



Microsoft

Google Analytics

Reference Sheet



What is Google Analytics?

Google Analytics is a free web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

Google Analytics' Website

<http://www.google.com/analytics>

Real Time

Data updates continuously and each pageview is reported seconds after it occurs.

Real-Time shows:

- The number of people on your site right now
- Their geographic locations
- The keywords and sites that referred them
- Which pages they're viewing
- Conversions as they happen

Audience

The Audience reports provide insight into:

- The demographics of your audiences
- Your mix of new and return users and the level of engagement of your users
- The browsers and networks being used to access your site/app
- The mobile devices being used to access your site/app

Acquisition

Use this section to compare traffic from:

- Search
- Referrals
- Email
- Marketing Campaigns

Behavior

This section is focused on your site or app's:

- Site Content- content
- Site Speed- performance
- Site Search- searchability
- Events- interactivity

Conversions

This section is where you can track different Conversions:

- Goals: are a versatile way to measure how well your site or app fulfills targeted objectives.
- Ecommerce: is a snippet of code you can include on your site or app to collect transaction data like product sales, purchase amounts, and billing locations
- Multi-Channel Funnels: shows you how your marketing channels work together to create sales and conversions.

