



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Actionable Analytics

Set up and use Google Marketing Platform

Presented by Joff Crabtree

What is Google Analytics?

Google Analytics is a free application that provides website visit statistics designed to help marketers track and optimize online advertising and search engine marketing (SEM) campaigns.



Features of Google Analytics

Executive Summaries — reports on traffic, e-commerce, and conversion trends are provided within an executive dashboard. There are three dashboards to choose from (Executive, Marketer, Webmaster) that provide the ability to quickly view and compare revenue, conversions, and campaigns.

Trend Reporting - the Google Analytics interface provides reporting that compares metrics across time to guide proactive decision-making.

E-commerce and Funnel Visualization — if you are running an e-commerce site, Google Analytics traces all transactions to campaigns and keywords, helps identify loyalty and latency metrics, and reports revenue sources. The funnel visualization feature helps marketers understand bottlenecks in the checkout process so they can increase their chances of successful conversion.

Keyword Campaign Comparison — all online advertisements, email newsletters, affiliate campaigns, referrals, paid links, unpaid links, and keywords are tracked so you can evaluate across campaigns and mediums.

Benefits of Google Analytics

Free — the top benefit to organizations is the pricing structure, Google Analytics is a free application that will not tie up internal resources.

Tight Integration — if you are already experimenting with Google AdWords, you will enjoy the seamless integration that Google Analytics provides. ROI metrics are automatically calculated from existing imported AdWord cost and keyword tracking data.

Scalability — since Google Analytics is a hosted solution, it doesn't require any internal hardware resources. This solution works well for both large and small organizations.

How Google Analytics works

To track a website, you first have to create a Google Analytics account.

Then you need to add a small piece of Javascript tracking code to each page on your site.

Every time a user visits a webpage, the tracking code will collect anonymous information about how that user interacted with the page.

Tracking ID

UA- [redacted] -1

Status

Receiving traffic in past 48 hours.

0 active users right now. See details in [real-time traffic reports](#).

[Send test traffic](#)



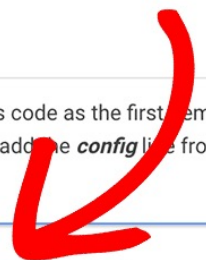
Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-[redacted]-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

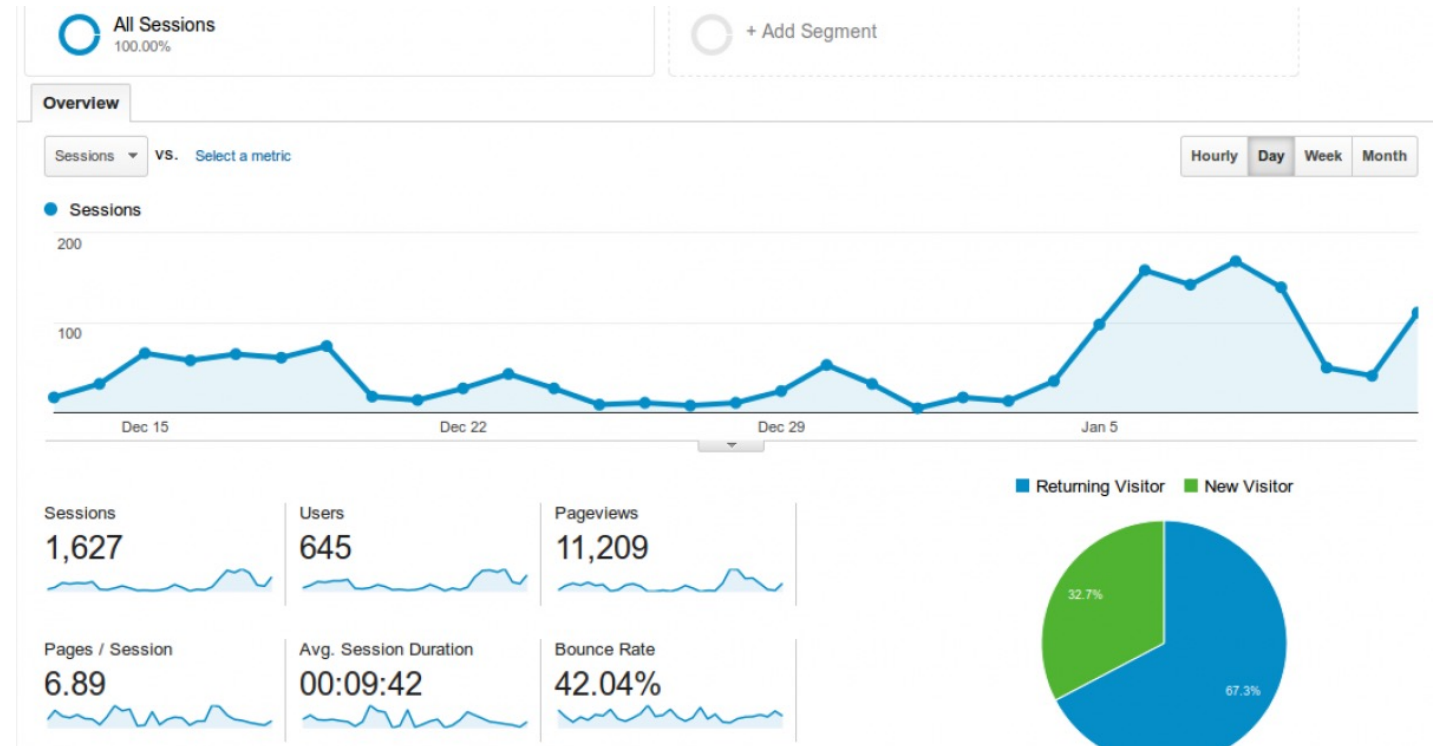
  gtag('config', 'UA-[redacted]-1');
</script>
```



Tracking

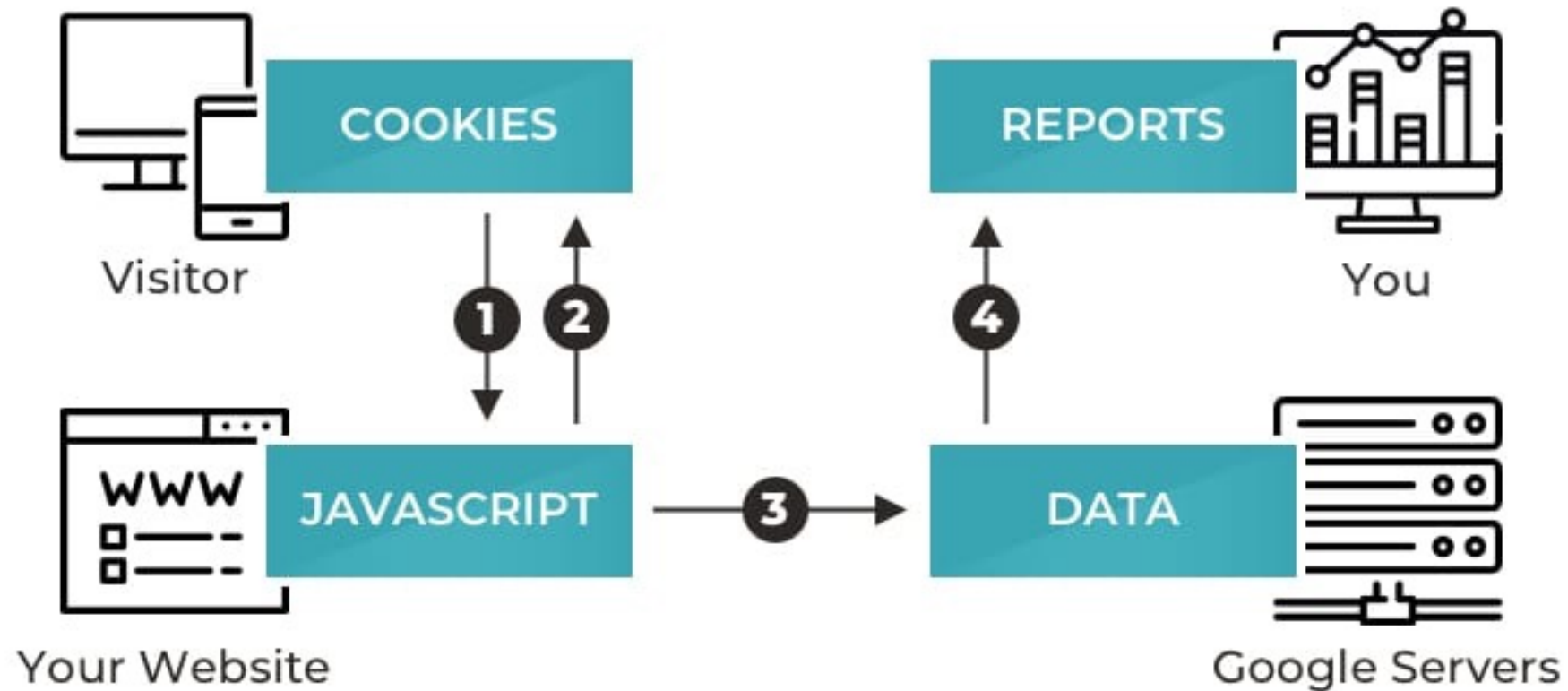
The tracking code could show how many users visited a page that sells one product versus a page that sells another.

Or it could tell us how many users bought an item by tracking whether they made it to the purchase confirmation page.

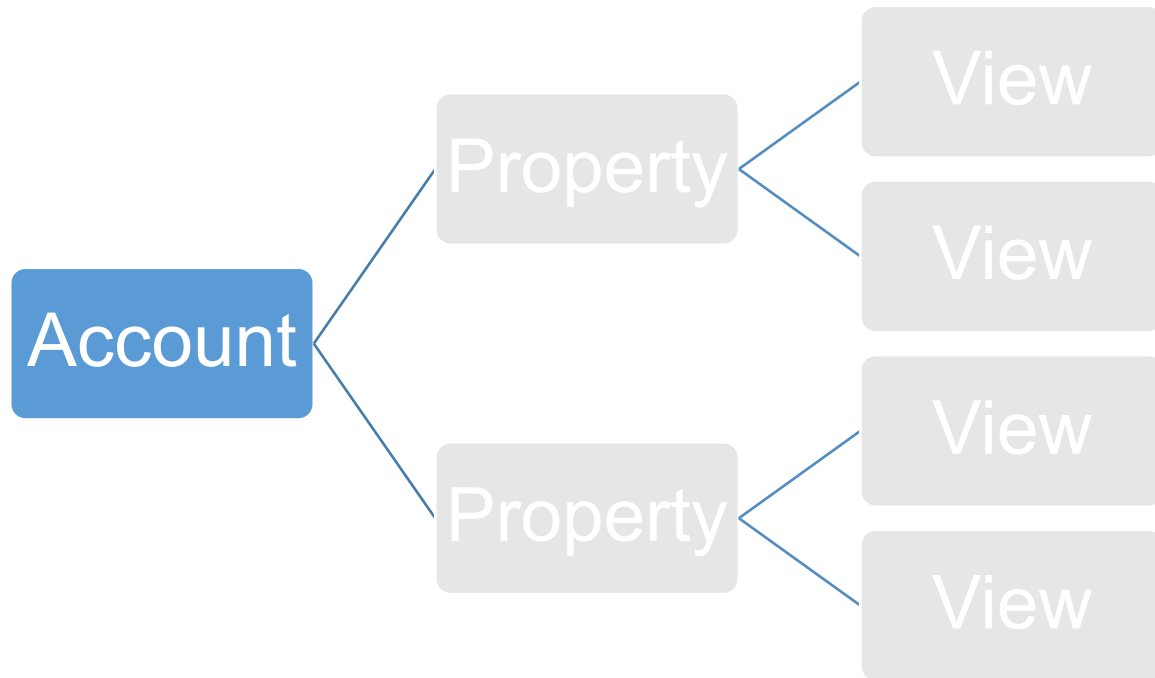


Sessions

How Google Analytics works



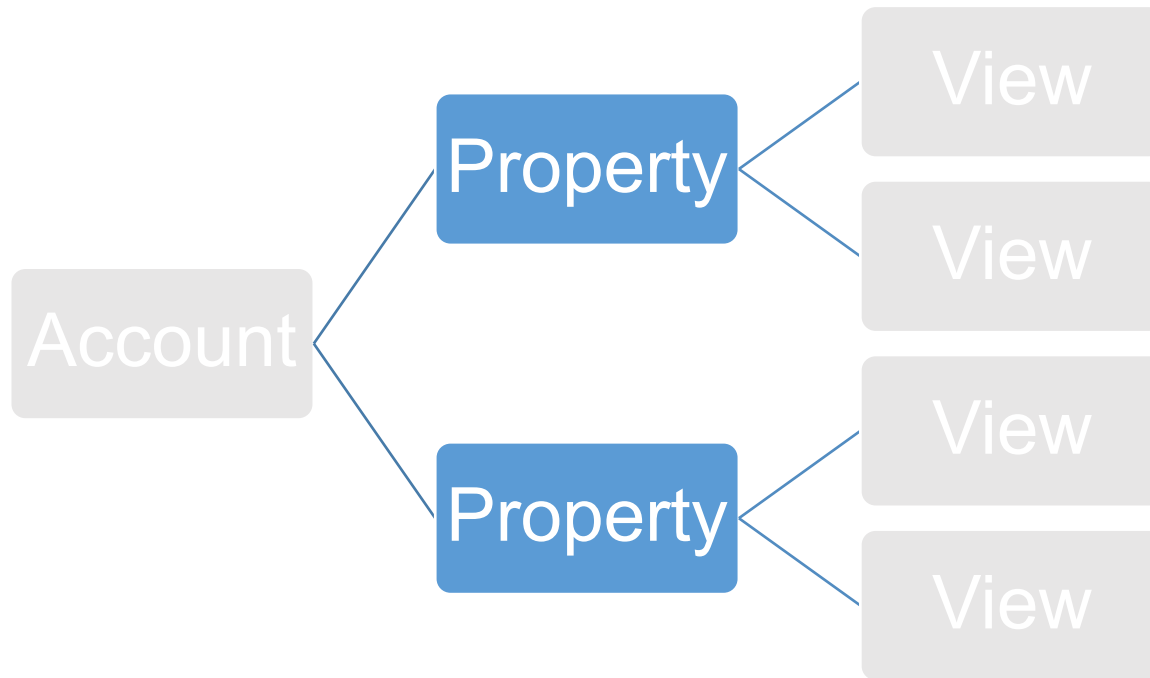
Structure of Google Analytics



ACCOUNT

- The Google Analytics Account determines how data is collected from your websites and manages who can access that data.
- Typically, you would create separate Analytics accounts for distinct businesses or business units.

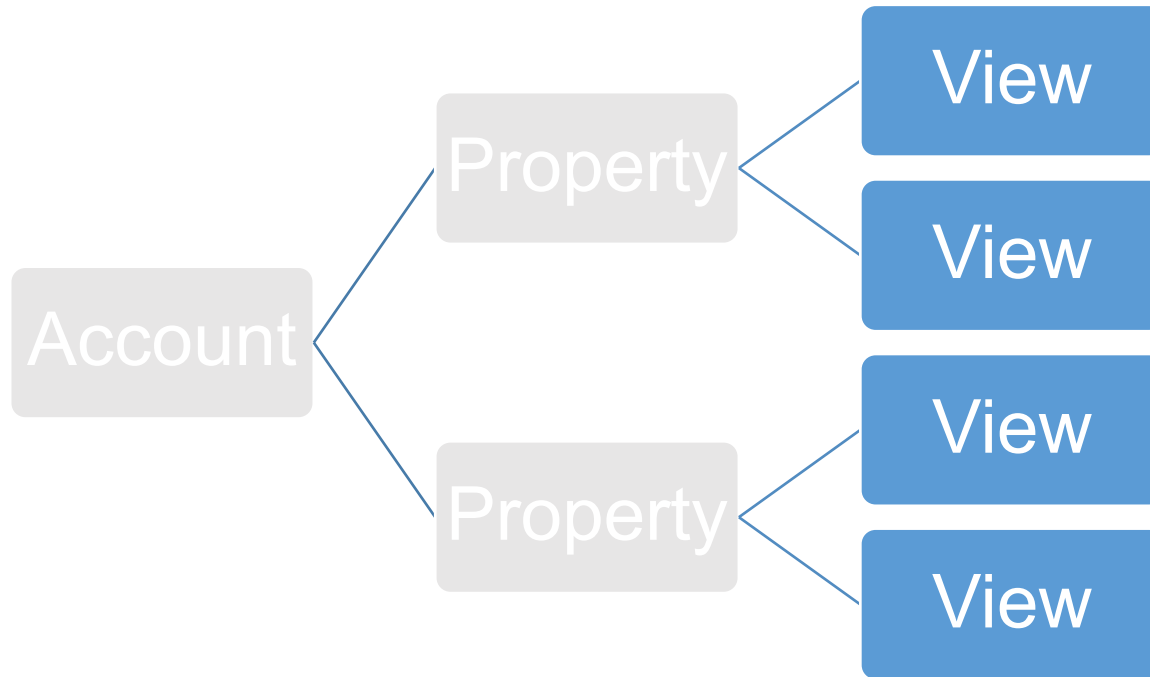
Account Structure



PROPERTY

- Each Google Analytics account has at least one “property.”
- Each property can collect data independently of each other using a unique tracking ID that appears in your tracking code.
- You may assign multiple properties to each account, so you can collect data from different websites, mobile applications, or other digital assets associated with your business.

Account Structure



VIEW

- Just as each account can have multiple “properties,” each property can have multiple “views.”
- You can use a feature called Filters in your configuration settings to determine what data you want to include in the reports for each view.

User Permissions

You can assign permissions to other users at the account, property, or view level.

Each level inherits permissions from the level above it.

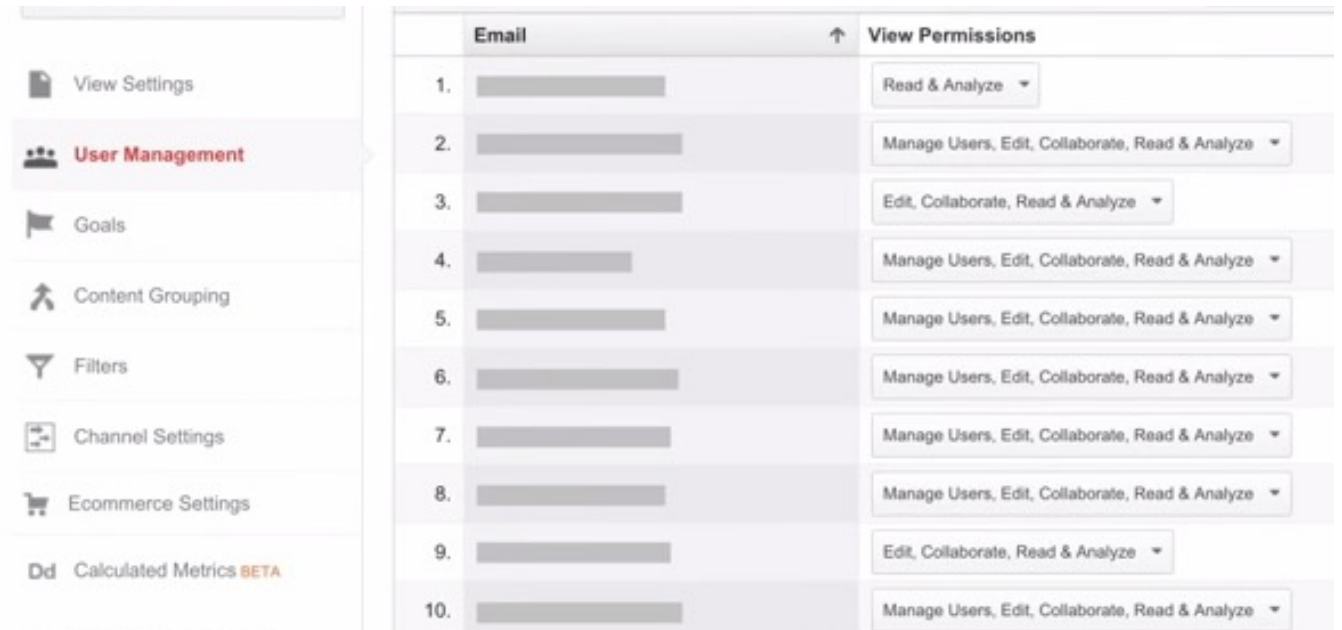
Roles

“**Administrator**” lets users add or remove user access to the account, property, or view.

“**Editor**” lets users make changes to the configuration settings.

“**Analyst**” allows users to share things like dashboards or certain measurement settings.

“**Viewer**” lets users view data, analyze reports, and create dashboards, but restricts them from making changes to the settings or adding new users.



The screenshot displays the 'User Management' interface. On the left is a sidebar with navigation links: 'View Settings', 'User Management' (highlighted), 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', and 'Calculated Metrics BETA'. The main area shows a table of users with columns for 'Email' and 'View Permissions'.

	Email	View Permissions
1.	[Redacted]	Read & Analyze
2.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze
3.	[Redacted]	Edit, Collaborate, Read & Analyze
4.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze
5.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze
6.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze
7.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze
8.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze
9.	[Redacted]	Edit, Collaborate, Read & Analyze
10.	[Redacted]	Manage Users, Edit, Collaborate, Read & Analyze



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

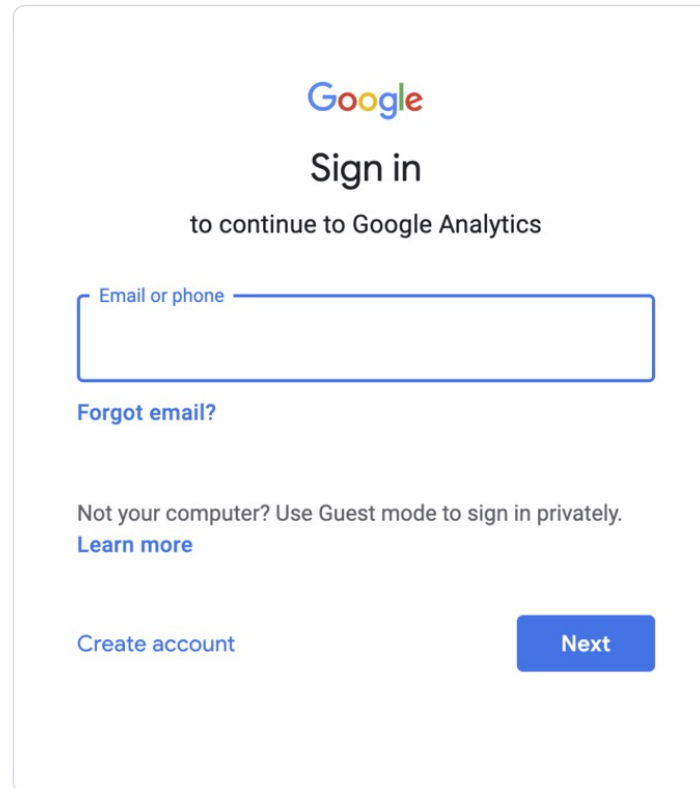
Set up Google Analytics

01. Create an account

You can use your standard Google account to access Google Analytics at **analytics.google.com**.

If you don't have an account, you can create one by going to the Google Analytics website (analytics.google.com) and clicking the link for "Create Account."

Once logged in, you'll be introduced to Google Analytics and given the option to Sign Up. Proceed by signing up for Google Analytics.

A screenshot of the Google Analytics sign-in interface. At the top is the Google logo, followed by the text "Sign in" and "to continue to Google Analytics". Below this is a text input field with the placeholder "Email or phone". To the left of the input field is a blue link "Forgot email?". Below the input field is another blue link "Create account". At the bottom right is a blue button labeled "Next".

Google

Sign in

to continue to Google Analytics

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.
[Learn more](#)

[Create account](#) [Next](#)

02. Set up Google Analytics

Account Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- ☒ **Google products & services** RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best in class Intelligence and Insights services, maintain critical Spam Detection services that benefit all linked products and users, and offer [Enhanced Demographics and Interests reporting](#) when [Google signals](#) is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
- ☒ **Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)
- ☒ **Technical support** RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists** RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics [safeguards your data](#) .

You have access to 3 accounts. The maximum is 100.

[Next](#)[Previous](#)

Select a 'property' type

2 What do you want to measure?



Web

Measure your website

- Understand where your users are coming from and turn data into insights
- Analyze user behavior and optimize for your business
- Discover trends with performance and conversion analysis



Apps

Measure your iOS or Android apps

- Understand user growth and get insights into app behavior
- Automatically capture key events or define your own
- Add web stream later to measure cross-platform behavior **BETA**



Apps and web **BETA**

Measure your users across app and web

- Explore cross-platform user-centric analytics
- Get started quickly with codeless event configuration and out-of-the-box reports
- Implement without retagging if you already use gtag.js or Tag Manager on your site



Next

Previous

Enter property details

3 Property setup

Property details

Website Name

Google Merchandise Store

Website URL

https://

www.googlemerchandisestore.com/

Industry Category

Shopping

Reporting Time Zone

United States

(GMT-07:00) Los Angeles Time

Create

Previous

Tracking ID & Global Site Tag (Javascript)

Tracking ID

UA-40768367-1

Status

Receiving traffic in past 48 hours.

44 active users right now. See details in [real-time traffic reports](#).

Send test traffic



Website Tracking

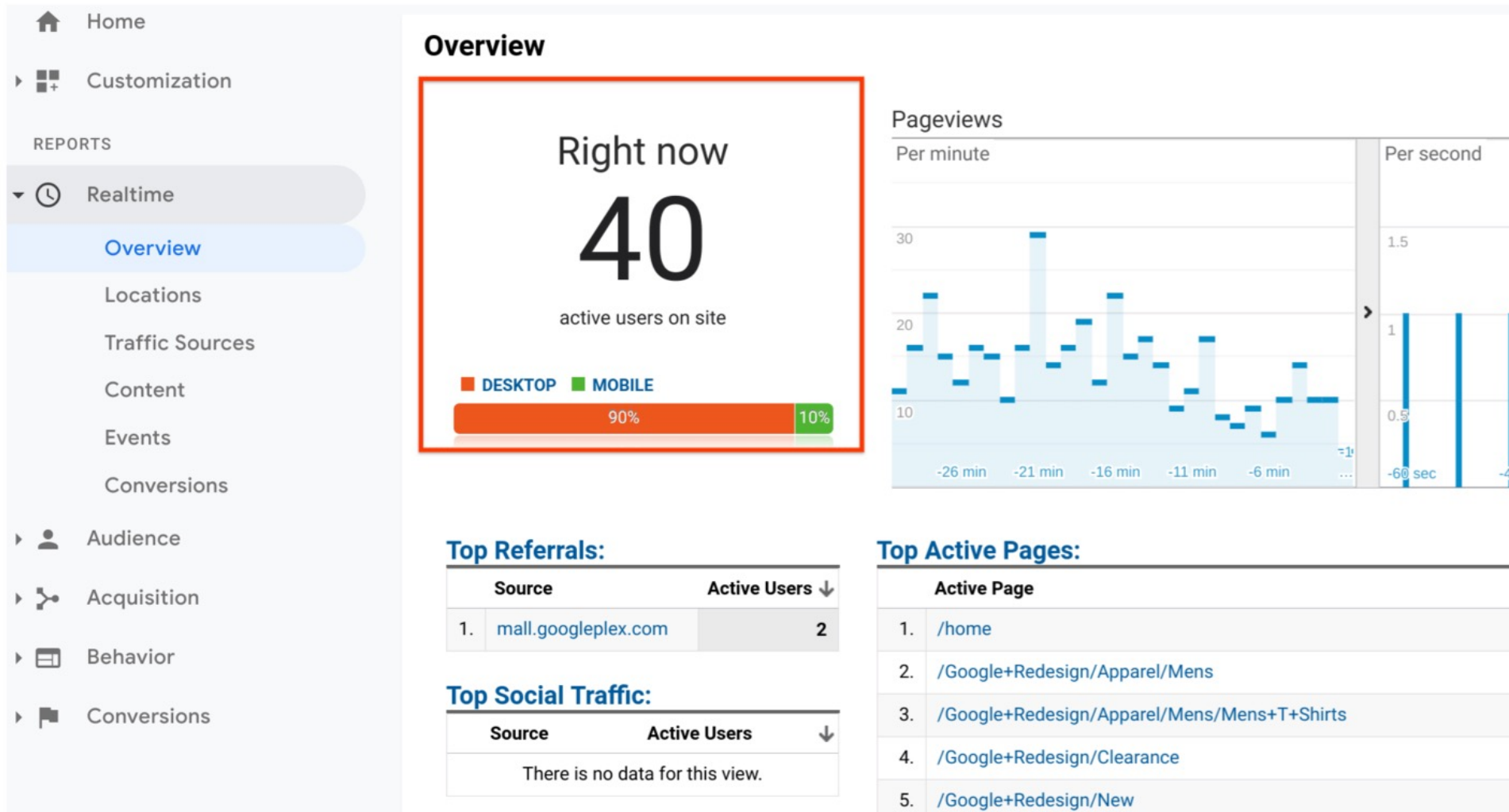
Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

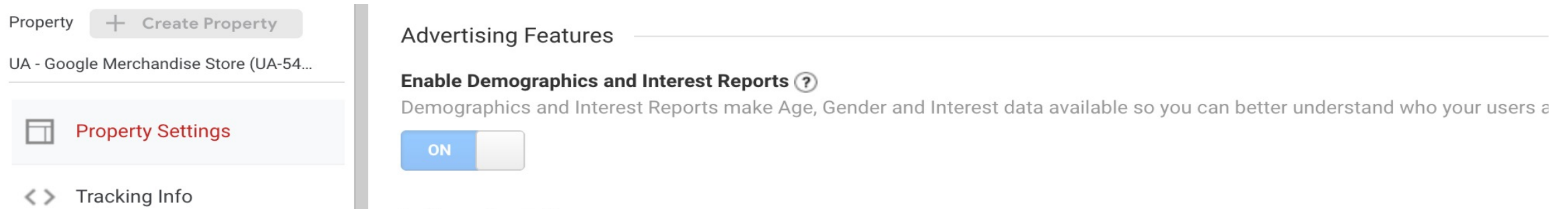
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-40768367-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Verify the tracking is working (Realtime reports)



Demographics & Interests



The screenshot shows the Google Analytics Admin interface. On the left, the 'Property' section is active, displaying 'UA - Google Merchandise Store (UA-54...)'. Below this, the 'Property Settings' option is highlighted with a red icon. The 'Tracking Info' option is also visible. On the right, the 'Advertising Features' section is expanded, showing the 'Enable Demographics and Interest Reports' toggle, which is currently turned 'ON'. A help icon (?) is next to the toggle label. Below the toggle, a descriptive text states: 'Demographics and Interest Reports make Age, Gender and Interest data available so you can better understand who your users a'.

It's highly recommended to enable this option in settings to collect additional data about your online audience.

Open Admin settings from the cog icon in the bottom left corner of the screen, and click on Property Settings.



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Google Analytics 4

Universal Analytics vs Google Analytics 4

Google has released the newest version of Google Analytics (Google Analytics 4 or GA4), replacing the long-standing Universal Analytics (UA) property type

Universal Analytics vs Google Analytics 4

User Tracking

In UA, users are tracked via sessions (or set periods that encompass everything a user does on your site).

GA4 is event based. Instead of creating a new session when a user returns to a site, GA4 records all events they complete. This allows Google to more accurately deduplicate users and emphasizes what users actually *do* on your site, rather than just caring that users get there.

Reporting

In UA, there are several set reports with some customizations possible. GA4 has only top-level reports built in, and if you want specific reports, the analysis tab is the place to go. This gives you greater freedom in how your reports look and lets you drill down to the data that's most important to you.

Data Structure

UA uses a property and view setup while GA4 allows you to mix data from your apps and website. This happens through a single property and Google Analytics' data streams.

You can place the same tracking code in the different properties (i.e., website, iOS app, or Android app) and consolidate the data to track a user between the streams. That means that there's a new tracking code. Instead of the UA-XXXXXX-X type code, the tracking ID now looks like this: G-XXXXXXX.

Find out more at <https://www.optimizesmart.com/google-analytics-4-ga4-vs-universal-analytics-what-is-the-difference/>

Enabling GA4 for existing accounts

If you already use the gtag.js for Universal Analytics, you can copy and paste an additional line of code to your existing tag

See <https://support.google.com/tagmanager/answer/9442095>

If you use Tag Manager, you'll need to add a GA4 tag to your existing container.

DO NOT DELETE your UA tag from Google Tag Manager.

To set up your GA4 tag, you'll only need your new GA4 ID, and you'll set your trigger to fire on each page view, just like the Universal Analytics tag.

See <https://support.google.com/tagmanager/answer/9442095>

Property [+ Create Property](#)

Business A global website (UA-642823...

 **GA4 Setup Assistant**

 Property Settings

 Property User Management

 Tracking Info

 Property Change History

 Data Deletion Requests

PRODUCT LINKING

 Google Ads Linking

 AdSense Linking

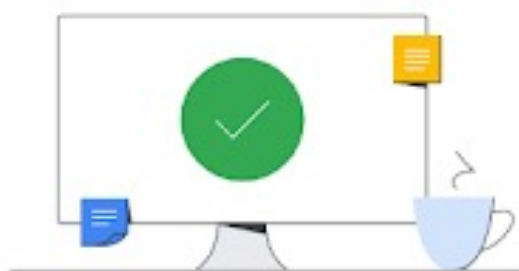
 Ad Exchange Linking

Google Analytics 4 Property Setup Assistant

Not Connected

You're currently using a Universal Analytics property. To join the future of Analytics, set up a Google Analytics 4 property below. [Learn more about GA4](#)

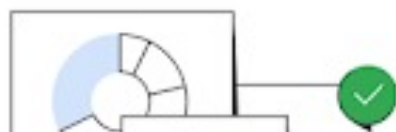
This Universal Analytics property remains unchanged and continues to collect data.



I want to create a new Google Analytics 4 property

We'll create a new Google Analytics 4 property based on this Universal Analytics property.

[Get Started](#)



I want to connect to an existing Google Analytics 4 property

Property [+ Create Property](#)

Business A global website (UA-642823...



GA4 Setup Assistant



Property Settings



Property User Management



Tracking Info



Property Change History



Data Deletion Requests

PRODUCT LINKING



Google Ads Linking



AdSense Linking



Ad Exchange Linking

Google Analytics 4 Property Setup Assistant

Connected

You have successfully connected your properties.

[Learn more about Google Analytics 4 properties](#)

Explore and set up your GA4 property.

Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.

[See your GA4 property](#)

Connected Property

You can disconnect your properties at any time.

[Disconnect](#)

GA4 PROPERTY NAME

Business A global
website

PROPERTY ID

256784971



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Walk-through

Dashboards

Dashboards provide you with a bird's-eye overview of campaign performance. But when you want to deep-dive into specific areas of website behavior, there are four main reporting areas in Google Analytics you can use to gain insights:

The **Audience** tab: Who is coming to your website?

The **Acquisition** tab: How are users getting to your website?

The **Behaviour** tab – What are users doing on your website?

The **Conversion** tab – What actions are users taking to complete set goals?

Audience Reports

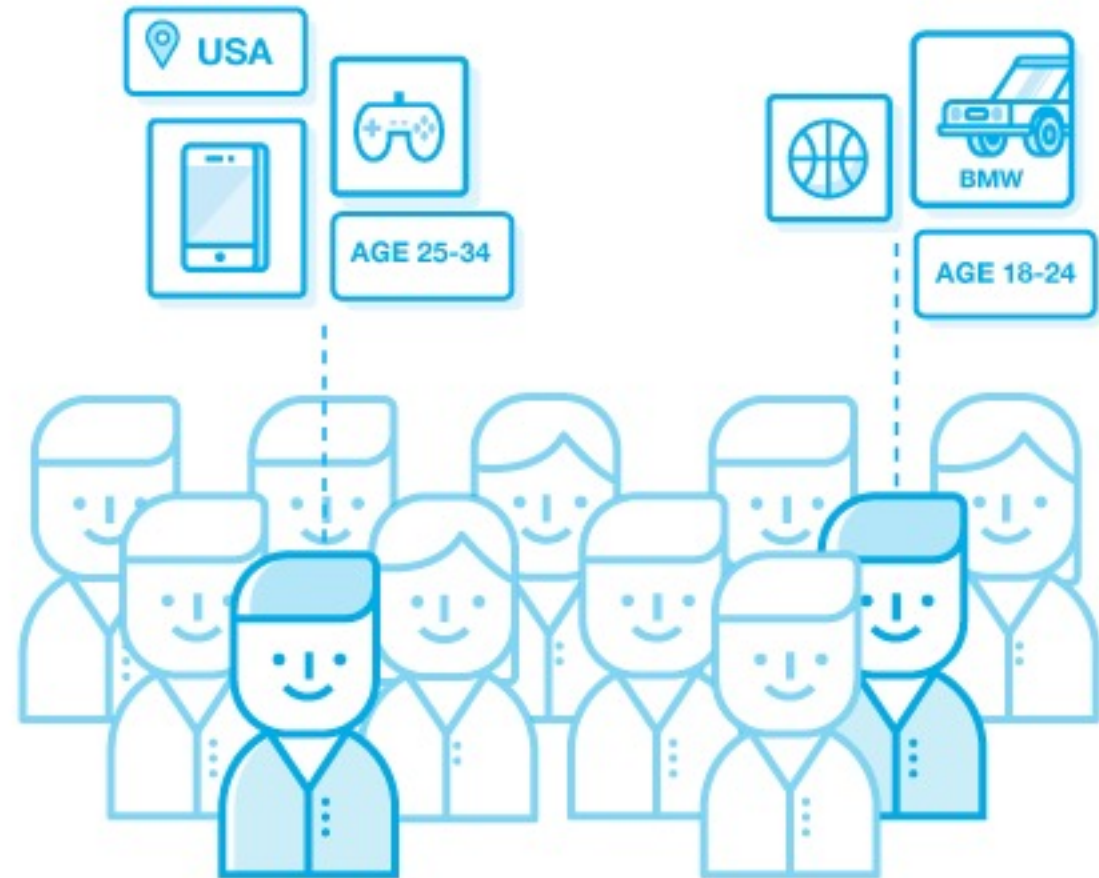
Who came to our website?

Where did they come from geographically?

Have they been here before?

How often do they come back?

What devices do they use?



Acquisition Reports

How did they get here?

What channels are driving the most traffic?

Which sites are sending traffic to your site?

Which campaigns are driving the most traffic?



Behaviour Reports

What did they look at?

Which pages?

Where did they enter and leave?

What did they search for?

What actions did they take?



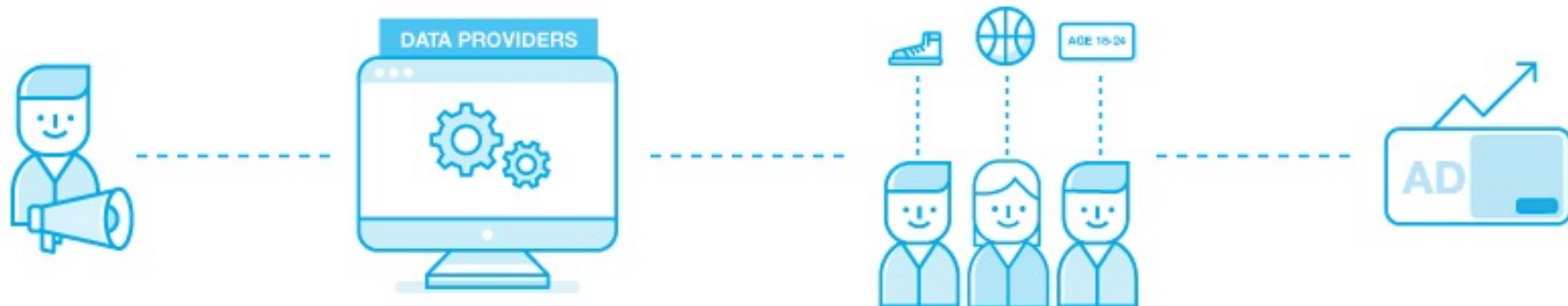
Conversion Reports

Were they successful?

Did they complete our goals?

Did they complete a transaction?

If not, where did they drop out?





DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Google Analytics Demo Account

Google Analytics Demo Account

You can use a demo account provided by Google to experiment and learn about Google Analytics

Click the links below to access the demo accounts provided by Google

[Universal Analytics property: Google Merchandise Store \(web data\)](#)

[Google Analytics 4 property: Google Merchandise Store \(web data\)](#)

[Google Analytics 4 property: Flood-It! \(app and web data\)](#)

Google Merchandise Store Demo

The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise. There are both Universal Analytics and Google Analytics 4 properties based on the ecommerce site. [Learn more about the differences between the property types.](#)

These two properties contain data in the account that is typical of what you would see for an ecommerce site,

Traffic source data

Information about where website users originate. This includes information about organic traffic, paid search traffic, and display traffic.

Content data

Information about the behavior of users on the site. This includes the URLs of pages that users look at, and how they interact with page content.

Transaction data

Information about the transactions that occur on the Google Merchandise Store website.



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Custom data reporting

Importing your own custom data

You can import and report on your data using standard reports or custom reports, depending on the type of data you've imported.

Import Type	Available Reports
Refund Data	Enhanced Ecommerce > Sales Performance* Custom
User Data	Custom
Campaign Data	Acquisition > All Traffic > Source/Medium Acquisition > Channels
Geographical Data	Audience > Geo > Location
Content Data	Custom
Product Data	Enhanced Ecommerce > Product Performance* Custom
Custom Data	Custom
Cost Data	Cost Analysis



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Tools and Resources

FREE and useful tools

Google Marketing Platform

<https://marketingplatform.google.com>

Google Analytics

<https://marketingplatform.google.com/about/analytics/>

Google Sheets add-on to import analytics data to spreadsheet

<https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on>

Pre-built dashboards, reports and segments to add to your analytics

<https://analytics.google.com/analytics/gallery/#landing/start/>

Google Demos and Tools (including URL builder etc)

<https://ga-dev-tools.web.app/>

Other useful tools

Lessons on digital technologies from Google

<https://web.dev/learn/>

Google Search Console (formerly Webmaster Tools)

<https://search.google.com/search-console/about>

Google Tag Manager

<https://marketingplatform.google.com/about/tag-manager/>

Keyword Planner (Google Ads)

<https://ads.google.com/aw/keywordplanner/>

Pagespeed Insights

<https://developers.google.com/speed/pagespeed/insights/>

Insights and Market Research

<https://www.thinkwithgoogle.com/>

Trend Analysis

<https://trends.google.com/trends/?geo=AU>



DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Thank you!