TIPS FOR PRESENTING THIS WORKSHOP

- 1. RE: the "Interpreting Reports" section. Slides covering Goals, Events, and Tag Manager are skipped by default. If your audience is advanced and you wish to include, unskip slides before the presentation.
- 2. Test all equipment before your workshop.
- 3. Make sure you are in presentation mode. Do not show audience speaker notes.
- 4. The Appendix slides are optional slides that may help answer common questions from the audience. The Google Analytics 4 sub-section is pending.

CHANGELOG

- 1. 11/23/2020: Slide 8, new disclaimer. This presentation is based on an older version of Analytics, but the same concepts apply.
- 2. 11/23/2020: Deleted tracking ID and code slide (no longer applicable)
- 3. 11/23/2020: Deleted Add Additional Users slide (out of place without property set up slide. Can mention in speaker notes instead.
- 4. 11/23/2020: the "Interpreting Reports" section. Slides covering Goals, Events, and Tag Manager are skipped by default. If your audience is more advanced and you wish to include, unskip the slides before the presentation.
- 5. 11/23/2020: clarified speaker notes throughout; updated illustrations; added Appendix for slides that may be useful during Q&A

Grow with Google

Make Better Business Decisions With Google Analytics

grow.google/smallbusinesses





"Data makes your briefcase heavy...insights make you rich."

- Niall Fitzgerald, Former Chairman of Unilever

TO UNLOCK NEW OPPORTUNITIES, TRUE INSIGHTS MUST BE



USING DATA



Data: facts or statistics to reference



Analytics: patterns and trends

Use data to make business decisions rather than opinions or gut instincts.



Insights: actionable value

AGENDA

INTRO TO GOOGLE ANALYTICS

Understand how Google Analytics can help you make business decisions

FIND ANSWERS WITH REPORTS

Ask the right questions to better understand your customers

INTERPRET REPORTS

Filters, segments, dimensions, and more

USE GOOGLE ANALYTICS WITH OTHER GOOGLE TOOLS

RECAP & RESOURCES



- On 10/14/2020, a new version of Google Analytics launched.
- This presentation features the older version of Analytics but the concepts apply to both versions.

Google Marketing Platform ANALYTICS Introducing the new Google Analytics Millions of businesses, large and small, rely on Google Analytics to understand customer preferences and create better experiences for them. With more commerce moving online and businesses under increased pressure to make every marketing dollar count, insights from digital analytics tools are even more critical. Vidhva Srinivasan Vice President, Measurement, But with major shifts in consumer behavior and privacy-driven changes to longtime Analytics, and Buying industry standards, current approaches to analytics aren't keeping pace. In a survey from Platforms, Google Forrester Consulting, marketers said that improving their use of analytics is a top priority. Published Oct 14, 2020 and that existing solutions make it difficult to get a complete view of the customer and derive insights from their data To help you get better POI from your marketing for the long term, we're creating a new

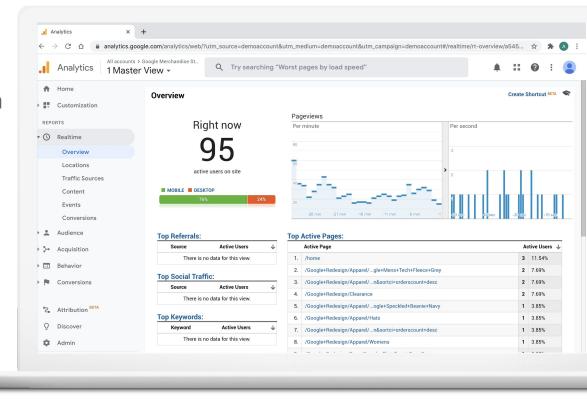
Quick Tip: Want more info? g.co/analytics

Intro to Google Analytics



GOOGLE ANALYTICS

Google Analytics is free software that you can use to understand visitor behavior on your website and mobile app.



GOOGLE ANALYTICS

Use Google Analytics to gain valuable insights that can help you make strategic business decisions.



Learn which search terms and sources drive the most traffic



See demographic info for your most profitable customers



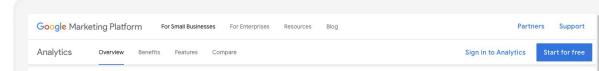
Understand what content your audience is most interested in



Evaluate which channels drive the most conversions

SET UP GOOGLE ANALYTICS

- Visit g.co/analytics
- To create an account, click Start for free
- Set up a property in your Analytics account



Get to know your customers.

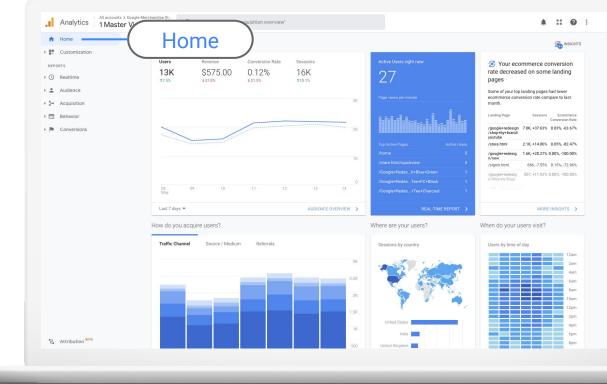
Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

Start for free

Quick Tip: Set up Google Analytics g.co/analytics

YOUR GOOGLE ANALYTICS ACCOUNT

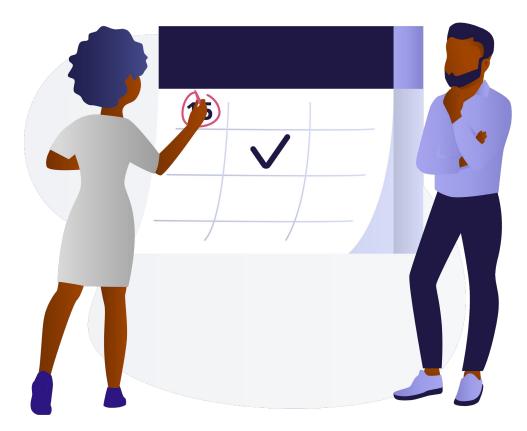
- Review the reports and metrics you care about most
- Quickly check the health of your accounts
- Create, customize and share dashboards



Find Answers With Reports



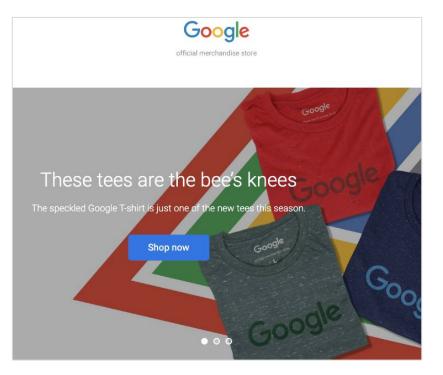
Meet Eva and Ricky



Source: Black Illustrations

USING GUT INSTINCTS

- Created a new t-shirt design, loved it, and immediately added it to the website banner
- Cut prices when sales were down
- Assumed target audience was women, age 35-44

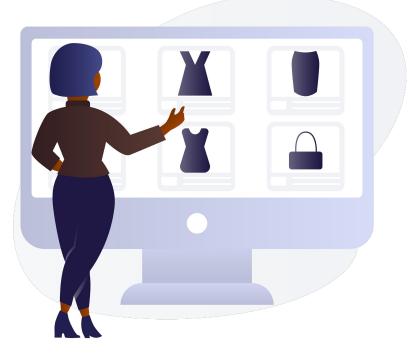


GET STARTED USING DATA

STEP 1: OUTLINE GOALS

What are you trying to achieve?

- STEP 2: ASK QUESTIONS What answers do you need?
- STEP 3: VIEW REPORTS
 How can you find the answers?



STEP 1: DEFINE GOALS





Source: Black Illustrations

RICKY & EVA'S GOAL

Decrease shopping cart abandonment rate to under 60%.



What are your goals?

Ideas:

Leads, appointments, sales, phone calls, foot traffic, downloads, etc.

STEP 2: ASK QUESTIONS



Reach

Who is your audience?

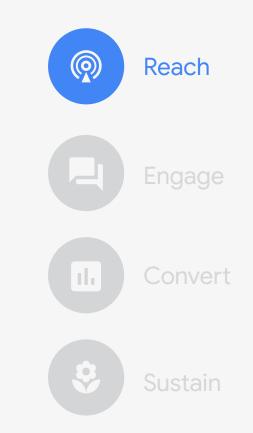






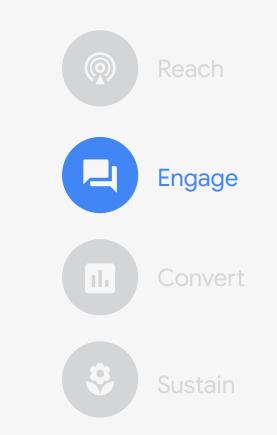
REACH QUESTIONS

- What are people searching for?
- Who is your audience?
- How do they find you online?



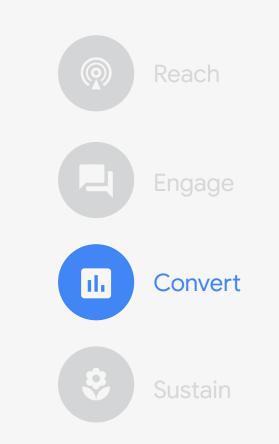
ENGAGE QUESTIONS

- What do people do once they find you?
- Where do customers engage you online?
- How do people interact with you online?



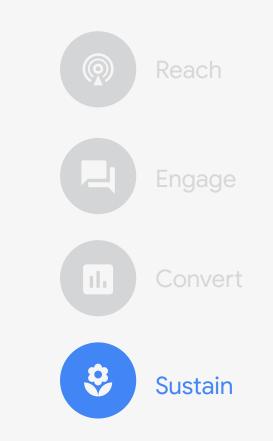
CONVERT QUESTIONS

- Which channels drive conversions?
- What calls-to-action drive conversions?
- Which channels have a higher ROI?

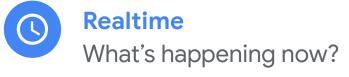


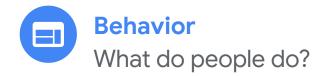
SUSTAIN QUESTIONS

- Do people continue to engage? Where?
- Do you respond? How quickly?
- Do you give people a reason to return?



STEP 3: USE REPORTS TO FIND ANSWERS







Audience Who visits the website?





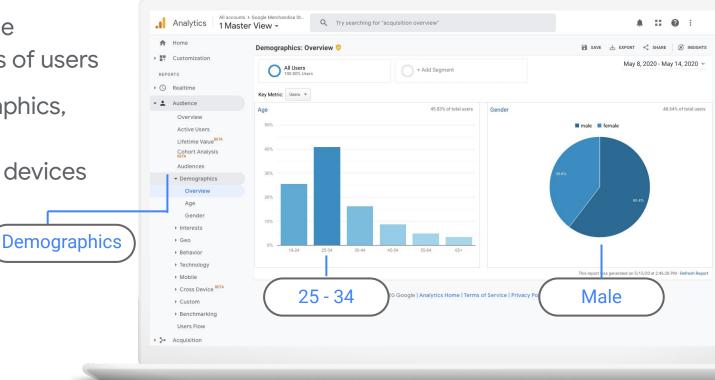
REALTIME: WHAT'S HAPPENING RIGHT NOW?

- Watch goal completions as you test changes
- Monitor immediate effects on site traffic from new content
- Determine if a promotion drives traffic

	Ĥ	Home	Overview				Create	Shortcut B
	> ##	Customization			Par	jeviews		
	REP	ORTS	Right r	now		minute Per second		
	• 🕓	Realtime		-				
		Overview		1	30	3		
		Locations	۷.					
		Traffic Sources	active users	on site	20	2		
		Content	DESKTOP MOBILE			and the second		
		Events	57%	43%				
		Conversions				-1 -26 min -21 min -16 min -11 min -6 min min -50 602 -25 s	sec -30 s	-15
		Audience						
			Top Referrals: Source	Active Users ψ	Тор	Active Pages: Active Page		Active Users
	> >	Acquisition	1. mall.googleplex.com	2	1.	/home		25.00%
	• E	Behavior	2. analytics.google.com	1	2.	/Google+Redesign/Lifestyle/Small+Goods	2	10.00%
	- × 8	Conversions	T 0 1 1 T 10		З.	/basket.html	2	10.00%
			Top Social Traffic: Source	uctive Users 🗸 🗸	4.	/Google+Redesign/Clearance	1	5.00%
			There is no data f	•	5.	/Google+Redesign/Drinkwar/Google+Cork+Base+Tumbler	1	5.00%
_	با م				6.	/Google+Redesign/Google+Crew+Sweater+Navy	1	5.00%
		lime)	Top Keywords:			/Google+Redesign/New	1	5.00%
Re	zan	/	Keyword	Active Users 🕁		/Google+Redesign/New/quickview	1	5.00%
Re	an			-			1	5.00%
Re	ean		1. (not provided)	7		/Google+Redesign/Shop+by+Brand/YouTube		
Re	an			7		/Google+Redesign/Shop+by+Brand/YouTube /asearch.html?keyword=song+tao		5.00%
Re	zan			7	10.			5.00%

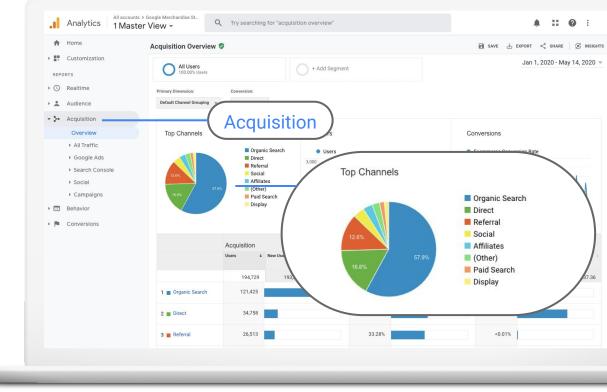
AUDIENCE: WHO VISITS YOUR WEBSITE?

- Understand the characteristics of users
- View demographics, interests, geo, language, and devices



ACQUISITIONS: WHERE DO YOUR CUSTOMERS COME FROM?

- Understand how you acquire users
- Recognize patterns
- Find out how people find you through search



BEHAVIOR: WHAT DO PEOPLE DO ON THE SITE?

- Visualize the path users travel, from one page or Event to the next
- Understand how website changes affect the conversion funnel

A Home	Behavior Flow		Jan 1, 2020 - May 14, 3
▶ ■ Customization	Brands • Level of Detail • Export •		2
REPORTS			
Realtime	All Users + Ad	ld Segment	
Audience		This repo	ort is based on 100K sessions (37.8% of sessions).
Acquisition	Landing Page 👻 Štarting page 764K sessio	es 1st Interaction	2nd Interaction
- E Behavlor		ns, 248K drop-offs 16K sessions, 4.2K drop-offs	12K sessions, 7.1K drop-offs
Overview Behavior Flow	Behavior Flow	st) A Google	★ (not set) 12K
 Site Content 		↑ YouTube 5.1K	Coogle 290
Site Speed		(not set)	YouTube
Site Search		A (not set) 1.2K	
▶ Events		Android 1.1K	Android 29
Publisher Experiments	•		
Conversions		0	
	→ /google+rednd/youtube 25K		
	→ /google+red_stitshirts		
	/google+reds+t+shirts 10K		
	store.html		
	→ 10K	— /	

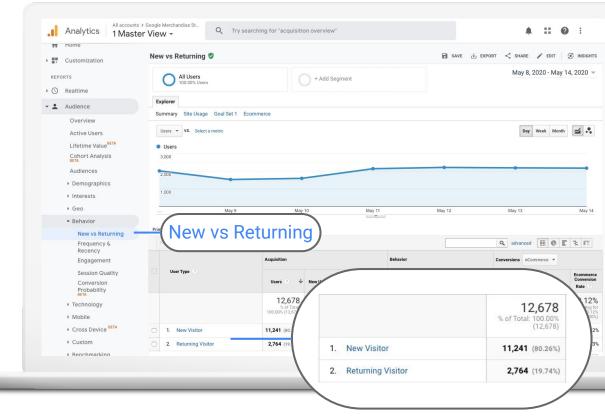
CONVERSIONS: IS THE WEBSITE SUCCESSFUL?

- See how all your channels work together towards conversions
- Understand how changes impact conversions

Analytics 1 Ma	ster View - Q Try sear	ching for "acquisition overview"		A :: 0
A Home	Ecommerce Overview 🥏			🗟 SAVE 🛃 EXPORT < SHARE 🏾 🏵
Customization	All Users 100.00% Sessions	+ Add Segment		Jan 1, 2020 - May 14, 2
Realtime	Overview			
Audience	Revenue 👻 VS. Ecommerce Conversion Rate	• 0		Hourly Day Week
Acquisition	Revenue Ecommerce Conversion	Rate		L. Record
> 🖃 Behavior	\$1.00			0
- P Conversions	Conversio	ons)		
In Goals		And another	A A A	
Ecommerce Overview	Feb	ruary 2020 March 2	1020 April 2020	
Shopping				
Behavior Checkout Behavior Product Performance Sales Performance Product List	\$16,537.36 0.12	Transactions erce Conversion Rate Transactions % 310 Mummultiplication Mummultiplication	Avg. Order Value \$53.35 www.humbur.	
Performance		Internal Promotion		Affiliation
Marketing	Campaigns 13 Transactions	397,458 Impressions	Order Coupon Code O Transactions	310 Transactions
Multi-Channel Funnels	\$741.50 Revenue	100 800 110 12	\$0.00 Revenue	\$16,537.36 Revenue
i dimeia	\$57.04 Avg. Order Value		\$0.00 Avg. Order Value	\$53.35 Avg. Order Value
	Top Sellers	Product		Product Revenue % Product Revenue
	Product	Google Zip Hoodie F/0	C	\$960.00 5.81%
	Product Category (Enhanced Ecommerce)	2. Google Badge Heavyw	veight Pullover Black	\$870.00 5.26%
	Product Brand	3. Google Sherpa Zip Ho	adia Ohaanaal	\$614.10 3.71%

NEW VS RETURNING: HOW LOYAL ARE YOUR CUSTOMERS?

- Learn how many customers come back after a first visit
- Gain insight into the behavior of new visitors versus returning visitors



Gut Insights

Top audience is 35-44 years old and primarily female.

The primary driver of traffic to their website is paid ads.

Most purchases are from repeat customers, not first-time visitors.

Google Analytics Data

Top audience is 25-34 years old and primarily male.

The primary driver of traffic to their website is organic search.

Most purchases are from first-time visitors to the site.

Interpreting Reports



DEFINITIONS

- **Dimensions**: A description or characteristic of data. **Browser**, **Landing Page**, and **Campaign** are examples.
- **Segments**: A subset of sessions or users that share common attributes
- **Goals**: Settings to track actions or conversions on your site or mobile app
- **Events**: A type of hit that tracks an interaction with site content

WHAT ARE DIMENSIONS?

Dimensions describe your data. Each dimension can be given a different value.

You can use **secondary dimensions** to view your data with more granularity by adding another dimension to your report.



Source: Black Illustrations

USING SECONDARY DIMENSIONS

Click the report of choice

Select Primary Dimension

Click the drop-down menu to select **Secondary Dimension**

Home Customization										
Realtime										
Audience										
Overview					. •	1.11.11.11.1				
Active Users			ę				· · · · · · · · · · · · · · · · · · ·			
Lifetime Value ^{BETA}										
Cohort Analysis					1	(the state			
Audiences							The			
Demographics							· 6.			
Interests	Seconda	ry dimensio	ns)			···				
	ocorraa									
• Geo		,,				1				
• Geo Language		,			1					
					×.	a				
Language			1,106		×.	•••				
Language Location					e e					
Language Location	Primary Dimension: City Metro	1 Other ~			e e	•••			0	advan
Language Location > Behavior > Technology		1 Other ~	1,106		× e					advant
Location > Behavior > Technology > Mobile	Primary Dimension: Ch. Metro Secondary dimension: Source /	00ber - Medum *			×.	Behavior			Q, Conversions	
Language Location > Behavior > Technology > Mobile > Cross Device BETA > Custom > Benchmarking	Primary Dimension: City Metro	1 Other ~	1,106	New Users 🔿	Sessions 🤊	Behavior Bounce Rate	Pages / Session	Arg. Session Duration ©		
Language Location > Behavior > Technology > Mobile > Cross Device **** > Custom	Primary Dimension: Ch. Metro Secondary dimension: Source /	00ber - Medum *	1,106	New Users • 5,303 2,66% (199222)	Sessions • 7,403 2,72% (27,285) 2,72% (27,285)		Pages / Session 5.76 Any for View 4.16 (38 62%)		Conversions Transactions	2Comme
Language Location > Behavior > Technology > Mobile Cross Device BETA > Custom > Benchmarking Users Flow	Primary Dimension: Ch. Metro Secondary dimension: Source /	00ber - Medum *	Acquisition Users © ↓ 5,5117	5,303	7,403	Bounce Rate ③ 35.80%	5.76	Duration 0 00:03:40	Conversions Transactions	eComme Rev \$1
Language Location > Behavior > Technology > Mobile Cross Device BTA > Custom > Benchmarking Users Flow Acquisition	Primary Demonstant: City Meso Secondary dimension: Source / City: 0	1 Other - Source / Medium 😳 🍳	1,106	5,303 % of Total: 2.66% (199,222)	7,403 % of Total 2.72% (272,585)	Bounce Rate ? 35.80% Avg for View. 47.79% (-25.10%)	5.76 Avg for View: 4.16 (38.62%)	Duration ? 00:03:40 Avg for View: 00:02:47 (32.01%)	Conversions Transactions 29 % of Total 9.09% (319)	Res \$1 % 0
Language Location > Behavior > Technology > Mobile Cross Device NTA > Coss Device NTA > Custom > Benchmarking Users Flow Acquisition Behavior	Primary Demonstant: Cin Metro Secondary dimension: Source / City •	Cober Medium Source / Medium google / organic	1,106 Acquisition Users ○ ↓ 5,274% (201,006) 467 (7,82%)	5,303 % of Total: 2.66% (199,222) 380 (7.17%)	7,403 % of Total: 2.72% (272,585) 626 (8.46%)	Bounce Rate ⑦ 35.80% Avg for View 47.79% (-25.10%) 30.67%	5.76 Avg for View: 4.16 (38.62%) 6.49	Duration ⑦ 00:03:40 Avg for View: 00:02:47 (32:01%) 00:03:43	Conversions Transactions 29 % of Total: 9.09% (319) 3 (10.34%)	Rev \$1 \$60
Language Location > Behavior > Technology > Mobile > Cross Device SETA > Custom > Benchmarking Users Flow Acquisition Behavior Conversions Attribution	Primary Dimension: Cin Metro Secondary dimension: Source / City · 1. Austin 2. Houston	Cober Medum Source / Medum google / organic google / organic	1,106 Acquisition Users ● ↓ 5,5117 2,74% (0,1000) 467 (7,82%) 369 (6,15%)	5,303 % of Total: 2.66% (199,222) 380 (7.17%) 339 (6.39%)	7,403 % of Total 2.72% (272,585) 626 (8.46%) 427 (5.77%)	Bounce Rate 35.80% Avg for View; 47.79% (-25.10%) 30.67% 38.88%	5.76 Ang for View: 4.16 (38.62%) 6.49 4.42	Duration 0 00:03:40 Avg for View: 00:02:47 (32:01%) 00:03:43 00:02:50	Conversions Transactions 29 % of Totat 9.09% (319) 3 (10.34%) 2 (6.90%)	Rev \$1 \$60 \$90
Language Location > Behavior > Technology > Mobile < Cross Device #TA > Costom > Benchmarking Users Flow Acquisition Behavior Conversions	Primary Dimension: Cite Metro Secondary dimension: Source / City • 1. Austin 2. Houston 3. Dailas	Cober Medium ** Source / Medium * poogle / organic poogle / organic poogle / organic poogle / organic	1,106 Acquisition Users ↓ ↓ 5,517 5,274(\$20,000) 467 (7,82%) 369 (6,18%) 362 (6,0%)	5,303 % of Total: 2.66% (199,222) 380 (7.17%) 339 (6.39%) 322 (6.07%)	7,403 % of Total: 2.72% (272,585) 626 (8.46%) 427 (5.77%) 440 (5.94%)	Bounce Rate 3 35.80% Ang for View, 47.79% (25.10%) 30.67% 38.88% 37.05%	5.76 Avg for View 4.16 (38.62%) 6.49 4.42 4.43	Duration OU:03:40 Arg for View: 00:02:47 (32.01%) 00:03:43 00:02:50 00:02:55	Conversions Transactions 29 5 of Totat 9.09% (319) 3 (10.34%) 2 (6.90%) 1 (3.45%)	Rev \$1 \$60 \$90 \$55

		Acquisition			
City 🥐	Source / Medium 🕐 🔘 Users 🖓 🤟		Vew Users ? Sessions		
		5,517 % of Total: 2.74% (201,006)	5,303 % of Total: 2.66% (199,222)	7,403 % of Total: 2.72% (272,585)	
1. Austin	google / organic	467 (7.82%)	380 (7.17%)	626 (8.46%)	
2. Houston	google / organic	369 (6.18%)	339 (6.39%)	427 (5.77%)	
3. Dallas	google / organic	362 (6.06%)	322 (6.07%)	440 (5.94%)	

2

3

HOW TO USE FILTERS IN THE REPORTS

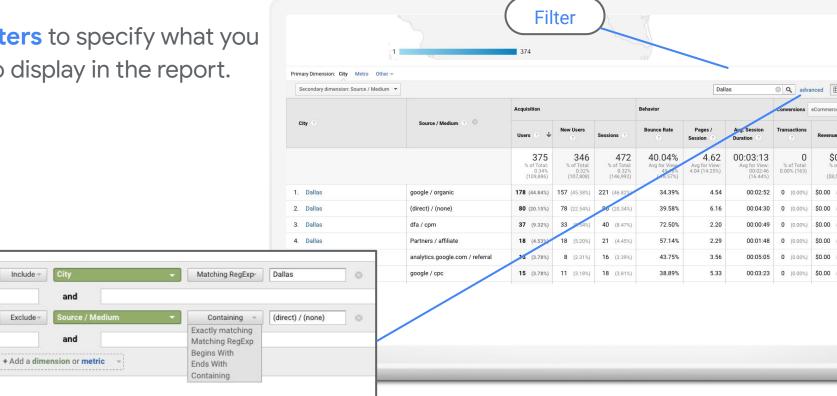
Use Filters to specify what you want to display in the report.

Include -

Exclude-

and

and



HOW TO USE SEGMENTS

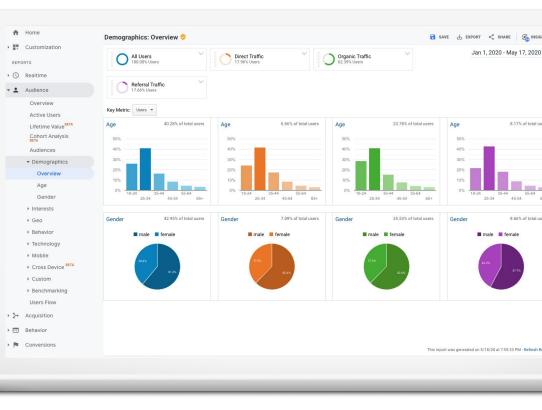
Segments are subsets of your Analytics data. You can isolate segments to analyze and respond to the trends in your business.

Use segments to understand the activities of a specific audience, or remarket to groups based on their trending actions.



SEGMENT TYPES

- Users: people who interact with your website
- Sessions: interactions by a single user, grouped together
- Hits: interactions during a session, such as pageviews, events, and transactions



BUILD NEW SEGMENTS

- Click +Add Segment at the top of your report page
- 2 Click +New Segment
- 3 Name the segment
 - Define your segment
- ⁵ Click Save

	> Google Merchandise St er View -	Try searching "Users today"			A :: 0 🦷
Home Gustomization	NEW SEGN	IENT)			are 🌶 edit 🏾 🏵 insights
REPORTS				Jai	n 1, 2020 - May 18, 2020 💌
Realtime	Direct Traffic	~ O	Choose segment from list		
- Audience					
Overview	+ NEW SEGMENT Import fr	om gallery Share segments		View	Q Search segments
Active Users		Segment Name	Created	Modified	
Lifetime Value ^{BETA} Cohort Analysis	VIEW SEGMENTS	이 ☆ All Users			Actions 👻
Audiences	System	C 🏫 Bounced Sessions			Actions 👻
Demographics	Custom	□ ☆ Converters			Actions 👻
Interests	Shared	🗹 🏫 Direct Traffic			Actions 👻
▼ Geo	Starred	이 삵 Made a Purchase			Actions 👻
Language	Selected	□ ☆ Mobile and Tablet Traffic			Actions -
Location		U 17 Mobile and Tablet Traffic			Actions *
▶ Behavior		口 ☆ Mobile Traffic			Actions 👻
 Technology Mobile 					Actions 👻
Cross Device BETA					Artions -
Custom	Apply Cancel				
Benchmarking					
Users Flow	Map Overlay Explorer				

4

ABOUT GOOGLE ANALYTICS GOALS

Goals measure how well your site or app fulfills your target objectives.

They represent completed activities, called conversions, that contribute to the success of your business.



GOAL TYPES

What are your business goals and how can you measure them?

- Purchases
- Subscriptions
- Page Views
- Clicks
- Form Submissions



Destination when a specific website location is loaded



Duration sessions that last a minimum amount of time



Pages/Screens per session

when a visitor views a minimum number of pages or screens



Event goals when an action defined as an event is triggered

SETTING UP GOALS

All accounts > www.annaoutofoffice.c... Sign into Google Analytics 📌 ដ 🔞 🗄 Analytics Q Try searching "Top countries by users" All Web Site Data -**A** ADMIN USER と読 View + Create View **NEW GOAL** .0 Click Admin + NEW GOAL Import from Colley Q. Search All Web Site Data 2 > ± Goal Past 7 day conversions 1 Recording +-View Settings 1 30 There is no data for this view. 😬 View User Management > 🖃 Navigate to the desired view Goals 3 > (%) 2 Content Grouping **T** Filters Click Goals Channel Settings 4 Ecommerce Settings Dd Calculated Metrics BETA PERSONAL TOOLS & ASSETS Click +NEW GOAL 5 E Segments Annotations Multi-Channel Funnels Settings Custom Channel Grouping

GOAL TYPES

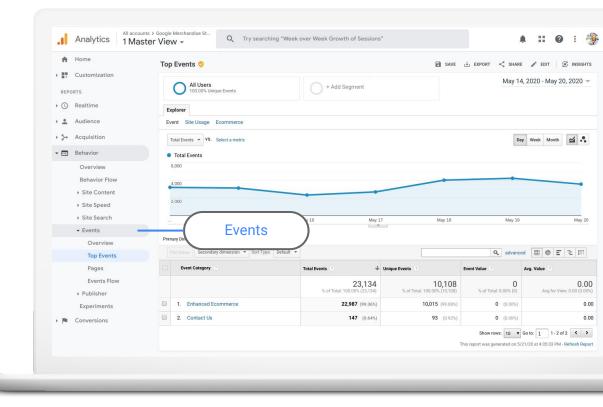
- Goals from a template
- Custom goals
- Smart Goals

ADI	MIN USER		
• (3)	View + Create View	Goal setup	
	All Web Site Data	Template	
÷ -	View Settings	Select a template to start with a pre-filled configuration	
		REVENUE	
	View User Management	Reservations Signed up for a tour, rental or reservation	
· 🖽		Make a payment Completed online payment	
- (H)	Goals	Make an appointment Scheduled a visit or meeting	
	Content Grouping	O Become a partner Requested or submitted partner, affiliate, or dealer information	
		ACQUISITION	
	Tilters	Create an account Successful sign up, account, or view created	
	Channel Settings	INQUIRY	
	Channel Settings	View more Viewed product or service details	
	Ecommerce Settings	O Contact us Viewed phone number, directions, chat or email	
		Get estimate Requested price or time estimate	
	Dd Calculated Metrics BETA	See available Checked inventory or schedule	
	PERSONAL TOOLS & ASSETS	Find a location Viewed location or dealer information	
	E Segments	ENGAGEMENT	
		Media play Played interactive media, like a video, slideshow, or product demo	
	Annotations	Smart Goal Smart Goal not available.	
	Multi-Channel Funnels Settings	Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. Learn more	
		O Custom	

ABOUT EVENTS

Events are user interactions with content that can be measured independently from a page or screen load.

They offer insight into user interactions on your website.



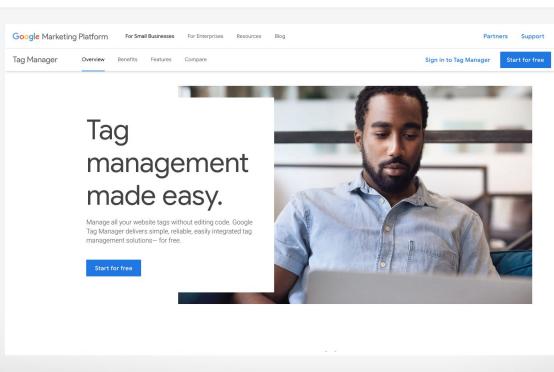
USING EVENTS

- Product previews
- Tracking engagement with embedded maps
- Video interactions
- Tracking form errors

Audience		6,000					
🕨 🎾 Acquisition		4,000					
- 🖪 Behavior		2,000					
Overview Behavior Flow			May 15	May 16	May 1		
Site ContentSite Speed	Pr		Action Event Label Other ▼ ry dimension ▼ Sort Type: Default	•			
 Site Search 		Event Action (?)		Total Events ?	↓	Unique Events ?	Eve
 ▼ Events Overview 				22 % of Total: 99.36% (,987 _{23,134)}	10,015 % of Total: 99.08% (10,108)	
Top Events		1. Quickview Cl	lick	18,855 (82.02%)	7,746 (77.34%)	
Pages		2. Product Click	k	1,945	(8.46%)	1,207 (12.05%)	
Events Flow		3. Add to Cart		1,743	(7.58%)	762 (7.61%)	
 Publisher 		4. Remove from	n Cart	440	(1.91%)	298 (2.98%)	
Experiments		5. Promotion C	lick	4	(0.02%)	2 (0.02%)	
Conversions							
2 Attribution BETA							This

ABOUT TAG MANAGER

- Manage all your website tags without creating or editing code.
- Better understand your conversions, site analytics and more.

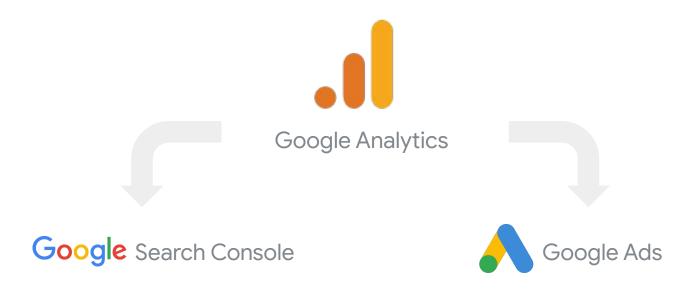


Using Analytics With Other Google Tools



Grow with Google

CONNECT ACROSS YOUR GOOGLE PRODUCTS



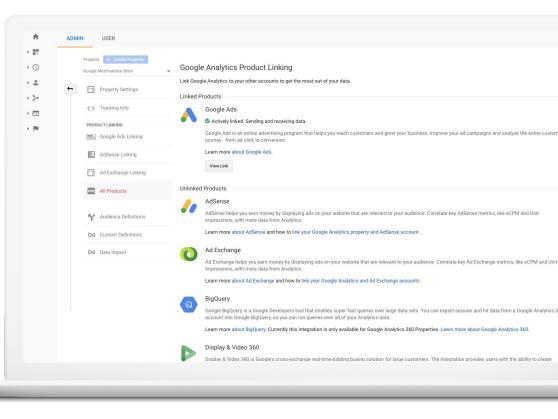
WHY LINK TO GOOGLE ANALYTICS?

- Learn what happens after users click on your ad
- Target specific users based on their previous behavior
- Use advanced machine learning
- Understand organic traffic and if keywords convert (or not)



GOOGLE ANALYTICS PRODUCT LINKING

- First: create an account for each product
- In Analytics, click Admin, then select All Products
- Select the Link button for each product you want to link to Google Analytics



Recap & Resources



GOOGLE ANALYTICS: NEXT STEPS

Potential Actions:





Review creative to represent the audience demographic. Consider product changes to tailor merchandise to all demographics.

Review search queries and adjust bids and creative accordingly.

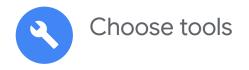
3

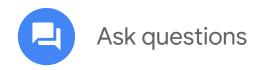


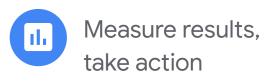
Consider offering promotions or a loyalty program to encourage repeat customers

WHERE TO GO FROM HERE?



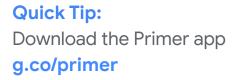




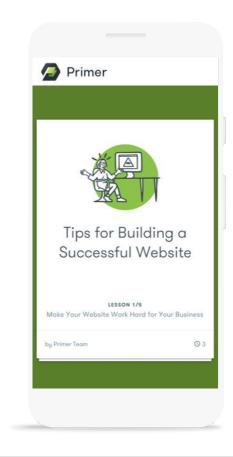


BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps







CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

ocoming	Vith Google			Q Search
Jeoning	On Demand			
	JUNE 24, 2020	JUNE 30, 2020	JULY 1, 2020	JULY 7, 2020
	Reach More Customers with Google and YouTube	Use YouTube to Grow Your Business	Small Business Spotlight: Honest Soul Yoga	Learn the Basics of Google Ads - Part 1
	Register <	Register <	Register <	Register <
			XAT	

Quick Tip: Register for virtual workshops g.co/GrowOnAir

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom

For local businesses

Help new customers find you online

For job seekers

Boost your resume with a new certification

For developers

Learn to code or take your skills to the next level

Grow with Google Overview Procrams Events Storles About Grow with Google Free training, tools, and events to help you grow your skills, career, or business. I want to learn new skills v Teach digital basics with a video-based curriculum For Teachers -Applied Digital Skills and Students Start a computer science club at your school > CS First Bring your lessons to life with virtual and augmented field trips Expeditions Pioneer Program Learn to use digital tools in your classroom -> Google for Education Training Center VIEW ALL PROGRAMS

Grow with Google

Thank You



Grow with Google

Appendix



Universal Analytics



TRACKING ID AND CODE

- From your new account, click Admin
- Select a property from the menu in the Property column
- Click Tracking Info > Tracking Code

$\leftarrow \ \rightarrow \ \mathbf{G}$		web/?utm <mark>.</mark> source=demoaccount&utm_medium=demoaccount&utm_c.mpaign=demo	account#/a54516992w87479473p9 🕁 🍃
. Anal	All accounts > Google Merchandise	SL Try searching "Worst pages by load speed"	▲ :: @ :
f	ADMIN USER		
→ II → (5)	Property + Create Property Google Merchandise Store (UA-54516	Tracking ID Status	
> ±	Property Settings	UA-54516992-1 Receiving traffic in past 48 hours. 88 active users right now. See details in eal-time traffic r Send test traffic ⑦	eports.
> 🗖	Tracking Info Tracking Code	Website Tracking	
> P	Data Collection Data Retention User-ID Session Settings	Clobal Site Tag (gtag.js) This is the Global Site Tag (gtag.js) to track. If you already have a Global Site Tag on your page, simply add the <i>config</i> line from	
	Organic Search Sources Referral Exclusion List Search Term Exclusion List PRODUCT LINKING	-t Global site tag (gtag js) - Google Analytics> <script async="" src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></ <script> window.dataLayer = window.dataLayer []; function gtag0(dataLayer.push(arguments);)</td><td>/script></td></tr><tr><td></td><td>Google Ads Linking AdSense Linking</td><td>gtag('js', new Date()); gtag('config', 'UA-54516992-1'); </script>	
2	Ad Exchange Linking	The Global Site Tag provides streamlined tagging across Google's site measurement, conve	
		control while making implementation easier. By using gtag.js, you will be able to benefit fror available. Learn more	If the fatest dynamic reatures and integrations as they bec

ADD ADDITIONAL USERS

- Invite collaborators to access your reports
- Click Admin > Account User Management; you can also add users for properties

f	ADMIN USER		
• ##		count User Managem	ient)
• ()	Account + Create Account Demo Account	Google Merchandise Store	View + Create View
· ±	-		
· >•	Account Settings	(*) Property Settings	View Settings
	Account User Management	<> Tracking Info	Goals
-	Y All Filters	PRODUCT LINKING	Filters
	Trash Can	Google Ads Linking	Ecommerce Settings
	-	AdSense Linking	
		Ad Exchange Linking	Dd Calculated Metrics BETA
			PERSONAL TOOLS & ASSETS
		All Products	≓ ≣ Segments
			Annotations
		Audience Definitions	Multi-Channel Funnels Settings
		Dd Custom Definitions	Custom Channel Grouping BETA
		Dd Data Import	Custom Channel Grouping BETA
			Custom Alerts
			Scheduled Emails

Google Analytics 4 Properties

