

Google Analytics Cheat Sheet

jamesbachini.com

Metrics

Users	Unique visits to website during time frame specified
New Users	Number of users who hadn't visited the site before
Sessions	Total number of sessions including multiple sessions per user
Bounce Rate	Percentage of users leaving your website without viewing a second page
Page Views	Number of pages viewed in total
Pages/Session	Average number of pages viewed per session
Avg Session Duration	Average time spent on site/app
Conversions	Number of goal events executed (see below)

Reports

Real-time	Real time overview of who's on the site broken down by locations, traffic sources, content, events and conversions
Audience	Explore your audience with demographics, browser, device, location, lifetime value & benchmarking data.
Acquisition	Where is driving traffic? This is where utm tracking can be analysed. Organic search traffic in Acquisition > search console > queries.
Behaviour	Visualise user behaviour as they travel through the site. Entry/Exit pages insights. Additional content reporting and site speed metrics.
Conversions	Track goals and conversion events including revenues.
Customization	Build custom reports and alerts

UTM URL Tags

utm_source=	Set the traffic source by placing in URL https://mydomain.com/?utm_source=xyz
utm_medium=	Set the traffic medium such as social, ppc, affiliate
utm_campaign=	Give each marketing campaign a unique reference

Goals/Events

Fire Event From Javascript	<code>gtag('event', '', { 'event_category': '', 'event_label': '', 'value': ''});</code>
Setup Goals	Settings ⚙ > All Website Data > Goals > New Goal

Install

gtag.js	Settings ⚙ > Property > Tracking Info > Tracking Code
Google Tag Manager	https://marketingplatform.google.com/about/tag-manager/
Wordpress	Install via Google Site Kit plugin

Learn more about online business, performance marketing & web development at <https://jamesbachini.com/learn>

<https://jamesbachini.com/resources/AnalyticsCheatSheet.pdf>

CheatSheets: HTML / Javascript / CSS / REGEX / SEO / Analytics