Introduction to Google Analytics

Connecticut Interactive

5/22/19

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Glossary

Pageviews

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

Sessions

A session is the period time a user is actively engaged with the website. By default, a session ends after 30 minutes of inactivity.

Users

Visitors who have come to the website. Total website users is the number of users who have initiated at least one session during the date range selected.

Bounce Rate

The percentage of single-page sessions in which there was no interaction with the page.

Exit Percentage

Exit percentage indicates how often users exit from that page or set of pages.

Glossary

Source/Medium

The source is the place users are before seeing your content, like a search engine or another website. The medium describes how users arrived at your content.

Channel

Channels are the ways users access the website and are used to find the traffic medium.

Filters

Use filters to display data with specific criteria. Examples: Display only pages that have a specific word in the title or only users who access the website using iPhones.

Dimensions

Dimensions are attributes of the data such as page, user type, device type, browser, etc.

Metrics

Metrics are quantitative measurements such as the number of users, sessions, etc.

Glossary

Event

Events are user interactions with content that can be tracked independently from a web page.

Event Category

A category given to a grouping of events that have a similar theme. Examples: Documents, Settings, Outgoing (External) Links, etc.

Event Action

The user interaction the event explains or tracks. Examples: URL of the document clicked, click of the button, URL of the external link, etc.
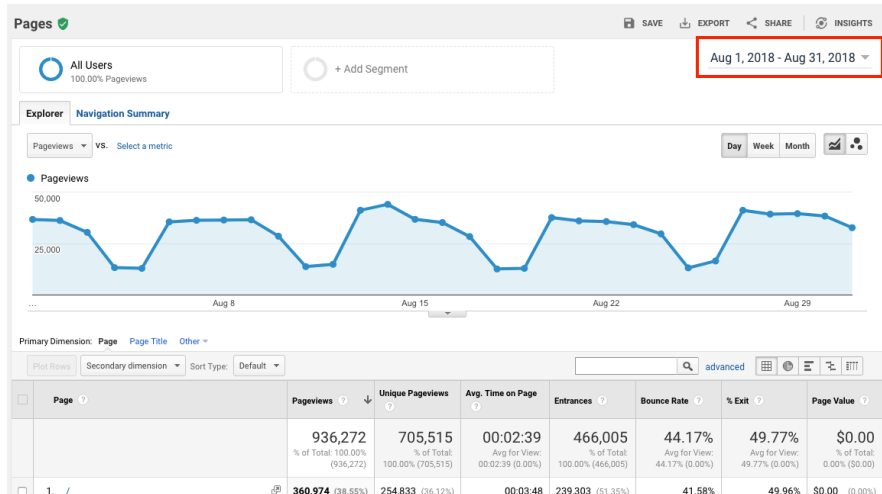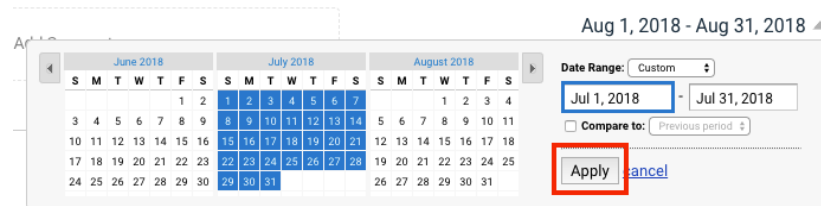
Basic Functions

Date Range

In Google Analytics you can select a specific date range for your reports. The date range can be any length of time you would like to gather your data from.

To change the date range:

1. Go to the upper right side of the report and select the down arrow next to the current date range.

2. Use the calendar or type in the desired date range.

Learn More: https://support.google.com/analytics/answer/1010052?hl=en

Basic Functions

Dimensions

Use dimensions to filter between different types of data. There are two types of dimensions; primary and secondary.

Primary

The first type of data displayed within a given report. Examples: page URLS *or* page titles.

Secondary

Add a secondary dimension to display extra data within a given report. Examples: page URLs *and* page titles.

Basic Functions

Dimensions

To add a secondary dimension:

1. Click the down arrow on the button "secondary dimension" located above the report table.
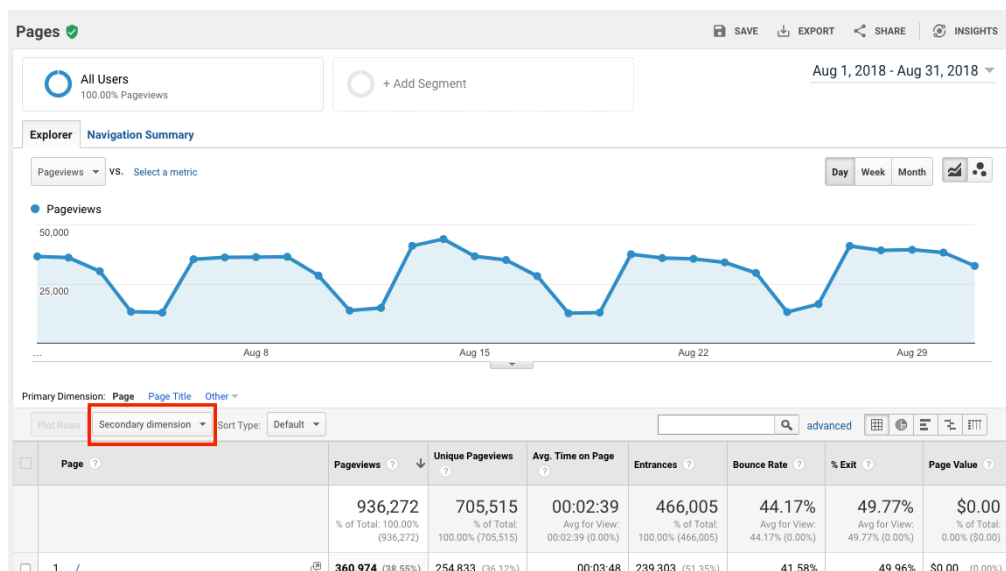
2. Select the desired dimension.
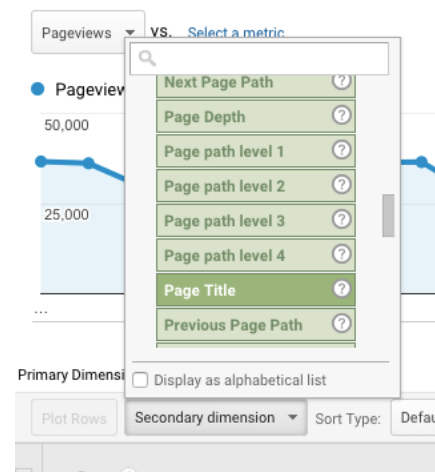
Basic Functions

Dimensions

3. Apply the secondary dimension to the report.

Learn More: https://support.google.com/analytics/answer/1033861?hl=en
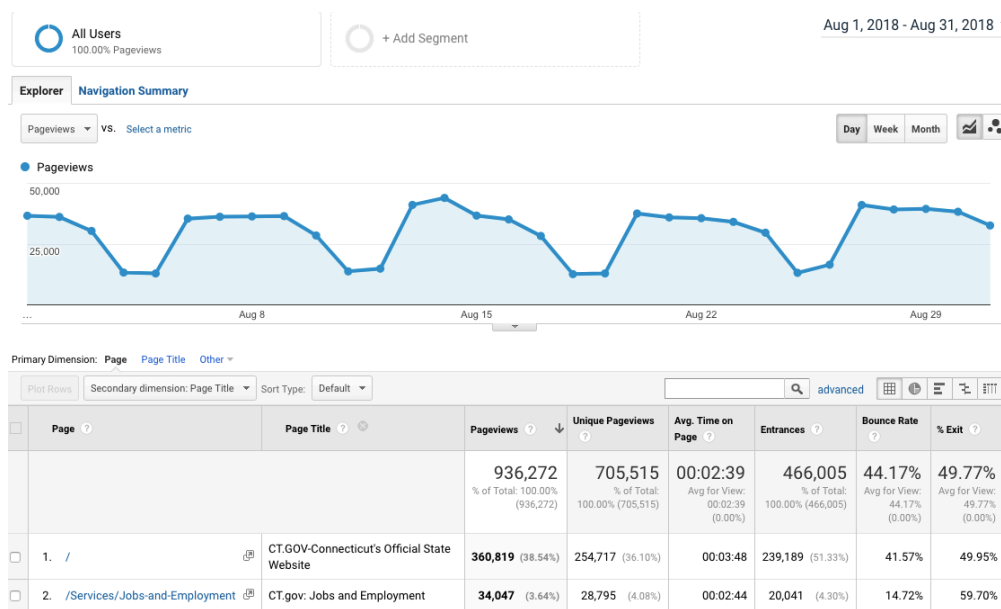
Basic Functions

Filters

Use filters to display data with specific criteria. Examples: Display only pages that have a specific word in the title or only users who access the website using iPhones. You can add multiple levels of filters depending on the data you would like to view. You can also apply these filters onto different types of dimensions.

To add filters to the data:

1. Click on "Advanced" button next to the search bar located above the report table.
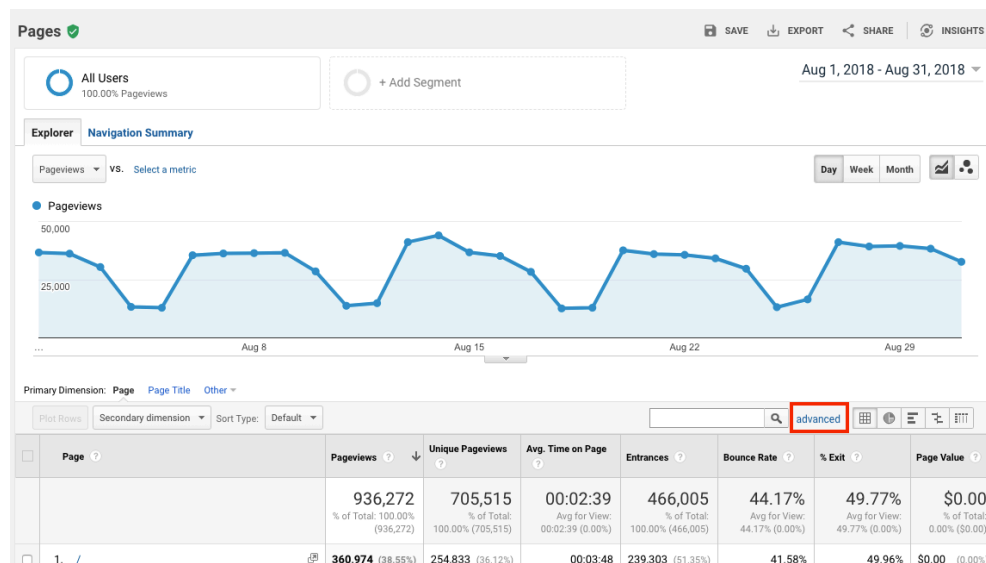
Basic Functions

Filters

2. Select if you want to "include" or "exclude" certain criteria.
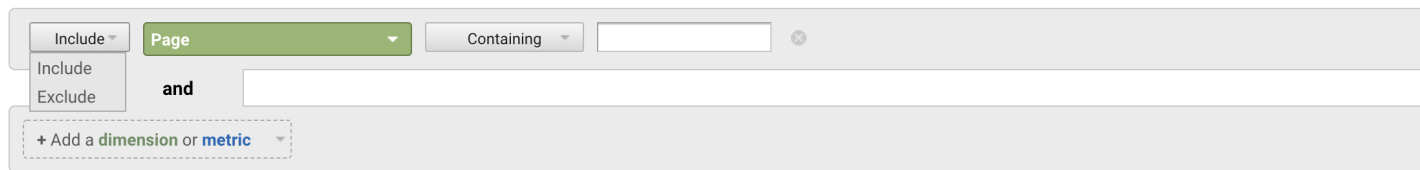
3. Select the dimension you want to use as the basis for the criteria.
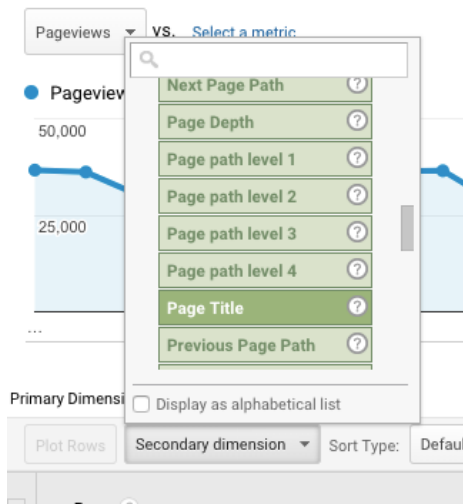
4. Select how you want the criteria to filter; "Exactly matching" "Begins with", "Ends with", "Contains" or "Matching RegExp" (this describes a pattern).
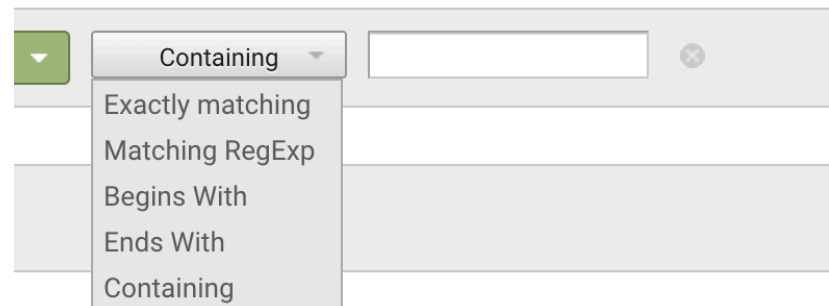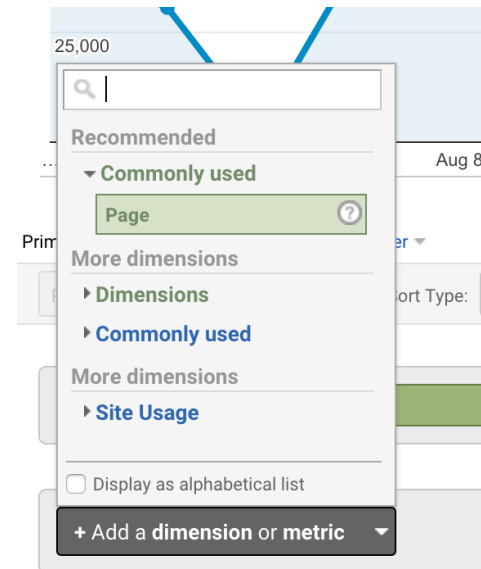
Basic Functions

Filters

5. Enter the text you want the filter to use under the conditions you expressed.
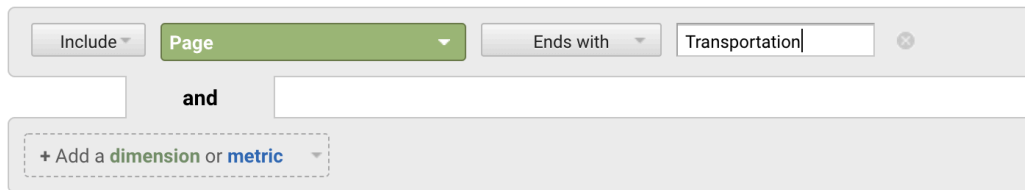
Add as many conditions as you need to filter out any data you do not want included or to narrow down the data you do want included.

Learn More:

https://support.google.com/analytics/answer/1034832?hl=en&ref_topic=1034830

Audience Reports

About

The audience reports give more information about your users to help you understand more about who is coming to your website.

Includes

The audience reports include information such as:

- The user's general geographical location

- Type of device used to access the website*

- Internet browser*

- Computer operating system*

- Is the user new to the website or have they visited before*

- Internet service provider or network used to access the website

- The user's general age and gender (calculated based on the user's computer cookies)

*Covered in this presentation

Audience Reports

New versus Returning Users

New users are determined as first-time users to the website within the selected date range. Returning users are determined as users who have had more than one session during the selected date range.

Note: A user can be categorized as a "new user" between August 1-25; however, can then be categorized as a returning user between August 1-30 if their second session was between August 26-30.

Audience Reports

New versus Returning Users

To view the new vs returning user report, use the left side navigation menu and go to:

Audience –> Behavior –> New vs Returning
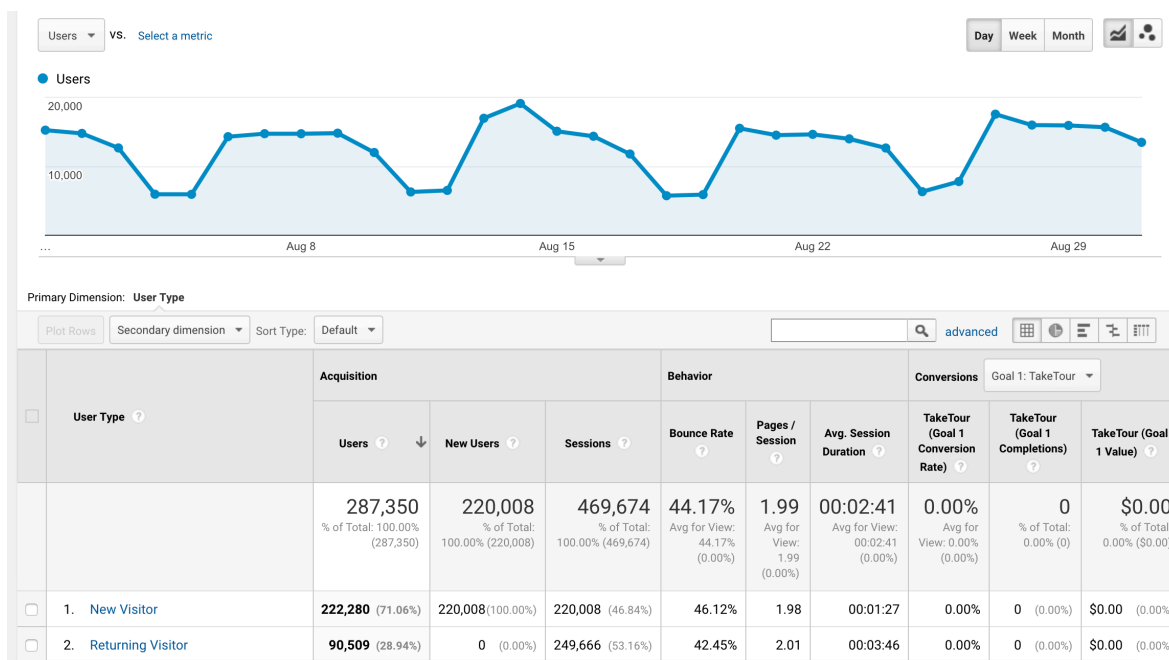
Audience Reports

Device Type and Device Listing

Google Analytics uses three categories to distinguish between devices that are being used to access the website:

1. Desktop

2. Mobile

3. Tablet

Google Analytics can also understand which mobile or tablet device is being used to access the website; such as iPhone, iPad, Samsung Galaxy, etc.

Audience Reports

Device Type

To view the device type report, use the left side navigation menu and go to:

Audience –> Mobile –> Overview
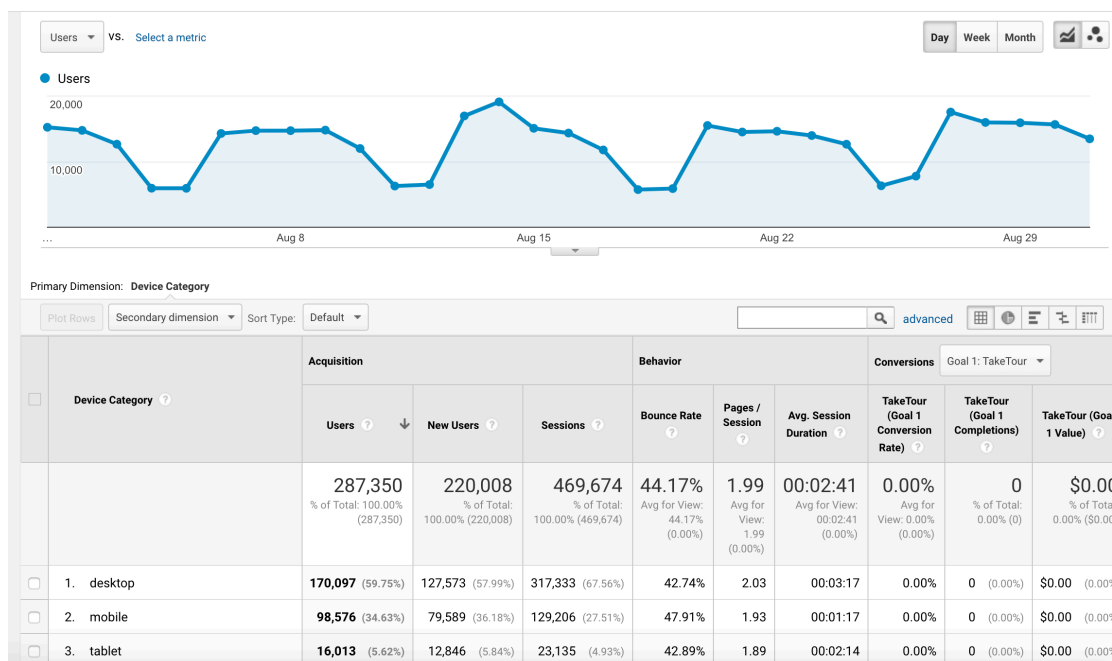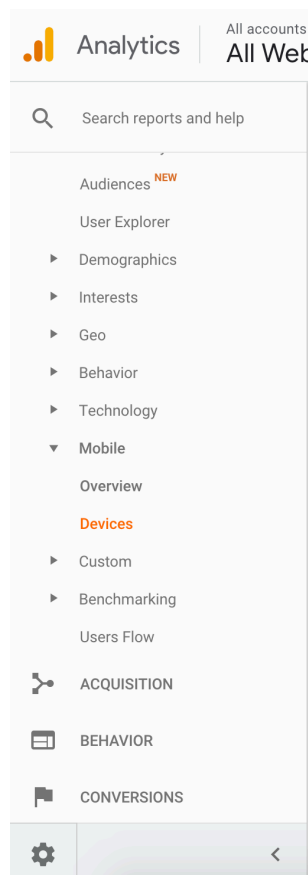
Audience Reports

Device Listing

To view the device listing report, use the left side navigation menu and go to:

Audience –> Mobile –> Devices
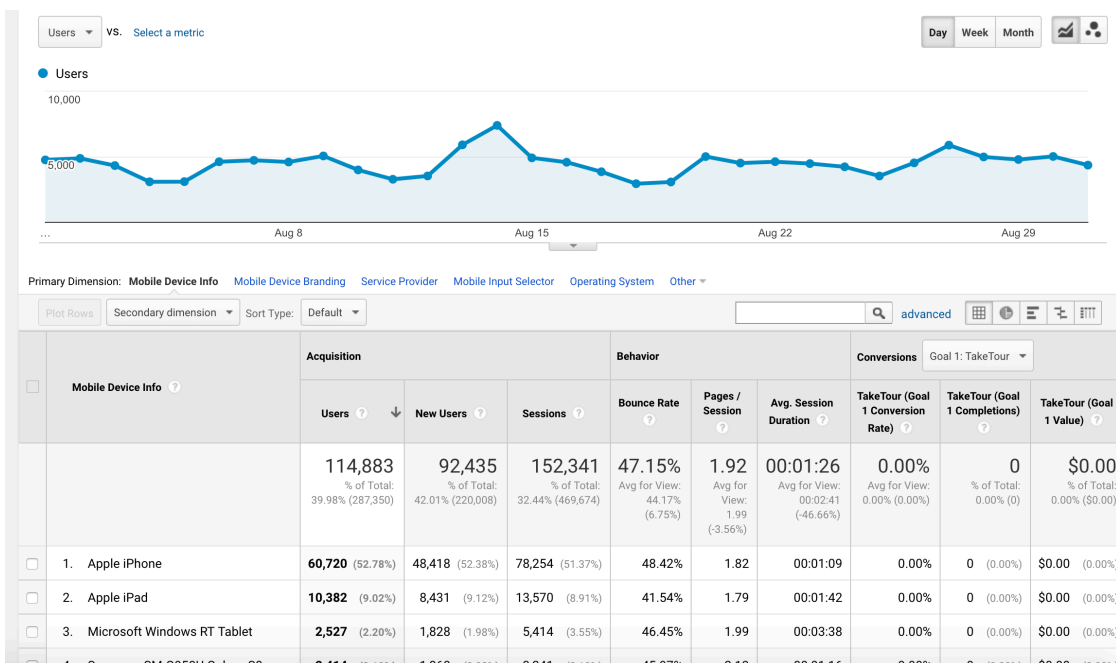
Audience Reports

Browser and Operating System

Google Analytics is able to gather data on what browser and operating system is being used to access the website.

Examples of browsers can include: Internet Explorer, Chrome, Safari, Firefox, Opera, etc.
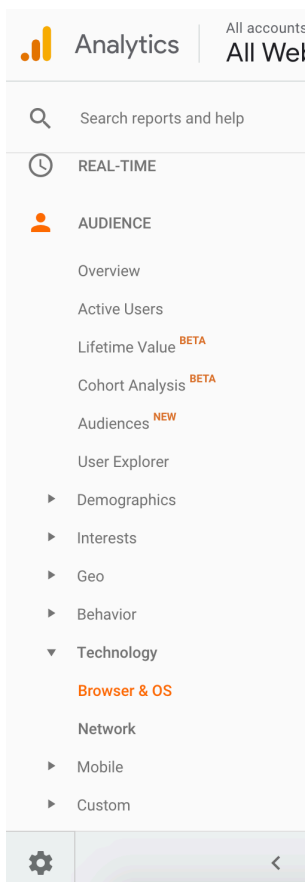
Examples of operating systems can include: Windows, iOS, Macintosh (Mac), Linux, etc.

Audience Reports

Browser and Operating System

To view the browser and operating system report, use the left side navigation menu and go to:

Audience –> Technology –> Browser & OS
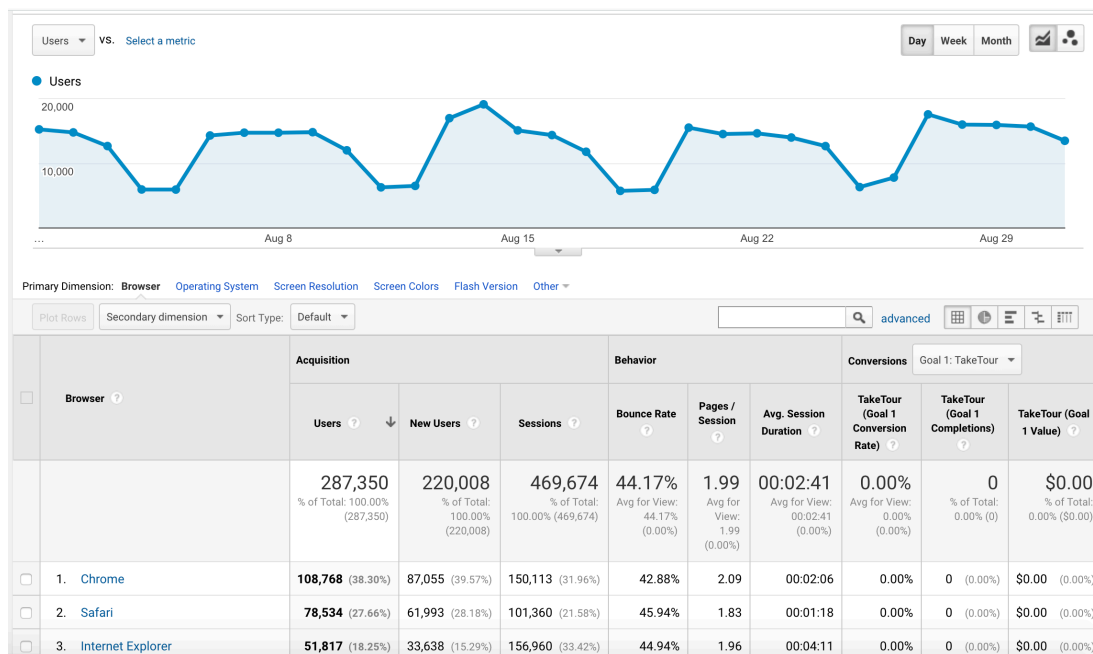
Use dimensions to view results by browser, operating system, screen resolution, and more.

Acquisition Reports

About

The acquisition reports give more information about how users come to the website.

Includes

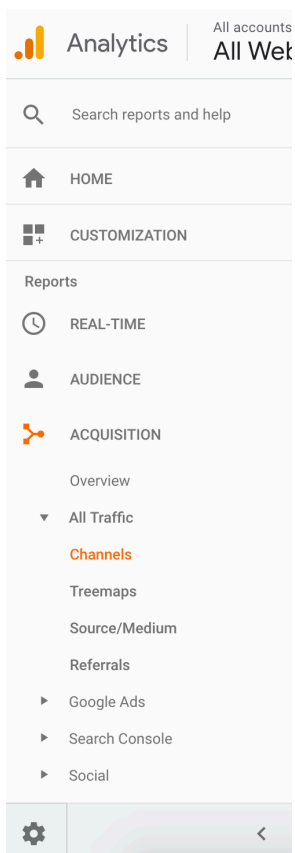The acquisition reports include information such as:

- How the user got to the website (via direct, search, referral, social media, or other)*

- Which search engines are the top used to access the website*

- What other websites are being used to access the website (referrals)*

- What social media platforms are the top used to access the website*

- If used, what email or search campaigns and advertisements are being used to access the website

*Covered in this presentation

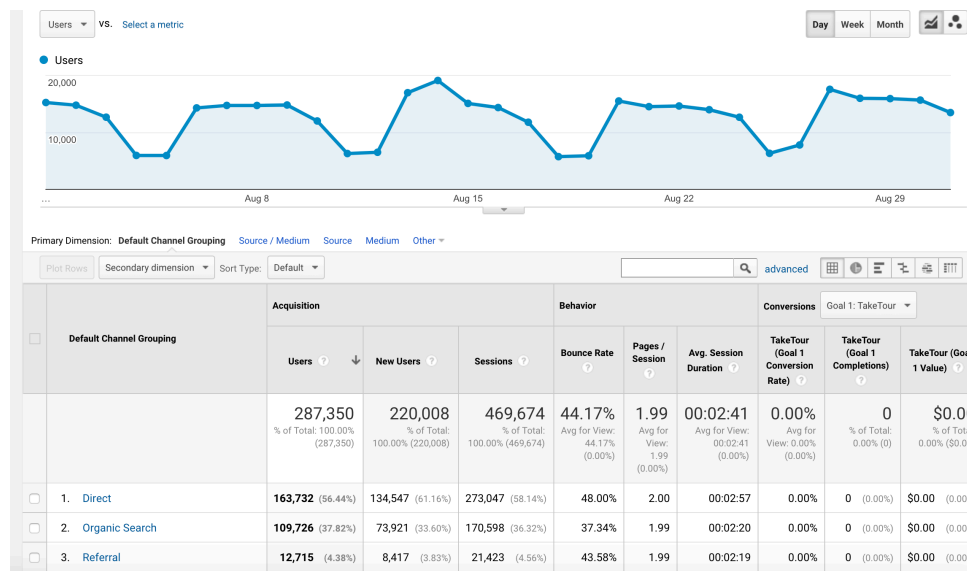# Acquisition Reports

Channel Type: Direct

Direct users are defined as users that typed the URL directly into their browser, or who had the website bookmarked.

To view a list of all channel types, use the left side navigation menu and go to:
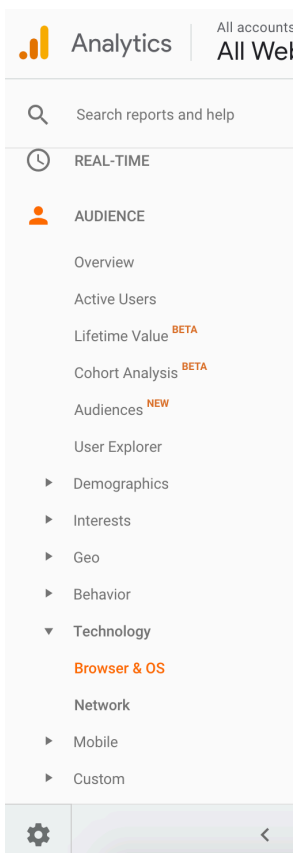
Acquisition –> All Traffic –> Channels

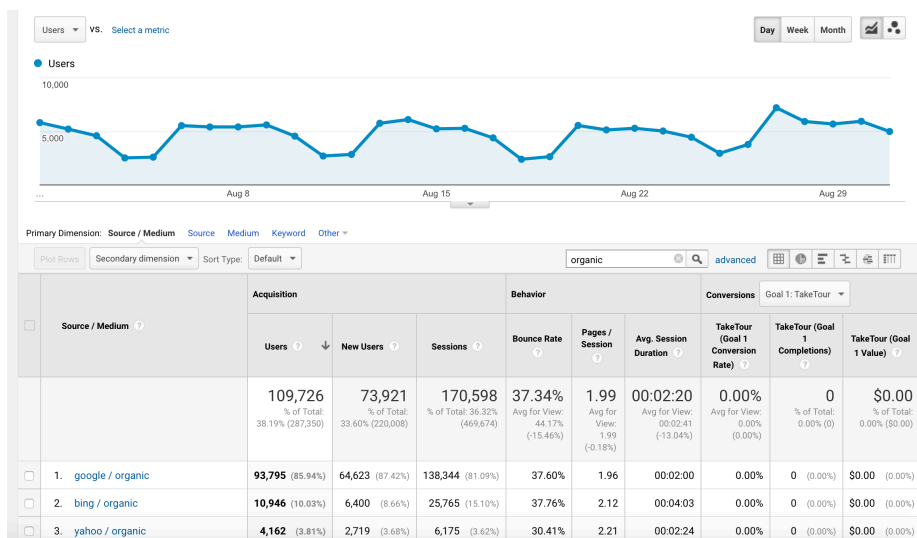# Acquisition Reports

Channel Type: Search

Search refers to any user who accessed the website via a search engine such as Google, Bing, or Yahoo. These are categorized as "organic" or non-paid searches.

To view the search engine listing report, use the left side navigation menu and go to:

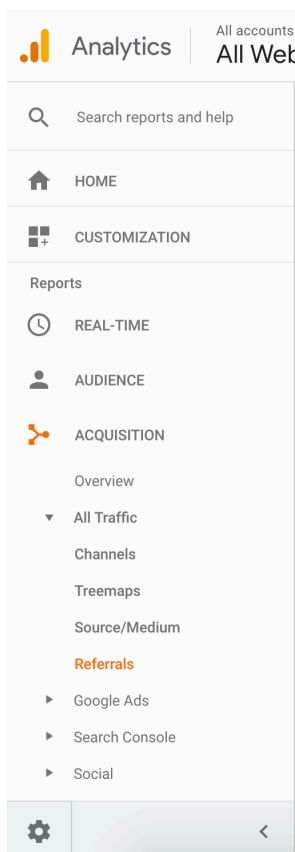Acquisition –> All Traffic –> Source/Medium -> Filter for "organic"

Acquisition Reports
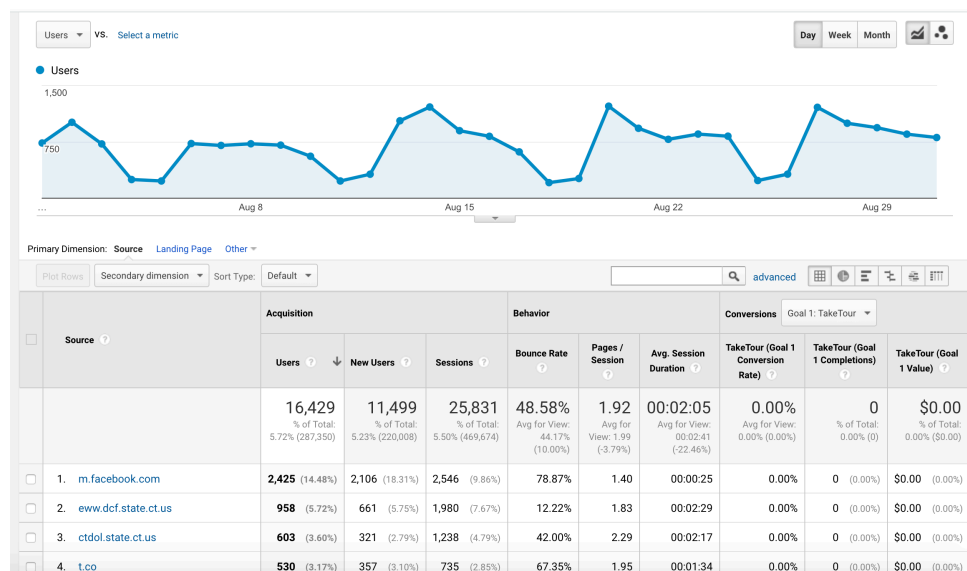
Channel Type: Referral

Referrals are defined as websites that have links in which the user clicks to access your website. Referrals are a source type.

To view the referral listing report, use the left side navigation menu and go to:
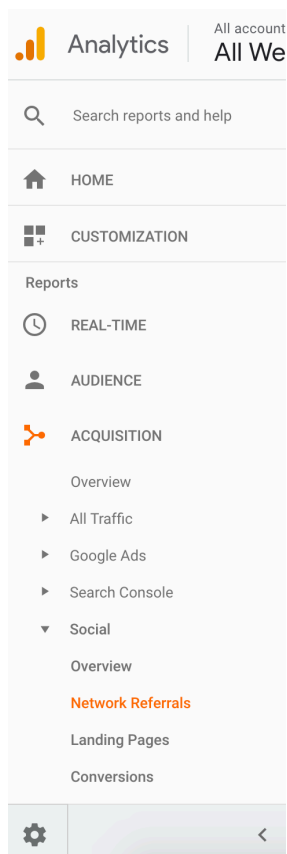
Acquisition –> All Traffic –> Referrals
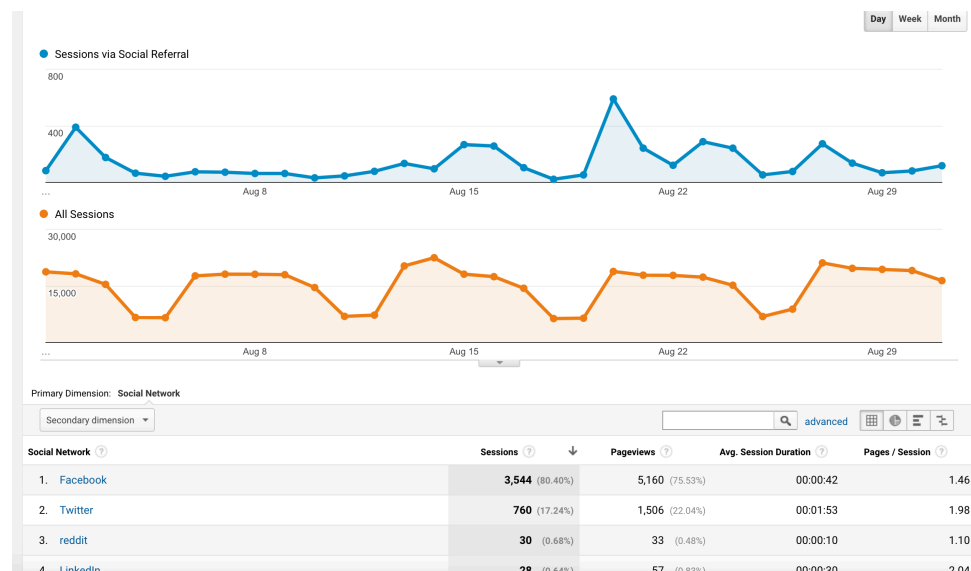
Acquisition Reports

Channel Type: Social (Media)

Social Media is defined as a referral from a social media platform such as Facebook, Twitter, YouTube, Instagram, etc.

To view the social media platform listing report, use the left side navigation menu and go to:

Acquisition –> Social –> Network Referrals

Behavior Reports

About

The behavior reports give more information about how your users interact with the website.

Includes

The behavior reports include information such as:

- Top website pages*

- Top pages used to enter the website (landing pages)*

- Top pages where users left the website (exit pages)*

- How the users moved through the website

- Top external links clicked from the website*

- Top documents clicked from the website*

- Use of the accessibility settings buttons*

- Search Terms (Google and Agency Specific)*
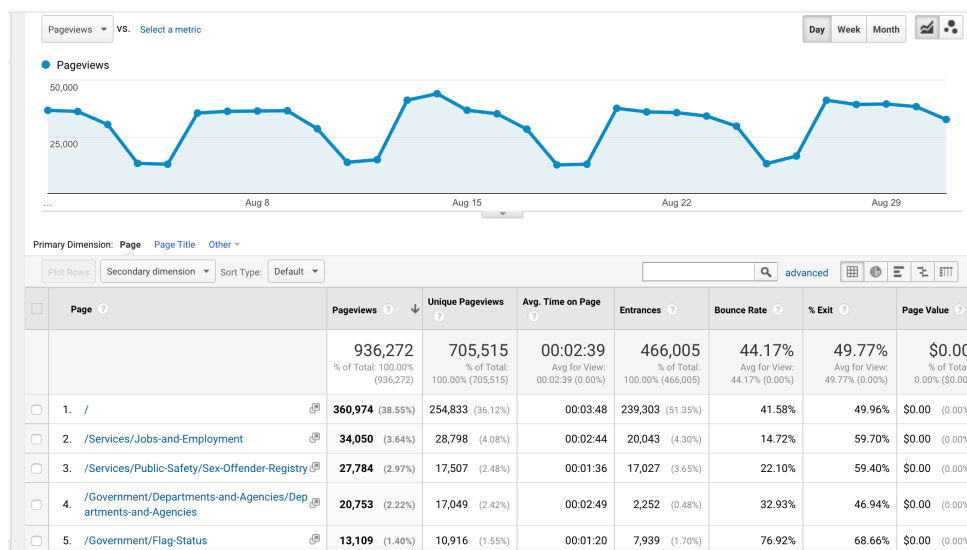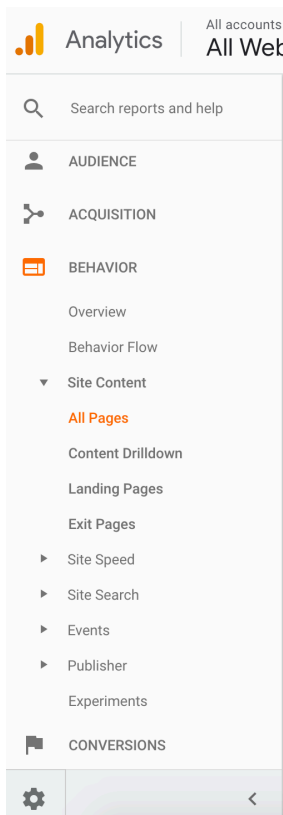
*Covered in this presentation

Behavior Reports

Pages

Google Analytics tracks all pages on the website and by default compiles them based on pageviews. You can use filters and dimensions to modify the report to your needs.

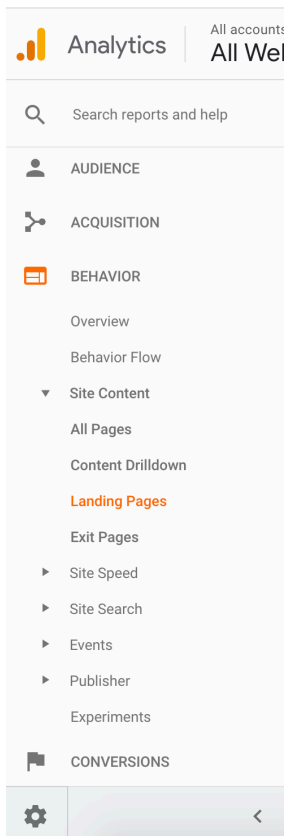To view the page listing report, use the left side navigation menu and go to:

Behavior –> Site Content –> All Pages
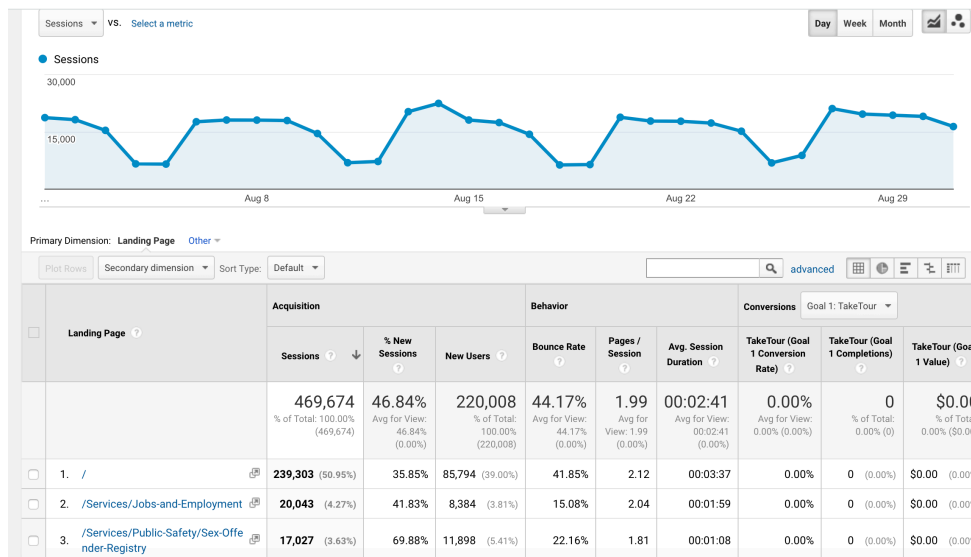
Behavior Reports

Landing Pages

Landing pages are the pages through which users entered the website. These can include users who typed the URL directly into their browser, or who had the page bookmarked.

To view the landing page listing report, use the left side navigation menu and go to:

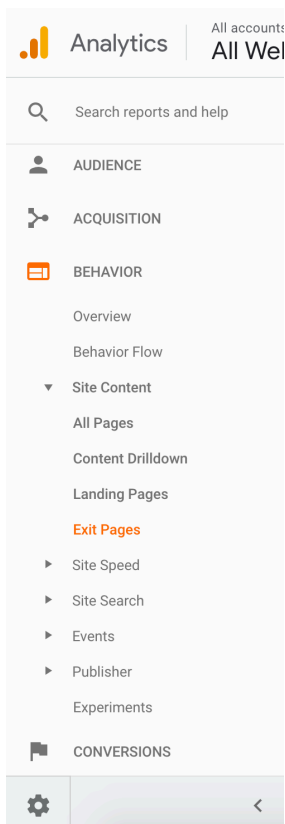Behavior –> Site Content –> Landing Pages

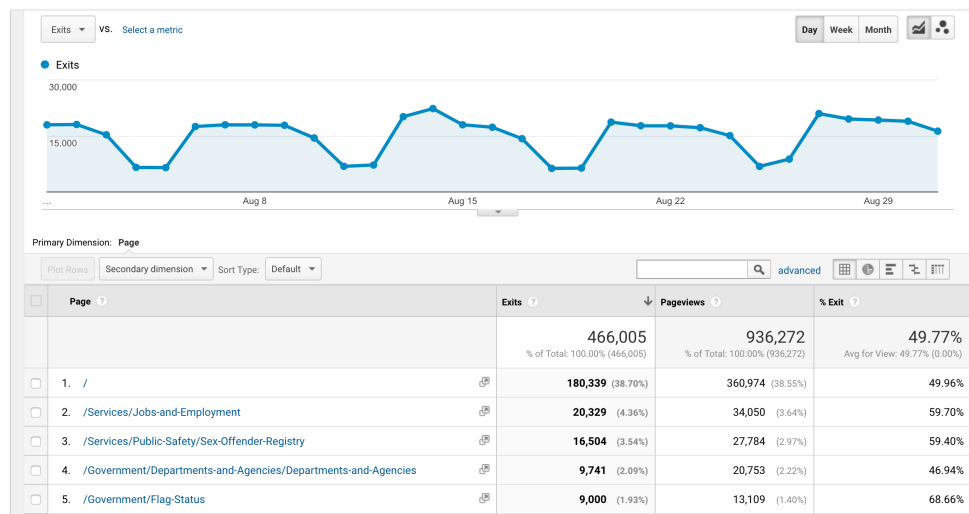# Behavior Reports

Exit Pages

Exit pages are the pages in which the user exited the website from. These are quantified by default in number of "Exits".

To view the exit page listing report, use the left side navigation menu and go to:

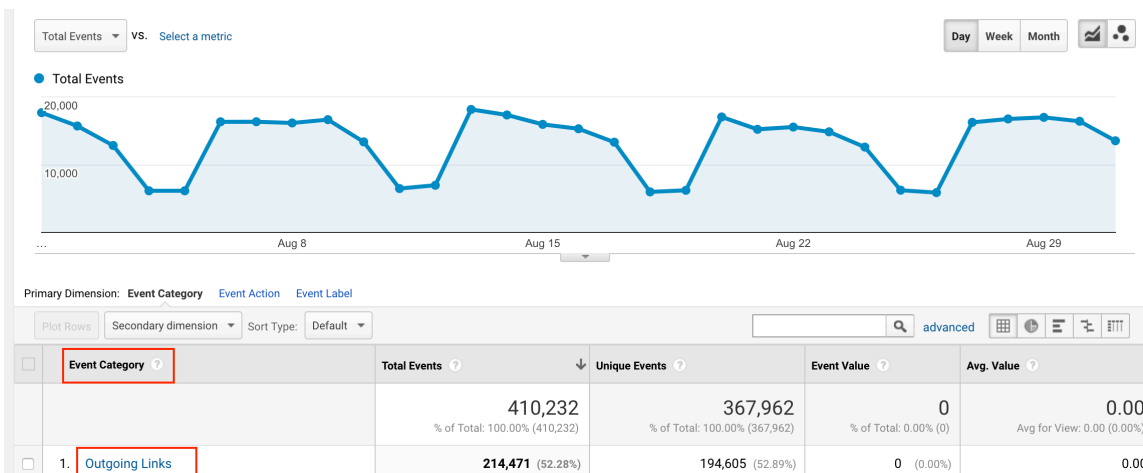Behavior –> Site Content –> Exit Pages

Behavior Reports

External Links

External Links are links to other state agencies or other outside websites and pages not housed within your agency website.

Connecticut Interactive has created custom code to track external link clicks from each agency website. External Links are classified as an "event" in Google Analytics and use the event category "Outgoing Links".

Behavior Reports

External Links

To view metrics on document clicks, use the left side navigation menu and go to:

Behavior –> Events –> Top Events

Then, select the Event Category "Outgoing Links".
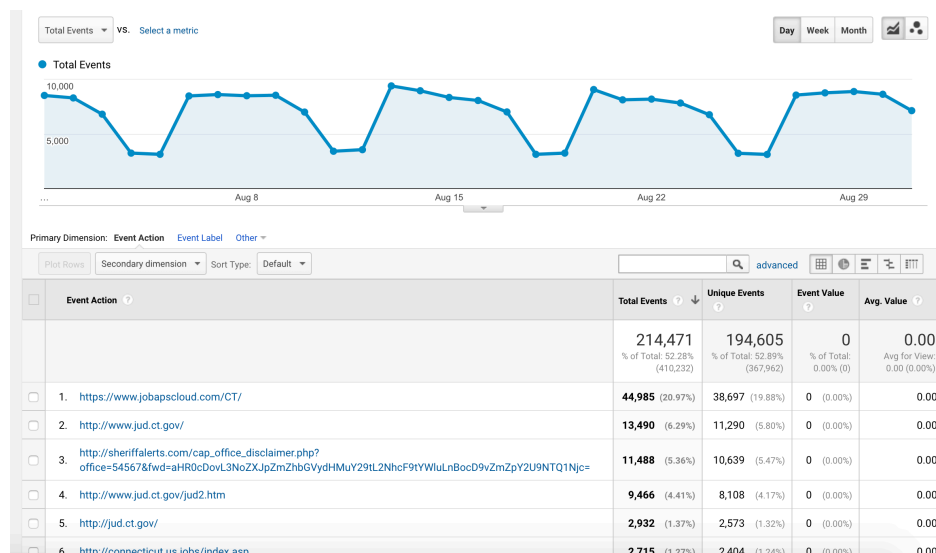
Behavior Reports

Document Clicks

Connecticut Interactive has created custom code to track document clicks from each agency website. Document clicks are classified as an "event" in Google Analytics. These are tracked by using the document extension as the identifier.

Documents that are being tracked include:

- PDFs

- Word Documents

- Excel Spreadsheets

- PowerPoint Presentations

Behavior Reports

Document Clicks

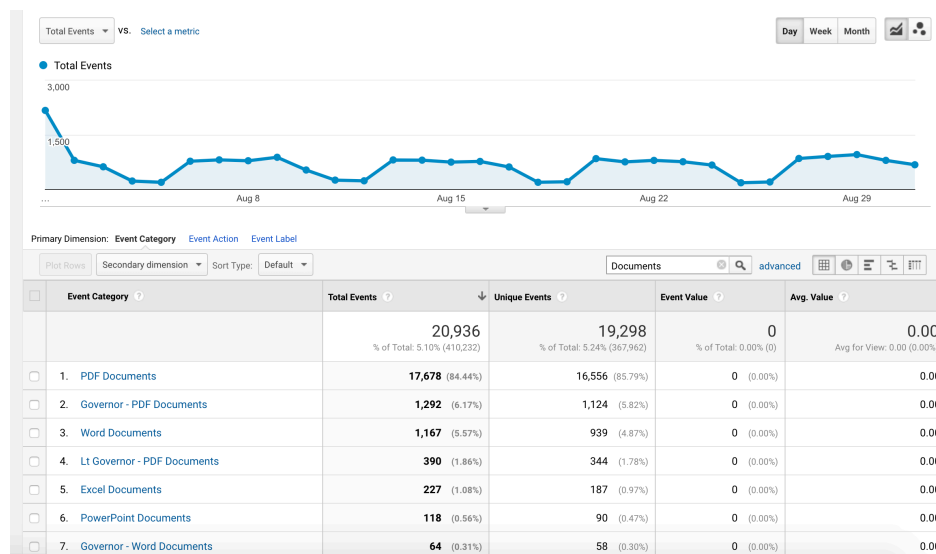To view metrics on document clicks, use the left side navigation menu and go to:

Behavior –> Events –> Top Events

Then, Filter for "Documents".

Behavior Reports

Document Clicks

The document URL will be the "Event Action"

|	Event Action
☐	1. https://portal.ct.gov/-/media/DOB/consumer_help_nonHTML/Statutebookletrev2016pdf.pdf?la=en
☐	2. https://portal.ct.gov/-/media/DOB/consumer_help_nonHTML/RentBrochureEnglishpdf.pdf?la=en
☐	3. https://portal.ct.gov/-/media/DOB/consumer_help_nonHTML/SDCompFormrev42017pdf.pdf?la=en
☐	4. https://portal.ct.gov/-/media/DOB/Rental-Security-Deposits/Previous-Interest-Rates.pdf?la=en
☐	5. https://portal.ct.gov/-/media/DOB/Enforcement/Securities/2019-SBID/Soma-Equity-Partners-LP-Stipulation.pdf?la=en
☐	6. https://portal.ct.gov/-/media/DOB/Enforcement/Securities/2019-SBID/Voya-Financial-Advisors-Inc-2019-Consent-Order.pdf?la=en

The page in which the document was clicked from will be the "Event Label"

|	Event Label
☐	1. https://portal.ct.gov/DOB/Rental-Security-Deposits/Rental-Security-Deposits/Rental-Security-Deposits---Information-for-Tenants-and-Landlords
☐	2. https://portal.ct.gov/DOB/Enforcement/Administrative-Orders-Index-Pages/Index---Administrative-Orders-and-Settlements
☐	3. https://portal.ct.gov/DOB/Consumer/Consumer-Complaints/Rental-Security-Deposit-Complaints
☐	4. https://portal.ct.gov/DOB/Securities-Licensing/Advisers-State/Instructions-for-Investment-Adviser-Registration-in-Connecticut
☐	5. https://portal.ct.gov/DOB/Financial-Institutions-Division/FID/Applications
☐	6. https://portal.ct.gov/DOB/Rental-Security-Deposits/Rental-Security-Deposits/Connecticut-Deposit-Index-and-Interest-Rates

Behavior Reports

Accessibility Button Settings

Connecticut Interactive has created custom code to track the use of the accessibility settings from each agency website. The accessibility settings are classified as an "event" in Google Analytics. The settings buttons are located at the top right side of the header bar.
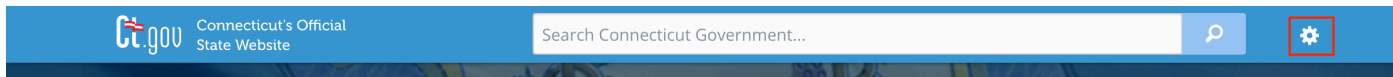
The settings being tracked are:

- Overall use of the settings

- Font size increase or reset

- Use of the high contrast option

- Use of the Google Translate option
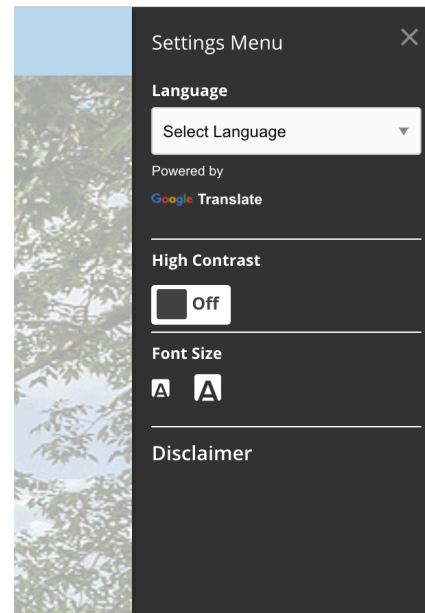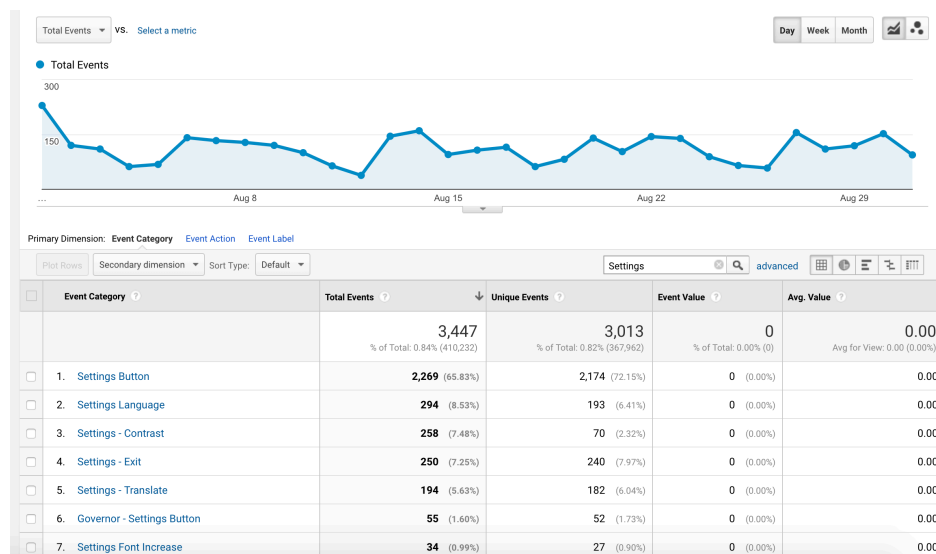
Behavior Reports

Accessibility Settings

To view metrics on the accessibility settings, use the left side navigation menu and go to:

Behavior –> Events –> Top Events

Then, Filter for "Settings".

Behavior Reports

Search Terms: Agency vs Google

Agency Search comes from the search bar in the left navigation menu of the website.

Google Search comes from the search bar in the header of the website.
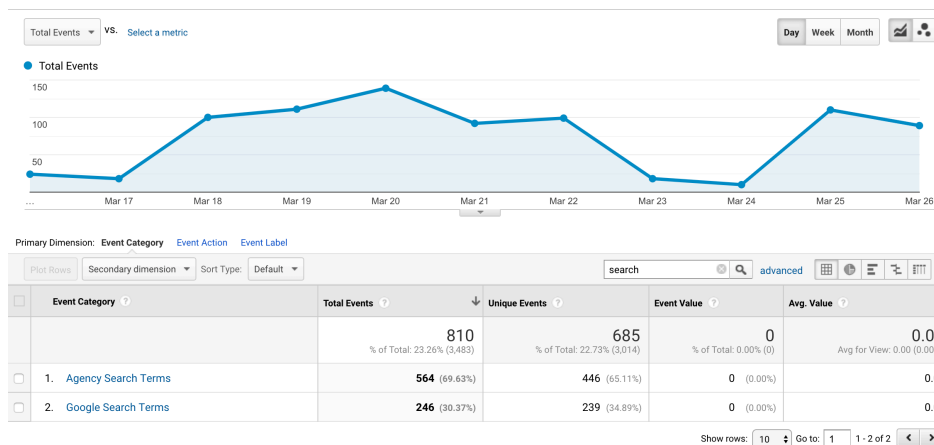
Behavior Reports

Search Terms

To view metrics on search terms, use the left side navigation menu and go to:

Behavior –> Events –> Top Events

Then, Filter for "Search".

Behavior Reports

Search Terms

Search Terms will be the "Event Action".

If you see search term "undefined" this means the user did not type a search term, but did click the search button.

	Event Action ⓘ
☐	
☐ 1.	security deposit
☐ 2.	lynn Mckenna-krumins
☐ 3.	Pay on death for checking accounts
☐ 4.	tenant breaks lease
☐ 5.	adam westphalen
☐ 6.	Application fees
☐ 7.	broker dealer supplement
☐ 8.	CT-BOIA-1

The Page in which the search term was entered from will be the "Event Label"

	Event Label ⓘ
1.	https://portal.ct.gov/dob
2.	https://portal.ct.gov/DOB
3.	https://portal.ct.gov/DOB/Enforcement/Administrative-Orders-Index-Pages/Index---Administrative-Orders-and-Settlements
4.	https://portal.ct.gov/DOB/About-DOB/Index-Pages/Verify-a-License
5.	https://portal.ct.gov/DOB/Consumer/Consumer-Complaints/Online-Complaint-Form
6.	https://portal.ct.gov/DOB/Securities-Division-Administration/Securities-Division-Administration/Connecticut-Department-of-Banking-Securities-and-Business-Investments-Division

References

Google Analytics General Support

https://support.google.com/analytics

Glossary of Terms

https://support.google.com/analytics/topic/6083659?hl=en&ref_topic=3544906

Audience Reports

https://support.google.com/analytics/topic/1007027?hl=en&ref_topic=3544907

Acquisition Reports

https://support.google.com/analytics/topic/3125765?hl=en&ref_topic=3544907

Behavior Reports

https://support.google.com/analytics/topic/1120718?hl=en&ref_topic=3544907

Contacts

For access to your website analytics contact DAS/Best:

DAS/BEST
pmg@ct.gov