MITALUMNI

ALC

Alumni Leadership Conference

The program will begin shortly.

Analyze Your Web Traffic with Google Analytics

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Agenda

- Creating your Google Analytics Account
- Reports & Metrics
- Create Goals
- Tracking Marketing Campaigns
- Resources

What is Google Analytics?

- Web analytics tool used to track website performance and collect visitor insights.
- Gather insights on who your users are, how they arrive to your website, and how they interact with your website
- What devices are being used
- How long visitors have stayed

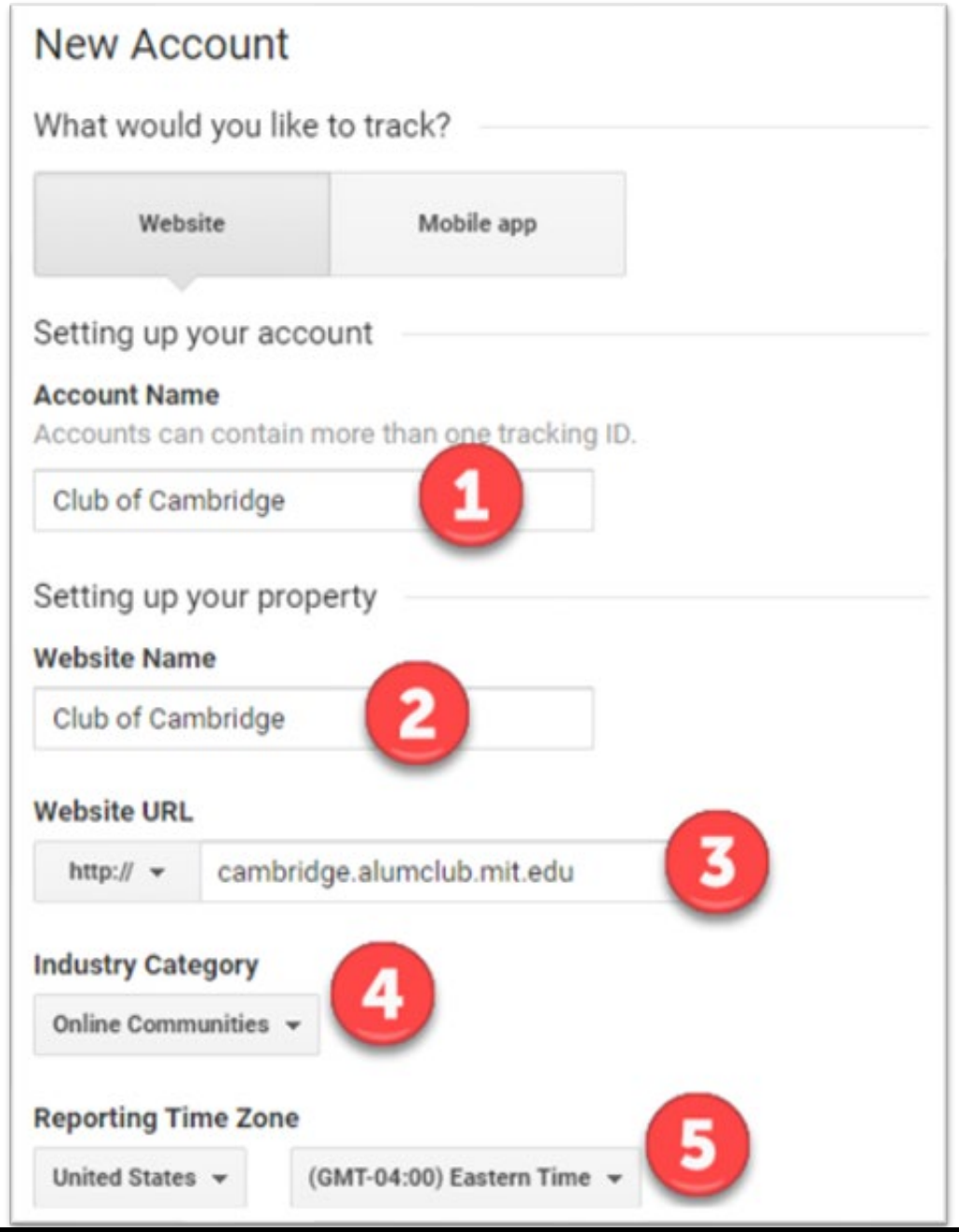
Let’s take a poll!

Creating Your Account

STEP 1:

Create your Google Analytics account

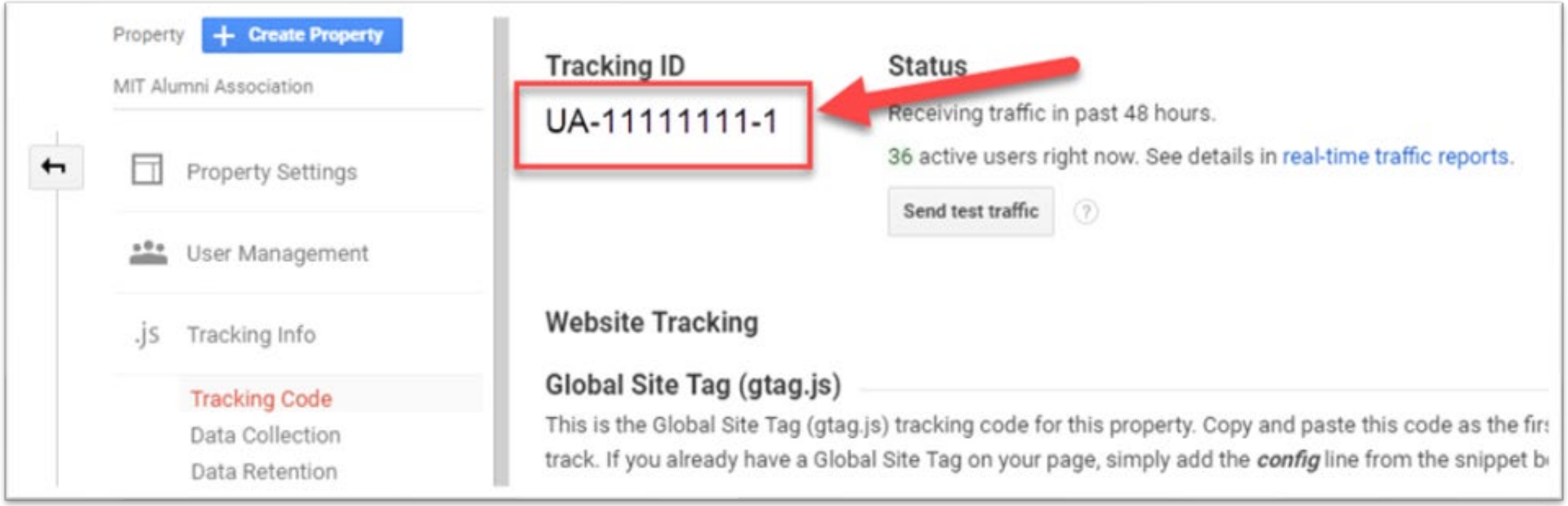
http://google.com/analytics



Creating Your Account

STEP 2:

Email your tracking id and your website URL to encompasshelp@mit.edu

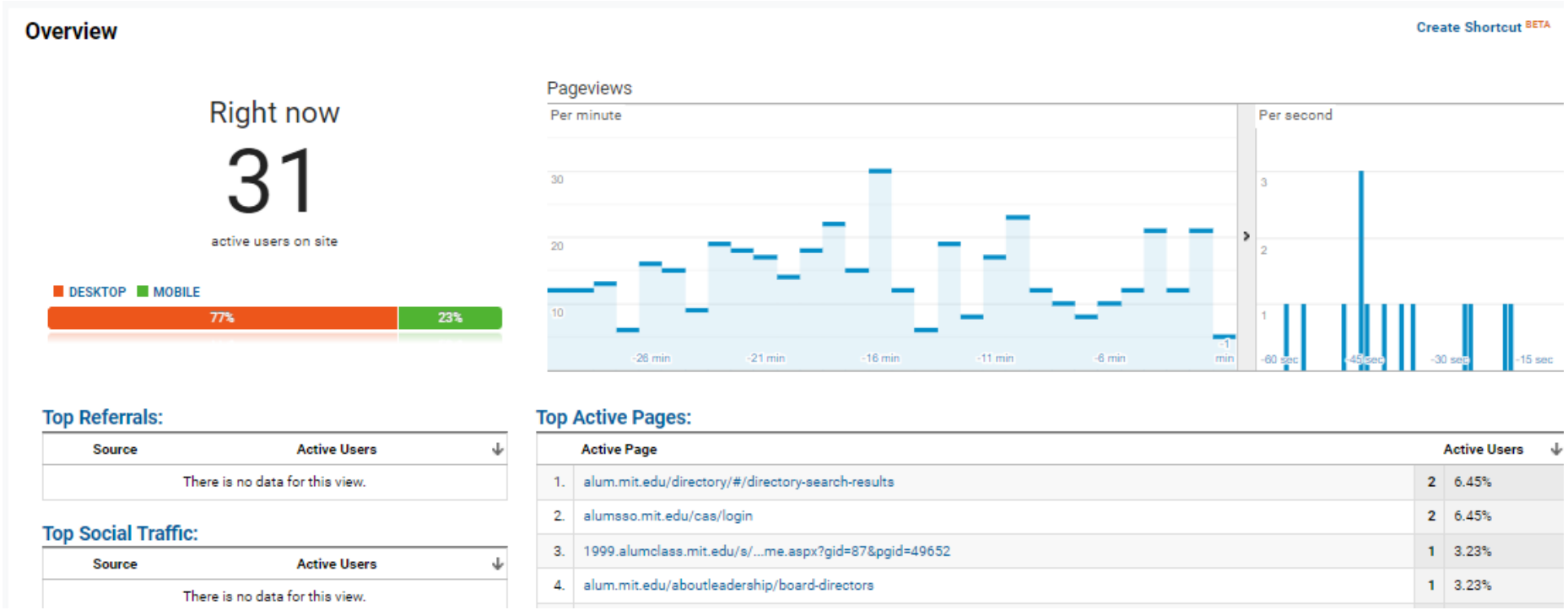


Google Analytics Reports

1. Real-Time
2. Audience
3. Acquisition
4. Behavior
5. Conversions

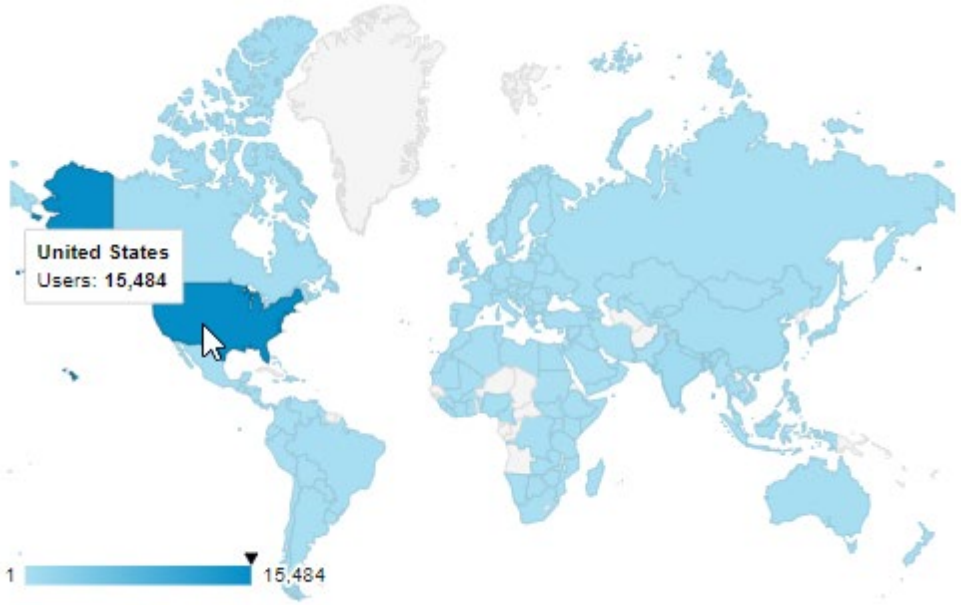
Google Analytics Real-Time Reports

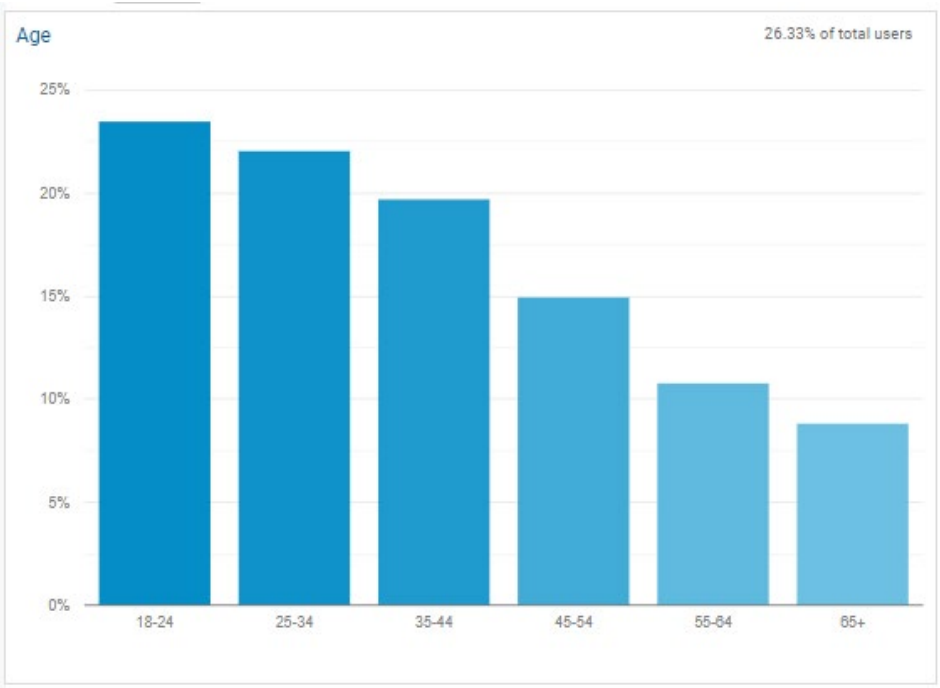
- Who is on the site right now?



Google Analytics Audience Reports

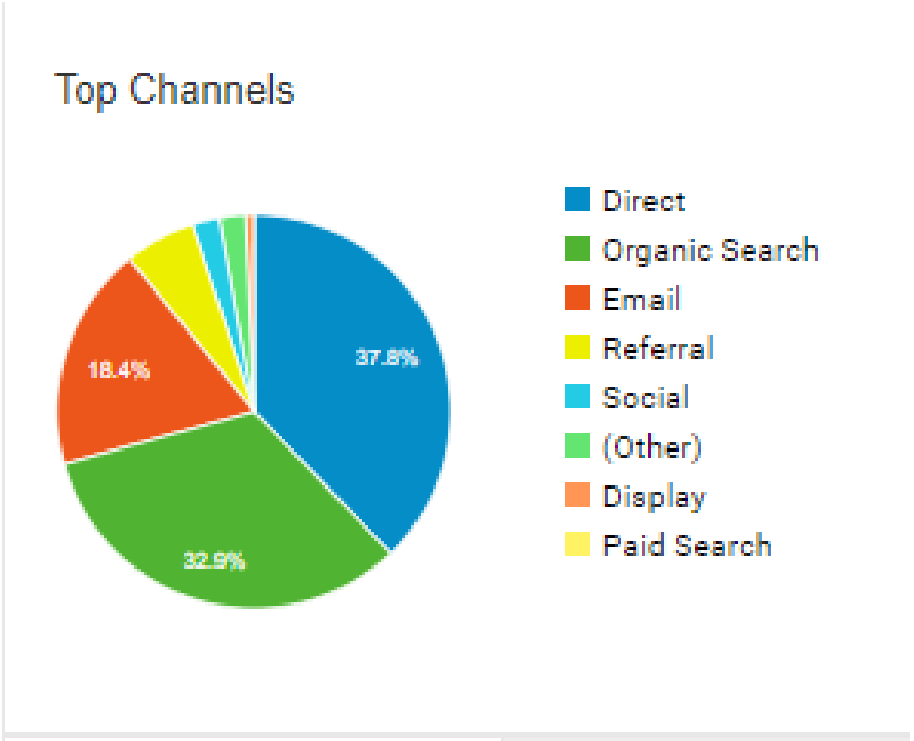
- Who is visiting your website?





Google Analytics Acquisition Reports

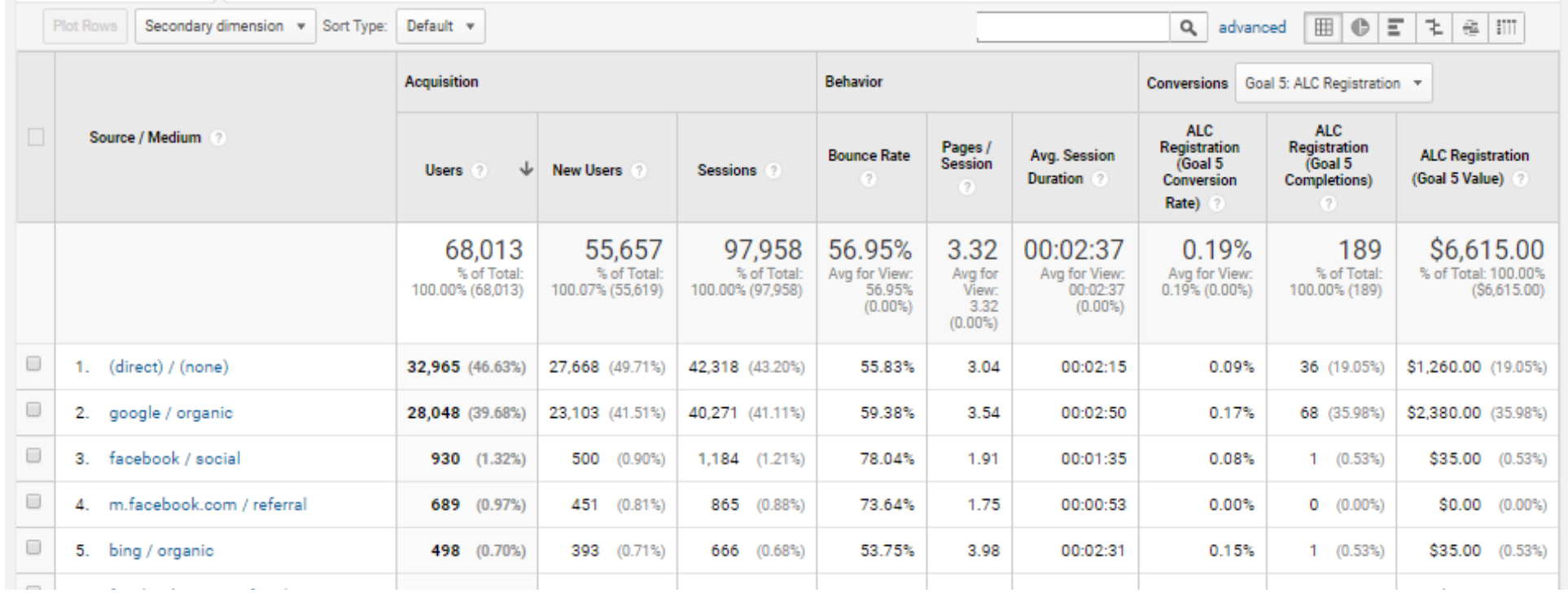
- How are users arriving to your website?



	Social Network	Sessions	% Sessions
1.	Facebook	275	44.86%
2.	LinkedIn	144	23.49%
3.	Twitter	97	15.82%
4.	Instagram	44	7.18%
5.	reddit	14	2.28%
6.	YouTube	11	1.79%
7.	Quora	9	1.47%
8.	Hacker News	4	0.65%
9.	Blogger	3	0.49%
10.	Instagram Stories	3	0.49%

Google Analytics Acquisition Reports

- Acquisition – All Traffic – Source/Medium

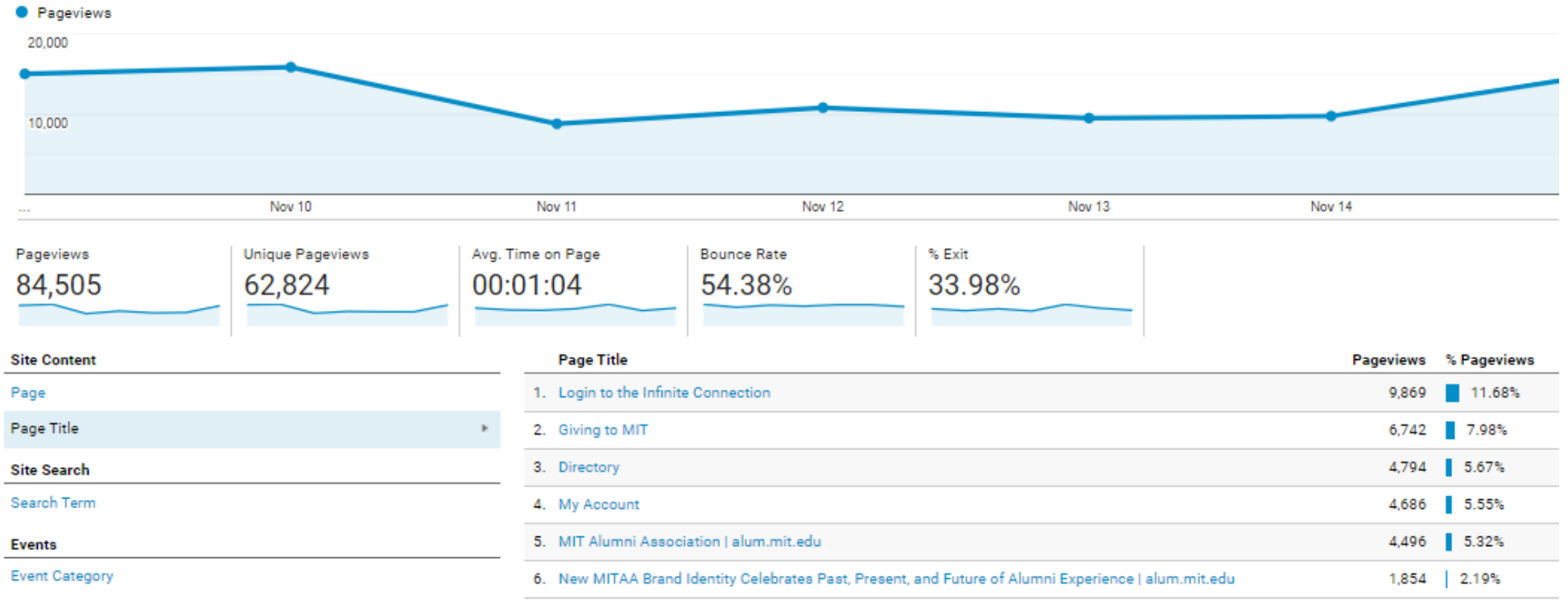


Plot Rows | Secondary dimension | Sort Type: Default | advanced

Source / Medium	Acquisition			Behavior			Conversions: Goal 5: ALC Registration		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	ALC Registration (Goal 5 Conversion Rate)	ALC Registration (Goal 5 Completions)	ALC Registration (Goal 5 Value)
	68,013 % of Total: 100.00% (68,013)	55,657 % of Total: 100.07% (55,619)	97,958 % of Total: 100.00% (97,958)	56.95% Avg for View: 56.95% (0.00%)	3.32 Avg for View: 3.32 (0.00%)	00:02:37 Avg for View: 00:02:37 (0.00%)	0.19% Avg for View: 0.19% (0.00%)	189 % of Total: 100.00% (189)	$6,615.00 % of Total: 100.00% ($6,615.00)
1. (direct) / (none)	**32,965** (46.63%)	27,668 (49.71%)	42,318 (43.20%)	55.83%	3.04	00:02:15	0.09%	36 (19.05%)	$1,260.00 (19.05%)
2. google / organic	**28,048** (39.68%)	23,103 (41.51%)	40,271 (41.11%)	59.38%	3.54	00:02:50	0.17%	68 (35.98%)	$2,380.00 (35.98%)
3. facebook / social	**930** (1.32%)	500 (0.90%)	1,184 (1.21%)	78.04%	1.91	00:01:35	0.08%	1 (0.53%)	$35.00 (0.53%)
4. m.facebook.com / referral	**689** (0.97%)	451 (0.81%)	865 (0.88%)	73.64%	1.75	00:00:53	0.00%	0 (0.00%)	$0.00 (0.00%)
5. bing / organic	**498** (0.70%)	393 (0.71%)	666 (0.68%)	53.75%	3.98	00:02:31	0.15%	1 (0.53%)	$35.00 (0.53%)

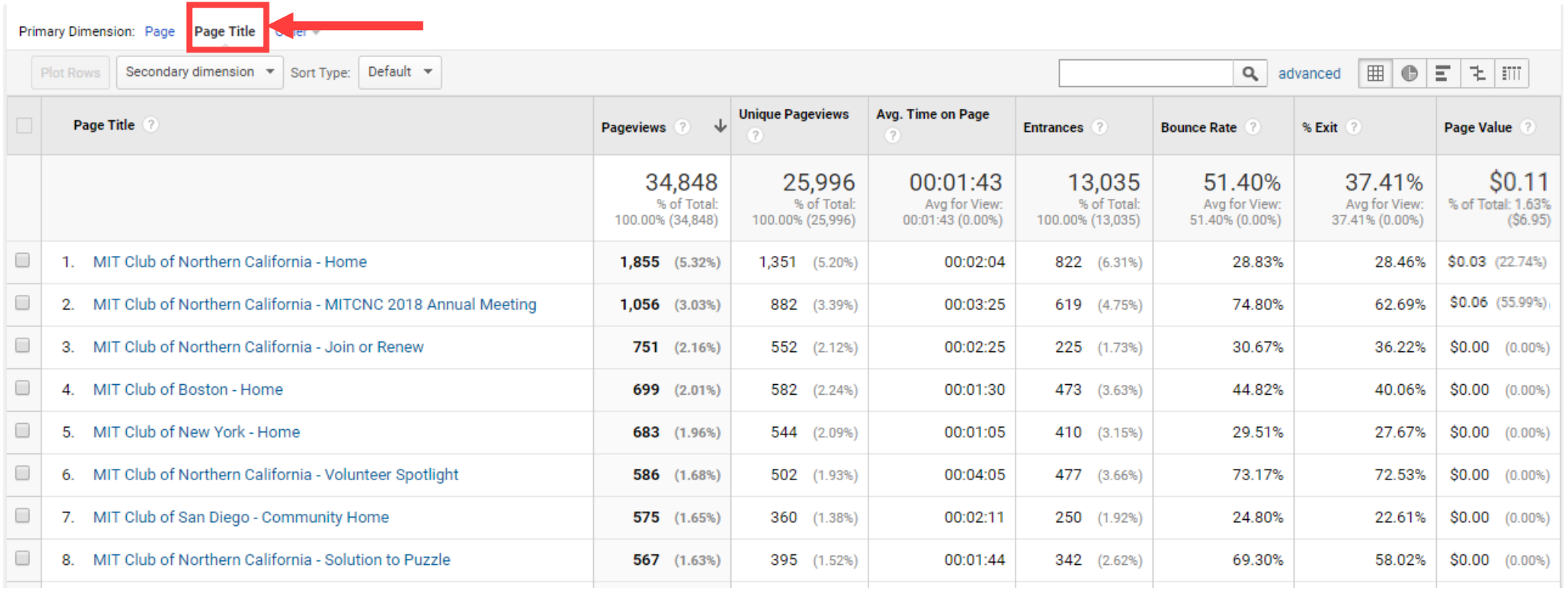
Google Analytics Behavior Reports

- How do users interact with your website?



Google Analytics Behavior Reports

- Behavior – Site Content – All Pages



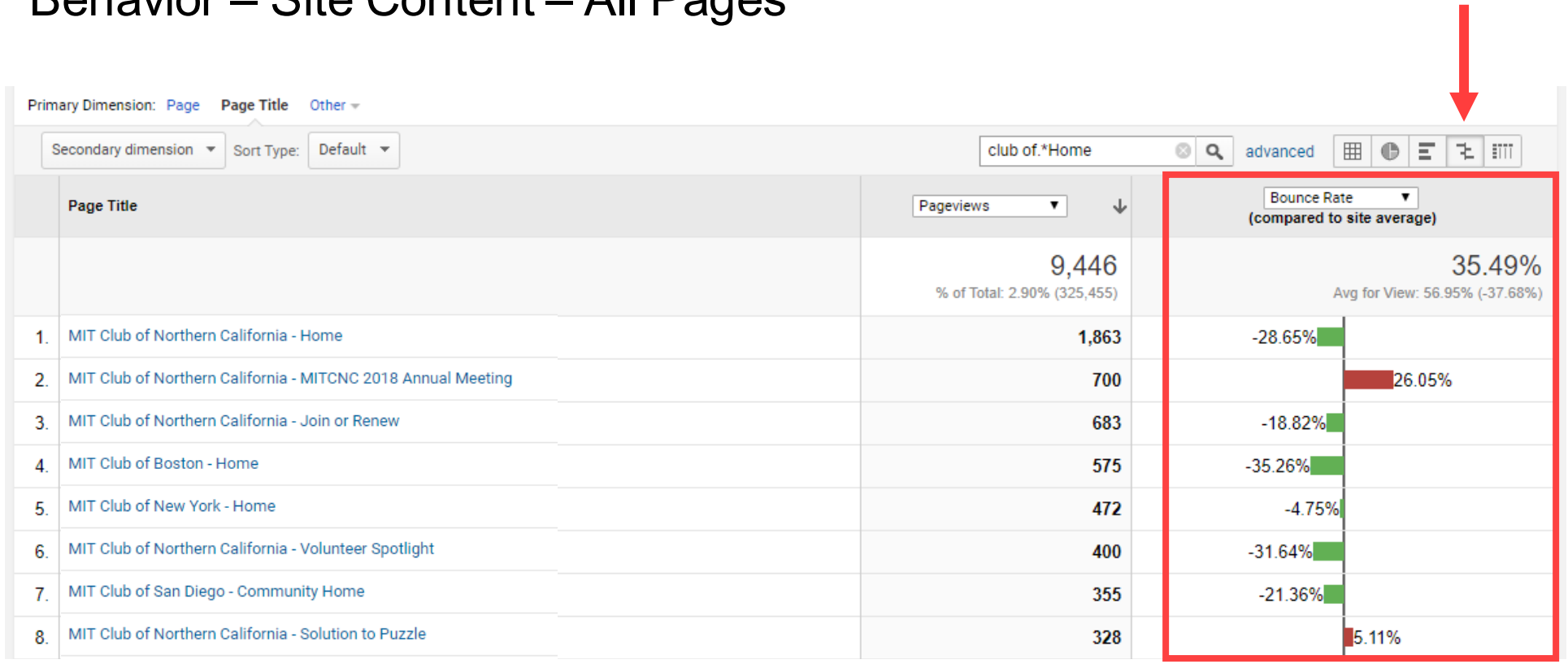
Primary Dimension: Page | Page Title | Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		34,848 % of Total: 100.00% (34,848)	25,996 % of Total: 100.00% (25,996)	00:01:43 Avg for View: 00:01:43 (0.00%)	13,035 % of Total: 100.00% (13,035)	51.40% Avg for View: 51.40% (0.00%)	37.41% Avg for View: 37.41% (0.00%)	$0.11 % of Total: 1.63% ($6.95)
1.	MIT Club of Northern California - Home	1,855 (5.32%)	1,351 (5.20%)	00:02:04	822 (6.31%)	28.83%	28.46%	$0.03 (22.74%)
2.	MIT Club of Northern California - MITCNC 2018 Annual Meeting	1,056 (3.03%)	882 (3.39%)	00:03:25	619 (4.75%)	74.80%	62.69%	$0.06 (55.99%)
3.	MIT Club of Northern California - Join or Renew	751 (2.16%)	552 (2.12%)	00:02:25	225 (1.73%)	30.67%	36.22%	$0.00 (0.00%)
4.	MIT Club of Boston - Home	699 (2.01%)	582 (2.24%)	00:01:30	473 (3.63%)	44.82%	40.06%	$0.00 (0.00%)
5.	MIT Club of New York - Home	683 (1.96%)	544 (2.09%)	00:01:05	410 (3.15%)	29.51%	27.67%	$0.00 (0.00%)
6.	MIT Club of Northern California - Volunteer Spotlight	586 (1.68%)	502 (1.93%)	00:04:05	477 (3.66%)	73.17%	72.53%	$0.00 (0.00%)
7.	MIT Club of San Diego - Community Home	575 (1.65%)	360 (1.38%)	00:02:11	250 (1.92%)	24.80%	22.61%	$0.00 (0.00%)
8.	MIT Club of Northern California - Solution to Puzzle	567 (1.63%)	395 (1.52%)	00:01:44	342 (2.62%)	69.30%	58.02%	$0.00 (0.00%)

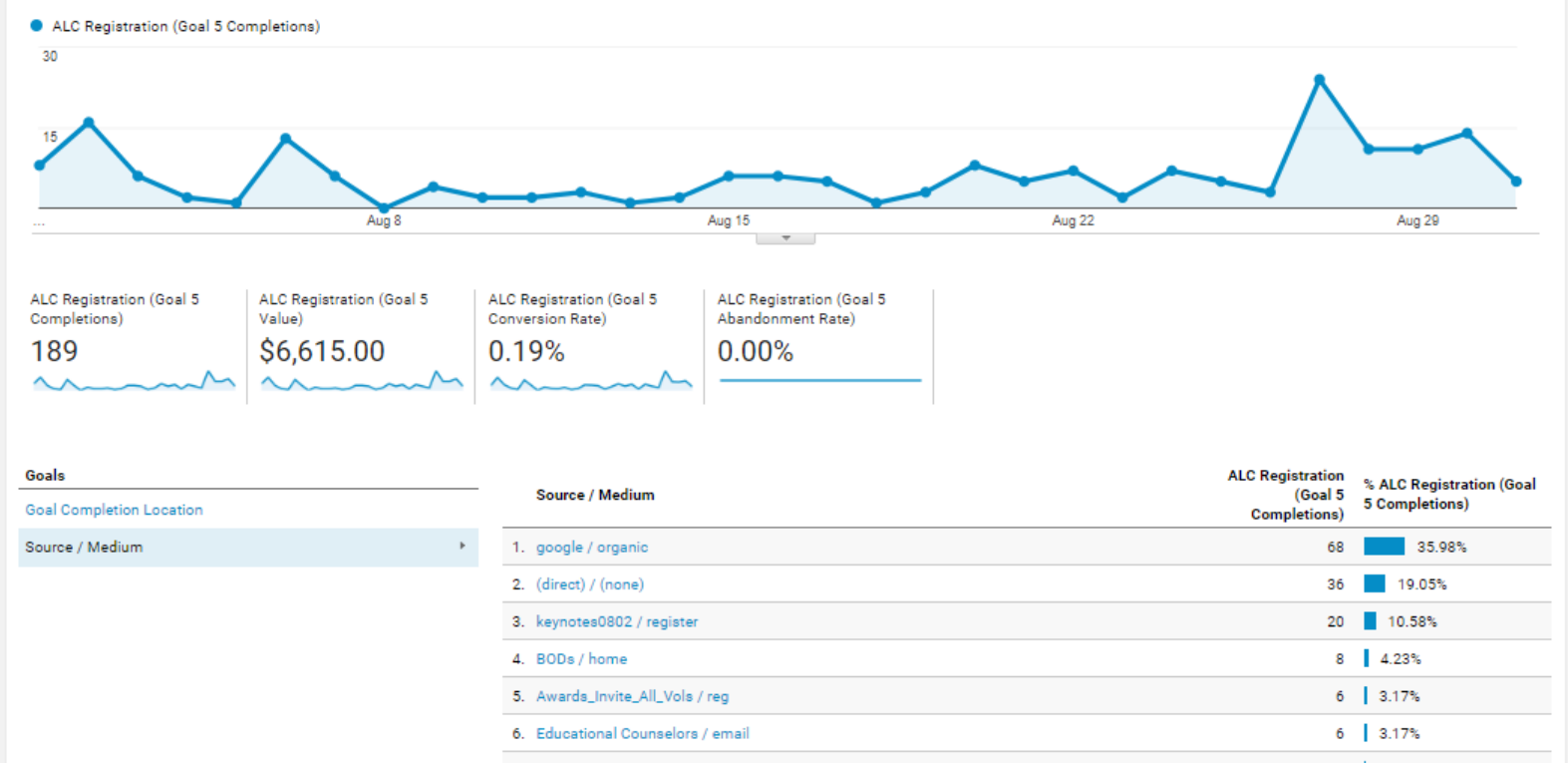
Google Analytics Behavior Reports

- Behavior – Site Content – All Pages



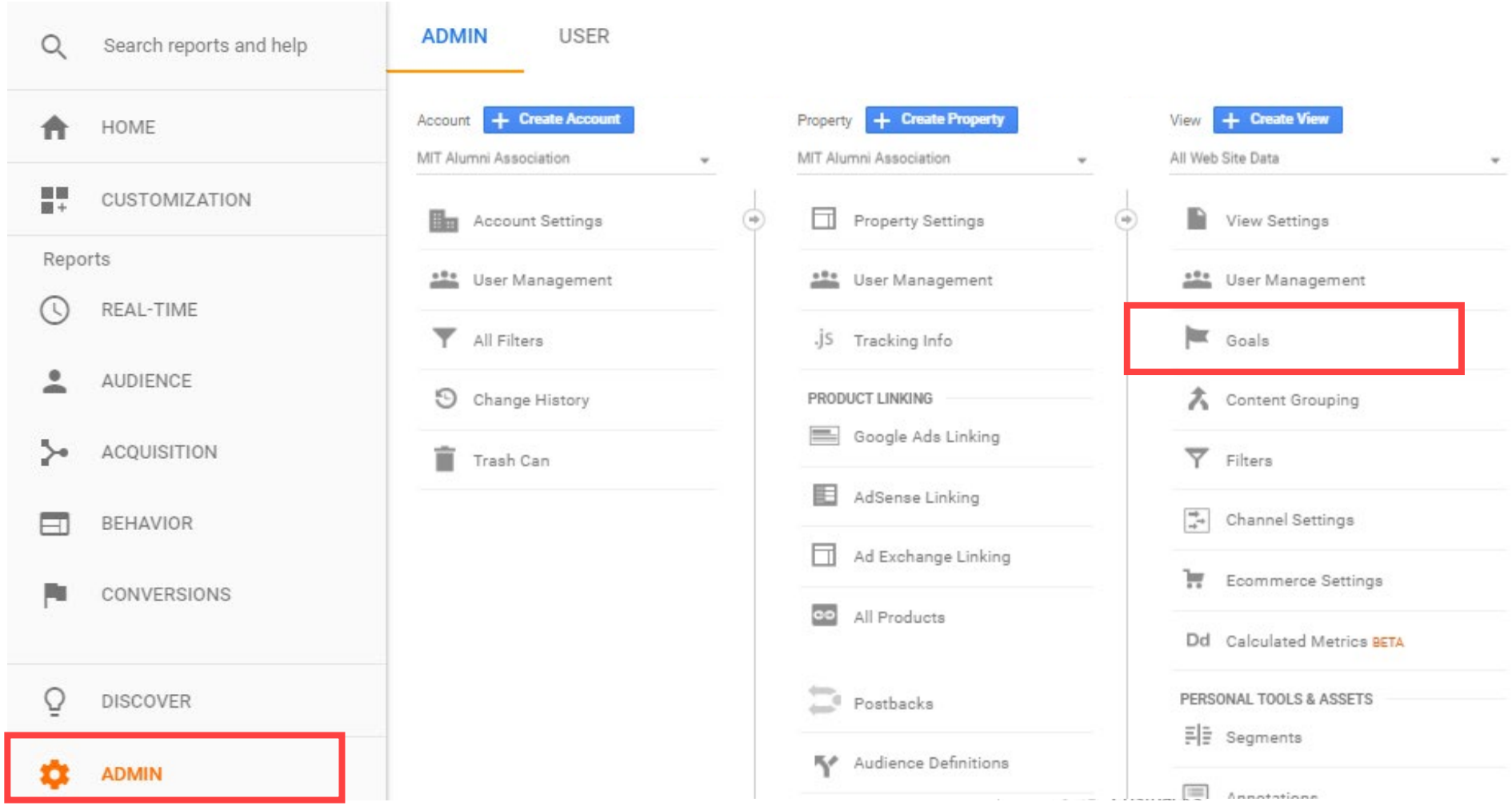
Google Analytics Conversion Reports

- How is the site performing against your goals?

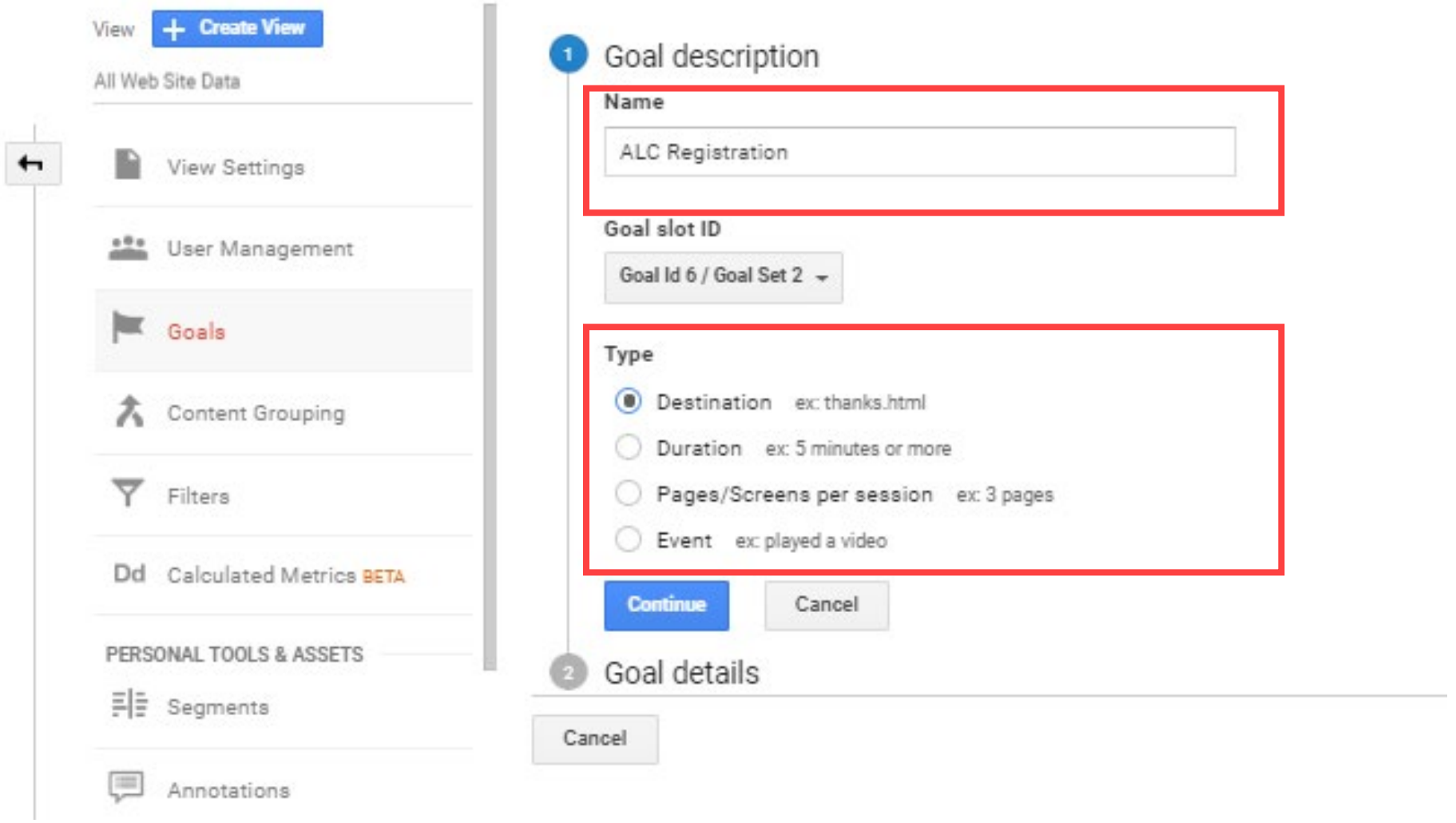


Let’s take a poll!

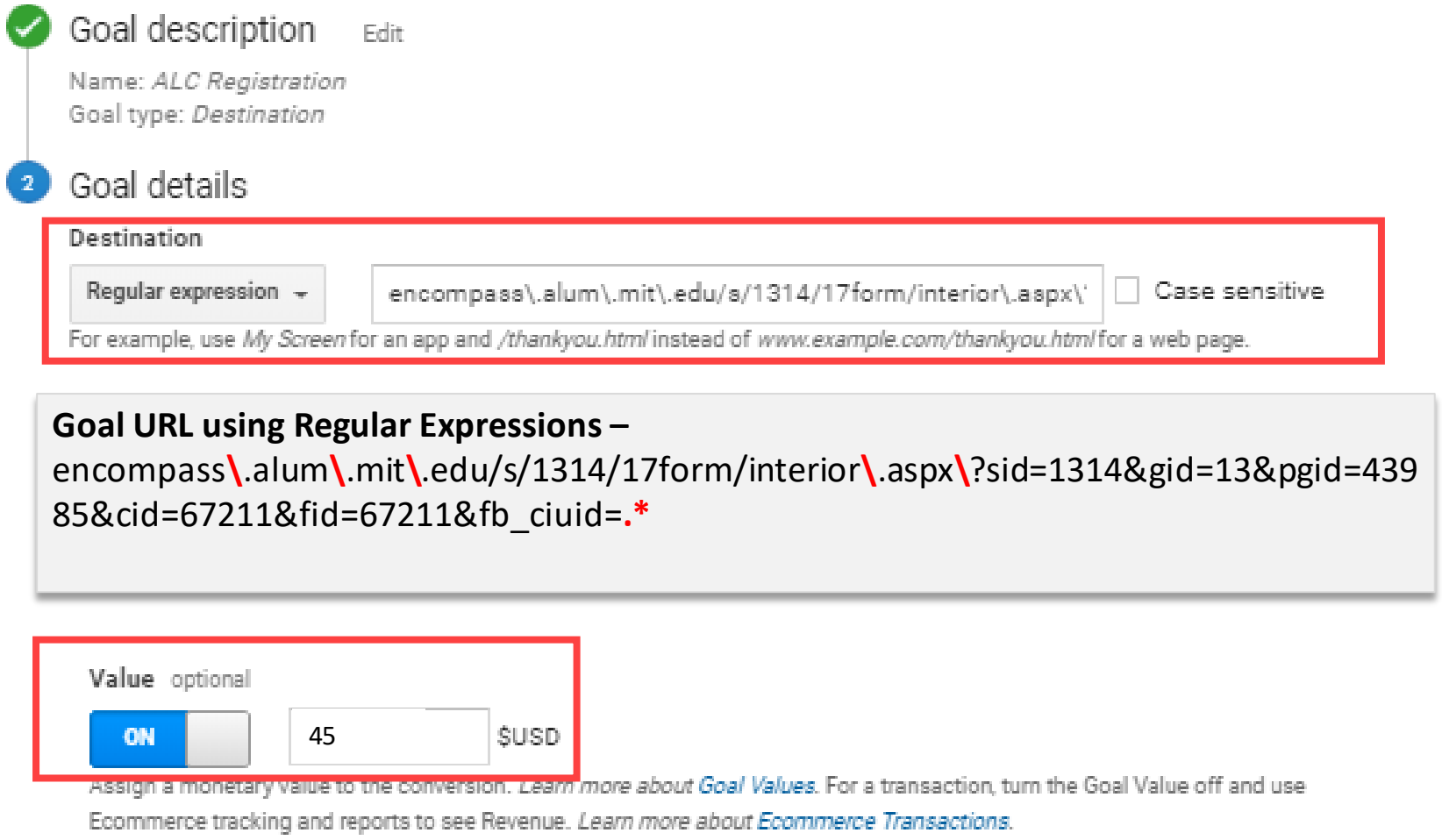
Create Goals



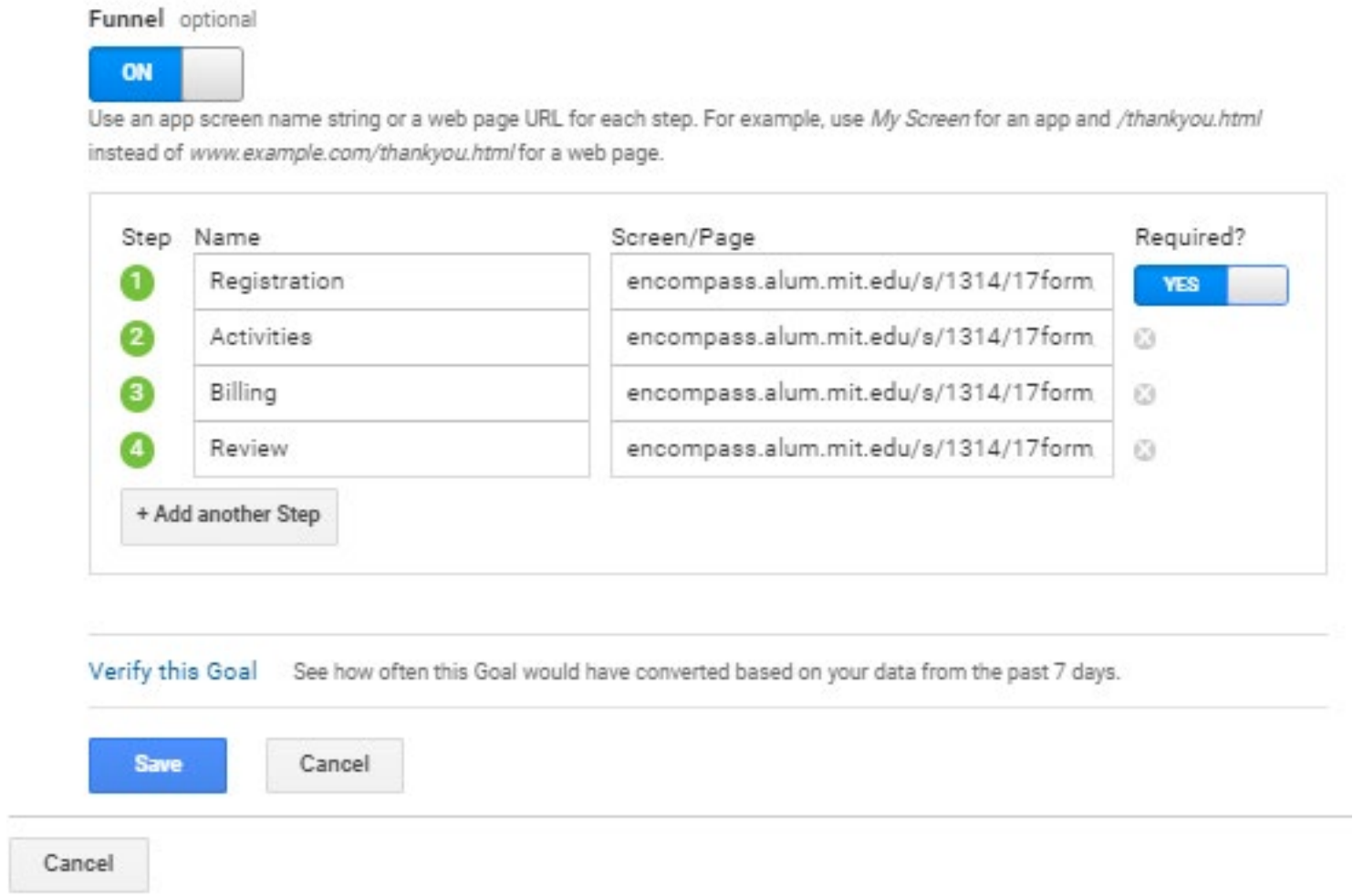
Create Goals



Create Goals

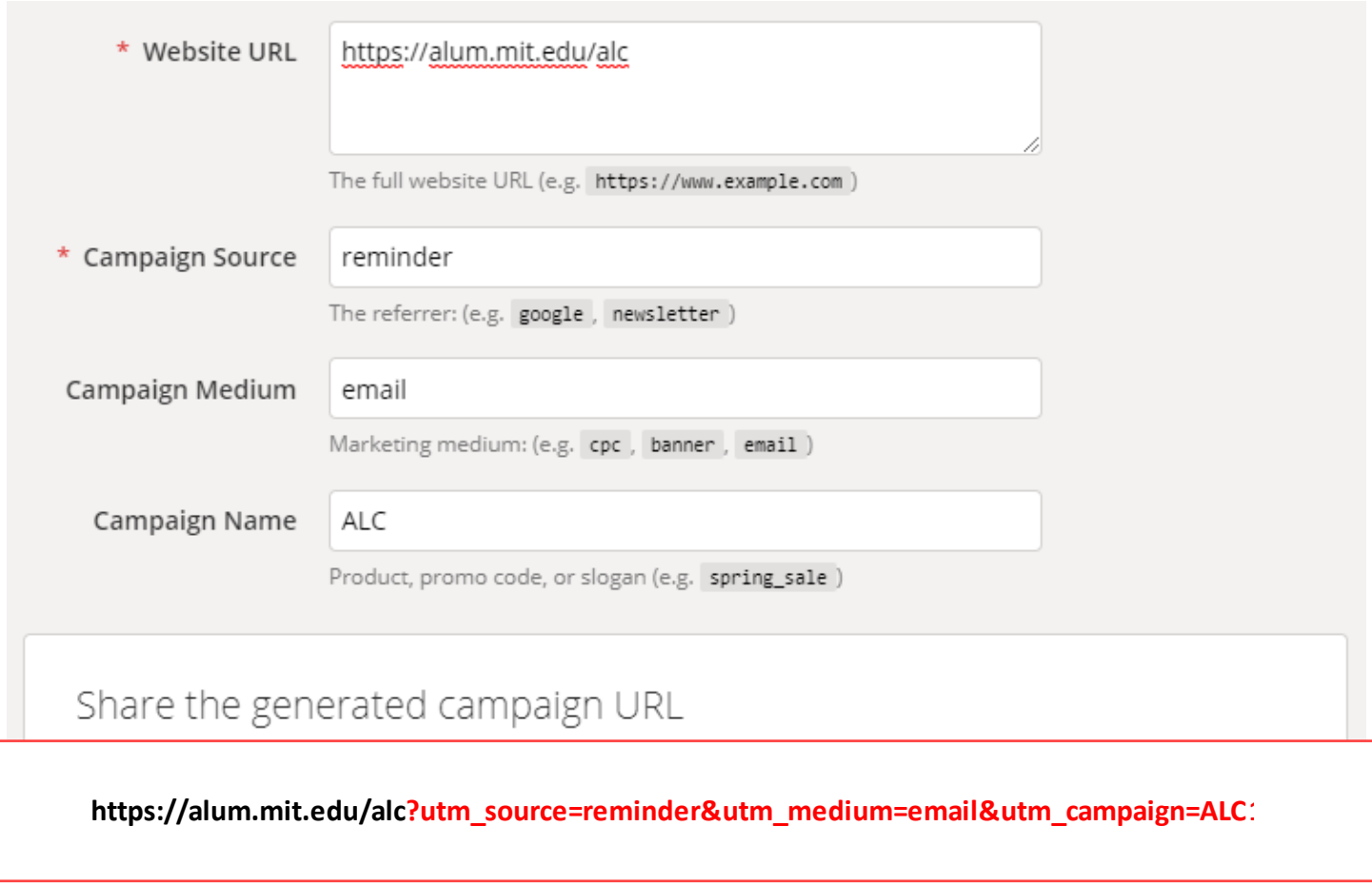


Create Goals



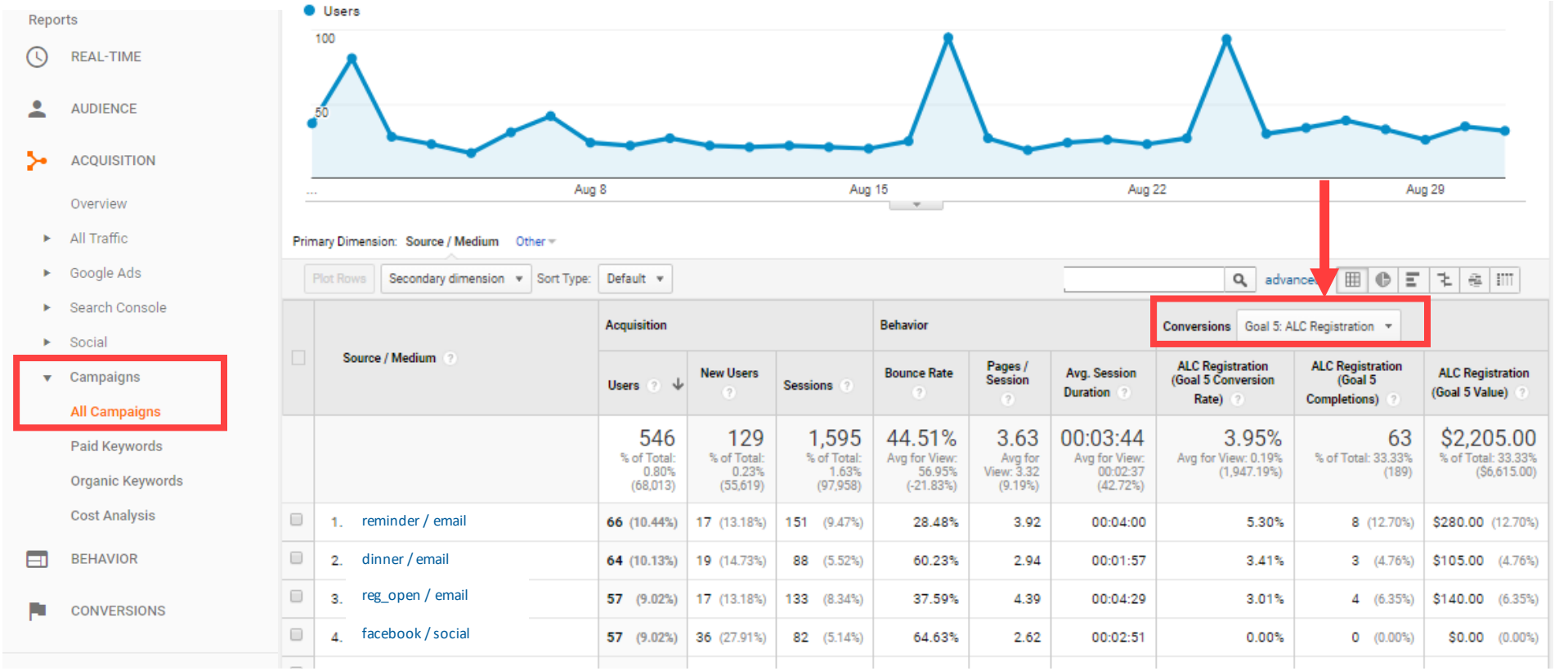
Tracking Marketing Campaigns

Campaign URL Builder Form: https://ga-dev-tools.appspot.com/campaign-url-builder/

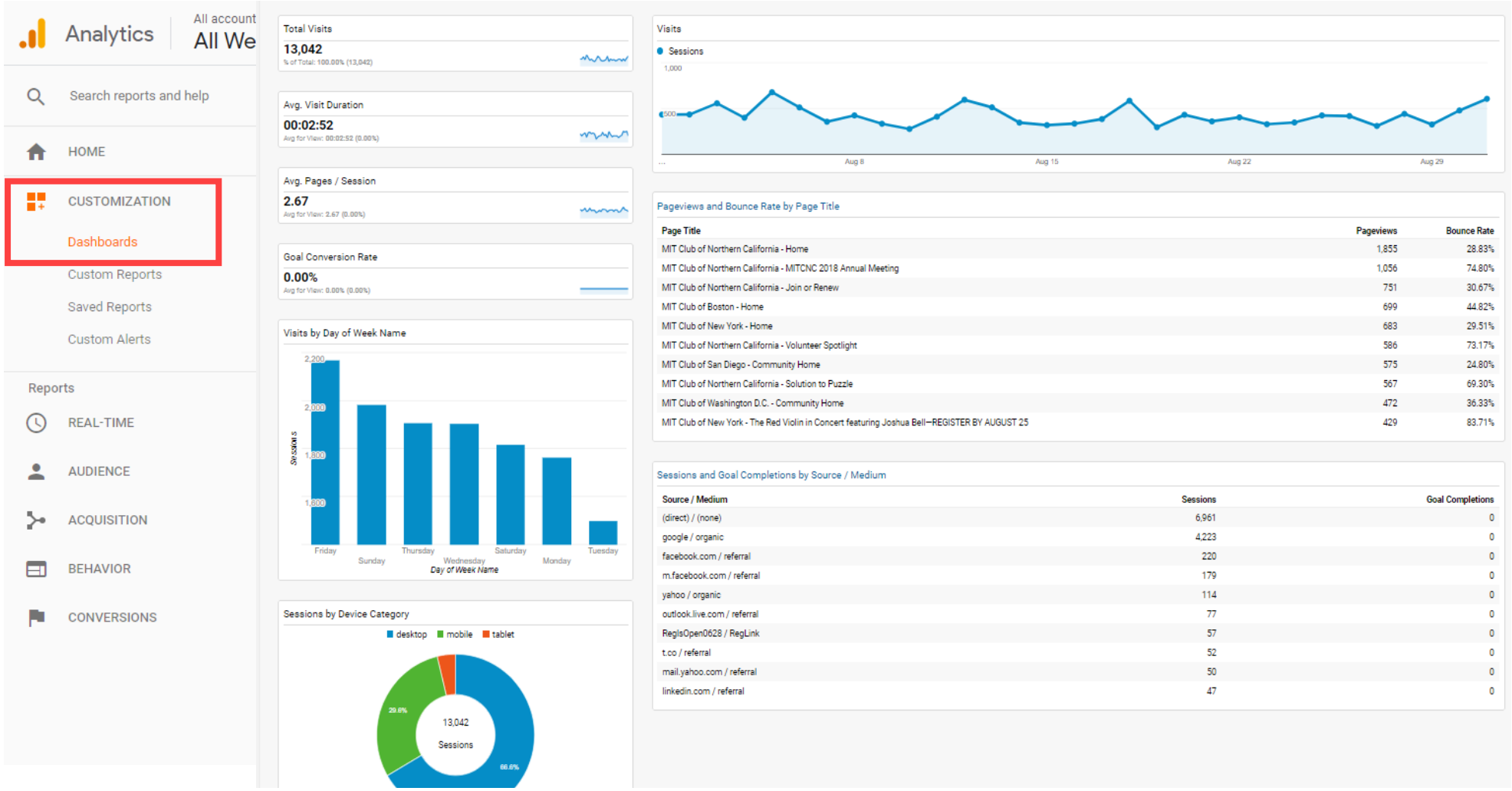


Track and Measure Marketing Campaigns

- Acquisition – Campaigns – All Campaigns

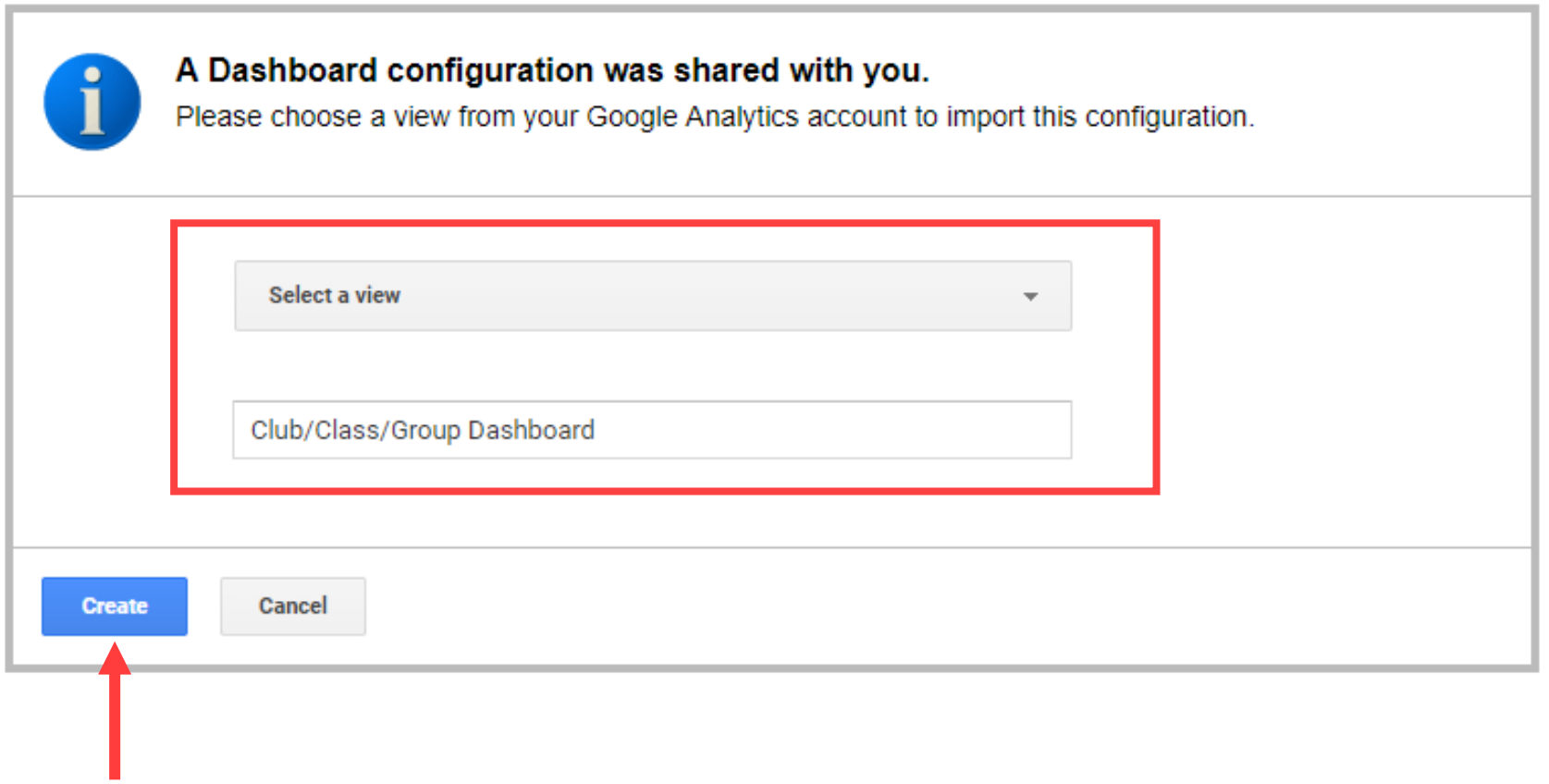


Resources


Analytics
All account
All We
Search reports and help
HOME
CUSTOMIZATION
Dashboards
Custom Reports
Saved Reports
Custom Alerts
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
CONVERSIONS
Total Visits
13,042
Avg. Visit Duration
00:02:52
Avg. Pages / Session
2.67
Goal Conversion Rate
0.00%
Visits by Day of Week Name
Friday
Sunday
Thursday
Wednesday
Saturday
Monday
Tuesday
Day of Week Name
Sessions by Device Category
desktop
mobile
tablet
13,042
Sessions
Visits
Sessions
Aug 8
Aug 15
Aug 22
Aug 29
Pageviews and Bounce Rate by Page Title
Page Title | Pageviews | Bounce Rate
MIT Club of Northern California - Home | 1,855 | 28.83%
MIT Club of Northern California - MITCNC 2018 Annual Meeting | 1,056 | 74.80%
MIT Club of Northern California - Join or Renew | 751 | 30.67%
MIT Club of Boston - Home | 699 | 44.82%
MIT Club of New York - Home | 683 | 29.51%
MIT Club of Northern California - Volunteer Spotlight | 586 | 73.17%
MIT Club of San Diego - Community Home | 575 | 24.80%
MIT Club of Northern California - Solution to Puzzle | 567 | 69.30%
MIT Club of Washington D.C. - Community Home | 472 | 36.33%
MIT Club of New York - The Red Violin in Concert featuring Joshua Bell—REGISTER BY AUGUST 25 | 429 | 83.71%
Sessions and Goal Completions by Source / Medium
Source / Medium | Sessions | Goal Completions
(direct) / (none) | 6,961 | 0
google / organic | 4,223 | 0
facebook.com / referral | 220 | 0
m.facebook.com / referral | 179 | 0
yahoo / organic | 114 | 0
outlook.live.com / referral | 77 | 0
RegIsOpen0628 / RegLink | 57 | 0
t.co / referral | 52 | 0
mail.yahoo.com / referral | 50 | 0
linkedin.com / referral | 47 | 0

Resources

Dashboard: https://analytics.google.com/analytics/web/template?uid=stTkhUHnRM-b3GYun9BGFQ



Resources

- Google Analytics – http://google.com/analytics
- Club/Class/Group Dashboard – https://analytics.google.com/analytics/web/template?uid=stTkhUHnRM-b3GYun9BGFQ
- Campaign URL Builder Form – https://ga-dev-tools.appspot.com/campaign-url-builder/
- Regular Expressions for Creating Goals– https://support.google.com/analytics/answer/1034324?hl=en

Questions?

Thank you!