Drexel Enterprise Google Analytics Overview
August 22, 2017
Agenda

1. Seer Interactive Analytics Intro and Background (15 minutes)

2. Seer Preset Google Analytics Views (25 minutes)

3. Google Analytics Reporting Features (1 hour)

4. Questions (20 minutes)
Objectives

At the end of this workshop, you should walk away with:

1. An understanding of Seer’s Google Analytics view setup
2. Knowledge of how to utilize basic Google Analytics reports
3. The ability to create basic Google Analytics dashboards, custom reports, and alerts
Analytics Intro and Background
Your Seer Team

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Drexel Analytics Setup
Drexel Analytics Setup
Seer Standard Tracking

- Pageview
- External Link Clicks
- File Link Clicks
- Email Link Clicks
- Phone Link Clicks
- Social Profile Clicks/Shares
Seer Drexel Tracking

- FORM SUBMISSIONS
- RMI
- SLATE
- EVENT SIGN-UP
- CLICK TRACKING
- COMMON APP
- LSAC
- MAKE A GIFT
Seer Preset Google Analytics Views
## Seer Preset Views

<table>
<thead>
<tr>
<th>SEER VIEW</th>
<th>PURPOSE</th>
<th>USE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw View</td>
<td>• Pure data backup</td>
<td>No</td>
</tr>
<tr>
<td>Test View</td>
<td>• Testing filters prior to roll-out</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>• Testing goals prior to roll-out</td>
<td></td>
</tr>
<tr>
<td>Organic View</td>
<td>• Purely organic traffic</td>
<td>Maybe</td>
</tr>
<tr>
<td>Overall View</td>
<td>• All traffic sources</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>• Reporting view</td>
<td></td>
</tr>
</tbody>
</table>

*External vs. Internal Views split out based on Drexel service provider*
Jump to Google Analytics
Google Analytics Reporting Features
## Basic Google Analytics Reports

<table>
<thead>
<tr>
<th>GOOGLE ANALYTICS AREA</th>
<th>PURPOSE</th>
</tr>
</thead>
</table>
| **Audience**          | ● Location data for users  
● User characteristics (frequency, recency, user type)  
● Technology information (mobile vs. non, browser, etc.) |
| **Acquisition**       | ● Shows how users are reaching your site  
● Details of prominent campaigns  
● Information for AdWords, Google Search Console, etc. |
| **Behavior**          | ● Answers what areas users are exploring your site  
● Shows their actions on site: site search, events triggered, etc. |
## Google Analytics Tips

<table>
<thead>
<tr>
<th>GOOGLE ANALYTICS TIP</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Secondary Dimensions</td>
<td>• Pull in comparison information for common areas, i.e. landing page w/ source, region w/ mobile device type, campaign w/ user type</td>
</tr>
<tr>
<td></td>
<td>• Allows for richer comparison of overall data</td>
</tr>
<tr>
<td>2 - Filtered Reports</td>
<td>• Allows you to include and exclude data based on dimensions and metric set-ups</td>
</tr>
<tr>
<td></td>
<td>• Customizable set-up to pull and compare the data that you need</td>
</tr>
<tr>
<td>3 - Absolute Change Sort</td>
<td>• By default, Google Analytics shows data highest to lowest by metrics selected</td>
</tr>
<tr>
<td></td>
<td>• For comparisons, absolute change sort allows you to quickly find the biggest areas of growth easily, or vice-versa</td>
</tr>
</tbody>
</table>
Exporting and Sharing Reports

Everything available in the top right hand corner!
Jump to Google Analytics
Google Analytics Dashboards
Google Analytics Dashboards

Benefits:
1. High-level overview of data
2. Customizable based on your data
3. Various visualizations available

Limitations:
1. Only 12 widgets per dashboard
2. Limitations based on visualizations
3. Date range limitations in widgets
Jump to Google Analytics
Google Analytics Custom Reports

Create Custom Report

General Information

Title: New Custom Report

Report Content

Report Tab
Name: Report Tab
Type: Explorer

Metric Groups
Metric Group
+ add metric

+ Add metric group

Dimension Drilldowns
+ add dimension

Filters - optional
+ add filter

Views - optional
All views associated with this account
1 view selected

Save  Cancel
Google Analytics Custom Reports

**Benefits:**
1. Customizable over standard Google Analytics reports
2. Various report types (explorer, flat table, map overlay)

**Limitations:**
1. One filter set-up per custom report
2. Possibility of sampling based on complexity
Jump to Google Analytics
Google Analytics Custom Alerts

Alert name: 

Apply to: 1a) Seer - LeBow - Overall External - 06.02.17 and 0 other views

Period: Day

- Send me an email when this alert triggers.
- Setup your mobile phone to receive a text message about intelligence Alerts

Alert Conditions
This applies to
- All Traffic
- Alert me when
  - Sessions
    - Condition: Is less than
    - Value

Save Alert Cancel
Google Analytics Custom Alerts

**Benefits:**
1. Be alerted as critical metric thresholds are passed
2. Flexibility of views & email addresses
3. Mobile phone text messages

**Limitations:**
1. Cannot interpret intent of alert, only that it happened
2. Experimentation with conditions and thresholds likely needed
Objectives

Now that we’ve walked through this training, you should have:

1. An understanding of Seer’s Google Analytics view setup
2. Knowledge of how to utilize basic Google Analytics reports
3. The ability to create basic Google Analytics dashboards, custom reports, and alerts
Additional Resources

Additional Training
1. Google Analytics Academy

Blogs
1. Occam's Razor
2. Google Analytics’ Blog
3. Seer’s Analytics Posts
Questions?