

# 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

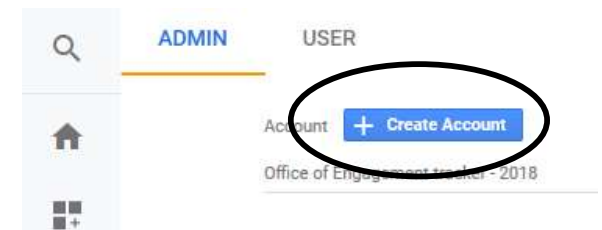
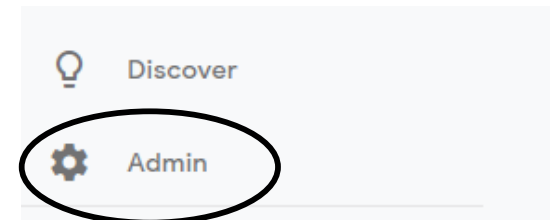
Go to Admin at lower left

- 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

UA-131889516-1

## Status

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.

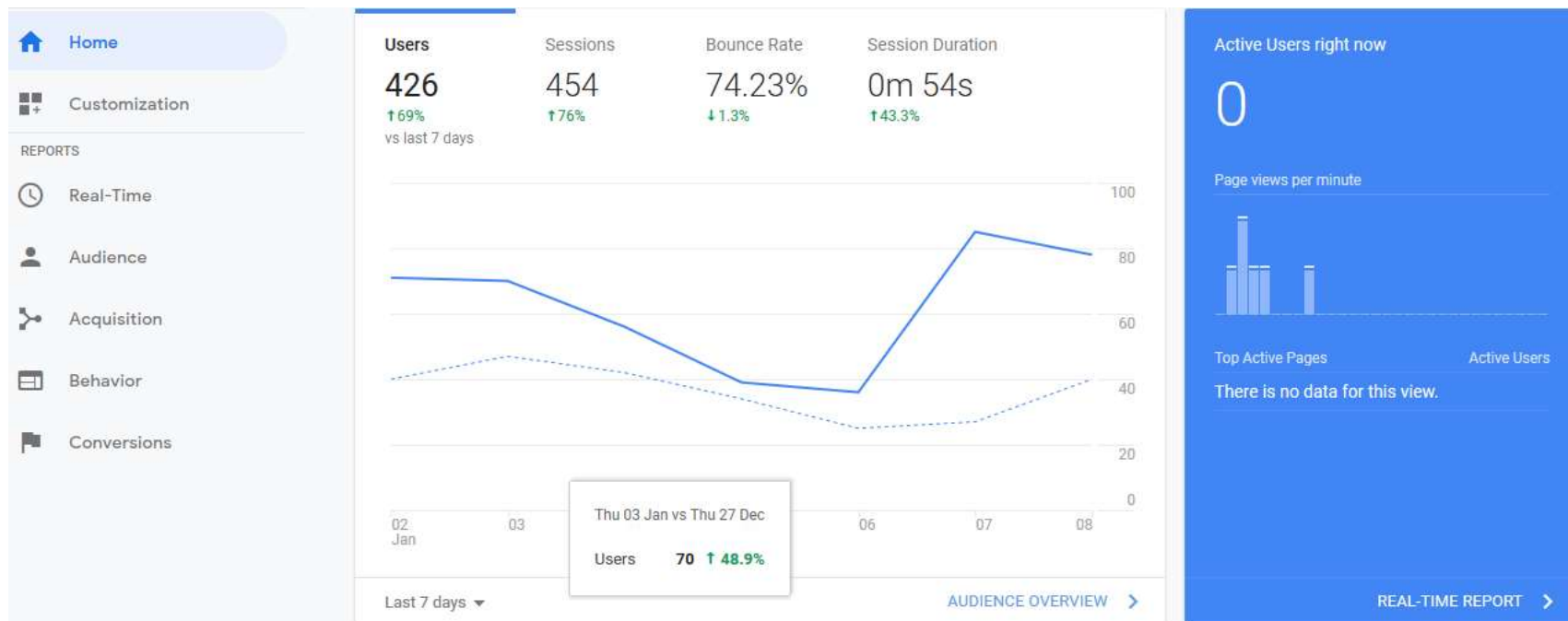
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-131889516-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  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   |
|------------------------|-------------|------------|
| <b>Phones</b>          |             |            |
| 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  |
| <b>Tablets</b>         |             |            |
| 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    |
|--------------------------------|-------------|-------------|
| <b>iPhone</b>                  |             |             |
| 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   |
| <b>iPod</b>                    |             |             |
| iPod Touch                     | 640 x 1136  | 320 x 568   |
| <b>iPad</b>                    |             |             |
| 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