

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>

New Account

What would you like to track? _____

Website

Mobile app

Setting up your account _____

Account Name
Accounts can contain more than one tracking ID.

Club of Cambridge **1**

Setting up your property _____

Website Name

Club of Cambridge **2**

Website URL

http:// ▾ cambridge.alumclub.mit.edu **3**

Industry Category

Online Communities ▾ **4**

Reporting Time Zone

United States ▾ (GMT-04:00) Eastern Time ▾ **5**

Creating Your Account

STEP 2:

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

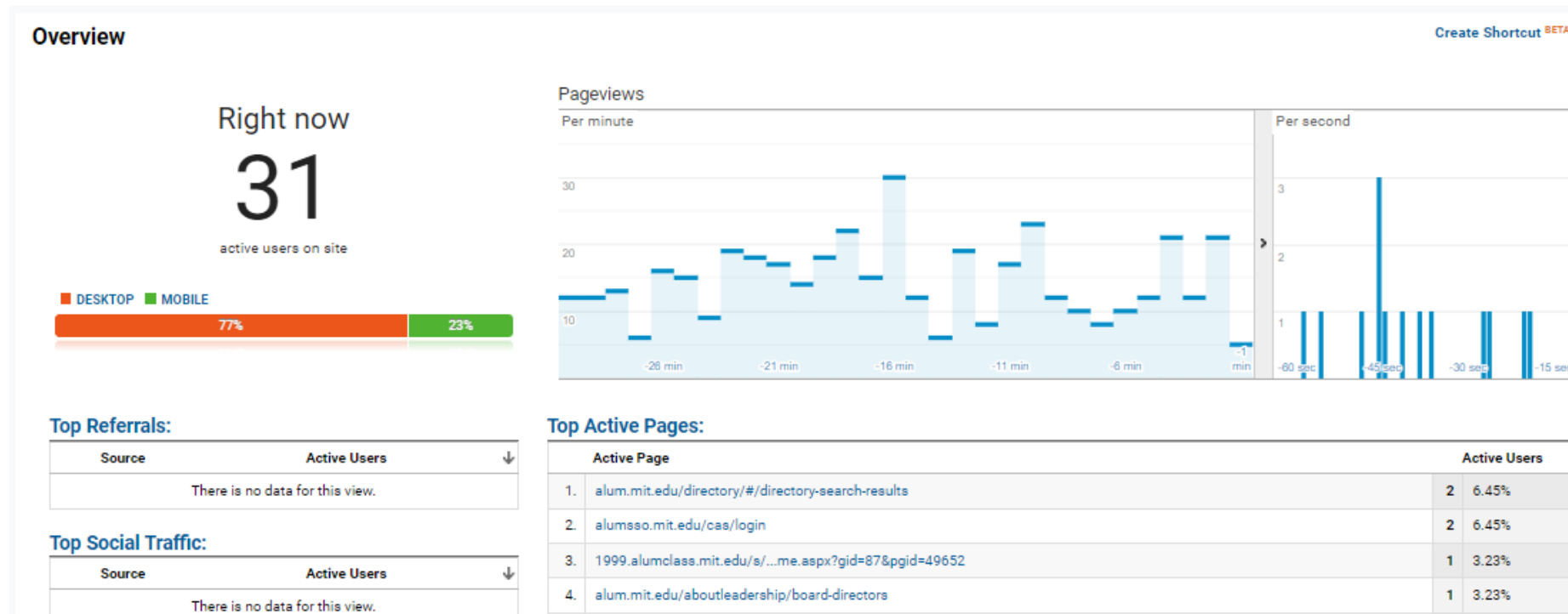
The screenshot displays the Google Analytics interface for a property named 'MIT Alumni Association'. On the left sidebar, the 'Tracking Info' section is expanded, showing 'Tracking Code' as the selected option. The main content area shows the 'Tracking ID' as 'UA-11111111-1', which is highlighted with a red box. A red arrow points from the 'Status' section to this box. The 'Status' section indicates 'Receiving traffic in past 48 hours' and '36 active users right now'. Below this, there is a 'Send test traffic' button. The 'Website Tracking' section is also visible, showing the 'Global Site Tag (gtag.js)' and instructions on how to use it.

Google Analytics Reports

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

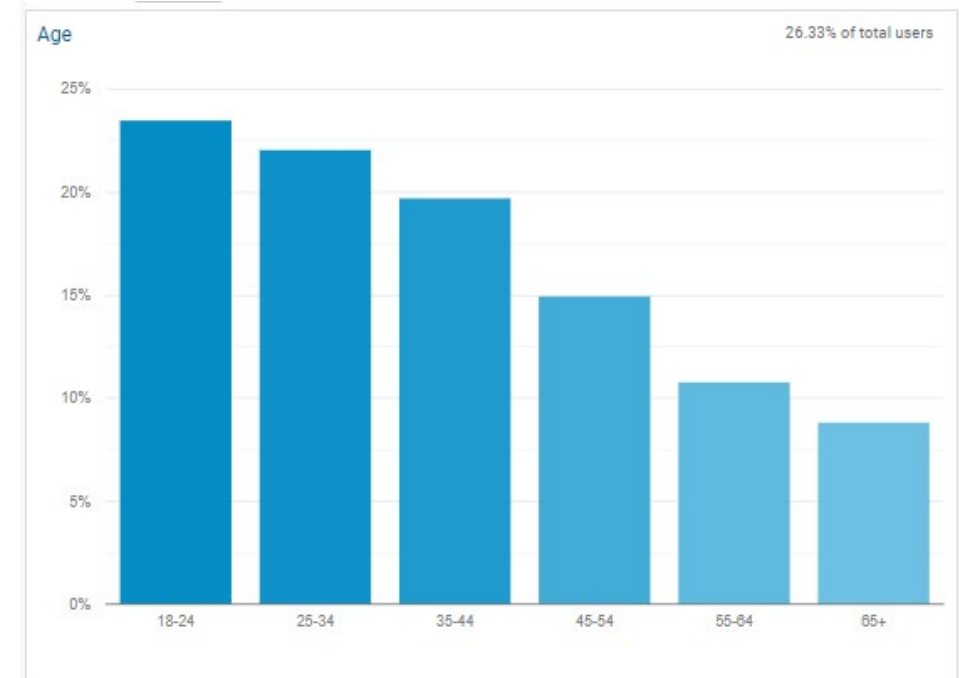
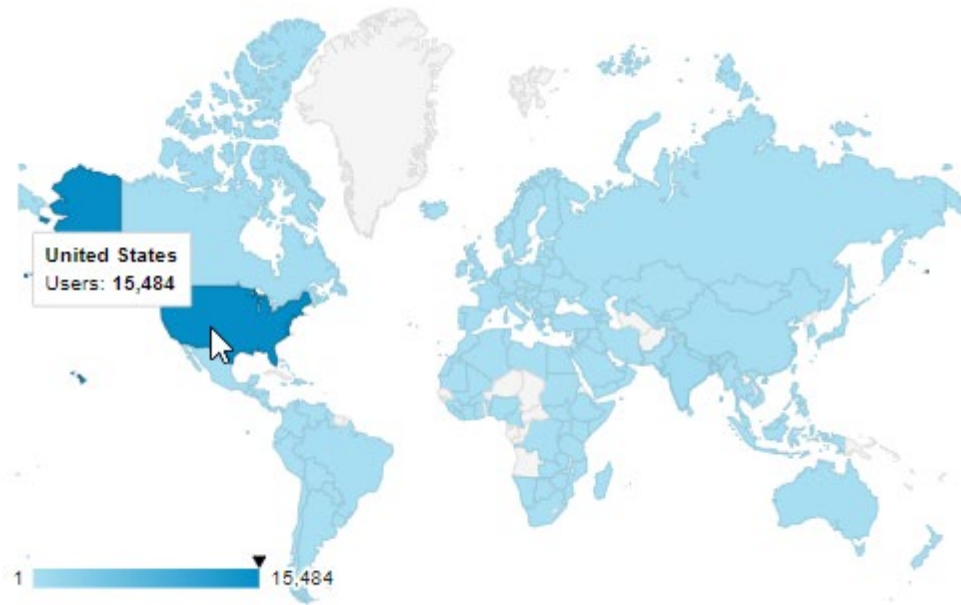
Google Analytics Real-Time Reports

- Who is on the site right now?



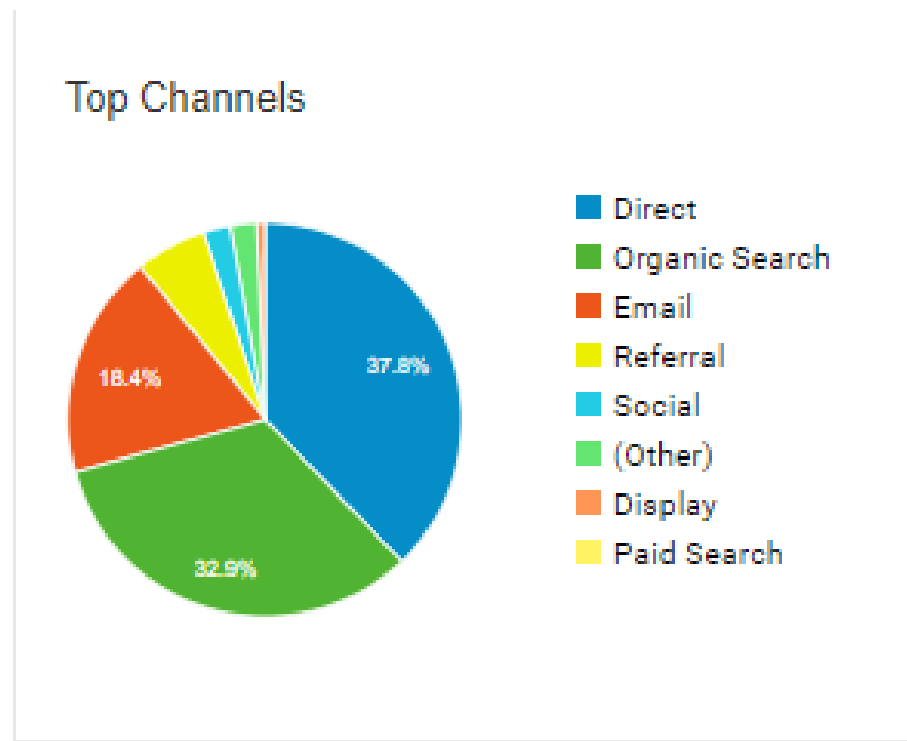
Google Analytics Audience Reports

- 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%

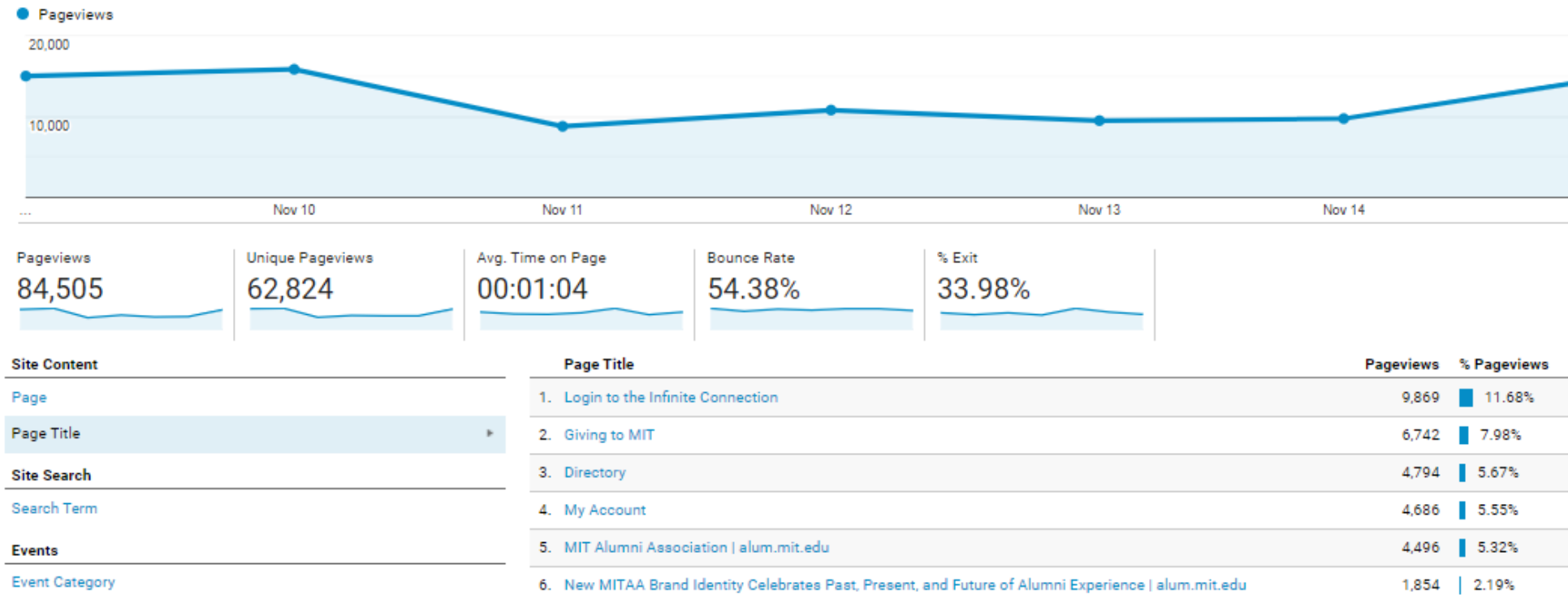
Google Analytics Acquisition Reports

- Acquisition – All Traffic – Source/Medium

Plot Rows		Secondary dimension ▾		Sort Type: Default ▾				advanced									
<input type="checkbox"/> 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)							
<input type="checkbox"/>	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%)							
<input type="checkbox"/>	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%)							
<input type="checkbox"/>	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%)							
<input type="checkbox"/>	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%)							
<input type="checkbox"/>	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** [Order](#)

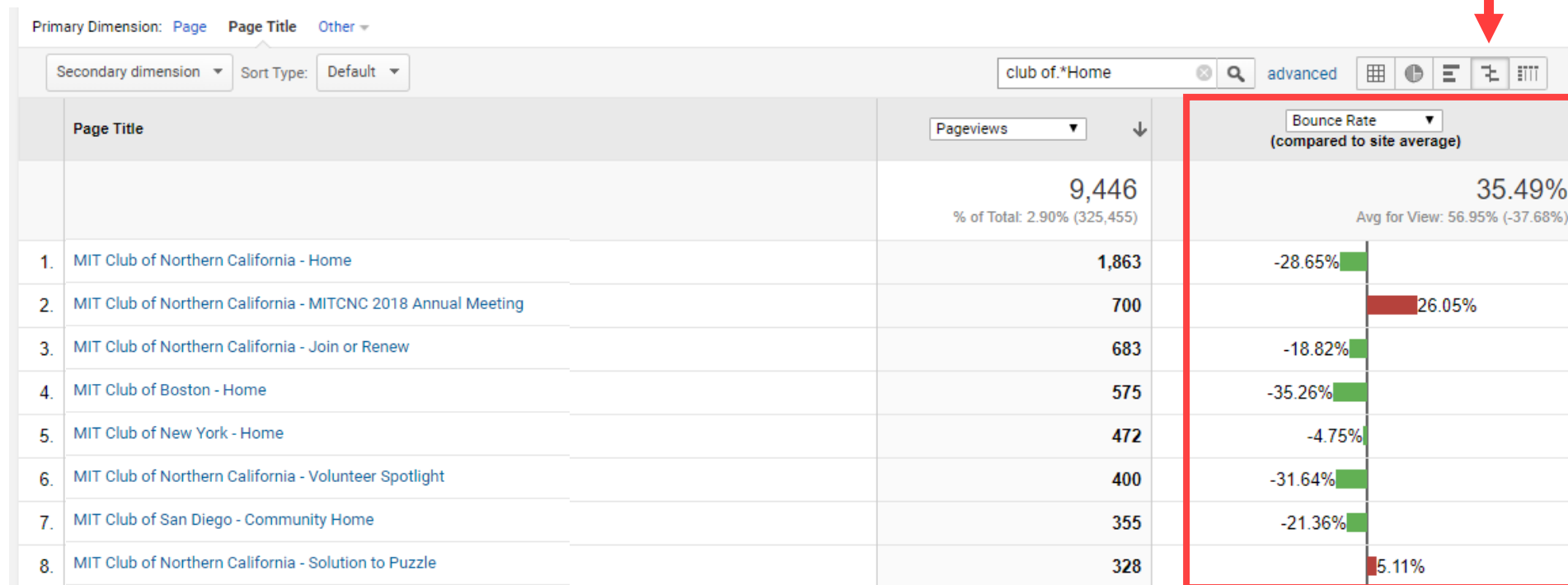
Plot Rows Secondary dimension Sort Type: Default

advanced

<input type="checkbox"/>	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)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)

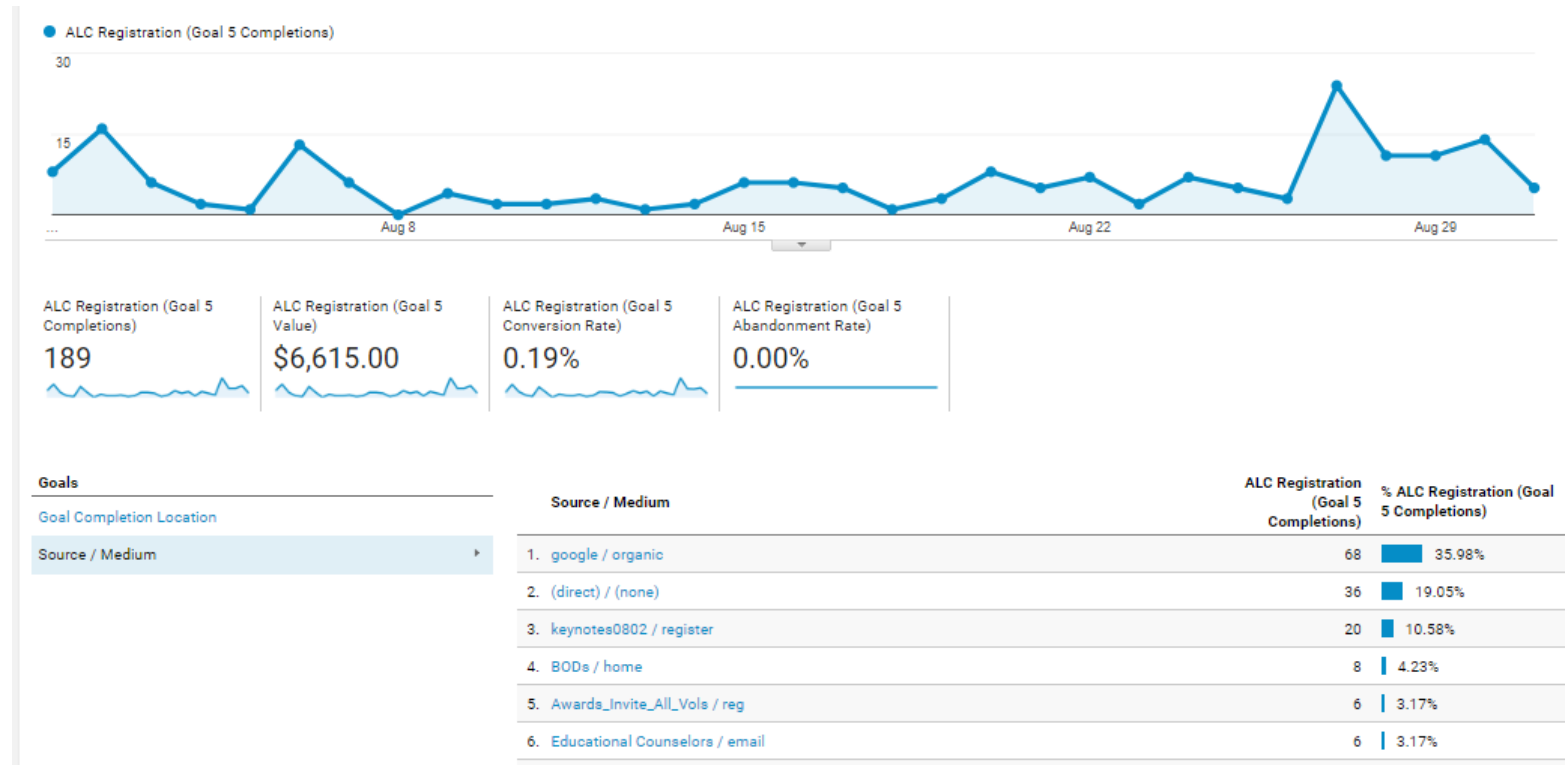
Google Analytics Behavior Reports

- Behavior – Site Content – All Pages



Google Analytics Conversion Reports

- How is the site performing against your goals?



Let's take a poll!

Create Goals

The screenshot displays the Google Analytics Admin interface, which is organized into three main columns: Account, Property, and View. The left sidebar contains navigation options: HOME, CUSTOMIZATION, Reports, REAL-TIME, AUDIENCE, ACQUISITION, BEHAVIOR, CONVERSIONS, and DISCOVER. The 'ADMIN' tab is selected and highlighted with a red box. The 'View' column is also highlighted with a red box, and the 'Goals' option is specifically highlighted with a red rectangle. The 'Goals' option is located under the 'View' column, below 'User Management' and above 'Content Grouping'. The 'Goals' option is represented by a flag icon and the text 'Goals'.

Search reports and help

ADMIN USER

Account + Create Account

MIT Alumni Association

Account Settings

User Management

All Filters

Change History

Trash Can

Property + Create Property

MIT Alumni Association

Property Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

View + Create View

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Create Goals

View [+ Create View](#)

All Web Site Data

←

View Settings

👤

User Management

🚩

Goals

📁

Content Grouping

🔍

Filters

Dd

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

≡

Segments

💬

Annotations

1

Goal description

Name

ALC Registration

Goal slot ID

Goal Id 6 / Goal Set 2 ▾

Type

☒ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

Continue

Cancel

2

Goal details

Cancel

20

ALC

Training Academy 2022

lit

Create Goals

✓ Goal description [Edit](#)

Name: *ALC Registration*

Goal type: *Destination*

2 Goal details

Destination

Regular expression

encompass\.alum\.mit\.edu/s/1314/17form/interior\.aspx\

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Goal URL using Regular Expressions –

encompass\.alum\.mit\.edu/s/1314/17form/interior\.aspx\?sid=1314&gid=13&pgid=43985&cid=67211&fid=67211&fb_ciuid=.*

Value optional

ON

45

\$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Create Goals

Funnel optional

☒ ON ☐

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Registration	encompass.alum.mit.edu/s/1314/17form	<input checked="" type="checkbox"/> YES <input type="checkbox"/>
2	Activities	encompass.alum.mit.edu/s/1314/17form	<input type="checkbox"/>
3	Billing	encompass.alum.mit.edu/s/1314/17form	<input type="checkbox"/>
4	Review	encompass.alum.mit.edu/s/1314/17form	<input type="checkbox"/>

+ Add another Step

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Tracking Marketing Campaigns

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

The screenshot shows a web form for building campaign URLs. It has four input fields with labels and examples:

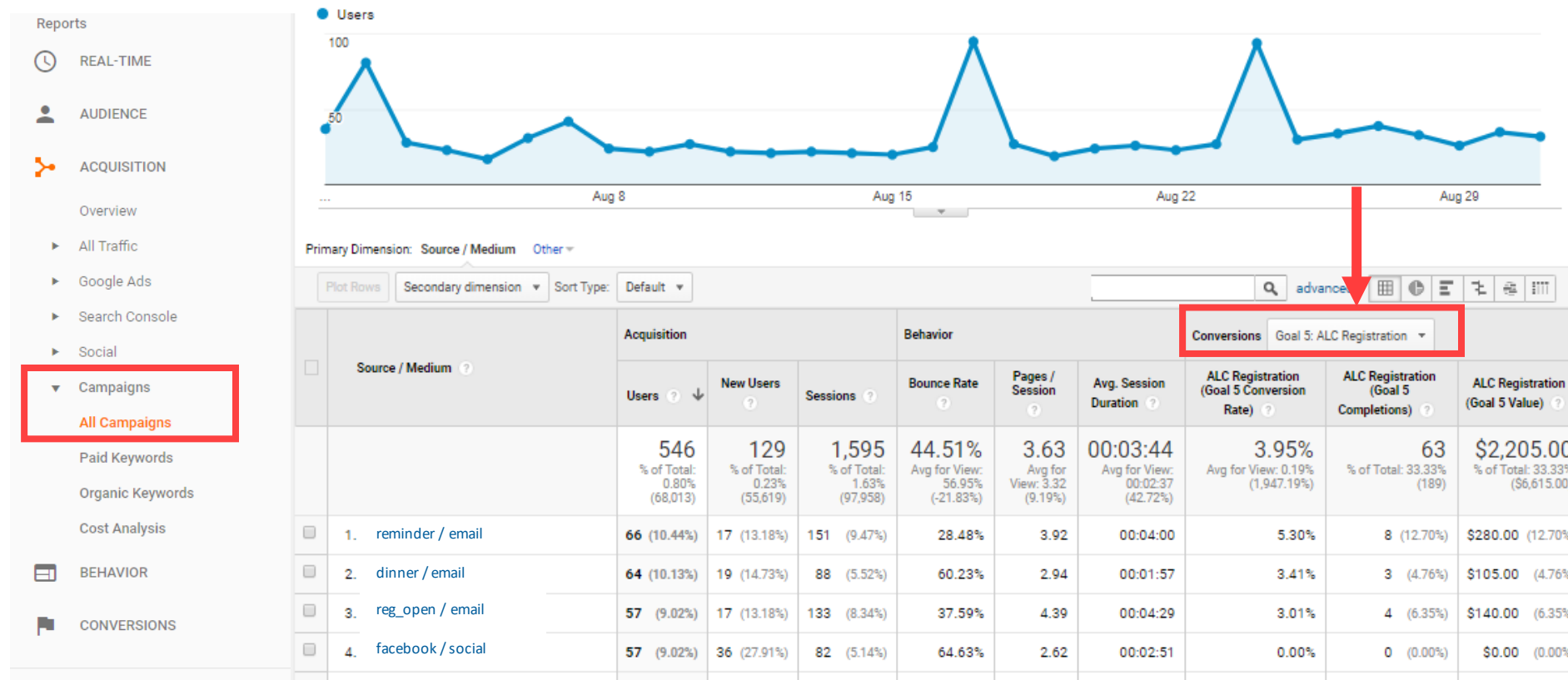
- * Website URL**: . Below it, text says "The full website URL (e.g. `https://www.example.com`)".
- * Campaign Source**: . Below it, text says "The referrer: (e.g. `google`, `newsletter`)".
- Campaign Medium**: . Below it, text says "Marketing medium: (e.g. `cpc`, `banner`, `email`)".
- Campaign Name**: . Below it, text says "Product, promo code, or slogan (e.g. `spring_sale`)".

Below the fields is a large text box labeled "Share the generated campaign URL" containing the following URL:

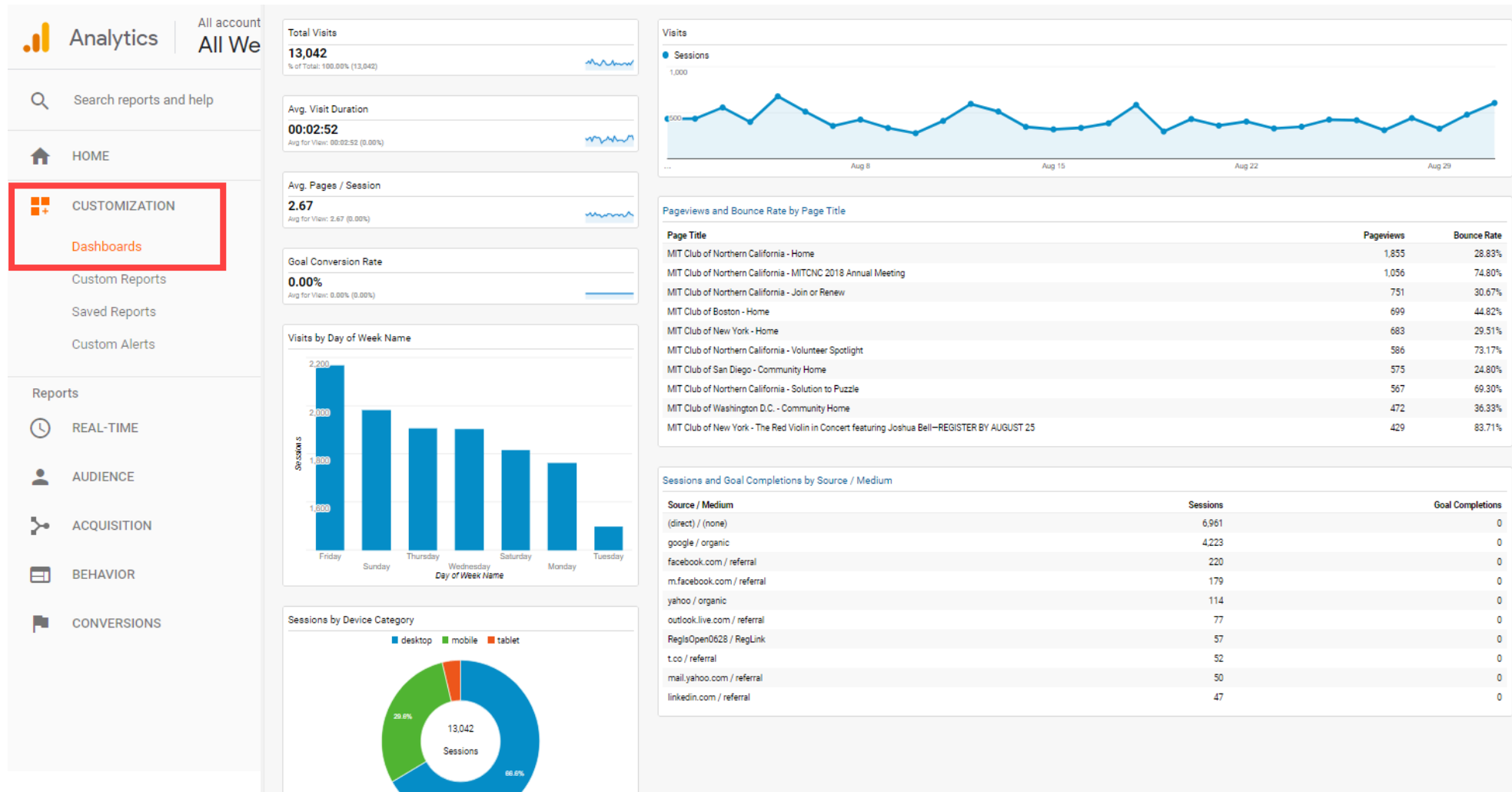
`https://alum.mit.edu/alc?utm_source=reminder&utm_medium=email&utm_campaign=ALC:`

Track and Measure Marketing Campaigns

- Acquisition – Campaigns – All Campaigns

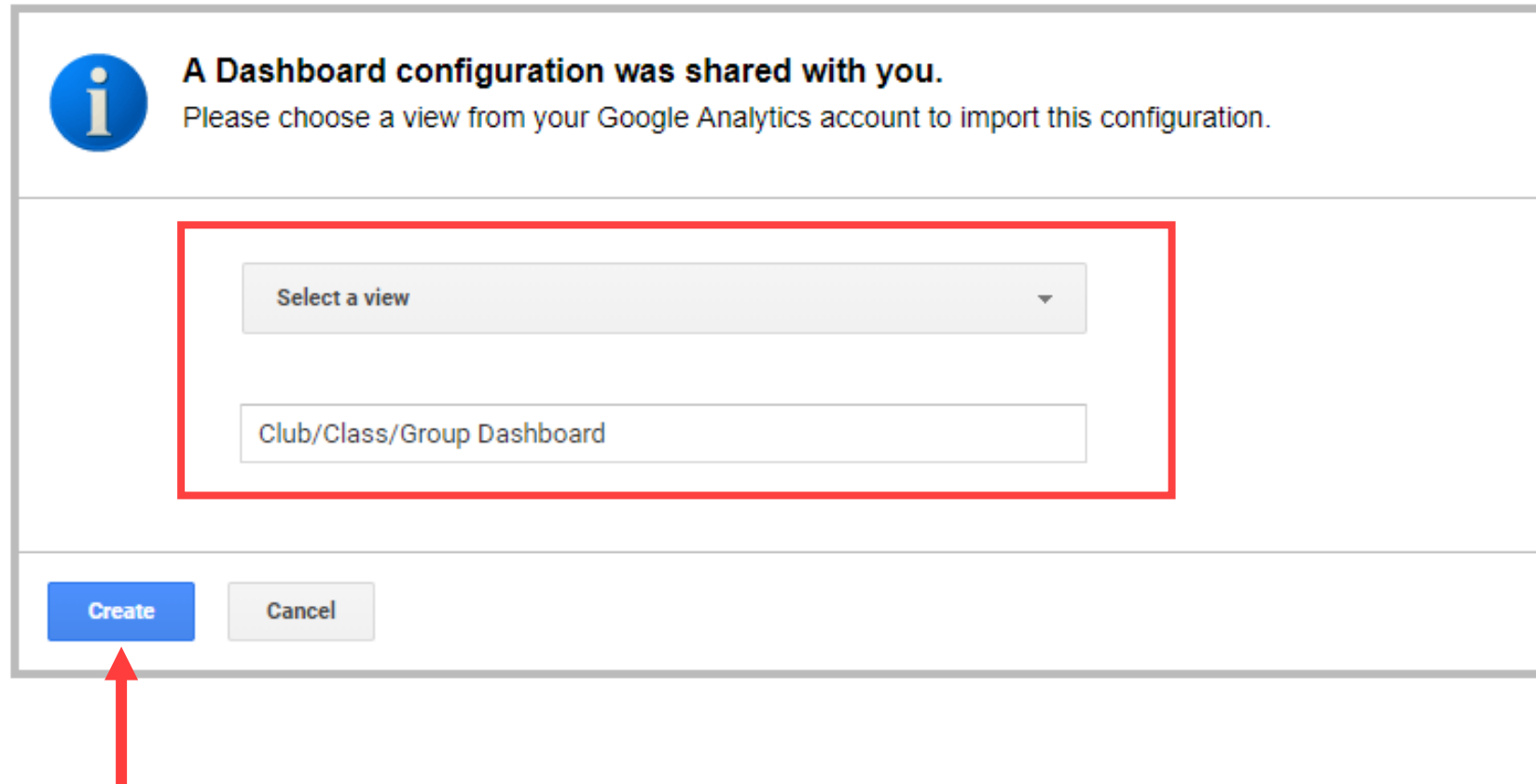


Resources



Resources

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



A screenshot of a Google Analytics dialog box titled "A Dashboard configuration was shared with you." The dialog box contains a message: "Please choose a view from your Google Analytics account to import this configuration." Below the message is a red rectangular box containing a dropdown menu labeled "Select a view" and a text input field containing "Club/Class/Group Dashboard". At the bottom of the dialog box are two buttons: "Create" (highlighted with a red arrow) and "Cancel".

Resources

- Google Analytics –
<http://google.com/analytics>
- Club/Class/Group Dashboard –
<https://analytics.google.com/analytics/web/template?uid=sTkhUHnRM-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!