

# Duke TechExpo 2015 – Getting More out of Google Analytics

*Julie Grundy & Jillian Warren, Duke Web Services*

---

## 13 ways to use Google Analytics to your advantage

1. Content analysis – where are users spending the most time?
  - Analyze the performance of your content. Creates data driven approach to managing content.
  - Helpful to filter by time on page, unique page views
2. Page Title filter
  - Shows readable page titles for easier analysis
  - Helpful to easily identify and fix duplicative page titles
3. Compare exit rate to time on site per page
  - Tells you if users are getting the information they were looking for
  - High exit rate with a high average time indicates that it's an effective page
4. Webmaster Tools
  - Gives access to organic search queries, crawl tools, and broken links/404s
  - Enhances your understanding of how someone is coming to the site and gives you a checklist for site fixes
5. Analyzing site search
  - See what users are typing into your search box, and identify commonly searched terms that may not be easy to find on your site
  - Site search tracking is based on search parameters; there is also a workaround to get the same information if your search configuration is not compatible
6. Custom dashboards and reporting
  - Quickly reference important analysis information through customizable widgets. There are dashboards already created by Google Analytics experts that you can take advantage of!
  - Dashboards are easy to reference, and you can export fancy reports in seconds
7. Filters
  - Set up filters on the Admin tab > Views
  - Allow you to limit and modify what data is collected in a view – e.g., including/excluding traffic from certain IPs, subdirectories, etc.
8. Building URLs for campaigns

- Google URL builder:  
<https://support.google.com/analytics/answer/1033867?hl=en>
- Adds parameters to URLs for use in campaigns, so you can identify which campaigns are most effective in attracting users to your content

## 9. Annotations

- Add annotations through the Admin tab > Views
- Track specific events or changes to the site to analyze behavior

## 10. Intelligence Events

- Monitor changes in traffic and usage, generating alerts when variations occur
- Set up custom alerts to specify your own thresholds

## 11. Real-time

- Monitor activity as it happens live
- See immediate effects of site changes & campaigns, or verify tracking code works

## 12. Segments

- Set up segments through the Admin screen
- A subset of your Analytics data that you can isolate and examine

## 13. Browser and device usage

- Found under Audience > Technology and Audience > Mobile
- Shows how people are using your site, and helps you decide whether to prioritize certain browsers, devices, or screen sizes

More resources are available on the website for our Duke ProComm course, *Putting Web Metrics to Work*: <http://sites.duke.edu/procommwebmetrics/>