Google Analytics Cheat Sheet

The new and improved, semi-definitive guide to getting the most out of Google Analytics.

Getting Started

INSTALLING GOOGLE ANALYTICS

Once you create your account you'll want to locate your Tracking ID by going to **Admin > Tracking Info > Tracking Code**. Then you can either install the gtag.js script provided there or copy your Tracking ID and create a Google Analytics Variable in Google Tag Manager.
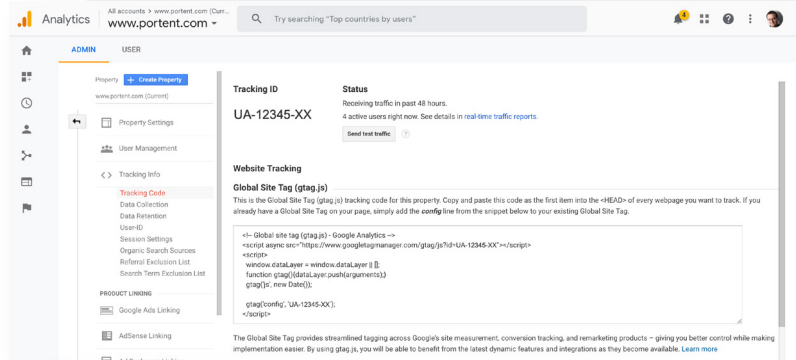
EVENT TRACKING

Using Google Tag Manager, you can listen for any clicks or form fills that occur on your site and send an event to Google Analytics when those things happen. This is really useful for actions a user can take that don't result in a unique URL in the browser.
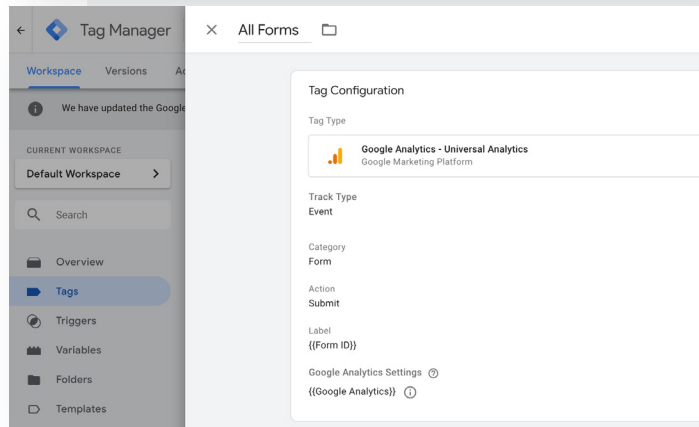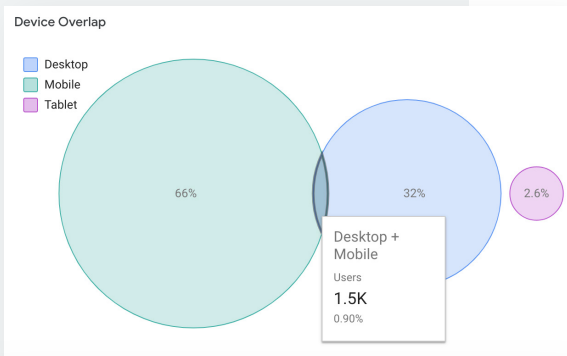
Metrics

USERS

In the Summer of 2018, Google announced cross-device capabilities through Google Signals. It utilizes Chrome login to tie in user behavior across devices.

Enabling this might lower your User baseline, but you can be sure it's a more accurate user count.

AVG. SESSION DURATION

Formerly known as Avg. Time on Site, Avg. Session Duration counts anyone who Bounces as a zero. So be sure to apply a Non-Bounce Segment to understand how much time people who see more than one page are spending on your site.

Device Overlap

- Desktop
- Mobile
- Tablet

66%

32%

2.6%

Desktop + Mobile
Users
1.5K
0.90%

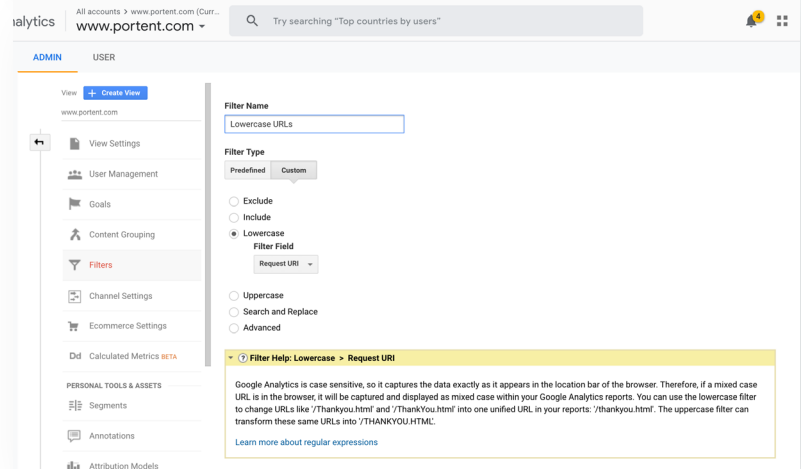|			Behavior				Conversions	
w Users	Sessions		Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate		
45,409 % of Total: 100.00% (45,409)	63,644 % of Total: 100.00% (63,644)		86.04% Avg for View: 86.04% (0.00%)	1.31 Avg for View: 1.31 (0.00%)	00:00:52 Avg for View: 00:00:52 (0.00%)	4.75% Avg for View: 4.75% (0.00%)		
6,097 % of Total: .43% (45,409)	8,882 % of Total: 13.96% (63,644)		0.00% Avg for View: 86.04% (-100.00%)	3.22 Avg for View: 1.31 (145.77%)	00:06:08 Avg for View: 00:00:52 (615.05%)	33.99% Avg for View: 4.75% (615.13%)		

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Filters

IP ADDRESSES

Make sure you aren't polluting your Google Analytics data with internal traffic from your business or vendors you work with. Build a list of IP addresses you use regular by searching "what is my IP" on Google and excluding it from your traffic with a view-level filter.
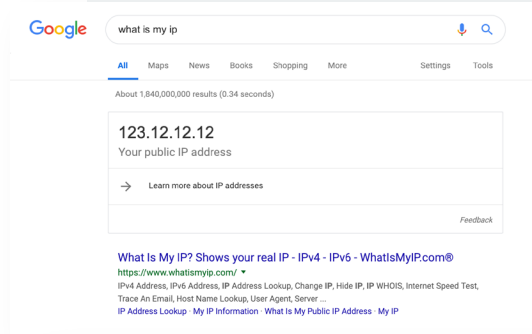
LOWERCASE

Incoming URLs with camel-case (e.g. example.com/ImportantPage) can create multiple line items in your content reports for the same pages. Be sure to employ a lowercase filter to solve for that.

Analyzing Reports

SECONDARY DIMENSION

Almost all reports in Google Analytics can become infinitely more useful by adding a secondary dimension. Start by using it to find the top performing source and landing page combinations.

WEIGHTED SORT

You can also use weighted sort to help surface pages with high and low conversion rates that apply to a lot of sessions instead of just a few.

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Quirks

DATA SAMPLING

The free version of Google Analytics employs sampling, usually when the number of sessions in your date range exceeds 500K and you try to apply any filters or segments to your data.

This means Google is using a sample of your total sessions to extrapolate what it thinks happened with the rest of the sessions.

DIRECT VS. DIRECT IN MULTI-CHANNEL FUNNELS

In most reports, Google Analytics operates on a Last Non-Direct Click attribution model. So if a user comes to your site via Paid Search and then comes back directly to convert, the Paid campaign would get credit.

But in the multi-channel funnels report, Google Analytics operates on a true Last Click model where in that previously mentioned scenario, Direct would get the credit for the conversion.

TAGGING CAMPAIGNS

For the most part, Google Analytics can detect incoming traffic sources with a fair amount of accuracy, especially unpaid sources and Google Ads. But for things like email campaigns and social media traffic, you'll need to use links with UTM parameters for Google Analytics to distinguish this traffic from random referrals.

RESOURCES

To learn more about using Google Analytics and Google Tag Manager, visit Google's Analytics Academy and take their free online courses. You can also stay tuned to the analytics section of the Portent Blog for more of our commentary on developments in the industry.

All Traffic

This report is based on 85.26% of sessions. Learn more

Greater precision

All U
100.0

MCF Channel Grouping		Last Interaction		First Interaction		% change in Conversions
		Conversions	Conversion Value	Conversions	Conversion Value	First Interaction
1.	Organic Search	333,666.00 (40.58%)	$580,471.51 (38.67%)	384,581.00 (46.77%)	$739,878.01 (49.29%)	15.26%
2.	Direct	270,150.00 (32.86%)	$512,204.66 (34.13%)	200,389.00 (24.37%)	$294,365.89 (19.61%)	-25.82%
3.	Paid Search	189,414.00 (23.04%)	$365,976.78 (24.38%)	205,985.00 (25.05%)	$420,917.21 (28.04%)	8.75%
4.	Referral	12,762.00 (1.55%)	$25,574.60 (1.70%)	13,433.00 (1.63%)	$27,749.16 (1.85%)	5.26%
5.	Email	7,767.00 (0.94%)	$5,807.98 (0.39%)	8,627.00 (1.05%)	$6,392.94 (0.43%)	11.07%
6.	Social Network	5,735.00 (0.70%)	$6,958.68 (0.41%)	6,033.00 (0.73%)	$7,022.76 (0.47%)	5.18%

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

https://www.example.com/?utm_source=newsletter&utm_medium=email&utm_campaign=spring-2019

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

📋 Copy URL   🌐 Convert URL to Short Link (authorization required)