Google Analytics Training
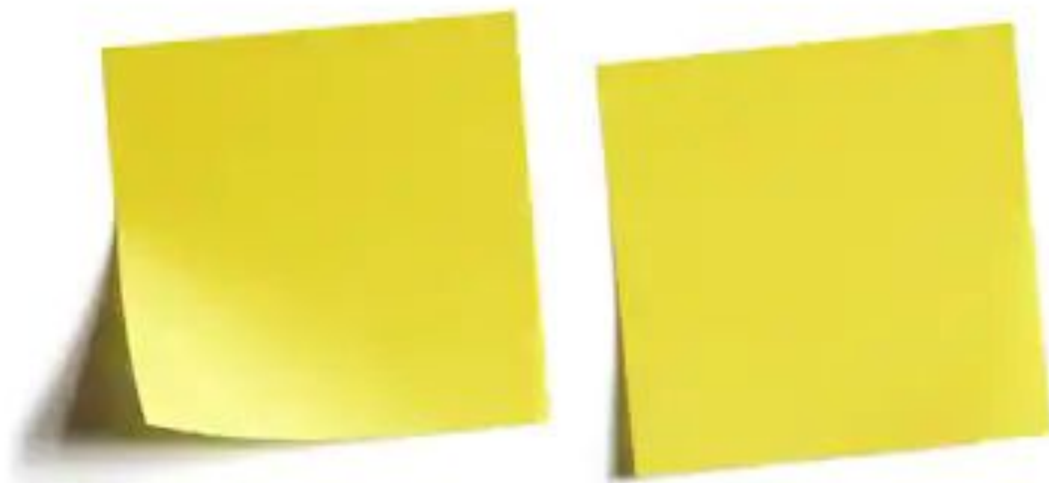
Presented by

What challenges do you have?

What challenges do you have?

1. Understanding who your website visitors are?

2. Understanding your most effective marketing channels?

3. Understanding what content on your website is the most popular?

4. Understanding where people go on your website?

What organisations often ask for...

"Some of use analytics fairly regularly but on an ad hoc basis, but others have never actually used it before."

"Even those of us who have used it before have never really had any proper training on it, and have just picked up things along the way."

"We know how to pull out some stats but don't always know what to do with these and how we can use them to evidence our impact. How can we truly measure the success of what we're doing?"

"User journeys – where do they land on the site, where do they go from there? How can we influence this?"

Goals - how they work, what they really mean and when are they appropriate to use?

Automated reports – a lot of the time we're looking up the same things. How can we set up reports that automatically pull this info for us e.g. on a monthly basis?

What we're covering today

1. Learning to love data
- Why your data is important
- Overview of basic reporting
- Run through of audience overview
- The left hand menu explained
- How Google Analytics categorises data
- Time period and Real Time

2. Interpreting your data
- Segmenting your data
- Traffic sources
- Behaviour flow
- Page views
- Comparing stats with last month / last year
- Identifying trends
- Turn data into decisions

3. What to report on
- What are the key metrics for your organisation?
- Translating key metrics into goals
- How to create a dashboard
- How to add widgets
- Sharing dashboards
- Adding commentary

4. Taking action on your data
- Why should people care?
- Turning information into positive change
- Feeding back into your marketing
- What next?
- Q&A
- Appendix: Understanding the lingo

Your trainer: Ben Matthews

Director of [empower agency](#), a digital marketing agency, with a focus on causes.

Specialist in paid media campaigns across Google, Facebook, Twitter, Instagram and YouTube.

Certified Google Analytics specialist.

Key roles:

2008-2011 - part of founding team at 33 Digital, one of UK's first social media agencies

2011-2012 - part of social media teams at London 2012 and American Express

2014-2020 - Founded empower, running campaigns for UNICEF, The Wildlife Trusts, RSPCA, UN Refugee Agency, JustGiving, Amnesty, Global Witness, CharityComms...

Training approach

- Practical examples using your data and website analytics

- Easy to understand - minimal jargon and key concepts explained

- Lots of time for Q&As - keep a note of any questions you have!

- Understandable when reviewing after the session, including links to key parts of Google Analytics

- Opportunity to follow up after training session
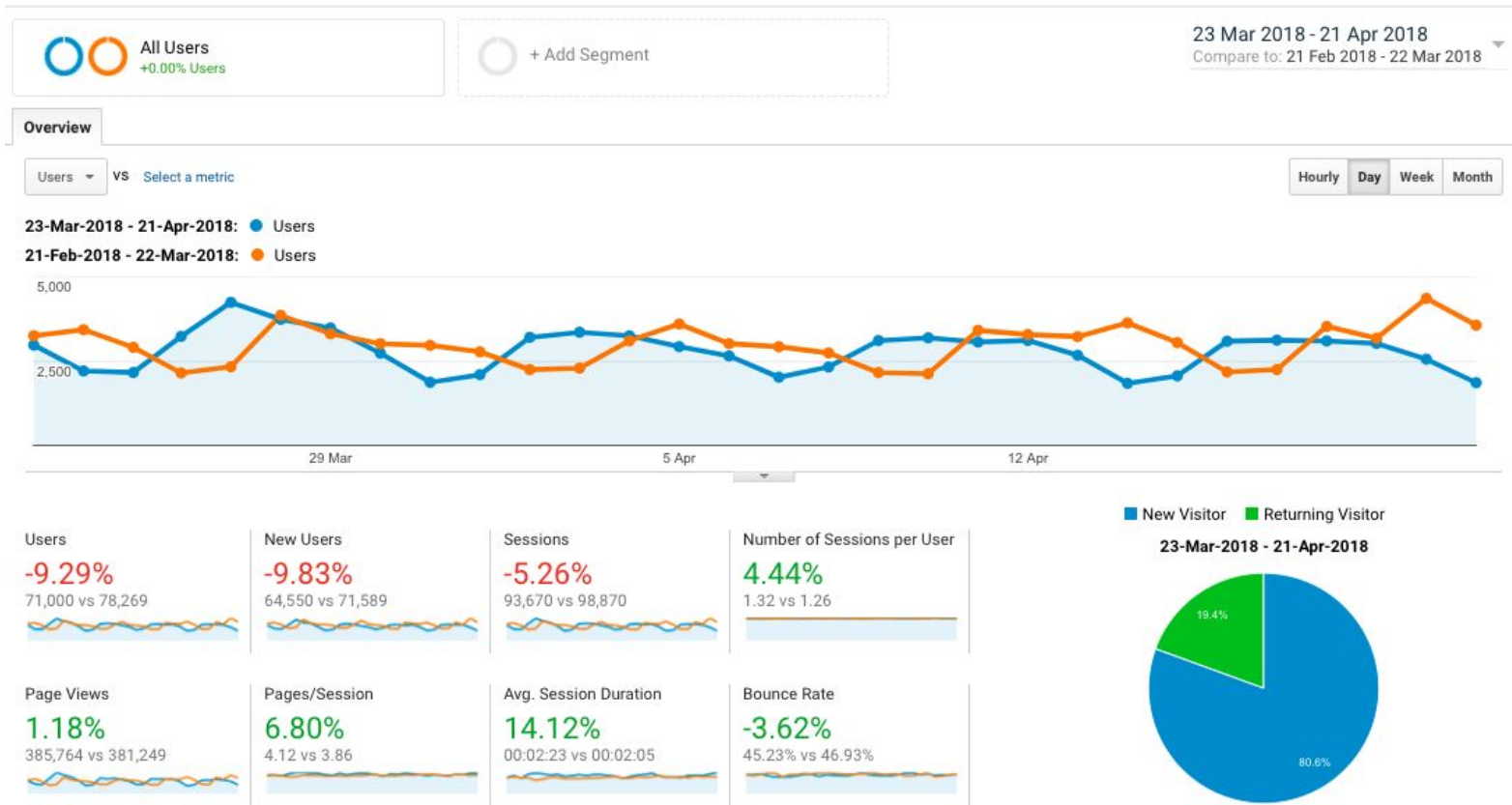
Section 1
Learning to
love data
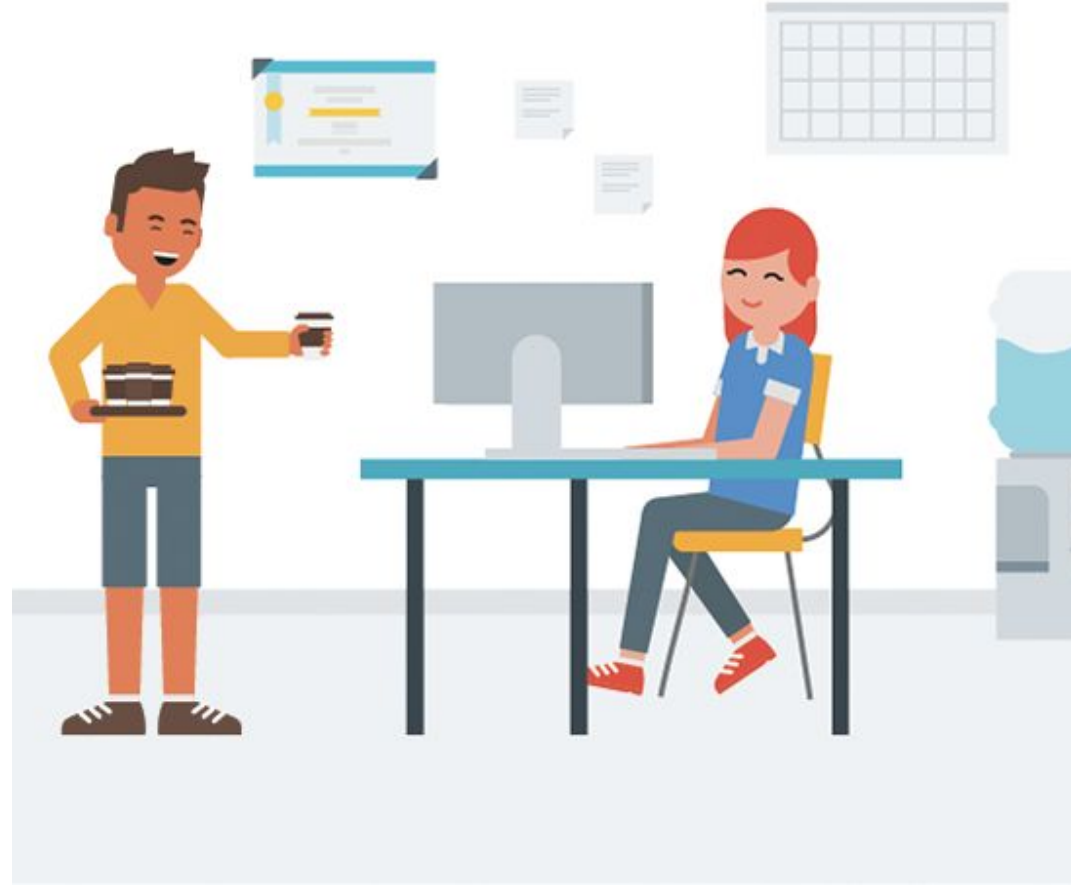
Why your data is important

1. Proving the impact of your marketing and fundraising activity

2. Showing which marketing channels are the most important by seeing where supporters come from to get to your website

3. Improving content by seeing which parts of the website get the most visits

4. Identifying issues by looking at how supporters navigate through the site

5. Track improvements over time and compare different periods

6. Measure performance of individual fundraising / awareness campaigns

7. Anything else?

Overview of basic reporting

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/visitors-overview/a59016003w93100341p96952650

Audience overview

The left-hand menu

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

- Useful summary of key metrics

- Create your own reports

- What's happening on the site right now?

- Who is visiting the site?

- How did they get to the site?

- Where did they go on the site?

- What actions did they take on the site?

The left-hand menu

👤 AUDIENCE

Overview

Active Users

Lifetime Value **BETA**

Cohort Analysis **BETA**

Audiences **NEW**

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

Audience reports: Understand who your audience members are, what their content interests are, and how they interact with the content you publish.

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/visitors-overview/a59016003w93100341p96952650

The left-hand menu

Acquisition reports: Glean insights on the search terms visitors are using to discover your content, and the specific sources of your traffic.

The left-hand menu

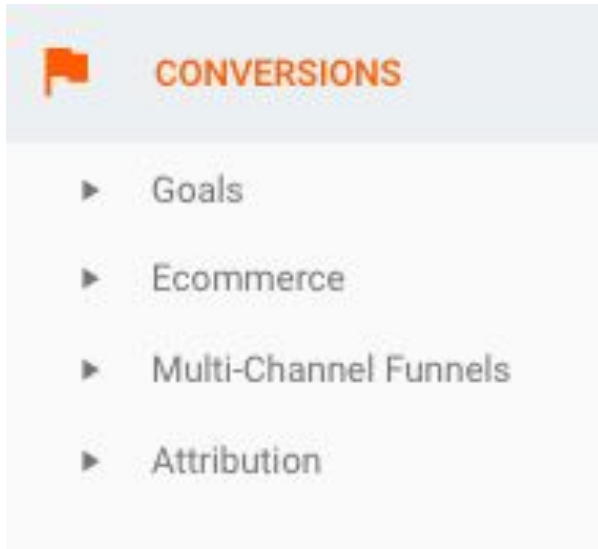|	
BEHAVIOR	
Overview	
Behavior Flow	
▶ Site Content	
▶ Site Speed	
▶ Site Search	
▶ Events	
▶ Publisher	
Experiments	

Behavior reports: Evaluate the actions of your site visitors, uncover ways to improve their user experience, and optimize the engagement potential of your content.

The left-hand menu

Conversion reports: Determine whether your content is helping your business achieve its marketing goals, and discover which content efforts are achieving the best results.

How Google Analytics categorises data

- By individual users

- By location - city / country

- By user segments - custom / predefined

- By device - mobile / tablet / desktop

- By channel / medium / source

- By behaviour - pages / goals

- By time - real time / day / week / month / year
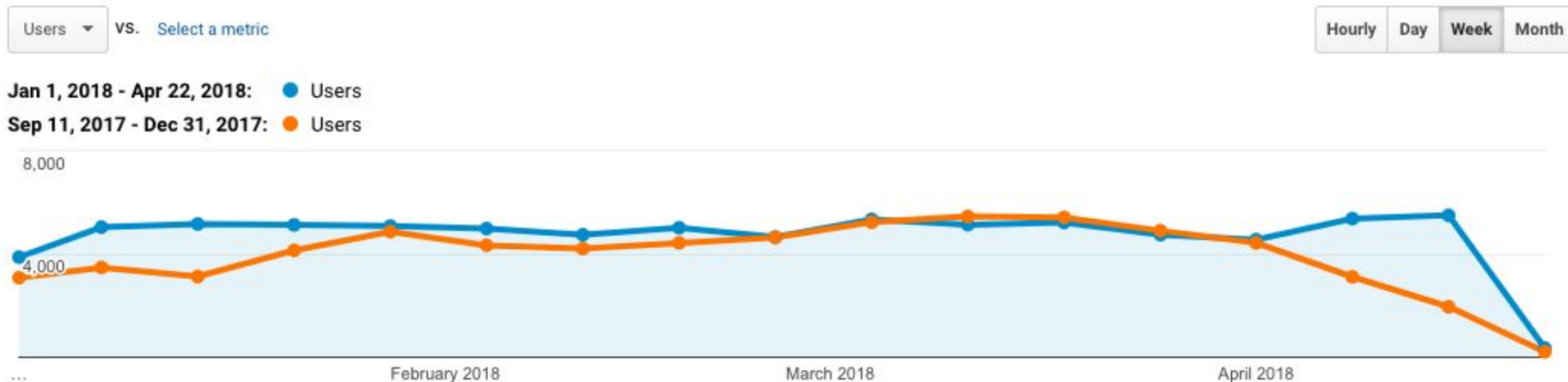
Time Period

Time Period

Hourly = Individual days

Days = Over a shorter period (weeks and months)

Weeks = Over a longer period (6 months+)

Month = Over a very long period (2 years+)

Real Time

Right now

3

active users on site

■ MOBILE ■ TABLET

| 67% | 33% |
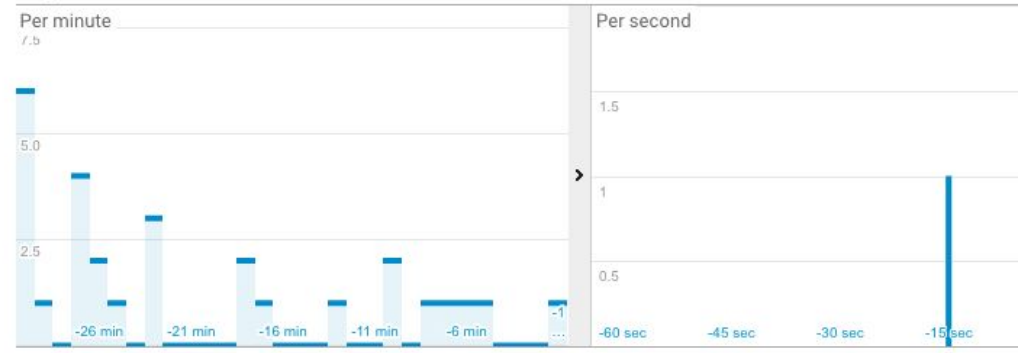
Top Referrals:

Source	Active Users ↓
There is no data for this view.	

Top Social Traffic:

Source	Active Users ↓
There is no data for this view.	

Top Keywords:

Keyword	Active Users ↓
1. (not provided)	1

Pageviews

Per minute

7.5

5.0

2.5

-26 min   -21 min   -16 min   -11 min   -6 min   -1...

Per second

1.5

1

0.5

-60 sec   -45 sec   -30 sec   -15 sec

Top Active Pages:

	Active Page	Active Users ↓	
1.	/commissioning-support	1	33.33%
2.	/practice_blog/night-police-scotland	1	33.33%
3.	/practice_blog/role-socia...ffectively-domestic-abuse	1	33.33%

Top Locations:

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/realtime/rt-overview/a59016003w93100341p96952650

Section 2
Interpreting your data

Segmenting your data

Segment Name	Created	Modified	
☑ ☆ All Users			Actions ▾
☐ ☆ Bounced Sessions			Actions ▾
☐ ☆ Converters			Actions ▾
☐ ☆ Desktop	Apr 20, 2015	Apr 20, 2015	Actions ▾
☐ ☆ Direct Traffic			Actions ▾
☐ ☆ Made a Purchase			Actions ▾
☐ ☆ Mobile + tablet	Apr 20, 2015	Apr 20, 2015	Actions ▾
☐ ☆ Mobile and Tablet Traffic			Actions ▾
☐ ☆ Mobile Traffic			Actions ▾

Segmenting your data

Traffic sources

Default Channel Grouping	Acquisition			Behavior			Conversions		
							Goal 1: Completed Wufoo application form		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Wufoo application form (Goal 1 Conversion Rate)	Completed Wufoo application form (Goal 1 Completions)	Completed Wufoo application (Goal 1 V
	19,124 % of Total: 100.00% (19,124)	16,430 % of Total: 100.01% (16,428)	26,199 % of Total: 100.00% (26,199)	54.80% Avg for View: 54.80% (0.00%)	2.34 Avg for View: 2.34 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)	<0.01% Avg for View: <0.01% (0.00%)	2 % of Total: 100.00% (2)	$0 % of 0.00% (
1. Organic Search	11,241 (56.76%)	9,201 (56.00%)	15,295 (58.38%)	52.70%	2.45	00:02:37	<0.01%	1 (50.00%)	$0.00 (
2. Direct	3,699 (18.68%)	3,362 (20.46%)	4,570 (17.44%)	55.30%	2.23	00:02:16	0.02%	1 (50.00%)	$0.00 (
3. Paid Search	2,780 (14.04%)	2,319 (14.11%)	3,446 (13.15%)	56.38%	2.26	00:01:54	0.00%	0 (0.00%)	$0.00 (
4. Social	1,499 (7.57%)	1,137 (6.92%)	2,085 (7.96%)	70.94%	1.64	00:01:38	0.00%	0 (0.00%)	$0.00 (
5. Referral	477 (2.41%)	348 (2.12%)	618 (2.36%)	43.37%	2.93	00:03:05	0.00%	0 (0.00%)	$0.00 (
6. Email	107 (0.54%)	63 (0.38%)	184 (0.70%)	41.85%	2.73	00:03:50	0.00%	0 (0.00%)	$0.00 (
7. (Other)	1 (0.01%)	0 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/acquisition-channels/a59016003w93100341p96952650/

Traffic sources - medium

		Source / Medium	Acquisition			Behavior		
			Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
			67,717 % of Total: 100.00% (67,717)	63,553 % of Total: 100.03% (63,534)	99,272 % of Total: 100.00% (99,272)	52.54% Avg for View: 52.54% (0.00%)	2.43 Avg for View: 2.43 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
☐	1.	google / organic	35,084 (49.04%)	31,111 (48.95%)	49,702 (50.07%)	52.59%	2.41	00:02:30
☐	2.	google / cpc	14,389 (20.11%)	12,770 (20.09%)	18,272 (18.41%)	54.99%	2.29	00:01:51
☐	3.	(direct) / (none)	12,500 (17.47%)	12,055 (18.97%)	16,347 (16.47%)	54.22%	2.27	00:02:18
☐	4.	bing / organic	3,977 (5.56%)	3,220 (5.07%)	6,637 (6.69%)	37.32%	3.56	00:03:36
☐	5.	m.facebook.com / referral	1,331 (1.86%)	1,082 (1.70%)	1,696 (1.71%)	70.58%	1.27	00:00:51
☐	6.	t.co / referral	1,317 (1.84%)	1,066 (1.68%)	2,485 (2.50%)	62.17%	2.09	00:02:26
☐	7.	SafeLives news / email	305 (0.43%)	188 (0.30%)	478 (0.48%)	43.31%	2.47	00:03:27
☐	8.	yahoo / organic	205 (0.29%)	182 (0.29%)	286 (0.29%)	47.90%	2.45	00:02:39
☐	9.	uk.search.yahoo.com / referral	169 (0.24%)	140 (0.22%)	271 (0.27%)	47.23%	2.46	00:02:51
☐	10.	facebook.com / referral	145 (0.20%)	104 (0.16%)	305 (0.31%)	46.89%	2.99	00:04:56

Sidebar navigation: Search reports and help / AUDIENCE / ACQUISITION / Overview / All Traffic / Channels / Treemaps / Source/Medium / Referrals / AdWords / Search Console / Social / Campaigns / BEHAVIOR / CONVERSIONS

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/trafficsources-all-traffic/a59016003w93100341p96952650/

Page views
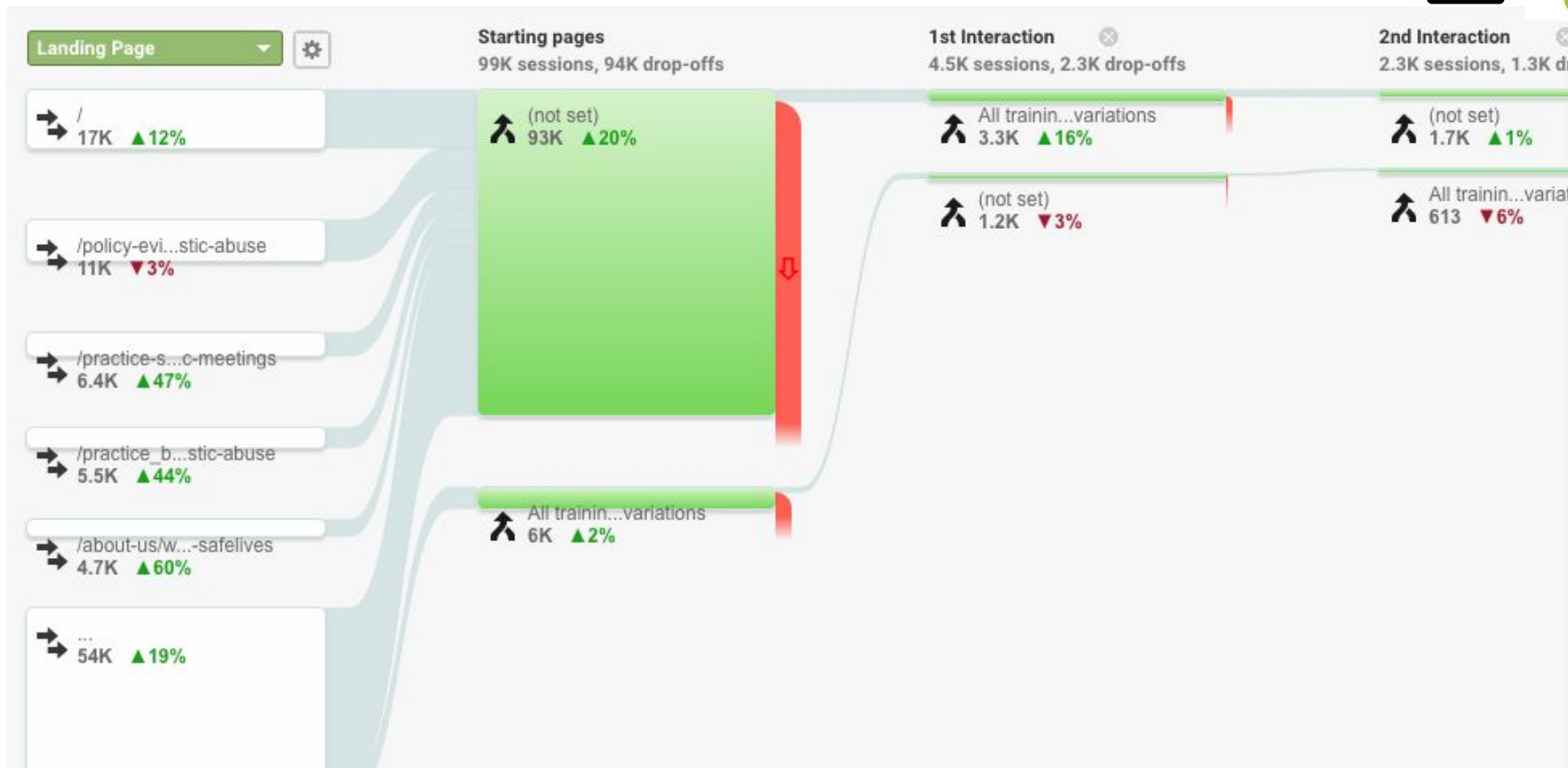
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	240,972 % of Total: 100.00% (240,972)	191,488 % of Total: 100.00% (191,488)	00:01:41 Avg for View: 00:01:41 (0.00%)	98,849 % of Total: 100.00% (98,849)	52.54% Avg for View: 52.54% (0.00%)	41.02% Avg for View: 41.02% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1. /	22,944 (9.52%)	18,682 (9.76%)	00:01:08	17,258 (17.46%)	26.74%	32.19%	$0.00 (0.00%)
2. /policy-evidence/about-domestic-abuse	15,680 (6.51%)	12,299 (6.42%)	00:01:25	11,015 (11.14%)	55.40%	56.19%	$0.00 (0.00%)
3. /practice-support/resources-marac-meetings	9,325 (3.87%)	7,747 (4.05%)	00:01:28	6,403 (6.48%)	63.38%	53.09%	$0.00 (0.00%)
4. /about-us/work-safelives	6,988 (2.90%)	6,082 (3.18%)	00:03:16	4,506 (4.56%)	64.20%	71.18%	$0.00 (0.00%)
5. /practice_blog/role-social-workers-responding-effectively-domestic-abuse	6,189 (2.57%)	5,588 (2.92%)	00:05:46	5,526 (5.59%)	83.09%	86.44%	$0.00 (0.00%)
6. /practice-support/resources-identifying-risk-victims-face	5,572 (2.31%)	4,278 (2.23%)	00:02:55	2,608 (2.64%)	48.08%	53.70%	$0.00 (0.00%)
7. /training/if-you-work-idva/idva-training	5,215 (2.16%)	4,427 (2.31%)	00:03:10	2,886 (2.92%)	49.93%	55.15%	$0.00 (0.00%)
8. /training	5,190 (2.15%)	4,024 (2.10%)	00:00:44	2,258 (2.28%)	28.49%	25.30%	$0.00 (0.00%)
9. /news-views/real-life-stories	4,291 (1.78%)	2,754 (1.44%)	00:00:43	2,245 (2.27%)	41.65%	36.08%	$0.00 (0.00%)
10. /training/frontline-professionals	4,207 (1.75%)	3,145 (1.64%)	00:00:28	417 (0.42%)	21.58%	9.65%	$0.00 (0.00%)

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/content-pages/a59016003w93100341p96952650

Behaviour flow

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/content-engagement-flow/a59016003w93100341p96952650/

Comparing stats with last month / year
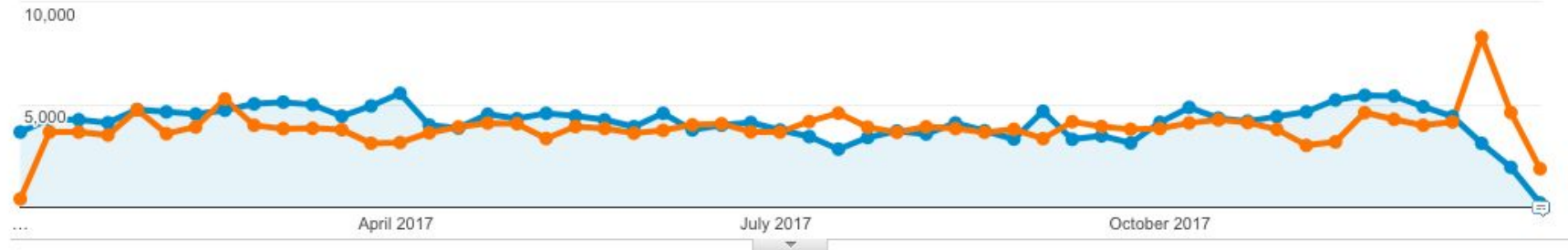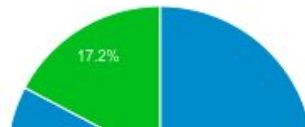
Identifying trends

- Has there been an increase in traffic to certain pages?

- Has there been an increase in enquiries generated from certain pages?

- Has there been an increase in traffic from certain social media channels?

- Which channels generate the highest ROI?

Remember:

- Track trends over 3 months minimum
- Add comparison to your data trends
- Segment data where possible
- Add commentary and annotations

Turn data into decisions

Follow this 5-step decision making process:

1. Formulate an idea about your content performance.

2. Determine a question you can ask to support this idea.

3. Create the report that will provide the data to answer that question.

4. Take action based on your analysis of that data.

5. Measure the results of the actions you take against the data you gathered.

Examples of analysing data
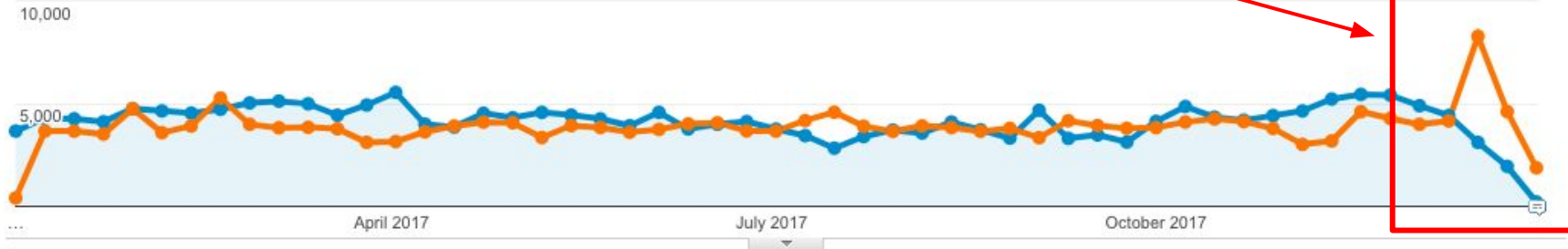
Examples of analysing data

Monday, December 18, 2017
■ Users: 694
Saturday, December 17, 2016
■ Users: 4,933
Change: -85.93%

ACQUISITION

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Source / Medium ?	Acquisition	
	Users ? ↓	
	4,932 % of Total: 100.00% (4,932)	
1. (direct) / (none)	4,718 (95.56%)	
2. google / cpc	114 (2.31%)	
3. google / organic	80 (1.62%)	

Top pages changes

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	9.18% ▲	10.40% ▲	0.20% ▲	13.20% ▲	1.65% ▼
	193,840 vs 177,542	154,003 vs 139,501	00:01:39 vs 00:01:39	79,081 vs 69,861	52.14% vs 51.30%
1. /					
Jan 1, 2018 - Mar 31, 2018	18,457 (9.52%)	15,058 (9.78%)	00:01:09	13,925 (17.61%)	27.32%
Oct 3, 2017 - Dec 31, 2017	15,507 (8.73%)	12,809 (9.18%)	00:01:07	11,871 (16.99%)	27.77%
% Change	19.02%	17.56%	2.99%	17.30%	-1.64%
2. /policy-evidence/about-domestic-abuse					
Jan 1, 2018 - Mar 31, 2018	13,531 (6.98%)	10,642 (6.91%)	00:01:24	9,592 (12.13%)	55.85%
Oct 3, 2017 - Dec 31, 2017	15,613 (8.79%)	12,202 (8.75%)	00:01:27	11,268 (16.13%)	54.91%
% Change	-13.34%	-12.78%	-4.32%	-14.87%	1.71%
3. /practice-support/resources-marac-meetings					
Jan 1, 2018 - Mar 31, 2018	7,601 (3.92%)	6,325 (4.11%)	00:01:27	5,224 (6.61%)	63.27%
Oct 3, 2017 - Dec 31, 2017	5,861 (3.30%)	4,849 (3.48%)	00:01:21	3,806 (5.45%)	62.09%
% Change	29.69%	30.44%	8.14%	37.26%	1.90%

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/content-pages/a59016003w93100341p96952650/

Top channels changes

Source / Medium	Acquisition			Behavior			Conversions Goal 1: Completed Wufoo application form ▾		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Wufoo application form (Goal 1 Conversion Rate)	Completed Wufoo application form (Goal 1 Completions)	Completed Wufoo application form (Goal 1 Value)
	13.02% ▲ 55,818 vs 49,386	13.69% ▲ 51,296 vs 45,121	13.22% ▲ 79,405 vs 70,134	1.65% ▼ 52.14% vs 51.30%	3.57% ▼ 2.44 vs 2.53	5.57% ▼ 00:02:24 vs 00:02:33	87.96% ▼ 0.03% vs 0.22%	86.36% ▼ 21 vs 154	0.00% $0.00 vs $0.00
1. google / organic									
Jan 1, 2018 - Mar 31, 2018	28,567 (48.97%)	24,959 (48.66%)	39,600 (49.87%)	52.30%	2.43	00:02:28	0.01%	4 (19.05%)	$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	21,998 (42.95%)	19,218 (42.59%)	31,179 (44.46%)	49.64%	2.59	00:02:47	0.20%	61 (39.61%)	$0.00 (0.00%)
% Change	29.86%	29.87%	27.01%	5.36%	-6.38%	-11.45%	-94.84%	-93.44%	0.00%
2. google / cpc									
Jan 1, 2018 - Mar 31, 2018	12,470 (21.37%)	11,056 (21.55%)	15,730 (19.81%)	55.02%	2.28	00:01:50	0.03%	4 (19.05%)	$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	13,106 (25.59%)	11,997 (26.59%)	16,475 (23.49%)	54.31%	2.36	00:01:54	0.05%	8 (5.19%)	$0.00 (0.00%)
% Change	-4.85%	-7.84%	-4.52%	1.31%	-3.16%	-3.17%	-47.63%	-50.00%	0.00%
3. (direct) / (none)									
Jan 1, 2018 - Mar 31, 2018	9,912 (16.99%)	9,520 (18.56%)	12,836 (16.17%)	54.19%	2.25	00:02:17	0.08%	10 (47.62%)	$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	8,595 (16.78%)	8,218 (18.21%)	11,235 (16.02%)	54.96%	2.34	00:02:25	0.21%	24 (15.58%)	$0.00 (0.00%)
% Change	15.32%	15.84%	14.25%	-1.40%	-3.72%	-5.62%	-63.53%	-58.33%	0.00%
4. bing / organic									
Jan 1, 2018 - Mar 31, 2018	3,273 (5.61%)	2,602 (5.07%)	5,279 (6.65%)	36.75%	3.64	00:03:42	0.06%	3 (14.29%)	$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	2,545 (4.97%)	1,999 (4.43%)	3,969 (5.66%)	35.25%	3.57	00:03:38	0.78%	31 (20.13%)	$0.00 (0.00%)
% Change	28.61%	30.17%	33.01%	4.26%	1.95%	1.90%	-92.72%	-90.32%	0.00%

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/report/trafficsources-all-traffic/a59016003w93100341p96952650/

Section 3
What to report on
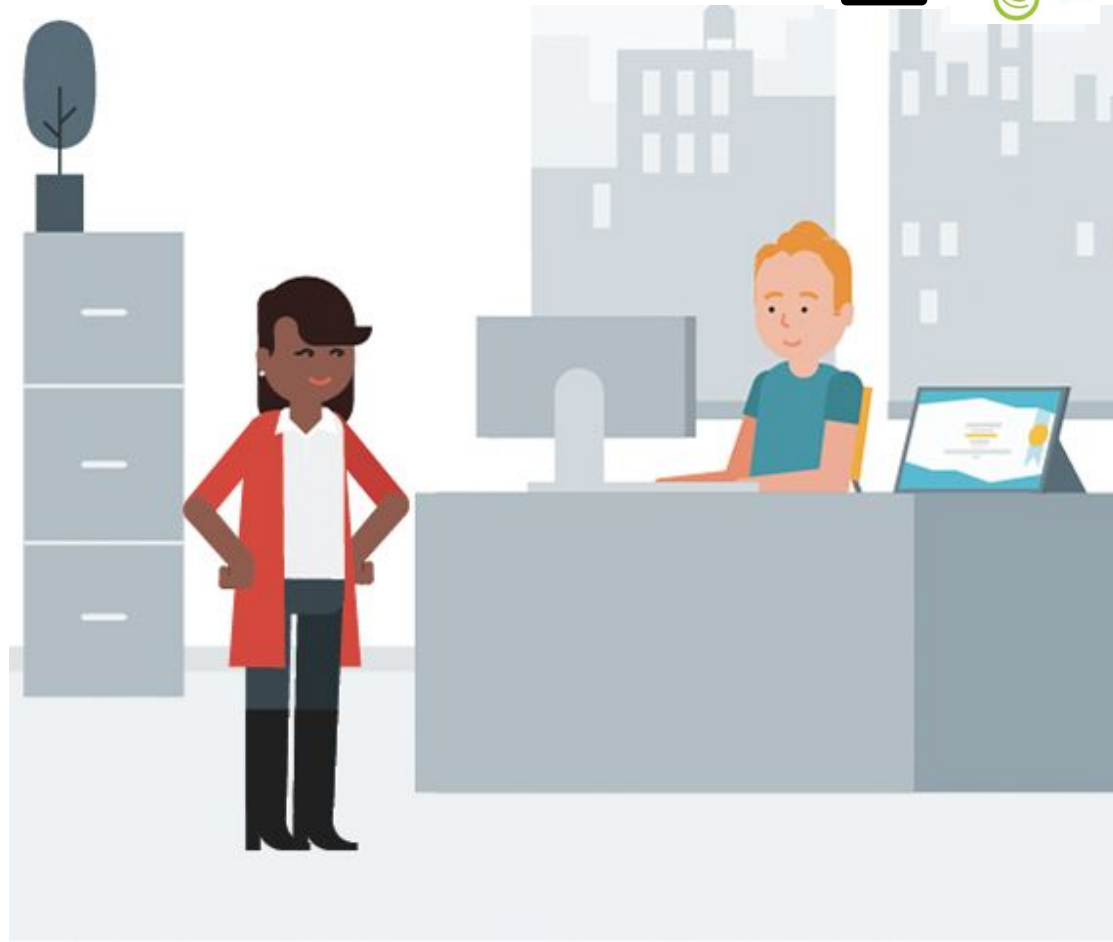
What are the key metrics for you?

- Donations

- Contacts made through website

- Training enquiries

- Newsletter signups

- Traffic to certain pages

- New user acquisition

- Performance of marketing channels

- Overall growth in traffic over time

Translating key metrics into goals

Analytics link: https://analytics.google.com/analytics/web/?authuser=7#/a59016003w93100341p96952650/admin/goals/

Translating key metrics into goals

How to create a dashboard

Example Dashboard

+ Add Widget   Share ▾   Email   Export ▾   Customize Dashboard   Delete Dashboard

◯ All Users
100.00% Sessions

◯ + Add Segment

New Users

● New Users

1,000

500

... Apr 16 Apr 17 Apr 18 Apr 19 Apr 20 Apr 21

Users

● Users

1,200

600

... Apr 16 Apr 17 Apr 18 Apr 19 Apr 20 Apr 21

Sessions

Sessions by Browser

Browser	Sessions
Chrome	2,719
Internet Explorer	1,610
Safari	1,400
Edge	440

How to add widgets

Add a Widget   ×

Widget title:

New Widget

Standard:

| 2.1 METRIC | TIMELINE | GEOMAP | TABLE | PIE | BAR |

Real-time:

| 2.1 COUNTER | TIMELINE | GEOMAP | TABLE |

Show the following metric:

Add a **metric**

Filter this data:

Add a filter

Link to Report or URL:

Save   Cancel   Clone widget

Sharing dashboards

Example Dashboard

Mar 23, 2017 - Apr 21, 2018

+ Add Widget   Share ▾   **Email**   Export   Customize Dashboard   Delete Dashboard

Create new annotation

○ All Users
100.00% Sessions

New Users

● New Users
2,000

1,000

A...   July 2017   Octob   January 2018   April 2018
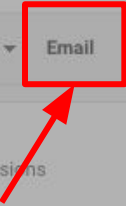
Email Report: *Example Dashboard*   ✕

From   safelivescharity@gmail.com

To

Subject   Example Dashboard

Attachments   ⅄ PDF   EXAMPLE DASHBOARD

Frequency   Weekly ▾   Day of Week: S   M   T   W   T   F   S

Change day and frequency

▸ ADVANCED OPTIONS

Enter email text...

Send   Cancel
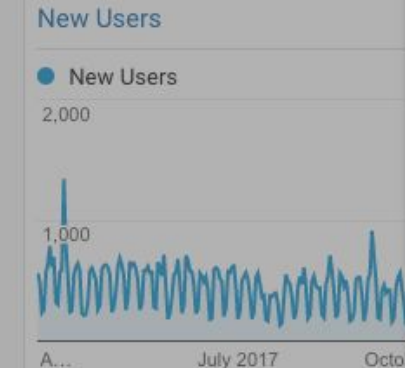
Adding commentary
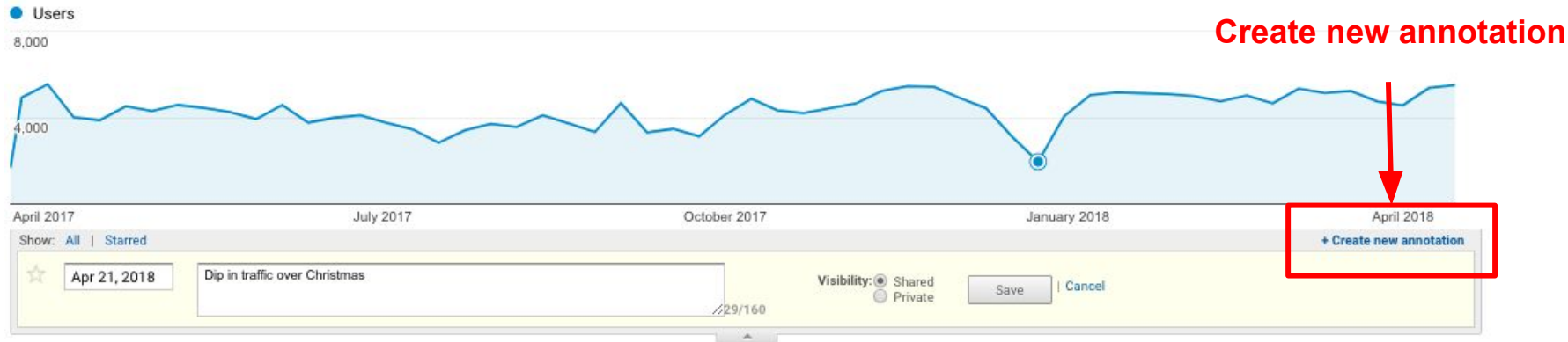
Section 4
Taking action on your data
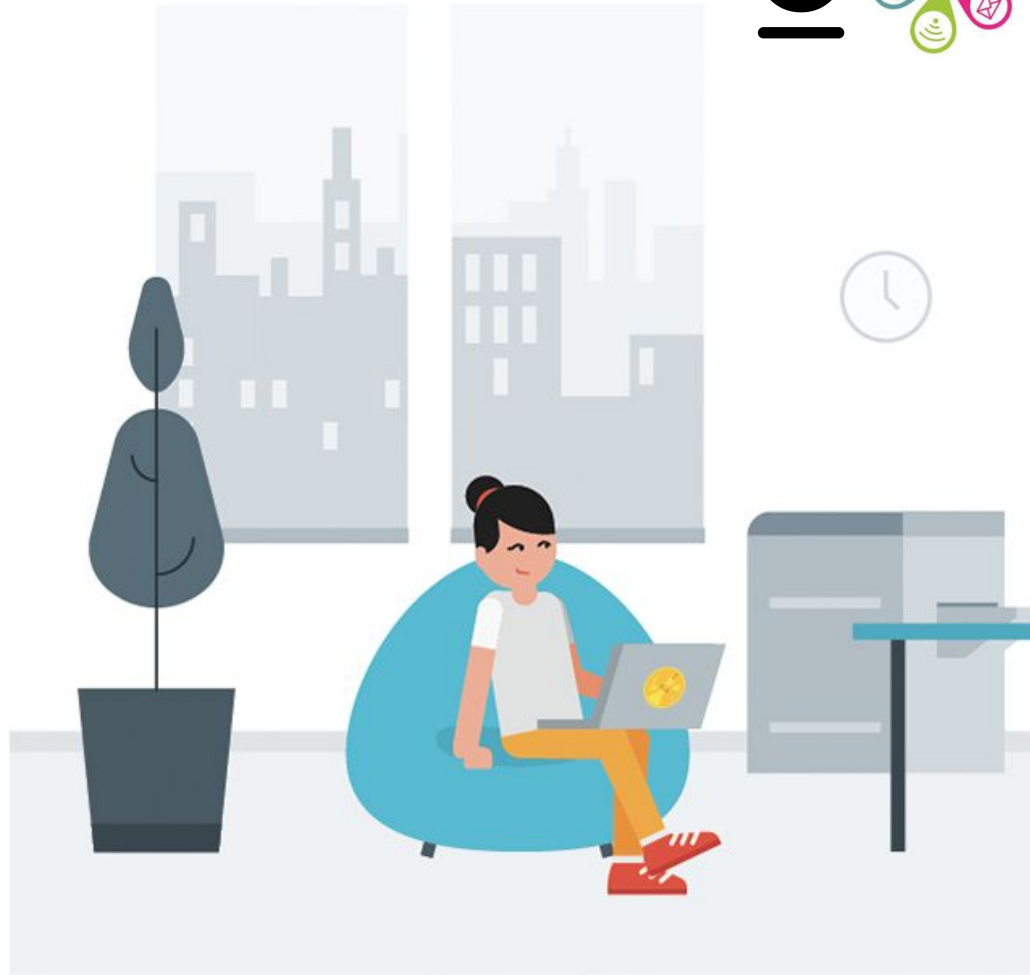
Why should people care?

- Prove the impact of your marketing and fundraising activity
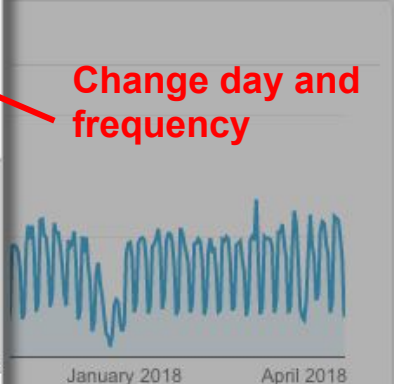
- Show which marketing channels are the most important by seeing where supporters come from to get to your website

- Improve content by seeing which parts of the website get the most visits

- Identify issues by looking at how supporters navigate through the site

- Track improvements over time and compare different periods

- Measure performance of individual fundraising / awareness campaigns and benchmark performance for future campaigns

Feeding back into your marketing

- Which channels are driving the right traffic?

- Which channels are underperforming?

- Which pages are generating traffic?

- Which pages are losing traffic?

- What content gaps are there?

- Who is your average user?

- What has been the ROI of marketing activity?

Turning information into positive change

- Empower your teams

- Report across functions

- Regularly review data

- Regularly assess ROI / impact

- Show improvements in results

- Give feedback on strongly performing content

- Encourage wider team to ask questions

What next?

- Create goals for your team

- Create a dashboard for your team

- Review key metrics as part of monthly review

- Dig into data to see what has worked before

- Look at underperforming content and track improvements

- Look at behaviour flow and identify issues

- Educate your wider team on the analytics work you are doing

Q&A

empower

Say hello

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Understanding the lingo

Entrances: the number of times visitors entered your site through a specific page or set of pages.

Page Impression: a page is loaded or reloaded by a user.

Sessions: the activity by a unique user in one visit to your site

Visits: the total number of visits to your site, from unique or repeat visitors.

Unique Visitors: the number of unduplicated visitors to your website over the course of a specified time period.

Link: https://econsultancy.com/blog/66230-a-beginner-s-dictionary-of-google-analytics

Understanding the lingo

Bounce: A bounce is reported when a user's session only contains a single pageview. The idea is that someone comes to your website and they 'bounce' away and leave after only viewing a single page.

Bounce Rate: Bounce rate is the percentage of sessions with a single pageview

Channel: Channels provide top-level groupings of your inbound marketing. For example, the default channel grouping includes 'Organic Search', 'Paid Search', 'Social' and 'Email'.

Link: https://econsultancy.com/blog/66230-a-beginner-s-dictionary-of-google-analytics

Understanding the lingo

Conversion: A conversion is reported whenever a user completes a goal or makes a purchase during a session.

CPC: Cost-per-click or CPC refers to people clicking through to your website from paid ads.

Device
Device category allows you to view performance based on the different devices people are using to experience your website. You can see sessions occurring on desktop (which also includes laptop devices), tablet and mobile.

Link:

Understanding the lingo

Goal: Goals are used to track desired actions on your website. For example, subscribing to your email newsletter, submitting an inquiry or registering as a member. Goals can be configured inside Google Analytics and can be based on people traveling to a particular page (or pages), triggering an event, sessions of a certain duration or viewing a certain number of pages.

Keyword: Google Analytics provide details about the keywords people use to find your website. The organic keywords report shows you the terms people used to find your website when clicking on a free result from a search engine.

Link: https://econsultancy.com/blog/66230-a-beginner-s-dictionary-of-google-analytics

Understanding the lingo

Landing Page: The landing page is the first page viewed during a session, or in other words, the entrance page. It can be useful to review your landing pages to understand the most popular pages people view.

Referral: A referral is reported when a user clicks through to your website from another third-party website. The referrals report allows you to see all of the websites (by domain) that are sending you traffic.

UTM Tag: UTM tags are the individual query parameters used to make up a campaign tagged URL. UTM stands for 'Urchin Traffic Monitor' (Urchin was the precursor to Google Analytics).

Link: https://econsultancy.com/blog/66230-a-beginner-s-dictionary-of-google-analytics

Thank you!

superhighways
harnessing technology for community benefit

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