Google Analytics Primer

Complexity Level: Beginner

This is a beginner topic. Little to no advanced knowledge is required.

- Login to Google Analytics
- Navigating Google Analytics Data
- Requesting Training

Login to Google Analytics

Follow these instruction: Login to Google analytics

Navigating Google Analytics Data

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 a 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/

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

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Login

To work with Google Analytics data, go to http://analytics.google.com

If you need help logging in, please review this help document.

If you need access to Google Analytics Data, please request access.

Contact the Franklin OIT Help Desk

Submit a ticket

Help Desk
http://helpdesk.franklin.uga.edu

Email helpdesk@franklin.uga.edu

Call 706-542-9900

Hours of Operation

Monday - Friday
8:00 a.m. - 5:00 p.m.

Website Information

Homepage http://oit.franklin.uga.edu

Directory http://oit.franklin.uga.edu/

Service Offerings https://kb.franklin.uga.edu/x/xgKlAg

Systems Status Information
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.