Google Analytics – https://analytics.google.com

Google Analytics is a set of tools that allows you to better understand your website content and visitors through data visualization.

This document is specific to State of Indiana employees and contractors that want a basic reference on how to use Google Analytics. This document will outline the basics of Google Analytics and provide links to other online resources to continue learning.

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Login to Google Analytics

NOTE: All users must be approved before they have access to Google Analytics. Please fill out a form here to request access: https://www.in.gov/inwp/2703.htm

All users must go to https://analytics.google.com to login.

State Employees

State employees will use their state email address to login.

- Click **Next** after and you will be taken to IOT's Azure sign in.
- Complete your login using your state email credentials.
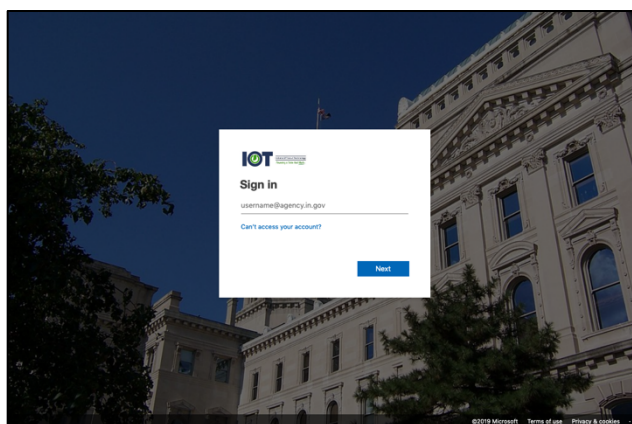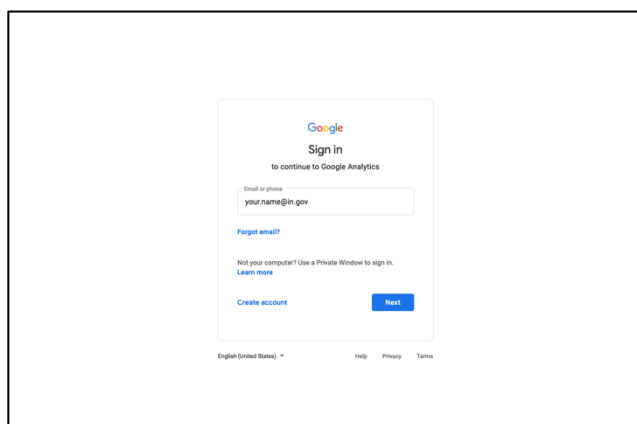
Contractors

Contractors will use their business emails. This email must be verified by Google before access is granted in Google Analytics.

To do this, go to https://accounts.google.com/ and click **Create account**. Then you will need to click **Use my current email address instead**. Complete the process

Access Your Site

After you are logged in to Google Analytics, the first thing you will need to do is verify you are on the right site. Some employees will have access to multiple sites, so you will need to choose the correct one. These different sites are called 'Views'.

- In the top left, next to the Analytics 360 logo, you will see a dropdown. Click anywhere in that text or on the arrow.
- A modal will pop up and show you all the sites you have access to.
- The easiest and quickest way is to search for your site. Begin typing and you will see a list of your available sites.
- Click any of the sites in the list to access your site.
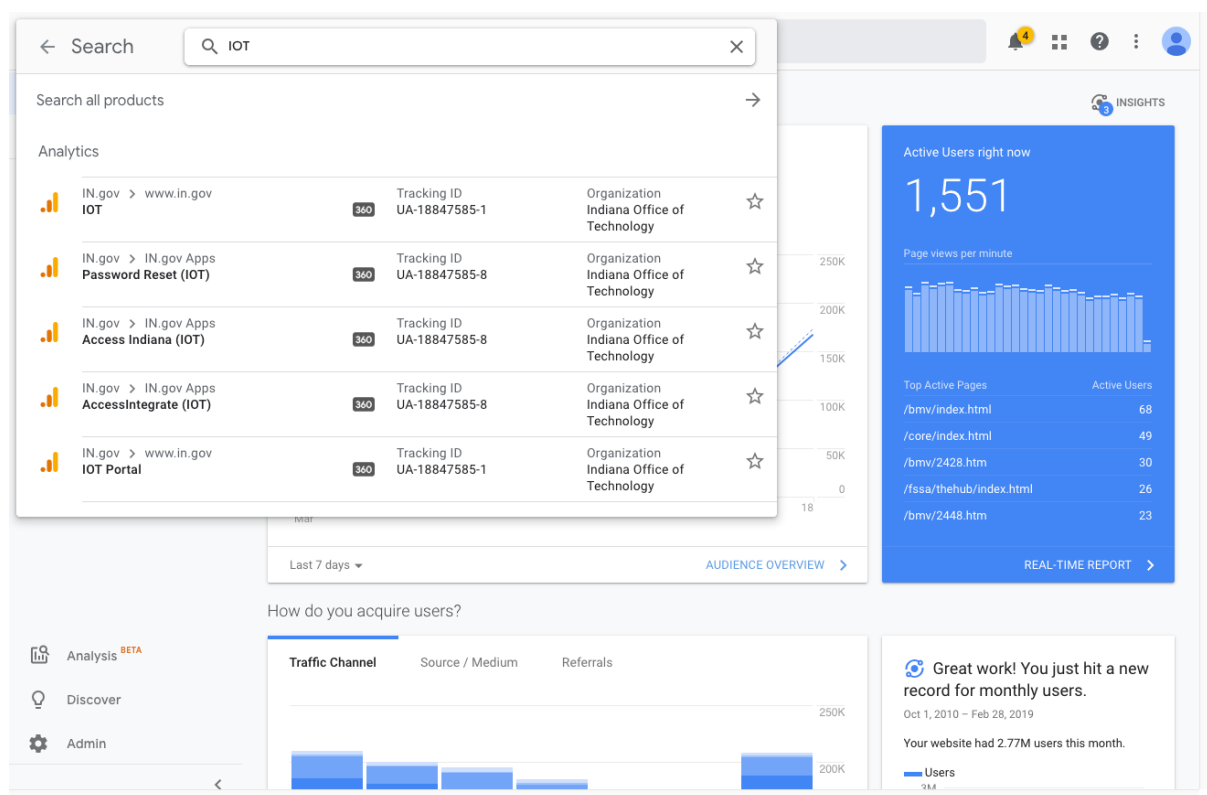
Home Dashboard

Your home dashboard is a default set of widgets that allow you to quickly view reports on site activity. Each of these reports is interactive and allow you to view more information to gain deeper insight.

You can develop your own dashboard if you want to have your own custom feed of information.

- Go to the Customization tab and choose Dashboards
- Click **Create** and Name your dashboard.
  - You can either select a blank canvas or choose a pre-populated dashboard.
- Click **Create Dashboard** to complete.
- If you choose Blank Canvas, you can click **Add Widget** at the top to begin to populate your dashboard with various data.

Reports

Reports are broken into different categories to sort your site data. Based on which report you choose, you will be able to uncover specific information about your site or your visitors. Each report section has an Overview that gives you quick insight on the data. There are other more granular areas of each report that allow for deeper dives into the data.

Real-Time

Real-time reports show you what is happening on your site right now. You can see the number of visitors, current referrers, active pages, geographical locations, and much more.

Audience

Audience reports show the visitor information related to your traffic. This is user-centric data and note content-centric. The more popular tabs in the Audience report are Geo Location, Behaviors, Technology Browser & OS, and Mobile.

Important areas to highlight in Audience report:

Screen Resolution vs. Browser Size

Under 'Technology / Browser & OS', you can find information related to your users' screen resolution and browser size. Screen resolution is under the 'Primary Dimensions' and will show you what size of a monitor they are using. Browser size can be found under 'Secondary dimension' and will show you the actual size of the browser window on the screen.
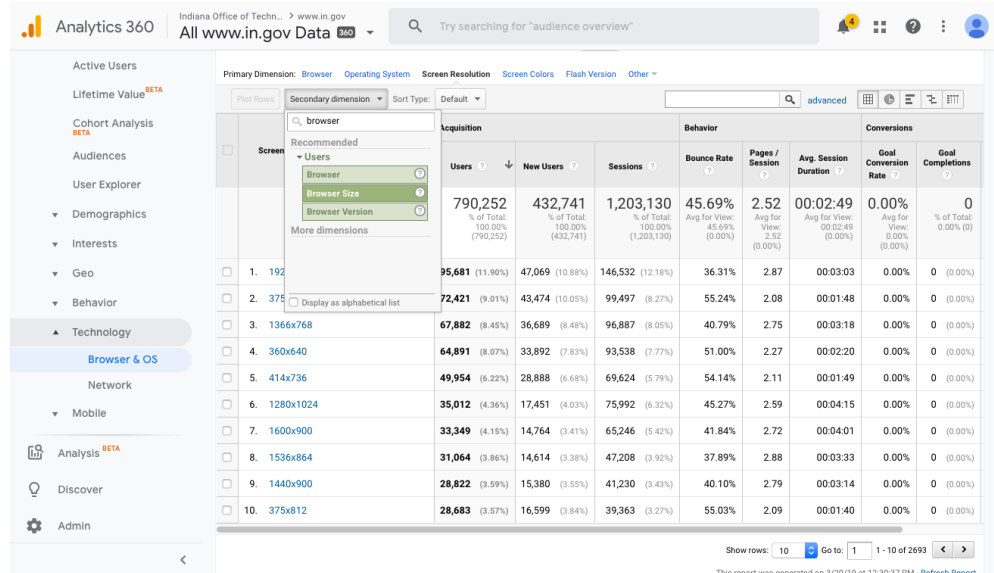
Mobile Traffic

The mobile tab will show you the breakdown between desktop, mobile, and tablet for your site.
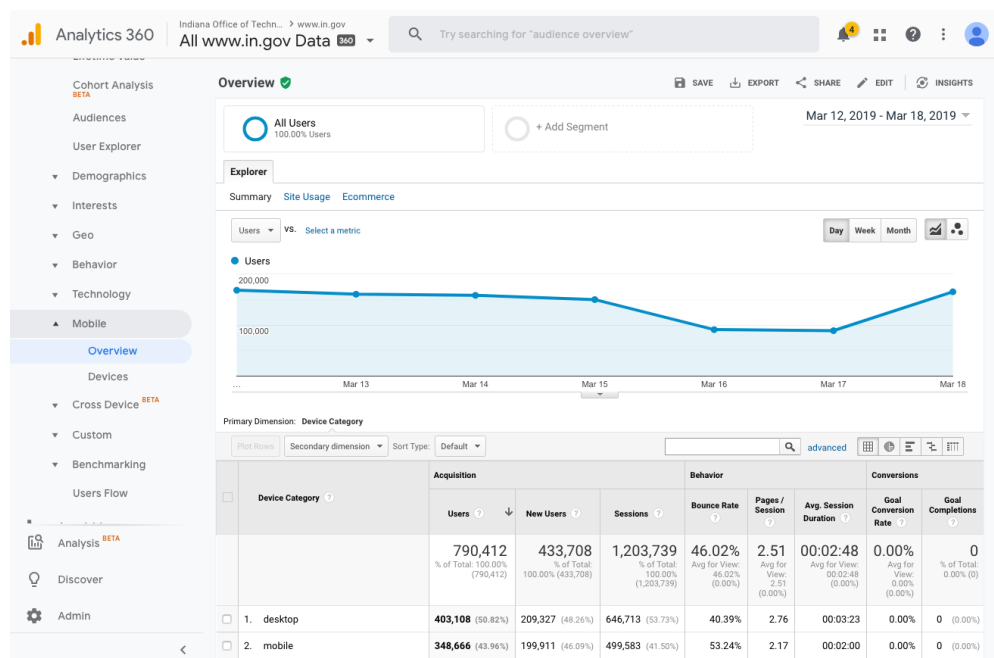
Acquisition

Acquisition reports show you how visitors got to your site. Whether through search, social media, director traffic, or other sites, this tab will show you all of the data for your referrals.

Behavior

Behavior reports is the page analytics for your site. This is a content-centric report that allows you to find information on all your pages and secondary information based on that page. The most popular tabs in the Behavior report are Site Content – All pages, Site Content – Landing Pages, Site Search, and Events.

Important areas to highlight in Behavior report:

Events (Clicks / Downloads)

An event is something that is tracked inside of the pageview. These are explicit actions that are tracked because they meet a specific criteria. The one default event set on most all sites is 'Link Click'. This will give you an idea of what links were clicked so you can determine what is working on your pages and what is being downloaded.

- Click **Top Events** under the Events tab. Click **Link Click** in the table view.
- Change the Primary Dimension to either Event Action or Event Label.
- Add a Secondary Dimension of the other (Event Action or Event Label).
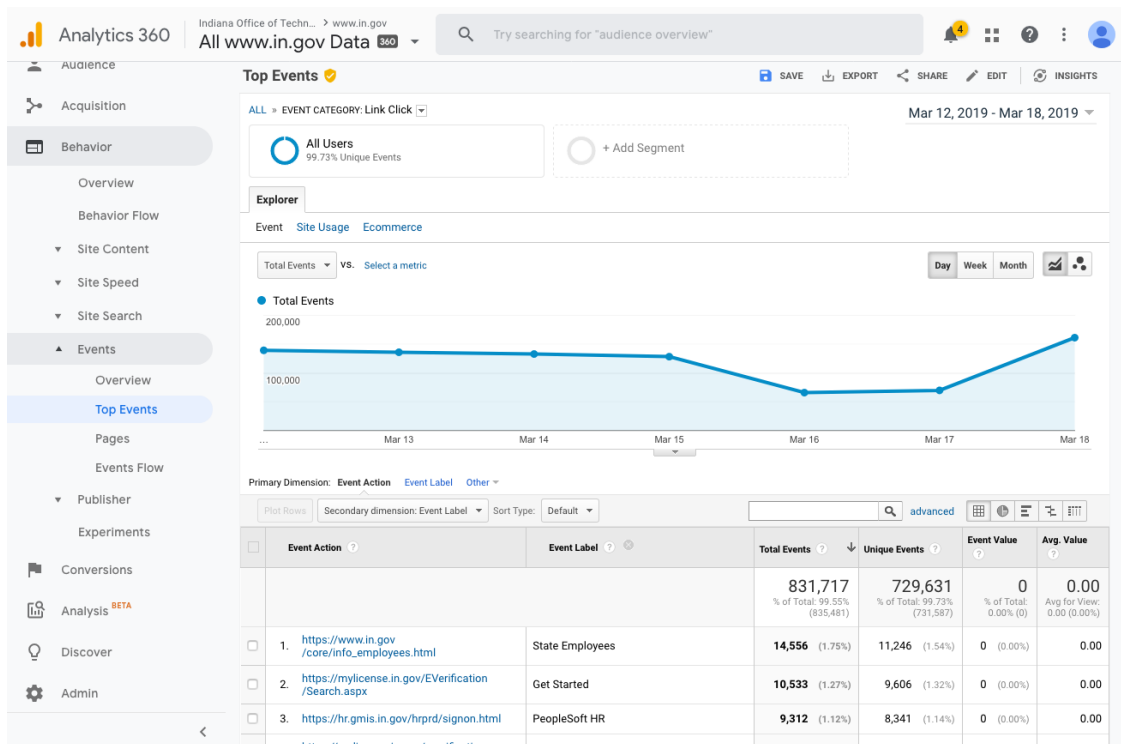
Conversions

Conversions reports are not likely to be used that often, as these are only relevant if goals are setup for your site. Goals would be in place to track conversion rates for specific forms, sales, or other site actions. Page visits like submission page confirmation page or download success page can be used as goals that would then be displayed under conversions.

Tips / Other Items

Below are a few items that should be highlighted that can improve your experience in Google Analytics.

Segments

Segments are a way to divide your reports into different criteria. Two popular segments that you should create are 'State Network Visitors' and 'Non-State Network Visitors'. To do this you will need to do the following:

- Click **Add Segment** at the top of your report page. Click **New Segment.**
- Name the segment 'State Network Visitors'.
- Under **Advanced Conditions**, use the following settings:
  - Filter / Sessions / Include: Service Provider > Contains > indiana office of technology
- Click **Save**.
- Go back into your Segment list and copy that State Network Visitors segment.
- Rename 'Non-State Network Visitor'.
- Change either "Include" to "Exclude" or "Contains" to "Does not contain".
- Click **Save**.
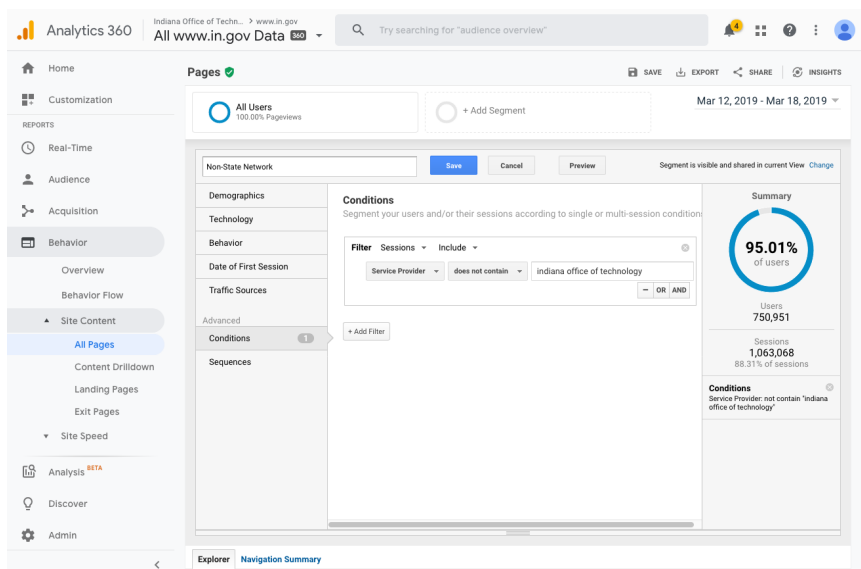
Dimensions

Dimensions are the primary column related to the table view of analytics. These can often be changed to give the tables a different meaning or perspective. The controls to change the Primary Dimension are located at the top left of the table. Below that is an area to designate a secondary dimension that can be listed as a second primary column in the data table.

Filters

Filters are a way of cleaning up your table view or narrowing it to a specific scope. To filter your table entries, you can either begin typing in the search input field located on the top right of the data table or click the **Advanced** button next to it. This will give you the ability to specify what to include and exclude from your table view.

NOTE: The Primary Dimension being shown will affect the available advanced filters.
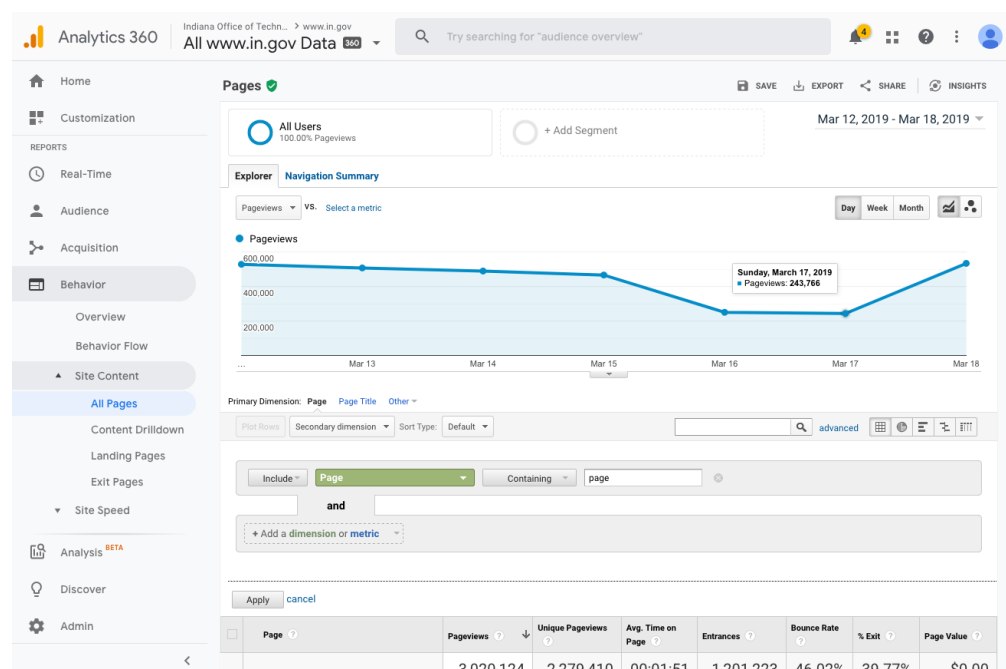
Reporting / Exports

Almost all report pages have the ability to export and share content. These controls are located at the top right of the page, above the date range. Export presents options in PDF and spreadsheets, while Sharing presents options to deliver those reports via email at a specific frequency.

Resources and Help

- **Chrome Extension for Page Analytics** – This is a Chrome extension to show you immediate analytics related to your page. This also includes a heatmap-style overlay and other options. https://chrome.google.com/webstore/detail/page-analytics-by-google/fnbdnhhicmebfgdgglcdacdapkcihcoh/related?hl=en

- **Google Analytics Academy** – Free videos and resources from Google for beginners, advanced, and power users. https://analytics.google.com/analytics/academy/

- **Google Analytics Help** – Online help documentation for Google Analytics. https://support.google.com/analytics

- **Request site access, new site, or new user** – Please visit webmasters.in.gov for any requests related to Google Analytics. https://www.in.gov/inwp/2703.htm