Google Analytics Cheatsheet

Setting up

Put this between the <head> and </head> tags:
```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/
script%3E"));
</script>
```

No, this isn't the standard setup described in Google Analytics' help. It works better. K?

Put this right before the </body> tag:
```
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

Replace red x's with your account number. To find this code, and the account number:

1. Log into Google Analytics.
2. Click 'edit' next to the site you're setting up.
3. Click 'Check Status'.

If your site spans multiple subdomains:
```
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._setDomainName(".example.com");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

This lets you track multiple subdomains, like ian.portent.com and www.portent.com, in a single report.

If instead you're tracking across multiple domains, like www.portent.com and www.mysite.com, use this:
```
pageTracker._setDomainName("none");
pageTracker._setAllowLinker(true);
```

Link Tagging: Tracking code variables and examples

The variables:
```
mysite.com/index.php?utm_source=source&utm_medium=medium&utm_campaign=campaign&utm_term=term&utm_content=content
```

From a discount-focused banner ad on 'sitesite.com' that's part of the Spring 2010 campaign:
```
mysite.com/index.php?utm_source=sitesite_com&utm_medium=banner&utm_campaign=s2010&utm_content=discount
```

Same site, same campaign, but this banner's copy focuses on the great styles:
```
mysite.com/index.php?utm_source=sitesite_com&utm_medium=banner&utm_campaign=s2010&utm_content=styles
```

Same site, same campaign, Bing ppc ad about the discount, keyphrase 'wedding dresses':
```
...?utm_source=bing&utm_medium=cpc&utm_campaign=s2010&utm_content=discount&utm_term=wedding%20dresses
```

Same site, ppc ad from Google:

It's a trick! In Google Adwords, autotagging will automatically provide Google Analytics the data you need. Autotagging is enabled by default. To disable it, log into Adwords, go to **My Account** >> **Account Preferences** >> **Tracking**. Click **Edit**, then uncheck '**Destination URL Auto-Tagging**'.

If the target page already has a '?' in the URL:

Then, instead of a '?' at the beginning of the tracking string, use an ampersand: '&'

Filters: Why and how

Filters let you include or exclude traffic and visitor data from your Google Analytics reports.

Advanced filters also let you capture data that Google Analytics normally does not, and then report on it using user-defined variables.

Find filters under **Analytics Settings**. Locate the profile for which you want to edit a filter, click **Edit** and scroll down to '**Filters applied to profile**'. Or, click **Analytics Settings**, then scroll down and click **Filter Manager**.

Creating an IP address filter:

At a minimum, every profile should have filters that exclude visits from your office IP address(es), as well as visits from vendors and other users who are not your audience.

Filter Name: Our Office

Filter Type: ◉ Predefined filter ○ Custom filter

Exclude | traffic from the IP addresses | Match

IP address

Google has a nifty tool to generate this IP address range gibberish for you. Click here to see it.

^66\.135\.149\.(1(9[2-9])|2([0-1][0-9]|2[0-3]))$

When using advanced filters, **always set up a separate profile to test the filter**.

Goals and goal tracking

A **goal**, aka a conversion, conversion goal or desired outcome, is any action you want your visitors to take: A purchase, download, registration, 'contact us' form completion, or even a minimum number of pages viewed all qualify as goals.

Find goals under **Analytics Settings**. Locate the profile for which you want to add or edit a goal, click **Edit** and scroll down to **Goals**.

Here's a typical goal: A purchase of a $100 e-book. The final page in the checkout process is 'thankyou-purchase.html':

If you have many products with different values, be sure to enable and set up e-commerce tracking, too. Click here to read how.

Goal Name:	A purchase
	Goal name will appear in conversion reports.
Active Goal:	⦿ On ◯ Off
Goal Position:	Set 1, Goal 2 ▾
	Please select a goal type
Goal Type:	⦿ URL Destination
	◯ Time on Site
	◯ Pages/Visit

Goal Details

Match Type ?:	Head Match ▾
Goal URL ?:	/thankyou-purchase.htm (e.g. For the goal pa To help you verify th
Case Sensitive:	☐ URLs entered above must exactly match t
Goal Value	100.00 optional

Track 404 errors

On your 404 error page, add this to your page tracking code:

```
pageTracker._trackPageview("/404.html?page=" + document.location.pathname +
document.location.search + "&from=" + document.referrer);
```

So that it looks like this:

```
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxx-x");
pageTracker._trackPageview("/404.html?page=" +
document.location.pathname + document.location.search + "&from=" +
document.referrer);} catch(err) {}
</script>
```

The 'page tracking code' is the 2nd chunk of javascript - the one you put right before the </body> tag.

Replace red x's with your account number. To find this code, and the account number:

1. Log into Google Analytics.
2. Click 'edit' next to the site you're setting up.
3. Click 'Check Status'.

Serious nerdy ninja tricks

Track clicks to your site from the 2nd page of search results
Will Crichtlow, Distilled
http://bit.ly/2ndpageclicks

Record ranking of referring keywords when clicked
Nikki Rae & Andre Scholten
http://bit.ly/serpclicks

Find pages with little or no organic search traffic
Ian Lurie, Portent
http://bit.ly/seoclickless

Use a hash (#) instead of a ? in your tracking URLs
LunaMetrics
http://bit.ly/gahash

Blogs to read, tools you need

Occam's Razor, Avinash Kaushik	http://www.kaushik.net/avinash/
The Google Analytics Blog	http://analytics.blogspot.com/
Google Analytics regular expression tester	http://bit.ly/garegex
Google Analytics URL tag builder	http://bit.ly/gatagger
IP filter regular expression builder	http://bit.ly/gaipfilter

Bare minimum, no matter what, be sure you're using...

Site search tracking ▶   Goal tracking ▶   Intelligence Alerts ▶   Adwords integration ▶