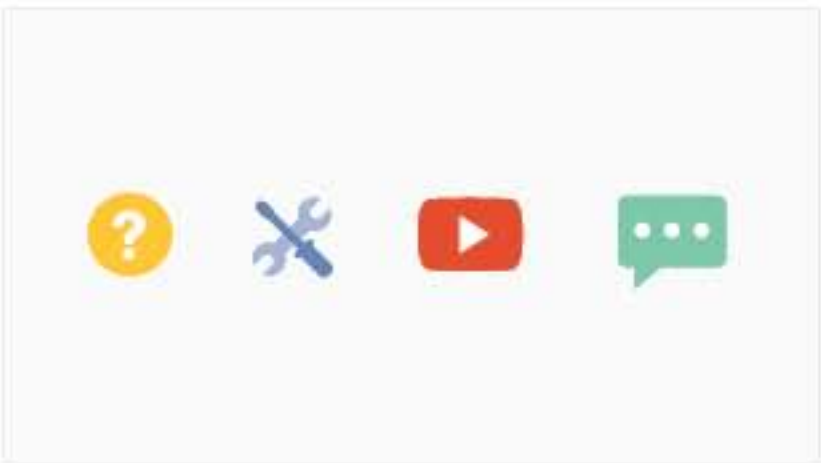# Get answers to your Google Analytics questions

Google Analytics offers flexibility when it comes to support and professional services. Find answers in our expansive help center and user forum, consider Google Analytics Premium or employ our certified partner network to buy a custom professional services package.

Google Analytics Premium

Self Service Resources

Explore our robust help center, extensive catalog of how to videos, and user forums. These tools make it easy to find answers to your questions.

- Help Center
- Google Analytics Blog
- User Forum
- YouTube Channel
- Developer Resources
- Analytics IQ

Certified Partner Network

Hiring or contracting the right people for the job is critical. That's why we established the Certified Partner Network. They offer planning, installation, training, customization, ongoing support and more.

- Partner Overview
- Partner case studies
- Locate a partner

Google Analytics Premium

Enterprises with heavy data and complex customer analysis needs require more—more data, more insights, more support and service level guarantees. That's why we created Google Analytics Premium.

- Product Overview
- Contact a Premium specialist

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Overview

Multi-Channel Funnels

Attribution

Attribution Modeling

72% of marketers and agencies surveyed agree that marketing attribution enables better budget allocation across channels and better returns.* The Attribution Modeling tool makes it easy to create and compare models so you can improve your future marketing activities.
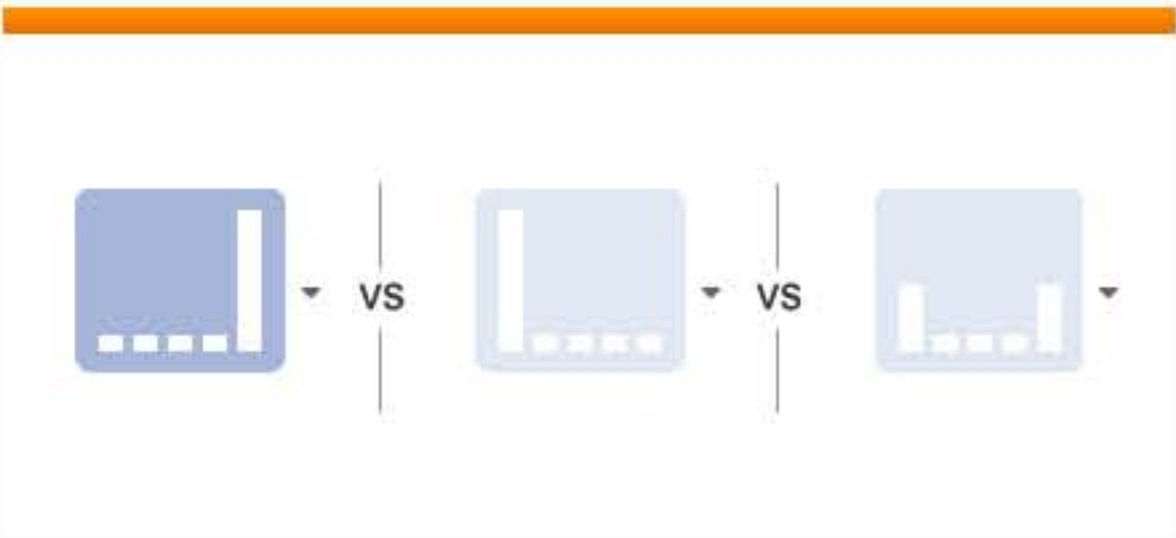
Overview

Give credit to all of your digital marketing channels with Attribution Modeling. By building, customizing, and comparing models, you'll gain insight into the impact of your various marketing programs as they work together to drive sales and conversions. Then you can create budgets based on more realistic values, run more balanced marketing campaigns, and improve your results.

Benefits

- It works with the Goals and Ecommerce data you're already tracking in Google Analytics. No additional setup required.
- Create, adjust, and customize attribution models in minutes -- no lengthy setup consultations or "black box" implementations.
- Compare values across channels, including paid and organic search, email, affiliate marketing, display ads, mobile placements, and more.
- The percentage change metric lets you compare values across models for different channels, referral sources, campaigns, keywords, and other dimensions.
- View up to 3 models side-by-side to quickly capture value differences.
- Use the custom model builder to easily define credit-weighting rules based on position, type of interaction, traffic source, campaign, specific keywords, site engagement, and more.
- See data instantly in the easy-to-use interface.

Learn More

- Download: Product Fact Sheet
- Download: Attribution Playbook
- Download: Attribution Whitepaper
- Read: Help Center Overview
- Read: Attribution Modeling Examples

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Overview

Intelligence

Custom Reports

Annotations

Advanced Segments

Advanced Segments

Segmentation of visits so that you can create powerful filters with just a few mouse-clicks.
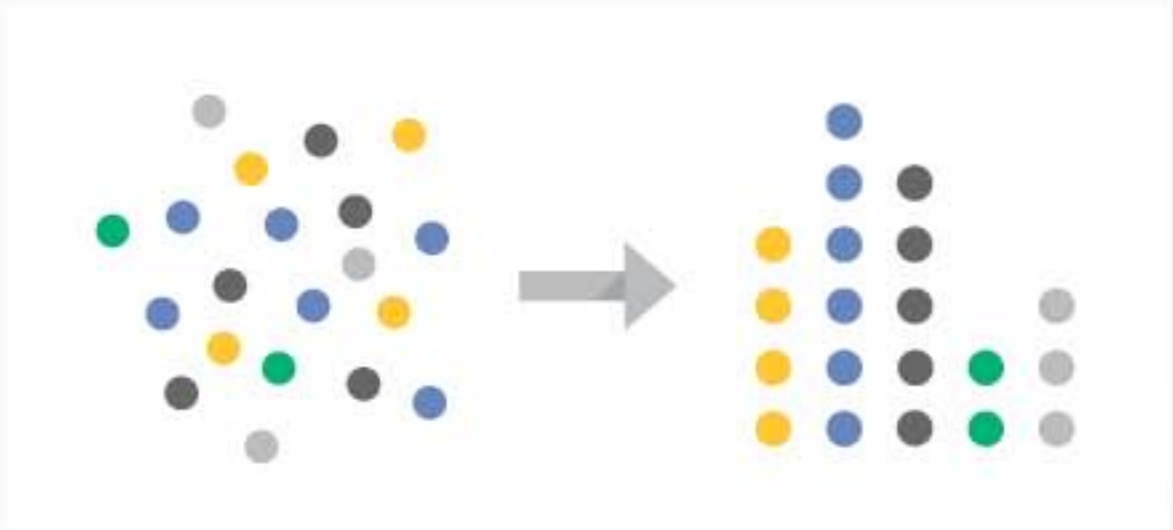
Overview

One of the most popular and powerful features in Google Analytics is Advanced Segmentation. It lets you isolate and analyze subsets of your traffic. You can select from predefined segments such as "Paid Traffic" and "Visits with Conversions" or create your own segments with a flexible, easy-to-use segment builder. Then, you can apply one or more of these segments to current or historical data, and even compare segment performance side by side in reports. We think you'll love it.

Benefits:

- Advanced Segmentation lets you break down all your Google Analytics visitor data into manageable chunks.
- Select from predefined custom segments or easily create your own.
- Apply a segment to all past traffic so you can dig into your data and get valuable insights to improve your future campaigns and online experiences.

Learn More

- Watch: Video Walk-Through
- Read: Help Center Article
- Download: Customer Success Story

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Overview

Remarketing

Advertising Analytics

You've invested a lot to attract visitors to your site. How do you know your advertising programs are working? Look across all digital channels -- including search, display, social, affiliate, and email -- and see how they affected conversion rates and return. Take your analysis a step further with our unrivaled AdWords integration -- including mobile and display campaigns.

Google

Nexus S - Google
www.google.com/nexus
First phone with Android 4.0, Face Unlock, Android Beam, an amazing HD screen and 4G LTE fast.

Eric Grant, Lucy Lindkvist
and 312 others +1'd this

Make your search engine marketing more effective

Search engine marketing drives visitors to your site. With Google Analytics, you can link visitor behavior to your SEM campaigns (across Google, Bing, Yahoo and more) and make smarter bidding and keyword choices. If you use AdWords, you can auto-tag your campaigns and easily see any differences in conversion rates for different ad placements or landing pages.

Learn more

Use Remarketing to reach the right customers, quickly and easily

Remarketing with Google Analytics lets you tap into rich insights about customers who show an interest in your products and services -- and then show them targeted ads across the web that respond directly to what they're seeking.

Learn more

Understand how display advertising contributes to your programs

Find out how effective display can be at introducing new customers to your site. Focus in on specific placements and understand how effective they are at attracting the right types of visitors. Our integration with the Google Display Network (GDN) means you can use AdWords to create and manage campaigns and then insert Google Analytics tags on GDN marketing campaigns to measure success.

Give mobile campaigns the attention they deserve

If you're running mobile ads or using mobile apps, you'll want to understand performance. Mobile ad placements attract a different type of visitor, and Google Analytics shows you how they behave. You can break data down by device, measure ad performance, and optimize both your mobile and regular site using familiar metrics like time-on-site, bounce and conversion rate.

Learn more

See how your advertising campaigns work together with Multi-Channel Funnels

You're advertising across multiple digital channels -- SEM, display, social, affiliate, and more -- and it's important to understand what role each plays and how they work together to increase customers and conversions. Multi-Channel Funnels gives you a full picture of which work best and which are least effective, allowing you to optimize and improve digital marketing programs.

Learn more

Campaign measurement provides insights into what works, and what doesn't

Measure campaigns across all channels to see which marketing activities are really paying off. View reports segmented by channel, and see real-time data in your account minutes after a campaign starts. You'll see engagement and conversion activity for any link you tag, including email and banners. Plus, you can track offline campaigns that direct users to your site.

Learn more

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Overview

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Analysis Tools

Dive into your data. Standard reports make it easy to measure and understand engagement on your site. Plus it only takes a few clicks to quickly build out customized reports, visitor segments, and identify important data to share with your team.

🏠 Home   Standard Reporting   Custom Reporting

Visitors Overview

🔵 New Visitors 74.10% of total visits
🟠 Returning Visitors 25.90% of total visits

Overview

30,000

15,000

Real-Time reporting: Measure activity as it happens

See how many people are on your site right now, where they came from, and what they're viewing. With Real-Time, you'll know whether new content on your site is popular, whether today's promotion is driving traffic to your site, and you can see the immediate effects of tweets and blog posts.

Learn more

Custom Reports: Define the information you want to analyze

Build your own metrics dashboard in minutes. Instead of wading through data, you have instant access to the answers you need. Create reports to share with your colleagues and surface the insights that need to be shared.

Learn more

Custom Variables: Create and analyze your own custom segments

Custom variables help you to understand your customer segments and learn how engaged they are with your site. Custom variables let you customize Google Analytics and collect the customer data that's most important to your business.

Learn more

Advanced Segmentation: easily analyze specific sections of your traffic

Why do some visits result in a $150 sale while others don't? You can find out, using Advanced Segments. Apply predefined segments such as "Visits with Conversions" or "Organic Traffic", or create your own segments. Analyze individual segments or compare a number of segments across all your reports.

Learn more

Dashboards: Organize, monitor, and share KPIs

Start with an overall "Company KPIs" dashboard that includes the most important performance indicators for your organization. Create an "SEO" dashboard for your search engine optimization. All dashboards are drag and droppable, completely widget-based, and highly customizable.

Learn more

Visualization: Learn the path visitors take through your site

Google Analytics offers a variety of powerful visualization tools including Flow Visualization and In-Page Analytics. Flow Visualization reports analyze the path a visitor takes on your site. While In-Page Analytics helps to visually assess how users interact with your pages. To make your analysis easier we have built in a variety of charts to display information in the way you want to see it.

Sharing: Now everyone in your organization can collaborate

Data driven decision making works best when your teams can easily share information. Sharing tools in Google Analytics lets your keyword buying team work seamlessly with your SEO and content teams. Use the Intelligence and Alerts feature to discover unexpected changes and notify your colleagues. Mark key events in your account history for others to see. Easily develop and share custom dashboards for the metrics important to your business.

API and Customizations - it's your data, format it the way you want

Applications, plugins, and customizable features are available to help you integrate Google Analytics into your organization's workflows. Take advantage of third-party solutions, or create your own apps using the Google Analytics API.

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Annotations

Annotations let users leave shared or private notes right on the graphs. No more issues forgetting what caused unusual traffic spikes or behaviour in the past - its all stored for you.

Overview

Do you ever wonder about an inexplicable change in your traffic? Or forget exactly when you launched something, such as a seasonal display ad campaign, or a site redesign? Do you remember exactly who was responsible? After scratching your head, did you have to chase down different departments in your company or go digging through old emails to get an answer?

Why use annotations?

A simple note from a colleague can save hours of real work (and frustration). Try them now in your account.

- Use Annotations as a logbook for all online marketing and website design actions within your business.
- Remember which events may have caused conversions or visits to increase or decrease.
- Keep an uninterrupted record even if you have multiple marketing teams, agencies, or webmasters.

Learn More about Annotations

- Watch: Feature Walk-Through
- Download: Customer Success Story

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Overview

Content Analytics

Find your site's top content and hidden gems with the Content reports in Google Analytics. You'll find out how often people visit each page of your site, how long they stay, and how often they convert. All the reports are found in the content section.

🏠 Home	**Standard Reporting**	Custom Reporting

Engagement

Viewing: **Visit Duration**

Visit Duration	Visits	Pageviews	Percentage of total ■ Visits ■ Pageviews
0-10 seconds	311,026	322,907	68.37% / 28.62%
11-30 seconds	18,470	50,688	4.06% / 4.49%
31-60 seconds	24,041	72,045	5.28% / 6.39%
61-180 seconds	56,346	210,285	12.39 / 18.64

Content Experiments: Test and improve your web pages

Eliminate the guesswork from designing your website. Test variations of your pages so you know which designs lead to the most conversions. You can simply set up these tests in Google Analytics, under Experiments in the Content section.

Learn more

Site Search: Get visitors to their destinations faster

When visitors can't find what they're looking for, they search. With Site Search reporting in Google Analytics you can find out what your visitors are really looking for. Find missed product opportunities and speed up time to conversion.

Learn more

In-Page Analytics: See how visitors move within your site

When looking at Google Analytics reports, sometimes it's difficult to visualize how visitors navigate on a given website page. Use In-Page Analytics to visually analyze how visitors move around your website.

Learn more

Site Speed Analysis: Uncover problems before your customers do

We all know how frustrating a slow loading website can be and it can even hurt your advertising and search rankings. See how long your pages take to load with the Site Speed report in Google Analytics. Find and fix slow pages and make your visitors happier.

Learn more

Event Tracking: Understand what visitors do on your site

It's really useful to understand how visitors interact with your pages. See how often they're interacting with Flash and AJAX elements, or clicking the links to download product brochures. You can even set up event tracking to get a more detailed look at how your visitors behave.

Learn more

Make your AdSense program more effective

AdSense lets bloggers and content publishers make money from their ads. Google Analytics can directly import AdSense data to help you display your ads in the best possible place on your site.

Learn more

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Overview

Multi-Channel Funnels

Attribution

Conversion Suite

With the Google Analytics Conversion Suite you can go beyond pageviews and visitor counts. See how all your digital marketing channels work together to bring visitors to your site. Measure sales, downloads, video plays, and other actions that are of value to you. Understand why some visitors buy from you and others don't -- so you can adjust your site and your marketing programs to meet your business goals.

Understand how visitor behavior leads to sales and conversions

Your site is dynamic, and your conversion goals should be too. With Google Analytics Goals and Event Tracking, you can track sales, downloads, video plays, conversions, site engagement, or define your own metrics. You can also tailor your reporting based on what you want to achieve and identify what visitor actions are most likely to help you meet your business objectives. Watch our latest webinar here.

Improve your online sales with Ecommerce Reporting

Identify your best-selling products and most valuable promotions. For complex transactions or simple one-click purchases, Ecommerce Reporting helps you understand why customers purchase and the types of purchases they make. You can trace transactions to campaigns and keywords, understand shoppers' on-site behavior, and adjust your shopping cart to increase sales and win customer loyalty.

Learn more

See the complete picture of campaign performance with Multi-Channel Funnels

Don't limit your campaign measurement to the last click before a sale. With Multi-Channel Funnels, you'll see the impact of all your digital marketing activities, including search, display, social, affiliates, email, and more. Learn which channels introduce visitors to your products and which win sales, so you can better balance your marketing programs.

Learn more

Follow the different paths that visitors take on your site

See why visitors love your site... or why they don't. Using Google Analytics Flow Visualization and Goal Funnels, you can follow your visitors' conversion paths and see where they enter, where they get stuck, and where they leave. Discover strengths and weaknesses in your site navigation, and learn which areas of your website and your marketing program need adjustment.

Make better marketing decisions with Attribution Modeling

With Attribution Modeling in Google Analytics Premium, you can rapidly build and customize marketing attribution models. Give credit to all of the digital marketing interactions that affected sales or conversions. Gauge the impact of different channels, referral sources, campaigns, and keywords -- so you can improve your future marketing activities.

Learn more

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Custom Reports

Custom Reports are like super reports. You can spend literally minutes building one to show just the information you want to see. It's like your own personal dashboard.

Overview

With custom reports you can create, save, and edit to get a specific view of your data. You can choose the information you want to see, organized in the way you want to see it, by using a drag and drop. You can also create tabs if you want to see related data. Start building your reports today.

Learn More

Benefits:

- Save time by creating reports which give you and your stakeholders exactly what you want to see.
- Group together all the info you find most relevant.
- Easily share reports with colleagues so you can make quicker decisions based on data.
- Once created, each custom report is available for as long as you want it.

Additional Info

- Watch: Report Walk-Through
- Read: Help Center Article
- Download: Customer Success Story

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Gain insights that matter

Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back.
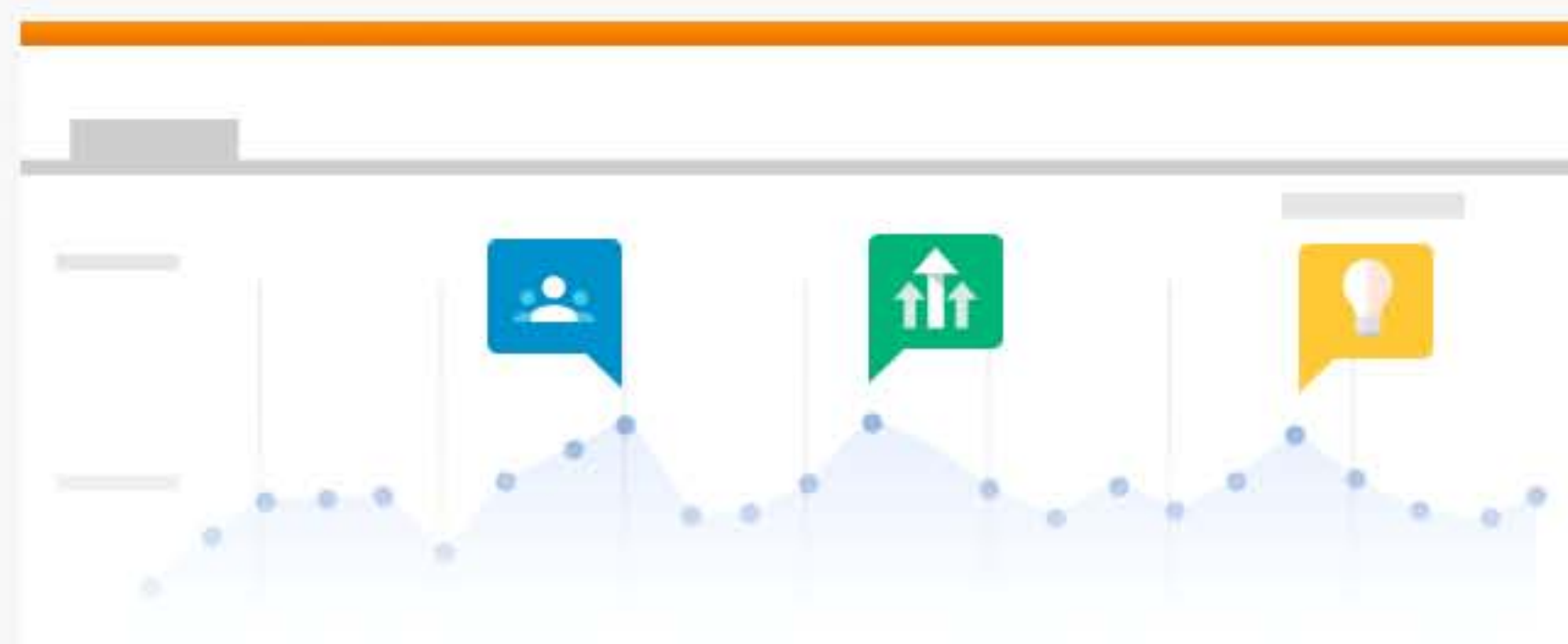
Analysis Tools

Google Analytics is built on a powerful, easy to use, reporting platform, so you can decide what data you want to view and customize your reports, with just a few clicks.

Learn more

Content Analytics

Content reports help you understand which parts of your website are performing well, which pages are most popular so you can create a better experience for your customers.

Learn more

Social Analytics

The web is a social place and Google Analytics measures success of your social media programs. You can analyze how visitors interact with sharing features on your site (like the Google +1 button) and engage with your content across social platforms.

Learn more

Mobile Analytics

Google Analytics helps you measure the impact of mobile on your business. Additionally, if you build mobile apps Google Analytics offers Software Development Kits for iOS and Android so you can measure how people use your app.

Learn more

Conversion Analytics

Find out how many customers you're attracting, how much you're selling and how users are engaging with your site with Google Analytics' range of analysis features.

Learn more

Advertising Analytics

Make the most of your advertising by learning how well your social, mobile, search and display ads are working. Link your website activity to your marketing campaigns to get the complete picture and improve your advertising performance.

Learn more

Google Analytics Premium

Take advantage of the customized, high-touch support that Premium has to offer and get the most out of all of Google Analytics features. Premium customers also get access to more custom variables and exclusive features like Attribution Modeling. Learn more

Google Analytics Application Gallery

Extend Google Analytics in new and exciting ways. Access a range of applications from the Google Analytics App Gallery to help you collect more relevant data, automate reporting, and organize data around your business. Learn more

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Analytics Intelligence

Google Analytics' Intelligence reports automatically monitor your website's traffic and highlight any significant changes, making you smarter and your work easier.

Overview

At any time, you can look in your Intelligence reports or create a Custom Alert to become aware of any sudden or unexpected changes in your site metrics. This groundbreaking detection technology in Google Analytics is smart enough to highlight what you should know, while being easy to use.

With Analytics Intelligence, you'll discover things you might otherwise miss and focus more on taking action instead of sifting through data. Just take a look - it's working right now. Dig less.

Learn More

Benefits:

- **Analytics Intelligence** is an algorithmic engine that detects any statistically significant anomalies in your traffic patterns.
- **Alerts** automatically get posted daily, weekly or monthly. You don't have to do anything - you can see it right now.
- Create **custom alerts**, such as a conversion from the New York summer campaign.

How it works:

- Analytics Intelligence is an algorithmic engine that detects any significant changes in your traffic patterns.

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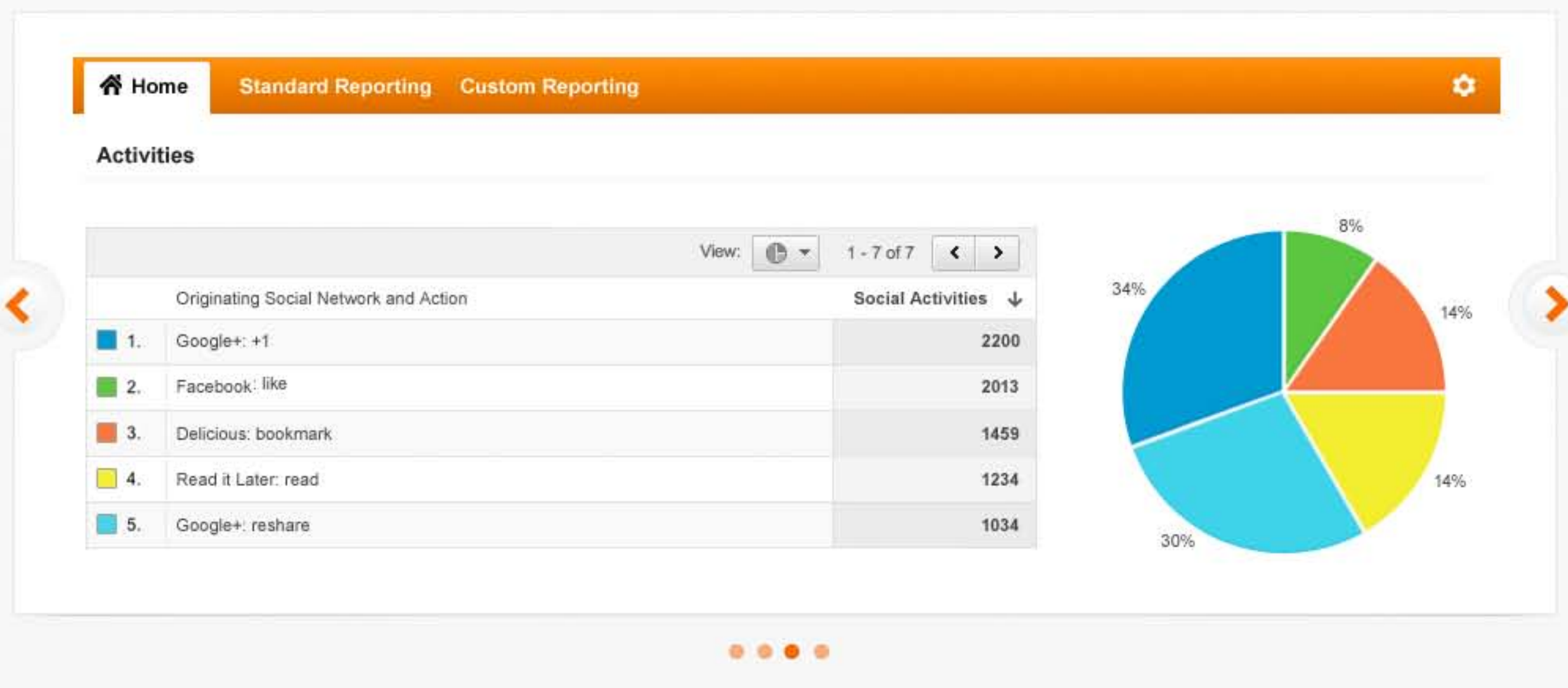
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Overview

Mobile Analytics

Understand how mobile impacts your site and how it drives business to you. Measure mobile websites, mobile apps and visits from web-enabled mobile devices, including both high-end and basic phones. Measure ads that lead people to use your app and find out whether they prefer ads on their desktop or mobile. You'll then be setup to create targeted and efficient marketing campaigns that reach your visitors wherever they are.

🏠 Home	**Standard Reporting**	Custom Reporting

Devices

| Secondary dimension | Select ▾ | Sort Type: | Default ▾ |

	Mobile Device Info
☐ 1.	Galaxy Nexus
☐ 2.	Apple iPad
☐ 3.	Apple iPhone
☐ 4.	Google Nexus S Samsung Nexus S
☐ 5.	Google Nexus One HTC Nexus One
	Samsung GT-P7510 Galaxy Tab 10.1

Mobile Device Reporting: know which mobile platforms work best

Discover which devices visitors are using to find your website so you can present your brand in the best formats for those devices. Google Analytics can display which mobile operating systems and specific mobile devices send visitors to your site, mobile app, or social media page.

Learn more
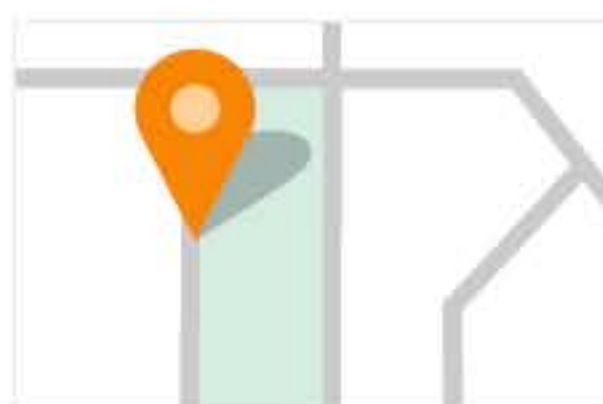
See where mobile traffic comes from

Viewing statistics by location (Map Overlay tab) lets you understand the current origins of mobile traffic, as well as make predictions about where traffic will increase.

Learn more

Measure mobile app performance

Measure usage of your app as if it were a website. The Google Analytics Mobile Apps SDKs make it easy to measure success of your mobile apps. You can download the SDKs for both the Android and iOS application platforms. For Android, you can measure from click, to the Android Market to a download. It's a simple way to understand which campaigns work.

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Conversion Analytics	Display Ads	Analytics Developers	Google Ads
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Social has a value. (And we can tell you what it is.)

Don't rely on guesswork when it comes to your social media investment. Get insights and data that you can act on. Learn more

🏠 Home   Standard Reporting   Custom Reporting   ⚙

Activities

View: 🔘 ▼   1 - 7 of 7   ‹ ›

	Originating Social Network and Action	Social Activities ↓
🟦 1.	Google+: +1	2200
🟩 2.	Facebook: like	2013
🟧 3.	Delicious: bookmark	1459
🟨 4.	Read it Later: read	1234
🟦 5.	Google+: reshare	1034

8%
34%
14%
14%
30%

● ● ● ●

Measurement tools for your business

Cross Channel Insight

See the full path to conversion with Multi-Channel Funnels

Learn more

Mobile Solutions

Measure web-enabled phones, mobile websites and mobile apps

Learn more

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Get first class service and support from Google experts

Learn more

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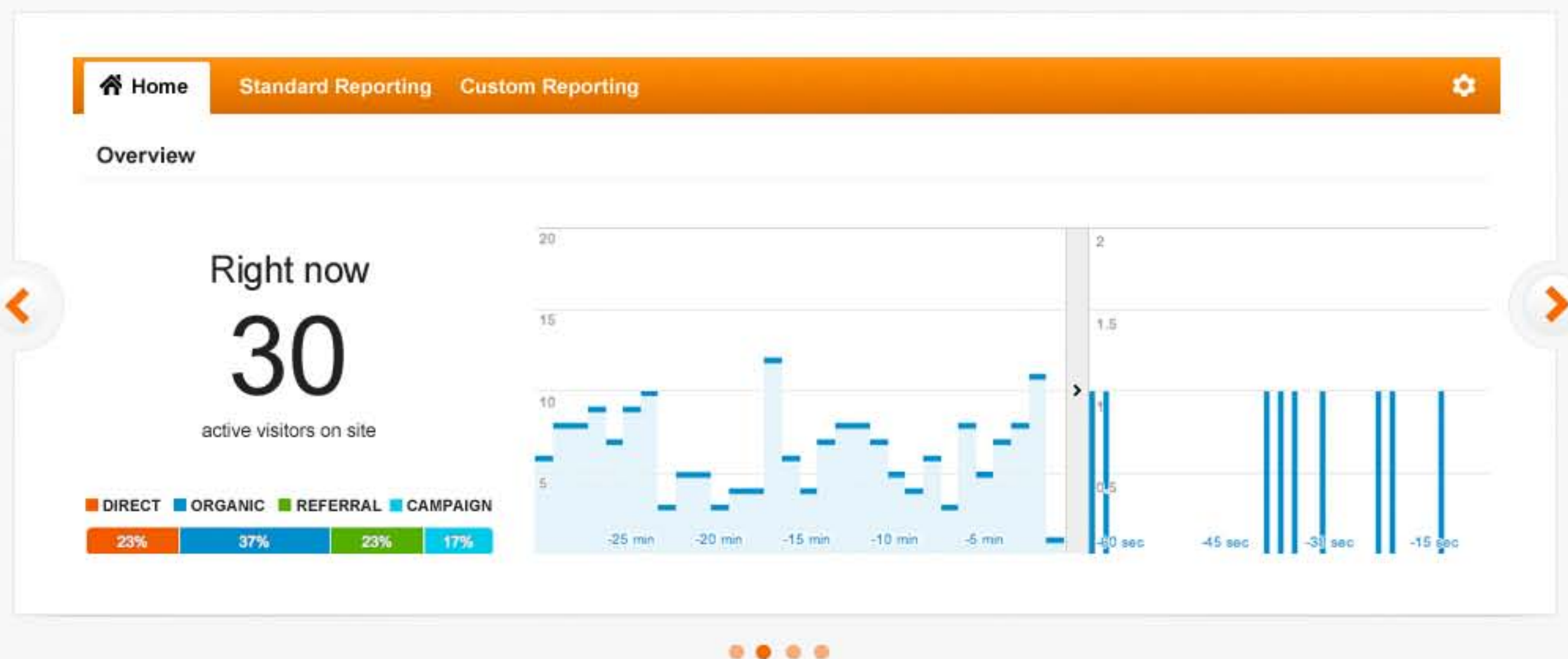
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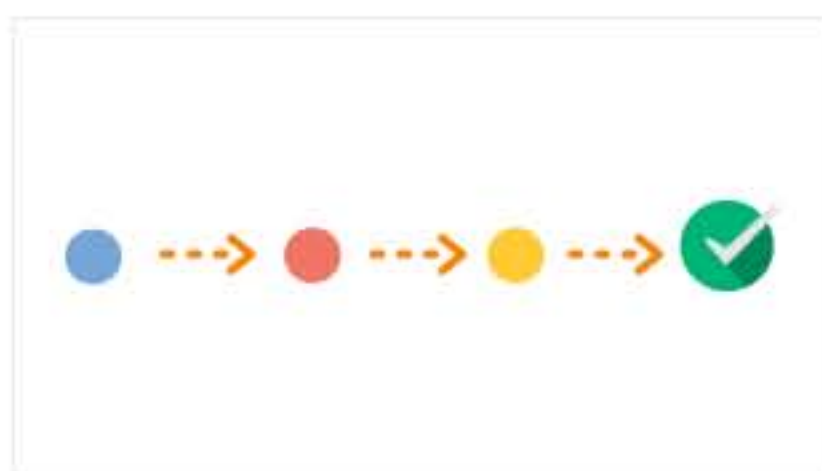Google Developers
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Watch today's campaign unfold. Today.

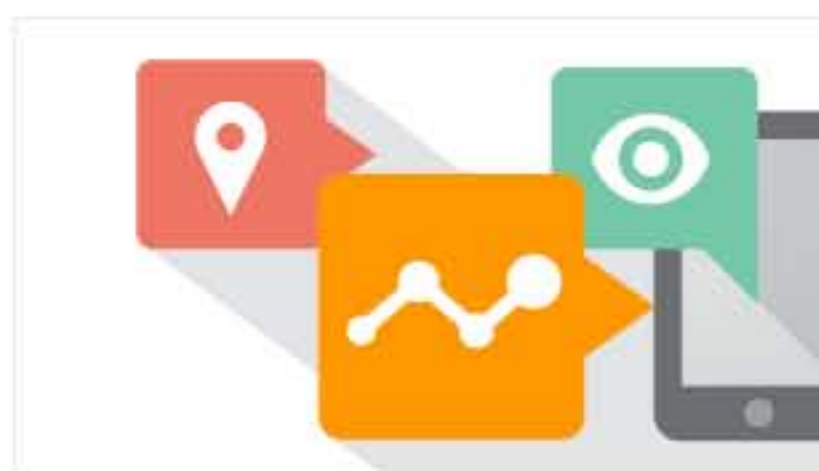Monitor activity as it happens on your site. So, you'll immediately see what's working, and what's not. Learn more

⌂ Home   Standard Reporting   Custom Reporting   ⚙

Overview

Right now

30

active visitors on site

■ DIRECT ■ ORGANIC ■ REFERRAL ■ CAMPAIGN

| 23% | 37% | 23% | 17% |

20
15
10
5

2
1.5
1
0.5

-25 min   -20 min   -15 min   -10 min   -5 min   -60 sec   -45 sec   -30 sec   -15 sec

● ● ● ●

Measurement tools for your business

Cross Channel Insight

See the full path to conversion with Multi-Channel Funnels

Learn more

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Measure web-enabled phones, mobile websites and mobile apps

Learn more

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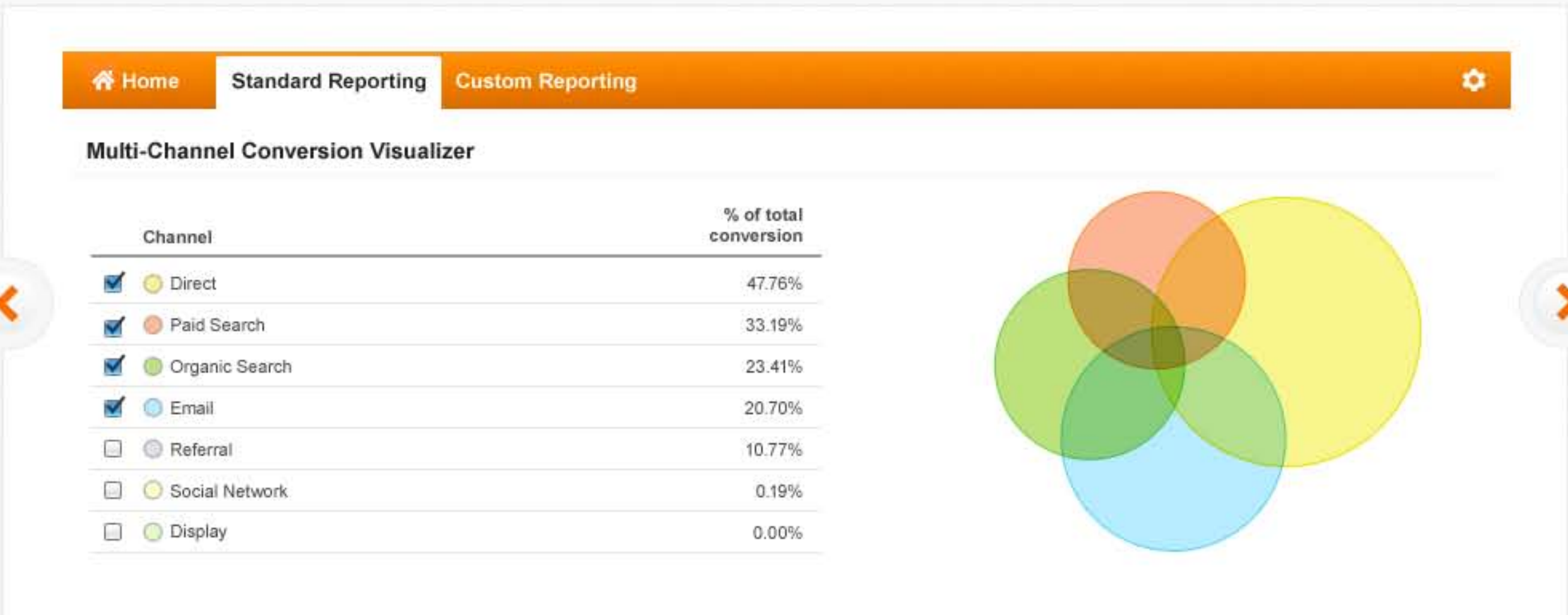DoubleClick
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Enterprise-class web analytics.

Delivered on Google's world-class platform. Learn more

Home   Standard Reporting   Custom Reporting

My Dashboard

Daily Visits

20,000   20,000

10,000   10,000

Jan 1   Jan 8   Jan15   Jan22

Traffic Types

- 25.70% feed
- 24.90% organic
- 23.05% referral
- 14.85% direct
- 7.35% email

Time on Site by Country

Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	18,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,845	00:00:32
France	5,243	00:0038

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Which channels influenced your buyers?

See how your marketing channels work together to create sales and conversions. Learn more

🏠 Home   **Standard Reporting**   Custom Reporting   ⚙

Multi-Channel Conversion Visualizer

Channel	% of total conversion
☑ ◯ Direct	47.76%
☑ ◯ Paid Search	33.19%
☑ ◯ Organic Search	23.41%
☑ ◯ Email	20.70%
☐ ◯ Referral	10.77%
☐ ◯ Social Network	0.19%
☐ ◯ Display	0.00%

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Overview   Features   Partners   Contact

More data, flexibility and 24/7 support

It's all the power and ease you expect from Google Analytics plus extras that help you optimize and get the most from its robust capabilities. All for one predictable, flat-rate, everything-included annual fee.

Contact a Premium specialist

Overview

Feature Comparison   Fact Sheet   Case Study

Dedicated Support

- 24/7 support
- Business and technology assessment
- Implementation review, QA and training
- Dedicated account manager
- High-touch, expert technical support

More Data & Flexibility

- Track billions of hits per month
- Additional 50 custom variables
- Unsampled data for accurate analysis
- The freshest data possible

Reliable & Secure

- Data Collection: 99.9% per month
- Reporting: 99% in a month
- Processing: 4 hours max 98% of the time
- Data ownership agreements and control how that data is shared

Over 10M websites use Google Analytics

travelocity

TransUnion.

formspring

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Analysis Tools   Content   Mobile   Conversion   Social   **Advertising**

Overview

Remarketing

Remarketing with Google Analytics

Remarketing is a powerful way to broaden your reach and bring customers one step closer to buying. It's never been easier to take advantage of all the rich data you have in Google Analytics and use it to improve your campaign performance.

Overview

Remarketing with Google Analytics lets you tap into valuable insights about your website visitors who show an interest in your products and services -- for example, visitors who spend time viewing specific pages or who put items in their shopping cart. Once you've identified your target audience, you can run ads across the Google Display Network (GDN) that are tailored to that audience.

How does it work?

We've made it simple and fast to find the customers you want. Select from predefined remarketing lists, or create your own customized lists—all based on familiar Google Analytics metrics such as pages viewed, visit duration, and goal completions. Then automatically send your customer lists to Google AdWords and run targeted ads in minutes, with just a couple of clicks. Reach precisely the audience you want by taking advantage of more than two million websites on the GDN.

Where to find it

Click on the "Admin" tab in the upper corner of Google Analytics (you must be an account administrator), then click on the tab for "Remarketing Lists."

Why use Remarketing with Google Analytics?

- Connect with exactly the right customers using rich online insights
- Deliver targeted GDN ads based on your specific customer segments
- Create and edit sophisticated lists with ease in our intuitive interface

Consider what Remarketing can do for your ad strategy

- Identify and win new customers in your region
- Help close the deal for tentative comparison shoppers
- Bring back shoppers who placed items in their cart but did not buy
- Retain customers who have made a purchase in the past
- Offer special status and deals to your most loyal customers

Learn More

- Download: Fact Sheet and Examples
- Read: Help Center Overview

Customer testimonial

SPIL GAMES

"Remarketing with Google Analytics is very easy to use, and it lets us reach exactly the types of users we want. The fact that it's integrated with Google Analytics and AdWords is very efficient -- we didn't need any new training for our teams.

"We see lots of opportunities for this -- for example running more but smaller display campaigns to focus on specific segments of our customers."

-- Jeroen van der Veen, Senior SEA Specialist at Spil Games

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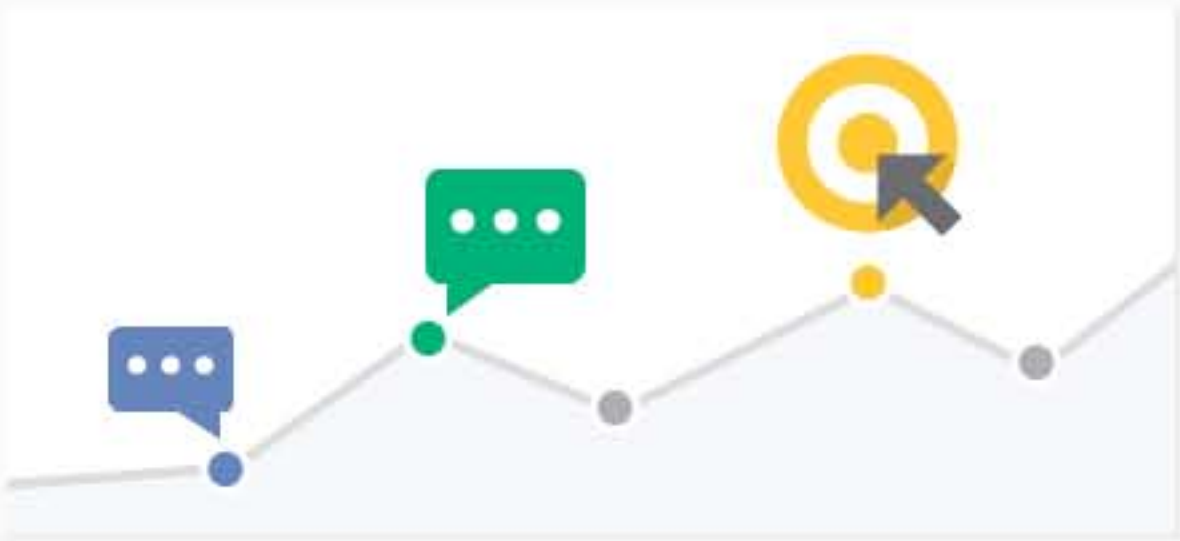Google · Privacy & Terms

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Overview

Conversions

Sources

Sharing

Social Conversions

Proving social media ROI is a difficult task even for experienced online marketing professionals. No longer. The Conversions report enables social media marketing accountability - and clearly shows how social impacts your business.

Overview

The Conversions report shows conversion rates and the monetary value of conversions that occurred due to visits from social networks. We link these visits to your goals and Ecommerce transactions. You choose the goals which are important to your business and then can review how social as a source is helping you achieve those goals.

Why use the Conversions report?

With so many marketing channels and programs understanding their effect on your goals lets you make informed decisions about your social strategy.

- See the impact of social on your goals in simple, ready-to-use reports
- Learn what content drives conversions with social audiences
- Show results reports to key stakeholders to articulate the value of social

How does it work?

- The Conversions Report uses the referral source and links directly to the goals and Ecommerce tracking you've defined
- The reports break out the contribution of social as being the last referring source of your customer e.g. they came to your site directly from a social site, and can also break out the instances where a social site was involved further up in the conversion chain.

Where can I find it?

The Conversions report can be found in the Standard Reporting tab under Traffic Sources > Social > Conversions.

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Overview

Conversions

Sources

Sharing

Social Sharing

Content that gets shared, wins. When you publish new content it's not enough to measure typical top-of-funnel metrics like unique visitors. Combining traffic with sharing bridges social and content, enabling informed decisions to build community and increase organic shares of content - on and off your site.

Overview

Track sharing of your content, both on your website and on external social sites. Use the Social Plugins report and Activity Stream tab in the Sources and Pages reports to see off site actions and conversations.

Visit the Social Plugins reports to find on-site engagement

If you have Google "+1" and Facebook "Like" buttons on your site, it's important to know which buttons are being clicked and for which content. For example, if you publish articles on your site, you'll want to know which articles are most commonly shared, and to which social networks they're being shared (for example, Google+ or Facebook). This lets you create more of the type of content that's popular with your visitors, and remove features that aren't being used.

Additionally, seeing how communities engage with content off your site provides an increasingly-critical view into how your messages spread in the petri dish of social platforms.

How does it work?

If you're using +1 buttons on your site, then Google Analytics will automatically report the +1 activity you receive from visitors and on what page it happened. If you use AddThis or ShareThis plugins, they will also automatically report on-site social activities. Other social plugins can be easily adapted to report to GA.

- Measure and compare different types of social actions
- See which pages receive social actions and create more of that content

Where do I find it?

The Sharing reports can be found in the Standard Reporting tab under Traffic Sources > Social > Plugins.

Use the Activity Stream to uncover off-site engagement

Increasingly, people engage with, share, and discuss content on social networks. Over 80% of interactions with content take place on sites other than the content owner's website. So, it is likely that most people become aware of and interact with your blog posts, videos, and articles on websites other than your own.

Typically, people see your video or blog post and share it because it's interesting, inspiring, or controversial. The Activity Stream in Google Analytics shows the URLs they shared, how and where they shared (via a "reshare", a "post", or a "comment" on Google+, for example), and what they said.

- Discover where your content is off-site and how audiences are interacting with it
- Understand what content and subject matter engage audiences off-site to inform your future content strategy
- Determine where community management, customer support, or online marketing resources are best deployed

How does it work?

The Activity Stream is a URL-based method of tracking interactions away from your site, like bookmarking, commenting and sharing. It identifies when your content has been shared or subject to another social action within the communities and sites from our Social Data Hub.

Where do I find it?

The Activity Stream can be found in Standard Reporting under Traffic Sources > Social > Sources and clicking the Activity Stream tab.

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Overview

Conversions

Sources

Sharing

Social Sources

The number of social platforms continues to expand, and where you choose to spend time to engage the community can makes a big difference. Social Sources reports help you refine where you spend time and move your social tactics from "gut feel" to data-driven.

Overview

See which social networks and sites refer the highest quality traffic so you can refine social campaigns.

Why use Social Sources?

We've done the work for you: all your social traffic is now in one convenient place.

- Get an overview of key social networks for your brand
- See which networks are sending you traffic
- Visualize how visitors flow from social networks through your site
- Use social sources to discover which social platforms are most relevant to your site

How does it work?

Google Analytics traffic sources reports let you measure and analyze traffic from different sources like search or referrals. The Social Sources reports automatically segment and group referral traffic from hundreds of social networks, allowing you to focus on the analysis.

- Originating social networks group referral traffic across platforms - e.g. YouTube
- Identify which networks are driving traffic to any specific page
- Identify which content is popular across all the different social networks
- Comparison charts display all traffic and traffic from social sources

Where do I find it?

The Social Sources report can be found in the Standard Reporting tab under Traffic Sources > Social > Sources.

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Develop your analysis skills

Google Analytics provides many educational resources. Whether you're new to analytics or an experienced user you'll find videos and articles to help you get the most out of Google Analytics.
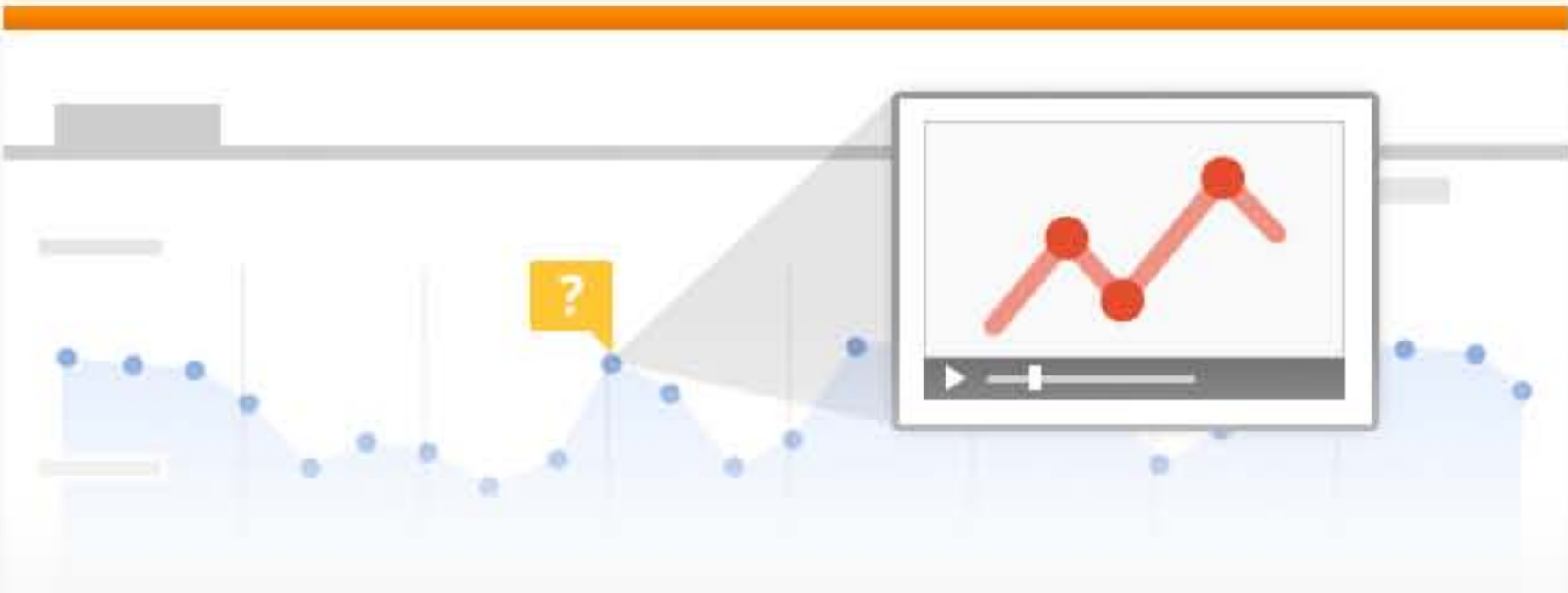
Get started

Our setup checklist and getting started guide feature common questions customers have when setting up their account and beginning to analyze their data. The help center has articles on all features and aspects of Google Analytics, including implementation, analysis best practices, and troubleshooting. These tools let you quickly gain insights and they can help you make business decisions.

Analytics IQ

Google provides a free online course at our Conversion University that offers comprehensive training in Google Analytics and data analysis. Passing the test gives you an industry recognized qualification. Visit the Online Course and Testing Center

Success Stories

Wondering how Analytics can help with your site? There are a range of customer success stories to inspire you and show you how it can be done. Learn more

Seminars & Videos

Analytics Certified Partners provide regularly scheduled training on Google Analytics. Select from Intro (101), Intermediate (201), and Advanced (301) courses. Take a look at the courses offered in your area.

Videos on the Official Google Analytics YouTube Channel cover beginner to advanced topics. We'd love you to rate the videos you watch and tell us what you'd like to see more of.

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Overview

Conversions

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Social Reports

The social media revolution is here, and rapidly maturing. Are you measuring it? Social reports help you measure the impact social media has on your business goals and conversions. Integrated web and social data provides a holistic view of your content and community.

 Home   Standard Reporting   Custom Reporting

Activities

View: 1 - 7 of 7 < >

Social Activities	↓
Google+: +1	2200
Facebook: like	2013
Delicious: bookmark	1459
Read it Later: read	1234
Google+: reshare	1034

8% 34% 14% 14% 30%

Measure the impact of social media on metrics you care about

The Conversions report allows you to quantify the value of social. It shows conversion rates and the monetary value of conversions that occurred due to referrals from each social network. Link social impact to the metrics that you care about by setting up relevant goals for your business.

Learn more

Learn which social sources refer engaged visitors

It's critical to understand which communities matter for your brand. The Social Sources report shows the initial paths that visitors from social networks took through your site. The report also shows engagement and conversion metrics for each social network.

Learn more

Discover what your visitors are sharing and where they're sharing it

Google +1 and other social sharing features provide an easy mechanism for visitors to amplify your content by sharing with friends. The Social Plugins report shows which articles on your site are most commonly shared and which social buttons are being clicked to share them (for example, Google "+1" or Facebook Like). Additionally, the Activity Stream shows how visitors engage with your content on websites external of your own.

Learn more

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