

GOOGLE ANALYTICS, PART 1

Getting the code, Adding
the code to Wordpress,
Metrics
CSU Extension Webinar
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WHAT GOOGLE ANALYTICS DOES

Daily, weekly, monthly, yearly tracking of web visits

- Graphed over time
- You can define and compare specific time ranges

Which pages they go to, how long they stay, bounce rate

Location, operating system, monitor resolution

Demographics (with a caveat)

Over 80 reports available

- Drill far down into the data using multiple metrics

SETTING UP GOOGLE ANALYTICS

I can do this for you!

Go to Google Analytics

- <https://analytics.google.com/analytics/web/>
- You'll need a Google account

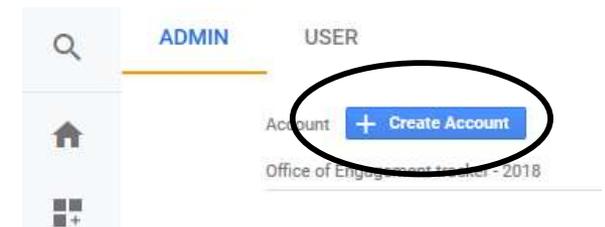
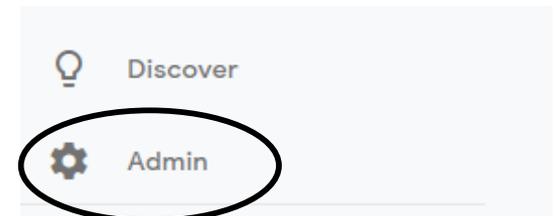
Go to Admin at lower left

- These change position all the time

Go to Account > Create account

Account name, Site name, URL

Click "Get Tracking ID," agree to TOS



WHAT TO DO WITH THE CODE

You'll need two pieces of info for Wordpress

- Tracking ID
- Tracking Code
- Tracking ID goes here:
 - Google Universal Analytics>Universal Analytics
 - Turn status ON
 - Copy and paste in Tracking ID
- Tracking code goes here:
 - Appearance>Theme Options>General Settings>Google Tracking Code
 - Just copy and paste it

Tracking ID	Status
UA-131889516-1	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 on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

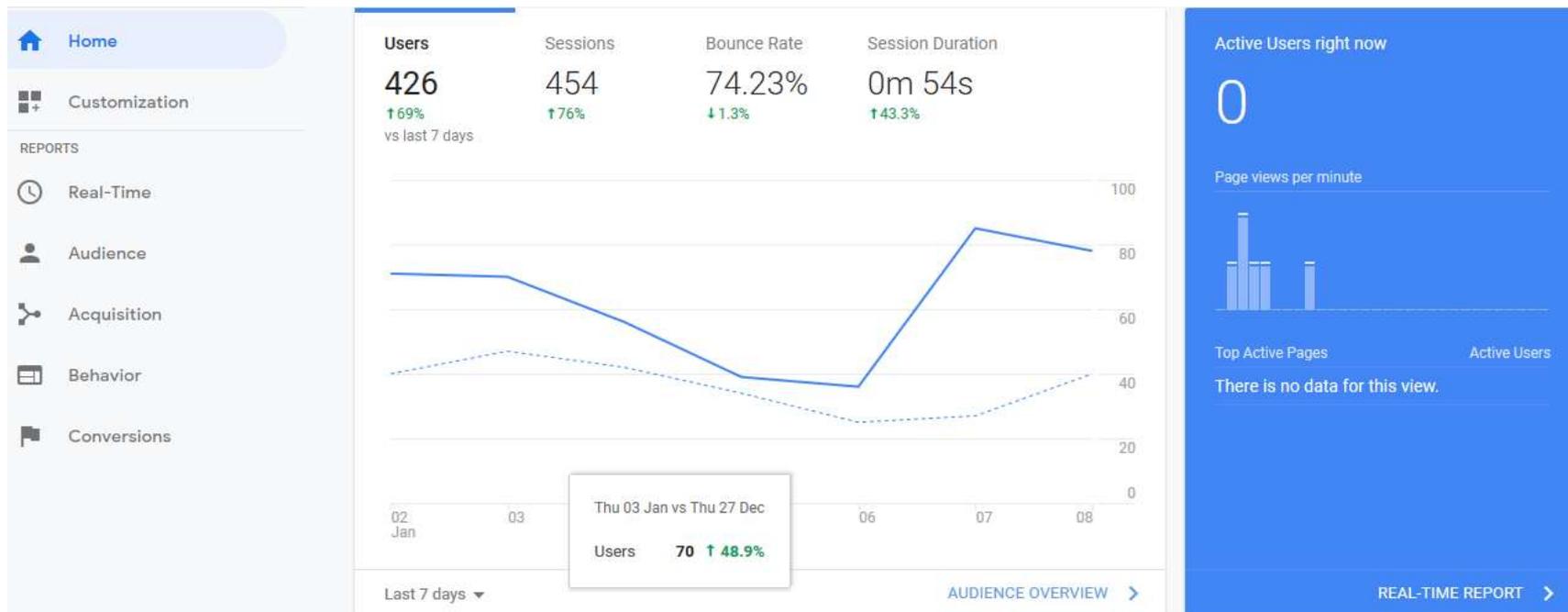
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-131889516-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-131889516-1');
</script>
```

DASHBOARD

Click “Home”

Not as useful as the old Dashboard (which we’ll see in a second)



MAIN DASHBOARD

All widgets have time-frame at lower left, full report at lower right

- Overall traffic/Active users/Insights
- User acquisition/Location/Time of visit
- Most visited pages/Active users/Most popular devices
- Retention



AUDIENCE

Audience>Overview

- This is the old Analytics dashboard

Graph of traffic over time

- Hourly/Daily/Weekly/Monthly toggle

Time range in upper right

- Preset periods, or define your own
- Compare to previous period, or last year
 - Numbers turn to percentage of change

Most important metrics below

- Users, new users, sessions, pageviews, average session, bounce rate, etc.

Audience>Geo>Location

- Click down to see where your audience comes from

Audience>Technology>Browser/OS/Resolution

- Useful for web design – which browsers/OS/resolution to test in

COMMON RESOLUTION/VIEWPORT SIZES

Resolution often scaled down: Viewport is the key number

	Pixel Size	Viewport
Phones		
Nexus 6P	1440 x 2560	412 x 732
Nexus 5X	1080 x 1920	412 x 732
Google Pixel 3 XL	1440 x 2960	412 x 847
Google Pixel 3	1080 x 2160	412 x 824
Google Pixel 2 XL	1440 x 2560	412 x 732
Google Pixel XL	1440 x 2560	412 x 732
Google Pixel	1080 x 1920	412 x 732
Samsung Galaxy Note 9	1440 x 2960	360 x 740
Samsung Galaxy Note 5	1440 x 2560	480 x 853
LG G5	1440 x 2560	480 x 853
One Plus 3	1080 x 1920	480 x 853
Samsung Galaxy S9+	1440 x 2960	360 x 740
Samsung Galaxy S9	1440 x 2960	360 x 740
Samsung Galaxy S8+	1440 x 2960	360 x 740
Samsung Galaxy S8	1440 x 2960	360 x 740
Samsung Galaxy S7 Edge	1440 x 2560	360 x 640
Samsung Galaxy S7	1440 x 2560	360 x 640
Tablets		
Nexus 9	1536 x 2048	768 x 1024
Nexus 7 (2013)	1200 x 1920	600 x 960
Samsung Galaxy Tab 10	800 x 1280	800 x 1280
Chromebook Pixel	2560 x 1700	1280 x 850

	Pixel Size	Viewport
iPhone		
iPhone XR	828 x 1792	414 x 896
iPhone XS	1125 x 2436	375 x 812
iPhone XS Max	1242 x 2688	414 x 896
iPhone X	1125 x 2436	375 x 812
iPhone 8 Plus	1080 x 1920	414 x 736
iPhone 8	750 x 1334	375 x 667
iPhone 7 Plus	1080 x 1920	414 x 736
iPhone 7	750 x 1334	375 x 667
iPhone 6 Plus/6S Plus	1080 x 1920	414 x 736
iPhone 6/6S	750 x 1334	375 x 667
iPhone 5	640 x 1136	320 x 568
iPod		
iPod Touch	640 x 1136	320 x 568
iPad		
iPad Pro	2048 x 2732	1024 x 1366
iPad Third & Fourth Generation	1536 x 2048	768 x 1024
iPad Air 1 & 2	1536 x 2048	768 x 1024
iPad Mini 2 & 3	1536 x 2048	768 x 1024
iPad Mini	768 x 1024	768 x 1024

ACQUISITION

Acquisition > Overview

- Direct/Organic/Social/Referral
- Direct is them going directly to the URL
 - Bookmark, PDF link, shortened link, or just typed it in
 - Some email links
- Organic is search
 - Used to be able to get at Search terms – no more
 - This where SEO becomes important
- Social is Social media
- Referral is very useful
 - Links from other sites, blogs
 - Some email links
- Acquisition by Behavior is a very useful metric

BEHAVIOR

Behavior > Behavior Flow

- Shows first, second, third interaction
- You can add a segment (e.g. Mobile Traffic, Returning Users) to look at a specific part of your viewership

Behavior > Site content > All pages

- Breakdown of most-viewed pages

Behavior > Site content > Content drilldown

- We'll deal much more with this in the next session

Behavior > Site content > Landing and exit pages