



dms4all

Digital Marketing Skills4All

Track & Trace

Quick recap

How did you find your **e-commerce** sessions last week?

Give me one thing you took from your last session



Today's to-do list

Today we are going to look at **Google Search Console**
and **Google Analytics**

We are going to look at how people search for us, and
the tools we can use to help our SEO.



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
- Connect your website to Google Search Console
- Submit site maps
- Understand the tools you can use to test pages



Show of hands

Show of hands, who has used **Google Analytics?** Who has used **Search Console?**

And who has a **Google Business account?**



What is Google Search Console

Search Console is an essential tool provided by Google to help website owners monitor, maintain and optimise their websites for search engines.

We know SEO is crucial for driving organic traffic and achieving higher visibility in search engines.

more visitors = more traffic = more conversion



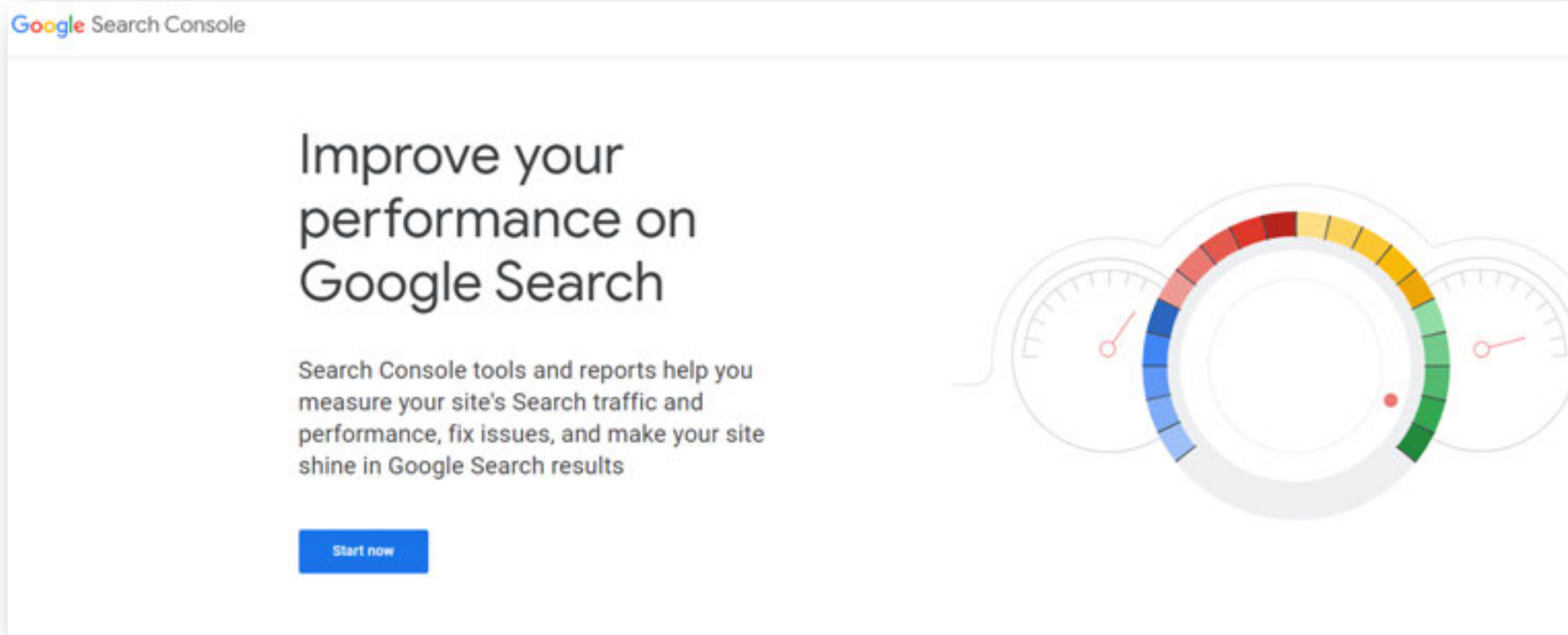
About Search Console

Search Console offers tools and reports for the following actions:

- Confirm that Google can find and crawl your site.
- Fix indexing problems and request re-indexing of new or updated content.
- View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
- Receive alerts when Google encounters indexing, spam, or other issues on your site.
- Show you which sites link to your website.



Getting Started




Google Search Console

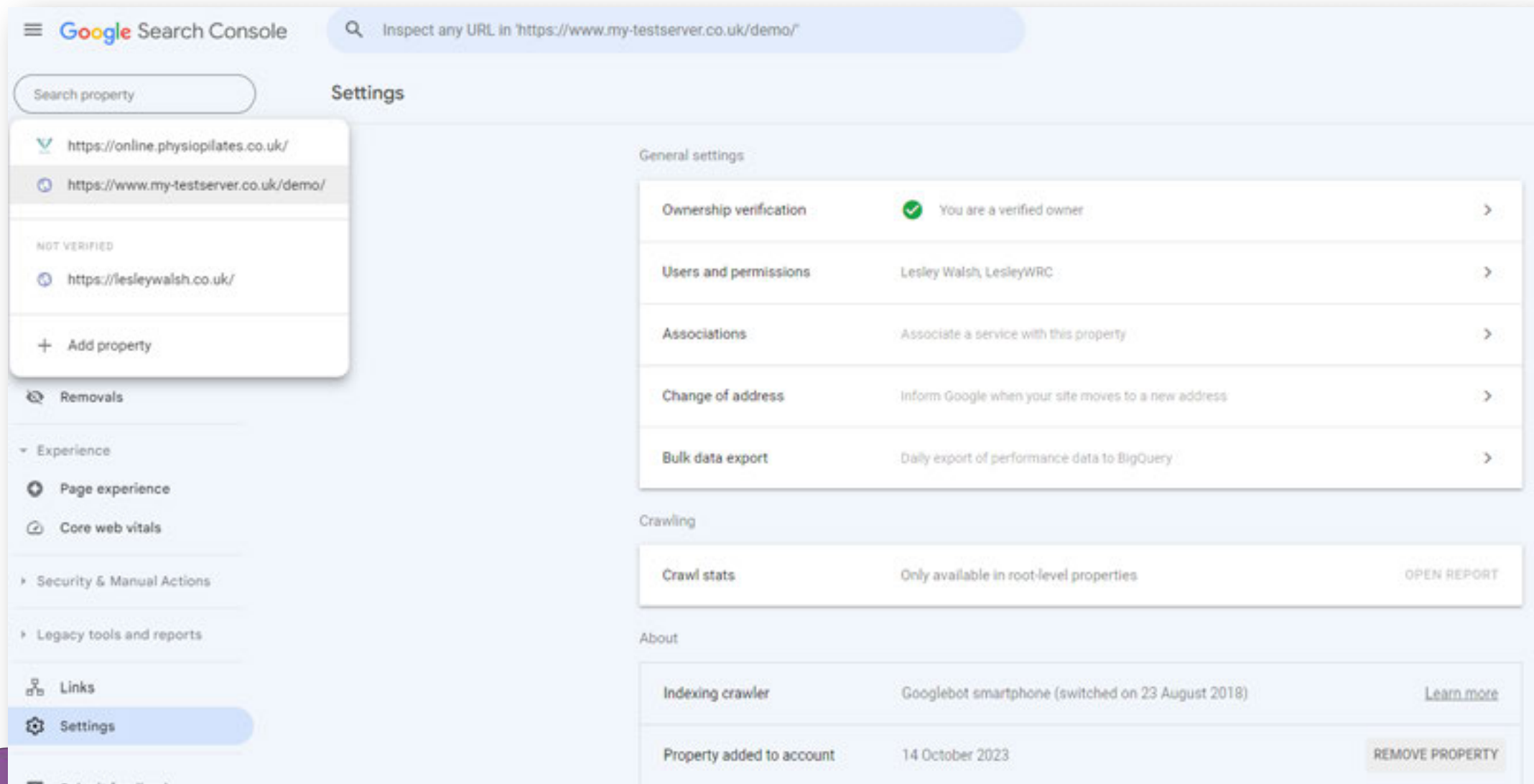
Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

[Start now](#)



Adding your Property



The screenshot shows the Google Search Console interface. At the top, there is a search bar with the text "Inspect any URL in 'https://www.my-testserver.co.uk/demo/'". Below this is a "Search property" input field. A dropdown menu is open, showing a list of properties. The first two are verified: "https://online.physioPilates.co.uk/" and "https://www.my-testserver.co.uk/demo/". Below these are "NOT VERIFIED" properties, including "https://lesleywalsh.co.uk/". At the bottom of the dropdown is a "+ Add property" button. The main content area is titled "Settings" and is divided into three sections: "General settings", "Crawling", and "About".

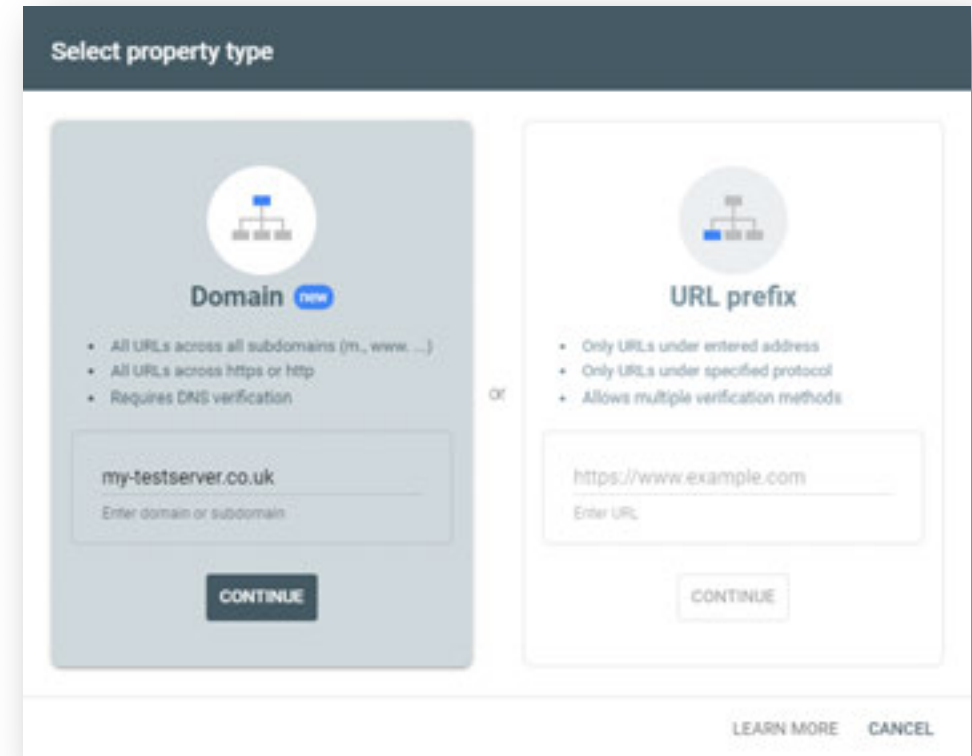
General settings		
Ownership verification	✓ You are a verified owner	>
Users and permissions	Lesley Walsh, LesleyWRC	>
Associations	Associate a service with this property	>
Change of address	Inform Google when your site moves to a new address	>
Bulk data export	Daily export of performance data to BigQuery	>

Crawling		
Crawl stats	Only available in root-level properties	OPEN REPORT

About		
Indexing crawler	Googlebot smartphone (switched on 23 August 2018)	Learn more
Property added to account	14 October 2023	REMOVE PROPERTY

Adding your Property

Using **Domain** to add your property is the best option, but you can't use a path, which we are using in our test servers, so we need to add **URL Prefix**



Select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

my-testserver.co.uk
Enter domain or subdomain

CONTINUE

or

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE

[LEARN MORE](#) [CANCEL](#)

Adding your Property

A Domain property covers all URLs and Subdomains.

- example.website.com

URL Prefix only covers the exact URL so we might need to add all these

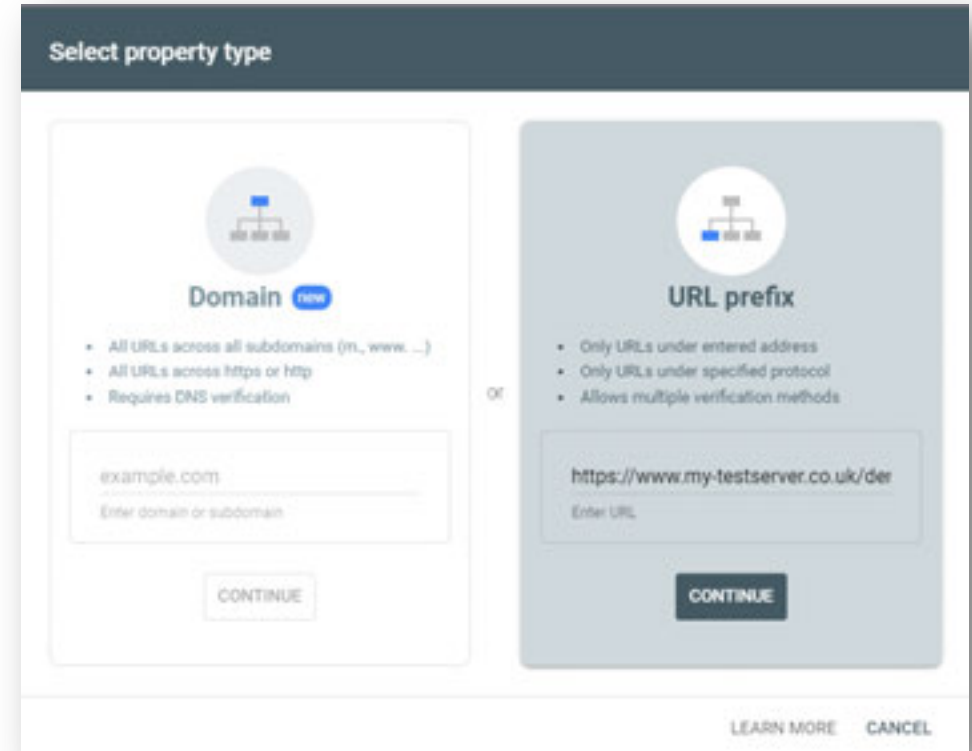
- <https://www.examplewebsite.com>
- <http://www.examplewebsite.com>
- <http://examplewebsite.com>
- <https://examplewebsite.com>



Verify website ownership

So for this example we will use the URL Prefix option

`https://www.my-testserver.co.uk/name/`



Select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

CONTINUE

OR

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.my-testserver.co.uk/der
Enter URL

CONTINUE

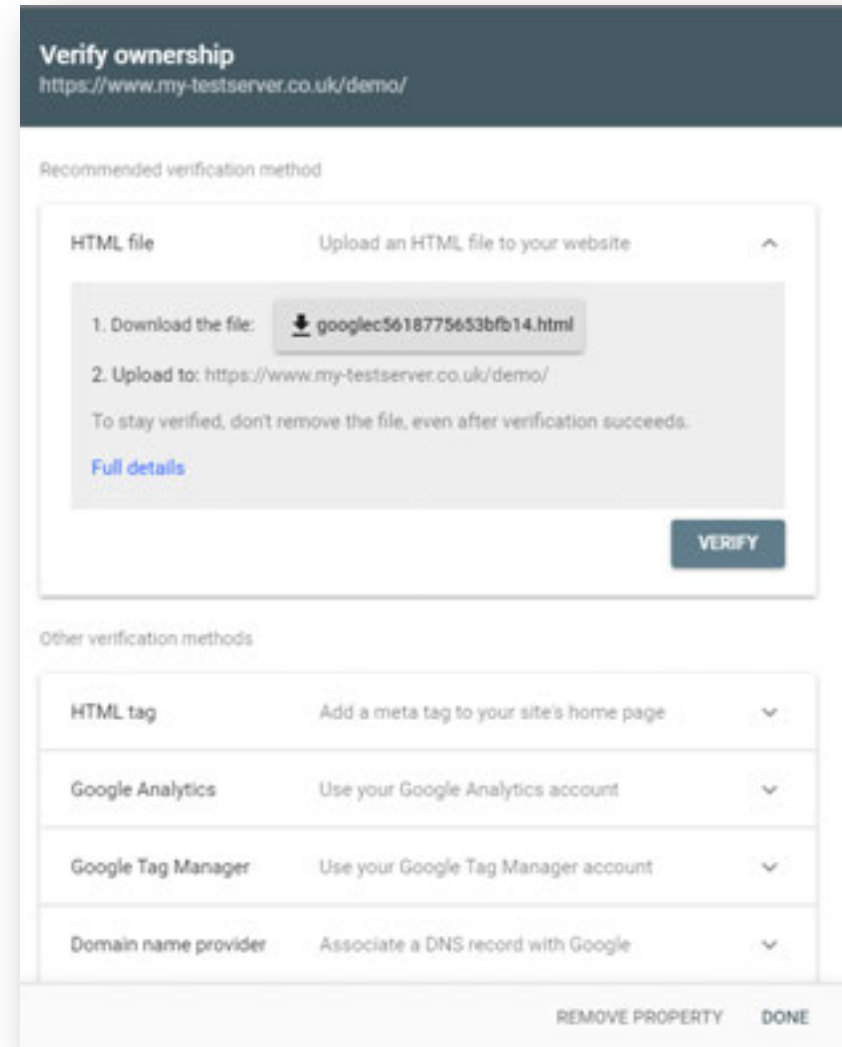
LEARN MORE CANCEL

Verify website ownership

Option 1:
Download the html file and
upload it to your home
directory:

<https://www.my-testserver.co.uk/name/>

✘ We don't have access to this

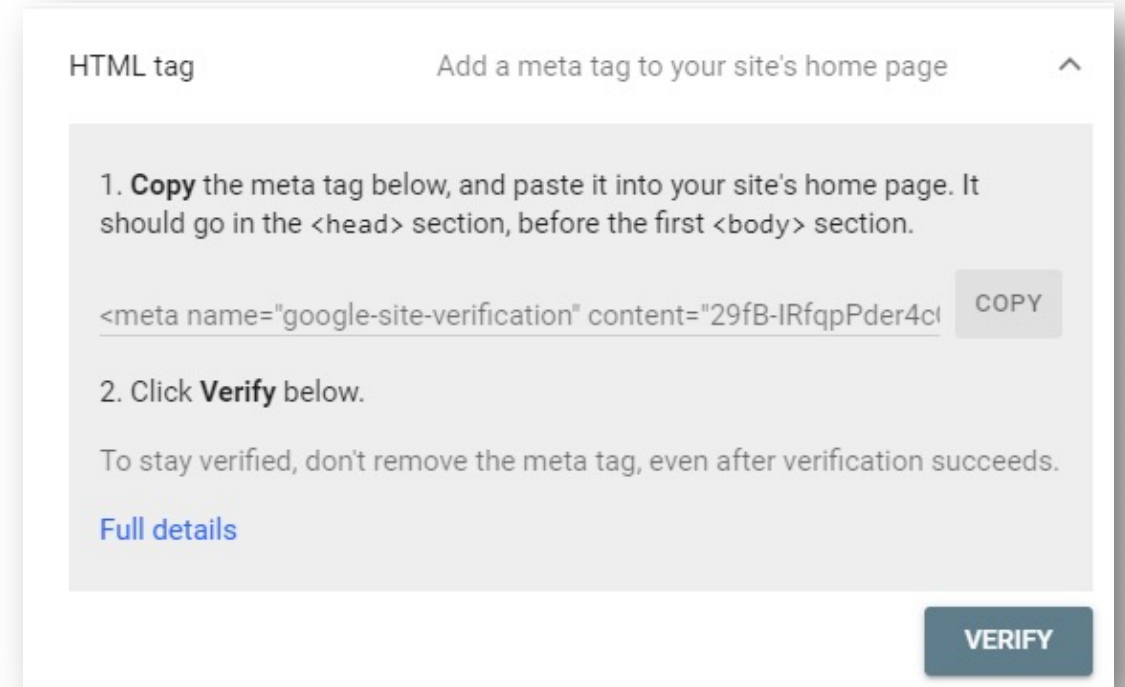


The screenshot shows the 'Verify ownership' page in Google Search Console. The URL being verified is `https://www.my-testserver.co.uk/demo/`. Under the 'Recommended verification method' section, the 'HTML file' option is selected. It provides instructions: 1. Download the file: `googlec5618775653bfb14.html` (with a download icon). 2. Upload to: `https://www.my-testserver.co.uk/demo/`. A note states: 'To stay verified, don't remove the file, even after verification succeeds.' There is a 'Full details' link and a 'VERIFY' button. Below this, the 'Other verification methods' section lists: 'HTML tag' (Add a meta tag to your site's home page), 'Google Analytics' (Use your Google Analytics account), 'Google Tag Manager' (Use your Google Tag Manager account), and 'Domain name provider' (Associate a DNS record with Google). At the bottom right, there are 'REMOVE PROPERTY' and 'DONE' buttons.

Verify website ownership

Option 2:
Copy the `<meta>` tag given
and add it to the home page

Add a Header Code plugin



HTML tag Add a meta tag to your site's home page ^

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the `<head>` section, before the first `<body>` section.

```
<meta name="google-site-verification" content="29fB-IRfqpPder4cl" />
```

COPY

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

[Full details](#)

VERIFY

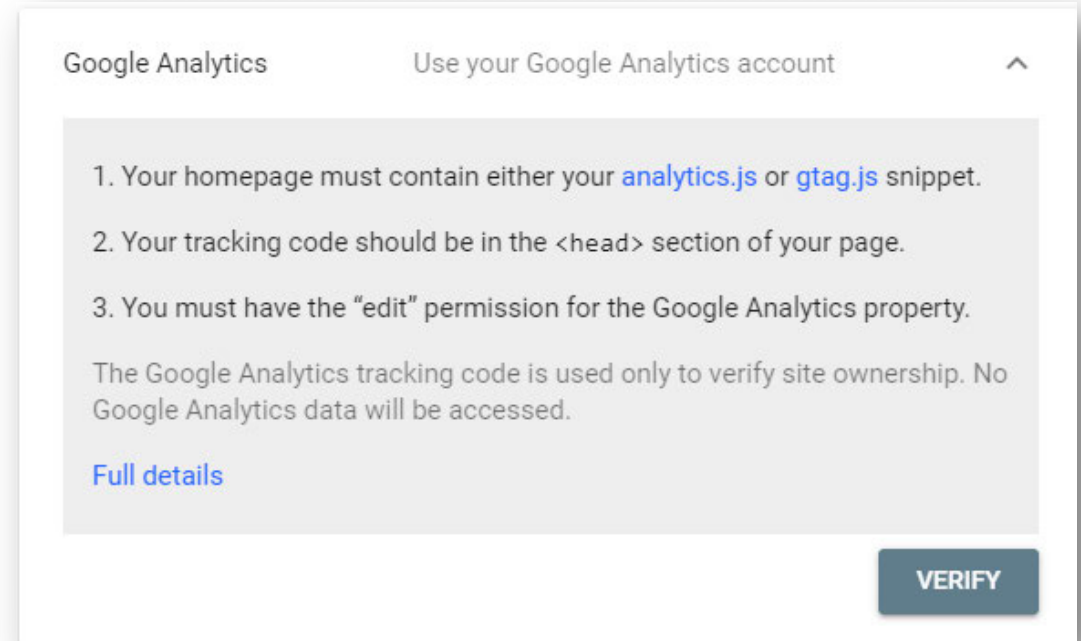
 This will work for us



Verify website ownership

Option 3:
Verify using your Analytics
account

We did that yesterday



Google Analytics Use your Google Analytics account ^

1. Your homepage must contain either your [analytics.js](#) or [gtag.js](#) snippet.
2. Your tracking code should be in the <head> section of your page.
3. You must have the "edit" permission for the Google Analytics property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

[Full details](#)

VERIFY

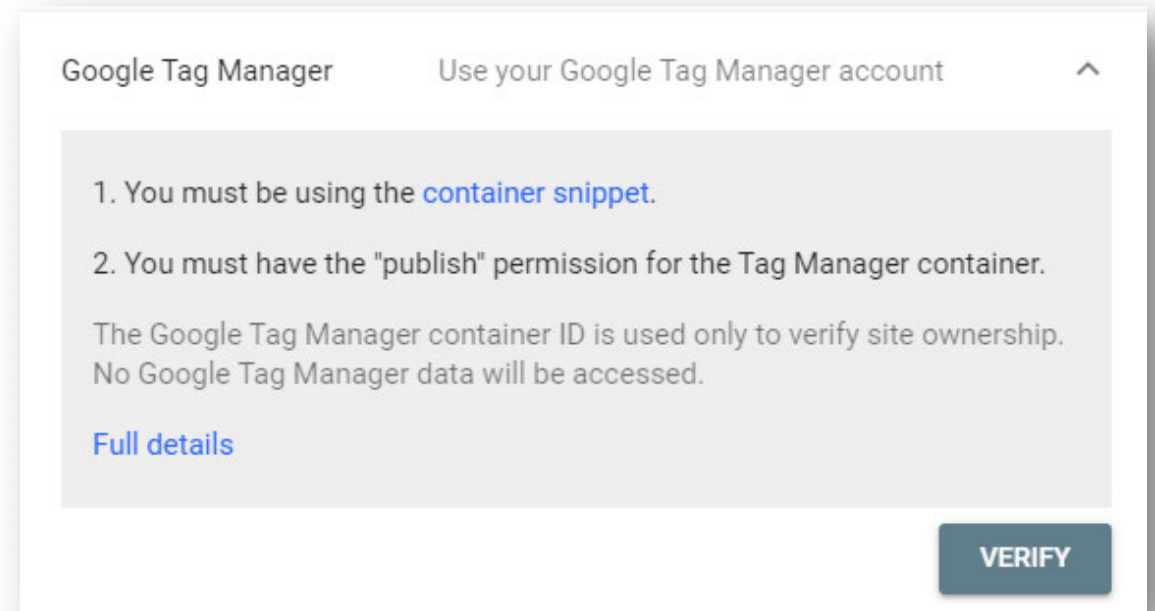
 This will work for us



Verify website ownership

Option 4:
Setup Tag Manager

Check Google Tag Manager



 This will work for us

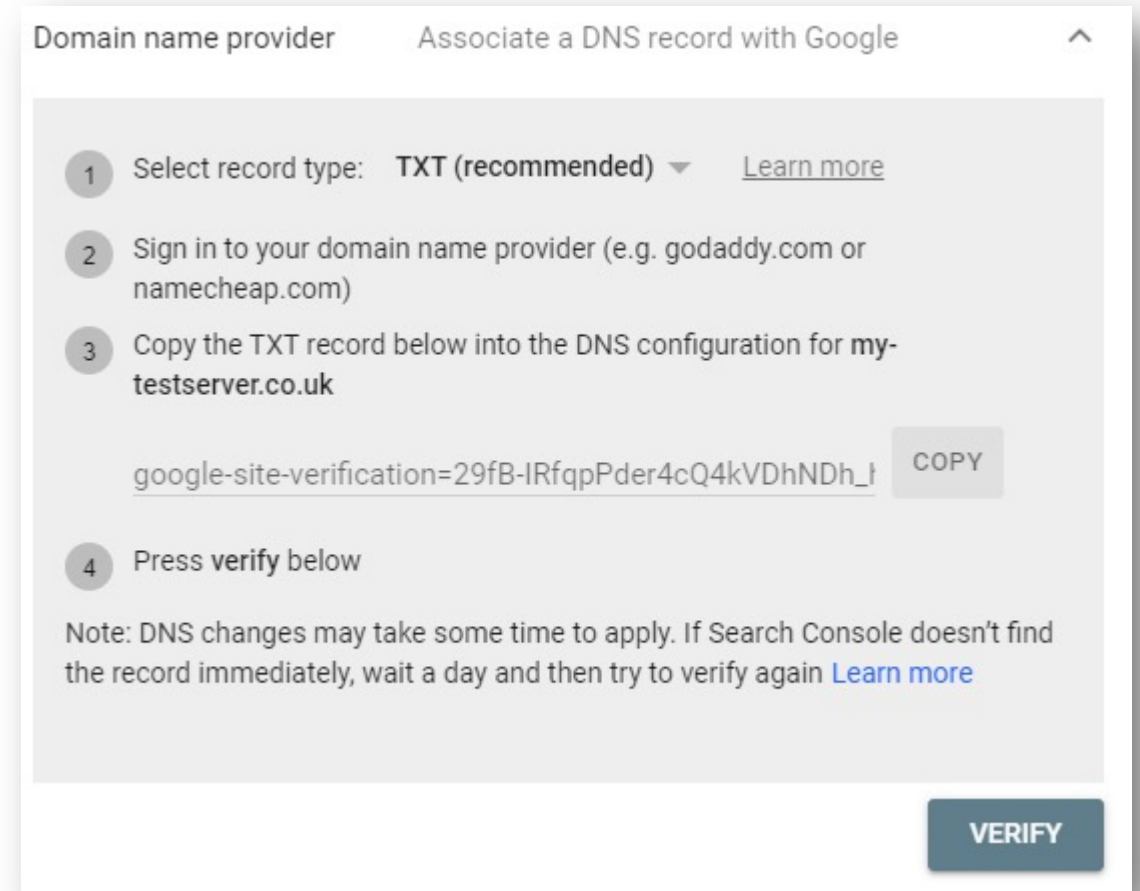


Verify website ownership

Option 5:
Edit DNS record

We don't have access

✘ This won't work for us



Domain name provider Associate a DNS record with Google

- 1 Select record type: **TXT (recommended)** [Learn more](#)
- 2 Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)
- 3 Copy the TXT record below into the DNS configuration for **my-testserver.co.uk**
`google-site-verification=29fB-IRfqPder4cQ4kVDhNDh_f` **COPY**
- 4 Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again [Learn more](#)

VERIFY

Workbooks out!

Log into Search Console and check to see if your property is there. If not, add it.

If it is there, add another property and just play. You won't be able to verify a made up address, but you can add them.

Time for this activity: **15 mins**



Quick Quiz



What method is the verify website ownership

- A** *URL Prefix*
- B** *Domain*
- C** *Both the same*




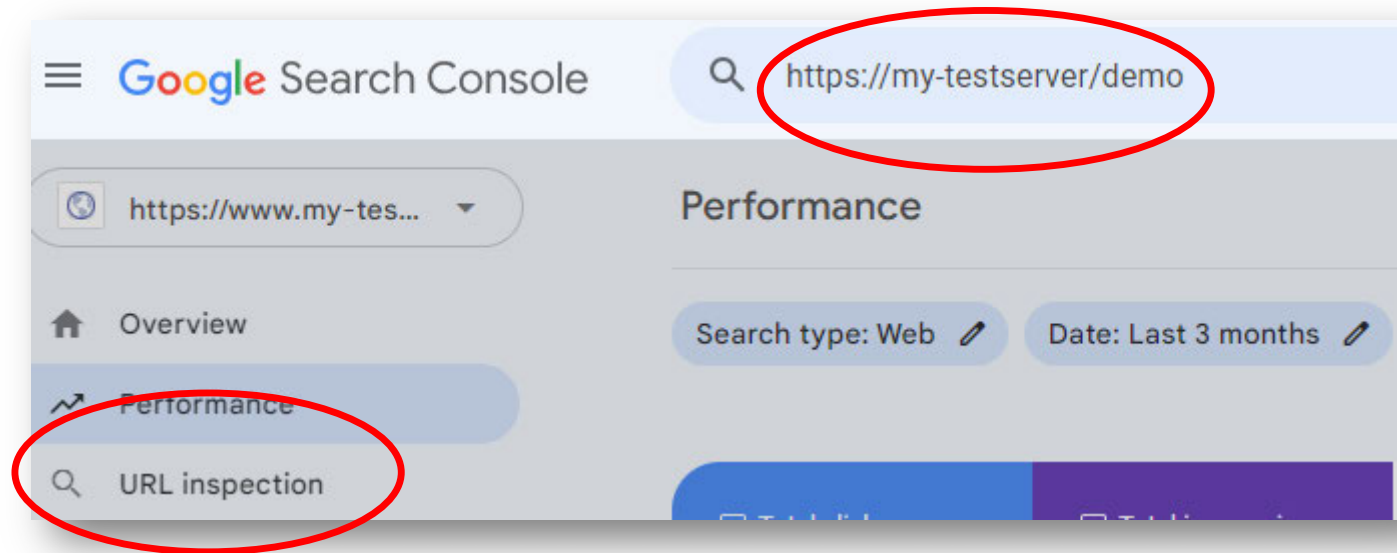


Any Questions?



Indexing

We can request Google to Index, or Crawl our website. Click on  **URL Inspection** and in the bar type the URL.



What is a Sitemap?

A sitemap is a file where you provide information about all the pages, videos and files on your site, and the relationship between them.

HTML or XML

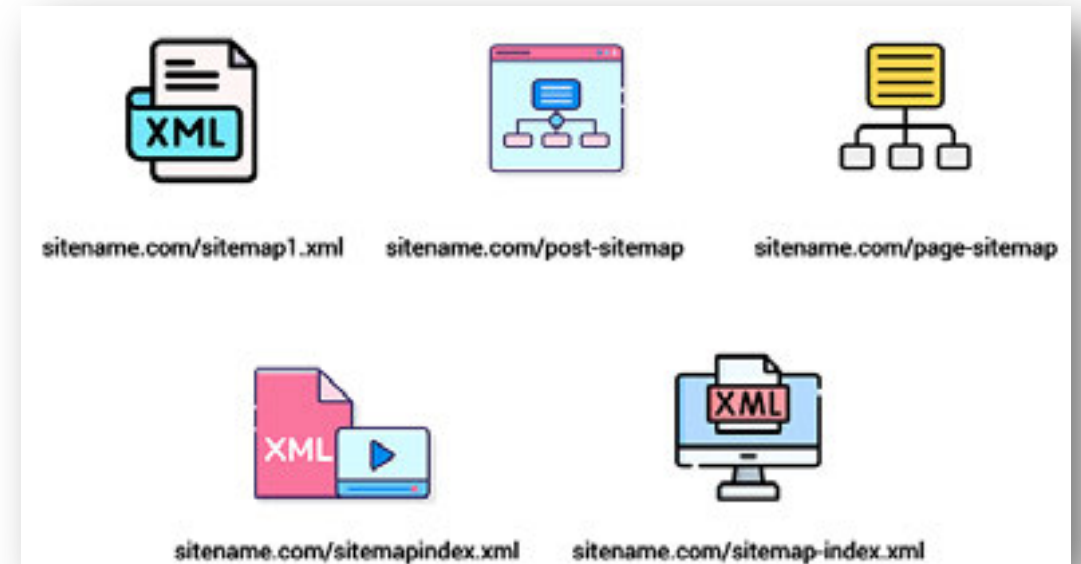
Google uses this file to crawl your site efficiently.



Where is my sitemap?

Have a look:

- sitename.com/sitemap.xml
- sitename.com/sitemap_index.xml
- sitename.com/sitemap/

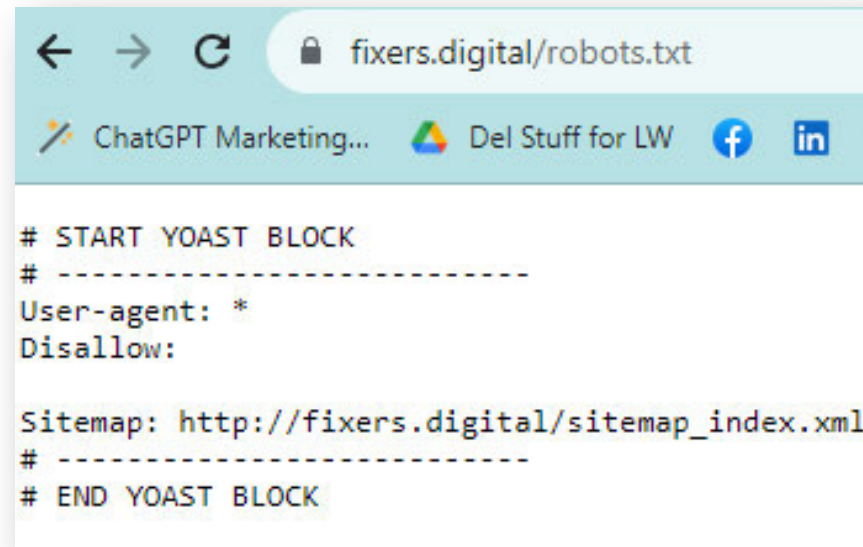


These are the most common locations. When you use Yoast, RankMath & others, this is the location used.



Where is my sitemap?

Find [robots.txt](#) and it should be listed in there



```
← → ↻ 🔒 fixers.digital/robots.txt
ChatGPT Marketing... Del Stuff for LW f in f
# START YOAST BLOCK
# -----
User-agent: *
Disallow:

Sitemap: http://fixers.digital/sitemap_index.xml
# -----
# END YOAST BLOCK
```


Where is my sitemap?

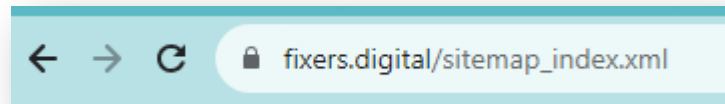
Check Google Search Console to see if it was added

Use <https://seositecheckup.com/tools/sitemap-test>



Sitemap Index files

A sitemap can be 50mb or 50,000 URLs but, we really don't want to let them get that big. Yoast creates a sitemap, that lists the other sitemaps...



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

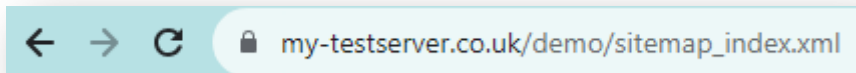
You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 6 sitemaps.

Sitemap	Last Modified
http://fixers.digital/post-sitemap.xml	2023-05-11 18:51 +00:00
http://fixers.digital/page-sitemap.xml	2023-09-26 15:08 +00:00
http://fixers.digital/web-story-sitemap.xml	2021-10-02 17:58 +00:00
http://fixers.digital/category-sitemap.xml	2023-05-11 18:51 +00:00
http://fixers.digital/post_tag-sitemap.xml	2021-01-31 15:24 +00:00
http://fixers.digital/author-sitemap.xml	2021-06-14 18:32 +00:00

Sitemap Index files

But a simple one can just be one file



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 7 sitemaps.

Sitemap	Last Modified
http://www.my-testserver.co.uk/demo/post-sitemap.xml	2023-10-12 10:51 +00:00
http://www.my-testserver.co.uk/demo/page-sitemap.xml	2023-10-04 15:22 +00:00
http://www.my-testserver.co.uk/demo/product-sitemap.xml	2023-10-04 15:15 +00:00
http://www.my-testserver.co.uk/demo/vpr_templates-sitemap.xml	2023-10-04 15:11 +00:00
http://www.my-testserver.co.uk/demo/category-sitemap.xml	2023-10-12 10:51 +00:00
http://www.my-testserver.co.uk/demo/product_cat-sitemap.xml	2023-10-04 15:15 +00:00
http://www.my-testserver.co.uk/demo/author-sitemap.xml	2023-10-04 15:15 +00:00

Submitting a Sitemap

Now we have found the file (sitemap_index.xml) we can submit it for crawling:

Add a new sitemap

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Disc
Rows per page: 10 ▾ 0-0 of 0						

Sitemap submitted successfully

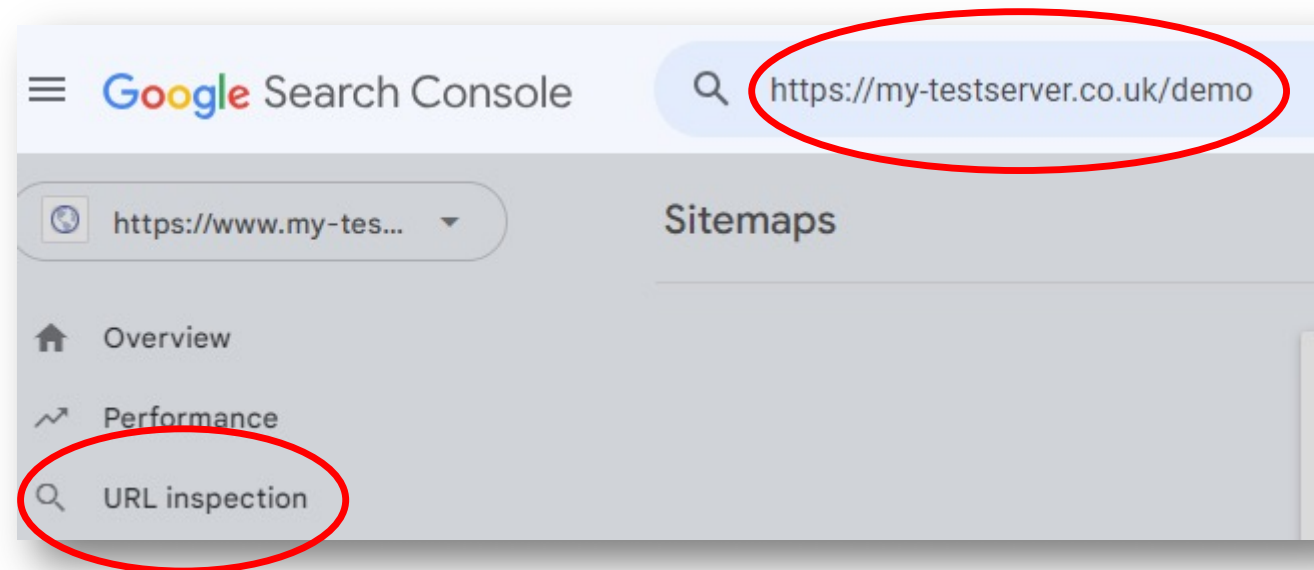
Google will periodically process it and look for changes. You will be notified if anything goes wrong with it in the future.

GOT IT



URL Inspection

Once the sitemap has been submitted we can do the URL Inspection (Crawl)



Dashboard Demo

Demo the following:

- Indexing
 - Pages
 - Removals



Dashboard Demo

Demo a live active site!

- Pages Experience
- Core Web Vitals
- Mobile usability



Dashboard Demo

Demo a live active site!

Shopping

Enhancements

Security & Manual Actions

Web Tools



Dashboard Demo

Links (use site with data)

The links show all the links to your website

External links

Internal links

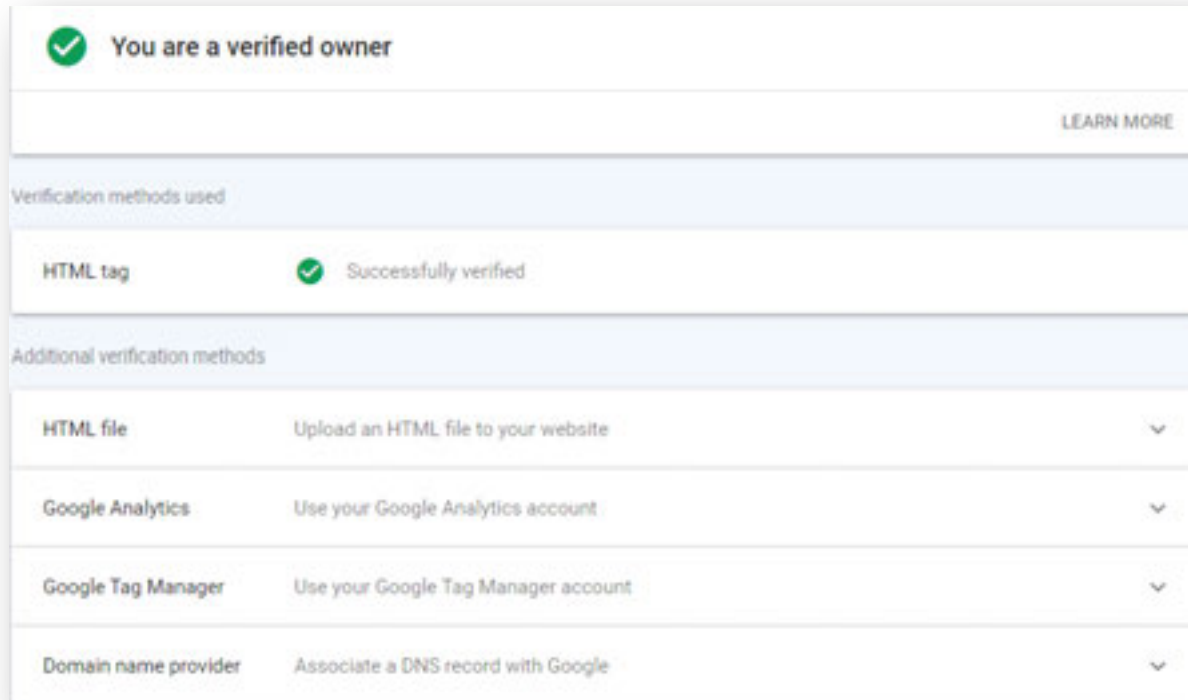
Top linking sites

Top linking text



Settings

Ownership Verification shows the verification method used



The screenshot shows the 'Ownership Verification' settings in Google Search Console. At the top, a green checkmark icon is followed by the text 'You are a verified owner'. To the right of this text is a 'LEARN MORE' link. Below this is a section titled 'Verification methods used' which contains a single entry: 'HTML tag' with a green checkmark and the text 'Successfully verified'. Underneath is a section titled 'Additional verification methods' which lists four options, each with a dropdown arrow on the right: 'HTML file' (Upload an HTML file to your website), 'Google Analytics' (Use your Google Analytics account), 'Google Tag Manager' (Use your Google Tag Manager account), and 'Domain name provider' (Associate a DNS record with Google).


You are a verified owner		
LEARN MORE		
Verification methods used		
HTML tag	✓ Successfully verified	
Additional verification methods		
HTML file	Upload an HTML file to your website	▼
Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Associate a DNS record with Google	▼





Settings




Users and permissions shows everyone with access to the site data

Users and permissions
Manage who has access to this property and their permissions. [Learn more](#)

[+ ADD USER](#) OWNERSHIP HISTORY LEFTOVER OWNERSHIP TOKENS (0)

Users (2) 

Name ↑	Email	Permission	
Lesley Walsh (you)	hello@lesleywalsh.co.uk	Owner Verified 	
LesleyWRC	LesleyWRC@gmail.com	Owner Verified 	

Rows per page: 10  1-2 of 2  

Add user

Email address
team@fixers.digitak

Permission
Full 

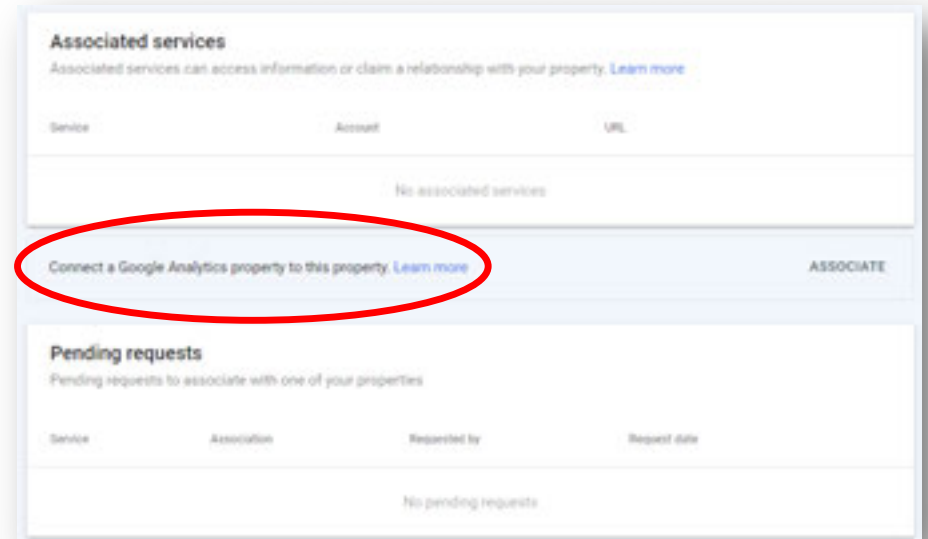
[CANCEL](#) [ADD](#)



Settings

In associations we can connect these services:

- Google Analytics property
- Chrome Web Store account
- Android Play Store app
- Play Console Developer account
- Google Ads account
- Google Assistant Actions Console project
- Google Merchant Centre account



Settings

If we have to change domain we can do this in Change of address

1 Set up

To change your site address, you must set up 301 redirects from the old site to the new one and perform any other relevant setup steps. [Learn more](#)

2 Update Google (recommended)

After performing all your setup tasks, update Google about your site's change of address. [Learn more](#)

- Skip the 'Update Google' step if you're moving from http to https
- Make sure that you are a verified owner of both sites

Select new site

VALIDATE & UPDATE



Settings

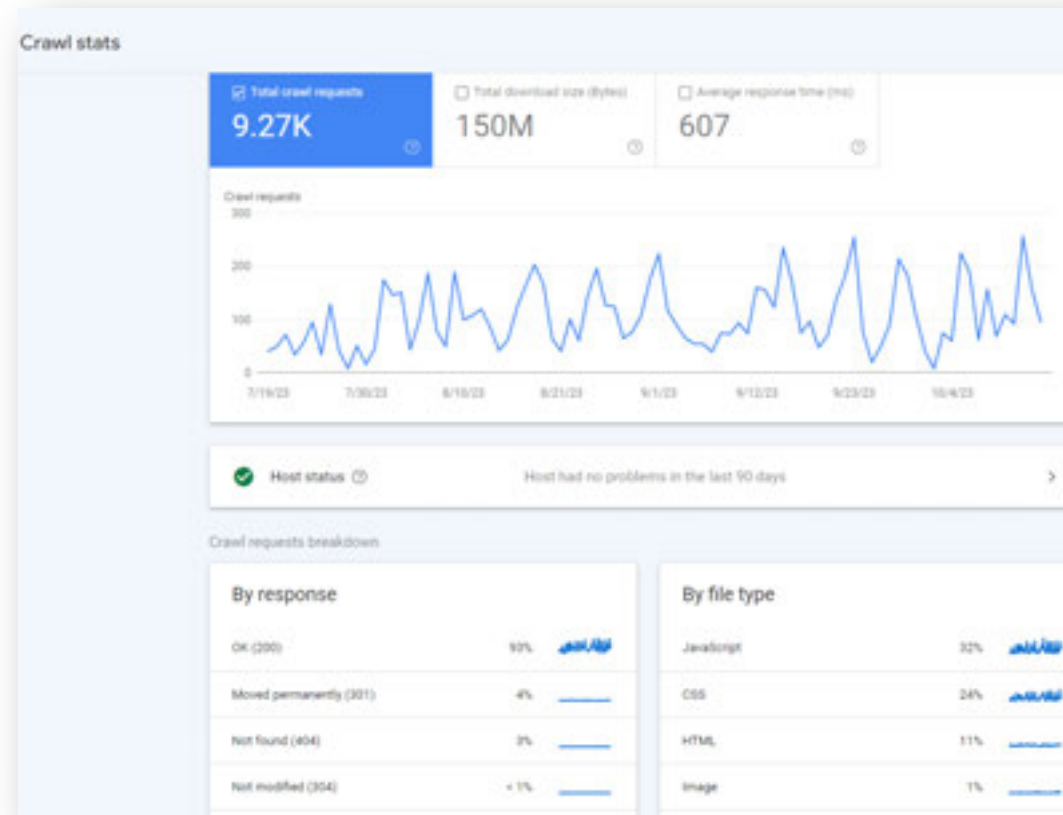
Bulk data export automatically exports your data to BigQuery, daily.

BigQuery is a fully managed enterprise data warehouse that helps you manage and analyse your data with built-in features like machine learning, geospatial analysis, and business intelligence. BigQuery's serverless architecture lets you use SQL queries to answer your organization's biggest questions with zero infrastructure management. BigQuery's scalable, distributed analysis engine lets you query terabytes in seconds and petabytes in minutes.



Settings

Crawl stats is only available in root level websites



Workbooks out!

Find and submit your sitemap

Submit your URL for inspection

Time for this activity: **20 mins**



Quick Quiz



Why do we submit sitemaps

- A** *So websites can find each other*
- B** *To confuse the hackers*
- C** *So Google knows what pages we have*

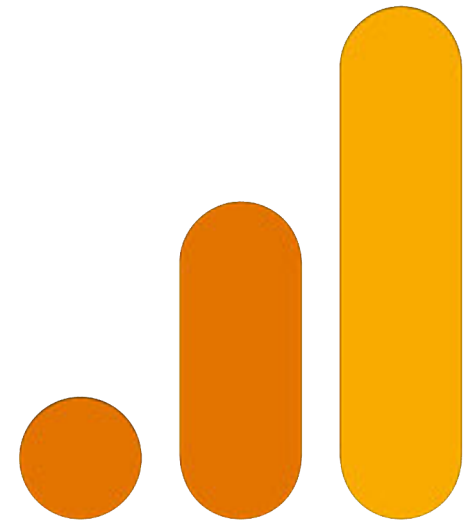




Any Questions?



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.

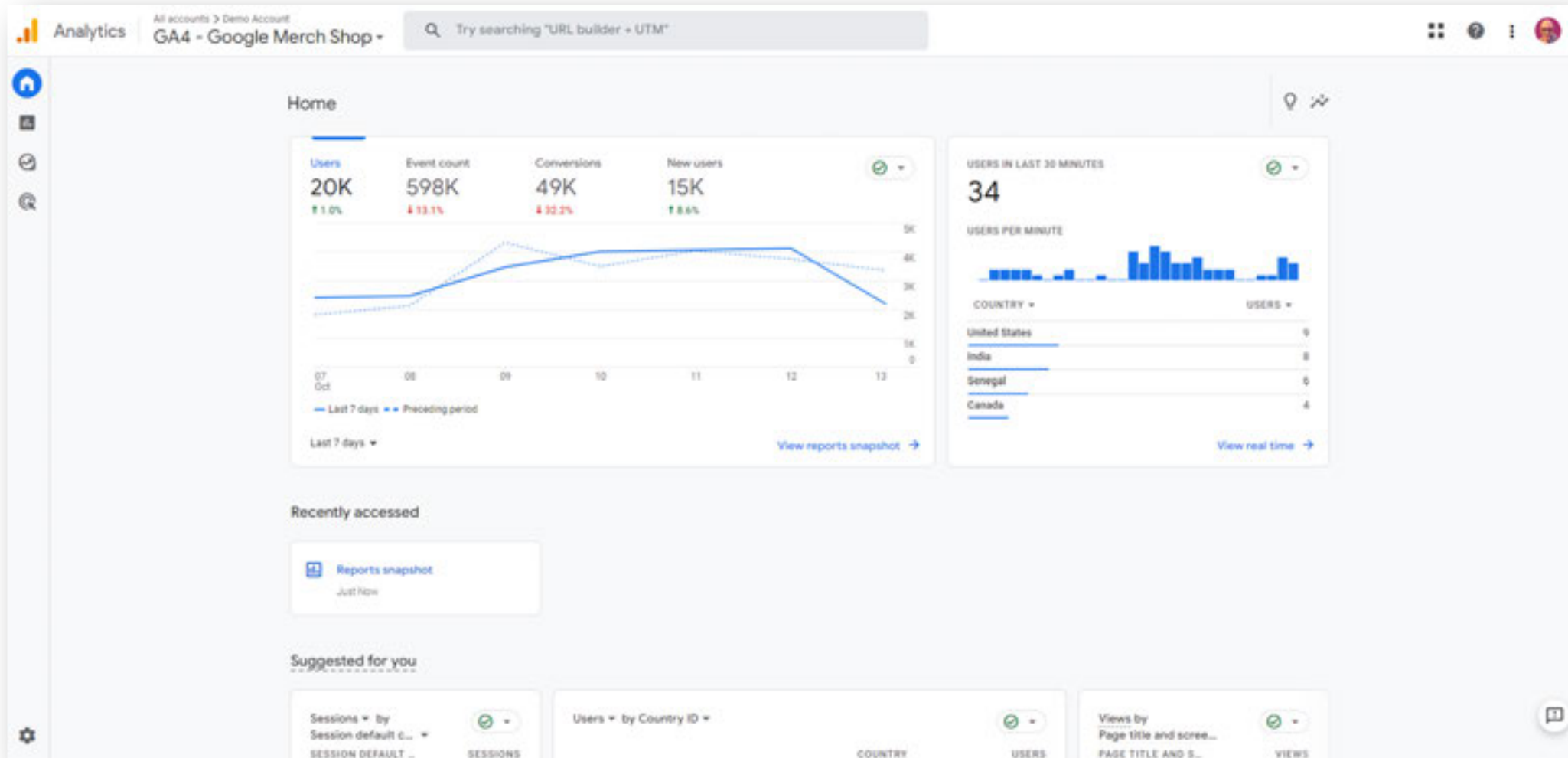


Why is it important?

- 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?

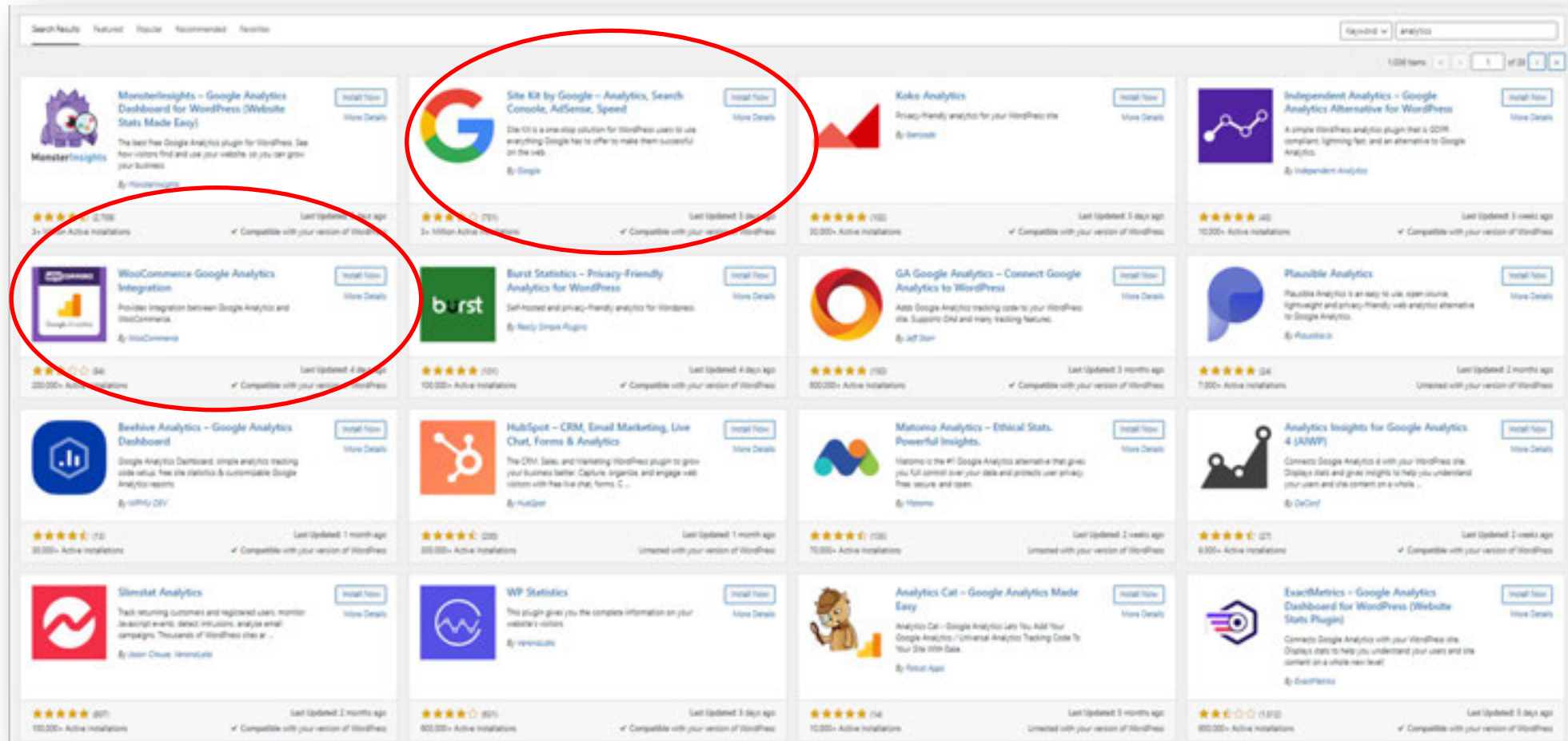
GA4 over UA

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



The screenshot displays a grid of analytics plugins from the WordPress directory. Two plugins are highlighted with red circles:

- Site Kit by Google - Analytics, Search Console, AdSense, Speed**: A plugin by Google that integrates various services into a single dashboard. It has a 4.5-star rating and over 3 million active installations.
- WooCommerce - Google Analytics Integration**: A plugin by WooCommerce that provides integration between Google Analytics and WooCommerce. It has a 4.5-star rating and over 200,000 active installations.

Other visible plugins include:

- MonsterInsights - Google Analytics Dashboard for WordPress
- Koko Analytics
- Independent Analytics - Google Analytics Alternative for WordPress
- Burst Statistics - Privacy-Friendly Analytics for WordPress
- GA Google Analytics - Connect Google Analytics to WordPress
- Plausible Analytics
- Beehive Analytics - Google Analytics Dashboard
- HubSpot - CRM, Email Marketing, Live Chat, Forms & Analytics
- Mattomo Analytics - Ethical Stats, Powerful Insights
- Analytics Insights for Google Analytics 4 (GA4)
- Statist Analytics
- WP Statistics
- Analytics Cat - Google Analytics Made Easy
- ExactMetrics - Google Analytics Dashboard for WordPress (Website Stats Plugin)



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



Site Kit

1 2 3

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](#)

✓ ✓ 3

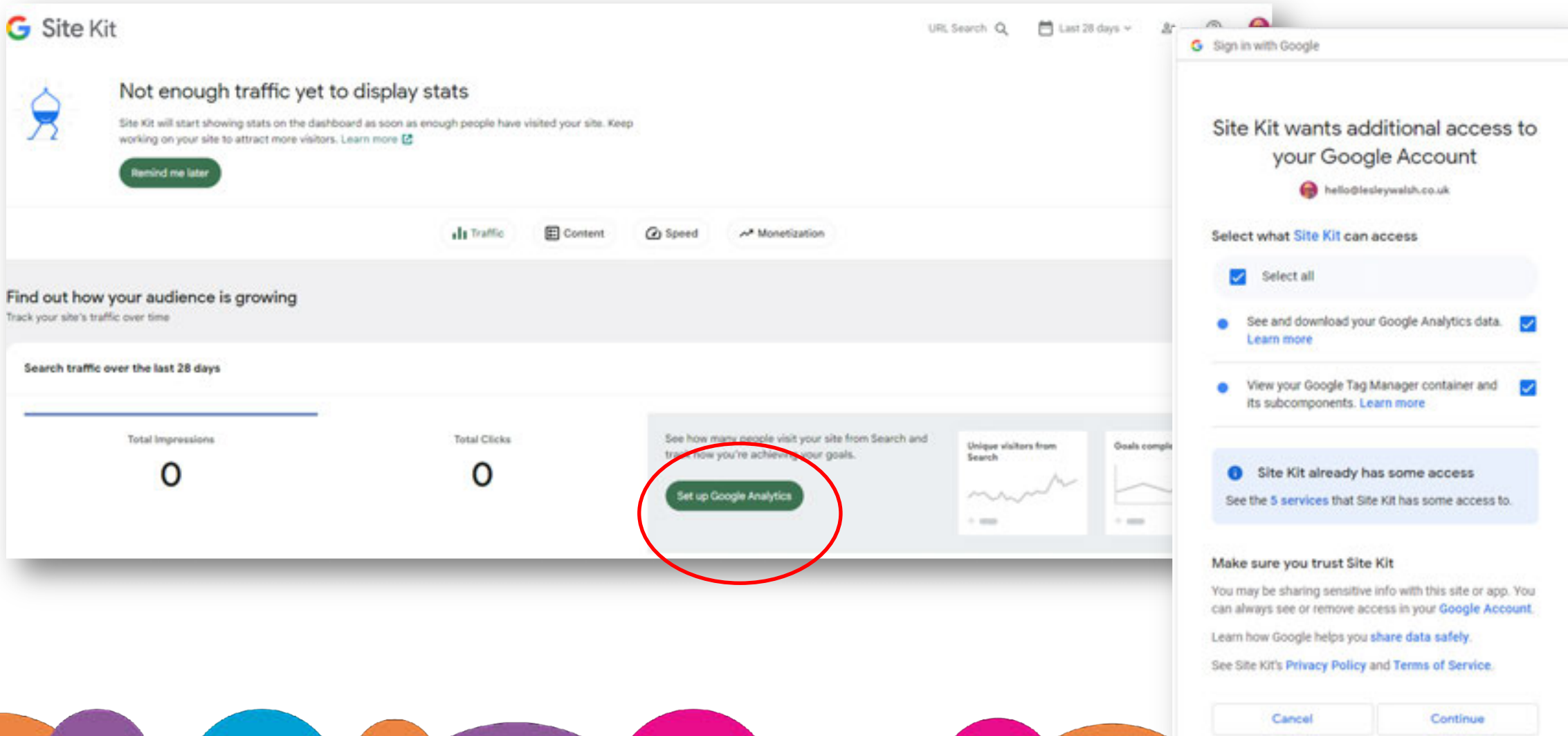
Set up Search Console

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](#)

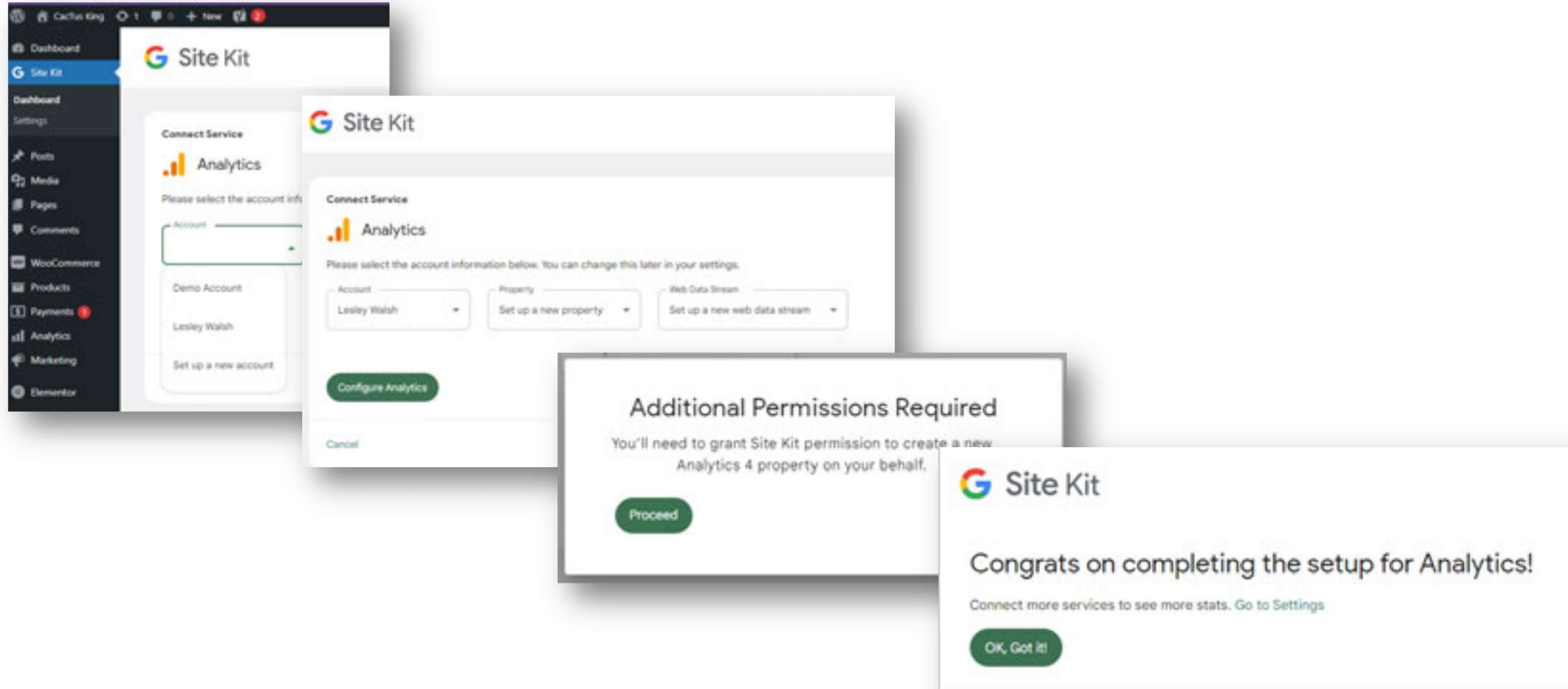


Site Kit



The image shows the Google Site Kit dashboard interface. At the top left, the 'Site Kit' logo is visible. A message states: 'Not enough traffic yet to display stats'. Below this, there are navigation tabs for 'Traffic', 'Content', 'Speed', and 'Monetization'. A section titled 'Find out how your audience is growing' shows 'Search traffic over the last 28 days' with 'Total Impressions' and 'Total Clicks' both at 0. A 'Set up Google Analytics' button is circled in red. Overlaid on the right is a 'Sign in with Google' dialog box for the account 'hello@tesleywalsh.co.uk'. The dialog asks for permissions: 'Select all' (checked), 'See and download your Google Analytics data' (checked), and 'View your Google Tag Manager container and its subcomponents' (checked). It also notes 'Site Kit already has some access' and provides 'Cancel' and 'Continue' buttons.

Site Kit

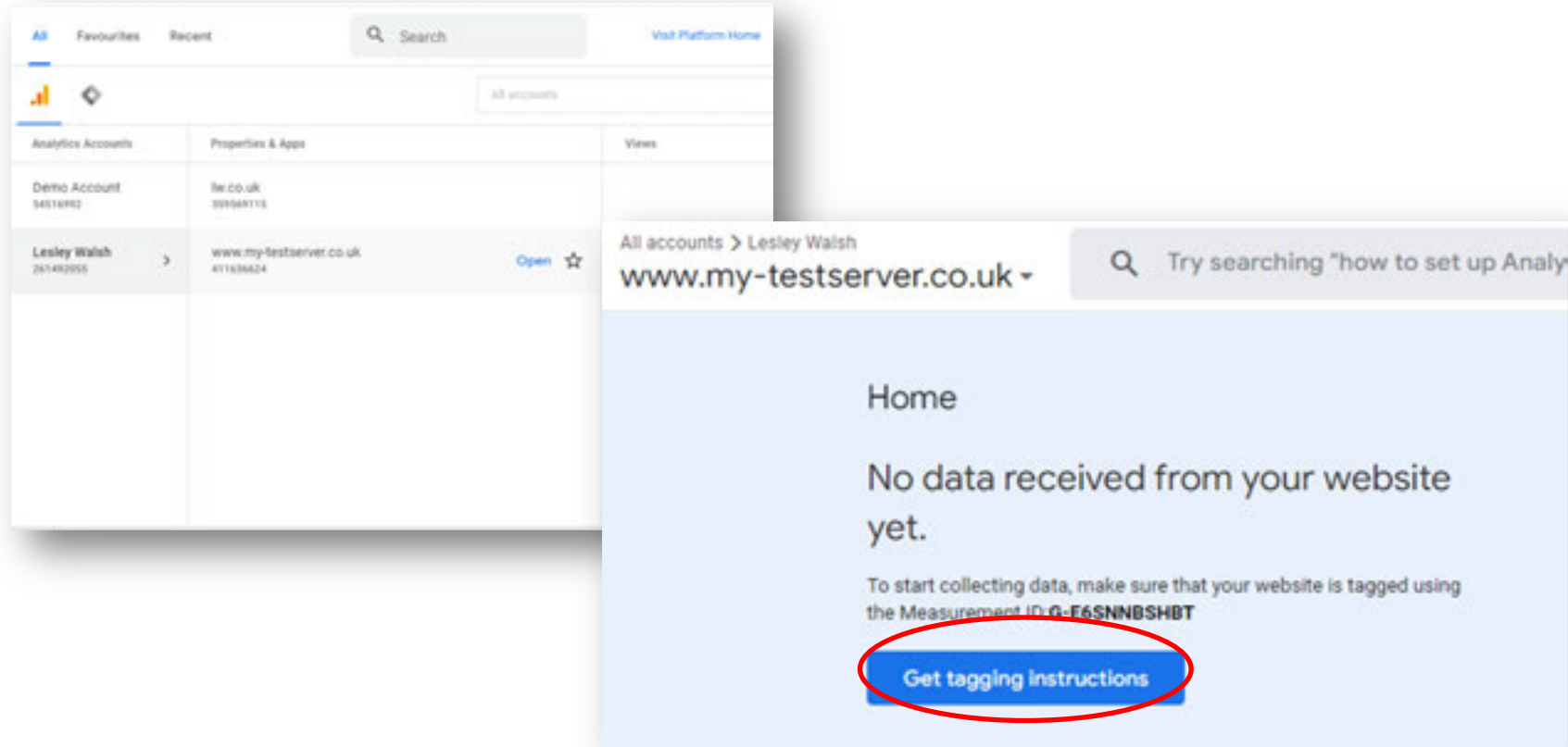


The image displays a sequence of Site Kit interface elements:

- Dashboard Sidebar:** A vertical menu on the left with options: Dashboard, Site Kit, Settings, Posts, Media, Pages, Comments, WooCommerce, Products, Payments, Analytics, Marketing, and Elementor.
- Connect Service - Analytics:** A form titled "Connect Service" with the "Analytics" icon. It prompts the user to "Please select the account info" and shows a dropdown menu with "Demo Account" and "Lesley Walsh", and a "Set up a new account" link. A "Configure Analytics" button is at the bottom.
- Additional Permissions Required:** A dialog box stating "You'll need to grant Site Kit permission to create a new Analytics 4 property on your behalf." with a "Proceed" button.
- Congrats on completing the setup for Analytics!:** A message box with the Site Kit logo, the heading "Congrats on completing the setup for Analytics!", and a link "Connect more services to see more stats. Go to Settings". It includes an "OK, Got it!" button.



Site Kit



The image shows a screenshot of the Google Analytics Site Kit interface. On the left, a table lists available accounts:


Analytics Accounts	Properties & Apps	Views
Demo Account 34516982	3r.co.uk 30968113	
Lesley Walsh 261492055	www.my-testserver.co.uk 411636424	Open ☆


The main view shows the selected account: **www.my-testserver.co.uk**. Below the header, the message reads: "Home No data received from your website yet. To start collecting data, make sure that your website is tagged using the Measurement ID: **G-F6SNB5HBT**". A blue button labeled "Get tagging instructions" is circled in red.




Site Kit



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** [Learn more](#) 

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

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

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



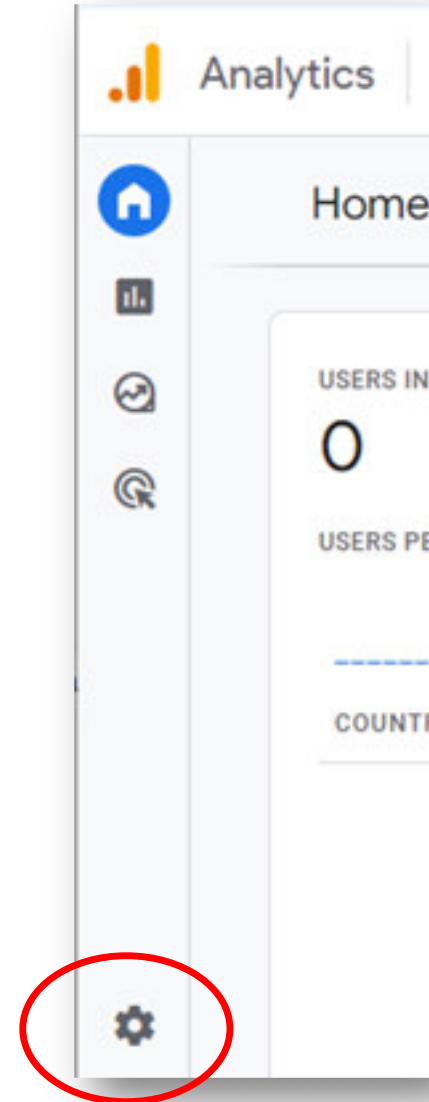
Add a GA4 Property

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



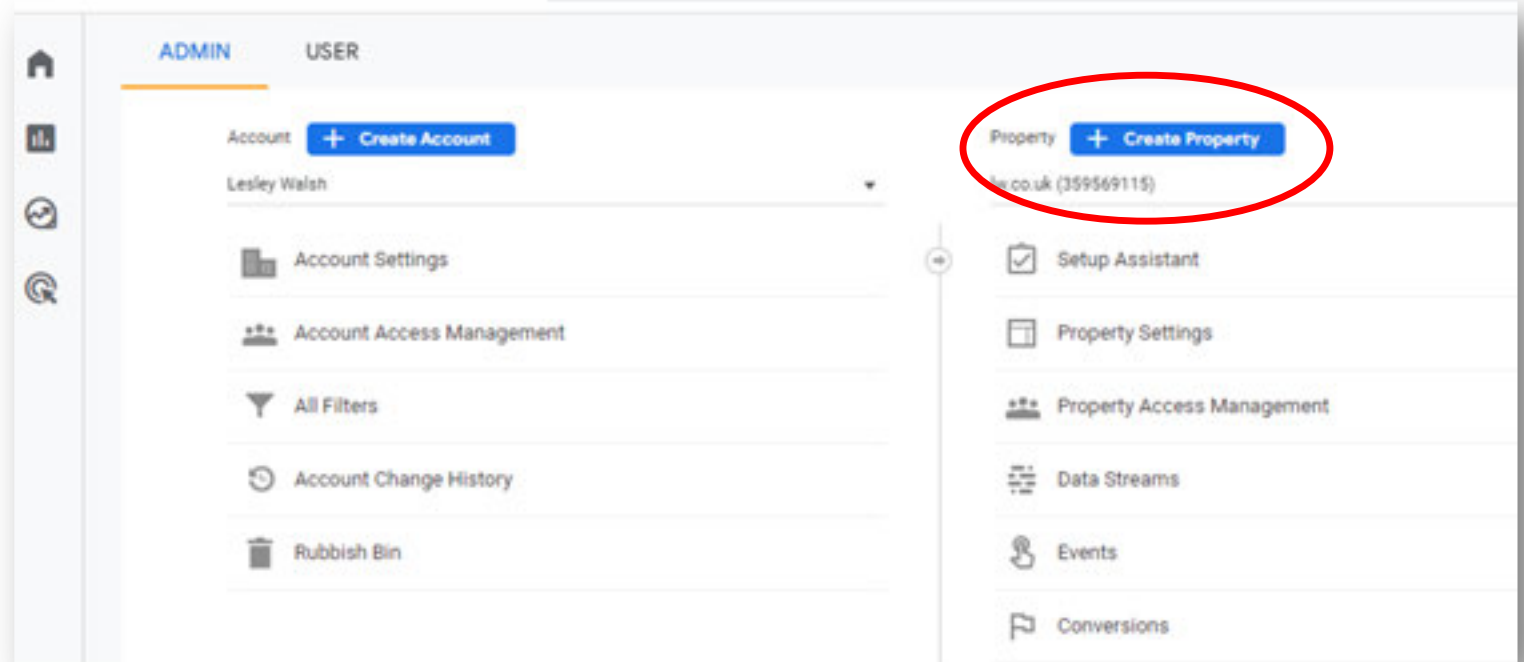
Add a GA4 Property

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

Events

Enhanced measurement

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

Modify events [Learn more](#)

Create custom events [Learn more](#)

Measurement Protocol API secrets [Learn more](#)

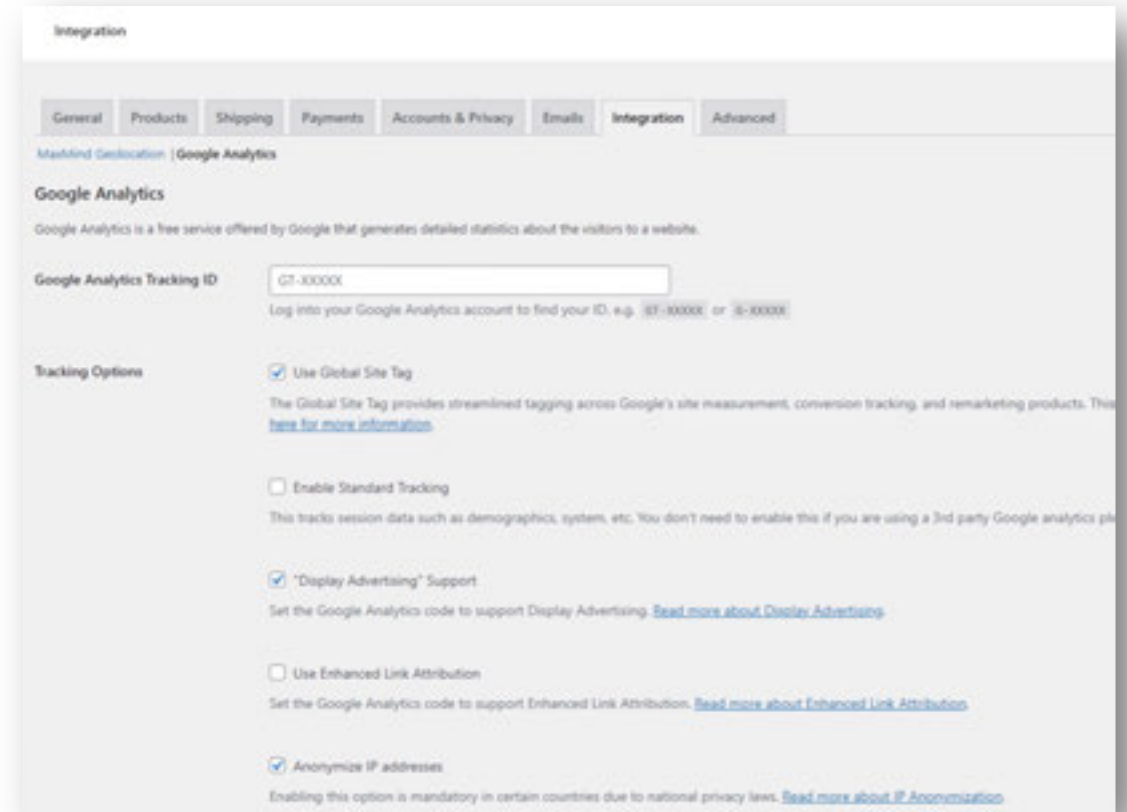
Redact data [Learn more](#) Email active URL, query parameter keys inactive

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, specifically the 'Google Analytics' section. The page has a navigation bar with tabs for 'General', 'Products', 'Shipping', 'Payments', 'Accounts & Privacy', 'Emails', 'Integration', and 'Advanced'. The 'Integration' tab is selected. Below the navigation bar, there is a sub-header 'Marketing Destination | Google Analytics'. The main section is titled 'Google Analytics' and includes a description: 'Google Analytics is a free service offered by Google that generates detailed statistics about the visitors to a website.' There is a text input field for 'Google Analytics Tracking ID' containing 'G7-XXXXX'. Below this field is a link: 'Log into your Google Analytics account to find your ID, e.g. [G7-XXXXX](#) or [G-XXXXX](#).' The 'Tracking Options' section contains several checkboxes: 'Use Global Site Tag' (checked), 'Enable Standard Tracking' (unchecked), 'Display Advertising Support' (checked), 'Use Enhanced Link Attribution' (unchecked), and 'Anonymize IP addresses' (checked). Each checked option has a brief description and a link for more information.



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



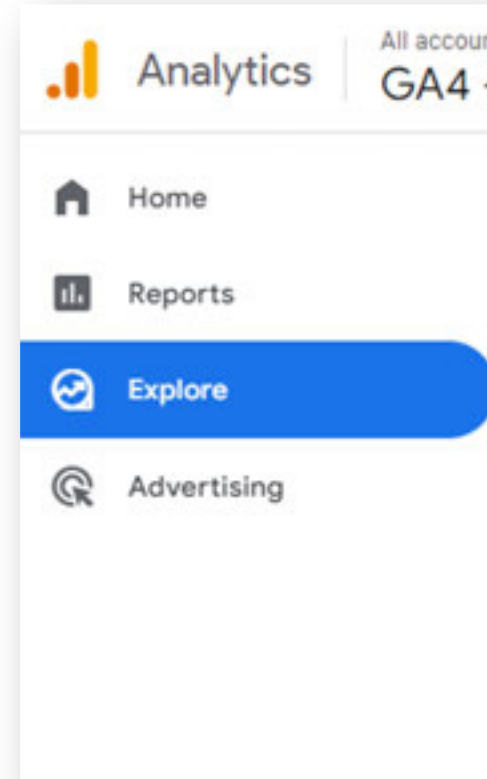
Since July 2023 Analytics type are

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



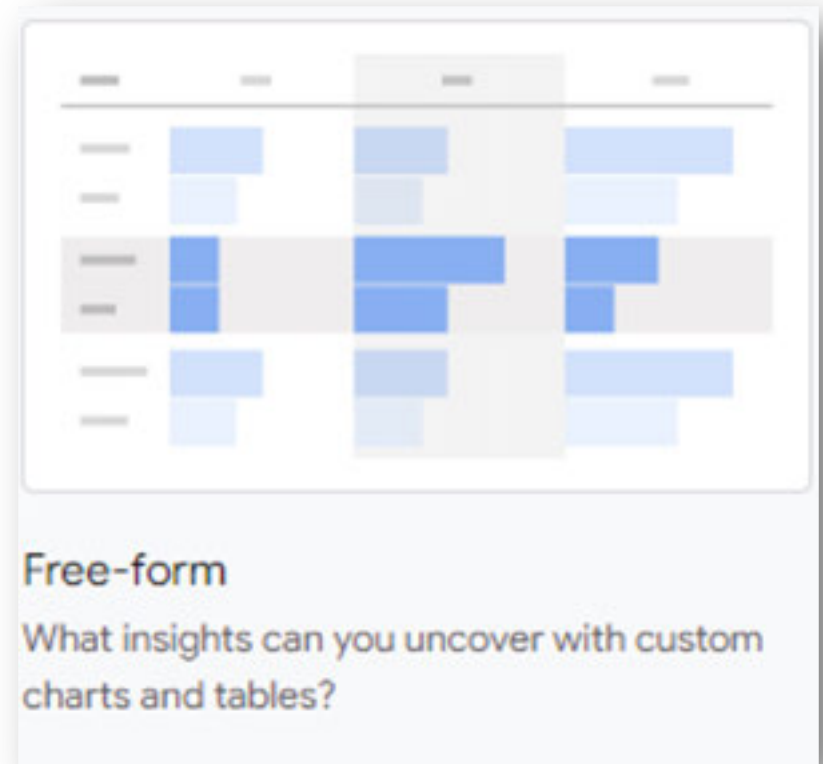
Using Google Analytics?

Lets go back to the Google
Merch Shop Data and Explore

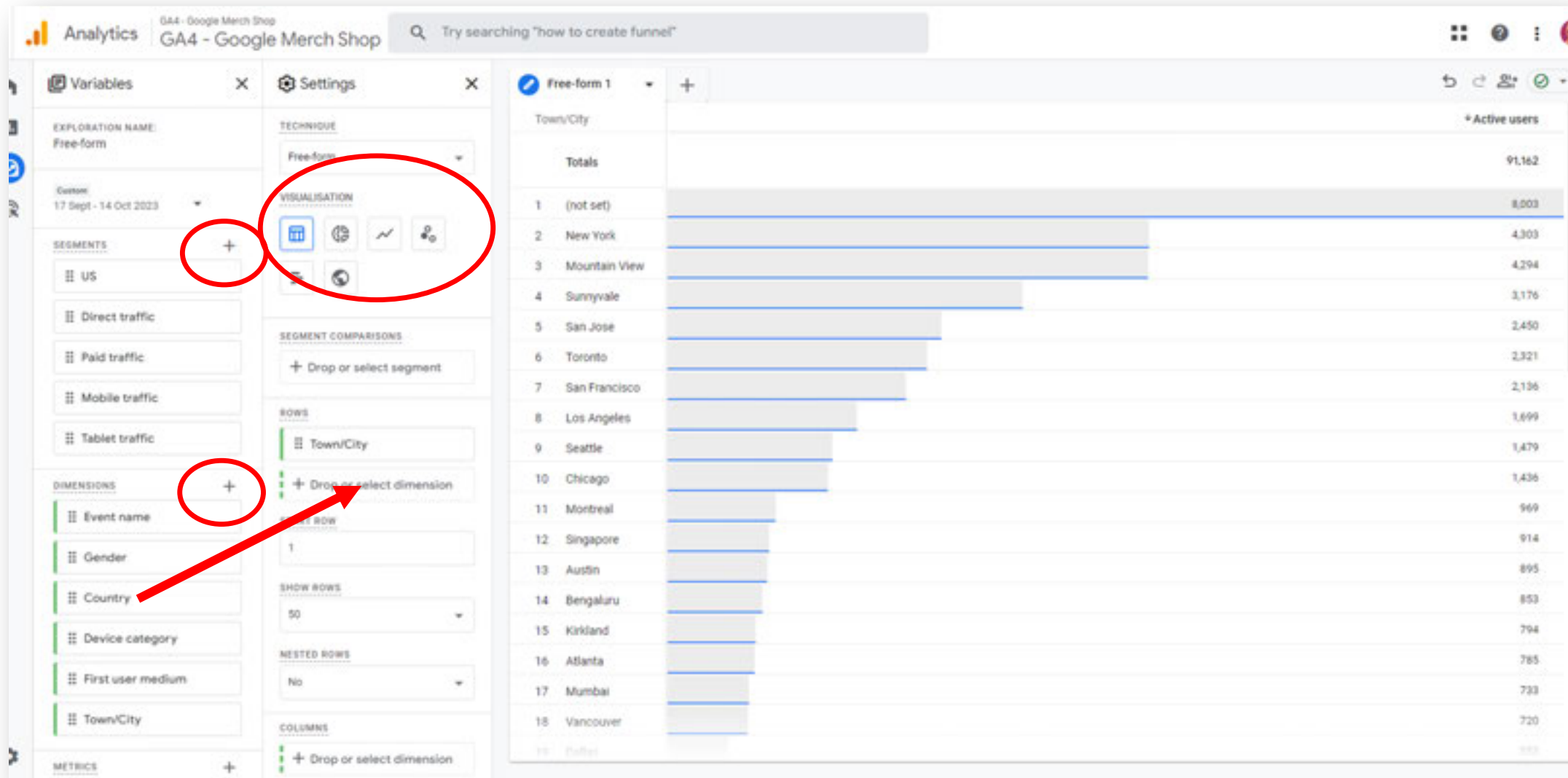


Using Google Analytics?

At the Top of the screen select Free Form and choose 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

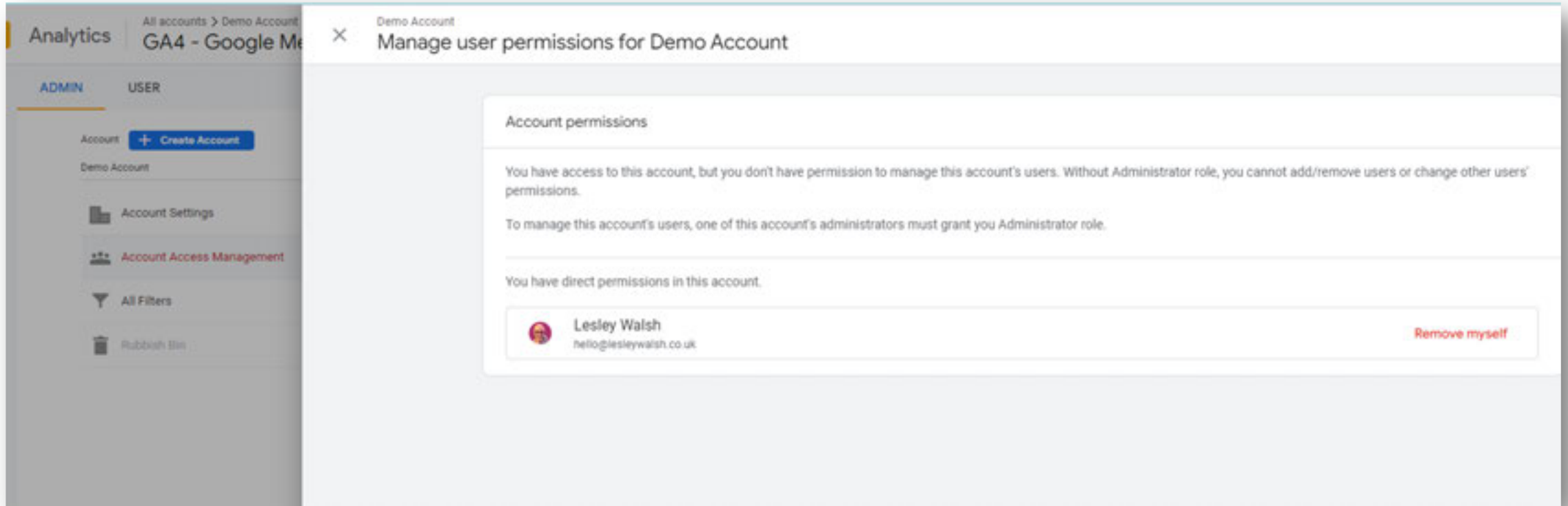


Remove Access to Demo Account

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 the 'Manage user permissions for Demo Account' interface in Google Analytics. The left sidebar contains navigation options: 'ADMIN' (selected) and 'USER'. Under 'ADMIN', there is a '+ Create Account' button and a list of account settings: 'Account Settings', 'Account Access Management' (highlighted in red), 'All Filters', and 'Rubbish Bin'. The main content area is titled 'Demo Account Manage user permissions for Demo Account' and contains the following text:

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.

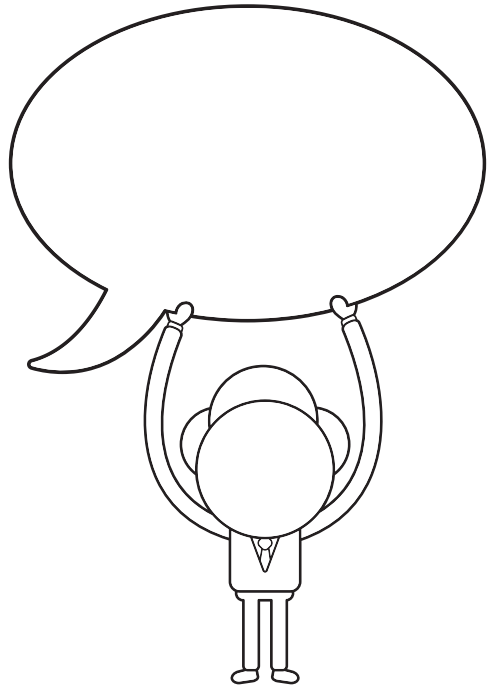
To manage this account's users, one of this account's administrators must grant you Administrator role.

You have direct permissions in this account.

A user card for 'Lesley Walsh' (hello@lesleywalsh.co.uk) is shown with a 'Remove myself' button.



Show and tell



Does anyone want to share
their ideas with us?



Best Practice

- 1 Regularly check for errors
- 2 *Fix problems*
- 3 *Submit URL inspections*
- 4 *Get all your free tools connected*





Any Questions?



Quiz



No quiz today



Coming up soon to extend these skills



Your upcoming SEO sessions will help you understand the data that is contained in Analytics and Search Console.



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 or email your screen shots.

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.



Up next...

Tomorrow we are looking at more functionality with
Plugins

