

Google Analytics Reference Guide

from **Assured SEO**

Accounts, Web Properties, Profiles & Filters

- Accounts can have multiple Web Properties. Maximum accounts per login is 25.
- To create a profile you need admin rights. Make sure you haven't hit maximum of 50. 50 is max for web properties and/or profiles within an account.
- A Web Property has a unique ID number that is used in the GA Tracking Code
- Profiles are a great way to limit access to a segment of data
- Profiles are setup to create different sets of data within a Web Property (Profiles can't access domains in a different account)
- Filters are created and added to Profiles to adjust how data is processed and stored in Profiles
- Order matters when applying filters to Profiles
- Filters can set data to lower case, upper case, exclude visits, include only certain traffic, rewrite URLs, and include only certain website sections
- Profiles can be duplicated in "Profile Settings" by clicking the "Copy this Profile" link
- Always maintain one unfiltered profile as a backup

Sources & Attribution

- Direct is the Traffic Source when no other traffic source is available (e.g. bookmark or directly typed in browser)
- GA uses a last non-Direct attribution model, meaning the last non-Direct traffic source gets credit for a conversion (add "utm_nooverride=" to URL to use original referring campaign)
- In the case of a "Direct" visit, where visitor has a previous source, the **previous source gets credit for visit**

Campaign Tracking/Traffic Sources

- Manually tag banner ads, email campaigns, non-Adwords CPC campaigns and applications
- Campaign Tracking is used to adjust how GA categorizes a visit. Without a tag, all visitors appear as "direct", "referral", or "organic"
- UTM variables are used to set the source information on links to your website
- **Required UTM variables:** Source (utm_source-facebook,mashable.com,bing), Medium (utm_medium-cpc,display,social,email), Campaign (utm_campaign)
- **Optional UTM variables:** Paid Search Keyword (utm_term), Ad Content (utm_content)
- The **URL Builder** (<http://blast.am/urlbuilder>) in the GA Help Forum can be used to build UTM tagged links

Cookies

- User won't be tracked if blocking cookies or JS, or opted out of GA tracking
- 1st party cookie set by site you're on and only accessible by same site. GA uses this type
- 3rd party cookie set by other site and tracks data across sites
- Temp cookies are removed when a user closes their browser
- GA uses JavaScript and 1st party cookies: utma (visitor id-2yrs), utmb (session id-30min), utmc (deprecated), utmz (campaign-6mo), utmv (visitor segmentation-2yrs), utmx (content experiments-2 yrs)

GA Cookie Detection

utma= 643728946 134672895 6427089402 5427306128 9724810502 3

Domain Hash	Random Unique ID	Time of Initial Visit	Start of Previous Session	Start of Current Session	Session Counter
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Dimensions & Metrics

- Dimensions are "categories"
- Metrics are "counted" in relation to "categories"
- **Examples of Dimensions:** Source, Landing Page, Screen Resolution, Browser, Page, Custom Variable, Region
- **Examples of Metrics:** Visits, Visitors, Pageviews, Exits, Bounce Rate, Conversion Rate, Total Events, Entrances

Goals

- Goals are created to track "successes" (Can only be added by an admin)
- A goal conversion can only happen once during a visit, but multiple ecommerce transactions can occur
- Goals can be used to track "Time on site", "Pages viewed", "Events", or "URL Destination"
- With URL Destination, a funnel of pages can be setup with the goal
- Only one conversion per goal per visit will be counted
- Goals are tied to profiles. Limit of 20 goals per profile
- Site search terms reports only show goal conversions for those who searched on your site

Referrers

- A referrer is the site that a visitor was on when they clicked a link to get to your site
- Search engines are also often referrers because they have links to your site that aren't part of a search results page (iGoogle, etc) or they aren't in GA's default list of (organic) search engines (which covers most widely used search engines)



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Cross Domain Tracking

- GA needs to be customized to track a visit across multiple domains or sub-domains.
- Cross Domain Tracking methods: `_link()`, `_linkByPost()`, `_setAllowLinker()`, `_setDomainName()`, `_setAllowHash()`

Ecommerce Tracking

- Ecommerce tracking code must be installed on the confirmation or “Thank you” page of the checkout funnel to setup ecommerce tracking
- Transaction data is sent via the ecommerce tracking code
- If you have a single traffic referral source, your website’s cross domain tracking is not setup properly
- Supply empty placeholder for unspecified arguments (“”)
- Place ecommerce tracking code after standard tracking code
- **Tip:** Ecommerce revenue data is viewable on many reports such as All Traffic via Explorer Tabs

Real-time Report

- Shows active number of visitors
- Shows pageviews by second and by minute over the last 30 minutes
- Can be categorized by traffic source, location, and page viewed

Custom Reports

- **Explorer Option:** Hierarchy of data tables linked by clickable rows (drill down)
- **Flat Table Option:** Single table that shows all data

Adwords & Analytics

- Neither can track if user has cookies blocked
- Connecting Adwords & Analytics allows cost data to be imported from Adwords into the Analytics reports
- Use auto-tagging in Adwords and don’t manually tag
- Within Adwords report, click on “Clicks” dataset to view
- Avoid using redirects on Adwords landing pages that will strip gclid of Adwords spend and differentiates between Google CPC and Non-Google CPC visits
- Analytics also calculates ROI
- Clicks are not the same as visits
- Adwords filters out invalid clicks
- Users’ browser settings can block GA if JS is blocked but not Adwords
- AdWords has 30-day window for conversion
- GA is last-click attribution
- AdWords shows the conversion on the date the ad was displayed. GA on the date of conversion

Virtual Pageviews & Event Tracking

- Use `_trackPageview` to distinguish page steps for forms and checkout flows when URIs are not unique. Rename pages with `_trackPageview()`
- Virtual pageviews track activity that doesn’t generate a pageview
- Use `_trackPageview()` and `_trackEvent()` for Flash event tracking
- **Event Tracking elements:** categories, actions, labels

Fundamentals

- CTR = Clicks/Impressions
- URI = file path (not including domain)
- Bounce Rate = % of visitors who viewed only one page
- Crawlers aren’t tracked since they don’t execute JS
- Direct is the Traffic Source when no other traffic source is available
- Cached Pages are tracked
- Data can take 24+ hours to show in GA Standard
- Visit duration categorizes visits according to time spent on site
- No PII (Personal Identifiable Info) in GA like address, name, credit cards, etc. CRM identifiers are OK

Intelligence Events

- Intelligence Events are alerts where GA detects changes in site performance
- Alerts can be setup to notify by email on a daily, weekly, or monthly basis
- Custom and Automatic Alerts are available

Segmentation

- Segments are created so that only visits that match a set of criteria are shown as matching that segment
- Segments can be created using dimensions or metrics
- Up to 4 segments can be applied to a report to analyze how they perform against each other
- Allows side by side comparison and may be applied to historical data



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Google Analytics RegEx Reference Guide

from **Assured SEO**

Anchors

`^` Start of line (**^site** matches **site**, not **mysite**)

`$` End of line (**site\$** matches **site**, not **sites**)

Shorthand Character Classes

`\s` White space character

`\S` Non-white space character

`\d` Digit character (same as [0-9])

`\D` Non-digit character

`\w` Word (same as [A-Z a-z 0-9])

`\W` Non-word (e.g. punctuation, spaces)

Example: `\d {1,5}\s \w*` matches "235 Market"

Metacharacters

Need to escape with backslash when you don't want character interpreted as RegEx function.

`^` []

`$` ()

`.` { }

`*` + ?

`\` | -

Filter Group Accessors

`$Ax` Access group x in field A (e.g. \$A1)

`$Bx` Access group x in field B (e.g. \$B1)

Quantifiers

`*$Ax` Zero or more (greedy)

`*?` Zero or more (lazy)

`+` One or more (greedy)

`+`? One or more (lazy)

`?` Zero or one (greedy)

`??` Zero or one (lazy)

`{X}` Exactly X (e.g. 5)

`{X,}` X or more (e.g. 5)

`{X, Y}` Between X and Y (e.g. 1 and 3) (lazy)

Wildcards

• Matches any single character

`*` Matches zero or more of previous item (**bla*st** matches **blaast & blaaast**)

`+` Like asterisk, but must match at least one previous item (**bla+st** matches **blaast**, not **blast**)

`?` Matches zero or one of previous item (**bin?g** matches **both bing and big**)

`|` a|b Matches a or b

Ranges and Groups

`(a|b)` a or b (case sensitive) **thank(s)\syou**

`(...)` Group, e.g. (keyword)

`(?...)` Passive group, e.g. (?:keyword)

`[abc]` Range (a or b or c)

`[^abc]` Negative range (not a or b or c)

`[A-Z]` Uppercase letter between A and Z

`[a-z]` Lowercase letter between a and z

`[0-7]` Digit between 0 and 7

Sample Patterns

`199\.` `212\.` `121\.` `123` IP Match

`^199\.` `212\.` `121\.` `([1-9])` `1` `[0-9]` `2` `[0-5]` `$` IP Range (.1-25)

`^/directory/(.*)`

Any page URLs starting with /directory/

`(brand\s*?term)`

Brand term with or without whitespace between words

`^brand\s+[^cf]`

Key phrases starts with 'brand' and second word not starting with c or f

`\.aspx$`

URLs ending in '.aspx'

`ORDER\-\d{6}`

"ORDER-" followed by a six digit ID

`(?:\?|&)utm=([^\&$]+)`

Value of 'utm' querystring parameter

RegEx Creative Credit: [Jay Taylor](#) & Google



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