

YOUR COMPLETE guide TO mastering google analytics

Umami
MARKETING



table of contents

<i>What is Google Analytics?</i>	3
<i>Your Step-by-Step Guide to Set-up your Analytics Account</i>	5
<i>Creating an Account</i>	6
<i>Installing the Tracking Code</i>	7
<i>Setting up Filters, Goals & Linked Accounts</i>	9
<i>Setting up and Using Dashboards</i>	13
<i>How to Read and Understand Your Analytics</i>	17
<i>Acquisition</i>	18
<i>Engagement</i>	19
<i>Outcome</i>	21
<i>Google Analytics vs. HubSpot: How to Leverage both Tools</i>	22
<i>Summary</i>	28
<i>Learn More</i>	29

01



WHAT IS GOOGLE ANALYTICS?

Google Analytics is a free tool offered by Google that allows you to track all of your website traffic and data, and provides detailed statistics on any visitors to your site.



Have you experienced a sudden slowdown in website conversions? Perhaps leads through website form submissions all of a sudden grind to a halt? Access to your website analytics can help you understand these issues, and more. You start by installing a small snippet of code on your website, which will then activate the analytics on your site and send it back to your Google Analytics account for further analysis and review.

It's a very powerful resource that gives you insight into how visitors find and use your site, and how to keep them coming back. Google Analytics will also help you make decisions about the design and layout of your website, content and service offerings.

02

SO HOW DO YOU GET STARTED?

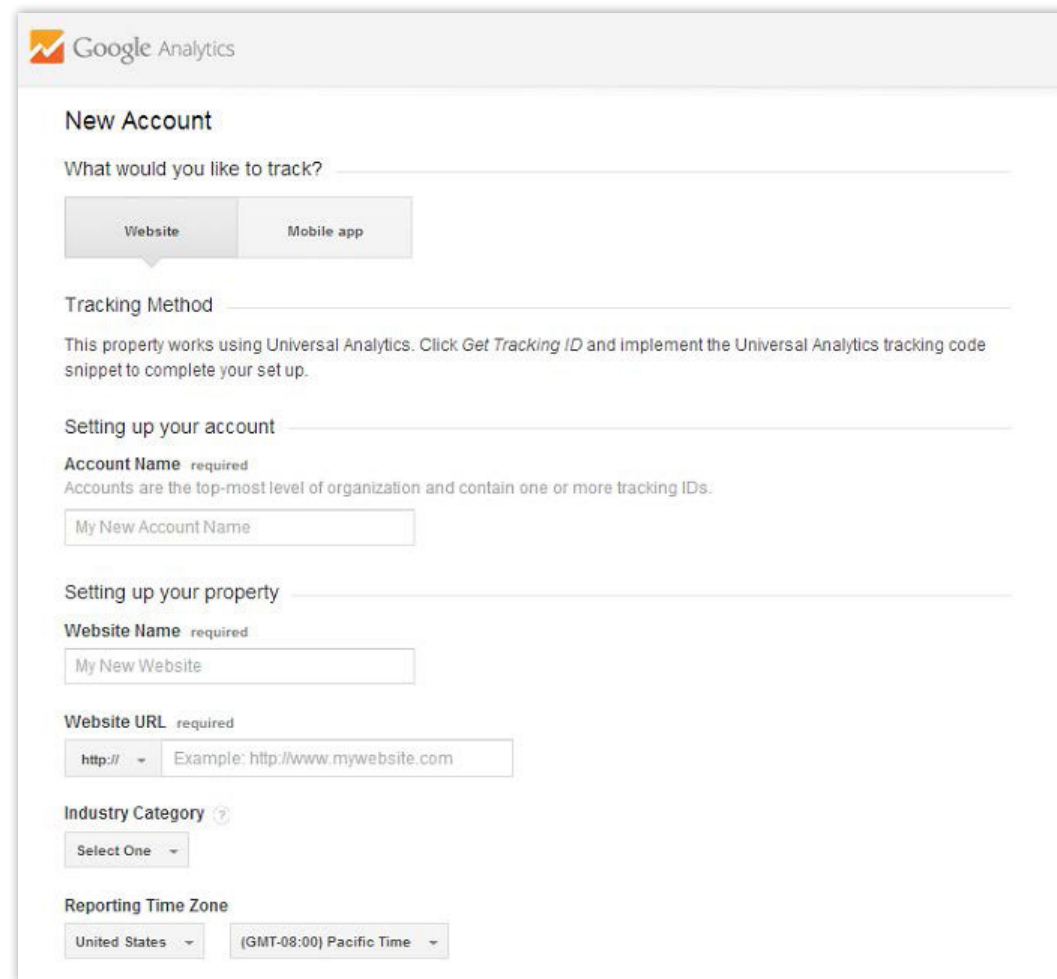


CHECK OUT OUR
STEP-BY-STEP GUIDE TO
SET-UP YOUR ANALYTICS
ACCOUNT

//01. Creating an Account

Head on over to [Google Analytics](#) and set up a new account by clicking **Create an Account** (or register by signing in with an existing Google account). Once registered or signed in, you'll get to the setup page. Here are some tips to setting it up:

- **Account Name:** This is just to help you keep track of your analytics accounts if you register more than one under your master account.
- **Website Name:** Again, this is just to help you differentiate between multiple accounts; you can just use your website URL.
- **Website URL, Industry Category, and Reporting Time Zone** are pretty self-explanatory.
- **Data Sharing Settings:** this is completely optional; select the options that make sense for you.



The screenshot shows the Google Analytics 'New Account' setup page. The page is titled 'New Account' and has a sub-header 'What would you like to track?'. There are two buttons: 'Website' (selected) and 'Mobile app'. Below this is the 'Tracking Method' section, which states 'This property works using Universal Analytics. Click [Get Tracking ID](#) and implement the Universal Analytics tracking code snippet to complete your set up.' The 'Setting up your account' section includes a required 'Account Name' field with the placeholder 'My New Account Name' and a note: 'Accounts are the top-most level of organization and contain one or more tracking IDs.' The 'Setting up your property' section includes a required 'Website Name' field with the placeholder 'My New Website'. The 'Website URL' section has a required field with a dropdown for the protocol (set to 'http://') and a placeholder 'Example: http://www.mywebsite.com'. The 'Industry Category' section has a dropdown menu set to 'Select One'. The 'Reporting Time Zone' section has two dropdown menus, one set to 'United States' and the other to '(GMT-08:00) Pacific Time'.

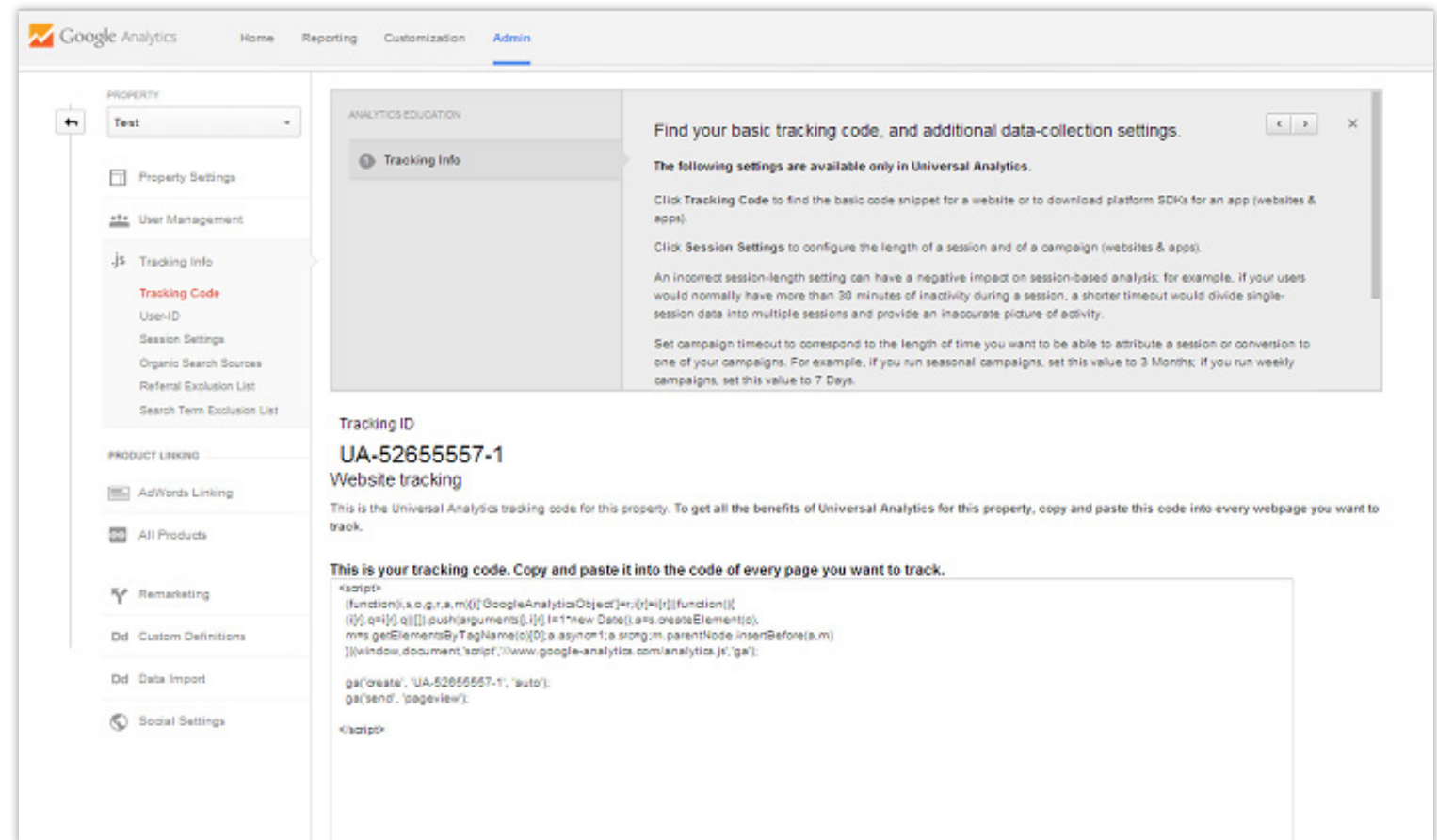
Once you've entered all relevant information, click "Get Tracking ID" and agree to the terms of service. Now we can work on installing the tracking code.

//02. Installing the Tracking Code

Installing code?! You?! Don't worry - this step is actually quite easy.

If you're using Wordpress to manage your website, you'll just need to install the [Google Analytics for Wordpress Plugin](#). Once installed, go to Settings and enter the "UA" code. Make sure you enter your unique number exactly as it appears in your Tracking ID page, and save the entry.

Even if you aren't using Wordpress, the process is still quite simple; just follow these easy steps provided by [Google](#):



The screenshot shows the Google Analytics Admin interface for a property named "Test". The left sidebar contains navigation options: Property Settings, User Management, Tracking Info (selected), Tracking Code, User-ID, Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List, Product Linking, AdWords Linking, All Products, Remarketing, Custom Definitions, Data Import, and Social Settings. The main content area displays the "Tracking ID" page, which includes a "Tracking Info" section and a "Tracking ID" section. The Tracking ID is "UA-52655557-1". Below the Tracking ID, there is a section for "Website tracking" and a "This is your tracking code. Copy and paste it into the code of every page you want to track." section, which contains the following JavaScript code:

```
<script>
(function)(s,o,g,r,a,m){(GoogleAnalyticsObject)=r;(if(!r))function(){
(i){o[i]=o[i].push(arguments)};i=new Date().toLocaleString().
mms.getElementsByTagName(0);a.async=1;a.src=m;parentNode.insertBefore(a,m
)}(window,document,"script","www.google-analytics.com/analytics.js","ga");

ga('create', 'UA-52655557-1', 'auto');
ga('send', 'pageview');
</script>
```

1. Find your tracking code snippet. It's in a box with several lines of JavaScript in it. Everything in this box is your tracking code snippet. It starts with `<script>` and ends with `</script>`.
2. The tracking code contains a unique ID that corresponds to each Google Analytics property. Don't mix up tracking code snippets from different properties, and don't reuse the same tracking code snippet on multiple domains.
3. Copy the snippet.
4. Don't edit your snippet. Just copy it. You might want to paste it into a text document if you're worried about accidentally losing or changing the snippet from your clipboard.
5. Paste your snippet (unaltered, in its entirety) into every web page you want to track. Paste it immediately before the closing `</head>` tag.
6. If you use templates to dynamically generate pages for your site (like if you use PHP, ASP, or a similar technology), you can paste the tracking code snippet into its own file, then include it in your page header.

Whichever method you use, make sure you check it afterwards to ensure it was saved correctly. You can verify your setup [here](#), and your website data will begin tracking to your new Google Analytics site within the next 24 hours.

User Privileges

If you have multiple people who need to be accessing your business' Google Analytics account with admin privileges, you can easily set that up as well. Simply click on the "Admin" button at the top of your Analytics account, and click on the "User Management" link. Add permissions for your new user, filling out the new users' email address, and selecting all roles to make them administrator. You can choose to give this user admin access to all or some of the profiles set up under your master account; once they receive the email verification with access to the profile(s), they are good to go!

//03. Setting up Filters, Goals & Linked Accounts

Now that you have your account set up and your Tracking Code installed, it's time to start playing around with the features of Google Analytics to make sure you are always viewing the most relevant and useful information.

Filters

****Before we begin, a very important piece of information to note: once done, filtered information from a Google Analytics profile cannot be undone. So it's extremely valuable to have a master profile that contains all raw data so that you don't permanently lose any data that is being excluded by a profile filter****

Filters can be used to remove certain data so it isn't displayed in one or more of your Analytics profiles. **Why is this useful?** Here's one example: you could have multiple employees in your office accessing your website numerous times throughout the day. If you filtered your data to exclude all traffic coming from your offices' IP address, then your true website traffic number won't be polluted with this internal access.

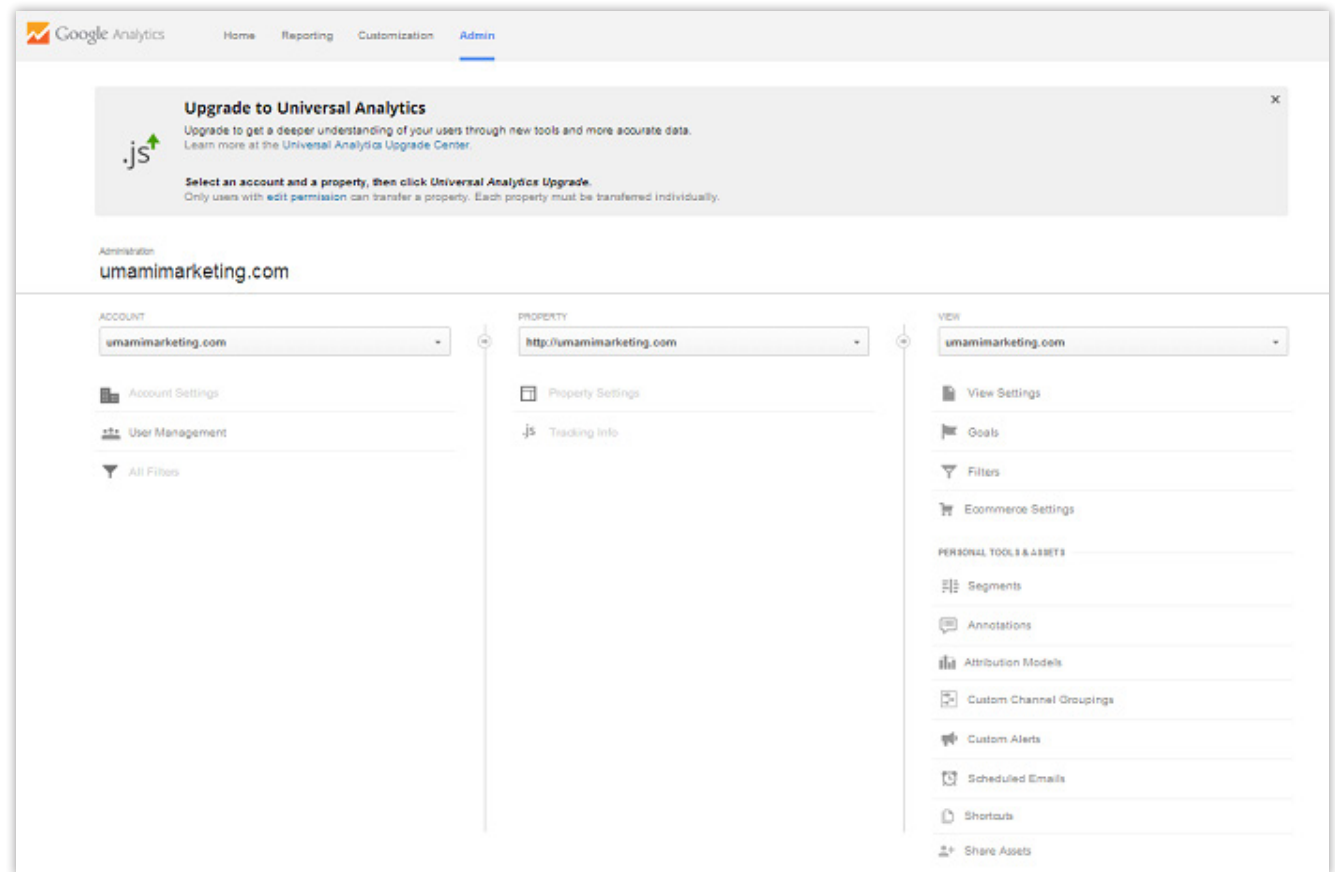


Quick Tip: If you're unsure of **how to find your company's IP address:** head on over to whatsmyip.org. You can then enter this data directly into your filter to exclude your office network from your results.)

1. You can sort your data using nearly any filter you can think of. Click on **Admin** and select the Profile you'd like to add the filter to, and click on **Filters**.
2. From there, click **+ New Filter**, and then **Create New Filter**. You can either select a [Predefined Filter or a Custom Filter](#), and then select which views you want that filter to apply to.
3. Save your choices and re-run your new filtered data, comparing it to your original raw master profile (see the "very important" note above) to make sure your filter is working the way that you want it to.

You can add multiple filters to one profile (ie: filter by IP address, and then by Visitor Campaign) and they will be filtered in the order in which you set them up. If you ever wanted to change this order, you would click **Assign Filter Order** and then **Move Up** or **Move Down** to move your filters to how you want them.

If you want to add or remove an additional filter from a profile, you just need to go into the **Apply Existing Filter** section and add or remove as you wish. Make sure you click **Save** to keep your selections.



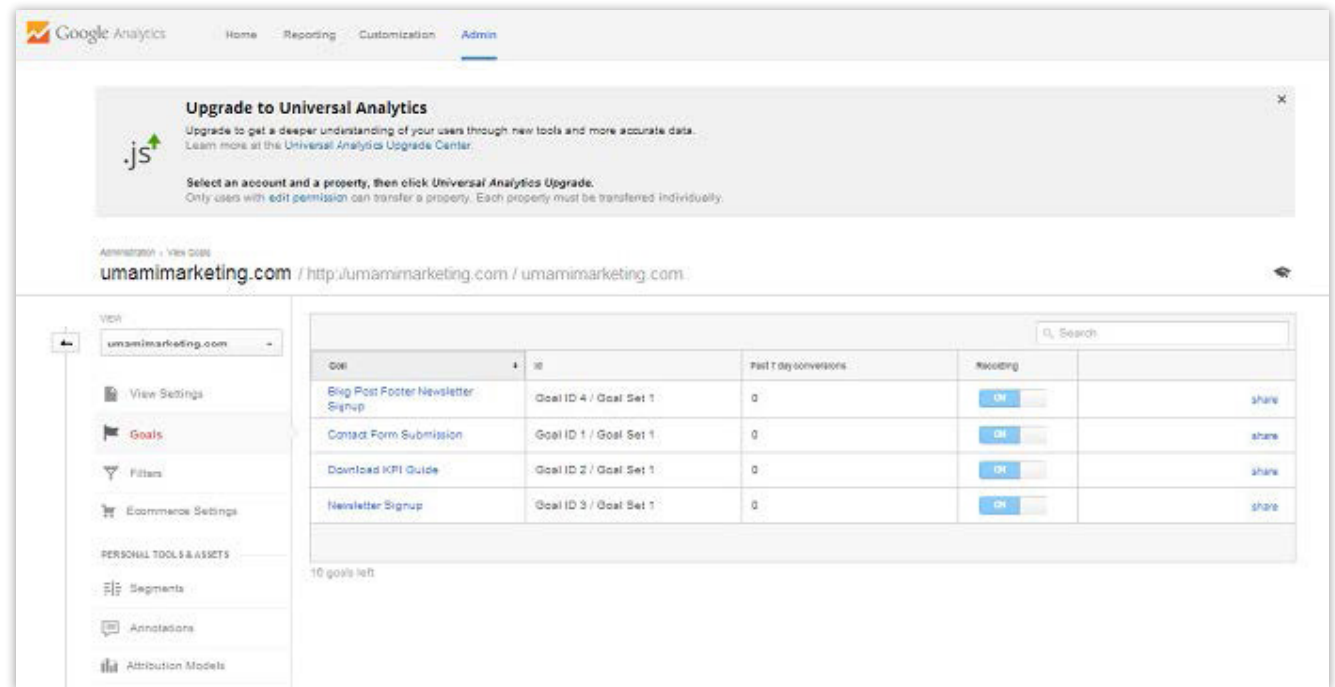
Goals & Conversions

Goals allow you to measure the true results of your online marketing efforts, and how often users take or complete defined actions. They allow you to track which sources of traffic and which actions lead to the most conversions on your website.

To set up Goals, head to the **Admin** section, click **Goals** and then **Create a Goal**. You can choose from a list of template goals (that have standardized business objectives) or create your own custom goal from scratch.

Here are some types of common types of Goals that are popular to set up:

- Time on Site
- Pages/Visit
- URL Destination
- Tracking a specific event (such as clicking on a "subscribe" link, or downloading a whitepaper file).



The screenshot shows the Google Analytics Admin interface for the property 'umamimarketing.com'. The 'Goals' section is active, displaying a table of configured goals. The table has columns for Goal Name, Goal ID / Goal Set, Past 7 day conversions, and a toggle for tracking. There are four goals listed, all with 0 conversions in the past 7 days.

Goal	Goal ID / Goal Set	Past 7 day conversions	Tracking
Blog Post Footer Newsletter Signup	Goal ID 4 / Goal Set 1	0	<input checked="" type="checkbox"/>
Contact Form Submission	Goal ID 1 / Goal Set 1	0	<input checked="" type="checkbox"/>
Download KPI Guide	Goal ID 2 / Goal Set 1	0	<input checked="" type="checkbox"/>
Newsletter Signup	Goal ID 3 / Goal Set 1	0	<input checked="" type="checkbox"/>

10 goals left

After your Goals have been set up for a few days or weeks, head to the **Conversions** section of your Analytics account to view more information of completed goals and your conversion rates. Goals and Conversions are a necessary tool to help you understand the actions taken by visitors of your website and track trends over time; you can receive all of the analytics data in the world, but it is meaningless if you don't know how to read it and act on it.

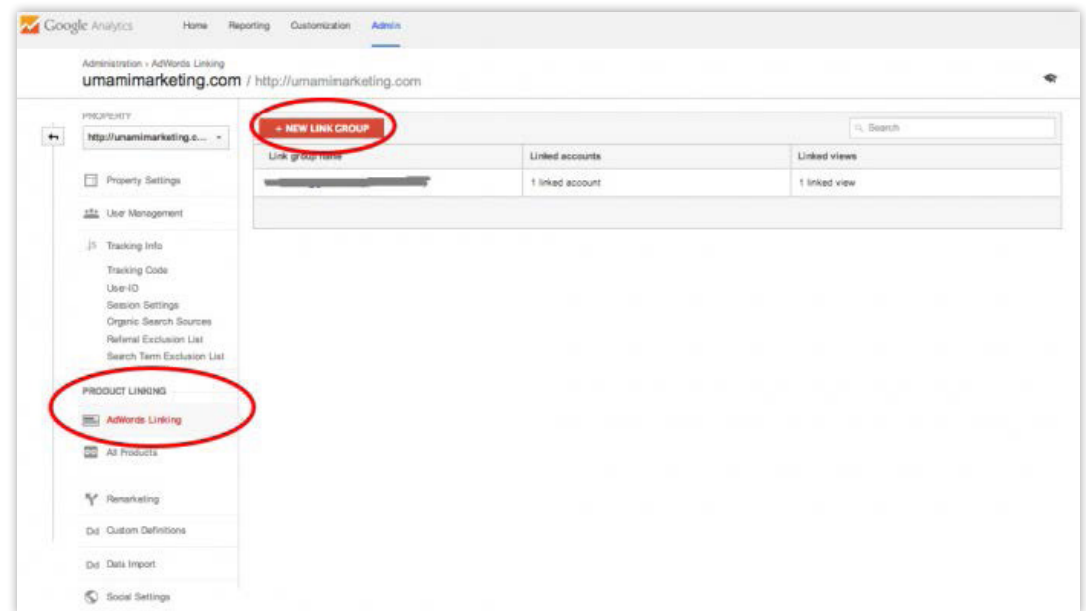
Associating Google Search Console & AdWords Accounts

If applicable, you can also associate Google Search Console and AdWords accounts to your new Google Analytics account. For Search Console, you can associate the accounts through your Search Console homepage; click on **Manage site** and add **Google Analytics property**. You then just need to choose the web property that you want to link to the site, and **save** your selection. This will now allow you to view Search Console data directly within your Google Analytics reports, and also be able to access Google Analytics reports directly from within your Search Console account.

To link Google AdWords to your Analytics account, it's a similar process: from your AdWords account, click **Tools** and then **Google Analytics**. Or, go to your Analytics account first, click **Admin**, and select the account that you would like to link to your AdWords account; in the "Property" column, select the property, and then under **Product Linking** click **AdWords Linking** then the **+New Link Group** button and follow the instructions.

This AdWords and Analytics connection will allow you to analyze customer activity through your website; it will also allow you to do the following:

- Import Google Analytics goals and transactions into AdWords as conversions
- View Google Analytics site engagement data in AdWords
- Create remarketing lists in Analytics to use in AdWords for targeting specific audiences
- Automatically view your AdWords click and cost data alongside your Analytics site engagement data



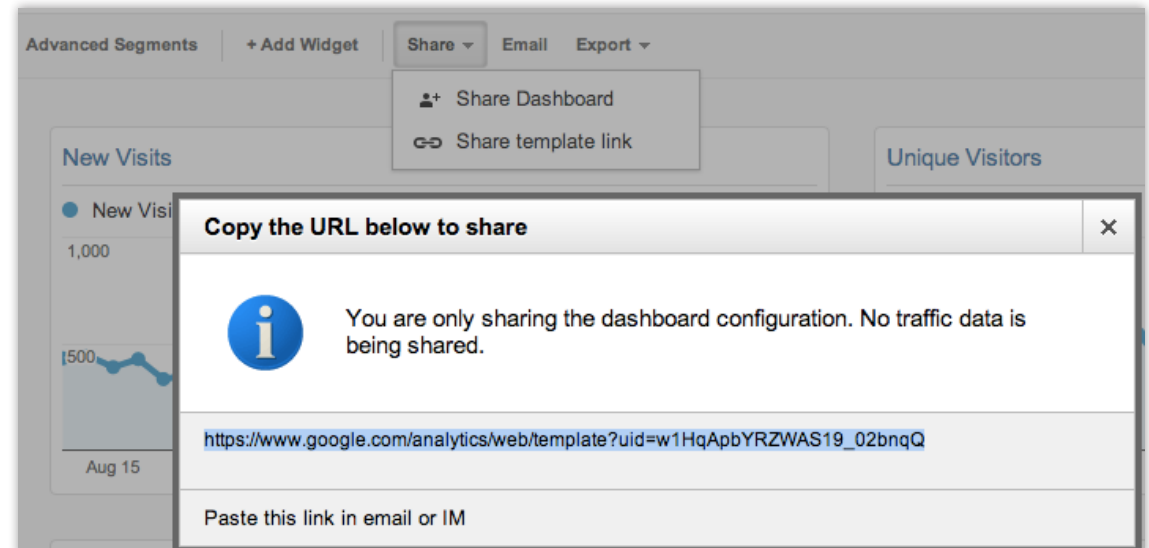
//04. Setting up and Using Dashboards

Dashboards create visualized summaries of different reports as widgets; they are displayed on a single page in your Analytics account, giving you real-time, high-level access to your metrics and their performance.

Every Google Analytics account comes with a default dashboard that has a few standard widgets already included. You can add or remove any widgets to this default dashboard, and you can create up to 20 dashboards to display your data in different formats (up to a maximum of 12 widgets per dashboard).

Shared Dashboards

Google has an awesome feature where you can import any shared dashboard templates into your own account for free! All you have to do is find a shared dashboard that you like, click on the link while logged into your Analytics account, and choose the profile you want to add the dashboard to. This is a really great tool that can save you time setting up your own dashboards, and boost your reporting capabilities using others' creativity. Econsultancy.com has [this useful listing](#) of some great templates to get you started.



Separate your Dashboards

It's a smart idea to separate your dashboards based on the information you want to pull out of them. For example, if you want a real-time view of your Social Media Analytics, create a dashboard tailored just for this data; or, if you want to test the stats on your new mobile-friendly website, set up a new dashboard that tracks all of your Mobile Analytics. This separation of your data allows you to pull up one of these custom dashboards and know exactly what you are looking at, and what section of your website the data is reporting on. It's quick, it's easy, and readily accessible for all team members to access and understand.



Using Widgets

There are a number of widgets available to add to your dashboards - the trick is knowing which ones to use to get the insights you want and need.






- **Metric widgets:** these widgets present a single piece of data on your dashboard along with a small sparkline. This is ideal if you need to check one specific piece of data each day, like the amount of revenue generated from an online store for a certain time of day.
- **Timeline widgets:** these widgets provide a detailed chart showing trends by day. This widget allows you to show a single metric or compare two metrics, such as the daily number of website visits and corresponding revenue generated in the same period.
- **GEO map widgets:** these widgets allow you to display a map within your dashboard, which can be very handy if your business is worldwide. You can go as detailed as showing the location of your visitors, or even compare conversion rates or engagement by specific geographic location.
- **Table widgets:** these widgets are great for monitoring PPC campaigns, landing pages or specific content. They display a table that combines information with up to two metrics per dimension, so you can compare, for example, conversion rates between two products.
- **Pie widgets:** these widgets are pretty self-explanatory. The data is presented in a pie or doughnut chart and can be useful for visual comparisons.
- **Bar widgets:** these widgets present data in a bar chart, and are very useful for visualizing comparative data. You can edit the widget to present the data horizontally or vertically, and allows for additional customization to get the most out of the chart for your reporting.

Any one of these widgets can also have filters applied to them, allowing you to further manipulate and define what is presented in the dashboard views.




Widget Settings

Widget title:
Total Active Visitors by Medium

Standard:

2.1 METRIC	 TIMELINE	 GECMAP	 TABLE	 PIE	 BAR
---------------	---	---	--	--	--


Real-time:

2.1 COUNTER	 TIMELINE	 GECMAP	 TABLE
----------------	---	---	--

Show the following metric:
Active Visitors

Group by (optional):
Medium

03



HOW TO READ AND UNDERSTAND YOUR ANALYTICS

WHAT DATA SHOULD YOU WATCH FOR?

//01. Acquisition

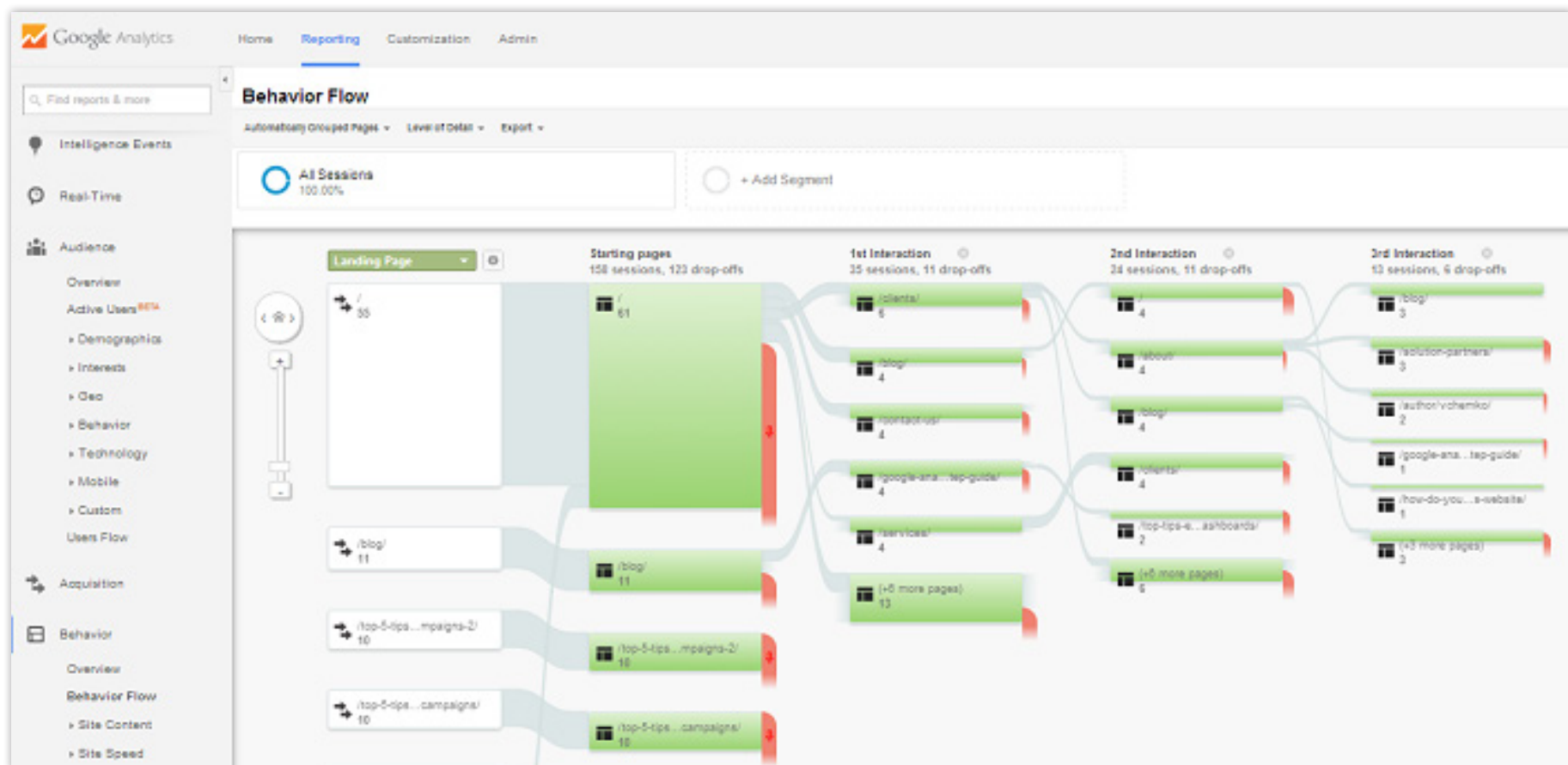
Let's start with **Acquisition**, or, in layman's terms: visits. In order to build your [website audience](#), you first need to find out **who** is coming to your site, **where** they are coming from, and **what** they are up to. The data provided can tell you anything from the country your visitors are coming from, how often they come to your site, how they found your site, and how they are browsing (smartphone, tablet, or computer). Google Analytics breaks down acquisition stats in a variety of views:

- **Channels:** how do you acquire visitors to your site? This view will allow you to compare between direct visits, referral visits, social media visits, etc.
- **Keywords:** which keywords or which sections of content are performing the best on your site?
- **Campaigns:** which campaigns are driving the most traffic to your site?
- **AdWords Spend Analysis:** you may be spending a lot on your AdWords budget and not understanding how to track your ROI. This view will allow you to analyze your paid marketing channels and get details on which campaigns are sending you the most traffic.
- **Social Media:** this section will show you all the stats on your social media accounts - which network is bringing you the most visitors, conversions, and shares, and which landing pages are most visited through which social channels.
- **Affinity:** This is an interesting analytics segment that allows you to understand which user profiles are visiting your site, based on their affinities. For example, "TV Lovers", "Business Professionals", or "News Junkies". You can then use these categories to tailor your advertising towards categories that are bringing the most traffic to your site, or you can choose to remarket towards them in your AdWords account.

...and a few more, but you get the gist. Measuring your site visits is the easiest piece of the analytics pie - but it's also the smallest.

//02. Engagement

Attracting visitors to your website is one thing, but keeping them there and getting those conversions is an entirely different thing. Once you have a better idea of who is out there visiting your site, you can more easily ensure that you reach them and fulfill their needs, by providing them what they're looking for on a well-optimized, usable, peak performing site.



There are three actions that a site visitor can make: read the page they are on, click through your site to additional pages, or leave your website entirely. Google Analytics engagement metrics will help you track and measure these actions, and evaluate the quality and performance of your content.

There are three main metrics that track engagement in Google Analytics:

- **Pages/Visit:** when a visitor comes to your website, they click through an average number of pages; the more engaging your content is, the more pages your visitors will click through, looking for more.
- **Average Time on Site:** similarly, this metric tracks the average length of time a visitor will spend on your website, whether on a single page, or clicking through multiple pages. As a result, it's safe to assume that the longer someone spends on your site, the more likely they found the content engaging and relevant to their needs. You can use this data to understand what keeps a visitor on your site, and also what makes visitors leave - which is extremely important information.
- **Bounce Rate:** this rate measures the number of visitors that leave your website directly after reaching the entry page. This can help you determine if your entry page is performing well enough to interest your visitors into clicking through further, or if they leave right after reaching your website. Doing a thorough user experience analysis will help you pinpoint any potential reasons why a visitor may leave your site, and help you fix them before they become an issue.

If you are considering making any changes to your website design or layout, this information will be the most useful for those decisions. Your entry pages need to be engaging, your content interactive, and your website user-friendly. Accurately responding to your visitors' behavior will lead you right to the next Google Analytics metric that you need to track.

//03. Outcome (Goals & Conversions)

Setting goals are necessary for you to measure the performance of your website. Google has four goal types, and each one measures a different action or event:

Every time a goal is completed, Google Analytics will log a conversion in your account; if you can assign

a monetary value to each of these conversions, you can see how much these conversions are worth to your business. You can also track abandonment rates (which is the rate of visitors who fail to convert on a specific goal you've set up). The information provided within the Outcomes section really helps to paint a full picture of your visitors, your website performance, and how your business is tracking against its conversion targets.

From this point, you have all of the data you need to sell and convert to your target market, and reach your goals. As you can continue to watch your trends over time, you can do more testing, adapt as needed, and then repeat, based on the insights that are provided within Google Analytics.

Type	Description	Example
Destination*	A specific location loads	<i>Thank you for registering!</i> web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

04

GOOGLE ANALYTICS VS. HUBSPOT

HOW TO LEVERAGE BOTH TOOLS



If you've been humming and hawing over which tool to rely on for your website analytics, here's your answer: you don't have to choose! Use both! HubSpot is an Inbound Marketing tool, and Google Analytics is a website analytics tool: they each offer their own benefits to results and analytics reporting.

Whether you're an existing HubSpot user or a new one, and are still looking to leverage your Google Analytics results, here are some practical ways that you can rely on both tools, concurrently, for a complete view of your website's performance.

But first: because there is no team in "I" (or in this case, "H"), you have to start off by **inserting your Google Analytics tracking code into the HubSpot platform**. Follow these steps:

1. Log into Google Analytics and click **Admin**
2. Under the **Property** section, click **Tracking Info**
3. Click **Tracking Code** and copy the Tracking ID that is listed.

Tracking ID Status: Receiving Data

UA-36102168-1

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```

<script>
(function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']=r;[r]=[r],function(){
  (function(q){[r].push(arguments)},{r].push(new Date())}).a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','//www.google-analytics.com/analytics.js','ga')

ga('create', 'UA-36102168-1', 'auto');
ga('send', 'pageview');
</script>

```

PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once("analyticstracking.php") ?>
```

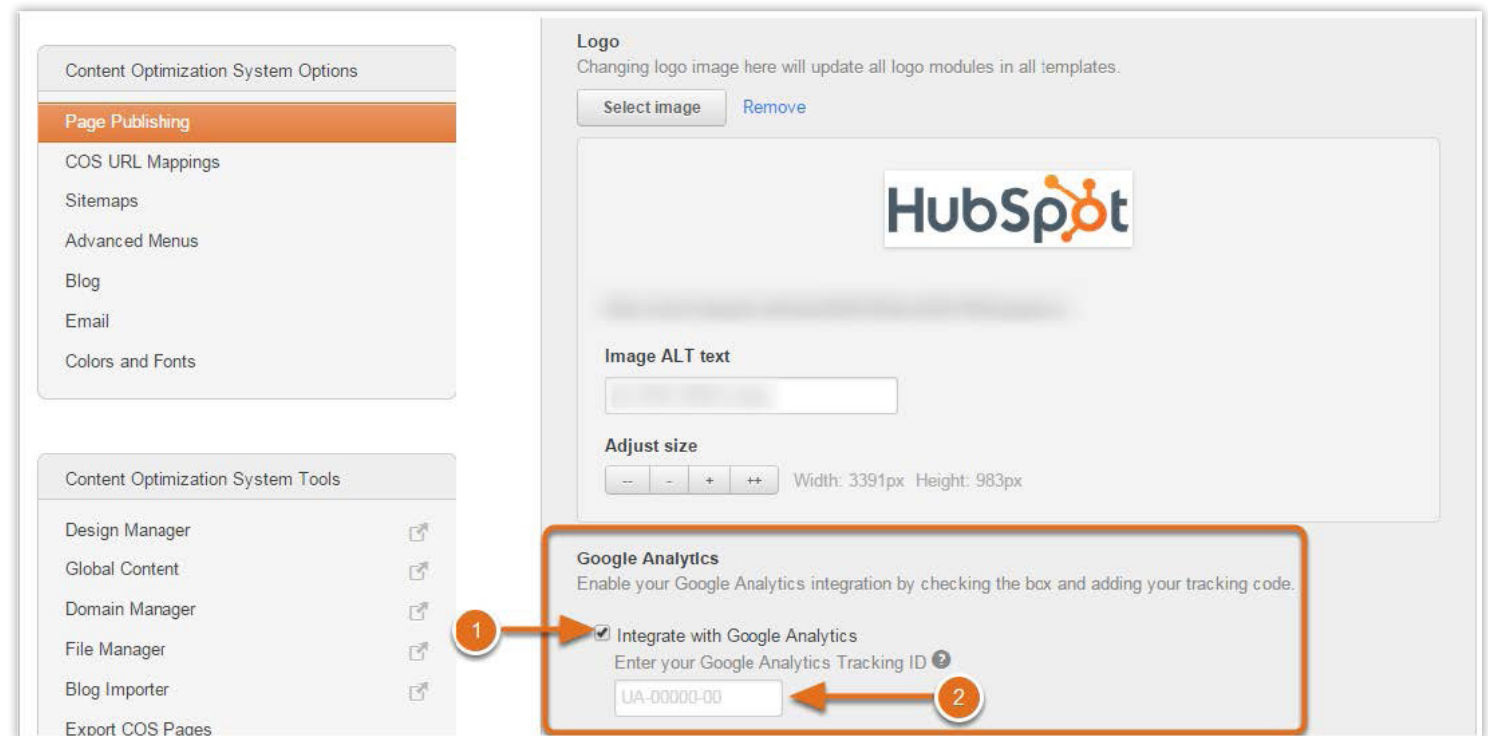
Dynamic Content Implementation OPTIONAL

Use a common include or template to paste the code above instead of manually adding it to every page.

Once you've copied the Tracking ID, login to your HubSpot account and follow these next steps:

1. Click **Content** --> **Content Settings**
2. Under the **Select a Domain to Edit**, select one of the options from the dropdown list: either a default for all domains, or for one specific domain
3. Scroll down to the **Google Analytics** section and check off the **Integrate with Google Analytics** box, and add in the tracking ID, copied from above.
4. Scroll down and click **Save Changes**

Now that your Google Analytics code is tracking on your HubSpot platform, you can start using either tool, or both, to answer some standard analytical questions.



//01. Basic Reporting

For basic reporting, one of these tools isn't really better than the other. You could use either to get the same information, so there is no clear "winner" in this category, covering items such as traffic, acquisition, and basic conversions.

//02. Lead Tracking

With Google Analytics, there isn't actually an out-of-the-box way to determine if your leads are on your site, besides looking at the limited "Returned Visitors" section. You can use goal setting to track leads, but it's not the most intuitive tool.

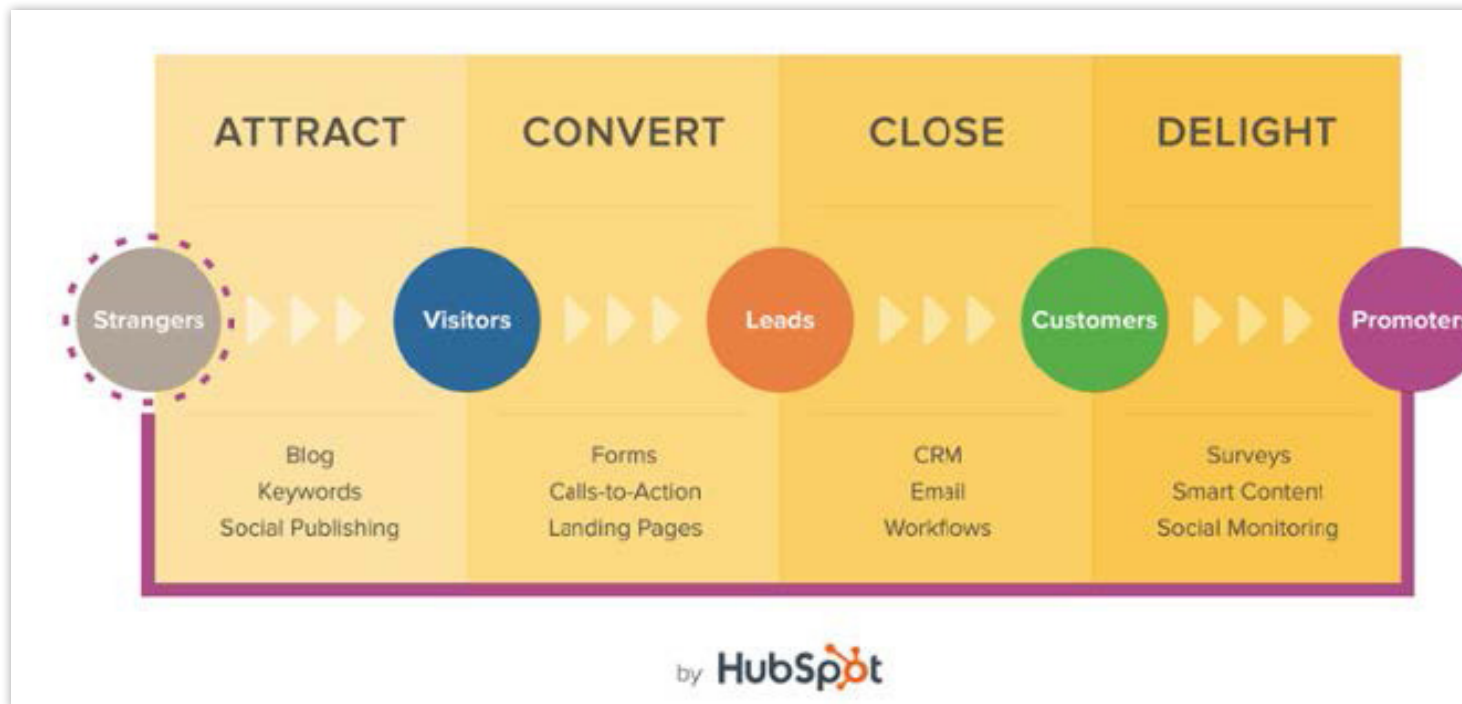
HubSpot, on the other hand, integrates with many CRMs that can give you the ability to track specific visitors and leads on your site, and where they are coming from (down to the IP address). This information can help you tailor their website experience, depending on where they are in the sales cycle.

Lead tracking and the ability to nurture contacts is one of the best "pros" of using the HubSpot tool.

//03. Increasing Site Traffic

This is a category where the two tools work best as a team. Google Analytics offers the ability to customize your reports in many different ways to see how users are viewing your site, and they have a great section on SEO analytics, which, partnered with Google Search Console, will help you become a master of your site's SEO.

HubSpot, on the other hand, is built for [inbound marketing](#); this means they have great tools for keyword research and competitor research and analytics, which can help you with brainstorming new content for your target audience.



//04. Campaign Performance

If you're running different marketing campaigns and want to understand the results of each, Google Analytics has all of the traffic information down pat, from direct traffic to referral traffic, or from search traffic to campaign or AdWords traffic.

HubSpot's email marketing tool will give you a great report on results from an email campaign, but they will not provide the same information on site traffic that GA can.

//05. Content Performance

As noted above, HubSpot is all about Inbound Marketing, so their tools to help you create and market your content are above par and will help you be the most successful in your content creation journey.

Google Analytics also offers a comprehensive section that can help you to understand how your content is being consumed, such as how long visitors are staying on your site and how many pages they are visiting.



05 SUMMARY

Website analytics aren't just helpful for understanding historical website traffic stats; they can also help you understand and predict future trends as well. All it takes is regular review of your analytics data, in comparison to prior periods, for you to see and understand your traffic trends and any areas where irregular traffic might be highlighted. Instead of trying to guess what could be causing a traffic or conversion slowdown on your website, a simple review of your analytics account can usually point out the problem right away.

Learn More

If you're still looking for more information about Google Analytics and how it can help you improve your website experience, check out these additional resources:



How Not to Analyze Your Analytics [Video]

<http://blog.umamimarketing.com/how-not-to-analyze-your-analytics-video>



Ad Blockers: What They Are and How They Affect Your Analytics

<http://blog.umamimarketing.com/ad-blockers-what-they-are-and-how-they-effect-your-analytics>



7 Smart Ways to Analyze Your Analytics

<http://blog.umamimarketing.com/7-smart-ways-to-analyze-your-analytics>



Recent Google Analytics Updates to Help Grow Your Business

<http://blog.umamimarketing.com/the-most-important-things-to-know-about-the-recent-google-analytics-updates>



Gut Feelings...or Just Heartburn? Why You Need Analytics

<http://blog.umamimarketing.com/gut-feelings...or-just-heartburn-why-you-need-analytics>

About Us

Umami Marketing is a results-driven inbound marketing agency based out of Vancouver, BC, Canada. We are a one-stop shop for small to medium-sized businesses' marketing needs, including search engine optimization, social media marketing, content creation, Google Adwords and other paid marketing campaigns, and also Wordpress design and development. We're passionate about marketing and excited to partner with you in elevating your web presence and reaching your inbound marketing goals.

Get Your Assessment With an Inbound Marketing Specialist

"Liked what you read? Why not sign up for a free Inbound Marketing Assessment?"

The logo for Umami Marketing is centered in a white circle with a red border. The word "umami" is written in a teal, lowercase, sans-serif font, and the word "MARKETING" is written in a smaller, red, uppercase, sans-serif font directly below it.

umami
MARKETING