

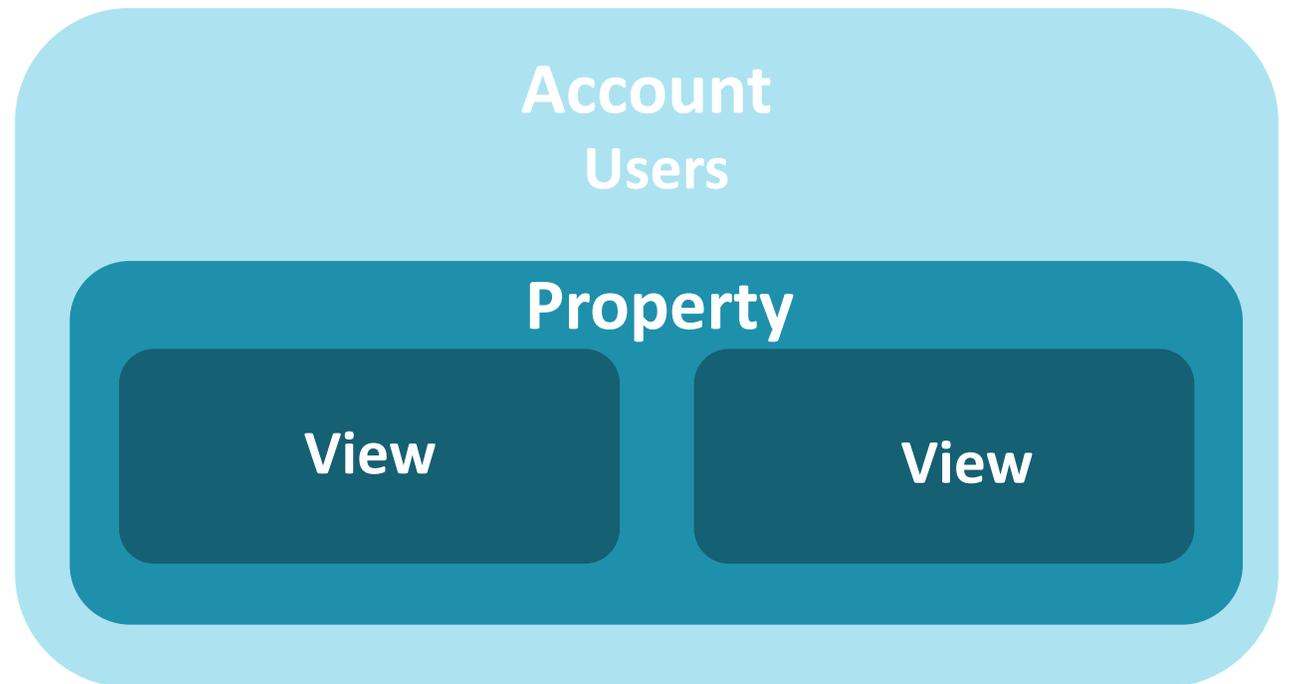
# GOOGLE ANALYTICS SETUP 101



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# HIERARCHY BREAKDOWN

1. Account: top-most level
2. Property: website, mobile application, or device. When you add a property analytics generates a unique tracking code for you.
3. Views: Access to reports. Within one property you may want to see:
  - one view of all the data for [www.example.com](http://www.example.com)
  - one view of only AdWords traffic to [www.example.com](http://www.example.com)
  - one view of only traffic to a subdomain like [www.sales.example.com](http://www.sales.example.com)
4. Users and permissions: you can add users at the account, property, or view level and you can restrict access at each level



# GETTING STARTED WITH GOOGLE ANALYTICS

## Start analyzing your site's traffic in 3 steps

### 1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

### 2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

### 3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

### Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

1. analytics.google.com
2. Sign up for your Google Analytics account
  - Name for your Account
  - Name for your website
  - Need your website URL
  - Time Zone
  - Industry

# GETTING STARTED WITH GOOGLE ANALYTICS

## 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 webpage 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-109465322-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-109465322-1');
</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](#)

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## STEP 1: READY YOUR WEBSITE

- GA tracking code on all pages of your website (even checkout page!)
- Make sure you don't have two instances of the same code on the same page



WHEREOWARE

## STEP 2: LINK OTHER GOOGLE PROPERTIES

Search Console

Google

Search Console

Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results.

It shows the **keywords** folks are searching where your site shows up in search results. It **tells your position** in the search results and clicks.

	Queries	Clicks ▼	Impressions	CTR	Position	
1	whereoware <a href="#">↗</a>	533	840	63.45%	1.0	»
2	whereoware careers <a href="#">↗</a>	43	51	84.31%	1.0	»
3	where o ware <a href="#">↗</a>	34	55	61.82%	1.0	»
4	whereowhere <a href="#">↗</a>	24	40	60%	1.0	»
5	where o where <a href="#">↗</a>	13	138	9.42%	2.4	»
6	whereowear <a href="#">↗</a>	10	19	52.63%	1.0	»
7	whereoware llc <a href="#">↗</a>	6	14	42.86%	1.0	»
8	whereoware chantilly va <a href="#">↗</a>	6	14	42.86%	1.0	»
9	whereware <a href="#">↗</a>	2	6	33.33%	4.7	»
10	codeperfect <a href="#">↗</a>	2	20	10%	6.9	»
11	digital sales consultant job description <a href="#">↗</a>	2	26	7.69%	6.0	»

WHEREOWARE

# STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Search Console with Google Analytics



The screenshot shows the Google Analytics interface for a property named 'Test'. The left sidebar is expanded to the 'ACQUISITION' section, with 'Search Console' highlighted. The main content area displays a message: 'This report requires Search Console integration to be enabled.' Below this message is a button labeled 'Set up Search Console data sharing'. The text explains that Search Console is a free product that provides data and analytics to help improve site performance. It also provides instructions on how to enable Search Console data within Analytics and how to use this data to identify opportunities and prioritize development effort to increase the number of visitors to the site. Examples include identifying landing pages with good clickthrough rates but poor average positions, and identifying search queries with good average positions but poor clickthrough rates.

All accounts > Test  
All Web Site Data ▾

Search reports and help

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION**
  - Overview
  - All Traffic
  - AdWords
  - Search Console**
  - Landing Pages
  - Countries
  - Devices

**This report requires Search Console integration to be enabled.**

Set up Search Console data sharing

**What is Search Console?**  
Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

**Enabling Search Console data within Analytics**  
Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

**How to use Search Console data within Analytics**  
Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

# STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Search Console with Google Analytics



The screenshot shows the Google Analytics interface for 'All accounts > Test' under 'All Web Site Data'. The left sidebar has 'ACQUISITION' and 'Search Console' highlighted with red boxes. The main content area displays a message: 'This report requires Search Console integration to be enabled.' with a 'Set up Search Console data sharing' button. Below this, there are sections for 'What is Search Console?', 'Enabling Search Console data within Analytics', and 'How to use Search Console data within Analytics'. A 'Search Console' dialog box with an 'Adjust Search Console' button is visible at the bottom.

All accounts > Test  
All Web Site Data

Search reports and help

Reports

- REAL-TIME
- AUDIENCE
- ACQUISITION**
- Overview
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- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

Search Console

Adjust Search Console

# STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Search Console with Google Analytics



The screenshot shows the Google Analytics interface for a property named 'Test'. The left sidebar is expanded to the 'ACQUISITION' section, with 'Search Console' selected. The main content area displays a message: 'This report requires Search Console integration to be enabled.' with a 'Set up Search Console data sharing' button. Below this, there are sections for 'What is Search Console?', 'Enabling Search Console data within Analytics', and 'How to use Search Console data within Analytics'. A 'Search Console Settings' dialog box is open in the foreground, showing the 'Search Console site' field with a dropdown menu currently set to 'none' and an 'Add' button. A 'Done' button is at the bottom of the dialog.

# STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Google Ads with Google Analytics



Property [+ Create Property](#)

Property Settings

User Management

.js Tracking Info

PRODUCT LINKING

[Google Ads Linking](#)

AdSense Linking

Ad Exchange Linking

All Products

A screenshot of the Google Analytics Admin console. The top navigation bar shows 'Analytics' and 'All accounts &gt; [redacted] All Web Site Data'. The left sidebar has 'ADMIN' selected. The main content area shows 'Property [redacted] + Create Property' and a list of settings: 'Property Settings', 'User Management', '.js Tracking Info', 'PRODUCT LINKING', 'Google Ads Linking' (highlighted with a red box), 'AdSense Linking', 'Ad Exchange Linking', 'All Products', and 'Postbacks'. A red box highlights the gear icon in the bottom left of the sidebar. The right pane is titled 'Configure Google Ads link group' and contains the text: 'By linking your Analytics property to your Google Ads account(s), you will enable data to flow between the products. Data exp is subject to the Google Ads terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms'. Below this is a step indicator '1 Select linked Google Ads accounts' and a red error message 'Value is required.' followed by 'Continue' and 'Cancel' buttons. A second step indicator '2 Link configuration' is visible below with a 'Cancel' button.

# STEP 2: LINK OTHER GOOGLE PROPERTIES

Google Ads

Campaign / Campaign ID	Acquisition				Behavior		Conversions <span>eCommerce ▾</span>		
	Clicks <sup>?</sup>	Cost <sup>?</sup>	CPC <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>	Revenue <sup>?</sup>
	130,839 <small>% of Total: 100.00% (130,839)</small>	\$31,087.51 <small>% of Total: 100.00% (\$31,087.51)</small>	\$0.24 <small>Avg for View: \$0.24 (0.00%)</small>	141,225 <small>% of Total: 27.34% (516,482)</small>	26.84% <small>Avg for View: 33.17% (-19.09%)</small>	7.82 <small>Avg for View: 6.79 (15.29%)</small>	1.41% <small>Avg for View: 1.15% (21.82%)</small>	1,987 <small>% of Total: 33.31% (5,965)</small>	\$130,017.90 <small>% of Total: 32.78% (\$396,627.38)</small>
1. [REDACTED] 	22,745 (17.38%)	\$5,312.43 (17.09%)	\$0.23	29,700 (21.03%)	18.82%	8.87	1.68%	498 (25.06%)	\$35,087.82 (26.99%)
2. [REDACTED] 	31,909 (24.39%)	\$8,422.32 (27.09%)	\$0.26	38,438 (27.22%)	21.00%	8.92	1.22%	470 (23.65%)	\$30,862.29 (23.74%)
3. [REDACTED] 	11,457 (8.76%)	\$3,526.08 (11.34%)	\$0.31	14,576 (10.32%)	16.77%	9.51	2.12%	309 (15.55%)	\$21,125.14 (16.25%)
4. Shopping (B2C) 225433173 	20,858 (15.94%)	\$4,894.26 (15.74%)	\$0.23	24,186 (17.13%)	52.21%	4.10	1.75%	423 (21.29%)	\$20,708.96 (15.93%)
5. [REDACTED] 	11,175 (8.54%)	\$2,270.96 (7.31%)	\$0.20	13,563 (9.60%)	22.89%	8.78	1.00%	136 (6.84%)	\$10,512.66 (8.09%)

## STEP 3: START TRACKING CAMPAIGNS

- Track external traffic by appending UTM parameters to URLs (<https://ga-dev-tools.appspot.com/campaign-url-builder/>)
  - Email campaigns
  - 3<sup>rd</sup> party campaigns
  - Non-Google Ads

WHEREOWARE

The screenshot shows the Campaign URL Builder interface with the following fields and values:

- \* Website URL:** www.whereoware.com (The full website URL (e.g. `https://www.example.com`))
- \* Campaign Source:** Facebook (The referrer: (e.g. `google`, `newsletter`))
- Campaign Medium:** Display (Marketing medium: (e.g. `cpc`, `banner`, `email`))
- Campaign Name:** 170726-FacebookAd101 (Product, promo code, or slogan (e.g. `spring_sale`))
- Campaign Term:** (Identify the paid keywords)
- Campaign Content:** SingleImage (Use to differentiate ads)

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`www.whereoware.com?utm_source=Facebook&utm_medium=Display&utm_campaign=170726-FacebookAd101&utm_content=SingleImage`

# STEP 3: TRACK CAMPAIGNS

Campaign / Campaign ID	Acquisition				Behavior			Conversions <span>eCommerce</span>		
	Clicks <sup>?</sup> ↓	Cost <sup>?</sup>	CPC <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>	Revenue <sup>?</sup>	
	27,900 <small>% of Total: 100.00% (27,900)</small>	\$6,589.97 <small>% of Total: 100.00% (\$6,589.97)</small>	\$0.24 <small>Avg for View: \$0.24 (0.00%)</small>	32,712 <small>% of Total: 21.61% (151,404)</small>	26.47% <small>Avg for View: 33.11% (-20.05%)</small>	7.77 <small>Avg for View: 6.57 (18.26%)</small>	1.90% <small>Avg for View: 1.32% (43.84%)</small>	620 <small>% of Total: 31.08% (1,995)</small>	\$47,099.82 <small>% of Total: 32.08% (\$146,804.64)</small>	
1. [REDACTED] 	12,555 (45.00%)	\$3,032.65 (46.02%)	\$0.24	16,491 (50.41%)	18.78%	9.06	1.87%	308 (49.68%)	\$24,221.50 (51.43%)	
2. [REDACTED] 	5,361 (19.22%)	\$1,263.36 (19.17%)	\$0.24	6,466 (19.77%)	49.18%	4.47	2.29%	148 (23.87%)	\$9,367.85 (19.89%)	
3. [REDACTED] 	1,667 (5.97%)	\$559.35 (8.49%)	\$0.34	2,028 (6.20%)	24.65%	7.27	1.73%	35 (5.65%)	\$3,124.64 (6.63%)	
4. [REDACTED] 	1,603 (5.75%)	\$469.34 (7.12%)	\$0.29	1,915 (5.85%)	29.19%	8.12	0.78%	15 (2.42%)	\$995.16 (2.11%)	
5. [REDACTED] 	1,567 (5.62%)	\$494.61 (7.51%)	\$0.32	1,800 (5.50%)	27.22%	6.62	1.39%	25 (4.03%)	\$2,051.34 (4.36%)	

# STEP 4: SET GOALS

The screenshot displays the Google Analytics 'Administration' page for a property named 'Test'. The interface is organized into three columns: ACCOUNT, PROPERTY, and VIEW. In the ACCOUNT column, options include Account Settings, User Management, All Filters, Change History, and Trash Can. The PROPERTY column includes Property Settings, User Management, .js Tracking Info, and a section for PRODUCT LINKING with options like AdWords Linking, AdSense Linking, Ad Exchange Linking, and All Products. The VIEW column contains View Settings, User Management, **Goals** (highlighted with a red box), Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Calculated Metrics BETA. A red box also highlights the gear icon in the left-hand navigation menu.

## STEP 4: SET GOALS

- **Destination:** user reaches a specified web page or app screen
- **Duration:** user spends specified amount of time on site or app
- **Pages/Screens per session:** user views specified number of pages or screens
- **Event:** user conducts a specified action, like viewing a video

**1** Goal setup [Edit](#)  
Template:

**2** Goal description

**Name**  
Download Whitepaper A

**Goal slot ID**  
Goal Id 1 / Goal Set 1

**Type**

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.  
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

[Continue](#) [Cancel](#)

**3** Goal details  
[Cancel](#)

## STEP 4: SET GOALS

- **Destination:** user reaches a specified web page or app screen
- **Duration:** user spends specified amount of time on site or app
- **Pages/Screens per session:** user views specified number of pages or screens
- **Event:** user conducts a specified action, like viewing a video

✓ Goal description [Edit](#)  
Name: *Download Whitepaper A*  
Goal type: *Destination*

3 Goal details

**Destination**

Equals 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  
 ON  
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text" value="Whitepaper A Form"/>	<input type="text" value="/whitepaperA.html"/>	<input checked="" type="checkbox"/>

[+ Add another Step](#)

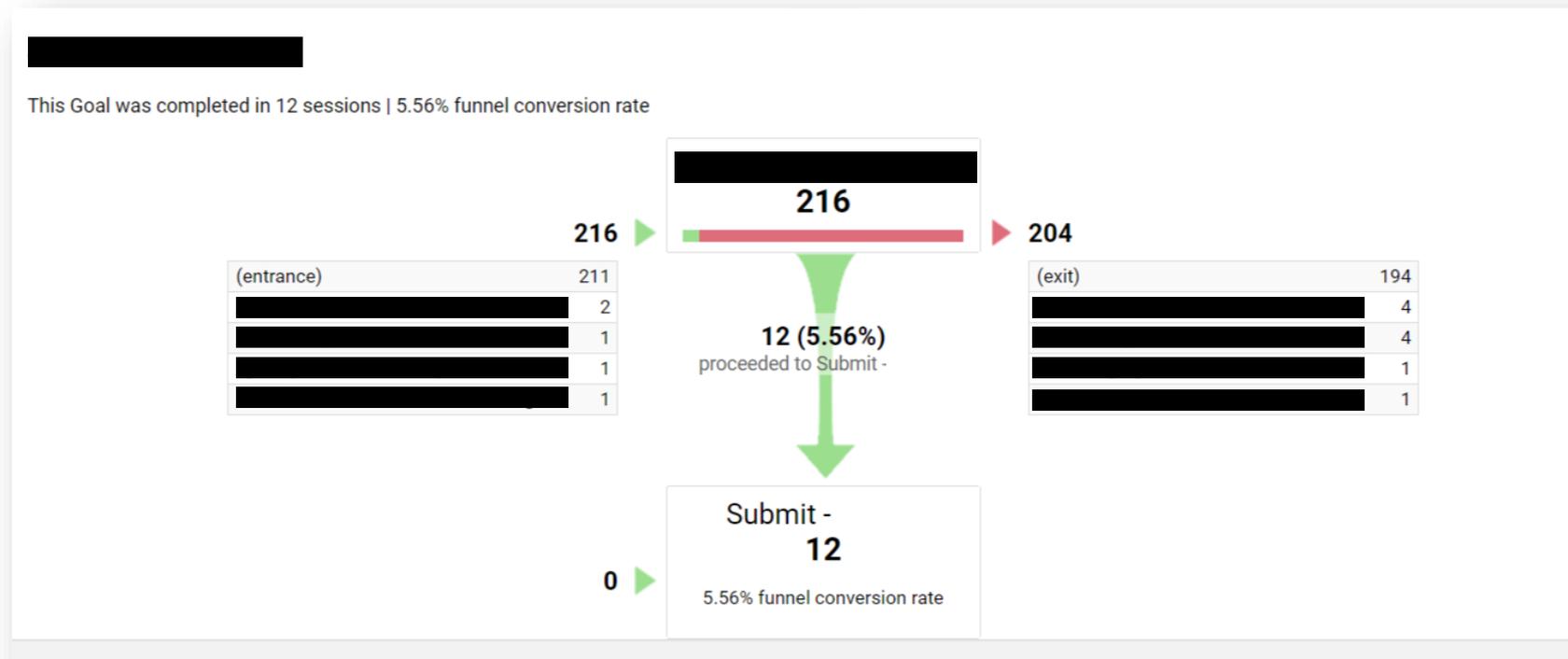
Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

# STEP 4: SET GOALS

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior			Conversions <span>All Goals ▾</span>	
		Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>
		1,155 <small>% of Total: 100.00% (1,155)</small>	64.76% <small>Avg for View: 64.76% (0.00%)</small>	748 <small>% of Total: 100.00% (748)</small>	64.59% <small>Avg for View: 64.59% (0.00%)</small>	1.71 <small>Avg for View: 1.71 (0.00%)</small>	00:01:30 <small>Avg for View: 00:01:30 (0.00%)</small>	3.90% <small>Avg for View: 3.90% (0.00%)</small>	45 <small>% of Total: 100.00% (45)</small>
<input type="checkbox"/>	1. <a href="#">Email</a>	301 (26.06%)	45.51%	137 (18.32%)	44.85%	2.03	00:01:50	3.32%	10 (22.22%)
<input type="checkbox"/>	2. <a href="#">Direct</a>	298 (25.80%)	87.92%	262 (35.03%)	72.48%	1.48	00:00:39	3.02%	9 (20.00%)
<input type="checkbox"/>	3. <a href="#">Organic Search</a>	185 (16.02%)	82.16%	152 (20.32%)	83.24%	1.28	00:00:48	1.62%	3 (6.67%)
<input type="checkbox"/>	4. <a href="#">Paid Search</a>	149 (12.90%)	88.59%	132 (17.65%)	90.60%	1.17	00:00:49	10.74%	16 (35.56%)
<input type="checkbox"/>	5. <a href="#">Referral</a>	110 (9.52%)	16.36%	18 (2.41%)	49.09%	2.43	00:03:41	3.64%	4 (8.89%)
<input type="checkbox"/>	6. <a href="#">Social</a>	62 (5.37%)	53.23%	33 (4.41%)	79.03%	1.58	00:01:32	4.84%	3 (6.67%)
<input type="checkbox"/>	7. <a href="#">(Other)</a>	50 (4.33%)	28.00%	14 (1.87%)	6.00%	2.84	00:04:12	0.00%	0 (0.00%)

WHEREOWARE

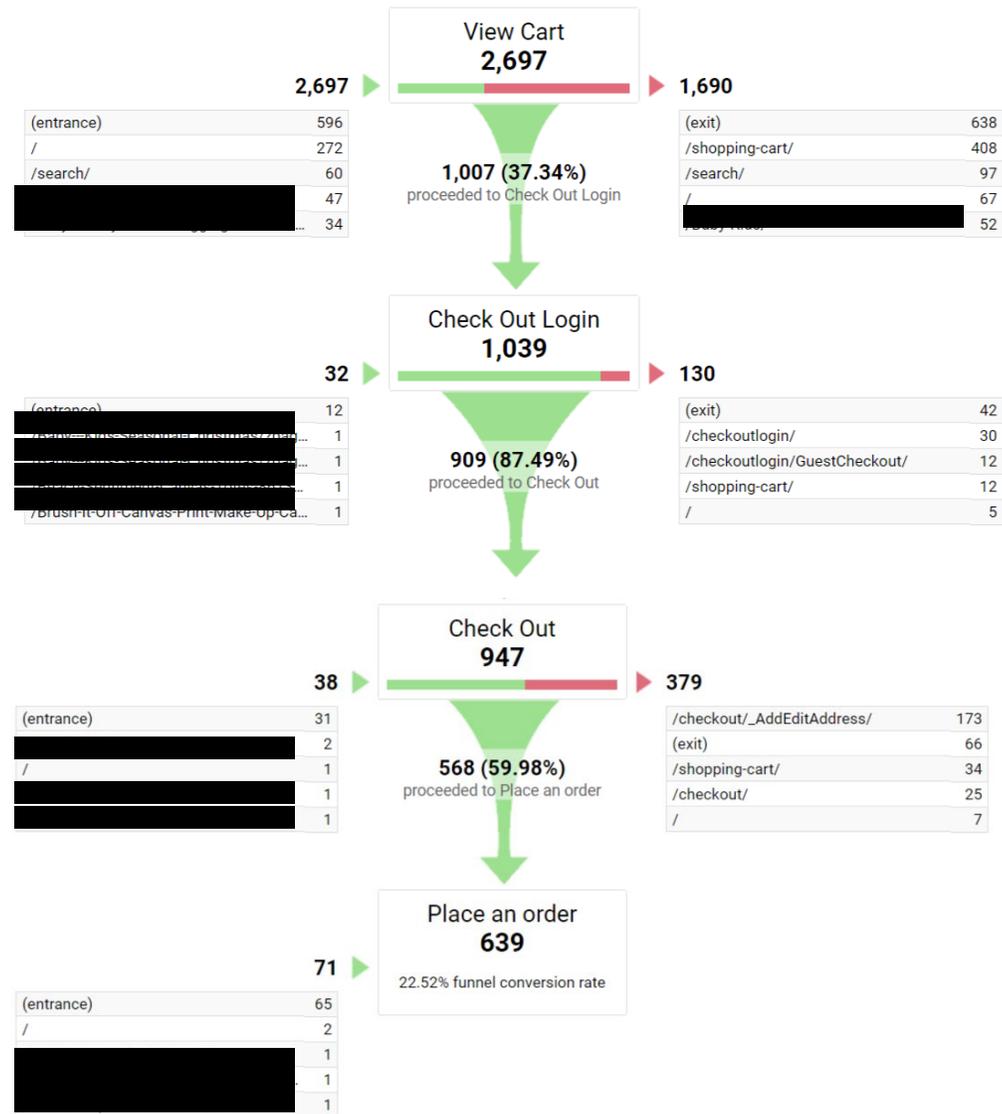
# STEP 4: SET GOALS



# STEP 4: SET GOALS

## Place an order

This Goal was completed in 639 sessions | 22.52% funnel conversion rate



# STEP 5: ENABLE ECOMMERCE

Only relevant if you have an ecommerce site

The screenshot shows the 'All Web Site Data' administration page. The left sidebar contains navigation icons for search, home, view, user management, goals, content grouping, filters, channel settings, ecommerce settings, and calculated metrics. The main content area is titled 'Administration Test / Test / All Web Site Data'. Under the 'VIEW' dropdown, 'All Web Site Data' is selected. The 'Ecommerce set-up' section includes:

- 1 Enable Ecommerce**: A section with a 'Status' label, a sub-instruction 'Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.', and a toggle switch currently set to 'ON'.
- Enable Related Products**: A toggle switch currently set to 'OFF'.
- 2 Enhanced Ecommerce Settings**: A section with 'Next step' and 'Cancel' buttons.

# STEP 5: ENABLE ECOMMERCE

Only relevant if you have an ecommerce site

Default Channel Grouping	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	182,876 % of Total: 100.00% (182,876)	59.75% Avg for View: 59.63% (0.19%)	109,261 % of Total: 100.19% (109,049)	33.36% Avg for View: 33.36% (0.00%)	6.45 Avg for View: 6.45 (0.00%)	00:03:44 Avg for View: 00:03:44 (0.00%)	1.22% Avg for View: 1.22% (0.00%)	2,234 % of Total: 100.00% (2,234)	\$158,778.58 % of Total: 100.00% (158,778.58)
1. Organic Search	71,835 (39.28%)	62.99%	45,250 (41.41%)	32.79%	6.13	00:03:26	1.05%	755 (33.80%)	\$51,022.56 (32.13%)
2. Paid Search	45,047 (24.63%)	51.94%	23,397 (21.41%)	25.50%	7.79	00:04:15	1.62%	732 (32.77%)	\$53,908.17 (33.95%)
3. Direct	32,452 (17.75%)	71.84%	23,313 (21.34%)	44.16%	6.05	00:04:11	1.16%	375 (16.79%)	\$28,055.98 (17.67%)
4. Email	19,251 (10.53%)	40.21%	7,741 (7.08%)	32.49%	6.07	00:03:31	1.01%	195 (8.73%)	\$14,795.19 (9.32%)
5. Social	4,729 (2.59%)	69.63%	3,293 (3.01%)	43.56%	5.20	00:02:39	1.37%	65 (2.91%)	\$3,347.35 (2.11%)
6. (Other)	3,795 (2.08%)	79.16%	3,004 (2.75%)	40.37%	5.03	00:01:55	0.79%	30 (1.34%)	\$2,346.21 (1.48%)
7. Facebook Promoted	2,293 (1.25%)	51.50%	1,181 (1.08%)	26.82%	5.60	00:03:35	0.35%	8 (0.36%)	\$660.74 (0.42%)
8. Referral	1,722 (0.94%)	44.72%	770 (0.70%)	32.52%	8.09	00:06:00	4.18%	72 (3.22%)	\$4,495.39 (2.83%)
9. Instagram	1,556 (0.85%)	77.12%	1,200 (1.10%)	34.32%	2.06	00:01:12	0.06%	1 (0.04%)	\$105.00 (0.07%)
10. Display	148 (0.08%)	53.38%	79 (0.07%)	36.49%	6.75	00:04:05	0.68%	1 (0.04%)	\$41.99 (0.03%)

# STEP 6: ENABLE EXTRAS

## Site Search

The screenshot shows the Google Analytics 'View Settings' page for the 'All Web Site Data' view. The breadcrumb trail is 'Administration > Reporting View Settings > Test / Test / All Web Site Data'. The left sidebar contains navigation options: 'VIEW' (highlighted with a red box), 'All Web Site Data', 'View Settings' (highlighted with a red box), 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', and 'Calculated Metrics BETA'. The main content area is titled 'ANALYTICS EDUCATION' and contains a 'View Settings' card with a list of instructions: 'originate in New York, London, or Moscow.', 'Identify the default page for your site (e.g., index.html, default.aspx) so that multiple URLs that point to the same page are treated as the same entry in your reports.', 'Identify query parameters that you want to exclude from your report data, and choose the currency for your reports.', 'If you want to include ecommerce data in your view, then turn on ecommerce tracking.', 'If you include ecommerce data, then select one or more of the linked AdWords accounts that are listed. Ecommerce data from those accounts will appear in your reports.', and 'You can also configure the view to include Site Search data. This data is useful because it gives you explicit information about the search terms users employ, providing insight into what they want to find on your site, the language they use to define your goods or services, as well as language you can use in your keyword lists.' Below the card are 'Copy view' and 'Move to trash can' buttons. The bottom left of the sidebar has a gear icon (highlighted with a red box) representing settings.

# STEP 6: ENABLE EXTRAS

## Site Search

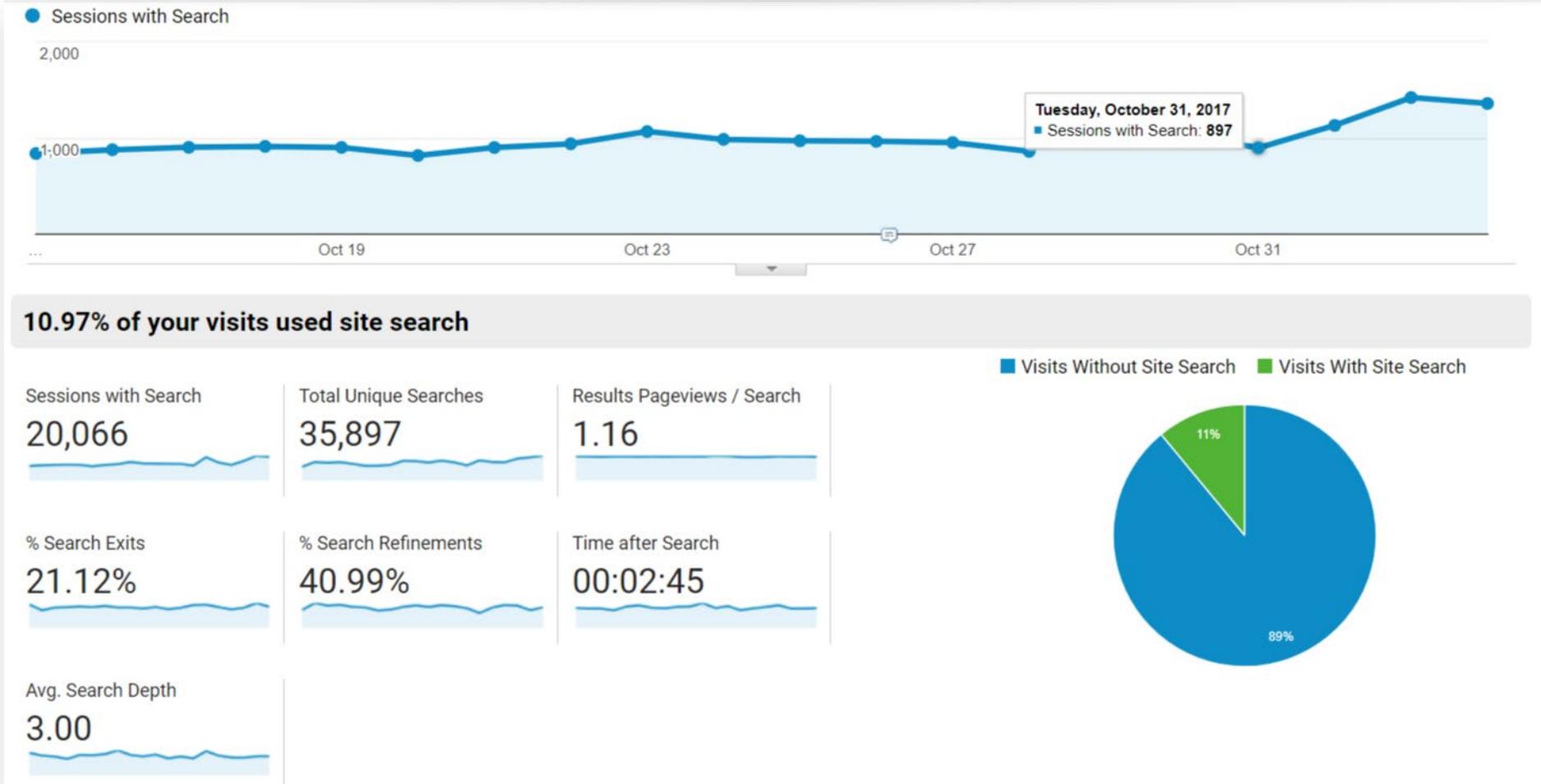
The screenshot shows the Google Analytics interface for 'All Web Site Data'. A 'Site Search Settings' dialog box is open, displaying the following configuration:

- Site search Tracking** (optional):  ON
- Query parameter**: q (Use commas to separate up to 5 parameters (case insensitive))
- Strip query parameters out of URL (optional)
- Site search categories** (optional): OFF

The example URL shown is `www.test.com/example.php?q=keyword`. The 'Save' and 'Cancel' buttons are at the bottom of the dialog.

# STEP 6: ENABLE EXTRAS

## Site Search



# STEP 6: ENABLE EXTRAS

## Site Search

Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Avg. Search Depth ?
	<b>35,897</b> % of Total: 100.00% (35,897)	<b>1.16</b> Avg for View: 1.16 (0.00%)	<b>21.12%</b> Avg for View: 21.12% (0.00%)	<b>40.99%</b> Avg for View: 40.99% (0.00%)	<b>00:02:45</b> Avg for View: 00:02:45 (0.00%)	<b>3.00</b> Avg for View: 3.00 (0.00%)
1. <a href="#">Christmas</a>	<b>326</b> (0.91%)	1.16	11.04%	24.80%	00:03:53	5.22
2. ██████████	<b>319</b> (0.89%)	1.06	44.51%	5.90%	00:02:46	3.21
3. ██████████	<b>299</b> (0.83%)	1.24	44.48%	4.85%	00:02:19	3.00
4. ██████████	<b>223</b> (0.62%)	1.15	14.80%	17.12%	00:04:47	6.71
5. <a href="#">Thanksgiving</a>	<b>180</b> (0.50%)	1.12	24.44%	30.69%	00:03:00	3.91
6. ██████████	<b>142</b> (0.40%)	1.11	51.41%	3.82%	00:01:39	2.65
7. <a href="#">Stocking</a>	<b>134</b> (0.37%)	1.08	57.46%	9.66%	00:01:36	1.71
8. <a href="#">Turkey</a>	<b>110</b> (0.31%)	1.15	31.82%	13.49%	00:03:14	3.27
9. <a href="#">Halloween</a>	<b>108</b> (0.30%)	1.21	38.89%	23.66%	00:02:35	3.06
10. ██████████	<b>104</b> (0.29%)	1.12	34.62%	19.83%	00:03:04	3.53

# STEP 6: ENABLE EXTRAS

Demographics

The screenshot displays the Google Analytics 'Property Settings' page for a property named 'Test'. The breadcrumb trail is 'Administration > Property Settings'. The page title is 'Test / Test'. A red box highlights the 'PROPERTY' dropdown menu, which currently shows 'Test'. Below this, a list of settings is visible under 'PROPERTY LINKING', including 'AdWords Linking', 'AdSense Linking', 'Ad Exchange Linking', and 'All Products'. A red box also highlights the gear icon in the bottom left corner of the navigation sidebar. A modal window titled 'ANALYTICS EDUCATION' is open, displaying a 'Property Settings' step. The modal text reads: 'Set the context for your property, and configure property-wide options. Name the property to easily identify what you're tracking. For example, if it's a single website, like example.com, give the property the same name. If it's successive versions of the same app, use some relevant name like AppXYZ-AllVersions. Select a default view for the property. Integrated services like AdWords Express and Google Play use the default view to pull data from Analytics. Analytics collects *Industry Category* information for future improvements to the data and reporting we can provide. This option is not mandatory, but audience participation is encouraged. Enable and/or configure additional reporting features like Demographics Reports and In-Page Analytics.' At the bottom of the modal are 'Move property' and 'Move to Trash Can' buttons. Below the modal, the 'Property Settings' section is partially visible, showing 'Basic Settings' and 'Tracking Id' with the value 'UA-109465322-1'.

# STEP 6: ENABLE EXTRAS

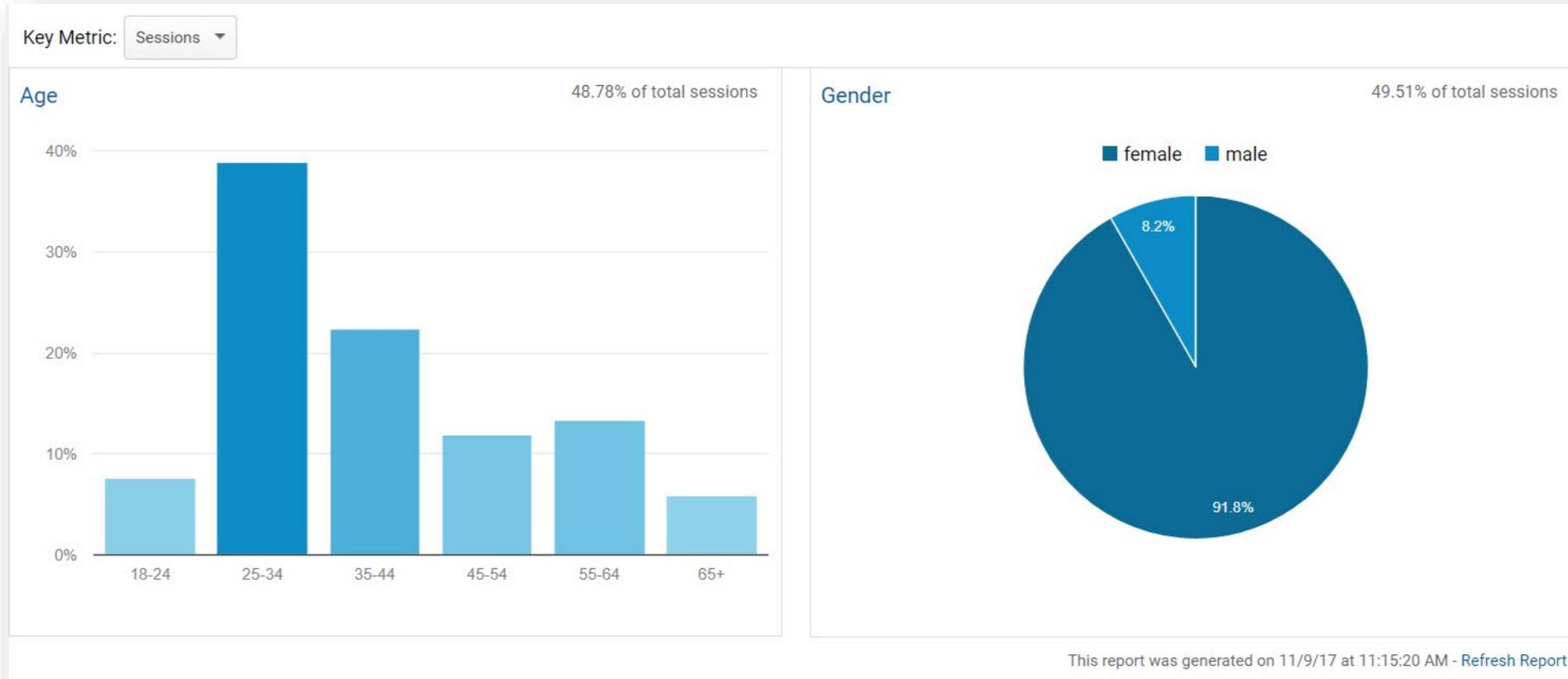
Demographics

The screenshot shows the Google Analytics 'Property Settings' page for a property named 'Test'. The breadcrumb trail is 'Administration > Property Settings'. The left sidebar contains navigation options: Home, Add New Property, Tracking Info, User Management, Product Linking (AdWords, AdSense, Ad Exchange), and All Products. A red box highlights the 'Test' property name in the 'PROPERTY' dropdown menu. Another red box highlights the 'ON' toggle for 'Enable Demographics and Interest Reports' under the 'Advertising Features' section. A third red box highlights the gear icon in the bottom left of the sidebar. An 'ANALYTICS EDUCATION' modal is open, titled 'Set the context for your property, and configure property-wide options.' It provides instructions on naming the property and selecting a default view. At the bottom of the page, there are 'Move property' and 'Move to Trash Can' buttons.

WHEREOWARE

# STEP 6: ENABLE EXTRAS

Demographics



# STEP 6: ENABLE EXTRAS

## Demographics

In-Market Segment ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	89,479 % of Total: 48.93% (182,876)	57.25% Avg for View: 59.63% (-4.00%)	52,448 % of Total: 48.10% (109,049)	28.07% Avg for View: 33.36% (-15.85%)	7.16 Avg for View: 6.45 (11.05%)	00:03:56 Avg for View: 00:03:44 (5.28%)	1,219 % of Total: 54.57% (2,234)	
1. Home & Garden/Home Decor	51,825 (4.84%)	56.31%	29,184 (4.76%)	28.14%	7.17	00:03:58	685 (4.96%)	\$
2. Home & Garden/Home Furnishings	39,347 (3.67%)	55.45%	21,819 (3.56%)	27.63%	7.34	00:04:03	531 (3.84%)	\$
3. Apparel & Accessories/Women's Apparel	31,377 (2.93%)	56.57%	17,749 (2.90%)	26.98%	7.37	00:04:00	420 (3.04%)	\$
4. Travel/Hotels & Accommodations	28,519 (2.66%)	57.10%	16,283 (2.66%)	26.88%	7.31	00:03:58	410 (2.97%)	\$
5. Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	24,031 (2.24%)	57.34%	13,780 (2.25%)	25.38%	7.47	00:04:05	335 (2.42%)	\$
6. Gifts & Occasions/Party Supplies & Planning/Party Supplies	21,759 (2.03%)	55.16%	12,002 (1.96%)	27.13%	7.53	00:04:05	318 (2.30%)	\$

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# QUESTIONS?

We're here to help.

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