



dms4all

Digital Marketing Skills4All

Google Analytics



Quick recap

How were your **SEO** Sessions last week?

Give me one thing you took from last week.



What's on today

Today we are going to look at **Google Analytics**

Analytics is one of the massive range of tools and resources we use to help us manage our online business and digital marketing.



Learning objectives

By the end of this session you will be able to:

- Setup Analytics on our website
- Understand how to access and use the reports
- How to setup on other platforms



Do you use Analytics already?

Show of hands, who has a **Google Account**?

And who has **Google Business Account**?



Analytics lets you view pretty much every part of your website's traffic. Where it comes from, the route it takes, where people leave, how long they have been on there and more.



What is Google Analytics?

Google Analytics is a web based service provided by Google. It provides in-depth insights into website and app performance. We can track and analyse user behaviours, traffic sources, conversion rates and more. The data is presented in a user-friendly dashboard, helping us make informed decisions about our strategies and performance.

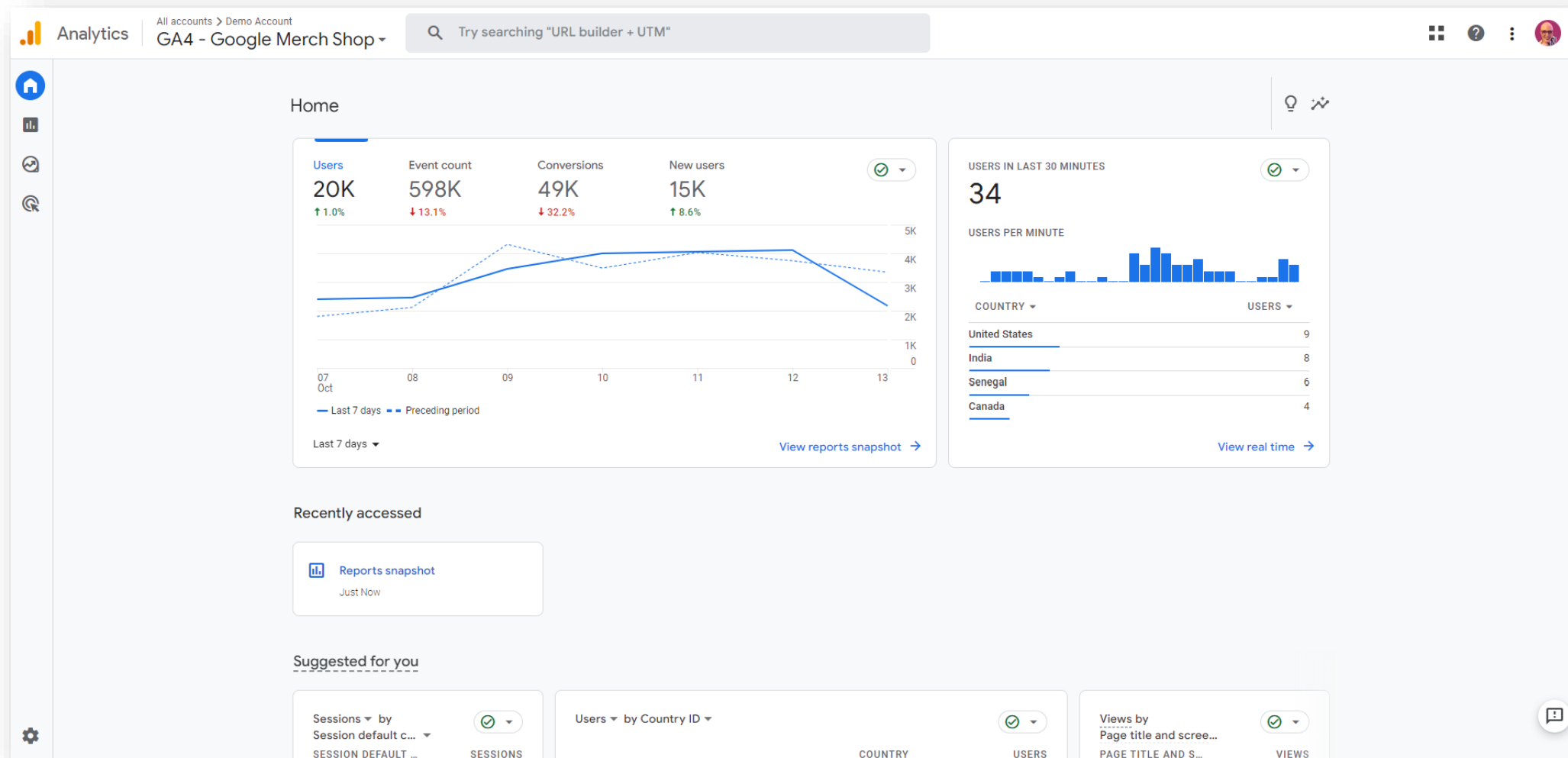


Why is it important?

- Data-Driven Insights
- Improved Accuracy
- Better Strategic Planning
- Identification of Opportunities
- Risk Management
- Cost Efficiency
- Customer Insights
- Personalisation
- Competitive advantage
- Performance evaluation
- Resource optimisation
- Informed Public Policy
- Continuous Improvement (and profit!)



What does it look like?



Demo Data

Demo Time

This is the data from the Official Google Merch store
(<https://shop.googlemerchandisestore.com/>)

<https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502>



Workbooks out!

Let's look at the data!

<https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502>

Answer the questions in
the Workbook

20 minute Activity



Quick Quiz



Google Analytics

- A Only works for large businesses*
- B Tracks Usernames and IP addresses*
- C Shows where traffic comes from*





Any Questions?

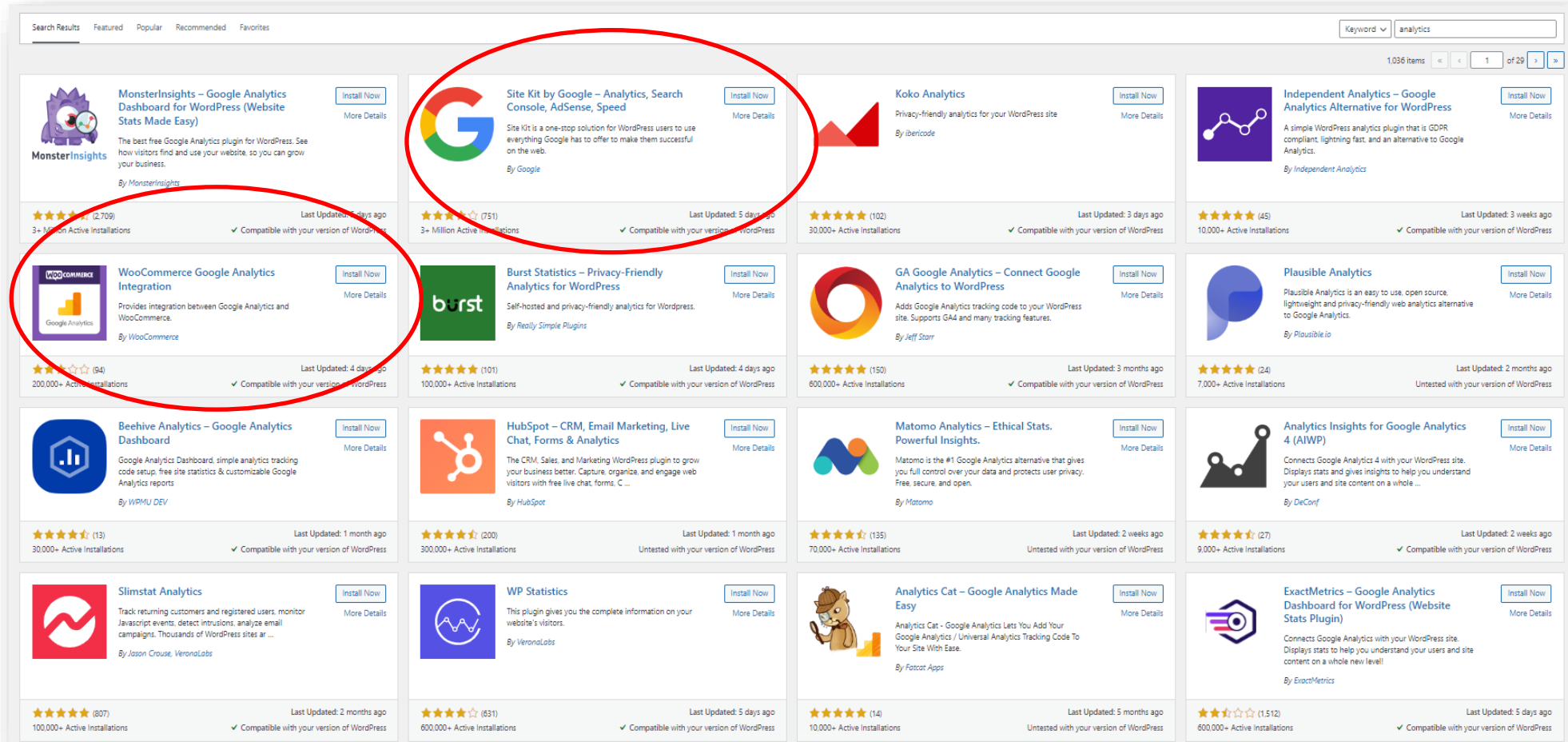
GA4 over UA

Google shutdown **Universal Analytics (UA)** in July 2023, and replaced it with **Google Analytics 4 (GA4)** which is Google's next-generation measurement solution.

Universal Analytics no longer collects data but data will remain accessible for at least 6 months (end of 2023).



Analytics Plugins



Search Results Featured Popular Recommended Favorites

Keyword analytics 1,036 items 1 of 29

Plugin Name	Developer	Active Installations	Rating	Last Updated	Compatibility
MonsterInsights – Google Analytics Dashboard for WordPress (Website Stats Made Easy)	MonsterInsights	3+ Million	4.7 (2,709)	5 days ago	Compatible
Site Kit by Google – Analytics, Search Console, AdSense, Speed	Google	3+ Million	4.5 (751)	5 days ago	Compatible
Koko Analytics	ibericode	30,000+	4.5 (102)	3 days ago	Compatible
Independent Analytics – Google Analytics Alternative for WordPress	Independent Analytics	10,000+	4.5 (45)	3 weeks ago	Compatible
WooCommerce Google Analytics Integration	WooCommerce	200,000+	4.5 (94)	4 days ago	Compatible
Burst Statistics – Privacy-Friendly Analytics for WordPress	Really Simple Plugins	100,000+	4.5 (101)	4 days ago	Compatible
GA Google Analytics – Connect Google Analytics to WordPress	Jeff Starr	600,000+	4.5 (150)	3 months ago	Compatible
Plausible Analytics	Plausible.io	7,000+	4.5 (24)	2 months ago	Untested
Beehive Analytics – Google Analytics Dashboard	WPMU DEV	30,000+	4.5 (13)	1 month ago	Compatible
HubSpot – CRM, Email Marketing, Live Chat, Forms & Analytics	HubSpot	300,000+	4.5 (200)	1 month ago	Untested
Matomo Analytics – Ethical Stats. Powerful Insights.	Matomo	70,000+	4.5 (135)	2 weeks ago	Untested
Analytics Insights for Google Analytics 4 (AIWP)	DeConf	9,000+	4.5 (27)	2 weeks ago	Compatible
Slimstat Analytics	Jason Crouse, VeronoLabs	100,000+	4.5 (807)	2 months ago	Compatible
WP Statistics	VeronoLabs	600,000+	4.5 (631)	5 days ago	Compatible
Analytics Cat – Google Analytics Made Easy	Fotocat Apps	10,000+	4.5 (14)	5 months ago	Untested
ExactMetrics – Google Analytics Dashboard for WordPress (Website Stats Plugin)	ExactMetrics	600,000+	4.5 (1,512)	5 days ago	Compatible



Analytics on WordPress

There are multiple analytics tools

Site Kit creates the Analytics Property during setup



Site Kit

Demo Time

Installing the Site Kit plugin





Have Google verify site ownership

To verify that you own [CacTus King – Prickly Perfection](#), Google adds a verification token to your site's HTML code.

Verify

Cancel



Set up Search Console

To see how people find your site on Google Search, have Google add [CacTus King – Prickly Perfection](#) to Search Console for you and connect it to Site Kit.

Set up

Cancel



Site Kit

Site Kit

URL Search

Last 28 days



Not enough traffic yet to display stats

Site Kit will start showing stats on the dashboard as soon as enough people have visited your site. Keep working on your site to attract more visitors. [Learn more](#)

Remind me later

Traffic

Content

Speed

Monetization

Find out how your audience is growing

Track your site's traffic over time

Search traffic over the last 28 days

Total Impressions

0

Total Clicks

0

See how many people visit your site from Search and track how you're achieving your goals.

Set up Google Analytics

Unique visitors from Search



Goals complete



Sign in with Google

Site Kit wants additional access to your Google Account

hello@lesleywalsh.co.uk

Select what Site Kit can access

Select all

See and download your Google Analytics data. [Learn more](#)

View your Google Tag Manager container and its subcomponents. [Learn more](#)

Site Kit already has some access

See the [5 services](#) that Site Kit has some access to.

Make sure you trust Site Kit

You may be sharing sensitive info with this site or app. You can always see or remove access in your [Google Account](#).

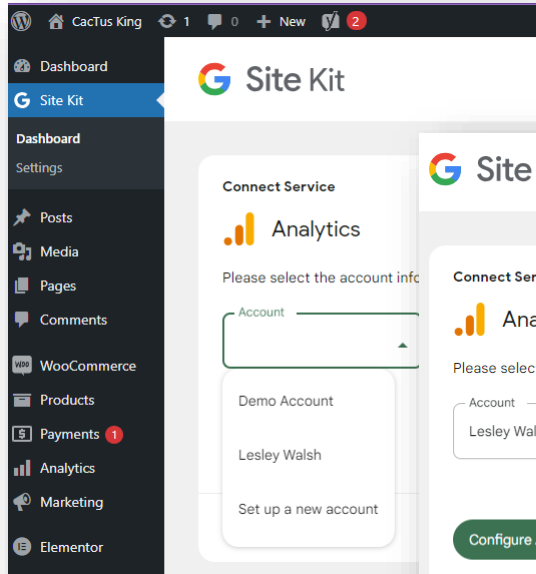
Learn how Google helps you [share data safely](#).

See Site Kit's [Privacy Policy](#) and [Terms of Service](#).

Cancel

Continue

Site Kit



Site Kit

Connect Service

Analytics

Please select the account information below.

Account

Demo Account

Lesley Walsh

Set up a new account

Site Kit

Connect Service

Analytics

Please select the account information below. You can change this later in your settings.

Account: Lesley Walsh

Property: Set up a new property

Web Data Stream: Set up a new web data stream

Configure Analytics

Cancel

Additional Permissions Required

You'll need to grant Site Kit permission to create a new Analytics 4 property on your behalf.

Proceed

Site Kit

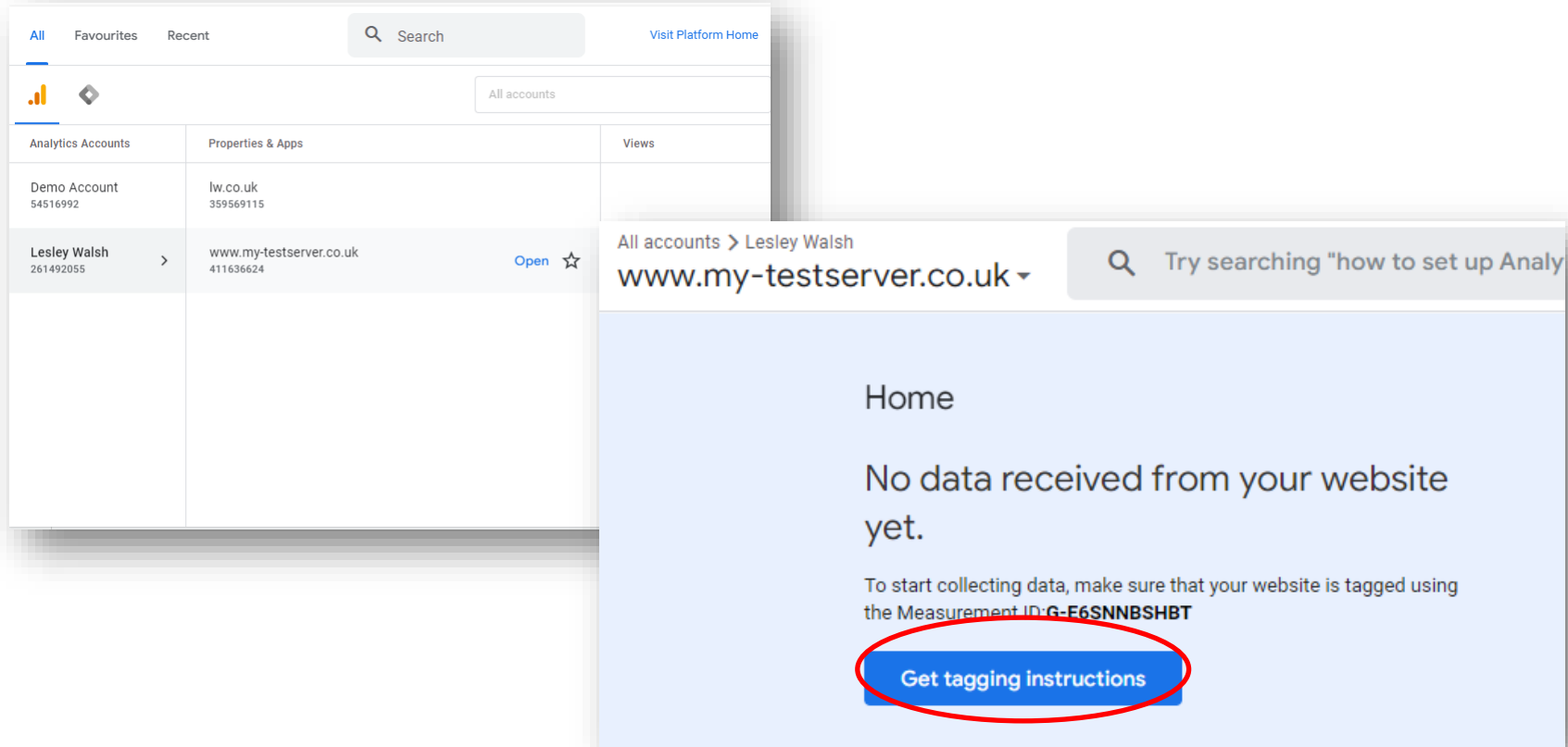
Congrats on completing the setup for Analytics!

Connect more services to see more stats. [Go to Settings](#)

OK, Got it!



Site Kit



The image shows a screenshot of the Google Analytics Site Kit interface. On the left, there is a table with columns for 'Analytics Accounts', 'Properties & Apps', and 'Views'. The table contains two rows: 'Demo Account' and 'Lesley Walsh'. The 'Lesley Walsh' row is selected, and a search bar above it contains 'www.my-testserver.co.uk'. On the right, a larger window displays the 'Home' page of the Site Kit dashboard. It shows a message: 'No data received from your website yet.' Below this message, it says: 'To start collecting data, make sure that your website is tagged using the Measurement ID: **G-F6SNNBSHBT**'. A blue button labeled 'Get tagging instructions' is circled in red.

Analytics Accounts	Properties & Apps	Views
Demo Account 54516992	lw.co.uk 359569115	
Lesley Walsh 261492055	www.my-testserver.co.uk 411636624	

All accounts > Lesley Walsh
www.my-testserver.co.uk

Home


No data received from your website yet.


To start collecting data, make sure that your website is tagged using the Measurement ID: **G-F6SNNBSHBT**


[Get tagging instructions](#)














× Web stream details

 Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly. [View tag instructions](#)

Stream details 

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
www.my-testserver.co.uk	https://www.my-testserver.co.uk/demo	6282613512	G-E6SNNBSHBT 

Events

-  **Enhanced measurement** 
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)
Measuring:  Page views
-  **Modify events** 
Modify incoming events and parameters. [Learn more](#)
-  **Create custom events** 
Create new events from existing events. [Learn more](#)
-  **Measurement Protocol API secrets** 
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)
-  **Redact data** 
Prevent specific data from being sent to Google Analytics. [Learn more](#) Email active URL query parameter keys inactive



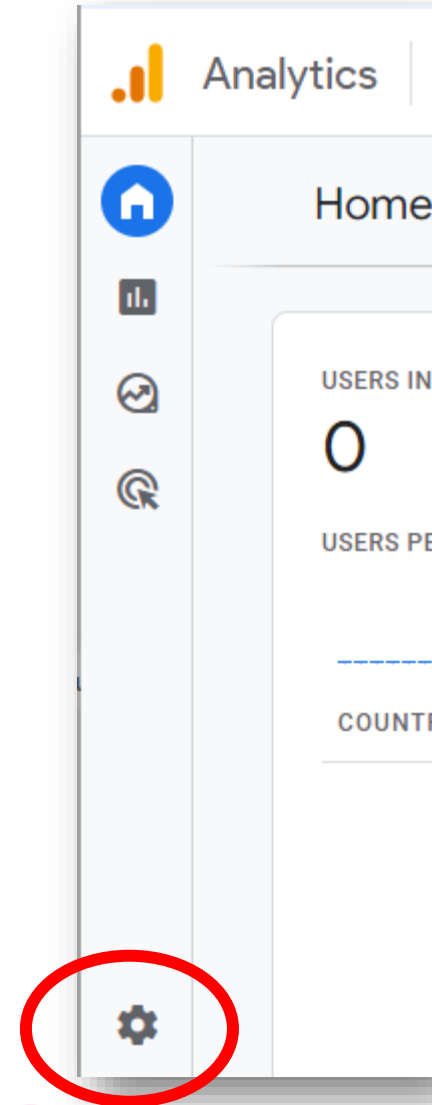
Add a GA4 Property

Site Kit creates the property, but often we create the property manually from within Google Analytics



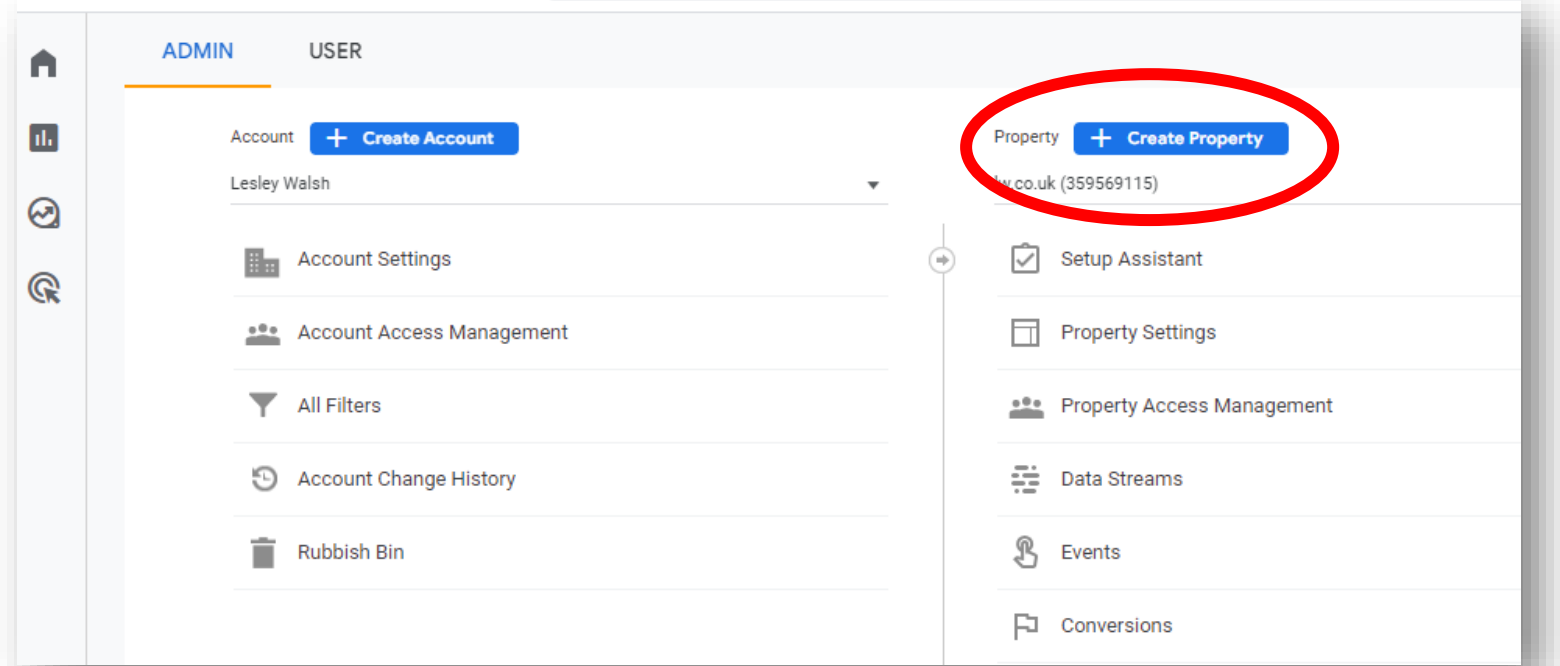
Add a GA4 Property

In Google Analytics click on the Admin cog



Add a GA4 Property

Create a Property



Add a GA4 Property

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Reporting time zone 

United Kingdom  (GMT+00:00) GMT 

Currency

British Pound (£) 

You can edit these property details later in Admin

[Show advanced options](#)

1,998 more properties can be created on this account.

Next

Describe your business

Help us better understand your business by answering the following.

Business details

Industry category (Required)

Pets & Animals 

Business size (Required)

- Small** – 1 to 10 employees
- Medium** – 11 to 100 employees
- Large** – 101 to 500 employees
- Very Large** - 501+ employees

Back

Next



Add a GA4 Property

Choose your business objectives

For reports that are personalised to your business, select the topics most important to you.



Generate leads

Analyse visitor metrics and attract new customers



Drive online sales

Analyse purchase behaviour and get more sales



Raise brand awareness

Spread the word about your business



Examine user behaviour

Learn how people use your site or app



Get baseline reports

Multiple types of reports (this option can't be combined with other options)



Back

Create

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform



Web



Android app



iOS app

Skip for now

Add a GA4 Property

Set up your web stream

Website URL Stream name

Enhanced measurement


Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)


Measuring: Page views Scrolls Outbound clicks + 4 more




Add a GA4 Property


× Web stream details

 Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly. [View tag instructions](#)





Stream details 


STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID 
Happy Dog	https://www.happydog.co.uk	6283992784	G-SSMGVTQ0Z3


Events


 **Enhanced measurement**


Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks [+ 4 more](#) 


 **Modify events** [Learn more](#) >

 **Create custom events** [Learn more](#) >

 **Measurement Protocol API secrets** [Learn more](#) >

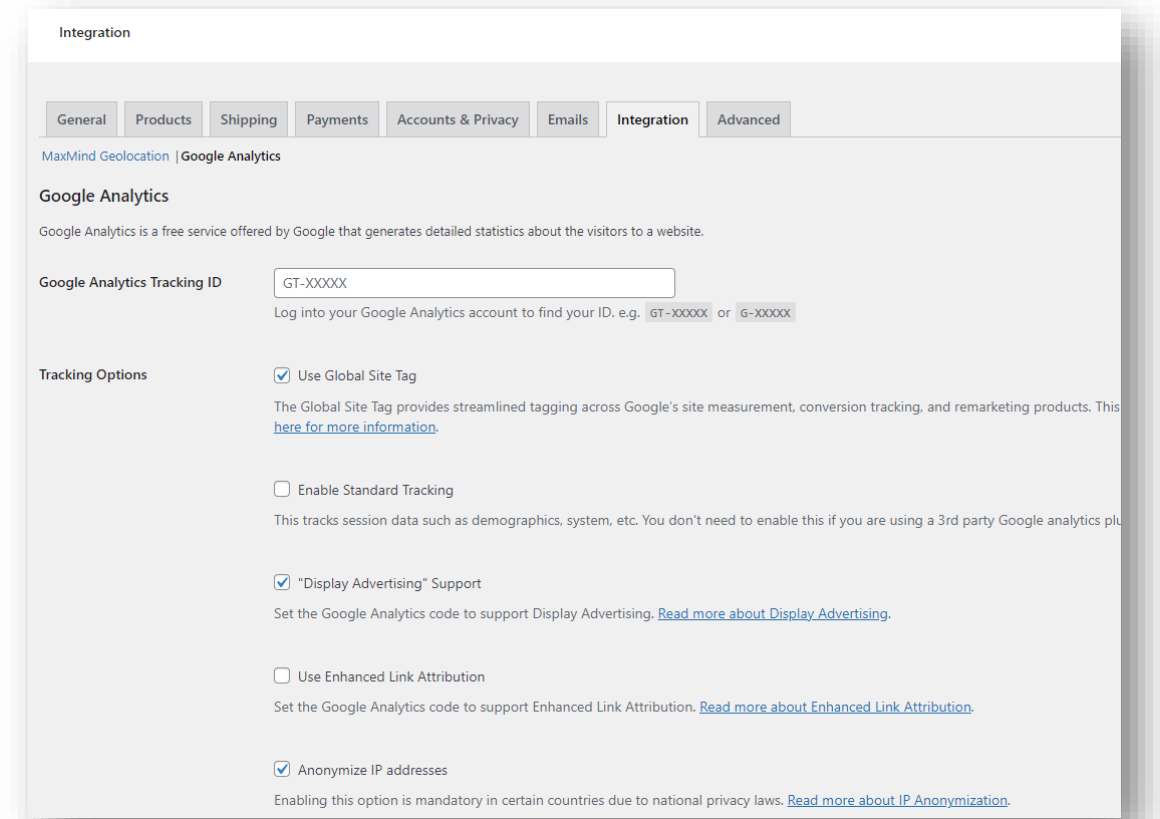
 **Redact data** [Learn more](#) Email active URL query parameter keys inactive >

Google tag

 **Configure tag settings** [Learn more](#) >

WooCommerce Integration

If you are have
WooCommerce you can
install the integration and
add the code here

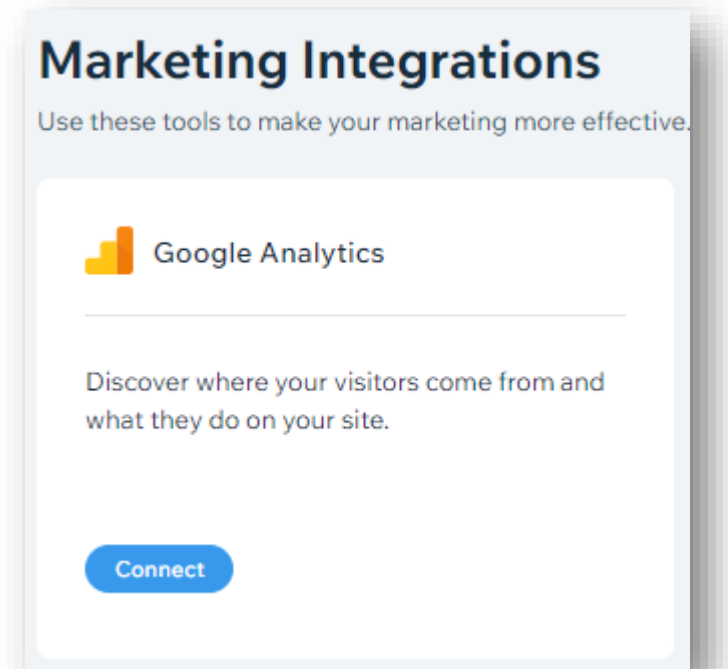


The screenshot shows the 'Integration' settings page in WooCommerce. The 'Integration' tab is selected, and the 'Google Analytics' section is expanded. The 'Google Analytics Tracking ID' field contains 'GT-XXXXX'. Below this, there are several tracking options with checkboxes:

- Use Global Site Tag
The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products. [Read more about Global Site Tag.](#)
- Enable Standard Tracking
This tracks session data such as demographics, system, etc. You don't need to enable this if you are using a 3rd party Google analytics plu
- "Display Advertising" Support
Set the Google Analytics code to support Display Advertising. [Read more about Display Advertising.](#)
- Use Enhanced Link Attribution
Set the Google Analytics code to support Enhanced Link Attribution. [Read more about Enhanced Link Attribution.](#)
- Anonymize IP addresses
Enabling this option is mandatory in certain countries due to national privacy laws. [Read more about IP Anonymization.](#)

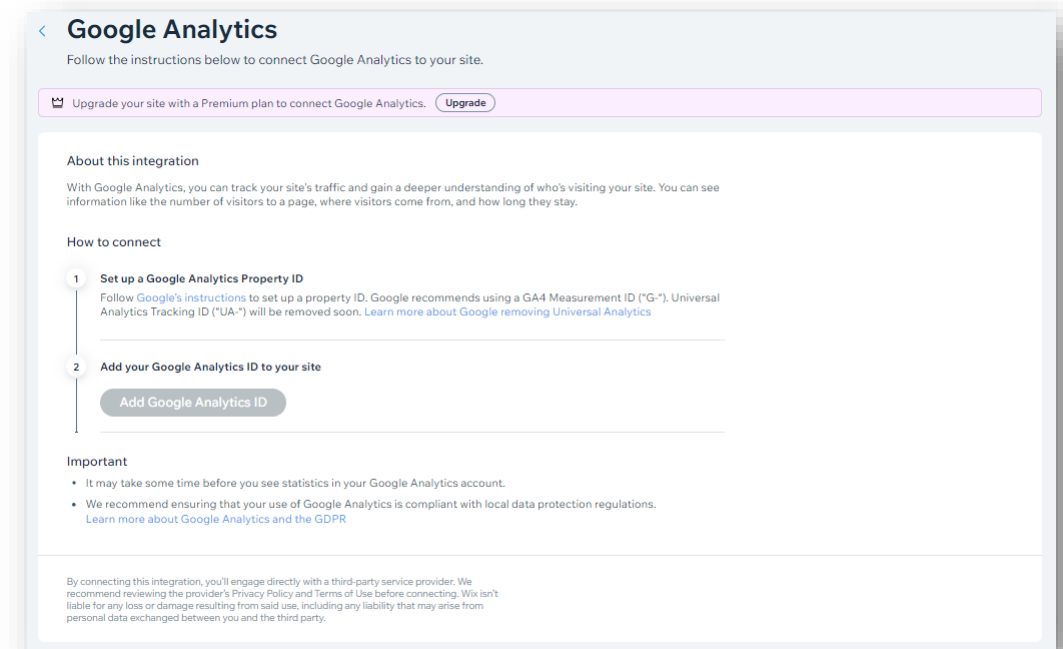
Other platforms - Wix

- On the site dashboard go to Marketing & SEO and select Marketing Integrations
- Under Google Analytics click Connect



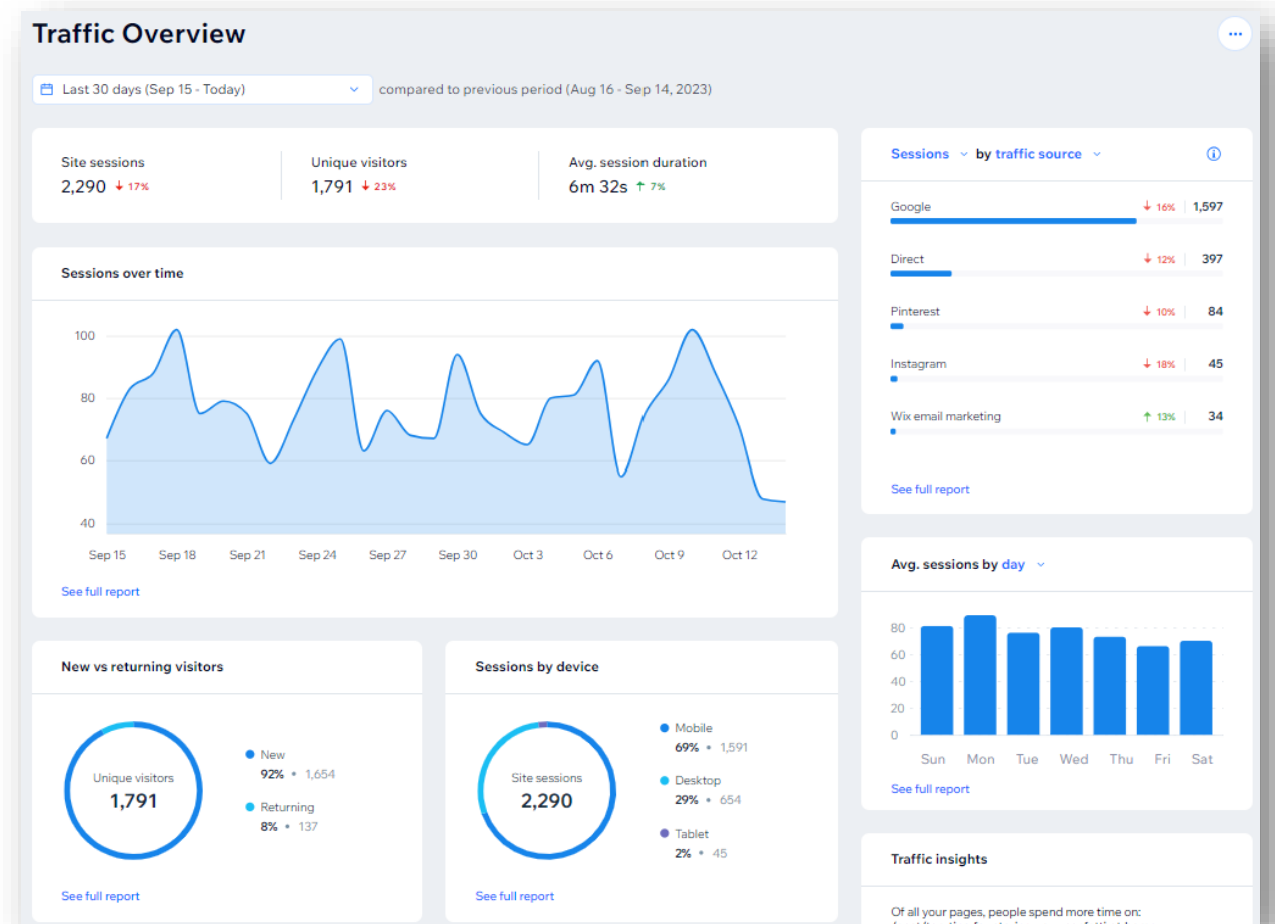
Other platforms - Wix

- You need to be on a paid version as you need your own domain
- You need to manually create your property in Google Analytics



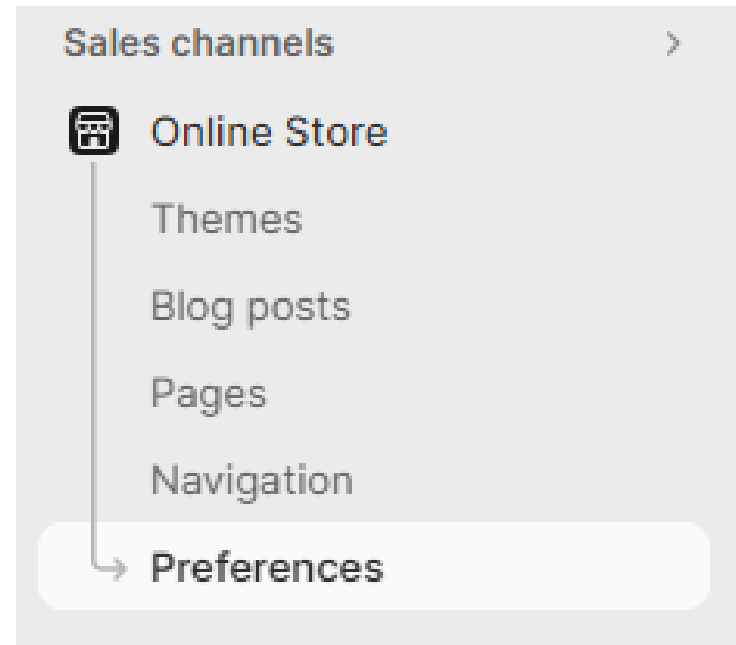
Other platforms - Wix

- Analytics & Reports are now available using Google Data
- Also in Google Analytics



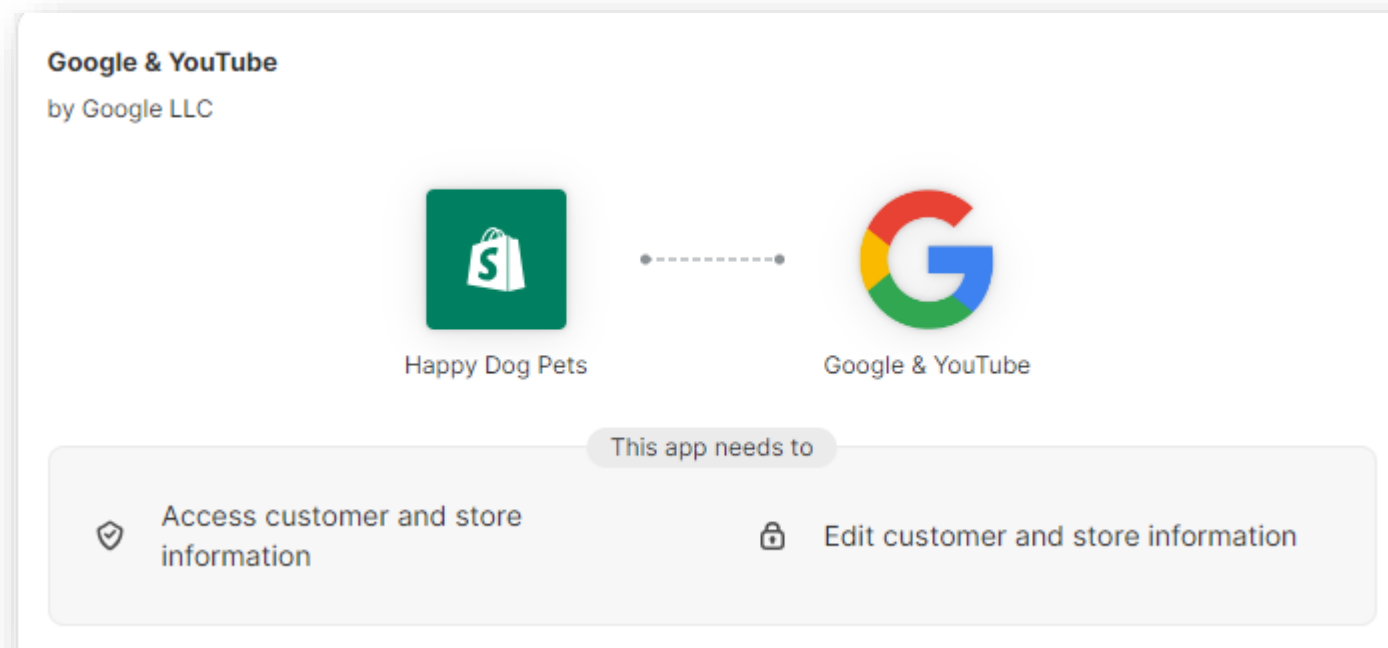
Other platforms - Shopify

- Online Store
 - > Preferences




Other platforms - Shopify

Search the App Store for Google & YouTube




Other platforms - Shopify

Connect your Google Account


 No account connected Connect

Shopify uses this account to manage Google Analytics.






Sign in with Google



Google Channel by Shopify wants to access your Google Account

 hello@lesleywalsh.co.uk

This will allow **Google Channel by Shopify** to:

-  Link to your YouTube channel, and add, remove and edit the apps own info on your YouTube channel i
-  View your YouTube account i
-  See and download your Google Analytics data i
-  See, edit, create and delete your Google Ads accounts and data. i
-  Manage your product listings and accounts for Google Shopping i

Make sure that you trust Google Channel by Shopify

You may be sharing sensitive info with this site or app. You can always see or remove access in your [Google Account](#).

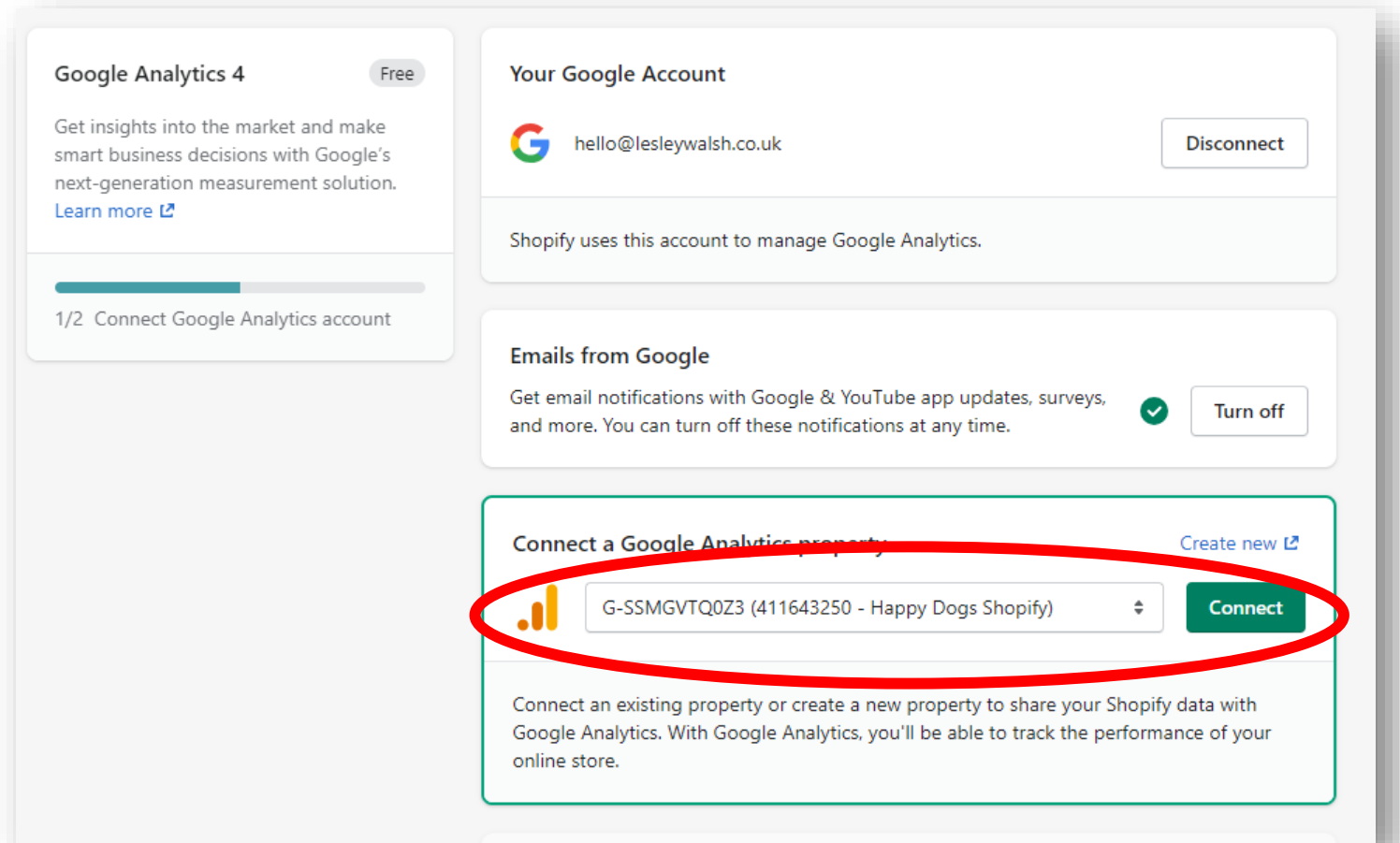
Learn how Google helps you [share data safely](#).

See Google Channel by Shopify's [privacy policy](#) and [Terms of Service](#).

Cancel Allow

Other platforms - Shopify

Choose the correct property and connect, or click create new




Google Analytics 4 Free

Get insights into the market and make smart business decisions with Google's next-generation measurement solution. [Learn more](#)

1/2 Connect Google Analytics account

Your Google Account


 hello@lesleywalsh.co.uk Disconnect

Shopify uses this account to manage Google Analytics.

Emails from Google

Get email notifications with Google & YouTube app updates, surveys, and more. You can turn off these notifications at any time. Turn off

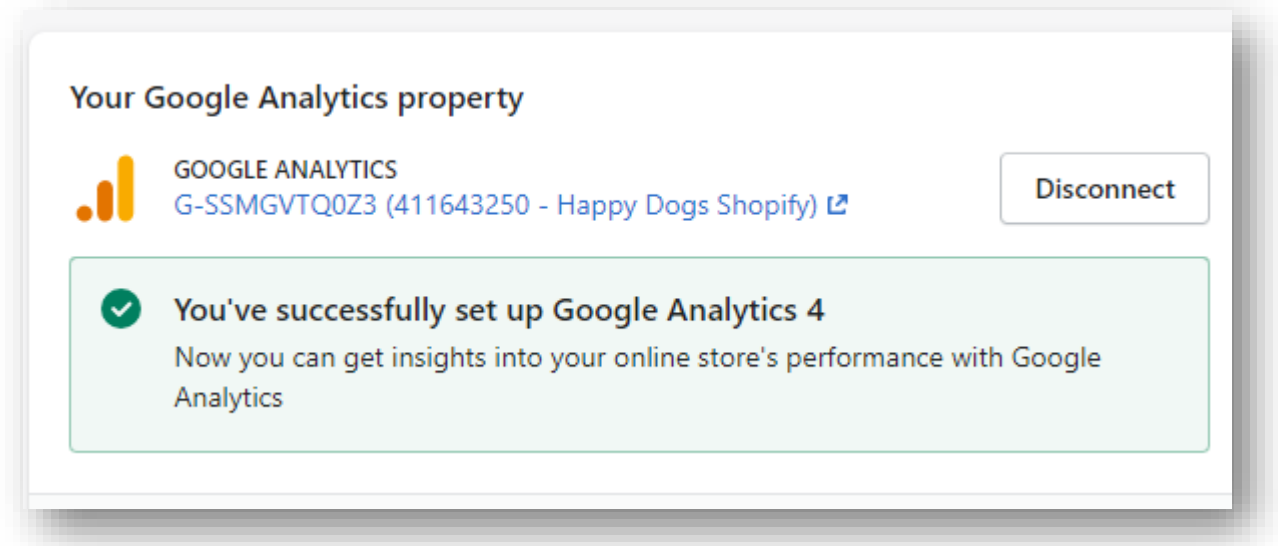
Connect a Google Analytics property Create new

 G-SSMGVTQ0Z3 (411643250 - Happy Dogs Shopify) Connect


Connect an existing property or create a new property to share your Shopify data with Google Analytics. With Google Analytics, you'll be able to track the performance of your online store.


Other platforms - Shopify

Congratulations!



Your Google Analytics property

 **GOOGLE ANALYTICS**
G-SSMGVTQ0Z3 (411643250 - Happy Dogs Shopify) [↗](#) Disconnect

 **You've successfully set up Google Analytics 4**
Now you can get insights into your online store's performance with Google Analytics




Other platforms - Shopify

Property creation ✓ Business details ✓ Business objectives ✓ Data collection 4

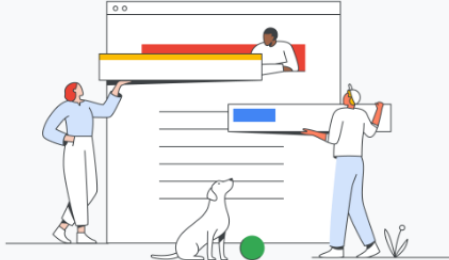
Start collecting data

Data collection may take up to 48 hours to get started. [Learn more](#)

All iOS Android Web

 Happy Dog https://www.happydog.co.uk	6283992784	No data received in past 48 hours.
---	------------	------------------------------------

[Next](#)



Data collection is pending

You successfully created a property. It may take up to 48 hours before your property starts collecting data. [Learn more](#)

Your reports will focus on how your business **examines user behaviour, raises brand awareness, drives online sales and generates leads.**

[Learn top GA4 tasks](#)
[Download the Android mobile app](#)
[Download the iOS mobile app](#)

[Continue to Home](#)



Workbooks out!

Create a property!

Get yourself a GA4 tag by adding a property in analytics for your domain

<https://my-testserver.co.uk/yourname>

20 minute Activity



Quick Quiz



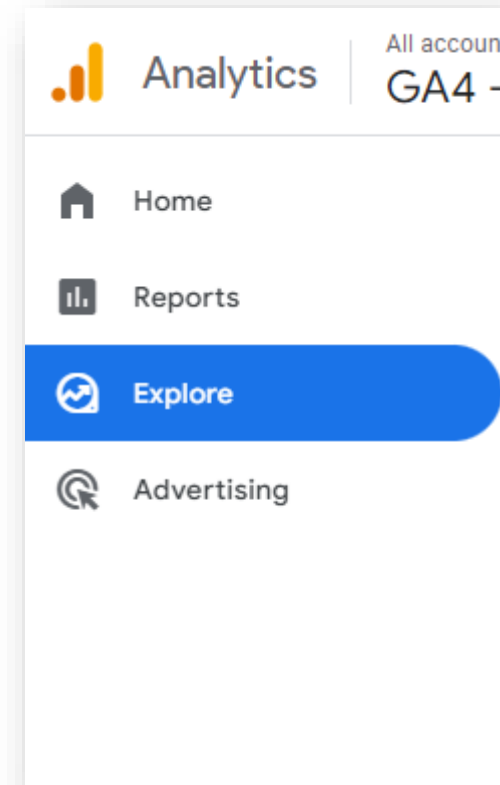
Since July 2023 Analytics type are

- A** *Universal Analytics*
- B** *Google Analytics 4*
- C** *Both*



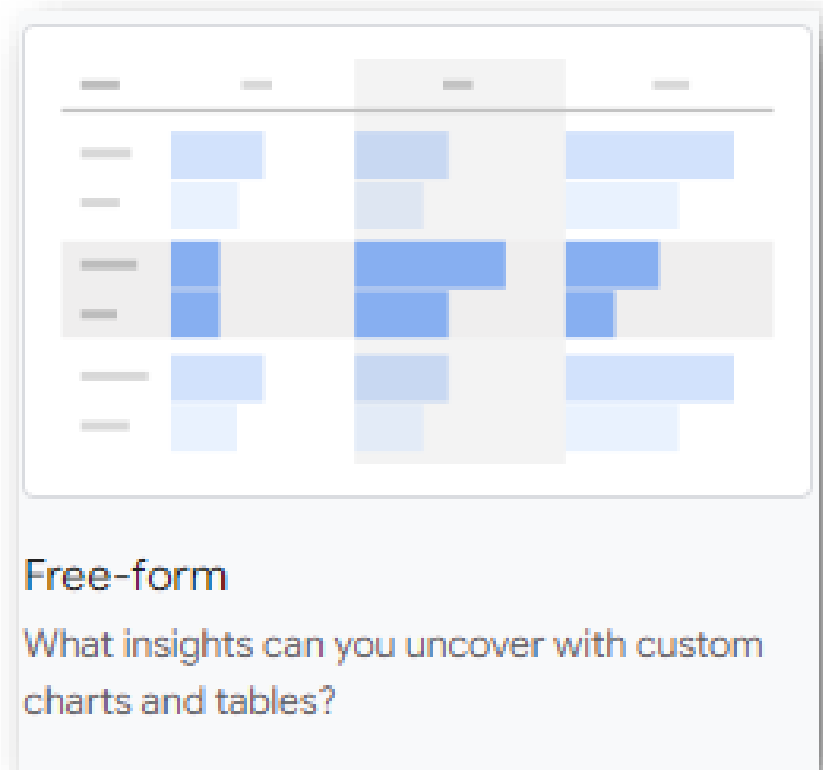
Using Google Analytics?

Lets go back to the Google
Merch Shop Data and Explore

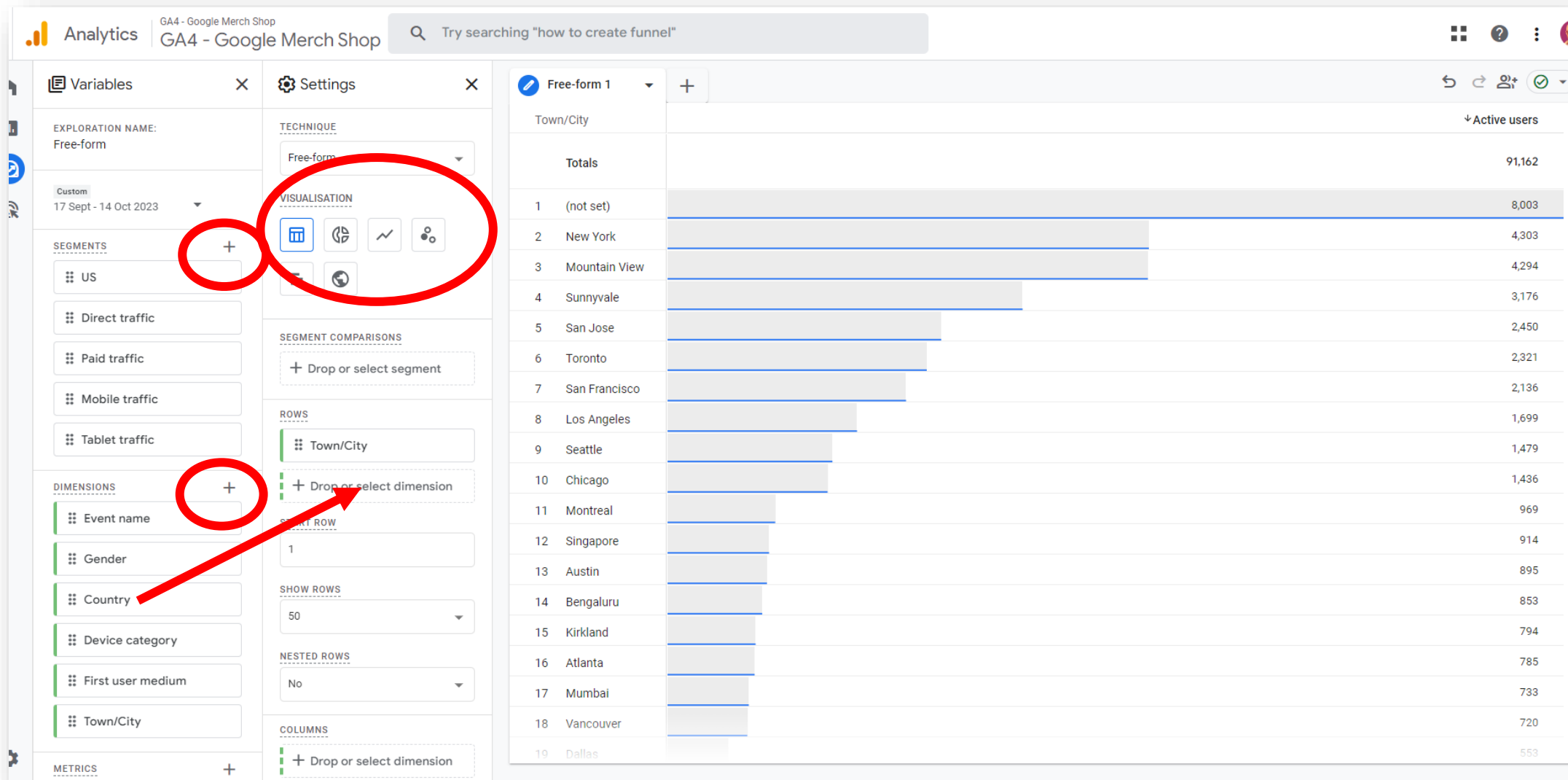


Using Google Analytics?

At the Top of the screen select Free Form and chose how you want to display the data



Using Google Analytics?



Linking Google Ads

To make the most out of your Google Ads, make sure you link your Google Analytics property to your Google Ads Account(s).

When you link to your Google Ads, your advertising section reports contain detailed Google Ads Campaign Data.



Workbooks out!

Create a Free Form Report!

Access the Google Merch Shop Data and try some different options.

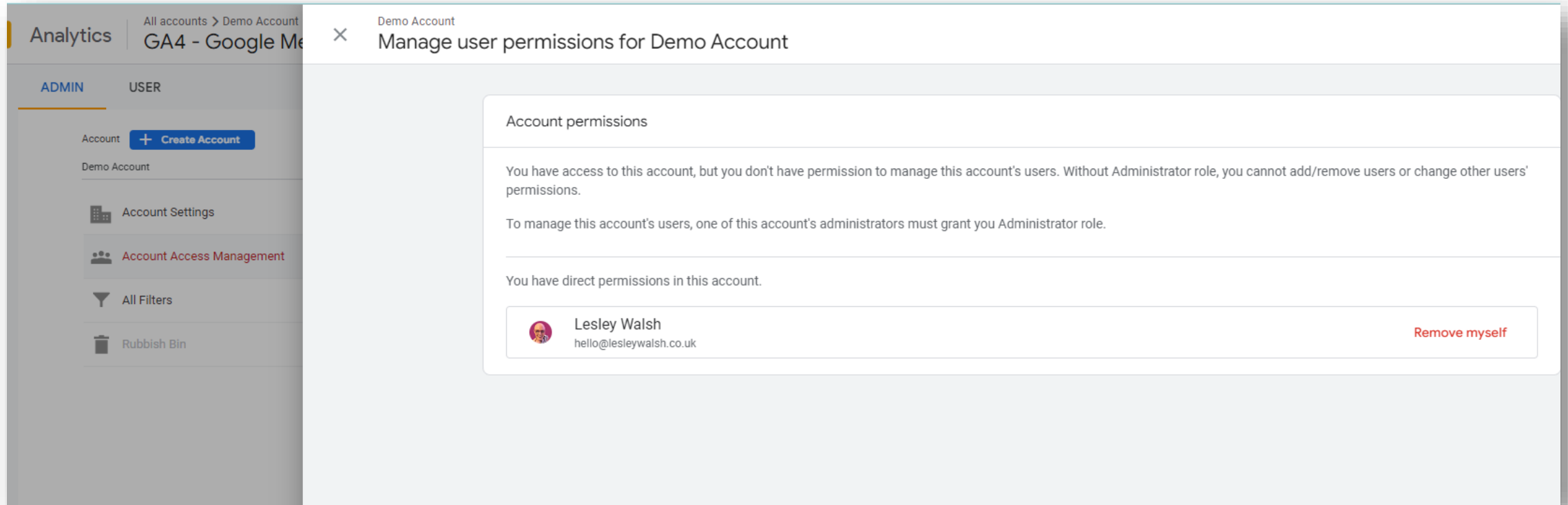
20 minute Activity



Remove Access to Demo Account

1. Sign in to Google Analytics.
2. Click Admin.
3. In the ACCOUNT menu, select Demo Account.
4. In the ACCOUNT column, click Account Access Management.
5. Click REMOVE MYSELF.

Remove Access to Demo Account




The screenshot shows a web interface for managing user permissions in a Demo Account. The main heading is "Manage user permissions for Demo Account".

Account permissions

You have access to this account, but you don't have permission to manage this account's users. Without Administrator role, you cannot add/remove users or change other users' permissions.

To manage this account's users, one of this account's administrators must grant you Administrator role.

You have direct permissions in this account.

 Lesley Walsh hello@lesleywalsh.co.uk	Remove myself
--	-------------------------------





Any Questions?

Final thoughts

Any comments on today?
What one thing do you feel you have
taken from or improved upon from
today?



Don't forget

Make sure you **submit your workbooks**, once you do you will get a copy to your email.

That email will have the links to download today's slides and notes.

Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

