

THESSALONIKI
digital analytics
MEETUP

4 easy steps to get actionable website data

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Google Analytics Audit



FREE!

THESSALONIKI
digital analytics
MEETUP

Apply now!

Free Google Analytics Audit

Cost of poor data quality

• Efficiency cost

- Bug updates
- Testing
- Data cleansing

• Marketing cost

- Inaccurate counting
- Website errors
- Impact on UX

• Cost of enterprise risk

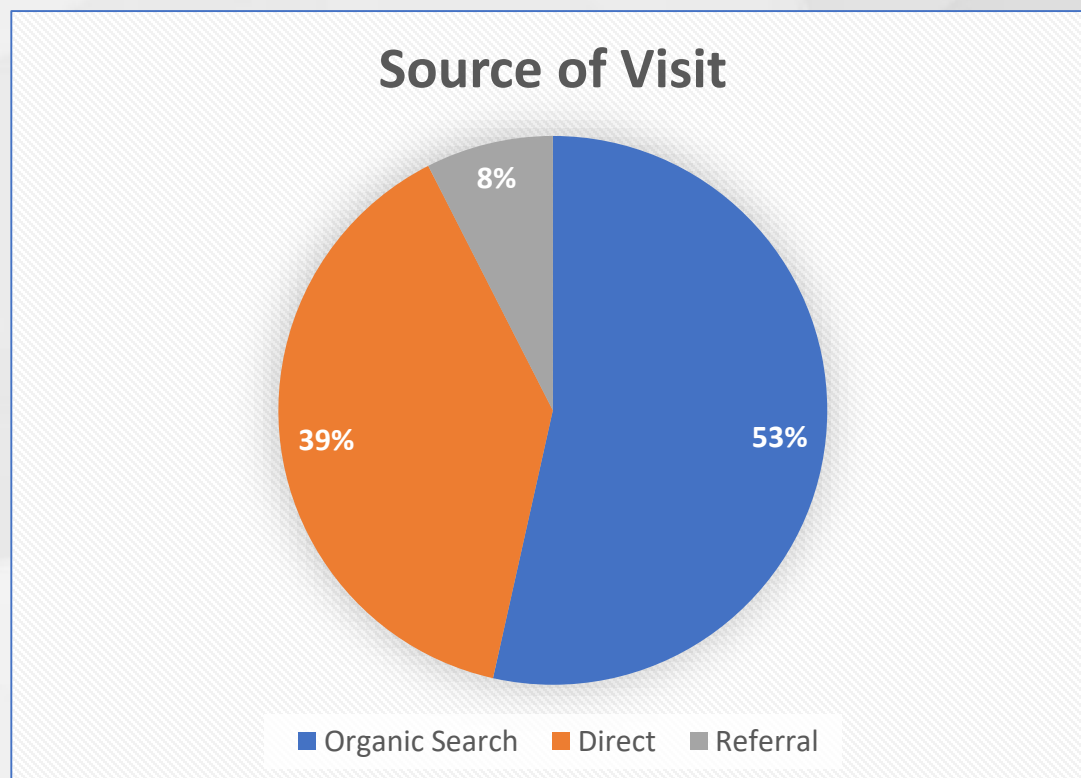
- Data leakage
- Legal risk
- Missed opportunities

• Customer experience

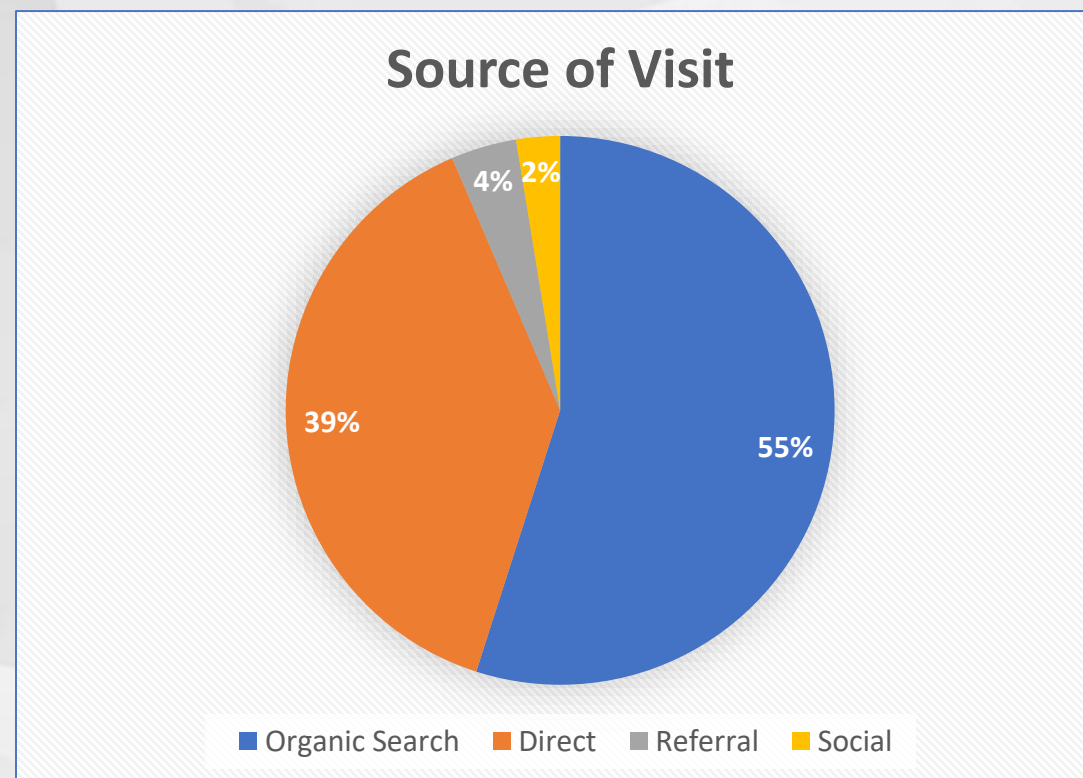
- Ignoring customer needs
- Incorrect decisions
- Lost trust

Where are users coming from?

Default



Filters applied



How to apply filters in Google Analytics

Social traffic filter

Filter Type

Predefined Custom

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Advanced

Field A -> Extract A

Campaign Source

Field B -> Extract B

Campaign Medium

Output To -> Constructor

Campaign Medium

Field A Required
 Field B Required
 Override Output Field
 Case Sensitive

<https://online-metrics.com/referrals-report>

Organic traffic filter

Filter Type

Predefined Custom

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Advanced

Field A -> Extract A

Campaign Source

Field B -> Extract B

Campaign Medium

Output To -> Constructor

Campaign Medium

Field A Required
 Field B Required
 Override Output Field
 Case Sensitive

<https://carloseo.com/what-is-com-google-android-googlequicksearchbox-referral-google-analytics>

Best performing traffic sources

Traffic sources

Medium [?]	Entrances [?] [!] ↓	Pageviews [?] [!]	Bounce Rate [?] [!]
1. organic	247 (56.01%)	619 (69.39%)	61.54%
2. (none)	167 (37.87%)	193 (21.64%)	94.01%
3. referral	21 (4.76%)	71 (7.96%)	57.14%
4. social	6 (1.36%)	9 (1.01%)	66.67%

Referring Sites

Source [?]	Entrances [?] [!] ↓	Pageviews [?] [!]	Bounce Rate [?] [!]
1. vrisko.gr	9 (42.86%)	23 (32.39%)	22.22%
2. googleads.g.doubleclick.net	6 (28.57%)	8 (11.27%)	83.33%
3. tpc.google syndication.com	5 (23.81%)	39 (54.93%)	80.00%
4. businessclub.gr	1 (4.76%)	1 (1.41%)	100.00%

How to create a Custom Campaign

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign



Set the campaign parameters in the fragment portion of the URL (not recommended).

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Custom Events

Tag Configuration

Tag type


 **Universal Analytics**
Google Analytics 

Track Type


Event ▼

Event Tracking Parameters


Category

Social Media Buttons 


Action

Button Clicked 

Label

LinkedIn 

Value

















Non-Interaction Hit

False ▼

<https://www.optimizesmart.com/event-tracking-guide-google-analytics-simplified-version/>

Page Performance

Default Pages Report

Page [?]		Entrances [?]  ↓	Goal Completions [?] 	Bounce Rate [?] 
1. /		290 (65.61%)	3 (37.50%)	71.72%
2. /sin.htm		99 (22.40%)	0 (0.00%)	76.77%
3. /profile.htm		21 (4.75%)	1 (12.50%)	61.90%
4. /en/profile.htm		6 (1.36%)	0 (0.00%)	83.33%
5. /eg.htm		3 (0.68%)	0 (0.00%)	100.00%
6. /katakstima-florinas.htm		3 (0.68%)	0 (0.00%)	100.00%
7. /default.htm		2 (0.45%)	0 (0.00%)	100.00%
8. /view.asp?ItemID=20160916161114&mcid=2		2 (0.45%)	0 (0.00%)	50.00%
9. /view.asp?ItemID=20161010003954&mcid=2		2 (0.45%)	0 (0.00%)	100.00%
10. /clients.htm		1 (0.23%)	0 (0.00%)	100.00%
11. /contact.htm		1 (0.23%)	3 (37.50%)	0.00%

Page Performance

Grouped Pages Report

Page Template ?	Entrances ? 📏 ↓	Goal Completions ? 📏	Bounce Rate ? 📏
1. Home	292 (66.51%)	3 (37.50%)	71.92%
2. Other	137 (31.21%)	2 (25.00%)	76.64%
3. Products	7 (1.59%)	0 (0.00%)	71.43%
4. News	2 (0.46%)	0 (0.00%)	100.00%
5. Contact Us	1 (0.23%)	3 (37.50%)	0.00%

Page Grouping

Edit Custom Dimension

Name

Scope

Hit ▾

Active

Save **Cancel**

Example Codes for This Dimension

Copy the following code snippet for your platform. DO NOT FORGET to replace dimensionValue with your own.

JavaScript (gtag.js)

For instructions on how to setup custom dimensions using gtag.js, please refer to the [gtag.js developer documentation](#).

JavaScript (Only works for Universal Analytics properties)

```
var dimensionValue = 'SOME_DIMENSION_VALUE';  
ga('set', 'dimension1', dimensionValue);
```

Android SDK

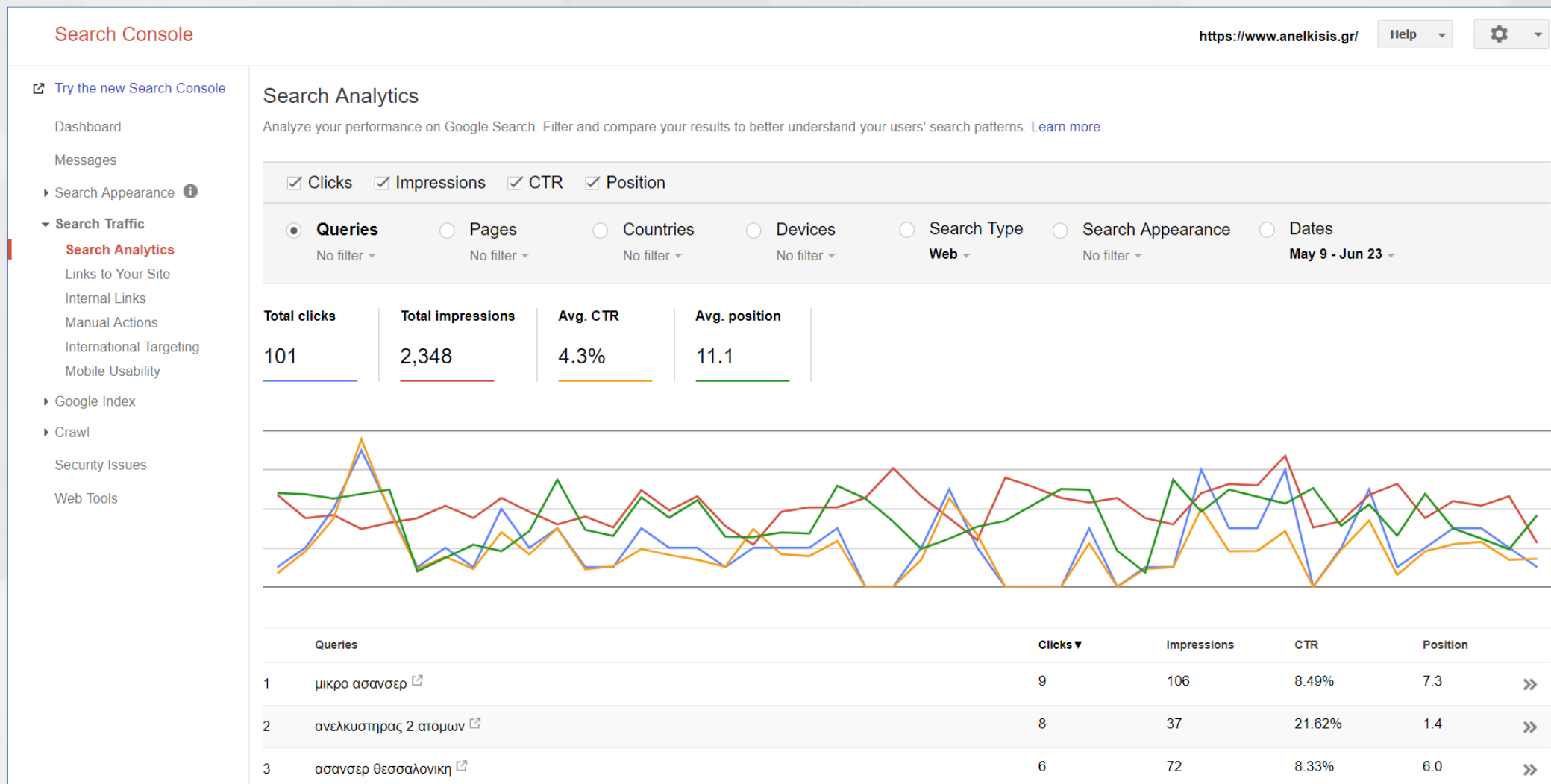
```
String dimensionValue = "SOME_DIMENSION_VALUE";  
tracker.set(Fields.customDimension(1), dimensionValue);
```

iOS SDK

```
NSString *dimensionValue = @"SOME_DIMENSION_VALUE";  
[tracker set:[GAIFields customDimensionForIndex:1] value:dimensionVa
```

<https://support.google.com/analytics/answer/2709829>

How is the website performing on search engines?



How is the website performing on search engines?

Search Query ?	Clicks ? ? ↓	Impressions ? ?	CTR ? ?	Average Position ? ?
	29 % of Total: 28.71% (101)	591 % of Total: 25.17% (2,348)	4.91% Avg for View: 4.30% (14.07%)	10 Avg for View: 11 (-6.06%)
1. μικρο ασανσερ	9 (31.03%)	106 (17.94%)	8.49%	7.3
2. ανεγκυστηρας 2 ατομων	8 (27.59%)	37 (6.26%)	21.62%	1.4
3. ασανσερ θεσσαλονικη	6 (20.69%)	72 (12.18%)	8.33%	6.0

Keyword ?	Sessions ? ? ↓	Avg-Position ?	Bounce Rate ?	Pages / Session ? ?	Avg. Session Duration ? ?	Transactions ? ?	Ecommerce Conversion Rate ? ?	Revenue ? ?
1. ανεγκυστηρες θεσσαλονικη	58 (32.58%)	6.81(114.36%)	65.52%	2.03	00:01:07	0 (0.00%)	0.00%	\$0.00 (0.00%)
2. ασανσερ θεσσαλονικη	28 (15.73%)	5.46 (91.76%)	53.57%	3.11	00:01:02	0 (0.00%)	0.00%	\$0.00 (0.00%)
3. ασανσερ	21 (11.80%)	7.00(117.55%)	76.19%	1.57	00:00:44	0 (0.00%)	0.00%	\$0.00 (0.00%)

How is the website performing on search engines?

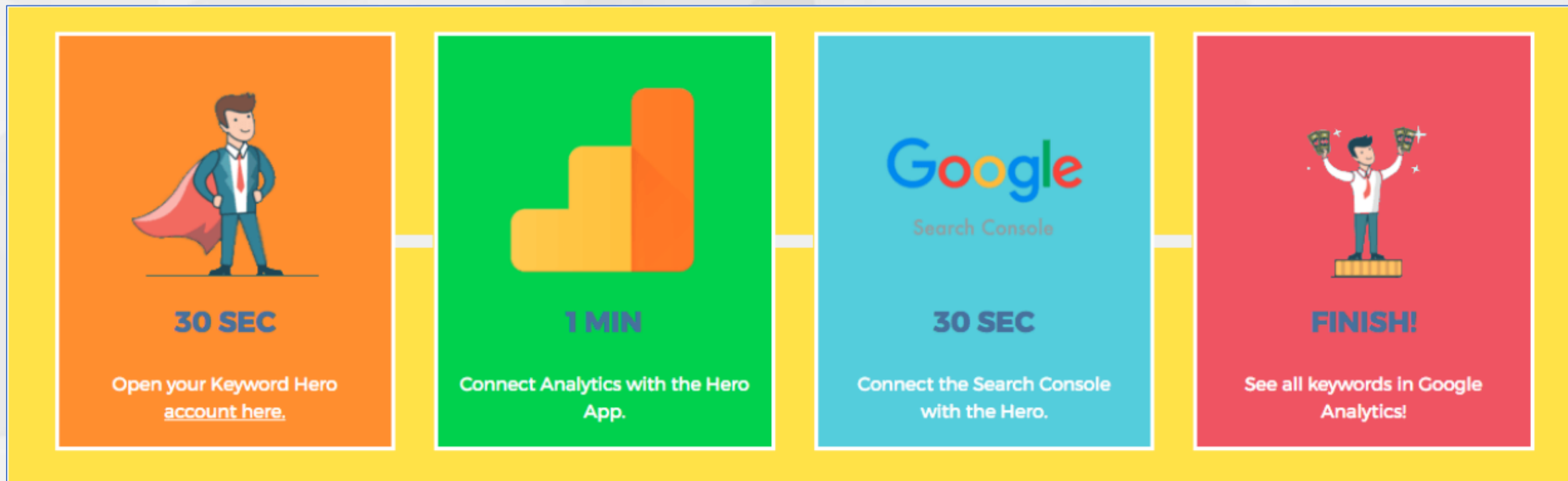
Default Google analytics report

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Keyword hero report

Keyword ?	Sessions ? ? ?	Avg-Position ?	Bounce Rate ?	Pages / Session ? ?	Avg. Session Duration ? ?	Transactions ? ?	Ecommerce Conversion Rate ? ?	Revenue ? ?
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How to set up Keyword Hero in 2 minutes



<https://keyword-hero.com/>