



hanapin marketing

Guide to Google Analytics: Admin Settings



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Data Driven Reach. Human Driven Impact.

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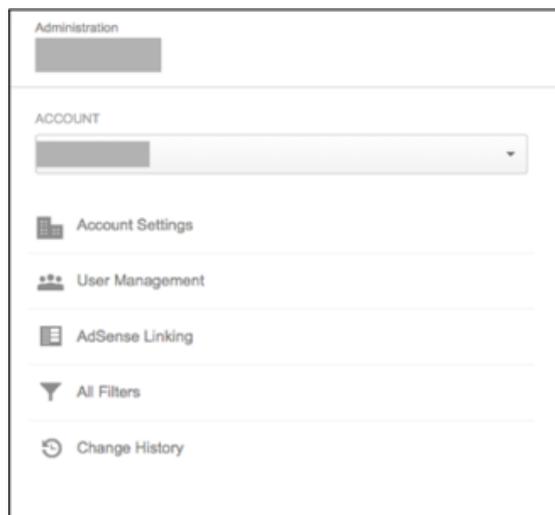
INTRODUCTION

Google Analytics is vital to gaining business insights about your website. Analytics insights can unquestionably lead a business to better decisions. Out of the box, Google Analytics is tremendously powerful. Customizing Google Analytics can arm businesses with insights to edge out the competition.

We know it takes time and business resources to customize Google Analytics, however the result will be more meaningful, contextual data for you. A business can certainly get by on the standard implementation settings, however why would you not want to take your data to the next level? Let's look at some ways a business can update Google Analytics to customize and enhance the reporting data for more insights.

ACCOUNT LEVEL SETTINGS

Once the tracking on a website has been verified, you are ready to start customizing the Google Analytics Account. Each Google Analytics account has a hierarchy. At the highest level is the Account. You can have more than one account. For example, if a business wants to collect data for one company you can create one account. Suppose the company wants to track multiple websites, then create a property under each account, or a business can choose to track each website in a separate account. As a marketing agency with multiple clients, it is recommended to definitely have each client contained in independent accounts.

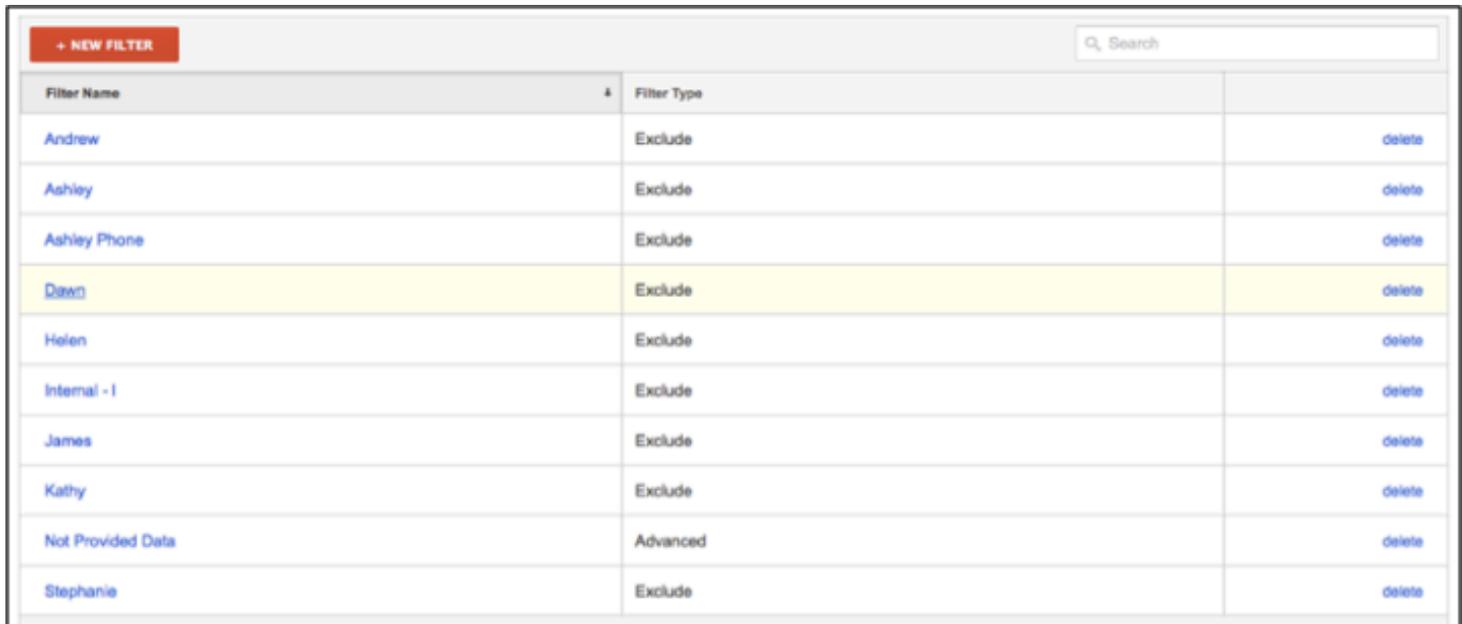


FILTERS

Filters in Google Analytics are used to either include or exclude certain data in your Google Analytics reports. If you set up a new filter today, it would apply to data going forward. The past data would remain unchanged. Filters can be used to rename URLs

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that are complex. Additionally, filters can be set up at both the account level and the profile level. At the account level, filters apply to all the profiles under a Google Analytics account. A best practice is to always have an unfiltered view and then various filtered accounts or profiles depending on the business needs.



The screenshot shows a table of filters in Google Analytics. At the top left is a red button labeled '+ NEW FILTER'. At the top right is a search box with a magnifying glass icon and the text 'Search'. The table has three columns: 'Filter Name', 'Filter Type', and 'delete'. The 'delete' column contains blue 'delete' links for each row. The row for 'Dawn' is highlighted in yellow.

Filter Name	Filter Type	
Andrew	Exclude	delete
Ashley	Exclude	delete
Ashley Phone	Exclude	delete
Dawn	Exclude	delete
Helen	Exclude	delete
Internal - I	Exclude	delete
James	Exclude	delete
Kathy	Exclude	delete
Not Provided Data	Advanced	delete
Stephanie	Exclude	delete

PREDEFINED FILTERS

Predefined filters can be set-up based on the options in the filters drop down list. One of the most common filters would be to exclude internal IP address traffic. With this filter, data would not include traffic coming from within the organization. If an organization is large and has multiple locations, the IP Address Range Tool is useful.



The screenshot shows the 'Edit Filter' form. It has a title 'Edit Filter' and a section 'Filter Information'. Under 'Filter Information', there is a text input for 'Filter Name' with the value 'Andrew'. Below that, there are radio buttons for 'Predefined filter' (selected) and 'Custom filter'. Under 'Predefined filter', there are three dropdown menus: 'Exclude', 'traffic from the IP addresses', and 'that are equal to'. Below these, there is an 'IP address' field with two input boxes containing '98' and '202', and a checkbox for 'IPv6'. Below the IP address field, there is a small text '(e.g. 74.125.19.103 or 2001:db8::1)'. Below the 'Filter Information' section, there is a section 'Apply Filter to Views'. It has two columns: 'Available Views' and 'Selected views'. Under 'Available Views', there are three items: 'All Web Site Data', 'Moll Desks', and 'Raw Data - No Filters'. Under 'Selected views', there is a text 'Filters Applied'. Between the two columns, there are two buttons: 'Add »' and « Remove'. At the bottom left, there are two buttons: 'Save' and 'Cancel'.

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CUSTOM FILTERS

Custom filters are more complex as they are built using expressions. A common reason an organization would want to use a custom filter is to rewrite a URI (Uniform Resource Identifier, server side and not as friendly as a URL). Some content management systems call the same page using different URIs. A homepage might be www.xyz.com as well as www.xyz.com/index. With a custom filter, a business would be able to view this page using one URI. There are more details about custom filters further down in this whitepaper.

Filter Information

Filter Name

Filter Type Predefined filter Custom filter

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Advanced

Filter Field

Filter Pattern

Case Sensitive Yes No

[Learn more about regular expressions](#)

USER-ID CUSTOMIZATION

One of the challenges across all analytics platforms is the ability to track users across multiple devices. Companies are interested in this data because it can determine where to budget advertising dollars. Customers may browse using a mobile phone and then convert on a tablet or desktop computer.

Google Analytics combats this issue using the User ID feature. The User ID is a piece of data unique to a visitor that can be used to gather statistics from multiple devices and sessions. The User ID associates the data to one unique user. In order to use this feature, the website must be capable of producing unique IDs. Once these IDs are created, there needs to be a method of assigning these IDs to users. The process of assigning IDs to users would take place within the code on the website.

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Lastly, these IDs need to be sent back to Google Analytics. The nice part is that the data can be sent to Google Analytics with virtually any interaction, such as a click.

Setting up this feature in Google Analytics is fairly simple. Update to the Universal Analytics tracking code. After that, enable the account to allow the User ID. Lastly update the code to track the User ID. Once these steps are complete, a User ID view can be created in the account.

In order to view this data, a User-ID view will need to be created. Go back to the hierarchy of the account and you should see this view under the property. The data in this scenario is filtered and only contains hits including the User ID.

One of the most common questions asked about the User ID feature is: What happens when a user is not logged in? When a user is not logged in, Google Analytics uses the Client ID by default, because this ID is not unique. Unfortunately, as this is not a unique ID, the result is a user can have a Client ID and a User ID. This is where Google uses a process called Session Unification.

The Session Unification is a feature that associates hits with a User ID, as long as they are in the same session. The hits have to be within the same session, meaning if a user clicks around to part of a website prior to logging in, these hits will be associated with that User ID. The caveat is that this must be the first session for that User ID.

Step 1: Enable User ID tracking – Agree to the terms and conditions

Step 2: Add the correct JavaScript tracking code.

Step 3: Create the User-ID View of the data

SESSION SETTINGS CUSTOMIZATION

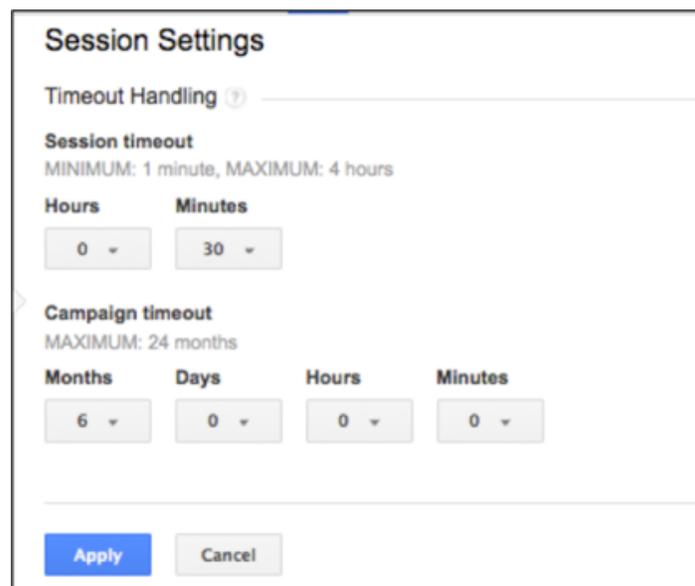
Session settings are where the business would update how the visits are calculated in Google Analytics. These settings are a significant piece of analytics tracking. To fully understand session settings, an understanding of how Google Analytics works is fundamental.

Google Analytics receives hit level data from the JavaScript code placed on each page. Google Analytics then calculates metrics passed on this initial data hit. The data hit is really a .gif request that is sent to the servers with information about the hit. Part of the information includes visitor level data.

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Visitor level data includes information such as city, time, browser, and other metrics. What is important to understand is that a session (previously called a visit) is made up of hits. A visitor can visit the website many times. When the visitor has two or more visits they become a return visitor.

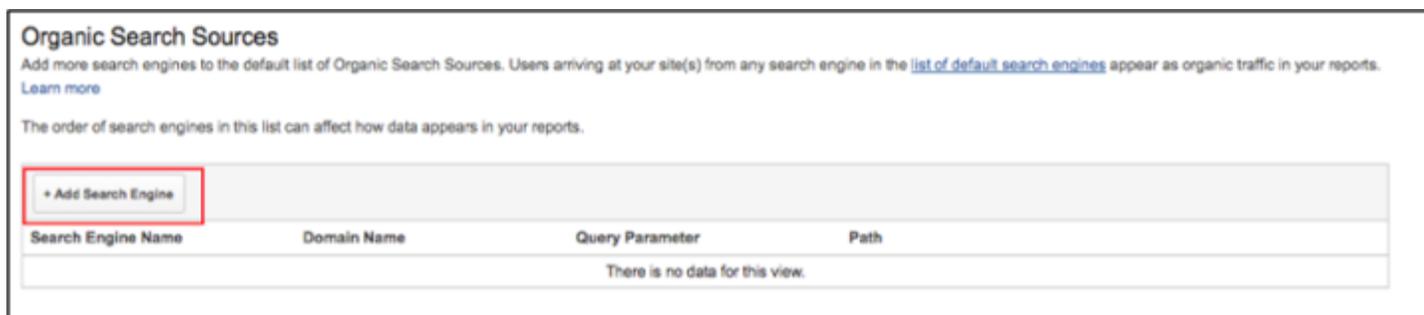
Behind the scenes, when a user visits a website Google Analytics looks for a cookie. If there isn't a browser cookie than Google Analytics creates one and the data gets sent to Google Analytics for processing. This means that if a user returns to the website within 30 minutes, the session continues. Of course, a business can customize the session timeout handling in the Google Analytics settings to meet business needs.



The screenshot shows the 'Session Settings' interface in Google Analytics. It includes a 'Timeout Handling' section with a 'Session timeout' of 0 hours and 30 minutes. Below that is a 'Campaign timeout' section set to 6 months, 0 days, 0 hours, and 0 minutes. At the bottom are 'Apply' and 'Cancel' buttons.

ORGANIC SEARCH SOURCES CUSTOMIZATION

Organic Search Sources is a way to customize search engine recognition within Google Analytics. Google Analytics will report on traffic coming from almost all the search engines, including Google, Bing, Yandex, Baidu and so on. However, some search engines are not included in the list. The engines that are not included are searches coming from local internet service providers or meta search engines like Dogpile. The last way that a search could be unrecognizable to Google, is if it comes from a toolbar. Some companies lock down computers for employees at work, and all searches go through a toolbar that cannot be removed. Customizing this area of Google Analytics will put the data in the Organic Search Traffic report instead of the Referrals report.



The screenshot shows the 'Organic Search Sources' settings page. It includes a header, a description, and a table with columns for 'Search Engine Name', 'Domain Name', 'Query Parameter', and 'Path'. A red box highlights the '+ Add Search Engine' button. The table is currently empty, with a message 'There is no data for this view.' at the bottom.

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CUSTOMIZE WITH CUSTOM DIMENSIONS

Custom dimensions are easier than they sound. Google Analytics has room for twenty customizations. The paid version of Google Analytics provides two hundred. The best way to understand dimensions is to understand that they are descriptions of a visitor. For example, city or source, are dimensions because they describe a visitor. In Google Analytics, dimensions are the rows.

Add this search engine to the default list of Organic Search Sources ?

Search Engine Name optional

Domain Name Contains

Query Parameter

Path Contains optional

Create

Cancel

Step 1: Admin

Step 2: Custom Definitions then “New Custom Dimension”

Step 3: Create a name and click create

Step 4: Choose a Scope (Hit, Session, or User)

A hit can be a page view, event or conversion. When the session value is chosen, the value is included on any hits in the current session (default: 30 minutes). A User Scope would impact values based on the User ID.

Step 5: Click the create button

The screenshot shows the 'New Custom Dimension' form in the Google Analytics Admin interface. At the top left, there is a red button labeled '+ NEW CUSTOM DIMENSION'. To the right is a search bar with a magnifying glass icon and the text 'Search'. Below these is a table with the following columns: 'Custom Dimension Name', 'Index' (with a dropdown arrow), 'Scope', 'Last Changed', and 'State'. The table is currently empty, and a message in the center reads 'There is no data for this view.' At the bottom left of the table area, it says '20 custom dimensions left'.

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CUSTOMIZING METRICS

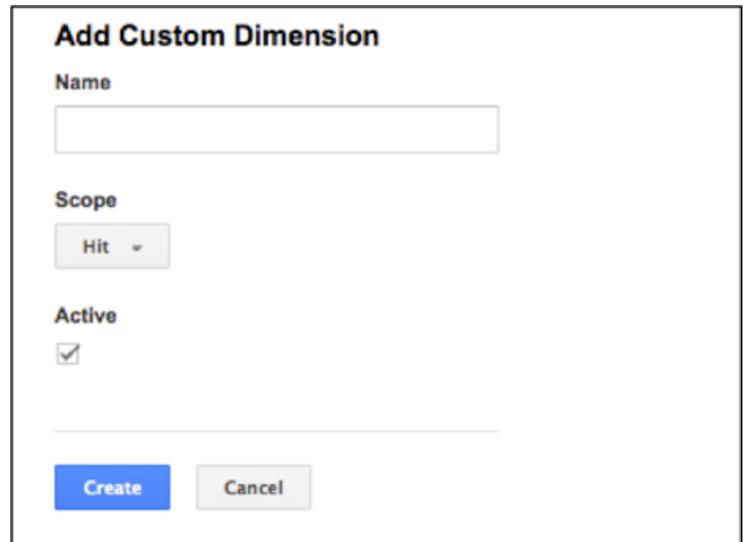
Once a business has created custom dimensions, custom metrics can be defined and created. Metrics are the data columns in Google Analytics. Metrics are the statistics or numerical data.

Step 1: Click custom metric

Step 2: Click on new custom metric

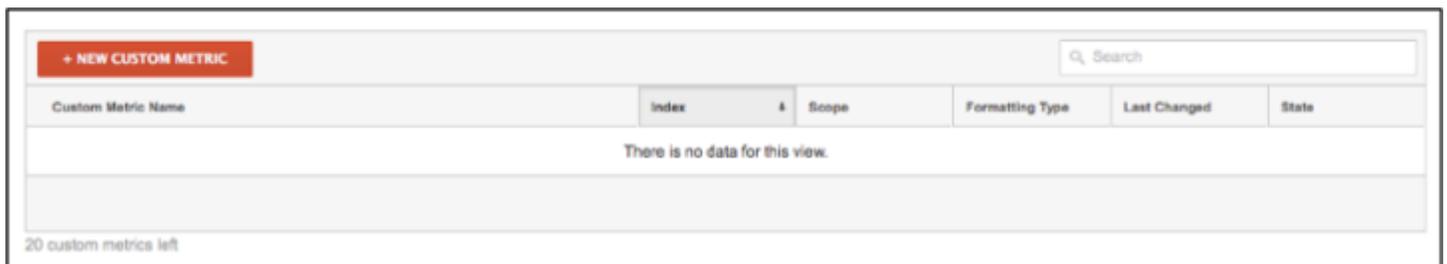
Step 3: Choose integer, currency or time

Step 4: Click on the create button

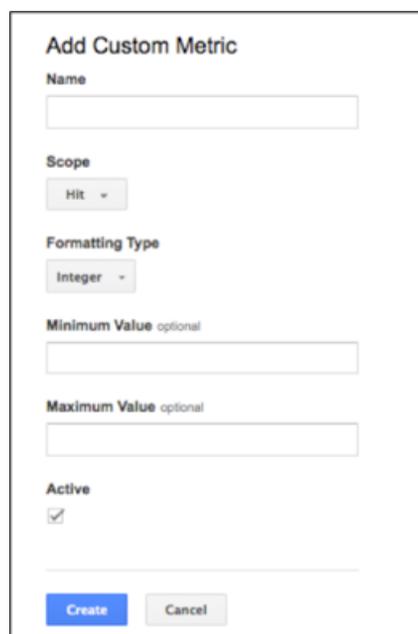


The screenshot shows the 'Add Custom Dimension' form. It includes a 'Name' text input field, a 'Scope' dropdown menu set to 'Hit', and an 'Active' checkbox which is checked. At the bottom, there are 'Create' and 'Cancel' buttons.

The final and last step is to create custom definitions that will be able to get the updated code on your website. Custom reports, with your dimensions and metrics, can now be created in the interface.



The screenshot shows the Custom Metrics table. At the top left is a '+ NEW CUSTOM METRIC' button. At the top right is a search bar. The table has columns for 'Custom Metric Name', 'Index', 'Scope', 'Formatting Type', 'Last Changed', and 'Stats'. The table is currently empty, with the message 'There is no data for this view.' displayed. Below the table, it says '20 custom metrics left'.



The screenshot shows the 'Add Custom Metric' form. It includes a 'Name' text input field, a 'Scope' dropdown menu set to 'Hit', and a 'Formatting Type' dropdown menu set to 'Integer'. There are also optional fields for 'Minimum Value' and 'Maximum Value', both with text input fields. At the bottom, there is an 'Active' checkbox which is checked, and 'Create' and 'Cancel' buttons.

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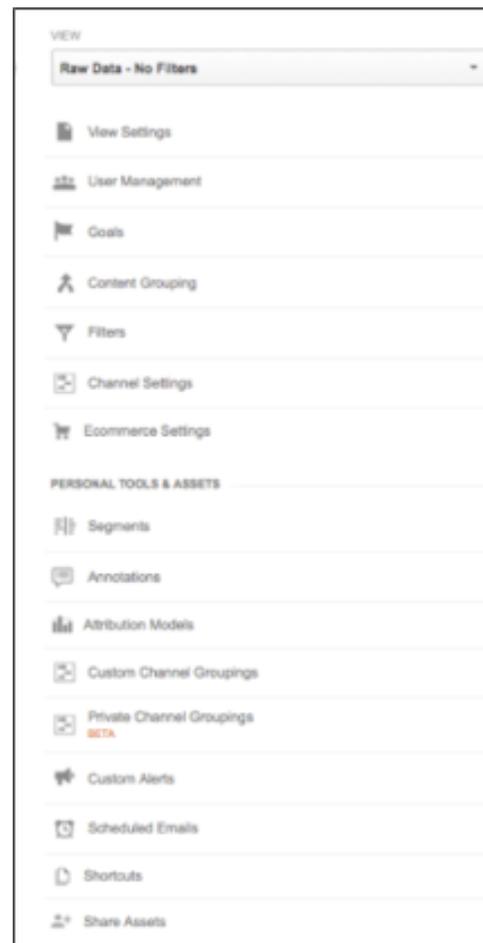
CUSTOMIZE THE VIEW SETTINGS

A view in Google Analytics is the section where a business sets up criteria displaying the data in the reports. In View Settings, the data can be further refined and seen in subsets versus in aggregate form. For example, users that come in via display advertising may interact and convert differently than users that came to the website via social media. The Google Analytics views allow for deeper examining of the data.

TAKE THE TIME TO CUSTOMIZE GOALS

Goals are one of the most important parts of any analytics-tracking platform. In Google Analytics, goals can be set-up based on any website task that aligns with the business. Goals can be based on time on site, time on page, a certain number of pages per visit, an event such as watching a video, a transaction, or a visit to a certain URL.

A goal in Google Analytics can be one of four types:

A screenshot of the 'Goal description' form in Google Analytics. The form is titled '1 Goal description' and has a 'Name' field with a placeholder 'Goal ID 3 / Goal Set 1'. Below the name field, there is a 'Type' section with four radio button options: 'Destination' (example: thanks.html), 'Duration' (example: 5 minutes or more), 'Pages/Screens per session' (example: 3 pages), and 'Event' (example: played a video). At the bottom of the form, there are two buttons: 'Next step' and 'Cancel'. Below the form, there is a section header '2 Goal details'.

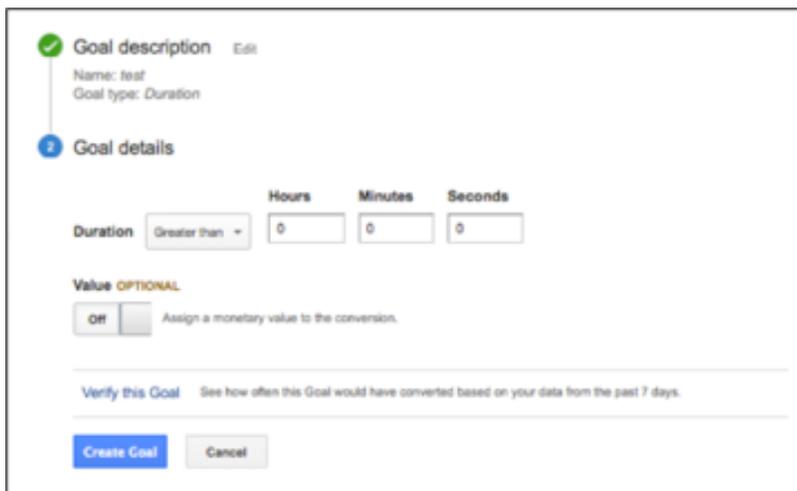
URL Goals – A particular page that a user visits on a website. Sometimes this page can be the confirmation page after a form is filled out, or the thank you page after a user obtains a quote. If the customer makes it through the process, a goal value would be triggered as a conversion.

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Visit Duration Goals – Sometimes the goal is for a visitor to remain on the site for a certain amount of time. Perhaps it is known that visitors who stay on the site for over 3 minutes are a value to the company. With this goal, once a visitor stays on the website for 3 minutes, a conversion is triggered.

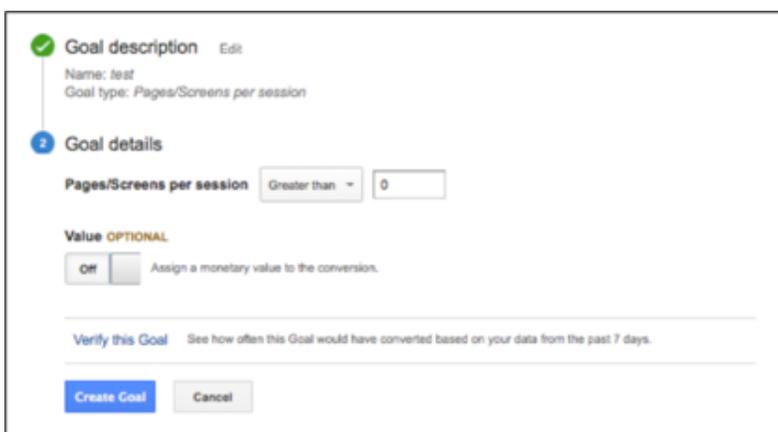


The screenshot shows the 'Goal description' and 'Goal details' sections for a Destination goal. The goal name is 'test' and the type is 'Destination'. Under 'Goal details', the 'Destination' is set to 'Equals to' with a text input field for 'App screen name or web page URL'. There are checkboxes for 'Case sensitive', 'Value OPTIONAL' (set to 'Off'), and 'Funnel OPTIONAL' (set to 'Off'). A 'Verify this Goal' link is present, and 'Create Goal' and 'Cancel' buttons are at the bottom.



The screenshot shows the 'Goal description' and 'Goal details' sections for a Duration goal. The goal name is 'test' and the type is 'Duration'. Under 'Goal details', the 'Duration' is set to 'Greater than' with input fields for 'Hours' (0), 'Minutes' (0), and 'Seconds' (0). There are checkboxes for 'Value OPTIONAL' (set to 'Off') and 'Funnel OPTIONAL' (set to 'Off'). A 'Verify this Goal' link is present, and 'Create Goal' and 'Cancel' buttons are at the bottom.

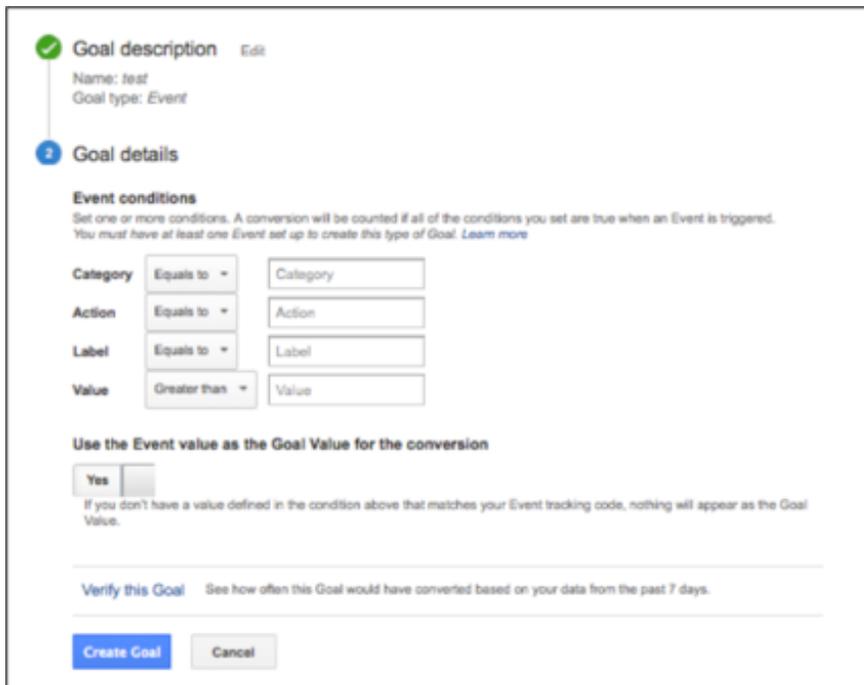
Pages Per Session Goals – Pages per visit are similar to visit duration, only instead of measuring the amount of time a visitor spends on the website, Google Analytics is set-up to measure the depth of the visit. A goal can be set to trigger a conversion if a certain threshold of page hits is met.



The screenshot shows the 'Goal description' and 'Goal details' sections for a Pages/Screens per session goal. The goal name is 'test' and the type is 'Pages/Screens per session'. Under 'Goal details', the 'Pages/Screens per session' is set to 'Greater than' with an input field for '0'. There are checkboxes for 'Value OPTIONAL' (set to 'Off') and 'Funnel OPTIONAL' (set to 'Off'). A 'Verify this Goal' link is present, and 'Create Goal' and 'Cancel' buttons are at the bottom.

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Event Goals – The best example of an event goal is watching a video online. Google Analytics can count a conversion based on users watching a video or playing a game. Another popular event conversion is downloading an application or file.



The screenshot shows the 'Goal description' and 'Goal details' sections of the Google Analytics interface. The 'Goal description' section includes a green checkmark, the text 'Goal description' with an 'Edit' link, and the following details: 'Name: test' and 'Goal type: Event'. The 'Goal details' section is highlighted with a blue circle and contains the following information:

- Event conditions:** A sub-header followed by the instruction: 'Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)'
- Category:** A dropdown menu set to 'Equals to' and a text input field containing 'Category'.
- Action:** A dropdown menu set to 'Equals to' and a text input field containing 'Action'.
- Label:** A dropdown menu set to 'Equals to' and a text input field containing 'Label'.
- Value:** A dropdown menu set to 'Greater than' and a text input field containing 'Value'.

Below the conditions, there is a section titled 'Use the Event value as the Goal Value for the conversion' with a 'Yes' radio button selected. A note below reads: 'If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.' At the bottom, there is a 'Verify this Goal' link with the text 'See how often this Goal would have converted based on your data from the past 7 days.' and two buttons: 'Create Goal' (in blue) and 'Cancel' (in grey).

1. Enter a goal name
2. Enter the goal type
3. In the goal details, set-up Google Analytics to track the goal

URL GOAL CUSTOMIZATION

When entering the details for URL goals, the URL is needed. The business needs to decide how the URL should be matched. Matching can be set-up as exact match, head match, or regular expression match.

Exact Match – This is the option to choose if you want a specific full URL. Google will look for the URL to match exactly.

Head Match – Head match is the matching type to match the beginning of a URL, but the information after the part to be measured, can change from page to page. In some cases, it is just that the URL has many different parameters, so in the set-up, match up to the point of similarity in the URL.

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Regular Expression Match – Also known as REGEX, this is a way to match multiple pages to a goal. The technique matches a pattern in a string. One of the most common expressions in a goal is */confirmation.html. This REGEX says “match to any page that ends in /confirmation.html.” These matches can get substantially more complicated depending on the business needs.

VISIT DURATION GOALS

Visit duration goals are easy to set-up as well. The set-up is quite similar to the URL Goals in that the match is set to a URL using the exact, head or regular expression matching. The difference in this goal is that the selection can be a ‘greater than’ with a specific time on the site used for the goal. A ‘greater than’, ‘less than’ or even ‘equal’ can be updated in the goal settings. However, most of the time a business would be using a ‘greater than’ threshold for a goal.

EVENT GOALS

Event goals are a little different to set-up. In the Event Goals set-up, there are 4 different categories:

Category – The most basic option. The most commonly used category is downloading.

Action – This is the beginning of the conversion. For example, if someone started to watch a video but did not complete the video, a conversion could still be counted.

Label – This is where the business can assign a label to a string if a conversion occurs on the site.

Value – Sometimes when a goal is achieved a business will not want to simply add a ‘1’, perhaps the business rules require a different value for the goal. This is where the value would need to be updated to iterate this data metric. In ecommerce, a business may want to assign a monetary value. Once a value is added, the data will be populated in the goals.

Once the businesses’ goals are customized, the data can be viewed in several reports in Google Analytics. One of the most useful reports will be the Goal Funnel report. It is important to have a solid understanding of Google Analytics goals, so there is value to actions on the website.

CONCLUSION

This whitepaper covered just a few of the many ways Google Analytics implementation can be customized to meet business needs. Many times, the primary and secondary KPIs on a website will determine a need for more in-depth analysis of data. Businesses that dedicate the resources and strive to learn and measure online performance can end up with a remarkable amount of information to drive better and more informed business decisions.

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