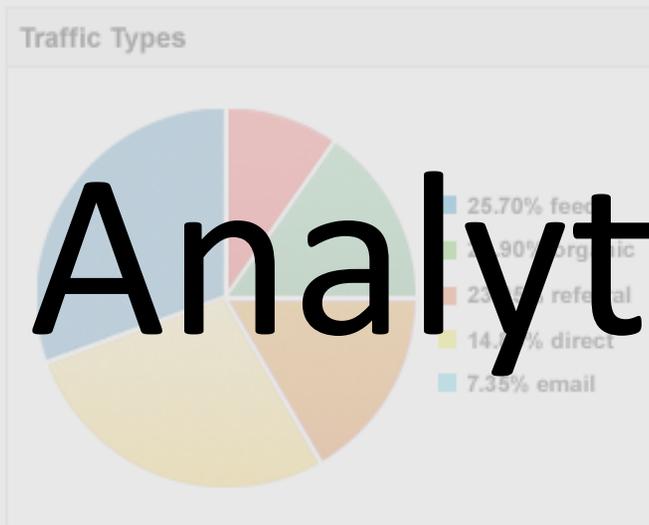


MPublishing

Enterprise class web analytics.
Delivered on Google's world-class platform. Learn more

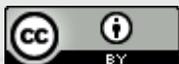
Guide to

Google Analytics



Time on Site by Country

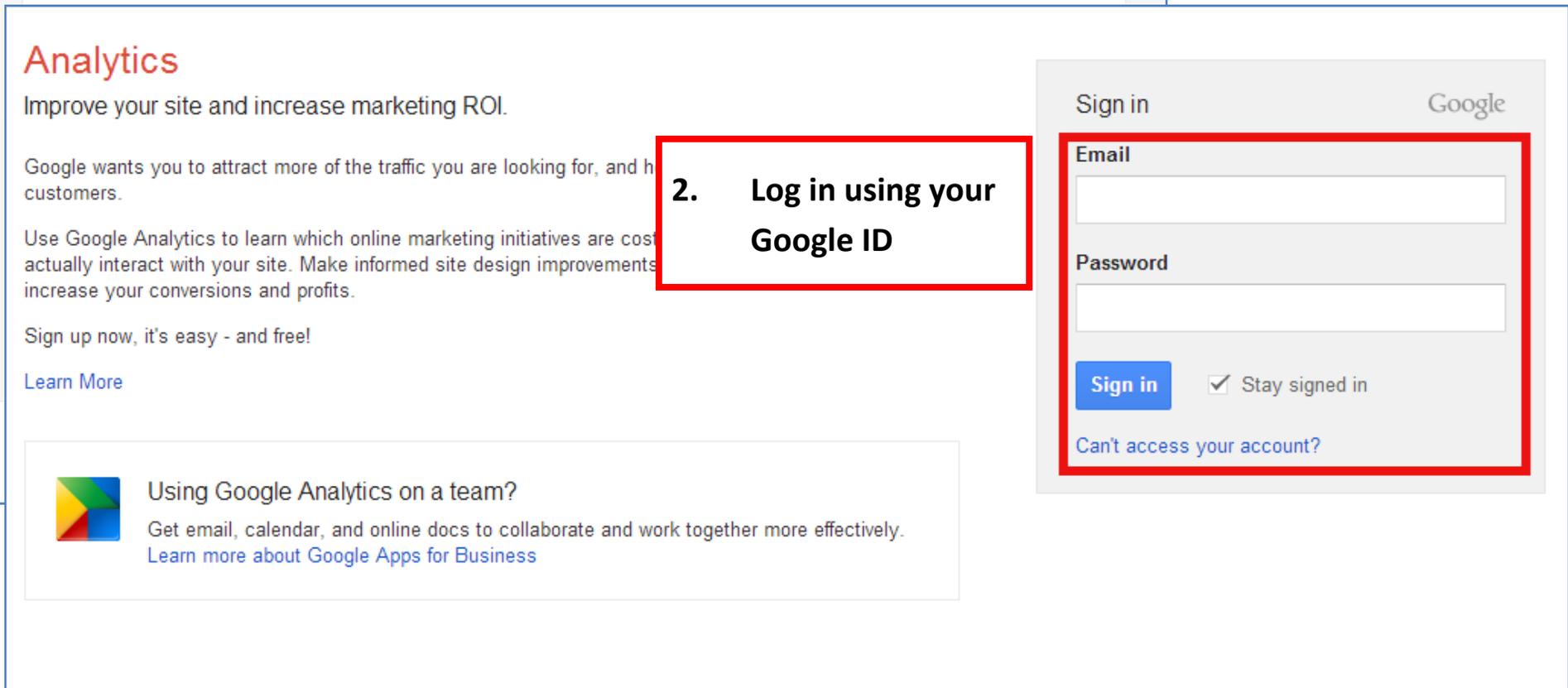
Country/Territory	Visits	Avg Time Site
United States	67,445	00:01
United Kingdom	18,948	00:01
India	8,882	00:00
Canada	6,371	00:01
Germany	5,845	00:00
France	5,243	00:00



The image is a composite of two screenshots. The top screenshot shows the Google account creation page. The Google logo is in the top left, and a 'Sign in' button is in the top right. Below the logo, it says 'Create a new Google Account'. A form is visible with fields for 'Name' (split into 'First' and 'Last'), 'Your current email address', and 'Create a password'. A red box is drawn around the text '1. Create a Google Account (if you don't already have one)'. The bottom screenshot shows the Michigan Publishing website. The logo 'M Publishing University of Michigan Library' is prominent. There are navigation links for 'About', 'Services', 'Publications', and 'University of Michigan Press'. There are also social media icons for Twitter and RSS, and a search bar. A red box is drawn around the text '2. Contact Michigan Publishing to register your Google ID with GA'.



1. Click "Sign In" at www.google.com/analytics



2. Log in using your Google ID

Sign in Google

Email

Password

Stay signed in

[Can't access your account?](#)

May 12, 2013 - Jun 11, 2013

Show Metrics [Sort Icons] Mode [List Icons] Show All [Star Icon] [Search Box]

	Visits	Avg Session Time	Bounce Rate	Goal Conversion Rate
☆ quod.lib publications				
☆ http://tapreview.org (UA-10966839-44)				
☆ tap: Trans-Asia Photography Review	2,849	00:01:35	83.50%	0.00%
☆ http://www.agorainternational.org/ (UA-10966839-39)				
☆ http://www.digitalculture.org/ (UA-10966839-8)				
☆ http://www.humanitiesebook.org/ (UA-10966839-12)				
☆ http://www.journalofelectronicpublishing.org/ (UA-10966839-7)				
☆ jep: Journal of Electronic Publishing			85.84%	0.00%
☆ http://www.philosophersimprint.org/ (UA-10966839-10)				
☆ phimp: Philosophers' Imprint			56.85%	0.00%
☆ jsais: Journal of the Southern Association for Information Systems (UA-35132797-4)				
☆ jsais: Journal of the Southern Association for Information Systems	1,450	00:01:20	87.93%	0.00%

3. Select your journal from the list of GA-enabled websites

This table was generated on 6/12/13 at 9:13:48 AM - Refresh Table

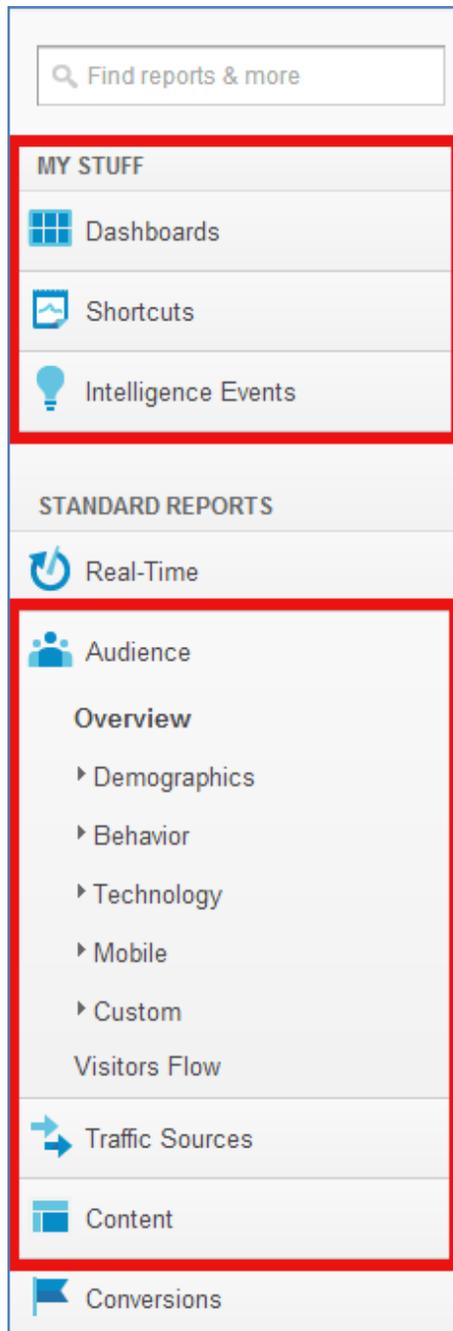
Overview of GA's Features

The screenshot displays the Google Analytics dashboard for the 'Journal of Electronic Publishing' website. The interface is divided into several sections:

- Title Bar:** Located at the top, it includes the Google Analytics logo, the website URL, and navigation links for 'Reporting', 'Customization', 'Admin', and 'Help'. A callout box highlights these as 'Links to GA-enabled sites, standard and custom reports'.
- Navigation Menu:** A vertical green sidebar on the left contains a search bar and a list of report categories: Real-time, Audience, Overview, Demographics, Behavior, Technology, Mobile, Custom, Visitors Flow, Traffic Sources, Content, and Conversions. A callout box identifies this as 'Links to reports and customizable sections'.
- Report Content:** The main area shows an 'Audience Overview' report for the period 'May 12, 2013 - Jun 11, 2013'. It features a line chart of visits over time, a summary card stating '12,110 people visited this site', and a table of key metrics. A callout box points to this content as 'Displays the contents of the selected report'.

Metric	Value
Visits	14,251
Unique Visitors	12,110
Pageviews	18,364
Pages / Visit	1.29

The pie chart at the bottom right shows the visitor distribution: 82.2% New Visitor and 17.8% Returning Visitor.



My Stuff:

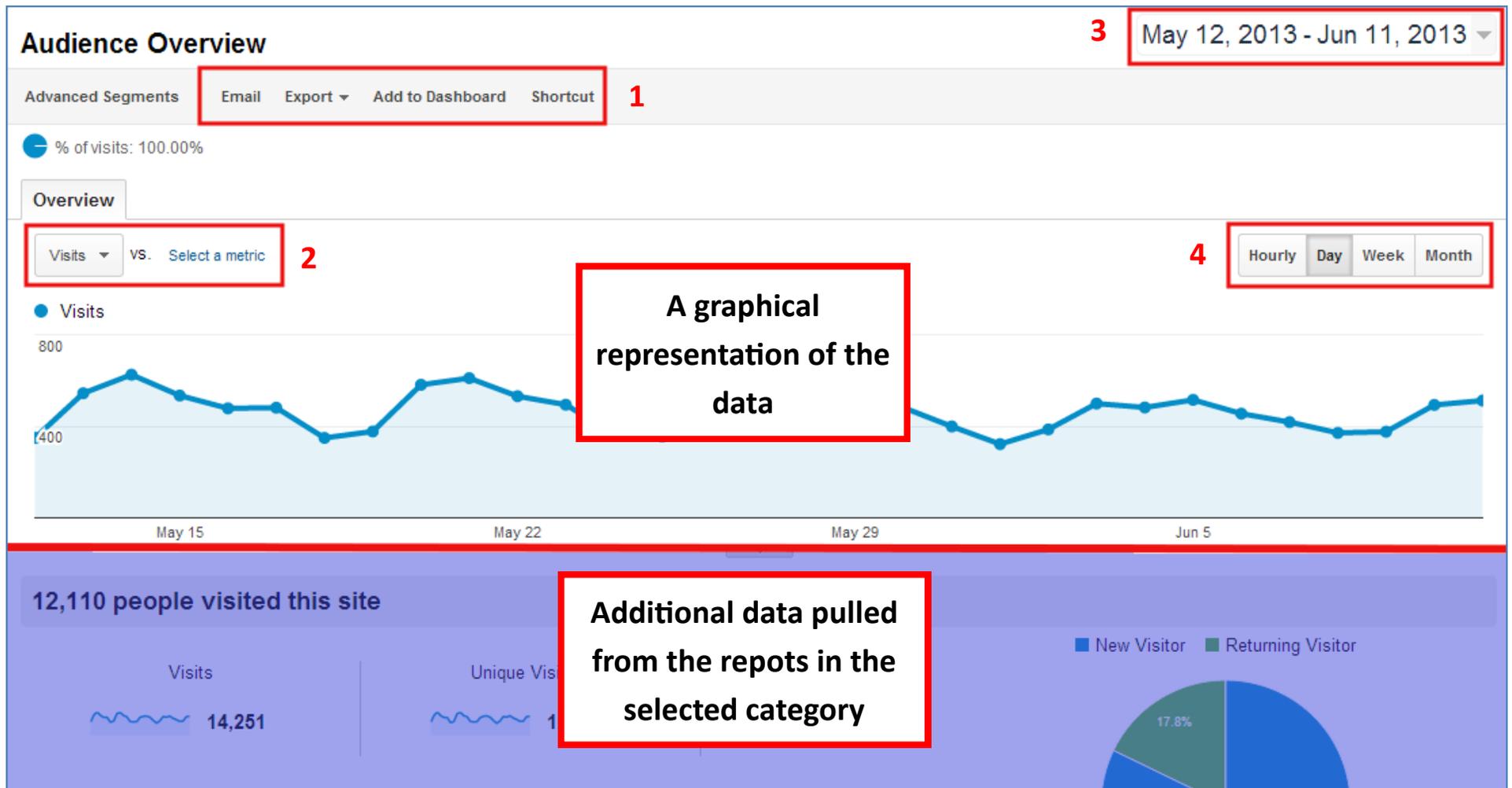
Customizable content that can be used to view important data and reports quickly

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?

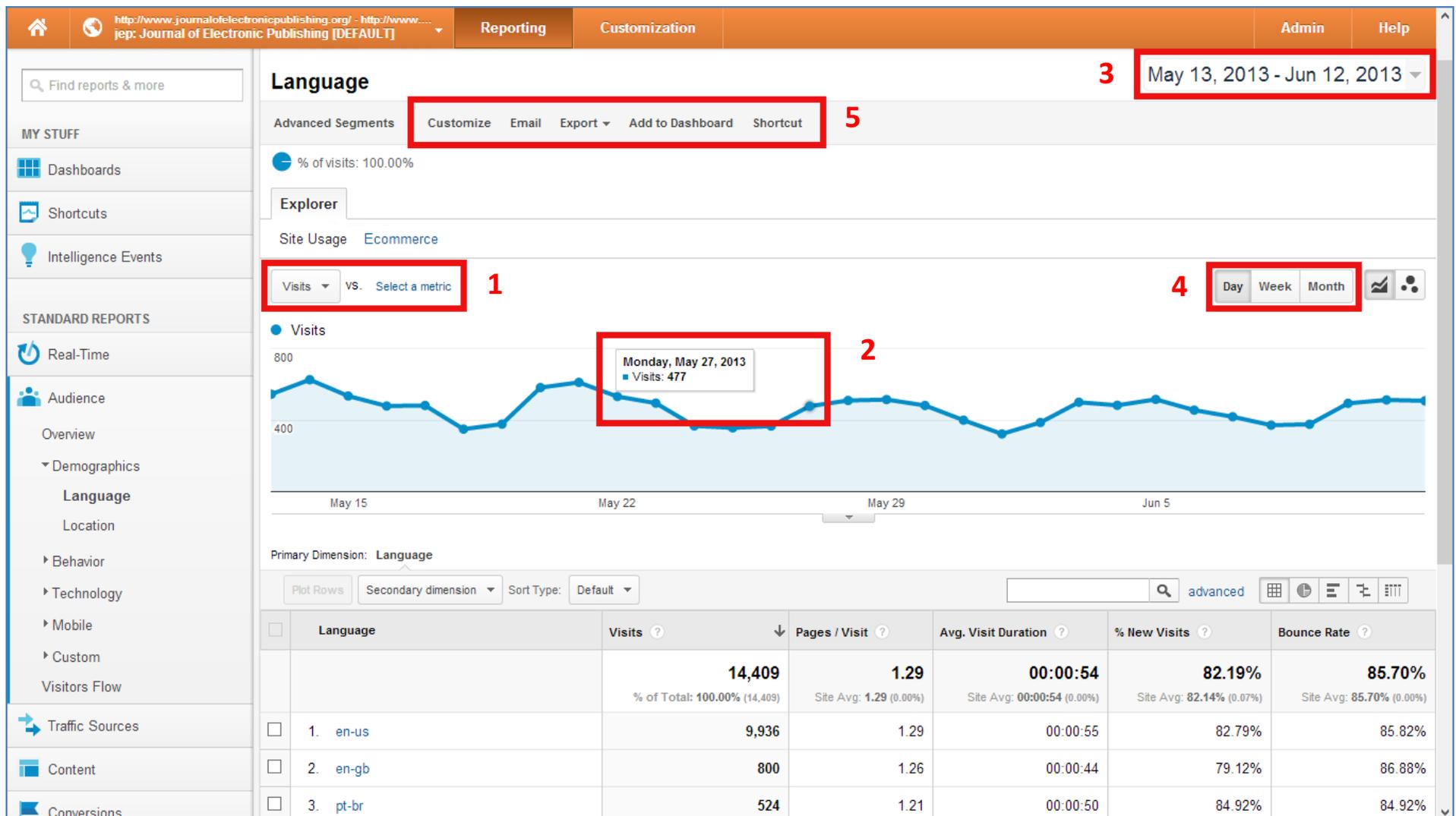
Standard Report Overviews



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.

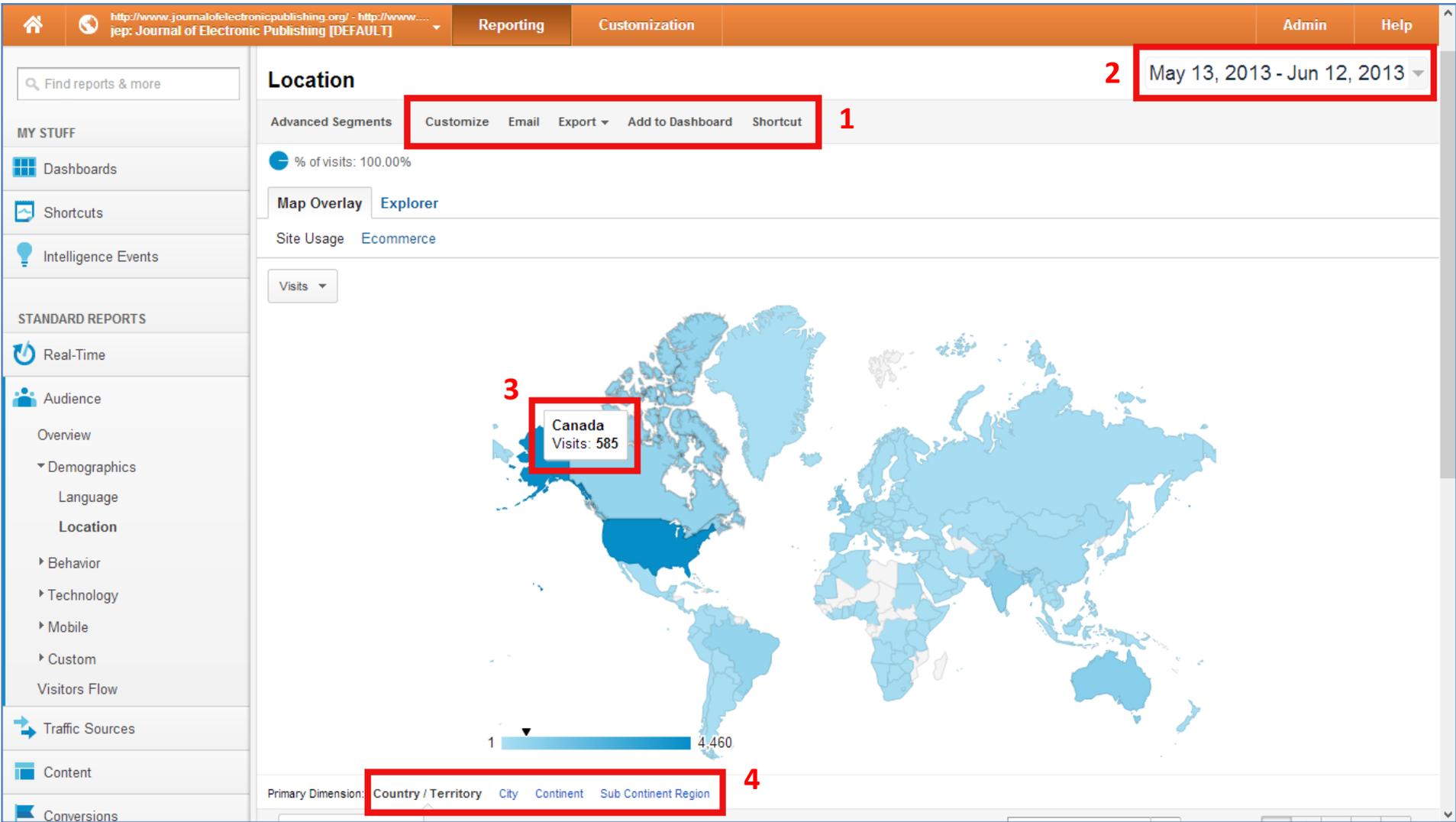
You can change the type of data, or **metric**, being displayed by the overview's main graph or add a second metric in to the graph (2), change the range of dates covered by the report (3), and change the time unit that each data point represents (4).

Explorer Table Reports



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.

Map Overlay Reports



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).

Standard Report Data

Primary Dimension: Language

Plot Rows: Secondary dimension 2 Sort Type: Default 3

1

Language	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
	14,251 % of Total: 100.00% (14,251)	1.29 Site Avg: 1.29 (0.00%)	00:00:54 Site Avg: 00:00:54 (0.00%)	82.18% Site Avg: 82.12% (0.07%)	85.72% Site Avg: 85.72% (0.00%)
1. en-us	9,787	1.29	00:00:55	82.89%	85.84%
2. en-gb	704	1.29	00:00:45	78.84%	87.15%
3. pt-br			00:00:49	84.52%	84.72%
4. en			00:00:45	80.10%	90.31%
5. es			00:01:40	82.81%	85.96%
6. fr			00:00:44	88.85%	82.30%
7. zh-cn	240	1.52	00:01:10	79.17%	80.42%
8. de-de	227	1.28	00:00:25	63.00%	88.11%
9. es-es	216	1.24	00:00:45	79.63%	90.74%
10. ru	108	1.50	00:00:58	72.22%	81.48%

4 Show rows: 10 Go to: 1 1 - 10 of 99

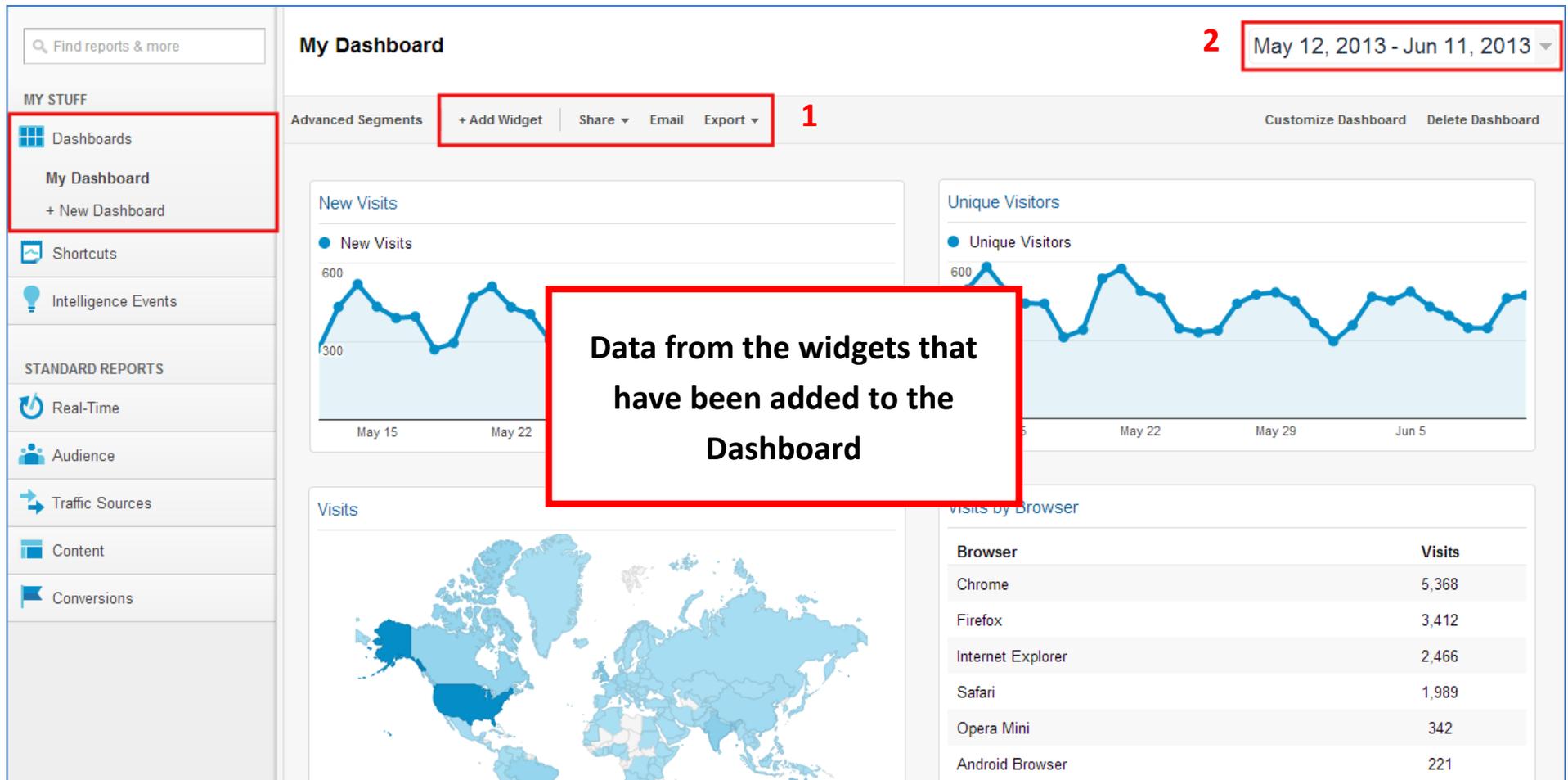
This report was generated on 6/12/13 at 9:42:48 AM - Refresh Report

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).

The screenshot displays the Google Analytics interface. On the left, the navigation menu is visible, with the 'Shortcuts' option highlighted by a red box and a red number '1'. The main content area shows a 'Shortcuts' table with the following data:

	Name	Creation Date	↑	Actions
1.	Location	Jun 12, 2013		Actions ▾
2.	All Traffic	Jun 12, 2013		Actions ▾
3.	Content Drilldown	Jun 12, 2013		Actions ▾

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).

Intelligence Events

Intelligence Events Overview 3 May 12, 2013 - Jun 11, 2013

Automatic Alerts Custom Alerts **2**

	Metric	Segment	Period	Date	Change	Importance	↓
1.	Avg. Visit Duration	Landing Page: /index.html	Daily	May 16, 2013	>500%	<div style="width: 100%;"></div>	Details
2.	Avg. Visit Duration	Exit f			>500%	<div style="width: 100%;"></div>	Details
3.	Avg. Visit Duration	Sour			>500%	<div style="width: 100%;"></div>	Details
4.	Avg. Visit Duration	Visit			167%	<div style="width: 100%;"></div>	Details
5.	Avg. Visit Duration	Cour		May 31, 2013	67%	<div style="width: 100%;"></div>	Details
6.	Avg. Visit Duration	All T		May 18, 2013	51%	<div style="width: 100%;"></div>	Details
7.	Visits	Exit f			72%	<div style="width: 100%;"></div>	Details
8.	Avg. Visit Duration	Keyw			253%	<div style="width: 100%;"></div>	Details
9.	Visits	Landing Page: /index.html	Daily	Jun 5, 2013	66%	<div style="width: 100%;"></div>	Details
10.	Avg. Visit Duration	Source: (direct)	Monthly	May 1, 2013 - May 31, 2013	73%	<div style="width: 100%;"></div>	Details

4 Show rows: 10 Go to: 1 1 - 10 of 57

Events are ordered by "importance", something GA decides on its own

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.