

GOOGLE ANALYTICS *Setup Guide*



BRUCESCHINKEL.com

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Google Analytics Setup Guide

If you're not tracking your website statistics, you're throwing away a lot of time, effort, and money.

Have you ever found yourself wondering what to post next on your blog, or which social network to focus on next, or even if your latest ad campaign was truly successful?

There's a simple way to answer those questions: Google Analytics.

It's a lot easier to setup than most people think, and the insights it provides you will become invaluable.

This Google Analytics Setup Guide is designed to quickly get your account set up, and help you focus your efforts so you can start reaping those rewards!



If you can't measure something, you can't understand it.

If you can't understand it, you can't control it.

If you can't control it, you can't improve it.

H. James Harrington

Author and Management Mentor

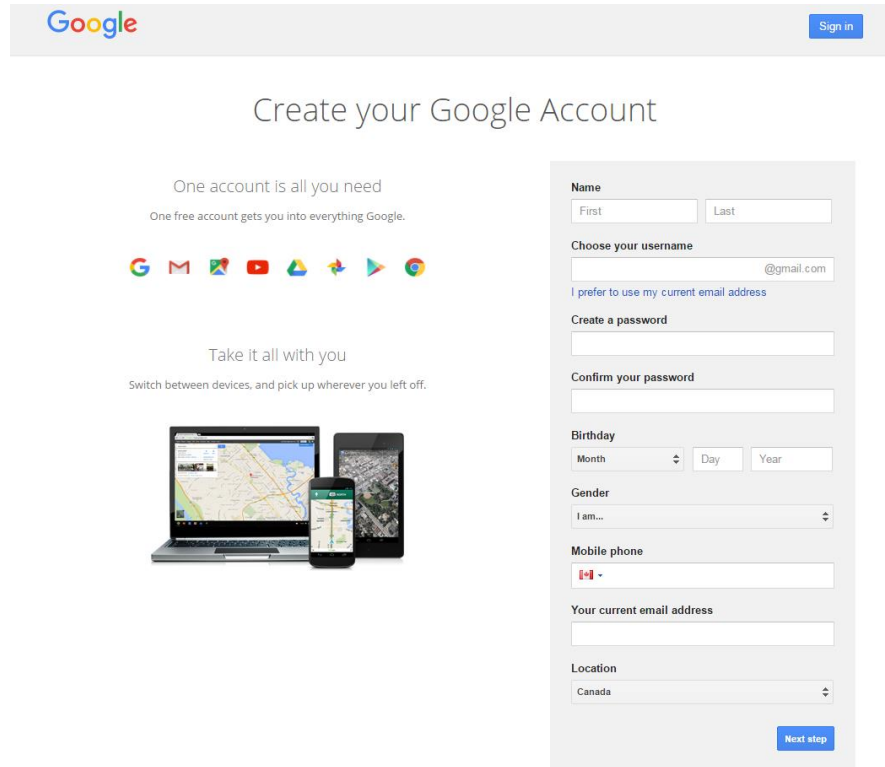


Step 1: Create Your Google Analytics Account

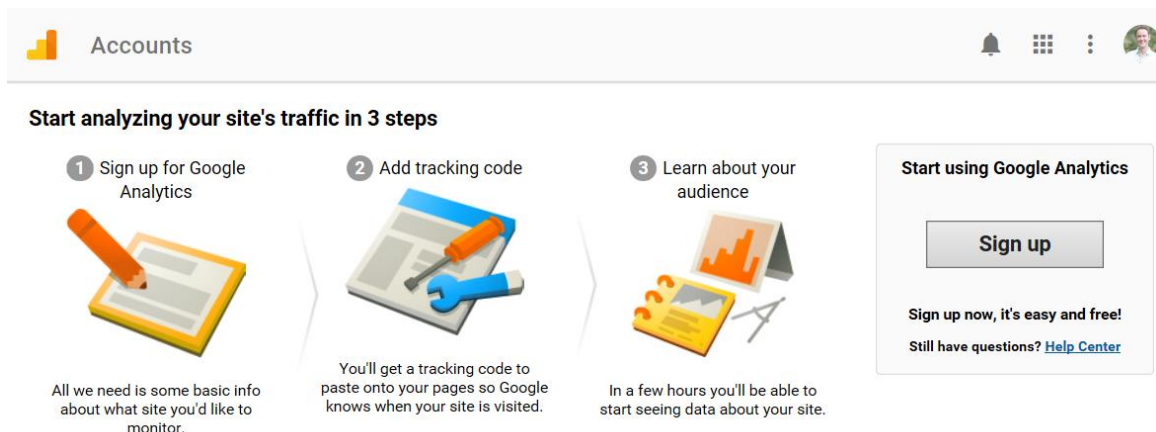
If you haven't yet, make sure you attach Google Analytics to your website or blog.

To get this done, you need to perform a few quick steps:

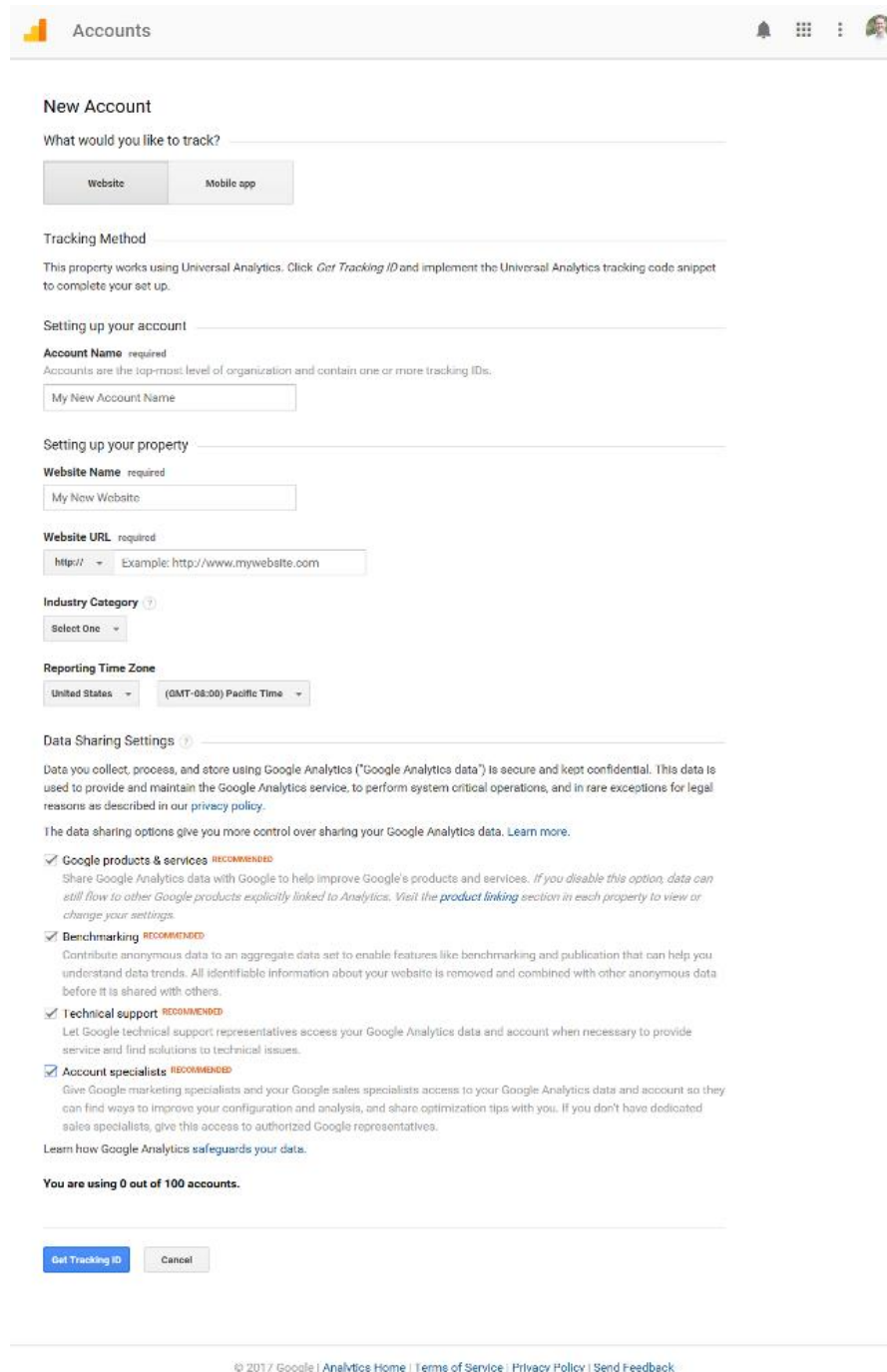
1. Setup a free Google account, or sign-in to your existing account – [CLICK HERE](#) to go there now



2. Setup your free Google Analytics account – [CLICK HERE](#) if you aren't sure where to go



3. Add a **New Account** for your website



The screenshot shows the 'New Account' setup page in Google Analytics. At the top, there's a header with the 'Accounts' title and navigation icons. The main section is titled 'New Account' and asks 'What would you like to track?'. There are two buttons: 'Website' (selected) and 'Mobile app'. Below this is the 'Tracking Method' section, which states that the property works using Universal Analytics and provides a link to 'Get Tracking ID'. The 'Setting up your account' section includes an 'Account Name' field (required) with the placeholder 'My New Account Name'. The 'Setting up your property' section includes a 'Website Name' field (required) with the placeholder 'My New Website', a 'Website URL' field (required) with a dropdown set to 'http://' and the placeholder 'Example: http://www.mywebsite.com', an 'Industry Category' dropdown set to 'Select One', and a 'Reporting Time Zone' dropdown set to 'United States' with a sub-dropdown for '(GMT-08:00) Pacific Time'. The 'Data Sharing Settings' section explains that data is secure and confidential, and lists four sharing options, all of which are checked: 'Google products & services' (recommended), 'Benchmarking' (recommended), 'Technical support' (recommended), and 'Account specialists' (recommended). Each option has a brief description of what it entails. At the bottom, there's a link to 'Learn how Google Analytics safeguards your data', a status message 'You are using 0 out of 100 accounts.', and two buttons: 'Get Tracking ID' (blue) and 'Cancel' (grey). The footer contains copyright information for 2017 Google and links to Analytics Home, Terms of Service, Privacy Policy, and Send Feedback.

4. Make note of your new **Tracking Id** and **Tracking Code** as you'll need them to install a Google plugin on your website

You'll need to complete this activity before you can follow along with the below steps, so take a few minutes to do it now.

Note that you'll want a plugin like "Google Analyticator" installed to your website to provide an overview of some important metrics without needing to login to your Google Analytics account. These plugins generally require you have completed the above 4 steps.








Step 2: Add Multiple Views to Your Property

While you were setting up your Google Analytics account, did you notice that there was a section about creating a new **property**? Your property is referring to your website URL.

The next step is to set up how you want to view the details of your website within your account.

Google Analytics provides each user up-to 100 accounts. Each account is allowed 50 properties, and each property is allowed 25 views.

 SchinkelShots	ACCOUNT
 BruceSchinkel.com (UA-59492112-6)	PROPERTY
 All Web Site Data	VIEW
 Master	VIEW
 Test View	VIEW
 Check in to Freedom (UA-59492112-7)	PROPERTY
 All Web Site Data	VIEW

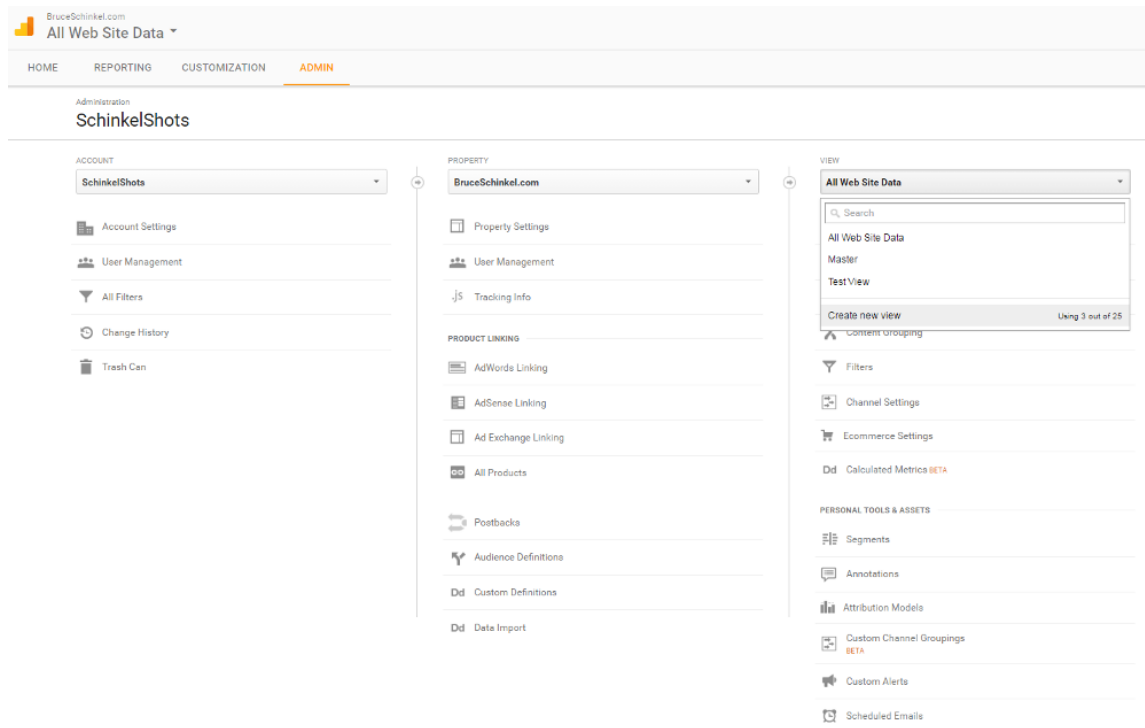
As with most things tech, it's recommended that you have some backups for testing and failsafe purposes. You'll want to create 3 views for each of your Google Analytics properties: one default, one for testing, and one for reporting.

1. **Unfiltered View** – The default view when a property is added to Google Analytics. Exclude any filters, settings or other configurations from this view to see how your views differ from the default settings. Think of this as your safety view that can be duplicated if anything goes wrong with your other active views.
2. **Test View** – Your first duplicate view, this is where you add any new configuration changes to see how they affect your data before committing them to your master view. If you break this view, you can always delete it and start with a fresh copy without risking anything.
3. **Master View** – This is the view you'll use the most for analytics and decision making. Once you've worked out any configuration bugs in the test view, add them to this view to enhance your reporting options.

One important note is that Google Analytics does not copy historical website data to your new views. Any new view will start collecting data from the time of its creation. To counteract this, it's important to set up your 3 views as soon as possible!



By Default, your new property will have an unfiltered view called “All Web Site Data”. To add a new view to this property, go to the Admin option from the top menu. Ensure your Account and Property are selected, then use the View dropdown menu to find the **Create new view** option:



Give your new view a name and verify the time zone data, then click the **Create View** button. Congratulations, you’ve just created a second view!

New Reporting View

Creating a new reporting view will provide you with unfiltered access to all data collected by the Tracking ID.

If you would like this reporting view to be constrained to a very specific subset of tracked data, you will need to create and apply one or more view filters to this data.

What data should this view track?

☐ Website ☐ Mobile app

Setting up your view

Reporting View Name

My new reporting view

Reporting Time Zone

United States

(GMT-08:00) Pacific Time

This property has 3 views. The maximum is 25.

Create View

Cancel

Repeat these steps to set up your third view, and any additional views you have use for.



Step 3: Filter Unwanted Traffic

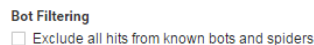
Our Google Analytics foundation is almost ready!

Did you know there's such a thing as unwanted traffic? Unfortunately, it's true!

There are a few traffic sources that you filter out of the important decisions about your website:

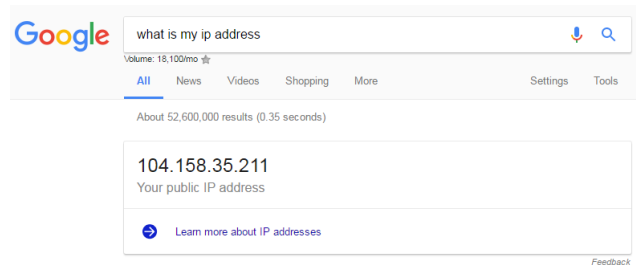
1. **Bot Filtering** – Google has a built-in feature to help filter out known bots, but it's unclear how effective this feature truly is. There's a checkbox in your View Settings that you'll want to activate for bot filtering.

To find the checkbox, go to the Admin menu and select your account, property, and view. Under the View menu, click the **View Settings** option. Scroll down to the bottom 3rd of the page and click the checkbox under the **Bot Filtering** section:



2. **IP Filtering** – It's important to exclude any traffic coming from your home IP address from any reporting decisions. You don't want to skew your data simply by testing your latest website feature. Just make sure you're not filtering out any public IP addresses such as your local coffee-shop!

If you're not sure what your IP Address is, simply google **"what is my IP address"** and you'll be given something like this:



3. **Hostname Filtering** – A great defense against spam mucking up your analytics reports is to add a hostname inclusion filter to your view. This ensures you're only counting traffic from people visiting your site and exclude those sneaky spam bots sending HTTP requests from fake URL's or without even visiting your site.



To add an IP or Hostname filter (or any other filter you deem necessary for your view), go back to the Admin menu and verify your account, property, and view. Under the View menu, click the **Filters** option.

BruceSchinkel.com

All Web Site Data

HOME

REPORTING

CUSTOMIZATION

ADMIN

Administration > View Filters

SchinkelShots / BruceSchinkel.com / All Web Site Data

VIEW

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

+ ADD FILTER

Assign Filter Order

Search

Rank	Filter Name	Filter Type	
1	Hostname	Include	remove
2	Home IP	Exclude	remove

Click the red **Add Filter** button, then fill out the details of your filter. Here are the 2 examples we discussed above:

IP FILTER

Filter Information

Filter Name

Home IP

Filter Type

Predefined

Custom

Exclude

traffic from the IP addresses

that are equal to

IP address

66.203.207.67

Filter Verification

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g. IP address, Country) are not supported at this time.

Save

Cancel

Hostname Filter

Filter Information

Filter Name

Hostname

Filter Type

Predefined

Custom

Include only

traffic to the hostname

that contain

Hostname

bruceschinkel

Filter Verification

Verify this filter

See how this filter would affect the current view's data, based on traffic from the previous 7 days.

Save

Cancel



Step 4: Create Dashboards

Now that you've got all of this valuable data flowing into your Google Analytics account from your website, you'll want to start organizing it. This is done through the use of dashboards.

A Google Analytics Dashboard is a collection of widgets that provide you with information about your website. Each widget is completely customizable to make sure you're getting the information that's most important to YOU.

What does that mean?

Well, say you've got an e-commerce section of your website. Wouldn't it be nice to know where most of your sales are coming from, or which ad campaigns are converting the best? Maybe you'd just like to know the site usage patterns of your visitors. Do they differ by device? By region of the world?

Let's start by breaking down some of the basic terminology you'll see when customizing your dashboards:

1. **Sessions** – A session is a group of activities that take place on your website within a given time frame. It could be made up of multiple page views, interactions, and events. If I went to your website and check out all the pages listed in your menu without closing the tab, that is considered one session.
2. **Users** – A user is a unique person who comes to visit your site. A single user can have multiple sessions. If I was to visit your site once in the morning and then again in the evening, then I am a single user with two sessions that day.
3. **Pageviews** – A pageview is counted any time a webpage is loaded in a browser.
4. **Bounce Rate** – The bounce rate is the percentage of single page views on your site, which indicates the number of users who visit only 1 page during a session. High bounce rates might indicate that you have some work to be done either with your content, or overall user experience.

Before creating a new Dashboard in Google Analytics, it's important to understand what the 6 types of widgets are that are available to you:

1. **Metric** – Metric widgets will provide calculation information such as counts and averages.
2. **Timeline** – Timeline widgets show the trend of a piece of data over time with a line graph.
3. **GeoMap** – GeoMaps display information organized by continent, country or even city.
4. **Table** – Table widgets provide a set of information organized by multiple data sets.
5. **Pie** – Pie widgets provide data results in the form of pie charts.
6. **Bar** – Bar widgets provide data results in the form of bar graphs.

Within each of your views you have the ability to create dashboards for just about any purpose you can think of.

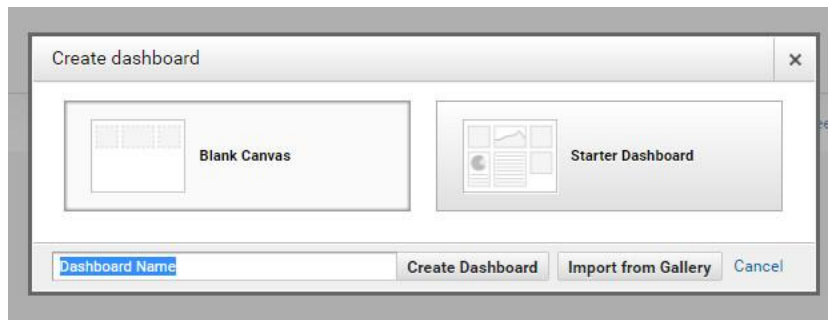
Check out [THIS BLOG POST](#) for some specific dashboard examples.

Creating a new dashboard is a simple 3-step process:

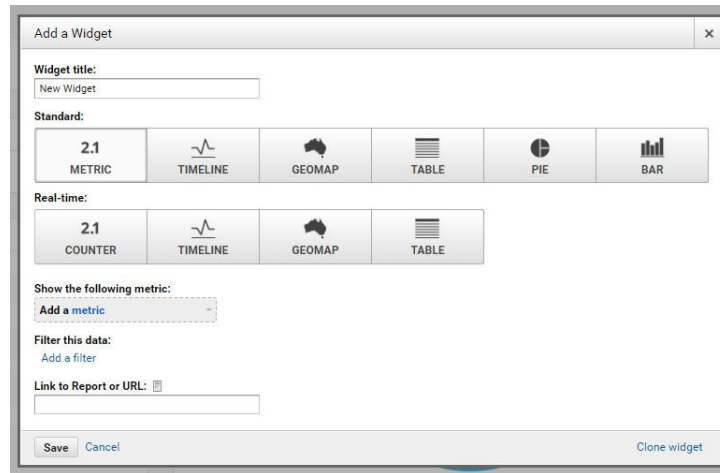
1. Click on **+New Dashboard**



2. Enter a **Name** for your dashboard and click the **Create** button



3. Add your dashboard **Widgets**



To help get you started, here are a few of the best dashboard templates I've found and used.

Simply click the links below and add the template to your website view.

Once they're created for you, you can check out the details for each widget. I'd recommend that you try to get an understanding for what information is being provided, and see how you can manipulate the data to create even more dashboards that will suit your unique needs.

[Social Media Overview Dashboard](#)

[Social Media Breakdown Dashboard](#)

[Website Entrances and Exits Dashboard](#)

[Blogging Dashboard](#)



Step 5: Campaign Tracking

Campaign Tracking allows you to identify how visitors are entering your site.

It takes the information that Google Analytics is able to discover and provide through Dashboard Reporting a step further. Campaign tracking allows you to create your own, custom URL's that contain embedded information. This information can provide even more detail about the habits of your visitors or give you some insight into the effectiveness of your marketing campaigns.

There are 2 main areas where campaign tracking helps your online business:

1. **Social Media Campaigns** – Without campaign tracking all traffic from social media is bunched together under Social Referral traffic, with no way to break out individual campaigns you're running on one or more social networks.
2. **Email Campaigns** – If you're promoting your site through your email newsletter (and I hope you are!), there's no referral data being passed on to Google Analytics. This means that you won't know how effective any given email was without a lot of reporting effort unless you're using campaign tracking.

Campaign Tracking uses Urchin Traffic Monitor (UTM) parameters to tell Google Analytics additional information about a visitor's session. You can then create reports that track this key info!

You've likely noticed these parameters in other websites you've visited without understanding what was happening behind the scenes.

Here's an example:

http://bruceschinkel.com/blog-posts/?utm_source=newsletter&utm_campaign=dec12_blog_post&utm_medium=email

To set up campaign tracking Google Analytics requires 3 key pieces of information:

1. **Source** – Where the traffic is coming from (Facebook Group, Twitter, Newsletter, etc)
2. **Medium** – How is the traffic coming (email, affiliate, banner ad, etc)
3. **Campaign Name** – The name of the campaign you're tracking (eg Dec_12_Email_Broadcast)

Using the above example the **source** is my *newsletter*, the **medium** is *email*, and the **campaign** is my *Dec 12 blog post* broadcast (note that the '_' character is recommended in place of any spaces).

This campaign provides the ability to track how much interaction your website gets from a specific email that was sent out to subscribers on Dec 12.

How could this help?

Google Analytics can already tell you how much of your traffic is coming from your email newsletters, but you don't have the ability to find out exactly how successful a specific email was in attracting visitors or making sales. Using a campaign like the one above tells you this info immediately.

Suddenly a whole new world of testing, tracking, and tweaking has opened up to you!



Rather than trying to create your own campaign tracker from scratch, Google has a **Campaign URL Builder** to easily generate one for you.

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

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

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

At a minimum you'll need to enter a destination **Website URL** and specify your **Source** to have Google generate your campaign tracker. Fill out the remaining fields with as much data as you want to track for your campaign.

As you fill out the URL Builder you'll see your Campaign Tracker URL begin to take shape. It's important to note that whatever you enter into these fields is case sensitive! That means that "campaign" is not the same as "CamPaIgn".

When you're done, you can either copy the entire URL as it's displayed, or use a URL-shortener such as bit.ly or the PrettyLink WordPress plugin. Google even supplies one here for you to use by clicking the "Convert URL to Short Link" button.

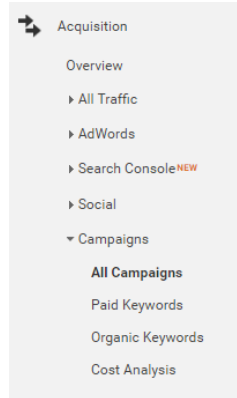
I highly recommend you shorten the URL for better optics. Some users may shy away from clicking on a link that appears long and unruly.



So now you've got your campaign tracking URL's, and you've assigned them to your campaigns. How do you view all this data that is now being collected?

Google Analytics has an area specifically for campaign tracking. How great is that!

From the Reporting screen of your Google Analytics account and look for **Acquisition -> Campaigns -> All Campaigns** near the bottom of the left menu.



A word of warning as you get started with your campaigns. Do not create any campaigns that are internal to your website!

Why? Suppose someone finds your site through a social network campaign, but then navigates within your site through an internal campaign link. Those page views will now show as coming from organic sources rather than a social referral, making your reporting highly inaccurate.

Check out [THIS BLOG POST](#) for more information on creating campaigns.

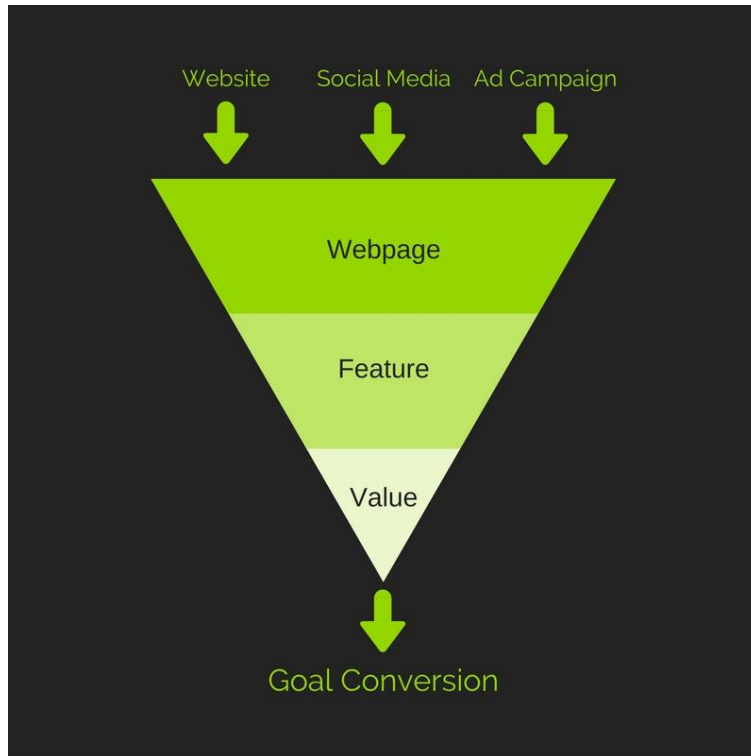
If you'd like an awesome campaign tracker to help you keep your campaigns straight, download my [Google Analytics Campaign Tracker](#) here!



Step 6: Create Goals

Now that you've used this Google Analytics Introduction to track all your vital website stats, it's time to go a step further and really get this information working for you!

It's time to start viewing your website as a funnel, not a hierarchy of pages.



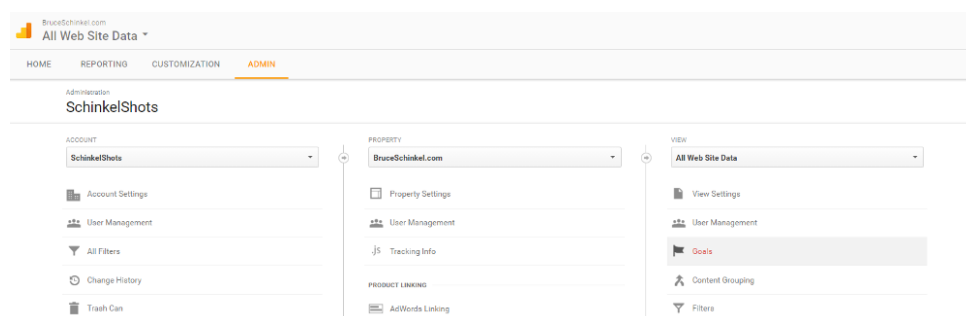
The stats we've been collecting on page views, time on site, etc are important, but essentially useless when we start talking about Return on Investment (ROI). Each page, post, and ad needs to serve a purpose. Everything you create needs to push visitors in the direction of the actions you want them to take.

What we've accomplished so far with Google Analytics has served to create inputs for our true website goals.

What do you **REALLY** want out of your website or latest blog post? Newsletter signups? Ad clicks? Downloads? Product Sales?

What activities do you want your visitors to take, and what are those activities worth to you?

Google Analytics will allow you to create up to 20 goals for your website property. To create a new goal, login to your account and select **Goals** from your Admin menu.



Click the red **New Goal** button (remember you're allowed up to 20 goals per property):

<div><div>+ NEW GOAL</div><div>Import from Gallery</div><div>Search</div></div>				
<input type="checkbox"/>	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Cool Stuff Downloads	Goal ID 3 / Goal Set 1	0	<div>ON</div>
<input type="checkbox"/>	Freedom Lifestyle Form Submits	Goal ID 2 / Goal Set 1	0	<div>ON</div>
<input type="checkbox"/>	Luxury Travel Optin Visits	Goal ID 1 / Goal Set 1	0	<div>ON</div>

17 goals left

You'll find 3 options for creating your goals:

1. Use a **Goal Template** – designed to help you quickly create goals based on your business industry
2. Create a **Custom Goal** – create your own goal based on one of the 4 goal types available
3. Create a **Smart Goal** – not configurable or customizable, but can aid in optimizing AdWords performance

Smart Goals and AdWords are out of the scope of what I'll be covering in this article, so we'll just focus on Goal Templates and Custom Goals.

Goal Templates are broken into 4 categories to better sort your business objectives. The actual templates available will differ based on what you had selected as your business industry when you set up your Google Analytics account.

1. **Revenue** – an action that ties directly to a dollar outcome such as reserving an appointment or completing a sale
2. **Acquisition** – when a visitor has created a personal account or view on your website
3. **Inquiry** – indicate visitors are looking for more information such as FAQs or reading reviews
4. **Engagement** – where your visitors are directly interacting with you such as by saving a list of favourites or sharing on social media

When just getting started it's best to go through these goal templates to help organize and consider the purpose of your goals.

1 Goal setup

☒ Template

Select a template to start with a pre-filled configuration

REVENUE

☐ Reservations

Signed up for a tour, rental or reservation

☐ Buy tickets

Completed online purchase

ACQUISITION

☐ Create an account

Successful sign up, account, or view created

INQUIRY

☐ Read reviews

Viewed reviews and ratings

ENGAGEMENT

☐ Add to favorites

Saved product or information to a list

☐ Media play

Played interactive media, like a video, slideshow, or product demo

☐ Share / social connect

Shared to a social network or emailed

☐ Contribute content

Submitted or uploaded a picture, story, or other

☐ Smart Goal

Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

☐ Custom

Continue

Cancel

2 Goal description

3 Goal details

Cancel



There are 4 types of goals you can setup in your Google Analytics account:

1. **Destination** – a specific page is viewed, likely only viewable by completing a specific website flow. An example would be a registration confirmation page
2. **Duration** – used for those times you want to target those visitors who spend a certain amount of time or more in a single session. For example spending 10 minutes or more on a support site.
3. **Pages/Visit** – tracking visitors who cross a desired threshold of page visits during their session to compare your super-fans with your tire-kickers. For example visitors who have loaded 5 pages or more.
4. **Event** – tells you how often visitors are performing a specified action on your website, such as playing a video, clicking an ad, or downloading a document.

The screenshot shows the 'Goal setup' wizard in Google Analytics. Step 1, 'Goal setup', is completed with a green checkmark. Step 2, 'Goal description', is the current step. It features a 'Name' text field, a 'Goal slot ID' dropdown menu set to 'Goal Id 4 / Goal Set 1', and a 'Type' section with four radio button options: 'Destination' (selected), 'Duration', 'Pages/Screens per session', and 'Event'. Below these is a 'Smart Goal' option which is disabled. At the bottom of Step 2 are 'Continue' and 'Cancel' buttons. Step 3, 'Goal details', is partially visible below Step 2 and includes a 'Cancel' button.

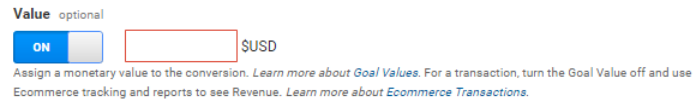
Note that this selection will have been done for you if you're using a **Goal Template**, but you can always take a look at how they did it to make sure you fully understand each selection.

The third step in goal creation is to fill out the details for your goal. Make note that the **Goal Details** to be entered will change depending on the **Goal Description** selected in step 2.

The screenshot shows the 'Goal details' step of the Google Analytics goal setup. Step 1, 'Goal setup', and Step 2, 'Goal description', are both completed with green checkmarks. Step 2 shows 'Name: Test' and 'Goal type: Destination'. Step 3, 'Goal details', is the current step. It includes a 'Destination' section with a dropdown set to 'Equals to', a text field for 'App screen name or web page URL', and a 'Case sensitive' checkbox. Below this is a 'Value' section with an 'OFF' toggle and a 'Funnel' section with an 'OFF' toggle. At the bottom of Step 3 are 'Save' and 'Cancel' buttons. A 'Verify this Goal' link is also present. A 'Cancel' button is also visible at the very bottom of the wizard.



The true power of setting up your goals comes when you begin to assign monetary values to them. Suddenly you know what each goal is worth to you, and you're able to work back to see which inputs (campaigns, dashboard date, etc) are responsible for achieving those goals.



This is beyond simply assigning a dollar value to a sale ... that tracking can be done using your sales and revenue reports.

Assigning values to your goals requires a bit of creativity, and some data analysis to properly set it up.

For illustration purposes, let's take a look at a quick **example**:

Say you have found that for every blog post view you have 20% of visitors click to find out more about the offer you're promoting. Of those 20%, you find that about half add your product to their cart, and half of those people complete the checkout and purchase the product.

To keep the math easy, let's say your product is \$100.

Then, following the example, if 100 people visit our blog post then 20 of them will click on our offer. Of those 20 people, 10 will start the checkout process, and 5 of them will complete the purchase. The result is $(5 \times \$100) = \500 in sales revenue.

We can then take that \$500 and estimate goal values on each step along our sales funnel that we decide matters to us:

- Each person who starts the checkout process provides a value of \$50
- Each person who clicks on our offer provides a value of \$25
- Each person who visits our blog post provides a value of \$5

Suddenly we're not just focusing on making sales, but we're looking to improve every step in the sales funnel.

Any action on your website can be tracked and assigned a value. The only limit is your creativity!

I'd recommend to start with a few basic goals to get comfortable, and don't worry about assigning values to them right away.

As you start to get used to the power of your Google Analytics account you'll be sure to find some amazing ways to track exactly what you need to get you and your site where you want it to be!

Check out [THIS BLOG POST](#) for more information on setting up your goals.

If you'd like an awesome goal setting guide to help you find the most value in your website, download my [Google Analytics Goal Setting Guide](#) here!



Thank You!

I hope you've enjoyed this Google Analytics Setup Guide!

My passion is to serve to inspire you to follow your dreams - in travel and in life. If you're looking for help creating your online business and reaching your Freedom Lifestyle, reach out to me today.

I want to say a **HUGE thank you** for reading my blog and connecting with me via email and social media! I'm truly grateful for your continued support.

You are welcome to contact me with any questions, suggestions, or comments. I look forward to hearing from you!

- Bruce Schinkel

Keep in touch!

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