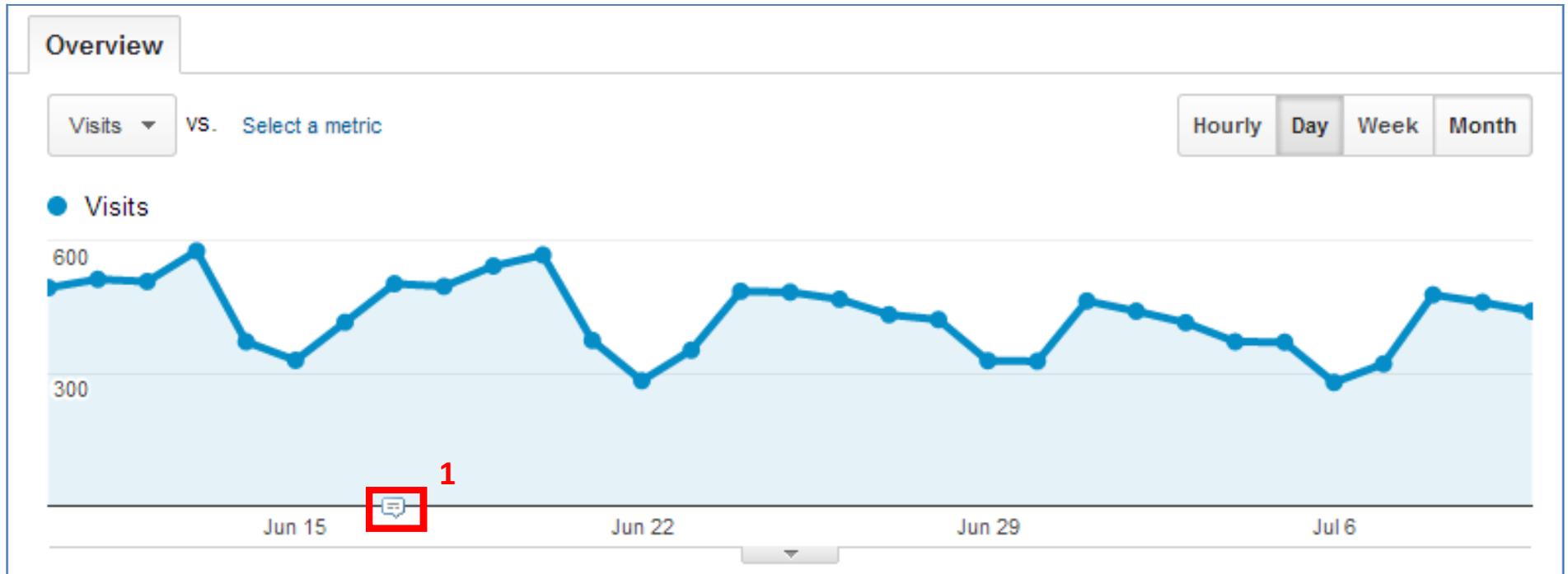


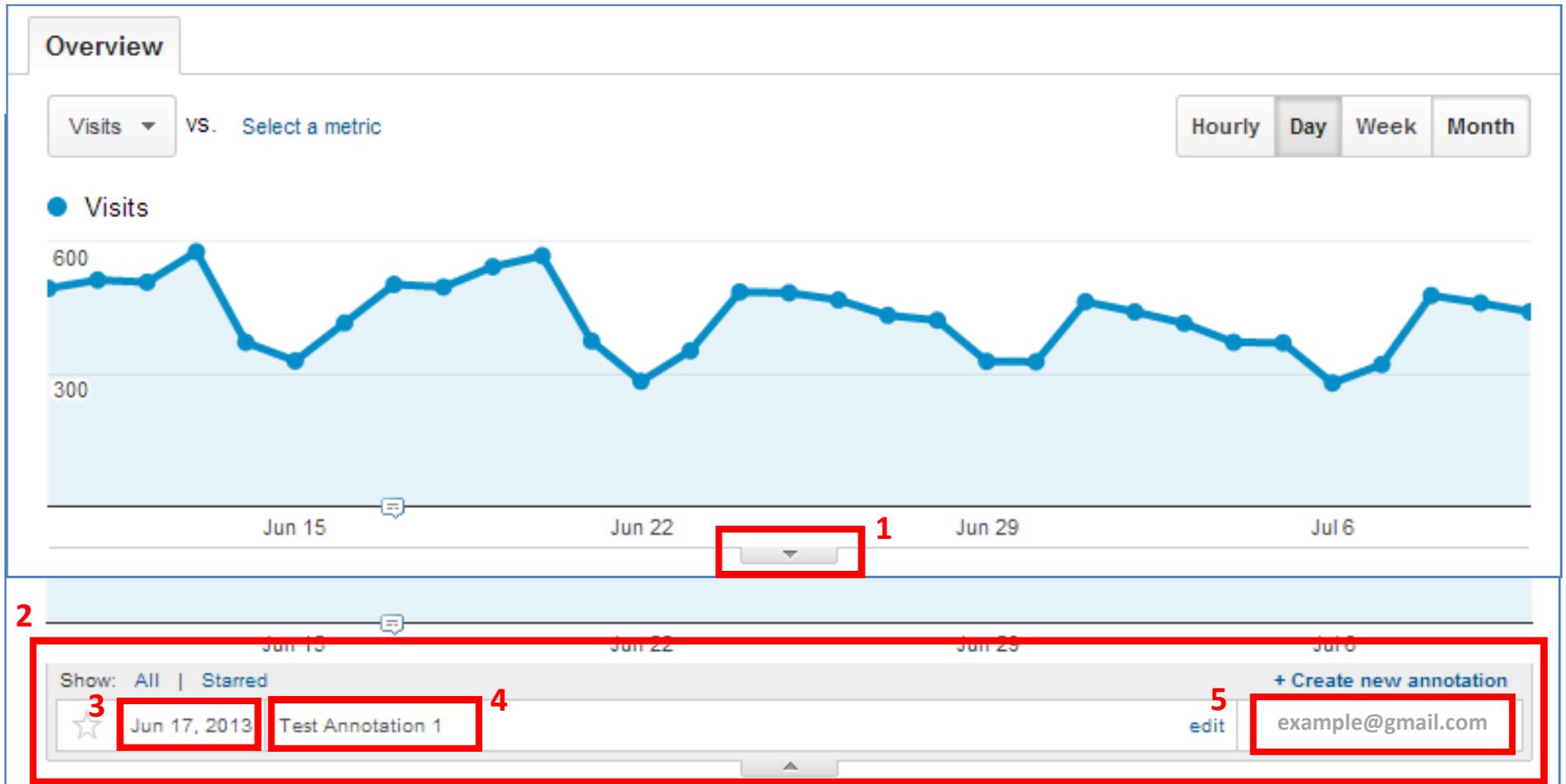
Adding Annotations to Reports



An **annotation** is a short message that can be added to the line graphs (like the one shown above) which Google Analytics (GA) refers to as **explorer** graphs. These annotations are always associated with a specific date in your site's history and can be used to provide an explanation of irregular data, to note the implementation of a new feature or format, or just to record your own personal thoughts.

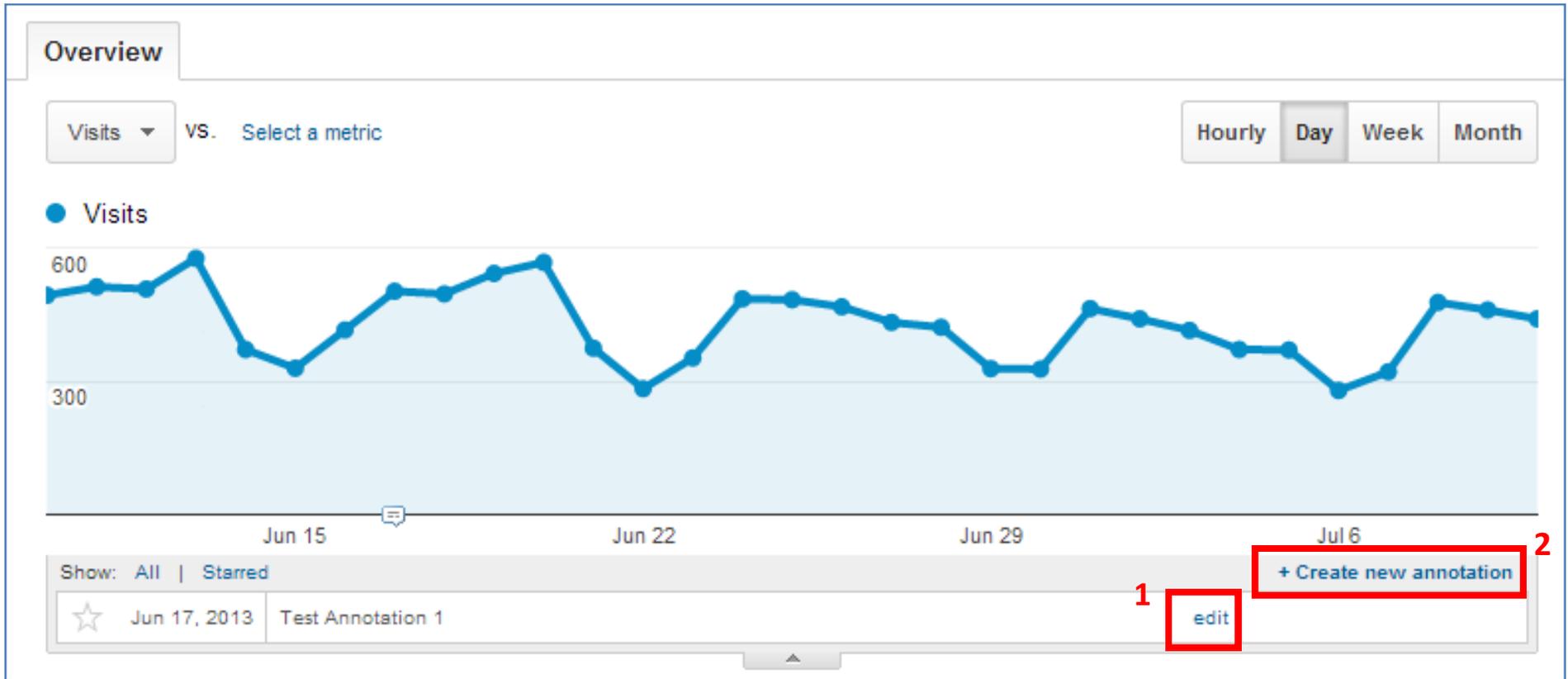
Any annotation you create will be visible on **all** explorer graphs for your site and appear as small speech bubbles the timeline at the bottom of the graph (1).

Each annotation may be set so that it is either private and visible only to yourself or public and visible to all those with access to your site's GA data.



By clicking on the tab labeled with a down arrow (1), all annotations visible on the current graph will be displayed below (2).

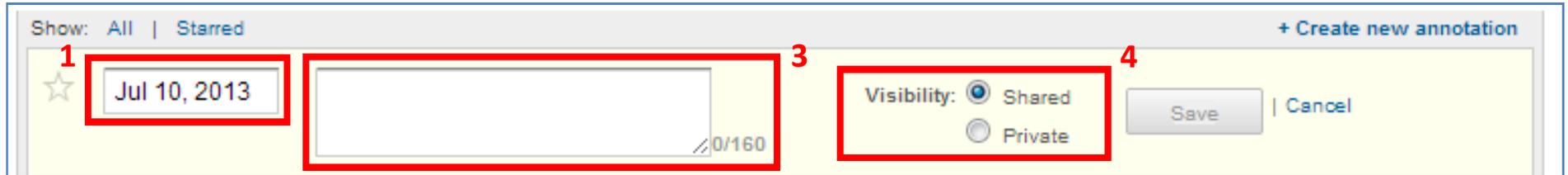
The display that drops down includes each annotation's date (3) and the contents of the annotation (4). The email address of the annotation's creator will appear at the end of the row (5).



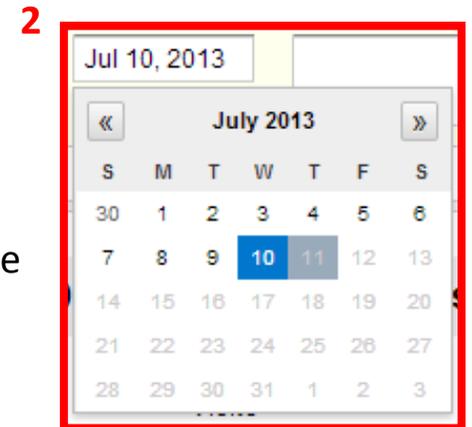
From the display, you can also edit any annotation which you've created (1) or create a new annotation by clicking the link seen here (2). When you do, the options for creating a new annotation will appear (3).

The form for creating a new annotation includes the following elements:

- Show: All | Starred** and **+ Create new annotation** link at the top.
- A star icon and a date field containing 'Jul 10, 2013'.
- A text input field for the annotation content.
- A character count indicator showing '0/160'.
- Visibility options: 'Shared' (selected) and 'Private'.
- 'Save' and 'Cancel' buttons.



If you haven't clicked on any of the graph's points, the last date on the graph will be selected by default (1). This can easily be changed, however, by clicking on the date field and selecting another date from the calendar that pops up (2).



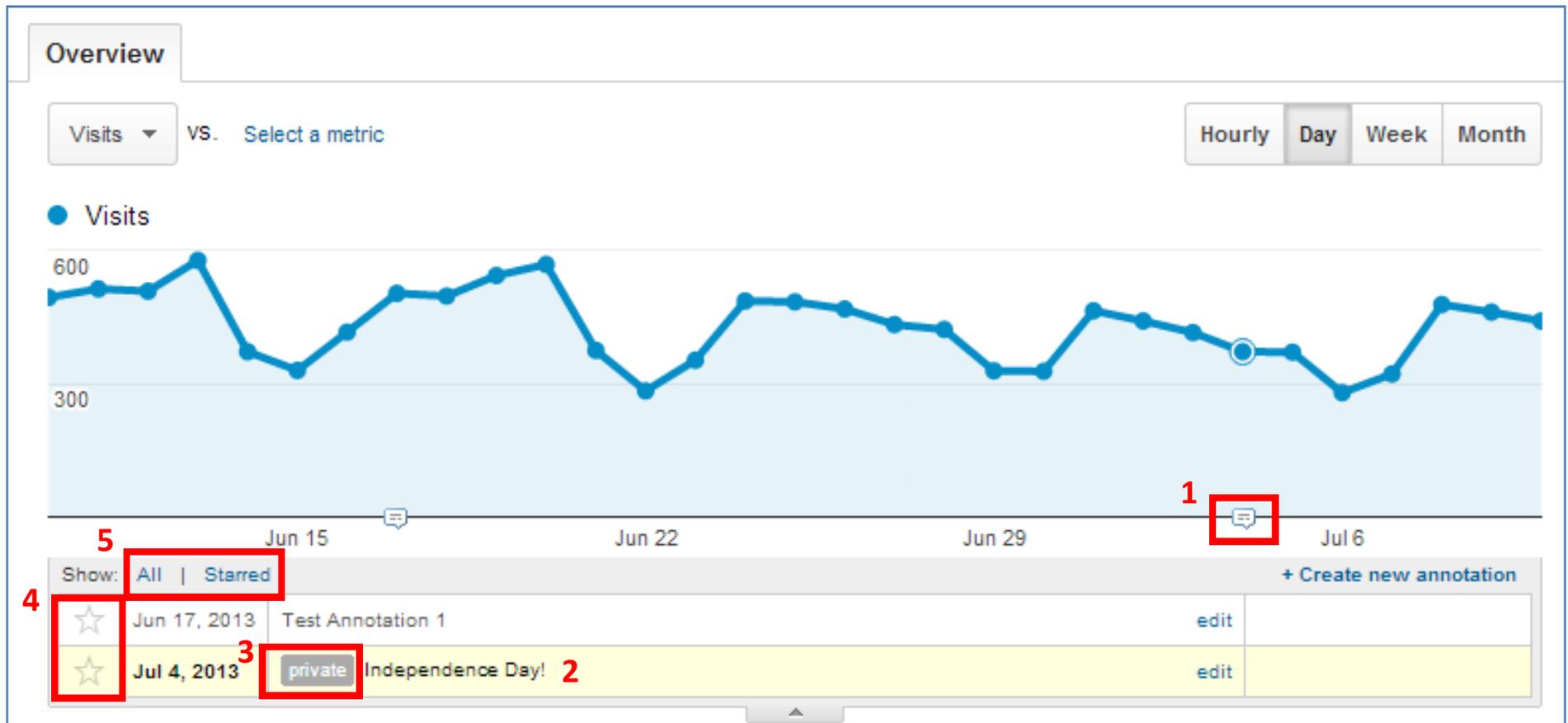
The contents of your annotation can be typed into the text box (3), but note that the contents must be under 160 characters.

As mentioned above, the annotation may be set to be either **shared** with everyone who can view your site's GA page or **private** so that it is only visible to you (4).

An example of a completed annotation can be seen below:



Note that this annotation is set to be private and visible only to me. When your annotation is finished, just click the save button (5) to complete the process.



As you can see, the new annotation is now visible on the graph's timeline (1) as well as in the drop-down list of annotations (2). You can also see that, since the annotation was set to private, this is displayed in the annotation's contents (3).

Finally, GA provides you with the option to **star** any annotation that you deem particularly important by clicking the icon next to the annotation's date (4). The annotation box can be set to only display starred annotations (5) which can be very useful if your graph features a lot of annotations.

