GOOGLE ANALYTICS TRACKEN pdf

1: What is the role of IP tracking in Google Analytics? | Analytics Course

Google Analytics gives you the tools you need to better understand your customers. You can then use those business insights to take action, such as improving your website, creating tailored audience lists, and more.

What Does Google Analytics Do? But what exactly does Google Analytics do? Google Analytics is a free website analytics service offered by Google that gives you insights into how users find and use your website. They are taken from several websites that I own. How does Google Analytics track data? Google Analytics tracks all of its data by a unique tracking code that you install on every page of your website. Each time they visit the site, the code tracks information about their visit. To get more in-depth information, you can use UTM parameters. These are tags that you add to the end of your URL to provide Google Analytics with more information about your links, such as what campaign your content is coming from and which social channel is driving the most revenue. What does Google Analytics measure? The building blocks of Google Analytics reports are dimensions and metrics. Metrics are the quantitative measurements for those dimensions. Metrics and dimensions make up every single report in Google Analytics. What can you do with Google Analytics? In short, Google Analytics helps you make decisions based on data. You can justify spending more on your advertising, discover where you should be advertising , and even determine what types of content you need to be putting out there. Google Analytics categorizes data into the ABCs: Simply put, you can use acquisition reports to see how your traffic arrives to your site. This is giving you the most important data right up front â€" the number of sessions acquired, the bounce rate of those acquired visitors, and their conversions for your most effective channels. It provides a quick and easy way to see how your top channels are performing. Acquisition reports are a great way to look at which avenues are best for bringing traffic to your site and getting certain actions to happen. Using the other views will allow you to look at different types of traffic. For example, say you want to know which search engine is driving the most organic traffic. Or, you can explore which referral sources are responsible for driving the most traffic to your site by looking at the Referral view. Use this information to make decisions about where you promote content. If you want to look at just social referrals, check out the Social tab. This focuses on just social media traffic. Use this tab to discover the networks where people engage with your content. You can also identify which content performs best on each community. For example, you may find your broader entertainment content performs better on Facebook, while your business-related content performs well on LinkedIn. The great thing about Google Analytics is how it integrates with other tools. The Acquisition section can integrate with your Ads account so you can track how your campaigns are performing in terms of acquiring customers. Use the Ads section to see how keywords are performing and to identify popular search queries that drive traffic to your site. Use this information to create more targeted campaigns based on popular queries and topics people are searching for. You can also integrate with the Search Console to see how your landing pages are performing. Are certain pages great at driving people to your site, but are low in the Google search results? Are certain keywords driving you to appear in search results, but resulting in a below-average click-through-rate? Behavior The Behavior reports all about seeing what visitors are actually doing on your website. All of these metrics describe how a user interacted with your page. Here are some quick definitions: Total number of pages viewed. Number of individual people who have viewed a specific page at least once during a visit. Average Time on Page: The average amount of time users spend viewing a page. The percentage of single-page visits. For an in-depth lesson on bounce rate and how to use it, see here. This shows the path visitors commonly take when they visit your site, from entering to exiting. Use this to see where it is that people tend to enter and drop off. Understanding Site Content Next up is the Site Content section, which reports on how visitors interact with various pages or pieces of content on your site. Google Analytics breaks this down into a few different reports: The All Pages report shows the top pages pf your site based solely on traffic numbers. Use this to see which content is performing best on your site. This report will show you the top folders of content on your site, as well as the top pieces within those folders. This gives you a more holistic view of how different content sections are performing on your site. The Landing Pages report allows you to see top landing pages,

which is where your visitors enter your site. This report will show you conversions based on your goals, which enables you to see which pages are most likely to lead people to convert. Use this information to optimize your campaigns to direct more traffic to the pages with higher conversion rates. As for Exit Pages, this is all about where people are exiting your site. Understanding the Site Speed The next section of the Behavior tab deals with site speed â€" this deals directly with load time. Use this section to determine which areas of your site you may need to optimize due to their slow loading speed. This is also broken out by browser. Here are a few definitions you need to know note all times are in seconds: Average page load time: The average amount of time it takes for pages to load Average redirection time: The average amount of time spent in redirects before fetching a page Average domain lookup time: The average amount of time spent in DNS lookup for a page Average server connection time: The average amount of time spent establishing a TCP connection for a page Average server response time: The average amount of time your server takes to respond to a user request Average page download time: The average amount of time it takes to download a page The Page Timings report shows you how long your most-visited pages takes to load compared to the overall load time of your site. Use this to determine which pages you need to optimize due to their slow load speed. To optimize the slower pages, check out my guide to improving website speed. It also gives you detailed information for each page! Those are the ones that really matter. Last is User Timings. This feature requires special code on your website in addition to the regular Google Analytics tracking code. Understanding Site Search Another feature of Behavior reports is Site Search, which shows how people are using the search function of your site. Use this information to find keywords you can be using in Google Ads. The Usage report shows the number of visits where the search box was used vs. This will help you see whether your search box is improving metrics like bounce rate and conversions. The Search Terms view gives in-depth information about the search terms people are using on your site, such as how many times that term was used, the number of pages that term triggers, and the percentage of search exits and refinements. You can use this data to determine how easy it is to find information on your site, as well as what information people are searching for â€" then, you can make ads that drive users straight there. Understanding the Events Events are for tracking specific interactions on your website, like clicks on external links, video plays, resource downloads, etc. If you are using a WordPress plugin like MonsterInsights , then it will work automatically. These are tracked based on the event tracking code you set up. The Top Events report is all about the events with the most interaction. So say you have multiple video downloads. Use this section to see which video is being downloaded the most. This can tell you what your audience is most interested in â€" then, you can create more of this type of content. The Pages report under Events shows you the top pages where visitors interact with your events. This can help you with optimizing your pages and focusing more of your efforts and events! Conversions The Conversions section of Google Analytics is all about understanding how people convert on your website, which is essential to improving your conversion rate. Conversion reports are broken into four sections: Understanding Goals The Goals section starts off with an Overview tab, like the rest of the sections. The primary view is just the actual goal completion page i. Use this to see the pathways people take to conversion as well as how many steps it takes someone to get to that converting stage. Next, take a look at Funnel Visualizations. This only works if you set up the Destination Goal to track multiple steps in the conversion process. This can help you find hurdles to conversion â€" like a complicated checkout process, or a broken cart page. You can also use the Goal Flow Visualization report in the same way.

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2: How to Set Up Google Analytics Email Tracking: Step-by-Step Guide !

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.

There are limited resources on video-centric solutions. Another problem is with the so called integrations provided by companies like Brightcove. If you already have a account in Google Analytics created for your web site to track page views, we highly recommend that you create a new account for the same web site that you will use for tracking Video Cloud data only. By separating video data into a new account you are unable to understand something as simple as how many users who watch a video convert. If you have code access to your video player on your site, you will be able to do everything in this post! Do you track a video start differently from a play after a pause? These are all questions that you should be able to answer. Working at Analytics Pros , we have completely rebuilt vendor video analytics integrations for a number of media-driven companies. Current Video Tracking Reports Lets start by taking a look at what your current video tracking likely looks like in Google Analytics. This is the most common type of integration provided by most video platforms. At the very end, I include examples of dataLayer pushes for Google Tag Manager that drive all of these reports. I am going to use Major League Soccer who I would love to work with as my example. What makes this dashboard different is that it features video playtime as metric. Using this we can produce reports that center on video playtime. We can also provide insight into how often videos are stuck buffering and what bitrates users are being served. Livestream is also something that is often viewed as challenging to track in Google Analytics. Again, the video playtime metric makes it look easy. The visual below shows an example of what a soccer game being livestreamed might look like. You can see that active users peaked right before half-time and again at the end of the match. Implementation Specifics To make all this happen you need to implement solid eventing in your video platform. Here are some examples of our dataLayer pushes that power everything in Google Analytics: Video OnDemand â€" Start dataLayer.

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3: Analytics Technology and Integrations - Analytics

How to Add Google Analytics Tracking to a Website Data Tutorial Marketing Analytics. There are a few ways to add Google Analytics tracking code to your website. Adding Google Analytics to your website enables you to track the number of visitors to your site, the search keywords they use to find your site, the time spent on your site, goal conversion and much more.

Features[edit] Integrated with Google AdWords , users can now review online campaigns by tracking landing page quality and conversions goals. Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from referrers , how long they stayed on the website and their geographical position. It also provides more advanced features, including custom visitor segmentation. Each profile generally corresponds to one website. It is limited to sites which have traffic of fewer than 5 million pageviews per month roughly 2 pageviews per second unless the site is linked to an AdWords campaign. It is beneficial to marketers and analysts for successful implementation of a marketing strategy. History[edit] Google acquired Urchin Software Corp. The system also brings ideas from Adaptive Path, whose product, Measure Map, was acquired and used in the redesign of Google Analytics in However, due to extremely high demand for the service, new sign-ups were suspended only a week later. As capacity was added to the system, Google began using a lottery -type invitation-code model. Before August , Google was sending out batches of invitation codes as server availability permitted; since mid-August the service has been fully available to all users â€" whether they use Google for advertising or not. Google Analytics includes five main products: Its purpose was to unify the tagging system to simplify implementation. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. November Learn how and when to remove this template message Google Analytics is implemented with " page tags ", in this case, called the Google Analytics Tracking Code, which is a snippet of JavaScript code that the website owner adds to every page of the website. The tracking code runs in the client browser when the client browses the page if JavaScript is enabled in the browser and collects visitor data and sends it to a Google data collection server as part of a request for a web beacon. The larger file currently known as ga. However, the more recent size is over 40KBytes as of May The file does not usually have to be loaded, however, due to browser caching. Assuming caching is enabled in the browser, it downloads ga. Furthermore, as all websites that implement Google Analytics with the ga. This cookie stores anonymous information called the ClientId. NET , or Perl for its server-side language. This prevents some traffic and users from being tracked and leads to holes in the collected data. However, these limitations are considered smallâ€"affecting only a small percentage of visits. Any individual web user can block or delete cookies resulting in the data loss of those visits for Google Analytics users. Website owners can encourage users not to disable cookies, for example, by making visitors more comfortable using the site through posting a privacy policy. To reduce the load on their servers and to provide users with a relatively quick response to their query, Google Analytics limits reports to , randomly sampled sessions at the profile level for its calculations. While margins of error are indicated for the visits metric, margins of error are not provided for any other metrics in the Google Analytics reports. For small segments of data, the margin of error can be very large. Browser security Due to its ubiquity, Google Analytics raises some privacy concerns. Furthermore, the realisation of Google scripts tracking user behaviours has spawned the production of multiple, often open-source, browser plug-ins to reject tracking cookies. However, partially because of new European privacy laws , most modern browsers allow users to reject tracking cookies, though Flash cookies can be a separate problem again. Until its discontinuation, an example of such a product was Urchin WebAnalytics Software from Google itself. Google Analytics was mentioned in that article. New product features are announced on the Google Analytics Blog. Many such applications exist.

4: The 10 Google Analytics Metrics Everyone Else is Tracking [Original Data] | Databox Blog

Basic instructions. If you have not already done so, create a property in Google www.enganchecubano.com one Analytics property for each website you want to track. Creating a property generates a tracking ID, which you'll use in your www.enganchecubano.com tracking code snippet.

What is a Datablock? Mostly due to its accessibility, marketers use Google Analytics to track metrics that span the entire funnel, from acquisition to conversion. However, our data indicates that Google Analytics usage tends to favor the top of funnel. We recently dug into Databox usage to see what Google Analytics metrics people are tracking most and, perhaps, understand what that says about the state of digital marketing. To do so, we analyzed the total number of Datablocks created in Databox for Google Analytics, broke them down by metric, and went from there. Then we asked some of our customers to give us their recommendation for how to best track and visualize these metrics in order to gain more insights. A Datablock is one block of data that, along with any number of other Datablocks, make up a single dashboard. All dashboards are made up of Datablocks. Based on our findings, the top metrics being tracked can be categorized into the following three buckets: Is my website growing? Key question s answered: What channels drive the most visitors? Of the people visiting my website, what percentage of them are new visitors? Is my website converting? How many times do visitors complete the goal? What are people doing on my website? How long do visitors stay on my website? How many pages do they view? Below are our findings on the top Google Analytics metrics being tracked, as well as: The number of Datablocks used to track them in User recommendations for how to track, visualize, and gain insights from these metrics. The screenshots included are showing sample data. When you return, GA will then log you as a returning user rather than a new visitor. More on that in a minute. Line graph with comparisons turned on. Bounce Rate 4, Datablocks used A bounce is calculated when a user triggers only one request from the Google Analytics server, such as one page view, and exits without triggering any other request from the server. Another pageview, a goal completion, etc. How to improve it: Line graph with comparison turned on. Sessions 4, Datablocks used Google Analytics records a session every single time someone visits your website. A session starts right away when someone loads a page and ends after 30 minutes of inactivity. Every pageview, click, transaction, etc. Therefore one person can log multiple sessions. Line chart cumulative with comparison and goals turned on. Average Session Duration 4, Datablocks used The total duration of all sessions in seconds is divided by your total number of sessions to calculate your average session duration. This is how long, on average, visitors are staying on your website. Individual session duration can vary depending on whether or not there are engagement hits on the last page of a session. If there are no hits on the last page of a session, Google Analytics calculates the session duration by subtracting the time of the first hit on the last page from the time of the first hit on the first page. So if the time of the first hit on the last page was 1: Sessions by channels are the number of sessions attributed to each channel grouping. Pages per session 2, Datablocks used Pages per session are calculated by dividing the total number of pageviews by the total number of sessions. Just be sure to place any analysis within the context of how the metric is defined. Goal completions 2, Datablocks used Goal completions are the number of times website visitors complete a specific goal on your website. Goal Overview with comparisons turned on. I like this Datablock because it shows both numbers side-by-side. This number is not specific to any one goal, but rather a calculation of the number of times goals were completed. For example, if you have 10 goals set up in Google Analytics, this number will reflect the aggregate of the number of times goals were completed on your website. If you reload that same page, it counts as another. With Databox we can quickly compare and assess when we see a high number of pageviews and set up comparison data with our traffic sources and specific page results. Table with comparisons turned on. A constant reminder of the top pages is an easy thing to prioritize. Want to view more advanced metrics? Connect with him on Twitter bonini Join 24, subscribers to receive latest posts. It only takes a click to unsubscribe.

5: Analytics Tools & Solutions for Your Business - Google Analytics

Google Analytics is a free website analytics service offered by Google that gives you insights into how users find and use your website. With Google Analytics, you can track ROI for your online marketing.

Even so, you must be able to hold and convert the potential customers into loyal customers. This all depends on how you choose to optimize and use these metrics so that they best fit your brand and website. There are so many different ways that a website can increase their rates of retention and conversion, but prior to taking on the endeavor you must figure out which specific metrics it is that you are trying to improve for your brand. Use this as a guide to help you determine which metrics are the most important to track. You will find most of these metrics in the Audience section within the dashboard of Google Analytics, along with other metrics that aid you in tracking your website traffic. When you proceed armed with this knowledge, there will be nothing stopping you from growing your website in the way that is best for your brand. New or Unique Visitor Conversion It is vital to know that the way in which a returning visitor interacts with your website will be different from how a first-time visitor will interact with your website. In order to be able to improve the experience for first-time visitors, you must isolate the conversion rates from returning visitors or loyal customers. You must determine what it is that they see when they are first visiting the website, and how you can take action to improve this initial visit and their overall experience. This is where usability will play an essential role in decreasing the bounce rate of first time visitors. You will have a low rate of conversion for new or unique visitors if your website is not user friendly. It needs to provide a great user experience up front. Sources for Incoming Traffic Ideally, your website would have incoming traffic streaming in from a variety of sources. There are three categories for the primary sources: Your direct visitors will be those who have come to your site by typing in your exact URL into the address bar in their browser. Your search visitors will be those who have arrived to your website based on a search query that they have entered. Your referral visitors will be those who visit the website because it was mentioned somewhere on another website or blog that they were visiting. All three of the sources are very important, but they have different levels of conversion. Because of this, you should be calculating how much traffic each individual source is converting, and then take action based on these numbers. If your direct visitors number is low, is your website easy for people to remember? Is it advertised in a way that is widely available? You will need to know what exactly they are doing on your website, what you can do to get them to do more of it, and how you will be able to influence their behavior into conversions. As an example, take your unique visitor page view ratesâ€"track the time in which they are on the page, reviews or comments that they make, and the like. Each one of these interactions is very important and your end goal is more than just increasing these interactions which will increase the time that is spent on the website , but you must also map out how you will transform these increased interactions into actual conversionsâ€"purchases, subscriptions, downloads, and the like. By tracking all of these things, you will be able to determine how the visitor chooses to travel through the website to the various content. Return Visitor Conversion When someone has returned to your website, there are two very important questions that you should be asking yourself: It is essential to realize that even though a visitor was not converted as a new visitor, your brand did leave enough of an impression on them to make them to return to the website. Now that you know that you can entice visitors to return, your next goal should be to single out the conversion rate of return visitors and figure out how to increase it. Some brands opt to offer exclusive deals or coupons to their return customers, while others ask their returning visitors to join their mailing list or to complete a survey. How you choose to increase the conversion rate will depend on the goods or services that are offered by your brand. Value per Visit The value of each visit is bound immediately to the interactions per visit. This can be calculated as the total number of visits divided by the total value that was created. Calculating the value per visit is sometimes difficult because there are various intangibles that are involved in creating value that are hard to exactly define. As an example, visitors of a blog create a value each time that they add a page view onto your traffic number, but they will also create an intangible value when they leave a comment on your website. For those with ecommerce sites, website visitors create value when they purchase a product, but they

will then also create this value that cannot be calculated when they choose to leave a review or spread the brand name by word of mouth. How would a website entice a visitor to create more value during their visit? A brand may ask return customers to leave reviews on goods or services that they have purchased in exchange for a coupon code, or they may ask customers to share a link with their social media. The bounce rate can be defined as the amount of times new visitors visit the site and then immediately leave it without completing any tasks. This will be indicated with very little time spent on the website and no interactions. Having a high bounce rate will be indicative of several things, including but not limited to irrelevant or weak sources of traffic and landing pages that are modified for conversionâ€"like landing pages that have low usability, poor design, or load times that are high. E-commerce website will sometimes refer to bounce rates as abandonment ratesâ€"the rate at which a visitor will abandon their shopping cart and not make a purchase. This can be the result of a checkout process that is too complicated, deals that are expired or irrelevant, or forced cart additions you must add the item to your cart in order to see the actual price of the item. Blogs will often times see high bounce rates. This is because visitors will tend to only stay on the blog website in order to read one single post and then they will move on. Lead Generation Costs Cost per Conversion This is the effect of a value per visit, and perhaps one of the more important metrics. If you have a high cost per conversion, it will not matter if your website is bringing in high conversion rates with a high value per visit. Your website will be cost prohibitiveâ€"meaning that your net income will be zero or into the negative. When you are trying to increase conversion rates on your website, you will need to keep the cost per conversion in mind, as well as the overall margins. Simply put, this is when you are not breaking even for what you are paying in order to gain conversion. When this number becomes a problem, take a step back and evaluate where exactly the costs are hurting your brand. In order to maximize your conversions, you will need in investigate further into the exits and find out at which stage of the process the visitors are leaving the website or discarding their shopping cart. When you figure this out, then you may be able to modify the process accordingly. This is just one of these things should be tested in the research and data collection phase of building a website, but sometimes it may be overlooked or have room for major improvement. Page Views One page view is a single view of a web page on your website by a visitor. The page view metric will show just how often visitors successfully access the content on your website. When there are a high number of page views, this could be due to the quality and value of the content on the website. On the other hand, it may also be contributed to visitors not being able to find what they are looking for, so they keep poking around on different pages, or they are trying to reload any pages that are not showing up correctly. Other metrics will be able to tell you the reason for a high number of page views. Keep in mind if one of your pages has been linked from another website that gets a lot of traffic, only that particular page will have an influx of views. Compare your traffic sources with the page views and this will give you the insight you need. Average Session Duration Quite simply, this is the average length of time in hours, minutes, and seconds that a visitor spends in a session on your website. This has a direct correlation with how relevant your website is to the visitorâ€"the more relevant it is, the more time that a visitor will spend accessing the information contained on your website that is of interest to them. When the interactions per visit is low and the duration of the average session is high, it could be indicative of a web page having too much informationâ€"resulting in more time being spent on the page or the information may be confusing to the visitor, forcing them to stay longer on the page to sort out what the information means. When a brand is offering goods or services, the call to action should be straightforward and it will affect the average session duration. These stats will be able to provide your brand with the knowledge that it needs in order to optimize each one, and will enable these metrics to work together to accomplish your final goal. Because each of these metrics has a direct effect on another, when you make the choice to optimize one, you are taking action to optimize multiples.

6: 10 of the Most Important Google Analytics Metrics to Track

Step 1: Set up a Google Analytics account. Before we can get started with an email tracking system, let's start with the basics. You need to have a Google Analytics account in order to be able to initiate google analytics email tracking.

Where do IP addresses factor into the world of Google Analytics? Google collects IP addresses from your website visitors whenever you send a hit to their systems think each time a page finishes loading. That means every Google Analytics hit from your tags is attached to an IP address. But Google truncates this data before it enters your analytics reports. She wants to know if she can see the IP data in her Google Analytics reports. There are four components of data processing in Google Analytics. The addresses are picked up by the javascript embedded in your Google Analytics tracking code. There are many different ways you can install the Google Analytics tracking code on your site. Google Tag Manager is probably the easiest way to add your tracking code. You can also use gtag. That was my way of telling an analytics joke! Each one of these tracking solutions collects IP addresses. Collecting IPs is a necessary component of data collection. Some Analytics users have to anonymize IPs due to the tracking regulations in their area. You anonymize IPs by adding a function to your tracking code that tells Google not track IP data on your site. Google Analytics data configuration After collection, IP addresses enter the configuration and processing stages of Google Analytics. These stages are where you apply your filters for IPs. This exclusion filter removes traffic generated by the filtered IP from going into your reports. Google Analytics data processing During the processing stage, Google transfers data to a reporting database, which strips IP addresses along the way. The bottom line is you are not able to see IP addresses anywhere in your Google Analytics reports. There are privacy issues with collecting and sharing IP address information. Tools that may track and report IP addresses If you absolutely must collect and store IP address data, here are a few places you may want to look. Landing page tools Most landing page tools will show you IP address data for visitors. These tools often allow you to see which IP address visited your site. You can also view events related to those IPs, like form submission or email opt-ins. Marketing automation tools Many marketing automation tools utilize javascript tracking code, just like Google Analytics, to collect user data. Many of these tools also allow you to see the IP address data of users that visit your site. As you can see in the example below my landing page tool, Thrive, is collecting an IP address. User analytics tools Kissmetrics , Mixpanel , and other similar systems will show you IP data that you collect on users. Web hosting and logs Web hosting tools track and store IP addresses in their server logs. So, you do have options for IP tracking outside of Google Analytics. But be careful what you track! How and who you choose to track is about to come under a lot more scrutiny. GDP will increase internet privacy for web users. But, it will also have a massive impact on tracking in internet marketing. But make sure you comply with internet privacy regulations. This post and video was episode 46 in our Day Challenge digital marketing series. To get access to all 90 videos, subscribe to our YouTube channel. YouTube will send our subscribers weekly emails about all the videos we published over the past week. Want to know about each video and post as soon as it comes out?

7: Google Analytics - Wikipedia

The tracking ID is a string like UA It must be included in your tracking code to tell Analytics which account and property to send data to. It must be included in your tracking code to tell Analytics which account and property to send data to.

Do you have a whitepaper, ebook, PDF, or other files offered as downloads on your website? If you do, you probably want to track how often your visitors download this content. Tracking downloads on your website can help you figure what motivates your visitors. It can also help you determine which kind of content upgrades your audience really wants. Google Analytics does not automatically track this activity. Butâ€¦ You can set Google Analytics up to track downloads automatically. Google Analytics loves to track pageviews. Because web pages execute JavaScript when they load in your browser. So the standard Google Analytics tracking code does not record file downloads. The same applies to user activity on a web page. You have to tell Google Analytics what you want to track, and how to track it. Using event tracking and virtual page views to track downloads There are two ways you can tell Google to track downloads on your website. Event Tracking There are a couple different ways to set up event tracking. You can put some additional code on your website. Or you can use a plugin that puts the event tracking code in place for you. Usually, events are actions on the pages of your website. Common examples of events include video views, page scrolling, or file downloads. Event code looks like this: The event code sends a hit to Google with the category of the event. It also tells Google the action that occurred and gives that action a label. In the event code, you can also tell Google to assign a value to the event. Interaction Events An interaction event is a true or false type of command that exists within the event code. It tells Google that something did, or did not happen based on the user interacting with your webpage. Interaction events can be used track bounce rate more precisely. Automation is also a better solution if you need to track many downloadable files. There are several automated solutions for tracking downloads on your website. If you have GTM on your website, all you need to do to track your downloads is create an event trigger. The trigger will record an event in Google Analytics every time a visitor clicks your download link. You can configure your trigger using the event tracking templates in GTM. Within the trigger, you can use a regular expression to fire an event based on your file extensions. This expression tells the trigger to fire if any of these extensions are present in your URLs. So, if someone clicks a link on your site that contains. And that action will record a download event in Google analytics. Tracking downloads using GTM is a very straightforward process. My second favorite way to track downloads is using a WordPress plugin. The MonsterInsights interface allows you to track file downloads automatically. And they give you the option to use events or virtual page views. This plugin also allows you to choose the type of file extension you want to track. Analytics Course Student question: One of my Analytics Course students, Marco, was faced with this problem. I remember you talking about that. The best way is to use Google Tag Manager. Alas, I am stuck with Google Analytics. So I need to set up Event Tracking I believe. Is this the proper code to insert in the GA script? And where exactly would developers place it? You can manually add code to each PDF you want to track Manually adding code sounds complicated, but there is a tool that can help you create event tracking links. Raven Tools has a form that allows you to build event tracking code for your download links. Their form will create two sets of tracking code. You can choose to use either line of code in your download URL. You can copy either of these lines of code and embed them in the link for your downloadable file. This code will trigger a download event in Google Analytics anytime someone clicks your file link. Use Google Analytics Autotrack Autotrack is a javascript library built on top of the analytics tracking code analytics. You can use Autotrack to track outbound link clicks on your website automatically. Autotrack will allow you to declare the link click event you want to track. So if your PDF or other download is accessible via a button, you can track it using Autotrack. In the event tracking code, you adjust the data-event-category to register based on your button click. And you make the data-event-action equal your download. For this to work, you need to have Autotrack installed. These tracking options might be starting to sound pretty advanced, but not every analytics solution is easy. In general, the more difficult solutions provide more control. But they take more time to implement. Write code to find any link ending in. It involves writing your

own code. Then you have run tests using your own systems to make sure your code executes correctly. This is not the actual code for this operation. This example is written using a computer science technique known as pseudocode. Find a javascript library that can fire the event code I know these libraries exist, or they did at one time. But, my searches to find a library to share did not produce any results. If you can recommend a third-party tool for event tracking, please leave a comment below. The bottom line isâ€¦ You have a lot of options to track downloads in Google Analytics. The best solution, in my opinion, is GTM. But the strategy you choose depends on your website setup and the resources at your disposal. Which technique do you use to track downloads in Google Analytics? Let us know, which one of these tacking techniques works best for you? Leave a comment below with method you use for track downloads.

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8: What Does Google Analytics Do? And What Can I Do With Google Analytics?

You need to set up cross-domain tracking in Google Analytics. Follow the linked instructions to do the following: Set up a master profile for your primary domain without filters.

Guides Event Tracking - Web Tracking ga. If you are starting a new implementation, we recommend you use the latest version of this library, analytics. For existing implementations, learn how to migrate from ga. Additionally, you must have the ga. Introduction Event Tracking is a method available in the ga. This is accomplished by attaching the method call to the particular UI element you want to track. When used this way, all user activity on such elements is calculated and displayed as Events in the Analytics reporting interface. Additionally, pageview calculations are unaffected by user activity tracked using the Event Tracking method. Finally, Event Tracking employs an object-oriented model that you can use to collect and classify different types of interaction with your web page objects. Any Flash-driven element, like a Flash website, or a Flash Movie player Embedded AJAX page elements Page gadgets File downloads The design model for Event Tracking is highly flexible, and its use can be extended well beyond the common model of user-triggered eventsâ€"the design decision is up to you. For this reason, useful Event Tracking reports require collaboration with your report users and good report planning. Determine in advance all elements for which you want to track data. Work with your report user to plan your Event Tracking reports. Knowing in advance how the reports should look will direct the structure of your Event Tracking implementation. For example, if the reports only need to show video UI interaction, your category structure will be quite different than if the reports need to track other Flash UIs like menus, embedded gadgets, and load times. In addition, you can inform the report user about the different tracking possibilities available with Event Tracking to get the most out of your implementation. For example, the report user might be interested in tracking user behavior on a Flash video interface, but might also be interested in latency tracking for the load time of the video. In that case, you can plan ahead to have meaningful names in your event calls. Adopt a consistent and clear naming convention. In the process of implementing Event Tracking, every name you supply for categories, actions, and labels appears in the reporting interface. Setting Up Event Tracking Before viewing event tracking results in your reports, you must set up event tracking on your site: Set up tracking on your site. Make sure you have set up tracking for your website. For information on setting this up, see the Tracking Basics guide. Once event tracking has been set up and working on your site for a day, go to the Content section of the reports and view Event Tracking.

9: Video Tracking (The Right Way) with Google Analytics

Event Tracking is a method available in the www.enganchecubano.com tracking code that you can use to record user interaction with website elements, such as a Flash-driven menu system. This is accomplished by attaching the method call to the particular UI element you want to track.

Configure visualization of in-app events into logical sequences to better understand how one action relates to another. Segmentation In addition to built-in segments , you can create custom segments at the session or user level which are compatible with supporting Google products like Google Ads. Visualization and Monitoring Our built-in reports offer a variety of ways to visualize your unique data. Customers can also create customizable, shareable dashboards with a variety of widgets. Custom Funnels Analytics Only Visualize the steps your users take to complete an event. You can use this to improve your site and reduce inefficiencies in your user flows. You can also create an audience list to re-engage users who drop out of the funnels. Advanced Analysis Analytics Only Dive into all your data to find important insights about your customers with sophisticated analysis capabilities. Data Collection and Management Analytics helps your organize and manage your data. Expand all Collapse all Collection APIs Analytics supports Javascript libraries, mobile app SDKs , and an open measurement protocol that allows you to import interaction data from any internet-connected third-party system. Custom Variables Import customized data easily. Custom variables, including custom dimensions , custom metrics , and calculated metrics , can monitor a variety of structured or unstructured text or metrics. Data Import Import data from external sources and combine it with data collected via Analytics for a more complete view. User Access Controls User access controls let you control access for different users of your Analytics account. With Analytics , you can manage access with the highest level of control. Custom Tables Analytics Only Get fast, unsampled data for your most important data sets. With Custom Tables , you specify a combination of metrics or dimensions that you want Analytics to process unsampled on a daily basis. BigQuery enables interactive analysis of up to trillions of rows of data, the joining of multiple data sources, advanced predictive modeling, natural language processing, machine-learning capabilities, and more. Data Activation Make smarter marketing decisions informed by your data. Expand all Collapse all Intelligence and Anomaly Detection Analytics offers a diagnostics tool to alert users to unexpected events or metrics. The Analytics Assistant tool surfaces relevant business insights and, over time, customizes which insights are relevant for which user. Predictive Analysis Analytics can help you predict valuable users and actions. Smart Lists identifies which users to re-engage with ads, while Smart Goals predicts which on-site actions are most valuable. App Notifications and Remote Configs Create audiences for your mobile app users with Firebase and use them to send push notifications and remote configurations across other app developer features. Audience Demographics Demographic and interest data detail the age, gender, and interests of users. Integrations Analytics is designed to work seamlessly with other Google solutions and partner products, saving your time and increasing efficiency. You can also import your Analytics goals , e-commerce transactions and metrics into your Ads account. Surveys Get real feedback to drive smarter decisions. Create an audience of users in Analytics, and then send surveys to them in Surveys Easily import sales pipeline events directly from Salesforce Sales Cloud and combine with Analytics data for reporting, segmentation, and more. Data from Analytics is visible in the Marketing Cloud reporting UI for a more complete understanding of campaign performance. Marketing Cloud engagement data is available in Analytics to help you understand your marketing effectiveness. Data Studio Apply Analytics segments to your Data Studio reports, and see how your data is being sampled. Google Ad Manager Analytics Only Apply your Analytics insights to Ad Manager to optimize your own sites and apps for user experience and earn more.

GOOGLE ANALYTICS TRACKEN pdf

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