GOOGLE ANALYTICS FUNDAMENTALS
A TOOL TO MEASURE YOUR MARKETING
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INTRODUCTION TO DIGITAL

When consumers make a purchase it’s usually done in stages. In marketing, there are three different stages that describe customer interactions:

**ATTENTION:** Building awareness

**CONSIDERATION:** When users express interest or desire in your business

**CONVERSION:** When a user becomes a customer

All businesses can benefit from digital analytics. When we track online behavior, we can use that information to understand how to reach new and existing customers.

In this guide, you will learn how to better understand your audience and improve the efficiency of your digital marketing.
Google Analytics is a platform that collects data and compiles it into useful reports. These reports can be used to better understand customers and their purchase journey.

To get started, create a Google account then follow the step-by-step guide to set up your account at analytics.google.com.

Use this checklist to make sure you’ve completed all the steps in connecting your website to Google Analytics:

I HAVE...

☐ CREATED A GOOGLE ANALYTICS ACCOUNT

☐ IDENTIFIED WHAT I WANT TO MEASURE

☐ SET UP PROPERTIES

☐ ADDED MY CUSTOM JAVASCRIPT TRACKING CODE TO MY WEBSITE

☐ CHECKED REALTIME OVERVIEW

For help navigating Google Analytics including setting up dashboards, performing analyses, tracking campaigns and setting up goals to measure conversions, enroll in Google’s Analytics Academy: Analytics for Beginners course.
DIGITAL DICTIONARY

Now that you’ve set up your Google Analytics account, familiarize yourself with these terms to help you navigate the Analytics dashboards.

**BOUNCE RATE:** Users who visit your website and leave immediately upon arriving.

**CONVERSION:** Whenever a user completes a goal or makes a purchase during a session.

**CPC:** Cost per click — Traffic that arrived through a paid search campaign.

**DIMENSION:** An attribute of a data set that can be organized for better analysis.

**DIRECT:** Users that came directly to your site by typing your URL directly into a browser.

**EMAIL:** Traffic that came from an email marketing campaign.

**GOALS:** A way of tracking conversion or business objectives.

**KEYWORD:** Search terms people use to find your website.

**LANDING PAGE:** The first page people visited when arriving to your website.

**MEDIUM:** The general category of the source of traffic, such as organic search (Google) or social media (Instagram).

**ORGANIC:** Traffic that arrived to your website through an unpaid search.

**REFERRAL:** Traffic that arrived to your website after the user clicked on a website other than a search engine.

**SESSION:** A period of time a user spends on your website in one single visit.

**SOURCE:** The origin of your traffic, such as Instagram or Google.
Now that you’re familiar with key terms in the Analytics platform, you can begin to measure your digital performance.

Audience reports help you better understand the characteristics, locations, languages, and technologies your customers use to access your site. They can also include data like age and gender, engagement and loyalty.

Use this outline to better understand the reports available to measure your marketing and sales goals.

**ACTIVE USERS REPORT**

Shows how many users had at least one session on your site in the last day, seven days, 14 days and 30 days.

**USE FOR**

- Analyzing if your marketing campaigns to drive users to your website from your social media or email have been effective. The number of active users should grow if you’ve been able to drive action.

**DEMOGRAPHICS AND INTERESTS REPORT**

Provides information about the age and gender of your users. Interests reports tell you about your users’ preferences for certain types of content like technology, music, travel or TV.

**USE FOR**

- Verifying that you’re reaching the right people.
- Making informed decisions about your marketing and content strategy.
**GEOGRAPHIC REPORT**

Provides anonymous information on a user’s location.

**USE FOR**

- Identifying potential new markets based on new user traffic to your website.
- Deciding whether to build awareness or invest in customer loyalty in particular locations.
- Identifying untapped markets to target with advertising.
- Analyzing areas with large audiences with lower than average performance to enhance your ads or website content.

**BEHAVIOR REPORT**

Highlights how often users visited and returned to your website, breaking it out by new and returning users.

**USE FOR**

- Measuring customer loyalty.
- Assessing your reach and promotional efforts with new users.
- Evaluating response to your content and retention efforts with returning users.