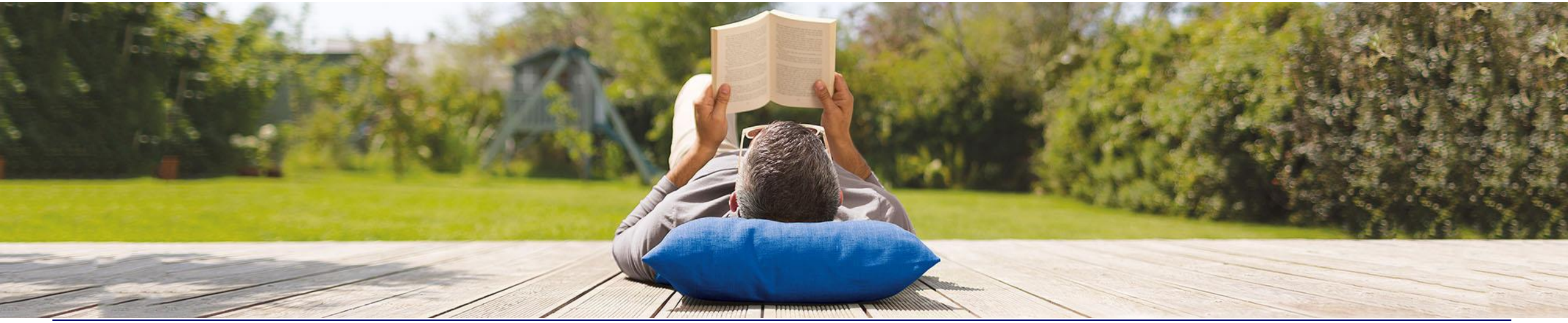
Google Analytics: Part two

AGENDA



AGENDA

- Reporting overview
- Setting up goals
- Creating a dashboard
- Summary

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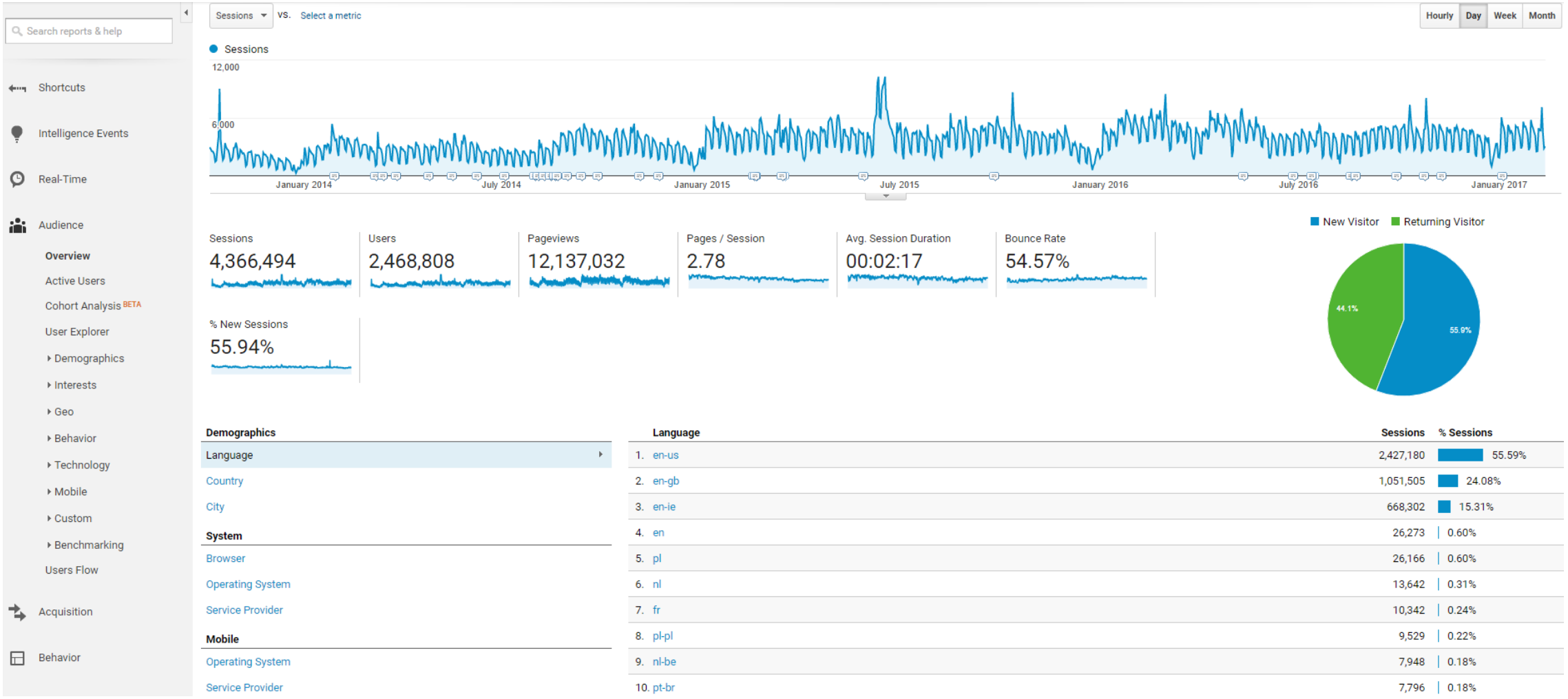
REPORTING OVERVIEW

REPORTING OVERVIEW

Audience – Overview



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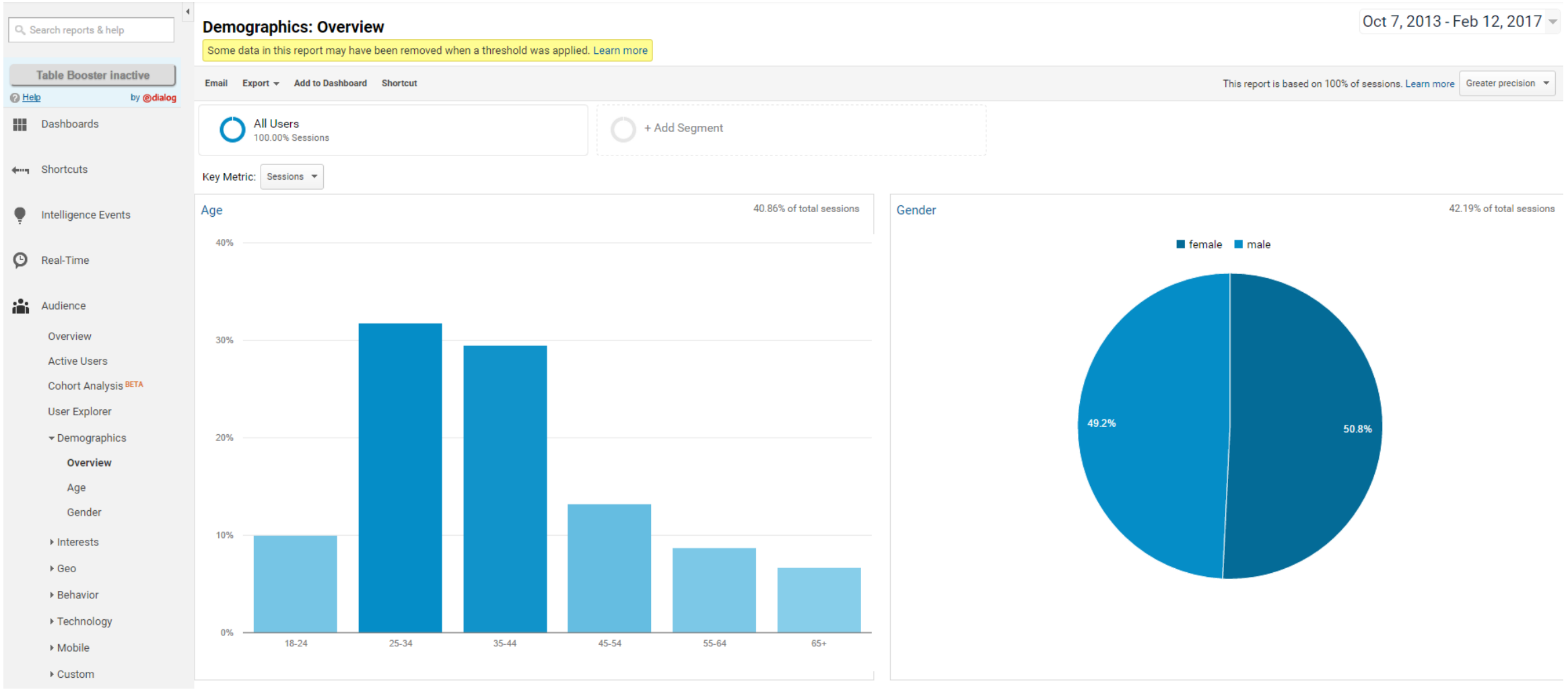
REPORTING OVERVIEW

Audience – Demographics



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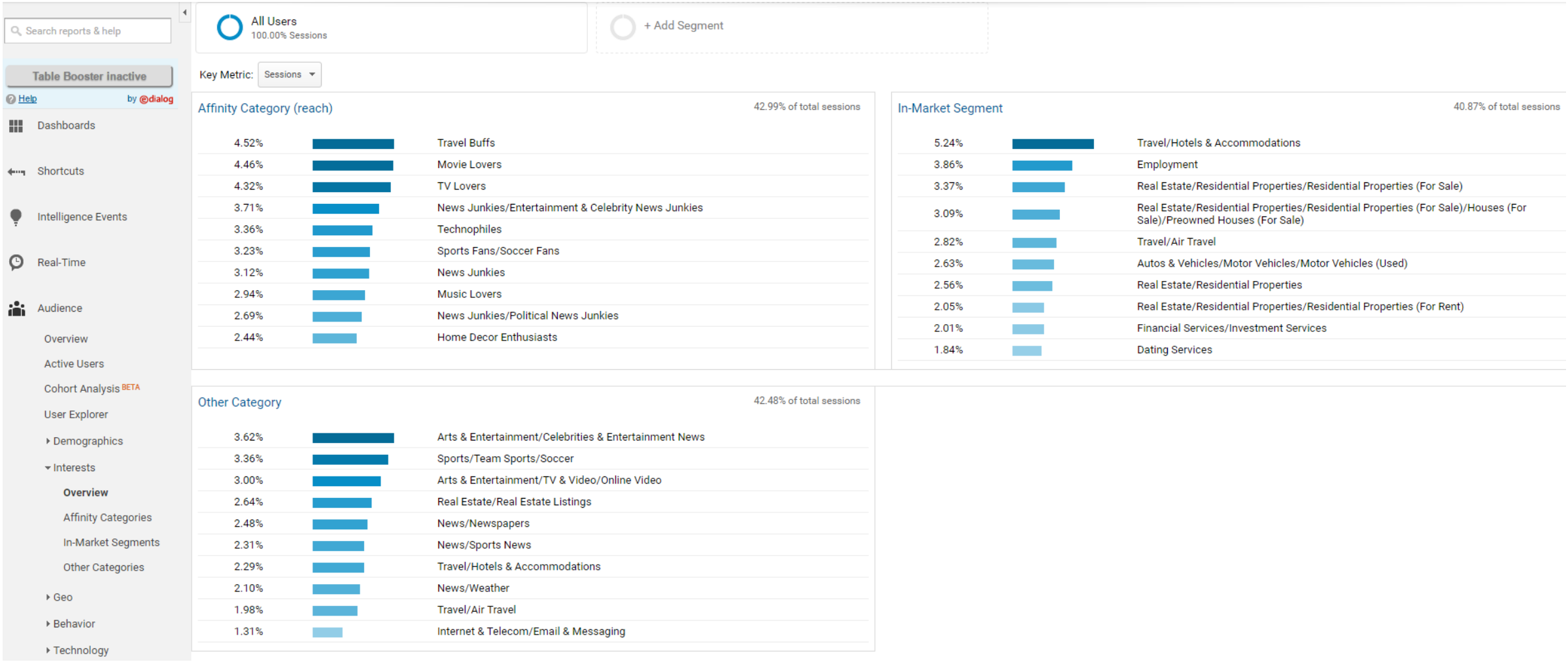
Audience – Interests



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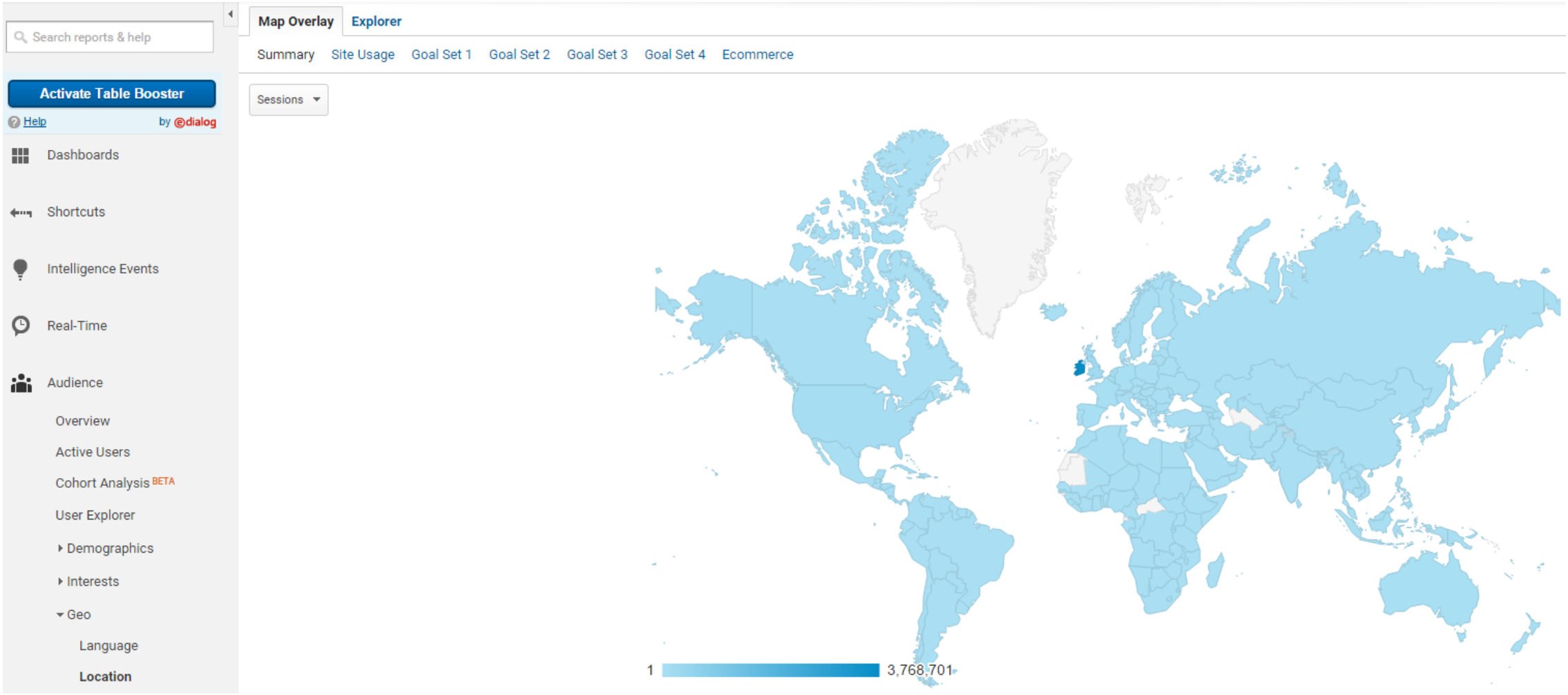
REPORTING OVERVIEW

Audience – Geo



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REPORTING OVERVIEW

Audience – Geo

Country	Acquisition			Behavior			Conversions eCommerce		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	4,366,494 % of Total: 100.00% (4,366,494)	55.97% Avg for View: 55.94% (0.06%)	2,443,836 % of Total: 100.06% (2,442,408)	54.57% Avg for View: 54.57% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	48,917 % of Total: 100.00% (48,917)	€2,087,314,065.39 % of Total: 100.00% (€2,087,314,065.39)	1.12% Avg for View: 1.12% (0.00%)
1. Ireland	**3,768,701** (86.31%)	54.29%	2,045,964 (83.72%)	54.98%	2.78	00:02:19	45,126 (92.25%)	€1,837,989,651.41 (88.06%)	1.20%
2. United Kingdom	**207,475** (4.75%)	57.41%	119,117 (4.87%)	45.48%	3.15	00:02:34	2,092 (4.28%)	€123,817,318.20 (5.93%)	1.01%
3. United States	**71,157** (1.63%)	75.34%	53,608 (2.19%)	57.71%	2.41	00:01:38	343 (0.70%)	€30,007,541.59 (1.44%)	0.48%
4. Belgium	**54,063** (1.24%)	76.26%	41,227 (1.69%)	61.70%	2.18	00:01:17	66 (0.13%)	€3,444,000.00 (0.16%)	0.12%
5. India	**33,067** (0.76%)	86.91%	28,738 (1.18%)	45.54%	2.79	00:01:40	29 (0.06%)	€332,850.00 (0.02%)	0.09%
6. (not set)	**26,695** (0.61%)	58.36%	15,579 (0.64%)	46.98%	3.03	00:02:21	267 (0.55%)	€16,666,559.19 (0.80%)	1.00%
7. Germany	**21,695** (0.50%)	59.19%	12,842 (0.53%)	51.75%	2.86	00:02:20	188 (0.38%)	€12,668,925.00 (0.61%)	0.87%
8. France	**13,780** (0.32%)	64.16%	8,841 (0.36%)	54.56%	2.66	00:02:12	79 (0.16%)	€3,655,090.00 (0.18%)	0.57%
9. Spain	**13,085** (0.30%)	58.74%	7,686 (0.31%)	54.94%	2.51	00:02:11	54 (0.11%)	€3,924,600.00 (0.19%)	0.41%
10. Netherlands	**12,607** (0.29%)	59.60%	7,514 (0.31%)	48.04%	3.12	00:02:14	103 (0.21%)	€8,992,200.00 (0.43%)	0.82%

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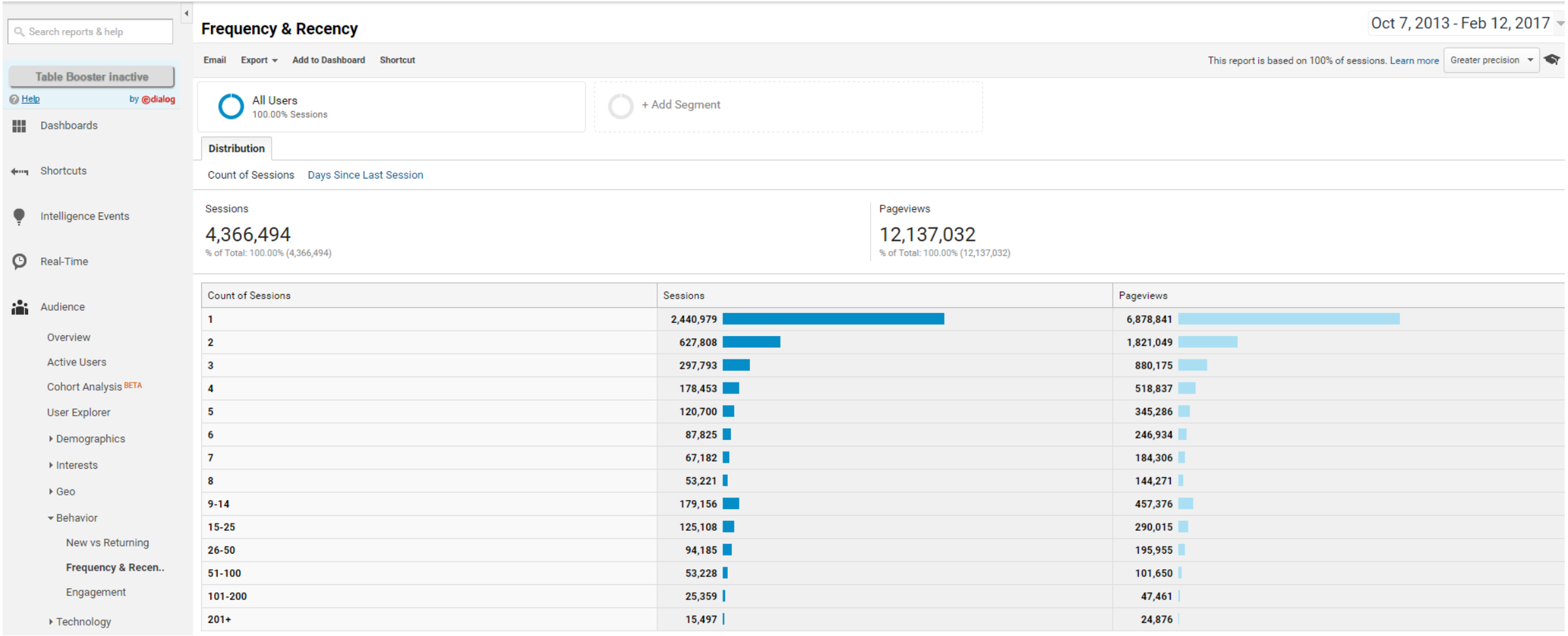
REPORTING OVERVIEW

Audience – Behaviour



Count of Sessions	Sessions	Pageviews
1	2,440,979	6,878,841
2	627,808	1,821,049
3	297,793	880,175
4	178,453	518,837
5	120,700	345,286
6	87,825	246,934
7	67,182	184,306
8	53,221	144,271
9-14	179,156	457,376
15-25	125,108	290,015
26-50	94,185	195,955
51-100	53,228	101,650
101-200	25,359	47,461
201+	15,497	24,876

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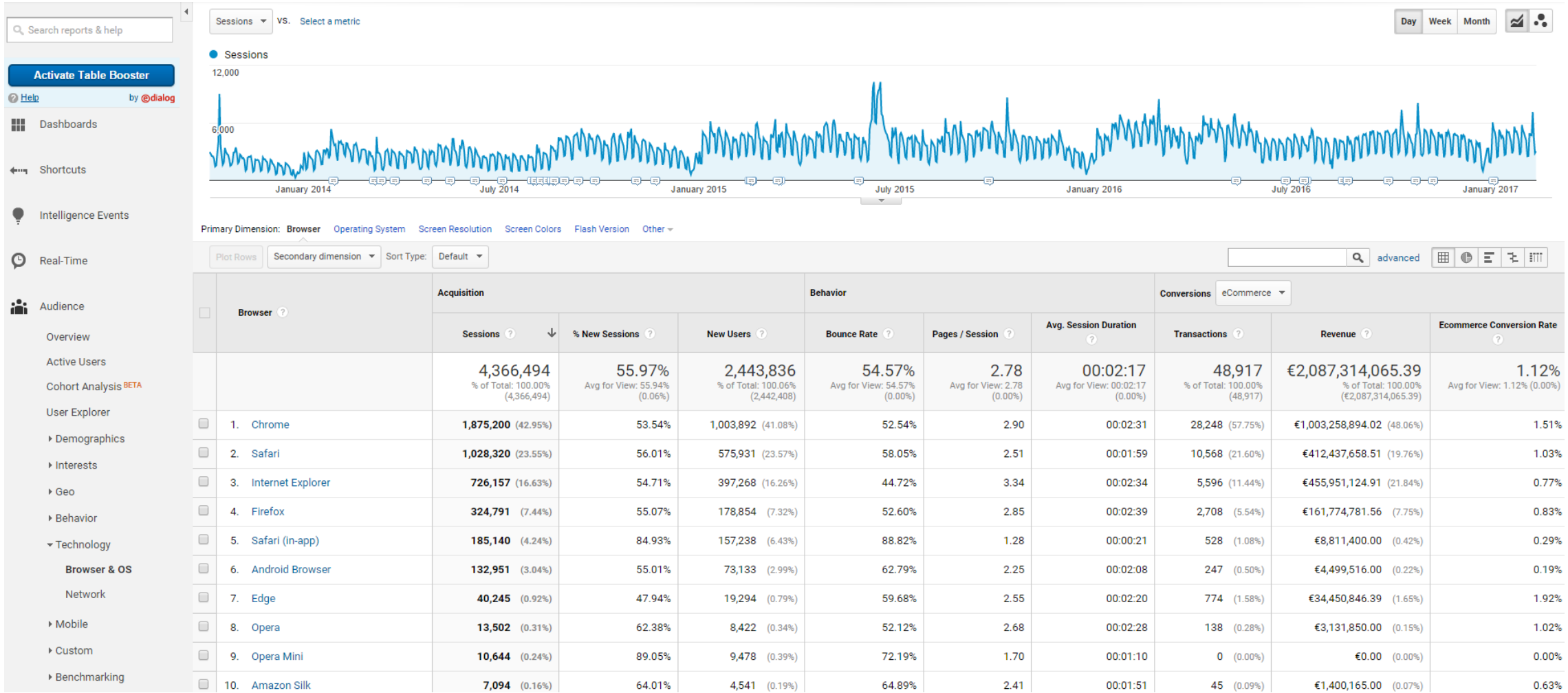
REPORTING OVERVIEW

Audience – Technology



Browser	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	4,366,494 % of Total: 100.00% (4,366,494)	55.97% Avg for View: 55.94% (0.06%)	2,443,836 % of Total: 100.06% (2,442,408)	54.57% Avg for View: 54.57% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	48,917 % of Total: 100.00% (48,917)	€2,087,314,065.39 % of Total: 100.00% (€2,087,314,065.39)	1.12% Avg for View: 1.12% (0.00%)
1. Chrome	1,875,200 (42.95%)	53.54%	1,003,892 (41.08%)	52.54%	2.90	00:02:31	28,248 (57.75%)	€1,003,258,894.02 (48.06%)	1.51%
2. Safari	1,028,320 (23.55%)	56.01%	575,931 (23.57%)	58.05%	2.51	00:01:59	10,568 (21.60%)	€412,437,658.51 (19.76%)	1.03%
3. Internet Explorer	726,157 (16.63%)	54.71%	397,268 (16.26%)	44.72%	3.34	00:02:34	5,596 (11.44%)	€455,951,124.91 (21.84%)	0.77%
4. Firefox	324,791 (7.44%)	55.07%	178,854 (7.32%)	52.60%	2.85	00:02:39	2,708 (5.54%)	€161,774,781.56 (7.75%)	0.83%
5. Safari (in-app)	185,140 (4.24%)	84.93%	157,238 (6.43%)	88.82%	1.28	00:00:21	528 (1.08%)	€8,811,400.00 (0.42%)	0.29%
6. Android Browser	132,951 (3.04%)	55.01%	73,133 (2.99%)	62.79%	2.25	00:02:08	247 (0.50%)	€4,499,516.00 (0.22%)	0.19%
7. Edge	40,245 (0.92%)	47.94%	19,294 (0.79%)	59.68%	2.55	00:02:20	774 (1.58%)	€34,450,846.39 (1.65%)	1.92%
8. Opera	13,502 (0.31%)	62.38%	8,422 (0.34%)	52.12%	2.68	00:02:28	138 (0.28%)	€3,131,850.00 (0.15%)	1.02%
9. Opera Mini	10,644 (0.24%)	89.05%	9,478 (0.39%)	72.19%	1.70	00:01:10	0 (0.00%)	€0.00 (0.00%)	0.00%
10. Amazon Silk	7,094 (0.16%)	64.01%	4,541 (0.19%)	64.89%	2.41	00:01:51	45 (0.09%)	€1,400,165.00 (0.07%)	0.63%

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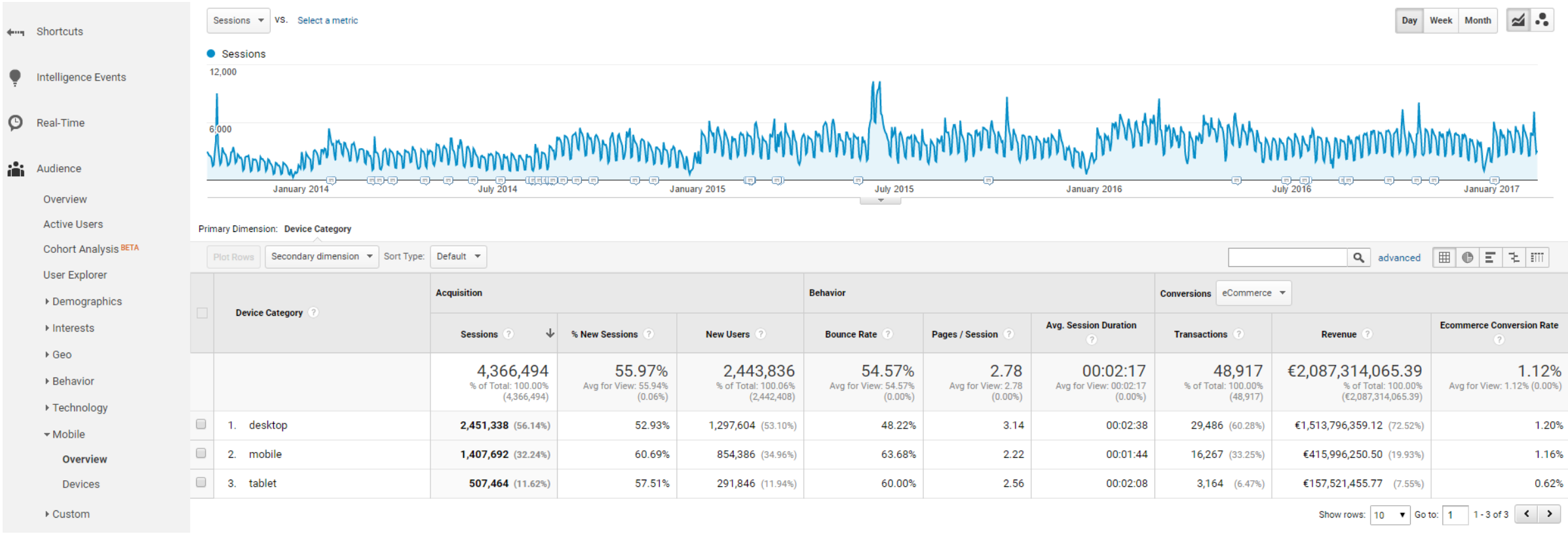
REPORTING OVERVIEW

Audience – Mobile



Device Category	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	4,366,494 % of Total: 100.00% (4,366,494)	55.97% Avg for View: 55.94% (0.06%)	2,443,836 % of Total: 100.06% (2,442,408)	54.57% Avg for View: 54.57% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	48,917 % of Total: 100.00% (48,917)	€2,087,314,065.39 % of Total: 100.00% (€2,087,314,065.39)	1.12% Avg for View: 1.12% (0.00%)
1. desktop	**2,451,338** (56.14%)	52.93%	1,297,604 (53.10%)	48.22%	3.14	00:02:38	29,486 (60.28%)	€1,513,796,359.12 (72.52%)	1.20%
2. mobile	**1,407,692** (32.24%)	60.69%	854,386 (34.96%)	63.68%	2.22	00:01:44	16,267 (33.25%)	€415,996,250.50 (19.93%)	1.16%
3. tablet	**507,464** (11.62%)	57.51%	291,846 (11.94%)	60.00%	2.56	00:02:08	3,164 (6.47%)	€157,521,455.77 (7.55%)	0.62%

Show rows: 10 Go to: 1 1 - 3 of 3

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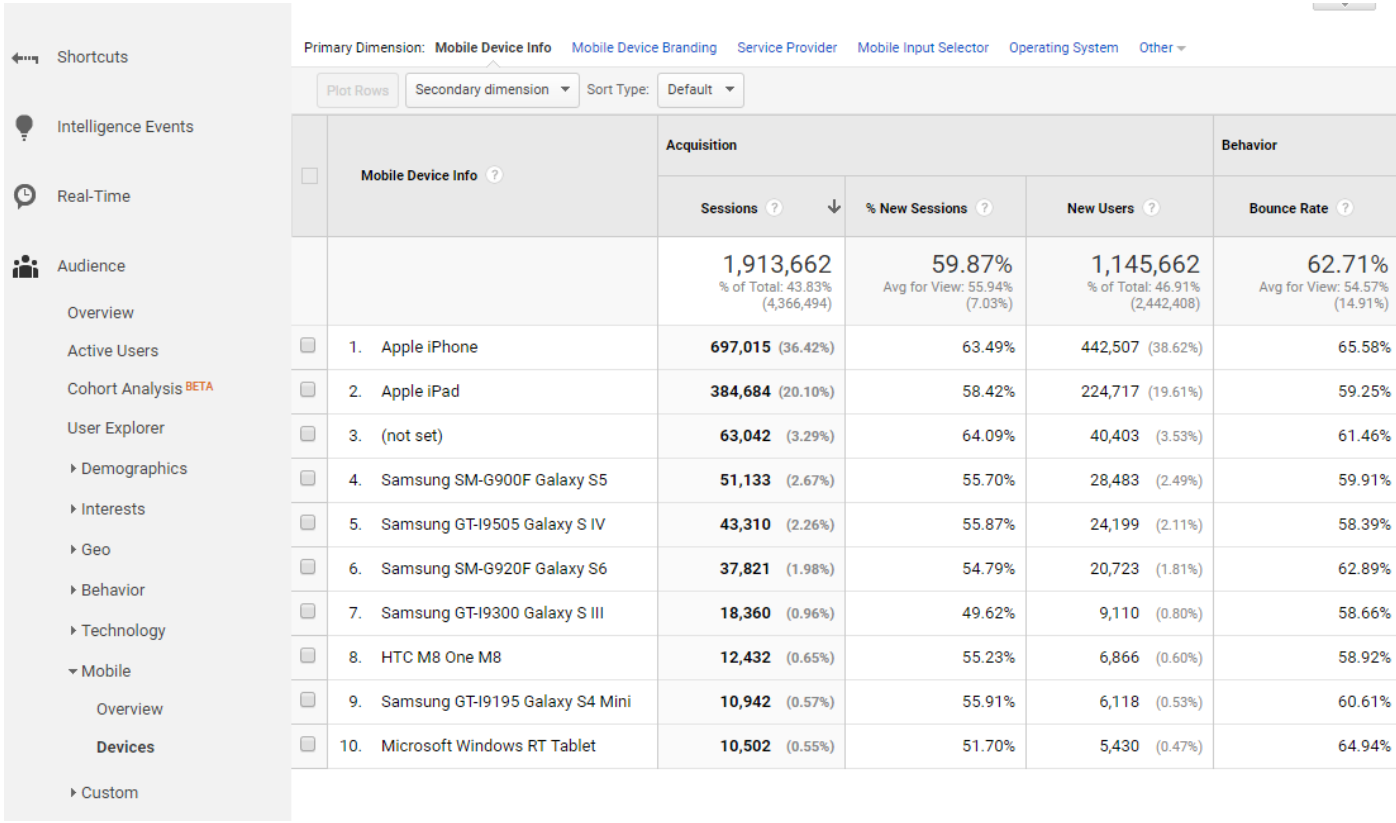
REPORTING OVERVIEW

Audience – Mobile



- Shortcuts
- Intelligence Events
- Real-Time
- Audience
  - Overview
  - Active Users
  - Cohort Analysis BETA
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behavior
  - Technology
  - Mobile
    - Overview
    - **Devices**
  - Custom

Primary Dimension: **Mobile Device Info** | Mobile Device Branding | Service Provider | Mobile Input Selector | Operating System | Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Mobile Device Info	Acquisition			Behavior			Conversions eCommerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		1,913,662 % of Total: 43.83% (4,366,494)	59.87% Avg for View: 55.94% (7.03%)	1,145,662 % of Total: 46.91% (2,442,408)	62.71% Avg for View: 54.57% (14.91%)	2.31 Avg for View: 2.78 (-16.81%)	00:01:50 Avg for View: 00:02:17 (-19.62%)	19,404 % of Total: 39.67% (48,917)	€573,328,706.27 % of Total: 27.47% (€2,087,314,065.39)	1.01% Avg for View: 1.12% (-9.49%)
1.	Apple iPhone	**697,015** (36.42%)	63.49%	442,507 (38.62%)	65.58%	2.10	00:01:26	7,014 (36.15%)	€210,435,015.51 (36.70%)	1.01%
2.	Apple iPad	**384,684** (20.10%)	58.42%	224,717 (19.61%)	59.25%	2.58	00:02:07	2,367 (12.20%)	€133,129,615.77 (23.22%)	0.62%
3.	(not set)	**63,042** (3.29%)	64.09%	40,403 (3.53%)	61.46%	2.41	00:02:01	593 (3.06%)	€16,903,952.00 (2.95%)	0.94%
4.	Samsung SM-G900F Galaxy S5	**51,133** (2.67%)	55.70%	28,483 (2.49%)	59.91%	2.54	00:02:04	944 (4.86%)	€24,606,285.00 (4.29%)	1.85%
5.	Samsung GT-I9505 Galaxy S IV	**43,310** (2.26%)	55.87%	24,199 (2.11%)	58.39%	2.60	00:02:05	249 (1.28%)	€5,628,643.00 (0.98%)	0.57%
6.	Samsung SM-G920F Galaxy S6	**37,821** (1.98%)	54.79%	20,723 (1.81%)	62.89%	2.34	00:01:54	945 (4.87%)	€30,232,513.00 (5.27%)	2.50%
7.	Samsung GT-I9300 Galaxy S III	**18,360** (0.96%)	49.62%	9,110 (0.80%)	58.66%	2.37	00:02:38	25 (0.13%)	€71,000.00 (0.01%)	0.14%
8.	HTC M8 One M8	**12,432** (0.65%)	55.23%	6,866 (0.60%)	58.92%	2.50	00:02:01	215 (1.11%)	€5,863,750.00 (1.02%)	1.73%
9.	Samsung GT-I9195 Galaxy S4 Mini	**10,942** (0.57%)	55.91%	6,118 (0.53%)	60.61%	2.48	00:01:59	68 (0.35%)	€1,882,180.00 (0.33%)	0.62%
10.	Microsoft Windows RT Tablet	**10,502** (0.55%)	51.70%	5,430 (0.47%)	64.94%	2.33	00:01:57	61 (0.31%)	€2,190,705.00 (0.38%)	0.58%

Show rows: 10 | Go to: 1 | 1 - 10 of 4566

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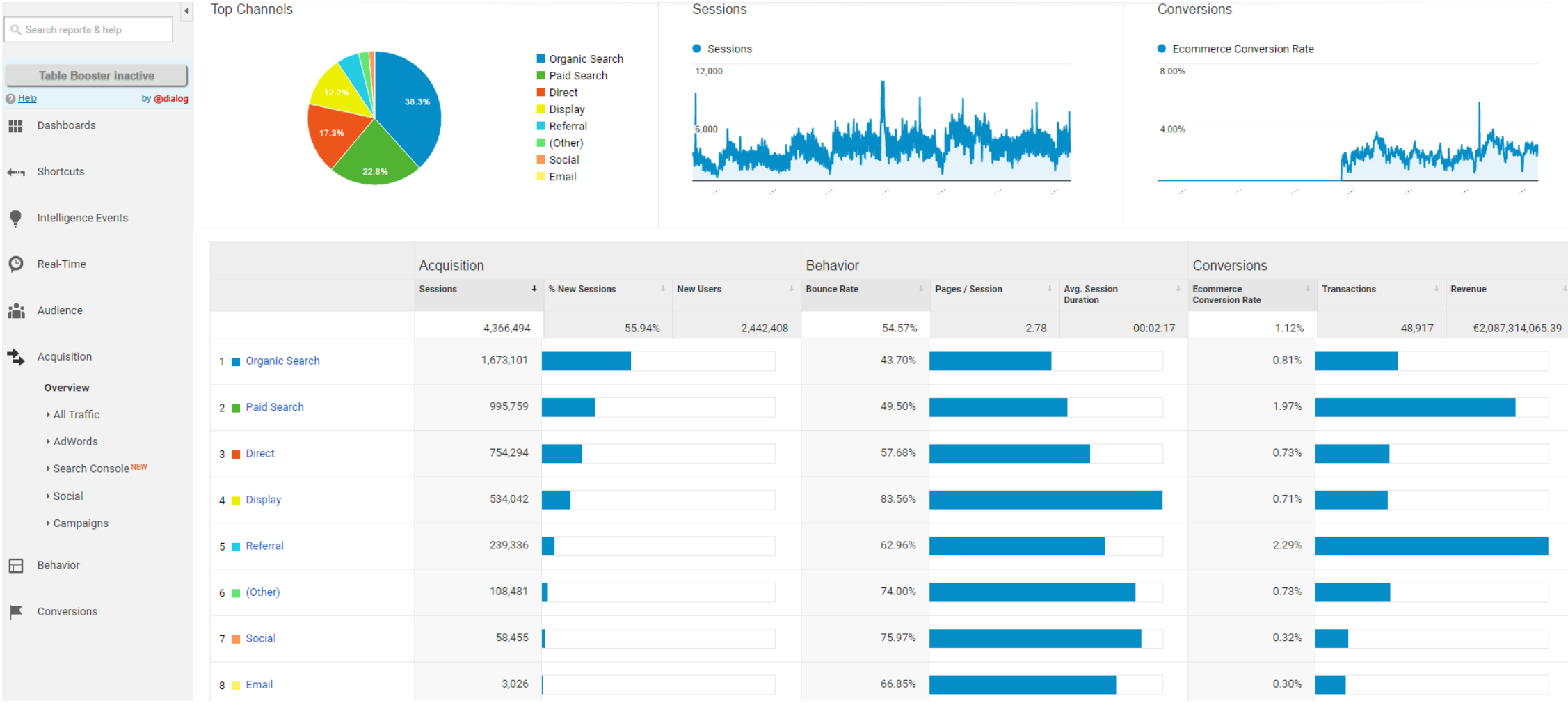
REPORTING OVERVIEW

Acquisition – All Overview



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	4,366,494	55.94%	2,442,408	54.57%	2.78	00:02:17	1.12%	48,917	€2,087,314,065.39
1 Organic Search	1,673,101			43.70%			0.81%		
2 Paid Search	995,759			49.50%			1.97%		
3 Direct	754,294			57.68%			0.73%		
4 Display	534,042			83.56%			0.71%		
5 Referral	239,336			62.96%			2.29%		
6 (Other)	108,481			74.00%			0.73%		
7 Social	58,455			75.97%			0.32%		
8 Email	3,026			66.85%			0.30%		

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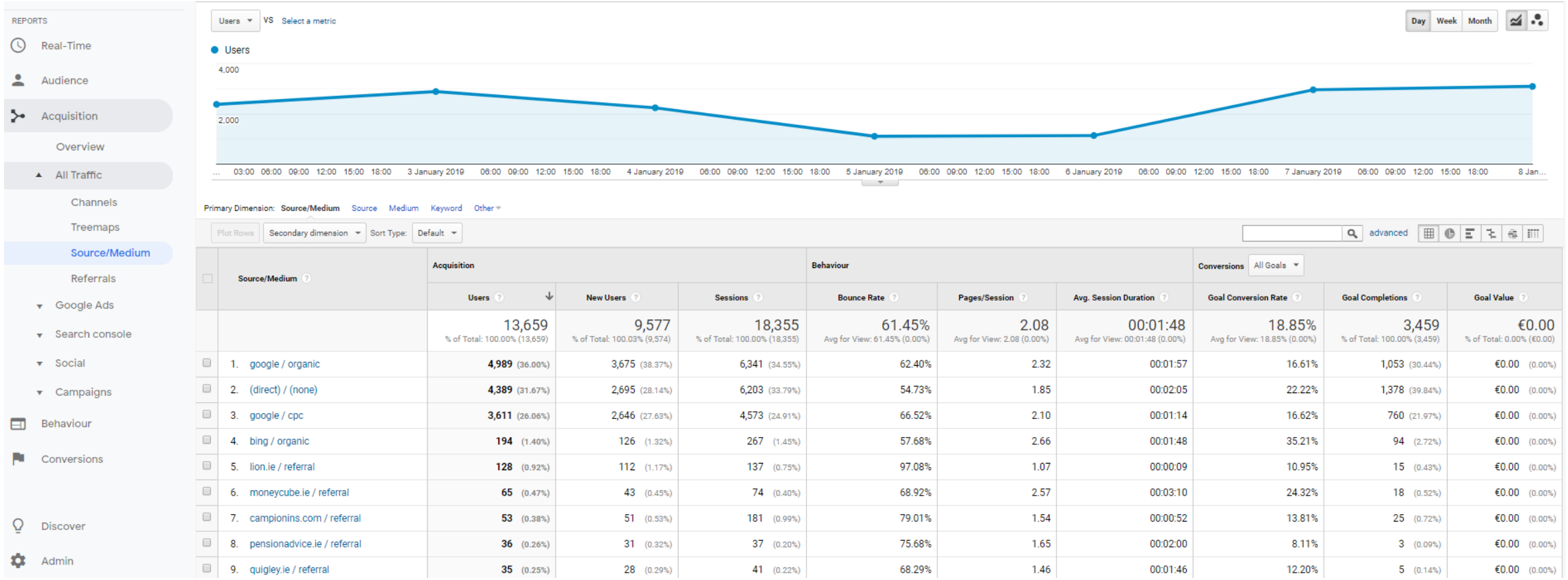
Acquisition – All Traffic



Source/Medium	Acquisition			Behaviour			Conversions All Goals		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	13,659 % of Total: 100.00% (13,659)	9,577 % of Total: 100.03% (9,574)	18,355 % of Total: 100.00% (18,355)	61.45% Avg for View: 61.45% (0.00%)	2.08 Avg for View: 2.08 (0.00%)	00:01:48 Avg for View: 00:01:48 (0.00%)	18.85% Avg for View: 18.85% (0.00%)	3,459 % of Total: 100.00% (3,459)	€0.00 % of Total: 0.00% (€0.00)
1. google / organic	**4,989** (36.00%)	3,675 (38.37%)	6,341 (34.55%)	62.40%	2.32	00:01:57	16.61%	1,053 (30.44%)	€0.00 (0.00%)
2. (direct) / (none)	**4,389** (31.67%)	2,695 (28.14%)	6,203 (33.79%)	54.73%	1.85	00:02:05	22.22%	1,378 (39.84%)	€0.00 (0.00%)
3. google / cpc	**3,611** (26.06%)	2,646 (27.63%)	4,573 (24.91%)	66.52%	2.10	00:01:14	16.62%	760 (21.97%)	€0.00 (0.00%)
4. bing / organic	**194** (1.40%)	126 (1.32%)	267 (1.45%)	57.68%	2.66	00:01:48	35.21%	94 (2.72%)	€0.00 (0.00%)
5. lion.ie / referral	**128** (0.92%)	112 (1.17%)	137 (0.75%)	97.08%	1.07	00:00:09	10.95%	15 (0.43%)	€0.00 (0.00%)
6. moneycube.ie / referral	**65** (0.47%)	43 (0.45%)	74 (0.40%)	68.92%	2.57	00:03:10	24.32%	18 (0.52%)	€0.00 (0.00%)
7. campionins.com / referral	**53** (0.38%)	51 (0.53%)	181 (0.99%)	79.01%	1.54	00:00:52	13.81%	25 (0.72%)	€0.00 (0.00%)
8. pensionadvice.ie / referral	**36** (0.26%)	31 (0.32%)	37 (0.20%)	75.68%	1.65	00:02:00	8.11%	3 (0.09%)	€0.00 (0.00%)
9. quigley.ie / referral	**35** (0.25%)	28 (0.29%)	41 (0.22%)	68.29%	1.46	00:01:46	12.20%	5 (0.14%)	€0.00 (0.00%)

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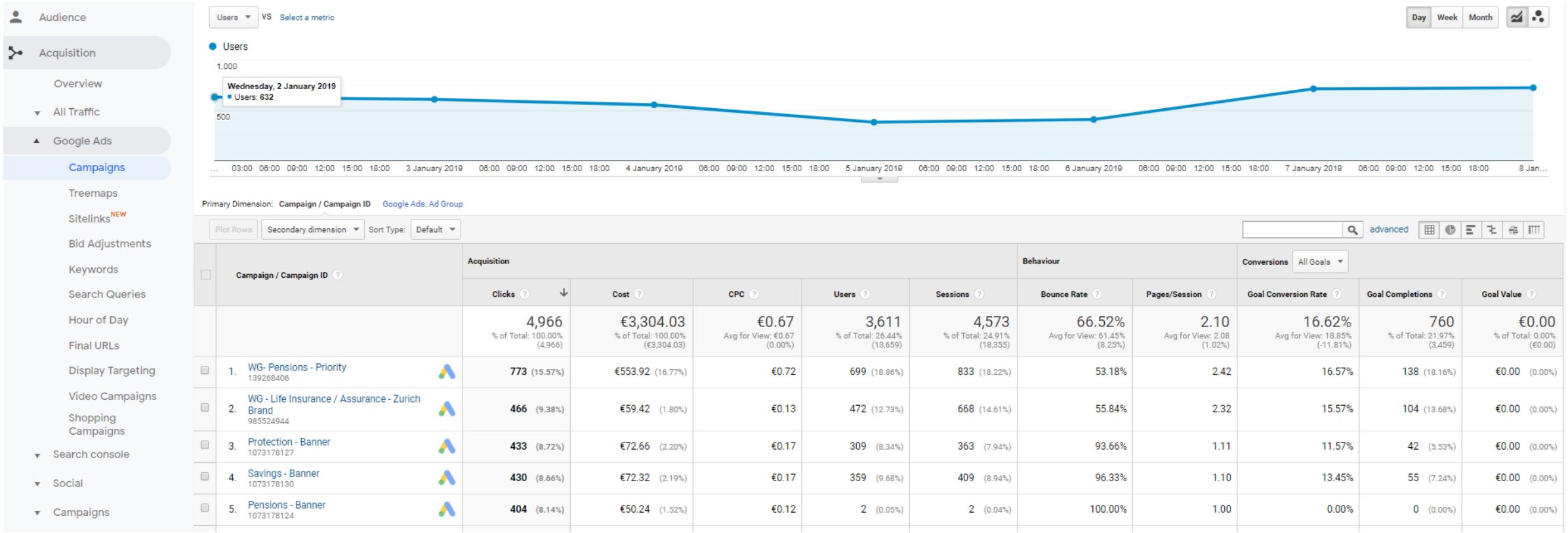
REPORTING OVERVIEW

Acquisition – AdWords



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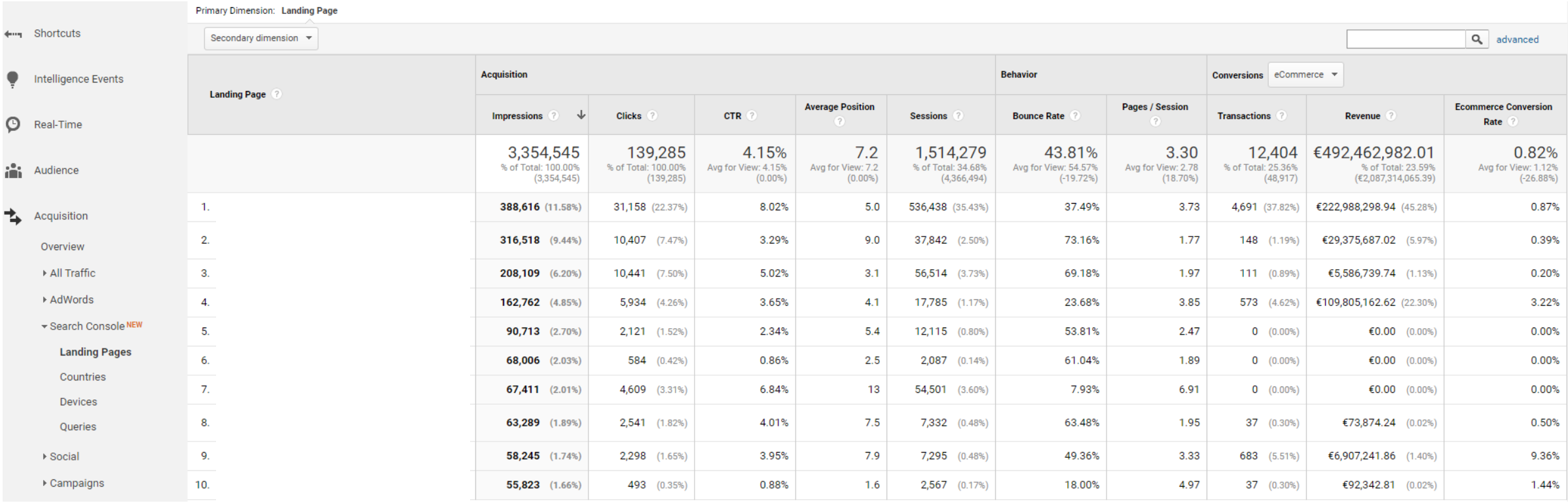
Acquisition – Search Console



Primary Dimension: **Landing Page**

Secondary dimension | advanced

	Landing Page	Acquisition					Behavior		Conversions eCommerce		
		Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Transactions	Revenue	Ecommerce Conversion Rate
		3,354,545 % of Total: 100.00% (3,354,545)	139,285 % of Total: 100.00% (139,285)	4.15% Avg for View: 4.15% (0.00%)	7.2 Avg for View: 7.2 (0.00%)	1,514,279 % of Total: 34.68% (4,366,494)	43.81% Avg for View: 54.57% (-19.72%)	3.30 Avg for View: 2.78 (18.70%)	12,404 % of Total: 25.36% (48,917)	€492,462,982.01 % of Total: 23.59% (€2,087,314,065.39)	0.82% Avg for View: 1.12% (-26.88%)
1.		**388,616** (11.58%)	31,158 (22.37%)	8.02%	5.0	536,438 (35.43%)	37.49%	3.73	4,691 (37.82%)	€222,988,298.94 (45.28%)	0.87%
2.		**316,518** (9.44%)	10,407 (7.47%)	3.29%	9.0	37,842 (2.50%)	73.16%	1.77	148 (1.19%)	€29,375,687.02 (5.97%)	0.39%
3.		**208,109** (6.20%)	10,441 (7.50%)	5.02%	3.1	56,514 (3.73%)	69.18%	1.97	111 (0.89%)	€5,586,739.74 (1.13%)	0.20%
4.		**162,762** (4.85%)	5,934 (4.26%)	3.65%	4.1	17,785 (1.17%)	23.68%	3.85	573 (4.62%)	€109,805,162.62 (22.30%)	3.22%
5.		**90,713** (2.70%)	2,121 (1.52%)	2.34%	5.4	12,115 (0.80%)	53.81%	2.47	0 (0.00%)	€0.00 (0.00%)	0.00%
6.		**68,006** (2.03%)	584 (0.42%)	0.86%	2.5	2,087 (0.14%)	61.04%	1.89	0 (0.00%)	€0.00 (0.00%)	0.00%
7.		**67,411** (2.01%)	4,609 (3.31%)	6.84%	13	54,501 (3.60%)	7.93%	6.91	0 (0.00%)	€0.00 (0.00%)	0.00%
8.		**63,289** (1.89%)	2,541 (1.82%)	4.01%	7.5	7,332 (0.48%)	63.48%	1.95	37 (0.30%)	€73,874.24 (0.02%)	0.50%
9.		**58,245** (1.74%)	2,298 (1.65%)	3.95%	7.9	7,295 (0.48%)	49.36%	3.33	683 (5.51%)	€6,907,241.86 (1.40%)	9.36%
10.		**55,823** (1.66%)	493 (0.35%)	0.88%	1.6	2,567 (0.17%)	18.00%	4.97	37 (0.30%)	€92,342.81 (0.02%)	1.44%

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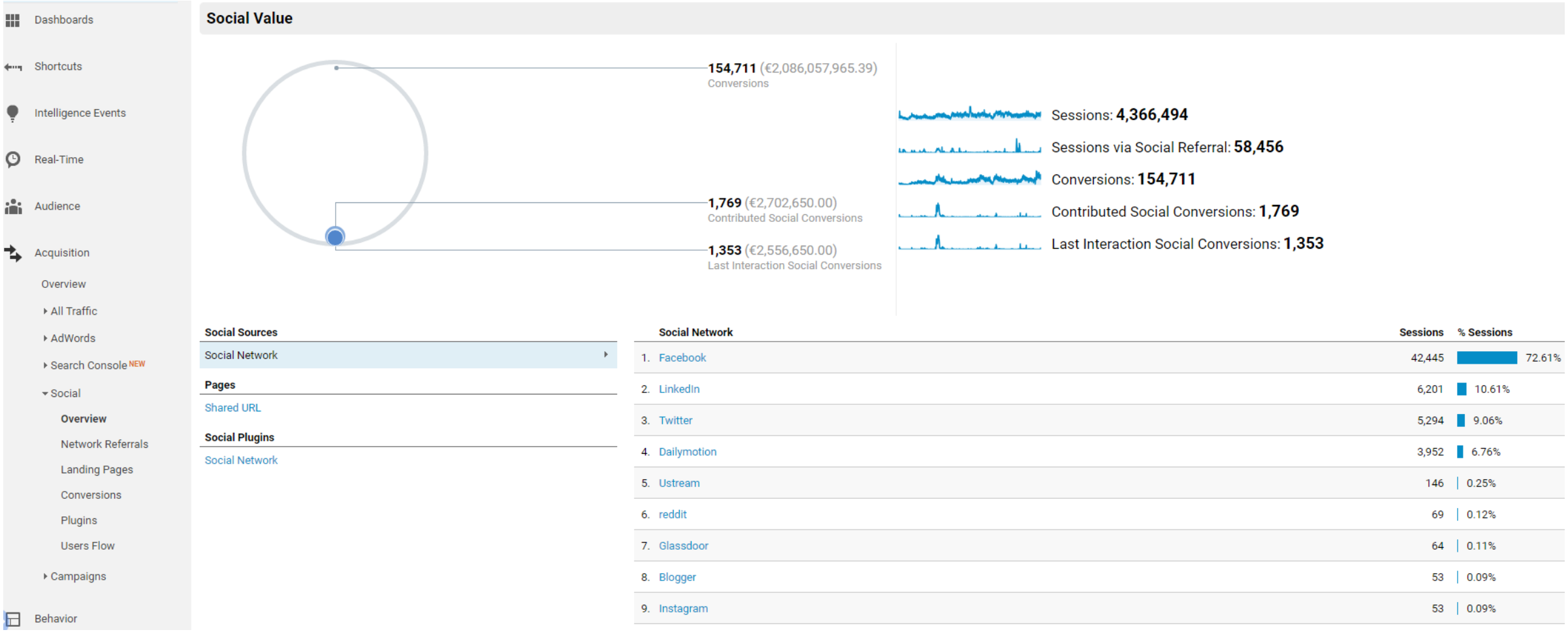
REPORTING OVERVIEW

Acquisition – Social



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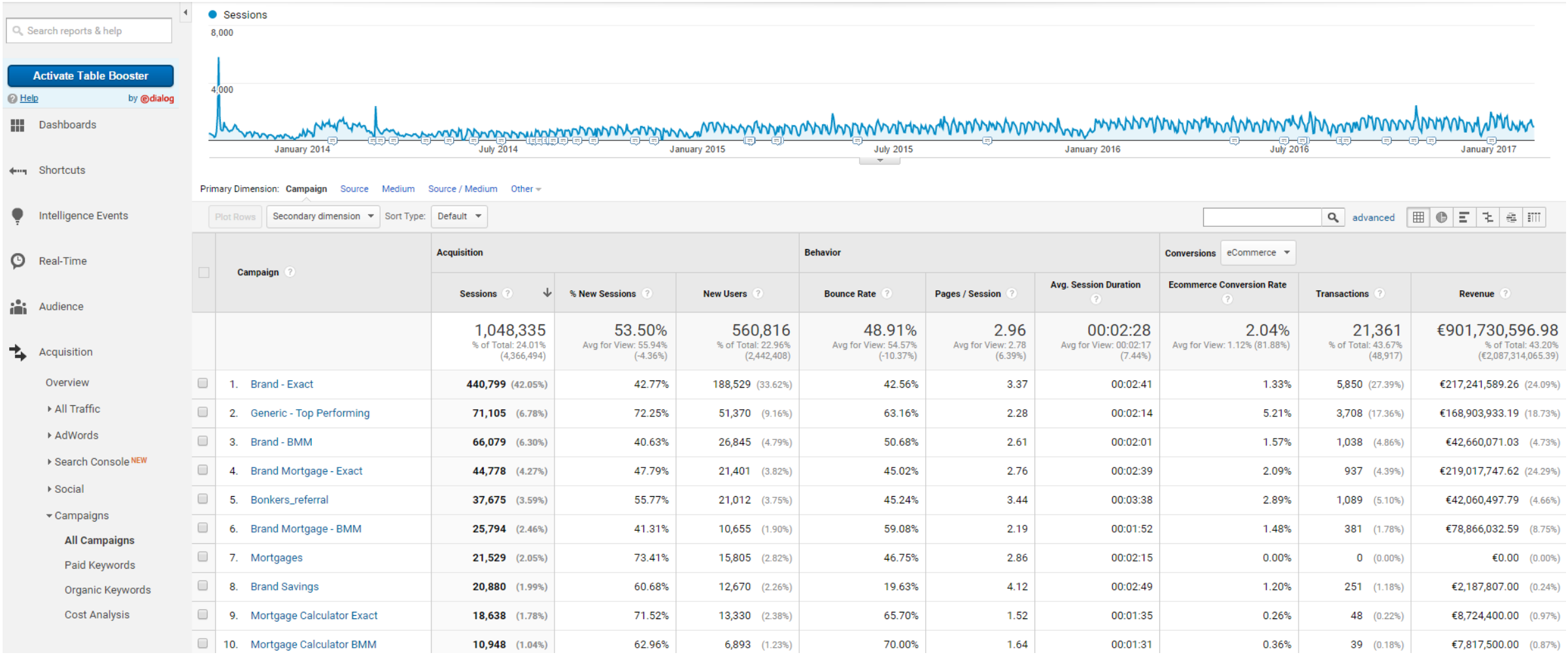
REPORTING OVERVIEW

Acquisition – Campaigns



Campaign	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	1,048,335 % of Total: 24.01% (4,366,494)	53.50% Avg for View: 55.94% (-4.36%)	560,816 % of Total: 22.96% (2,442,408)	48.91% Avg for View: 54.57% (-10.37%)	2.96 Avg for View: 2.78 (6.39%)	00:02:28 Avg for View: 00:02:17 (7.44%)	2.04% Avg for View: 1.12% (81.88%)	21,361 % of Total: 43.67% (48,917)	€901,730,596.98 % of Total: 43.20% (€2,087,314,065.39)
1. Brand - Exact	**440,799** (42.05%)	42.77%	188,529 (33.62%)	42.56%	3.37	00:02:41	1.33%	5,850 (27.39%)	€217,241,589.26 (24.09%)
2. Generic - Top Performing	**71,105** (6.78%)	72.25%	51,370 (9.16%)	63.16%	2.28	00:02:14	5.21%	3,708 (17.36%)	€168,903,933.19 (18.73%)
3. Brand - BMM	**66,079** (6.30%)	40.63%	26,845 (4.79%)	50.68%	2.61	00:02:01	1.57%	1,038 (4.86%)	€42,660,071.03 (4.73%)
4. Brand Mortgage - Exact	**44,778** (4.27%)	47.79%	21,401 (3.82%)	45.02%	2.76	00:02:39	2.09%	937 (4.39%)	€219,017,747.62 (24.29%)
5. Bonkers_referral	**37,675** (3.59%)	55.77%	21,012 (3.75%)	45.24%	3.44	00:03:38	2.89%	1,089 (5.10%)	€42,060,497.79 (4.66%)
6. Brand Mortgage - BMM	**25,794** (2.46%)	41.31%	10,655 (1.90%)	59.08%	2.19	00:01:52	1.48%	381 (1.78%)	€78,866,032.59 (8.75%)
7. Mortgages	**21,529** (2.05%)	73.41%	15,805 (2.82%)	46.75%	2.86	00:02:15	0.00%	0 (0.00%)	€0.00 (0.00%)
8. Brand Savings	**20,880** (1.99%)	60.68%	12,670 (2.26%)	19.63%	4.12	00:02:49	1.20%	251 (1.18%)	€2,187,807.00 (0.24%)
9. Mortgage Calculator Exact	**18,638** (1.78%)	71.52%	13,330 (2.38%)	65.70%	1.52	00:01:35	0.26%	48 (0.22%)	€8,724,400.00 (0.97%)
10. Mortgage Calculator BMM	**10,948** (1.04%)	62.96%	6,893 (1.23%)	70.00%	1.64	00:01:31	0.36%	39 (0.18%)	€7,817,500.00 (0.87%)

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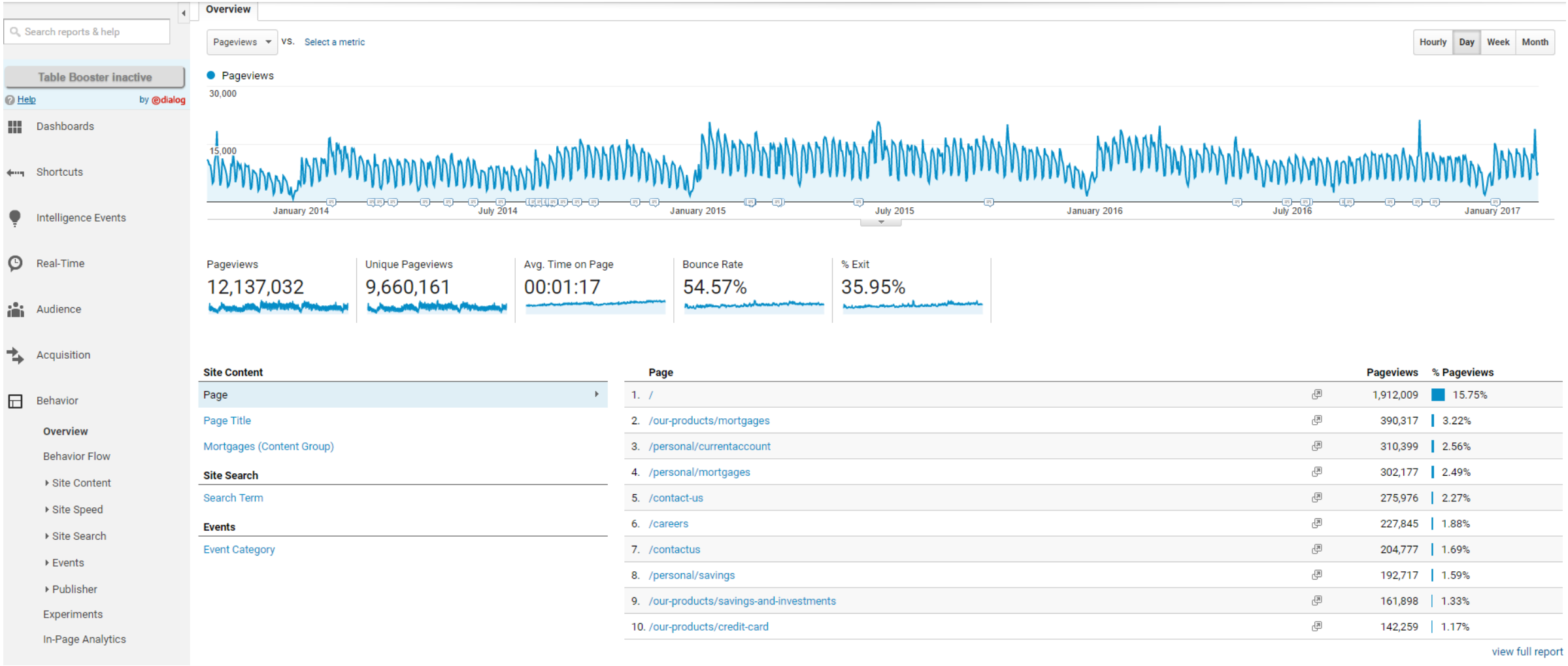
REPORTING OVERVIEW

Behaviour – Overview



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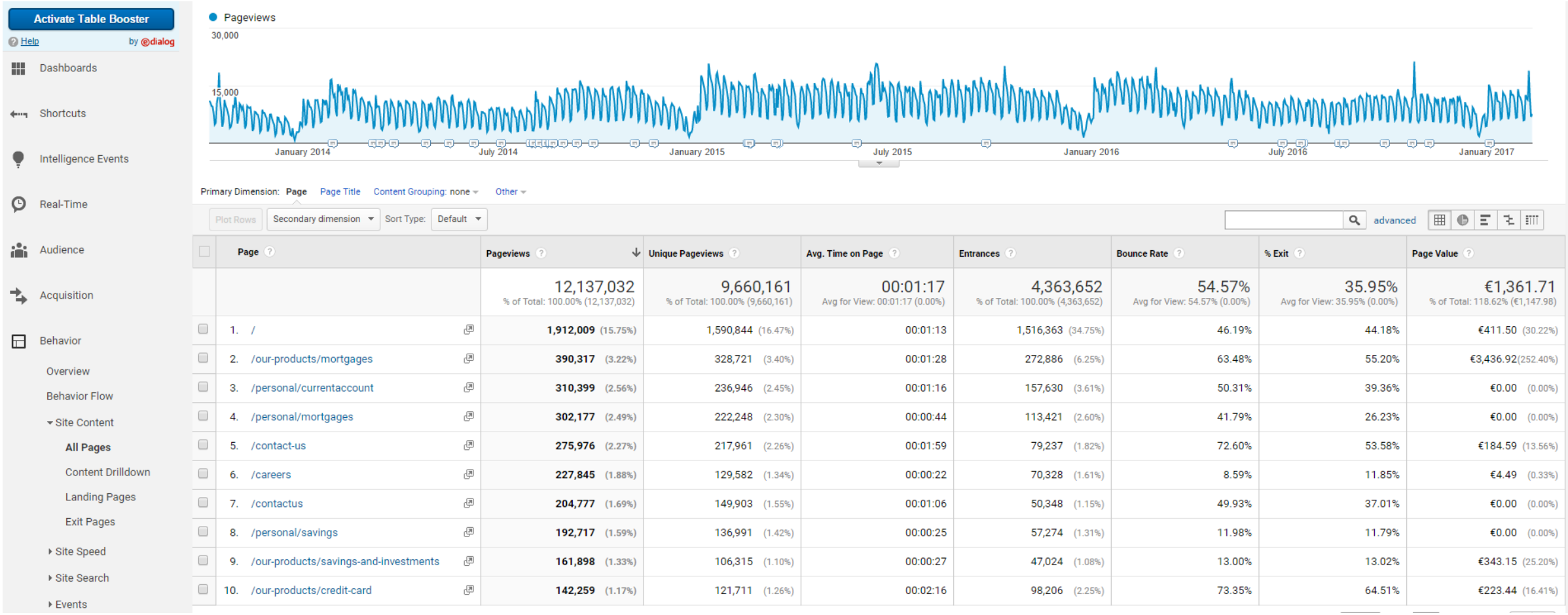
REPORTING OVERVIEW

Behaviour – Site Content



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12,137,032 % of Total: 100.00% (12,137,032)	9,660,161 % of Total: 100.00% (9,660,161)	00:01:17 Avg for View: 00:01:17 (0.00%)	4,363,652 % of Total: 100.00% (4,363,652)	54.57% Avg for View: 54.57% (0.00%)	35.95% Avg for View: 35.95% (0.00%)	€1,361.71 % of Total: 118.62% (€1,147.98)
1. /	**1,912,009** (15.75%)	1,590,844 (16.47%)	00:01:13	1,516,363 (34.75%)	46.19%	44.18%	€411.50 (30.22%)
2. /our-products/mortgages	**390,317** (3.22%)	328,721 (3.40%)	00:01:28	272,886 (6.25%)	63.48%	55.20%	€3,436.92 (252.40%)
3. /personal/currentaccount	**310,399** (2.56%)	236,946 (2.45%)	00:01:16	157,630 (3.61%)	50.31%	39.36%	€0.00 (0.00%)
4. /personal/mortgages	**302,177** (2.49%)	222,248 (2.30%)	00:00:44	113,421 (2.60%)	41.79%	26.23%	€0.00 (0.00%)
5. /contact-us	**275,976** (2.27%)	217,961 (2.26%)	00:01:59	79,237 (1.82%)	72.60%	53.58%	€184.59 (13.56%)
6. /careers	**227,845** (1.88%)	129,582 (1.34%)	00:00:22	70,328 (1.61%)	8.59%	11.85%	€4.49 (0.33%)
7. /contactus	**204,777** (1.69%)	149,903 (1.55%)	00:01:06	50,348 (1.15%)	49.93%	37.01%	€0.00 (0.00%)
8. /personal/savings	**192,717** (1.59%)	136,991 (1.42%)	00:00:25	57,274 (1.31%)	11.98%	11.79%	€0.00 (0.00%)
9. /our-products/savings-and-investments	**161,898** (1.33%)	106,315 (1.10%)	00:00:27	47,024 (1.08%)	13.00%	13.02%	€343.15 (25.20%)
10. /our-products/credit-card	**142,259** (1.17%)	121,711 (1.26%)	00:02:16	98,206 (2.25%)	73.35%	64.51%	€223.44 (16.41%)

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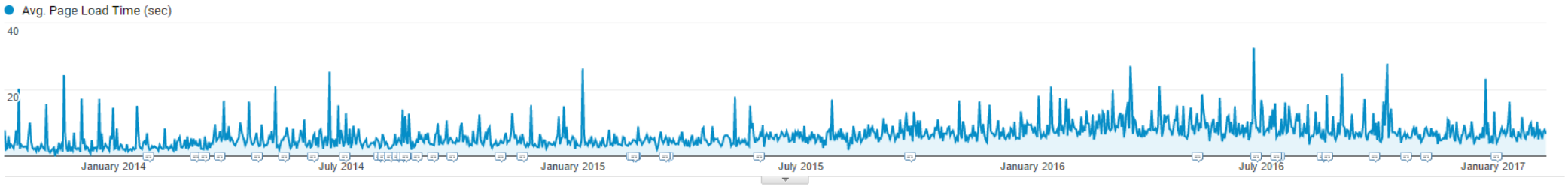
REPORTING OVERVIEW

Behaviour – Site Speed

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
- Acquisition
- Behavior
  - Overview
  - Behavior Flow
  - Site Content
  - Site Speed
    - **Overview**
    - Page Timings
    - Speed Suggestions
    - User Timings
  - Site Search
  - Events
  - Publisher
- Experiments



83,869 of pageviews sent page load sample

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)	Avg. Page Download Time (sec)
6.18	0.30	0.02	0.11	0.29	0.39

Site Speed

- Browser
- Country
- Page

	Browser	Avg. Page Load Time (sec)
1.	Mozilla	0.85
2.	Opera	3.19
3.	Amazon Silk	3.37
4.	Edge	3.65
5.	Android Webview	4.11
6.	Internet Explorer	4.87
7.	Chrome	5.48
8.	Safari (in-app)	7.41
9.	Safari	7.84
10.	Firefox	8.79

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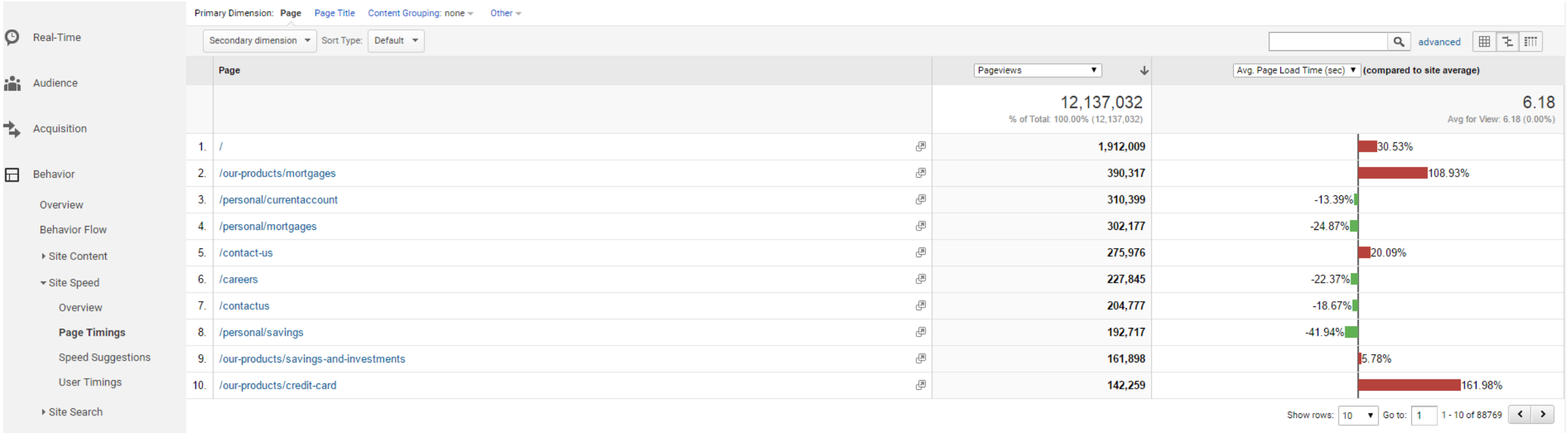
REPORTING OVERVIEW

Behaviour – Page Timings



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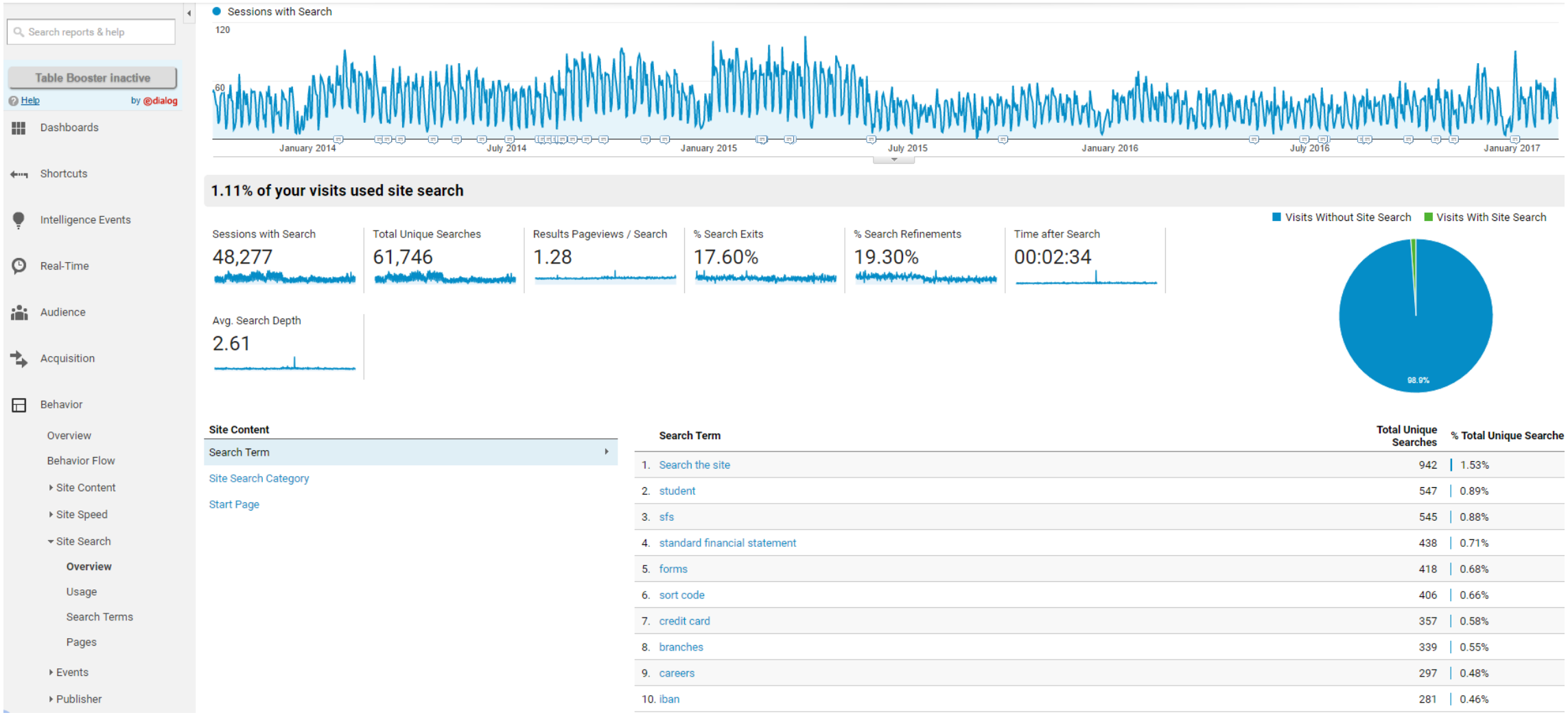
Behaviour – Site Search



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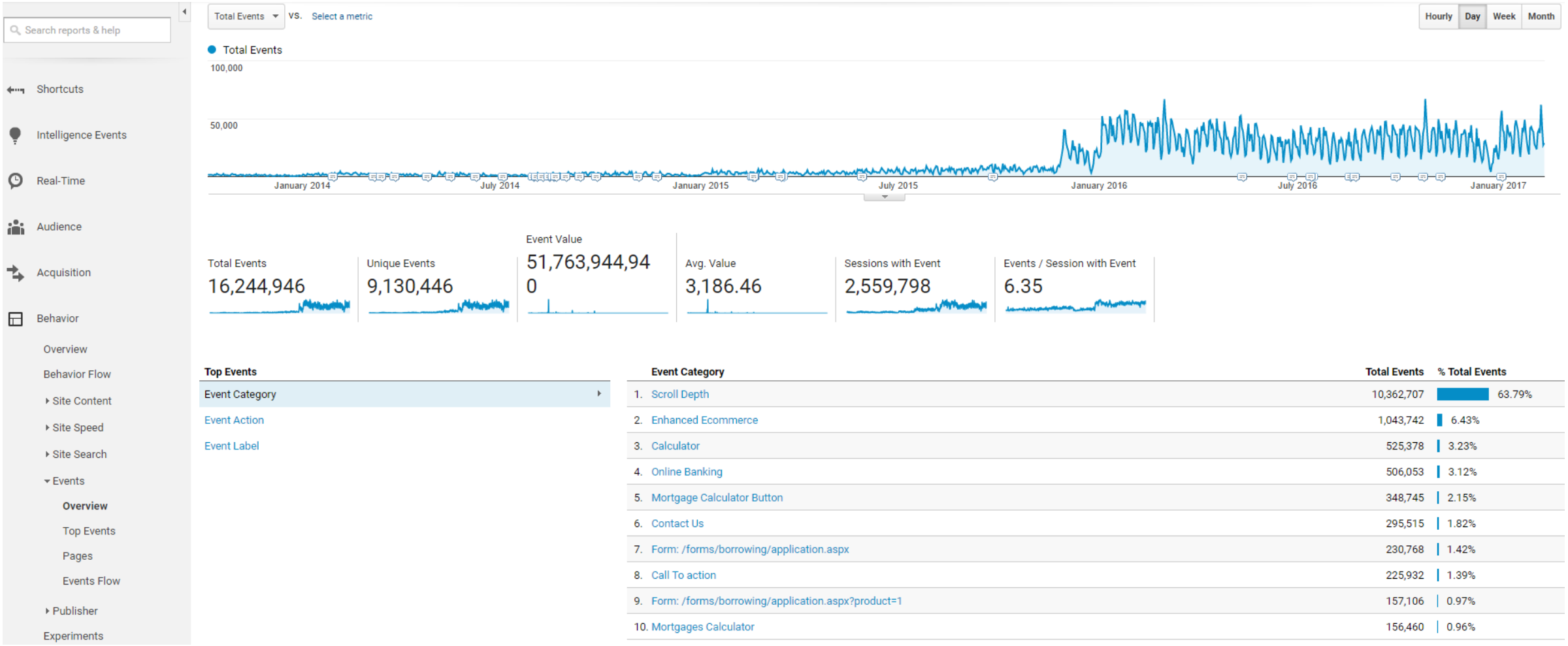
Behaviour – Events



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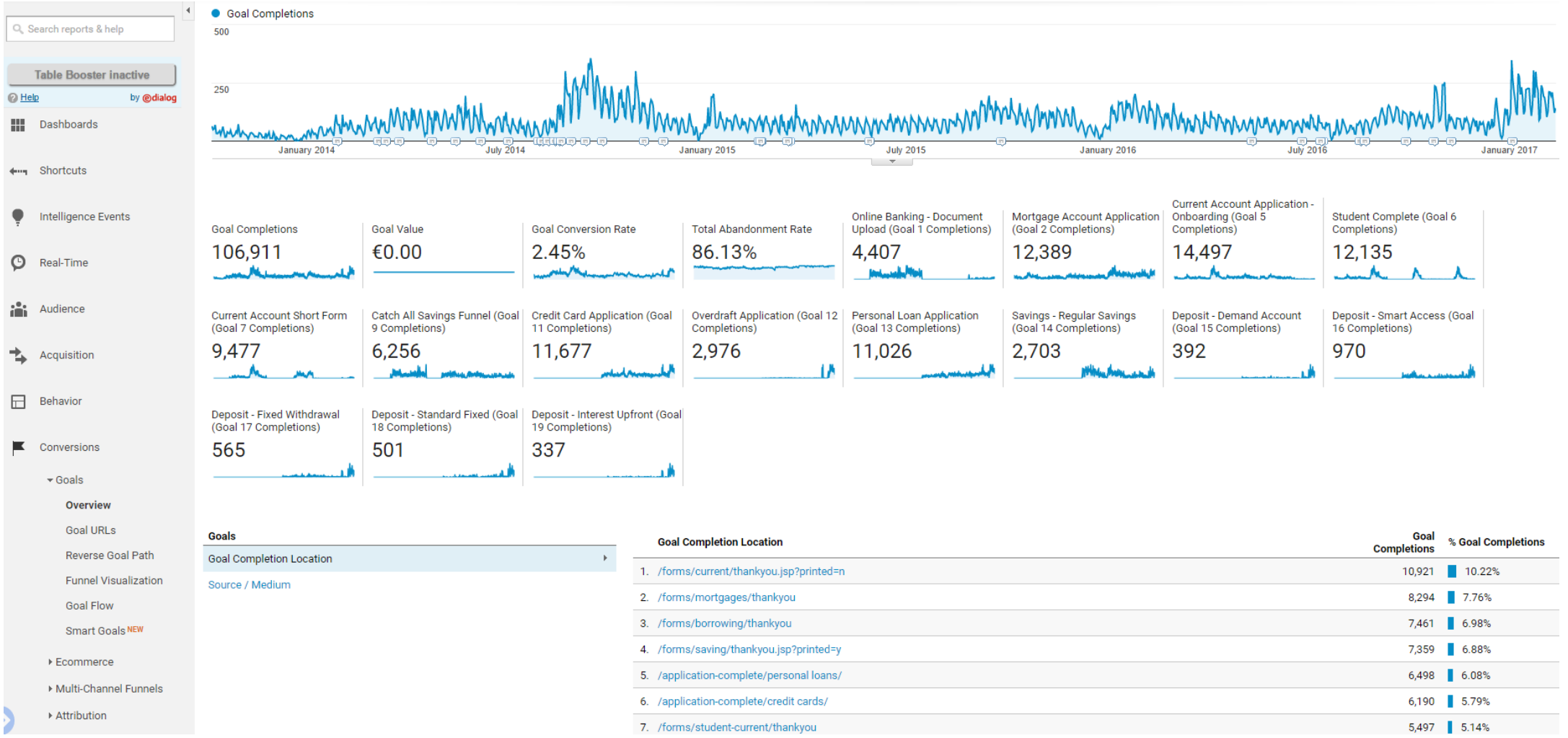
REPORTING OVERVIEW

Goals – Overview



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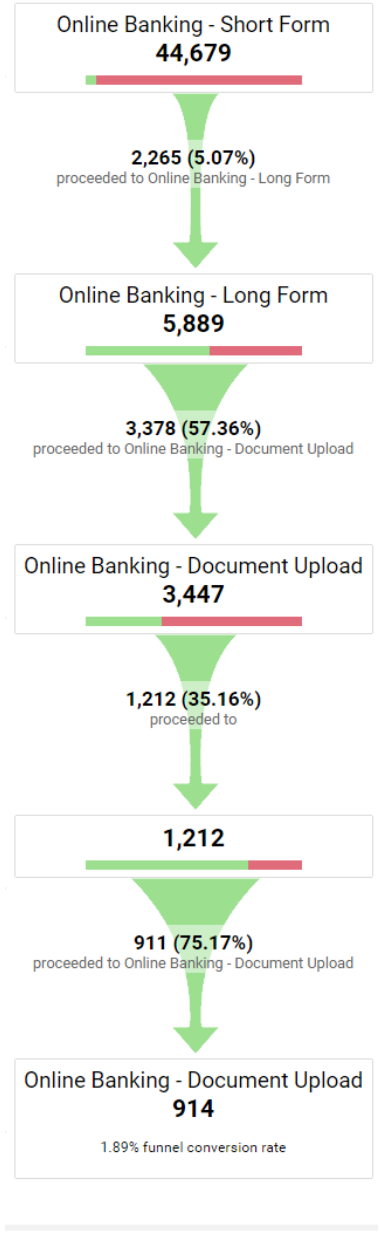
REPORTING OVERVIEW

Goals – Funnel Visualisation



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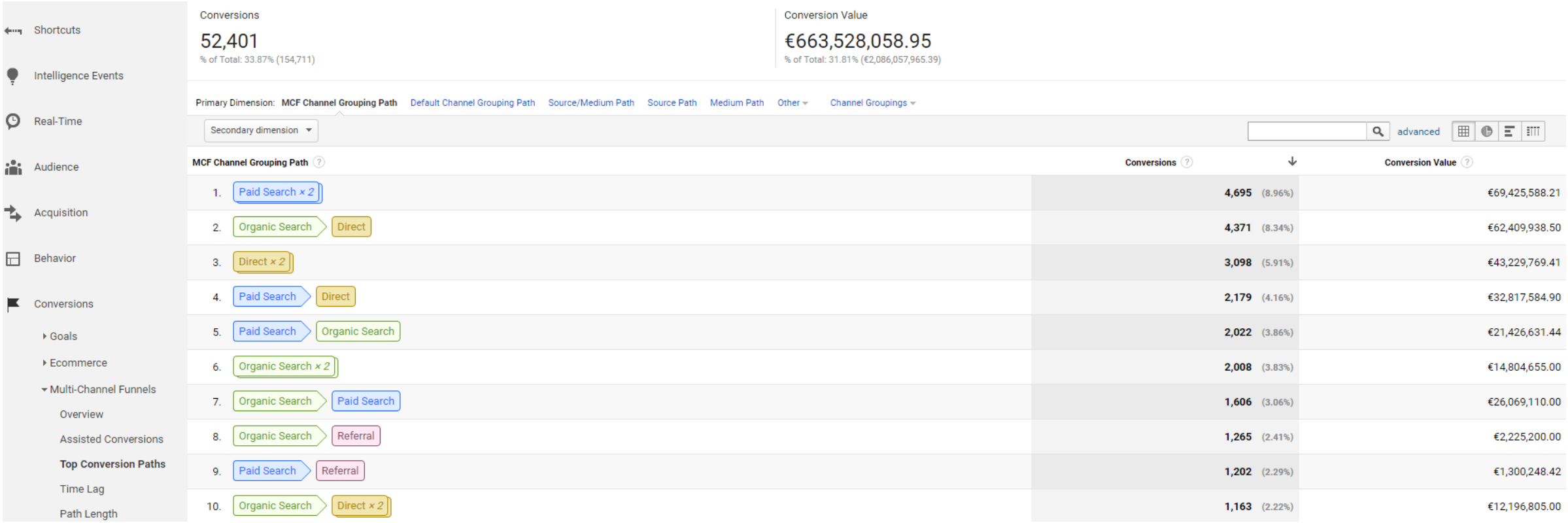
Multi-Channel Funnels – Top Conversion Paths



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REPORTING OVERVIEW

REPORTING OVERVIEW

What are goals?

- Goals are actions visitors can perform on our site that we value
- They are often split into 2 sections:
  - Micro conversion/goal – a small step on the path of a visitor towards your primary conversion goal (usually called a macro conversion)
  - Macro conversion/goal – primary action we want users to perform (transaction for ecommerce site, becoming a lead for lead gen sites)
- Crucial for performance evaluation

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REPORTING OVERVIEW

Goal types in Google Analytics

- Destination (visiting a certain page triggers a goal)
- Duration (session duration over a certain point triggers a goal)
- Pages per Session (number of pages viewed during a single session triggers a goal)
- Event (triggered when specific events are recorded)
- Smart Goal (automatic goal based on machine learning algorithms)

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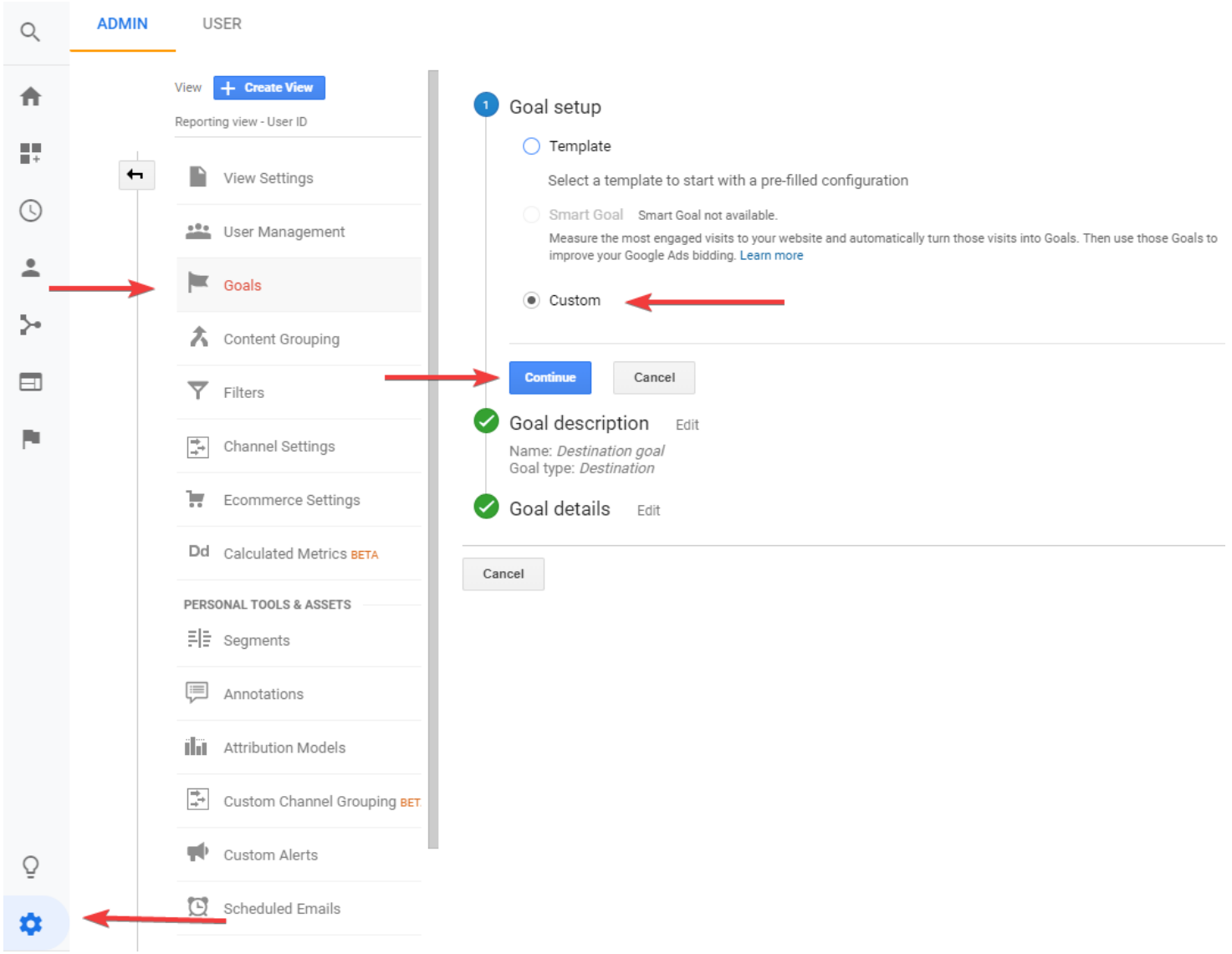
REPORTING OVERVIEW

Destination goal

- Go to Admin / Goals
- Click '+ NEW GOAL'
- Choose a 'Custom' goal
- Click 'Continue'



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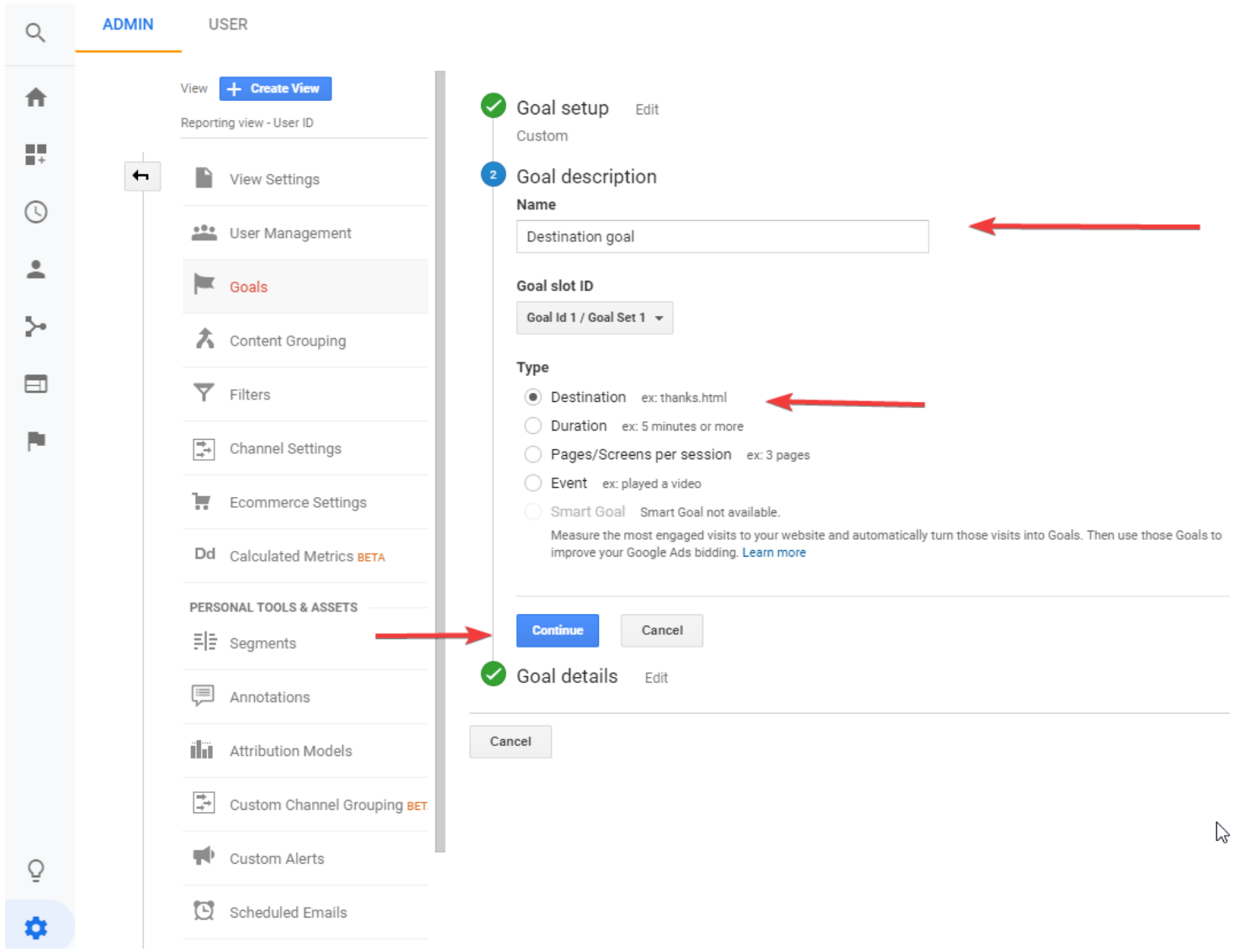
REPORTING OVERVIEW

Destination goal

- Choose the name
- Choose ‘Destination’
- Click ‘Continue’



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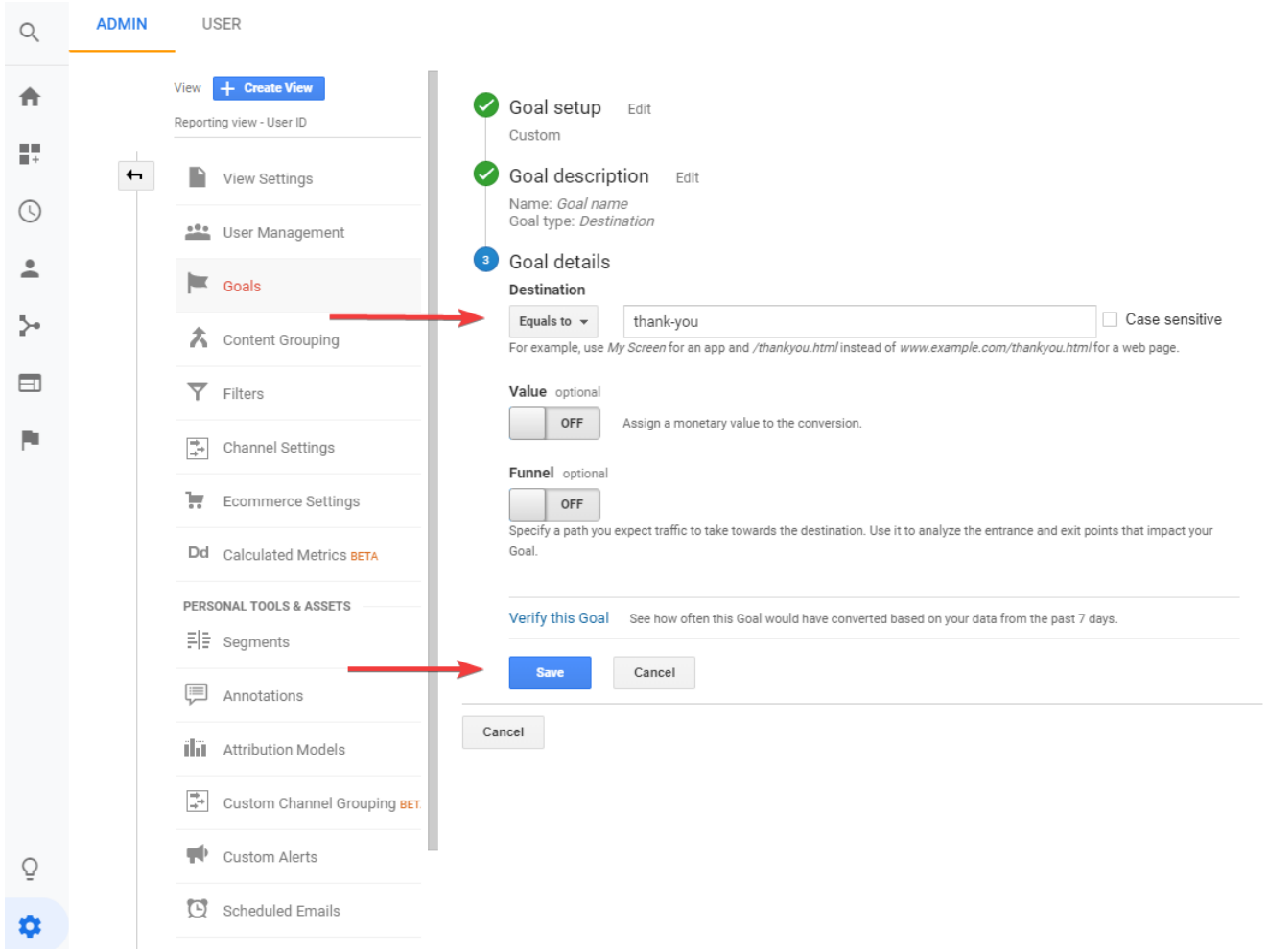
REPORTING OVERVIEW

Destination goal

- Input the destination page
- Click ‘Save’



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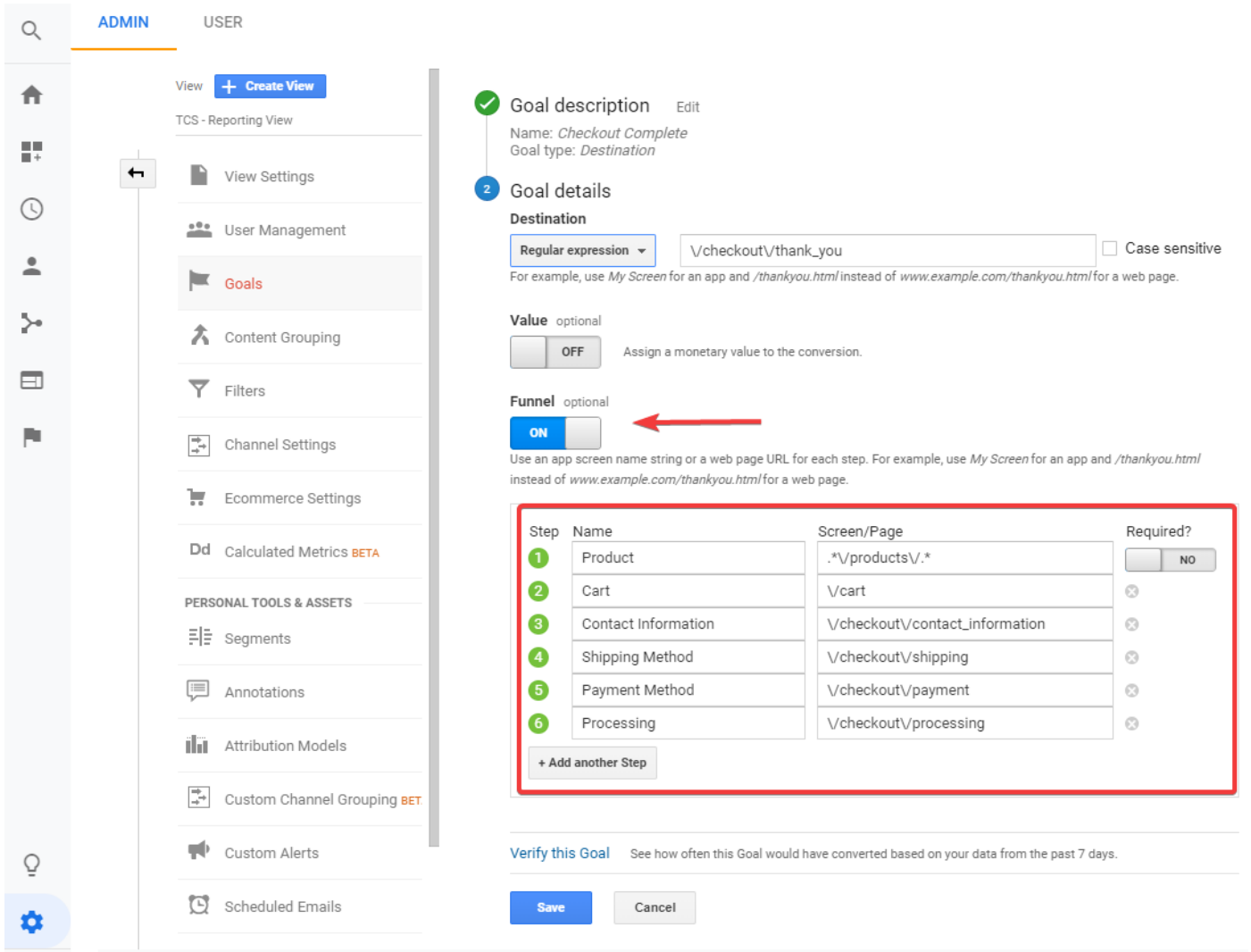
REPORTING OVERVIEW

Destination goal

- Funnel option allows us to track steps prior to the destination page
- We can see where people drop off



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REPORTING OVERVIEW

Destination goal

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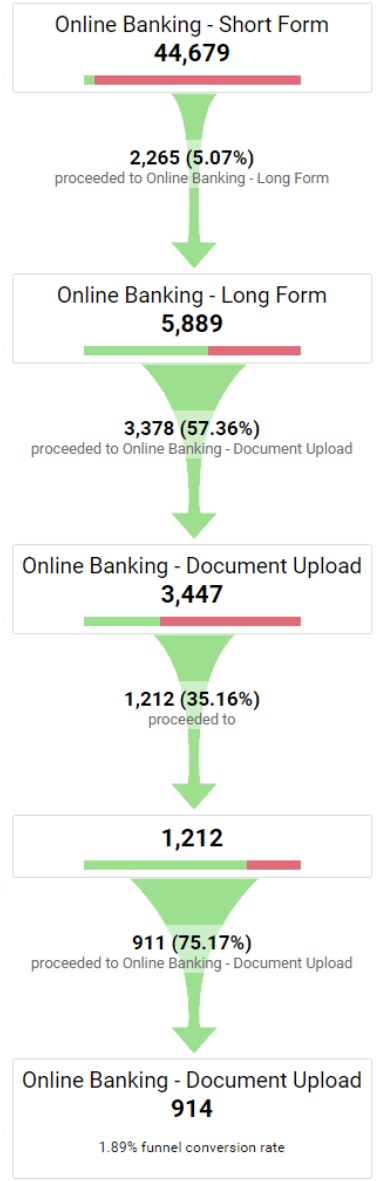

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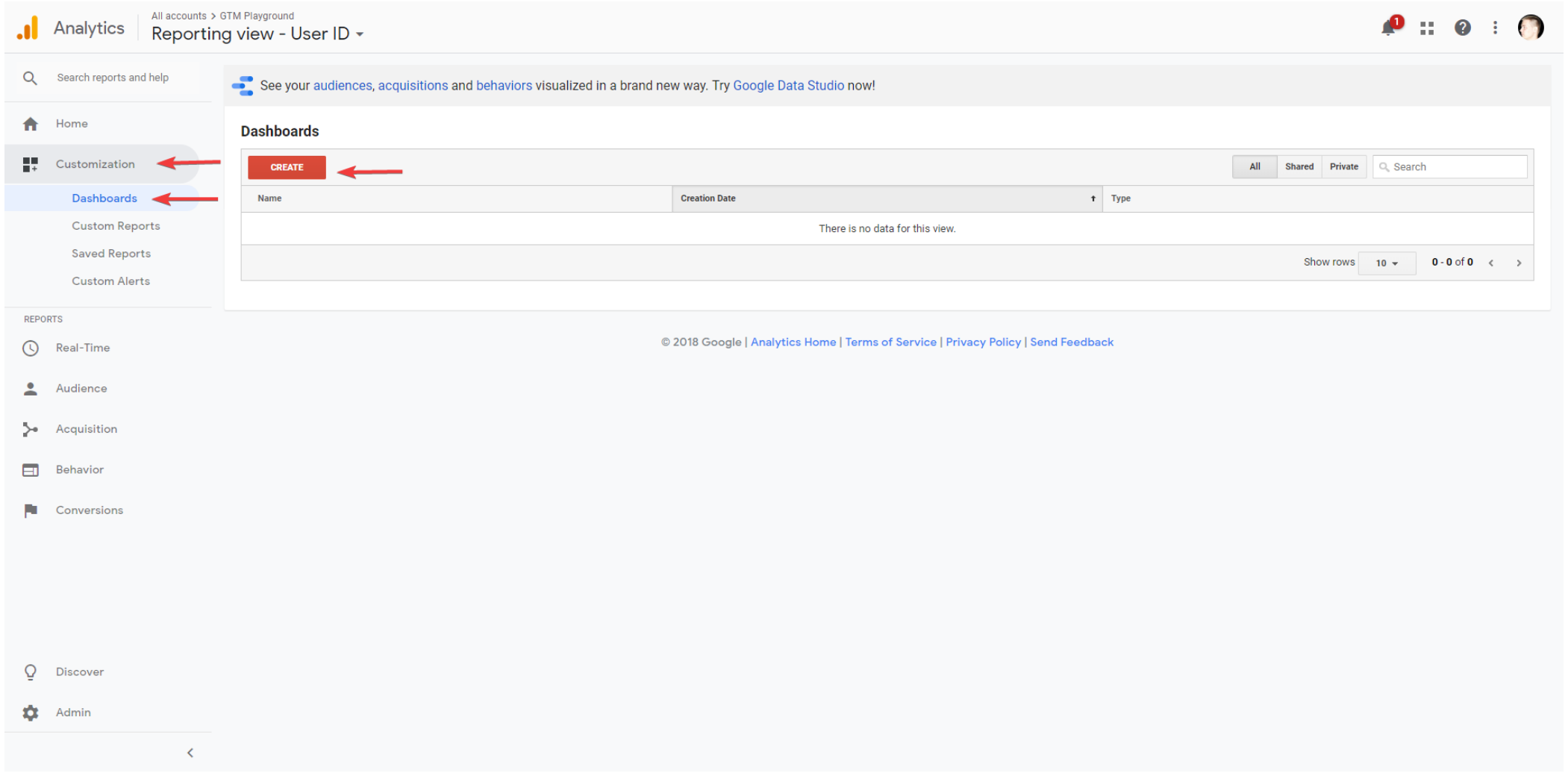
CREATING DASHBOARDS

CREATING DASHBOARDS



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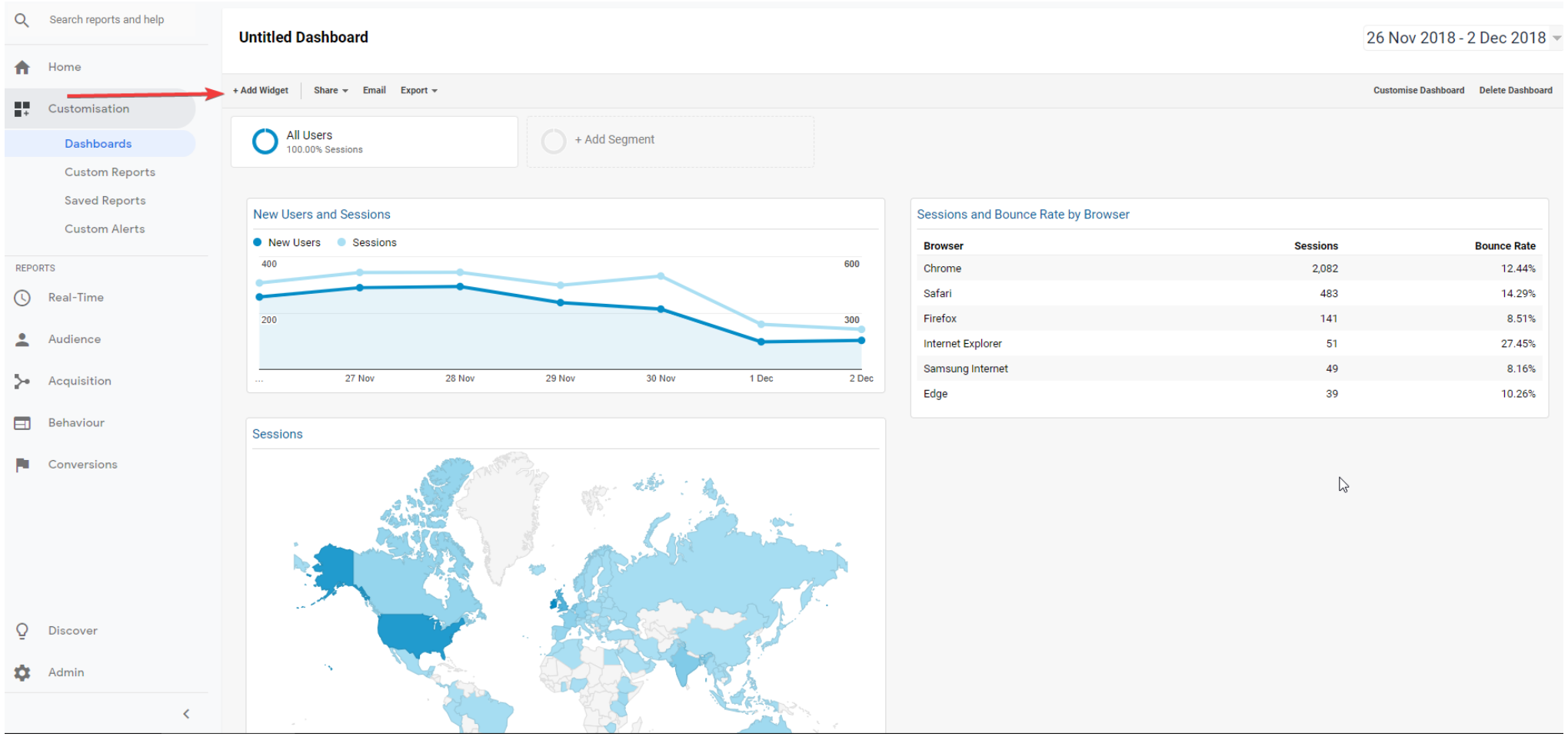
CREATING DASHBOARDS

Adding widgets



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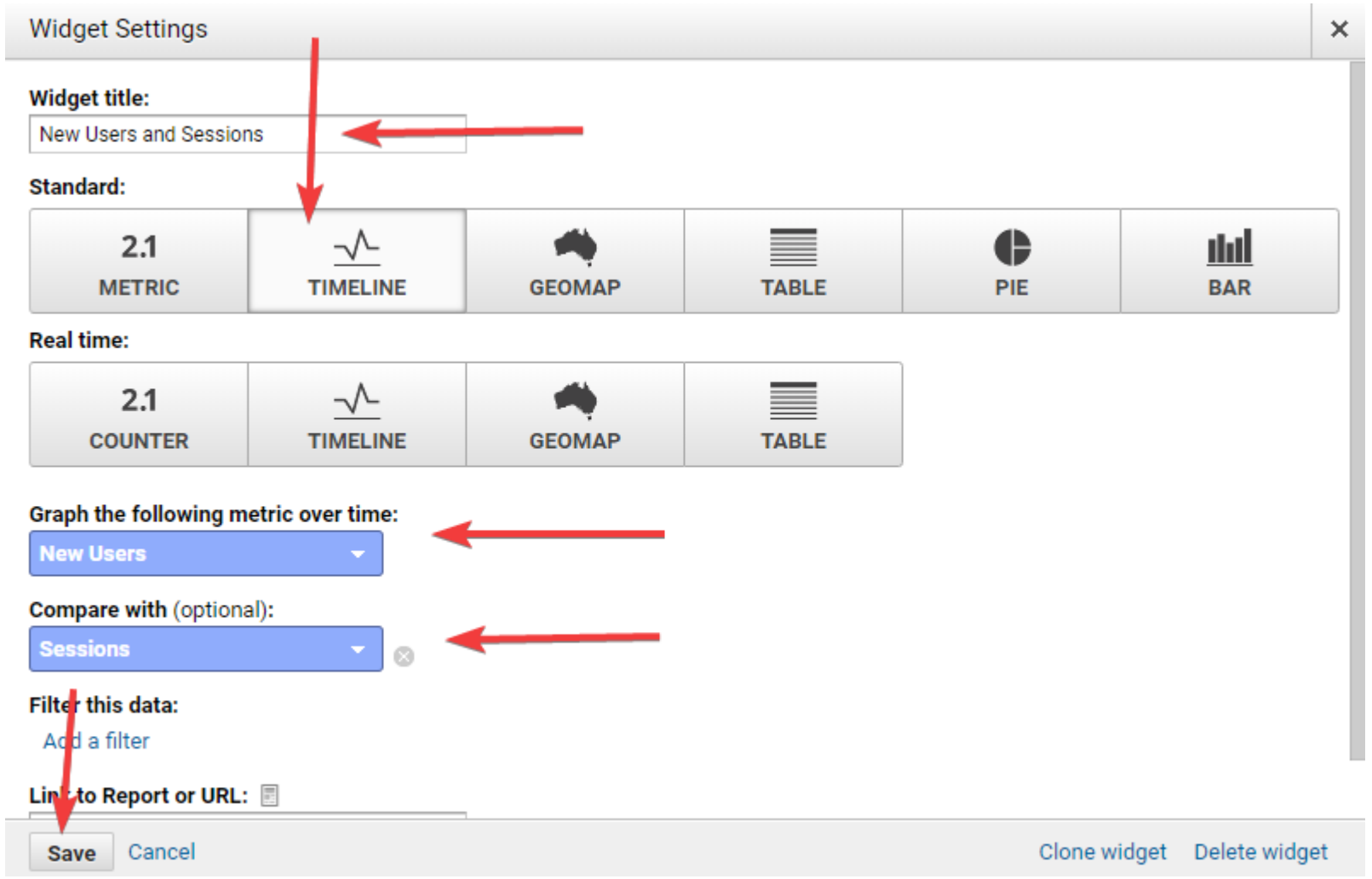
CREATING DASHBOARDS

Widgets – Timeline



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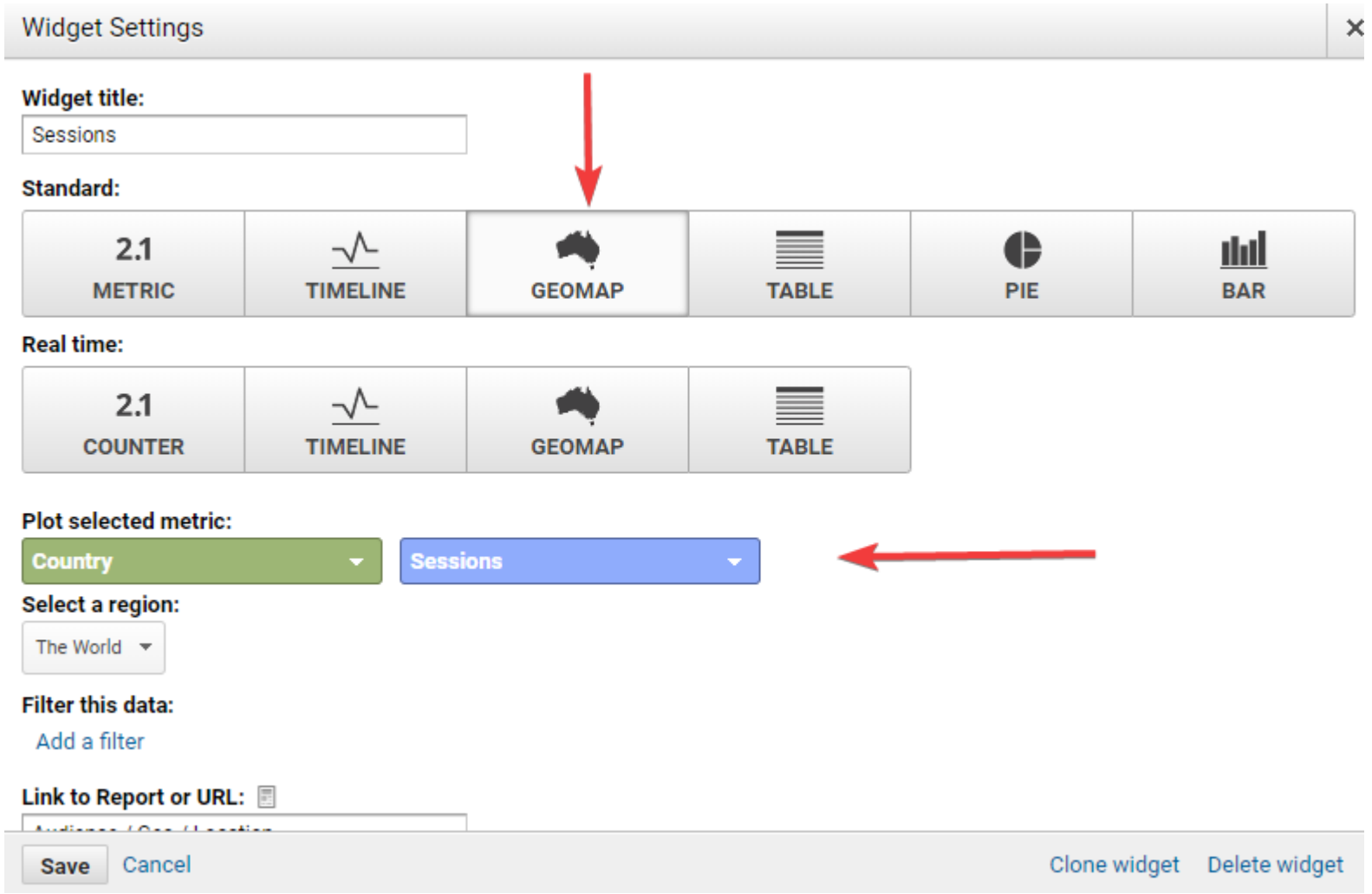
CREATING DASHBOARDS

Widgets – Geomap



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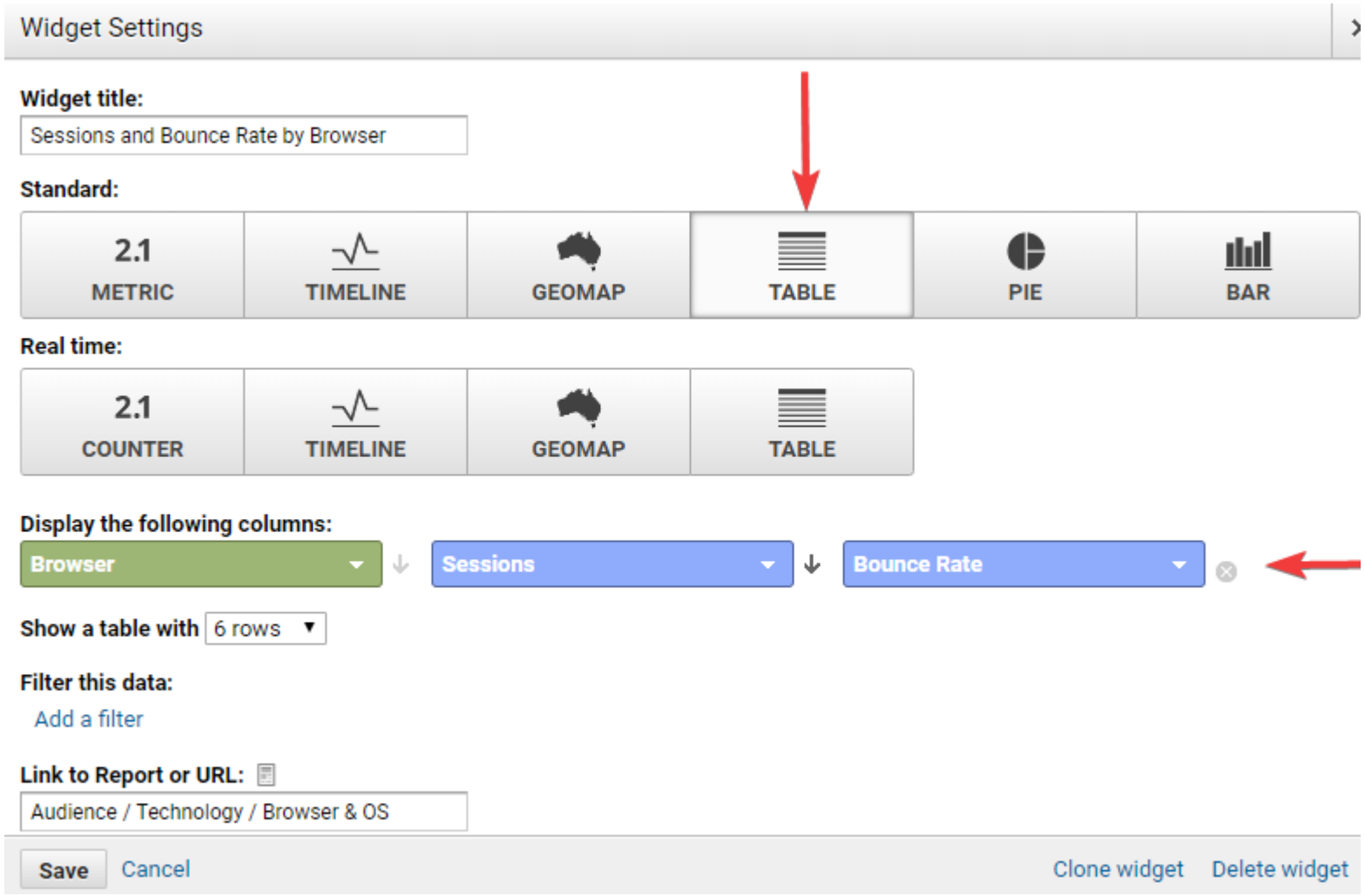
CREATING DASHBOARDS

Widgets – Table



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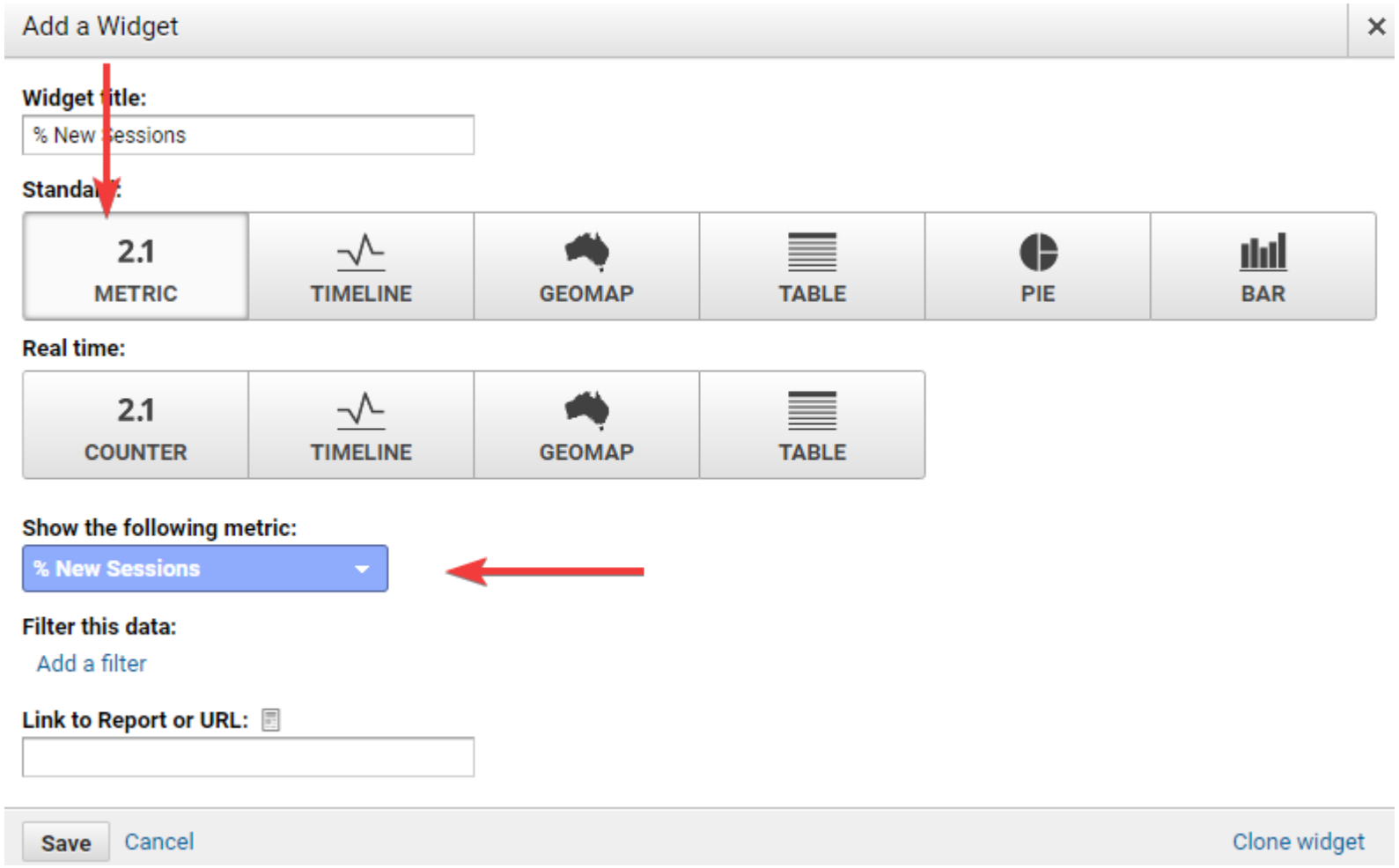
CREATING DASHBOARDS

Widgets – Metric



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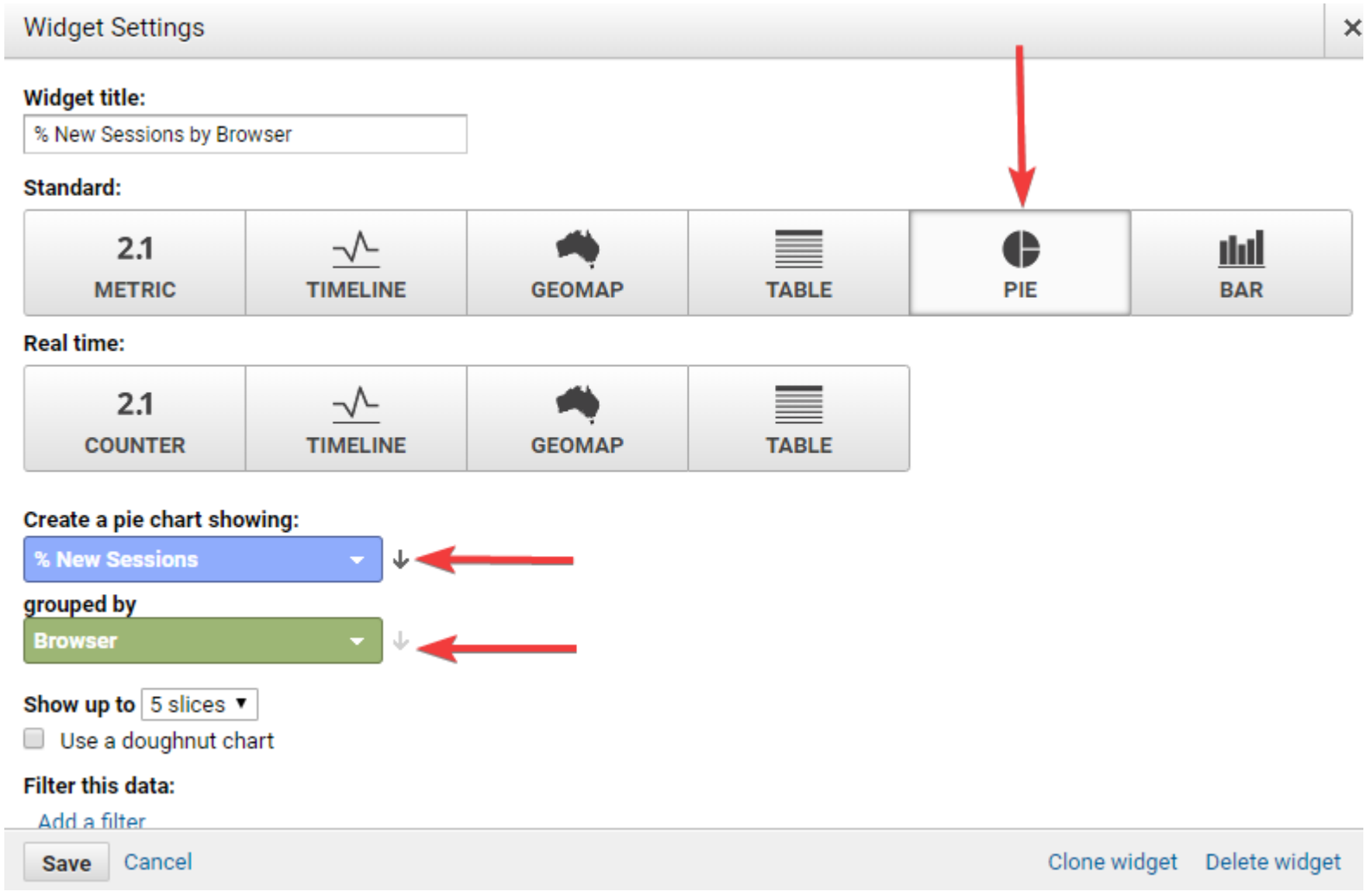
CREATING DASHBOARDS

Widgets – Pie



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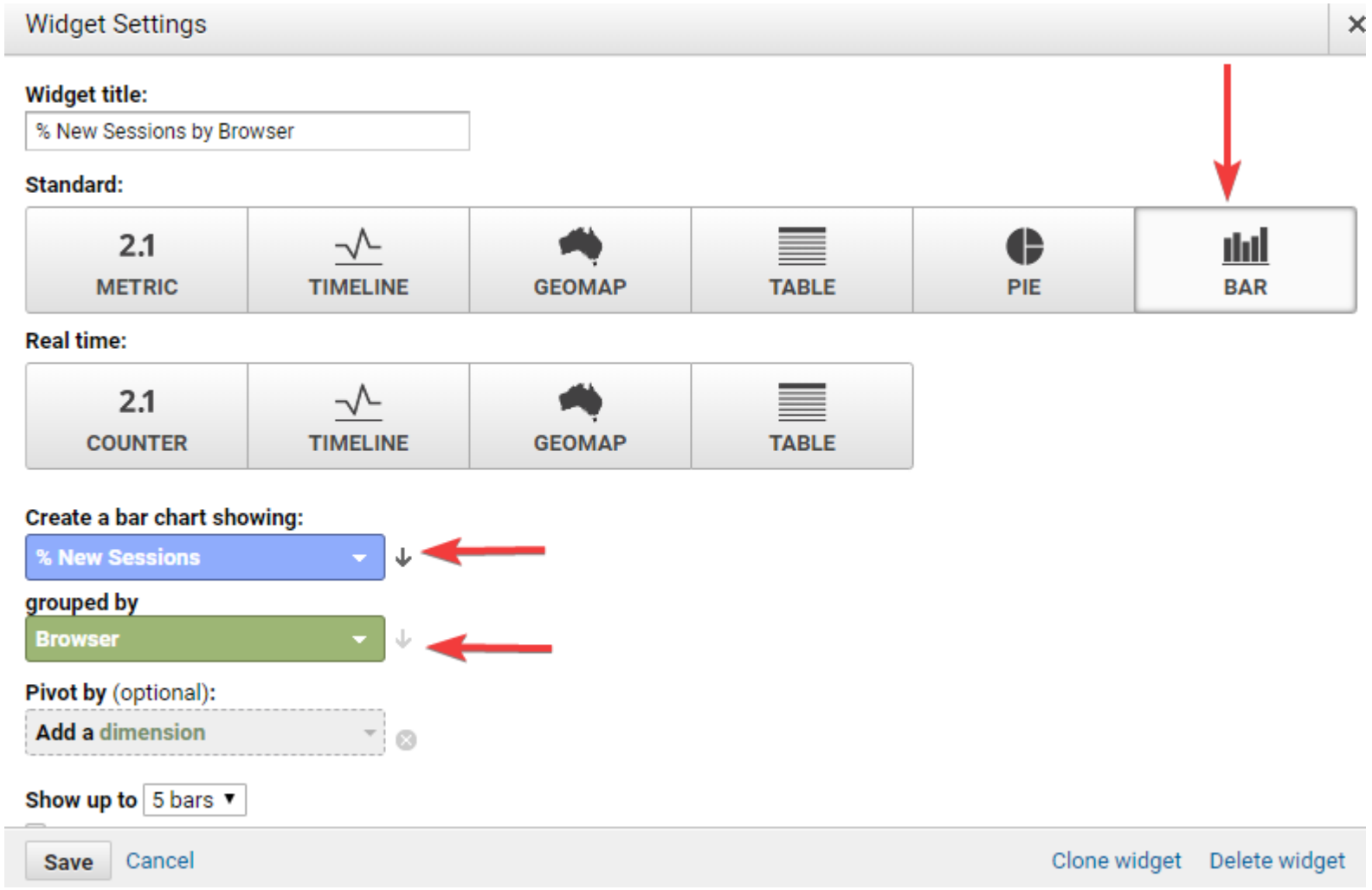
CREATING DASHBOARDS

Widgets – Bar



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SUMMARY

Summary

Key Takeaways

- Analytics allows you to track important actions on your website
- Consequently, you can make educated decisions about your business
- Setting up goals is very important
- There are lots of dashboards that can be set up to make it easier and quicker to digest the information

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Thank you

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