



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**

A city skyline at sunset, with a data overlay consisting of a network of nodes and lines. The text "Analytics Intro and Background" is centered over the image.

Analytics Intro and Background



Your Seer Team

ANALYTICS



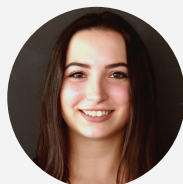
MICHELLE NOONAN
Analytics Team Lead

MichelleN@seerinteractive.com



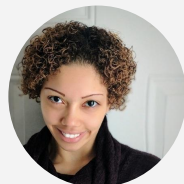
KEVIN RUTTER
Analytics Manager

KevinR@seerinteractive.com



GABRIELLE RODIER
Senior Analytics Associate

GabrielleR@seerinteractive.com



KIA STREET
Analytics Associate

KiaS@seerinteractive.com

CLIENT ENGAGEMENT



MARISSA FOSTER
Sr. Client Engagement Manager

MarissaF@seerinteractive.com

SUPPORTING DIRECTORS



SAYF SHARIF
Director, Analytics

SayfS@seerinteractive.com

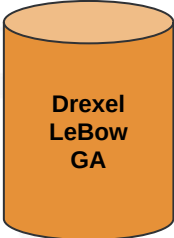


DANA WEBER
Director, Client Engagement

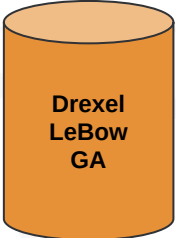
DanaW@seerinteractive.com



Drexel Analytics Setup



Drexel Analytics Setup



Seer Standard Tracking

PAGEVIEW

EMAIL LINK CLICKS

**EXTERNAL LINK
CLICKS**

PHONE LINK CLICKS

FILE 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

| SEER VIEW | PURPOSE | USE? |
|--------------|---|-------|
| Raw View | <ul style="list-style-type: none">• Pure data backup | No |
| Test View | <ul style="list-style-type: none">• Testing filters prior to roll-out• Testing goals prior to roll-out | No |
| Organic View | <ul style="list-style-type: none">• Purely organic traffic | Maybe |
| Overall View | <ul style="list-style-type: none">• All traffic sources• Reporting view | Yes |

External vs. Internal Views split out based on Drexel service provider



Jump to Google Analytics



Google Analytics



A close-up photograph of a person's hands holding a smartphone. The person is wearing a brown, ribbed sweater. The smartphone screen displays a Google Analytics report with various charts and text. The background is blurred, showing a person's legs in blue jeans. The overall lighting is warm and soft.

Google Analytics Reporting Features



Basic Google Analytics Reports

| GOOGLE ANALYTICS AREA | PURPOSE |
|-----------------------|---|
| Audience | <ul style="list-style-type: none">• Location data for users• User characteristics (frequency, recency, user type)• Technology information (mobile vs. non, browser, etc.) |
| Acquisition | <ul style="list-style-type: none">• Shows how users are reaching your site• Details of prominent campaigns• Information for AdWords, Google Search Console, etc. |
| Behavior | <ul style="list-style-type: none">• Answers what areas users are exploring your site• Shows their actions on site: site search, events triggered, etc. |



Google Analytics Tips

| GOOGLE ANALYTICS TIP | PURPOSE |
|---------------------------------|--|
| 1 - Secondary Dimensions | <ul style="list-style-type: none">● Pull in comparison information for common areas, i.e. landing page w/ source, region w/ mobile device type, campaign w/ user type● Allows for richer comparison of overall data |
| 2 - Filtered Reports | <ul style="list-style-type: none">● Allows you to include and exclude data based on dimensions and metric set-ups● Customizable set-up to pull and compare the data that you need |
| 3 - Absolute Change Sort | <ul style="list-style-type: none">● By default, Google Analytics shows data highest to lowest by metrics selected● For comparisons, absolute change sort allows you to quickly find the biggest areas of growth easily, or vice-versa |



Exporting and Sharing Reports

Everything available in the top right hand corner!



SAVE



SHARE



EXPORT



EDIT



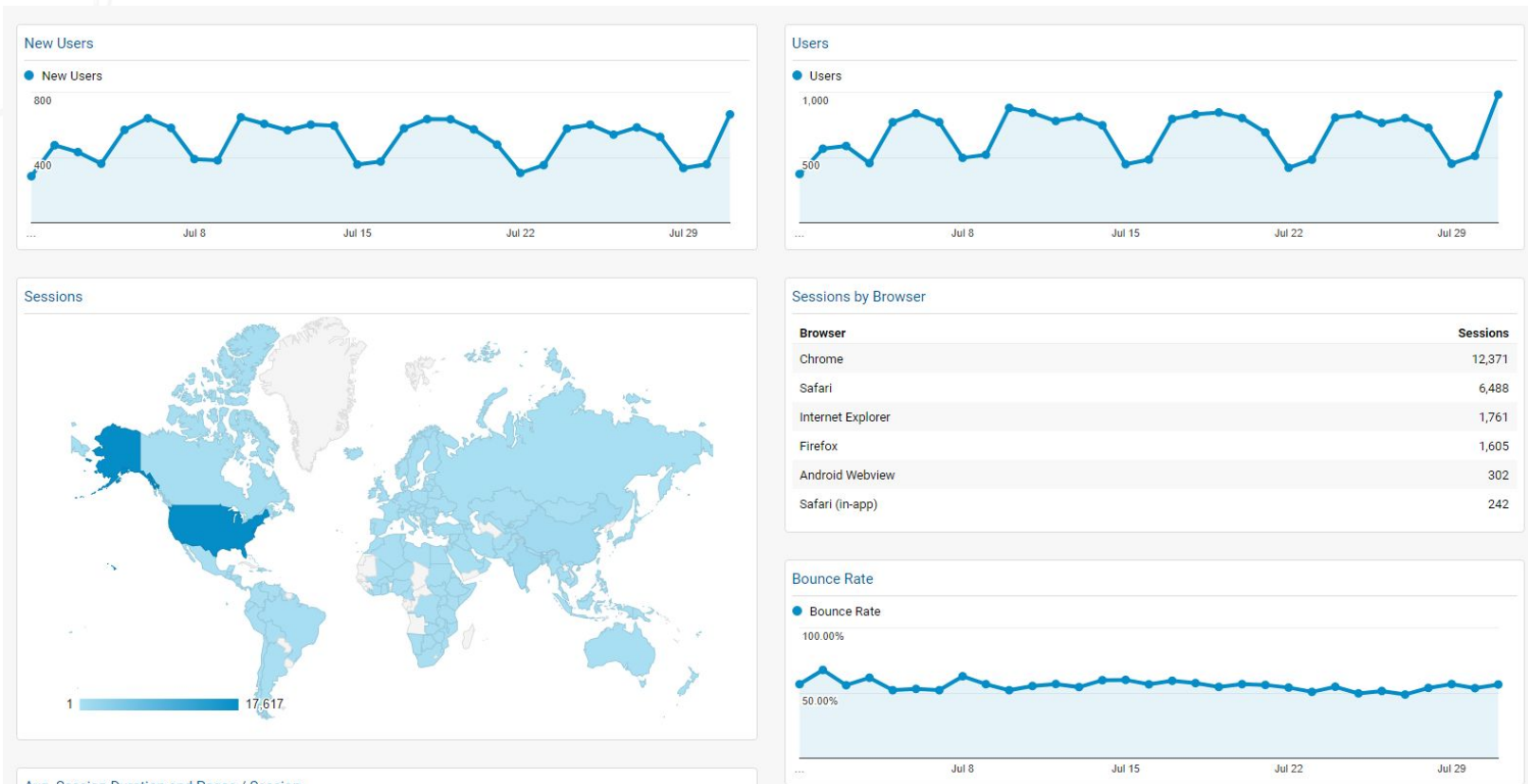
Jump to Google Analytics



Google Analytics



Google Analytics Dashboards



Avni Session Duration and Pages / Session



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



Google Analytics Custom Reports

Create Custom Report

General Information

Title

Report Content

Report Tab × [+ add report tab](#)

Name

Type Explorer Flat Table Map Overlay

Metric Groups

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

[+ add dimension](#)

Filters - optional

[+ add filter](#)

Views - optional

All views associated with this account

1 view selected



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



Google Analytics Custom Alerts

Alert name:

Apply to: **1a) Seer - LeBow - Overall External - 06.02.17** and

Period:

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

Alert me when

Condition

Value



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



Jump to Google Analytics



Google Analytics





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?

