

TTC Website Administrator Tip Sheet #2: Getting the Most Out of Google Analytics



There are 5 main reports to consider when analyzing data.

1.

Referral Traffic

Referral reports allow you to measure the impact of other sites linking back to your own.

2.

Audience Overview

A useful snapshot of the current audience metrics on your site, with information on users, unique users, sessions, page views, bounce rate and more.

3.

Pages

The pages report provides basic information for each page viewed on your site.

4.

Location

The Geo Location page shows basic information on your audience's (website visitors) geographic location.

5.

Top Events

This report shows product files that were downloaded and product links on your site.

Quick Reference To Access Each Report Setting

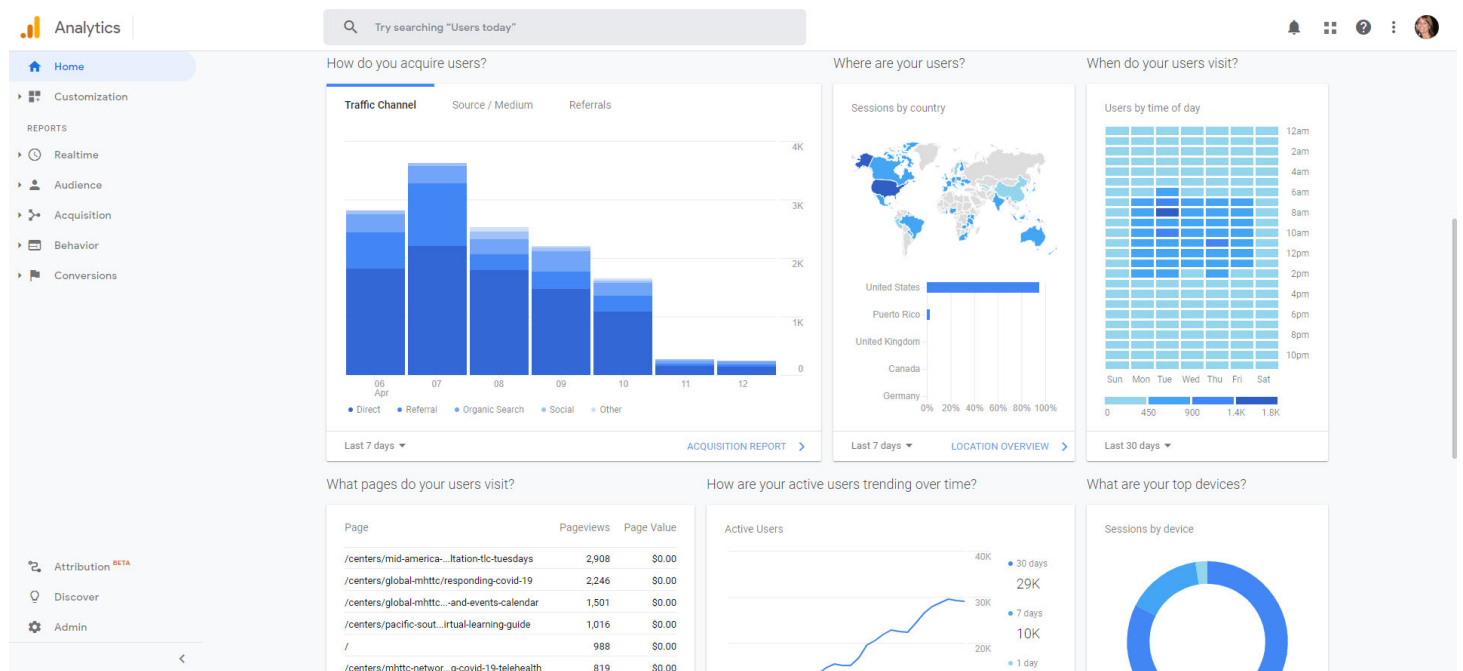
1. Acquisition > All Traffic > Referral
2. Audience > Overview
3. Behavior > Site Content > All Pages
4. Audience > Geo > Location
5. Behavior > Events > Top Events

ACCESSING YOUR CENTER'S GOOGLE ANALYTICS REPORT

1. For **ATTCs** and **PTTCs**: Send a request to ttcrequests.zendesk.com and request access to your Center's Google Analytics Report. Please include a Google account address that you would like the Google Analytics shared with.

For **MHTTCs**: Contact your MHTTC NCO staff and request access to your Center's Google Analytics Report. Please include a Google account address that you would like the Google Analytics shared with.

2. Once request is approved and your account is setup in the system you will receive an email notification.
3. Go to Google Analytics, analytics.google.com/ and sign in with your username and password. (Username: *email*)
4. After signing in, will see your Center's Analytics Dashboard.

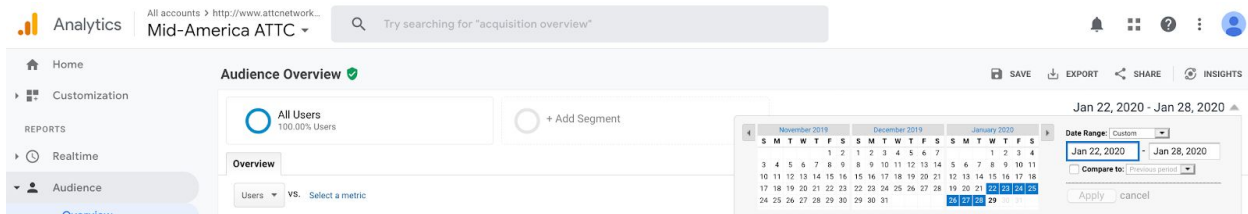


SETTING UP YOUR DASHBOARD

Here are a few ways to manage the criteria in viewing your reports range from setting the Date Range, Comparing Data within the Date Range, and Adding More Rows in a report.

DATE RANGE

Setting your Date Range is one of the first things you should do. The Date Range criteria is located in the upper right hand corner of the page. Click on it and a small calendar, and the Date Range menu appears.

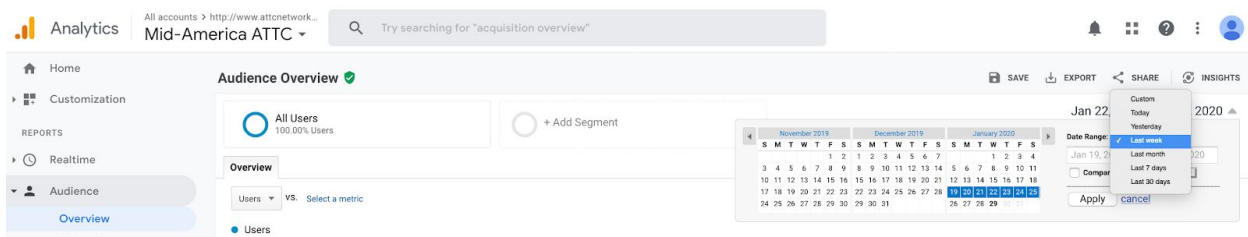


You can change the time frame of data you want to view by clicking the drop down window next to **Date Range**. The time frame options include: **Custom, Today, Yesterday, Last Week, Last Month, Last 7 Days, Last 30 Days**.

Select one of the following from the Date Range menu:

- **Custom:** Data for your custom date range. (See instructions, below.)
- **Today:** Data available for the current calendar date up until the time of your selection
- **Yesterday:** Data for the previous calendar date
- **Last Week:** Data for Sunday through Saturday of the previous calendar week
- **Last Month:** Data for the first to last day of the previous calendar month
- **Last 7 days**
- **Last 30 days**

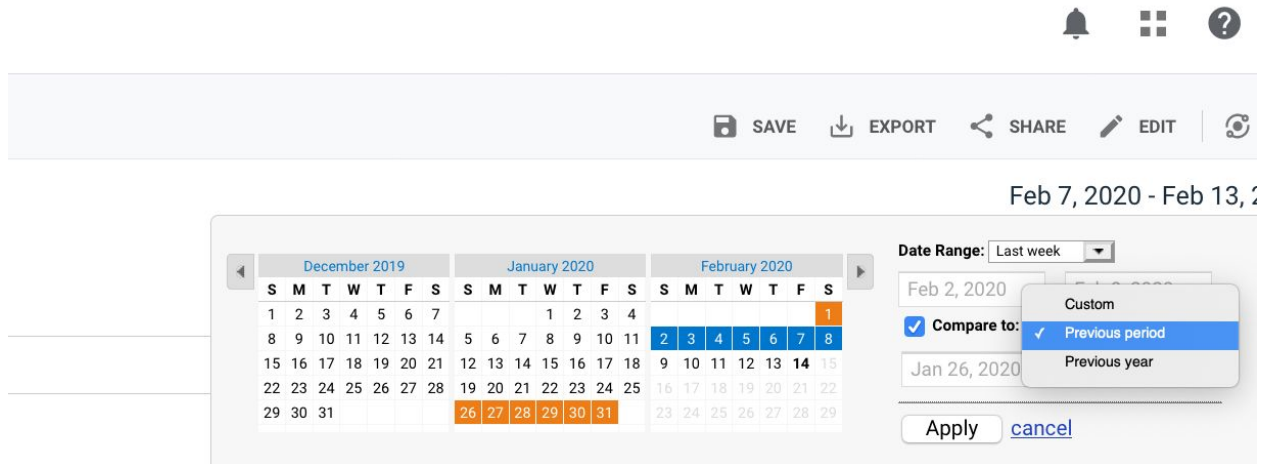
Click **Apply**.



TIP: Once you have setup your preferred **Date Range**, you don't have to change the Date Range again, unless you want to. The criteria you set will stay put for each report view you navigate to.

COMPARING DATA:

This feature will allow you to compare data between any two time periods. Check the box, **Compare to:** and you can choose **Custom**, **Previous period** or **previous year**. After you've setup your preferred Date Range, click **Apply** at the bottom of the drop down menu.



The screenshot shows the top navigation bar with icons for notifications, grid view, and help. Below it is a toolbar with 'SAVE', 'EXPORT', 'SHARE', 'EDIT', and a refresh icon. The main content area displays a date range of 'Feb 7, 2020 - Feb 13, 2020'. A calendar view shows the months of December 2019, January 2020, and February 2020. A 'Date Range:' dropdown is set to 'Last week'. A 'Compare to:' dropdown menu is open, showing options: 'Custom', 'Previous period' (which is selected), and 'Previous year'. An 'Apply' button and a 'cancel' link are at the bottom of the dropdown.

SHOW MORE ROWS

At the bottom of the pageview in your report, it's important to **Show More Rows**. Reports will automatically show up to 10 rows of data. To change this view in the report go to the bottom right corner and click on 'Show rows:' drop down menu and you can select how many rows to view. Set it to show 100 or more rows to view more data.

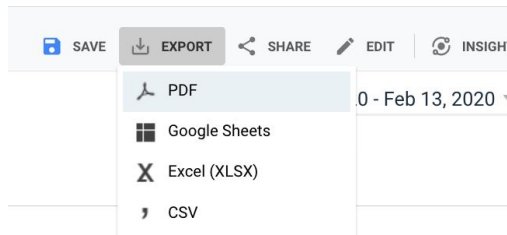
Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19 % of Total: 12.18% (156)	12 % of Total: 9.84% (122)	25 % of Total: 14.53% (172)	60.00% Avg for View: 59.30% (1.18%)	1.68 Avg for View: 1.74 (-3.36%)	00:00:38 Avg for View: 00:00:55 (-30.21%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. healthknowledge.org	7 (36.84%)	6 (50.00%)	8 (32.00%)	87.50%	1.12	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. betterxoutcomes.org	2 (10.53%)	2 (16.67%)	2 (8.00%)	50.00%	1.50	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. samhsa.gov	2 (10.53%)	2 (16.67%)	2 (8.00%)	50.00%	1.50	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. acconline.austincc.edu	1 (5.26%)	0 (0.00%)	1 (4.00%)	0.00%	1.00	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. opioidresponsenetwork.org	1 (5.26%)	1 (8.33%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. sbirt.care	1 (5.26%)	0 (0.00%)	2 (8.00%)	0.00%	4.50	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. techtransfercenters.org	1 (5.26%)	0 (0.00%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. ttc-gpra.org	1 (5.26%)	0 (0.00%)	1 (4.00%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. ttdashboards.org	1 (5.26%)	1 (8.33%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. www3.thedatabank.com	1 (5.26%)	0 (0.00%)	5 (20.00%)	60.00%	2.20	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)

At the bottom right of the table, there is a 'Show rows:' dropdown menu set to 10, and a 'Go to:' field set to 1 of 11 rows.

^Here is where the setting is to change how many rows of data you want to view on your dashboard.

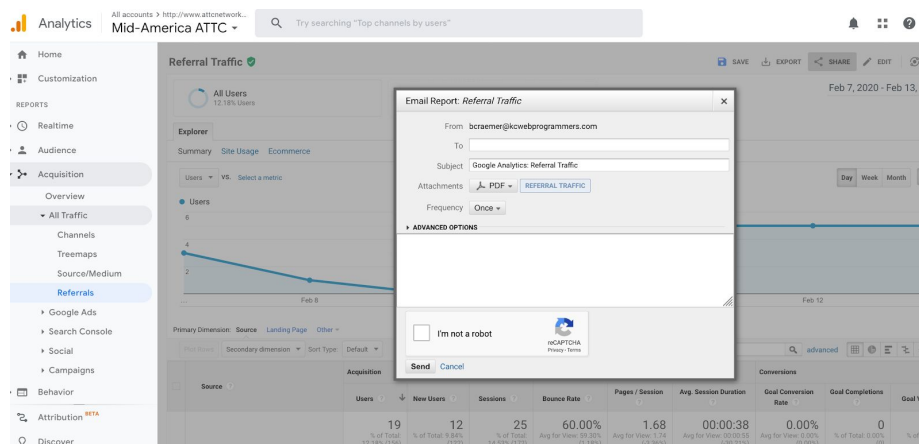
EXPORT THE REPORT

In the top right corner, click **Export**, and you can choose which format you would like to export the report. Format options include PDF, Google Sheets, Excel(XLSX), or CSV.

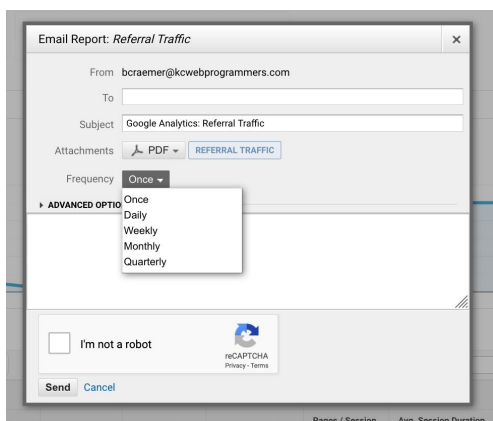


SHARE THE REPORT

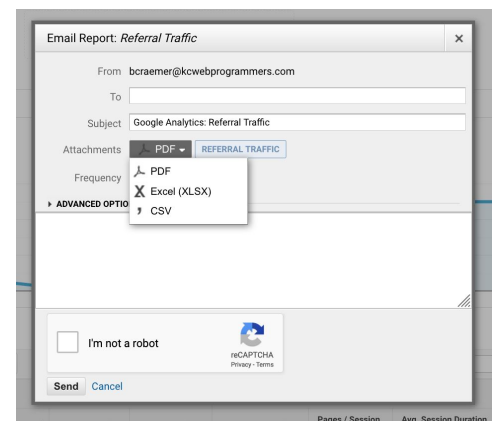
Click the **Share** option to get started. Then, enter the email addresses you want to **share** your Analytics report with. You can change the subject line and add your message in the white space below.



Before sharing the report via email, you can change a few settings before hitting send. You can change the format of the report by clicking on PDF next to **Attachments**.



You can also choose to share the report, **Once, Daily, Weekly, Monthly, or Quarterly.**



ANALYZING THE DATA

8 key indicators, these indicators appear in almost all reports so once you understand these you'll be able to grasp what is being displayed in each report.

Users: Users refer to a single visit by an individual. If that individual leaves the site and returns within 30 minutes, this is still seen as 1 visit.

New Users: A new user is one who is visiting your site for the first time (during a specific period). To cross-reference this you could take a look at the New vs Returning Visitors report.

Sessions: A session is the number of visits overall during a specific period. This includes multiple visits by the same visitor (on the same device). If a user leaves the site and returns after 30 minutes this is seen as an additional session, but not as an additional user. You can find out more here about how a session is defined on Google

Number of sessions per user: This refers to the average number of sessions per user.

Page Views: Page views refer to the total number of pages viewed overall for all visits, including multiple visits to the page by the same visitor.

Pages/Sessions: Pages per session refer to the average number of pages each visitor views per session, this includes repeat visits to a page.

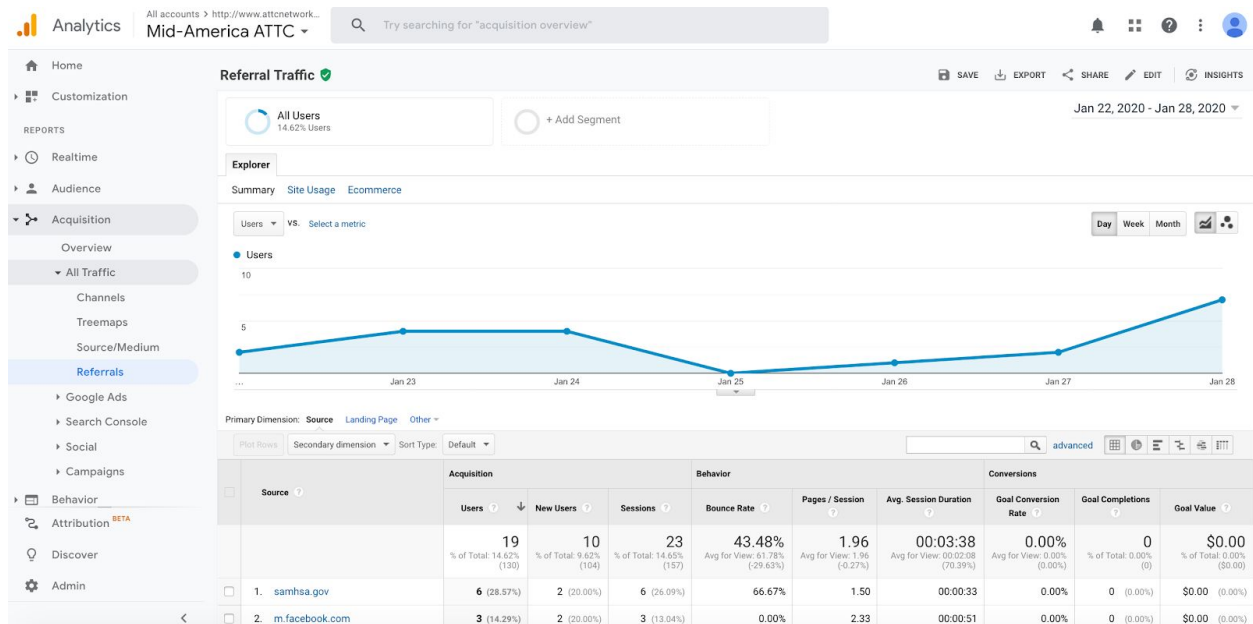
Avg Session Duration: Average session duration refers to the average time a visitor spent on the site during each session. However, since it is simply an 'average' it can be confusing to some website owners, as some visitors will be on a site for minutes, whilst others may stay for only 30 seconds. Don't confuse this with actual session duration which can be found by digging deeper into behaviour reports.

REFERRAL TRAFFIC REPORT

[\[Acquisition>> All Traffic>> Referrals\]](#)

This report shows visits that came to your site from sources outside of a search engine. When someone clicks on a hyperlink to go to a new page on a different website, Analytics tracks the click as a **referral** visit to the second site.

Under 'Reports' on the left side menu, go to the drop down for Acquisition>All Traffic>Referrals.



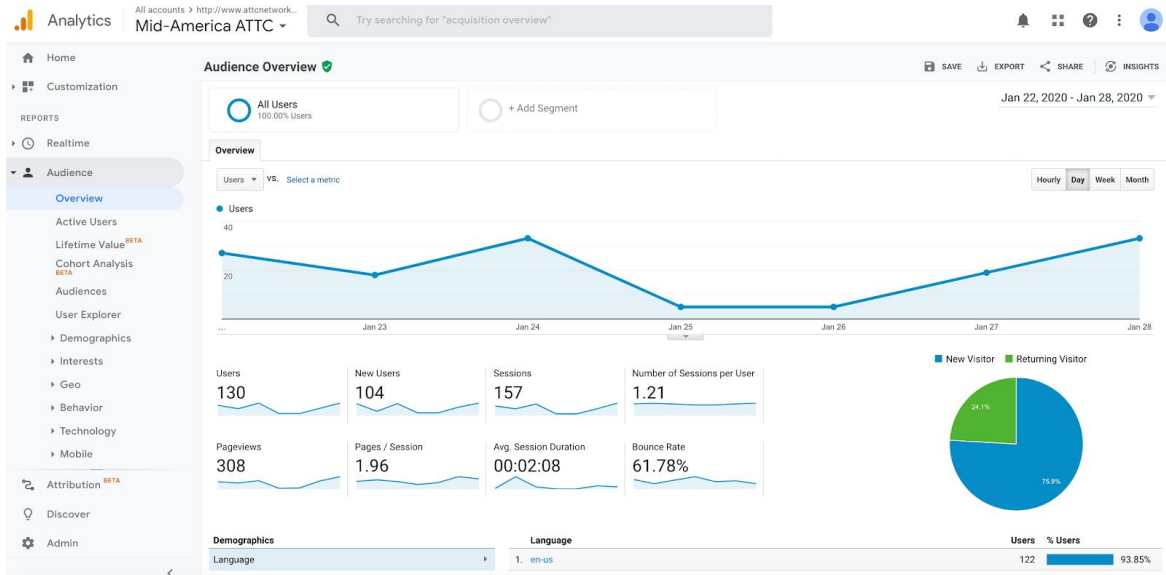
The sources listed in the results are websites that referred/linked users to your site.

AUDIENCE OVERVIEW REPORT

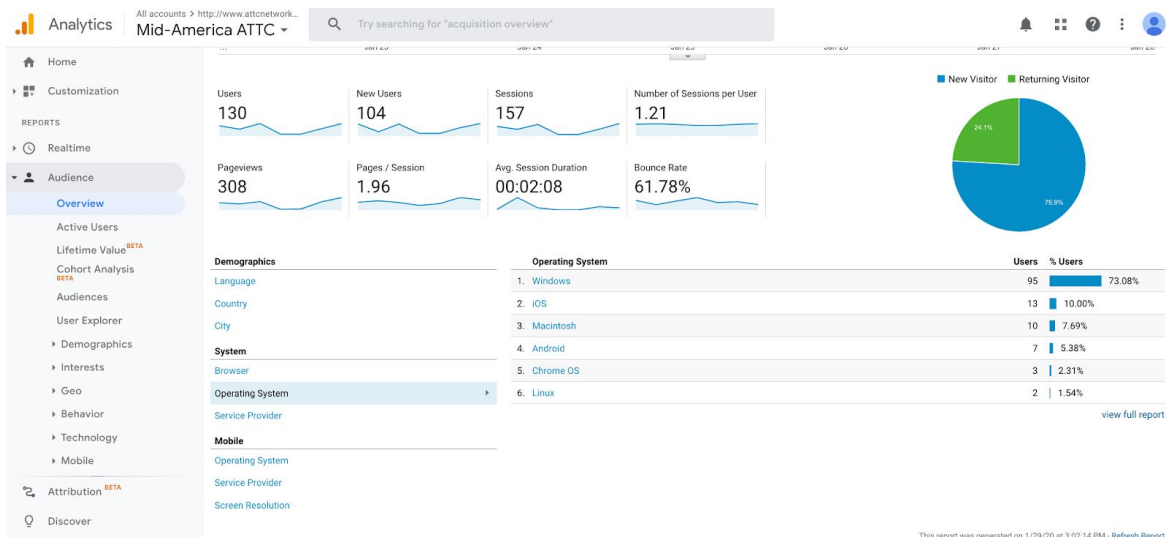
[\[Audience>> Overview\]](#)

This is a useful snapshot of the current audience metrics on your site, with information on users, unique users, sessions, page views, bounce rate and more.

Under 'Reports' on the left side menu, go to the drop down for Audience>Overview.



At the bottom of the Audience Overview are quick links to top demographic, system and mobile data. **System** is broken down by **Browser**, **Operating System**, and **Service Provider**. You can see percentages of the user's Operating System, Service Provider and so forth.

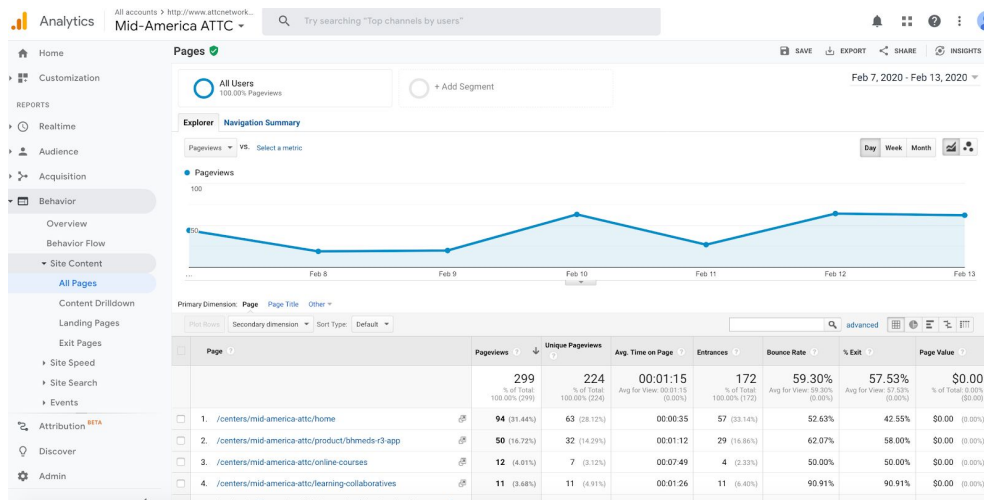


ALL PAGES REPORT

[\[Behavior>> Site Content>> All Pages\]](#)

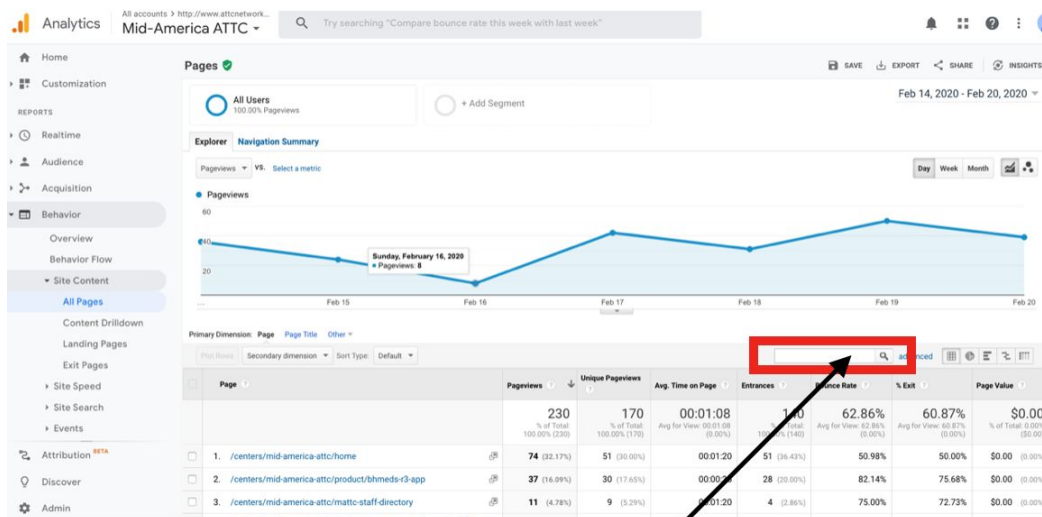
The All Pages report displays the top pages on your website based on traffic, as well as each page's pageviews, unique pageviews, average time on page, entrances, bounce rate, % exit and page value.

Under 'Reports' on the left side menu, go to the drop down for Behavior>Site Content>All Pages



To search for a specific link...

The Search toolbar on the right side of the dashboard, below the graph, enter in the link you are specifically wanting to find.



You need to **remove https://** and the whole domain name when searching for a page that is on your site.

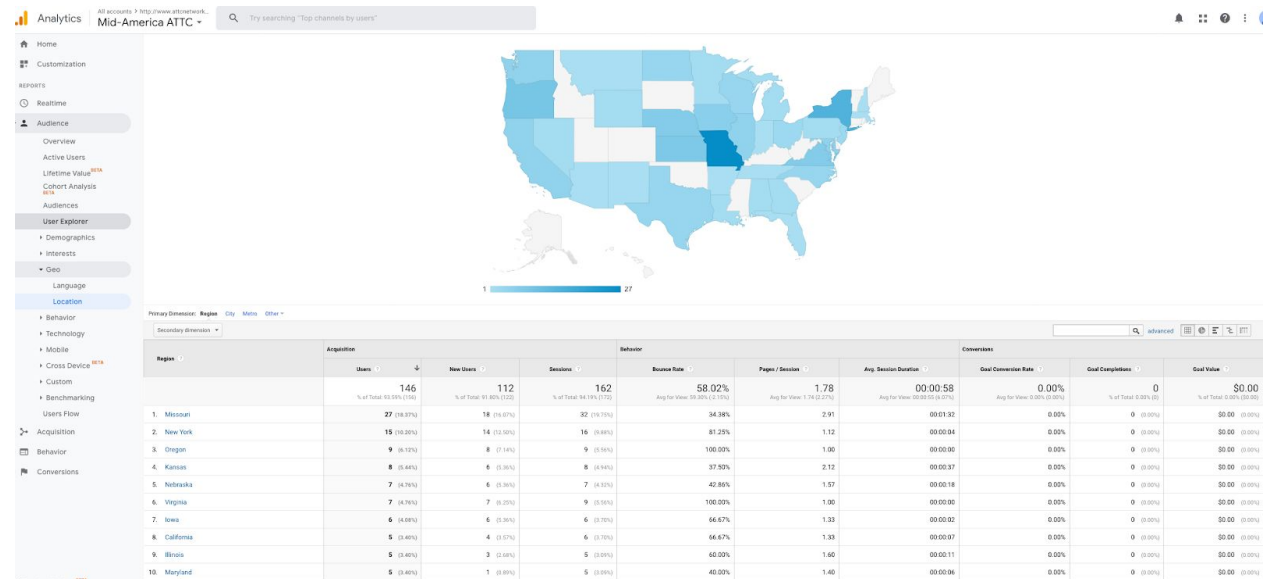
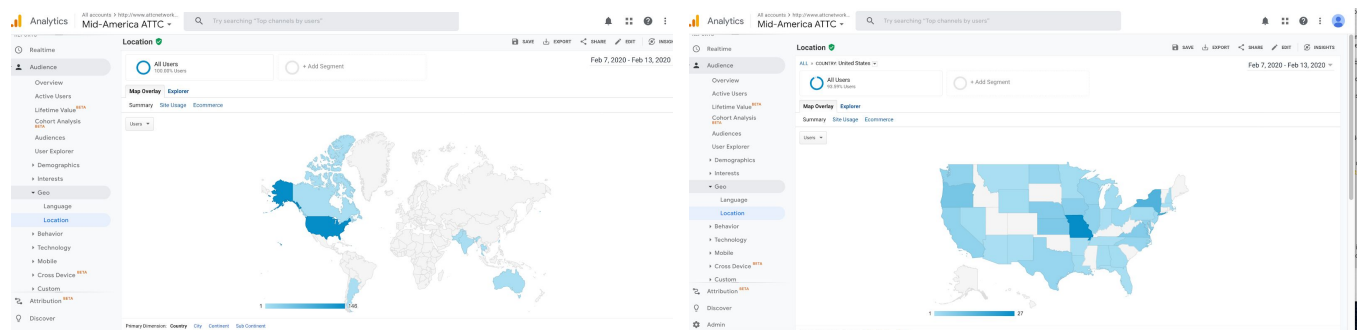
LOCATION REPORT

[\[Audience>> Geo>> Location\]](#)

Geo reports provide basic information on your audience's (website visitors) language and geographic location. This suite of reports breaks down key stats as they relate to the language and geographic location of your website visitors.

Under 'Reports' on the left side menu, go to the drop down for Audience>Geo>Location

Begin by clicking on the United States within the Map.



You can also click on a specific state to see the regions of visitors within a state.

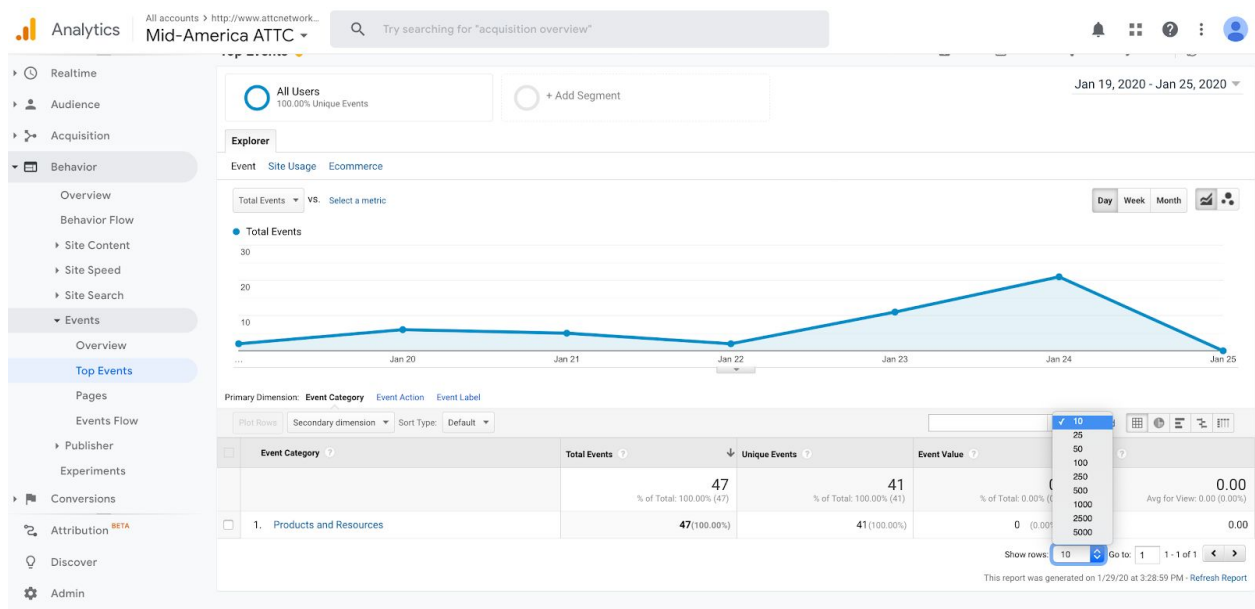
TOP EVENTS REPORT

[Behavior >> Events >> Top Events]

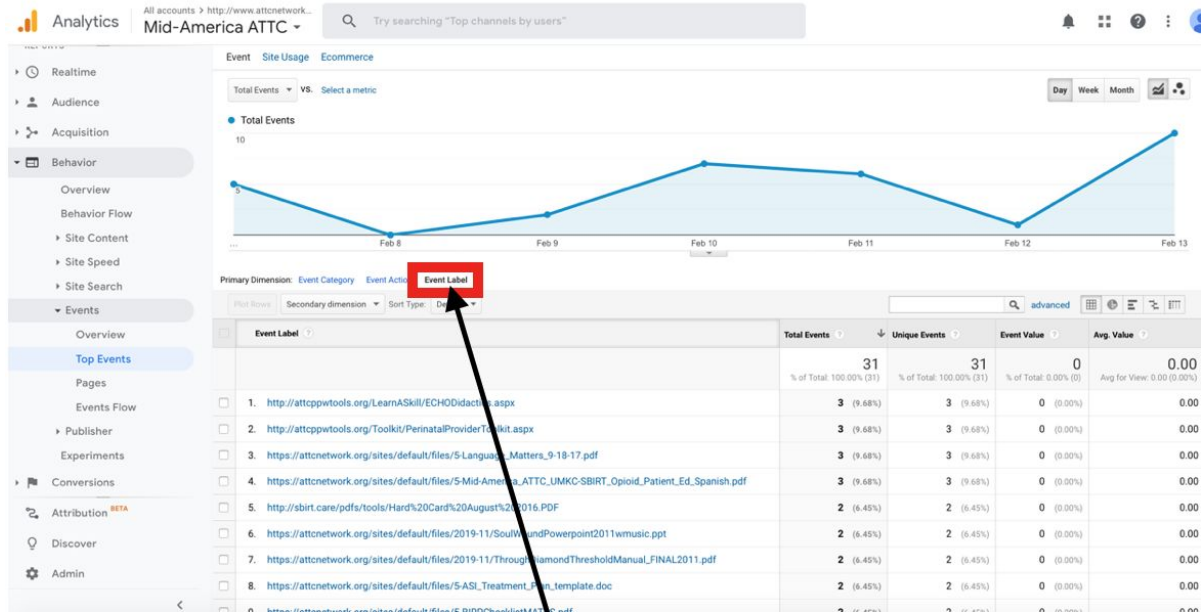
This report is for showing downloads of product files from the Products and Resources Catalog section of the websites, or external resource links clicked on from the Products and Resources Catalog. It's called Events because it is most often used to measure actions (aka, events) happening on your website.

- **Overview:** It gives you a summary of top events data of your site
- **Top Events:** It shows you a list of events that keep your visitors engaged on your site
- **Pages:** It shows you a list of pages in which your downloadable resource is hosted. In other words, it is a list of posts and pages where the events occur on your site.

To see tracking on individual internal products, you will find three tabs in the middle section underneath the line chart. **Primary Dimension: Event Category, Event Action, and Event Label.**

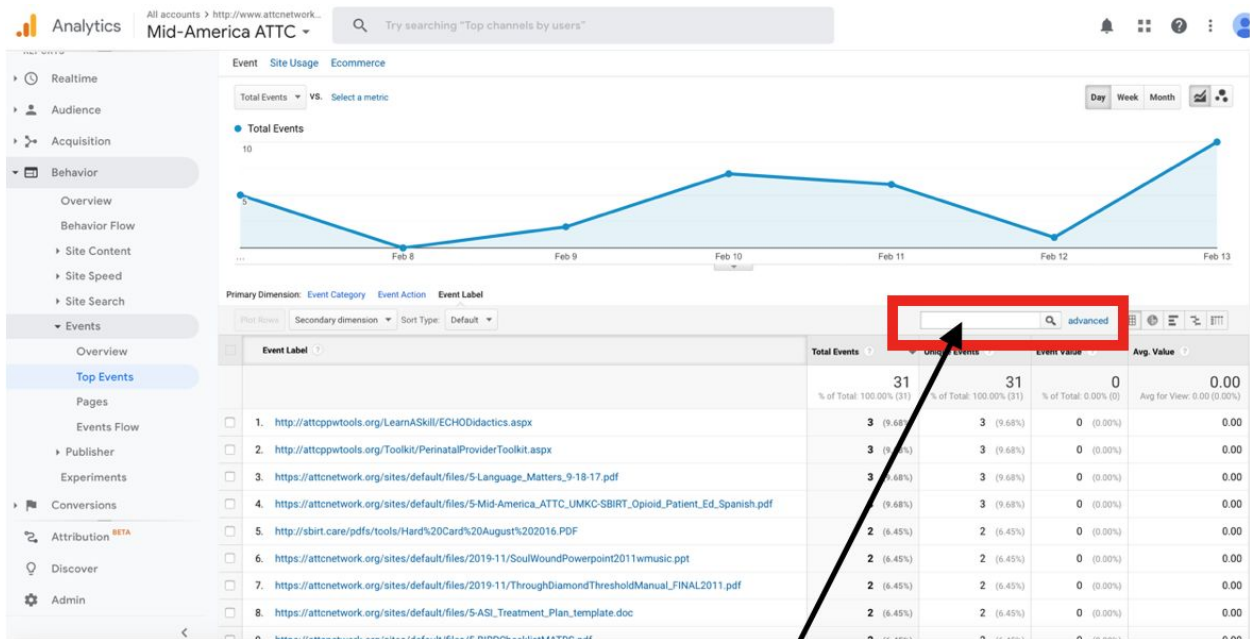


Click on Event Label.



To search for a download of a specific file...

The Search toolbar on the right side of the dashboard, below the graph, and enter in the link you are specifically wanting to find.



You need to **remove https://** and the **whole domain name** when searching for a page that is on your site.