



NIDM Koramangala

Module : Google

Analytics

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What is Google Analytics?

Google Analytics is a web analytics service that provides statistics and basic analytical tools for marketing purposes. Google Analytics is used to track website performance and collect visitor insights. It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and trends in user engagement and obtain other visitor information such as demographics.

(the notes in this module will be related to **GA4 version**)

Google Analytics 4 Account creation: <https://youtu.be/btE3jZfOPiU>

Google Analytics Demo account for shop.googlemerchandisestore.com/

<https://support.google.com/analytics/answer/6367342?hl=en#zippy=%2Cin-this-article>

Terms to remember:

USER: In Google Analytics, a user is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a new or returning user.

SESSION: The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

BOUNCE RATE: Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

New visitors (or new users) are people who have never been to the website before. Whereas, returning visitors (or returning users) are people who have visited the website previously and have come back.

Real-Time allows you to monitor activity as it happens on your site or app. The reports are updated continuously and each hit is reported seconds after it occurs.

Acquisition

The Acquisition reports provide information about where your traffic originates (e.g., google, baidu, bing), the methods by which users arrive at your site or app (e.g., organic, cpc, email), and the marketing efforts you use to drive traffic (e.g., campaign, creative format, keywords).

Organic traffic is the number of visitors who enter a website after doing a search on Google or other search engines and clicking one of the links on the results page.

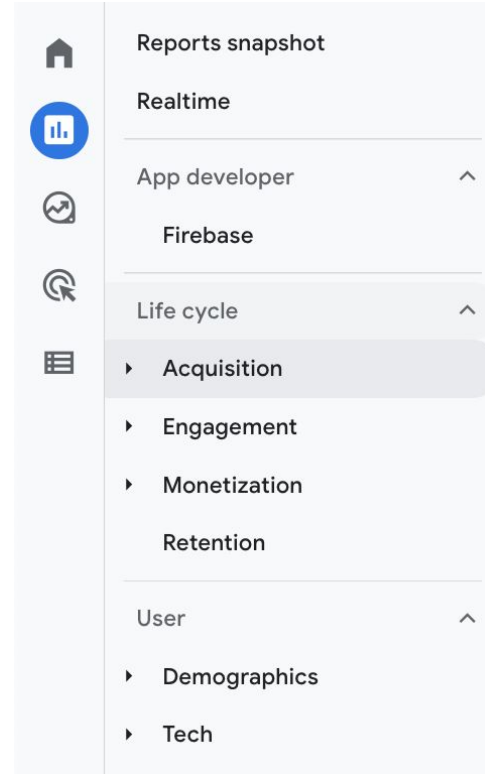
Direct traffic includes visitors from **several different origins**:

- People who have directly typed the URL of your website into their search bar
- People who have saved your website's URL in their favorites and have arrived through it.

Referral traffic refers to people entering a website by clicking on a link from another site like a blog or a forum.

Paid traffic refers to visitors who arrive after clicking on a [pay-per-click ad](#) on a social network.

Social Traffic source refers to visitors who arrive after clicking on a social media post.

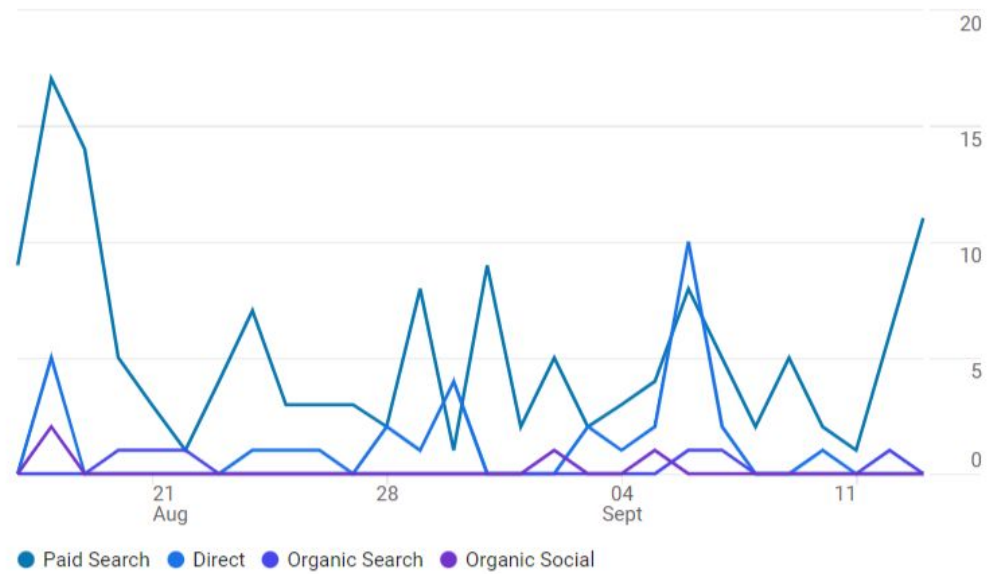


User acquisition: First user default channel grouping

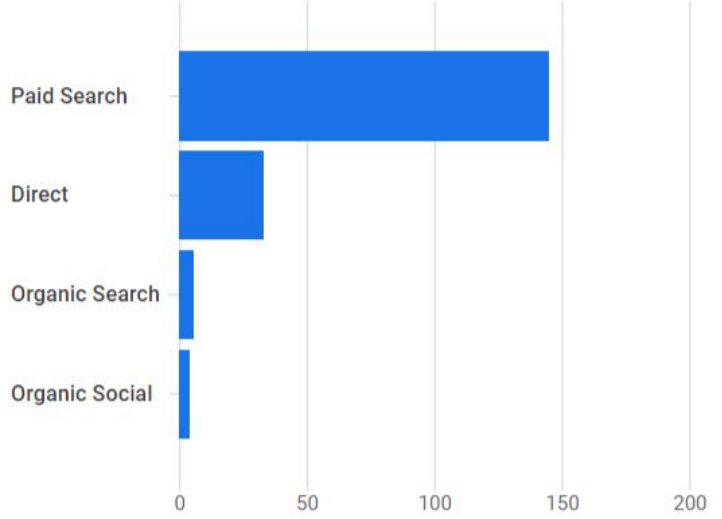


Add filter +

New users by First user default channel grouping over time



New users by First user default channel grouping



Search...		Rows per page: 10				
First user default channel grouping +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
Totals		188 100% of total	177 100% of total	57.47% Avg 0%	0.88 Avg 0%	1m 01s Avg 0%
1	Paid Search	145	107	56.02%	0.70	0m 40s
2	Direct	33	59	58.42%	1.48	2m 26s
3	Organic Search	6	6	66.67%	1.00	0m 37s
4	Organic Social	4	5	71.43%	1.25	1m 01s

Engagement

Any user interaction with your site or app. For example:

For a content publisher, engagement may be scrolling slowly down the page, indicating the user is scrolling to read vs scrolling to find out length of article.

For an ecommerce site, engagement may be viewing product details, or spending a certain amount of time on a page.

For an online banking app, engagement may be check an account balance.

For a college site, engagement may be watching an informational video.

Event

Events in Google Analytics are user interactions on your website that cannot be tracked as pageviews within a session. Any activity that users take on a page of your website is considered an 'event' or 'event hit'. For example:

Button clicks

Clicks on outbound links

Form submissions

Video plays and watch time

File downloads

Conversion

A conversion is a user action that you count because you consider it important, such as a purchase, game level completion, or website or app scroll activity.


Demographics


Analyze users by age, gender, and interest categories. Demographics and interests data provides information about the age and gender of your users, along with the interests they express through their online travel and purchasing activities.

Google Analytics 4 Walk through : <https://youtu.be/RhS85WQiBLU>

When you configure a web data stream in Google Analytics 4, you have an option to use [Enhanced Measurement](#). It is designed to help marketers get as many events in the reports as possible without the need to cooperate with developers or configure in Google Tag Manager.

If you go to *Admin > Data Streams >* Select the web data stream, the following window will open where you will see a section called *Enhanced Measurement*.





STREAM URL	STREAM NAME	MEASUREMENT ID
https://www.analyticsmania.com	Mirrored property (later to migrate to GA4)	G-RMZMET7SKM 
STREAM ID	STATUS	
2143901710	No data received in past 48 hours. Learn more	



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 [+ 3 more](#) 

By default, this feature is enabled and will automatically track the following events:

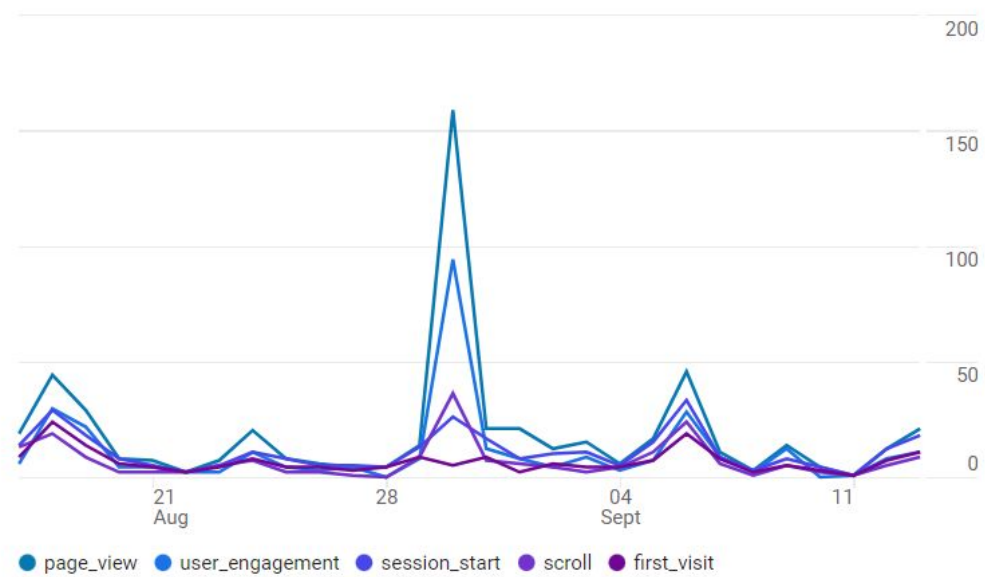
- Page view (event name: *page_view*)
- **Scroll** (event name: *scroll*)
- **Outbound link click** (event name: *click* with the parameter *outbound: true*)
- **Site search** (event name: *view_search_results*)
- **Video Engagement** (events: *video_start*, *video_progress*, *video_complete*)
- **File Download** (event name: *file_download*)

Events: Event name ✓ ▾

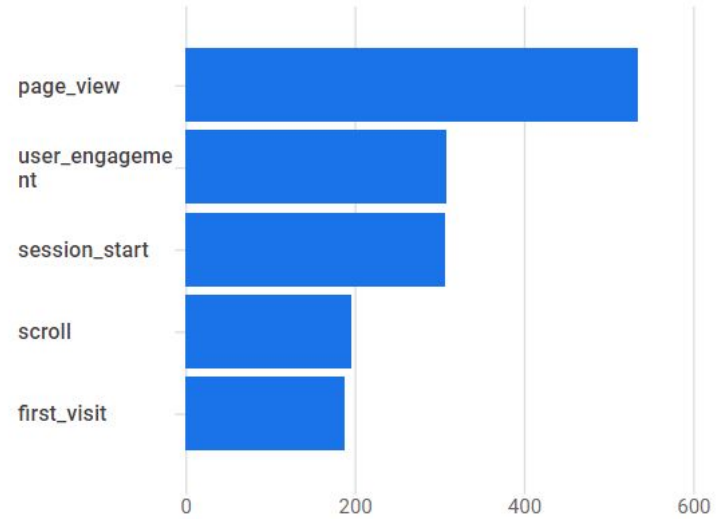


Add filter +

Event count by Event name over time



Event count by Event name



Q Search...

Rows per page: 10 1-9 of 9

Event name	+	↓ <u>Event count</u>	<u>Total users</u>	<u>Event count per user</u>	<u>Total revenue</u>
		1,666 100% of total	204 100% of total	8.25 Avg 0%	₹0.00
1	page_view	535	204	2.65	₹0.00
2	user_engagement	308	115	2.68	₹0.00
3	session_start	307	204	1.52	₹0.00
4	scroll	196	110	1.81	₹0.00
5	first_visit	188	188	1.00	₹0.00
6	video_progress	71	14	5.07	₹0.00
7	video_start	27	14	1.93	₹0.00
8	click	22	12	1.83	₹0.00
9	video_complete	12	9	1.33	₹0.00



Thank You!!

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