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
- Viewing Pre-canned Google Data Reports
- 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)

<table>
<thead>
<tr>
<th>Section</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time</td>
<td>Live data about visitors on your site currently</td>
</tr>
<tr>
<td>Audience</td>
<td>Gives detailed information about your website visitors including demographics, geographic location, interests, technology</td>
</tr>
<tr>
<td>Acquisition</td>
<td>Shows how your visitors are arriving to your site. It gives you a breakdown (by channel) of how visitors are getting to your site</td>
</tr>
<tr>
<td>Behavior</td>
<td>Shows you how visitors are interacting with your site</td>
</tr>
<tr>
<td>Conversions</td>
<td>Provides conversion data for your various business goals and activities</td>
</tr>
</tbody>
</table>

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/

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.

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