



# Google Analytics manual

**Version: 27-02-2017**

You can find the most recent version at <http://www.radboudnet.nl/online-ondersteuning>

## Table of Contents

1.	Accessing the account .....	3
2.	Properties and data views .....	4
3.	Selecting a time period .....	5
4.	Report types .....	5
5.	Definitions of metrics .....	7
6.	Using reports .....	8
6.1	Primary and secondary dimension .....	8
6.2	Viewing data .....	10
6.3	Graph view .....	10
7	Filtering data .....	11
7.1	Introduction .....	11
7.2	Filtering at the report level .....	12
7.3	Creating a new segment .....	13
7.4	Applying an existing segment .....	14
8	Creating shortcuts for frequently used reports .....	15
9	Customizing reports .....	15
10	Creating dashboards .....	17
11	Periodically receive reports by e-mail .....	19
12	Exporting or sharing data .....	20
12.1	Exporting data .....	20
12.2	Sharing data .....	20
13	Making annotations .....	23
13	Setting goals .....	24
13.1	Why measure goals? .....	24
13.2	Defining a goal .....	24
13.3	Setting a destination goal .....	26
13.4	Setting an event goal .....	28
13.5	Goal reports .....	29
14.	Frequently requested data .....	31

14.1	Visitor paths.....	31
14.1.1	Retrieving only the next step .....	31
14.1.2	Identifying all steps.....	34
14.2	Organic keywords.....	36
14.3	Internal vs. external visitors .....	37

## 1. Accessing the account

Employees of Radboud University who need insight into the statistics of our websites can get access the Radboud University Google Analytics account.

To get access, you must first create a Google account with your email address. This may be a personal email address of the Radboud University (initials.lastname@ru.nl) which only you can access, or a group / department address (for example department@ru.nl) that several colleagues can use to log in.

It is not allowed to log in with a private address, such as a Gmail or Hotmail address. This rule was introduced because we want to be able to monitor who has access to the account, and remove former employees from the account in time. An address as 'john832@gmail.com' cannot be traced to its owner.

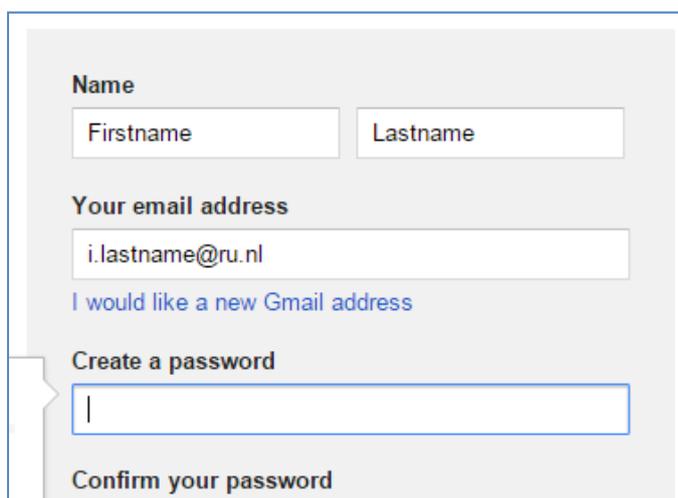
Google accounts can be used to log in to several Google services: Google Analytics, but also for example Google AdWords. If you already use your Ru.nl-address to log into a Google service, you do not need to go through this step again.

To create a Google account with your e-mail address, go to the following form:

<https://accounts.google.com/signupwithoutgmail>

Through this form you can create a Google account without also having to create a Gmail account. Make sure you are not logged into a Google account (such as your personal Gmail address) when you access the form.

Enter your RU-mail address and choose a password. With this information you can log in later:



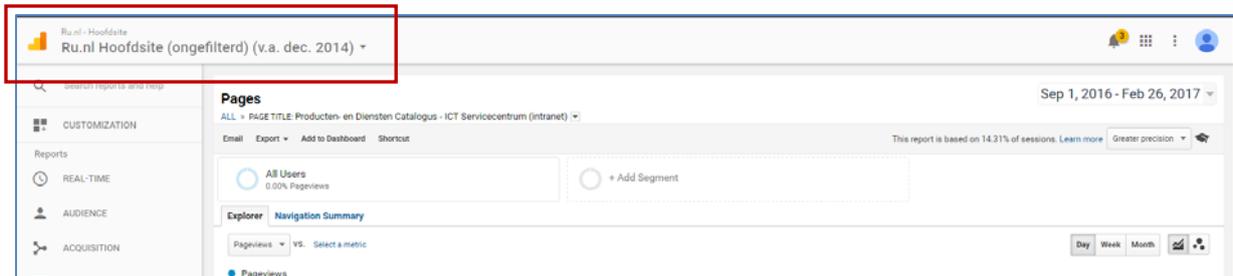
The image shows a screenshot of a Google account creation form. The form is titled 'Name' and has two input fields: 'Firstname' and 'Lastname'. Below this is the section 'Your email address' with a single input field containing the text 'i.lastname@ru.nl'. Underneath the email field is a blue link that says 'I would like a new Gmail address'. The next section is 'Create a password' with a single input field. At the bottom of the form is the label 'Confirm your password'.

Then ask someone with administrative rights to your department's Google Analytics account to add your email address as a user. When there is nobody in your department with administrative rights, please contact the department Online Strategy and Infrastructure (onlinemarketing@ru.nl).

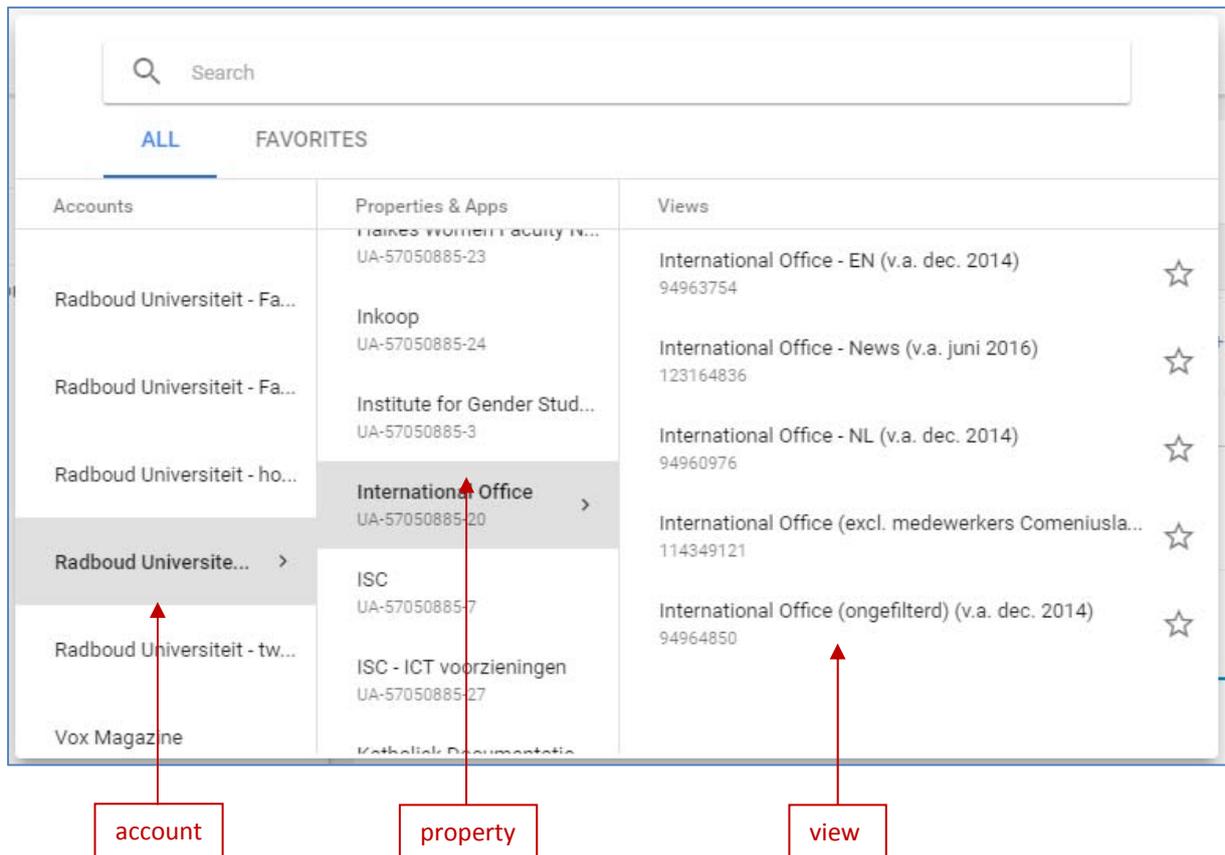
You can then log in to Google Analytics via the URL <http://www.google.com/analytics>

## 2. Properties and data views

After logging into Google Analytics, in the upper left corner there's a dropdown box that allows you to choose the website and form of the data you wish to analyze. Click on the arrow to view a list of all sites (properties) and data views you have been granted access to.



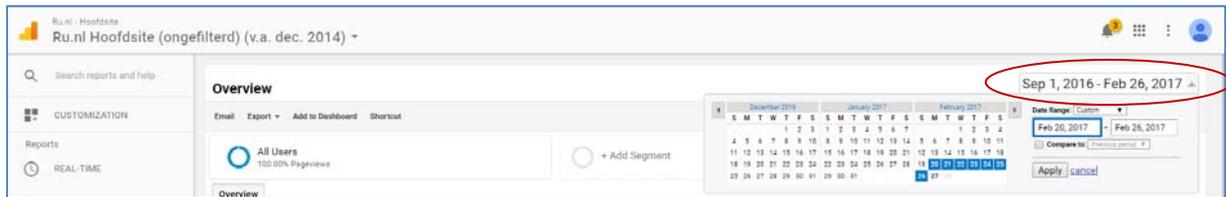
For each property there are usually different data views available. A view can contain all (unfiltered) data from that website / organizational unit, or just a specific section of the website, like only certain pages of a subwebsite, only pages in a specific language, or all data except visits of you and your co-workers.



Click on the view of your choice to fill the reports with this data.

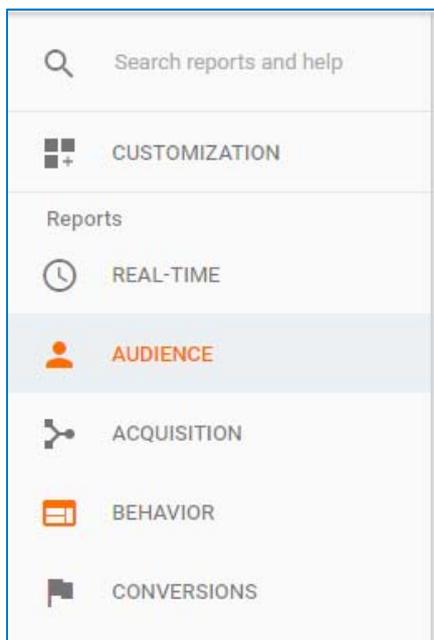
### 3. Selecting a time period

By default, the reports show data from the past 7 days. If you wish to see data over a wider period of time, or a specific period, or compare two periods with each other, you can set the start and end date in the upper right corner of the page:



### 4. Report types

On the left side of the screen you'll find a menu with all available standard reports, grouped by category:



**Real Time:** The Google Analytics reports are not real-time. If you want to know what is happening on the website right now, you can view that in this section.

**Audience:** Reports with information about the website visitors. Including:

- Page views, unique visitors, number of new visitors, number of returning visitors
- Average number of visits per page, average time spent per page, average bounce rate
- Age, gender, interests (note: this can be measured only in very specific cases; usually this data is not available)
- Browser language, geographic location
- Browser used to visit the site
- Device used to visit the site (desktop, tablet or mobile phone)

**Acquisition:** Reports with information about how visitors found the website. For example:

- Search engine (and the keywords used)
- Link on another site
- URL typed directly into the browser, other / immeasurable sources
- Social media
- Campaign (advertisements, mailings, banners, etc)

**Behavior:** Reports with information about how visitors use the site. Including:

- Pages viewed
- Path through the website
- Use of the internal search
- Downloaded files, clicks to external websites, use of the chat, or other specific actions
- Loading time of the site

**Conversions:** Reports with information on whether the goals of the site were achieved, and on what pages visitors prematurely left before the goal was reached. To be able to view this data, goals (such as 'signing up for newsletter', 'brochure request', 'job application' etc.) should have been identified and set up beforehand by an administrator.

## 5. Definitions of metrics

There are several metrics that you regularly see in reports. Below is an explanation of the most important metrics.

**Sessions:** The number of times visitors have been to the website.

**Users:** The number of unique visitors that have been to the website. One visitor can have multiple sessions for the selected date, meaning he has been on the site several times in that period. Users are counted only once during the selected period, even though they came by several times. A user is not necessarily the same as a person. If you switch browsers, or switch devices (for example, from desktop to mobile), you will be counted as a new user.

**Pageviews:** The total number of pages viewed by all visitors during all of their sessions.

For example: the selected period is 1 to 31 August.

Visitor A visits on August 1st and views 3 pages.

Visitor B visits on August 2nd and views one page. He returns on August 5 and views 12 pages.

→ The number of sessions is 3, the number of users 2 and the number of page views 16.

**New / returning visitors:** This indicates how many visitors came for the first time on the site and how many visitors have already been on the site at least once before. This is dependent of the selected period: if a visitor was on the site before the selected period, he is seen as a returning visitor during the selected period.

For example: the selected period is 1 to 31 August.

A visitor visits on July 29th and August 1st.

Visitor B visits on August 2nd and August 5th.

Visitor C visits on August 3rd, August 6th and August 10th.

→ Because of the selected date, the first visit of visitor A will not be counted as a session. However, he is being registered as a visitor who has previously been on the site. A visitor is therefore counted as a returning visitor during his second visit.

Visitor B is counted as a new visitor during his first visit and as a returning visitor during his second visit.

Visitors C is counted as a new visitor during his first visit, and as a returning visitor during his second visit. On his third visit only his session is counted, because he was already registered as a returning visitor during his second visit.

So are statistics will be:

- Sessions: 6 (A on Aug 1, B on Aug 2, B on Aug 5, C on Aug 3, C on Aug 6, C on Aug 10)

- Users: 3 (A on Aug 1, B on Aug 2, C 3 Aug)

- New visitors: 2 (B on Aug 2, C 3 Aug)

- Returning visitors: 3 (A on Aug 1, B on Aug 5, C 6 Aug))

**Entrances:** The number of users that began their visit on this page. Meaning users for which this page was the landing page.

**% Exit:** The percentage of users that ended their visit on this page.

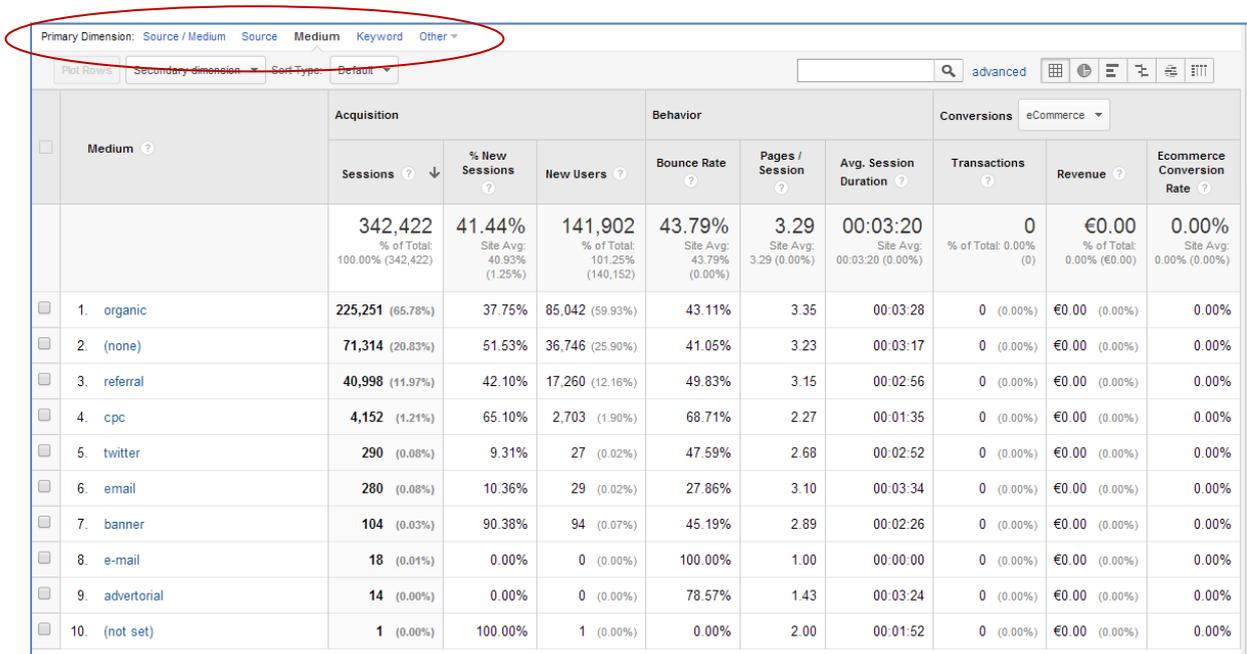
**Bounce rate:** The percentage of users that began their visit on this page, and did not visit at any other pages of the website before they left. Meaning the landing page was also the last page of their visit.

## 6. Using reports

### 6.1 Primary and secondary dimension

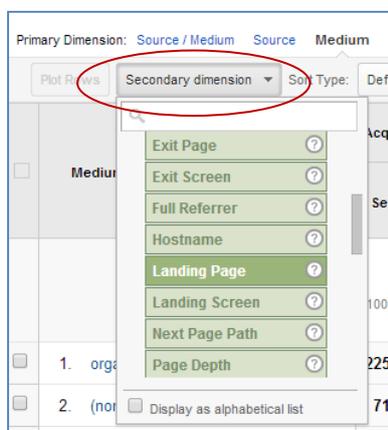
Most reports have the same structure: the primary dimension in the first column, and the corresponding data in columns behind it.

You usually have several options for the primary dimension data, ie the type of data in the first column. You can change it via the links above the table in a report:



Primary Dimension: Source / Medium		Acquisition			Behavior			Conversions eCommerce		
Medium		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		342,422 <small>100.00% (342,422)</small>	41.44% <small>Site Avg: 40.93% (1.25%)</small>	141,902 <small>% of Total: 101.25% (140,152)</small>	43.79% <small>Site Avg: 43.79% (0.00%)</small>	3.29 <small>Site Avg: 3.29 (0.00%)</small>	00:03:20 <small>Site Avg: 00:03:20 (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>
1.	organic	225,251 (65.78%)	37.75%	85,042 (59.93%)	43.11%	3.35	00:03:28	0 (0.00%)	€0.00 (0.00%)	0.00%
2.	(none)	71,314 (20.83%)	51.53%	36,746 (25.90%)	41.05%	3.23	00:03:17	0 (0.00%)	€0.00 (0.00%)	0.00%
3.	referral	40,998 (11.97%)	42.10%	17,260 (12.16%)	49.83%	3.15	00:02:56	0 (0.00%)	€0.00 (0.00%)	0.00%
4.	cpc	4,152 (1.21%)	65.10%	2,703 (1.90%)	68.71%	2.27	00:01:35	0 (0.00%)	€0.00 (0.00%)	0.00%
5.	twitter	290 (0.08%)	9.31%	27 (0.02%)	47.59%	2.68	00:02:52	0 (0.00%)	€0.00 (0.00%)	0.00%
6.	email	280 (0.08%)	10.36%	29 (0.02%)	27.86%	3.10	00:03:34	0 (0.00%)	€0.00 (0.00%)	0.00%
7.	banner	104 (0.03%)	90.38%	94 (0.07%)	45.19%	2.89	00:02:26	0 (0.00%)	€0.00 (0.00%)	0.00%
8.	e-mail	18 (0.01%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0 (0.00%)	€0.00 (0.00%)	0.00%
9.	advertorial	14 (0.00%)	0.00%	0 (0.00%)	78.57%	1.43	00:03:24	0 (0.00%)	€0.00 (0.00%)	0.00%
10.	(not set)	1 (0.00%)	100.00%	1 (0.00%)	0.00%	2.00	00:01:52	0 (0.00%)	€0.00 (0.00%)	0.00%

If you need more detailed data, you can also add a second dimension, which provides a refinement on the first dimension.



You will see that the first column is broken down further. You can remove the secondary dimension by clicking the cross next to it.

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension: Landing Page Sort Type: Default

Medium	Landing Page	Acquisition			Behavior			Conversions	eComm
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	
		336,135 % of Total: 98.16% (342,422)	40.82% Site Avg: 40.93% (-0.26%)	137,221 % of Total: 97.91% (140,152)	43.34% Site Avg: 43.79% (-1.04%)	3.33 Site Avg: 3.29 (1.20%)	00:03:22 Site Avg: 00:03:20 (0.64%)	0 % of Total: 0.00% (0)	
1. organic	/	19,263 (5.73%)	22.30%	4,296 (3.13%)	19.75%	5.74	00:05:29	0 (0.00%)	€
2. (none)	/	12,041 (3.58%)	52.89%	6,368 (4.64%)	29.08%	4.36	00:03:59	0 (0.00%)	€
3. organic	/sportcentrum/	8,242 (2.45%)	12.85%	1,059 (0.77%)	11.00%	2.68	00:02:16	0 (0.00%)	€
4. organic	/ubn/	7,981 (2.37%)	7.12%	568 (0.41%)	14.22%	2.49	00:03:40	0 (0.00%)	€
5. (none)	/sportcentrum/	5,014 (1.49%)	29.20%	1,464 (1.07%)	13.10%	2.00	00:01:42	0 (0.00%)	€
6. organic	/english/	4,770 (1.42%)	63.10%	3,010 (2.19%)	19.04%	6.53	00:05:41	0 (0.00%)	€
7. (none)	/ubn/	4,707 (1.40%)	39.56%	1,862 (1.36%)	13.85%	2.43	00:03:42	0 (0.00%)	€
8. organic	/fwvi/	4,523 (1.35%)	0.97%	44 (0.03%)	73.96%	1.81	00:03:53	0 (0.00%)	€
9. (none)	/fwvi/	3,931 (1.17%)	41.90%	1,647 (1.20%)	80.49%	1.51	00:02:07	0 (0.00%)	€
10. referral	/	3,904 (1.16%)	31.02%	1,211 (0.88%)	26.59%	4.70	00:04:31	0 (0.00%)	€

If you want more specific data in the columns, on the use of the site or the achieved goals, then (on some reports) at top of the page you can select the 'Site usage' or 'Goal Set'- links instead of 'Summary':

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

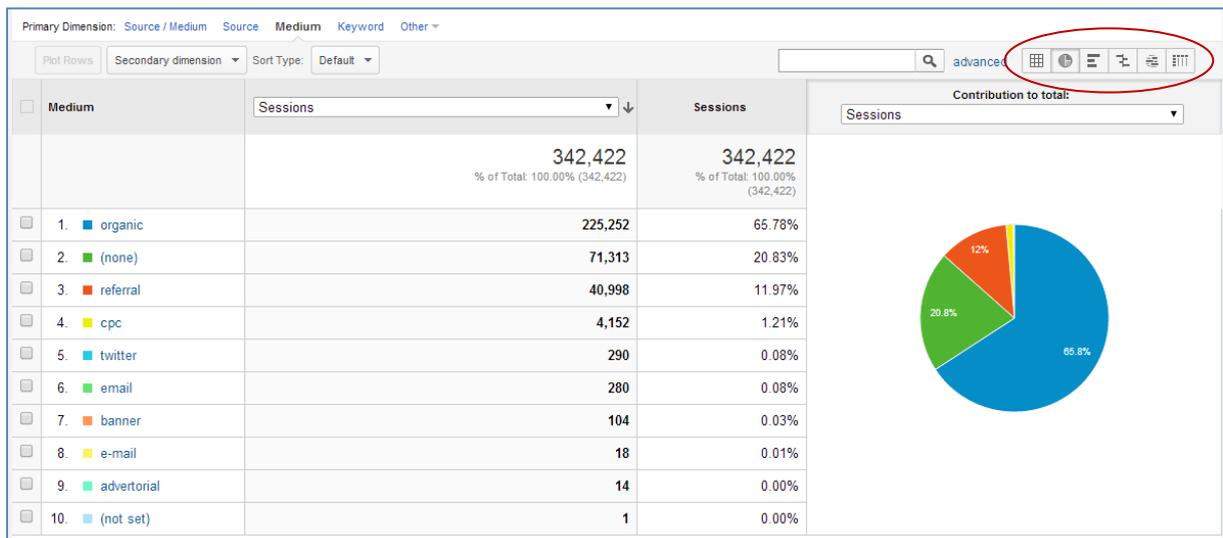
Sessions vs. Select a metric

Medium	Sessions	Goal Conversion Rate	Per Session Goal Value	Brochure aanvragen papier (Goal 1 Conversion Rate)	Brochure aanvragen digitaal (Goal 2 Conversion Rate)	Newsletter sign up (Goal 3 Conversion Rate)	Question asked (Goal 4 Conversion Rate)
	16,785 % of Total: 100.00% (16,785)	4.34% Site Avg: 4.34% (0.00%)	€0.12 Site Avg: €0.12 (0.00%)	0.02% Site Avg: 0.02% (0.00%)	1.49% Site Avg: 1.49% (0.00%)	<0.01% Site Avg: <0.01% (0.00%)	0.28% Site Avg: 0.28% (0.00%)
1. organic	8,467 (50.44%)	0.98%	€0.05	0.00%	0.04%	0.00%	0.26%
2. (none)	3,650 (21.75%)	10.66%	€0.38	0.08%	6.74%	0.00%	0.41%
3. referral	2,614 (15.57%)	9.41%	€0.07	0.00%	0.04%	0.04%	0.27%
4. cpc	1,813 (10.80%)	0.44%	€0.02	0.00%	0.00%	0.00%	0.17%
5. email	136 (0.81%)	1.47%	€0.07	0.00%	0.00%	0.00%	0.00%
6. banner	101 (0.60%)	0.00%	€0.00	0.00%	0.00%	0.00%	0.00%
7. advertorial	2 (0.01%)	0.00%	€0.00	0.00%	0.00%	0.00%	0.00%
8. (not set)	1 (0.01%)	0.00%	€0.00	0.00%	0.00%	0.00%	0.00%
9. twitter	1 (0.01%)	0.00%	€0.00	0.00%	0.00%	0.00%	0.00%

Note: The Goal Set-links are only available in data views for which goals have been set up. Also, this option is not available in all reports.

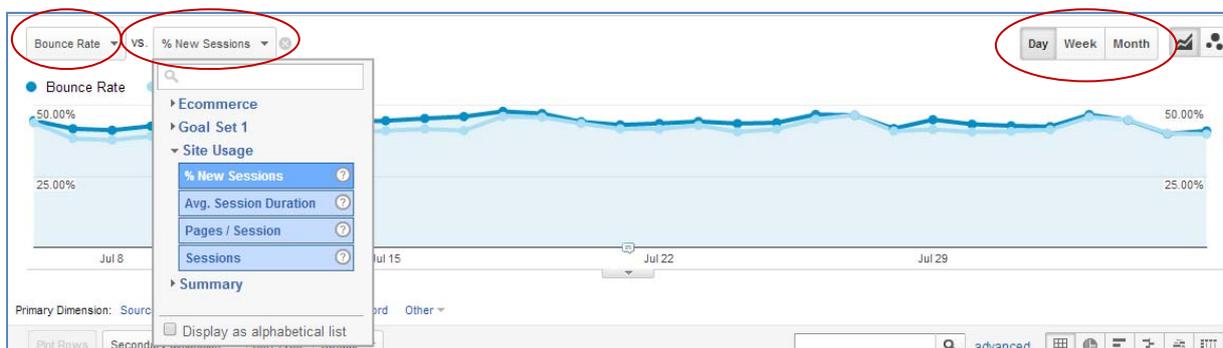
## 6.2 Viewing data

If you want to see the data rather as a graph or in another type of table, you can select this at the right of the search box:

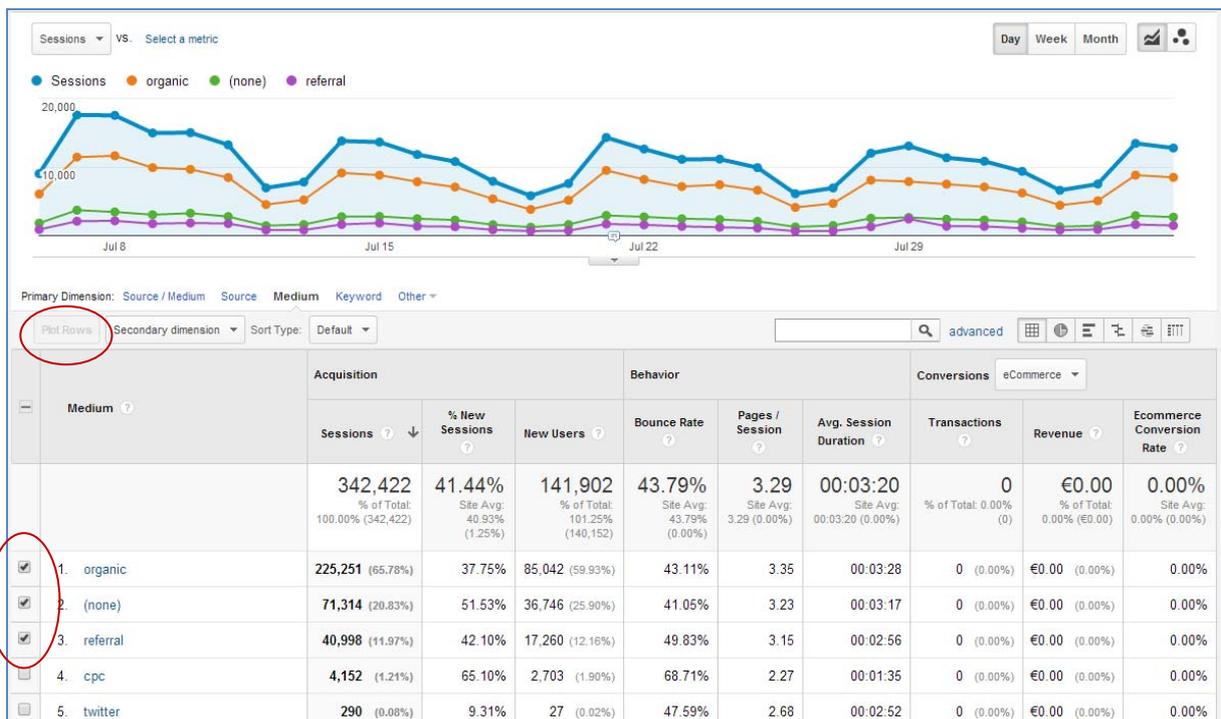


## 6.3 Graph view

Above most tables you will find a chart. These you can customize as well. For example, you can select which data is displayed in it, whether a second line for comparison should be added, or over what period of time the data is to be displayed:



You can also show data from the table in the chart by selecting the row and clicking 'plot rows':



## 7 Filtering data

### 7.1 Introduction

As mentioned in the chapter on properties and data views, a number of data views has been set up to easily view the data of only one section of the site. If you structurally use Google Analytics for only a specific part of the site, and you want your own view so that you won't have to manually filter your data each time, you can ask the department Online Strategy and Infrastructure to set up a view for you.

In all situations where there is no view available for the set of pages that you want information about, you have to manually apply a filter to the data in a view that contains the desired data (eg the unfiltered view).

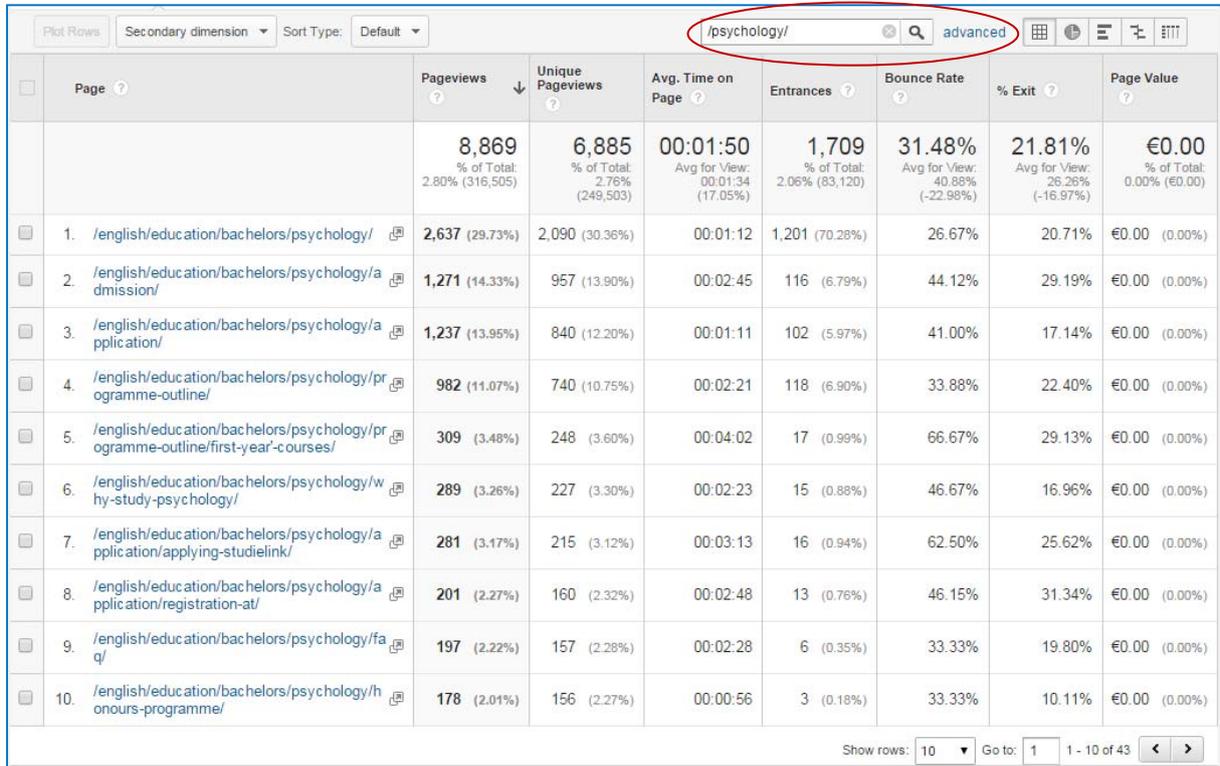
There are two methods to filter data:

1. A filter at the report level. You can only set these for the report that you are currently viewing. The filter can only be saved if you create a shortcut to the report. It will be removed once you navigate to another report. It is suitable for filters that you use incidentally.
2. A filter at the data view level. This is called a 'segment'. You set it up once, save it, and then you can apply it to all reports in your view at the same time. Suitable for filters you want to use regularly, for several types of reports. Google Analytics also has a standard set of useful segments.

## 7.2 Filtering at the report level

At the top of the table in a report, you can find a search field. By entering a search term, you can quickly filter the contents of the table.

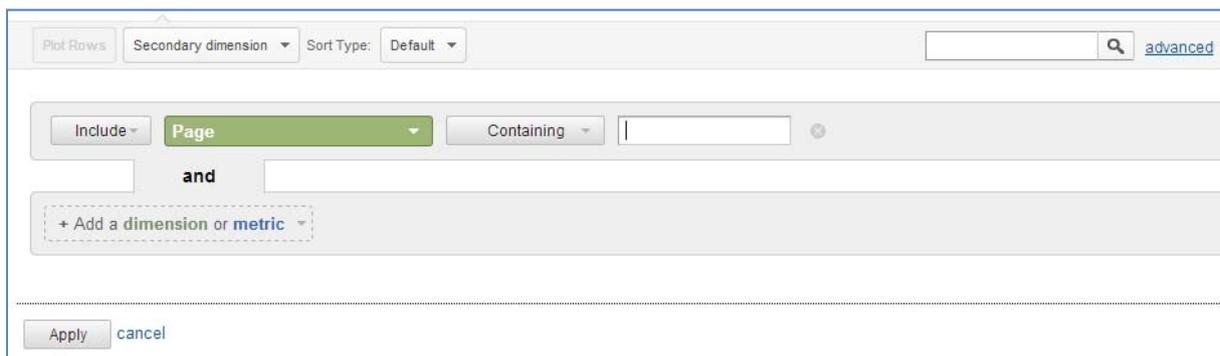
For example, in the report 'Behavior > Site Content > All Pages' you can easily find a phrase that must appear in the URL, like '/psychology/':



The screenshot shows a report table with a search filter applied to the URL column. The search term is '/psychology/'. The table displays 10 rows of data, including columns for Page, Pageviews, Unique Pageviews, Avg. Time on Page, Entrances, Bounce Rate, % Exit, and Page Value. The search filter is highlighted with a red circle.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	8,869 % of Total: 2.80% (316,505)	6,885 % of Total: 2.78% (249,503)	00:01:50 Avg for View: 00:01:34 (17.05%)	1,709 % of Total: 2.06% (83,120)	31.48% Avg for View: 40.88% (-22.98%)	21.81% Avg for View: 26.26% (-16.97%)	€0.00 % of Total: 0.00% (€0.00)
1. /english/education/bachelors/psychology/	2,637 (29.73%)	2,090 (30.36%)	00:01:12	1,201 (70.28%)	26.67%	20.71%	€0.00 (0.00%)
2. /english/education/bachelors/psychology/admission/	1,271 (14.33%)	957 (13.90%)	00:02:45	116 (6.79%)	44.12%	29.19%	€0.00 (0.00%)
3. /english/education/bachelors/psychology/application/	1,237 (13.95%)	840 (12.20%)	00:01:11	102 (5.97%)	41.00%	17.14%	€0.00 (0.00%)
4. /english/education/bachelors/psychology/programme-outline/	982 (11.07%)	740 (10.75%)	00:02:21	118 (6.90%)	33.88%	22.40%	€0.00 (0.00%)
5. /english/education/bachelors/psychology/programme-outline/first-year-courses/	309 (3.48%)	248 (3.60%)	00:04:02	17 (0.99%)	66.67%	29.13%	€0.00 (0.00%)
6. /english/education/bachelors/psychology/why-study-psychology/	289 (3.26%)	227 (3.30%)	00:02:23	15 (0.88%)	46.67%	16.96%	€0.00 (0.00%)
7. /english/education/bachelors/psychology/application/applying-studielink/	281 (3.17%)	215 (3.12%)	00:03:13	16 (0.94%)	62.50%	25.62%	€0.00 (0.00%)
8. /english/education/bachelors/psychology/application/registration-at/	201 (2.27%)	160 (2.32%)	00:02:48	13 (0.76%)	46.15%	31.34%	€0.00 (0.00%)
9. /english/education/bachelors/psychology/faq/	197 (2.22%)	157 (2.28%)	00:02:28	6 (0.35%)	33.33%	19.80%	€0.00 (0.00%)
10. /english/education/bachelors/psychology/honours-programme/	178 (2.01%)	156 (2.27%)	00:00:56	3 (0.18%)	33.33%	10.11%	€0.00 (0.00%)

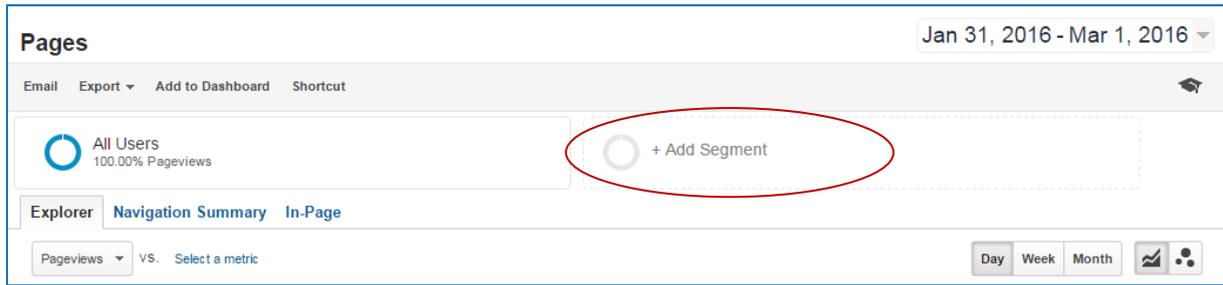
If you want more options, click on "advanced". Here you can enter detailed filter criteria:



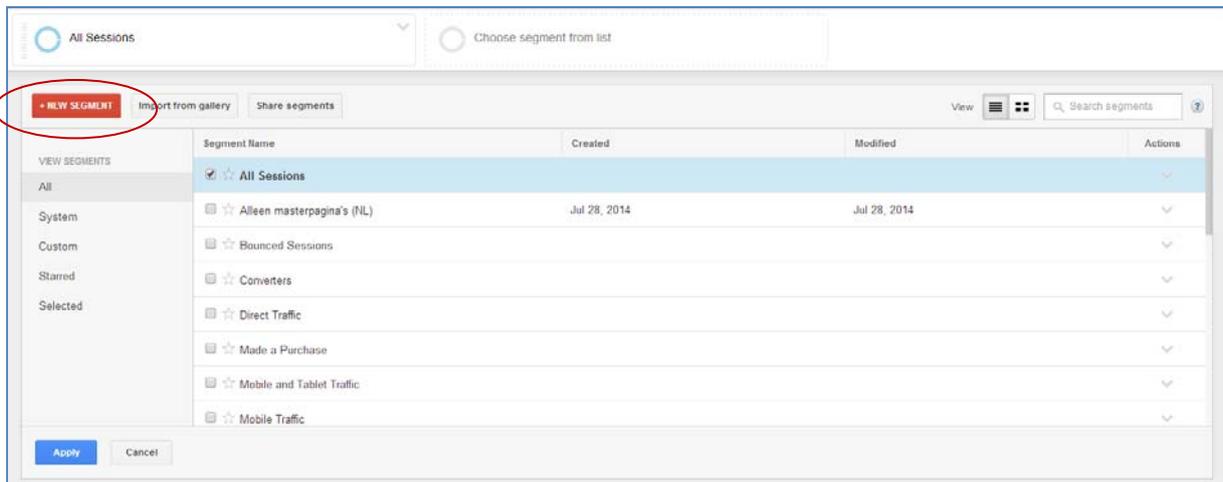
The screenshot shows the advanced filter interface. It includes a search field with the text '/psychology/' and a search button. Below the search field, there are several filter options: 'Include', 'Page', 'Containing', and a search field. The 'Page' option is selected. Below the filter options, there is a button labeled '+ Add a dimension or metric'. At the bottom, there are 'Apply' and 'cancel' buttons.

### 7.3 Creating a new segment

On top of the page, click '+ Add segment':

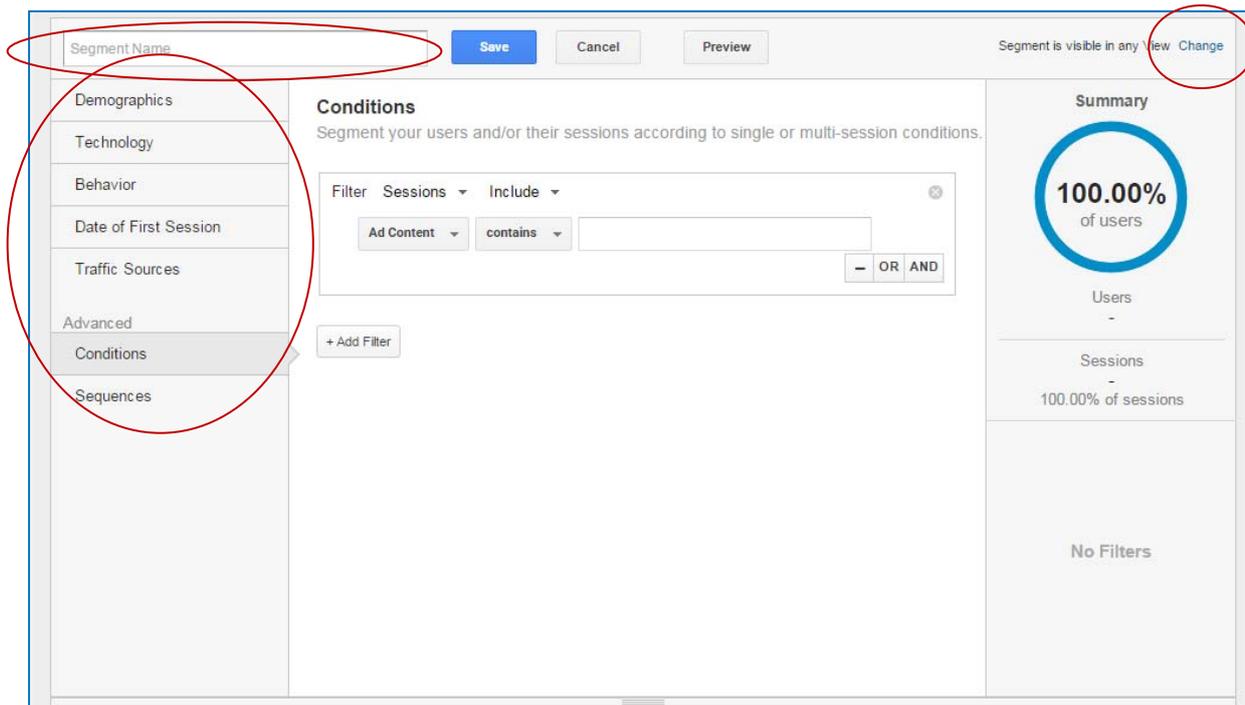


Click on '+ New segment':



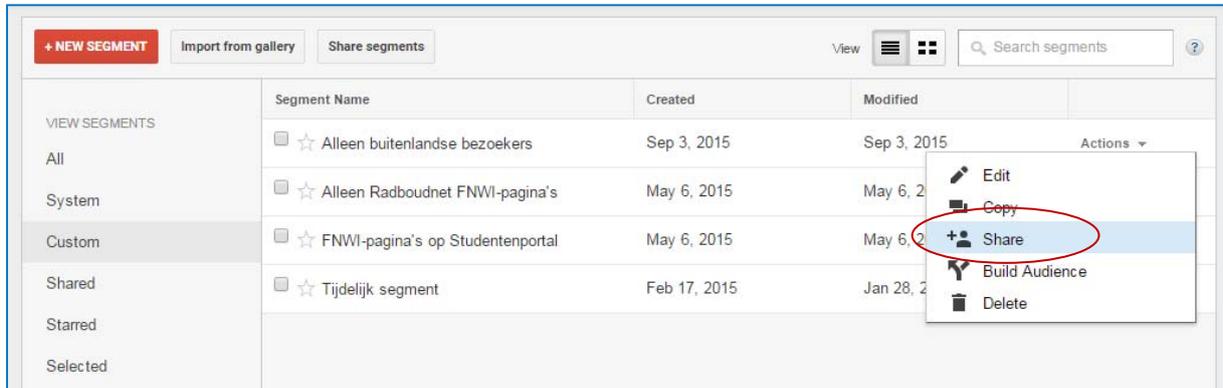
In the "Segment name" field, enter the name of your filter.

Choose the type of filter in the list on the left. Now you can enter your filter criteria.



Using the link 'change', you can indicate whether you want to make this segment available to all views, or only in one specific view.

Note: Segments are linked to your account. Therefore a segment that you created is visible only to those who log in with the same account. If you want others to be able to use your segment, you can share it (after saving and applying the filter):



If you save the segment, the filter is applied directly.

#### 7.4 Applying an existing segment

If you want to apply an existing segment, click on '+ Add segment'. In the list, select the desired filter. Initially the default Google Analytics segments are displayed as well. The 'Custom' section only contains filters made by you.

An applied filter can be removed using the arrow at the top right:

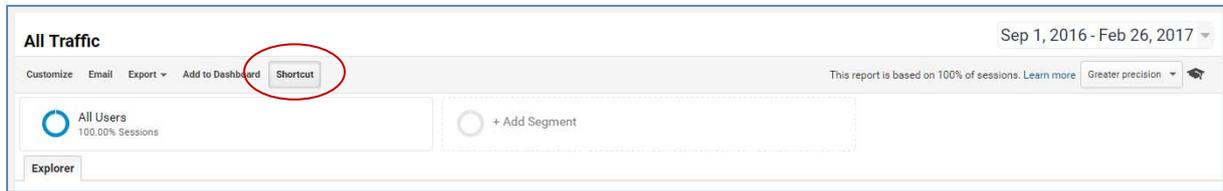


This only removes the filter from the current view; the filter remains available to re-apply at a later time.

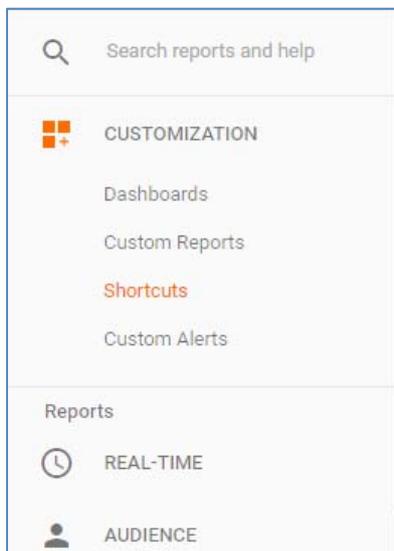
## 8 Creating shortcuts for frequently used reports

If you regularly use the same reports with specific settings, can you create a shortcut for them. This way, you do not have to find the report and re-apply the settings every time you log in.

Set up the report the way you want, and click the button 'Shortcut' at the top of the page:

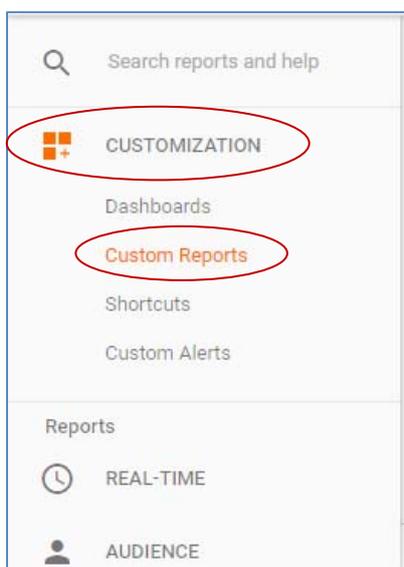


Created shortcuts can be found in the menu on the left, item 'Customization > Shortcuts':



## 9 Customizing reports

If the standard Google Analytics reports do not suffice, you can create your own custom reports, through the link 'custom reports', under the item 'Customization':



Click '+ New Custom Report'.

Under the section "Report Content" you can now choose which data should be in the report. Under the section "Filters" you can filter out any data from the report. Under the section "Views" you can determine in which data view(s) in your account this custom report should be available.

### Create Custom Report

**General Information**

Title:

**Report Content**

Report Tab  [+ add report tab](#)

Name:  [Duplicate this tab](#)

Type:

Metric Groups

Dimension Drilldowns

**Filters - optional**

and

**Views - optional**

All views associated with this account

Ru.nl - compleet en ongefilterd (v.a. okt. 2010)

Click "save" to generate the report and to save it, so you can easily find it back later:

Title	Creation Date
Periodiek geplande rapporten	
Verkeersbronnen en conversies vacatures	Sep 15, 2014
Rechten - Master	Jun 23, 2014
Rechten - Bachelor	Jun 23, 2014
Opleidingspagina pre-master pedagogische wetenscha	Jun 23, 2014
Opleidingspagina master pedagogische wetenschappen	Jun 23, 2014
Opleidingspagina master onderwijskunde	Jun 23, 2014
Opleidingspagina bachelor pedagogische wetenschapp	Jun 23, 2014

If you want to use the report only once, please remove it after use to prevent cluttering of the account.

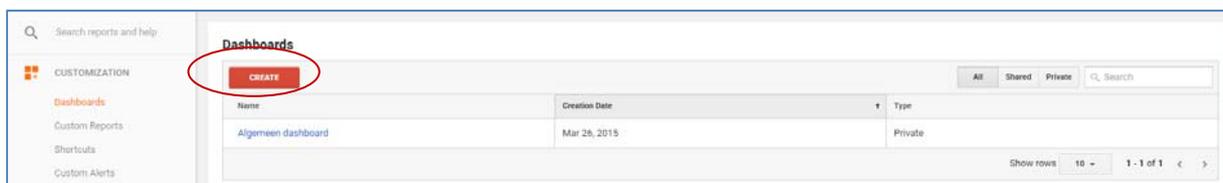
## 10 Creating dashboards

Dashboards offer you a quick overview of the data that is most relevant to you. They are a simplified representation of the detailed reports. Through a dashboard, you can quickly gain insight into the data that is important to you, because it is all on one page. You could, for example, log in weekly to quickly check your dashboard.

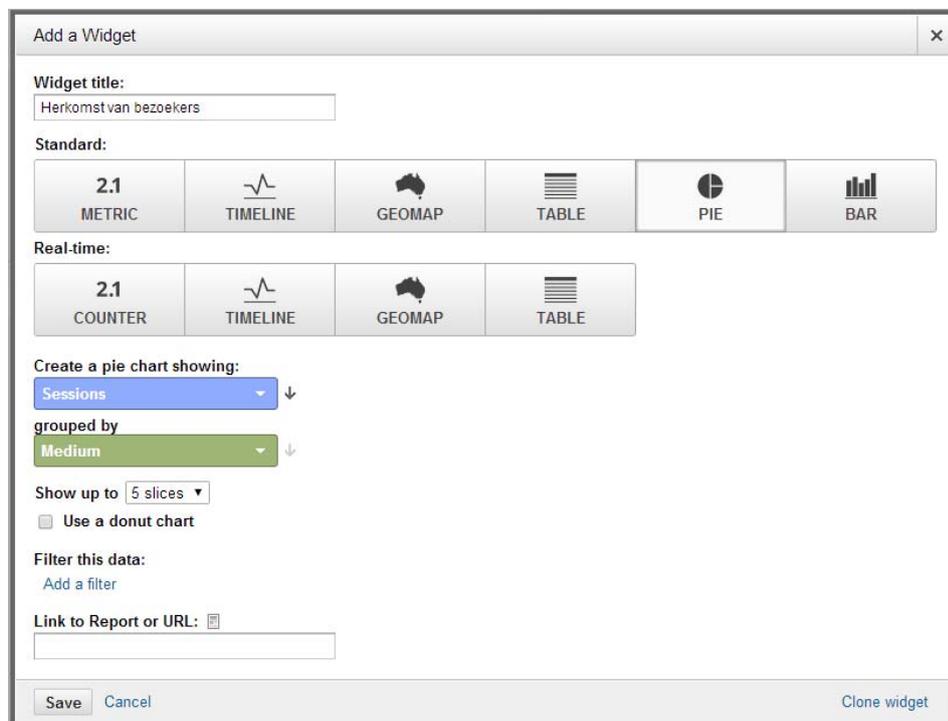
Dashboards are not suitable for in-depth analysis; they are intended for quickly identifying trend breaks, so you can then dive deeper into the reports with a specific research question.

Dashboards consist of widgets that you can choose yourself. You can also customize the widgets.

In the left menu, click on 'Customization', and 'Dashboards'. Click the red button 'Create'. You can then choose from a blank dashboard that you can fill by yourself, or a default dashboard that you can further customize to your needs.



If you choose a blank dashboard, you can add widgets one by one. A widget is a small graph or a table with data.



Widget Settings
✕

**Widget title:**

**Standard:**

2.1  
METRIC

TIMELINE

GEOMAP

TABLE

PIE

BAR

**Real-time:**

2.1  
COUNTER

TIMELINE

GEOMAP

TABLE

**Display the following columns:**

Keyword

Sessions

Bounce Rate

**Show a table with**

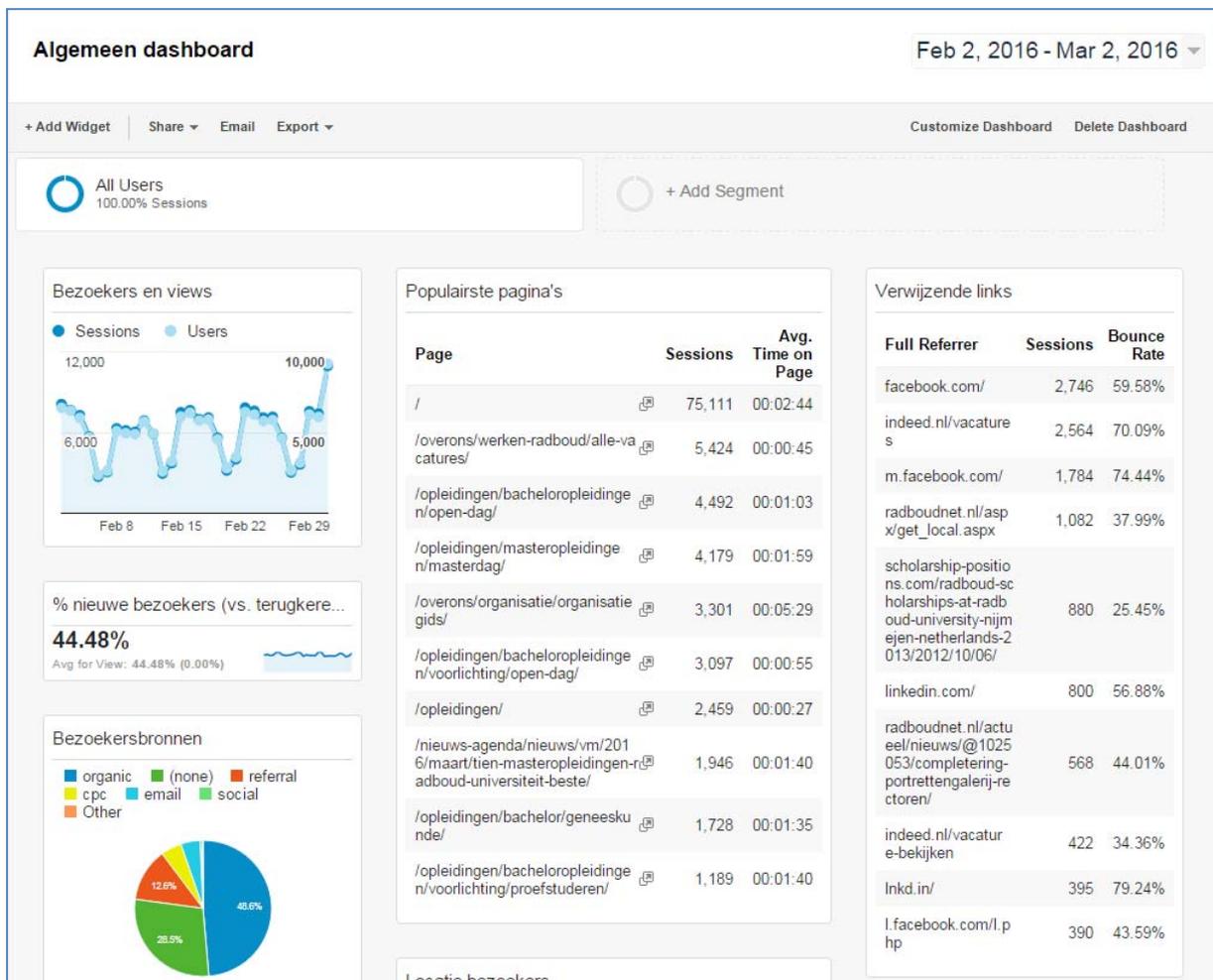
**Filter this data:**

Add a filter

**Link to Report or URL:**

Save
Cancel
Clone widget
Delete widget

This way you can fill your dashboard with data. Widgets can be dragged to the desired location.



It is also possible to go to an existing report, and to add this report to your dashboard from there. You can do this with the following button, at the top of the report page:



You can use up to 12 widgets per dashboard. If this is not enough, you can create multiple dashboards, each with its own focus. For example, a dashboard with information about visits from search engines, one for social media, one for conversions, etc.

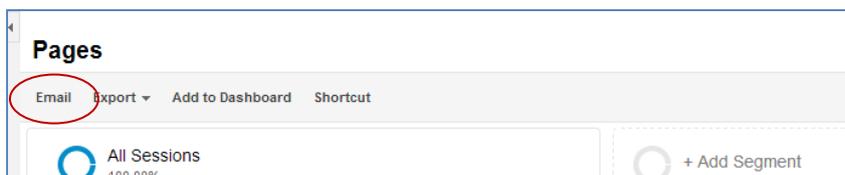
Dashboards are only visible in your own account, but you can share their set-up (not their data) with others through a link.

## 11 Periodically receive reports by e-mail

If you do not want to log in to check your stats, you can also periodically have reports emailed to yourself.

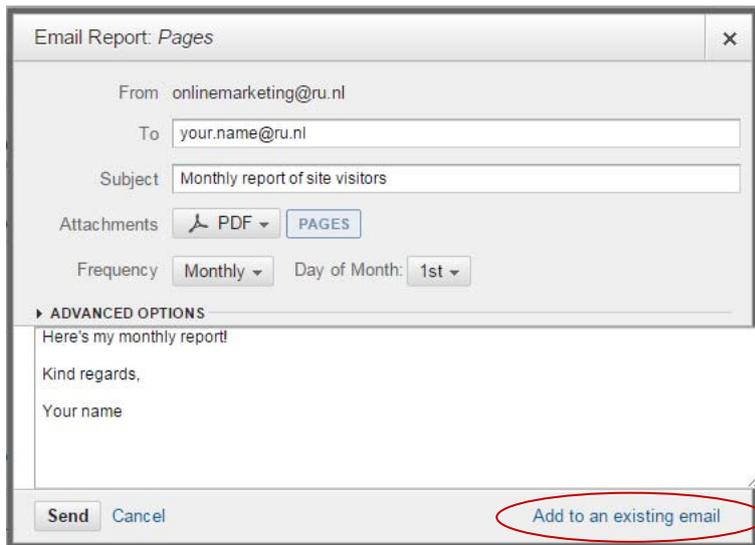
Just as with dashboards, this kind of automated reports are especially suitable to observe trend breaks, not for in-depth analysis. For example, you see that the number of newsletter signups this week has decreased a lot compared to last week's number. Then you can log in to determine the cause through more detailed reports. Therefore, it could be interesting to periodically receive reports about for example the number of visitors and conversions, but not eg. an overview of your funnel (the steps from the first page of a form to the confirmation page). The latter a report is used to identify specific problems with the form, but tells you little about the performance of the site during the last period.

Above reports (or custom reports or dashboards) that you can send via email, you'll see a button called 'Email':



After clicking, a window appears in which you can specify the recipients of the mail, how often it should be sent, and in what format the report should be sent.

If you have already planned at least one other periodic mail, you'll see a link at the bottom right called 'add to an existing email'. By clicking on that link, you can merge the mailing with an existing mailing, so the reports will be attached to one single e-mail.



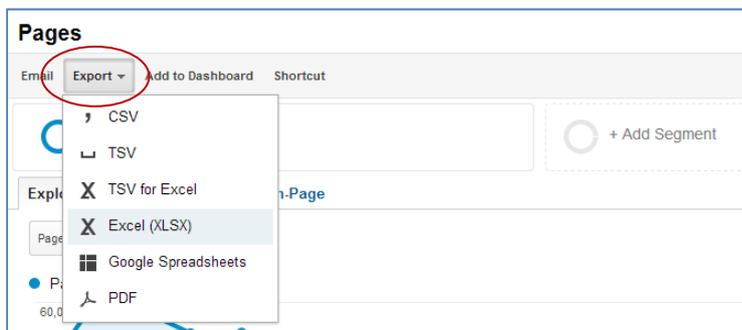
A mailing automatically stops after 6 months. If you want to extend the deadline to 12 months, then you can set this under "advanced options".

## 12 Exporting or sharing data

### 12.1 Exporting data

Report data can be exported to your computer in various formats. The available formats depend on the type of report.

Exporting can be done via the 'Export' button at the top of the page:

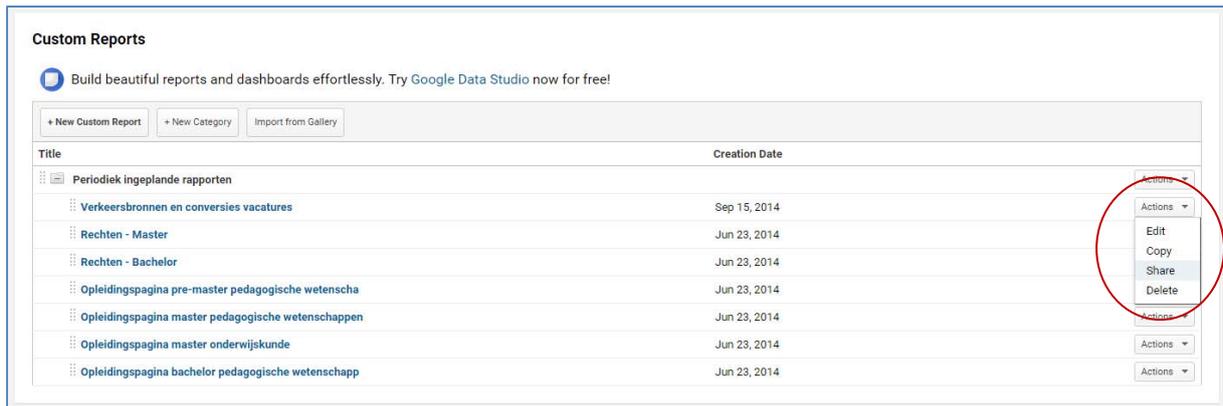


### 12.2 Sharing data

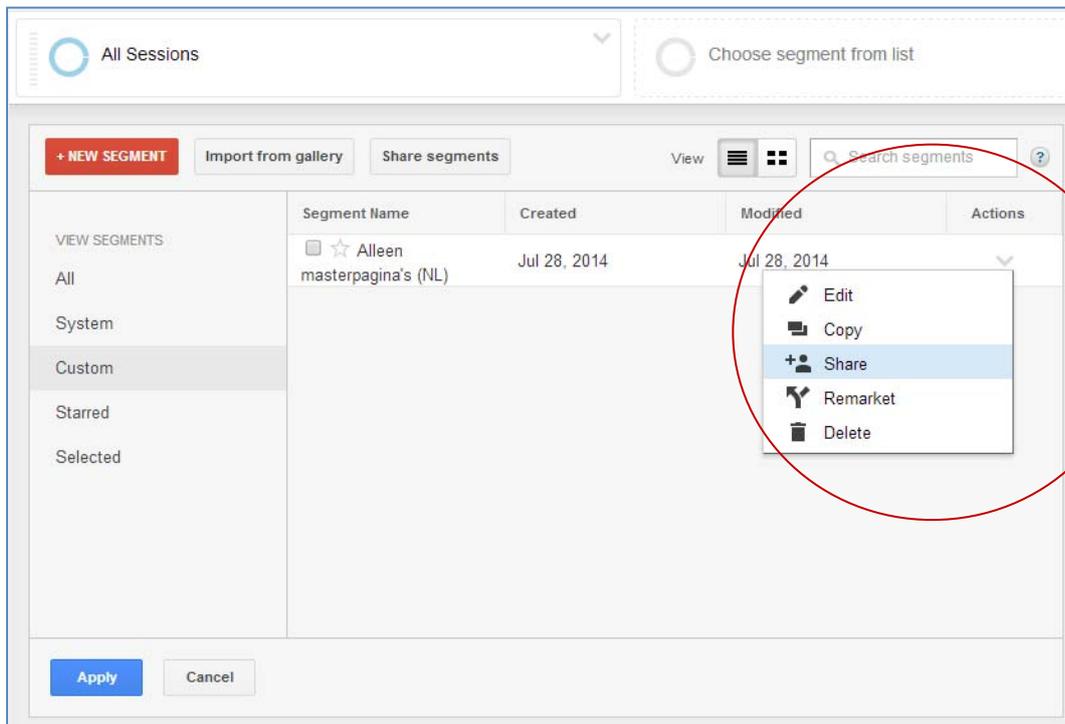
Dashboards, custom reports and segments are linked to your account. A custom report and a segment can be made available to only one specific data view or for all views in your account, but still they can only be used by those who log in with your account.

If you want to make a dashboard, custom report or filter segment available in someone else's account, you can do this via the 'Share' button.

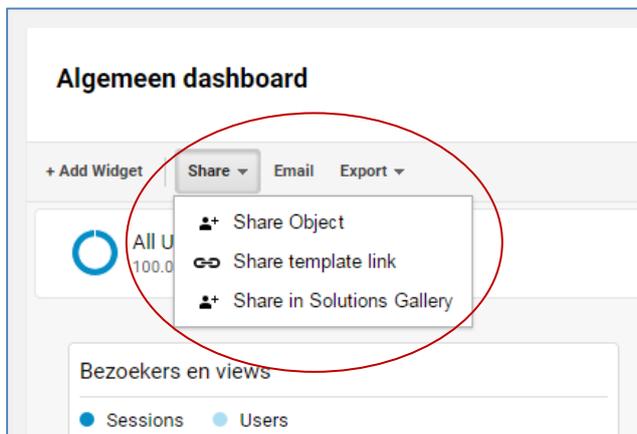
In custom reports, this button is located on the far right of the overview page of all custom reports:



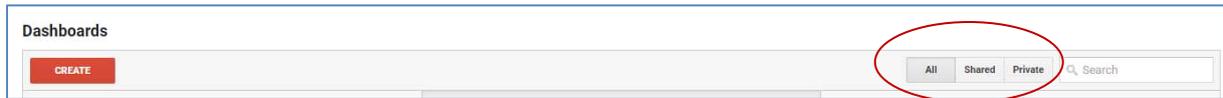
Segments can be shared from the list of segments that you can find by clicking '+Add segment':



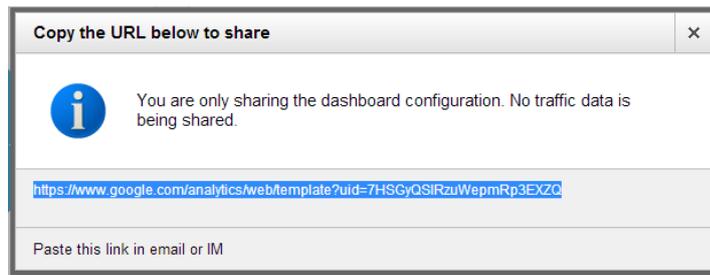
Dashboards can be shared via the button at the top of the page:



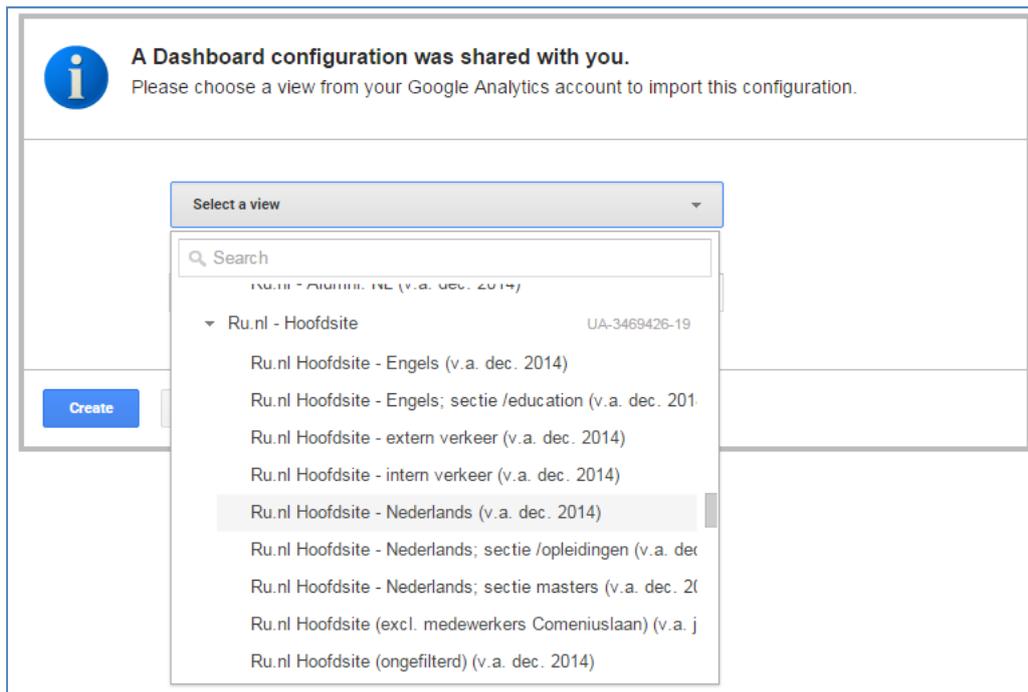
**"Share object"** (only available for dashboards) can be used when you want to share your dashboard with anyone who has access to this data view. It copies the dashboard from the 'Private' menu to the 'Shared' menu:



**"Share template link"** (for dashboards, custom reports and segments) can be used when a specific person wants to apply the setup of your dashboard / report / segment to his own account. After clicking you will see a window with a link to it:



This link can be sent to any person. Once the person clicks on the link, he is asked to what account and what data view he wants to apply this dashboard / report / segment:



The link can be used as often as you want.

The person receives a copy of your current dashboard/report/segment settings. He does not see your data, and if he changes his copy of your dashboard/report/segment, your original dashboard/report/segment will not be altered as well, and vice versa.

Since every Google Analytics account has different settings, it may be that your dashboard/report/segment will not work one-on-one with the other person's account, and certain settings will have to be adjusted.

### 13 Making annotations

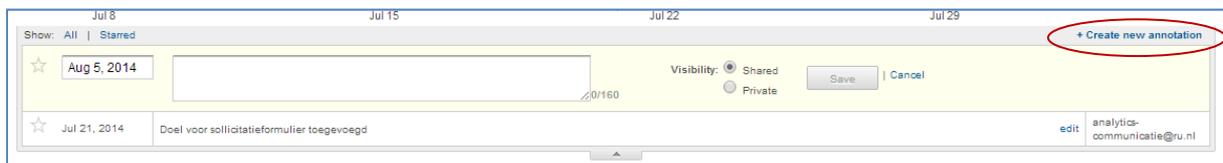
To be able to recall at a later time why your data deviates in a certain period, you can make notes. This is called an 'annotation'.

For example, create an annotation when you make changes to the filter of your data view, modify goals, if a mailing went out, if there was an event, if you've been on TV, if an AdWords campaign was launched, when there was a problem with the server and the site was down temporarily, etcetera.

Annotations can be added by clicking on the arrow below the graph:



Then, click on '+ create new annotation' on the right:



The figure shows the annotation creation dialog box. It has a title bar with dates Jul 8, Jul 15, Jul 22, and Jul 29. The main area contains a text input field with 'Aug 5, 2014' and a '20/160' character count. There are radio buttons for 'Shared' (selected) and 'Private', and 'Save' and 'Cancel' buttons. A '+ Create new annotation' button is circled in red in the top right corner. Below the main area, there is a list of existing annotations, including one from Jul 21, 2014 with the text 'Doel voor sollicitatieformulier toegevoegd'.

A shared annotation can be seen by all users of this data view. A private annotation can only be seen by someone who uses the current account.

A speech bubble in the graph will notify you about the existence of an annotation at a certain day:



## 13 Setting goals

### 13.1 Why measure goals?

Every website has one or more goals. Such as convincing the visitor to sign up for an open day, register for a course, subscribe to a newsletter, send in an application form, or download a PDF brochure.

By defining these goals in Google Analytics, you can easily relate your visitor data to these goals. In other words: how many and what visitors reached these goals? This information will help you to better focus your website and your communication.

Maybe you spend a lot of money on an AdWords campaign that attracts many visitors to the site, but relatively few of these visitors actually sign up for your open day. Is the campaign worth the money then?

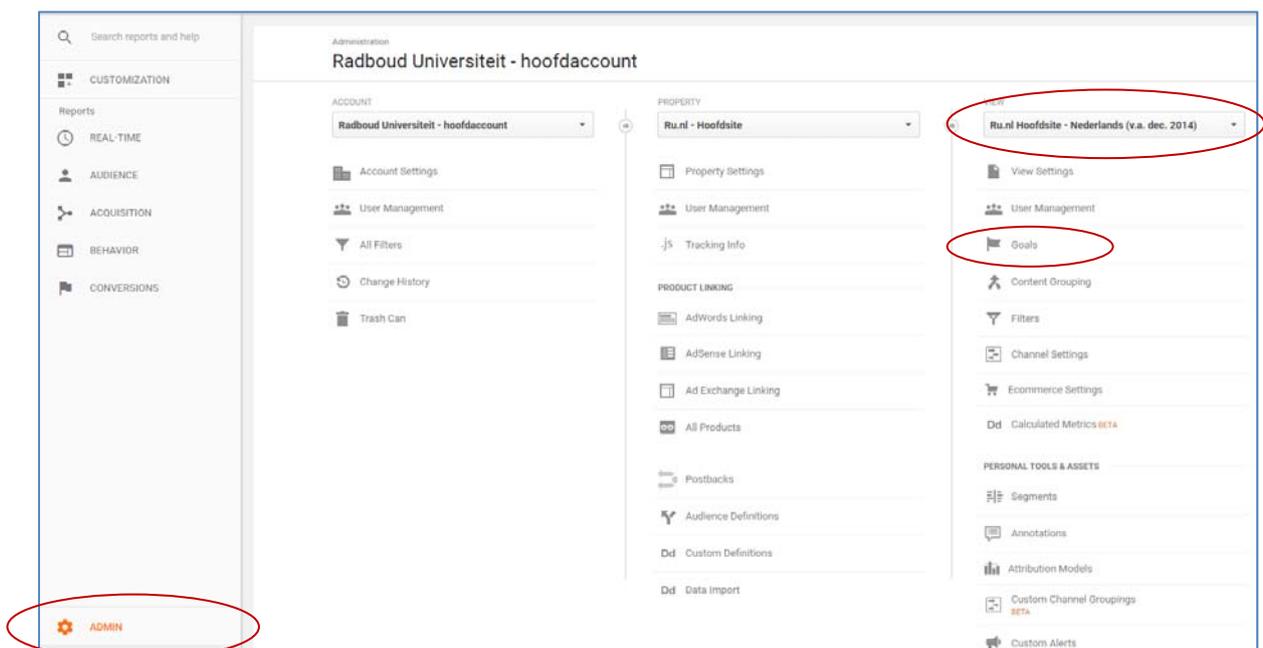
And if you have to choose between placing your vacancy on job site A or job site B, it is useful to analyze through which of the two sites you received the most applications in the past.

But to know that, you'll first have to tell Google Analytics how to record that a person is an applicant, or that someone has registered for something. Because Google Analytics by default tracks all page views, but does not know what page is more important to you than other pages, or which page on your site has a special function. Google Analytics only sees a URL, not whether the page is, for example, a form.

### 13.2 Defining a goal

If you have sufficient rights, you can set up goals yourself in Google Analytics. If you don't, ask the administrator of your account to do this, or contact the department Online Strategy & Infrastructure (onlinemarketing@ru.nl).

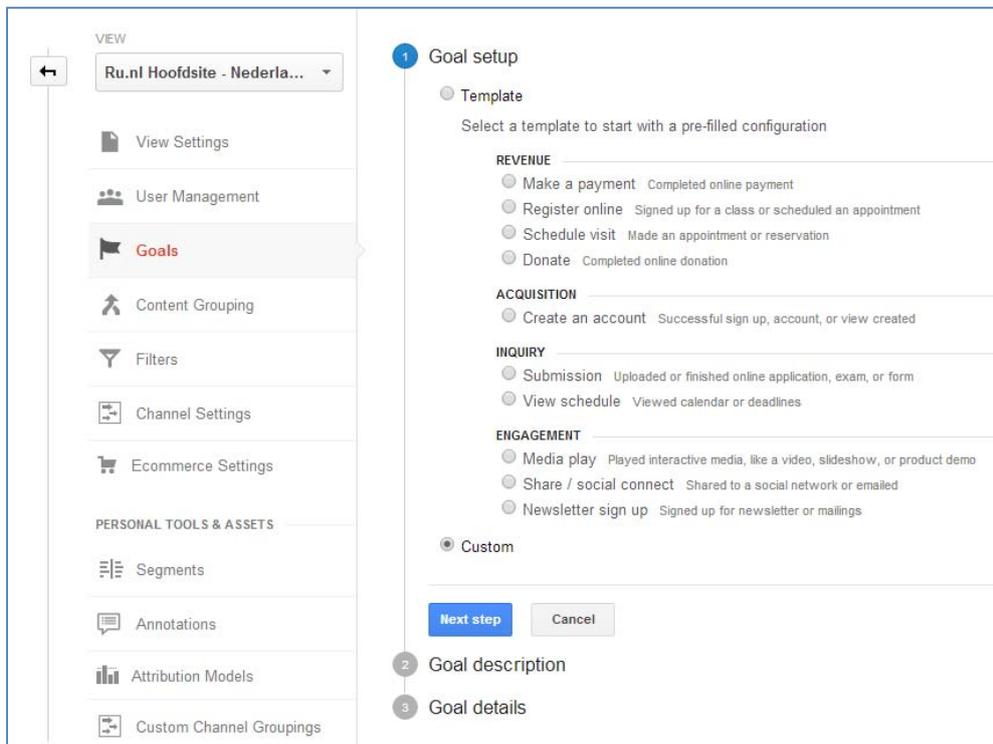
Setting up a goal can be done via the link 'Admin' at the bottom of the menu.



You will see three columns: your account, your property (website / organizational unit) and the view (your collection of data, whether or not with an applied filter). Make sure the view in which you want to set the goals, is selected here.

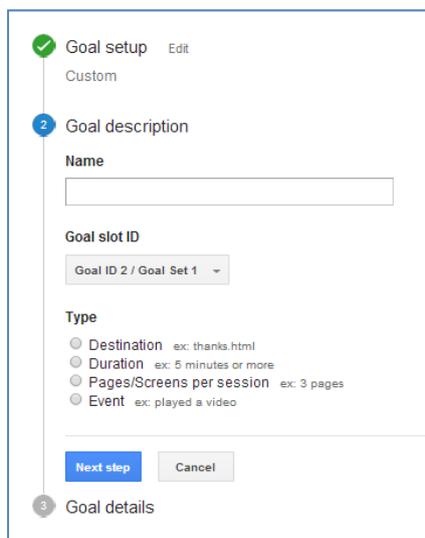
Click on 'Goals'. You will see a list of all current goals. You can modify or turn off an existing goal (removing a goal is not possible), or add a new goal using the red button.

Click '+ new goal'. You will see a list of the types of goals that you can add.



Choose 'Custom' and click 'Next Step'.

Name your goal (including the action, so for example, not only 'open day' but 'registration open day 2015').



Then you can choose from four types of goals:

1. Destination: achieving your goal corresponds to visiting a particular URL. Such as the URL of the confirmation page that is loaded after a form has been submitted.
2. Duration: Your goal is that your visitor remains a certain time on your site (eg, at least 5 minutes)
3. Pages / Screens per session: Your goal is that your visitor has viewed a certain number of pages during his visit (eg. a minimum of 3).
4. Event: achieving your goal corresponds to performing some action on the site. Such as clicking on a particular button or link, or downloading a file.

In most cases you will need goal type 1. Type 4 is also often useful.

### 13.3 Setting a destination goal

In the 'destination' field you enter the URL of the page that corresponds to achieving your goal, when visited. For example, the confirmation page after sending a registration form. If this page is visited, you know for sure that the visitor has submitted the form, because there is no other way to reach the page.

Note that you usually have to leave out the domain name and must start the URL from the slash (/). For example, not 'www.ru.nl/open-day/confirmation/' but '/open-day/confirmation/'. In case of doubt, check your page reports to see how the URLs of your web site are being displayed therein.

Using the option in front of this field, you can indicate how your input must match the actual URL. You can choose from:

1. 'equals to': the URL of the page visited must exactly match what you have entered here.
2. 'begins with': the visited page URL should start with what you have entered here. This is useful for example if the URL of your confirmation page contains constantly changing IDs. Example: visitor A sees '/thankyou.html?id=234' and visitor B sees '/thankyou.html?id=823'. By entering 'starts with' '/thankyou.html', all visits to this page are counted.
3. "regular expression": the visited page URL must correspond to the formula that you have entered here. This can be used in complex situations such as when there are multiple URLs for the same thank you page, or URLs that need to meet certain criteria. For more information, see <https://support.google.com/analytics/answer/1034324?hl=en-GB>

**Goal setup** [Edit](#)  
 Custom

**Goal description** [Edit](#)  
 Name: *Example goal*  
 Goal type: *Destination*

**3 Goal details**

**Destination**  
 Equals to   Case sensitive  
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

**Value** optional  
 OFF Assign a monetary value to the conversion.

**Funnel** optional  
 ON  
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text" value="Personal data"/>	<input type="text" value="/education/open-day/register/data/"/>	<input checked="" type="checkbox"/> YES
2	<input type="text" value="Choose programme"/>	<input type="text" value="/education/open-day/register/programme/"/>	<input type="checkbox"/>
3	<input type="text" value="Summary"/>	<input type="text" value="/education/open-day/register/summary/"/>	<input type="checkbox"/>

[+ Add another Step](#)

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Does your sign up process consist of multiple steps? You can also measure how your visitors have gone through these steps so you can figure out whether, and if so at which point, they dropped out of the process. To do this, click 'on' under 'Funnel'.

In the fields that appear, you can specify the steps prior to reaching the goal. In the above example the signup process consists of 4 steps:

1. filling our personal details
2. choosing the programme of interest
3. viewing a summary of the entered data
4. confirmation of registration

In the funnel fields, you do *not* enter the URL of your goal page again, as this was already set at the top of the page.

The matching option you chose at the top (equal to/begins with/regular expression) also applies to all funnel fields.

Note that a funnel concerns a mandatory 'route'. The visitor can not follow another path than this one to your goal page. An incorrect funnel is, for example:

1. Home
2. Overview programmes
3. Programme page
4. Open day information
5. Registration form
6. Confirmation registration

It is incorrect because steps 1 to 4 are optional. A visitor could also take the following route:

1. Programme page
2. Career prospects
3. Programme page
4. Registration form
5. Confirmation registration

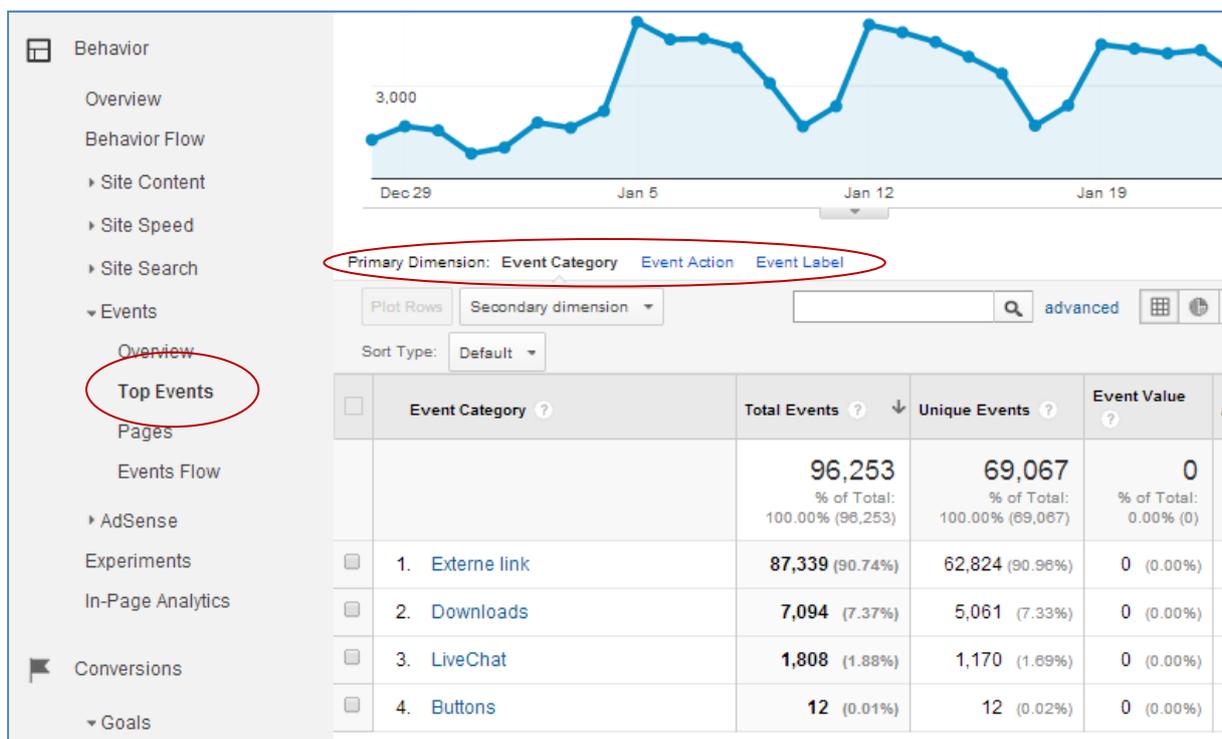
In that case he does not follow the funnel you set, so in your reports it will appear as if the visitor prematurely dropped out, which is not the case.

Click 'create goal' to save your goal.

### 13.4 Setting an event goal

In order to set an event as your goal, this event should already be set up and measured by Google Analytics. You can only choose the events you find in the reports under 'Behavior > Events > Top Events'.

If your event is not in this list, you can ask department Online Strategy & Infrastructure ([onlinemarketing@ru.nl](mailto:onlinemarketing@ru.nl)) to set it up.



An event consists of three elements: the category, the action, and the label. For each event you can find the name of these three elements in the above report, using the links above the table or by clicking on the items in the table.

In the admin section, you can then enter the characteristics of the event that you want to define as a goal:

Goal setup [Edit](#)  
Custom

Goal description [Edit](#)  
Name: *Clickout naar Studielink.nl*  
Goal type: *Event*

3 Goal details

**Event conditions**  
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is tracked. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	Externe link
Action	Equals to	Click
Label	Regular expression	studielink.nl
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion  
 Yes

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save Goal](#) [Cancel](#)

In the above example, 'clicking to the external site studielink.nl' is being set as a goal, because this could mean that a visitor wants to apply for a programme.

Using the options in front of the fields you can specify how your entry must correspond to the actual characteristics. For an explanation of these options, see the description in the previous section.

### 13.5 Goal reports

In the report section, data about the goals you set can be found under the menu "Conversions > Goals".

If you set a funnel, you can find a visual representation of this under 'Conversions > Goals > Funnel Visualization'. There you can see how many visitors have continued from one step to the next and how many dropped out:



On the left of the funnel you see the pages where your visitor came from before he started the process.

On the right you can see the pages where he clicked to instead of going to the next step in the process. These are the visitors who dropped out and did not reach the goal; not visitors who have taken a different page as "sidestep" and have completed the process during the same visit anyway.

You can now also easily select the goals in a report table, so you can see which part of your visitors reached this goal:

Source	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Verzendings sollicitatieformulier (Goal 1 Conversion Rate)	Verzendings sollicitatieformulier (Goal 1 Completions)
	24,608 <small>% of Total: 11.69% (210,459)</small>	43.25% <small>Avg for View: 46.63% (-7.05%)</small>	10,643 <small>% of Total: 10.87% (97,924)</small>	48.54% <small>Avg for View: 39.10% (24.16%)</small>	4.36 <small>Avg for View: 3.71 (17.76%)</small>	00:03:43 <small>Avg for View: 00:03:34 (4.69%)</small>	0.56% <small>Avg for View: 0.28% (100.04%)</small>	138 <small>% of Total: 23.39% (990)</small>
1. academictransfer.com	99 (0.40%)	37.37%	37 (0.35%)	41.41%	1.91	00:03:32	47.47%	47 (34.06%)
2. indeed.nl	2,479 (10.07%)	54.30%	1,346 (12.65%)	74.18%	1.64	00:01:03	1.90%	47 (34.06%)
3. radboudnet.nl	2,401 (9.76%)	4.25%	102 (0.96%)	35.49%	2.47	00:03:32	0.37%	9 (6.52%)
4. facebook.com	1,356 (5.51%)	30.75%	417 (3.92%)	56.78%	2.21	00:01:36	0.37%	5 (3.62%)
5. lfacebook.com	949 (3.86%)	38.46%	365 (3.43%)	55.64%	2.55	00:02:48	0.53%	5 (3.62%)
6. hoitalent.com	18 (0.07%)	61.11%	11 (0.10%)	44.44%	2.78	00:05:09	16.67%	3 (2.17%)
7. sensorimotorlab.com	32 (0.13%)	15.62%	5 (0.05%)	50.00%	2.94	00:04:29	9.38%	3 (2.17%)
8. tco	1,282 (5.21%)	19.81%	254 (2.38%)	56.79%	2.76	00:03:55	0.23%	3 (2.17%)
9. holasearch.com	3 (0.01%)	33.33%	1 (0.01%)	33.33%	2.67	00:05:17	66.67%	2 (1.45%)
10. intermediair.nl	10 (0.04%)	30.00%	3 (0.03%)	20.00%	4.50	00:05:30	20.00%	2 (1.45%)

## 14. Frequently requested data

The following sections describe how a specific set of data can be obtained from Google Analytics. It concerns data that is frequently requested.

### 14.1 Visitor paths

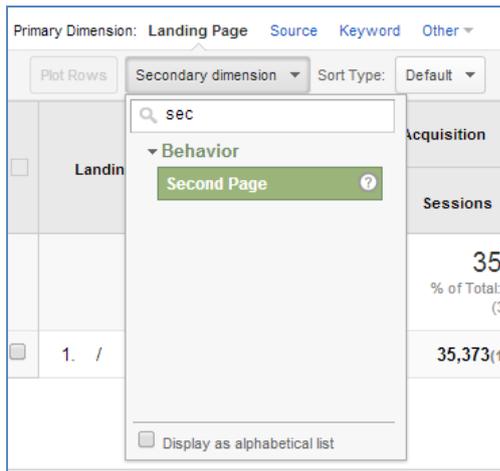
"How do I know where my visitors click to after landing on <page X>?"

#### 14.1.1 Retrieving only the next step

Go to the report 'Behavior > Site Content > Landing Pages'. Here you'll find a report of all landing pages of the site (or the part where you have access to). Click the page that you want to analyze. For example, the home page:

Landing Page	Acquisition		
	Sessions	% New Sessions	New Users
	342,422 <small>% of Total: 100.00% (342,422)</small>	41.44% <small>Site Avg: 40.93% (1.25%)</small>	141,902 <small>% of Total: 101.25% (140,152)</small>
1. /	35,373 (10.33%)	33.69%	11,916 (8.40%)
2. /sportcentrum/	14,068 (4.11%)	18.08%	2,544 (1.79%)
3. /ubn/	13,854 (4.05%)	17.62%	2,441 (1.72%)
4. /fnwi/	9,124 (2.66%)	18.85%	1,720 (1.21%)
5. /english/	6,036 (1.76%)	67.48%	4,073 (2.87%)
6. /introduce/	4,683 (1.37%)	27.97%	1,310 (0.92%)

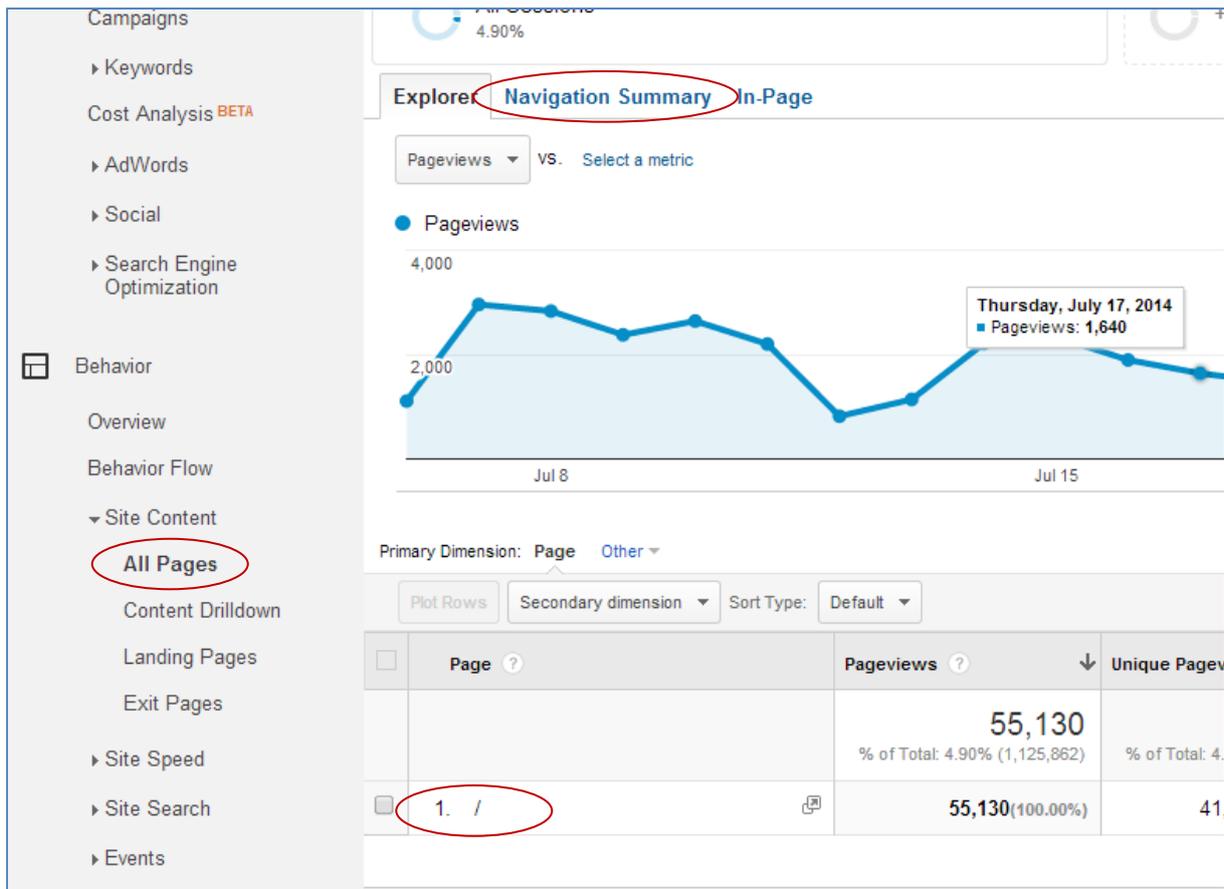
Under "secondary dimension", select the item "second page":



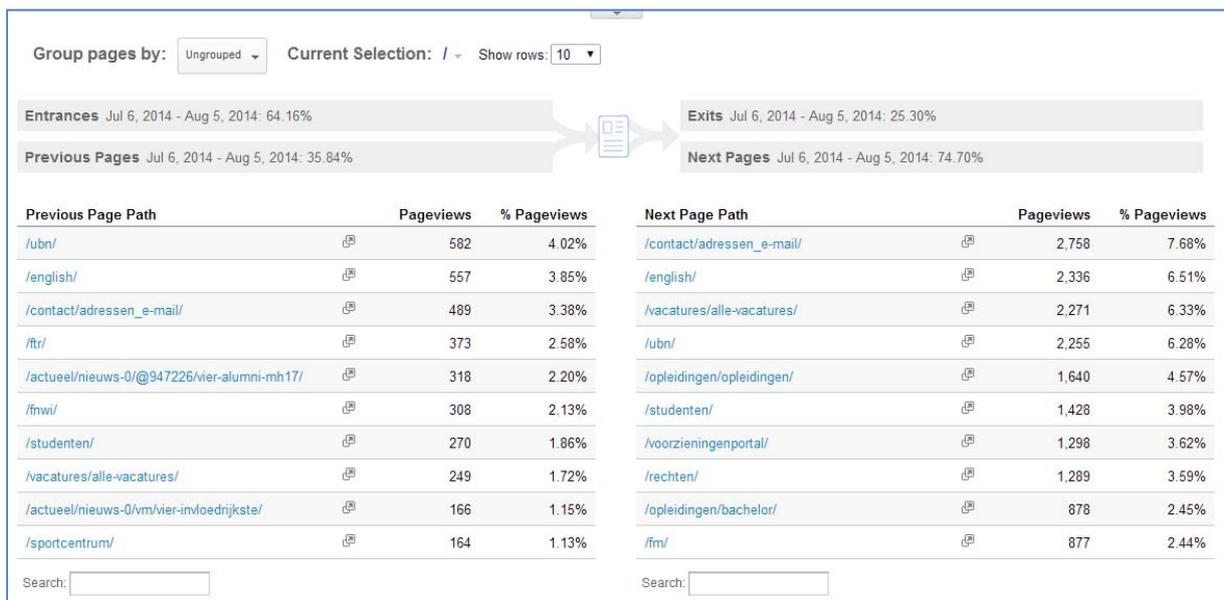
In the second column you will now see the pages visitors went to after visiting the page you selected (in this case the home page), and in the column 'sessions' you can see for how many visitors this was the case:

	Landing Page ?	Second Page ?	Acquisition		
			Sessions ? ↓	% New Sessions ?	New Users ?
			35,373 % of Total: 10.33% (342,422)	33.69% Site Avg: 40.93% (-17.70%)	11,916 % of Total: 8.50% (140,152)
<input type="checkbox"/>	1. /	(not set)	9,411 (26.61%)	34.13%	3,212 (26.96%)
<input type="checkbox"/>	2. /	/	2,905 (8.24%)	35.42%	1,029 (8.64%)
<input type="checkbox"/>	3. /	/contact/adressen_e-mail/	1,877 (5.34%)	17.26%	324 (2.72%)
<input type="checkbox"/>	4. /	/vacatures/alle-vacatures/	1,825 (5.16%)	36.71%	670 (5.62%)
<input type="checkbox"/>	5. /	/english/	1,718 (4.86%)	61.53%	1,057 (8.87%)
<input type="checkbox"/>	6. /	/ubn/	1,708 (4.83%)	22.01%	376 (3.16%)
<input type="checkbox"/>	7. /	/opleidingen/opleidingen/	1,199 (3.39%)	53.46%	641 (5.38%)
<input type="checkbox"/>	8. /	/voorzieningenportal/	905 (2.56%)	22.10%	200 (1.68%)
<input type="checkbox"/>	9. /	/rechten/	874 (2.47%)	25.86%	226 (1.90%)
<input type="checkbox"/>	10. /	/studenten/	823 (2.33%)	26.73%	220 (1.85%)

In the above example you can see where a visitor clicked to from his landing page. If you want to know where he clicked to, **regardless whether the page he was on was his landing page**, go to 'Behavior > Site Content > All Pages', select the page you want to analyze, and click at the top of the page on 'Navigation Summary':

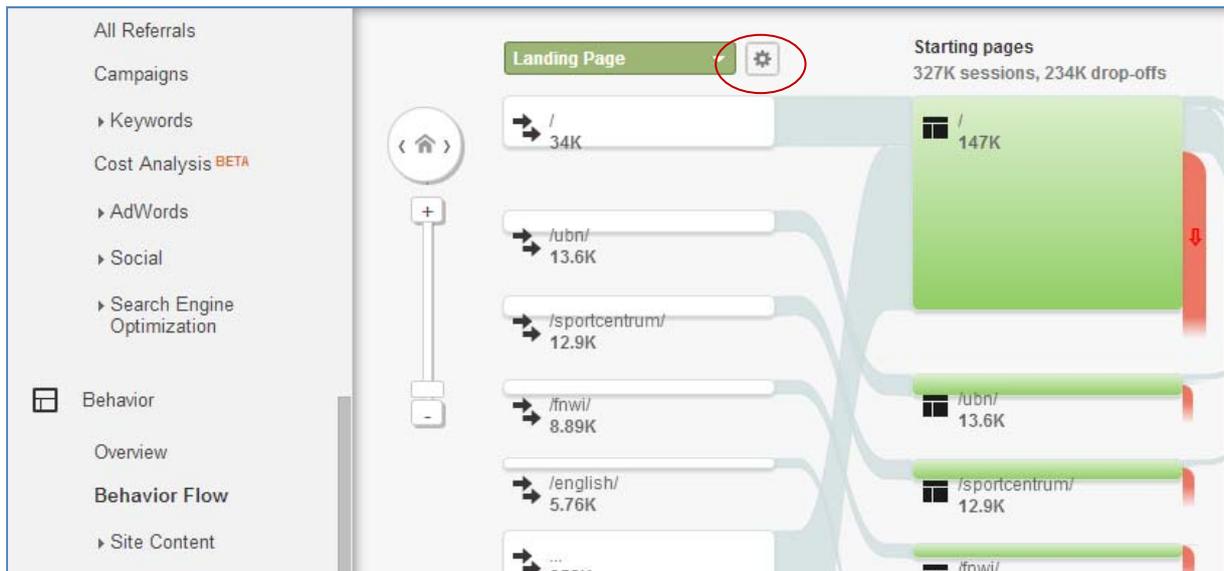


You'll see a page where you can view on the left where visitors came from before they arrived at the selected page, and on the right where the visitors clicked to from here:



### 14.1.2 Identifying all steps

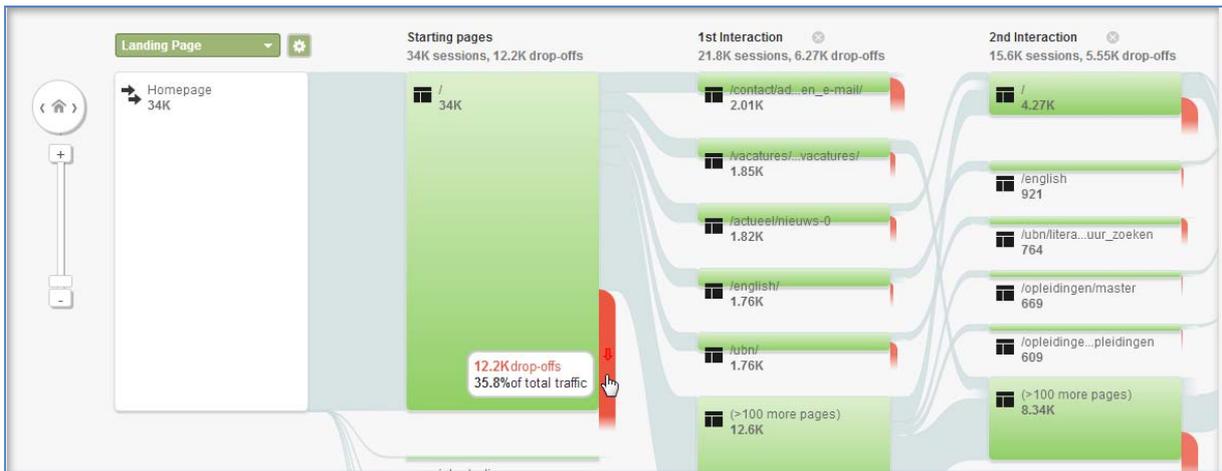
Go to 'Behavior > Behavior Flow'. Click on the gray wheel next to 'Landing Page':



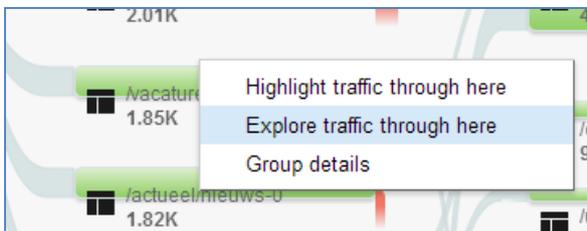
Click '+ Add an item' and enter the landing page that you want to analyze, such as the homepage. In the "expression" field, enter the URL (without the domain):

The 'Customize Dimension Items' dialog box is shown. It has a title bar with a close button. Below the title bar, there is a dropdown menu for 'Landing Page'. Underneath, it says 'Enter up to 5 items'. There are three columns: 'Match type', 'Expression', and 'Name (optional)'. The 'Match type' dropdown is set to 'equals'. The 'Expression' field contains '/' and is circled in red. The 'Name (optional)' field contains 'Homepage'. There is a '+ Add an item' button at the bottom right. At the bottom of the dialog, there are 'Apply', 'Cancel', and 'Reset' buttons.

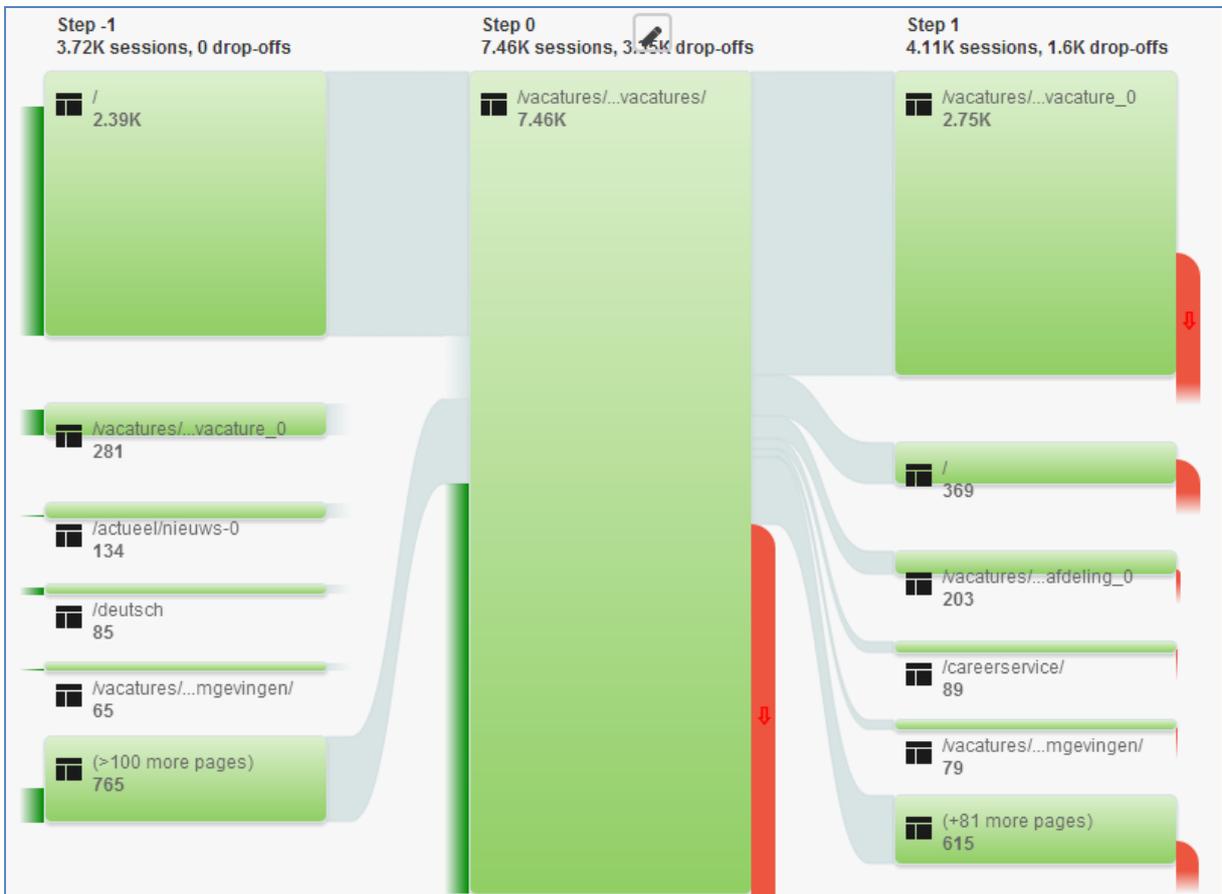
Click on 'apply'. Under 'starting pages' you now see the selected page, and what pages visitors were going to afterwards. The green parts are next pages, the red parts show visitors who dropped out and did not view any next pages:



Optionally, you can click on a next step:



Choose 'Explore traffic through here' to zoom in on the steps taken before and after the clicked page:



Choose 'Highlight traffic though here' to clarify the path taken:



## 14.2 Organic keywords

*"What words do people enter in search engines to find the site?"*

Under 'Acquisition > Keywords > Organic' you can find the keywords visitors entered in search engines to find the website.

Unfortunately, you will not find all keywords in this report; Google shields off most keywords for us. Instead, you'll see the keyword "(not provided)".

Moreover, these are only the words for which your web pages were actually found. It may well be that visitors entered other keywords as well, but because your pages did not rank well in the search engine results, they were not clicked on – so these keywords are not in the reports.

Some Google Analytics views have been linked with the Google Webmaster Tools account of the Radboud University. If this is the case, you can gain insight into the keywords used, plus the positions of your pages in the search engine result pages, and the number of times your pages appeared, but were not clicked on. You can find this under 'Acquisition > Search Engine Optimization > Queries'.

If your data view is not linked to Google Webmaster Tools, you can contact department Online Strategy & Infrastructure ([onlinemarketing@ru.nl](mailto:onlinemarketing@ru.nl)) to see whether the data is available.

### 14.3 Internal vs. external visitors

"Were my pages mainly visited by our students and staff, or by external visitors?"

There are no reports or filters available that provide insight into internal versus external visitors. We need to filter these visitors based on IP address, and this can only be done before they are included in a report. Therefore, for some Google Analytics accounts, a separate data view has been created in which only external visitors (from outside the campus) are included, and one in which only internal visitors (visitors on the campus) are included. Also, some accounts contain a view from which only coworkers (visitors from the same building) are filtered.

Accounts	Properties & Apps	Views
Radboud Universiteit - Fa...	Radboudnet UA-3469426-4	Ru.nl Hoofdsite - extern verkeer (v.a. dec. 2014) 94603899
Radboud Universiteit - Fa...	Ru.nl - Alumni UA-3469426-28	Ru.nl Hoofdsite - intern verkeer (v.a. dec. 2014) 94609930
Radboud Universite... >	<b>Ru.nl - Hoofdsite</b> UA-3469426-19	Ru.nl Hoofdsite - Nederlands (v.a. dec. 2014) 94605477
Radboud Universiteit - su...	Ru.nl - Hoofdsite - Deutsc.. UA-19331500-2	Ru.nl Hoofdsite - Nederlands; sectie /opleidingen ... 94610233
Radboud Universiteit - tw...	Ru.nl - Introductie UA-3469426-14	Ru.nl Hoofdsite - Nederlands; sectie masters (v.a.... 94605993
Vox Magazine	Ru.nl - Ouders UA-3469426-16	<b>Ru.nl Hoofdsite (excl. medewerkers Comeni...</b> 114204252

If you want to compare reports so you know how the website performs on internal vs. external visitors, find the report in both views and compare them manually (for example, by exporting them).

If there is no internal / external / no-staff data view set up for your website, you can ask department Online Strategy & Infrastructure to create it for you.