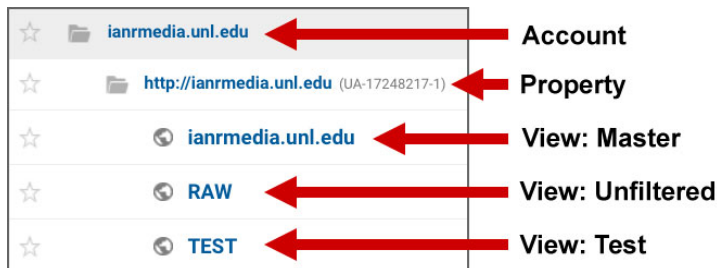# Google Analytics: Sign In

1. Go to **http://www.google.com/analytics**.
2. Click **SIGN IN** in the upper right corner, select **Analytics** in the dropdown menu and sign in with your Google account's email and password.

3. Click the bar graph Icon 📊 in the upper left corner to view a list of your accounts.
4. Click an account name to hide/show an account's properties and views. Accounts can have multiple properties and views (ex: site URL, RAW and TEST).

5. Click your site's **Master** view (URL next to globe icon)

   (note: when on a view, you can also change views by clicking on the down arrow next to the current view's name in the upper left corner and then selecting or searching for a new view).

Google Analytics: Referral Traffic Report

1. On the left navigation click **ACQUISITION>All Traffic>Referrals**

2. Select a date range to view traffic for the past year.

   a. In the upper right corner, click the down arrow next to the current date range.

   b. In the **Date Range** dropdown select **Yesterday**.

   c. Click in the first date box and edit the year to display 2016 instead of 2017.

   d. Click the **Apply** button.

How many referring sites are there? (bottom of table by pagination arrows) _____

What % of the site's total sessions came from referral traffic? (top of table, under the Sessions column) _____%

List the top five referring sites (Source column)

_____

_____

_____

_____

_____
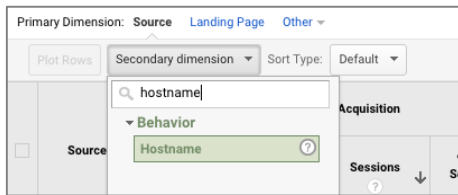
Google Analytics: Identify Invalid Hostnames

1. While on the Referral Traffic report page, click the **Secondary dimension** dropdown. In the search box, type "hostname" and click it in the search results to select it.

2. At the bottom of the table, change the **Show Rows** dropdown to show **100** results.

3. Scroll down the table and look for invalid hostnames, ones that are not in the valid list below.

   Valid hostnames:
   your own domain (domain.com)
   your own sub domains (blog.domain.com)
   translate.googleusercontent.com
   webcache.googleusercontent.com
   web.archive.org
   yourdomain.googleweblight.com
   www.youtube.com (if tracking code is on your Youtube channel)
   other sites of yours that use the same GA tracking code

List a few of the invalid hostnames you found?

_____

_____

_____

Google Analytics: Add an Advanced Search Filter

1. While on the Referral Traffic report page, with the Hostname column still active, click the **advanced** link next to the search box.

2. Enter the site's domain name (example: iarnmedia.unl.edu) in the text box with the default dropdowns selected as shown below (Include Hostname Containing) and click the **Apply** button.
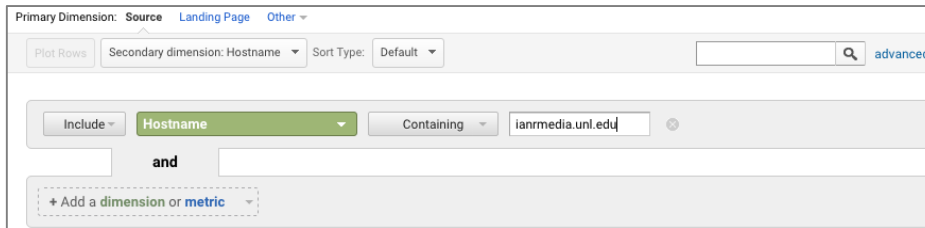
Are your top five referring sites the same ones you listed earlier? <u>(yes or no)</u>

3. How many referring sites are there now? _____

4. What % of the site's total sessions come from referral traffic now? _____

5. Remove the advanced search filter by clicking "edit" next to the **Advanced Filter ON** dropdown. Click the tiny grey circle with an x in it next to the filter and click the **Apply** button.

6. Remove the Hostname column by clicking the tiny grey circle with an x in it next to the Hostname column heading.

Google Analytics: Referring Sites Landing Page Report

1. While on the Referral Traffic report page, at the top of the table, next to Primary Dimension:, click **Landing Page.**

   Are there any landing pages that don't look like real pages? <u>(yes or no)</u>

2. Add a Hostname column (see #1, Google Analytics: Identify Invalid Hostnames)

3. Add a Hostname filter (see #1-2, Google Analytics: Add an Advanced Search Filter)

   Are there any landing pages that still don't look like real pages? <u>(yes or no)</u>

Google Analytics: Create a Shortcut

1. While on the Referral Traffic landing page report, with the Hostname column and filter active, click **Shortcut** at the top of the page, enter a name and click the **OK** button (ex: Referral Landing Page Hostname Filter-AH *add your initials on the end if using the test login*).

2. On the left navigation, under CUSTOMIZATION, click **Shortcuts**. Click on the name of the Shortcut you just created. Change the date range to last 30 Days and click **Apply**. Change the date range as needed when viewing the report.

Google Analytics: Add a Segment

1. Add a new segment with a hostname filter

    a. At the top of the page click **+Add Segment**.

    b. Click the **+NEW SEGMENT** button

    c. On the left, under **Advanced**, click **Conditions**

    d. Under **Filter Sessions Include**, click the first dropdown (Ad Content), search for "hostname" and select it. The second dropdown should display **contains**. In the text box, type the site's domain (ex: ianrmedia.unl.edu).

    e. At the top of the page enter a Segment Name (Example: IANR Media Hostname Filter – AH *add your initials on the end if using the test login*) and click the **Save** button.

2. To no longer apply a segment, click the arrow next to the segment's name then click **Remove**.

3. To apply an existing segment, click **+Add Segment**. In the **Search segments** box, search for the segment name. Check the box next to the name and click the **Apply** button.

4. To exclude multiple valid hostnames, change the **contains** dropdown to **matches regex** and enter all the hostnames separated with a pipe | with no spaces before or after the pipe *(a pipe is typed by holding down the shift+backwards slash keys).*

Example:

ianrmedia.unl.edu|translate.googleusercontent.com|webcache.googleusercontent.com|web.archive.org|ianrmedia.unl.edu.googleweblight.com|edmedia.unl.edu