

Google Analytics

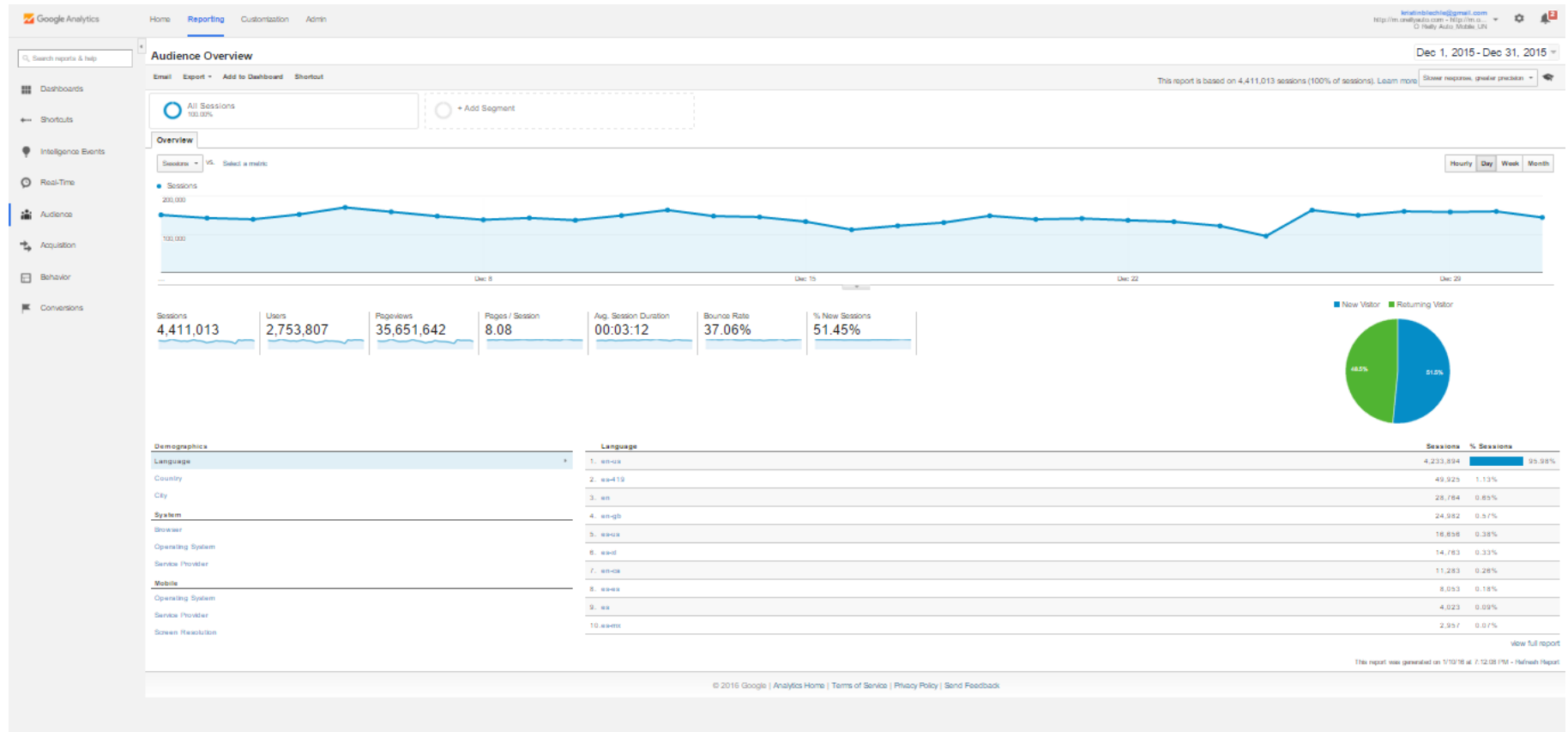
January 27, 2015

About Me



- Kristin Mock
- BS in PR from Missouri State
- eCommerce Analyst at O'Reilly Auto Parts
- GA certified

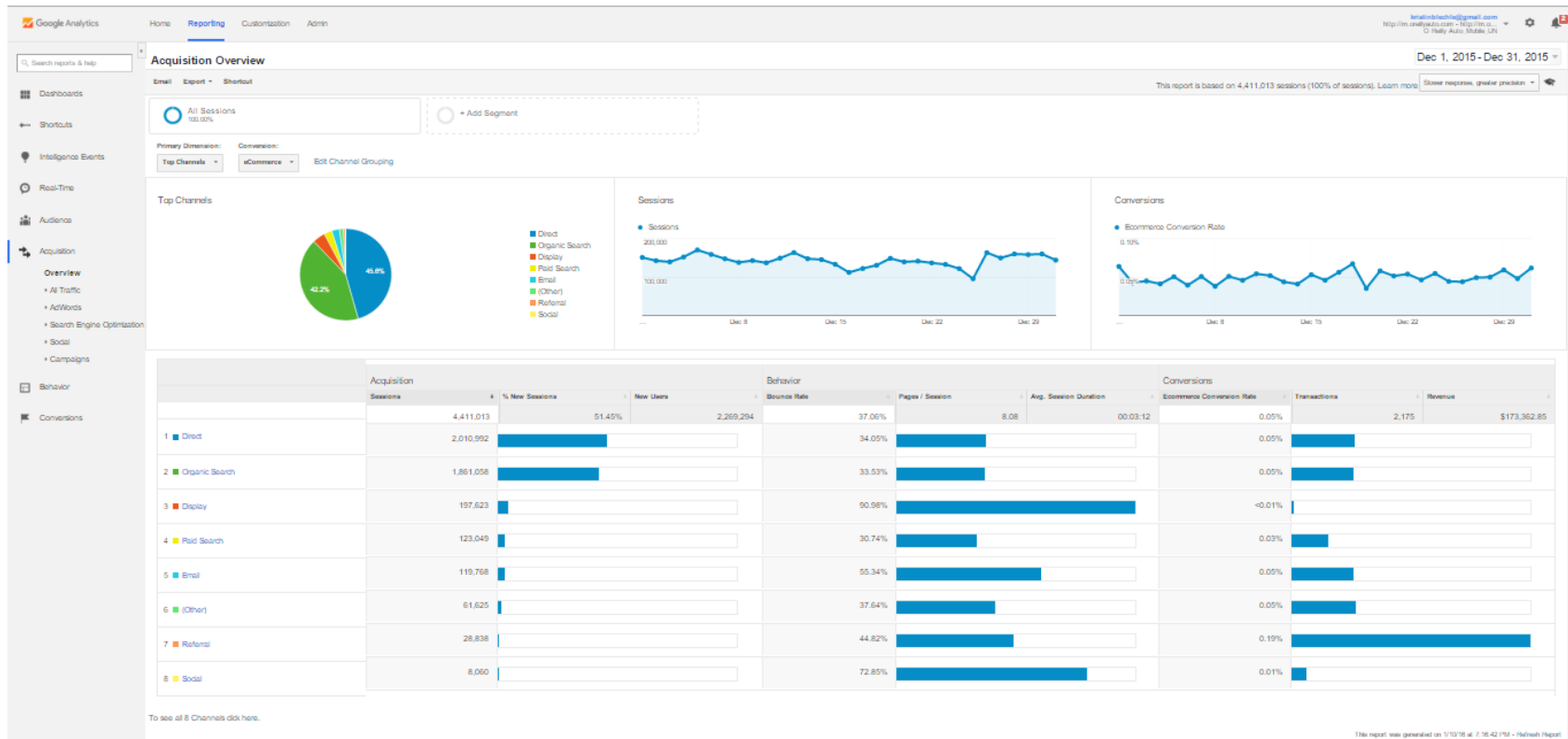
Google Analytics Basics



- Time Period
- Sessions
- Users
- Pageviews

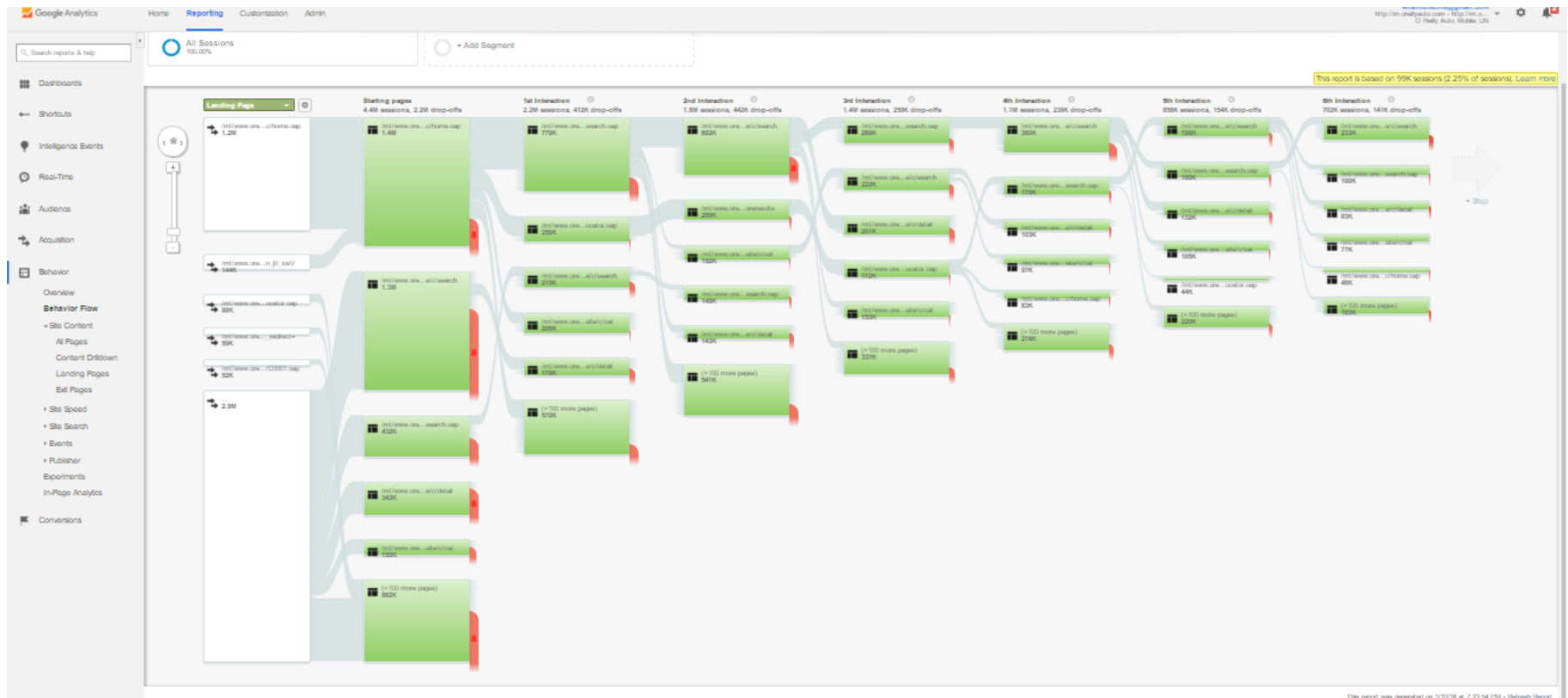
- Pages/Session
- Avg. Session Duration
- Bounce Rate
- %New Sessions

Acquisition



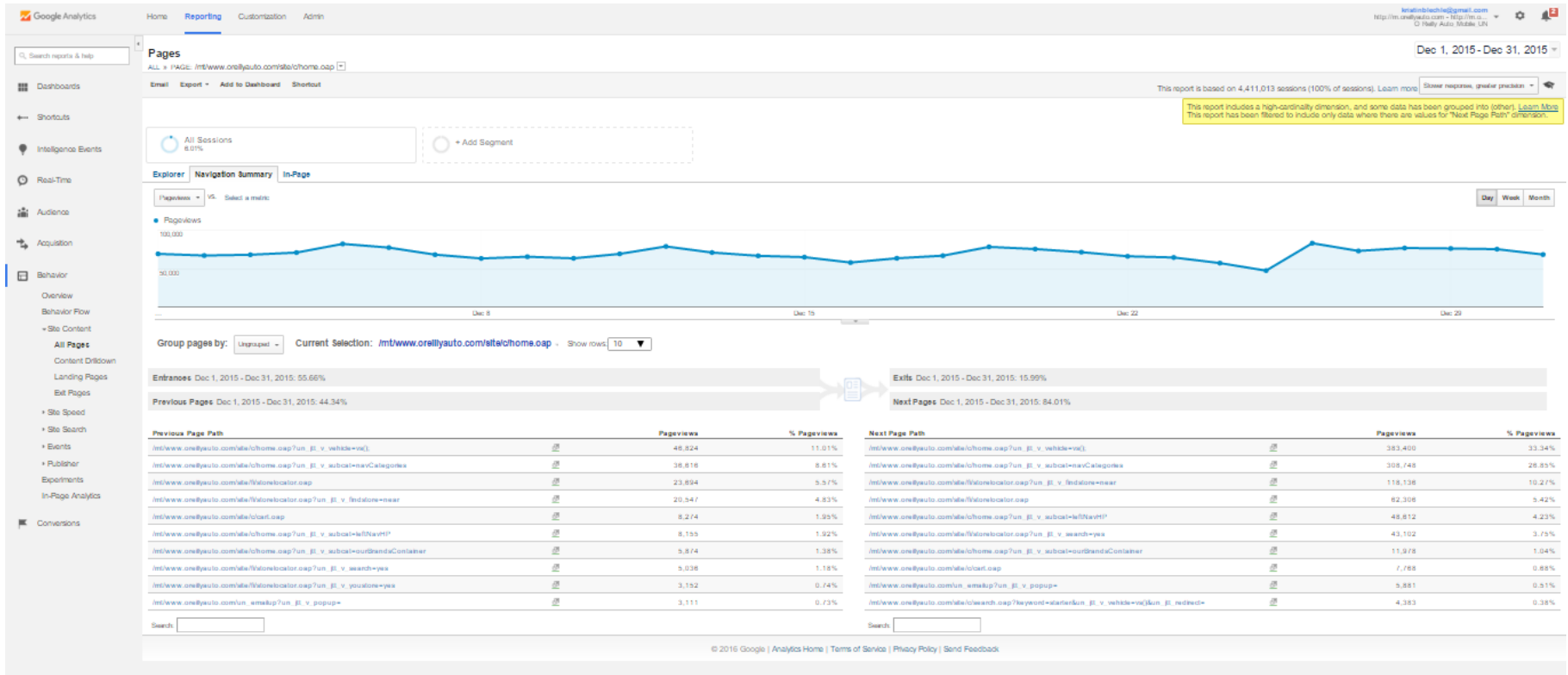
- Paid vs. Unpaid
- Behavior

Behavior



- Behavior Flow
- Exit%
- Tagging URLs

Content



- Testing

Goals

Google Analytics Home Reporting Customization Admin

Administration > View Goals
O'Reilly Auto Mobile / http://m.oreillyauto.com / O'Reilly Auto_Mobile_UN

VIEW
O'Reilly Auto_Mobile_UN

+ NEW GOAL Import from Gallery Search

<input type="checkbox"/>	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Order Complete	Goal ID 3 / Goal Set 1	0	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	store locator	Goal ID 1 / Goal Set 1	111296	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	store results	Goal ID 2 / Goal Set 1	94285	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	test	Goal ID 4 / Goal Set 1	0	<input type="checkbox"/> OFF
<input type="checkbox"/>	UN_Store Locator	Goal ID 5 / Goal Set 1	34001	<input checked="" type="checkbox"/> ON

15 goals left

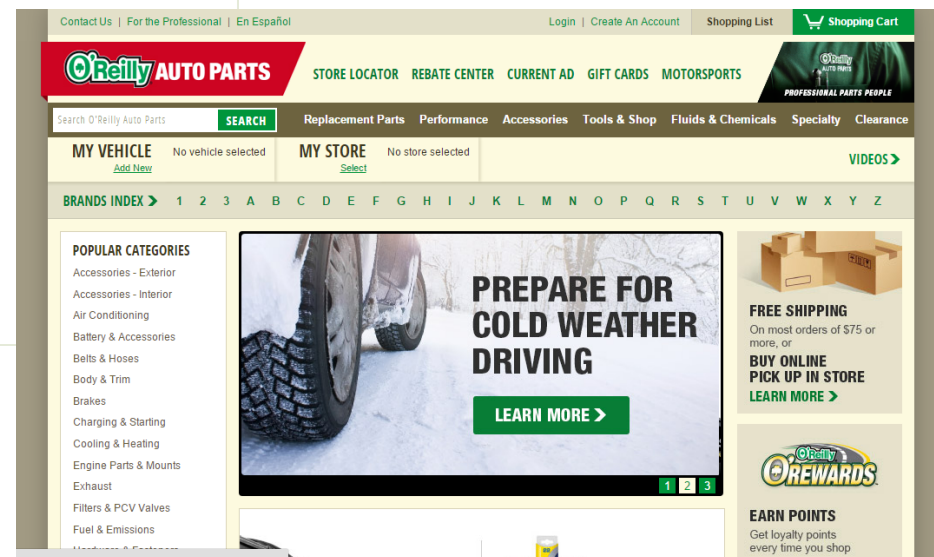
PERSONAL TOOLS & ASSETS

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings
- Private Channel Groupings
- Custom Alerts
- Scheduled Emails
- Shortcuts
- Share Assets

- Setup
- Tracking
- Events

Advertising

- Placement
 - Above/Below the fold
- Views
 - Page views/viewable impressions
- Clicks
 - Event
- CPC vs CPM



Certification

- Study

- https://support.google.com/analytics/topic/6083717?hl=en&ref_topic=3424286

- Exam

- <https://google.starttest.com/>



Questions

Kristin Mock

eCommerce Analyst

O'Reilly Auto Parts

kristinicole919@gmail.com