

# Using Google Analytics to Understand Your Website Users

**Recollection Wisconsin Tool Tryout**

**Bronwen Masemann March 24 2022**



# The Plan

Why?

How to get started

A Guided Tour, with Terminology Defined

Analyzing the Data

Problems with Google Analytics

# Why Use Analytics?

# How to Get Started

- Make sure the site you are using has the Google Analytics code snippet already
- If not, Google “How to add Google Analytics to [Wordpress site/Wix site/Squarespace site]” etc. and add the code
- Go to [analytics.google.com](https://analytics.google.com)
- If your analytics account is not already set up, follow the prompts

# Guided Tour

Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. [Dismiss](#) [Learn more](#) [Let's go](#)



Try searching "Top countries by users"

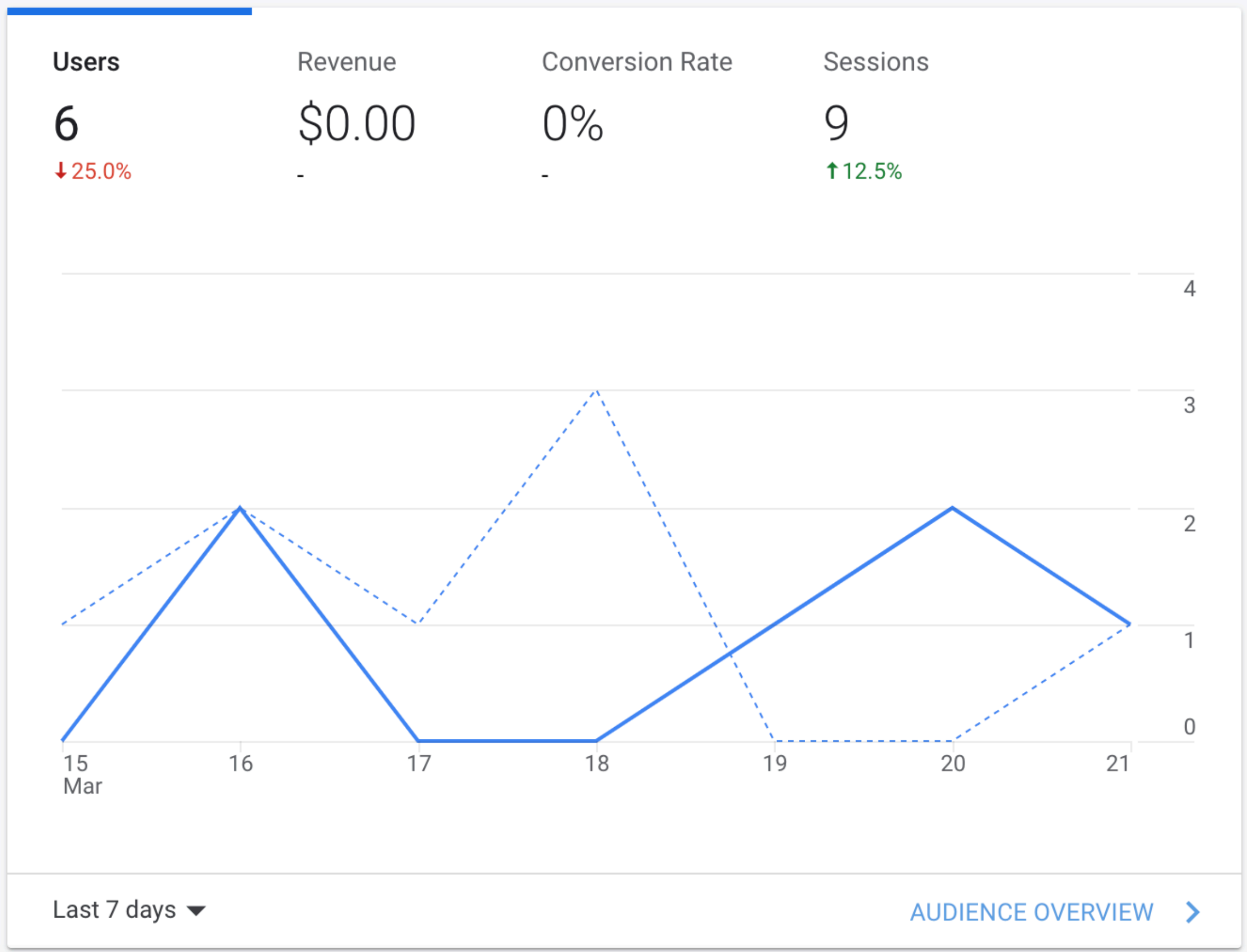


Home

- Customization
- REPORTS
  - Realtime
  - Audience
  - Acquisition
  - Behavior
  - Conversions
- Attribution BETA
- Discover
- Admin

### Google Analytics Home

INSIGHTS



Active Users right now

0

---

Page views per minute

---

Top Active Pages Active Users

No data available

REAL-TIME REPORT >

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Try searching "Top countries by users"



Home

Customization

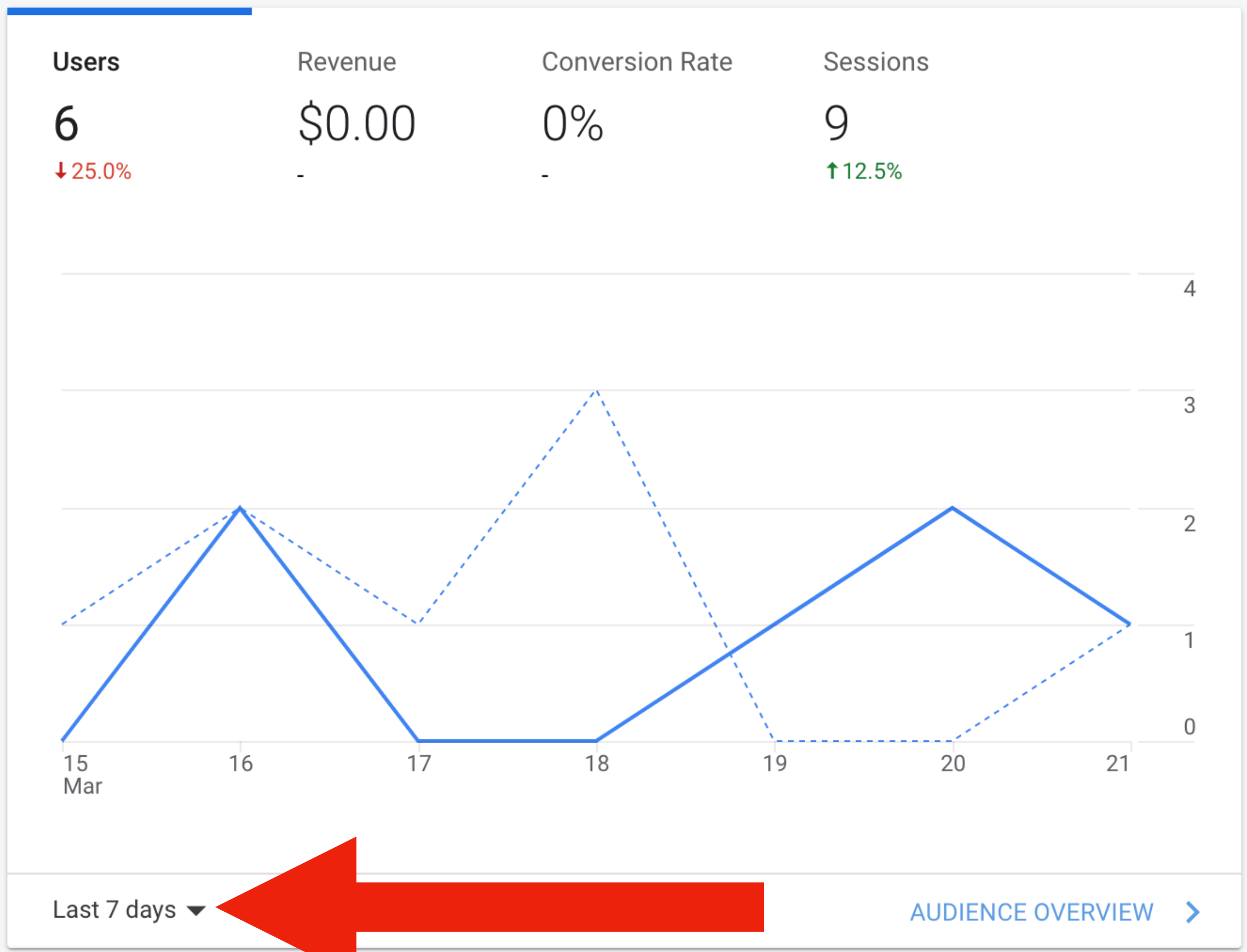
REPORTS

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### Google Analytics Home

INSIGHTS



Active Users right now

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Page views per minute

Top Active Pages

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[REAL-TIME REPORT >](#)

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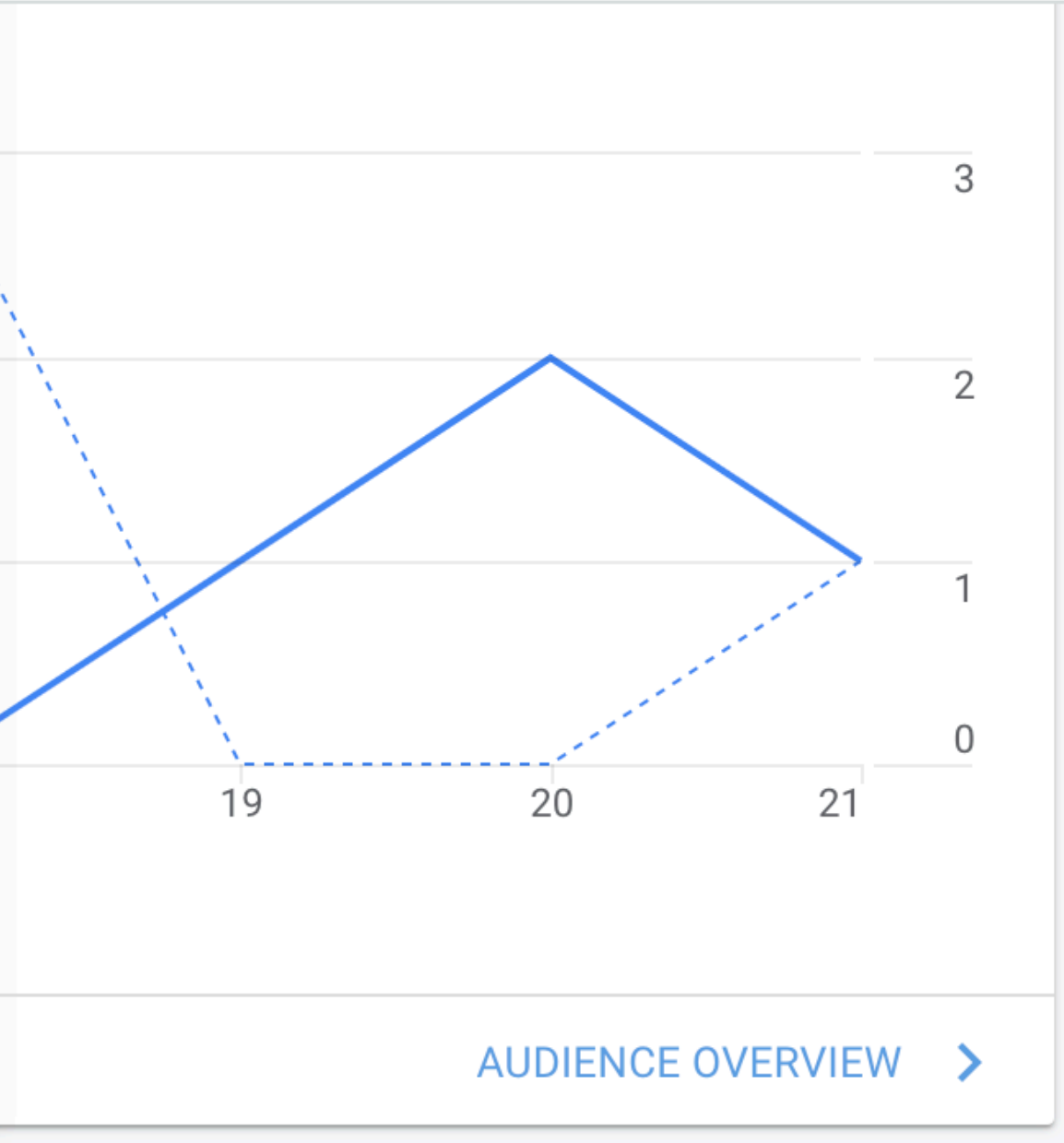


- Home
- Customization
- REPORTS
  - Realtime
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  - Acquisition
  - Behavior
  - Conversions

Mar 15, 2022 - Mar 21, 2022

S	M	T	W	T	F	S
MAR 2022						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
APR 2022						
					1	2

Cancel Apply



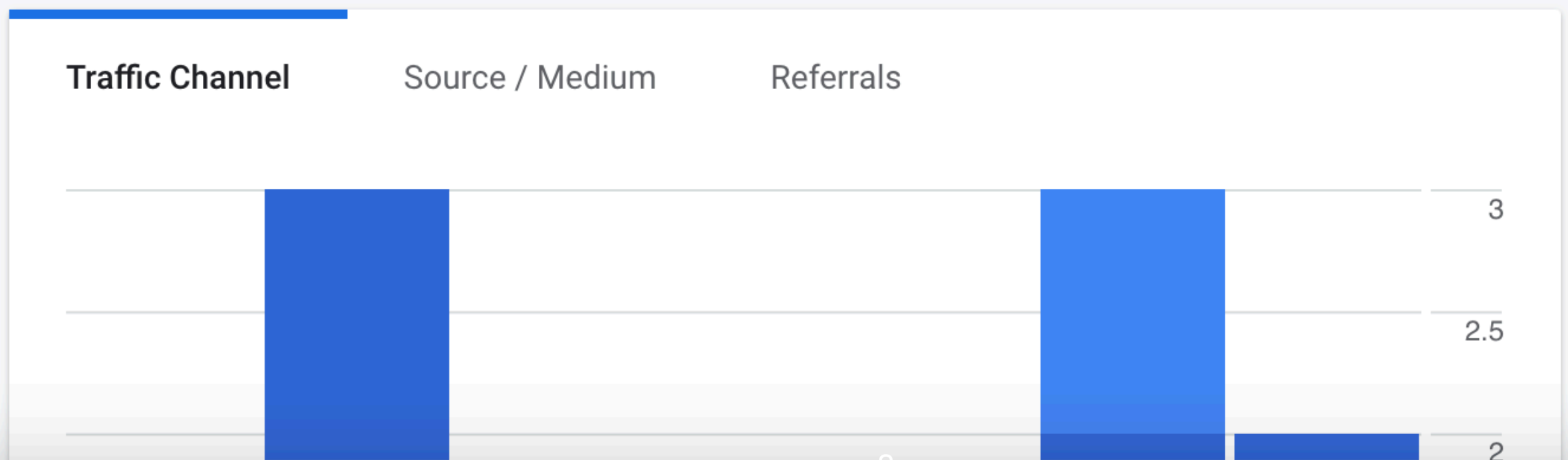
Top Active Pages

Active Users

No data available

REAL-TIME REPORT >

How do you acquire users?



Ask Analytics Intelligence

ANALYZE PRODUCT PERFORMANCE

What products have more than 5 unique purchases last month?

UNDERSTANDING USER BEHAVIOR

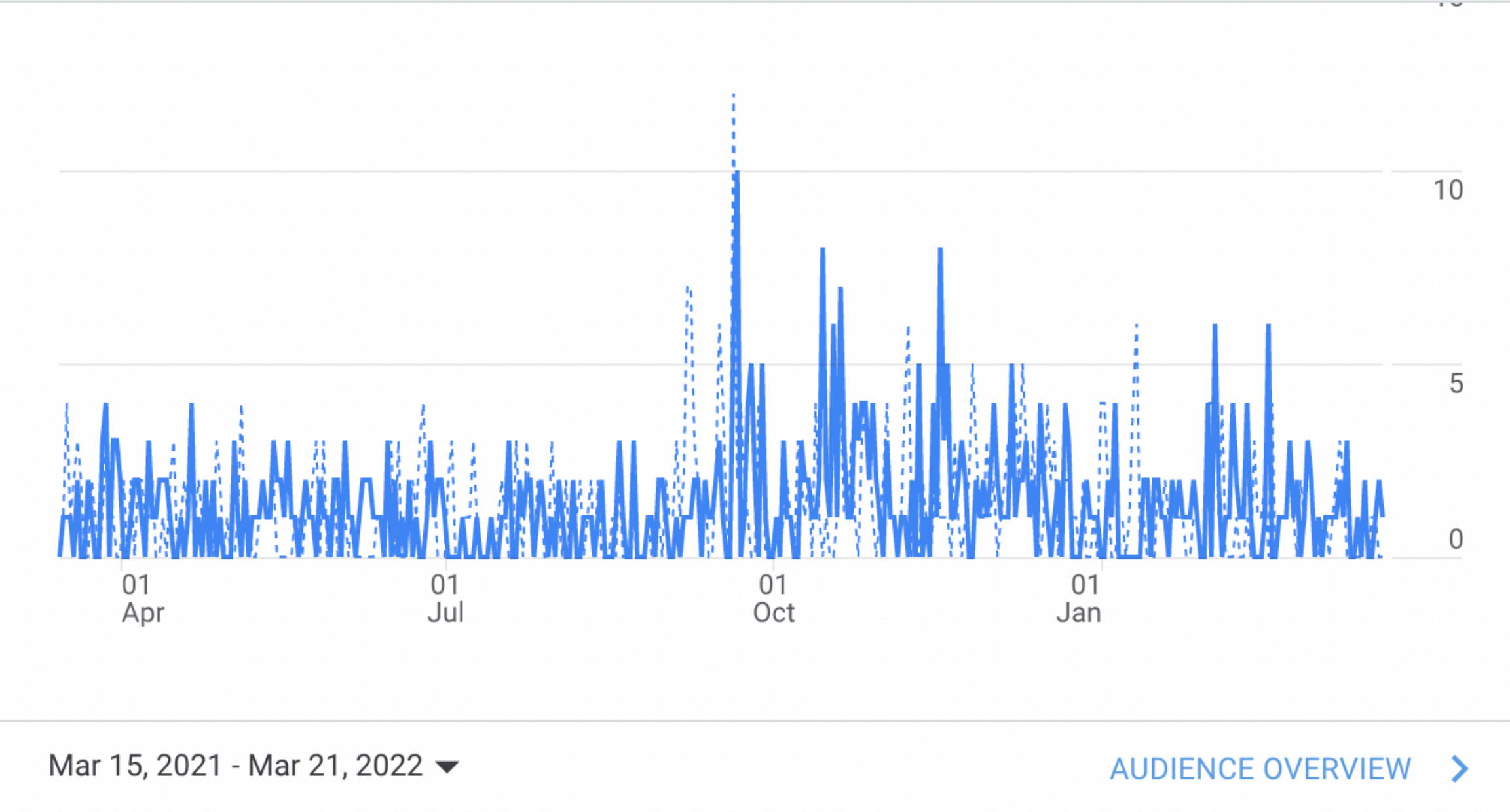


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Try searching "Top countries by users"



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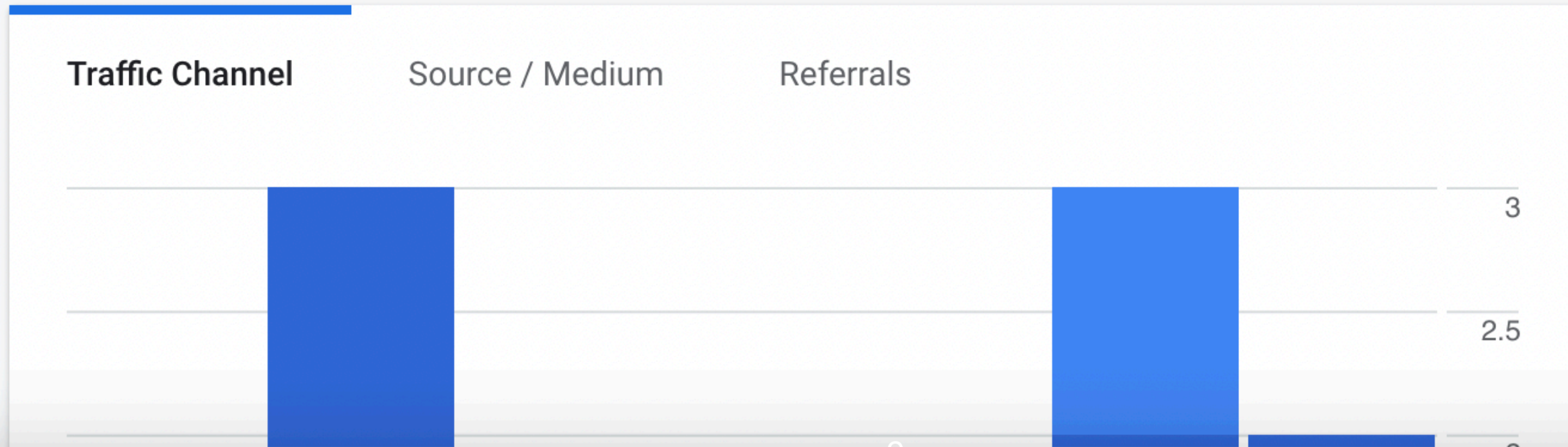
Top Active Pages

Active Users

No data available

REAL-TIME REPORT

How do you acquire users?



Ask Analytics Intelligence

ANALYZE PRODUCT PERFORMANCE

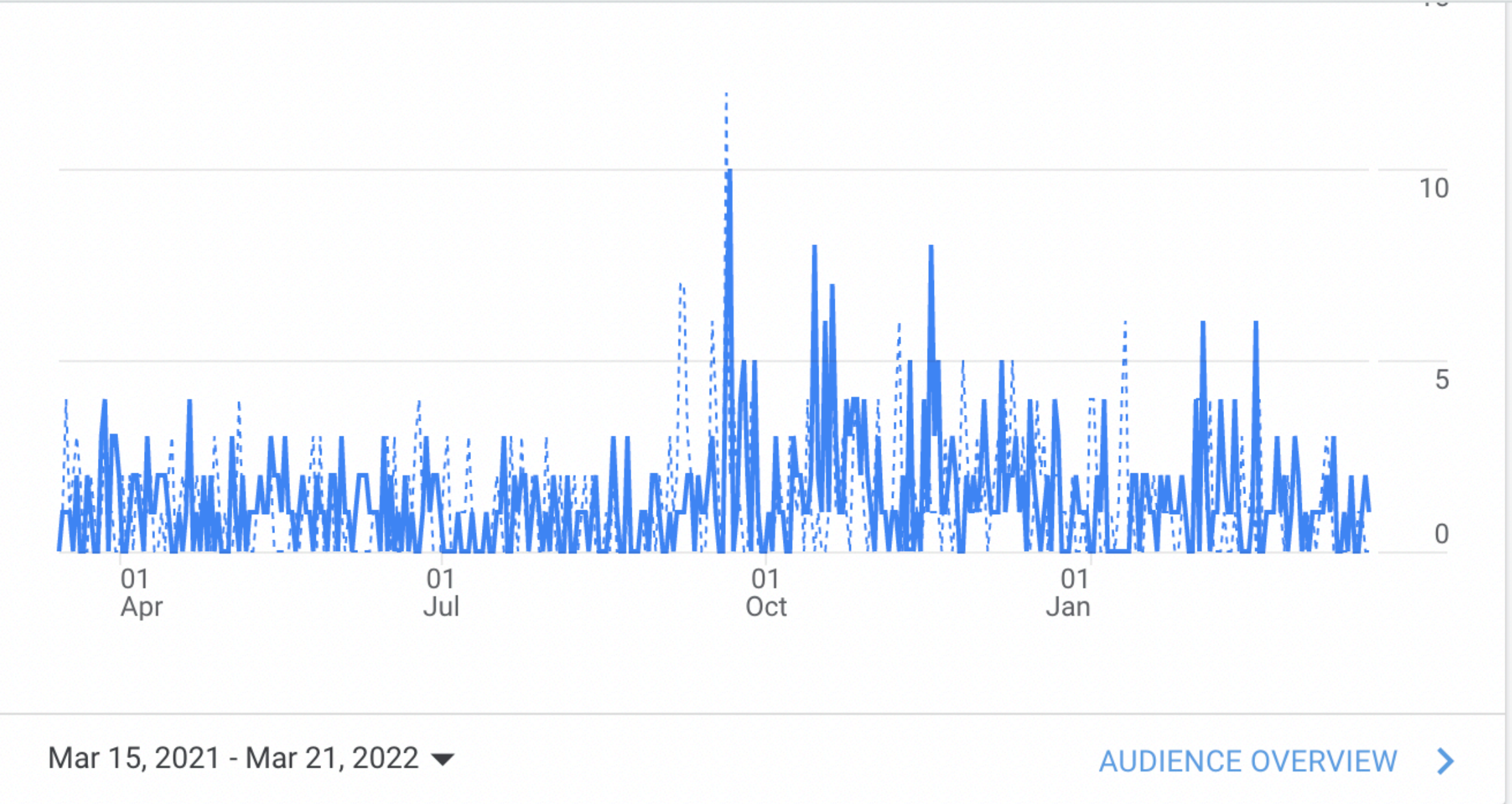
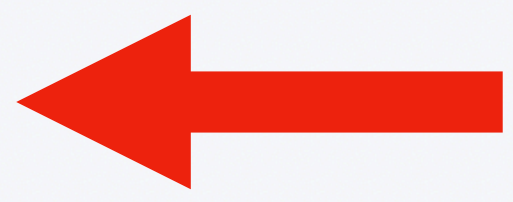
What products have more than 5 unique purchases last month?

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Try searching "Top countries by users"



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  - Audience
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- Attribution <sup>BETA</sup>
- Discover
- Admin



Top Active Pages

Active Users

No data available

REAL-TIME REPORT

How do you acquire users?

Traffic Channel	Source / Medium	Referrals
		3
		2.5

Ask Analytics Intelligence

ANALYZE PRODUCT PERFORMANCE

What products have more than 5 unique purchases last month?

# Key Terminology

***Acquisition*** - how a user arrives on a page

***Direct*** - when a user arrives on your site directly by either using a bookmark or by typing the URL into the search bar

***Organic Search*** - when a user arrives on your site by clicking on search results in Google or another search engine

***Landing Page*** - the first page a user views on your site within a given session

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Try searching "Top countries by users"



- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition

### Acquisition Overview

EXPORT SHARE INSIGHTS

All Users  
100.00% Users

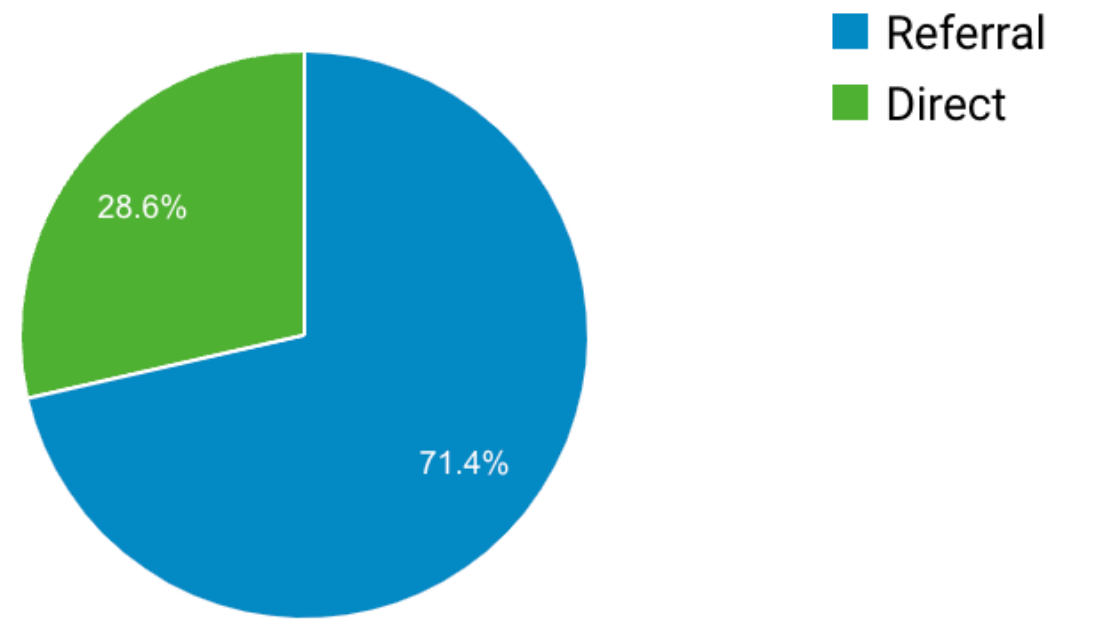
+ Add

Set dates to view a specific time period.  
At the top of many reports is a date range selector. To view data for a specific time period, set the time period for which you want to analyze report data.  
Click the Date Range selector to continue...

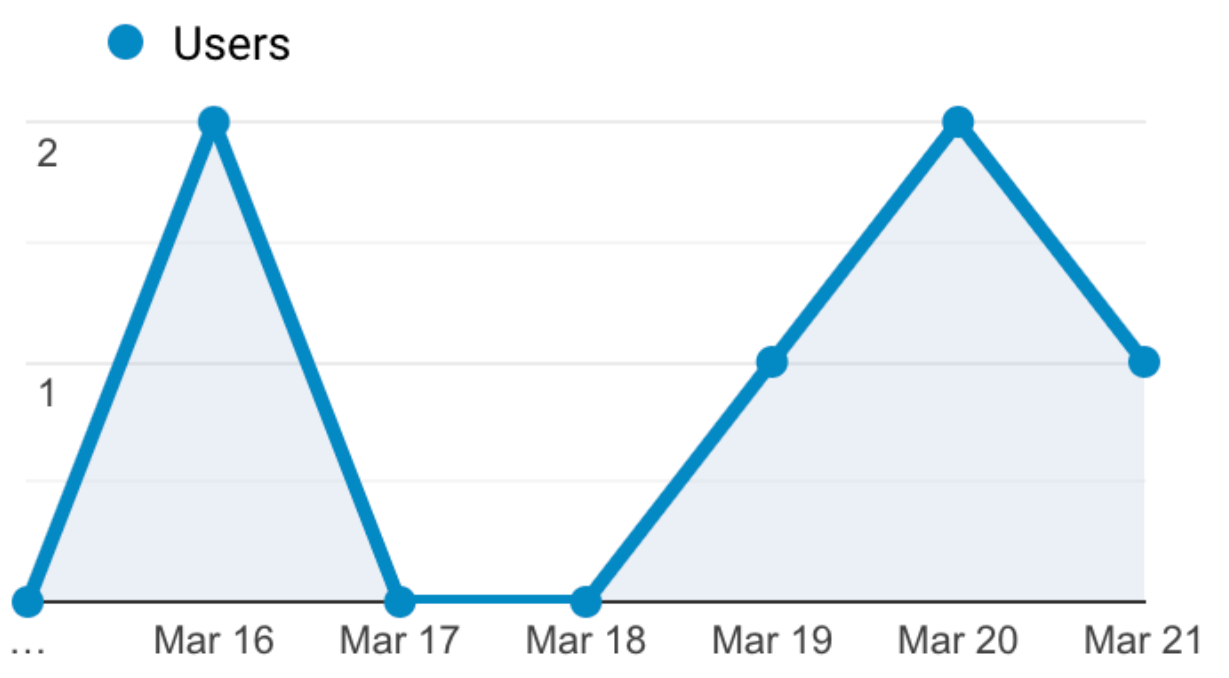
Mar 15, 2022 - Mar 21, 2022

Primary Dimension: **Top Channels** Conversion: **eCommerce** [Edit Channel Grouping](#)

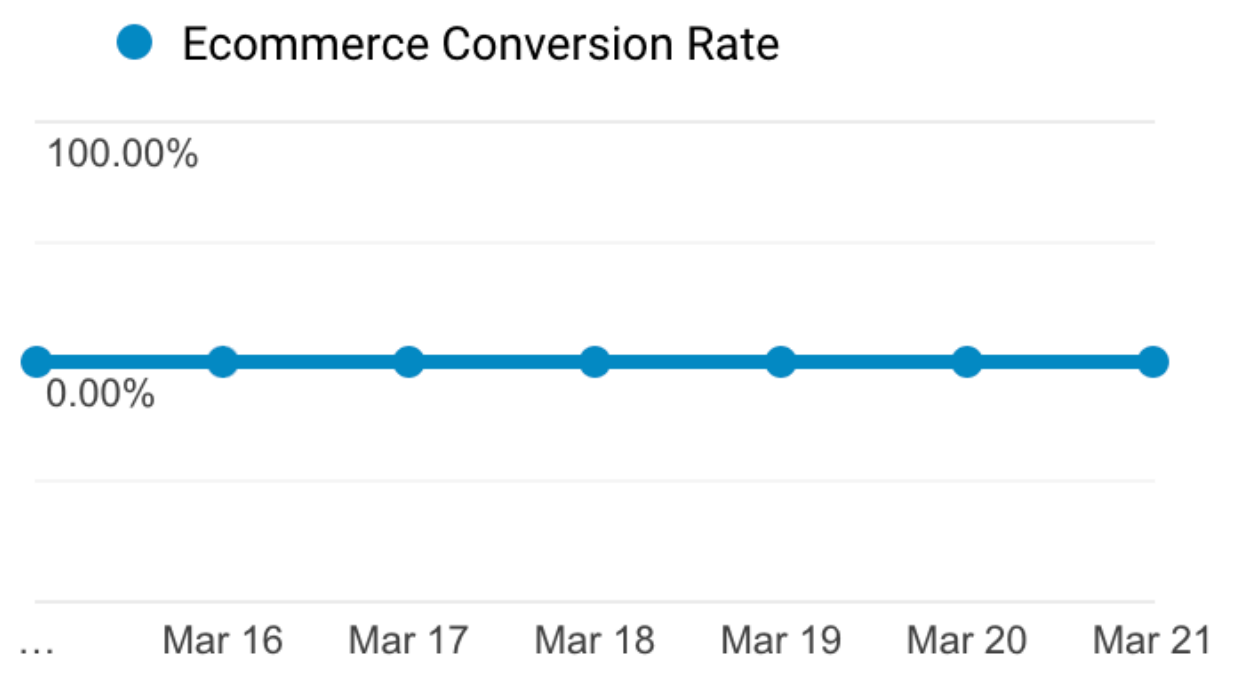
Top Channels



Users



Conversions



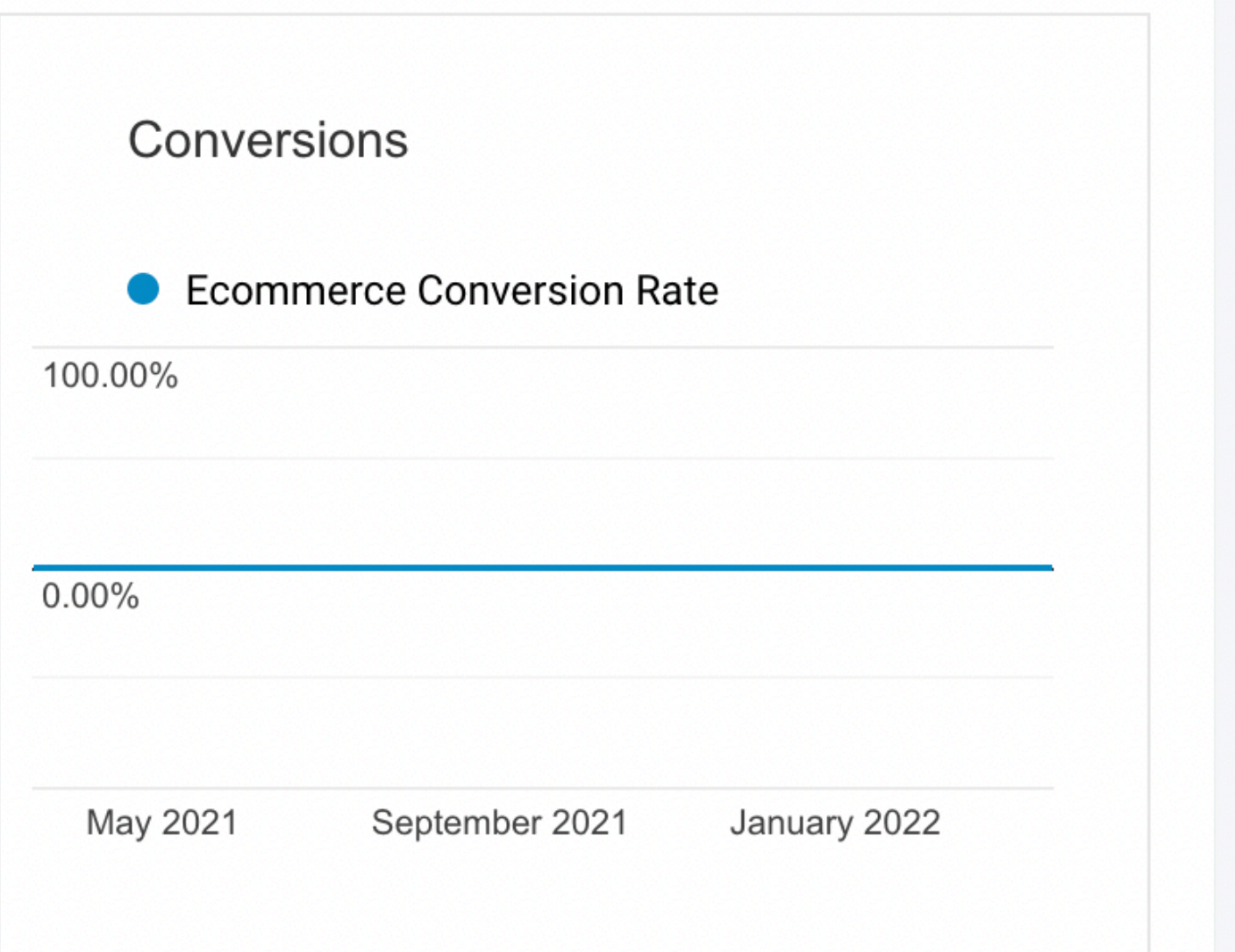
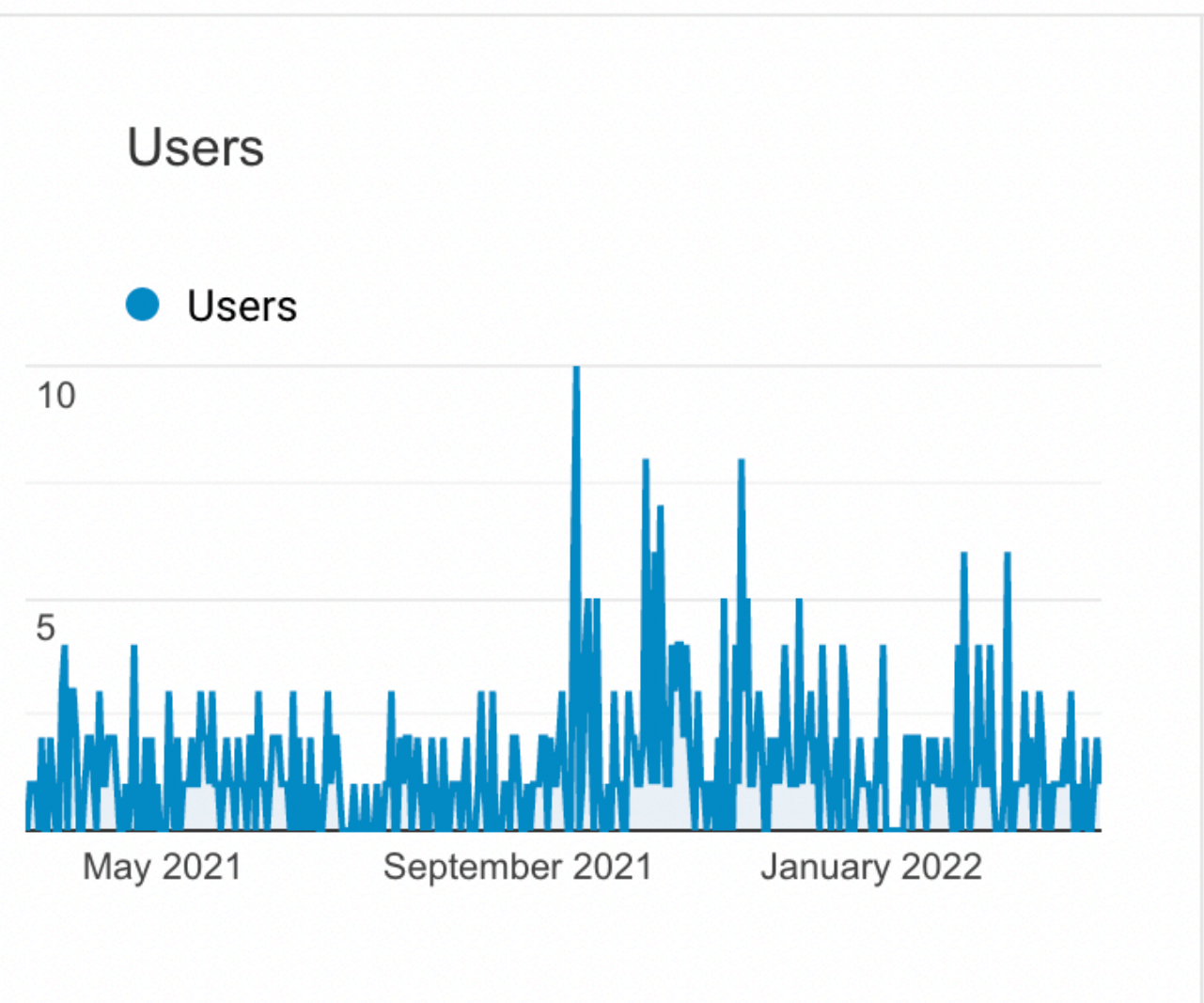
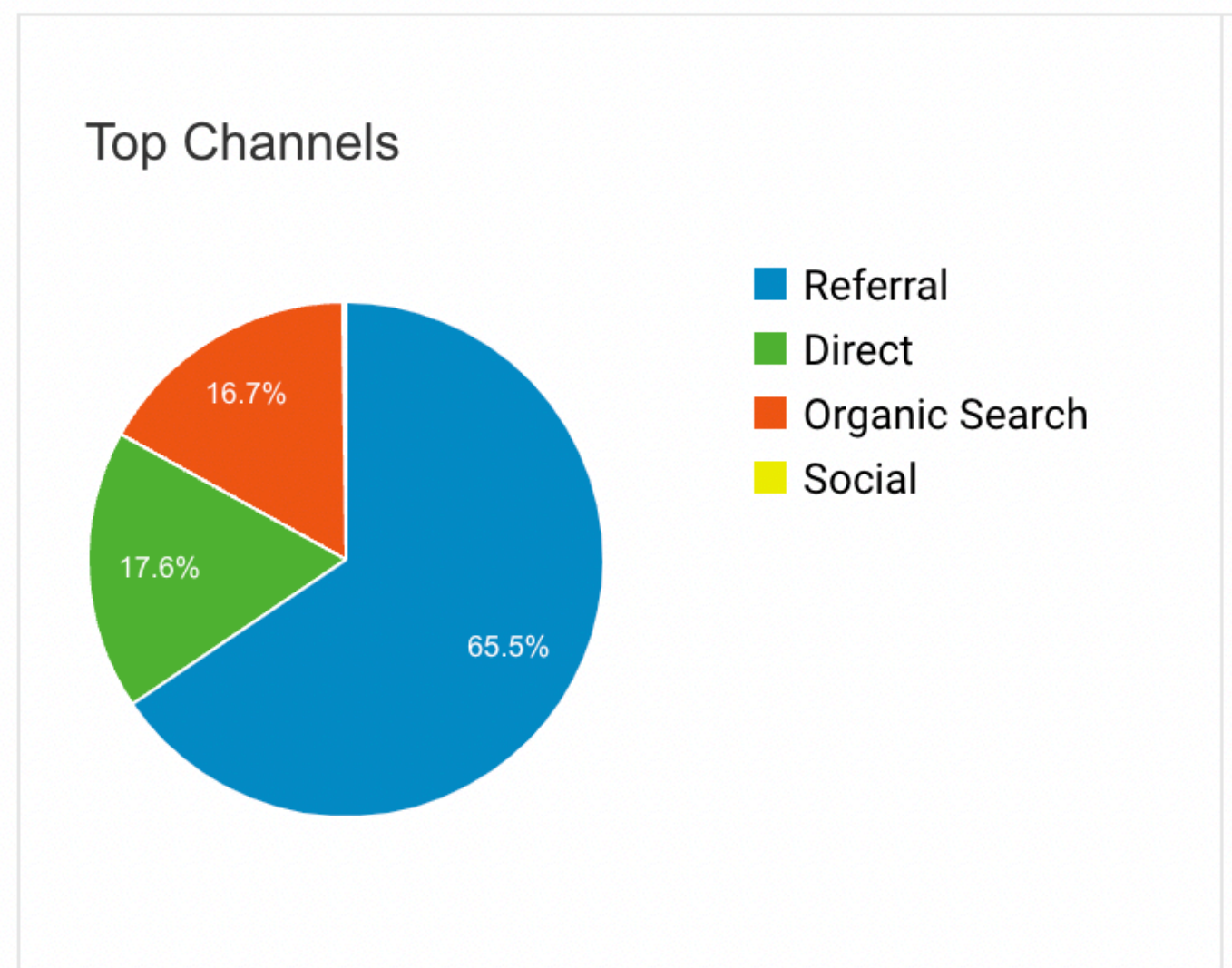
- Overview
- All Traffic
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution <sup>BETA</sup>

Acquisition	Behavior	Conversions
Users	Bounce Rate	Ecommerce Conversion
New Users	Pages / Session	Transactions
Sessions	Avg. Session Duration	Revenue

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Top Channels ▼ eCommerce ▼ [Edit Channel Grouping](#)

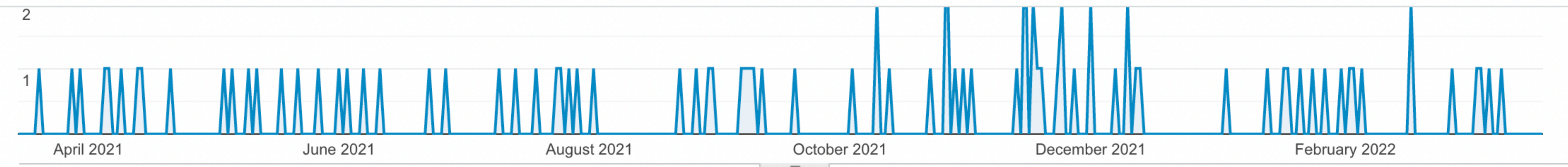


	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	448	447	516	38.95%	2.45	00:00:55	0.00%	0	\$0.00
1 <span>■</span> Referral	306	<div style="width: 68%;"></div>		35.59%	<div style="width: 75%;"></div>		0.00%		
2 <span>■</span> Direct	82	<div style="width: 18%;"></div>		54.65%	<div style="width: 95%;"></div>		0.00%		

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-  Analytics
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
  - Channels**
  - Treemaps
  - Source/Medium
  - Referrals
  - Google Ads
  - Search Console
  - Social
  - Attribution BETA

Try searching "Top countries by users"



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

Plot Rows Secondary dimension Sort Type: Default

advanced      

	Keyword	Acquisition			Behavior			Conversions <span>eCommerce</span>		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		78 <small>% of Total: 17.41% (448)</small>	68 <small>% of Total: 15.21% (447)</small>	89 <small>% of Total: 17.25% (516)</small>	37.08% <small>Avg for View: 38.95% (-4.81%)</small>	2.55 <small>Avg for View: 2.45 (4.12%)</small>	00:00:52 <small>Avg for View: 00:00:55 (-5.51%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. (not provided)	77 (98.72%)	68 (100.00%)	88 (98.88%)	36.36%	2.57	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. (not set)	1 (1.28%)	0 (0.00%)	1 (1.12%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 2 of 2

This report was generated on 3/22/22 at 4:21:00 PM - [Refresh Report](#)

# Problem: Where can I find search keywords?

The source data does not provide much information on search keywords used by the audience to reach DPT pages. This is a recognized limitation of Google Analytics data due to the fact that Google encrypts search data and directs users to “https” domains instead of “http” domains.

<https://www.crazyegg.com/blog/unlock-not-provided-keywords/>

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Analytics

Try searching "Top countries by users"

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    - Channels
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    - Referrals**
    - Google Ads
    - Search Console
    - Social
- Attribution BETA

		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
		307 % of Total: 68.53% (448)	297 % of Total: 66.44% (447)	341 % of Total: 66.09% (516)	35.48% Avg for View: 38.95% (-8.91%)	2.50 Avg for View: 2.45 (1.88%)	00:00:56 Avg for View: 00:00:55 (2.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. <a href="#">philosophy.wisc.edu</a>	279 (90.29%)	272 (91.58%)	310 (90.91%)	33.87%	2.58	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. <a href="#">people.math.wisc.edu</a>	7 (2.27%)	6 (2.02%)	8 (2.35%)	87.50%	1.25	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. <a href="#">hilbert.math.wisc.edu</a>	6 (1.94%)	6 (2.02%)	6 (1.76%)	83.33%	1.17	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. <a href="#">wisc.edu</a>	6 (1.94%)	6 (2.02%)	6 (1.76%)	50.00%	1.50	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. <a href="#">docs.google.com</a>	5 (1.62%)	1 (0.34%)	5 (1.47%)	0.00%	2.40	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. <a href="#">com.google.android.googlequicksearchbox</a>	1 (0.32%)	1 (0.34%)	1 (0.29%)	0.00%	2.00	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. <a href="#">conditionals19.sciencesconf.org</a>	1 (0.32%)	1 (0.34%)	1 (0.29%)	0.00%	2.00	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. <a href="#">ecosia.org</a>	1 (0.32%)	1 (0.34%)	1 (0.29%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	9. <a href="#">nylanguageworkshop.tumblr.com</a>	1 (0.32%)	1 (0.34%)	1 (0.29%)	0.00%	2.00	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. <a href="#">philpeople.org</a>	1 (0.32%)	1 (0.34%)	1 (0.29%)	0.00%	3.00	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 11

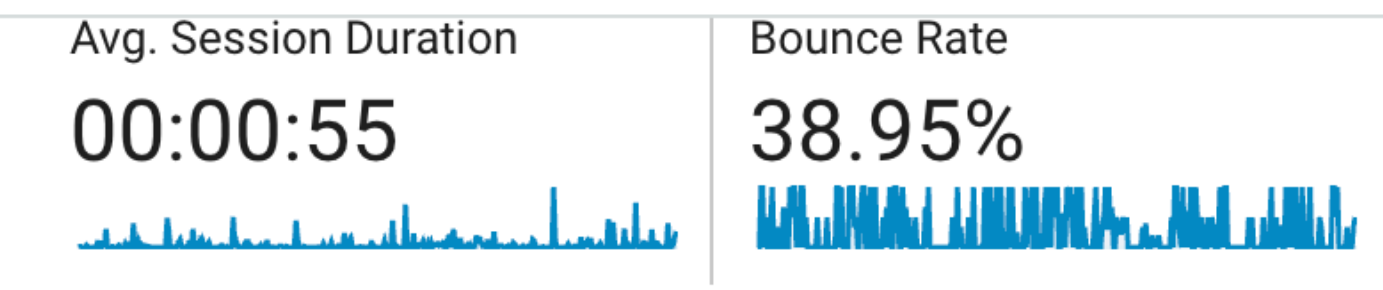
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Analytics

- Home
- Customization
- REPORTS
- Realtime
- Audience**
  - Overview**
  - Active Users
  - Lifetime Value <sup>BETA</sup>
  - Cohort Analysis <sup>BETA</sup>
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behavior
- Attribution <sup>BETA</sup>



- Demographics**
- Language
  - Country
  - City**
- System**
- Browser
  - Operating System
  - Service Provider
- Mobile**
- Operating System
  - Service Provider
  - Screen Resolution

City	Users	% Users
1. Madison	155	34.22%
2. (not set)	15	3.31%
3. Chicago	12	2.65%
4. Toronto	11	2.43%
5. Baltimore	9	1.99%
6. Oxford	8	1.77%
7. Washington	8	1.77%
8. New York	8	1.77%
9. Berlin	6	1.32%
10. Los Angeles	5	1.10%

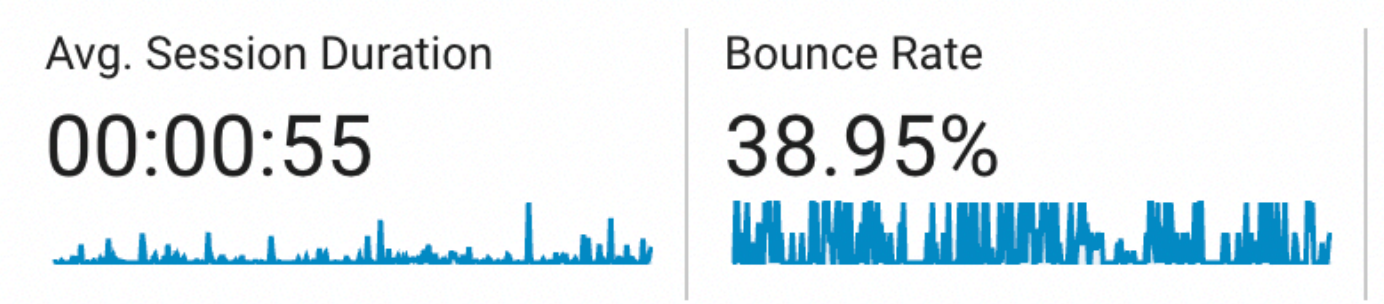
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- Demographics**
- Language
  - Country
  - City
- System**
- Browser
  - Operating System
  - Service Provider
- Mobile**
- Operating System
  - Service Provider
  - Screen Resolution

Language	Users	% Users
1. en-us	340	75.89%
2. en-gb	33	7.37%
3. zh-cn	32	7.14%
4. en	10	2.23%
5. ko-kr	7	1.56%
6. en-ca	5	1.12%
7. de-de	4	0.89%
8. de	3	0.67%
9. en-au	2	0.45%
10. ja	2	0.45%

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Try searching "Top countries by users"



- Overview
- Active Users
- Lifetime Value <sup>BETA</sup>
- Cohort Analysis <sup>BETA</sup>
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Browser & OS
- Network
- Mobile
- Cross Device <sup>BETA</sup>
- Custom
- Attribution <sup>BETA</sup>

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other

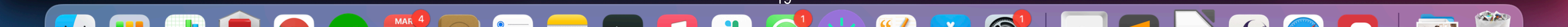
Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Pie] [List] [Filter] [Columns]

Browser	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	448 % of Total: 100.00% (448)	447 % of Total: 100.00% (447)	516 % of Total: 100.00% (516)	38.95% Avg for View: 38.95% (0.00%)	2.45 Avg for View: 2.45 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	0.00% Avg for View: 0.00% (0.00%)
1. Chrome	245 (54.69%)	246 (55.03%)	286 (55.43%)	38.81%	2.48	00:00:48	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Safari	153 (34.15%)	153 (34.23%)	170 (32.95%)	41.76%	2.32	00:01:01	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. Firefox	37 (8.26%)	35 (7.83%)	45 (8.72%)	31.11%	2.91	00:01:25	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. Edge	11 (2.46%)	11 (2.46%)	12 (2.33%)	33.33%	2.08	00:00:09	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. Android Webview	1 (0.22%)	1 (0.22%)	1 (0.19%)	100.00%	1.00	00:00:00	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Samsung Internet	1 (0.22%)	1 (0.22%)	2 (0.39%)	0.00%	2.00	00:00:57	0 (0.00%)	\$0.00 (0.00%)	0.00%

Show rows: 10 Go to: 1 1 - 6 of 6

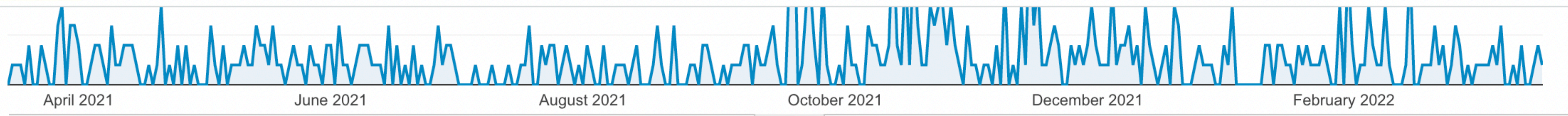
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- Analytics
- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
  - Overview
  - Devices
  - Cross Device BETA
  - Custom
- Attribution BETA

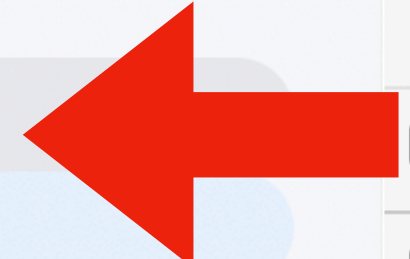
Try searching "Top countries by users"



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default advanced

Device Category	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	448 <small>% of Total: 100.00% (448)</small>	447 <small>% of Total: 100.00% (447)</small>	516 <small>% of Total: 100.00% (516)</small>	38.95% <small>Avg for View: 38.95% (0.00%)</small>	2.45 <small>Avg for View: 2.45 (0.00%)</small>	00:00:55 <small>Avg for View: 00:00:55 (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>
1. desktop	338 (75.45%)	337 (75.39%)	400 (77.52%)	36.00%	2.50	00:00:52	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. mobile	100 (22.32%)	100 (22.37%)	106 (20.54%)	48.11%	2.29	00:01:03	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. tablet	10 (2.23%)	10 (2.24%)	10 (1.94%)	60.00%	2.00	00:01:06	0 (0.00%)	\$0.00 (0.00%)	0.00%



Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 3/22/22 at 4:24:29 PM - [Refresh Report](#)

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- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior**
  - New vs Returning
  - Frequency & Recency
  - Engagement**
  - Technology
  - Mobile
  - Cross Device BETA
  - Custom
  - Benchmarking
  - Users Flow
- Attribution BETA

**Engagement** [SAVE](#) [EXPORT](#) [SHARE](#) [INSIGHTS](#)

**All Users**  
100.00% Users (100.00% Sessions)

+ Add Segment

Mar 15, 2021 - Mar 21, 2022

**Distribution**

Session Duration Bucket [Page Depth](#)

Sessions **516**  
% of Total: 100.00% (516)

Pageviews **1,264**  
% of Total: 100.00% (1,264)

Session Duration Bucket <small>?</small>	Sessions <small>?</small>	Pageviews <small>?</small>
<b>0-10 seconds</b>	279	364
<b>11-30 seconds</b>	99	300
<b>31-60 seconds</b>	53	189
<b>61-180 seconds</b>	41	178
<b>181-600 seconds</b>	34	156
<b>601-1800 seconds</b>	10	77

This report was generated on 3/22/22 at 4:25:21 PM - [Refresh Report](#)



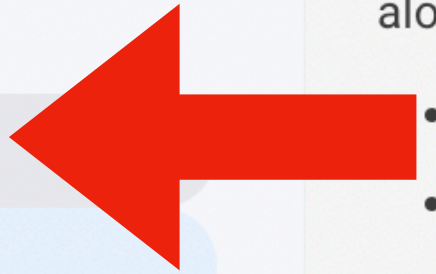
Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. [Dismiss](#) [Learn more](#) [Let's go](#)



Try searching "Top countries by users"



- Overview
- Active Users
- Lifetime Value <sup>BETA</sup>
- Cohort Analysis <sup>BETA</sup>
- Audiences
- User Explorer
- Demographics
  - Overview
  - Age
  - Gender
  - Interests
  - Geo
  - Behavior
  - Technology
  - Mobile
  - Cross Device <sup>BETA</sup>
- Attribution <sup>BETA</sup>



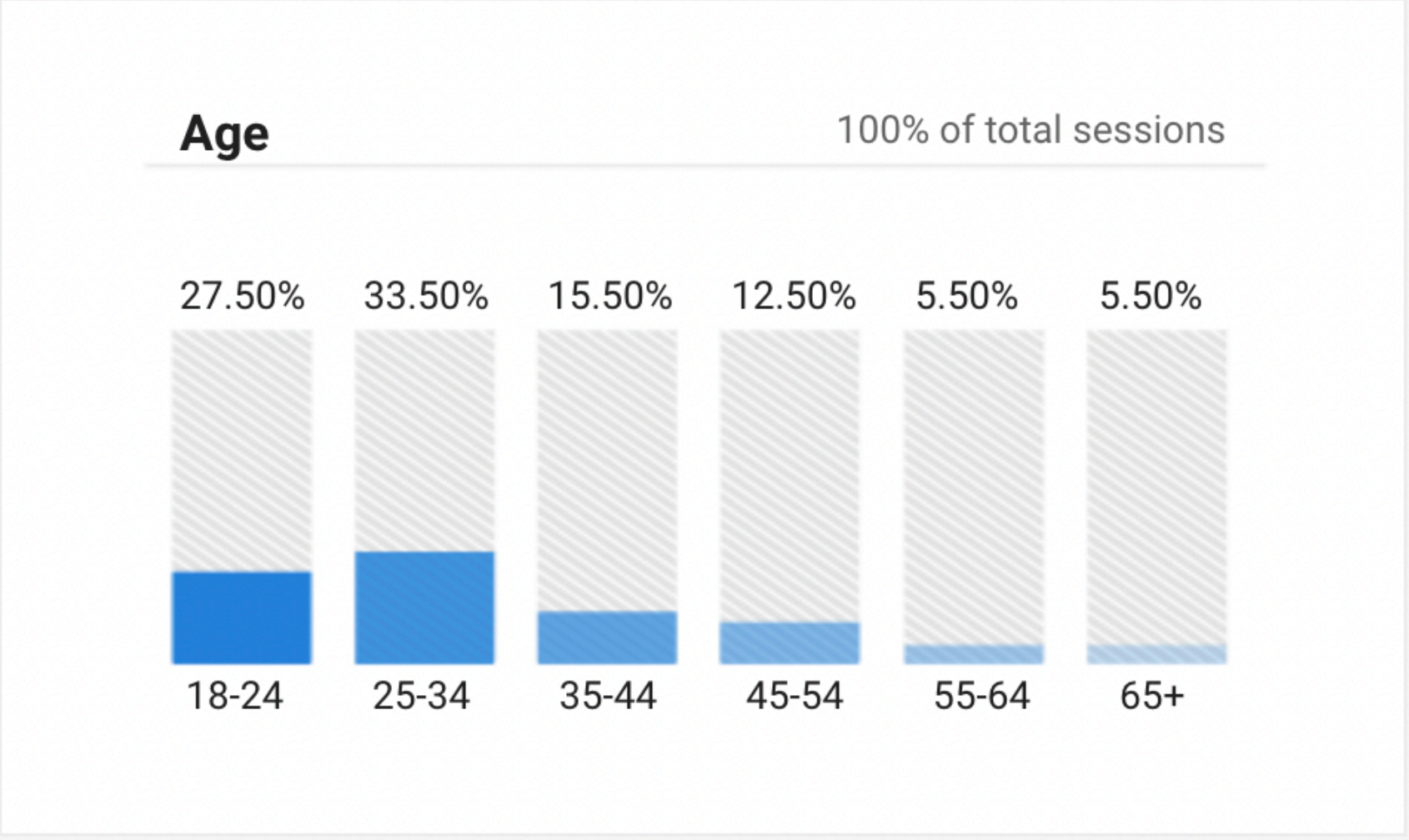
## Demographics and Interest Reports

[Enable](#)

Advertising Features include Demographics and Interest reporting, Remarketing, GDN Impression Reporting and the Campaign Manager 360 integration. By enabling Advertising Features, Google Analytics will collect additional data about your traffic. You may need to update your privacy policy before enabling Advertising Features. [Learn More](#).

The Demographics and Interest sections include Overview reports, along with new Age, Gender, and Interest Categories reports.

- They allow you to better understand who your users are.
  - You can segment the rest of your Analytics data by these same characteristics so you can understand how converting and non-converting users differ (and many other such comparisons).
  - These are the same demographics & interest categories used to target ads on the Google Display Network. Use these insights about your users to refine your ad campaign strategies.
  - Not all of your users may have demographics associated with them, so these reports may only represent a subset of your users and may not be representative of your overall site composition.
  - [Learn more](#) about how Google determines user demographics.
  - [Learn more](#) about how Google determines user interest categories.
  - Before enabling Demographics and Interest Reports you may need to update your privacy policy according to [this policy](#).
- [Learn more](#) about the new reports.



# Bounce Rate

The percentage of sessions that consist of a “bounce,” that is, a user arriving on the landing page and then immediately leaving your site without clicking on another page. In general, the lower the bounce rate, the better. “As a rule of thumb, a bounce rate in the range of 26 to 40 percent is excellent. 41 to 55 percent is roughly average. 56 to 70 percent is higher than average, but may not be cause for alarm depending on the website. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc.” In some cases, however, a high bounce rate indicates good information architecture, because your user knows exactly where to find a given piece of information, enters your site directly, then leaves once he/she has acquired the information.




All Users  
100.00% Pageviews

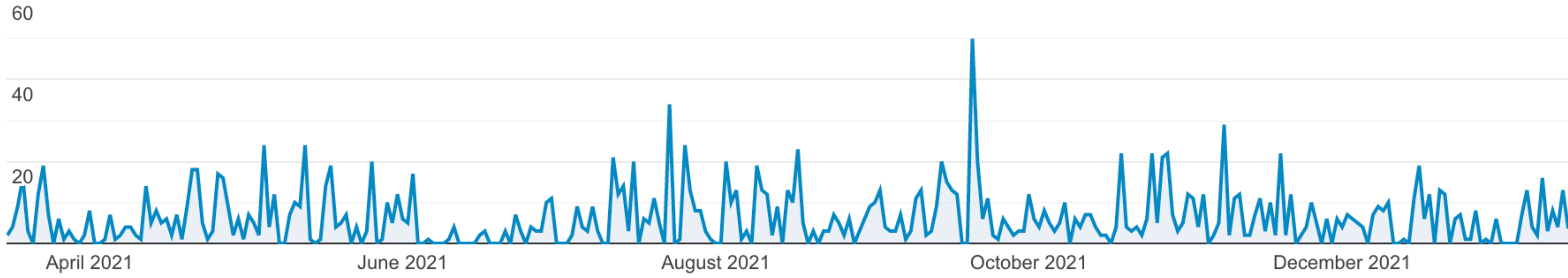


+ Add Segment

Overview

Pageviews  vs. [Select a metric](#)

● Pageviews



Pageviews

2,377



Unique Pageviews

1,869



Avg. Time on Page

00:01:25



Bounce Rate

40.68%



% Exit

42.15%





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REPORTS: Realtime, Audience, Acquisition, Behavior (Overview, Behavior Flow, Site Content, Site Speed, Site Search, Events, Publisher, Experiments), Conversions, Attribution <sup>BETA</sup>. Search: Try searching for "acquisition overview".

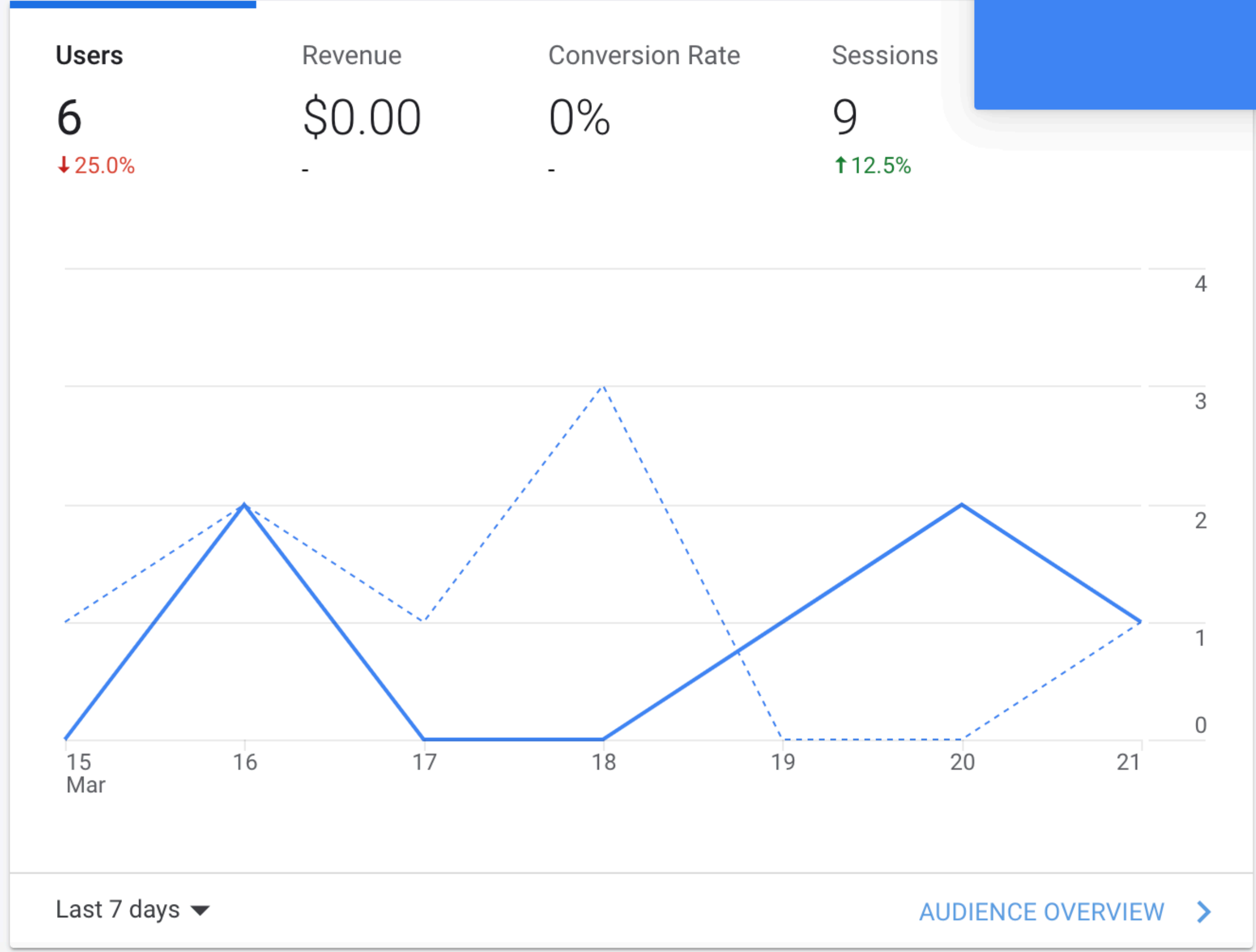


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Try searching "Top countries by users"

- Home
- Customization
- REPORTS
  - Realtime
  - Audience
  - Acquisition
  - Behavior
  - Conversions

Google Analytics Home



Looking for the insights search box? It's now at the top of each page in Analytics. GOT IT!

0

Page views per minute

Top Active Pages

No data available

- Insights
- Saved
- Read
- How long do users spend on my site?
- Average session duration on mobile vs desktop
- New vs. Returning users last month
- Session duration for new vs. returning users last month
- Distribution of count of sessions
- What browsers do my users use the most?
- What browsers have the most revenue?
- What devices do my users use?
- Revenue by device



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Dismiss

Learn more

Let's go



Analytics

All accounts > Recollection Wisconsin ...

All Web Site Data



Try searching "Top channels by users"



Home



Customization

REPORTS



Realtime



Audience



Acquisition

Overview

All Traffic

Google Ads

Search Console

Social

Campaigns



Behavior



Conversions



Attribution <sup>BETA</sup>



Discover



Admin

## Acquisition Overview ✓

SAVE

EXPORT

SHARE

INSIGHTS



All Users  
100.00% Users



+ Add Segment

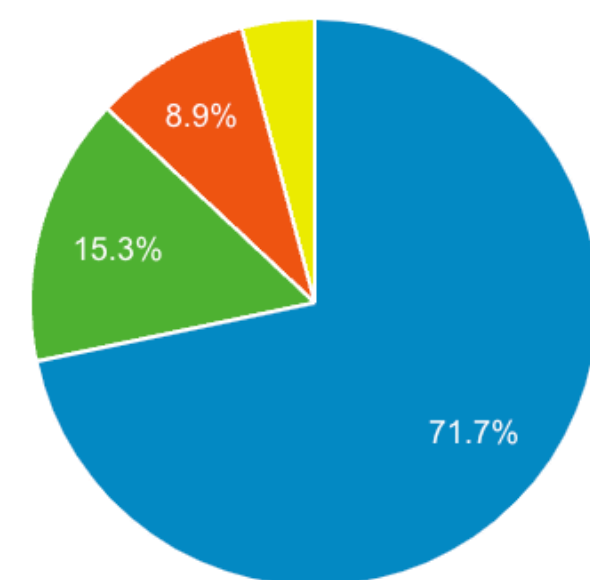
Primary Dimension:

Top Channels

Conversion:

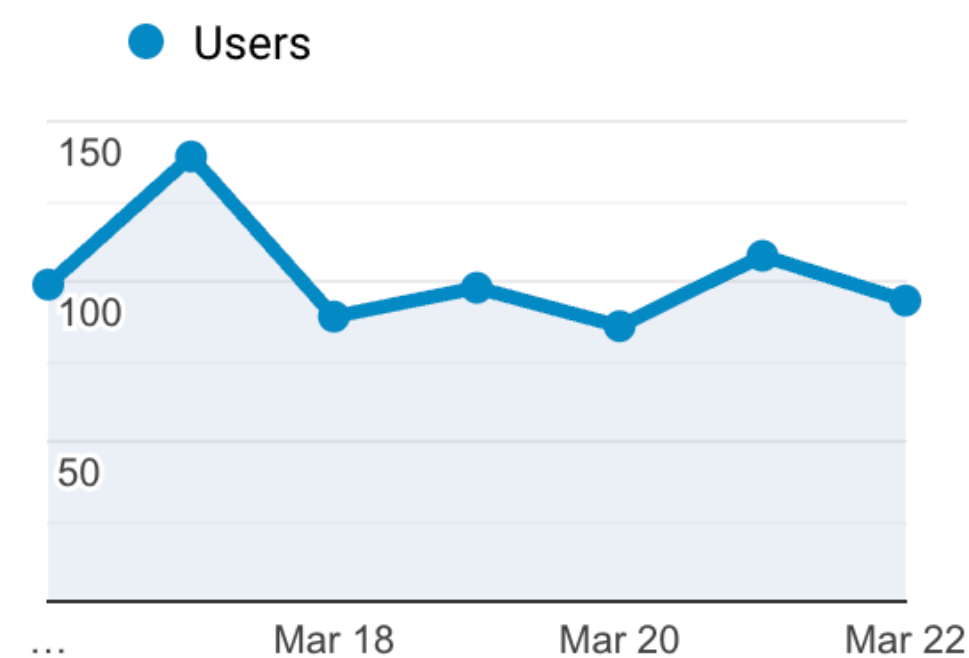
All Goals

### Top Channels

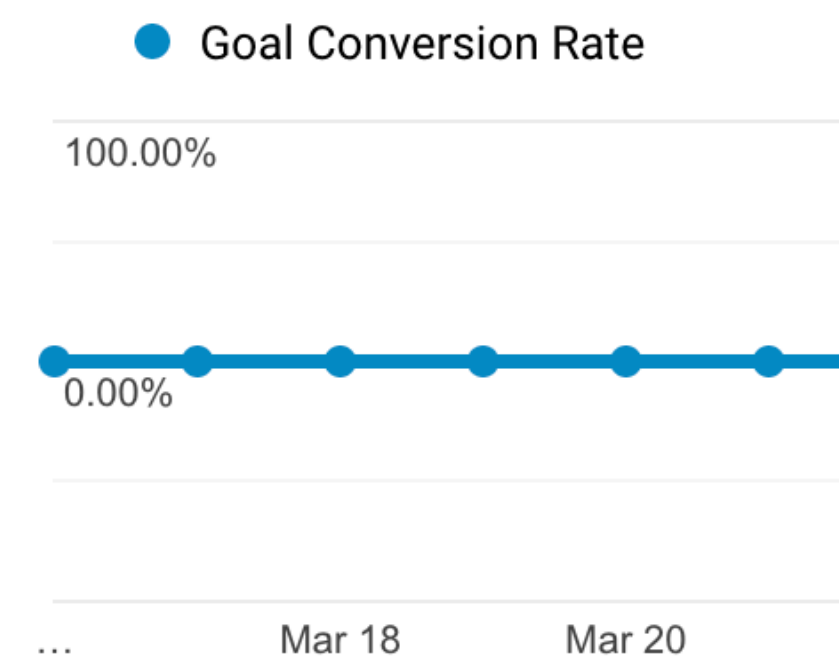


- Organic Search
- Direct
- Referral
- Social

### Users

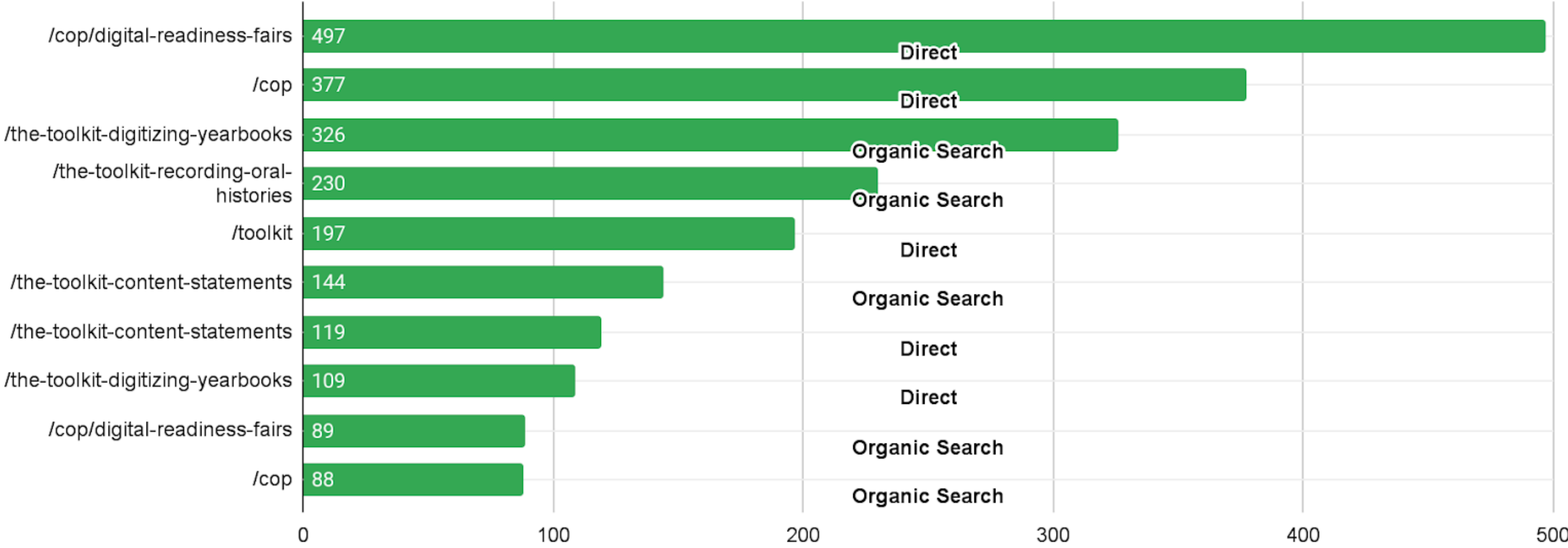


### Conversions



Conversions

# Top Ten DPT Pages Acquired Through Organic Search or Direct (By Number of Users) 1/1/20-11/30/21



# What are the Top Ten Most Engaging Pages?

Landing Page	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/digital-projects-case-studies	8	0	10	30.00%	5.1	0:06:21
/rolling-out-the-digital-readiness-levels	18	10	21	14.29%	4.52	0:03:50
/building-a-digital-readiness-community-of-practice-update-why-digitize	7	4	9	33.33%	4.22	0:02:23
/category/toolkit	5	0	7	28.57%	3.43	0:01:03
/toolkit	64	22	115	37.39%	3.21	0:05:41
/digipres/digistew-graphic	6	2	6	33.33%	3	0:01:58
/toolkit/metadata	33	14	47	38.30%	2.32	0:02:52
/digital-readiness-fairs-registration-now-open	6	3	7	14.29%	2.29	0:04:37
/kits	54	37	91	38.46%	1.7	0:03:34
/were-hiring-a-digital-readiness-program-assistant	9	5	12	33.33%	1.67	0:00:36



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[Dismiss](#)

[Learn more](#)

[Let's go](#)

# Upcoming Changes to Google Analytics

**Google Analytics is currently in the middle of transitioning from Google Analytics version 3 (aka Universal Analytics) to Google Analytics Version 4 (“GA4”)**

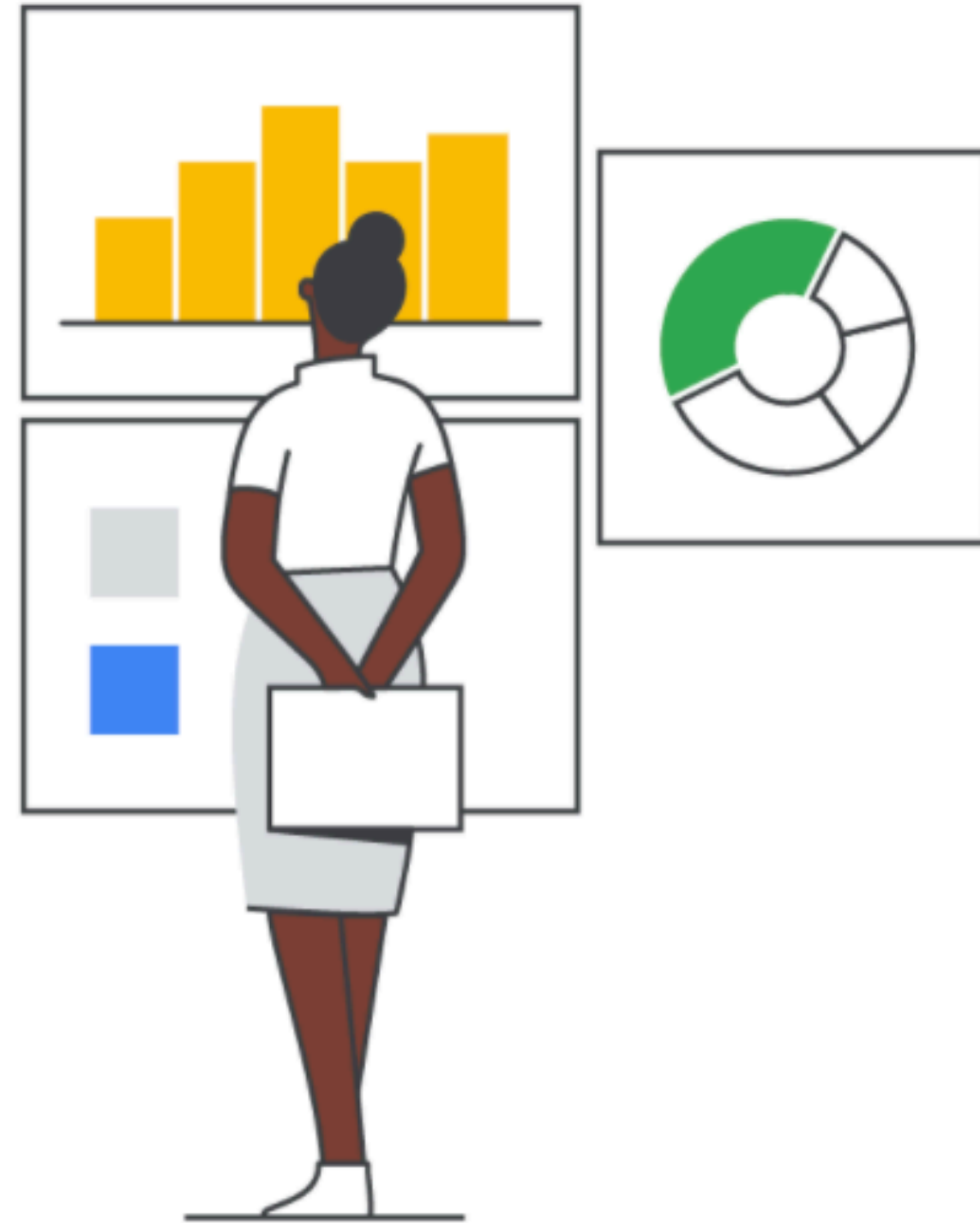
**If you have never used GA before, you will automatically be signed up with new version when you link your Google account to GA**

**If you have used GA3, you can choose to switch to GA4 now, or you can wait**

**YOU HAVE UNTIL JULY 1 2023 to switch all sites to GA4**

**If you switch from GA3 to GA4, the GA4 interface will only show new data - to get the data from before the switch, you will need to look at the GA3 version which will remain accessible (for now?)**

# Create a new Google Analytics 4 property



## This wizard will:

- **Create a Google Analytics 4 property.** This will be a new property without historical data. Don't worry, your original property is not affected in any way.
- **Copy basic settings from your Universal Analytics property.** You can start manually configuring additional settings like conversions, audiences, events, and product links. Over time, more upgrade tools will be available to help migrate these configurations.
- **Activate enhanced measurement.** [Enhanced measurement](#) is automatically enabled so you can go deeper than page views to measure user behavior and content success. You must ensure that no personally identifiable information ([PII](#)) will be sent to Google.

## This wizard can also:

- Enable data collection using your existing tags.** We can't migrate your tag customizations, though, so consider how this affects your data collection.

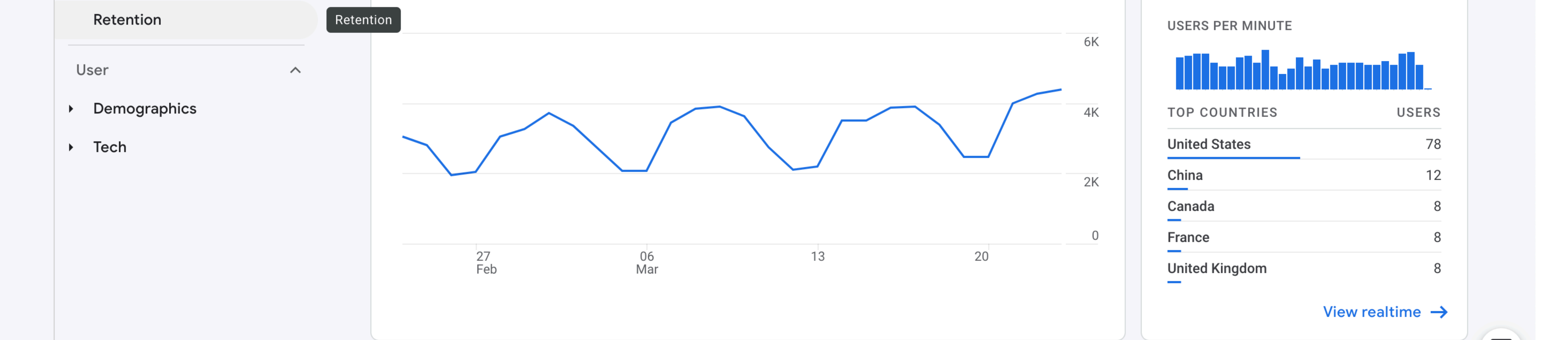
No, thanks

Create property

**Reports snapshot** ✓

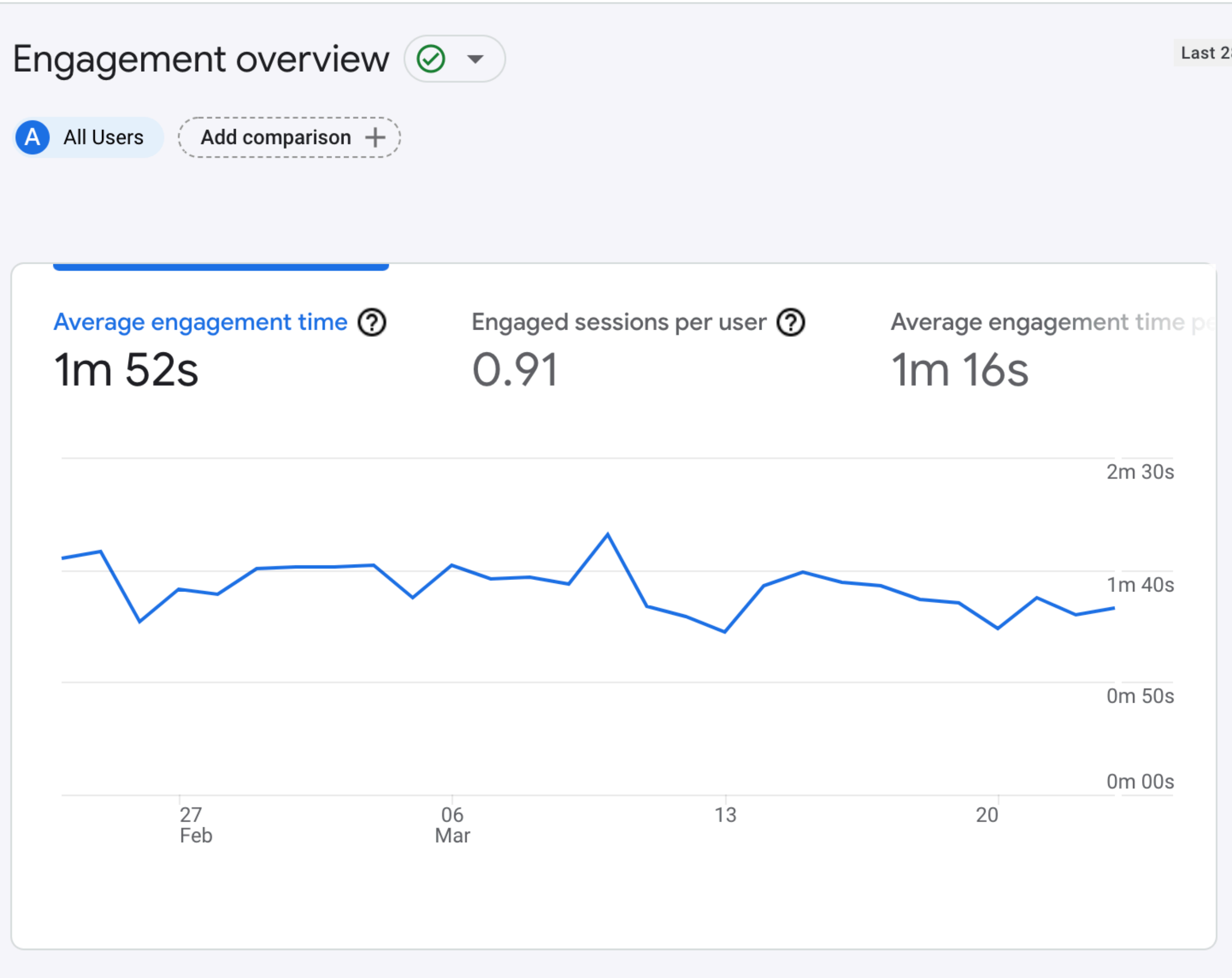
All Users Add comparison +

**Users** 72K   **New users** 63K   **Average engagement time** 1m 52s   **Total revenue** \$189K





- Reports snapshot
- Realtime
- Life cycle
- Acquisition
  - Acquisition overview
  - User acquisition: First user ...
  - User acquisition
  - Traffic acquisition
- Engagement
  - Overview
  - Events
  - Conversions
  - Pages and screens
- Monetization
  - Retention



#### USERS IN LAST 30 MINUTES

164

#### USERS PER MINUTE

TOP PAGES & SCREENS	USERS
Home	93
Google Online Store	34
Shopping Cart	23
Men's / Unisex...chandise Store	16
New   Google ...andise Store	12

[View realtime](#) →



**Problem:**

**What if the person looking at your website  
is . . . you?**

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**ADMIN** USER

Account	Property	View
<p>+ Create Account</p> <p>Rosemary Masemann</p> <ul style="list-style-type: none"> <li>Account Settings</li> <li>Account Access Management</li> <li>All Filters</li> <li>Account Change History</li> <li>Trash Can</li> </ul>	<p>+ Create Property</p> <p>Rosemary Masemann Family Law (UA-177030195-1)</p> <ul style="list-style-type: none"> <li>GA4 Setup Assistant</li> <li>Property Settings</li> <li>Property Access Management</li> <li>Tracking Info</li> <li>Property Change History</li> <li>Data Deletion Requests</li> </ul> <p><b>PRODUCT LINKS</b></p> <ul style="list-style-type: none"> <li>Google Ads Links</li> </ul>	<p>+ Create View</p> <p>All Web Site Data</p> <ul style="list-style-type: none"> <li>View Settings</li> <li>View Access Management</li> <li>Goals</li> <li>Content Grouping</li> <li><b>Filters</b></li> <li>Channel Settings</li> <li>Ecommerce Settings</li> <li>Calculated Metrics <small>BETA</small></li> </ul>

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View + Create View

All Web Site Data

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

Filter Information

Filter Name

Filter Type

Predefined Custom

Exclude traffic from the IP addresses Select expression

IP address

e.g. 74.125.19.103 or 2001:db8::1 (for IPv6)

Filter Verification ?

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g, IP address, Country) are not supported at this time.

# Thank You!

[bronwen@masemannresearch.com](mailto:bronwen@masemannresearch.com)

