

Google Analytics

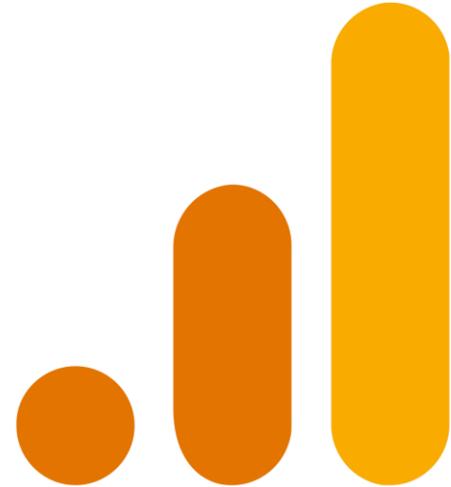
A How-to Guide



1. What is Google Analytics
2. How to set up an account
3. How to install the tracking code
4. Reading Data: Audiences (Demographics, Devices, Geo etc...)
5. Reading Data: Acquisition (Traffic sources, Campaigns)
6. Reading Data: Site Content (Page views, Time on site, Bounce Rate)
7. Conversion Tracking

What is Google Analytics?

- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic.
- Google Analytics is implemented with the Google Analytics Tracking Code, which is a snippet of JavaScript code that the website owner adds to every page of the website.
- Google Analytics can be blocked by browsers, browser extensions, firewalls and other means, as it requires cookies to run properly.



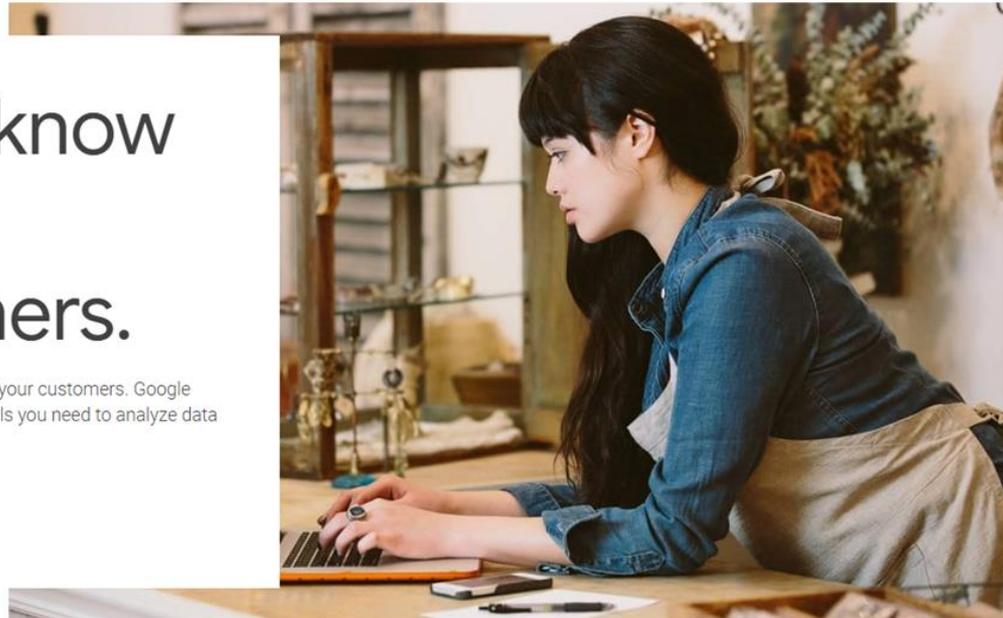
- All advertising must comply with the Central Bank of Ireland's Consumer Protection Code, which you can find a copy of at www.centralbank.ie
- Another important legal requirement is to ensure that your website is compliant with Cookie requirements and the GDPR regulation. Further information on this can be found at www.dataprotection.ie



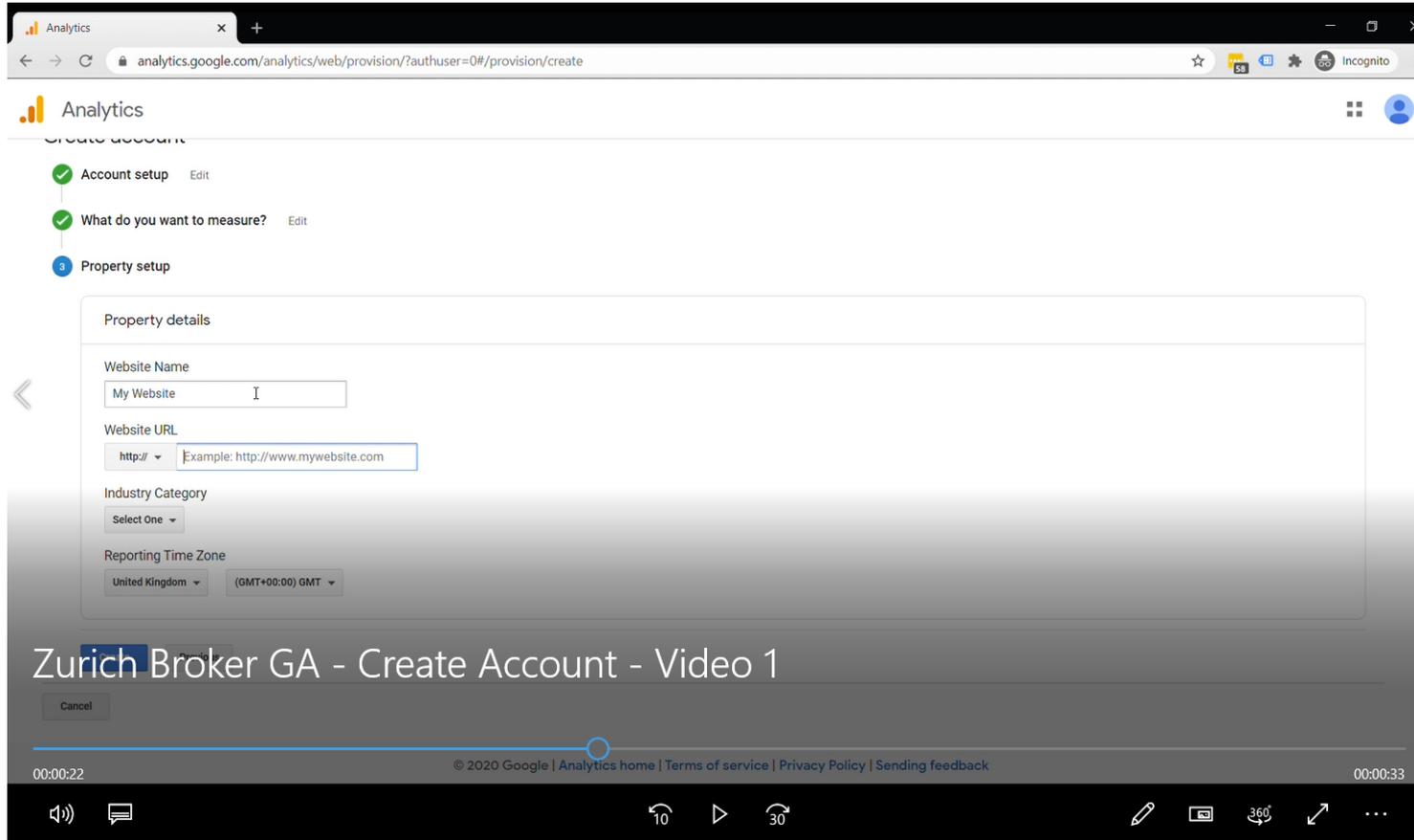
Get to know your customers.

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

Start for free



Setting Up An Account



Analytics

analytics.google.com/analytics/web/provision?authuser=0#/provision/create

Analytics

Create account

- Account setup Edit
- What do you want to measure? Edit
- 3 Property setup

Property details

Website Name
My Website

Website URL
http:// Example: http://www.mywebsite.com

Industry Category
Select One

Reporting Time Zone
United Kingdom (GMT+00:00 GMT)

Zurich Broker GA - Create Account - Video 1

00:00:22 © 2020 Google | Analytics home | Terms of service | Privacy Policy | Sending feedback 00:00:33

Install Tracking Code on Website

Analytics | All accounts > My Website | All Web Site Data

Try searching "Worst pages by load speed"

ADMIN | USER

Property [+ Create Property](#)

My Website (UA-181023922-1)

- Upgrade to GA4
- Property Settings
- Property User Management
- Tracking Info
 - Tracking Code**
 - Data Collection
 - Data Retention
 - User-ID
 - Session Settings
 - Organic Search Sources
 - Referral Exclusion List
 - Search Term Exclusion List
- Property Change History
- Data Deletion Requests

PRODUCT LINKING

- Google Ads Linking

Tracking ID	Status
UA-181023922-1	No data received in past 48 hours. Learn more

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-181023922-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-181023922-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Connected Site Tags
Load tags for additional properties or products using this property's on-page global site tag. [Learn more](#) 0 connected

Google Tag Manager

Important definitions before you begin

- User = unique visitor (identified by a unique ID stored in a cookie)
- Session = Visit - if the same visitor can return multiple times = multiple sessions
- Bounce Rate = Percentage of sessions with no interaction with the website
- Source/Medium = A way to identify traffic channels, for example Google can be both Organic (google/organic) and Paid Ads (google/cpc).
- Conversions = Goals = Important actions done on the website that are valuable for your business; example - contact form submissions

Reading Data: Audiences Reports

The screenshot shows the Google Analytics 'Demographics Overview' report. The interface includes a left-hand navigation menu with categories like 'Audience', 'Interests', 'Geo', 'Behaviour', and 'Technology'. The main content area displays the following data:

- Key Metric:** Users
- Segment:** All Users (100.00% Users)
- Time Period:** 1 Sep 2020 - 30 Sep 2020
- Age Distribution (Bar Chart):** 39.74% of Total users. The chart shows the highest concentration in the 18-24 age group.
- Gender Distribution (Pie Chart):** 42.60% of Total users. The chart shows 61% male and 39% female.

At the bottom of the report, it states: 'This report was generated on 21/10/2020 at 16:25:35 - Refresh Report'.

Zurich Broker GA - Audiences - Video 2

Reading Data: Acquisition Reports

The screenshot shows the Google Analytics Acquisition Overview report for the period of 1 Sep 2020 to 30 Sep 2020. The report is for 'All Users' (100.00% Users) and is filtered by 'Default Channel Grouping' and 'E-commerce' conversion.

Top Channels: A pie chart shows the distribution of traffic sources: Organic Search (45.7%), Direct (23%), Referral (14.4%), and other sources (Social, (Other), Affiliates, Display, Paid Search).

Users: A line chart shows the number of users over time. A callout for Monday, 7 September 2020 shows 1,241 users.

Conversions: A line chart shows the E-commerce Conversion Rate over time, with a peak of 0.40% on 21 Sep.

Summary Table:

Channel	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
All Users	41,395	37,523	53,839	42.53%	5.16	00:03:17	0.10%	53	US\$3,096.41
1 Organic Search	19,898			45.38%			0.17%		

Zurich Broker - GA - Acquisition - Video 3

Reading Data: Behaviour Reports (Pages)

Overview SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Page Views + Add Segment 1 Sep 2020 - 30 Sep 2020

Overview Page Views VS Select a metric Hourly Day Week Month

Page Views

Metric	Value
Page Views	277,586
Unique Page Views	167,841
Avg. Time on Page	00:00:47
Bounce Rate	42.53%
% Exit	19.39%

Site Content

Page	Page Views	% Page Views
1. /home	30,263	10.90%
2. /google+redesign/apparel/mens/quickview	17,736	6.39%
3. /basket.html	16,662	6.00%

00:00:01 < Brands (Content Group) > 00:00:36

Zurich Broker - Behaviour - Video 4

Reading Data: Behaviour Reports (Pages)

Overview SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Page Views + Add Segment 1 Sep 2020 - 30 Sep 2020

Overview Page Views VS Select a metric Hourly Day Week Month

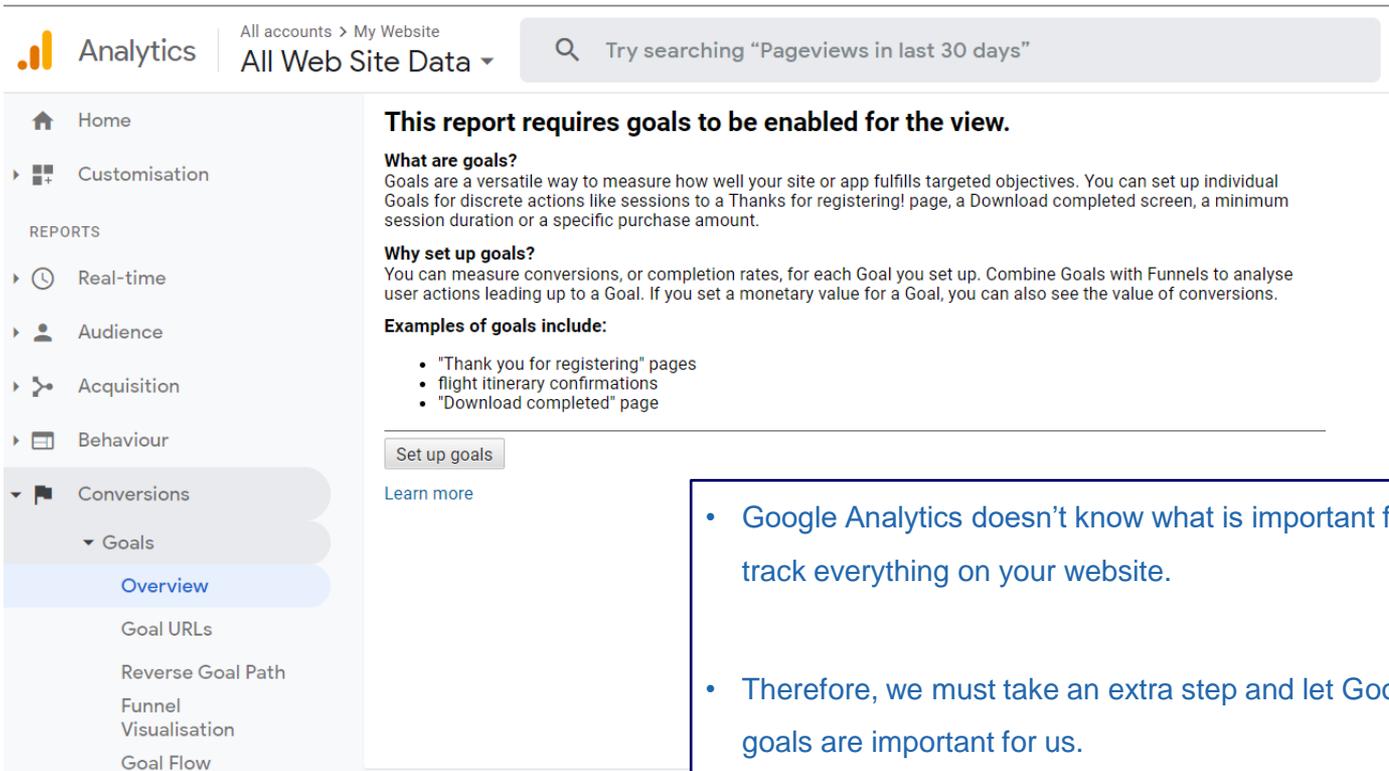
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Zurich Broker - Behaviour - Video 4



The screenshot shows the Google Analytics interface. At the top, there's a search bar with the text "Try searching 'Pageviews in last 30 days'". Below the search bar, the left sidebar is visible, with "Conversions" selected and "Goals" expanded. The "Overview" option is highlighted. The main content area displays a message: "This report requires goals to be enabled for the view." followed by sections for "What are goals?", "Why set up goals?", and "Examples of goals include:". A "Set up goals" button and a "Learn more" link are also present.

All accounts > My Website
All Web Site Data

Try searching "Pageviews in last 30 days"

Home

Customisation

REPORTS

Real-time

Audience

Acquisition

Behaviour

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualisation

Goal Flow

This report requires goals to be enabled for the view.

What are goals?
Goals are a versatile way to measure how well your site or app fulfills targeted objectives. You can set up individual Goals for discrete actions like sessions to a Thanks for registering! page, a Download completed screen, a minimum session duration or a specific purchase amount.

Why set up goals?
You can measure conversions, or completion rates, for each Goal you set up. Combine Goals with Funnels to analyse user actions leading up to a Goal. If you set a monetary value for a Goal, you can also see the value of conversions.

Examples of goals include:

- "Thank you for registering" pages
- flight itinerary confirmations
- "Download completed" page

Set up goals

[Learn more](#)

- Google Analytics doesn't know what is important for your business, but it can track everything on your website.
- Therefore, we must take an extra step and let Google Analytics know what goals are important for us.

Setting up your first GA goal (Conversion)

ADMIN USER

View **+ Create View**

All Web Site Data

- View Settings
- View User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- E-commerce Settings
- Calculated metrics BETA

PERSONAL TOOLS & ASSETS

- Annotations

Goal set-up Edit

Custom

Goal description Edit

Name: *Thank You page*
Goal type: *Destination*

Goal details

Destination

Equal to 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 that you expect traffic to take towards the destination. Use it to analyse the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

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00:00:41 00:00:33

Zurich Broker - GA - Goals - Video 5

RECAP

Recap

- Google Analytics is a great tool from Google that allows you to track your website's visitors.
- Use Google Analytics to get insights into your audiences: demographics, interests, devices used and many other useful statistics.
- See what the most performing traffic sources are and formulate a strategy to grow those channels.
- Always have a goal in mind when analysing Google Analytics – try and set up a goal that's relevant to your business and easy to measure, such as a quote or contact form submission.

Congratulations!

Your website is now tracking its visitors.

Please note there might be a delay of up to 24 hours in reporting data.

Thank you

