

Duke ProComm – Google Analytics: Putting Web Metrics to Work Using Filters to Exclude or Include Duke Traffic

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Exclude Duke IP Addresses

- 1.) Create a new view, titled “Exclude internal IPs” (or something similar). Do **not** skip this step, or you may permanently exclude all internal data from your account.

The screenshot displays the Google Analytics Admin interface for the account 'www.duke.edu'. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The user is logged in as 'devteam@as.duke.edu' with the current view set to 'Exclude internal IPs - TEST'. The interface is divided into three main sections: ACCOUNT, PROPERTY, and VIEW.

- ACCOUNT:** Shows 'www.duke.edu' with options for Account Settings, User Management, All Filters, and Change History.
- PROPERTY:** Shows 'http://today.duke.edu' with options for Property Settings, User Management, .js Tracking Info, AdWords Linking, AdSense Linking, and All Products.
- VIEW:** Shows the 'Exclude internal IPs - TEST' view. A search bar is present. Below it, a list of views includes 'Copy of today.duke.edu without internal', 'Exclude internal IPs - TEST', 'today.duke.edu', and 'today.duke.edu/working - TEST'. A red arrow points to the 'Create new view' button at the bottom of the view list, which indicates 'Using 4 out of 25' views.

2.) Within your new “Exclude internal IPs” view, go to the Filters screen, and click Create New Filter. You will create 4 filters.

Administration > View Filters
www.duke.edu / http://today.duke.edu / Exclude internal IPs - TEST

VIEW
Exclude internal IPs - TEST

+ NEW FILTER Assign Filter Order

Q Search

Rank	Filter Name	Filter Type	
1	Medical Center public IPs	Exclude	remove
2	University public IPs	Exclude	remove
3	Internal IPs	Exclude	remove
4	Internal IPs #2	Exclude	remove

View Settings
User Management
Goals
Content Grouping
Filters
Channel Settings
Ecommerce Settings

3.) Your first filter will block Medical Center Public IP addresses. Follow the setup below.

Edit Filter

Filter Information

Filter Name

Filter Type

Predefined Custom

Exclude ▾

traffic from the IP addresses ▾

that begin with ▾

IP address

Filter Verification ?

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g. IP address, Country) are not supported at this time.

Save

Cancel

4.) Your second filter will block University public IP addresses. Follow the setup below.

Edit Filter

Filter Information

Filter Name

Filter Type

Predefined Custom

Exclude ▾

traffic from the IP addresses ▾

that begin with ▾

IP address

Filter Verification ?

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g, IP address, Country) are not supported at this time.

Save

Cancel

5.) Your third filter will block the first set of internal IP addresses. Follow the setup below.

Edit Filter

Filter Information

Filter Name

Filter Type

Predefined Custom

Exclude ▾

traffic from the IP addresses ▾

that begin with ▾

IP address

Filter Verification ?

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g, IP address, Country) are not supported at this time.

Save

Cancel

6.) Your fourth and final filter will block the second set of internal IP addresses.
Follow the setup below.

Edit Filter

Filter Information

Filter Name

Filter Type

Predefined Custom

Exclude ▾

traffic from the IP addresses ▾

that begin with ▾

IP address

Filter Verification ?

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g, IP address, Country) are not supported at this time.

Save

Cancel

After creating and saving these four filters, you may now access your “Exclude Internal IPs” view to analyze traffic *excluding* these four main, US-based areas of Duke. These filters may not catch all internal traffic, but they should be fairly close.

This view *does include* traffic from DKU and Singapore. Excluding those IP address ranges would require a much more complicated filter setup using regular expressions. If you are interested in pursuing this yourself, you will need the following information (accurate as of February 2015):

The following Duke IP ranges should cover almost all Duke traffic. Please note that these are written as subnets:

152.16.0.0/16 - Medical Center public IPs

152.3.0.0/16 - University public IPs

10.0.0.0/8 - Internal IPs

192.168.0.0/16 - Internal IPs

42.247.3.96/28 - DKU Cernet IPs

180.208.59.0/24 - DKU IPs

198.71.44.96/27 - Singapore (DKU) IPs

Include Duke IP Addresses Only

- 1.) Create a new view, titled "Include internal IPs only" (or something similar). Do **not** skip this step, or you may permanently exclude all external data from your account.
- 2.) Within your new "Include internal IPs only" view, go to the Filters screen, and click Add Filter.
- 3.) Set up the filter using the following format. Use the regular expression "152.3.*|152.16.*|10.*|192.168.*" as your Filter Pattern.

Edit Filter

Filter Information

Filter Name

Include U.S.-based Duke IPs only

Filter Type

Predefined Custom

Exclude

Include

Filter Field

IP Address

Filter Pattern

152.3.*|152.16.*|10.*|192.168.*

Case Sensitive

Lowercase

Uppercase

Search and Replace

Advanced

After creating and saving this filter, you may now access your “Include internal IPs only” view to analyze traffic *including only* the four main, US-based areas of Duke. This view does not include traffic from DKU or Singapore, which would require more complex regular expressions.

Filtering by IP is not an exact science. As an example, adding the pageviews from an “Exclude Duke Traffic” filter to the pageviews from an “Include Duke Traffic Only” filter will not necessarily equal the pageviews from an unfiltered view.