Accounts, Web Properties, Profiles & Filters

- Accounts can have multiple Web Properties. Maximum accounts per login is 25.
- To create a profile you need admin rights. Make sure you haven’t hit maximum of 50. 50 is max for web properties and/or profiles within an account.
- A Web Property has a unique ID number that is used in the GA Tracking Code
- Profiles are a great way to limit access to a segment of data
- Profiles are setup to create different sets of data within a Web Property (Profiles can’t access domains in a different account)
- Filters are created and added to Profiles to adjust how data is processed and stored in Profiles
- Order matters when applying filters to Profiles
- Filters can set data to lower case, upper case, exclude visits, include only certain traffic, rewrite URLs, and include only certain website sections
- Profiles can be duplicated in “Profile Settings” by clicking the “Copy this Profile” link
- Always maintain one unfiltered profile as a backup

Campaign Tracking/Traffic Sources

- Manually tag banner ads, email campaigns, non-Adwords CPC campaigns and applications
- Campaign Tracking is used to adjust how GA categorizes a visit. Without a tag, all visitors appear as “direct”, “referral”, or “organic”
- UTM variables are used to set the source information on links to your website
- **Required UTM variables**: Source (utm_source-facebook,mashable.com,bing), Medium (utm_medium-cpc,display,social,email), Campaign (utm_campaign)
- **Optional UTM variables**: Paid Search Keyword (utm_term), Ad Content (utm_content)
- The URL Builder (http://blast.am/urlbuilder) in the GA Help Forum can be used to build UTM tagged links

Cookies

- User won’t be tracked if blocking cookies or JS, or opted out of GA tracking
- 1st party cookie set by site you’re on and only accessible by same site. GA uses this type
- 3rd party cookie set by other site and tracks data across sites
- Temp cookies are removed when a user closes their browser
- GA uses JavaScript and 1st party cookies: utma (visitor id-2yrs), utmb (session id-30min), utmc (deprecated), utmz (campaign-6mo), utmv (visitor segmentation-2yrs), utmx (content experiments-2 yrs)

Dimensions & Metrics

- Dimensions are “categories”
- Metrics are “counted” in relation to “categories”
- **Examples of Dimensions**: Source, Landing Page, Screen Resolution, Browser, Page, Custom Variable, Region
- **Examples of Metrics**: Visits, Visitors, Pageviews, Exits, Bounce Rate, Conversion Rate, Total Events, Entrances

Goals

- Goals are created to track “successes” (Can only be added by an admin)
- A goal conversion can only happen once during a visit, but multiple ecommerce transactions can occur
- Goals can be used to track “Time on site”, “Pages viewed”, “Events”, or “URL Destination”
- With URL Destination, a funnel of pages can be setup with the goal
- Only one conversion per goal per visit will be counted
- Goals are tied to profiles. Limit of 20 goals per profile
- Site search terms reports only show goal conversions for those who searched on your site

Referrers

- A referrer is the site that a visitor was on when they clicked a link to get to your site
- Search engines are also often referrers because they have links to your site that aren’t part of a search results page (iGoogle, etc) or they aren’t in GA’s default list of (organic) search engines (which covers most widely used search engines)
**Cross Domain Tracking**
- GA needs to be customized to track a visit across multiple domains or sub-domains. Learn more [here](http://blastam.com/crossdomaintracking).
- Cross Domain Tracking methods: `_link()`, `_linkByPost()`, `_setAllowLinker()`, `_setDomainName()`, `_setAllowHash()`.

**Ecommerce Tracking**
- Ecommerce tracking code must be installed on the confirmation or “Thank you” page of the checkout funnel to setup ecommerce tracking.
- Transaction data is sent via the ecommerce tracking code.
- If you have a single traffic referral source, your website’s cross domain tracking is not setup properly.
- Supply empty placeholder for unspecified arguments ("\)
- Place ecommerce tracking code after standard tracking code.
- Tip: Ecommerce revenue data is viewable on many reports such as All Traffic via Explorer Tabs.

**Real-time Report**
- Shows active number of visitors.
- Shows pageviews by second and by minute over the last 30 minutes.
- Can be categorized by traffic source, location, and page viewed.

**Custom Reports**
- **Explorer Option**: Hierarchy of data tables linked by clickable rows (drill down).
- **Flat Table Option**: Single table that shows all data.

**Adwords & Analytics**
- Neither can track if user has cookies blocked.
- Connecting Adwords & Analytics allows cost data to be imported from Adwords into the Analytics reports.
- Use auto-tagging in Adwords and don’t manually tag.
- Within Adwords report, click on “Clicks” dataset to view.
- Avoid using redirects on Adwords landing pages that will strip gclid of Adwords spend and differentiates between Google CPC and Non-Google CPC visits.
- Analytics also calculates ROI.
- Clicks are not the same as visits.
- Adwords filters out invalid clicks.
- Users’ browser settings can block GA if JS is blocked but not Adwords.
- AdWords has 30-day window for conversion.
- GA is last-click attribution.
- AdWords shows the conversion on the date the ad was displayed. GA on the date of conversion.

**Virtual Pageviews & Event Tracking**
- Use `_trackPageview()` to distinguish page steps for forms and checkout flows when URIs are not unique. Rename pages with `_trackPageview()`.
- Virtual pageviews track activity that doesn’t generate a pageview.
- Use `_trackPageview()` and `_trackEvent()` for Flash event tracking.
- Event Tracking elements: categories, actions, labels.

**Fundamentals**
- **CTR** = Clicks/Impressions.
- **URI** = file path (not including domain).
- **Bounce Rate** = % of visitors who viewed only one page.
- Crawlers aren’t tracked since they don’t execute JS.
- Direct is the Traffic Source when no other traffic source is available.
- Cached Pages are tracked.
- Data can take 24+ hours to show in GA Standard.
- Visit duration categorizes visits according to time spent on site.
- No PII (Personal Identifiable Info) in GA like address, name, credit cards, etc. CRM identifiers are OK.

**Intelligence Events**
- Intelligence Events are alerts where GA detects changes in site performance.
- Alerts can be setup to notify by email on a daily, weekly, or monthly basis.
- Custom and Automatic Alerts are available.

**Segmentation**
- Segments are created so that only visits that match a set of criteria are shown as matching that segment.
- Segments can be created using dimensions or metrics.
- Up to 4 segments can be applied to a report to analyze how they perform against each other.
- Allows side by side comparison and may be applied to historical data.
### Anchors

| ^ | Start of line (^site matches site, not mysite) |
| $ | End of line (site$ matches site, not sites) |

### Shorthand Character Classes

| \s | White space character |
| \S | Non-white space character |
| \d | Digit character (same as [0-9]) |
| \D | Non-digit character |
| \w | Word (same as [A-Za-z-0-9]) |
| \W | Non-word (e.g. punctuation, spaces) |

**Example:** \d \{1,5\}\s \w\* matches "235 Market"

### Metacharacters

Need to escape with backslash when you don’t want character interpreted as RegEx function.

| ^ | [ ] |
| $ | ( ) |
| . | { } |
| * | + | ? |

### Filter Group Accessors

| $Ax | Access group x in field A (e.g. $A1) |
| $Bx | Access group x in field B (e.g. $B1) |

### Quantifiers

| $A^x | Zero or more (greedy) |
| $?Ax | Zero or more (lazy) |
| + | One or more (greedy) |
| +? | One or more (lazy) |
| ? | Zero or one (greedy) |
| ?? | Zero or one (lazy) |
| {X} | Exactly X (e.g. 5) |
| {X,} | X or more (e.g. 5) |
| {X, Y} | Between X and Y (e.g. 1 and 3) (lazy) |

### Wildcards

- Matches any single character
- Matches zero or more of previous item (bla*st matches blast & blaaast)
- Like asterisk, but must match at least one previous item (bla+a+st matches blaast, not blast)
- Matches zero or one of previous item (bin?g matches both bing and big)
- Matches a or b (case sensitive) thank(s)\$\you

### Ranges and Groups

- Group, e.g. (keyword)
- Passive group, e.g. (:?keyword)
- Range (a or b or c)
- Negative range (not a or b or c)
- Uppercase letter between A and Z
- Lowercase letter between a and z
- Digit between 0 and 7

### Sample Patterns

- ^199\.[12]1\.[12]3$ IP Match
- ^199\.[12]1\.[(1-9)]\.[0-9]\[2(0-5)\]$ IP Range (.1-25)
- ^/directory/(.\*) Any page URLs starting with /directory/
- (brand\|s+\?term) Brand term with or without whitespace between words
- ^brand\|s+[^cf]\ Key phrases starts with ‘brand’ and second word not starting with c or f
- \.aspx$ URLs ending in `.aspx`
- ORDER\|\d\{6\} “ORDER-“ followed by a six digit ID
- (?::?\&)utm=[([^&]+$]+) Value of ‘utm’ querystring parameter

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RegEx Creative Credit: Jay Taylor & Google