Google Analytics Primer

**Login to Google Analytics**

Follow these instructions: [Login to Google Analytics](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.

**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/](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](http://analytics.google.com)

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.