Google Analytics Primer

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Requesting Access to your Departmental Google Analytics Data

FCOIT tracks analytics data on all department sites.

- Please request access to your data.

Logging into Google Analytics

Go to [http://analytics.google.com](http://analytics.google.com) and login with your google or gmail account

After logging in, you should see your Google Analytics Dashboard. It should look something like this. You may be automatically dumped into the data set you are expecting, but if you access to multiple data sets, you will need to locate the correct data set by clicking on the Data selector at the top. See below

Navigating Google Analytics Data
Login to Google analytics following the procedure above.

Let's look at some of the basics you may want to explore (see below)

Section Definitions

1. **Real-time**: Live data about visitors on your site currently
2. **Audience**: Gives detailed information about your website visitors including demographics, geographic location, interests, technology
3. **Acquisition**: Shows how your visitors are arriving to your site. It gives you a breakdown (by channel) of how visitors are getting to your site
4. **Behavior**: Shows you how visitors are interacting with your site
5. **Conversions**: Provides conversion data for your various business goals and activities

Here is good primer on the different sections of Google Analytics and what kind of data you can retrieve from the different sections: [https://semperplugins.com/important-sections-of-google-analytics-explained/](https://semperplugins.com/important-sections-of-google-analytics-explained/)

Viewing Pre-canned Google Data Reports

Login to Google analytics following the procedure above.

Go to the pre-made Google Analytics Summary Report for quick access to data: Franklin College Departmental Executive Summary Report

You can change the date time frame to look at data from different periods. Click the Date selector. See below
Then choose your date range (see below)

Requesting Training

Please send an e-mail to helpdesk@franklin.uga.edu with the subject line "Google Analytics Training for my Department". A FCOIT Web team member will follow up with you and schedule a 1-hour training session.