



How to Use

# Google™ Analytics



# Why Measure the Web?

To Understand What is  
or isn't Working

To Fix things That Aren't  
Working

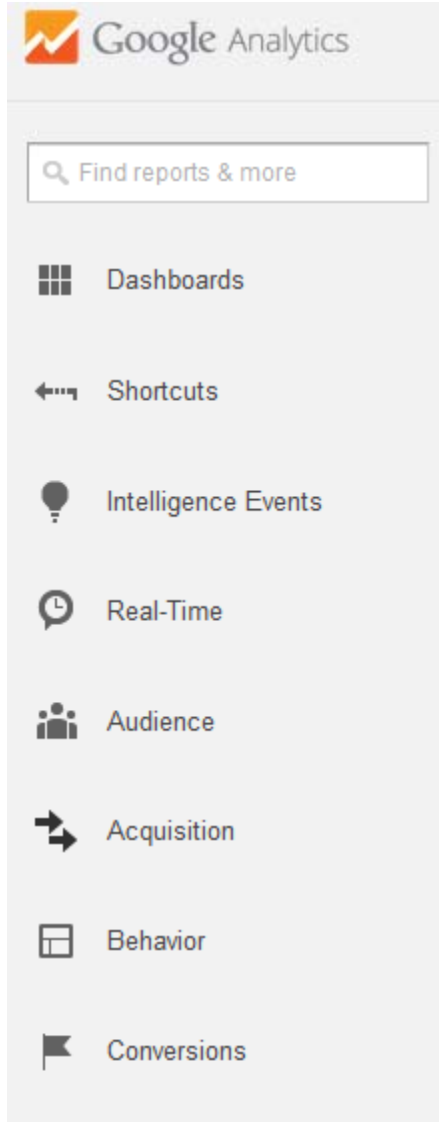
To Improve Results

To Calculate Value

To Justify and Encourage  
Investment

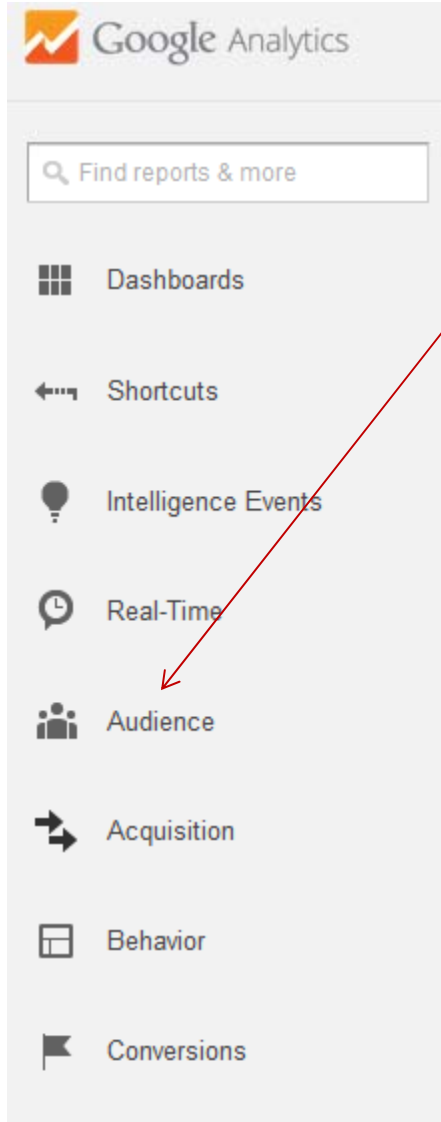
To Dominate Niche

# What We'll Review Today



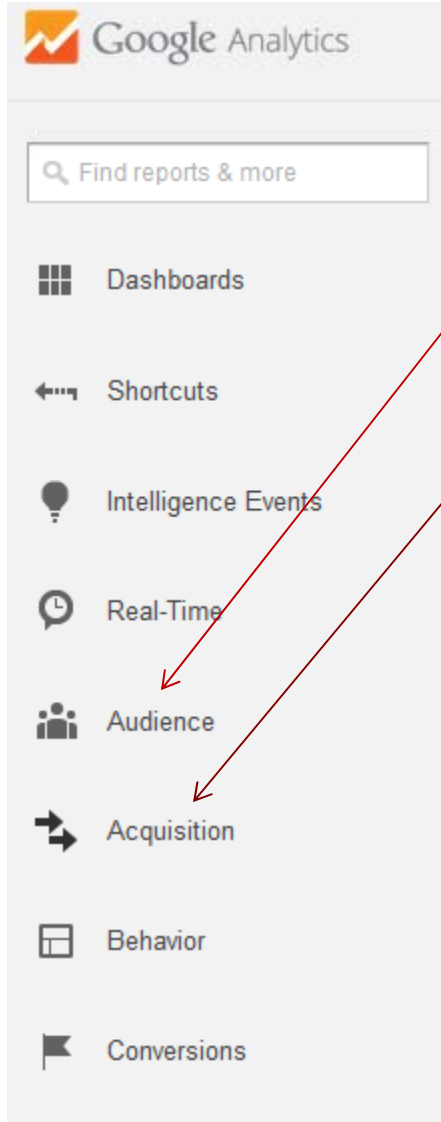
1. Set up Google Analytics
2. The Audience Overview Page
3. The Acquisition Overview Page
4. The Behavior Overview Page
5. Some Reports With Actionable Insight
6. Q & A

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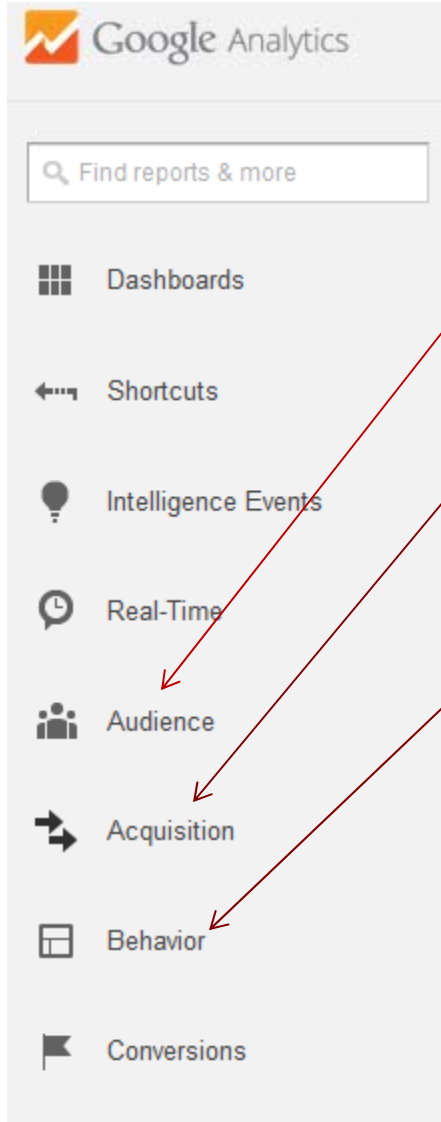
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# Getting Started

## Creating a Google Analytics Account

The screenshot shows the Google Analytics Admin interface for the property `http://www.denver.org` and view `VISITDENVER.com`. The 'ACCOUNT' dropdown menu is open, displaying a list of existing accounts and a 'Create new account' option at the bottom, which is highlighted with a green box and a green arrow. The 'PROPERTY' and 'VIEW' dropdowns are also visible, showing the current configuration.

Administration  
www.denver.org

ACCOUNT

www.denver.org

Search

LUPEC Denver	28929528
Mary Jane's Guidebook	53851280
Mobile Applications	31130547
Passport to Paris	44000894
Rocky Mountain Showdown	42842783
WoodyPaige.com	33707808
www.denver.org	1818089
www.denverartmuseum.org	355057

Create new account

PROPERTY

http://www.denver.org

- Property Settings
- User Management
- .jS Tracking Info

PRODUCT LINKING

- AdWords Linking
- All Products

Remarketing

- Custom Definitions
- Data Import
- Social Settings

VIEW

VISITDENVER.com

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings
- Private Channel Groupings BETA

## Getting Started

# Getting Clean Data

If you don't stop tracking yourself, you may get an inflated sense of how well you are actually doing.





# Getting Started

## Get Your IP Address



**iP CHICKEN** Served fresh daily.™

[CURRENT IP](#) | [SECURITY PORT SCAN](#) | [HELP](#)

### Current IP Address

**74.63.138.99**

[Add to Favorites](#)

**Advertise with Google** 

Get \$75 Worth of Advertising When You Spend \$25 With AdWords

● ○

### Advanced

- Name Address: 74.63.138.99
- Remote Port: 59665
- Browser: Mozilla/5.0 (Windows NT 6.1; rv:31.0) Gecko/20100101 Firefox/31.0

[AdChoices](#)  [IP Lookup](#) [My IP](#) [IP Port](#) [IP Address](#)

# Getting Started

## Add a Filter for Your IP Address

The screenshot shows the Google Analytics Admin interface for the 'Cartier' account. The 'Edit Filter' page is open, showing the configuration for a filter named 'VISIT DENVER'. The filter is a predefined filter that excludes traffic from IP addresses that are equal to the specified IP address: 74.63.138.99. The filter is applied to the 'All Web Site Data' view. The 'All Filters' link in the left sidebar is highlighted with a green box, and the 'Selected views' list is also highlighted with a green box.

ACCOUNT: Cartier

Account Settings

User Management

AdSense Linking

**All Filters**

Change History

### Edit Filter

#### Filter Information

Filter Name: VISIT DENVER

Filter Type:  Predefined filter  Custom filter

Exclude traffic from the IP addresses that are equal to

IP address: 74.63.138.99  IPv6  
(e.g. 74.125.19.103 or 2001:db8::1)

#### Apply Filter to Views

Available Views

Selected views: All Web Site Data

Add »

« Remove

Save Cancel

You can add filters at the account level or the property level. And you can add as many as you need – work, home, vendors, etc...

# Who Are Your Visitors?

## Audience Overview



Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

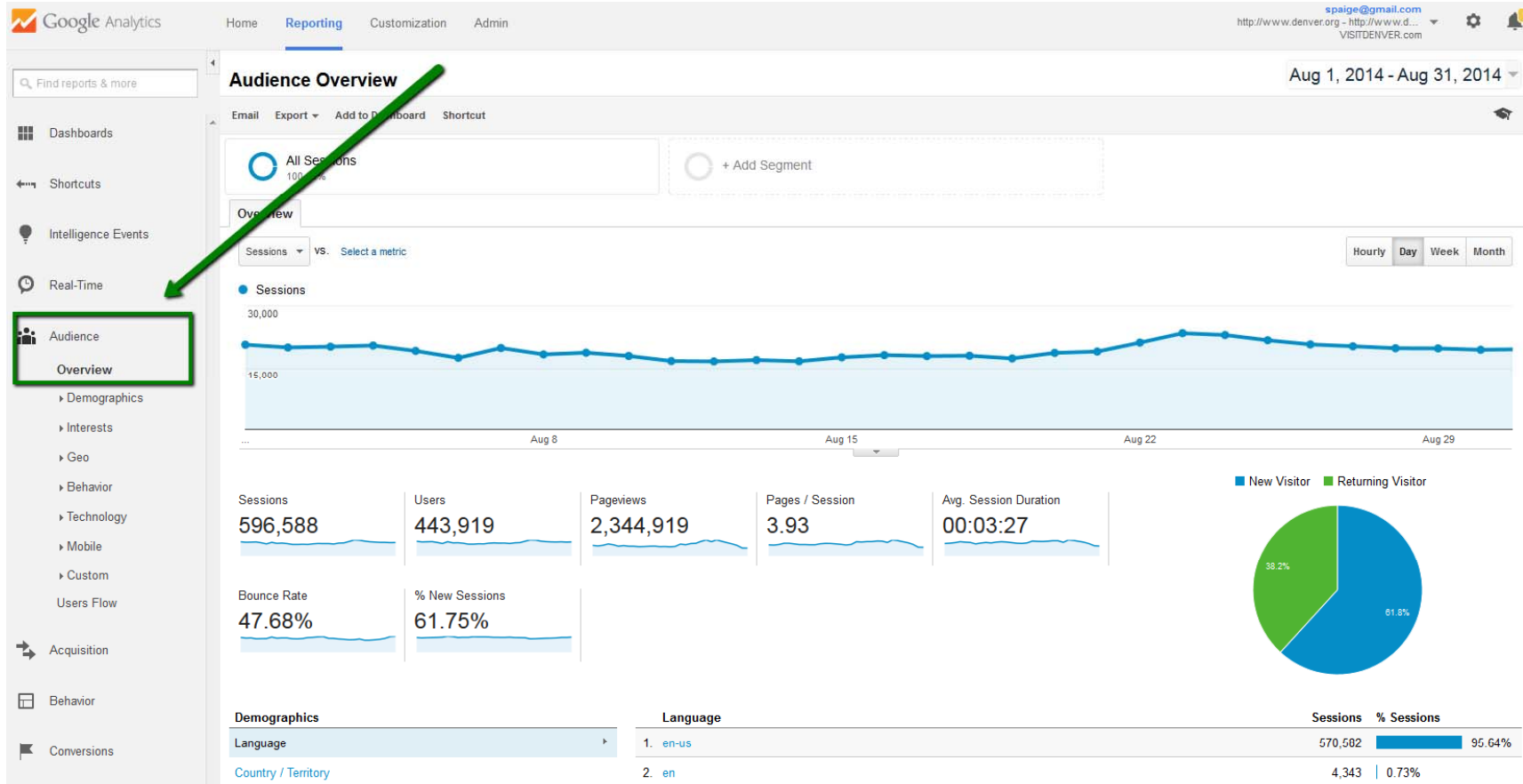
Behavior

Conversions



# Who Are Your Visitors?

## Audience Overview



# Who Are Your Visitors?

## Audience Overview



The first time a USER comes to your site it counts as a SESSION.

But when they leave for more than 30minutes and come back, it counts as a second SESSION.

It also starts a second session if they happen to be on at midnight!



# Who Are Your Visitors?

## Audience Overview

Pageviews

2,344,919



Pages / Session

3.93



Avg. Session Duration

00:03:27



Bounce Rate


47.68%





# How Did They Get To Your Site?


## Acquisition Overview Google Analytics


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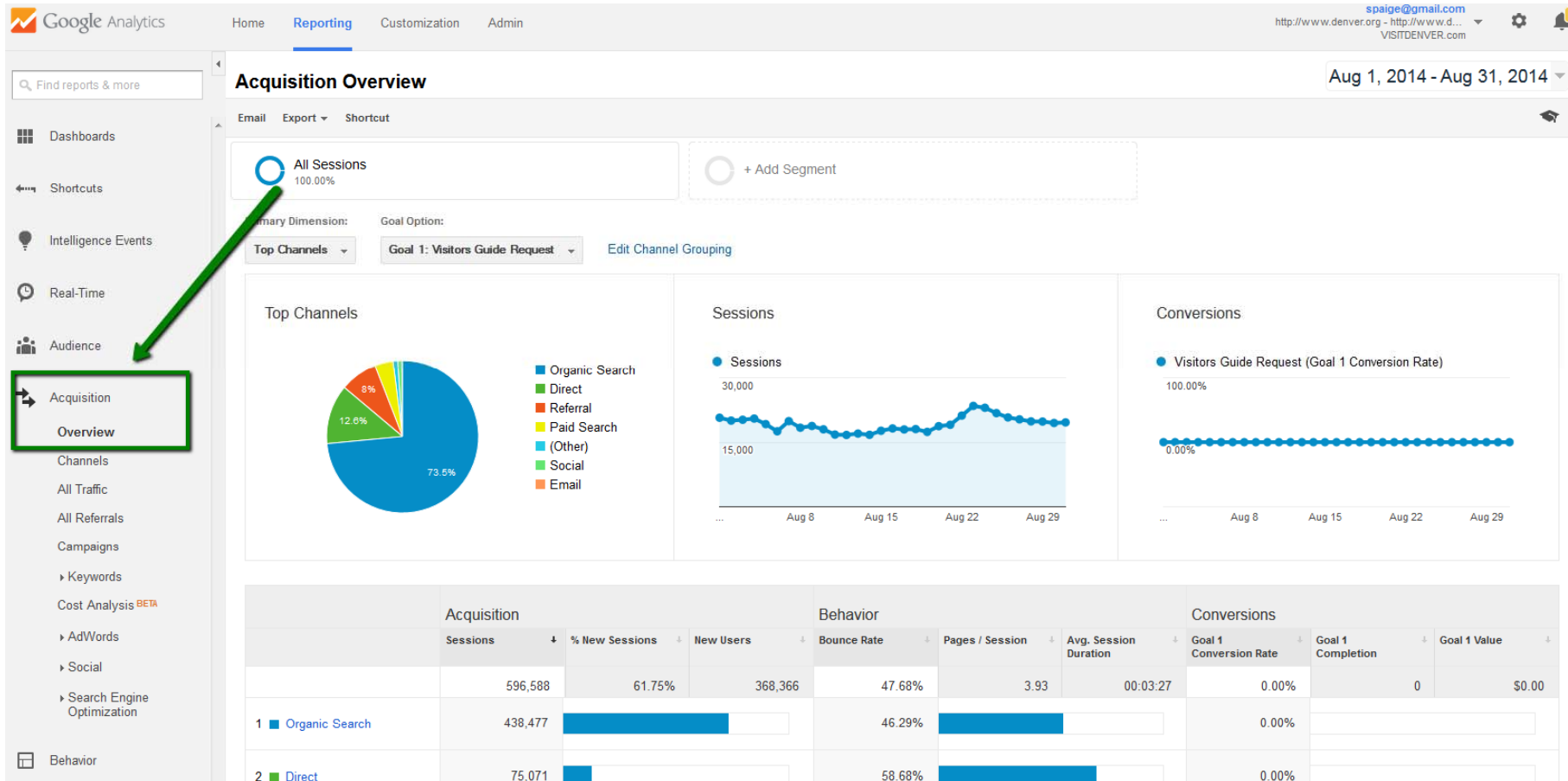
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# How Did They Get To Your Site?

## Acquisition Overview





# How Did They Get To Your Site?

## Acquisition Overview

1	■ Organic Search	Users using unpaid search engines (Google, etc...)
2	■ Direct	Users entering the URL directly or using a bookmark
3	■ Referral	Users that clicked on a referring link on another site
4	■ Paid Search	Users using paid search (CPC campaigns)
5	■ (Other)	Users coming from other PAID search campaigns
6	■ Social	Users coming from Social sites (when set up)
7	■ Email	Users coming from email (when you explicitly set it up)

# Cute Animals!



# Google Search Results Algorithms!



PANDA



HUMMINGBIRD



PENGUIN

# What Did They Do While They Were There?

## Behavior Overview



Find reports & more

Dashboards

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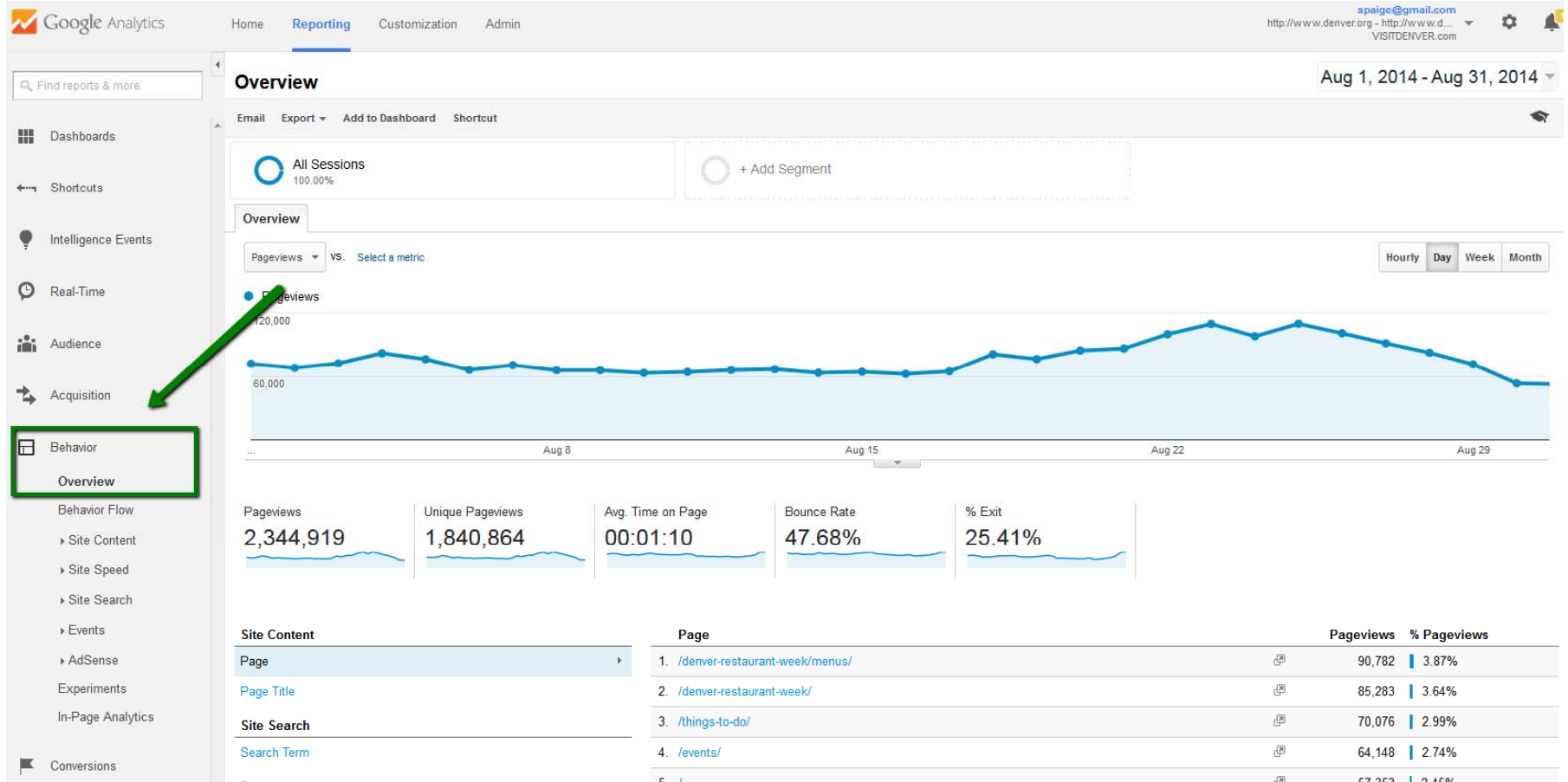
Behavior

Conversions



# What Did They Do While They Were There?

## Behavior Overview



# What Did They Do While They Were There?

## Behavior Overview

Pageviews

2,344,919



VS

Unique Pageviews

1,840,864



A pageview is defined as a view of a page on your site.

If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

# What Did They Do While They Were There?

## Behavior Overview

### Site Content

Page

Page Title

### Site Search

Search Term

### Events

Event Category

### Page

### Pageviews % Pageviews

1. /denver-restaurant-week/menus/	90,782	3.87%
2. /denver-restaurant-week/	85,283	3.64%
3. /things-to-do/	70,076	2.99%
4. /events/	64,148	2.74%
5. /	57,353	2.45%
6. /restaurants/denver-dining/denver-restaurant-week/	46,494	1.98%
7. /things-to-do/denver-attractions/must-see-denver/	37,888	1.59%
8. /things-to-do/day-trips-around-colorado/	33,582	1.43%
9. /things-to-do/denver-attractions/	32,074	1.37%
10. /things-to-do/denver-holiday-events/denver-labor-day/	31,721	1.35%

[view full report](#)

# Reports With Actionable Insights

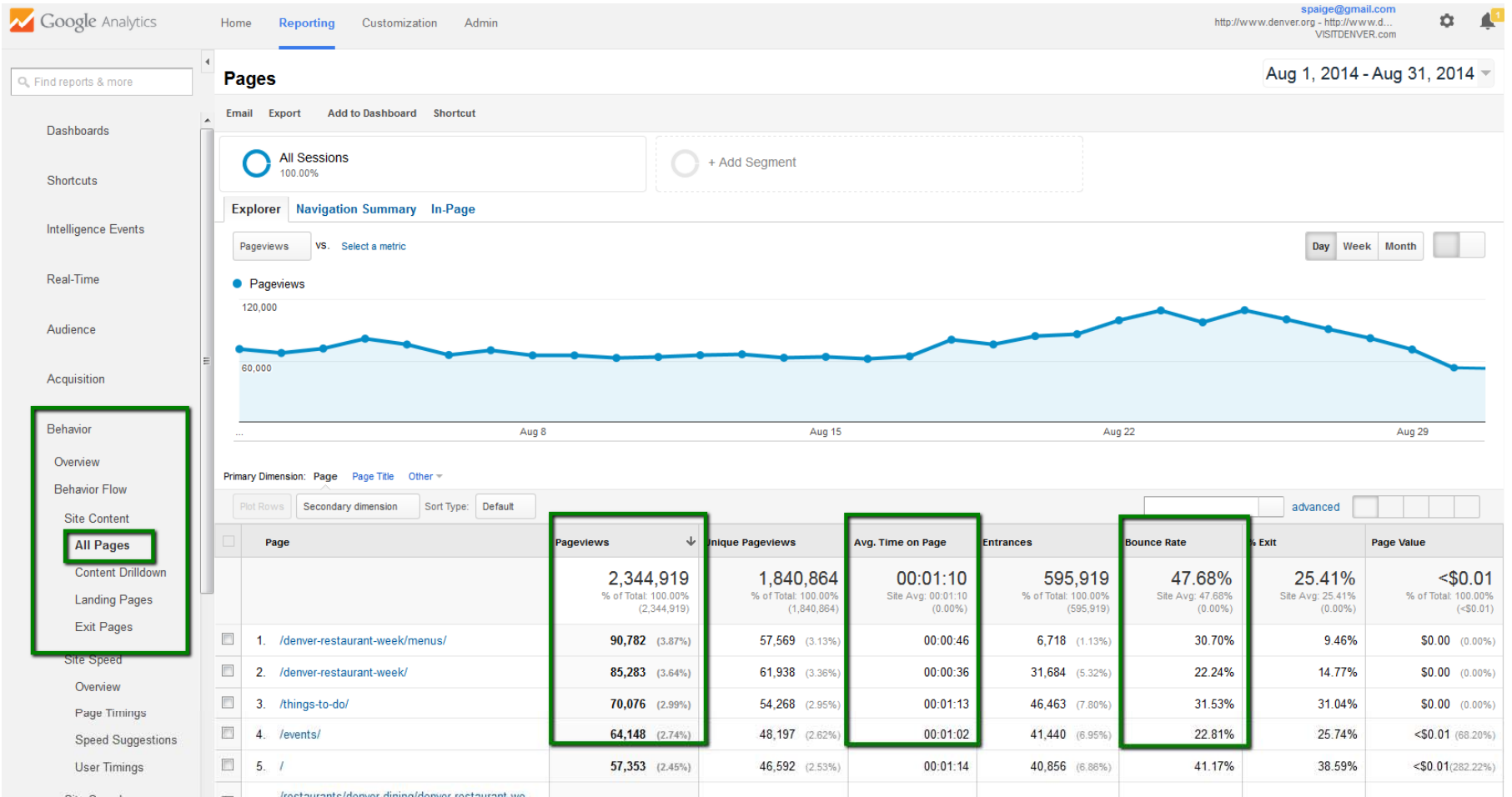


Some of My Favorite Reports



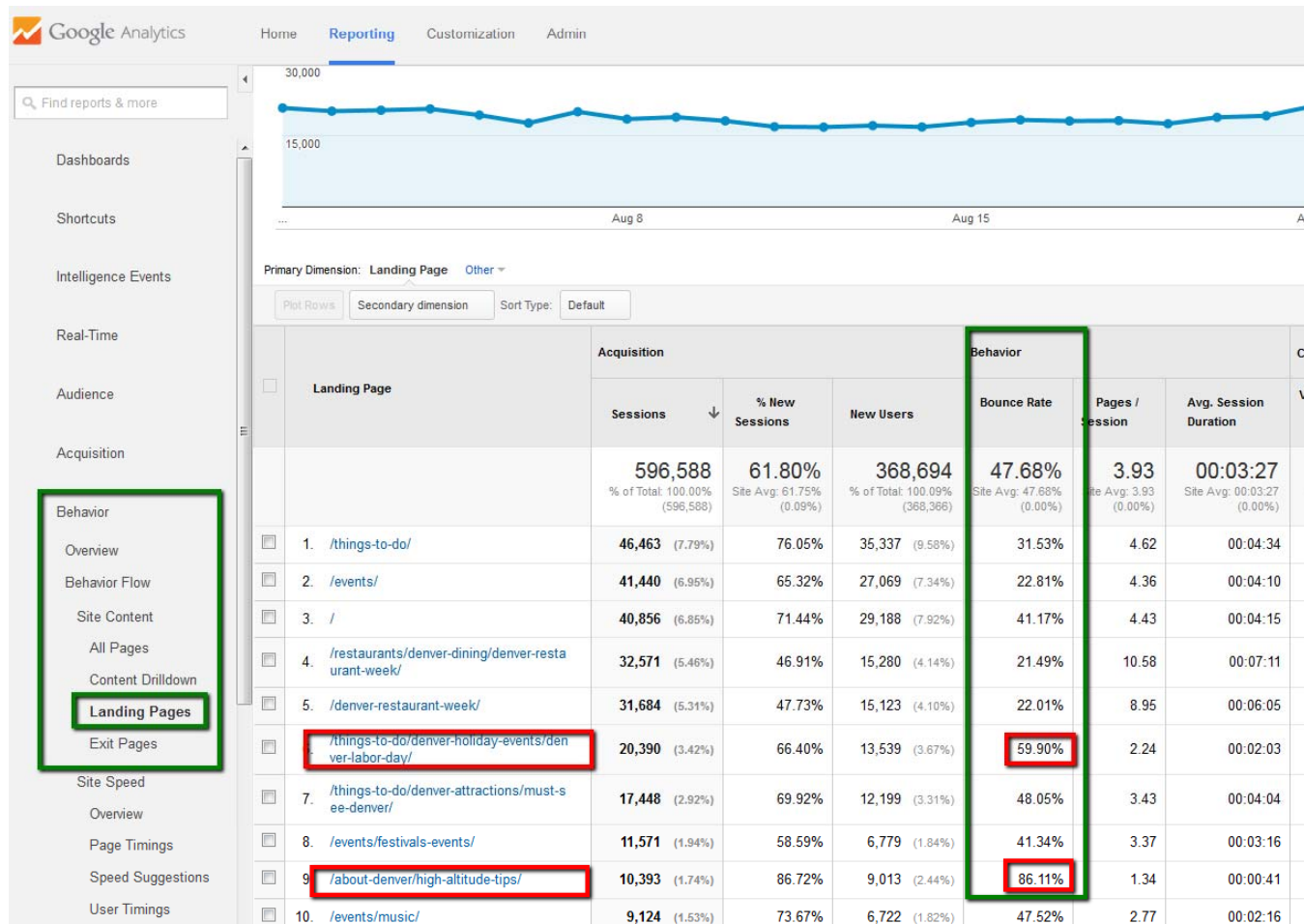
# Reports With Actionable Insights

## Site Content: All Pages



# Reports With Actionable Insights

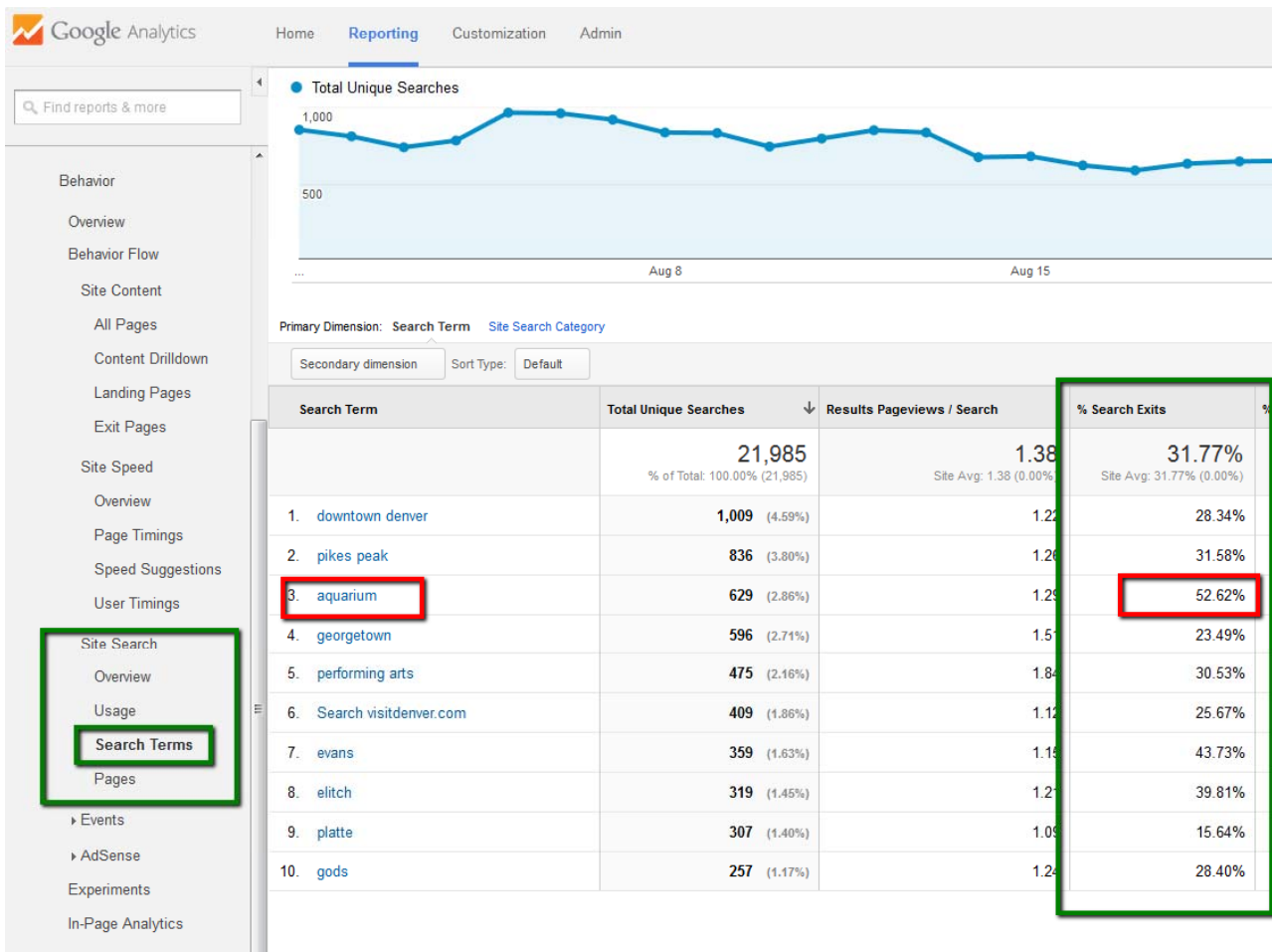
## Site Content: Landing Pages



A landing page is the page your user entered the site on. If it had a high bounce rate, it means users aren't finding what they want and are leaving without looking for more information. Find landing pages with high bounce rates and fix them quickly!

# Reports With Actionable Insights

## Site Search: Search Terms



Keep an eye on the terms people are searching for on your site. If you see a term show up a lot, maybe it means you need to make it more prominent?

Also, if a search term has a high exit rate, it means users aren't liking the results. If you have content that you think is relevant, make sure it's showing up in your results and that users can find it.

# Reports With Actionable Insights

## Organic Traffic

Source / Medium	Landing Page	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visitors Guide Request (Goal 1 Conversion Rate)	Visitors Guide Request (Goal 1 Completions)	Visitors Guide Request (Goal 1 Value)
		383,742	61.36%	235,467	46.87%	3.84	00:03:30	0.00%	0	\$0.00
		% of Total: 54.32% (596,588)	Site Avg: 61.75% (-0.62%)	% of Total: 63.92% (368,368)	Site Avg: 47.60% (-1.71%)	Site Avg: 3.93 (-2.54%)	Site Avg: 00:03:27 (1.76%)	Site Avg: 0.00%	% of Total: 0.00% (0)	% of Total: 0.00% (\$0.00)
1. google / organic	/things-to-do/	35,514 (9.25%)	76.59%	27,201 (11.55%)	29.86%	4.72	00:04.47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. google / organic	/events/	29,084 (7.58%)	65.15%	18,949 (8.05%)	22.46%	4.36	00:04.11	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. google / organic	/restaurants/denver-dining/denver-restaurant-week/	26,990 (7.03%)	46.96%	12,675 (5.38%)	19.89%	10.73	00:07.20	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. google / organic	/	18,894 (4.92%)	67.33%	12,721 (5.40%)	30.35%	5.24	00:05.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. google / organic	/things-to-do/denver-holiday-events/denver-labor-day/	15,155 (3.95%)	66.12%	10,020 (4.26%)	60.13%	2.26	00:02.06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. google / organic	/things-to-do/denver-attractions/museum-see-denver/	13,232 (3.45%)	69.94%	9,254 (3.93%)	47.82%	3.43	00:04.04	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. google / organic	/events/festivals-events/	8,569 (2.23%)	57.24%	4,905 (2.08%)	41.76%	3.37	00:03.19	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. google / organic	/events/music/	7,410 (1.93%)	72.78%	5,393 (2.29%)	48.31%	2.70	00:02.11	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. google / organic	/things-to-do/denver-attractions/kid-friendly-denver/	7,371 (1.92%)	66.33%	4,889 (2.08%)	41.92%	3.30	00:03.45	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. google / organic	/restaurants/denver-dining/	6,728 (1.75%)	71.27%	4,795 (2.04%)	32.76%	3.70	00:03.23	0.00%	0 (0.00%)	\$0.00 (0.00%)

Google no longer shows you what keywords users used to get to your site, but you can see what pages they landed on. This can give you some insight into what types of terms people are using to find you and you can use this info to inform your SEO decisions.



Questions?

The best place to get help:

<https://support.google.com/analytics>



**VISIT DENVER**

**The Convention & Visitors Bureau**