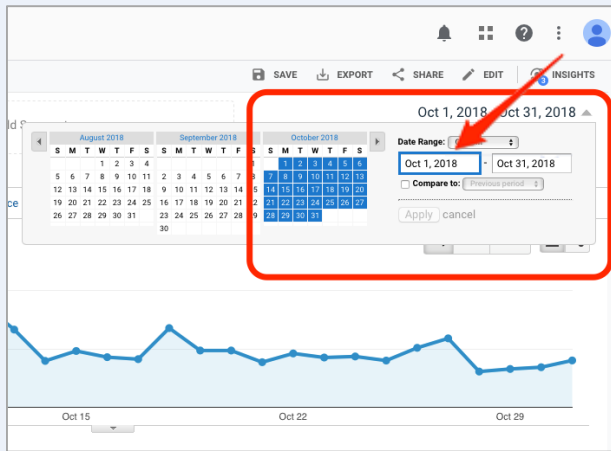
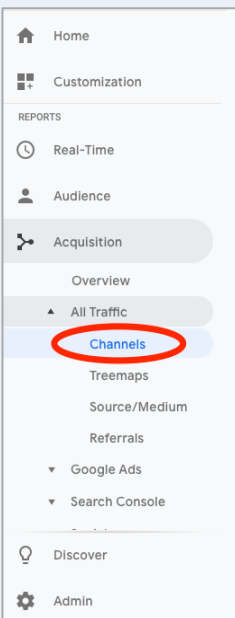


Changing Date Range



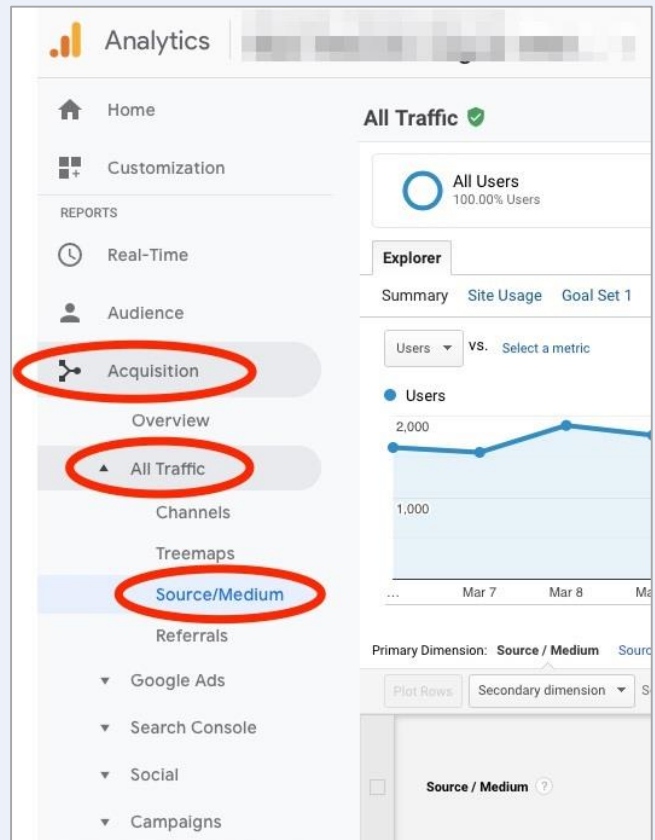
1. In upper right corner, click on arrow to the right of the date.
2. Choose from the choices under "Date Range," or manually choose start/end dates.

Analyzing Traffic Quality

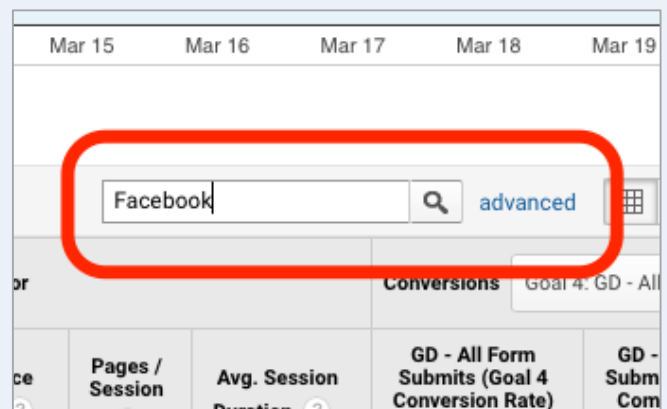


1. Under the Acquisition menu, choose All Traffic, then choose Channels.
2. Analyze various traffic channels to evaluate volume and quality.
3. Key metrics are: average session duration, pages per session, and the various Goals you set up in GA.

Inspecting Facebook Traffic

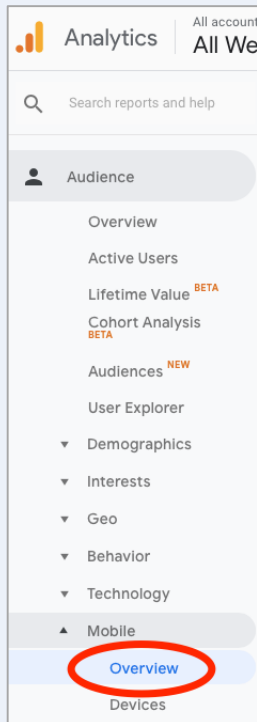


1. Under the Acquisition menu, choose All Traffic.
2. Next, under the All Traffic menu, choose Source/Medium.



3. Enter "Facebook" in the search box to filter only FB sourced traffic

Inspecting Mobile vs. Desktop Traffic

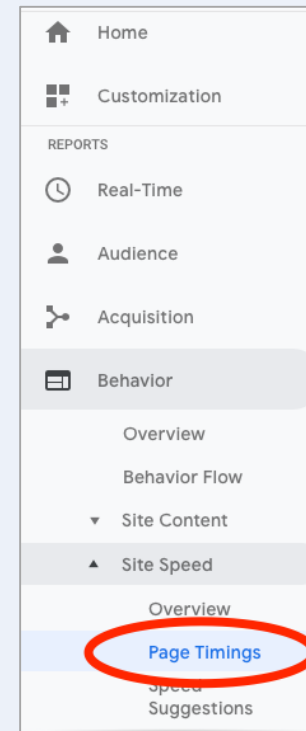


1. Under the Audience menu, choose Mobile, then choose Overview.
2. Choose the date range you wish to analyze.
3. Examine Desktop, Mobile, and Tablet traffic across key metrics such as: average session duration, pages per session, and the various Goals you set up in GA

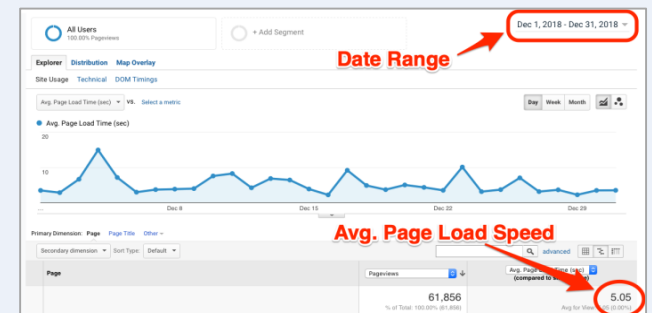
Inspect traffic quality by device

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. mobile	22,439 (61.52%)	18,178 (59.73%)	38,259 (61.82%)	5.35%	5.03	00:03:49
2. desktop	11,283 (30.93%)	9,975 (32.78%)	19,366 (31.29%)	6.51%	8.58	00:06:04
3. tablet	2,755 (7.55%)	2,280 (7.49%)	4,261 (6.89%)	6.81%	8.22	00:05:36

Tracking Website Speed



1. Under the Behavior menu, choose Site Speed, then choose Page Timings.
2. Choose the date range you wish to analyze (see screenshot below).
3. Key metrics are: average session duration, pages per session, and the various Goals you set up in GA.



Improving digital marketing effectiveness and efficiency through Google Analytics customization, inspection, vendor analysis, and ROI comparison of 3rd Party Classified providers.

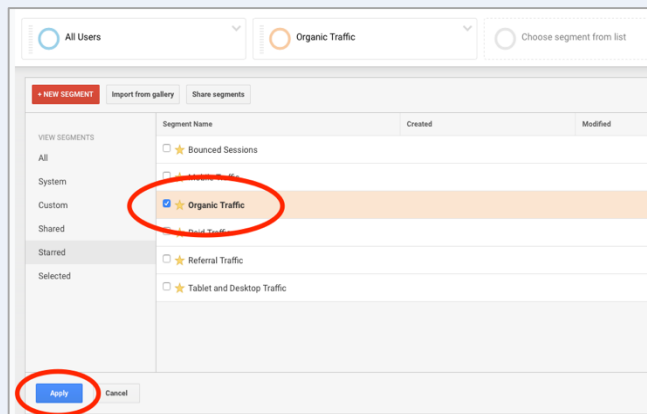
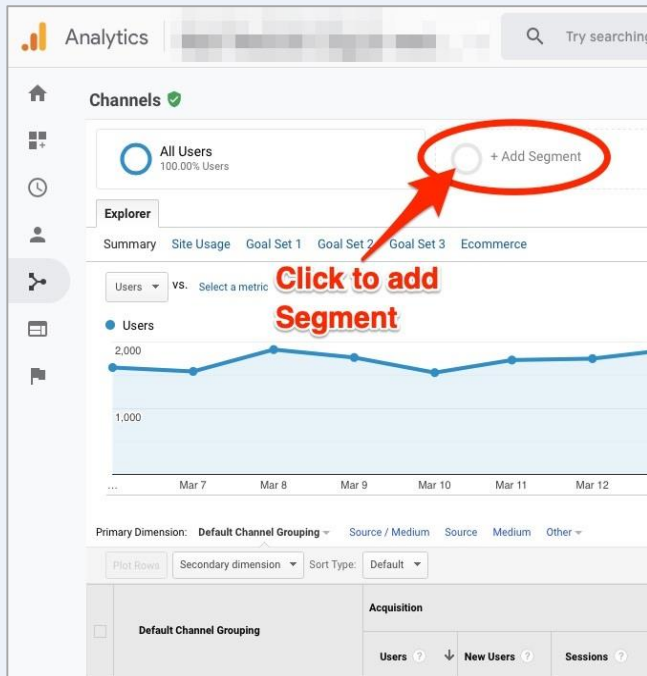
www.GenerationsDigital.com

Contact: George Nenni

513.673.1268

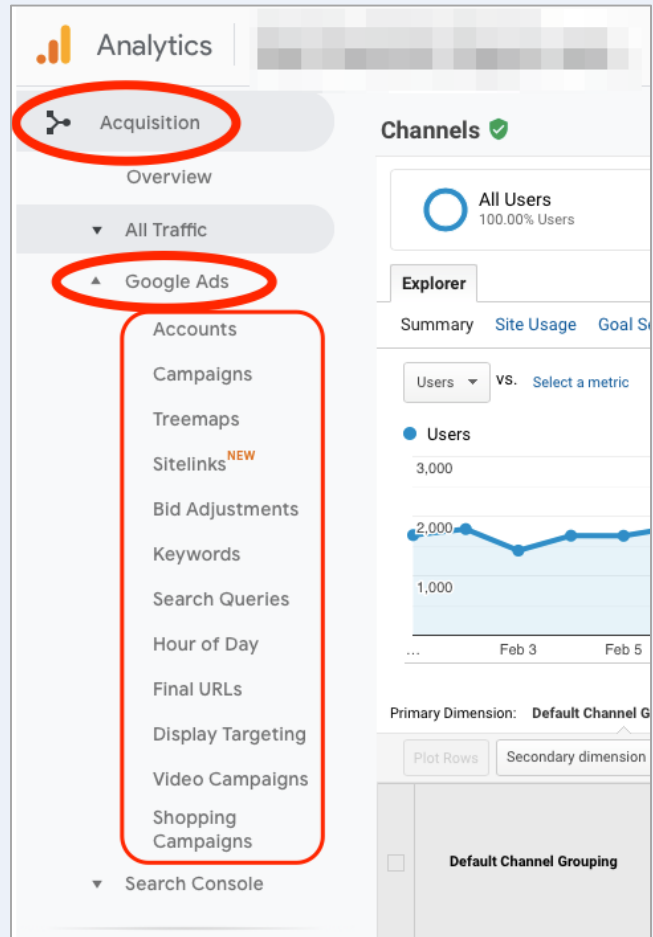
George@GenerationsDigital.com

Segmenting Traffic



1. At the top right of the screen, click on Add Segment.
2. Choose from among the many default segments, including "Organic Traffic" shown above.
3. Click on the Apply button to add Segment to traffic picture.

Inspecting Paid Google Ads Traffic

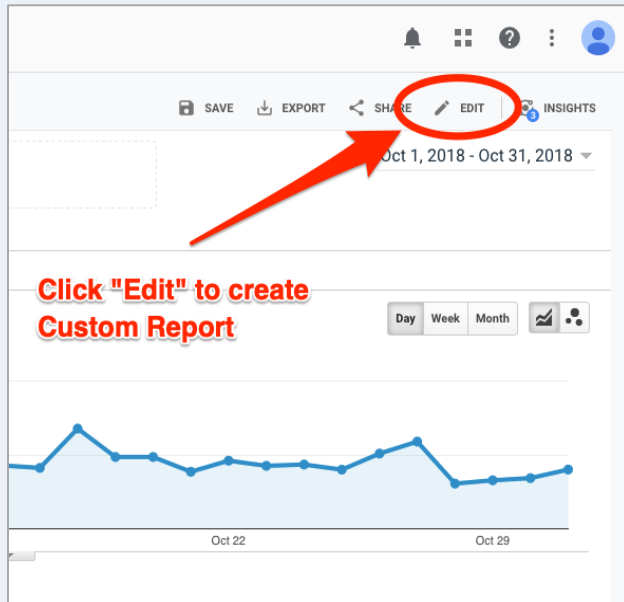


1. First, the digital vendor/agency needs to connect Google Ads with Google Analytics.
2. Next, under the Acquisition menu, choose Google Ads.
3. Select Campaigns to review each paid search campaign.
4. Select Keywords to inspect each specific paid keyword being purchased.
5. Select Search Queries to see the actual search terms that triggered the paid keyword purchase.

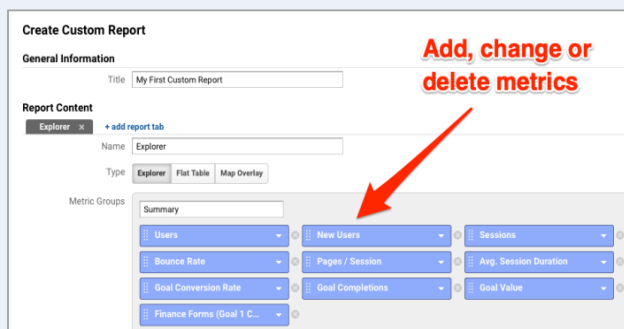
Creating Custom Reports

The easiest way to create Custom Reports is to simply edit an existing report.

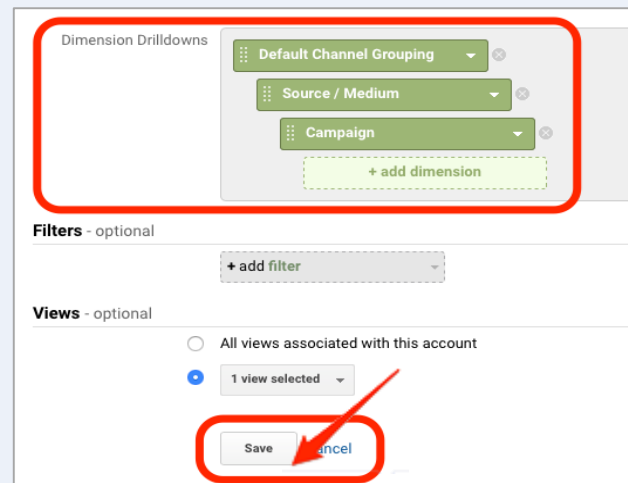
1. Find a report you like, and click Edit in the upper right corner.



2. After choosing to edit, simply remove, change, or add new metrics to measure.



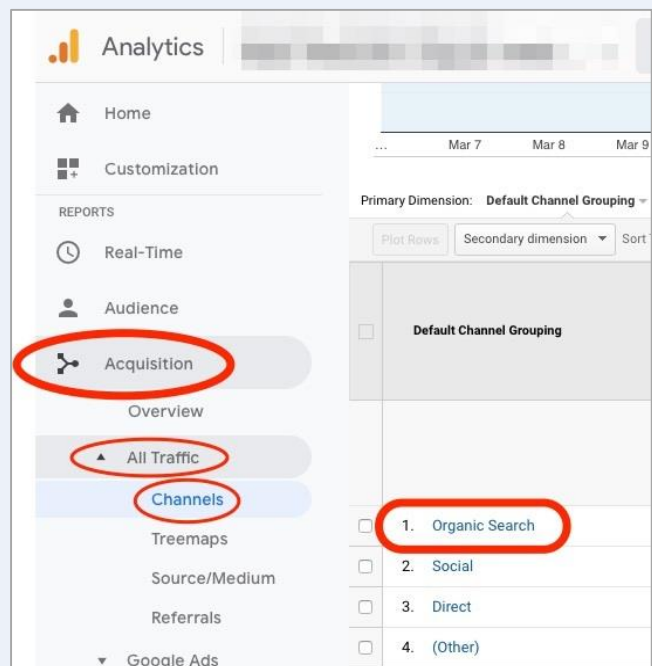
3. You should also choose some dimensions for drilling down in your report. See "Dimension Drilldowns," (top red box in graphic on next page).



Above is an example of typical dimensions you can use.

4. Click to save the report (see red arrow above); it will now be available in the Customization menu under Custom Reports.

Inspecting Organic Search Traffic



1. Under the Acquisition menu, choose All Traffic.
2. Next, under the All Traffic menu, choose Channels.
3. From the list of Default Channel Groupings, focus on "Organic Search". This is the free and natural search traffic from Google, Bing, etc.