

# Google Analytics

## Log in and set up

**What?** Make sure you're looking at the "View" for the correct pages, particularly if you have access to Google Analytics for a number of sites.

**When?** Set the "Date Range" to reflect the period of time you'd like to look at.

## What to track and why?

### TRAFFIC SOURCES

**Where?** Reports > Acquisition > All Traffic > Channels

**Why?** Determine what sources drive the most traffic to your site and whether your marketing efforts are paying off. Compare behavior between different channels to see if any source is outperforming another.

### PAGEVIEWS

**Where?** Reports > Behavior > Site Content > All Pages

**Why?** See which pages are most popular, how many unique visitors they have, and how long users are staying on those pages.

### EXIT PAGES

**Where?** Reports > Behavior > Site Content > Exit Pages

**Why?** Discover which pages have the highest and lowest exit rate. Are users leaving your site on appropriate pages or leaving in a place you would not expect?

## Going further

### OTHER REPORTS

Audience reports provide demographic, device, and engagement information.

Behavior flow reports show how users move through the pages.

Drill down in pageview and traffic reports to collect detailed information.

### UTM TRACKING

Ensure your marketing campaigns are being assigned the correct source with UTMs.

Google has an easy tool for building UTMs.

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

### GOOGLE ANALYTICS ACADEMY

Learn more about Google Analytics with their free online courses.

<https://analytics.google.com/analytics/academy/>

### GOOGLE TAG MANAGER (GTM)

Link clicks and scroll tracking are two commonly used tags in GTM. Contact Britt Olsen ([britt.olsen@ku.edu](mailto:britt.olsen@ku.edu)) for assistance with GTM implementation.