

Advanced Google Analytics

Now that you have the full power of Google Analytics behind your site, you can start using it to find out interesting information. You can find out things like who is visiting your website, where did they find out, what information they are looking for, and why they left. You can use ecom tracking to find out which products are more popular in different countries, or you can find out what search queries people enter in your site. This and a thousand other questions can be answered with the data gathered by google analytics, but mining this information can be a complex task.

Here are a few examples of the advanced tools in Google Analytics:

1. **Event tracking.**

Event tracking means logging individual actions, like when a button is clicked, or a video is played, or anything that can generate a JavaScript call (including Ajax requests that don't initiate a page load). To use this, you need to attach extra tracking code to your web page to catch these events and pass that information on to the GA. With event tracking you can determine a lot of useful information.

2. **Ecommerce tracking.**

Ecom tracking is very handy. It can register when products are bought, their value, product category, billing locations, and campaigns. So for example, if you set up a pay per click campaign in google AdWords, you can track the value of sales that came from this campaign. You can also segregate the data, so you can tell things like how many sales were made on mobile devices, how much was sold in different countries, or which product categories had the best conversion rates. This is a great tool if you want to use A-B testing to try out different layouts of product pages to see whether conversion rates would change with a new layout.

3. **Goals and Funnels**

Goals are a way of measuring whether your site fulfils its target objectives. Quite often, it is used on contact pages of websites where the primary aim of the website is to attract more business, or on download pages where the aim of the site is to get people to download something. 'Funnels' are the routes through to that objective, so for example ,if you have a website with 3 pages to your purchase page, you can create a funnel to see how many people drop out from the site in each page (typically this will look like a funnel shape). In the illustration below, you can see how many people drop out of the buying process at each stage.

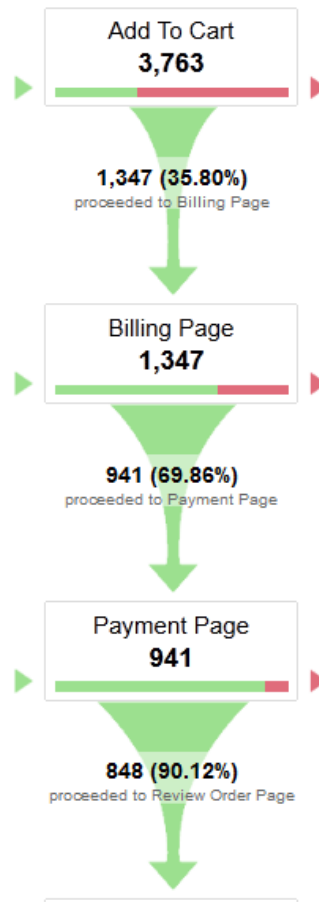


Fig 17: Dropout rates in goal funnels

4. Campaign Tracking

Google Analytics integrates with Google AdWords to give you information on who is clicking on your ads, and what they do after they have clicked on your ad. This can give you useful information on the quality of the ads landing pages, and the routes people use to get to the goals. You can also add tracking code to links in marketing emails and banner ads to track this activity in your analytics.

5. Site Search

if your site has a search facility you can track the phrases that people use in your search bar. If you users are looking for a certain topic, you can tell which pages they visit on your site after searching. It is a very useful way of finding out what you need to add on your website to engage customer interest.

6. Filters.

If you want to exclude data from visitors within your own organisation, or from other sources, then you can add filters. If you are beset by analytics spam (see 5.4 below) then you can filter out this traffic from your reports. Another use for filters is to exclude data from particular regions or from specific ad campaigns.

7. **Demographics and Interests**

Analytics allows you to view demographic information on your visitors. This information comes from third parties like doubleclick.com, android advertising ID and iOS Identifier for Advertisers (IDFA). This data will only come from a portion of your visitors so should be regarded as sampling data, rather than actual data. If there are not enough people in the demographics, the data is not shown and you will see a message saying “some data in this report may have been removed when a threshold was applied”. This is to prevent details of individual users being identified from the information. In some cases you might like to know this information for remarketing opportunities, which is where Visitor Intelligence is required (see 5.6 below).

8. **Schedule Email Reports.**

One of the best features of Google Analytics is that you can set up reports to send on a schedule basis to your email. This automation saves a lot of time recreating data, and is especially useful for online marketing companies which have to monitor the traffic of a large number of websites. To set up a scheduled email, you need to first create a report (which is basically any view in analytics) then click on ‘email’ at the top. You can add more reports to the email after you have first created it. Emails are sent for 12 months only so after that time you will have to reschedule the email to send again.

To add a report to this email, load up the page, then click on email and then in the bottom right corner of the popup click on ‘add to existing email’

To view and edit reports you need to go to the View Assets option. To do this, go to ‘admin’ at the top, then in the 3rd column under ‘view’ go down to ‘scheduled emails’. On this page you will see a list of scheduled emails. Click on the subject name to edit the email, or to extend or delete the email, click on the actions drop down at the right of the table. You can select to extend the schedule for another 12 months or delete it here.