MPublishing

Guide to Google Analytics

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1. Create a Google Account (if you don’t already have one)

2. Contact Michigan Publishing to register your Google ID with GA
Signing In to Google Analytics

1. Click “Sign In” at www.google.com/analytics

2. Log in using your Google ID
3. Select your journal from the list of GA-enabled websites
Overview of GA’s Features

Title Bar: Links to GA-enabled sites, standard and custom reports

Navigation Menu: Links to reports and customizable sections

Report Content: Displays the contents of the selected report
The Navigation Menu

My Stuff:
Customizable content that can be used to view important data and reports quickly

Standard Reports:
Provide data on your journal’s:
- Audience
  - Where are your visitors from?
  - What do they do on the site?
- Traffic Sources
  - How are visitors finding your site?
- Content
  - Which pages are being viewed most?
  - How often is content being downloaded?
Each Standard Report category features an overview. It provides a wide array of useful information from the reports in the category. From the Toolbar (1), you can set up email alerts, export data, or add this report to your Dashboard or Shortcuts. For more information on email alerts, see the Creating Email Alerts guide.

You can change the type of data, or metric, being displayed by the overview’s main graph or add a second metric in to the graph (2), change the range of dates covered by the report (3), and change the time unit that each data point represents (4).
Explorer tables are the most common format for reports, and include a line graph tracking one specific metric (1), though additional metrics may be added. By hovering over one of the data points, you can see the value of the metric over that time period (2). The range of dates covered by the report can be adjusted (3), as can the unit of time each data point represents (4). The Toolbar (5) allows you to create email alerts, export data, and add the report to your Dashboard or Shortcuts.
A Map Overlay report is used to display data that is arranged by geographic region. Just like before, you can use the Toolbar (1) to set up email alerts, export data, or to add the report to the Dashboard or to your Shortcuts. You can also modify the range of dates covered by the report (2). By hovering over each region, data for that region will be displayed (3), and you can select what type of geographic regions should be used to split up the data (4).
The data given in the selected report, arranged according to the selected dimension(s)

Regardless of report type, the data points used by that report will always be displayed. The report’s data is arranged by dimension, i.e. one specific attribute (1). Additional dimensions may be added (2) to further subdivide the data displayed on the table.

You can change the type of table or chart used to display the data (3) in order to better suit your needs, and the number of rows to display per page may be modified as well (4).
The GA Dashboard

The Dashboard is a customizable area that shows many different reports at once, allowing you to see a wide array of basic information pulled from reports of your choosing.

From the Toolbar (1), you can add reports in the form of widgets to the Dashboard, set up email alerts, export the Dashboard in PDF format, or share your Dashboard template with other GA users.

You also have the ability to select the time period being displayed by the widgets on your Dashboard (2).
Adding a report to your Shortcuts allows you to access the full report quickly from any part of your journal’s GA site. To do so, that report must first be added to your Shortcuts by clicking the appropriate Toolbar button on that report’s page. For examples of this, see pages 7 and 8 of this guide.

After a report is added to your Shortcuts, you can just click on the report’s name in the navigation menu (1), or in the list given by the Shortcuts overview (2).
The “Intelligence Events” section of GA tracks data points that are deemed to be significant, usually because they differ from the norm. These are split up according to the time period over which the data was collected into Daily, Weekly, or Monthly events. Each of these categories can be displayed individually, or an overview of all three can be displayed (1).

Custom events may be created (2) in order to track any data points that you consider to be specifically important. For more information, see the Creating Custom Events guide. As usual, the range of dates (3) and the number of events displayed on each page of the report (4) can be adjusted.