# Introduction to Google Analytics
WiscWeb – WordPress UW Theme

Introduction
- What is Google Analytics?
  - A service and tool provided by Google that allows you to measure the use of your website in a quantitative manner.
  - Its purpose is straightforward, however using it takes planning and strategy :: what do you want this data for, and what are you going to do with it?

- ## Setting Up Your Google Analytics Account
  - First log in at https://analytics.google.com/
  - **Be sure to use a campus Office 365 service account.**
    - If you do not have a service account, contact your mail system administrator about using or acquiring one.
    - If you do not have a mail administrator, or are in need of further guidance, please contact the WiscWeb team to assist at support@wiscweb.wisc.edu.
  - Upon logging in, if you have not set up an Analytics account before, click on the **Sign up** button.
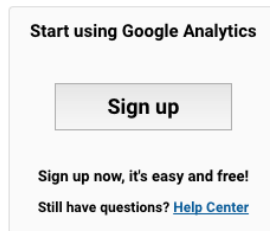
  - If you are setting up a new "account," click on the **Admin** menu item on the left, click on the dropdown under *Account*, and choose **Create new account**.
  - In the next page, under the **Website** section, fill out the relevant information for your site.
  - Once that information is populated, click the **Get Tracking ID** button at the bottom of the page.
    - Be sure to check or uncheck any Google specific options.
    - You will be prompted to accept a Google Terms of Service Agreement.
  - You will be presented with your **Tracking ID** value within your property information. That value will be necessary to input into your UW Theme site to start tracking your information.

- ## Adding Tracking ID To UW Theme Site
    - Once you have your **Tracking ID**, go to your UW Theme site and log in to the Dashboard.
   - Once there, hover your mouse over the **Appearance** section, and click on **Customize**.
    - In the Customizer Menu, choose the **Analytics** menu option.
    - Enter your **Tracking ID** into the field, and be sure to click **Save & Publish**.
    - Your data will now start to be collected. There is a slight delay for the system to start collecting the data, but it will be there.
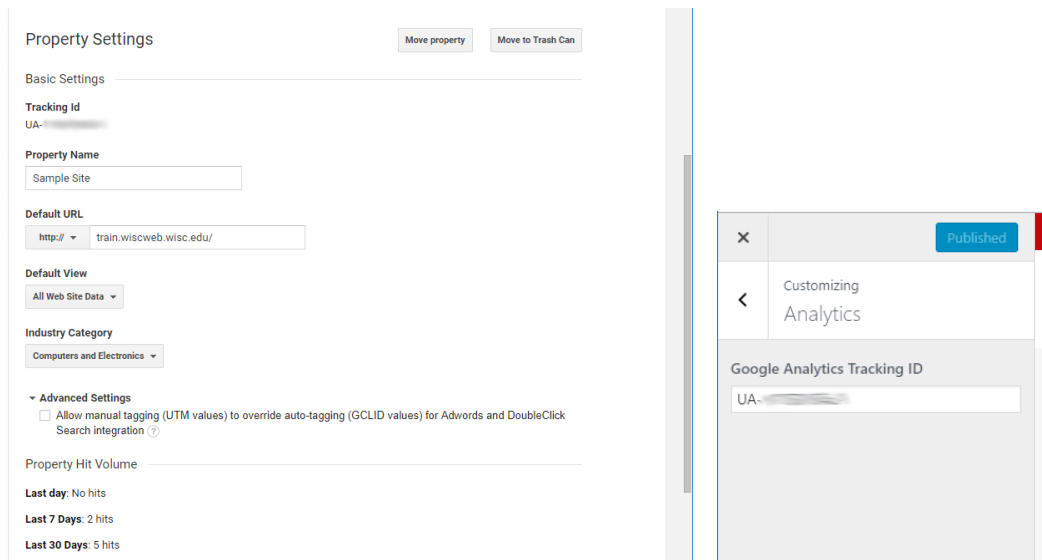
- ## Using Google Analytics
    We'll touch on a few things of interest in regards to Google Analytics and your site. Analytics is a very deep source of information, and it would take several classes and resources to explain and define all of the different data sets that you'll see out of these views.

    - To view your site overall, be sure to look at **All Web Site Data** for your views section.
    - Your default (**Home**) view will give general overview of the current and past use of your site, covering several categories.
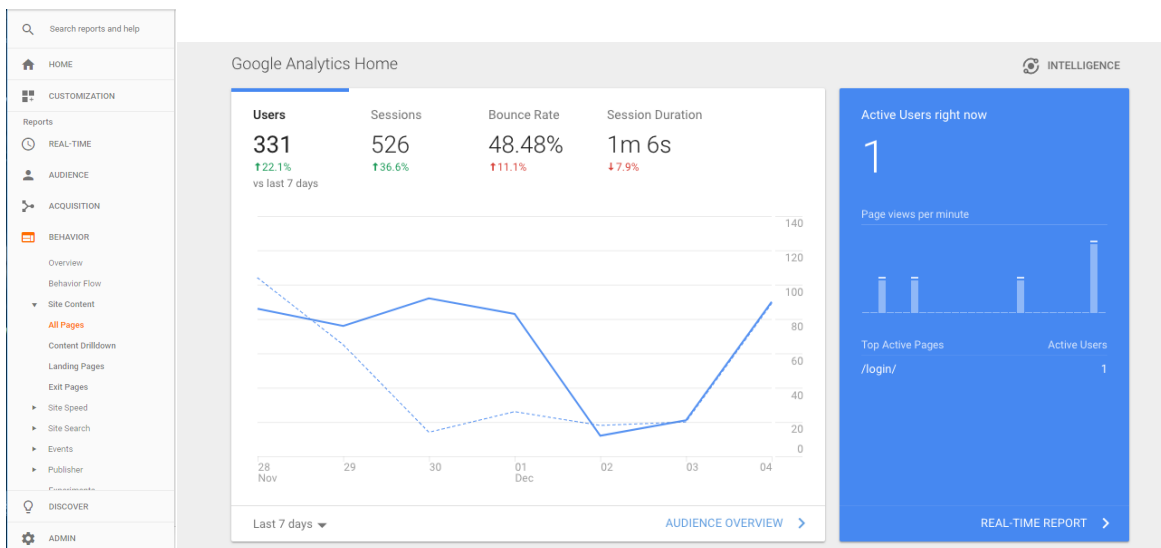
Introduction to Google Analytics
WiscWeb – WordPress UW Theme

- We'll take a look at the **Behavior** section to start. Click there and then expand the *Site Content* submenu. Click on *All Pages*.
  - Here you can see information such as *Pageviews*, *Unique Pageviews*, *Average Time On Page*, and *Bounce Rate*.
  - This data could tell us several things about the pages being reported - Unique Pageviews gives you the number of individual views of that page during a session; Average Time On Page lets you know how long someone spent on the page (perhaps reading the content); and Bounce Rate tells you if a visitor came to this specific page and did not interact with it, and simply left your site.
    - There are different ways to interpret this information - understanding how the content is set up on your site would let you know if your bounce rate is "good" or "bad."

- Next let's look at the **Audience** section. Click there, and start by clicking on *Overview*. Here you can see details such as the number of returning visitors and new visitors to your site, the geographic information about your visitors, as well as system and browser information.

- Finally, let's take a look at where your traffic is coming from. Click on **Acquisition**, and then click *Overview*. There are several terms here that let you know how people are getting to your site:
  - **Direct –** Users who have accessed your site either via typing in the URL into the address bar, or who have used a bookmark / favorite to come directly to your site.
  - **Organic Search –** Users accessed your site via a search result at a search engine site (Google, Yahoo, etc.)
  - **Referral –** Users accessed your site by clicking on a link at another site.

- You can also add other individuals to Google Analytics account to give them access to review the data. To do this, follow these steps:
  - Click on **Admin** at the bottom left of the menu.
  - Under the **Account** drop down, choose the property that you want to add a user to.
  - Click on **User Management**.
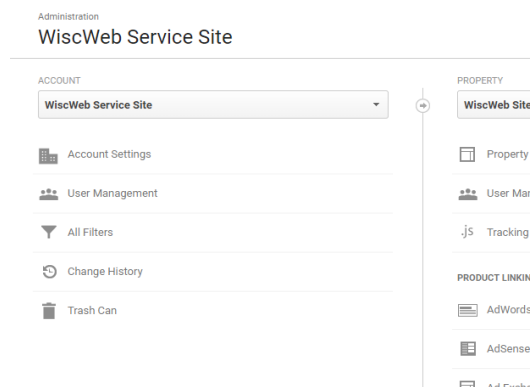
  - In the upper right corner, click on the ╋ (plus) icon.
  - In the next screen add the users by entering their email addresses, and setting their options. Once you've done that, click **Add** in the upper right corner of the screen.