



HOW TO MAKE SURE GOOGLE ANALYTICS ISN'T LYING TO YOU

May 2018

FWMWEBINAR.COM

Analyzing Google Analytics

1. Primary & Secondary Dimensions
2. Bounce Rate & Other Data Definitions
3. Events
4. Goals
5. Help & Training



Google Analytics

Difference Between Dimensions & Metrics

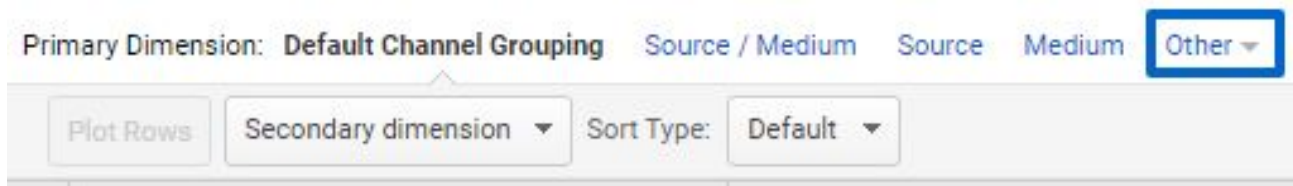
Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ [Change Dimensions](#)

		Acquisition			Behavior			
<input type="checkbox"/>	Default Channel Grouping	Metric	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	Dimension		9,790 % of Total: 100.00% (9,790)	9,521 % of Total: 100.07% (9,514)	11,893 % of Total: 100.00% (11,893)	80.82% Avg for View: 80.82% (0.00%)	1.44 Avg for View: 1.44 (0.00%)	00:01:10 Avg for View: 00:01:10 (0.00%)
<input type="checkbox"/>	1. Organic Search		7,170 (71.47%)	6,993 (73.45%)	8,413 (70.74%)	86.10%	1.31	00:00:52
<input type="checkbox"/>	2. Direct		1,454 (14.49%)	1,421 (14.92%)	1,361 (11.44%)	69.73%	1.57	00:01:13
<input type="checkbox"/>	3. Referral		354 (3.53%)	303 (3.18%)	537 (4.52%)	69.27%	1.88	00:02:31
<input type="checkbox"/>	4. Display		276 (2.75%)	271 (2.85%)	307 (2.58%)	84.69%	1.25	00:00:34
<input type="checkbox"/>	5. Email		242 (2.41%)	123 (1.29%)	452 (3.80%)	60.40%	1.93	00:02:28
<input type="checkbox"/>	6. (Other)		224 (2.23%)	182 (1.91%)	395 (3.32%)	62.53%	2.50	00:03:33
<input type="checkbox"/>	7. Social		111 (1.11%)	95 (1.00%)	139 (1.17%)	78.42%	1.96	00:03:46
<input type="checkbox"/>	8. Paid Search		109 (1.09%)	107 (1.12%)	124 (1.04%)	72.58%	1.53	00:01:12
<input type="checkbox"/>	9. Webinar		91 (0.91%)	25 (0.26%)	165 (1.39%)	41.21%	1.85	00:01:03

Primary Dimensions

1. Acquisition - Channel, Ad Content, Campaign, Keyword, Landing Page, Medium, Source
2. Behavior - Hostname, User Defined Value
3. Technology - Browser, Browser Version, Flash Version, Java Support, Network Domain, Operating System, Screen Colors, Screen Resolution
4. Users - City, Continent, Country, Language, Metro, Region, Sub Continent, User Type



Helpful Secondary Dimensions (Many More)

1. Acquisition - Medium, Referral Path, Source, Source / Medium, Traffic Type
2. Behavior - Event Action, Event Category, Event Label, Exit Page, Full Referrer, Hostname, Landing Page
3. Time - Month of Year, Day of Week Name, Hour, Week of the Year
4. Users - Age, Browser, City, Device Category, Gender, Metro, Region, Session Duration, User Type

How To Use Dimensions to Your Advantage

Primary Dimension: Medium Region

Plot Rows Secondary dimension: City Sort Type: Default

	Region ?	City ?	Acquisition
			Users ? ↓
			7,170 % of Total: 73.24% (9,790)
<input type="checkbox"/>	1. New York	New York	204 (2.80%)
<input type="checkbox"/>	2. England	London	142 (1.95%)
<input type="checkbox"/>	3. California	Los Angeles	95 (1.30%)
<input type="checkbox"/>	4. (not set)	(not set)	92 (1.26%)
<input type="checkbox"/>	5. District of Columbia	Washington	67 (0.92%)

1. Choose primary dimension to view.
Example: Medium
2. Drill into a primary segment.
Example: Organic
3. Select new primary dimension to drill further.
Example: Region
4. Select secondary dimension to segment.
Example: City

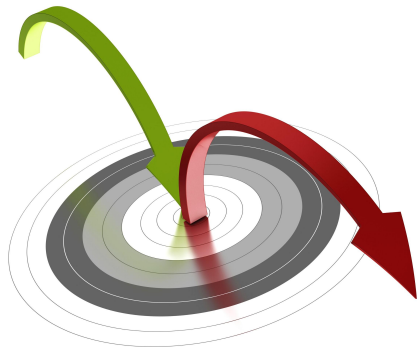
What Is the Definition of Bounce Rate?

bounce rate

noun

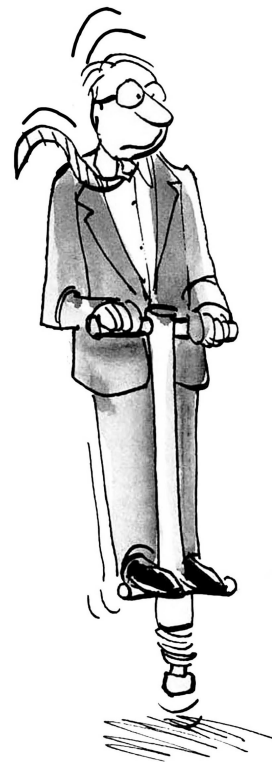
the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

"a rising bounce rate is a sure sign that your homepage is boring or off-putting"



Bounce Rate & Pogo Sticking Difference

- **Bounce rate:** Bounce rate is defined as "the percentage of visitors who visit a single page on a website." A high bounce rate isn't always bad, as it can mean that while the visitor didn't travel deeper into a site, he did spend some time on the page and get an answer to his question. He may have bookmarked the page or shared it on Facebook, but since he didn't read more, it constitutes a bounce.
- **Pogo sticking:** Pogo sticking occurs when a user performs a search, clicks on a result, very quickly clicks back to the search result page, and clicks on a different result. This type of behavior is a direct result of immediate dissatisfaction in the search result, and—unlike bounce rate—*pogo sticking is always a bad thing.*



Custom Segments Using Dimensions

Apr 29, 2018 - May 28, 2018 ▾

All Users
100.00% Users

+ Add Segment

Segment Name

Save

Cancel

Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age ? 18-24 25-34 35-44 45-54 55-64 65+

Gender ? Female Male Unknown

Language ? contains ▾

Affinity Category (reach) ? contains ▾

In-Market Segment ? contains ▾

Other Category ? contains ▾

Location ? Continent ▾ contains ▾

Summary

100.00%
of users

Users

-

Sessions

-

100.00% of sessions

No Filters

Custom Segments Using Dimensions

All Users
100.00% Users

+ Add Segment

Apr 29, 2018 - May 28, 2018 ▾

Organic FAQ & Blog Traffic

Save

Cancel

Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions **1**

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾

Medium ▾ contains ▾ organic - OR AND

AND

Landing Page ▾ contains ▾ /faqs/ - OR AND

OR

Landing Page ▾ contains ▾ /blog/ - OR AND

+ Add Filter

Summary

66.37%
of users

Users
6,498

Sessions
7,474
62.84% of sessions

Conditions

Medium: contains 'organic'
Landing Page: contains '/faqs/'
Landing Page: contains '/blog/'

More Helpful Google Analytics Data Definitions

- **Users:** Users who have initiated at least one session during date range.
- **Entrances:** The number of times visitors entered your site through a specific page or set of pages.
- **Avg. Session Duration:** The average length of a session. Default setup tracks after interactions like bounce rate.
- **Avg. Time on Page:** Amount of time user spent viewing a page. Should always be longer than avg. session duration.
- **% Exit:** $(\text{Number of Exits}) / (\text{Number of Pageviews})$ for the page or set of pages. It indicates how often users exit from that page when they view the page.

Site Speed Reporting in Google Analytics



Primary Dimension: Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		8,202 % of Total: 100.00% (8,202)	4.30 Avg for View: 4.30 (0.00%)
1.	/faqs/types-of-car-lights-and-when-to-use-them.cfm	4,909	17.32%
2.	/library/let-me-in-merging-etiquette-liability-and-right-of-way.cfm	633	-52.21%
3.	/	482	-18.98%
4.	/blog/5-common-types-of-back-surgery-needed-after-a-car-accident-in-virginia.cfm	237	-100.00%

What are “Events” in Google Analytics?

1. **Event Category:** Buckets similar events together.

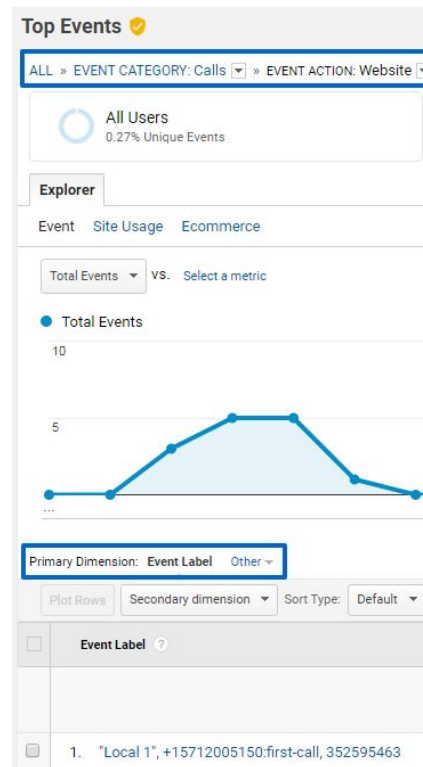
Example: Calls

2. **Event Actions:** Type of interaction you track.

Example: Type of Caller

3. **Event Labels:** Used for additional information for events.

Example: Number Used



Example Event Categories & Actions

Primary Dimension: **Event Category** [Event Action](#) [Event Label](#)

Plot Rows

Secondary dimension: Event Action

Sort Type:

Default

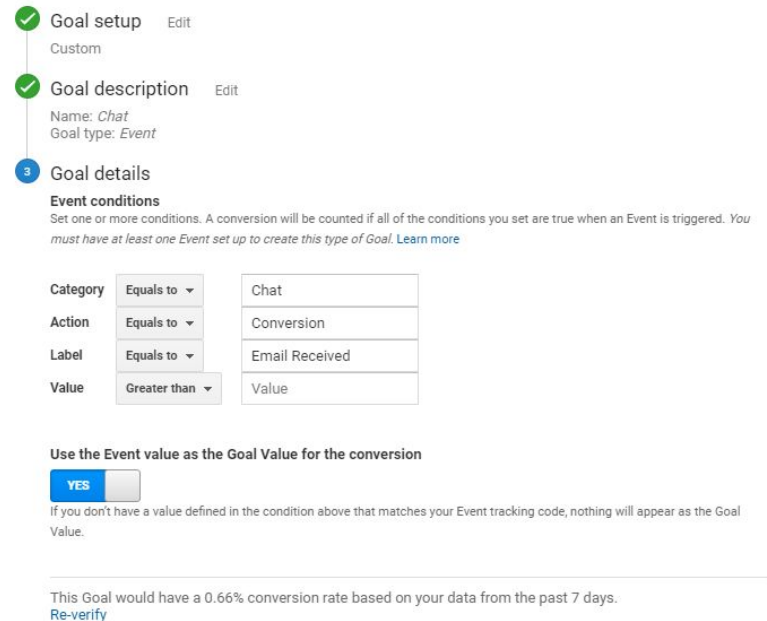
<input type="checkbox"/>	Event Category ?	Event Action ?	Total Events ?
			1,225 % of Total: 100.00% (1,225)
<input type="checkbox"/>	1. Chat	Answer	640 (52.24%)
<input type="checkbox"/>	2. ScrollEvent	ReachedFooter	462 (37.71%)
<input type="checkbox"/>	3. Calls	Website	61 (4.98%)
<input type="checkbox"/>	4. Chat	Conversion	35 (2.86%)
<input type="checkbox"/>	5. Calls	Print	26 (2.12%)
<input type="checkbox"/>	6. Calls	Television	1 (0.08%)

More Information on Google Analytics Events

- Once set up your event data will automatically start pulling into the “Events” section of GA.
- Look at “Unique Events” because total will count a user who does multiple events.
- These events are not perfect like all data in GA, so expect 5 – 10% less events than actual.
- We can add code to your website. Just let us know what you want to track.

What are “Goals” in Google Analytics?

- Goals let you focus on the highest value conversions on your website, such as contact form submissions, chats, calls and more.
- When a visitor to your site performs an action defined as a goal, Analytics records that as a conversion.



The screenshot shows the Google Analytics 'Goal setup' interface. It is divided into three sections: 'Goal setup', 'Goal description', and 'Goal details'. The 'Goal setup' section shows a green checkmark and the text 'Goal setup Edit' and 'Custom'. The 'Goal description' section shows a green checkmark and the text 'Goal description Edit', 'Name: Chat', and 'Goal type: Event'. The 'Goal details' section shows a blue circle with the number '3' and the text 'Goal details'. Below this is the 'Event conditions' section, which includes a sub-header 'Event conditions' and a paragraph: 'Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)'. Below this is a table with four rows: 'Category' (Equals to, Chat), 'Action' (Equals to, Conversion), 'Label' (Equals to, Email Received), and 'Value' (Greater than, Value). Below the table is a section titled 'Use the Event value as the Goal Value for the conversion' with a 'YES' button. Below this is a paragraph: 'If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.' At the bottom, there is a horizontal line and a paragraph: 'This Goal would have a 0.66% conversion rate based on your data from the past 7 days. [Re-verify](#)'.

Goal setup [Edit](#)
Custom

Goal description [Edit](#)
Name: *Chat*
Goal type: *Event*

3 Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to ▾	Chat
Action	Equals to ▾	Conversion
Label	Equals to ▾	Email Received
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

This Goal would have a 0.66% conversion rate based on your data from the past 7 days.
[Re-verify](#)

Google Analytics Goal Examples

Goal	Id	Goal Type	Past 7 day conversions	Recording
Calls - AdWords	Goal ID 5 / Goal Set 1	Event	0	<input checked="" type="checkbox"/> ON
Calls - Website	Goal ID 6 / Goal Set 2	Event	2	<input checked="" type="checkbox"/> ON
Chat	Goal ID 4 / Goal Set 1	Event	10	<input checked="" type="checkbox"/> ON
Contact Form	Goal ID 2 / Goal Set 1	Destination	3	<input checked="" type="checkbox"/> ON
Report Download	Goal ID 3 / Goal Set 1	Destination	3	<input checked="" type="checkbox"/> ON
Verify	Goal ID 1 / Goal Set 1	Destination	0	<input type="checkbox"/> OFF

How to Set Up Goals in Google Analytics

1. Click on the “Admin” button in the bottom left.
2. Select “Goals”
3. Click “+ New Goal”
4. Recommend using “Custom” setup

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

Make a payment Completed online payment

Donate Completed online donation

ACQUISITION

Create an account Successful sign up, account, or view created

INQUIRY

Contact us Viewed phone number, directions, chat or email

Get directions Viewed location, map, or directions

Upcoming events Viewed calendar or list or events

Download or print Downloaded or printed brochure information

ENGAGEMENT

Share / social connect Shared to a social network or emailed

Use calculator Used online calculator or other tool

Sign up Subscribe to newsletter, update alerts, or join group

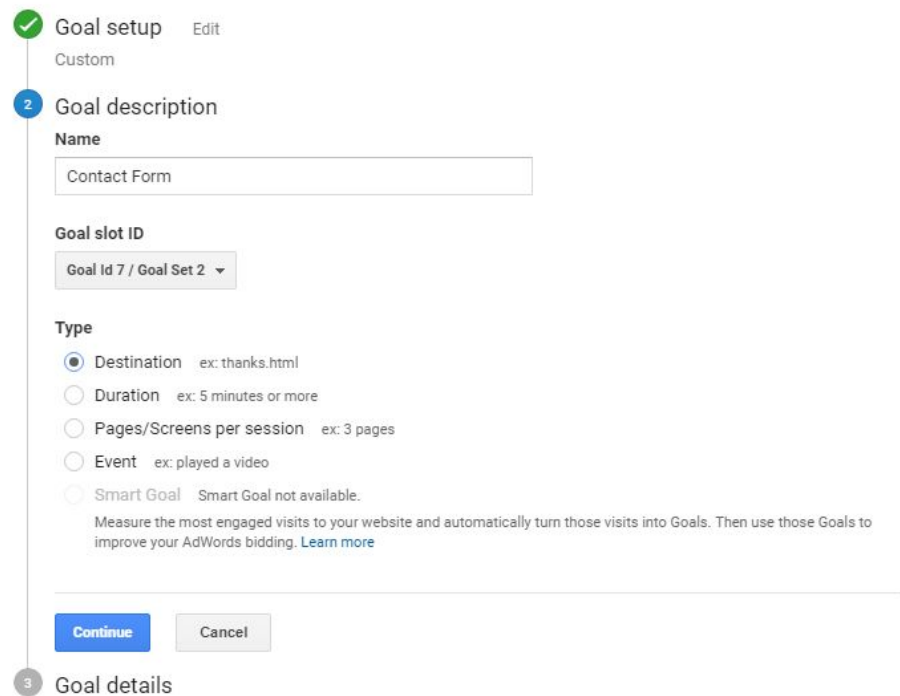
Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Custom

How to Set Up Goals in Google Analytics

1. Describe the goal in “Name” field
2. Choose “Destination” or “Event” type
3. Don’t typically recommend using “Duration” or “Pages/Screens per session” - they inflate your reporting
4. Use goals to define important actions



The screenshot shows the 'Goal setup' interface in Google Analytics. It is divided into three steps: 1. Goal setup (marked with a green checkmark), 2. Goal description (marked with a blue '2'), and 3. Goal details (marked with a blue '3').

Goal setup Edit
Custom

Goal description

Name
Contact Form

Goal slot ID
Goal Id 7 / Goal Set 2

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Buttons: Continue, Cancel

How to Set Up Goals in Google Analytics

1. Input destination URL to track.
2. Update to “Begins with” if possible
3. Test using the “Verify” button
4. Use Funnels to track goal destination URLs that are shared
5. Audit regularly

The screenshot shows the 'Goal setup' interface in Google Analytics. It is divided into three sections: 'Goal setup', 'Goal description', and 'Goal details'. The 'Goal setup' section shows a green checkmark and the word 'Custom'. The 'Goal description' section shows a green checkmark, the name 'Contact Form', and the goal type 'Destination'. The 'Goal details' section is the active step, indicated by a blue circle with the number '3'. It contains a 'Destination' section with a dropdown menu set to 'Begins with' and a text input field containing '/thank-you.cfm'. There is a 'Case sensitive' checkbox which is unchecked. Below this is a 'Value' section with a toggle switch set to 'OFF' and the text 'Assign a monetary value to the conversion.'. There is also a 'Funnel' section with a toggle switch set to 'OFF' and the text 'Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.'. At the bottom, there is a summary line: 'This Goal would have a 0.20% conversion rate based on your data from the past 7 days.' with a 'Re-verify' link. At the very bottom are 'Save' and 'Cancel' buttons.

✓ Goal setup [Edit](#)
Custom

✓ Goal description [Edit](#)
Name: *Contact Form*
Goal type: *Destination*

3 Goal details

Destination

Begins with Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 OFF Assign a monetary value to the conversion.

Funnel optional
 OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

This Goal would have a 0.20% conversion rate based on your data from the past 7 days.
[Re-verify](#)

[Save](#) [Cancel](#)

Use Reverse Goal Path Report

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualization

Goal Flow

Smart Goals

Ecommerce

Multi-Channel Funnels

Reverse Goal Path ✓

SAVE EXPORT SHARE EDIT INTELLIGENCE

All Users
+0.00% Goal Completions

+ Add Segment

Apr 29, 2018 - May 28, 2018
Compare to: Apr 29, 2017 - May 28, 2017

Goal Option:
All Goals

Explorer

advanced

Goal Completion Location [?]	Goal Previous Step - 1 [?]	Goal Previous Step - 2 [?]	Goal Previous Step - 3 [?]	Goal Completions [?] ↓
1. (entrance)	(not set)	(not set)	(not set)	
Apr 29, 2018 - May 28, 2018				280 (76.92%)
Apr 29, 2017 - May 28, 2017				287 (84.66%)
% Change				-2.44%
2. /reports/thank-you.cfm	/	/reports/legal-website-analysis.cfm	(entrance)	
Apr 29, 2018 - May 28, 2018				24 (6.59%)
Apr 29, 2017 - May 28, 2017				7 (2.06%)
% Change				242.86%
3. /reports/thank-you.cfm	/	/reports/the-5-biggest-mistakes-99-of-lawyers-make-with-their-websites.cfm	(entrance)	
Apr 29, 2018 - May 28, 2018				24 (6.59%)
Apr 29, 2017 - May 28, 2017				0 (0.00%)
% Change				∞%

Google Analytics Help & Training

Search reports and help

HOME


CUSTOMIZATION

Reports


- REAL-TIME
- AUDIENCE
- ACQUISITION
- BEHAVIOR
- CONVERSIONS

DISCOVER

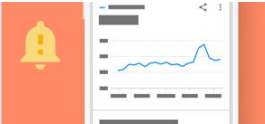
ADMIN




Google Analytics App
Download the free Google Analytics App to monitor key metrics, check real-time reporting, review insights, or answer questions on the go.
[ANDROID](#) [IOS](#)



Google Analytics Demo Account
Access the official Demo account to learn from a fully implemented Google Analytics profile.
[GO](#)

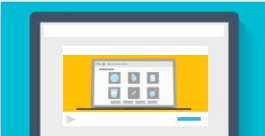


Custom Alerts
Set up custom alerts to email you when your data changes.
[GO](#)




Spreadsheet Add-On
Perform advanced analysis by pulling data directly into Google Sheets.
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Official Analytics Blog
The source for Google news and announcements on all measurement and analytics products.
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G+ GA Community
The largest user driven digital analytics community focused on Google Analytics.
[GO](#)


Expand your measurement strategy




Attribution



Data Studio



Optimize



Google Surveys



Need Help?

FWManalysis.com