

What is Google Analytics?

Google Analytics is:

- A web analytics service offered by Google that tracks and reports website traffic
 - The industry standard for website reporting
 - Separate from your website
 - Free
-

Getting Started with Google Analytics



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Getting Started with Google Analytics

1. Sign up for a free account at <https://analytics.google.com>
2. Connect your website to Google Analytics
3. It takes 24 hours for reports to generate in Google Analytics, so check back after a day



How to Connect Your Site to Google Analytics

- How to add Google Analytics to a **WordPress** website: install the MonsterInsights “Google Analytics Dashboard Plugin for WordPress”:
<https://wordpress.org/plugins/google-analytics-for-wordpress/>
 - How to add Google Analytics to a **Squarespace** website:
<https://support.squarespace.com/hc/en-us/articles/205815608-Using-Google-Analytics-with-Squarespace>
 - How to add Google Analytics to a **Shopify** website:
<https://help.shopify.com/en/manual/reports-and-analytics/google-analytics/google-analytics-setup>
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Getting Started with Google Analytics

- You can run BOTH Universal Analytics and GA4 on your site
- Already have Universal Analytics (aka an older account) and want to add GA4?
 - <https://support.google.com/analytics/answer/9744165?hl=en>
- Have a new Google Analytics account (GA4), but you want to set up Universal Analytics as well?
 - <https://support.google.com/analytics/answer/10269537>



“Collections” (A Set of Reports) That Come Pre-Loaded Into Google Analytics 4



Acquisition	<p>Where people came from (“acquisition channels”):</p> <ol style="list-style-type: none">1. Direct2. Organic Search3. Referral4. Organic Social5. Paid Search6. Email <p>Distinction between an individual visitor’s first visit to the site (“user acquisition”) and all visitors’ visits to the site (“traffic acquisition”)</p>
Engagement	<ul style="list-style-type: none">● Whether website visitors are “engaged”● Which pages were viewed● how much time visitors spent on the site and individual pages● whether people scrolled to the bottom of a page
Retention	<ul style="list-style-type: none">● New vs returning visitors
Users	<ul style="list-style-type: none">● Demographics (location, language, age, gender, interests)● Tech (mobile vs desktop/laptop device, web browser used)



Looking Inside Google Analytics 4



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Analytics | Home x +

https://analytics.google.com/analytics/web/#/p299936172/reports/intelligenthome

Analytics All accounts > CampTech CampTech - GA4 Try searching "add user"

Home

Users	New users	Average engagement time	Event count
114 ↑ 37.3%	108 ↑ 35.0%	0m 37s ↑ 53.2%	706 ↑ 60.8%

12 Nov 13 14 15 16 17 18

— Last 7 days — Preceding period

Last 7 days View reports snapshot →

USERS IN LAST 30 MINUTES
0

USERS PER MINUTE

COUNTRY USERS

No data available

View real time →

Recently viewed

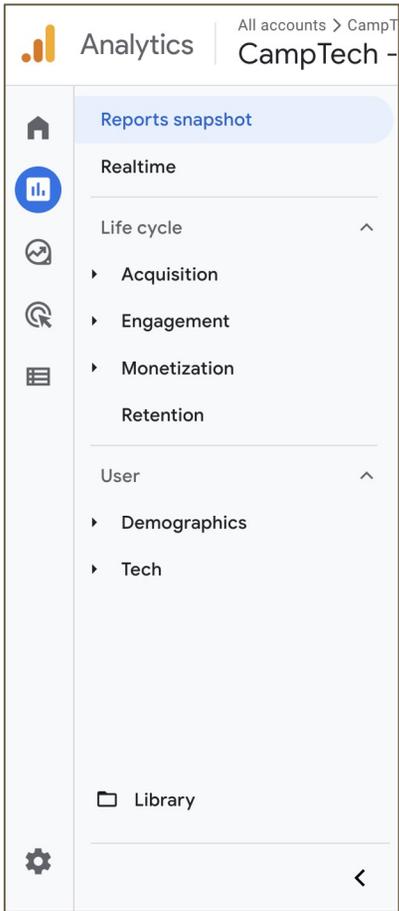
- Pages and screens today
- Library today
- Page views with traffic coming f... today
- Page views from today



Reports (where we're going to spend our time)

Setup and settings





“Collections” of reports



Library: build your own collections of reports!



Set the timeline for any report

All Users Add comparison + Last 28 days 23 Oct - 19 Nov 2022

Reports snapshot



Inside any report, go to the **top right of the screen** and set the timeline. You can also choose to compare timelines to see how your performance has changed over time.

Today

Yesterday

This week ▶

Last week ▶

Last 7 days

Last 28 days

Last 30 days ✓

Last 90 days

Last 12 months

Last calendar year

This year (Jan - Today)

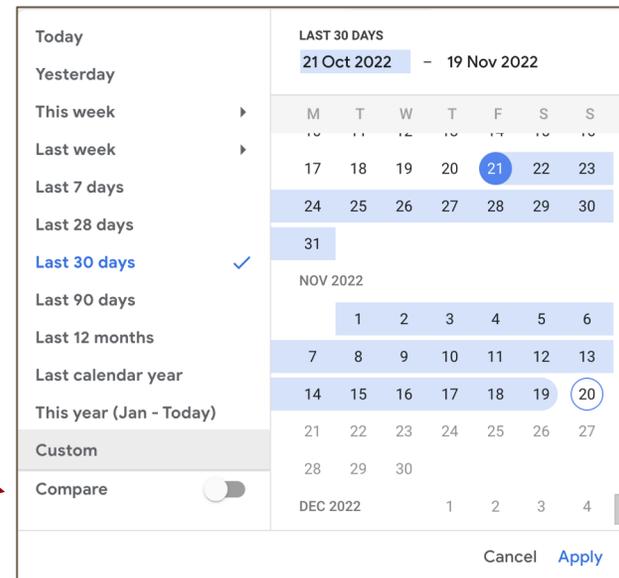
Custom

Compare

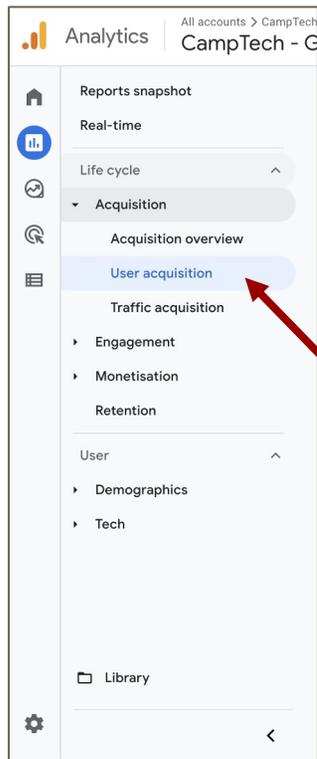
LAST 30 DAYS
21 Oct 2022 - 19 Nov 2022

M	T	W	T	F	S	S
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
NOV 2022						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
DEC 2022						
			1	2	3	4

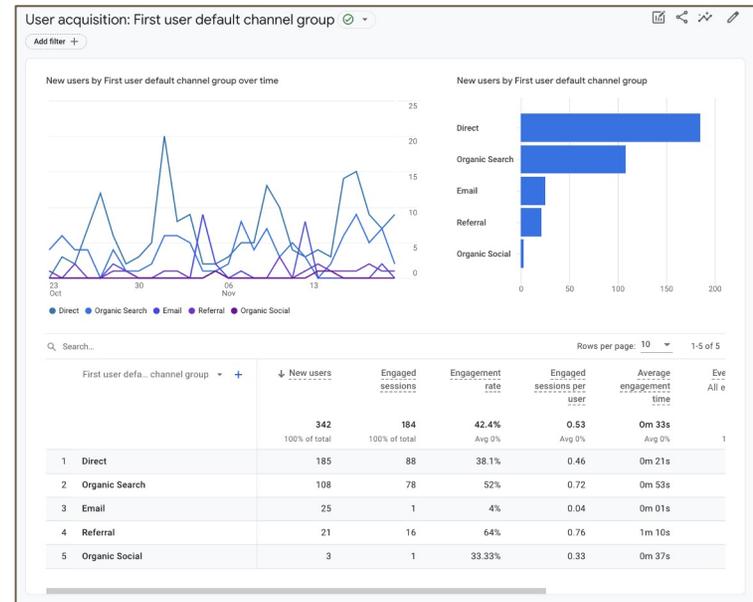
Cancel Apply



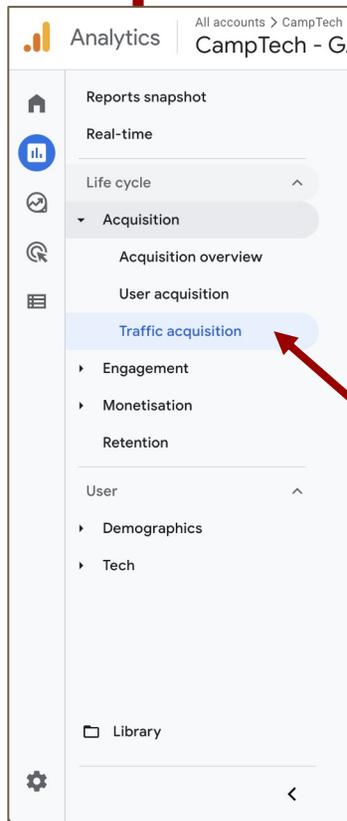
Acquisition: User acquisition



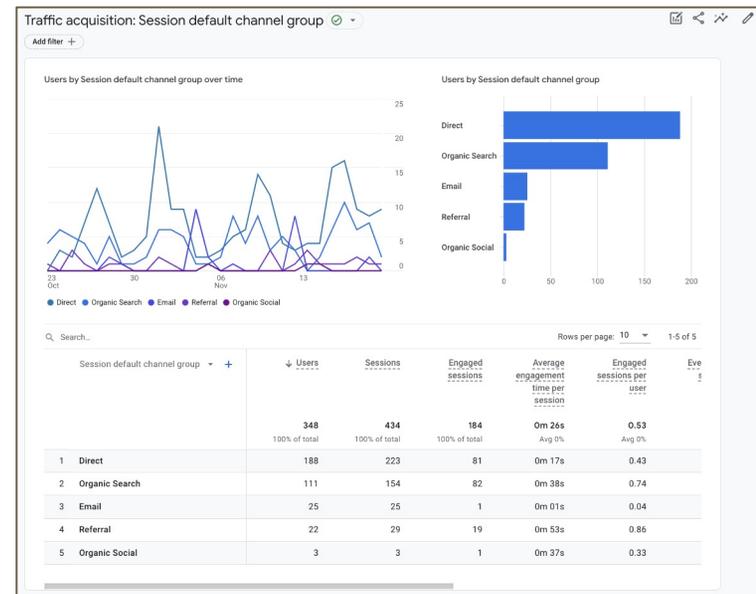
User acquisition includes information about how **new users** came to your website, for the **first time**



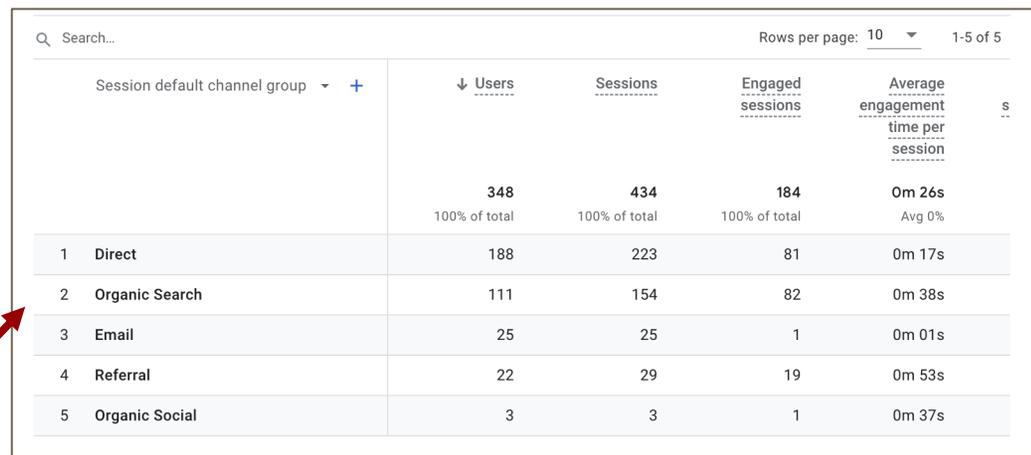
Acquisition: Traffic acquisition



Traffic acquisition includes information about how **all users** came to your website in **all sessions** (aka visits)



Acquisition: Default channel groups

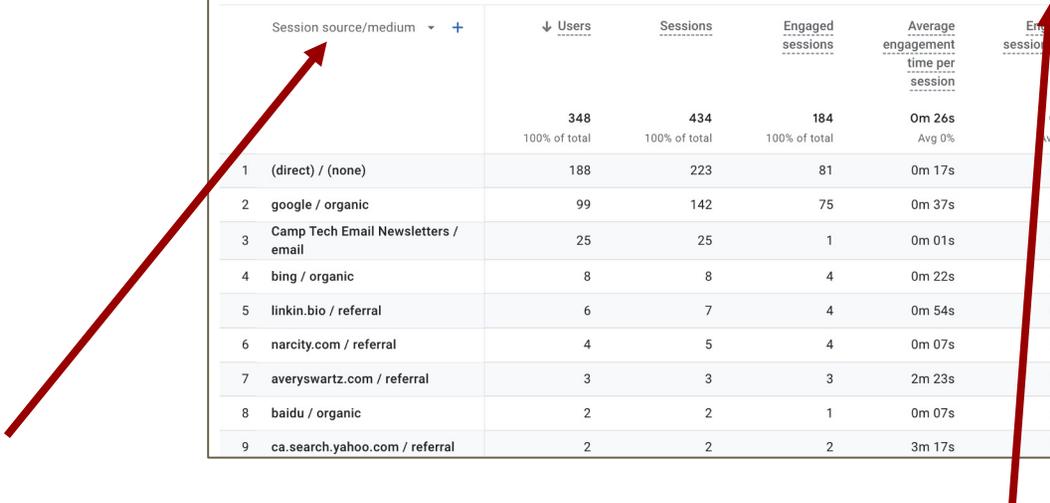


Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session
	348 100% of total	434 100% of total	184 100% of total	0m 26s Avg 0%
1 Direct	188	223	81	0m 17s
2 Organic Search	111	154	82	0m 38s
3 Email	25	25	1	0m 01s
4 Referral	22	29	19	0m 53s
5 Organic Social	3	3	1	0m 37s

Inside both user acquisition and traffic acquisition reports, you'll see **default acquisition channel groups**

- Direct
- Organic Search
- Referral
- Organic Social
- Paid Search
- Email

Acquisition: Change to source/medium

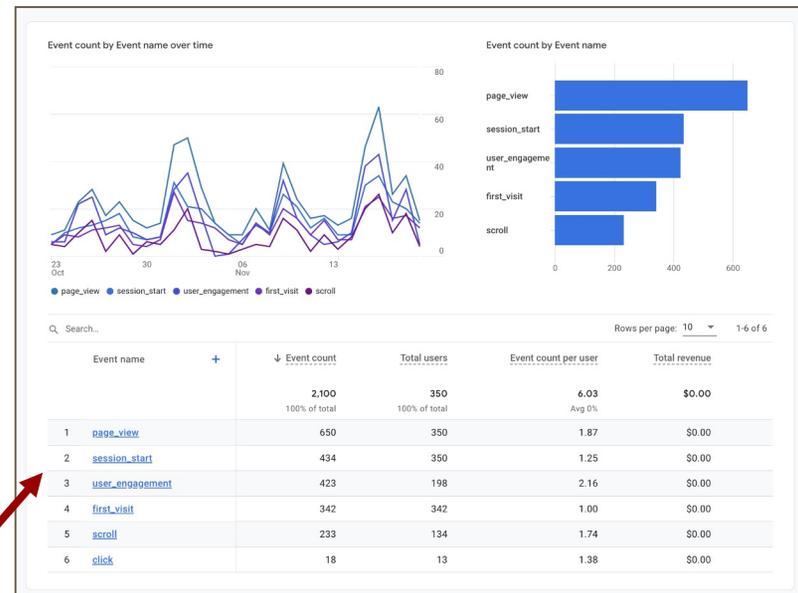
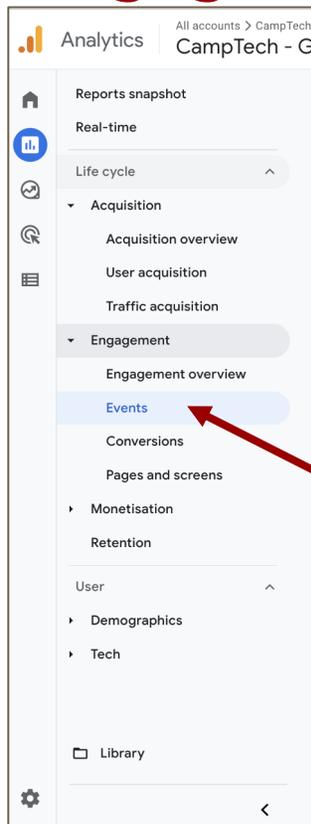


Session source/medium	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
	348 100% of total	434 100% of total	184 100% of total	0m 26s Avg 0%	0.53 Avg 0%	4.8
1 (direct) / (none)	188	223	81	0m 17s	0.43	4.2
2 google / organic	99	142	75	0m 37s	0.76	5.7
3 Camp Tech Email Newsletters / email	25	25	1	0m 01s	0.04	3.4
4 bing / organic	8	8	4	0m 22s	0.50	4.3
5 linkin.bio / referral	6	7	4	0m 54s	0.67	6.4
6 narcity.com / referral	4	5	4	0m 07s	1.00	5.6
7 averyswartz.com / referral	3	3	3	2m 23s	1.00	9.3
8 baidu / organic	2	2	1	0m 07s	0.50	4.0
9 ca.search.yahoo.com / referral	2	2	2	3m 17s	1.00	10.0

Change from the **default channel group** to **source/medium** to get more detailed information

See more than 10 results by changing to 25, 50, etc

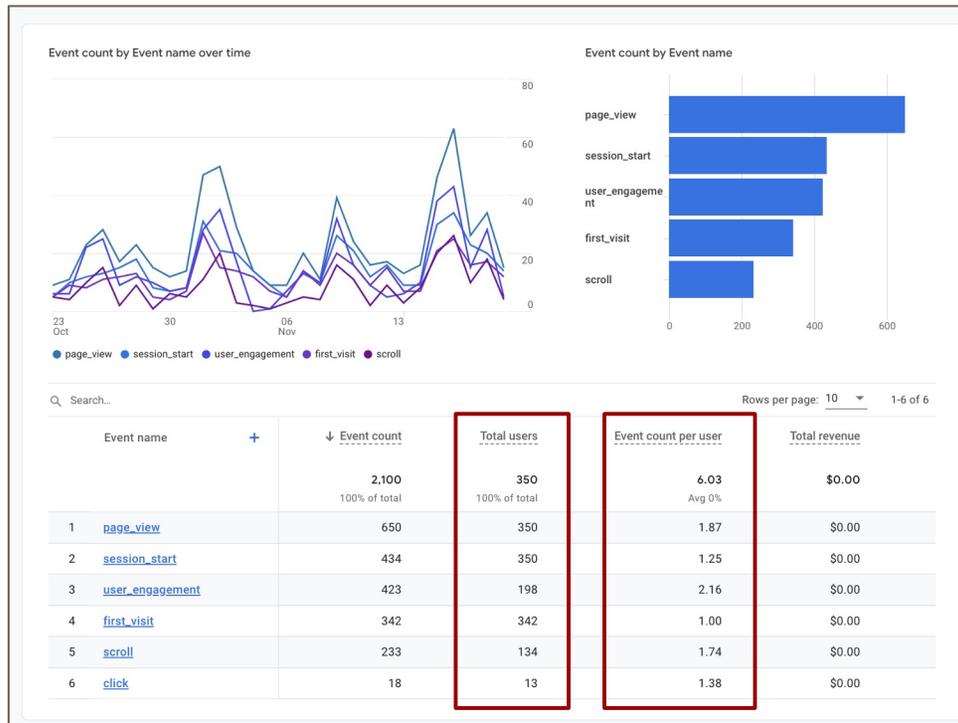
Engagement: Events



Events that are tracked automatically:

- page_view
- session_start
- user_engagement
- first_visit
- scroll
- click

Engagement: Events



page_view: a web page was viewed

session_start: a website visit began

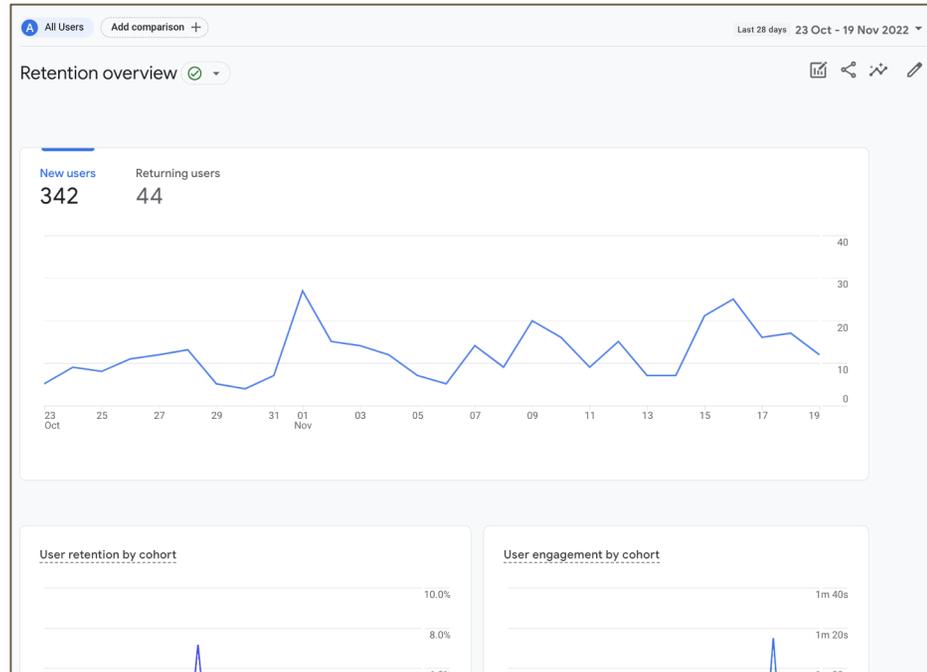
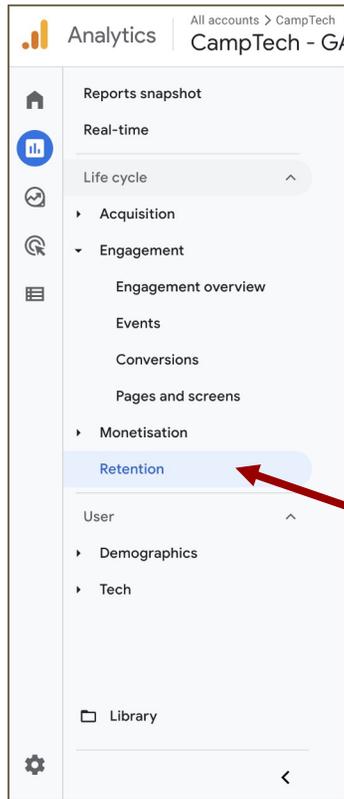
user_engagement: the webpage is in focus for at least one second

first_visit: a website is visited for the first time

scroll: when a user reaches the bottom of a webpage (i.e., when a 90% of the page is visible)

click: a user clicks a link that leads away from the current domain

Retention

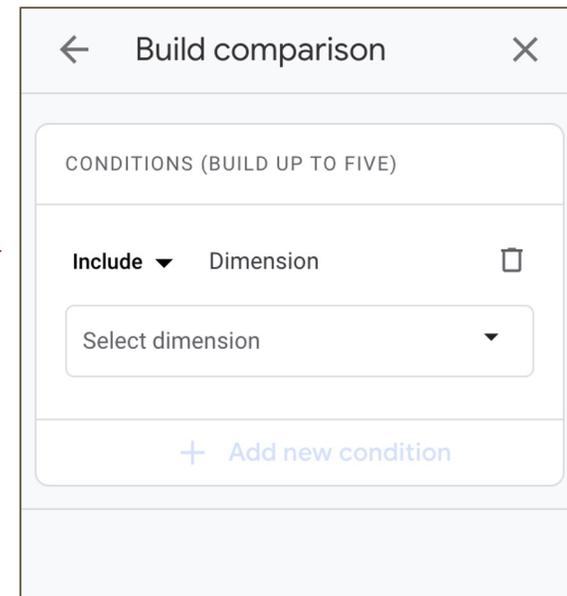


Shows new vs returning users

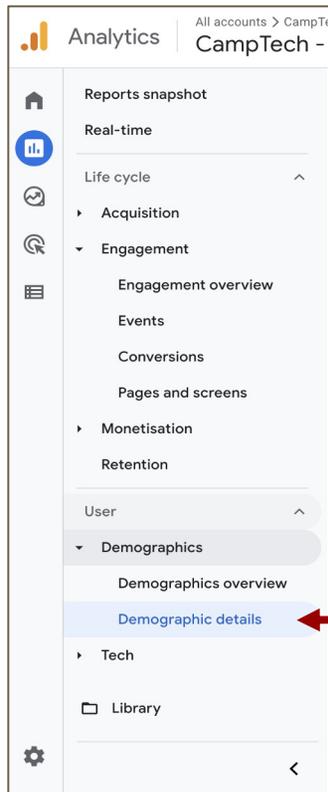
Retention: add a comparison



Compare the retention (how frequently and for how long users engage with your website) for different cohorts of website visitors

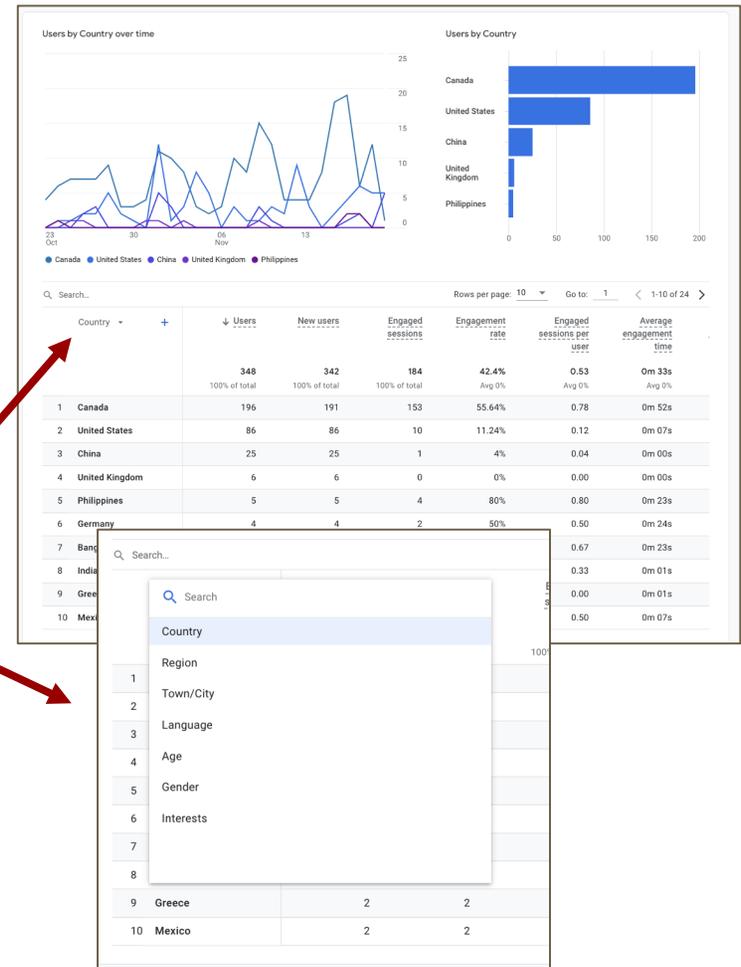


Demographics details

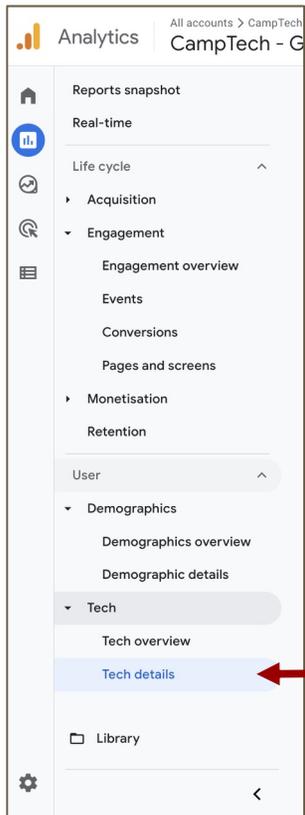


Demographic details available:

- Country
- Region
- Town/City
- Language
- Age
- Gender
- Interests

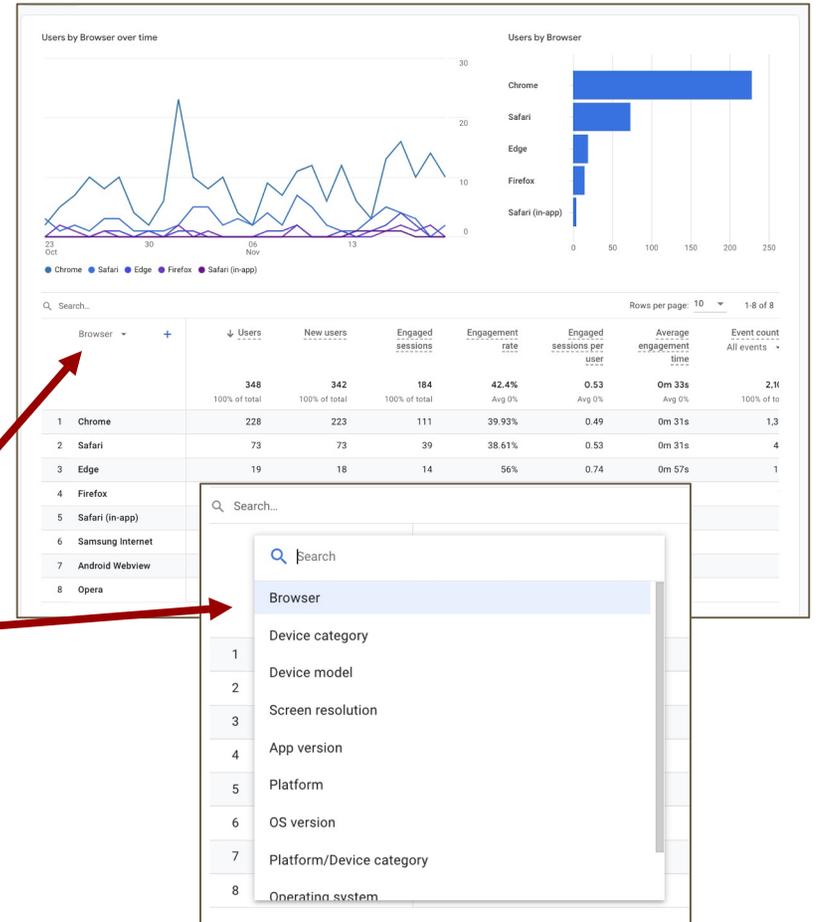


Tech details

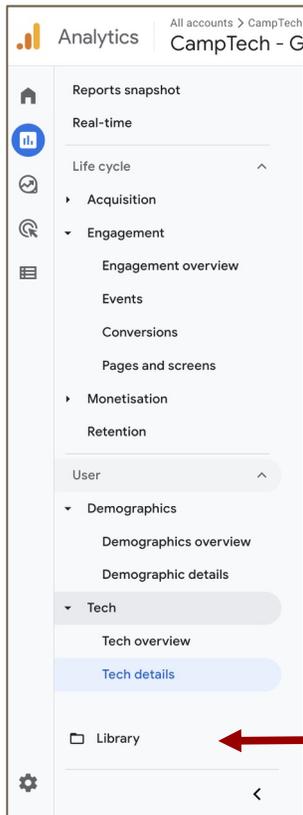


Tech details available:

- Browser
- Device category
- Device model
- Screen resolution
- OS version
- And more



Library: build your own collections of reports



Find reports you love?
Build your own
"collection" of reports so
you can get to them fast

