
- When the small window open, just below the center white box is a link "Add to an existing email." Click that.
- Choose from the list of emails you already have scheduled to add another report.

You can do this for multiple reports you've saved.

If you already have multiple emails scheduled, or are unsure if you have any scheduled, you can view your emails by:
- Clicking on the Admin gear in the bottom, left corner.
- In the third column, click Scheduled Emails

A list of scheduled emails will be shown. Click they Action button on the right to extend or delete the emails.

Who is Penheel Marketing?

Penheel Marketing helps CPAs and small business owners to build muscle -- marketing muscle.

Opened in 2011, Penheel Marketing offers a variety of services to small business owners, including:
- Marketing and social media strategy
- Online advertising
- Graphic design
- Copy writing and blogging
- Website design and development
- Training

Additionally, we work with several other small business owners for additional services, including video creation, promotional packaging, and more.

Give us a call or sign up for our monthly marketing newsletter at https://Penheel.com.

13