

## What Is Google Analytics?

Google analytics helps you analyze your patron traffic and paints you a picture of who your patrons are.

- What content is being viewed?
- What devices your content is being viewed on?
- Where your patrons are located?
- What is working and not working?
- Reasons for upticks in usage.

## Meeting Business Objectives

It's more than how many patrons are visiting your site and every site will have actions— click, exit, new user, repeat visitors. Google Analytics tracks and boils down these actions into understandable reports.

If you know what keeps patrons clicking and interacting with your site you can:

- Encourage repeat visits.
- Get patrons engaged with your content.
- Help patrons find what they are looking for.
- Identify what content your patrons are finding or not finding.

Generate and build your brand— drive awareness and loyalty by:

- How is your content being shared, linked to and engaged with on the web?

## How does Google Analytics work?

Google uses a snippet of JavaScript code embedded onto every page of your website. Some of the data comes from the website (e.g. content, referring source, time on site), the user's browser (e.g. browser name; Internet Explorer, Mozilla, Chrome), and the device and operating system.

The code collects and pushes the information to Google Analytics servers. Each piece of data is looked at as an interaction or hit.

Google organizes the information, categorizes the hits by type of user (e.g. new or returning) and determines for each hit different pieces of data such as dimensions and metrics. Google then stores that information into a database.

To interact with your data you would access your account Google Analytics account.

## Google Analytics Account (users)

### Property

(website, discovery, mobile app)

**View**  
(reports)

**View**  
(reports)

## Types of Reports

Google organizes the data it collects into a collection of reports associated to a theme.

### Audience reports

- Who are your patrons?
- What device they are using?
- Where they are located?

### Acquisition reports

- Where patrons are coming from.  
(*website referrals, direct linking*)
- Online behaviors.
- Conversion patterns.

### Behavior reports

- How patrons are interacting with your content.

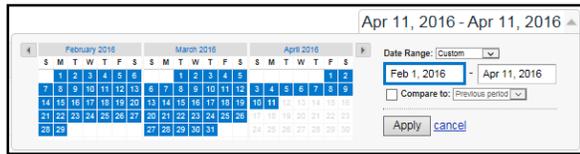
### Conversion reports

- How all channels work together?

## Features

### Configurable Data Range

Every report will have the option to adjust the date range.



### Annotations

Annotations are a way to add notes to your data to remember key events.

Name	Creator	Date	Actions
Launch of the Knowledge Library	viantris@gmail.com	Oct 1, 2012	Delete
Addition of Google Analytics to the Knowledge Library	viantris@gmail.com	Oct 10, 2012	Delete
Launch of the desktop icon across the network to the Knowledge Library	viantris@gmail.com	Jul 7, 2014	Delete
Update and launch of the Knowledge Library on LocusOne 2.0 platform	viantris@gmail.com	Sep 14, 2015	Delete

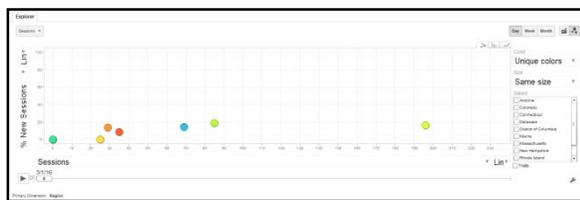
### Graphs & Tables

You will encounter many different graphs and tables in Google Analytics. Here are just a few examples:

#### Line Chart



#### Motion chart

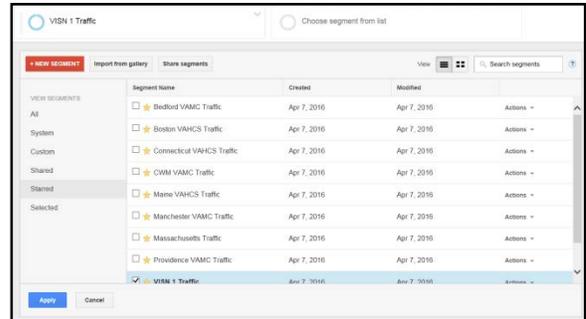


#### Data table

Region	Sessions	% New Sessions	New Users	Users	Source Rate	Pages/Session	Segments
VISN 1 Traffic	10,135	16.69%	1,681	3,574	0.10%	3.24	32.85
1 Massachusetts	4,521 (44.61%)	15.54%	807 (47.94%)	1,883 (52.7%)	0.19%	3.20	13,840 (41.7%)
2 Maine	1,895 (18.70%)	22.29%	293 (16.2%)	690 (36.4%)	0.06%	3.26	4,481 (13.7%)
3 Connecticut	1,892 (18.67%)	12.19%	320 (16.9%)	690 (36.4%)	0.06%	3.27	4,474 (13.7%)
4 Vermont	1,886 (18.54%)	15.22%	188 (11.2%)	347 (19.6%)	0.05%	3.17	4,107 (12.6%)
5 New Hampshire	722 (7.13%)	11.62%	84 (4.9%)	212 (5.9%)	0.03%	3.01	3,115 (9.5%)
6 Rhode Island	648 (6.39%)	18.51%	107 (6.3%)	201 (5.6%)	0.17%	3.47	3,277 (10.0%)

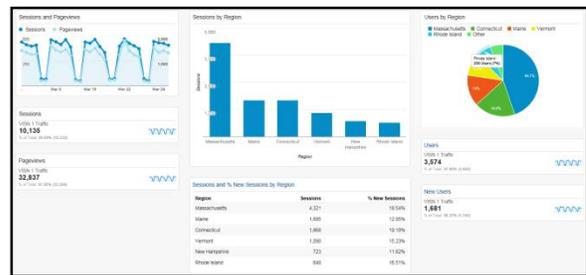
### Segmentation

You can filter your reports and dashboards by applying segments that isolate subsets of your data.



### Dashboard

You can compile various graphs and tables from different reports into a dashboard to quickly view your websites usage.



### Event Tracking

Events are interactions with content that are tracked independently— data of specific interaction with your content.



## How to Get Started

What you will need.

- Access to the Internet
- Access to your website's HTML
- Basic HTML knowledge OR access to your webmaster

Create an account at [google.com/analytics](https://analytics.google.com)

### Set up Analytics tracking

Google support site that shows you how to set up tracking for your website, apps or other devices.

<https://support.google.com/analytics/answer/1008080?hl=en>

### DAP: Digital Analytics Program

The Digital Analytics Program offers federal agencies a hosted share service for advanced, easy web analytics.

<http://www.digitalgov.gov/services/dap/>

### Getting Started with Google Analytics

An overview video: the A, B, C's (how visitors find your website, are you creating effective content, how does the data impact your bottom line) of Google Analytics.

<https://youtu.be/WC3ONXJn9FQ>

### Lynda.com – Google Analytics Essential Training

<http://www.lynda.com/Google-Analytics-tutorials/Google-Analytics-Essential-Training/197523-2.html>

### Event Tracking: Track outbound links

How to set up event tracking on your website.

<https://support.google.com/analytics/answer/1136920?hl=en>

## Terminology

**Conversion** is a series of actions that occur, in order to achieve a goal.

**Dimension** describes characteristics of a piece of data.

- Example: city name or state is a dimension of location

**Event** is an action that tracked when a user interacts with content.

- Example: playing a video

**Goal** is used to track direct actions & their value.

- Example: getting people to visit a certain number of pages

**Hit** is an interaction that sends data to Google Analytics.

- Example: visiting a page

**Metric** is an individual element of a dimension that can be measured as a sum of actions.

- Example: metric of city dimension is how many residents it has

**Pageview** is when a page is loaded, or reloaded, in the browser.

**Segment** is a set of users that share common attributes.

- Example: by geographic region

**Session** is the period of times a user is active on your site (default is 30 min).

- Patron active more than 30 minutes → new session
- Patron returns within 30 minutes → 1 session

**Source** is the origin of traffic, **Medium** is the category of that source.

- Example: source → google
- Example: medium → organic search