ProComm Web Metrics: Day 2 Checklist

After our second class session, you should be able to...

- [ ] Create a custom report
- [ ] Add one or more drilldown metrics to your report
- [ ] Add one or more metric groups to your report
- [ ] Add one or more filters to your report

- [ ] Create a custom dashboard

- [ ] Import a custom report/dashboard from the Google Solutions Gallery

- [ ] Do the following with views:
  - [ ] Add an annotation
  - [ ] Exclude traffic from bots
  - [ ] Create a new view that filters out traffic from your home IP address
  - [ ] Create a new view that only includes traffic to a specific subdirectory
  - [ ] Create a new view that excludes or includes internal Duke traffic

- [ ] Create your own segment
- [ ] Compare a segment to all traffic on any report

- [ ] Review Insights, and use them to ask and answer questions about your data

- [ ] Create a custom alert
- [ ] Set up email notifications for a custom alert