# Get started with Google Analytics

# Intro

Hello Everybody, my name is Slava and today I’d like to present Google Analytics and how to get started with GA.

Just a few words about me. I work in IT as a Tech Support Engineer, and enjoy web technologies. Even though I am not a WordPress professional , I use WP my small projects. I believe my expirience may help other ppl in this comminity.

This is not technical presentation, as we focus more on Analytics it self and will try to understand what it can be used for

So let’s get started

Here is brief plan

* Why do we need analytics for websites?
* Key Concepts
* Creating a GA account
* Working with reports
* What is next?

# Why do we need analytics for websites?

We need to work with Analytics to devlier better results for our customers.

Analytics helps to analyze people's behaviour and website perfomance. Using this data we can modify the website to accoumplush certain criterias.

Or more general,digdigital Analytics is measuring business goals and finding areas of improvement

This is not a surprise that, most of the websites from personal blog to ecommerce are concerned about user experince and would like to deliver better results should pay attention to analytics data.

# Key Concepts - How it works

Google provides a javascript that should be implemented on all website pages. This script will analyze visitors behaviour and sends data to Google Analytics DB, that will be used to create an Analytics Report.

Metrics and Dimensions

To understand how reports work we need to know some basic concepts.

|  |  |
| --- | --- |
| MetricsA quantitative measurement of your data. Metrics in Analytics can be sums or ratios. | DimensionsA descriptive attribute or characteristic of data. Browser, Landing Page and Campaign are all examples of default dimensions in Analytics. |
| * Quantitive
* Measure data
* Counts, ratios, percentages
 | * Qualitive
* Describe
* Split data into categories
 |

Metrics and Dimensions work together:

Dimensions break data, metrics can quantitative

Metrics: Pageviews, Sessions, Users, Bounce rate

Dimensions: Page, Device Type, Country, Browser

To understand metrics and dimensions definition is the key for analyzing data. So check glossary and find the best recouse suits your needs

Examples

Google analytics help page

<https://support.google.com/analytics/topic/6083659?hl=en&ref_topic=3544906>

**Pageview**  - a count of page being loaded in a browser

**Hits** - an interaction that results in data being sent to Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits. Each time the tracking code is triggered by a user’s behavior (for example, user loads a page on a website or a screen in a mobile app),

**Session** -Visit to the website within a given timeframe. The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

**User** - Visitor to your website. Have the same Client ID, that is stored in browser cookies. Can track same user across multiple sessions

**Segment** - A subset of sessions or users that share common attributes. Segments allow you to isolate and analyze groups of sessions or users for better analysis. Segment by device, location, traffic source etc

**Conversion** - A completed activity, online or offline, that is important to the success of your business. Examples include a completed sign-up for your email newsletter (a Goal conversion) and a purchase (a transaction, sometimes called an Ecommerce conversion).

**Event** - Event is a type of hit used to track user interactions with content. Examples of user interactions commonly tracked with Events include downloads, mobile ad clicks, finalyzing purchase.

# Source / Medium -Source: the origin of your traffic, such as a search engine (for example, *google, Twitter*) or a domain (*example.com*). Medium: the general category of the source, for example, organic search (*organic*)or social, cost-per-click paid search (*cpc*), web referral (*referral*).

# Creating a GA account

<https://accounts.google.com>

use your google acct and start using Google Analytics.

To install the global site tag, copy the following code and paste it immediately after the <head> tag on every page of your site.

Install gtag manually. Pros - no plugins. Cons - header.php or other files could be overwriten with the Theme update.

Install using a custom plugin like [MonsterInsights](https://wordpress.org/plugins/google-analytics-for-wordpress/) or any othe plugin that add Header to all pages.

**Add a demo account**

Use real google store website data and provide a great opportunity for testing and starting to work with reports.

# Working with reports

Let’s go trhough the main section and discuss what reports and data are presented there.

**Real-Time**

A quick snapshots what is going on

**Audience**

Characteristic of ppl who visiting your website (Anonymous data regarding, geography, technologies and devices)

**Acquisition**

How do you acquire these users \*traffic source, source engine

**Behaivour**

How visitors engagin with the site

Search site engine

**Conversion**

reports on goals, ecommerce , what channels converting and ppl do the things you want them to do

Website analytics provide you with the actual reports and analytics on how your site visitors behave once on your website; who they are by their age, gender, location, etc.; how they landed on your site (traffic source); the most popular content on your site; your total conversions; and so on. With this information in hand, you can plan fully informed business strategies and grow your business faster.

Some of the obvious measures (or metrics in Analytics language) is the amount of visitors, what pages are popular, how long visitors stay on each page.