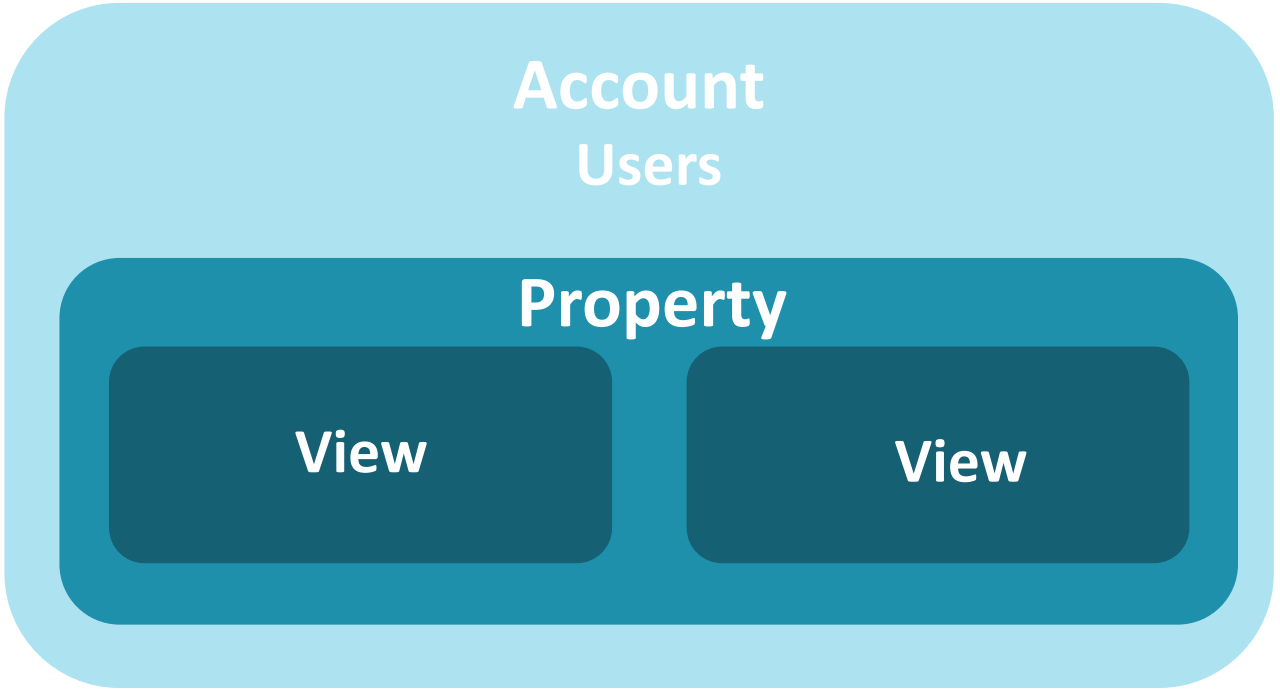
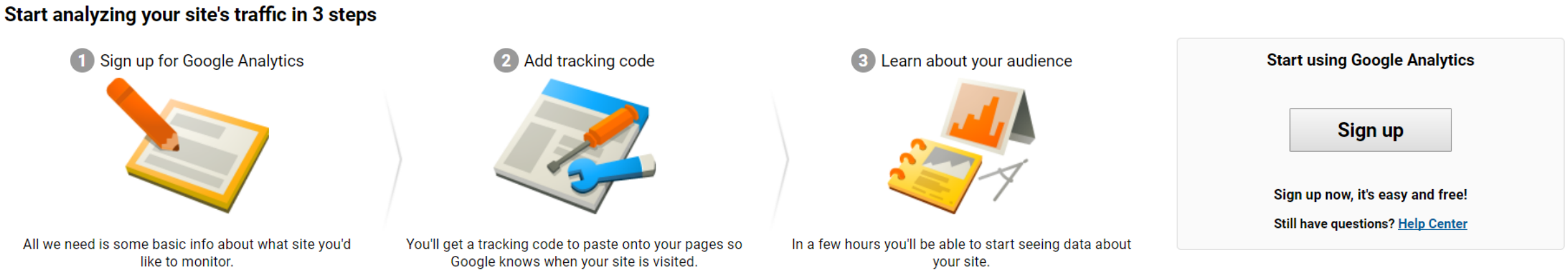
GOOGLE ANALYTICS SETUP 101

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
   - one view of only AdWords traffic to www.example.com
   - one view of only traffic to a subdomain like 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



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

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

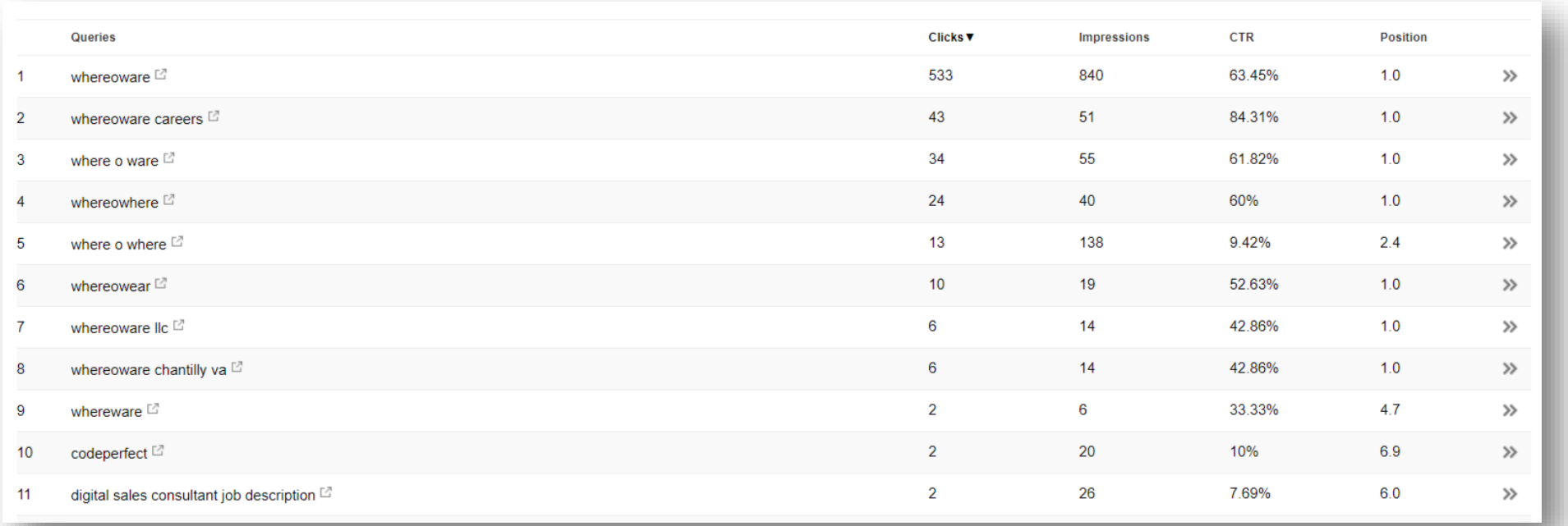
STEP 2: LINK OTHER GOOGLE PROPERTIES

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.

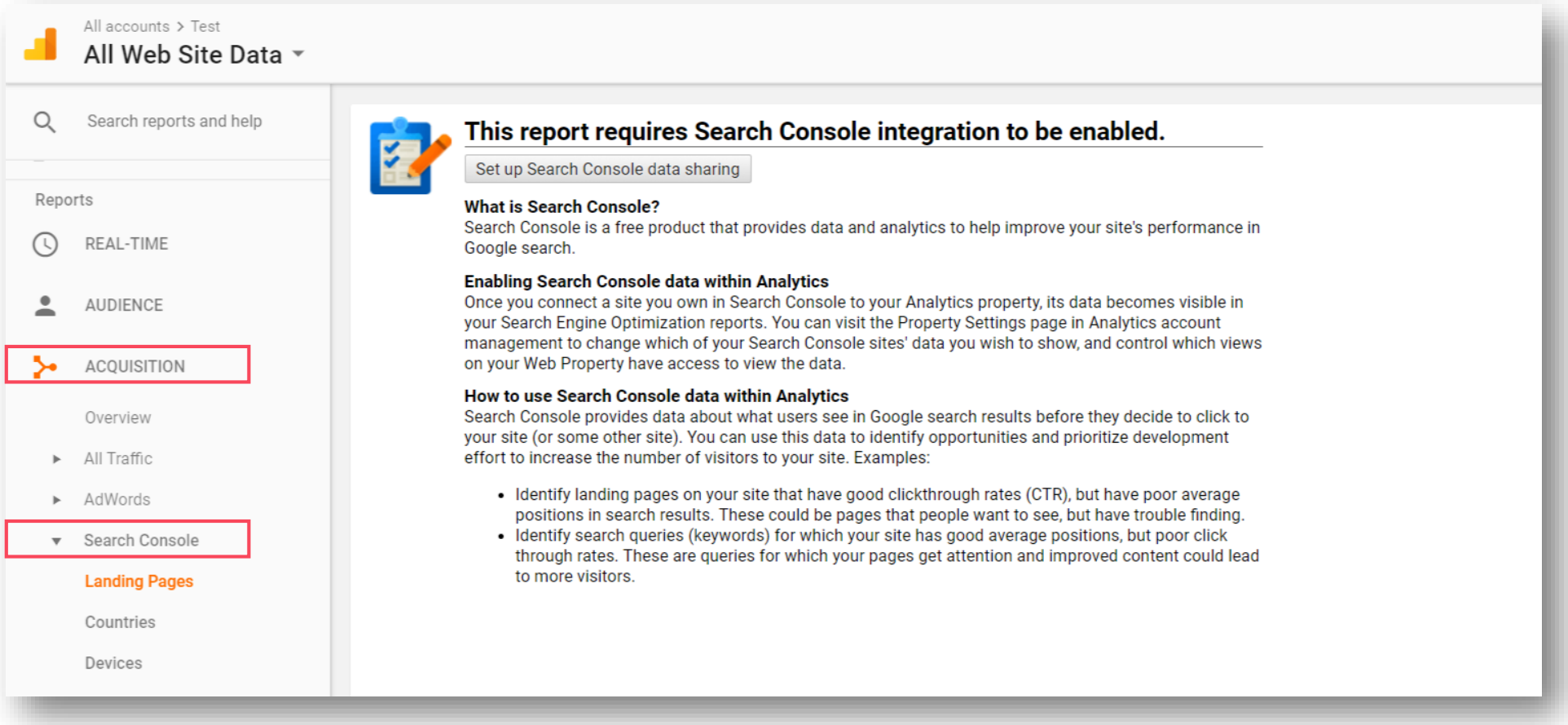


	Queries	Clicks ▾	Impressions	CTR	Position
1	whereoware	533	840	63.45%	1.0
2	whereoware careers	43	51	84.31%	1.0
3	where o ware	34	55	61.82%	1.0
4	whereowhere	24	40	60%	1.0
5	where o where	13	138	9.42%	2.4
6	whereowear	10	19	52.63%	1.0
7	whereoware llc	6	14	42.86%	1.0
8	whereoware chantilly va	6	14	42.86%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

STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Search Console with Google Analytics

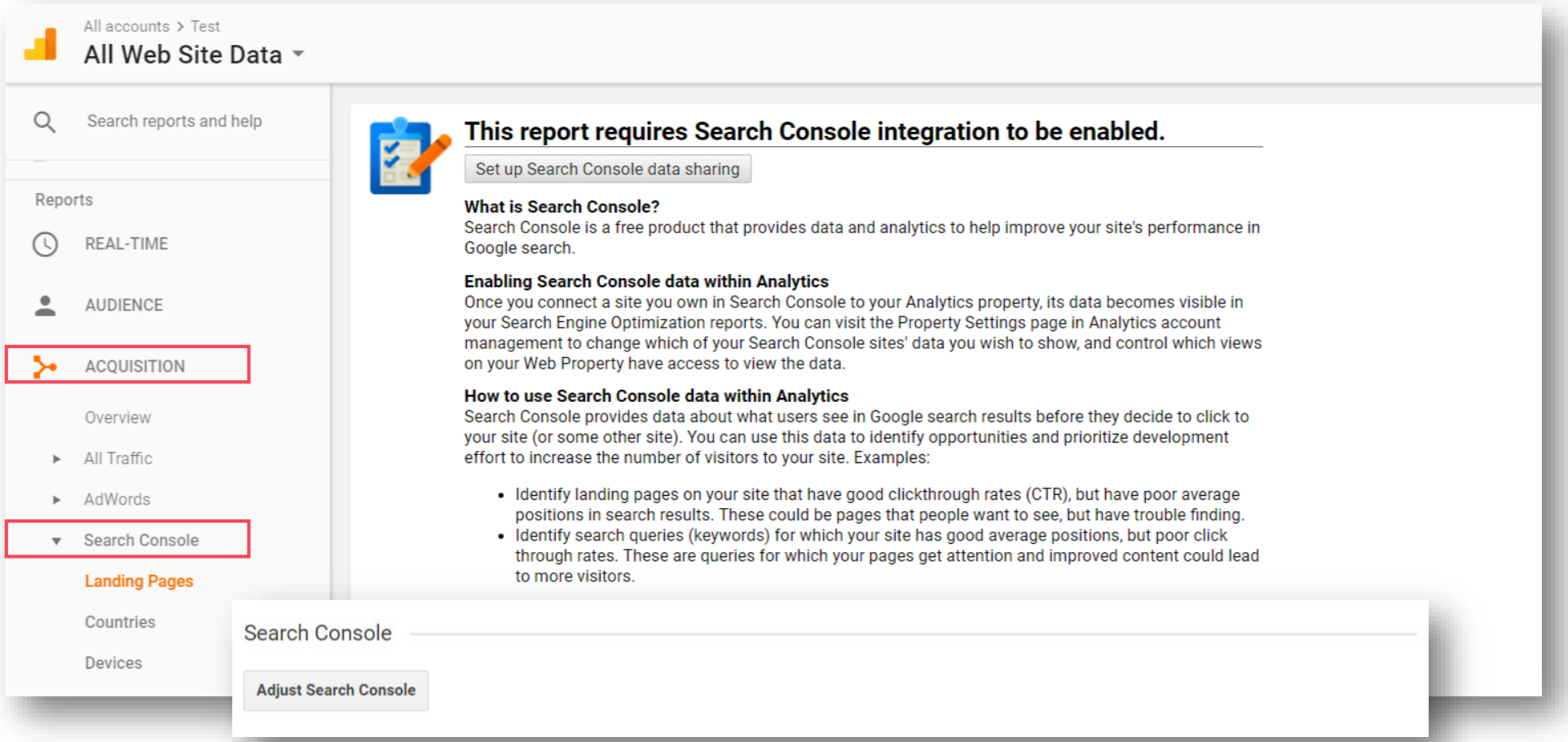
Google Search Console



STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Search Console with Google Analytics

Google Search Console

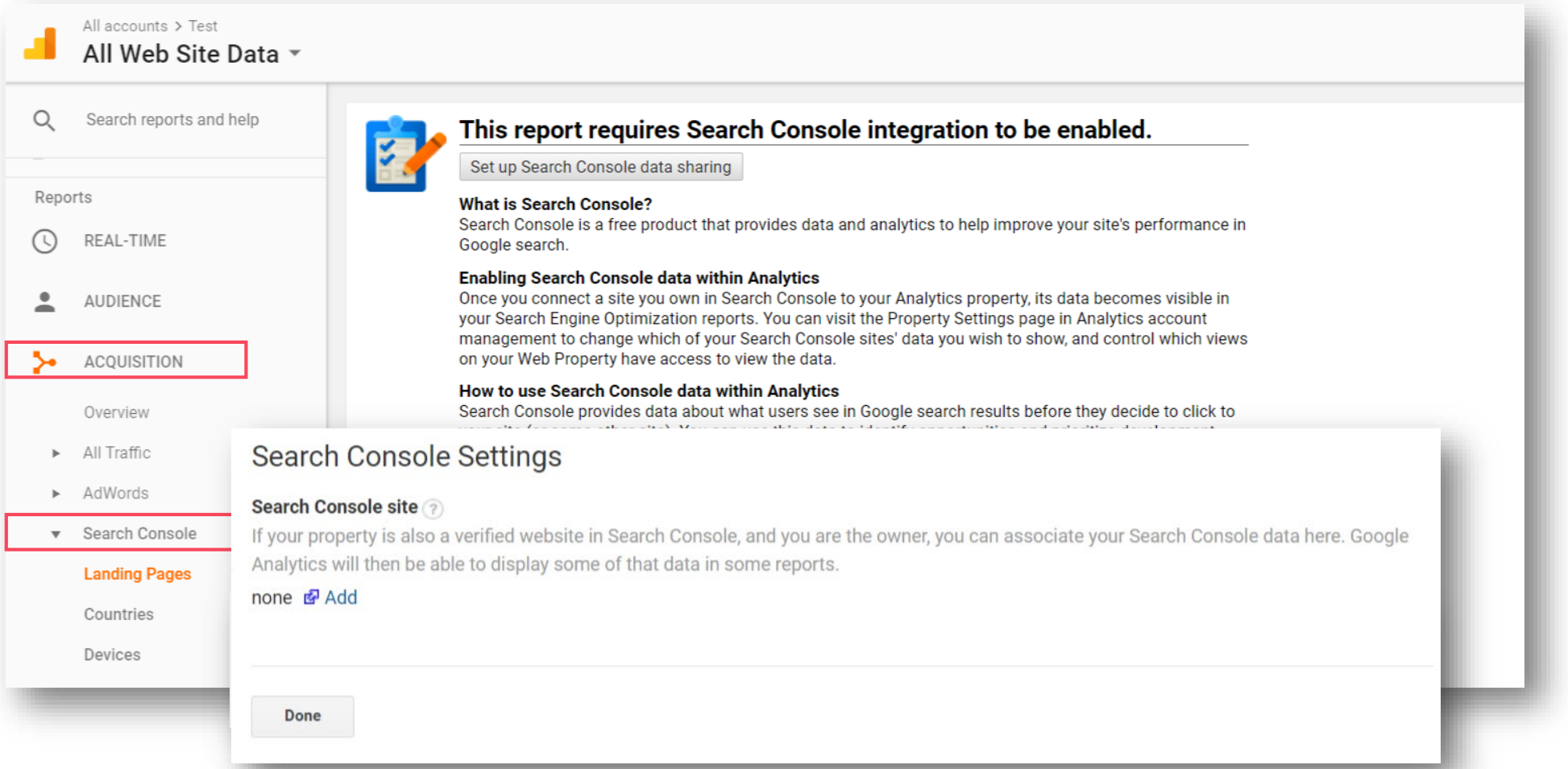


WHEREOWARE

STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Search Console with Google Analytics

Google Search Console

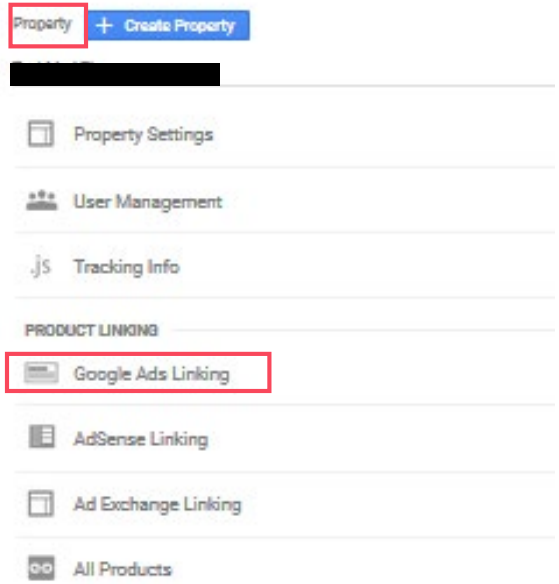


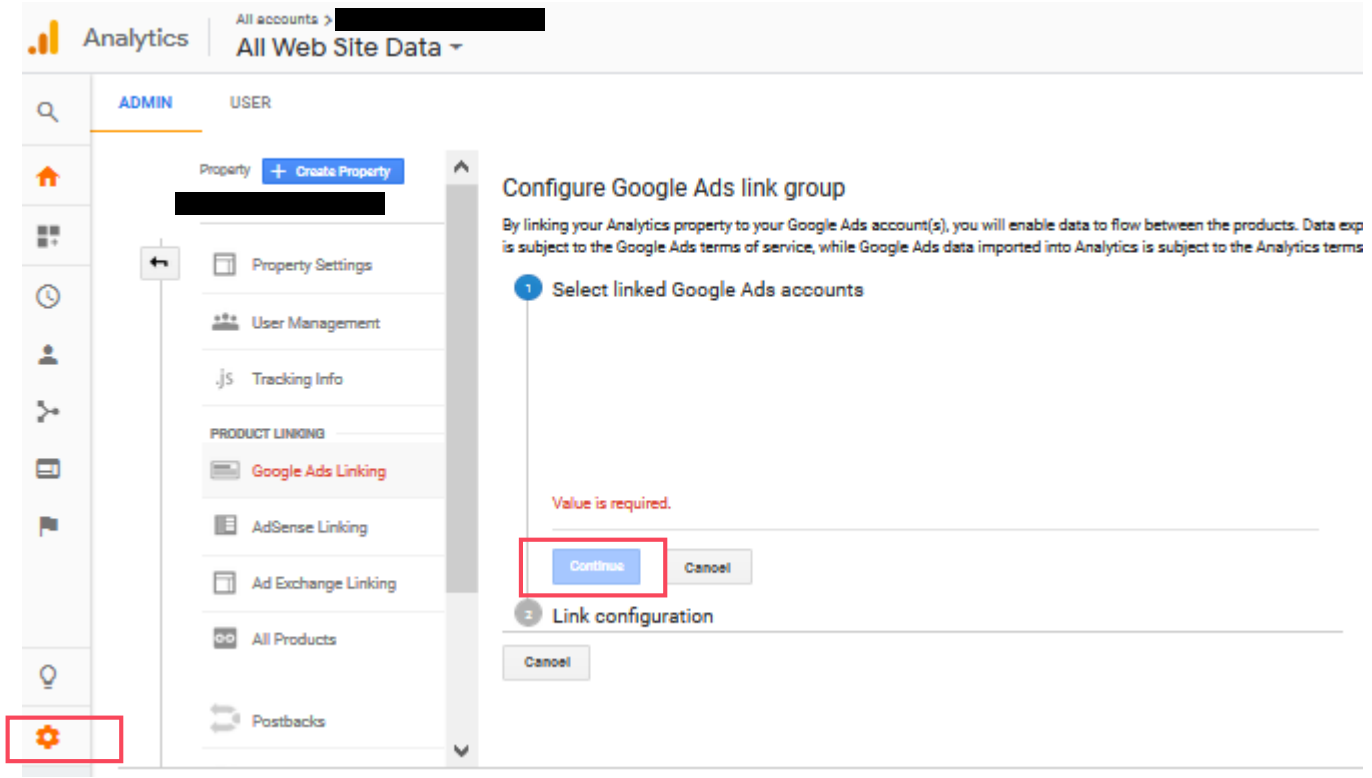
WHEREOWARE

STEP 2: LINK OTHER GOOGLE PROPERTIES

Connecting Google Ads with Google Analytics

Google Ads





WHEREOWARE

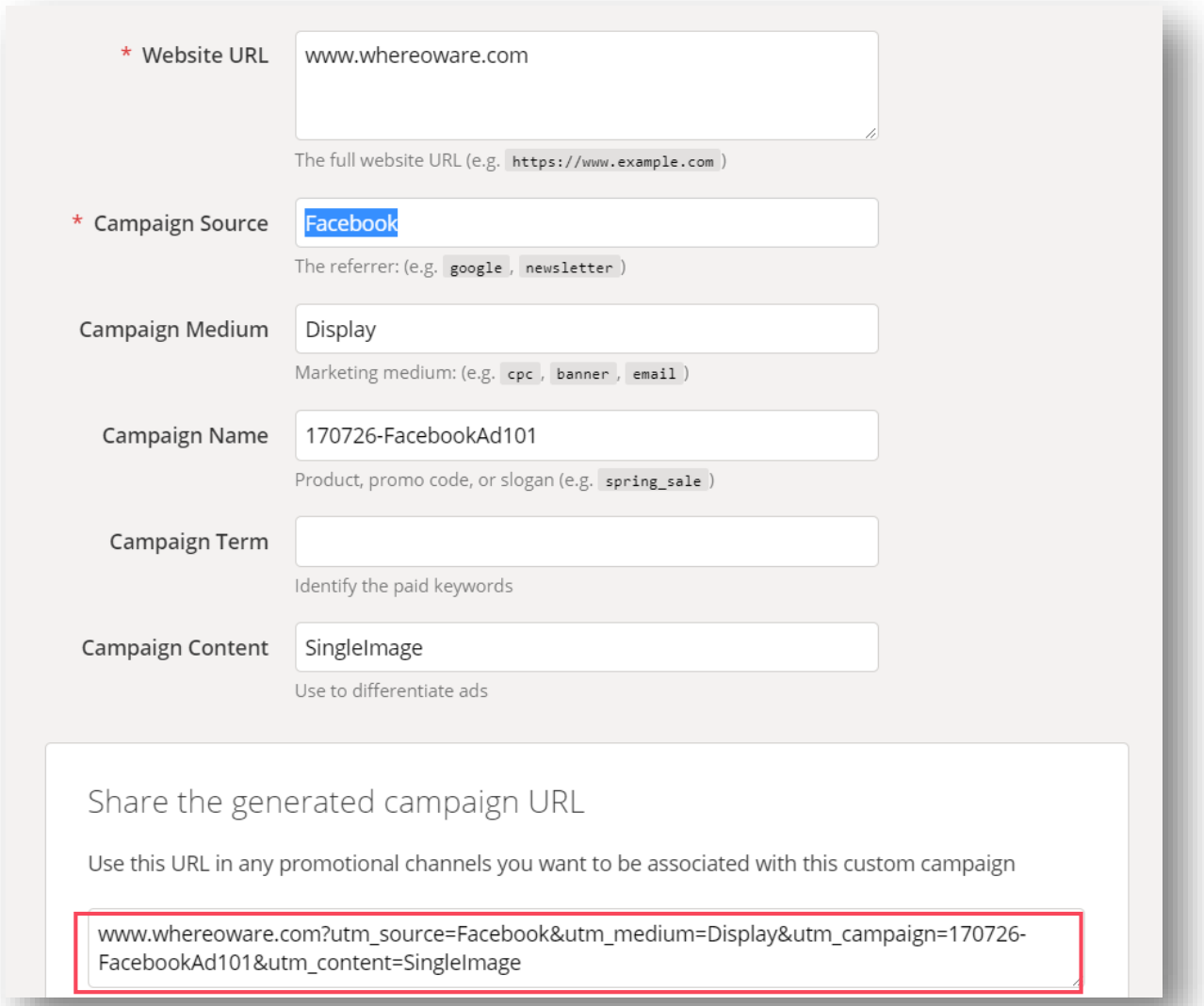
STEP 2: LINK OTHER GOOGLE PROPERTIES

Google Ads

Campaign / Campaign ID	Acquisition				Behavior		Conversions eCommerce		
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	130,839 % of Total: 100.00% (130,839)	$31,087.51 % of Total: 100.00% ($31,087.51)	$0.24 Avg for View: $0.24 (0.00%)	141,225 % of Total: 27.34% (516,482)	26.84% Avg for View: 33.17% (-19.09%)	7.82 Avg for View: 6.79 (15.29%)	1.41% Avg for View: 1.15% (21.82%)	1,987 % of Total: 33.31% (5,965)	$130,017.90 % of Total: 32.78% ($396,627.38)
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
  - 3rd party campaigns
  - Non-Google Ads

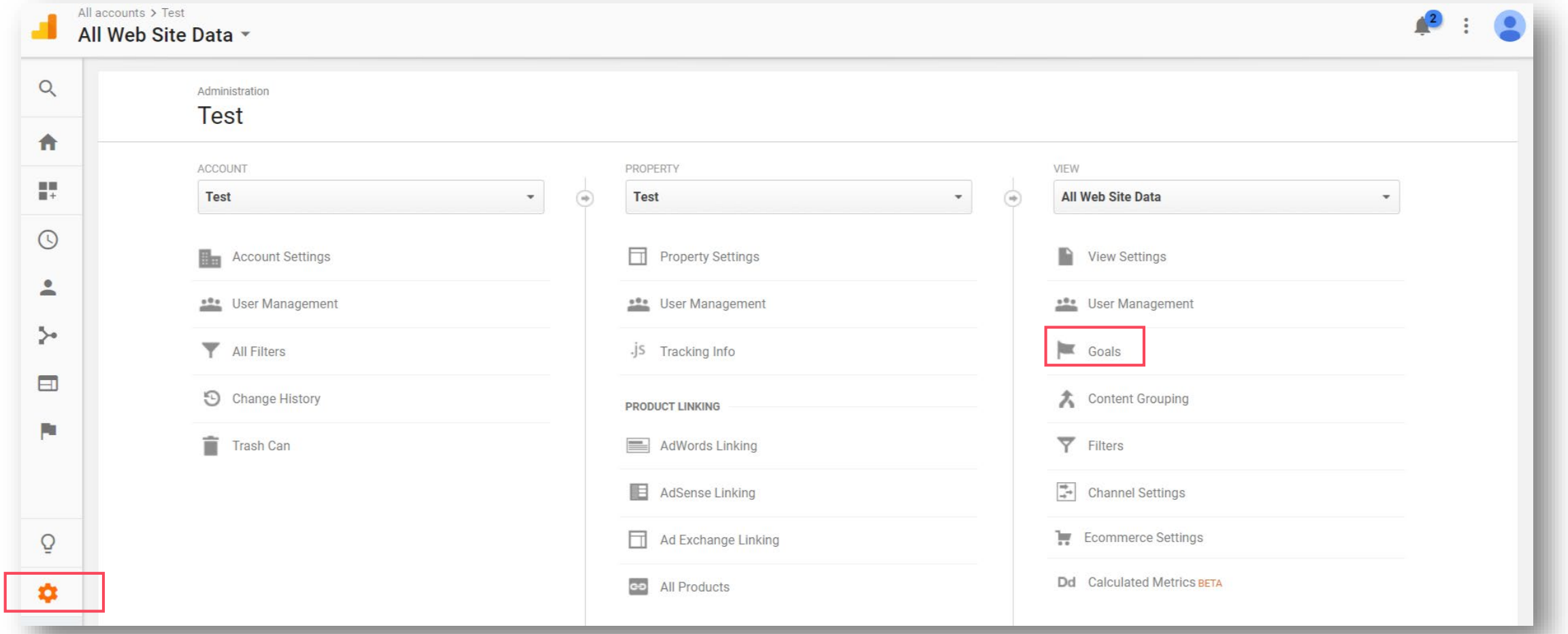


WHEREOWARE

STEP 3: TRACK CAMPAIGNS

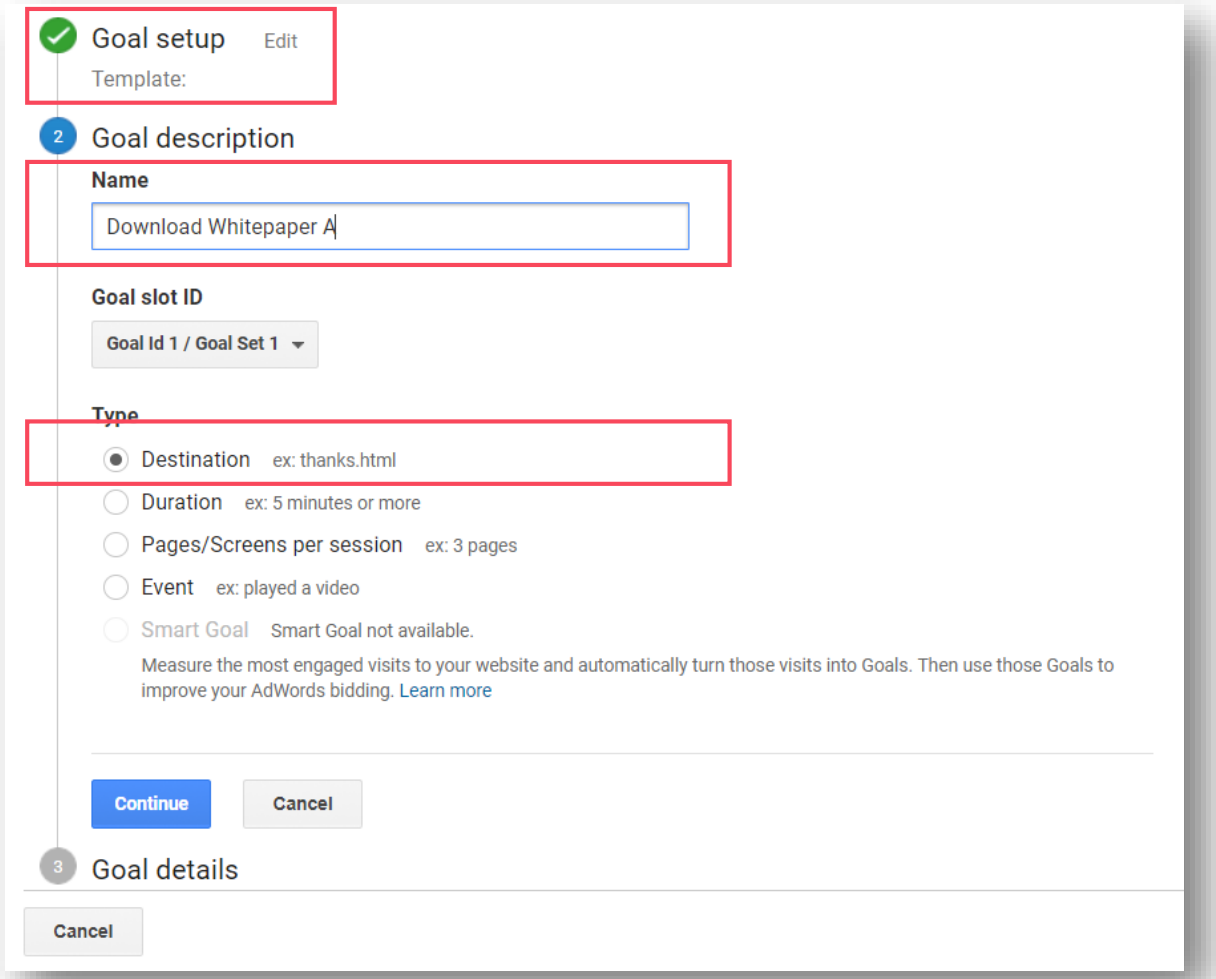
	Campaign / Campaign ID	Acquisition				Behavior		Conversions eCommerce		
		Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		27,900 % of Total: 100.00% (27,900)	$6,589.97 % of Total: 100.00% ($6,589.97)	$0.24 Avg for View: $0.24 (0.00%)	32,712 % of Total: 21.61% (151,404)	26.47% Avg for View: 33.11% (-20.05%)	7.77 Avg for View: 6.57 (18.26%)	1.90% Avg for View: 1.32% (43.84%)	620 % of Total: 31.08% (1,995)	$47,099.82 % of Total: 32.08% ($146,804.64)
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



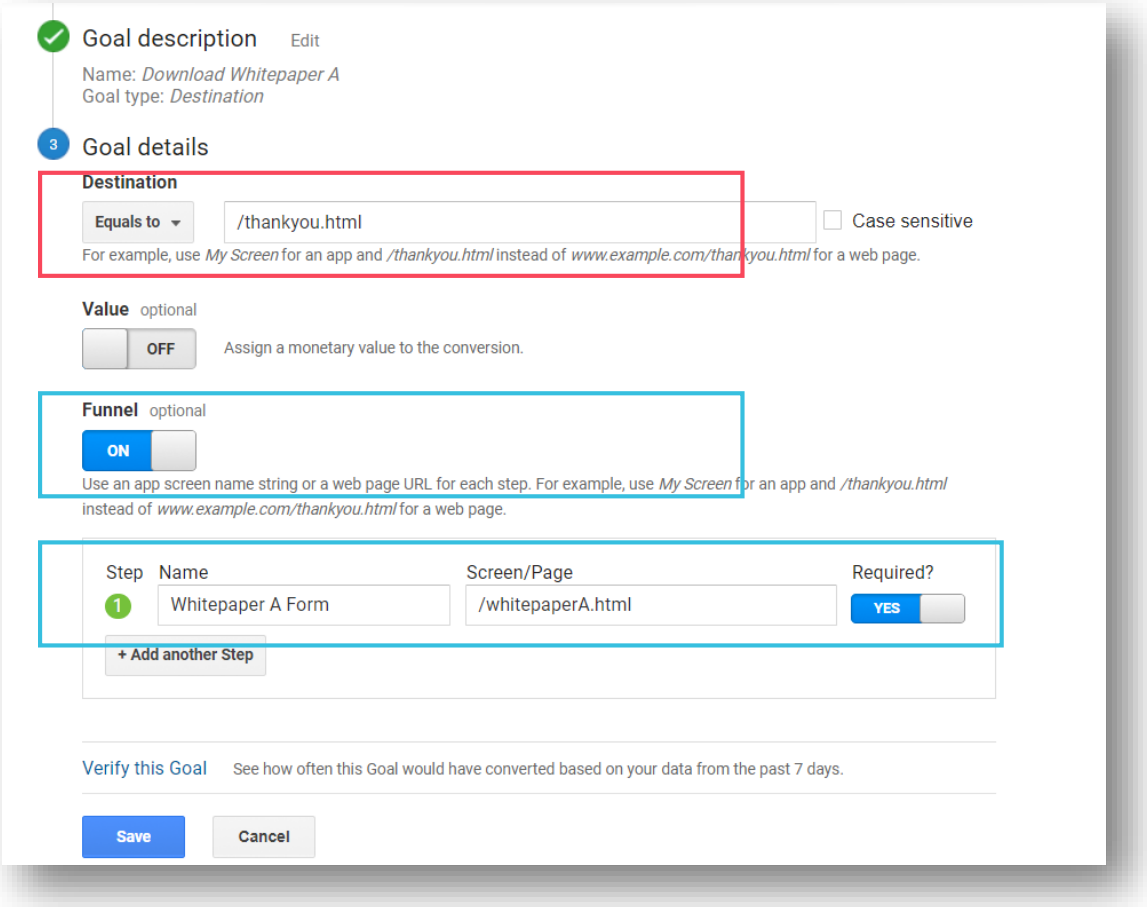
STEP 4: SET GOALS

- **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



STEP 4: SET GOALS

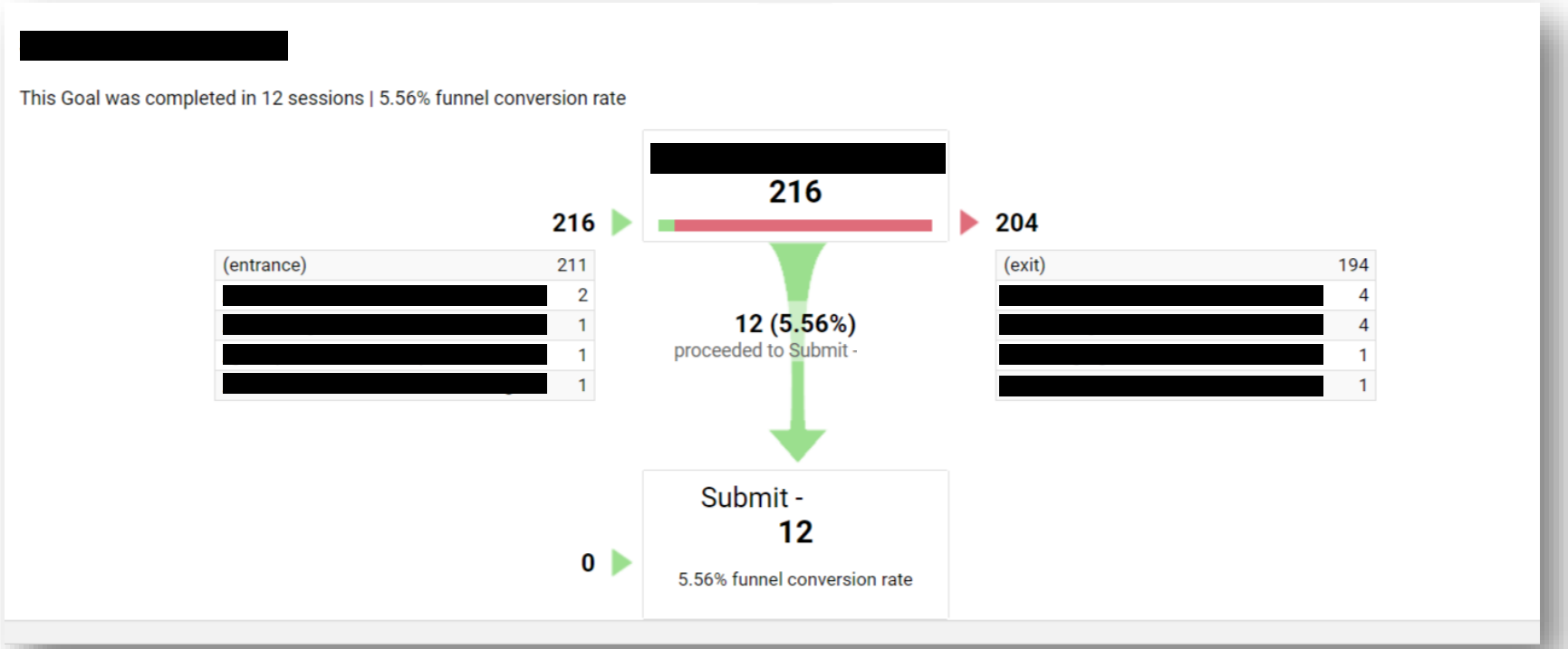
- **Destination**: user reaches a specified web page or app screen
- **Duration**: user spends specified amount of time on site or app
- **Pages/Screens per session**: user views specified number of pages or screens
- **Event**: user conducts a specified action, like viewing a video



STEP 4: SET GOALS

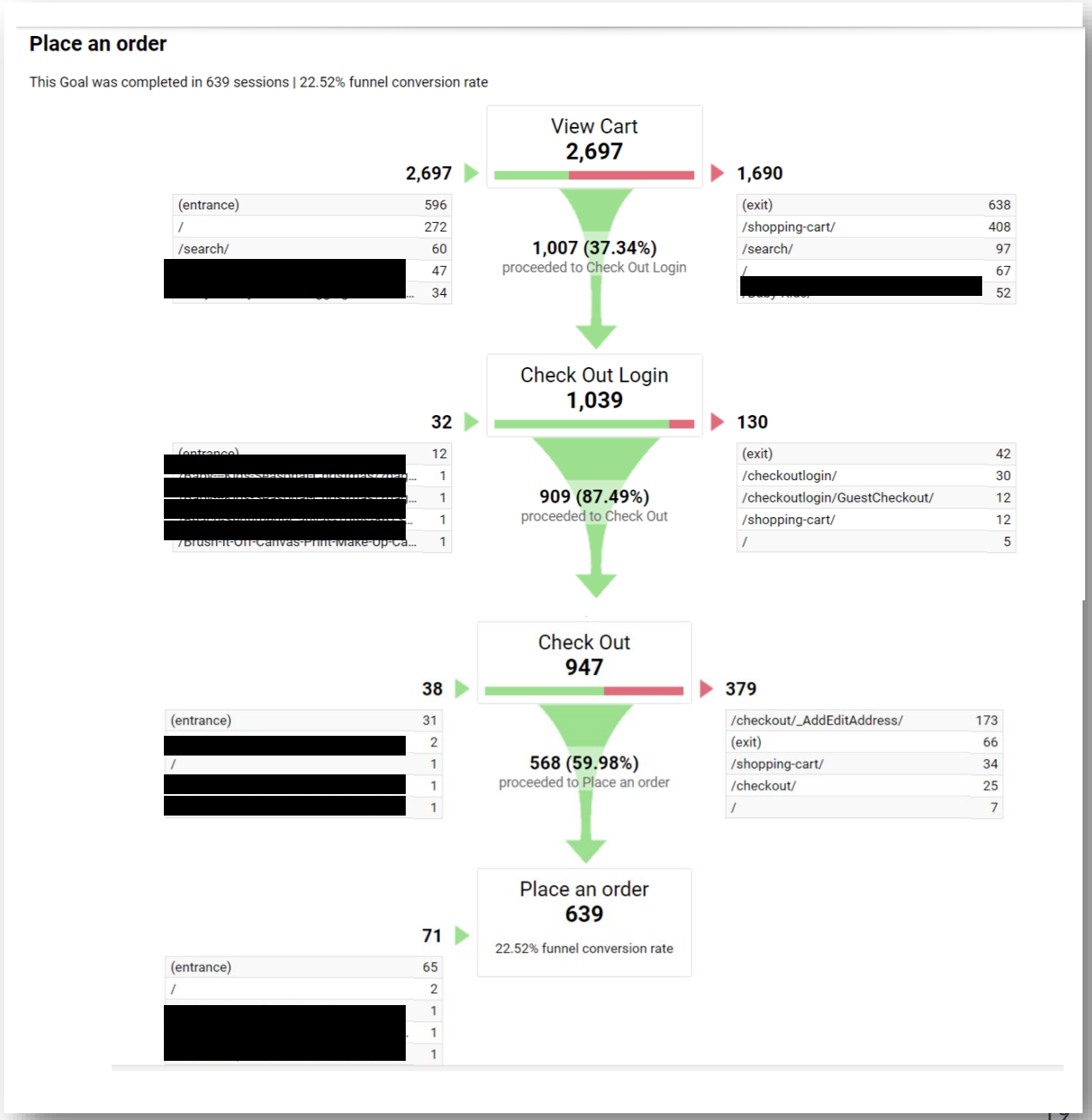
Default Channel Grouping	Acquisition			Behavior			Conversions All Goals	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	1,155 % of Total: 100.00% (1,155)	64.76% Avg for View: 64.76% (0.00%)	748 % of Total: 100.00% (748)	64.59%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

STEP 4: SET GOALS



WHEREOWARE

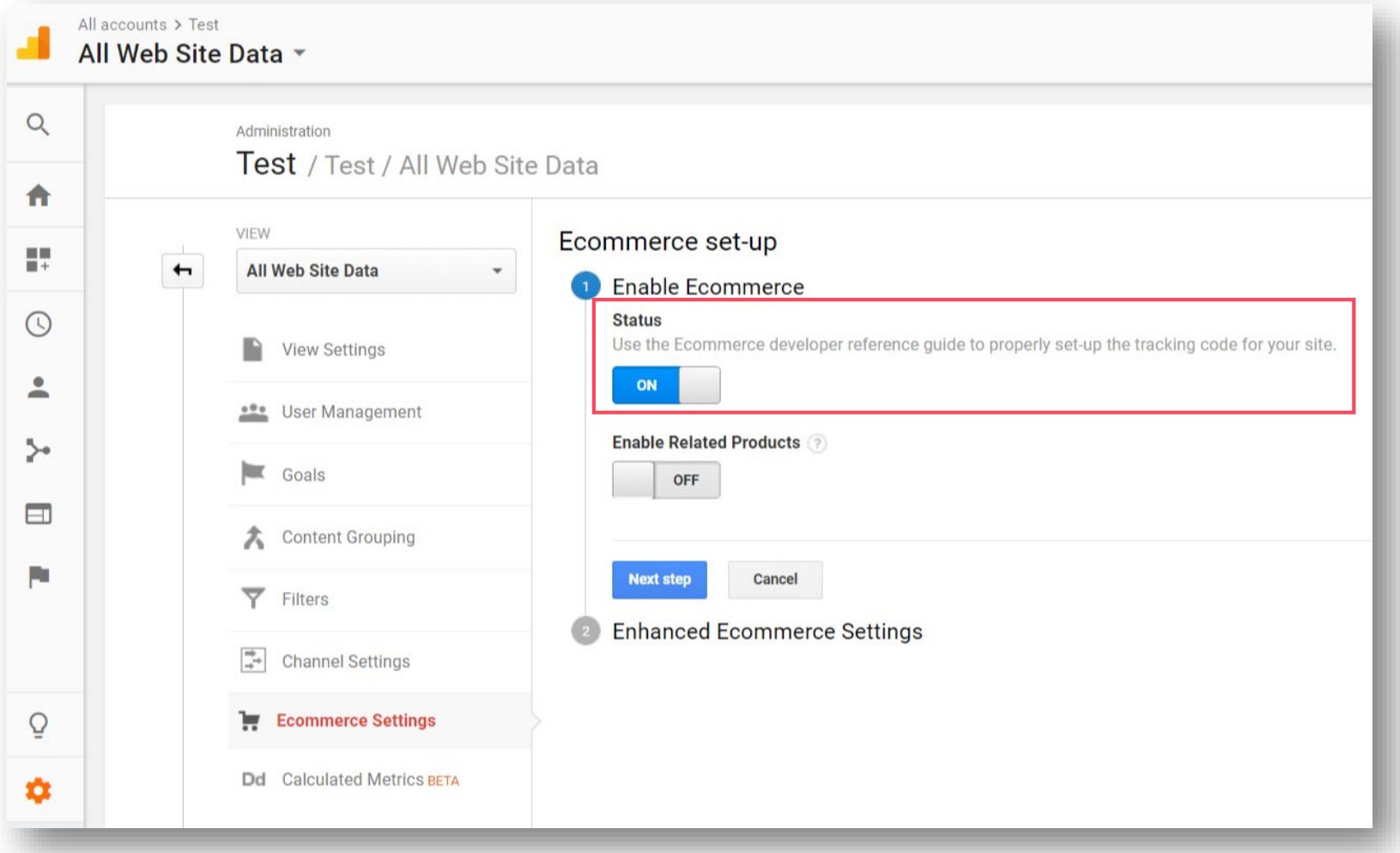
STEP 4: SET GOALS



WHEREOWARE

STEP 5: ENABLE ECOMMERCE

Only relevant if you have an ecommerce site



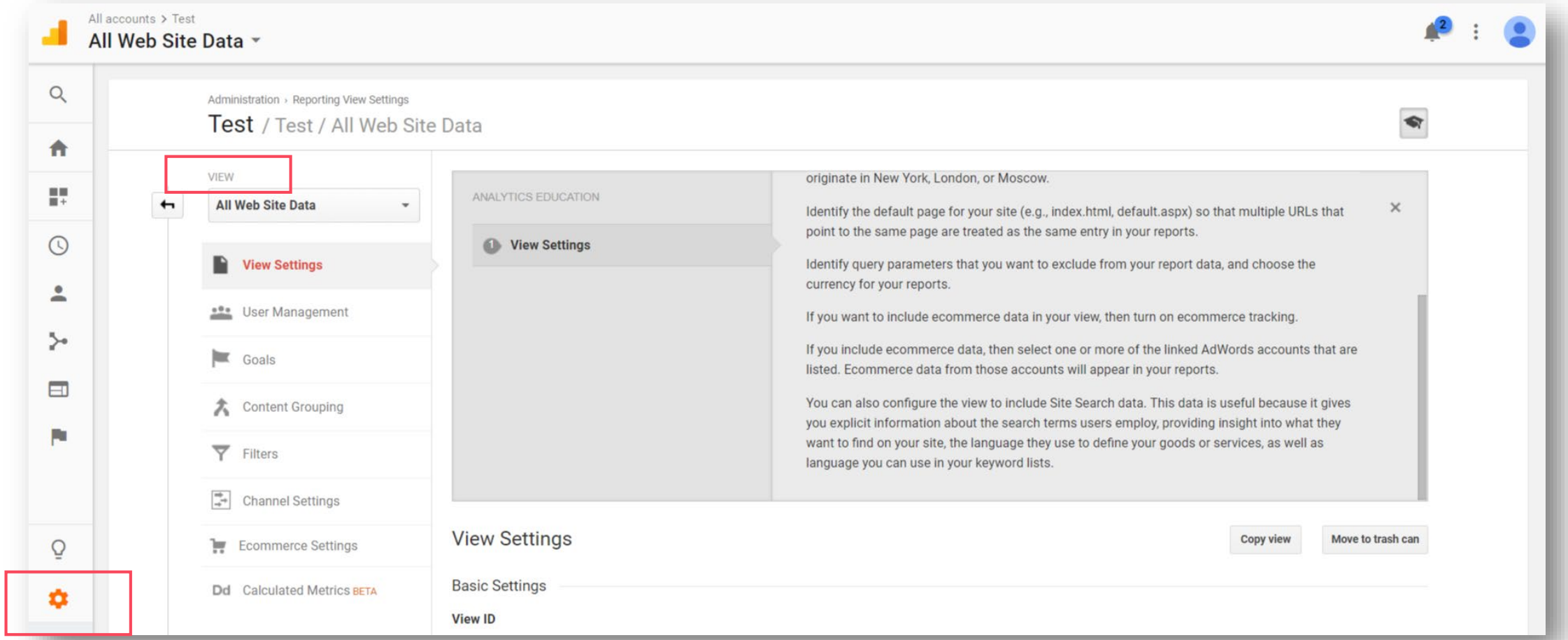
STEP 5: ENABLE ECOMMERCE

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%)

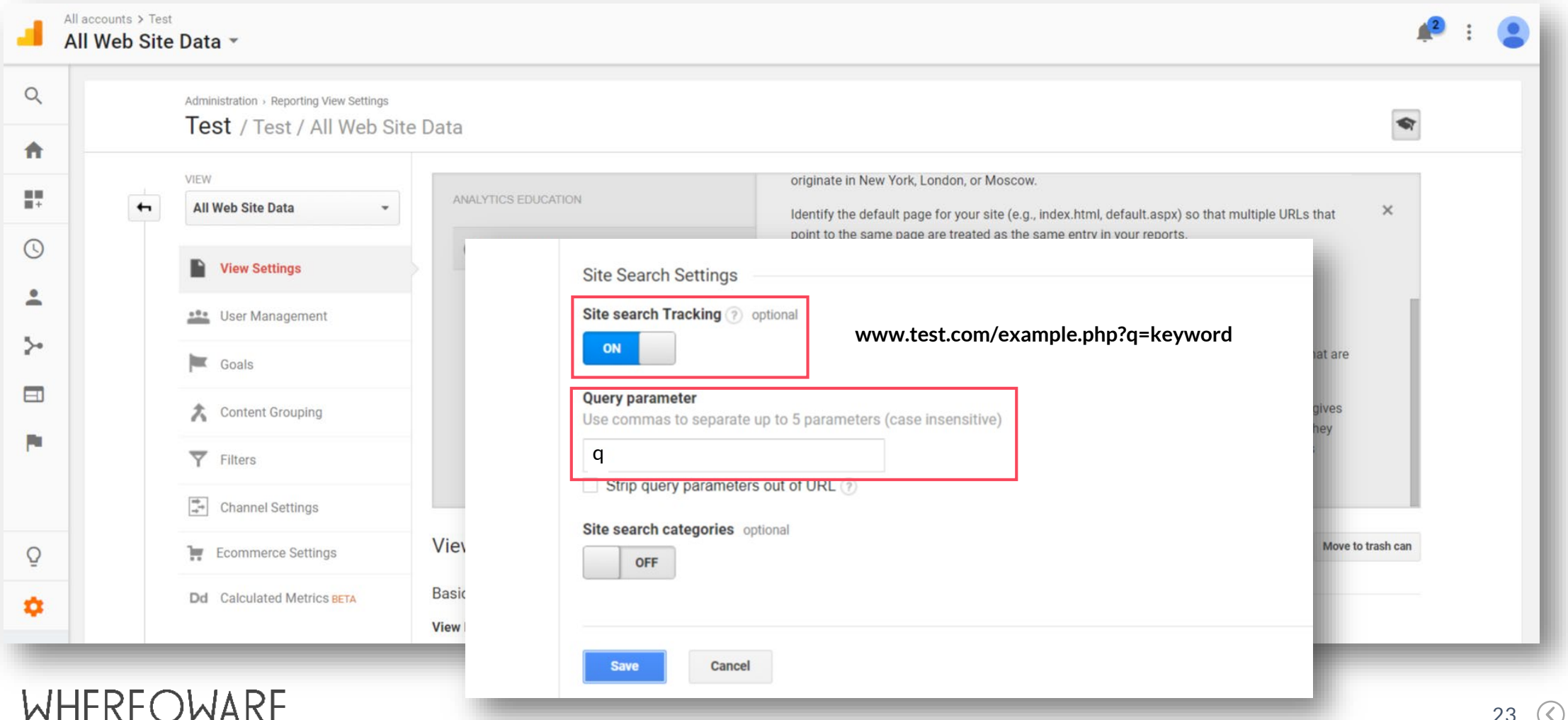
STEP 6: ENABLE EXTRAS

Site Search



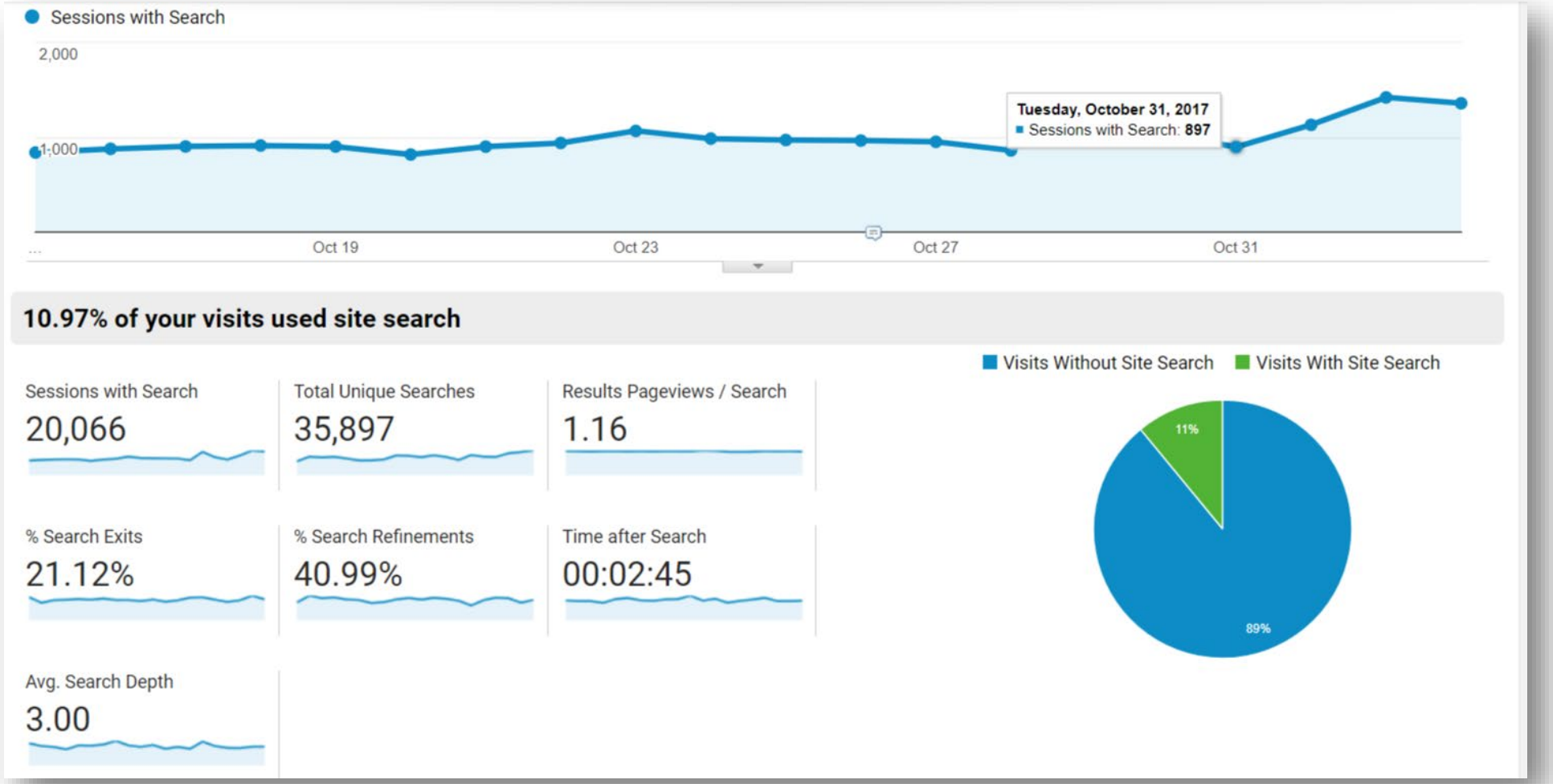
STEP 6: ENABLE EXTRAS

Site Search



STEP 6: ENABLE EXTRAS

Site Search



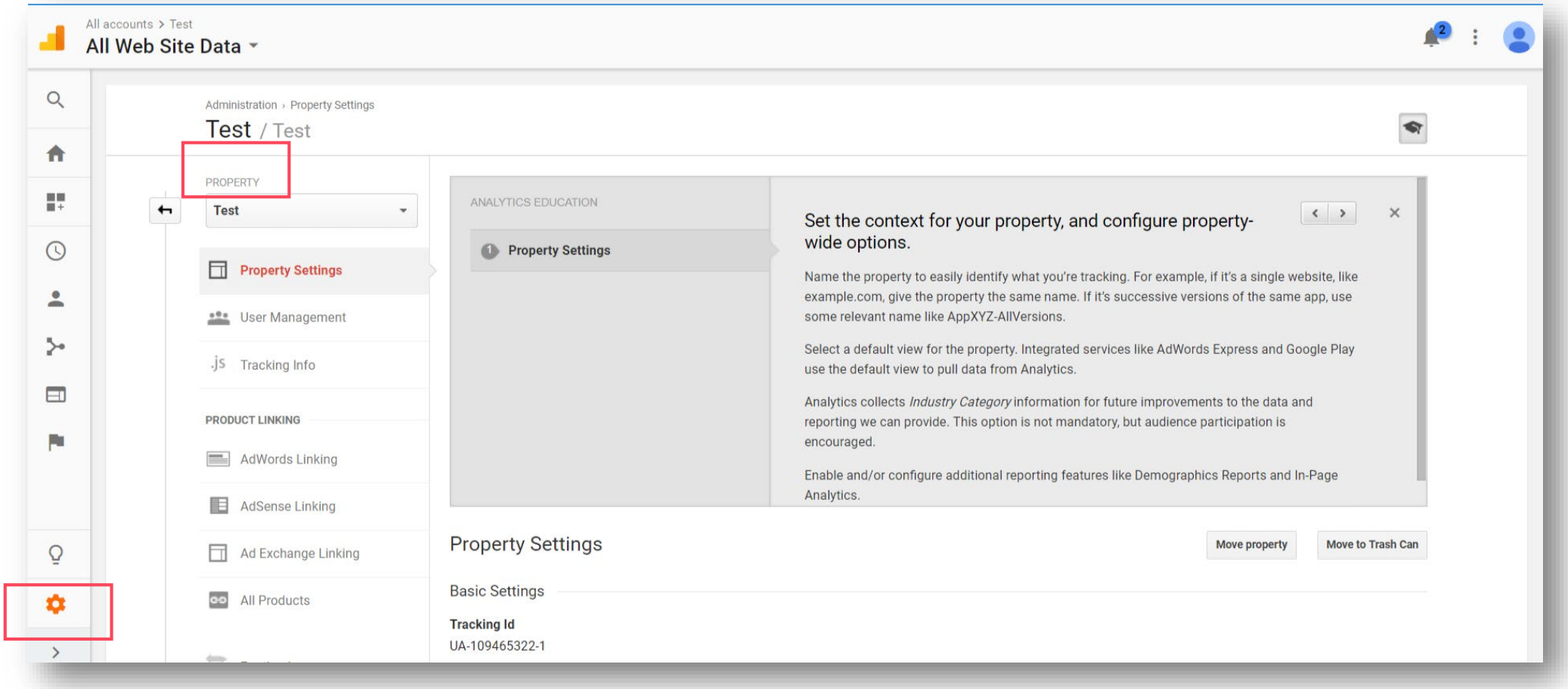
STEP 6: ENABLE EXTRAS

Site Search

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

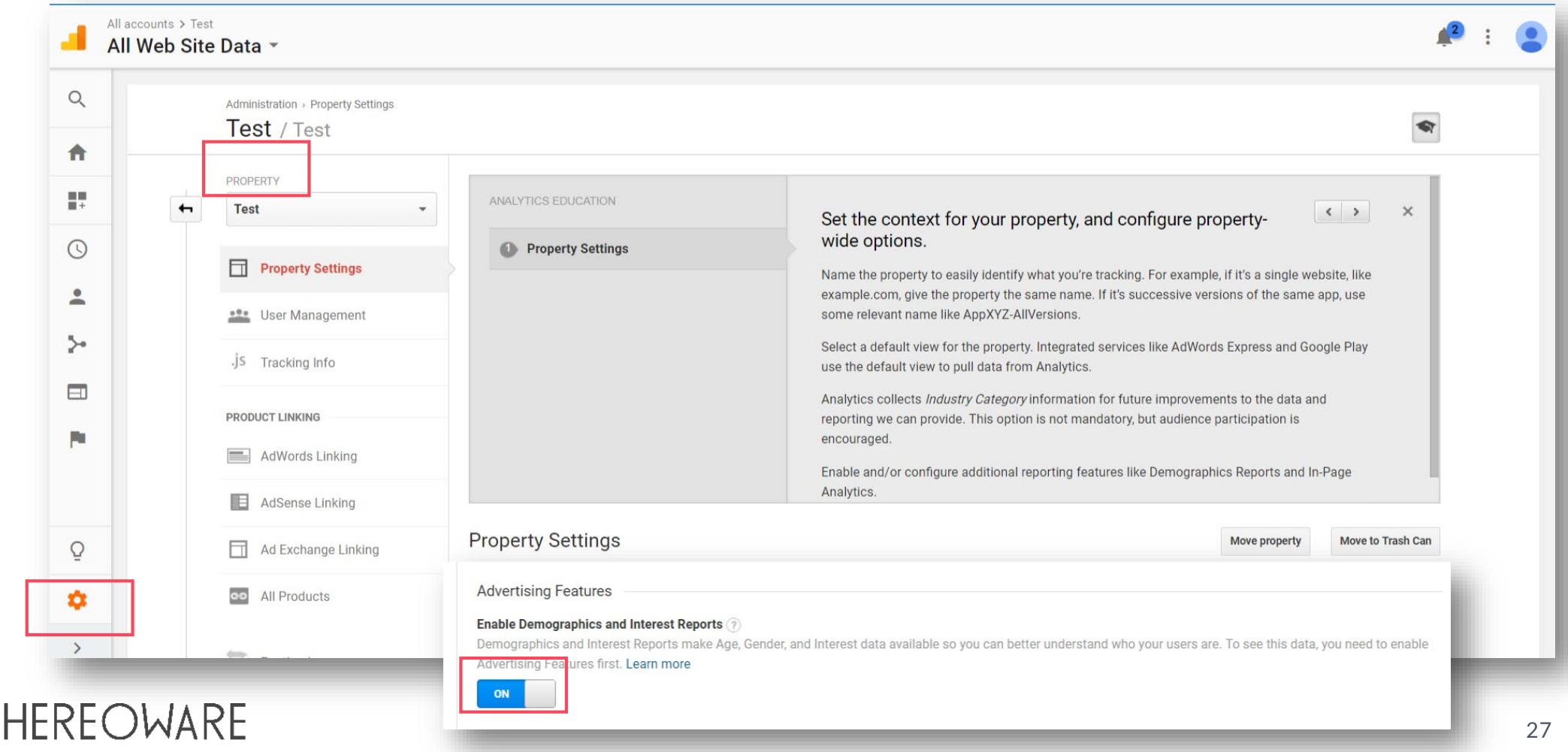
STEP 6: ENABLE EXTRAS

Demographics



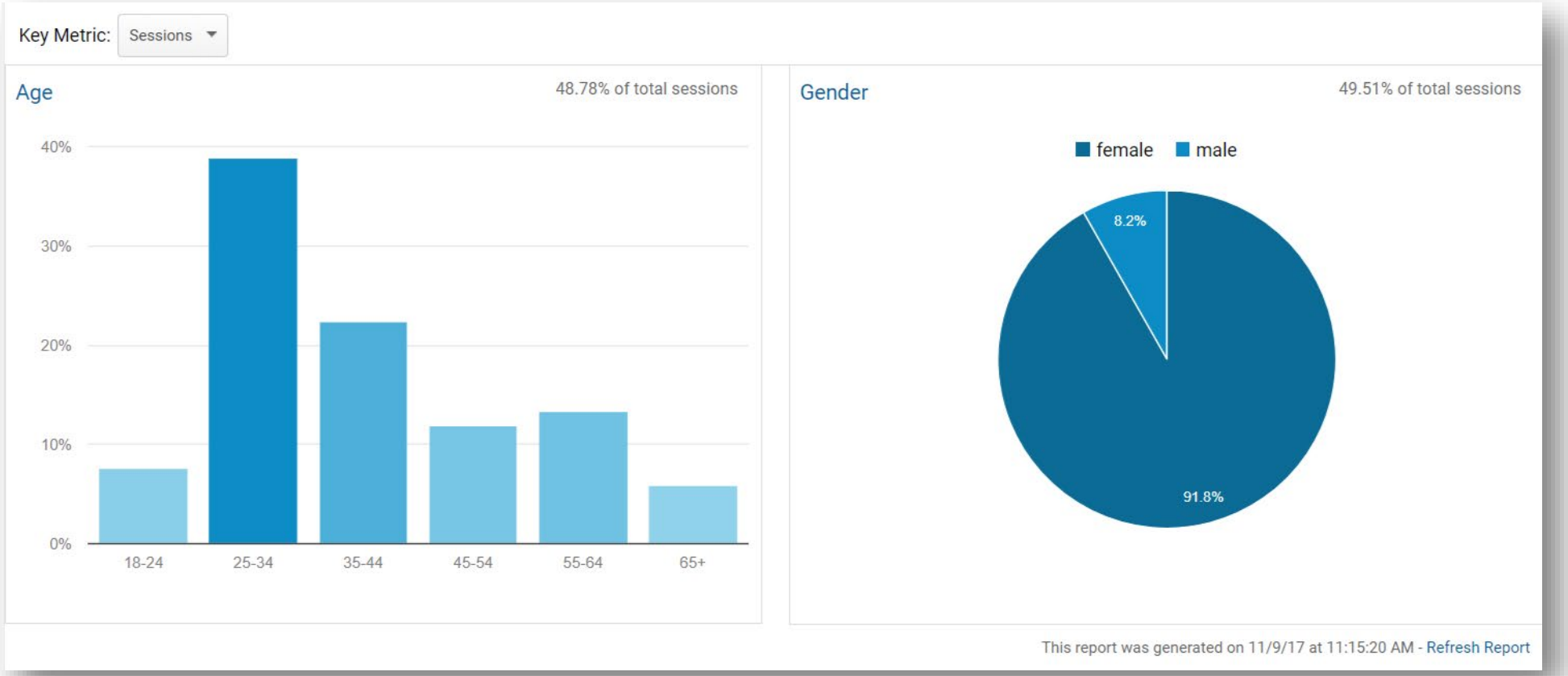
STEP 6: ENABLE EXTRAS

Demographics



STEP 6: ENABLE EXTRAS

Demographics



STEP 6: ENABLE EXTRAS

Demographics

In-Market Segment	Acquisition			Behavior			Conversions eCommerce	
	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%)	$

QUESTIONS?

We’re here to help.

Contact us:

14399 Penrose Pl #450, Chantilly, VA 20151

(877) 521-7448

info@whereoware.com

Follow us on:

facebook.com/whereoware

@whereoware

WHEREOWARE