



Manual to understand Google Analytics

Google Analytics is an interface with a high capacity to extract personalized reports with analysis from the basic to the most complex.

Free Ebook



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UNDERSTANDING GOOGLE ANALYTICS



Don't worry, you're not the only one who worries when you hear these 2 words together, because indeed, their tools and scope are quite extensive and sometimes complex. So, in addition to several points and recommendations that we will give you to understand it better, let's start by remembering the essentials:

What is Google Analytics?

Well, it is an in-depth analysis tool on the performance of a website or app that integrates with marketing, advertising platforms and Google products (including Google Ads, Search Console and Data Studio), in addition to is used for:

- Strengthen marketing, communication and sales campaigns.
- Create a better brand identity.
- Connect at a deeper level with the audience and build customer loyalty.
- Know what content to generate for each point of contact in Buyer's Journey.
- Identify consumption behaviors.
- And, of course, detect errors, correct and above all, make decisions based on data analysis.

MORE ABOUT THE FEATURES FROM GOOGLE ANALYTICS



Think the above is all you can do with Google Analytics? Well, the great importance of its use also lies in the fact that you can:



Google Analytics Features

- Know your users and visitors to your website, discovering their source and their activities: time spent, purchases, searches and demographic data for segmentation.
- Address metadata through personalized reports on the most relevant aspects of the site, as well as the performance of results and the success of marketing strategies.
- Enhance tools, for example with Google Search Console, Google Ads, Google Data Studio, Google AdSense, CMS Hub, Marketing Hub, etc.
- Observe the traffic to your site, through acquisition reports to know where visitors come from either organically, by direct search, referring to another page, social networks or advertisements.
- Understand the behavior of visitors by recording the journey and behavior flow of each user based on the number of page views, unique page views, average time on page, bounce rate and exit rate.
- Monitor the site with the "Site Content" section to see which landing pages are most visited and which ones present the greatest opportunity for conversions.
- Know times with the section "Site speed" where are the average times of loading, redirection, domain search, connection to the server, server response and download of the page.
- Verify the conversions and with the "Objectives" know the steps that each user performs in the visualization of the funnel, with "Electronic commerce" the details of the products sold and with "Multichannel funnels" how each channel helps conversions.
- Investigate the audience, using demographic data such as: age, gender, interests, language, location, access (from mobile device or computer).

GOOGLE ANALYTICS

Functioning

Now, since we know what it will help us with, let's see in more detail how the configuration of this tool works (in a very synthesized way), through 3 simple phases:

You make your account and once you configure it with your preferences, you are given a tracking ID, which is inserted into the JavaScript code of each page of your website

When visitors log in, this attached ID runs, requesting their data, processing it, and sending it to Google's servers.

Finally and, in real time, this data can be consulted with customizable filters.

Also being able to follow up, generate reports, make graphical visualizations and even integrate them with other apps.

GOOGLE ANALYTICS

Dimensions and metrics



And, now that we have reviewed the generalities of Google Analytics, it is time to delve into the 2 main areas of its analysis:



Dimensions:

They are categorical variables, such as: browser, location, landing page device etc



Metrics:

They are quantitative variables, such as: sessions, page views, conversions, bounce rate, session duration.

Extra information:

- In any Google Analytics report, your rows will be the dimensions and your metrics will be the columns.
- Google Analytics also allows you to customize your dimensions and metrics and make different types of reports.

And don't forget to know 2 other essential terms to use Analytics:

- **Filters:** A permanent way to isolate information, because when they look at the reports, they exclude or show certain data.
- **Segments:** The temporary way of isolating information in order to compare data from different ones in real time; that is, once deleted, we will see all the original information again.

Thus, we will see that segmentation is very useful for testing, since we will be able to see which audiences are the most interesting for the site.

GOOGLE ANALYTICS

Custom Dimensions and Metrics

And, precisely to understand more about this last point of personalization, it will also be necessary to review the 3 dimensions that you can create according to each type of visitor:

So your difficulty will rather lie in identifying what you really want to measure, because let's remember that we can also use segments, that is, subsets of data based on:

1. Promoter :

User who shared one post or more on social networks.

2. Subscriber:

User who signed up for your email list.

3.Customer:

User purchased premium access.

Visitors:

Users who access the site.

Hit:

Action when a visitor accesses a page with the Tracking Code installed.

Loading among various other information:

IP, date and time of the hit, browser version, page name and URL.

GOOGLE ANALYTICS

Custom Dimensions and Metrics

Session: A set of hits generated by a visitor while browsing. That is, when the first hit is generated on a landing page, a new session begins and it only ends when the visitor spends 30 minutes without making any interaction, when it passes midnight, a UTM is clicked, or when the user navigate between different subdomains within the same site.

Knowing thus that Google Analytics will measure the interactions through these elements, being the beginning to create any type of report.

Using them, you will be able to create so-called "Audiences", which are:

AUDIENCES

Group of users who have something in common, for example, age or gender; understanding that Google Analytics has several pre-established ones, which it will categorize automatically, although it also and as we said, they can be customized.



GOOGLE ANALYTICS

Reports

And, already delving into the latter, Google Analytics can give you 5 essential types of reports:

Let's start with the most basic report, which, as the name implies, will give you data on what is happening on your website at the moment. The basics to review here?

- Traffic from new publications or offers.
- Follow up on events or sales of the day.
- Assurance of correct operation of URL's

Being able to obtain, for each of them, the number of visitors, pages visited, location, source social networks, etc.

GOOGLE ANALYTICS REPORT

Audience

The perfect reports to know the generality of your business or website, because you will be able to find the following menus:

- Active users (number of visitors the last day, week, 2 weeks and 4 weeks).
- Lifetime value (user value to the business capped up to 90 days with a range of acquisition dates).
- demographic groups.
Interests.
- Geographic information.
- Behavior.
- Technology.
- Mobile devices.
- Multi-device.
- Personalized.
- Comparative.



GOOGLE ANALYTICS REPORT

Acquisition

On the other hand, the second type of reports will break down the site traffic according to its source through 2 essential dimensions:

1. Channels – Dividing into:

- Direct: When the browser's URL is accessed directly.
- Organic Search: Google, Bing or Yahoo.
- Social: Social networks such as Instagram, Facebook or LinkedIn.
- Email: Newsletters and RSS feed.
- Referral: External sites with links to your domain.
- Paid Search: Adwords sponsored links.
- Display: Adwords Display Network.
- Others: When it does not belong to any of the other predetermined channels.

2. Origin and means

- Depending on the combination between these 2 elements, Analytics will automatically group the session within one of the channels indicated above.
- For example, if the source and media is facebook.com, Google Analytics will categorize it under Referral – Social.
- Being able to explore each source in detail and, also by category, observe the destination pages (URLs used to enter your site), source (website that brought it) or keyword (search that referred them).

GOOGLE ANALYTICS REPORT

BEHAVIORAL

Now, let's move on to a fairly extensive section of reports, that of behaviors, which we will divide into 4 large sections:

Site content

This first subtype will provide you with a review of all the posts on the site pages, landing pages or blogs, dividing them into:

Behavior and content report

- **All pages:** It will show those with the highest amount of traffic, which can help you analyze their growth or decrease.
- **Content breakdown:** It will break down the structure of the site according to the subdomain and then by subfolder, being able to manage highly complex properties.
- **Landing pages:** It will show the user's first interaction with the site, and can also segment it by source.
- **Exit pages:** It will indicate the last pages that users visited in their sessions before leaving the site.

GOOGLE ANALYTICS REPORT

Behavioral

Information that can tell you, among other things, the points of attraction and rejection of your site, as well as possible points of change.

On the other hand, we will see that the behavior reports can also give us data on the speed of our site, that is, the speed with which it loads for users, being able to delve into the so-called "page times", that is, , the load of each URL.

So, at this point, we recommend paying attention not only to page views and average load time, but also to:

- Bounce Rate.
- Page value.

Well, they will give you a better idea of the contribution of each page to total revenue, as well as knowing which ones are not as valuable to the bottom line.

GOOGLE ANALYTICS REPORT

BEHAVIORAL

Site search

On the other hand, behavioral reports can also help you use information about searches, dividing them, in turn, into 3 specific subtypes of reports:

Search behavior

- **Usage:** Showing how many sessions occurred with and without searches.
- **Search Terms:** Indicating what people literally search for most frequently.
- **Search Pages:** Displays the pages on which to start.



GOOGLE ANALYTICS REPORT

Site Search

Providing us with valuable information about how and what users are really looking for, in order to adjust, modify, increase or delete content.

Finally, behavior reports can also tell us about "Events" that is, and as defined by Google Analytics "user interactions with content that can be measured independently from a web page or a screen load" .

For which, of course, you need to add a special code to the site to track specific actions, for example, on a product demo. Thus and if used, you will see 3 reports:

Behavior and Events Report

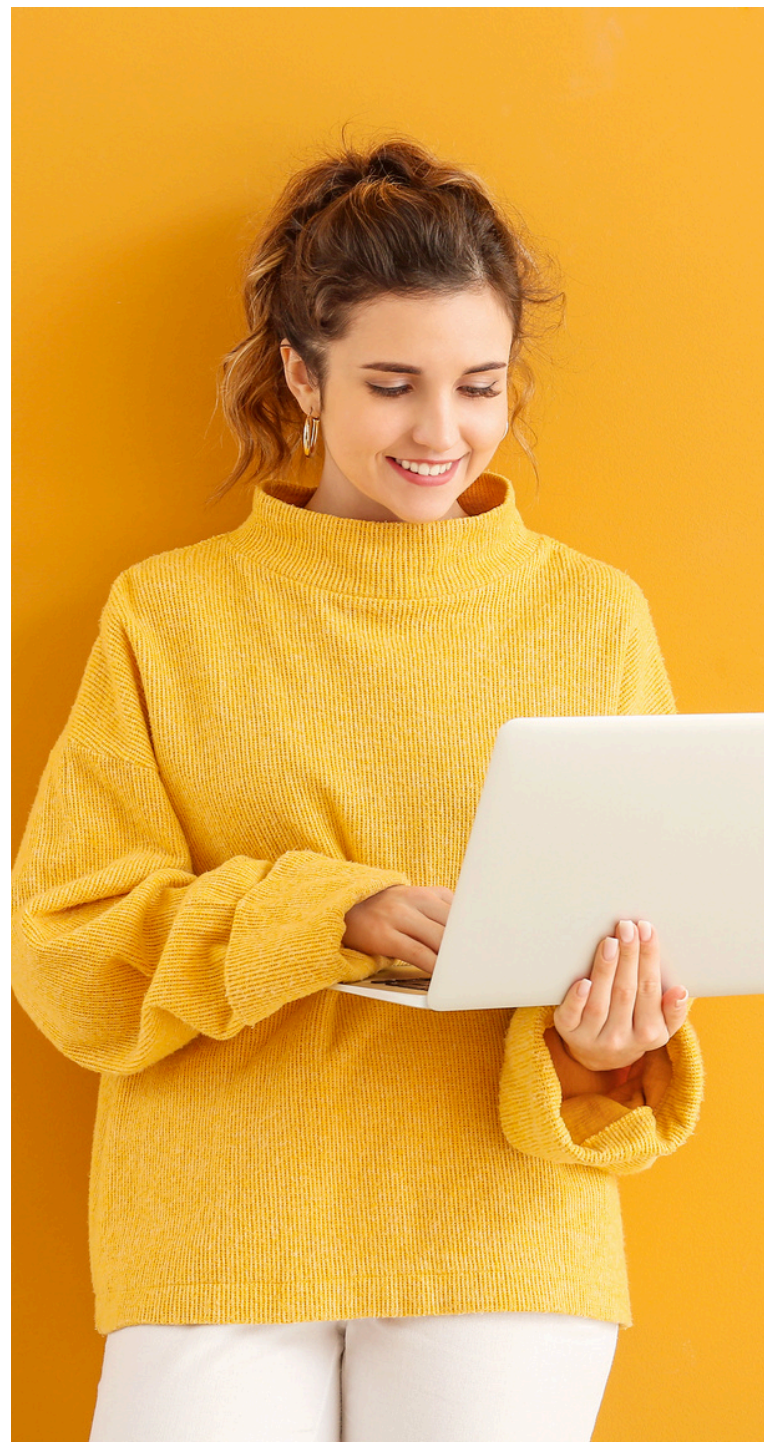
- Main events: It will show the ones that occur most frequently, as well as the total of them and the only ones.
- Pages: It will integrate the pages that generated the most actions.
- Event flow: In order to follow the order of events on the site.

GOOGLE ANALYTICS REPORT

Conversion

Finally, and depending on your line of business, we will see that this type of report will measure and give you information about your objectives, mainly through 4 types of reports that are completed when:

- **Destination:** A user arrives at a specific page.
- **Event:** The predefined event happens.
- **Duration:** A user's session lasts longer than the preset time.
- **Pages/Screens Per Session:** A user views a specified number of pages per session.



GOOGLE ANALYTICS REPORT

Conversion

And, from these, we will be able to see 5 reports that will allow us to identify the areas in which conversion rates can be improved.

Conversion reports

- **Overview:** Literally a picture of completed goals, which can be by date or by segment.
- **Goal URL:** Displays conversions by “Goal Achievement Location”, that is, where they happened.
- **Reversed Goal Path:** View the last 3 pages a user visited before completing a goal.
- **Conversion Funnel Chart:** It shows the consecutive objectives, being able to see the decrease in users at each stage.
 - **Goal Flow:** Shows all sessions that occurred for an end goal to be completed, regardless of whether or not the user completed the first required goal.

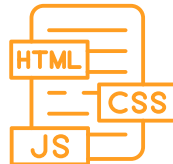


GOOGLE ANALYTICS REPORT

EXTRA TIP'S



Don't forget about the "Smart Goals" report, where Google uses machine learning to identify your "best" sessions, or those likely to convert, and then translates those topics into smart goals. Of course, remember that this report is useful if you use Google Ads and do not measure conversions.



There is a specific conversion model to follow the results in virtual stores so that Analytics can calculate the revenue and ROI metrics of purchases on your site, being necessary to add an e-commerce tracking code to the shopping cart, we recommend counting with the help of expert e-commerce support.

CONCLUSIONS

The concern to understand the users within a site (or app) is very great and, although there are tools to do so such as Adobe Analytics and Mixpanel, the reality is that Google Analytics is a friendly interface, with a high data processing capacity, easy integration with other products and, of course, with star features; the possibility of personalized reports with analysis from basic to complex.

Playinteractive® is specialized in carrying out these types of strategies together to give our clients constant growth that can also be maintained with useful content for audiences.



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