

WEB ANALYTICS WORKSHOP

# Google Analytics

August 14th 2017 - Mashhad



Hello!

Google Analytics

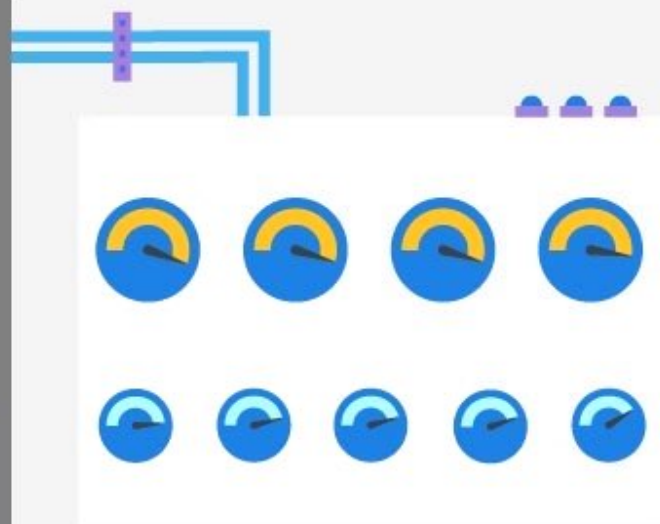
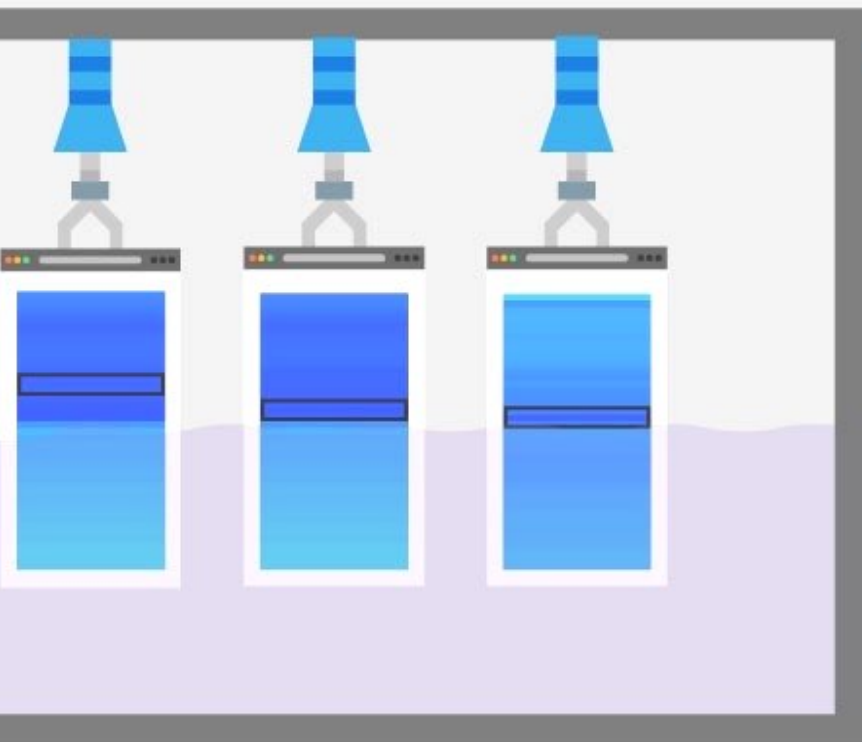
# Milad Safarzadeh

**Google Analytics** Individual Qualified



You can't count if you don't measure!

Google Analytics



- The numbers tell the tale!
- For scientists, measuring is the way to test a theory
- For engineers, measuring is the way to validate a design
- Measurement systems and sensors are the senses of the computer
- **Measuring also implies: knowing what you don't know.**

# What is Web Analytics?

**Web analytics** is the measurement, collection, analysis and reporting of Internet Data for purposes of understanding and optimizing web usage.

Web analytics is not just a tool for measuring Web Traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site.

There are two categories of Web analytics:

- Off-Site Web analytics
- On-Site Web Analytics

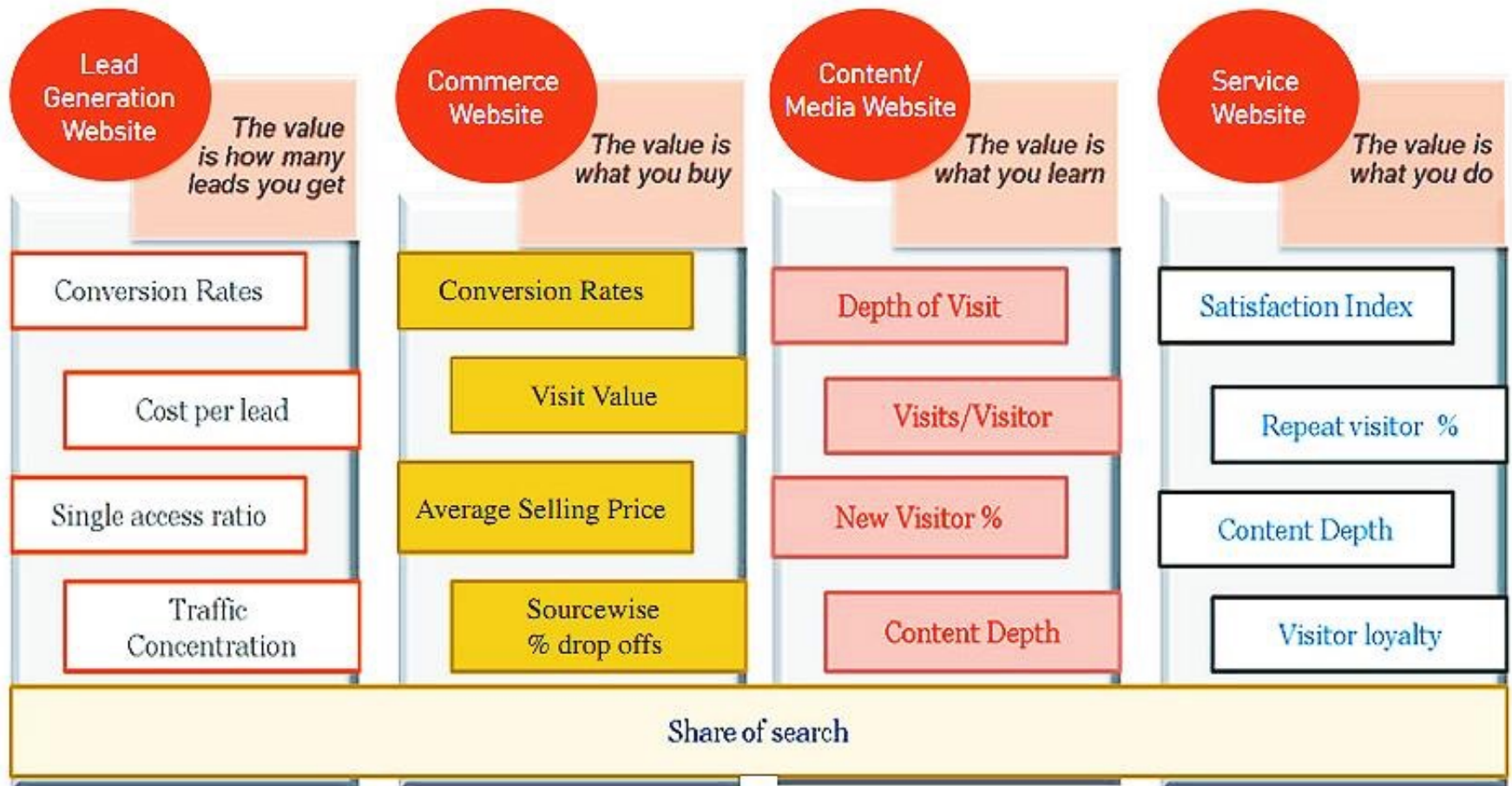
- **Off-Site Web analytics** : Off-site web analytics refers to web measurement and analysis regardless of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and buzz (comments) that is happening on the Internet as a whole.
- **On-Site Web Analytics**: On-site web analytics measure a visitor's Behaviour once on your website. On-site web analytics measures the performance of your website in a commercial context. This data is typically compared against Key Performance Indicators for performance, and used to improve a web site or marketing campaign's audience response. Google Analytics is the most widely used on-site web analytics service

- **key performance indicator (KPI)** is a type of Performance Measurement. An organization may use KPIs to evaluate its success, or to evaluate the success of a particular activity in which it is engaged. measure the success of your business with KPIs.

What's Your Goal?



# Sample KPIs by Industry



Sample KPIs by Industry

1. Define your measurement plan. Make sure you involve your business leaders and Marketing Team.  
They will identify which objectives, goals, KPIs, segments and targets should be measured.
2. Document your technical environments. This is when you'll want to get your IT team involved.
3. Translate your measurement plan into an implementation plan based on your technical environment.
4. Only once the plan is ready, move on to implement analytics.

## Measuring impact

- ❑ Create a measurement plan
- ❑ Document technical infrastructure
- ❑ Create implementation plan
- ✅ Implement analytics configuration
- ✅ Test, feedback and refine plan

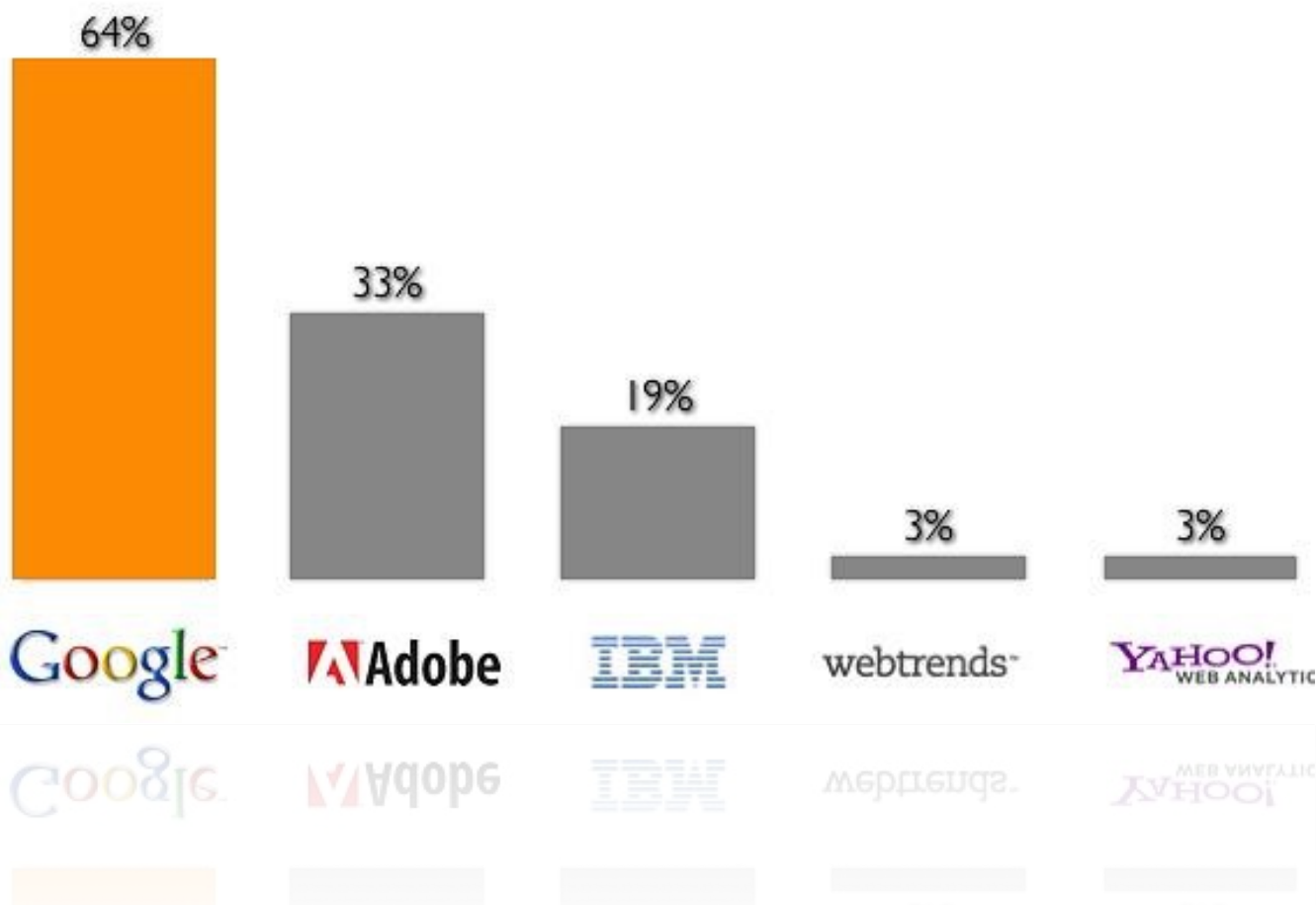


**Google Analytics** provides powerful digital analytics for anyone with a web presence, large or small. It's one of the most powerful digital analytics solutions available. It can greatly improve the effectiveness of your online marketing.

it's **free** for anyone to use and the Most-widely Used analytic tool around the world!



## Top 500 Retail





- Success Stories Available on [Analytics.Google.com](https://analytics.google.com)

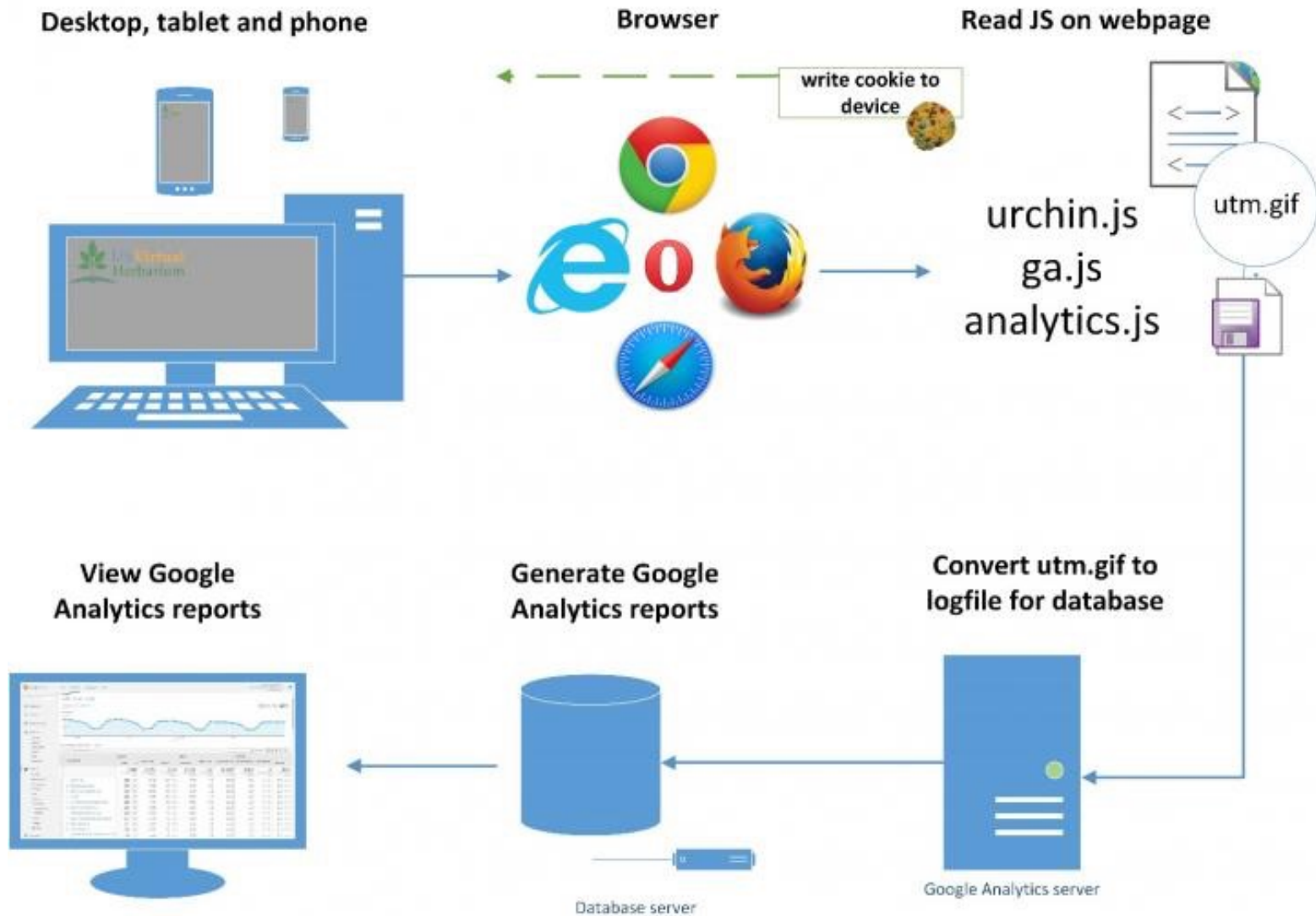
- **Google Analytics** works by means of a small snippet of code that you include on your website pages. This code snippet activates Google Analytics tracking for your site, which collects and sends visitor activity to your Google Analytics account. It look likes this:

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-41121011-3', 'auto');
ga('send', 'pageview');

</script>
```

# How it works



Google Analytics uses first-party cookies to Instead of Third-party Cookies to track visitor's information.

- What actually happens when cookies are blocked or Rejected ?

1st party cookies: it is very hard to login anywhere.

3rd party cookies: no adverse effects to surfing.

It is estimated that a very low percentage of people block first party cookies, less than 5%. So Don't Worry!

So Google Analytics Uses **first-party persistent Cookies...**

**Difference:**

**Temporary Cookies:** Such cookies expire as soon as you end the web session or close the browser window.

**Persistent Cookies:** The cookies which are set with expiration date are known as persistent cookies. Such cookies expire only on the expiration date and can remain on your computer even when you have ended the web session or closed your browser window.

Google Analytics relies on cookies to ‘remember’ and record a users’ interaction on a website. The [analytics.js Library](#) uses first-party cookies to:

- Determine which domain to measure
- Distinguish unique users
- Remember the number and time of previous visits
- Remember traffic source information
- Determine the start and end of a session
- Remember the value of visitor-level custom variables

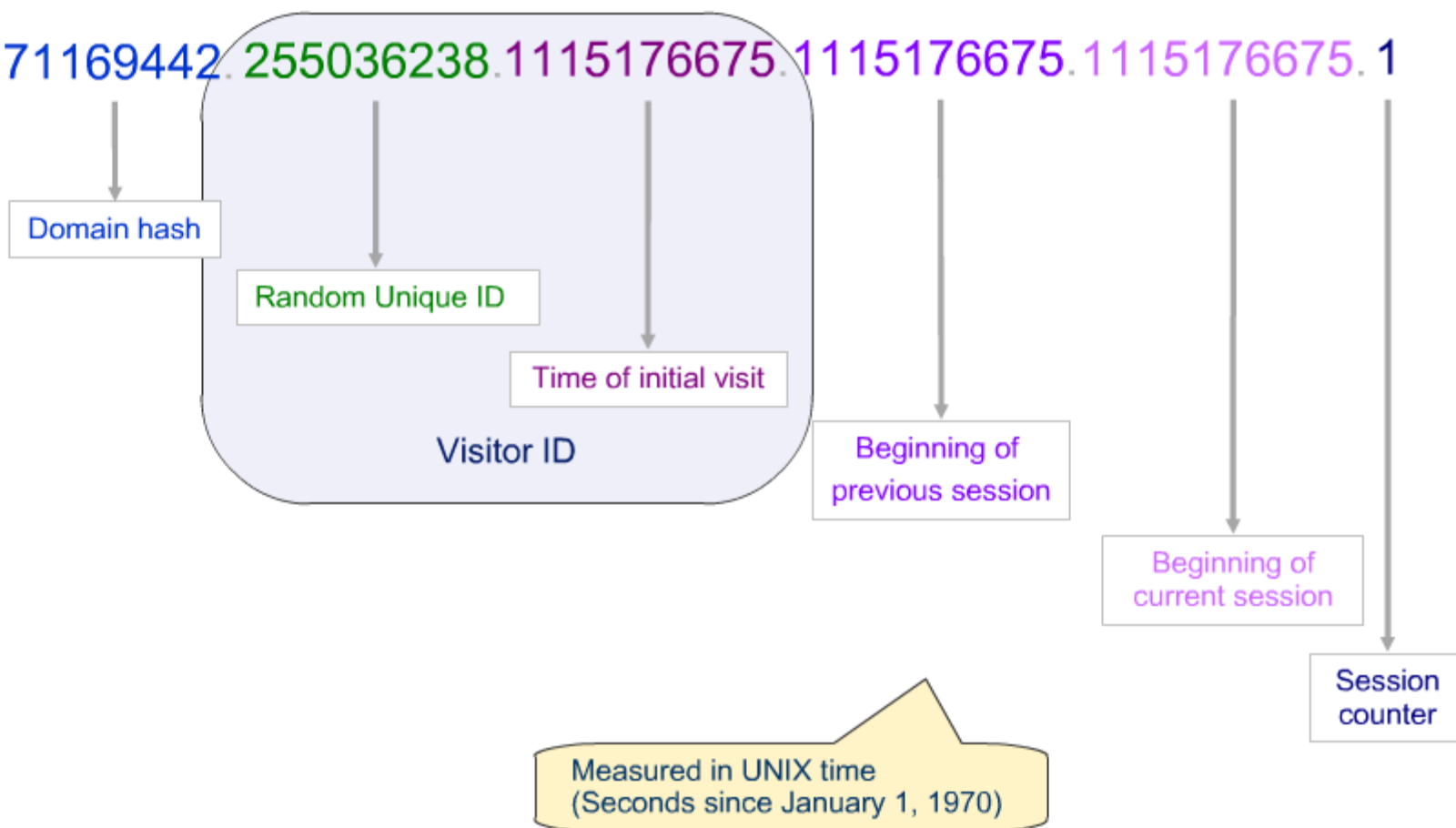
Let’s See What Type of cookies analytics set up to track user interactions and information on websites:

This cookie is used to **determine new and returning visitors**. It has an **expiration time of 2 years**. If the ga.js library is executed and no \_utma cookie exists, this will be recorded as the users' first visit and a \_utma cookie will be set. If a \_utma cookie is already in place, the expiration time is reset and the user is recorded as a return visitor.

Let's Take a look at the \_\_Utma Cookie Strucrure:

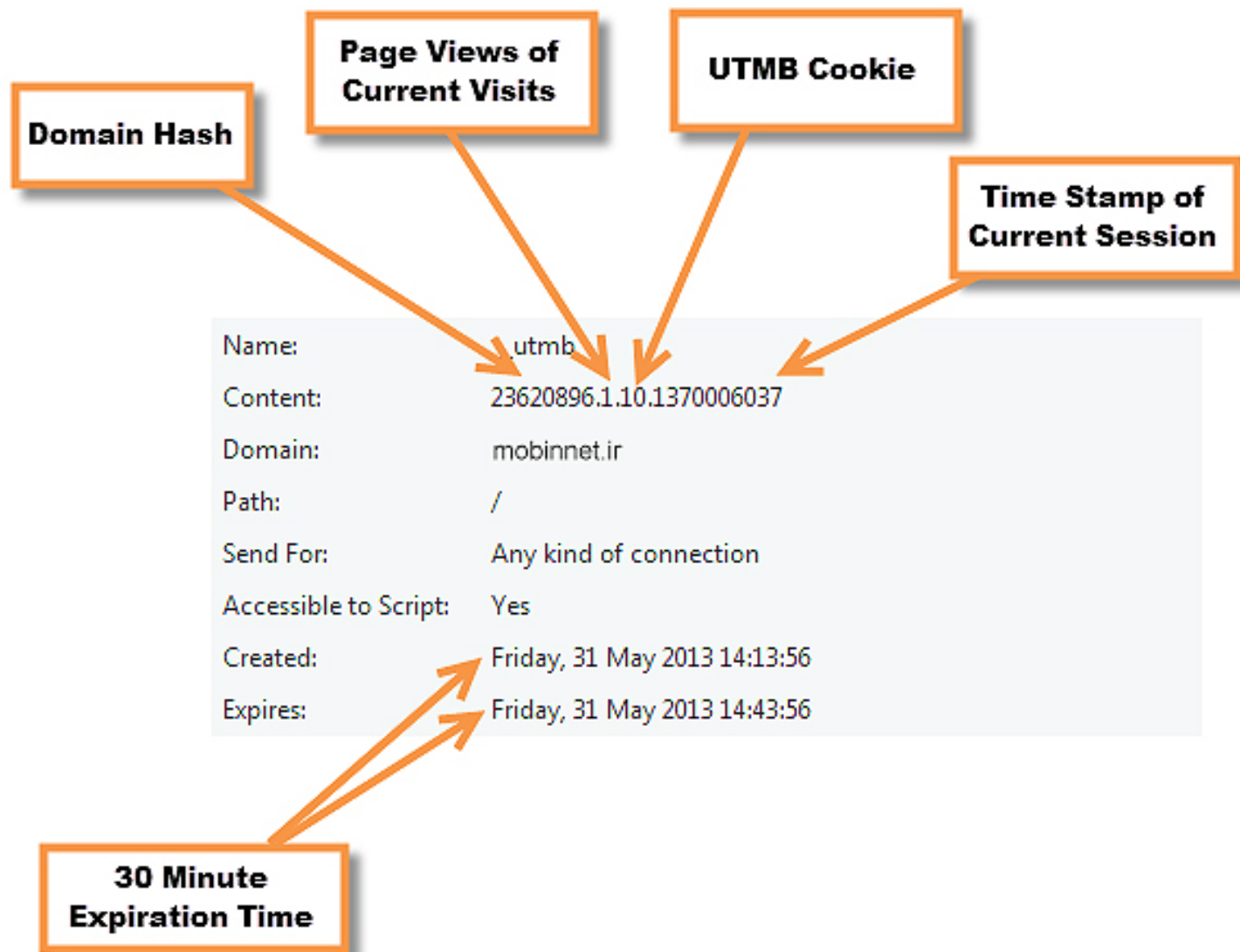
## \_\_utma – Visitor Identifier

utma= 171169442.255036238.1115176675.1115176675.1115176675.1



This cookie is used to **determine a new session**. The cookie is set when the ga.js library executes and there is no \_utmb cookie in place. It has an **expiration time of 30 minutes**, therefore if a user is inactive for a period longer than this, a new cookie will be set when the library executes and the interaction will be recorded as a new session.

Let's Take a look at the \_\_Utmb Cookie Strucrure:

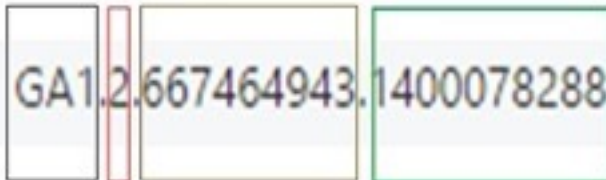


The **analytics.js** **JavaScript** library sets the following first party cookies:

#1 **\_ga cookie** which is used to identify unique users and it expires after 2 years.

#2 **\_gat cookie** which is used to throttle the request rate and it expires after 10 minutes.

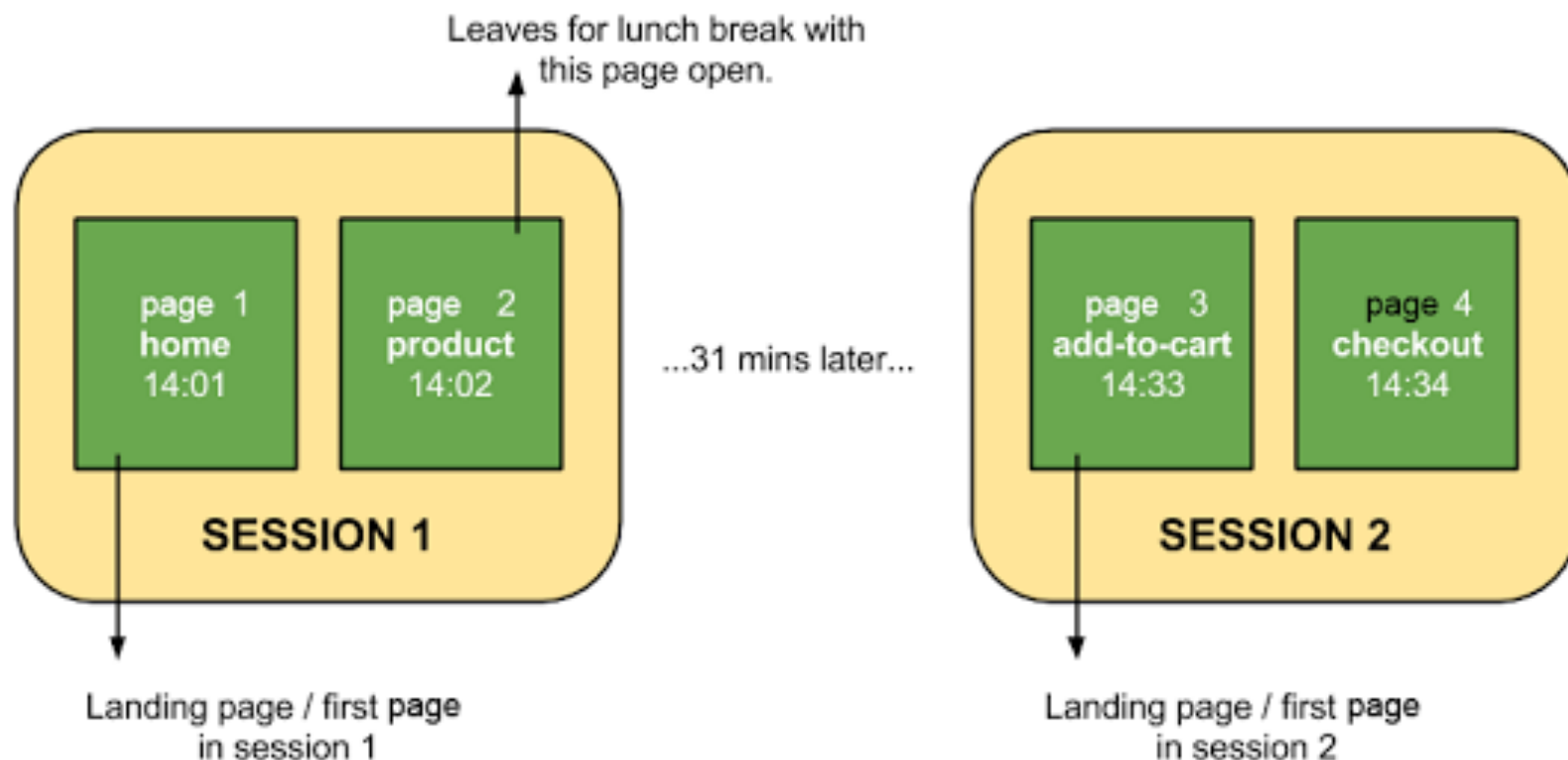
Content: GA1.2.667464943.1400078288

A diagram illustrating the structure of a cookie content string. The string is "GA1.2.667464943.1400078288". The segments are highlighted with colored boxes: "GA1" is in a blue box, "2" is in a red box, "667464943" is in a yellow box, and "1400078288" is in a green box.

A single user can open multiple sessions. Those sessions can occur on the same day, or over several days, weeks, or months. As soon as one session ends, there is then an opportunity to start a new session. There are two methods by which a session ends:

- Time-based expiration:
  - After 30 minutes of inactivity
  - At midnight
- Campaign change:
  - If a user arrives via one campaign, leaves, and then comes back via a different campaign.

# It's a new session that counts!



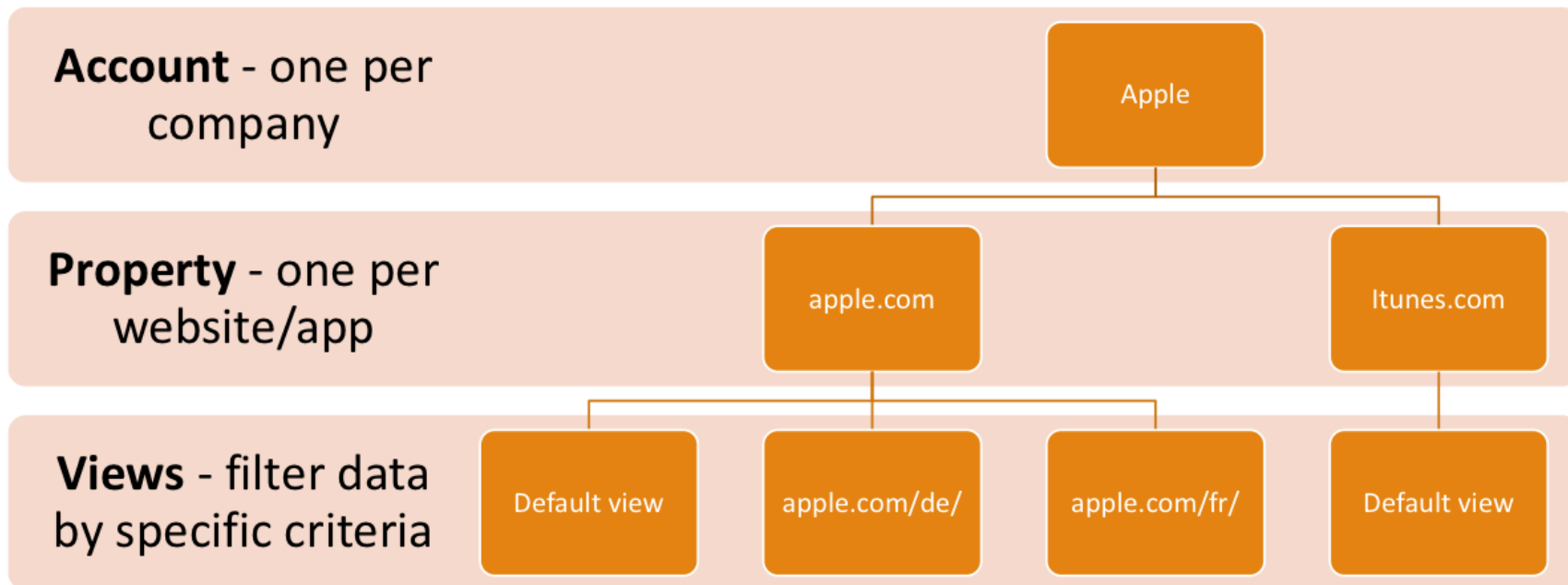
You use Analytics to gather and report on information about visitor traffic to a property. A property can be a website, a mobile application, a blog--any page or screen that receives traffic via the web or a mobile app. To collect that information with Analytics, you need to:

1. Sign up for an Analytics account.
2. Add your property to the account.
3. Add the Analytics tracking code to your property (Web).



First, let's take a look at how these entities are related within the framework of Analytics.

- **Account:** Your access point for Analytics, and the topmost level of organization.
- **Property:** Website, mobile application, blog, etc. An account can contain one or more properties.
- **View:** Your access point for reports; a defined view of visitor data from a property. You give users access to a view so they can see the reports based on that view's data. A property can contain one or more views.
- **Users:** You add users to an account. You can assign four different permissions to a user.



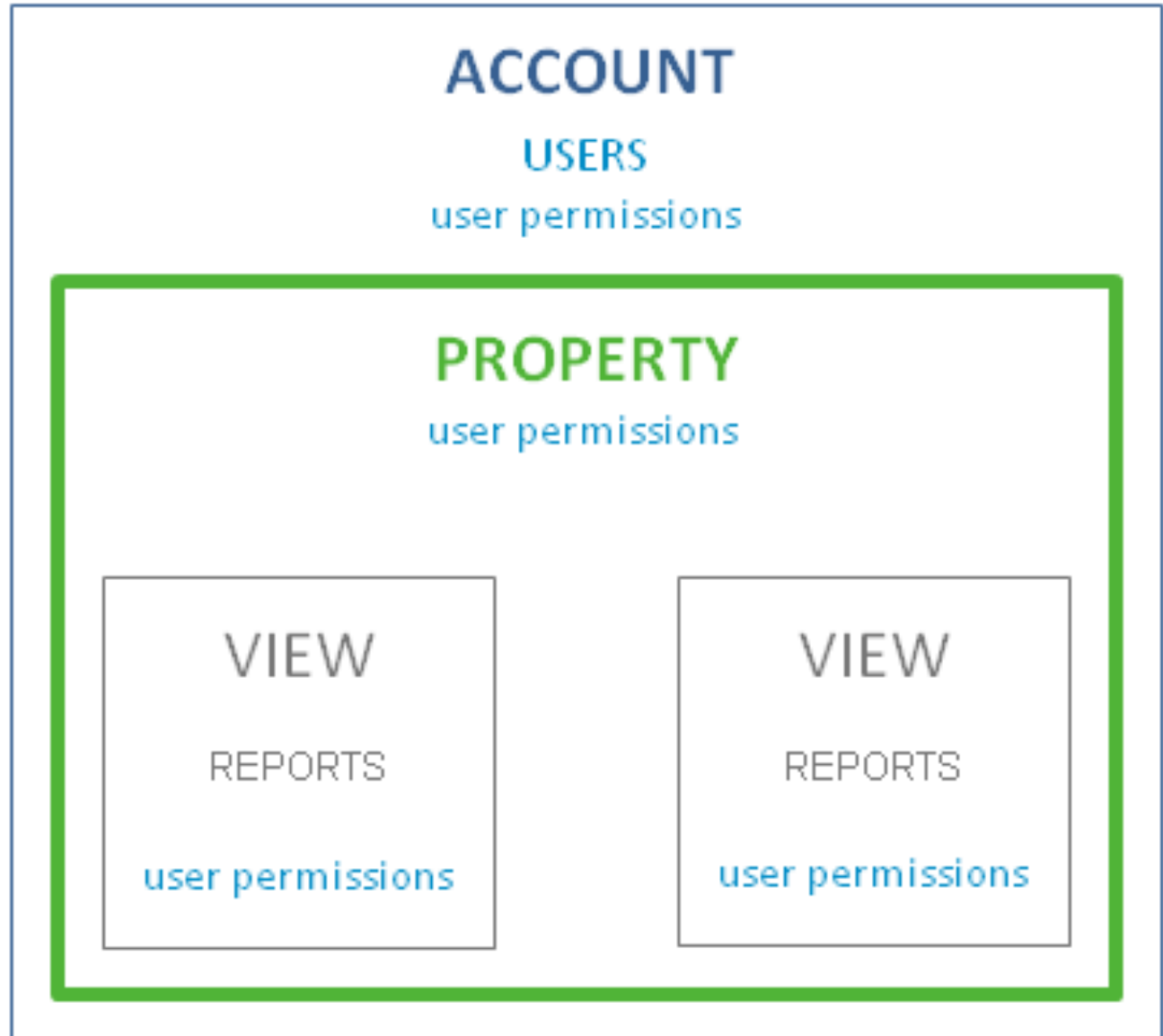
Documentation: <https://support.google.com/analytics/answer/1009618>

First, let's take a look at how these entities are related within the framework of Analytics.

- **Manage Users:** Can manage account users (add/delete users, assign permissions). Does not include Edit or Collaborate.
- **Edit:** Can perform administrative and report-related functions (e.g., add/edit/delete accounts, properties, views, filters, goals, etc., but not manage users), and see report data. Includes Collaborate.
- **Collaborate:** Can create personal assets, and share them. Can collaborate on shared assets, for example, edit a dashboard or annotation. Includes Read & Analyze.
- **Read & Analyze:** Can see report and configuration data; can manipulate data within reports and can create personal assets, and share them, and see shared assets. Cannot collaborate on shared assets.

- Accounts
- Properties
- Views

Let's Create  
Accounts and give users  
access to the accounts.



## Every Property need 3 views:

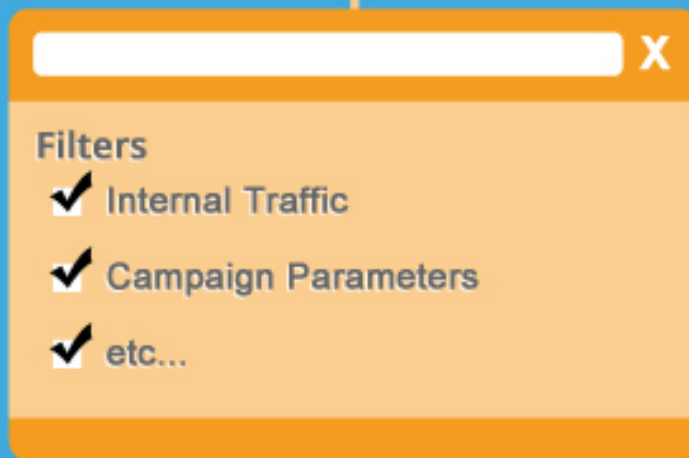
- **Main**
- **Raw Data**
- **Test**

This naming convention isn't what's important. What's important is that these 3 Views exist for each of your Properties in Google Analytics.

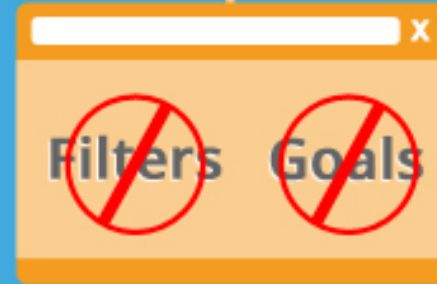
## Google Analytics Account



TEST VIEW



MAIN VIEW

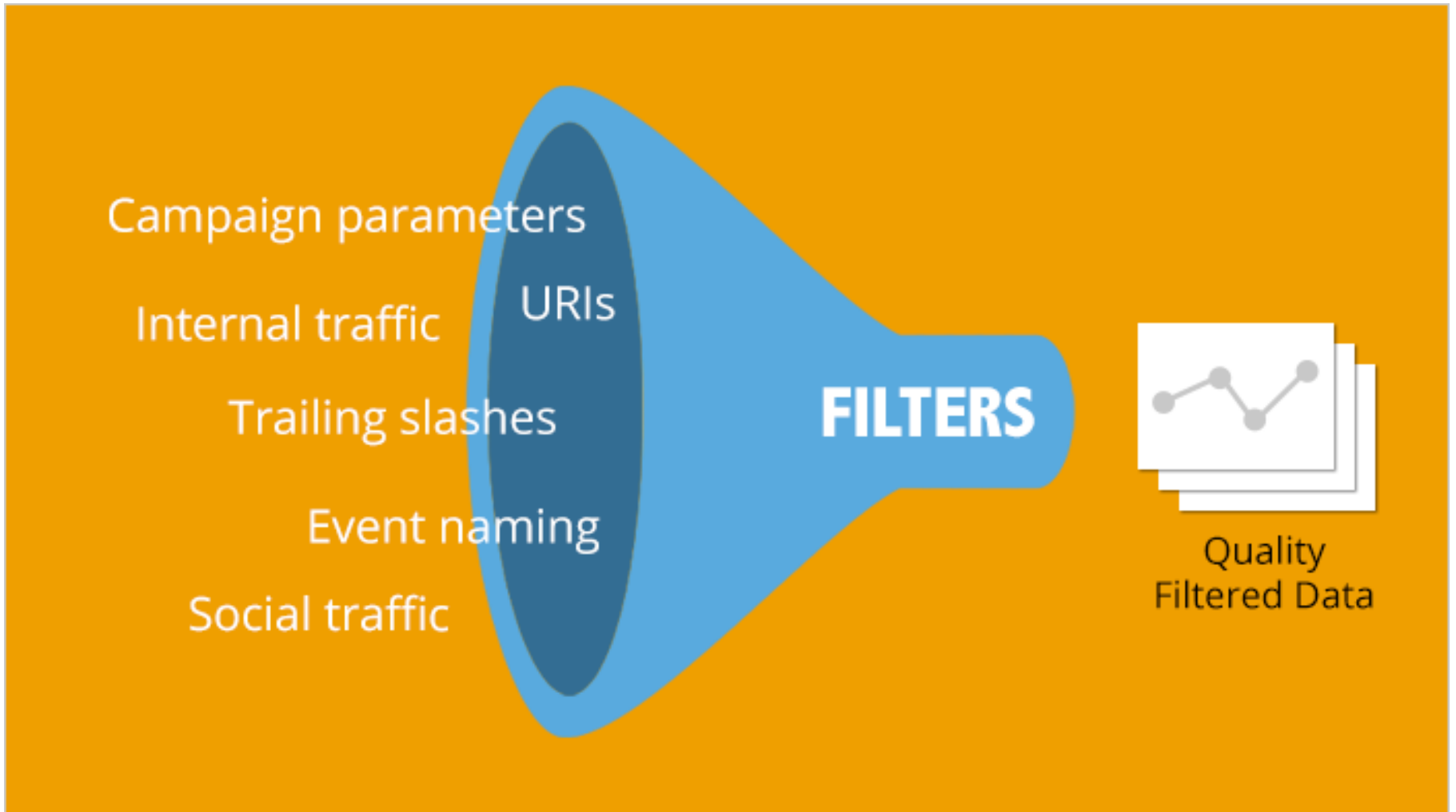


RAW VIEW

MAIN VIEW

**Google Analytics filters** limit or modify the data that appears in a view. We recommend that most views include a set of “best practices” filters to ensure data quality:

- **Exclude internal traffic**
- **Trailing slashes**
- **Lowercase – URIs, campaign parameters, event naming**
- **Social traffic sources**



## Get Rid of Noise With These Fundamental Google Analytics Filters:

- Exclude internal IP filter
- Force lowercase filter on campaign attributes
- Force lowercase filter on Request URI
- Include the Hostname to the Request URI
- Exclude traffic to any testing environment
- Filter unnecessary query parameters
- Rewriting referral webmail traffic
- Separating mobile and non-mobile traffic
- Filter bot traffic

VIEW

iranserver.com

View Settings

User Management

Goals

Content Grouping

**Filters**

Channel Grouping

PERSONAL TOOLS & ASSETS

Segments

## Add Filter to View

**Choose method to apply filter to view**

Create new Filter  
 Apply existing Filter

### Filter Information

Filter Name

Filter Type  Predefined filter  Custom filter

Exclude  traffic from the ISP domain  that are equal to

From ISP Domain   
(e.g. mydomain.com)

Case Sensitive  Yes  No

**Filter Information**

Filter Name

Filter Type  Predefined filter  Custom filter

IP address      IPv6  
(e.g. 74.125.19.103 or 2001:db8::1)

(e.g. 74.125.19.103 or 2001:db8::1)

**Filter Information**

Filter Name

Filter Type  Predefined filter  Custom filter

IP address      IPv6  
(e.g. 74.125.19.103 or 2001:db8::1)

(e.g. 74.125.19.103 or 2001:db8::1)

## Filter Information

Filter Name

Filter Type  Predefined filter  Custom filter

- Exclude
- Include
- Lowercase
- Uppercase
- Search and Replace
- Advanced

Field A -> Extract A

Field B -> Extract B

Output To -> Constructor

Field A Required  Yes  No

Field B Required  Yes  No

Override Output Field  Yes  No

Case Sensitive  Yes  No

Case Sensitive  Yes  No

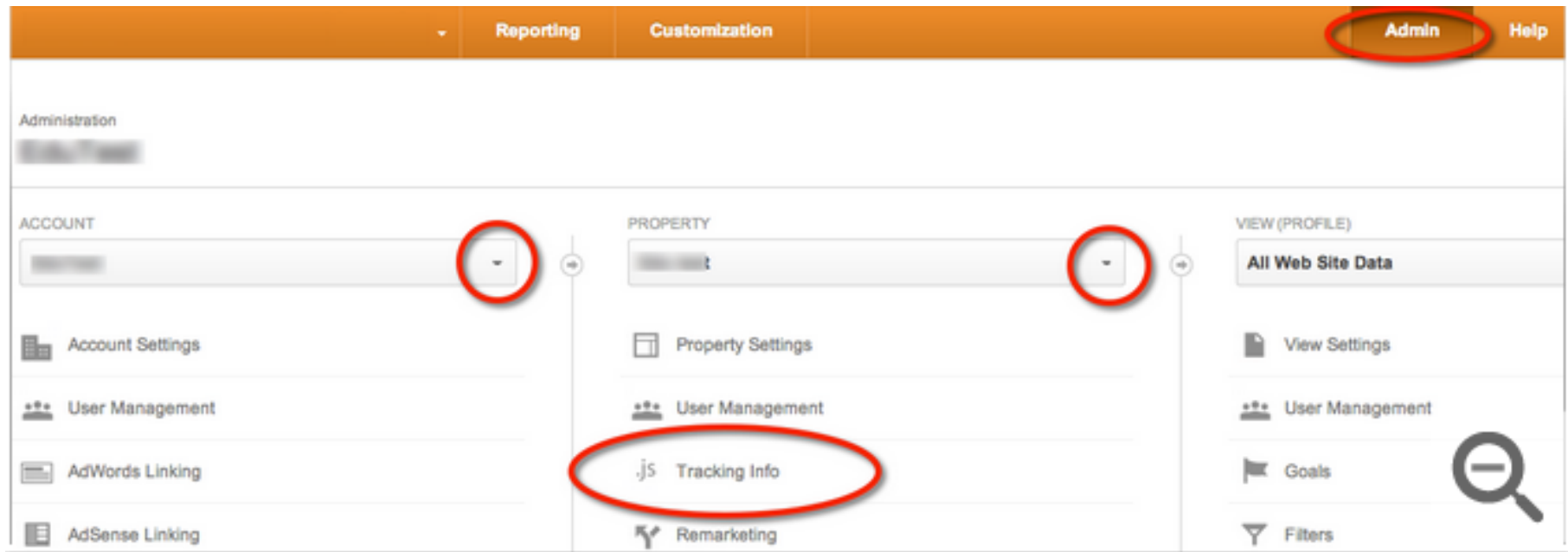
## Regular Expressions (Regex) Cheat Sheet

### Special Characters In Regular Expressions & their meanings

Character	Meaning	Example
<b>*</b>	Match <b>zero, one or more</b> of the previous	Ah* matches "Ahhhhh" or "A"
<b>?</b>	Match <b>zero or one</b> of the previous	Ah? matches "Al" or "Ah"
<b>+</b>	Match <b>one or more</b> of the previous	Ah+ matches "Ah" or "Ahhh" but not "A"
<b>\</b>	Used to <b>escape</b> a special character	Hungry\? matches "Hungry?"
<b>.</b>	Wildcard character, matches <b>any</b> character	do.* matches "dog", "door", "dot", etc.
<b>( )</b>	<b>Group</b> characters	See example for
<b>[ ]</b>	Matches a <b>range</b> of characters	[cbf]ar matches "car", "bar", or "far" [0-9]+ matches any positive integer [a-zA-Z] matches ascii letters a-z (uppercase and lower case) [^0-9] matches any character not 0-9.
<b> </b>	Matche previous <b>OR</b> next character/group	(Mon) (Tues)day matches "Monday" or "Tuesday"
<b>{ }</b>	Matches a specified <b>number of occurrences</b> of the previous	[0-9]{3} matches "315" but not "31" [0-9]{2,4} matches "12", "123", and "1234" [0-9]{2,} matches "1234567..."
<b>^</b>	<b>Beginning</b> of a string. Or within a character range [ ] negation.	^http matches strings that begin with http, such as a url. [^0-9] matches any character not 0-9.
<b>\$</b>	<b>End</b> of a string.	ing\$ matches "exciting" but not "ingenious"

# Get The Tracking Code


click **Admin** in the top menu bar. From the **Account and Property** columns, select the property you're working with. Click **Tracking Info / Tracking Code**. Get the Code and Implement it on your website.







There are a few ways you can **check to see if the Google Analytics tracking code on your website is working?**

- Check the **Tracking Status** in your property
- Check your **Real-Time reports**
- Use your **browser's View Page Source** feature to find the tracking code
- Install and use the **Google Analytics Debugger** extension (only for Chrome)

PROPERTY



-  Property Settings
-  User Management
- .js Tracking Info**
-  Remarketing
- Dd** Custom Definitions
- Dd** Data Import
-  Social Settings

Tracking ID

Status: Receiving Data

UA-2253268-2

## Website tracking

### Subdomains of iranserver <sup>?</sup>

Examples: www.iranserver.com -and- apps.iranserver.com -and- store.iranserver.com

ON

### Multiple top-level domains of iranserver <sup>?</sup>

Examples: www.iranserver.uk -and- www.iranserver.cn -and- www.iranserver.fr

OFF

### Display Advertiser Support

Learn more about [this support here](#).

OFF

### Custom campaign tags

Override tags with [custom campaigns](#), e.g., define a search term with keyword in place of "utm\_

OFF

Save

Reset

# Check Data Status

Administration

www.iranserver.com

## ACCOUNT

www.iranserver.com

Account Settings

User Management

All Filters

Change History

Trash Can

## PROPERTY

IranServer

Property Settings

User Management

.js Tracking Info

Tracking Code

Data Collection

User-ID

Session Settings

Organic Search Sources

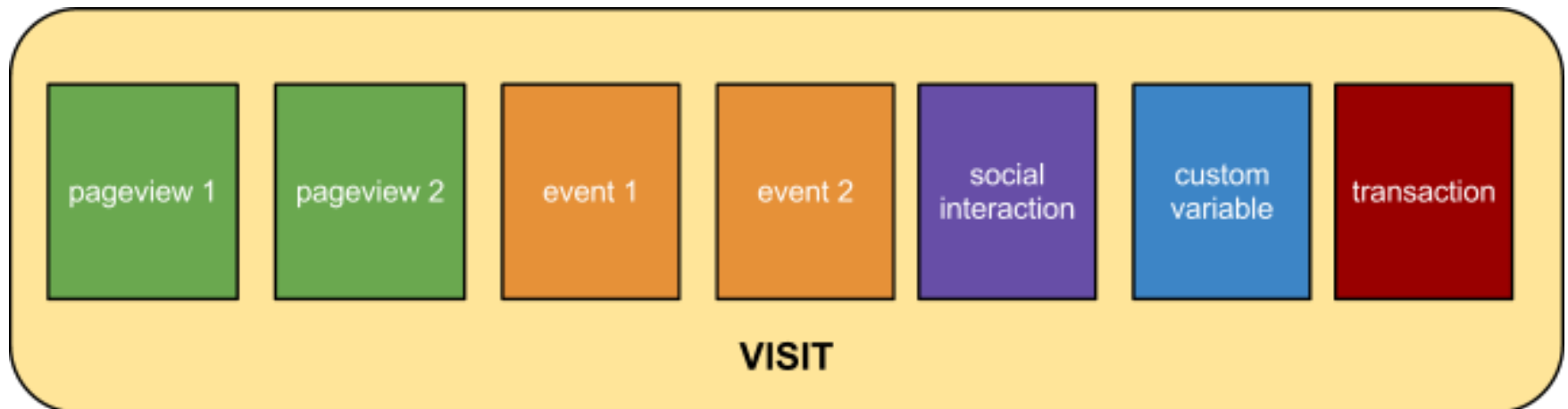
Referral Exclusion List

Search Term Exclusion List

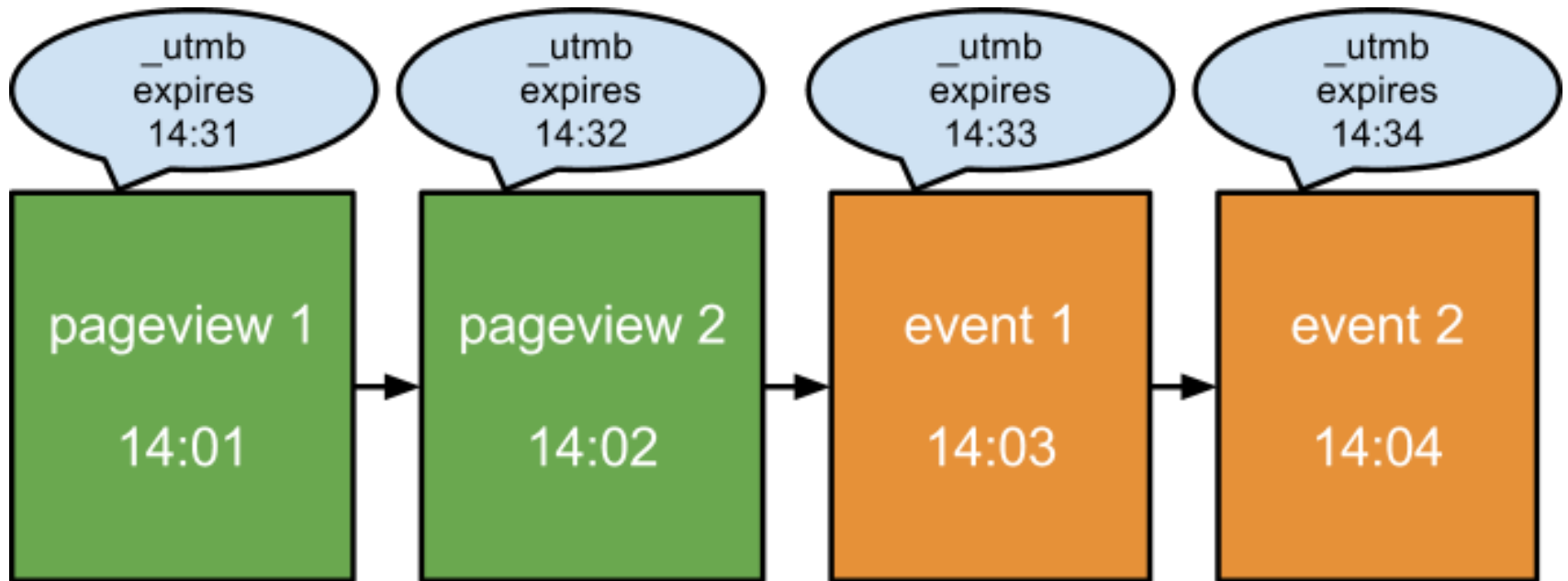
## PRODUCT LINKING

A single visitor can open multiple visits. Those visits can occur on the same day, or over several days, weeks, or months. As soon as one visit ends, there is then an opportunity to start a new visit. There are two methods by which a visit ends:

- After 30 minutes of inactivity by the visitor
- At midnight ( Time-based end of the day)



Each time Someone makes a request (e.g., pageview, event, social interaction, transaction), the expiration of `__utmb` is reset to 30 minutes.



The Audience reports are designed to provide insight into:

- Who makes up your audience (demographics, interests, location, language, custom variables)
- How that audience reaches and consumes your site (technology, mobile)
- Loyalty and engagement (behavior)

## Audience Overview

Nov 23, 2013 - Dec 23, 2013

Compare to: Oct 23, 2013 - Nov 22, 2013

Email Export Add to Dashboard Shortcut

All Visits +0.00%

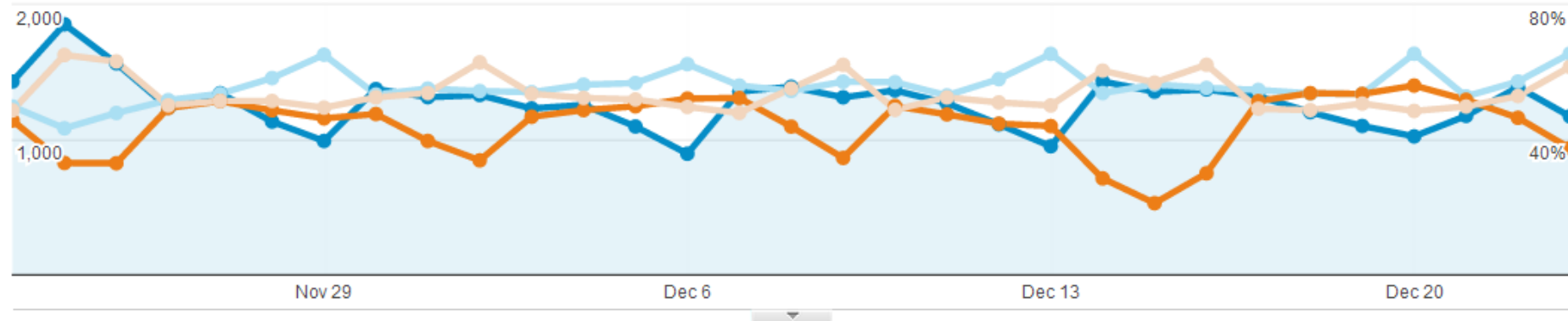
### Overview

Visits vs. % New Visits

Hourly Day Week Month

Nov 23, 2013 - Dec 23, 2013: Visits % New Visits

Oct 23, 2013 - Nov 22, 2013: Visits % New Visits



24,061 people visited this site

## Dimensions: Describe data

A dimension is an descriptive attribute or characteristic of an object that can be given different values. For example, a geographic location could have dimensions called Latitude, Longitude, or City Name. Values for the City Name dimension could be San Francisco, Berlin, or Singapore.

## Metrics: Measure data

Metrics are individual elements of a dimension that can be measured as a sum or a ratio. For example, the dimension City can be associated with a metric like Population, which would have a sum value of all the residents of the specific city.

Screenviews, Page per Visit, and Average Visit Duration are examples of metrics in Google Analytics.

There are four parameters:

**index**—This is slot for the custom variable and is required. You get 5 slots that can range from 1 – 5, inclusive. A custom variable should be placed in one slot only and not be re-used across different slots. If you not careful they can be overwritten.

**name**—The name for the custom variable and is required. Take a moment to think about this. It is the top-level term which identifies the custom variable. Think gender or membership level.

**value**—The value for the custom variable and is required. This is a value that is paired with a name, so for example if you measure Gender, the value would be male or female.

**opt\_scope**—The scope for the custom variable and is optional. The scope defines the level of user engagement with your site. It is a number whose possible values are 1 (visitor-level), 2 (session-level), or 3 (page-level). When left undefined, the custom variable scope defaults to page-level interaction.

# Look likes this:

```
<script type="text/javascript">  
  var _gaq = _gaq || []; _gaq.push(['_setAccount', 'UA-xxxxxx-XX']); _gaq.push(['_setCustomVar', 1, 'age', '<?php  
echo $_GET["age"]; ?>', 1]); _gaq.push(['_setCustomVar', 2, 'gender', '<?php echo $_GET["gender"];?>', 1]);  
  
  _gaq.push(['_trackPageview']);  
  
(function() { var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true; ga.src = ('https:'  
== document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js'; var s =  
document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s); })();  
  
</script>
```

This is a Scenario Where we Want to track the users that logged in,Registered or not. We change the Custom vars when the user logged in and pushe it to Server.

```
_gaq.push(['_setCustomVar',  
          1,           // first slot  
          'user-type', // custom variable name  
          'regular-user', // custom variable value  
          2           // custom variable scope - session-level  
]);
```

# Segmenting Vars

Out of a total of 45,485 visits...

Test Segment

delete

Custom Variable (Key 1)	Condition	Value	Visits	
Custom Variable (Key 1)	Matches exactly	user-type	44,762 visits	⊗

or

Add "or" statement

and

delete

Custom Variable (Value 1)	Condition	Value	Visits	
Custom Variable (Value 1)	Matches exactly	visitor	40,033 visits	⊗

or

Add "or" statement

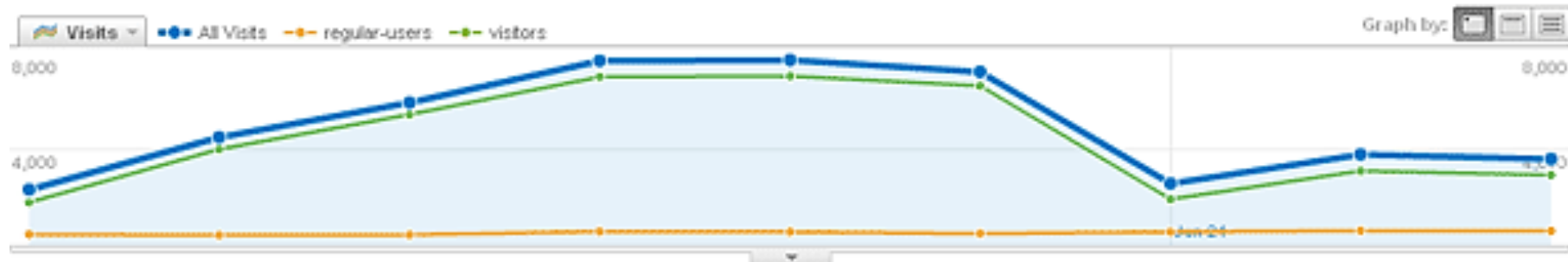
and

Add "and" statement

...this segment matches 40,033 visits

Test Segment

# Segmenting Vars Report



## Site Usage

All Visits : **45,485 Visits**  
regular-user : **4,729**  
visitor **40,033**

All Visits : **52.91% Bounce Rate**  
regular-user : **0.36%**  
visitor **58.67%**

All Visits : **268,300 Pageviews**  
regular-user : **120,076**  
visitor **147,780**

All Visits : **00:03:43 Avg. Time on Site**  
regular-user : **00:18:54**  
visitor **00:01:59**

All Visits : **5.90 Pages/Visit**  
regular-user : **25.39**  
visitor : **3.69**

All Visits : **81.42% % New Visits**  
regular-user : **44.81%**  
visitor : **85.94%**

## What is the Visitors Flow Report?

Visitors Flow is a graphical representation of the paths visitors took through your site, from the source, through the various pages, and where along their paths they exited your site.

A node represents: one value of the dimension by which you're filtering the visualization (first column); or a single page or collection of pages (for example, all pages in the wearables directory).

A connection represents the path from one node to another, and the volume of traffic along that path.

# Visitor Flow



The Acquisition reports provide a window on your users **Acquisition-Behavior-Conversion (ABC) cycle**: how you acquire users, their behavior on your site after acquisition, and their conversion patterns.

The reports let you see:

- Acquisition by channel, campaign, keyword, and source/medium
- Behavior on site by pages per visit, visit duration, and pageviews
- Conversion patterns by transactions, revenue, ecommerce conversion rate, goal completions, goals value, and goal conversion rate

## With custom campaigns:

you can add parameters to any URL you own that links to your site or app and collect more information about your referral traffic. For example, you might want to know how many users click a **Download this app link from your website** or how many visitors come to your site from **a link within a monthly email newsletter** or a **Banner Placed on Top or Footer of a website**.

Custom campaign parameters display in your Analytics reports, so you can see which URLs visitors click to arrive at your property.

## Example:

[http://www.mahaksoft.com/?  
utm\\_campaign=springoff&utm\\_medium=referral&utm\\_source=wimo.ir&utm\\_content=topbanner](http://www.mahaksoft.com/?utm_campaign=springoff&utm_medium=referral&utm_source=wimo.ir&utm_content=topbanner)

## The custom campaign parameters

There are a total of five parameters. We recommend you always use **utm\_source**, **utm\_medium**, and **utm\_campaign** for every link you own to keep track of your referral traffic. **utm\_term** and **utm\_content** can be used for tracking additional information:

**utm\_source:** Identify the advertiser, site, publication, etc. that is sending traffic to your property, e.g. google, citysearch, newsletter4, billboard.

**utm\_medium:** The advertising or marketing medium, e.g.: cpc, referral, email.

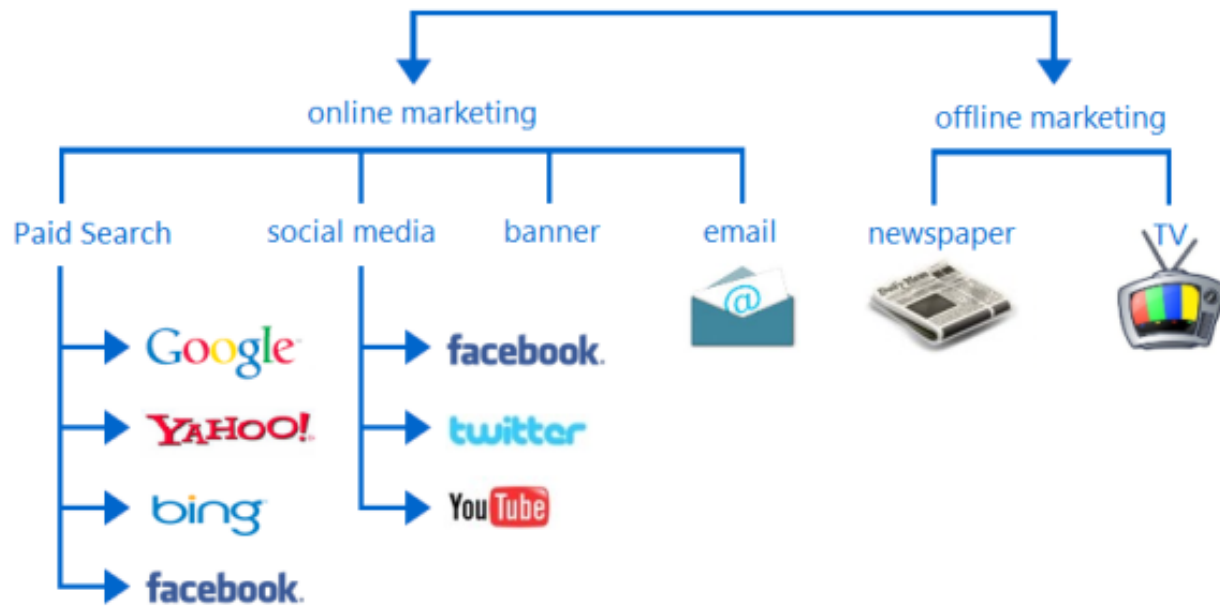
**utm\_campaign:** The individual campaign name, slogan, promo code, etc. for a product.

**utm\_term:** Identify paid search keywords. If you're manually tagging paid keyword campaigns, you should also use **utm\_term** to specify the keyword.

**utm\_content:** Used to differentiate similar content, or links within the same ad. For example, if you have two call-to-action links within the same email message, you can use **utm\_content** and set different values for each so you can tell which version is more effective.



Mother's Day Campaign



## Use URL Builder for creating Custom Campaigns

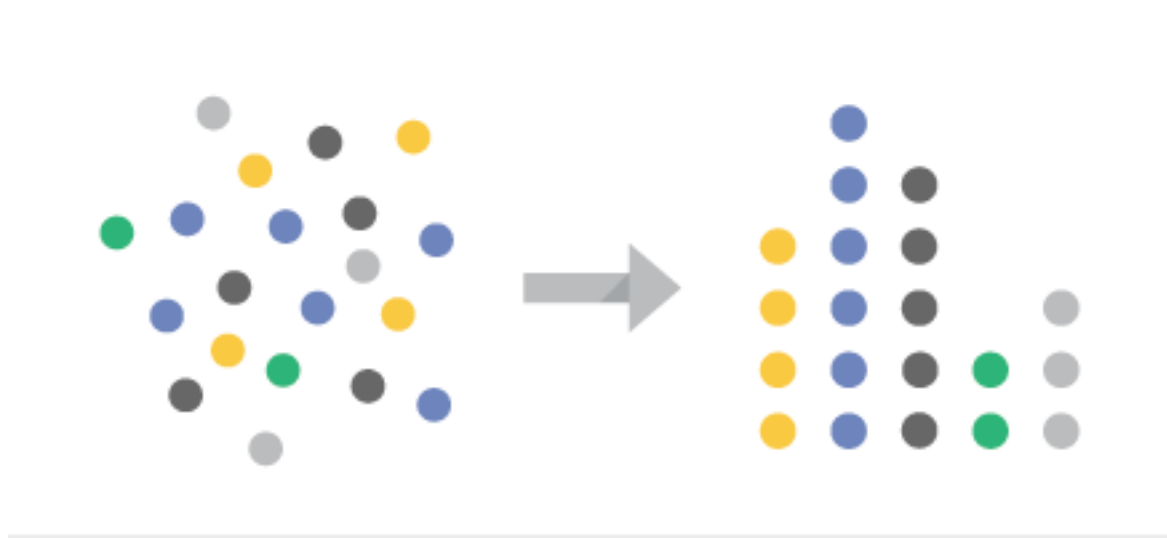
[https://support.google.com/analytics/answer/1033867?hl=en&ref\\_topic=1032998](https://support.google.com/analytics/answer/1033867?hl=en&ref_topic=1032998)

The **Behavior section** contains reports designed to help you improve the content on your site to meet the needs and expectations of visitors.

The Site Content > Pages report shows how frequently each page on your site was viewed. Look for high bounce rates on the Landing Pages report to identify landing pages that need to be rewritten or redesigned to be more effective.

If you provide a search box on your site, use the Site Search Reports to find out how successful your visitors are when they search your site.

If you incorporate Flash, Ajax, or other kinds of interactive elements on your site, you may wish to know how your visitors use them. The Event Tracking Reports to provide a non-pageview based approach to tracking interactivity.



A segment is a subset of your Analytics data. For example, of your entire set of users, one segment might be users from a particular country or city.

Providing a search box on your site and tracking how people use it can provide you important insights into visitor intent. A search box is a goldmine of information for you the site owner, because each time visitors search your site, they tell you in their own words what they are looking for. This article shows you five key ways you can use the data in your Google Analytics Site Search reports to understand visitor intent.

- How frequently do visitors use my search box and what are they looking for?
- Where do people begin searches and what do they find?
- Are visitors satisfied with what they find?

خانه | درباره محک | محصولات حسابداری محک | خدمات پس از فروش | نمایندگان | تماس با محک



نرم افزار

جستجوی جدید

اگر از نتایج زیر راضی نیستید، جستجوی دیگری انجام دهید.



نرم افزار

178 نتیجه جستجو برای: نرم افزار



1

امکانات جدید ارائه شده در نسخه 8.270 حسابداری محک

| 2 دیدگاه

23 جولای 2014

پس از گذشت یک ماه از ارائه نسخه 8.261 نرم افزار حسابداری محک نسخه 8.270 این نرم افزار در تاریخ 13 خرداد ماه 93 با امکانات جدید و فوق العاده در دسترس مشتریان قرار گرفت. در ادامه با امکاناتی که در این نسخه اضافه شده است آشنا خواهید شد. 1 - سیستم تسویه حساب نقدی [...]

  mahaksoft.com/?s=نرم+افزار

**Events are user interactions** with content that can be tracked independently from a web page or a screen load. Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events.

You can Track:

- **Embedded AJAX page elements**
- **Page gadgets**
- **File downloads**
- **Interactions**

And more...



```
_trackEvent(category, action, opt_label, opt_value, opt_noninteraction);
```

**category (required)** The name you supply for the group of objects you want to track.

**action (required)** A string that is uniquely paired with each category, and commonly used to define the type of user interaction for the web object.

**label (optional)** An optional string to provide additional dimensions to the event data.

**value (optional)** An integer that you can use to provide numerical data about the user event.

**non-interaction (optional)** A boolean that when set to true, indicates that the event hit will not be used in bounce-rate calculation.

For example, you might track user interaction on three separate controls on a single video interface using:

```
_gaq.push(['_trackEvent', 'Videos', 'Play', 'IranServerVideoPage']);  
_gaq.push(['_trackEvent', 'Videos', 'Pause', 'IranServerVideoPage ']);  
_gaq.push(['_trackEvent', 'Videos', 'Stop', 'IranServerVideoPage']);
```

Suppose you also want to track how many times the video is downloaded. You could use:

```
_gaq.push(['_trackEvent', 'Videos', 'Downloaded', 'IranServerVideoPage ']);
```

File Download:

```
_gaq.push(['_trackEvent', 'Downloads', 'PDF', '/salesForms/orderForm1.pdf']);
```

With more and more websites becoming completely **AJAX-driven**, the typical "do this every time a page loads" strategy isn't always enough. This is especially true if you're using Google Analytics or other analytics tracking software. Google is, of course, forward-thinking so they've provided a way to easily track page views of AJAX requests.

It also applies to ajax forms.

Code:

```
// "_trackEvent" is the pageview event  
_gaq.push(['_trackPageview', '/dedicated/iran']);
```

In Analytics, a **conversion** is the completion of an activity on your site that is important to the success of your business. For example:

- **a completed sign up for your email newsletter (a Goal conversion)**

You must define Goals in Google Analytics in order to track Goal conversions. Goal conversions are the primary metric for measuring how well your site fulfills business objectives. A Goal conversion occurs once a visitor completes a desired action on your site.

- **a purchase (a transaction, sometimes called an Ecommerce conversion)**

To analyze online sales effectiveness, you'll need to track Ecommerce. Ecommerce tracking is Javascript code on your shopping cart or site that collects information about each transaction as it occurs.

Goals are a versatile way to measure how well your site or app fulfills your target objectives. You can set up individual Goals to track discrete actions, like transactions with a minimum purchase amount or the amount of time spent on a screen.

Each time a user completes a Goal, a conversion is logged in your Google Analytics account. You can also give a Goal a monetary value, so you can see how much that conversion is worth to your business. You can analyze the **Goal completion rates**, or **conversion rates in the Goal Reports**. Goals conversions also appear in other reports, including the **Visitor Report, Traffic Reports, Site Search Reports, and the Events Reports**.

There are four types of Goals:

1. Destination
2. Duration
3. Pages/Screen Per visit
4. Events



VIEW

iranserver.com

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Grouping

PERSONAL TOOLS & ASSETS

Segments

Annotations



Goal setup [Edit](#)

Custom



Goal description

Name

Goal ID 2 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per visit ex: 3 pages
- Event ex: played a video

Next step

Cancel

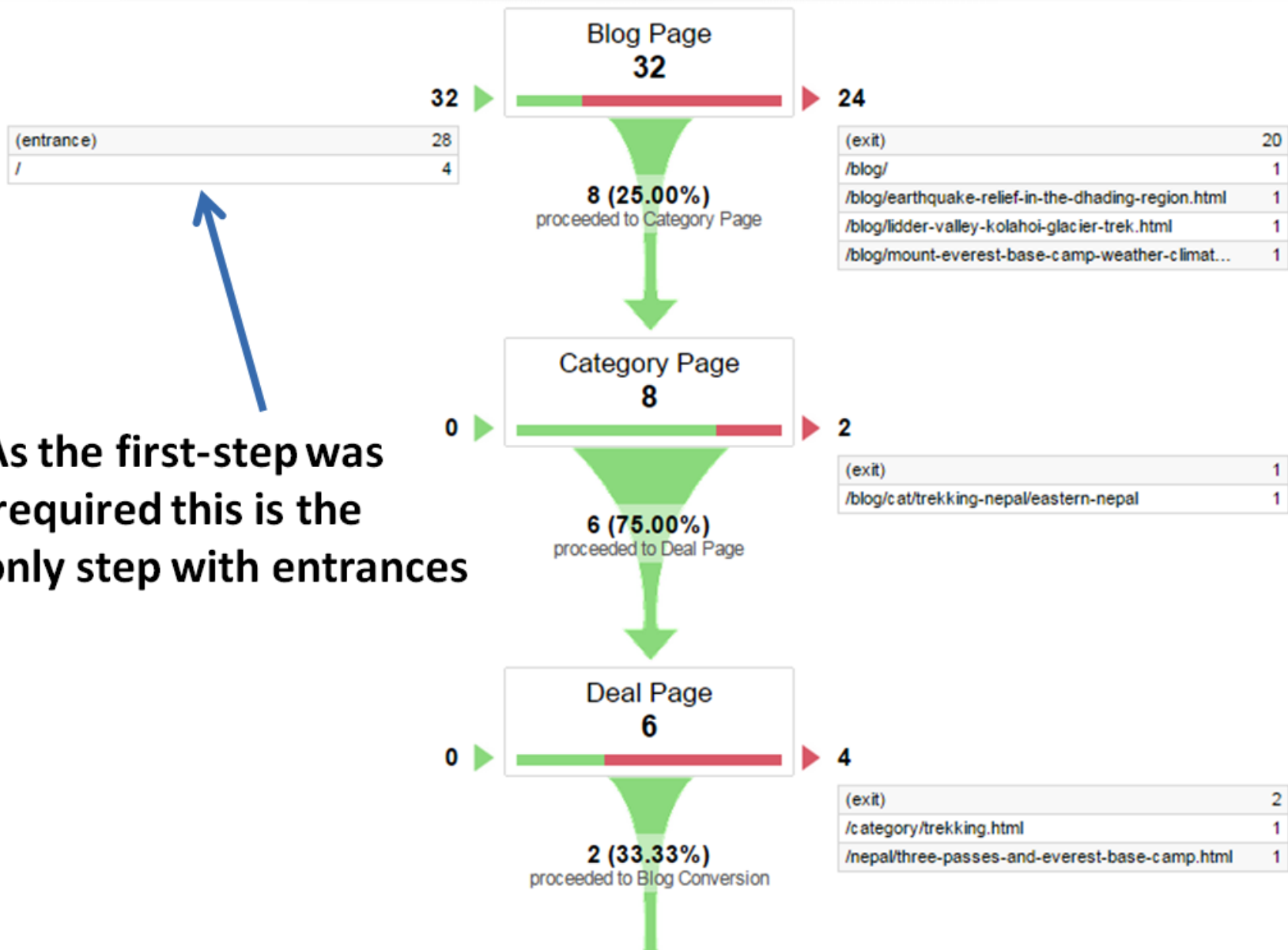


Goal details

Type	Description	Example
Destination*	A specific location loads	Thank you for registering! web page or app screen
Duration	Visits that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per visit	A visitor views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

With a Destination Goal, you can specify the path you expect traffic to take, called a **Funnel**. When you specify steps in a Funnel, Analytics can track where visitors enter and exit the path on the way towards your Goal.

# Destination Funnel Goals



As the first-step was required this is the only step with entrances

# Goal Flow Report



Use Ecommerce Tracking to find out what visitors buy through your site or app, including information about:

**Products:** Which products they buy, in what quantity, and the revenue generated by those products.

**Transactions:** The revenue, tax, shipping, and quantity information for each transaction.

**Time to Purchase:** The number of days and number of visits it takes to purchase, starting from the most recent campaign through the completed transaction.

**Sales Performance:** The Amount of revenue earned from purchases.

The basic process for tracking ecommerce using Google Analytics can best be described by summarizing the three methods required for tracking ecommerce transactions on your site. These methods are described in the order in which you should invoke them in your shopping cart or ecommerce software.

**Create a transaction object.** Use the [\\_addTrans\(\)](#) method to initialize a transaction object. The transaction object stores all the related information about a single transaction, such as the transaction ID, shipping charges, and billing address. The information in the transaction object is associated with its items by means of the transaction IDs for the transaction and all items, which should be the same ID.

**Add items to the transaction.** The [\\_addItem\(\)](#) method tracks information about each individual item in the user's shopping cart and associates the item with each transaction via the `transactionId` field. This method tracks the details about a particular item, such as SKU, price, category, and quantity.

**Submit the transaction to the Analytics servers.** The [\\_trackTrans\(\)](#) method confirms that a purchase has occurred, and all data that has been built up in the transaction object is finalized as a transaction.

## Adding a Transaction

Once the plugin has been loaded, it creates a transparent shopping cart object. You can add transaction and item data to the shopping cart, and once fully configured, you send all the data at once.

You add transaction data to the shopping cart using the `ecommerce:addTransaction` command:

```
ga('ecommerce:addTransaction', {  
  'id': '1234', // Transaction ID. Required.  
  'affiliation': 'Acme Clothing', // Affiliation or store name.  
  'revenue': '11.99', // Grand Total.  
  'shipping': '5', // Shipping.  
  'tax': '1.29' // Tax.  
});
```

## Adding Items

Next, to add items to the shopping cart, you use the `ecommerce:addItem` command:

```
ga('ecommerce:addItem', {  
  'id': '1234', // Transaction ID. Required.  
  'name': 'Fluffy Pink Bunnies', // Product name. Required.  
  'sku': 'DD23444', // SKU/code.  
  'category': 'Party Toys', // Category or variation.  
  'price': '11.99', // Unit price.  
  'quantity': '1' // Quantity.  
});
```

# Multi Channel Report

The **Multi-Channel Funnels** reports answer these questions and others by showing how your marketing channels (i.e., sources of traffic to your website) work together to create sales and conversions.

Secondary dimension: <input type="text" value="Select..."/>		Search <input type="text"/>	View: <input type="text" value="Table"/>	1 - 10 of 12898	<input type="button" value="&lt;"/>	<input type="button" value="&gt;"/>
	Channel Grouping Path	Conversions	↓	Conversion Value		
1.	<input type="text" value="Display Advertising"/> > <input type="text" value="Paid Search"/> > <input type="text" value="Direct"/>	7,514		\$100,712.19		
2.	<input type="text" value="Organic Search"/> > <input type="text" value="Paid Search"/>	5,377		\$117,319.55		
3.	<input type="text" value="Display Advertising"/> > <input type="text" value="Paid Search"/>	3,716		\$182,264.71		
4.	<input type="text" value="Paid Search"/> > <input type="text" value="Referral"/> > <input type="text" value="Direct"/>	3,015		\$58,779.31		
5.	<input type="text" value="Social"/> > <input type="text" value="Organic Search"/>	2,746		\$190,549.19		
6.	<input type="text" value="Display Advertising"/> > <input type="text" value="Display Advertising"/>	2,729		\$59,692.22		
7.	<input type="text" value="Organic Search"/> > <input type="text" value="Social"/> > <input type="text" value="Direct"/>	2,588		\$39,751.97		
8.	<input type="text" value="Referral"/> > <input type="text" value="Organic Search"/>	2,557		\$31,964.93		
9.	<input type="text" value="Email"/> > <input type="text" value="Paid Search"/>	2,329		\$58,277.85		
10.	<input type="text" value="Referral"/> > <input type="text" value="Display Advertising"/> > <input type="text" value="Direct"/>	1,631		\$40,072.25		

Show rows:  Go to:  1 - 10 of 12898

A channel can play three roles in a conversion path:

**Last Interaction** is the referral that immediately precedes the conversion.

**Assist Interaction** is any referral that is on the conversion path, but is not the last interaction.

**First Interaction** is the first referral on the conversion path; it's a kind of assist interaction