

# Tracking Content in Google Analytics

November 17, 2016

**GOLIN**



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What Content  
Are They  
Looking At?

- Behavior
  - Overview
  - Behavior Flow
  - Site Content
    - All Pages
    - Content Drilldown
    - Landing Pages
    - Exit Pages
  - Site Speed

Oct 6, 2016 - Nov 5, 2016

October 2016							November 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			
30	31												

Date Range: Custom

Oct 6, 2016 - Nov 5, 2016

Compare to: Previous period

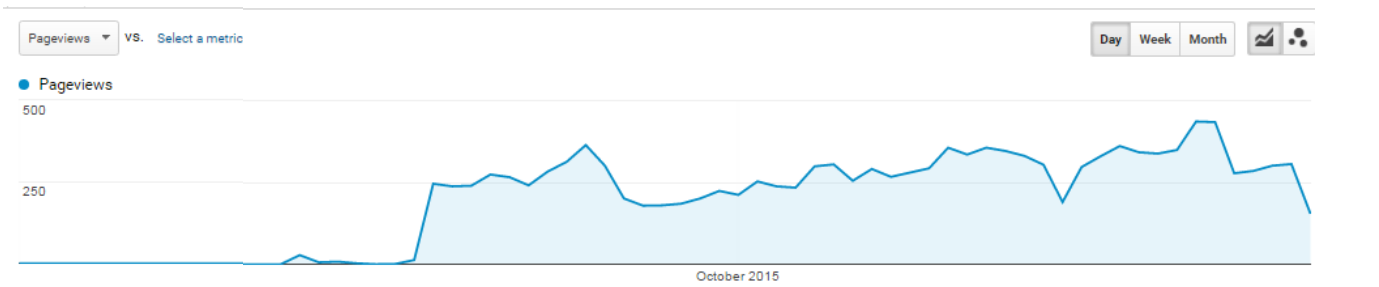
Apply cancel

Behavior >  
 Site Content >  
All Pages

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	1,056,295 <small>% of Total: 100.00% (1,056,295)</small>	857,100 <small>% of Total: 100.00% (857,100)</small>	00:01:13 <small>Avg for View: 00:01:13 (0.00%)</small>	346,297 <small>% of Total: 100.00% (346,297)</small>	58.28% <small>Avg for View: 58.28% (0.00%)</small>	32.78% <small>Avg for View: 32.78% (0.00%)</small>
1. /	172,133 (16.30%)	140,647 (16.41%)	00:02:39	133,871 (38.66%)	50.31%	48.51%
2. /page-two	49,614 (4.70%)	38,800 (4.53%)	00:00:38	3,278 (0.95%)	44.34%	15.30%
3. /page-three	37,552 (3.56%)	29,527 (3.44%)	00:00:12	3,348 (0.97%)	18.28%	4.71%
4. /page-four	25,870 (2.45%)	24,560 (2.87%)	00:03:58	24,330 (7.03%)	95.09%	93.34%
5. /page-five	22,096 (2.09%)	18,093 (2.11%)	00:01:14	2,674 (0.77%)	49.48%	29.63%
6. /page-six	16,709 (1.58%)	13,184 (1.54%)	00:00:19	283 (0.08%)	54.42%	7.09%
7. /page-seven	14,975 (1.42%)	11,969 (1.40%)	00:00:49	9,998 (2.89%)	19.68%	21.03%
8. /page-eight	13,993 (1.32%)	11,566 (1.35%)	00:00:54	1,040 (0.30%)	64.52%	27.15%
9. /page-nine	13,351 (1.26%)	12,463 (1.45%)	00:04:39	12,289 (3.55%)	93.29%	91.18%
10. /page-ten	12,513 (1.18%)	10,742 (1.25%)	00:00:56	9,279 (2.68%)	28.68%	28.37%



Behavior >  
Site Content >  
All Pages >  
Select Page >  
Secondary  
Dimension >  
Acquisition >  
Source



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /page-nine	13,351 % of Total: 1.26% (1,056,295)	12,463 % of Total: 1.45% (837,100)	00:04:39 Avg for View: 00:01:13 (282.93%)	12,289 % of Total: 3.55% (346,297)	93.29% Avg for View: 58.28% (60.06%)	91.18% Avg for View: 32.78% (178.11%)

Secondary dimension

- Acquisition
- Advertising
- Behavior
- Custom Variables
- Social
- Time
- Users

Display as alphabetical list

Acquisition

- Default Channel Grouping
- Medium
- Referral Path
- Source
- Source / Medium
- Traffic Type

Advertising

Display as alphabetical list

Behavior >  
Site Content >  
All Pages >  
Select Page >  
Secondary  
Dimension >  
Acquisition >  
Source

Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		13,345 % of Total: 1.26% (1,056,295)	12,500 % of Total: 1.46% (857,100)	00:04:55 Avg for View: 00:01:13 (304.31%)	12,339 % of Total: 3.56% (346,297)	93.39% Avg for View: 58.28% (60.23%)	91.65% Avg for View: 32.78% (179.56%)
1. /page-nine	paid.outbrain.com	9,981 (74.79%)	9,484 (75.87%)	00:05:07	9,465 (76.71%)	94.45%	93.74%
2. /page-nine	(direct)	2,370 (17.76%)	2,098 (16.78%)	00:04:43	2,048 (16.60%)	89.51%	85.70%
3. /page-nine	arstechnica.com	214 (1.60%)	204 (1.63%)	00:06:24	204 (1.65%)	93.14%	93.46%
4. /page-nine	lnkd.in	202 (1.51%)	181 (1.45%)	00:04:40	178 (1.44%)	90.45%	89.60%
5. /page-nine	m.facebook.com	159 (1.19%)	147 (1.18%)	00:07:46	147 (1.19%)	93.20%	92.45%
6. /page-nine	google	149 (1.12%)	139 (1.11%)	00:03:53	58 (0.47%)	75.86%	53.69%
7. /page-nine	t.co	111 (0.83%)	104 (0.83%)	00:02:30	103 (0.83%)	91.26%	90.99%
8. /page-nine	facebook.com	60 (0.45%)	55 (0.44%)	00:05:02	55 (0.45%)	90.91%	91.67%

Real-Time
<b>Overview</b>
Locations
Traffic Sources
Content
Events
Conversions

## Overview

Right now

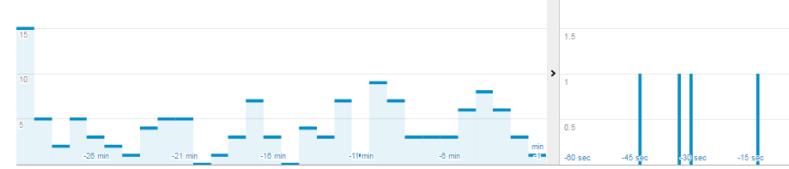
11

active users on site



## Pageviews

Per minute



## Top Locations:



## Top Active Pages:

	Active Page	Active Users	↓
1.	/	1 11.11%	
2.	/careers	1 11.11%	
3.	/people	1 11.11%	
4.	/about-us	1 11.11%	
5.	/content-page-one	1 11.11%	
6.	/content-page-two	1 11.11%	

# Real-Time > Overview

Intelligence Events

Overview

Daily Events

Weekly Events

Monthly Events

Automatic Alerts

Custom Alerts

+ NEW ALERT

Manage custom alerts

# Intelligence Events > Overview

Alert name: 20% increase same day previous week

Apply to: **News Magazine**

Period: Day

Send me an email when this alert triggers. Also include 0 other email addresses

Send a text message when this alert is triggered

## Alert Conditions

This applies to

All Traffic

Alert me when

Pageviews

Condition

% increases by more than

Value

20 %

Compared to

Same day in the previous week

Save Alert

Cancel





# Tracking Visitors

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Behavior

Overview

Behavior Flow

▼ Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Behavior >  
Site Content >  
All Pages

Explorer

**Navigation Summary**

In-Page

Next Page Path		Pageviews	% Pageviews
<a href="http://www.samplesite.com/">www.samplesite.com/</a>		3,935	16.49%
<a href="http://www.samplesite.com/page-a">www.samplesite.com/page-a</a>		3,280	13.74%
<a href="http://www.samplesite.com/page-b">www.samplesite.com/page-b</a>		2,983	12.50%
<a href="http://www.samplesite.com/page-c">www.samplesite.com/page-c</a>		1,906	7.99%
<a href="http://www.samplesite.com/page-d">www.samplesite.com/page-d</a>		1,400	5.87%
<a href="http://www.samplesite.com/page-e">www.samplesite.com/page-e</a>		1,379	5.78%
<a href="http://www.samplesite.com/page-f">www.samplesite.com/page-f</a>		1,070	4.48%
<a href="http://www.samplesite.com/page-g">www.samplesite.com/page-g</a>		1,026	4.30%
<a href="http://www.samplesite.com/page-h">www.samplesite.com/page-h</a>		448	1.88%
<a href="http://www.samplesite.com/page-i">www.samplesite.com/page-i</a>		414	1.73%

Search:

Entrances Oct 1, 2016 - Oct 31, 2016: 16.35%

Previous Pages Oct 1, 2016 - Oct 31, 2016: 83.65%



Exits Oct 1, 2016 - Oct 31, 2016: 28.12%

Next Pages Oct 1, 2016 - Oct 31, 2016: 71.88%

Behavior

Overview

Behavior Flow

Landing Page

www.samplesite.com/

# Behavior > Behavior Flow





# Setting Goals



# Admin > Goals

## 1 Goal setup

### Template

Select a template to start with a pre-filled configuration

#### REVENUE

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

#### ACQUISITION

- Create an account Successful sign up, account, or view created

#### INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

#### ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo

### Custom

## Admin > Goals

✓ Goal setup [Edit](#)

Custom

2 Goal description

Name

Whitepaper Download Thank You

Goal slot ID

Goal Id 1 / Goal Set 1 ▾

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue

Cancel

## Admin > Goals

✓ Goal setup [Edit](#)

Custom

✓ Goal description [Edit](#)

Name: *Whitepaper Download Thank You*  
Goal type: *Destination*

3 Goal details

### Destination

Equals to ▾

Case sensitive

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

### Value optional

ON

\$USD

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

### Funnel optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

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

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Save

Cancel



Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

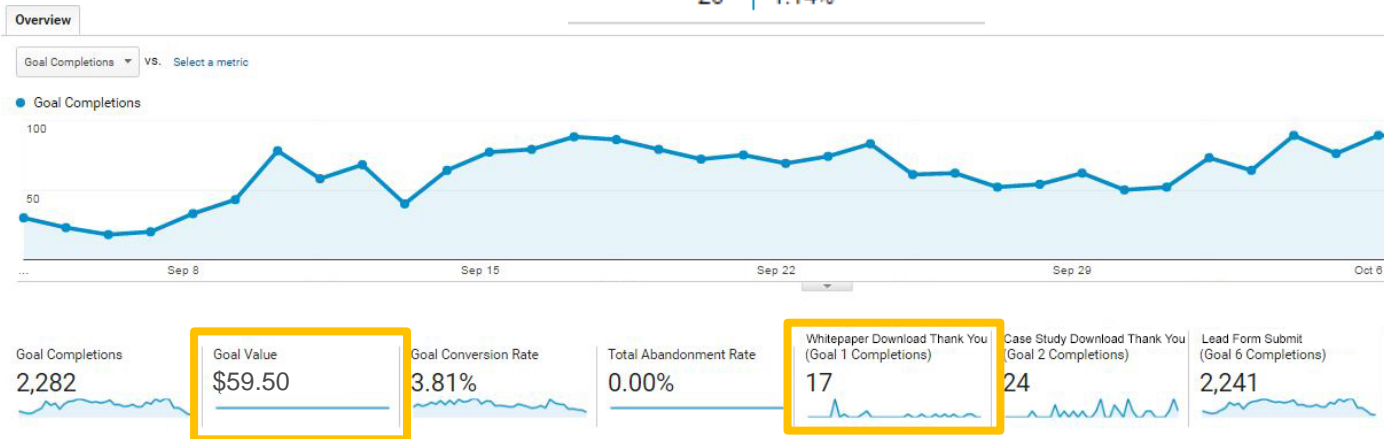
Funnel Visualization

Goal Flow

Goal Completions % Goal Completions

823	36.06%
232	10.17%
145	6.35%
70	3.07%
36	1.58%
31	1.36%
30	1.31%
28	1.23%
27	1.18%
26	1.14%

# Conversions > Goals > Overview



Thank You