



**PORTENT**  
INTERACTIVE

# Google Analytics Cheat Sheet 2

Brought to you by Portent

Last Revised 5/27/11 by [Matt Gratt](#)

## Time on Page :

**Page B Time – Page A Time = Time on Page A**

## Bounce Rate

**Bounced Visitor = 1 Page Viewed**

(It doesn't matter how long they spend on the page.)

## Regular Expressions

- . = Match Any Single Character
- \ = Escape the Special Meaning of Meta Characters
- [] = Match One Item in this Character Set
- ? = Match zero or more of the previous item
- + = Match One or More of the Previous Item
- \* = Match Zero or More of the Previous Item
- () = Group and Remember Contents as an Item
- | = Either/Or
- ^ = Start of a String
- \$ = End of a String
- /s = Match Any Whitespace (must be escaped)
- /w = Match Any Letter, Number or Underscore (must be escaped)

## URL Tagging

*Always Use These Variables:*

**utm\_source:** Identify an advertiser or traffic source by referrer - like Yahoo.

**utm\_medium:** Advertising medium – cpc, banner, email, twitter, etc.

**utm\_campaign:** Campaign name – product, promotion, or slogan.

*Optional Variables:*

**utm\_term:** Paid search keyword.

**utm\_content:** Track different variations of an ad – v1, v2, etc.

Example:

www.portent.com/?utm\_source=yahoo&utm\_medium=banner&utm\_campaign=portent\_launch

## Cookies

**\_utma** = Visitor Identifier  
Expires after 2 years

**\_utmb** = Session Identifier  
Expires after 30 minutes of inactivity

**\_utmc** = Session Identifier  
Temporary cookie: destroyed when you exit the browser

**\_utmz** = Campaign Values  
Expires after 6 months

**\_utmv** = Visitor Segmentation  
Expires after 2 Years

## What's a Cookie, Really?

utma= 176658483 248756524 4546878794 4546646131 1306528413 2

Domain Hash

Random Unique ID

Time of Initial Visit

Start of Previous Session

Start of Current Session

Session Counter

# Google Analytics Cheatsheet

## Setting up

Put this between the <head> and </head> tags:

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/
script%3E"));
</script>
```

No, this isn't the standard setup described in Google Analytics' help. It works better. K?

Put this right before the </body> tag:

```
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

Replace red x's with your account number. To find this code, and the account number:

1. Log into Google Analytics.
2. Click 'edit' next to the site you're setting up.
3. Click 'Check Status'.

[Read the Google help topic](#) ▶

If your site spans multiple subdomains:

```
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._setDomainName(".example.com");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

This lets you track multiple subdomains, like ian.portent.com and www.portent.com, in a single report.

If instead you're tracking across multiple domains, like www.portent.com and www.mysite.com, use this:

```
pageTracker._setDomainName("none");
pageTracker._setAllowLinker(true);
```

[Read the Google help topic](#) ▶

## Link Tagging: Tracking code variables and examples

The variables:

```
mysite.com/index.php?utm_source=source&utm_medium=medium&utm_campaign=campaign&utm_term=term&utm_content=content
```

From a discount-focused banner ad on 'sitesite.com' that's part of the Spring 2010 campaign:

```
mysite.com/index.php?utm_source=sitesite_com&utm_medium=banner&utm_campaign=s2010&utm_content=discount
```

Same site, same campaign, but this banner's copy focuses on the great styles:

```
mysite.com/index.php?utm_source=sitesite_com&utm_medium=banner&utm_campaign=s2010&utm_content=styles
```

Same site, same campaign, Bing ppc ad about the discount, keyphrase 'wedding dresses':

```
...?utm_source=bing&utm_medium=cpc&utm_campaign=s2010&utm_content=discount&utm_term=wedding%20dresses
```

Same site, ppc ad from Google:

It's a trick! In Google Adwords, autotagging will automatically provide Google Analytics the data you need. Autotagging is enabled by default. To disable it, log into Adwords, go to **My Account >> Account Preferences >> Tracking**. Click **Edit**, then uncheck 'Destination URL Auto-Tagging'.

If the target page already has a '?' in the URL:

Then, instead of a '?' at the beginning of the tracking string, use an ampersand: '&'

[Try the URL Builder!](#) ▶

[Read the Google help topic](#) ▶

## Filters: Why and how

Filters let you include or exclude traffic and visitor data from your Google Analytics reports.

Advanced filters also let you capture data that Google Analytics normally does not, and then report on it using user-defined variables.

Creating an IP address filter:

Find filters under **Analytics Settings**. Locate the profile for which you want to edit a filter, click **Edit** and scroll down to 'Filters applied to profile'. Or, click **Analytics Settings**, then scroll down and click **Filter Manager**.

At a minimum, every profile should have filters that exclude visits from your office IP address(es), as well as visits from vendors and other users who are not your audience.

Google has a nifty tool to generate this IP address range gibberish for you. [Click here to see it](#).

When using advanced filters, **always set up a separate profile to test the filter**.

[Read the Google help topic](#) ▶

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## Goals and goal tracking

A **goal**, aka a conversion, conversion goal or desired outcome, is any action you want your visitors to take: A purchase, download, registration, 'contact us' form completion, or even a minimum number of pages viewed all qualify as goals.

Find goals under **Analytics Settings**. Locate the profile for which you want to add or edit a goal, click **Edit** and scroll down to **Goals**.

Here's a typical goal: A purchase of a \$100 e-book. The final page in the checkout process is 'thankyou-purchase.html':

If you have many products with different values, be sure to enable and set up e-commerce tracking, too. [Click here to read how](#).

[Read the Google help topic](#) ▶

## Track 404 errors

On your 404 error page, add this to your page tracking code:

```
pageTracker._trackPageview("/404.html?page=" + document.location.pathname +
document.location.search + "&from=" + document.referrer);
```

So that it looks like this:

```
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview("/404.html?page=" +
document.location.pathname + document.location.search + "&from=" +
document.referrer);} catch(err) {}
</script>
```

The 'page tracking code' is the 2nd chunk of javascript - the one you put right before the </body> tag.

Replace red x's with your account number. To find this code, and the account number:

1. Log into Google Analytics.
2. Click 'edit' next to the site you're setting up.
3. Click 'Check Status'.

[Read the Google help topic](#) ▶

## Serious nerdy ninja tricks

Track clicks to your site from the 2nd page of search results  
*Will Crichtlow, Distilled*

<http://bit.ly/2ndpageclicks>

Record ranking of referring keywords when clicked  
*Nikki Rae & Andre Scholten*

<http://bit.ly/serpclicks>

Find pages with little or no organic search traffic  
*Ian Lurie, Portent*

<http://bit.ly/seoclickless>

Use a hash (#) instead of a ? in your tracking URLs  
*LunaMetrics*

<http://bit.ly/gahash>

## Blogs to read, tools you need

Occam's Razor, Avinash Kaushik

<http://www.kaushik.net/avinash/>

The Google Analytics Blog

<http://analytics.blogspot.com/>

Google Analytics regular expression tester

<http://bit.ly/garegex>

Google Analytics URL tag builder

<http://bit.ly/gataggar>

IP filter regular expression builder

<http://bit.ly/gaipfilter>

## Bare minimum, no matter what, be sure you're using...

Site search tracking ▶

Goal tracking ▶

Intelligence Alerts ▶

Adwords integration ▶

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