Digital Culture Network

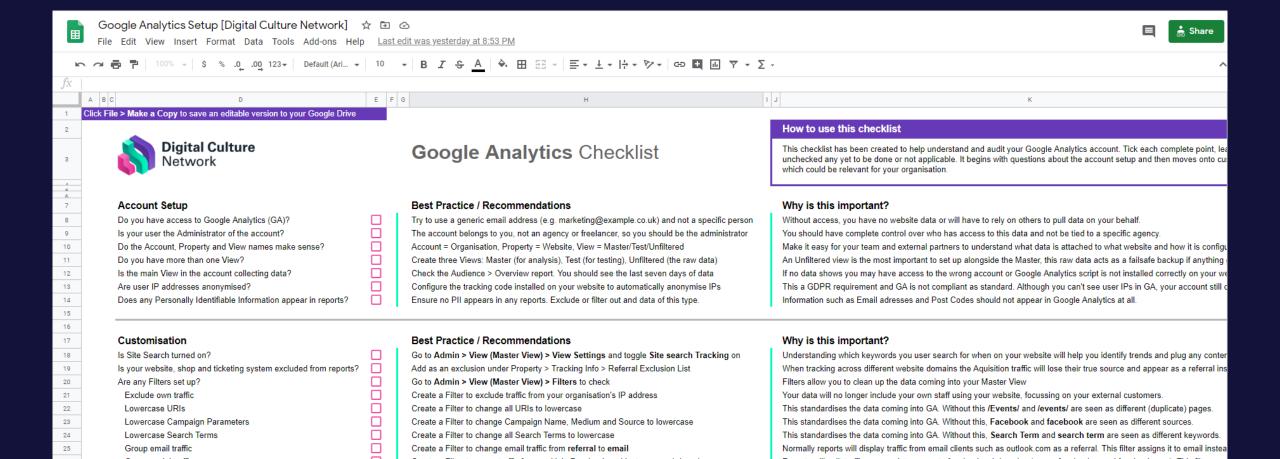ARTS COUNCIL ENGLAND

How to audit
Google Analytics

#DigitalCultureNetwork

Why do I need to audit **Google Analytics**?

Digital Culture Network

ARTS COUNCIL ENGLAND

Google Analytics checklist

Google Analytics Setup [Digital Culture Network]

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Last edit was yesterday at 8:53 PM

Share

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	A	B	C	D	E	F	G	H	I	J	K
1				Click File > Make a Copy to save an editable version to your Google Drive							

Digital Culture Network

Google Analytics Checklist

How to use this checklist

This checklist has been created to help understand and audit your Google Analytics account. Tick each complete point, lea unchecked any yet to be done or not applicable. It begins with questions about the account setup and then moves onto cu which could be relevant for your organisation.

Account Setup

	Best Practice / Recommendations	Why is this important?
Do you have access to Google Analytics (GA)?	Try to use a generic email address (e.g. marketing@example.co.uk) and not a specific person	Without access, you have no website data or will have to rely on others to pull data on your behalf.
Is your user the Administrator of the account?	The account belongs to you, not an agency or freelancer, so you should be the administrator	You should have complete control over who has access to this data and not be tied to a specific agency.
Do the Account, Property and View names make sense?	Account = Organisation, Property = Website, View = Master/Test/Unfiltered	Make it easy for your team and external partners to understand what data is attached to what website and how it is configu
Do you have more than one View?	Create three Views: Master (for analysis), Test (for testing), Unfiltered (the raw data)	An Unfiltered view is the most important to set up alongside the Master, this raw data acts as a failsafe backup if anything
Is the main View in the account collecting data?	Check the Audience > Overview report. You should see the last seven days of data	If no data shows you may have access to the wrong account or Google Analytics script is not installed correctly on your we
Are user IP addresses anonymised?	Configure the tracking code installed on your website to automatically anonymise IPs	This a GDPR requirement and GA is not compliant as standard. Although you can't see user IPs in GA, your account still c
Does any Personally Identifiable Information appear in reports?	Ensure no PII appears in any reports. Exclude or filter out and data of this type.	Information such as Email adresses and Post Codes should not appear in Google Analytics at all.

Customisation

	Best Practice / Recommendations	Why is this important?
Is Site Search turned on?	Go to **Admin > View (Master View) > View Settings** and toggle **Site search Tracking** on	Understanding which keywords you user search for when on your website will help you identify trends and plug any conter
Is your website, shop and ticketing system excluded from reports?	Add as an exclusion under Property > Tracking Info > Referral Exclusion List	When tracking across different website domains the Aquisition traffic will lose their true source and appear as a referral ins
Are any Filters set up?	Go to **Admin > View (Master View) > Filters** to check	Filters allow you to clean up the data coming into your Master View
Exclude own traffic	Create a Filter to exclude traffic from your organisation's IP address	Your data will no longer include your own staff using your website, focussing on your external customers.
Lowercase URIs	Create a Filter to change all URIs to lowercase	This standardises the data coming into GA. Without this **/Events/** and **/events/** are seen as different (duplicate) pages.
Lowercase Campaign Parameters	Create a Filter to change Campaign Name, Medium and Source to lowercase	This standardises the data coming into GA. Without this, **Facebook** and **facebook** are seen as different sources.
Lowercase Search Terms	Create a Filter to change all Search Terms to lowercase	This standardises the data coming into GA. Without this, **Search Term** and **search term** are seen as different keywords.
Group email traffic	Create a Filter to change email traffic from **referral** to **email**	Normally reports will display traffic from email clients such as outlook.com as a referral. This filter assigns it to email instea

Do you have access to **Google Analytics**?

analytics.google.com/analytics/web/#/a1646170w2895336p2955822/admin/suiteusermanagement/account

Analytics

ADMIN

Artsdepot
Manage user permissions for Artsdepot

⋮

Account permissions

You have access to this account, but you don't have permission to manage this account's users. Without user management permissions, you cannot add/remove users or change other users' permissions.

To manage this account's users, one of this account's administrators must grant you user management permissions.

Request access

You have direct permissions in this account.

Digital Culture Network
digitalnetwork@artscouncil.org.uk

Remove myself

analytics.google.com/analytics/web/#/a163804477w229289110p215993127/admin/suiteusermanagement/account

Analytics

HOME

ADMIN

Digital Culture Network
Account permissions 1 row

Search

	Name ↑	Email	Permissions ⊙	
☐	James Akers	analyticsforbeginners@gmail.com	Edit, Collaborate, Read & Analyse, Manage Users	⋮

analytics.google.com/analytics/web/#/a163804477w229289110p215993127/admin/suiteusermanagement/account

Digital Culture Network
James Akers

Remove   Save

Permissions

		Inherited	Direct
✏️ **Edit** Can create and edit accounts, properties, views, filters, goals, etc. Cannot manage users. Learn more			☑
🧩 **Collaborate** Can create and edit shared assets, like dashboards or annotations. Learn more			☑
👁 **Read & Analyse** Can view report and configuration data. Learn more			☑
👥 **Manage Users** Can add users, delete users and change user permissions. Learn more			☑

Property permissions   1 property

analytics-training.co.uk   UA-163804477-1   Edit, Collaborate, Read & Analyse, Manage Users ›

Account = Organisation name
Property = Website address
View = Master, Test, Raw data

Account = Artsdepot
Property = https://www.artsdepot.co.uk
View = 01 www.artsdepot.co.uk - Master – filtered view for analysis

Property **+ Create Property**

https://www.artsdepot.co.uk ▾

▭ Property Settings

‹› Tracking Info

Dd Data Deletion Requests

PRODUCT LINKING

▭ Google Ads Linking

▭ AdSense Linking

View **+ Create View**

🔍 Select View

01 www.artsdepot.co.uk - Master - filtered view for analysis

02 www.artsdepot.co.uk - test view for testing

03 www.artsdepot.co.uk - unfiltered raw data - do not touch

3 Views

Filters

⇄ Channel Settings

Ecommerce Settings

Is the main **View** collecting data?

Property   **+ Create Property**

https://www.artsdepot.co.uk

▢ Property Settings

<> Tracking Info

Dd Data Deletion Requests

PRODUCT LINKING

▤ Google Ads Linking

▤ AdSense Linking

▢ Ad Exchange Linking

🔗 All Products

↩ Postbacks

Default View

| 01 www.artsdepot.co.uk - Master - filtered view for analysis ▾ |

Industry Category

| Arts and Entertainment ▾ |

▾ **Advanced Settings**

☐ Allow manual tagging (UTM values) to override auto-tagging (GCLID values)

Property Hit Volume

Last day: 558 hits

Last 7 Days: 2,313 hits

Last 30 Days: 10,963 hits

Advertising Features

Enable Demographics and Interest Reports ⍰

Demographics and Interest Reports make Age, Gender, and Interest data available

| ON |

Does any
Personally Identifiable Information (PII)
appear in reports?

Analytics

Try searching for "site content"

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Attribution BETA

Discover

Admin

All Users
100.00% Pageviews

+ Add Segment

Sep 1, 2019 - Mar 31, 2020

Explorer   Navigation Summary

Pageviews ▼ VS. Select a metric

Day | Week | Month

● Pageviews

1

@

adva

0

October 2019   November 2019   December 2019   January 2020   February 2020   March 2020

Primary Dimension: **Page**   Page Title   Other ▼

Secondary dimension ▼   Sort Type: Default ▼

@   advanced

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	0 % of Total: 0.00% (1,205,125)	0 % of Total: 0.00% (767,709)	00:00:00 Avg for View: 00:00:37 (-100.00%)	0 % of Total: 0.00% (238,278)	0.00% Avg for View: 41.58% (-100.00%)	0.00% Avg for View: 19.77% (-100.00%)	£0.00 % of Total: 0.00% (£9.15)

There is no data for this view.

Show rows: 10 ▼   Go to: 1   1 - 0 of 0

This report was generated on 5/13/20 at 8:57:10 PM - Refresh Report

Are user **IP addresses** anonymised?

Google Analytics › Measurement › analytics.js

English ▾

Guides   Reference   Support

Fundamentals

Adding analytics.js to Your Site

How analytics.js Works

Creating Trackers

Getting and Setting Tracker Data

Sending Data to Google Analytics

Using Plugins

Debugging

Measuring common user interactions

Page Views

Event Measurement

Social Interactions

App / Screen Measurement

User Timings

Measure Exceptions

Advanced Topics

Cookies and User Identification

Cross-domain Measurement

Custom Dimensions and Metrics

Renaming the Global (ga) Object

Writing Plugins

Tasks

Contents

For all hits

For a single hit

Learn more

Home › Products › Google Analytics › Measurement › analytics.js

☆ ☆ ☆ ☆ ☆

IP Anonymization

In some cases, you might need to anonymize the IP address of the hit sent to Google Analytics.

For all hits

To anonymize the IP address for all hits sent from a single tracker, use the `set` command to set the `anonymizeIp` field to `true` on the tracker:

```
ga('set', 'anonymizeIp', true);
```

For a single hit

To anonymize the IP address of an individual hit, you can set the `anonymizeIp` field in the fields object for that hit:

Is you website and shop/ticketing system **excluded** from reports?

	Source [?]	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]
		15,860 % of Total: 33.90% (46,787)	**14,059** % of Total: 34.01% (41,334)	**28,743** % of Total: 36.88% (77,929)	**44.30%** Avg for View: 42.68% (3.79%)	**3.82** Avg for View: 3.60 (6.03%)
☐	1. artsdepot.co.uk	**8,079** (50.80%)	7,346 (52.25%)	18,261 (63.53%)	39.04%	4.48
☐	2. m.facebook.com	**2,098** (13.19%)	1,858 (13.22%)	2,419 (8.42%)	67.01%	1.71
☐	3. t.co	**1,377** (8.66%)	1,304 (9.28%)	1,730 (6.02%)	59.94%	3.68
☐	4. artsjobs.org.uk	**864** (5.43%)	807 (5.74%)	1,122 (3.90%)	48.66%	1.57
☐	5. johnrobins.com	**562** (3.53%)	541 (3.85%)	638 (2.22%)	50.00%	2.11
☐	6. tallstories.org.uk	**311** (1.96%)	287 (2.04%)	389 (1.35%)	52.44%	2.25
☐	7. facebook.com	**303** (1.91%)	256 (1.82%)	431 (1.50%)	61.72%	3.76
☐	8. system.spektrix.com	**163** (1.02%)	0 (0.00%)	474 (1.65%)	37.76%	3.47
☐	9. tzedek.org.uk	**108** (0.68%)	86 (0.61%)	192 (0.67%)	31.77%	2.68
☐	10. l.facebook.com	**104** (0.65%)	88 (0.63%)	128 (0.45%)	51.56%	2.40

Realtime

Audience

Acquisition

Overview

▼ All Traffic

   Channels

   Treemaps

   Source/Medium

   Referrals

▶ Google Ads

▶ Search Console

▶ Social

▶ Campaigns

Attribution BETA

Property   **+ Create Property**

https://www.artsdepot.co.uk

⬓ Property Settings

<> Tracking Info

Tracking Code
Data Collection
Data Retention
User-ID
Session Settings
Organic Search Sources
Referral Exclusion List
Search Term Exclusion List

Dd Data Deletion Requests

PRODUCT LINKING

🖼 Google Ads Linking

📄 AdSense Linking

These settings only work with the *analytics.js* version of the tracking code. If you're using the *ga.js* you're transitioning to *analytics.js* from *ga.js*, customize these settings to match your previous conf

Referral Exclusion List ?

Exclude these domains from your referral traffic. Users arriving at your site via any of these domains will not b

+ ADD REFERRAL EXCLUSION

Domain Name

spektrix.com

artsdepot.co.uk

Are any **filters** set up?

View   **+ Create View**

www.artsdepot.co.uk - filtered view for ...

- View Settings
- Goals
- Content Grouping
- **Filters**
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Multi-Channel Funnels Settings

+ ADD FILTER | Assign Filter Order

Search

Rank	Filter Name	Filter Type
1	IP Address Internal	Exclude
2	Grouping - Facebook	Search and Replace
3	Grouping - Instagram	Search and Replace
4	Grouping - Email	Advanced
5	Lowercase - Request URI	Lowercase
6	Lowercase - Campaign Source	Lowercase
7	Lowercase - Campaign Medium	Lowercase
8	Lowercase - Campaign Name	Lowercase
9	Site Search	Advanced

July 2019   August 2019

Primary Dimension: **Source**   Landing Page   Other ▾

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | facebook ✕ 🔍 | adva |

	Source ❓	Acquisition			Behavior			C
		Users ❓ ↓	New Users ❓	Sessions ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓	E O
		2,510 % of Total: 5.36% (46,787)	2,217 % of Total: 5.36% (41,334)	3,009 % of Total: 3.86% (77,929)	65.47% Avg for View: 42.68% (53.38%)	2.05 Avg for View: 3.60 (-43.03%)	00:01:07 Avg for View: 00:02:25 (-53.80%)	
☐ 1.	m.facebook.com	2,098 (82.99%)	1,858 (83.81%)	2,419 (80.39%)	67.01%	1.71	00:00:39	
☐ 2.	facebook.com	303 (11.99%)	256 (11.55%)	431 (14.32%)	61.72%	3.76	00:03:38	
☐ 3.	l.facebook.com	104 (4.11%)	88 (3.97%)	128 (4.25%)	51.56%	2.40	00:01:03	
☐ 4.	lm.facebook.com	23 (0.91%)	15 (0.68%)	31 (1.03%)	54.84%	3.61	00:02:02	

Show rows:

This report was genera

Sidebar navigation:
- 🕐 Realtime
- 👤 Audience
- ⌁ Acquisition
  - Overview
  - ▾ All Traffic
    - Channels
    - Treemaps
    - Source/Medium
    - **Referrals**
  - ▸ Google Ads
  - ▸ Search Console
  - ▸ Social
  - ▸ Campaigns
- ⌁ Attribution BETA
- 💡 Discover
- ⚙ Admin

View | **+ Create View**

www.artsdepot.co.uk - filtered view for ...

📄 View Settings

🚩 Goals

⤴ Content Grouping

🔻 Filters

⇄ Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

⊟ Segments

💬 Annotations

📊 Multi-Channel Funnels Settings

⇄ Custom Channel Grouping

Edit Filter

Filter Information

Filter Name

Grouping - Facebook

Filter Type

| Predefined | Custom |

○ Exclude

○ Include

○ Lowercase

○ Uppercase

● Search and Replace

Filter Field

Campaign Source ▾

Search String

^.*facebook.com$

Replace String optional

facebook.com

☐ Case Sensitive

Users ▼ vs: Select a metric

Day | Week | Month

● Users

400

200

November 2019   December 2019

altime

dience

quisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

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tribution

scover

min

Primary Dimension: Source   Landing Page   Other ▼

Plot Rows | Secondary dimension ▼ | Sort Type: Default ▼

facebook | advanced

		Acquisition			Behavior			Conversions	eCommerce ▼
	Source ❓	Users ❓ ↓	New Users ❓	Sessions ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓	Ecommerce Conversion Rate ❓	Transactions ❓
		7,060 % of Total: 9.35% (75,514)	**6,635** % of Total: 9.53% (69,623)	**8,376** % of Total: 7.22% (116,080)	**69.88%** Avg for View: 42.80% (63.28%)	**2.45** Avg for View: 5.21 (-52.95%)	**00:00:56** Avg for View: 00:02:39 (-64.87%)	**0.60%** Avg for View: 3.93% (-84.80%)	**50** % of Total: 1.10% (4,558)
☐	1. facebook.com	**7,060** (100.00%)	**6,635** (100.00%)	**8,376** (100.00%)	69.88%	2.45	00:00:56	0.60%	**50** (100.00%)

Show rows: 10 ▼   Go to: 1   1 - 1 o

This report was generated on 5/13/20 at 2:54:05 PM

Left table

Source ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	15,681 % of Total: 32.43% (48,357)	13,056 % of Total: 30.33% (43,041)	26,618 % of Total: 33.83% (78,672)
1. ~~artsdepot.co.uk~~	7,423 (46.48%)	5,554 (42.54%)	15,299 (57.48%)
2. ~~m.facebook.com~~	2,292 (14.35%)	2,085 (15.97%)	2,638 (9.91%)
3. artsjobs.org.uk	863 (5.40%)	808 (6.19%)	1,123 (4.22%)
4. facebook.com	805 (5.04%)	716 (5.48%)	955 (3.59%)
5. johnrobins.com	734 (4.60%)	705 (5.40%)	823 (3.09%)
6. t.co	708 (4.43%)	636 (4.87%)	1,000 (3.76%)
7. tallstories.org.uk	558 (3.49%)	509 (3.90%)	822 (3.09%)
8. londonist.com	350 (2.19%)	324 (2.48%)	425 (1.60%)
9. ericandlittleern.co.uk	119 (0.75%)	96 (0.74%)	199 (0.75%)
10. ~~system.spektrix.com~~	100 (0.63%)	0 (0.00%)	293 (1.10%)

Right table

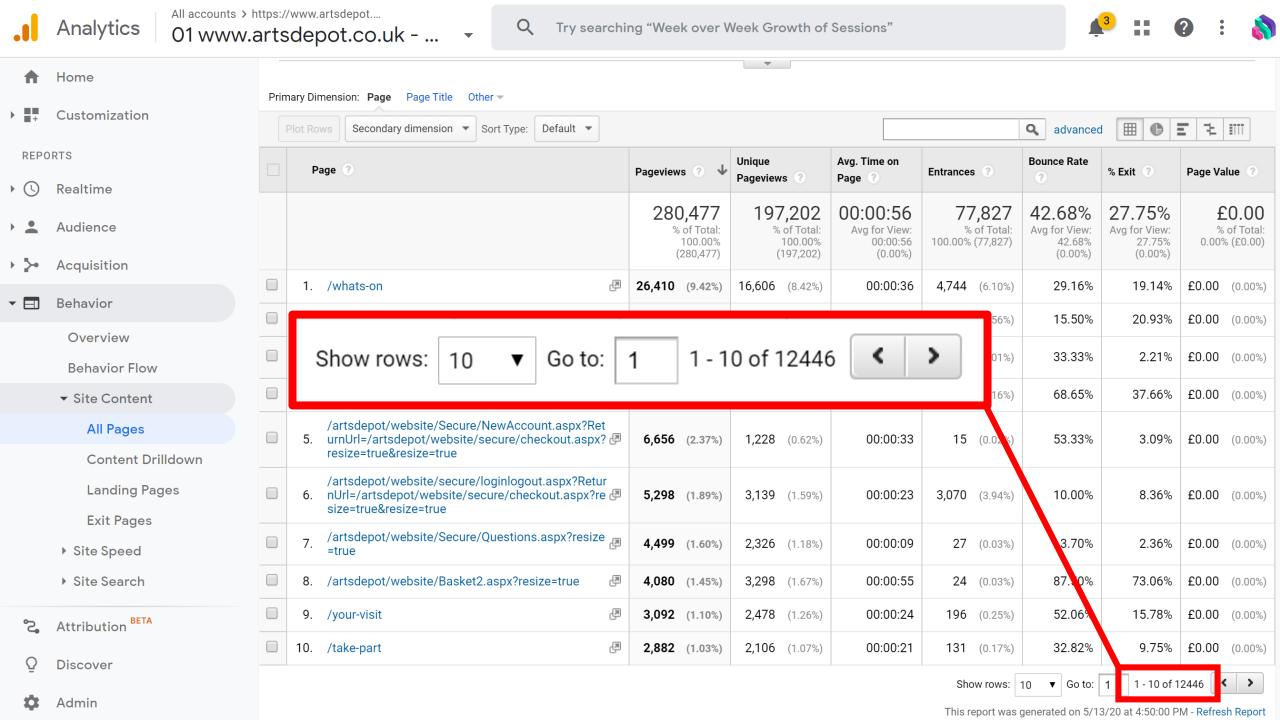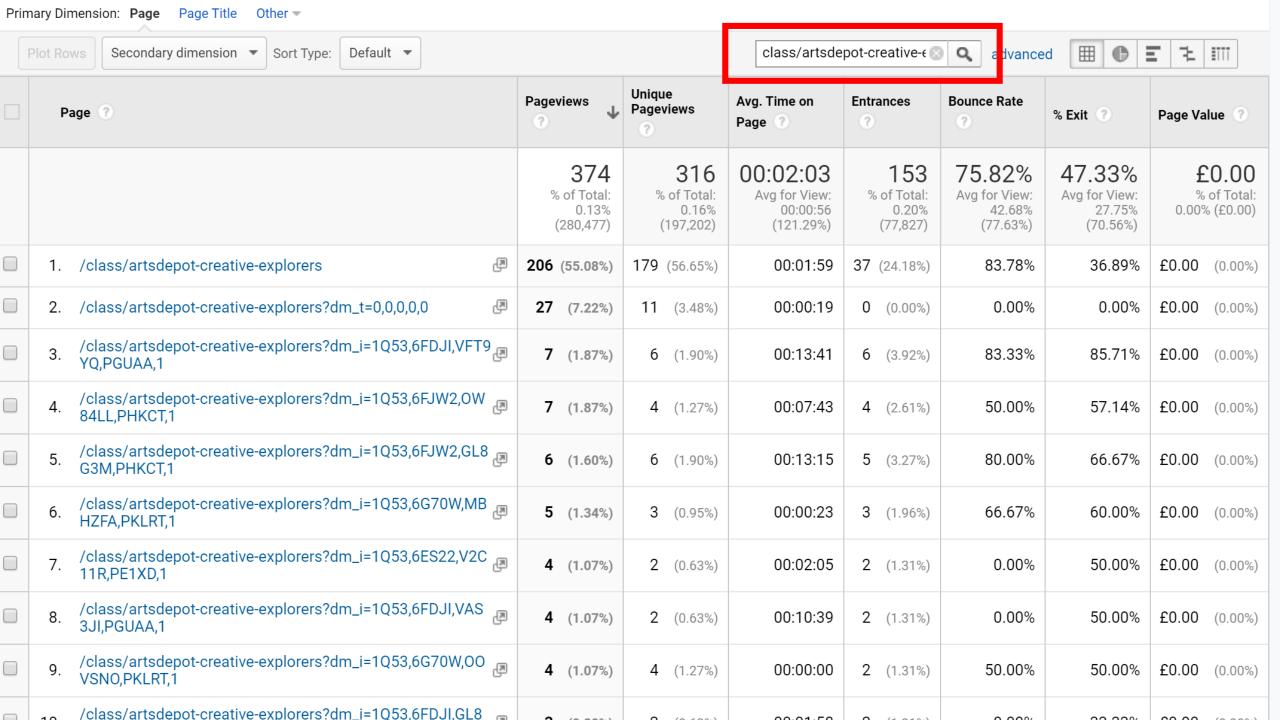| Source ?	Acquisition		
	Users ? ↓	New Users ?	Sessio
	16,166 % of Total: 21.41% (75,514)	15,044 % of Total: 21.61% (69,623)	20 %
1. facebook.com	7,060 (42.29%)	6,635 (44.10%)	8,376
2. londonist.com	1,804 (10.2%)	1,704 (11.33%)	2,135
3. tockify.com	950 (5.69%)	892 (5.93%)	1,198
4. livenation.co.uk	774 (4.64%)	725 (4.82%)	841
5. t.co	637 (3.82%)	549 (3.65%)	792
6. tallstories.org.uk	611 (3.66%)	480 (3.19%)	869
7. zoglive.com	507 (3.04%)	474 (3.15%)	604
8. johnrobins.com	457 (2.74%)	418 (2.78%)	538
9. timeout.com	398 (2.38%)	356 (2.37%)	543
10. instagram.com	286 (1.71%)	275 (1.83%)	314

Are any **URL Parameters** excluded?

Try searching "Week over Week Growth of Sessions"

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Attribution BETA

Discover

Admin

Primary Dimension: **Page**   Page Title   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

advanced

Page ?	Pageviews ? ↓		Unique Pageviews ?		Avg. Time on Page ?	Entrances ?		Bounce Rate ?	% Exit ?	Page Value ?
	280,477 % of Total: 100.00% (280,477)		197,202 % of Total: 100.00% (197,202)		00:00:56 Avg for View: 00:00:56 (0.00%)	77,827 % of Total: 100.00% (77,827)		42.68% Avg for View: 42.68% (0.00%)	27.75% Avg for View: 27.75% (0.00%)	£0.00 % of Total: 0.00% (£0.00)
1. /whats-on	26,410	(9.42%)	16,606	(8.42%)	00:00:36	4,744	(6.10%)	29.16%	19.14%	£0.00 (0.00%)
				56%)			15.50%	20.93%	£0.00 (0.00%)
		Show rows: 10 ▾ Go to: 1 1 - 10 of 12446 ‹ ›				01%)		33.33%	2.21%	£0.00 (0.00%)
						16%)		68.65%	37.66%	£0.00 (0.00%)
5. /artsdepot/website/Secure/NewAccount.aspx?ReturnUrl=/artsdepot/website/secure/checkout.aspx?resize=true&resize=true	6,656	(2.37%)	1,228	(0.62%)	00:00:33	15	(0.02%)	53.33%	3.09%	£0.00 (0.00%)
6. /artsdepot/website/secure/loginlogout.aspx?ReturnUrl=/artsdepot/website/secure/checkout.aspx?resize=true&resize=true	5,298	(1.89%)	3,139	(1.59%)	00:00:23	3,070	(3.94%)	10.00%	8.36%	£0.00 (0.00%)
7. /artsdepot/website/Secure/Questions.aspx?resize=true	4,499	(1.60%)	2,326	(1.18%)	00:00:09	27	(0.03%)	3.70%	2.36%	£0.00 (0.00%)
8. /artsdepot/website/Basket2.aspx?resize=true	4,080	(1.45%)	3,298	(1.67%)	00:00:55	24	(0.03%)	87.30%	73.06%	£0.00 (0.00%)
9. /your-visit	3,092	(1.10%)	2,478	(1.26%)	00:00:24	196	(0.25%)	52.06%	15.78%	£0.00 (0.00%)
10. /take-part	2,882	(1.03%)	2,106	(1.07%)	00:00:21	131	(0.17%)	32.82%	9.75%	£0.00 (0.00%)

Show rows: 10 ▾   Go to: 1   1 - 10 of 12446   ‹   ›

This report was generated on 5/13/20 at 4:50:00 PM - Refresh Report

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

advanced

	Page	Pageviews ↑	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		280,477	197,202	00:00:56	77,827	42.68%	27.75%	£0.00
		% of Total: 100.00% (280,477)	% of Total: 100.00% (197,202)	Avg for View: 00:00:56 (0.00%)	% of Total: 100.00% (77,827)	Avg for View: 42.68% (0.00%)	Avg for View: 27.75% (0.00%)	% of Total: 0.00% (£0.00)
1.	/?dm_i=1Q53,6AX9Q,GL8E51,OW1AP,1	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	100.00%	£0.00 (0.00%)
2.	/?dm_i=1Q53,6AX9Q,GL8MDE,OW1AP,1	1 (0.00%)	1 (0.00%)	00:00:21	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
3.	/?dm_i=1Q53,6AX9Q,GL8T6X,OW1AP,1	1 (0.00%)	1 (0.00%)	00:00:23	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
4.	/?dm_i=1Q53,6BDDI,ULUEET,OY496,1	1 (0.00%)	1 (0.00%)	00:00:03	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
5.	/?dm_i=1Q53,6BDDI,VQ34BU,OY496,1	1 (0.00%)	1 (0.00%)	00:01:59	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
6.	/?dm_i=1Q53,6BDDI,W53490,OY496,1	1 (0.00%)	1 (0.00%)	00:00:28	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
7.	/?dm_i=1Q53,6BDIZ,GL8KCE,OY4UZ,1	1 (0.00%)	1 (0.00%)	00:00:06	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
8.	/?dm_i=1Q53,6BDIZ,J4V2R5,OY4UZ,1	1 (0.00%)	1 (0.00%)	00:00:09	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
9.	/?dm_i=1Q53,6BDIZ,MCDV0O,OY4UZ,1	1 (0.00%)	1 (0.00%)	00:00:39	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
10.	/?dm_i=1Q53,6BDIZ,NO2LPP,OY4	1 (0.00%)	1 (0.00%)	00:00:24	1 (0.00%)	0.00%	0.00%	£0.00 (0.00%)

Primary Dimension: **Page**   Page Title   Other ▾

| | Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | | class/artsdepot-creative-e ⊗ 🔍 | advanced | ⊞ | ◔ | ☰ | ⊥ | ⦀ |

	Page ❓		Pageviews ↓ ❓	Unique Pageviews ❓	Avg. Time on Page ❓	Entrances ❓	Bounce Rate ❓	% Exit ❓	Page Value ❓
			374 % of Total: 0.13% (280,477)	**316** % of Total: 0.16% (197,202)	**00:02:03** Avg for View: 00:00:56 (121.29%)	**153** % of Total: 0.20% (77,827)	**75.82%** Avg for View: 42.68% (77.63%)	**47.33%** Avg for View: 27.75% (70.56%)	**£0.00** % of Total: 0.00% (£0.00)
☐	1.	/class/artsdepot-creative-explorers ⧉	**206** (55.08%)	179 (56.65%)	00:01:59	37 (24.18%)	83.78%	36.89%	£0.00 (0.00%)
☐	2.	/class/artsdepot-creative-explorers?dm_t=0,0,0,0,0 ⧉	**27** (7.22%)	11 (3.48%)	00:00:19	0 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
☐	3.	/class/artsdepot-creative-explorers?dm_i=1Q53,6FDJI,VFT9 YQ,PGUAA,1 ⧉	**7** (1.87%)	6 (1.90%)	00:13:41	6 (3.92%)	83.33%	85.71%	£0.00 (0.00%)
☐	4.	/class/artsdepot-creative-explorers?dm_i=1Q53,6FJW2,OW 84LL,PHKCT,1 ⧉	**7** (1.87%)	4 (1.27%)	00:07:43	4 (2.61%)	50.00%	57.14%	£0.00 (0.00%)
☐	5.	/class/artsdepot-creative-explorers?dm_i=1Q53,6FJW2,GL8 G3M,PHKCT,1 ⧉	**6** (1.60%)	6 (1.90%)	00:13:15	5 (3.27%)	80.00%	66.67%	£0.00 (0.00%)
☐	6.	/class/artsdepot-creative-explorers?dm_i=1Q53,6G70W,MB HZFA,PKLRT,1 ⧉	**5** (1.34%)	3 (0.95%)	00:00:23	3 (1.96%)	66.67%	60.00%	£0.00 (0.00%)
☐	7.	/class/artsdepot-creative-explorers?dm_i=1Q53,6ES22,V2C 11R,PE1XD,1 ⧉	**4** (1.07%)	2 (0.63%)	00:02:05	2 (1.31%)	0.00%	50.00%	£0.00 (0.00%)
☐	8.	/class/artsdepot-creative-explorers?dm_i=1Q53,6FDJI,VAS 3JI,PGUAA,1 ⧉	**4** (1.07%)	2 (0.63%)	00:10:39	2 (1.31%)	0.00%	50.00%	£0.00 (0.00%)
☐	9.	/class/artsdepot-creative-explorers?dm_i=1Q53,6G70W,OO VSNO,PKLRT,1 ⧉	**4** (1.07%)	4 (1.27%)	00:00:00	2 (1.31%)	50.00%	50.00%	£0.00 (0.00%)
☐	10.	/class/artsdepot-creative-explorers?dm_i=1Q53,6FDJI,GL8			00:01:58				

View   **+ Create View**

01 www.artsdepot.co.uk - Master - filter...

📄 View Settings

🚩 Goals

👤 Content Grouping

🔽 Filters

⇄ Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

≡ Segments

Time zone country or territory

United Kingdom ▼   (GMT+00:00) GMT ▼

Default page ❓ optional

Exclude URL Query Parameters optional

cm_medium, dm_i, cm_t, emailsource, platform, cmp, cm_crmid, cm_mid, cachedroyalty, fuente, mc_cid, mc_eid, cmp, mbid, fbclid, comment_email, height, spektrix_bounce, resize

Currency displayed as ❓

British Pound (GBP £) ▼

Bot Filtering

☑ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view ❓

Explorer   Navigation Summary

Pageviews ▾   vs.   Select a metric   Day Week Month   📈 ⊛

● Pageviews

100

50

October 2019   November 2019

Primary Dimension: **Page**   Page Title   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   class/artsdepot-creative-e ✕ 🔍   advanced   ⊞ ◔ ☰ ⊟ ≣

	Page ❔	Pageviews ❔ ↓	Unique Pageviews ❔	Avg. Time on Page ❔	Entrances ❔	Bounce Rate ❔	% Exit ❔	Page Value ❔
☐		894 % of Total: 0.19% (460,576)	763 % of Total: 0.26% (298,527)	00:01:33 Avg for View: 00:01:39 (138.65%)	338 % of Total: 0.37% (90,509)	73.37% Avg for View: 42.88% (71.12%)	44.97% Avg for View: 19.65% (128.82%)	£0.86 % of Total: 8.80% (£9.73)
☐	1. /class/artsdepot-creative-explorers ⧉	894(100.00%)	763(100.00%)	00:01:33	338(100.00%)	73.37%	44.97%	£0.86(100.00%)

Show rows: 100 ▾ Go to: 1 1 - 1 of 1 ‹ ›

This report was generated on 5/13/20 at 5:04:12 PM - Refresh Report

Try searching "Week over Week Growth of Sessions"

Primary Dimension: **Page**   Page Title   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

REPORTS

	Page ❓	Pageviews ❓ ↓	Unique Pageviews ❓	Avg. Time on Page ❓	Entrances ❓	Bounce Rate ❓	% Exit ❓	Page Value ❓
		460,576 % of Total: 100.00% (460,576)	298,527 % of Total: 100.00% (298,527)	00:00:39 Avg for View: 00:00:39 (0.00%)	90,509 % of Total: 100.00% (90,509)	42.88% Avg for View: 42.88% (0.00%)	19.65% Avg for View: 19.65% (0.00%)	£9.73 % of Total: 100.00% (£9.73)
☐ 1.	/whats-on	38,137 (8.28%)	23,972 (8.03%)	00:00:36	7,070 (7.81%)	21.33%	15.20%	£3.49 (35.89%)
☐ 2.	/	29,581 (6.42%)	24,820 (8.31%)	00:00:32	23,531 (26.00%)	14.83%	17.86%	£2.64 (27.16%)
☐ 3.					(...1%)	0.00%	1.49%	£43.70 (449.13%)
☐ 4.					(...6%)	61.03%	43.25%	£2.70 (27.77%)
☐ 5.	...run=/artsdepot/website/secure/checkout.aspx?resize=true	11,874 (2.56%)	4,781 (1.60%)	00:00:18	270 (0.3%)	28.46%	7.44%	£33.24 (341.58%)
☐ 6.	/family-autumn-half-term/gruffalo	11,371 (2.47%)	7,505 (2.51%)	00:01:02	4,759 (5.26%)	47.72%	34.52%	£3.26 (33.53%)
☐ 7.	/checkout	10,967 (2.38%)	5,437 (1.82%)	00:00:05	1,115 (1.23%)	36.36%	4.73%	£32.60 (335.02%)
☐ 8.	/artsdepot/website/basket2.aspx	10,785 (2.34%)	5,308 (1.78%)	00:00:27	35 (0.04%)	57.14%	5.12%	£32.08 (329.73%)
☐ 9.	/artsdepot/website/secure/newaccount.aspx?returnurl=/artsdepot/website/secure/checkout.aspx?resize=true	10,048 (2.18%)	1,834 (0.61%)	00:00:29	10 (0.01%)	0.00%	0.75%	£39.10 (401.88%)
☐ 10.	/artsdepot/website/chooseseats.aspx?eventinstanceid=326004	5,660 (1.23%)	1,457 (0.49%)	00:00:28	241 (0.27%)	96.68%	18.11%	£3.49 (35.?7%)

Show rows: 10 ▼   **Go to:** 1   1 - 10 of 4934   ◀ ▶

Show rows: 10 ▼ Go to: 1   1 - 10 of 4934 ◀ ▶

This report was generated on 5/13/20 at 5:07:26 PM - Refresh Report

Home
Customization
Realtime
Audience
Acquisition
Behavior
  Overview
  Behavior Flow
  ▼ Site Content
    All Pages
    Content Drilldown
    Landing Pages
    Exit Pages
  ▸ Site Speed
  ▸ Site Search
Attribution BETA
Discover
Admin

Is **Bot Filtering** turned on?

Primary Dimension: **Source**   Landing Page   Other ▾

| | Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | | | | advanced |

	Source ❓	Acquisition			Behavior			Convers
		Users ❓ ↓	New Users ❓	Sessions ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓	Goa Convers Rate ❓
		1,909 % of Total: 25.14% (7,594)	**1,818** % of Total: 24.46% (7,433)	**2,540** % of Total: 24.08% (10,548)	**58.15%** Avg for View: 60.28% (-3.53%)	**2.46** Avg for View: 2.99 (-17.70%)	**00:03:00** Avg for View: 00:02:29 (20.90%)	**0.00** Av View: 0. (0.0
	1. t.co	**400** (20.65%)	367 (20.19%)	634 (24.96%)	64.04%	2.41	00:01:46	0.
	2. m.facebook.com	**377** (19.46%)	363 (19.97%)	416 (16.38%)	65.38%	1.67	00:00:45	0.
	3. artsjobs.org.uk	**375** (19.36%)	362 (19.91%)	453 (17.83%)	68.87%	1.93	00:00:53	0.
	4. websitebottraffic.club	**208** (10.74%)	211 (11.61%)	221 (8.70%)	7.69%	2.80	00:15:21	0.
	5. facebook.com	**135** (6.97%)	124 (6.82%)	171 (6.73%)	79.53%	1.67	00:01:25	0.
	6. l.instagram.com	**53** (2.74%)	49 (2.70%)	95 (3.74%)	38.95%	3.66	00:03:49	0.
	7. ecosia.org	**30** (1.55%)	27 (1.49%)	79 (3.11%)	40.51%	4.58	00:05:50	0.

Explorer

Summary   Site Usage   Ecommerce

| Users ▾ | vs. | Select a metric | | | | Day | Week | Month |

● Users

40

20

Friday, October 11, 2019
■ Users: **0**

October 2019   November 2019   December 2019   January 2020   February 2020   March 2020   April 2020

Primary Dimension: **Referral Path**   Other ▾

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | | | | | advanced |

		Acquisition			Behavior			Conversions		
Referral Path ?		**Users** ? ↓	**New Users** ?	**Sessions** ?	**Bounce Rate** ?	**Pages / Session** ?	**Avg. Session Duration** ?	**Goal Conversion Rate** ?	**Goal Completions** ?	**Goal Value** ?
		208 % of Total: 2.74% (7,594)	**211** % of Total: 2.84% (7,433)	**221** % of Total: 2.10% (10,548)	**7.69%** Avg for View: 60.28% (-87.24%)	**2.80** Avg for View: 2.99 (-6.38%)	**00:15:21** Avg for View: 00:02:29 (518.32%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**£0.00** % of Total: 0.00% (£0.00)
1. /		**208**(100.00%)	**211**(100.00%)	**221**(100.00%)	7.69%	2.80	00:15:21	0.00%	0 (0.00%)	£0.00 (0.00%)

View   **+ Create View**

01 www.artsdepot.co.uk - Master - filter...

📄 View Settings

🚩 Goals

🏃 Content Grouping

🔻 Filters

🔁 Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

≣ Segments

Time zone country or territory

United Kingdom ▼   (GMT+00:00) GMT ▼

Default page ⊘ optional

Exclude URL Query Parameters optional

cm_medium, dm_i, dm_t, emailsource, platform, cmp, cm_crmid, cm_mid, cachedroyalty, fuente, mc_cid, mc_eid, cmp, mbid, fbclid, comment_email, height, spektrix_bounce, resize

Currency displayed as ⊘

British Pound (GBP £) ▼

Bot Filtering

☑ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view ⊘

Is **Site Search** turned on?

Analytics

All Web Site Data ▾

Try searching "Worst pages by load speed"

🔔 **2**

- Home

- Customisation

REPORTS

- 🕐 Real-time

- 👤 Audience

- ⤳ Acquisition

- ▤ Behaviour
  - Overview
  - Behaviour Flow
  - ▸ Site Content
  - ▸ Site Speed
  - ▾ Site Search
    - **Overview**
    - Usage
    - Search Terms
    - Search Pages

- ⤳ Attribution ᴮᴱᵀᴬ

- 💡 Discover

- ⚙ Admin

Site Search Overview 🛡

💾 SAVE   ⬇ EXPORT   ⤴ SHARE   ◎ INSIGHTS

○ **All Users**
100.00% Page Views

○ **+ Add Segment**

1 Apr 2020 - 12 May 2020 ▾

Overview

| Sessions with Search ▾ | vs | Select a metric |

Hourly | **Day** | Week | Month

● Sessions with Search

1

0

...

May 2020

▾

0.00% of your visits used site search

■ Visits Without Site Search

Sessions with Search	Total Unique Searches	Results Page Views/Search
0	0	0.00

% Search Exits	% Search Refinements	Time After Search
0.00%	0.00%	00:00:00

100%

Avg. Search Depth

Bot Filtering

☑ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view ❓

🔗 (186-794-7844)

Site Search Settings

Site search Tracking ❓ optional

[ON ⬜]

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

[s]

☐ Strip query parameters out of URL ❓

Site search categories optional

[⬜ OFF]

[Save] [Cancel]

View Settings

🚩 Goals

↗ Content Grouping

▽ Filters

⇄ Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

≣ Segments

💬 Annotations

� Multi-Channel Funnels Settings

⇄ Custom Channel Grouping BETA

Bradford Theatres

ALHAMBRA ST GEORGE'S THE STUDIO KING'S HALL
THEATRE CONCERT HALL VENUE & WINTER GARDEN

john cooper clarke

What's On
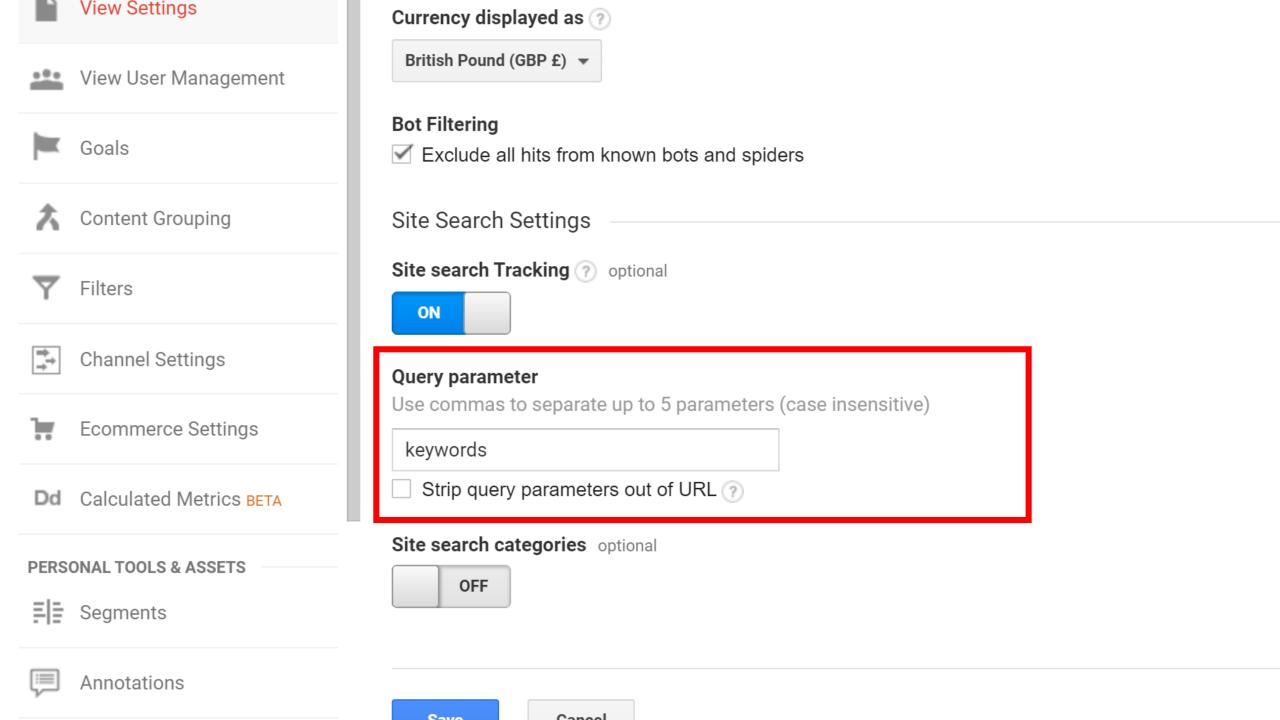
Showing results for john cooper clarke
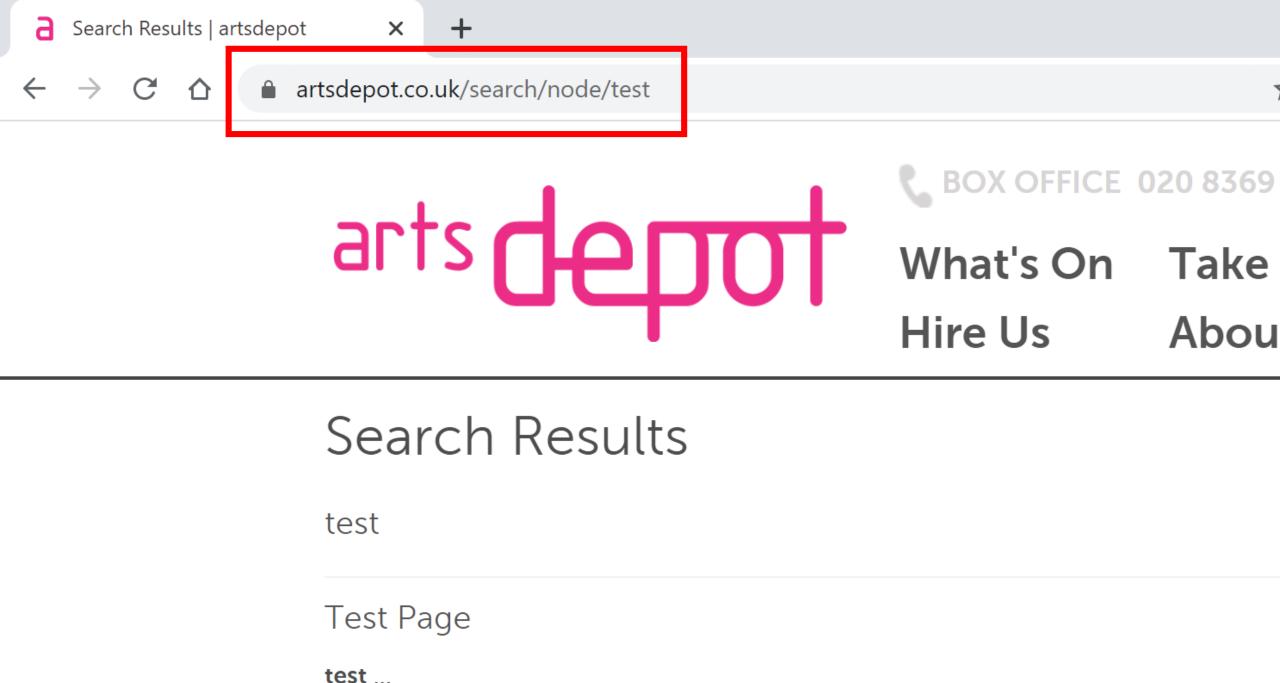
Shows

Dr John Cooper Clarke

King's Hall Ilkley

05 July 2020

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Currency displayed as (?)

British Pound (GBP £) ▾

Bot Filtering

☑ Exclude all hits from known bots and spiders

Site Search Settings

Site search Tracking (?) optional

ON

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

keywords

☐ Strip query parameters out of URL (?)

Site search categories optional

OFF

Save   Cancel

🔒 artsdepot.co.uk/search/node/test

📞 BOX OFFICE 020 8369

arts depot

What's On Take

Hire Us Abou

Search Results

test

Test Page

test ...

10.53%

23.09%

00:04:16

99.1%

Avg. Search Depth

7.24

Site Content		Search Term	Total Unique Searches	% Total Unique Searches
Search Term	▶	1. ricky gervais	67	3.53%
Site Search Category		2. zog	58	3.05%
Start Page		3. room on the broom	41	2.16%
		4. ricky	36	1.89%
		5. gervais	31	1.63%
		6. cinderella	23	1.21%
		7. all wrapped up	18	0.95%
		8. gruffalo	18	0.95%
		9. classes	17	0.89%
		10. tiger	15	0.79%

view full report

Are **Demographic and Interest Reports** enabled?

Property **+ Create Property**

https://www.artsdepot.co.uk

	Property Settings
<>	Tracking Info
Dd	Data Deletion Requests

PRODUCT LINKING

	Google Ads Linking
	AdSense Linking
	Ad Exchange Linking
	All Products

Property Hit Volume

Last day: 417 hits

Last 7 Days: 2,730 hits

Last 30 Days: 11,380 hits

Advertising Features

Enable Demographics and Interest Reports ⓘ
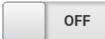
Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand

ON

In-Page Analytics
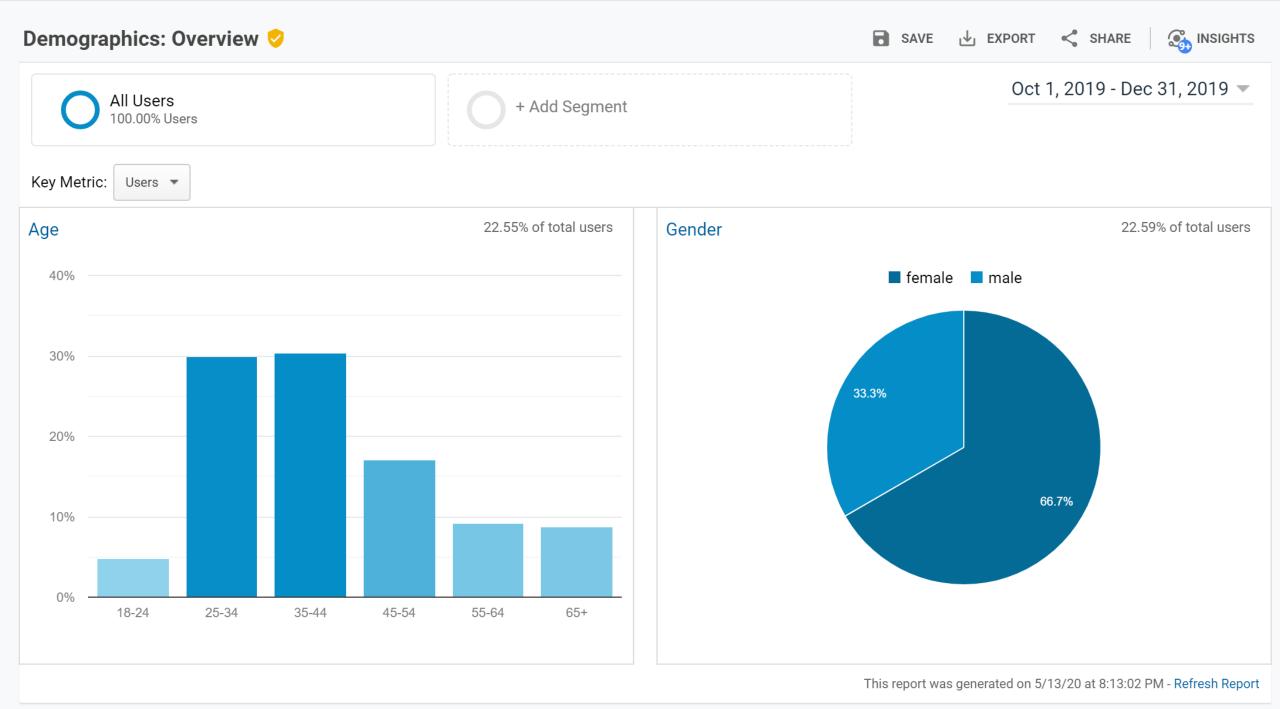
Use enhanced link attribution

Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking enhanced link attribution on your site: **How to setup enhanced link attribution on my site?**

OFF

Start In-Page Analytics in

◉ Embedded mode (recommended)

Demographics: Overview 🛡️

SAVE   EXPORT   SHARE | INSIGHTS

All Users
100.00% Users

+ Add Segment

Oct 1, 2019 - Dec 31, 2019 ▾

Key Metric: [Users ▾]

Age
22.55% of total users

Gender
22.59% of total users

■ female   ■ male

33.3%

66.7%

This report was generated on 5/13/20 at 8:13:02 PM - Refresh Report

Has any **Event** tracking been set up?
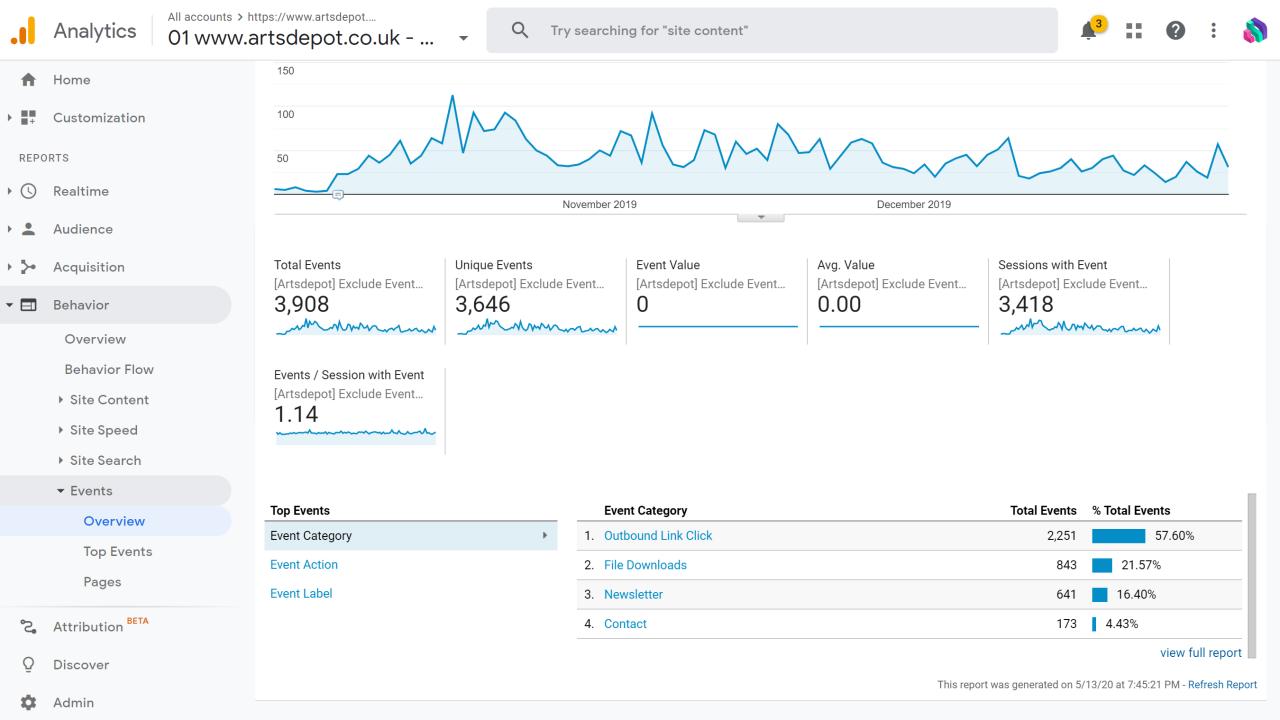
Additional Tracking

Things Google Analytics does not track as standard
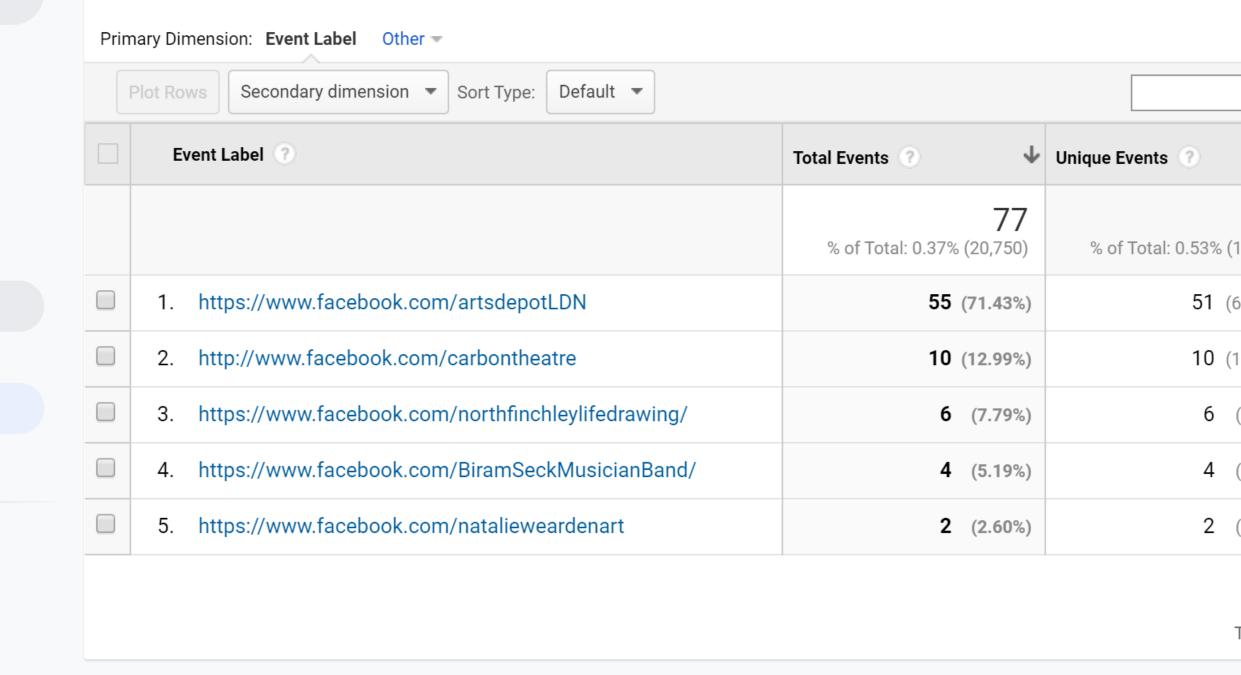
- Downloading a file
- Outbound link clicks
- Scroll depth
- Video plays
- Email clicks
- Telephone clicks

Event Category	Total Events	% Total Events
1. Outbound Link Click	2,251	57.60%
2. File Downloads	843	21.57%
3. Newsletter	641	16.40%
4. Contact	173	4.43%

view full re

	Event Action ❓	Total Events ❓ ↓	Unique Events ❓	Event Value ❓
		2,251 % of Total: 10.85% (20,750)	**2,102** % of Total: 15.17% (13,854)	% of Total: 0.00%
☐	1. www.gruffalolive.com	**218** (9.68%)	201 (9.56%)	0 (0.0
☐	2. www.sindhuvee.com	**128** (5.69%)	122 (5.80%)	0 (0.0
☐	3. journeyplanner.tfl.gov.uk	**114** (5.06%)	102 (4.85%)	0 (0.0
☐	4. docs.google.com	**89** (3.95%)	80 (3.81%)	0 (0.0
☐	5. www.shakespeareschools.org	**79** (3.51%)	69 (3.28%)	0 (0.0
☐	6. www.facebook.com	**77** (3.42%)	73 (3.47%)	0 (0.0
☐	7. www.thestage.co.uk	**71** (3.15%)	67 (3.19%)	0 (0.0
☐	8. www.littlelondonballet.com	**65** (2.89%)	65 (3.09%)	0 (0.0
☐	9. twitter.com	**62** (2.75%)	60 (2.85%)	0 (0.0
☐	10. www.getlostandfound.com	**51** (2.27%)	51 (2.43%)	0 (0.0

Show rows: 10 ▼

Primary Dimension: **Event Label**   Other ▾

| | | Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | |

	Event Label ?	↓	Total Events ?	Unique Events ?
☐			**77** % of Total: 0.37% (20,750)	% of Total: 0.53% (1
☐	1. https://www.facebook.com/artsdepotLDN		**55** (71.43%)	51 (6
☐	2. http://www.facebook.com/carbontheatre		**10** (12.99%)	10 (1
☐	3. https://www.facebook.com/northfinchleylifedrawing/		**6** (7.79%)	6 (
☐	4. https://www.facebook.com/BiramSeckMusicianBand/		**4** (5.19%)	4 (
☐	5. https://www.facebook.com/natalieweardenart		**2** (2.60%)	2 (

☐	1.	directions_artsdepot_0.pdf	**229** (29.82%)
☐	2.	Application%20Pack%20-%20Digital%20Marketing%20Officer.pdf	**114** (14.84%)
☐	3.	Pentland%20Theatre%20Seating%20Plan.pdf	**75** (9.77%)
☐	4.	Job%20Description%20-%20Digital%20Marketing%20Officer_0.pdf	**52** (6.77%)
☐	5.	All%20Wrapped%20Up%20visual%20story%20%28artsdepot%29_compressed%20%281%29.pdf	**48** (6.25%)
☐	6.	Cinderella%20Social%20Story.pdf	**45** (5.86%)
☐	7.	Application%20Pack%20-%20Duty%20Manager.pdf	**37** (4.82%)
☐	8.	All%20Wrapped%20Up%20visual%20story.pdf	**35** (4.56%)
☐	9.	studio%20theatre%20seating%20plan.pdf	**33** (4.30%)
☐	10.	artsdepot%27s%20Social%20Impact%20Report.pdf	**32** (4.17%)

Have any **Goals** been set up?
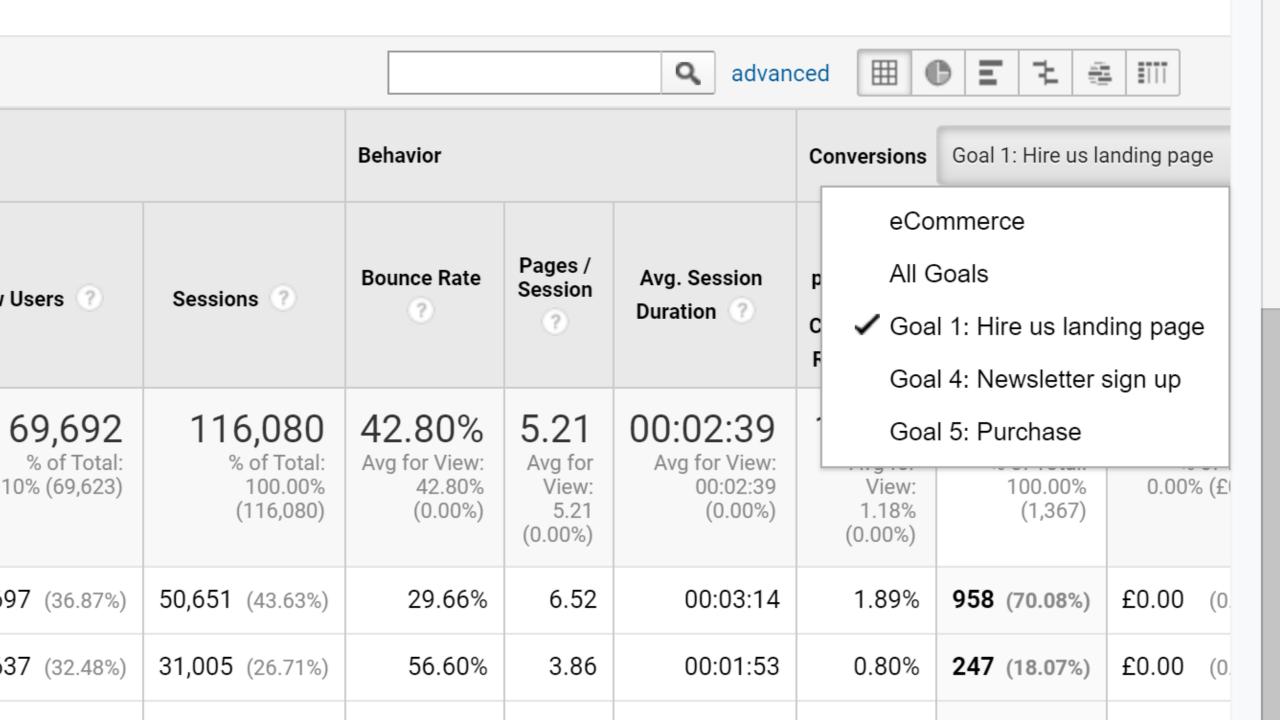
Common Objectives

What do you want your users to do?

- Buy a ticket
- View Visit Us pages
- Make a donation
- Subscribe to a newsletter
- Watch a video

	Goal	Id	Goal Type	Past 7 day conversions	Recording
☐	Clicked on Book Now Button	Goal ID 2 / Goal Set 1	Destination	0	OFF
☐	Hire us landing page	Goal ID 1 / Goal Set 1	Destination	15	ON
☐	Newsletter sign up	Goal ID 4 / Goal Set 1	Event	0	ON
☐	Purchase	Goal ID 5 / Goal Set 1	Destination	0	ON
☐	Reached Check Out	Goal ID 3 / Goal Set 1	Destination	0	OFF

+ NEW GOAL   Import from Gallery

Search

15 goals left

		Behavior			Conversions	Goal 1: Hire us landing page

Conversions dropdown menu:
- eCommerce
- All Goals
- ✓ Goal 1: Hire us landing page
- Goal 4: Newsletter sign up
- Goal 5: Purchase

search | advanced

y Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration			
69,692 % of Total: 10% (69,623)	116,080 % of Total: 100.00% (116,080)	42.80% Avg for View: 42.80% (0.00%)	5.21 Avg for View: 5.21 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.18% (0.00%)	100.00% (1,367)	0.00% (£
97 (36.87%)	50,651 (43.63%)	29.66%	6.52	00:03:14	1.89%	958 (70.08%)	£0.00 (0.
37 (32.48%)	31,005 (26.71%)	56.60%	3.86	00:01:53	0.80%	247 (18.07%)	£0.00 (0.

| Source / Medium | Acquisition | | | Conversions | Goal 1: Hire us l |
	Users	New Users	Sessions	Hire us landing page (Goal 1 Conversion Rate)	Hire us landing page (Goal 1 Completions)
	75,514 % of Total: 100.00% (75,514)	69,692 % of Total: 100.10% (69,623)	116,080 % of Total: 100.00% (116,080)	1.18% Avg for View: 1.18% (0.00%)	1,367 % of Total: 100.00% (1,367)
1. google / organic	30,252 (38.25%)	25,697 (36.87%)	50,651 (43.63%)	1.89%	958 (70.08%)
2. (direct) / (none)	23,680 (29.94%)	22,637 (32.48%)	31,005 (26.71%)	0.80%	247 (18.07%)
3. bing / organic	966 (1.22%)	795 (1.14%)	1,521 (1.31%)	2.04%	31 (2.27%)
4. artsdepot / email	5,601 (7.08%)	4,056 (5.82%)	9,402 (8.10%)	0.26%	24 (1.76%)
5. northlondonmums.com / referral	35 (0.04%)	27 (0.04%)	46 (0.04%)	45.65%	21 (1.54%)

Has **Ecommerce** tracking been set up?
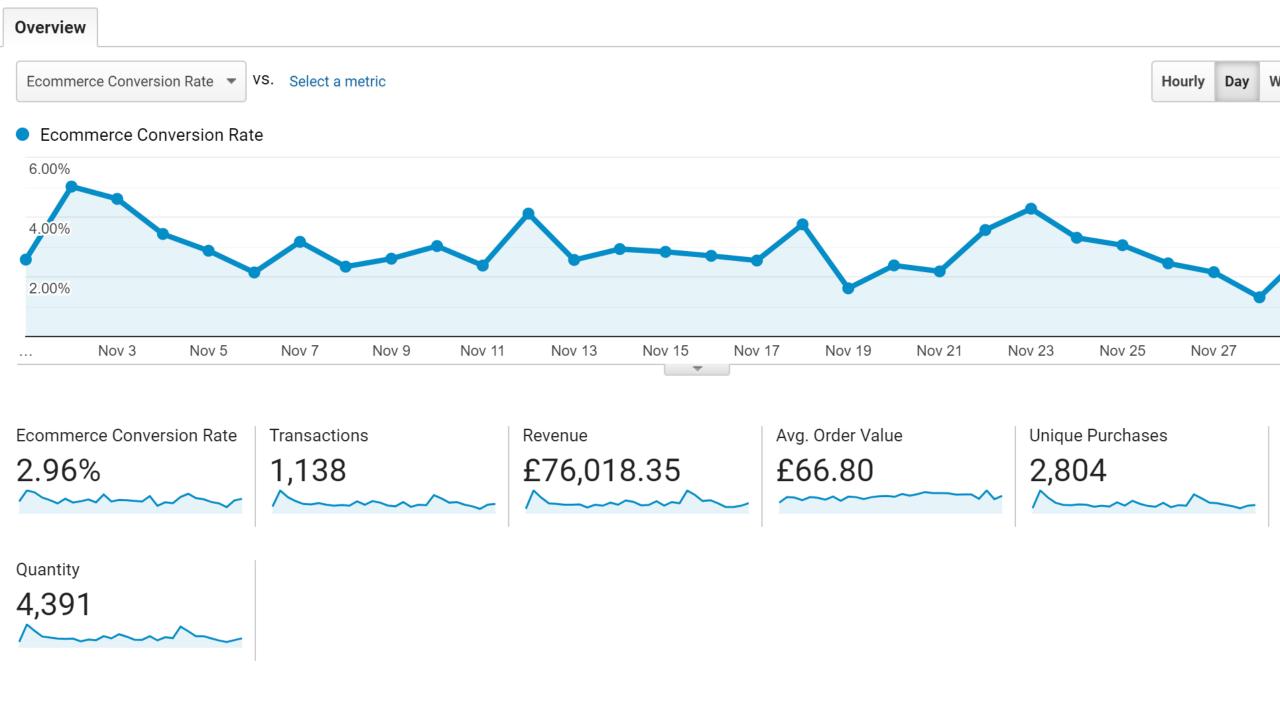
View **+ Create View**

01 www.artsdepot.co.uk - Master - filter...

📄 View Settings

🚩 Goals

👤 Content Grouping

▽ Filters

⇄ Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

=|≡ Segments

Ecommerce set-up

Enable Ecommerce

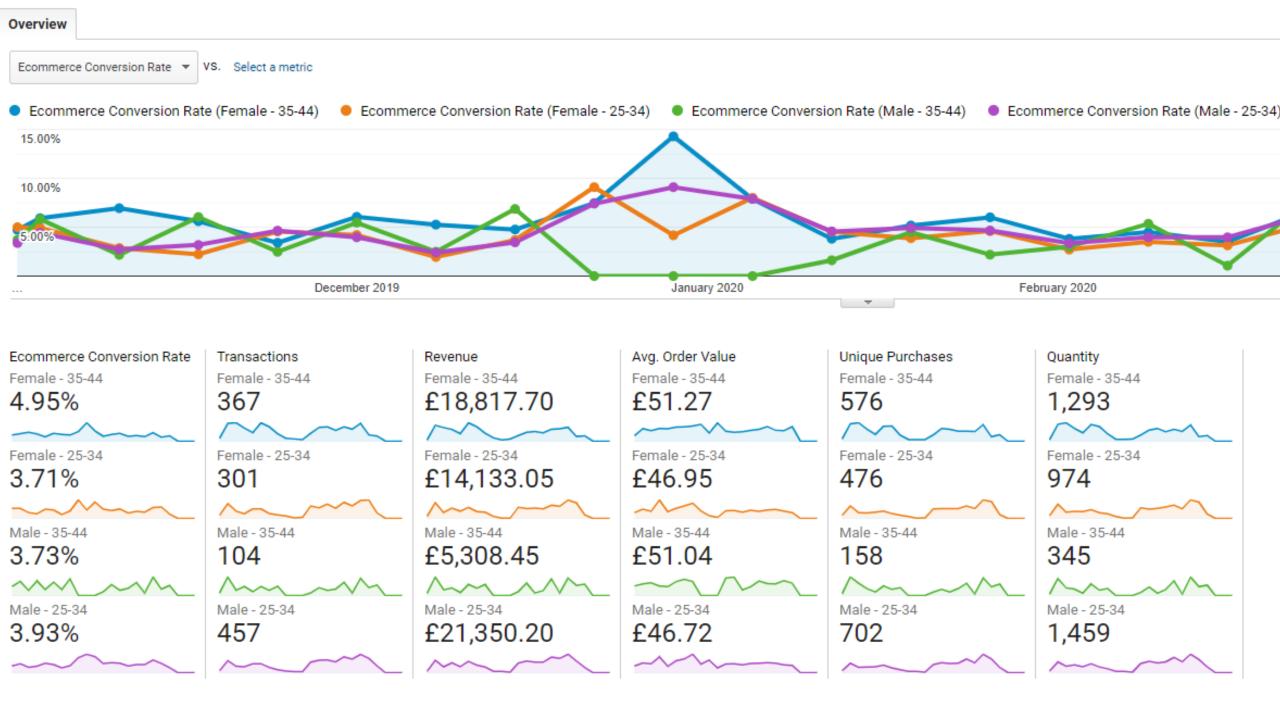Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.
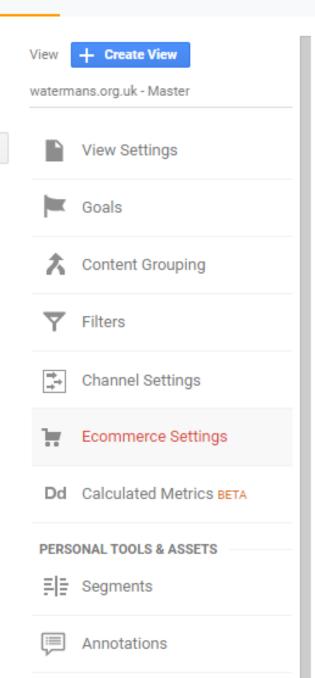
ON

Enable Enhanced Ecommerce Reporting

OFF

Save   Cancel

Ecommerce Conversion Rate ▾ vs. Select a metric

Hourly | **Day** | W

● Ecommerce Conversion Rate

Ecommerce Conversion Rate	Transactions	Revenue	Avg. Order Value	Unique Purchases
2.96%	1,138	£76,018.35	£66.80	2,804

Quantity
4,391

Source / Medium	Acquisition			Conversions eCommerce		
	Users ↓	New Users	Sessions	Ecommerce Conversion Rate	Transactions	Revenue
	27,684 % of Total: 100.00% (27,684)	25,355 % of Total: 100.06% (25,339)	38,500 % of Total: 100.00% (38,500)	2.96% Avg for View: 2.96% (0.00%)	1,138 % of Total: 100.00% (1,138)	£76,018.35 % of Total: 100.00% (£76,018.35)
1. google / organic	12,727 (44.13%)	10,890 (42.95%)	17,713 (46.01%)	3.10%	549 (48.24%)	£36,010.50 (47.37%)
2. (direct) / (none)	6,216 (21.56%)	5,923 (23.36%)	8,418 (21.86%)	2.52%	212 (18.63%)	£11,685.60 (15.37%)
3. facebook.com / referral	3,486 (12.09%)	3,272 (12.90%)	3,719 (9.66%)	0.51%	19 (1.67%)	£1,122.20 (1.48%)
4. Example Theatre / email	2,478 (8.59%)	2,053 (8.10%)	3,626 (9.42%)	5.74%	208 (18.28%)	£16,023.25 (21.08%)
5. google / cpc	1,183 (4.10%)	965 (3.81%)	1,498 (3.89%)	4.27%	64 (5.62%)	£4,891.90 (6.44%)
6. bing / organic	488 (1.69%)	402 (1.59%)	666 (1.73%)	3.45%	23 (2.02%)	£1,812.50 (2.38%)
7. touringexample.com / referral	183 (0.63%)	175 (0.69%)	198 (0.51%)	0.51%	1 (0.09%)	£14.00 (0.02%)
8. artsjobs.org.uk / referral	137 (0.48%)	118 (0.47%)	169 (0.44%)	0.00%	0 (0.00%)	£0.00 (0.00%)

Ecommerce Conversion Rate ▾ VS. Select a metric

- Ecommerce Conversion Rate (Female - 35-44)
- Ecommerce Conversion Rate (Female - 25-34)
- Ecommerce Conversion Rate (Male - 35-44)
- Ecommerce Conversion Rate (Male - 25-34)

	Ecommerce Conversion Rate	Transactions	Revenue	Avg. Order Value	Unique Purchases	Quantity
Female - 35-44	4.95%	367	£18,817.70	£51.27	576	1,293
Female - 25-34	3.71%	301	£14,133.05	£46.95	476	974
Male - 35-44	3.73%	104	£5,308.45	£51.04	158	345
Male - 25-34	3.93%	457	£21,350.20	£46.72	702	1,459

View   **+ Create View**

watermans.org.uk - Master

📄 View Settings

🚩 Goals

🏃 Content Grouping

🔻 Filters

⇄ Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

▤ Segments

💬 Annotations

Ecommerce set-up

Enable Ecommerce

Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

ON

Enable Enhanced Ecommerce Reporting

ON

Checkout Labeling optional

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful

FUNNEL STEPS

1.   **Checkout Form**

2.   **Payment Form**

+   Add funnel step
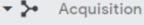
Checkout Form	Payment Form		Sessions with Transactions	
10,539	10,301	97.74%	9,555	90.66%

15,000

12,000

9,000

6,000

3,000

0

96.37% ▼

92.27% ▼

Checkout Form Dropoff		Payment Form Dropoff	
325	3.08%	854	8.29%

Is **Google Ads** linked?

Link your Google Ads and Analytics accounts

Get started
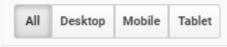
Linking your Google Ads and Google Analytics accounts gives you access to the entire picture of customer behavior, from ad click or impression through your site to conversion. Once you've linked your accounts, you can use insights from Analytics to refine and optimize your Google Ads campaigns, improving the overall performance of your business.

When you link accounts, you:

- Begin seeing ad and site performance data in the *Google Ads* reports in Analytics
- Can import Analytics goals and Ecommerce transactions directly into your Google Ads account
- Can also import valuable Analytics metrics—such as *Bounce Rate, Avg. Session Duration*, and *Pages/Session*—into your Google Ads account
- Get enhanced Remarketing capabilities
- Get richer data in the Analytics *Multi-Channel Funnels* reports

Google Ads Campaigns ✅

| All | Desktop | Mobile | Tablet |

All Users
0.00% Users

+ Add Segment

Campaign / Campaign ID		Acquisition			Conversions	eCommerce ▾	
		Clicks ? ↓	Cost ?	CPC ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		1,366 % of Total: 100.00% (1,366)	£461.43 % of Total: 100.00% (£461.43)	£0.34 Avg for View: £0.34 (0.00%)	4.27% Avg for View: 2.96% (44.54%)	64 % of Total: 5.62% (1,138)	£4,891.90 % of Total: 6.44% (£76,018.35)
1.	Example_Brand_Core 983081488	1,081 (79.14%)	£234.93 (50.91%)	£0.22	4.89%	59 (92.19%)	£4,661.40 (95.29%)
2.	Example_Generic_Theatre & Shows 982098617	126 (9.22%)	£117.82 (25.53%)	£0.94	0.79%	1 (1.56%)	£40.50 (0.83%)
3.	Example Theatre - 2019/20 Season - Christmas - Desktop 8109354621	45 (3.29%)	£33.91 (7.35%)	£0.75	2.33%	1 (1.56%)	£50.00 (1.02%)
4.	Example Theatre - 2019/20 Season - Christmas Non-Theatre - Desktop 8140222558	36 (2.64%)	£26.52 (5.75%)	£0.74	0.00%	0 (0.00%)	£0.00 (0.00%)
5.	Example Theatre - 2019/20 Season - Christmas Non-	17 (1.24%)	£17.97 (3.89%)	£1.06	0.00%	0 (0.00%)	£0.00 (0.00%)

Is **Google Search Console** linked?

Analytics | **All Web Site Data** ▾

Search — Try searching "Worst pages by load speed"

REPORTS

- ⏱ **Real-time**
- 👤 **Audience**
- ⤳ **Acquisition**
  - Overview
  - ▸ All Traffic
  - ▸ Google Ads
  - ▾ Search console
    - **Landing Pages**
    - Countries
    - Devices
    - Queries
  - ▸ Social
  - ▸ Campaigns
- 🗔 **Behaviour**

This report requires Search Console integration to be enabled.

[Set up Search Console data sharing]

What is Search Console?
Search Console is a free product that provides data and analytics to help improve your site's performance in Google Search.

Enabling Search Console data within Analytics
Once you connect a site that you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimisation reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics
Search Console provides data about what users see in Google search results before they decide to click to your site (or another site). You can use this data to identify opportunities and prioritise development effort to increase the number of visitors to your site. Examples:
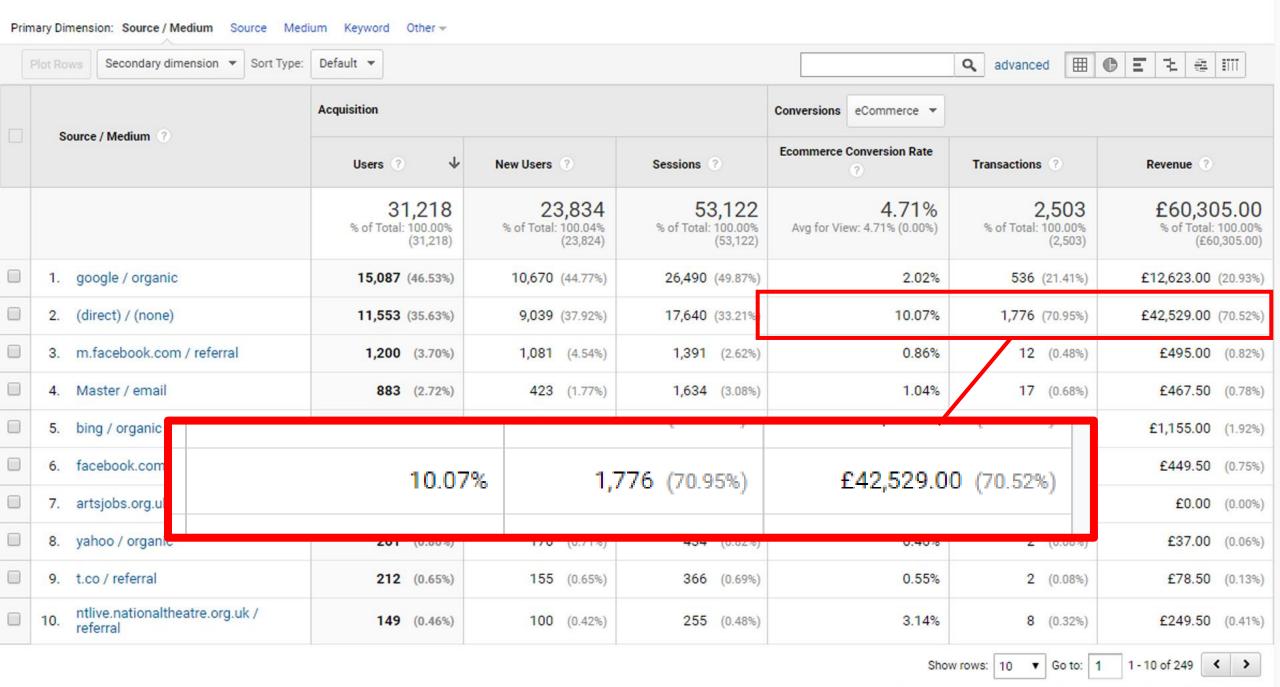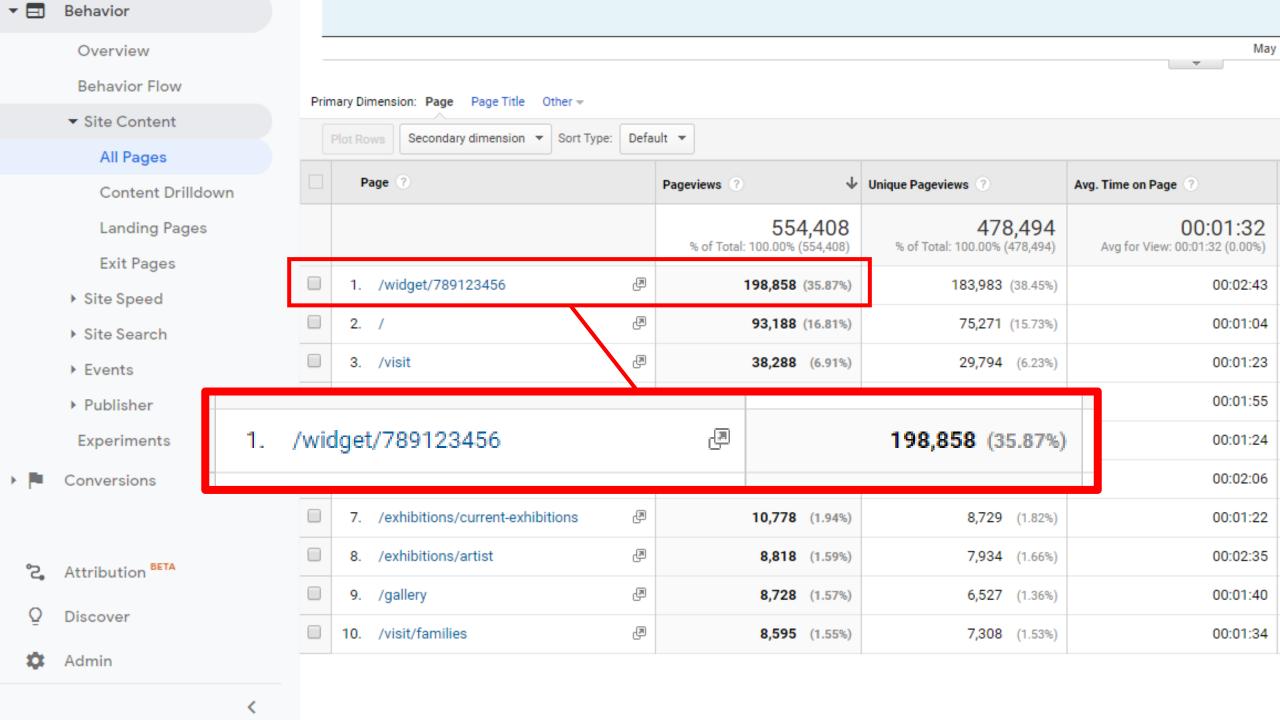
- Identify landing pages on your site that have good click-through rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

Identifying **bad data**

Primary Dimension: **Source / Medium**   Source   Medium   Keyword   Other ▾

| Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | | advanced | ⊞ ◑ ⧮ ⧉ ⧍ ⦀ |

	Source / Medium ?	Acquisition			Conversions eCommerce ▾		
		Users ? ↓	New Users ?	Sessions ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		31,218 % of Total: 100.00% (31,218)	**23,834** % of Total: 100.04% (23,824)	**53,122** % of Total: 100.00% (53,122)	**4.71%** Avg for View: 4.71% (0.00%)	**2,503** % of Total: 100.00% (2,503)	**£60,305.00** % of Total: 100.00% (£60,305.00)
☐	1. google / organic	**15,087** (46.53%)	10,670 (44.77%)	26,490 (49.87%)	2.02%	536 (21.41%)	£12,623.00 (20.93%)
☐	2. (direct) / (none)	**11,553** (35.63%)	9,039 (37.92%)	17,640 (33.21%)	10.07%	1,776 (70.95%)	£42,529.00 (70.52%)
☐	3. m.facebook.com / referral	**1,200** (3.70%)	1,081 (4.54%)	1,391 (2.62%)	0.86%	12 (0.48%)	£495.00 (0.82%)
☐	4. Master / email	**883** (2.72%)	423 (1.77%)	1,634 (3.08%)	1.04%	17 (0.68%)	£467.50 (0.78%)
☐	5. bing / organic						£1,155.00 (1.92%)
☐	6. facebook.com		10.07%	1,776 (70.95%)	£42,529.00 (70.52%)		£449.50 (0.75%)
☐	7. artsjobs.org.u						£0.00 (0.00%)
☐	8. yahoo / organic	201 (0.60%)	170 (0.71%)	434 (0.82%)	0.46%	2 (0.08%)	£37.00 (0.06%)
☐	9. t.co / referral	212 (0.65%)	155 (0.65%)	366 (0.69%)	0.55%	2 (0.08%)	£78.50 (0.13%)
☐	10. ntlive.nationaltheatre.org.uk / referral	149 (0.46%)	100 (0.42%)	255 (0.48%)	3.14%	8 (0.32%)	£249.50 (0.41%)

Show rows: 10 ▾   Go to: 1   1 - 10 of 249   ‹ ›

This report was generated on 5/14/20 at 9:28:29 AM - Refresh Report

Overview

Behavior Flow

▾ Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

▸ Site Speed

▸ Site Search

▸ Events

▸ Publisher

Experiments

▸ ⚑ Conversions

⟳ Attribution BETA

◯ Discover

⚙ Admin

May

Primary Dimension: **Page**   Page Title   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	554,408 % of Total: 100.00% (554,408)	**478,494** % of Total: 100.00% (478,494)	**00:01:32** Avg for View: 00:01:32 (0.00%)
☐ 1. /widget/789123456 ⤢	**198,858** (35.87%)	183,983 (38.45%)	00:02:43
☐ 2. / ⤢	93,188 (16.81%)	75,271 (15.73%)	00:01:04
☐ 3. /visit ⤢	38,288 (6.91%)	29,794 (6.23%)	00:01:23
			00:01:55
1. /widget/789123456 ⤢	**198,858** (35.87%)		00:01:24
			00:02:06
☐ 7. /exhibitions/current-exhibitions ⤢	**10,778** (1.94%)	8,729 (1.82%)	00:01:22
☐ 8. /exhibitions/artist ⤢	**8,818** (1.59%)	7,934 (1.66%)	00:02:35
☐ 9. /gallery ⤢	**8,728** (1.57%)	6,527 (1.36%)	00:01:40
☐ 10. /visit/families ⤢	**8,595** (1.55%)	7,308 (1.53%)	00:01:34

Pages ✔️

SAVE   EXPORT   SHARE   I

◯ [Example] Exclude Instagram Widget 67.00% Pageviews ⌄	◯ [Example] Include Instagram Widget 33.00% Pageviews ⌄	+

Explorer   Navigation Summary

Pageviews ⌄   VS.   Select a metric   Day   Week   Month   〽

● Pageviews ([Example] Exclude Instagram Widget)   ● Pageviews ([Example] Include Instagram Widget)

| | October 2018 | November 2018 | December 2018 | January 2019 | February 2019 | March 2019 | April 2019 | May 2019 | June 2019 | July 2019 | August 2019 | September 2019 |

Primary Dimension: **Page**   Page Title   Other ⌄

Plot Rows   Secondary dimension ⌄   Sort Type: Default ⌄   [search] 🔍   advanced   ⊞ ◔ ☰ ⊟

☐	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	[Example] Exclude Instagram Widget	**2,021,138** % of Total: 66.90% (3,021,125)	**1,673,495** % of Total: 64.93% (2,577,557)	**00:01:28** Avg for View: 00:01:32 (-4.43%)	**805,531** % of Total: 47.18% (1,707,525)	**48.87%** Avg for View: 72.10% (-32.22%)	**39.86%** Avg for View: 56.52% (-29.47%)	<£ % of Total: 153.71
	[Example] Include Instagram Widget	**996,808** % of Total: 32.99% (3,021,125)	**900,667** % of Total: 34.94% (2,577,557)	**00:02:24** Avg for View: 00:01:32 (55.97%)	**900,552** % of Total: 52.74% (1,707,525)	**92.92%** Avg for View: 72.10% (28.87%)	**90.34%** Avg for View: 56.52% (59.84%)	£ % of Total: 0.00%
☐	1. / ⧉							
	[Example] Exclude Instagram Widget	505,702 (25.02%)	409,156 (24.45%)	00:01:05	395,984 (49.16%)	31.10%	33.41%	<£0.01
	[Example] Include Instagram Widget	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	£0.0
☐	2. /visit ⧉							
	[Example] Exclude Instagram Widget	202,915 (10.04%)	158,806 (9.49%)	00:01:22	45,751 (5.68%)	58.37%	39.52%	£0.0
	[Example] Include Instagram Widget	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	£0.0
☐	3. /exhibitions ⧉							

Are you using **Annotations**?

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce

Users ▼   vs.   Select a metric   Day   Week   Month

● Users

150

100

50

...   Sep 3   Sep 5   Sep 7   Sep 9   Sep 11   Sep 13   Sep 15   Sep 1   Sep 19   Sep 21   Sep 23   Sep 25   Sep 27   Sep 29

Show: All | Starred   + Create new annotation

☆	Sep 18, 2019	Currency set to British Pound (GDP £)	edit	digitalnetwork@artscouncil.org.uk
☆	Sep 18, 2019	Site Search setup using filter	edit	digitalnetwork@artscouncil.org.uk
☆	Sep 18, 2019	Exclude URL parameters configured	edit	digitalnetwork@artscouncil.org.uk
☆	Sep 18, 2019	Google Tag Manager configured for Spektrix integration	edit	digitalnetwork@artscouncil.org.uk
☆	Sep 19, 2019	artsdepot.co.uk added to referral exclusion list. Spektrix sales will attribute acquisition channel to referral up to 9am on 19/09/2019	edit	digitalnetwork@artscouncil.org.uk
☆	Sep 19, 2019	Filters added to group Facebook, Instagram and Email traffic	edit	digitalnetwork@artscouncil.org.uk
☆	Sep 19, 2019	Unfiltered Raw Data view added	edit	digitalnetwork@artscouncil.org.uk

▲

Primary Dimension: **Referral Path**   Other ▼

View   **+ Create View**

01 www.artsdepot.co.uk - Master - filter...

	View Settings
⚑	Goals
⟁	Content Grouping
▽	Filters
⇄	Channel Settings
🛒	Ecommerce Settings
Dd	Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

≣	Segments
💬	Annotations
▥	Multi-Channel Funnels Settings

+ NEW ANNOTATION   All   ☆   Private   🔍 Search

	Name	Creator	Date ↓
☆	Stephen Merchant on sale via SEE	jennifer.raingold@artsdepot.co.uk	Jun 3, 2011
☆	2 Comedians On Sale 10am	boru.brian@googlemail.com	Nov 18, 2016
☆	Ricky Gervais On Sale 10am	boru.brian@googlemail.com	Jan 6, 2017
☆	Currency set to British Pound (GDP £)	digitalnetwork@artscouncil.org.uk	Sep 18, 2019
☆	Site Search setup using filter	digitalnetwork@artscouncil.org.uk	Sep 18, 2019
☆	Exclude URL parameters configured	digitalnetwork@artscouncil.org.uk	Sep 18, 2019
☆	Google Tag Manager configured for Spektrix integration	digitalnetwork@artscouncil.org.uk	Sep 18, 2019
☆	artsdepot.co.uk added to referral exclusion list. Spektrix sales will attribute acquisition channel to referral up to 9am on 19/09/2019	digitalnetwork@artscouncil.org.uk	Sep 19, 2019
☆	Filters added to group Facebook, Instagram and Email traffic	digitalnetwork@artscouncil.org.uk	Sep 19, 2019
☆	Unfiltered Raw Data view added	digitalnetwork@artscouncil.org.uk	Sep 19, 2019
☆	Goals set up for Purchase and Newsletter sign up	digitalnetwork@artscouncil.org.uk	Oct 7, 2019

Show rows   25 ▾   1 - 11

Do you have any **Custom Alerts** set up?

Filters

Channel Settings

Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Alert name: 50% Traffic Drop

Apply to: **01 www.artsdepot.co.uk - Master - filtered view for analysis** and [0 other views ▼]

Period: [Day ▼]

☑ Send me an email when this alert triggers. Also include [0 other email addresses ▼]

Alert Conditions

This applies to

[All Traffic ▼]

Alert me when   Condition   Value   Compared to

[Sessions ▼]   [Decreases by more than ▼]   [50%]   [Same day in the previous week ▼]

Save Alert   Cancel

Is **Google Tag Manager** installed?

Google Analytics for absolute bec

Google Analytics for absolute bec

analytics-training.co.uk

Google Tag Assistant

Result of Tag Analysis

0 In total

No tags found.

Where to optimize

Add Google Analytics

Disable   Record   VIEW RECORDINGS

Goo

JAMES AKERS

GOOGLE ANALYTICS

DIGITAL CULTURE NETWORK

Digital Culture

artsdepot.co.uk

BOX OFFICE 020 8369 5454

arts depot

What's On

Take Part

Hire Us

About

Following the recent Government advice, artsdepot is temporarily closed to the publi
public health and social distancing. The decision has been made with the best interes
and visitors in mind.

HOM

BEA

ADVE

LIVE

Google Tag Assistant

Result of Tag Analysis

2 In total

1. **Google Analytics**
   UA-1646170-1

2. **Google Tag Manager**
   GTM-N4JL987

Additional permissions requested

Check if other extensions are blocking tags   **Allow**   **Later**

Disable   **Record**   VIEW RECORDINGS

Your **questions**

Google Analytics checklist

Digital Culture Network

Arts Council England

Google Analytics Setup [Digital Culture Network]

Last edit was yesterday at 8:53 PM

Share

File Edit View Insert Format Data Tools Add-ons Help

Click File > Make a Copy to save an editable version to your Google Drive

Digital Culture Network

Google Analytics Checklist

How to use this checklist

This checklist has been created to help understand and audit your Google Analytics account. Tick each complete point, lea unchecked any yet to be done or not applicable. It begins with questions about the account setup and then moves onto cu which could be relevant for your organisation.

Account Setup	Best Practice / Recommendations	Why is this important?
Do you have access to Google Analytics (GA)?	Try to use a generic email address (e.g. marketing@example.co.uk) and not a specific person	Without access, you have no website data or will have to rely on others to pull data on your behalf.
Is your user the Administrator of the account?	The account belongs to you, not an agency or freelancer, so you should be the administrator	You should have complete control over who has access to this data and not be tied to a specific agency.
Do the Account, Property and View names make sense?	Account = Organisation, Property = Website, View = Master/Test/Unfiltered	Make it easy for your team and external partners to understand what data is attached to what website and how it is config
Do you have more than one View?	Create three Views: Master (for analysis), Test (for testing), Unfiltered (the raw data)	An Unfiltered view is the most important to set up alongside the Master, this raw data acts as a failsafe backup if anything
Is the main View in the account collecting data?	Check the Audience > Overview report. You should see the last seven days of data	If no data shows you may have access to the wrong account or Google Analytics script is not installed correctly on your we
Are user IP addresses anonymised?	Configure the tracking code installed on your website to automatically anonymise IPs	This a GDPR requirement and GA is not compliant as standard. Although you can't see user IPs in GA, your account still c
Does any Personally Identifiable Information appear in reports?	Ensure no PII appears in any reports. Exclude or filter out and data of this type.	Information such as Email adresses and Post Codes should not appear in Google Analytics at all.

Customisation	Best Practice / Recommendations	Why is this important?
Is Site Search turned on?	Go to **Admin > View (Master View) > View Settings** and toggle **Site search Tracking** on	Understanding which keywords you user search for when on your website will help you identify trends and plug any conter
Is your website, shop and ticketing system excluded from reports?	Add as an exclusion under Property > Tracking Info > Referral Exclusion List	When tracking across different website domains the Aquisition traffic will lose their true source and appear as a referral ins
Are any Filters set up?	Go to **Admin > View (Master View) > Filters** to check	Filters allow you to clean up the data coming into your Master View
Exclude own traffic	Create a Filter to exclude traffic from your organisation's IP address	Your data will no longer include your own staff using your website, focussing on your external customers.
Lowercase URIs	Create a Filter to change all URIs to lowercase	This standardises the data coming into GA. Without this **/Events/** and **/events/** are seen as different (duplicate) pages.
Lowercase Campaign Parameters	Create a Filter to change Campaign Name, Medium and Source to lowercase	This standardises the data coming into GA. Without this, **Facebook** and **facebook** are seen as different sources.
Lowercase Search Terms	Create a Filter to change all Search Terms to lowercase	This standardises the data coming into GA. Without this, **Search Term** and **search term** are seen as different keywords.
Group email traffic	Create a Filter to change email traffic from **referral** to **email**	Normally reports will display traffic from email clients such as outlook.com as a referral. This filter assigns it to email instea

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