



Guiding Ohio Online

Level Up: Google Analytics

Google Analytics is a free online tool that provides data on how patrons are using your website. Before adding Google Analytics to your website or online tools, be sure to check with your site supervisor.

Step 1. Step up an Account

You need at least one account so you can have access to Analytics, and so you can identify the websites or webspaces, referred to in Google Analytics as properties, you want to track. Even though your Guiding Ohio Online email account is hosted by Google, you will still need to set up an account. Talk to your site supervisor about which email account to use. You may want to use a generic Gmail account created just for Google Analytics so that library staff can still access the data after your term of service is completed.

Step 2. Add the Google Analytics Code to the Website

Within an Analytics account, you add the websites (websites) from which you want to collect data. When you add a website to an account, Analytics generates the tracking code that you use to collect data from that website. The tracking code contains a unique ID that identifies the data from that website, and makes it easily identifiable in your reports. Analytics also creates one unfiltered view for each website you add.

See the Library Technology Reports (vol. 49, no.4) "Maximizing Google Analytics: Six High-Impact Practices" for how to add the Google Analytics Code to various library products.

Step 3. Add other Users

You add users to an account. You can assign four different permissions to a user, and you can assign different permissions at the account, website, and view levels. When you add a user, you identify that person by an email address that is registered in Google accounts, and you assign the appropriate permissions. Depending on the permissions you assign, that user can manage other users, perform administrative tasks like creating additional views and filters, and see the report data. Consider who else in your library should have access to view this data.

Step 4. Wait.

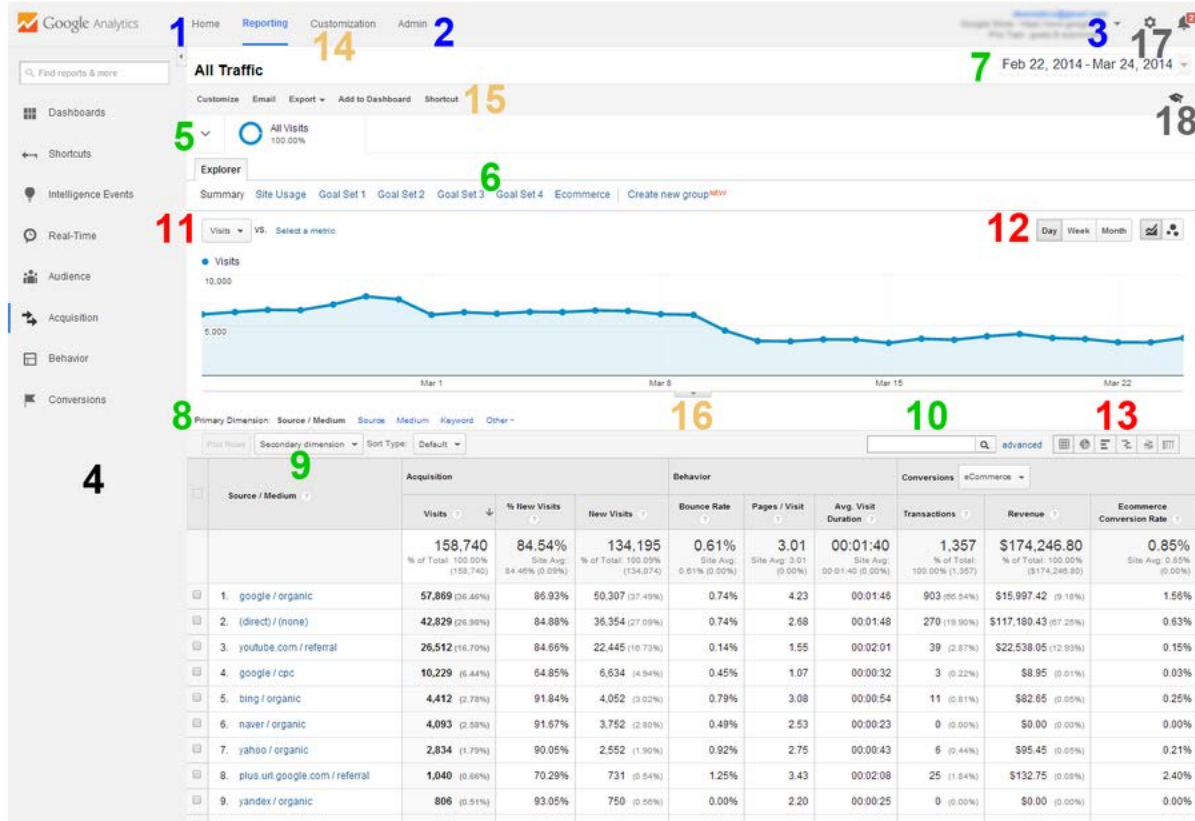
It takes some time for the data to collect. Wait at least one month, if not three months for the data to accrue.

Step 5. View the data.

Take a look at the data you've collected. You'll see how many users are visiting, where they're visiting from and many other metrics.

Interface Map

Find your way around the Analytics Reporting interface.



Account Controls

1. Account Home: See a list of all of your Accounts and Properties.
2. Admin Settings: Manage Google Analytics (create new properties, change user)

permissions, add integrations, etc.).

3. Account/Property/View Selector: Quickly change Accounts (same list as in the [Account Home](#)).

Report Navigation

4. All Reports: Includes the expandable list of all reports, a search box, and links to [Dashboards](#), [Shortcuts](#), and [Intelligence](#) reports.

Data Inclusion Controls

5. Add Segments: Organize your data with [Segments](#) for a more meaningful analysis.

6. Metric group selector: Click one to see data organized into that group.

7. Date selector: [Change the date range](#) in the report.

8. Primary dimension selector: Click to [change the primary dimension](#) in the report.

9. Secondary dimension selector: [Add another dimension](#) to the report.

10. Table Filter: Search and see only those results in the data table.

Graph & Visualization Controls

11. Metric selector: [Add another metric](#) to the report.

12. Time Graph selector: [Change the time-scale](#) within the line graph (hour, day, week, month).

13. Graph selector: Change the type of graph in the report (line graphs, pie charts, motion charts, etc.).

Report Sharing & Customization

14. Report customizations: Set up [Custom](#) and [Unsampled](#) reports.

15. Saving and sharing reports: [Customize a standard report](#), [Email & export reports](#), [Add a report to a Dashboard](#), [Create a Shortcut](#).

16. Annotations: Make a note directly on the report.

Help Resources

17. User settings: Change your user settings or search the help center.

18. In-Product Help: Get help resources inside Google Analytics.

Step 6. Analyze.

Ask yourself: where are most of the patrons going on the library website?

How are they getting there (through google or another search engine, from outside links, from facebook etc.)?

Is there a page on the website that has a higher bounce rate than average?

What types of devices are patrons connecting with?

Where are patrons connecting from?

Step 7. Monitor.

Remind yourself to check this Google Analytics every few weeks. For example, if your library uses facebook to promote a part of the website, you'll want to know how effective that was. Google Analytics can show you how many people came to your website from facebook or another online platform.