

tbs Business School

Getting started with Google Analytics

UE5. M1.1 Web and social media analytics - class 2/5



www.tbs-education.fr

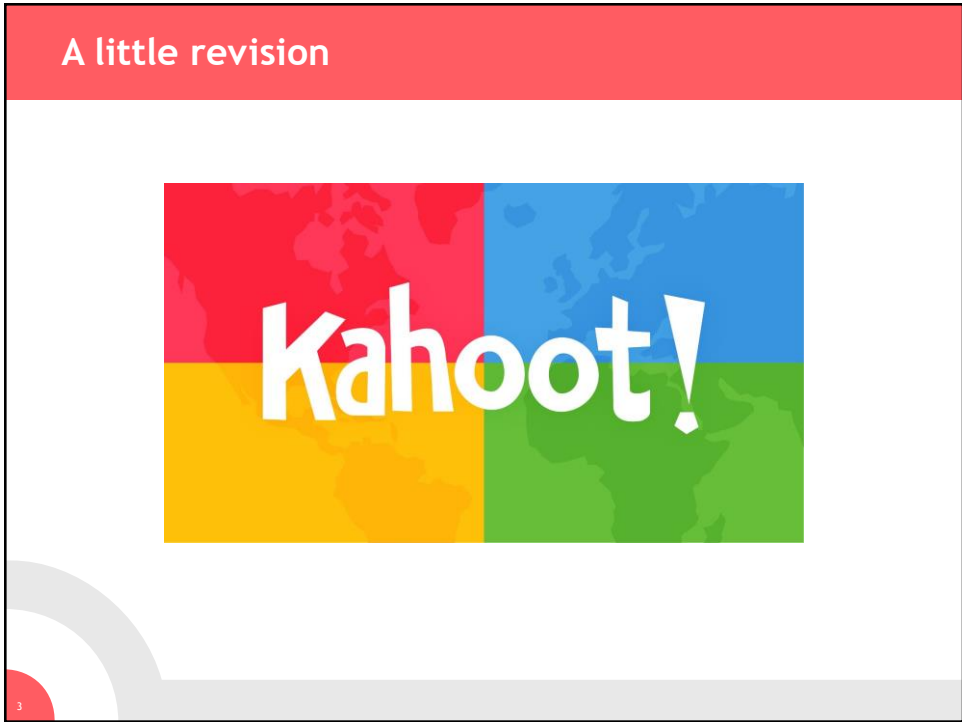
1

Class objectives

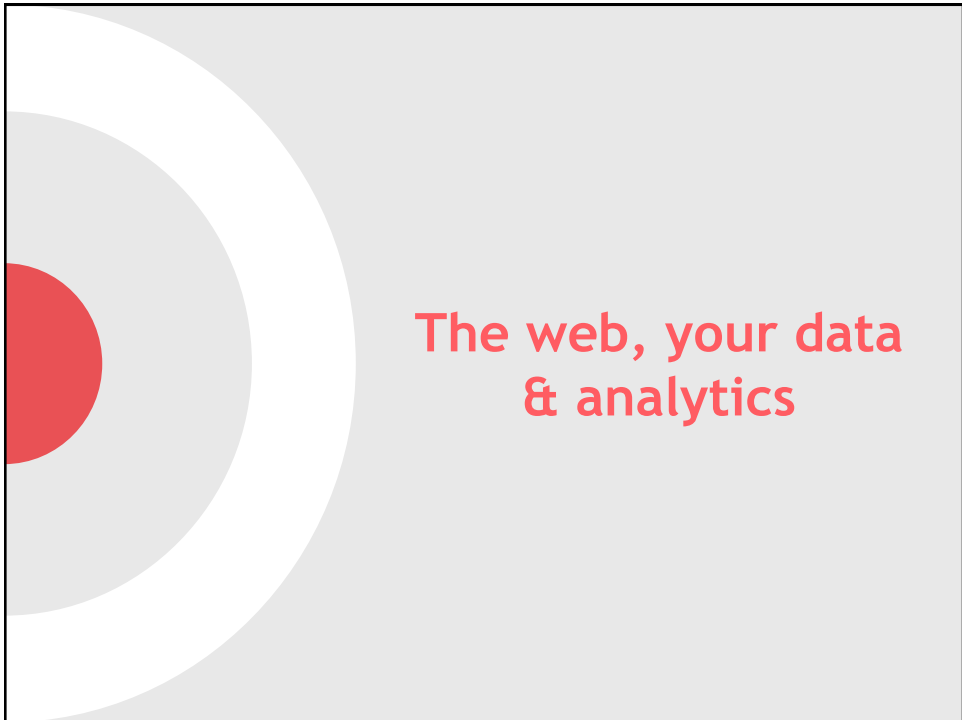
By the end of this class you will be able to

- Create and publish a simple web page
- Deploy Google Analytics to collect data from a website
- Describe the key audience metrics and reports available in Google Analytics

2



3



4

The basics: how the web works



The Internet: HTTP & HTML
<https://www.youtube.com/watch?v=kBXQZMmiA4s>

5

Build your own web page

The best way to understand the Web is to build a part of it. Let's start by creating a web page « from scratch ».

1. Open a text editor (Bloc-notes in Windows, TextEdit in Mac)
2. Type in the following code

```

Sans titre - Bloc-notes
Fichier Edition Format Affichage Aide
<HTML>
<HEAD>
<TITLE>My web page</TITLE>
</HEAD>

<BODY>
<h1>Hello everybody.</h1>
<p>My name is <b>Cameron</b>.</p>
<p>Welcome to my web site.</p>
</BODY>
</HTML>
Windows Ln 8, Col 3 100%
```

3. Name your page index.htm
4. Open it (or drag & drop) in your web browser



6

Publish your new web page

5. Upload the HTML file to your live web server (by FTP)

The URL of cPanel is <https://campus01.o2switch.net:2083/>

Click on File Manager to open the FTP interface.

Upload `index.htm` to the `public_html` folder.

Getting started with Google Analytics 2021-22

7

Publish your new web page

6. Open your web page URL in a web browser

The URL of your site is <https://xxx.tblog.o2switch.site>

<title> tag

<h1> tag

What tags influence this text layout?

Getting started with Google Analytics 2021-22

7. Enrich your page with extra HTML

- <http://www.simplehtmlguide.com/cheatsheet.php> Embed a YouTube video
- <https://www.instructables.com/Basic-HTML-code-cheat-sheet/>
- <http://www.cheat-sheets.org/saved-copy/html-cheat-sheet.png>

8. Share your URL on Discord and visit some pages of your classmates

Getting started with Google Analytics

2021-22

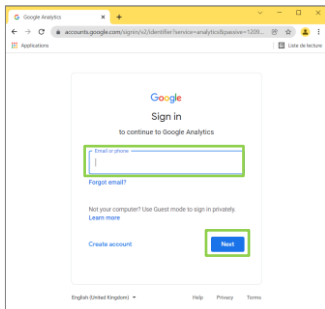
8



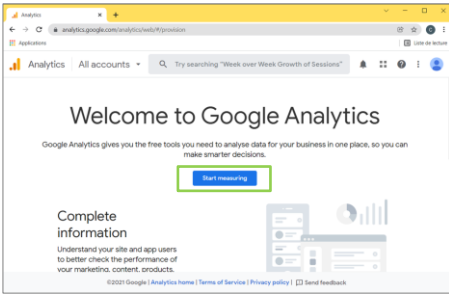
9

Login to Google Analytics

- Use a Google account to access Google Analytics at analytics.google.com.



A screenshot of the Google Analytics sign-in page. The page has a white background with the Google logo at the top. Below the logo, it says "Sign in to continue to Google Analytics". There is a text input field for email or phone number, which is highlighted with a green box. Below the input field, there are links for "Forgot email?", "Not your computer? Use Guest mode to sign in privately.", and "Learn more". At the bottom, there are two buttons: "Create account" and "Next", with the "Next" button highlighted by a green box.



A screenshot of the Google Analytics welcome page. The page has a white background with the Google Analytics logo at the top. Below the logo, it says "Welcome to Google Analytics". There is a paragraph of text: "Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions." Below this text, there is a blue button labeled "Start measuring", which is highlighted with a green box. At the bottom, there is a section titled "Complete information" with a sub-heading "Understand your site and app users to better check the performance of your marketing, content, products." and a small graphic of a dashboard.

- Click on the "Start Measuring" button.

Getting started with Google Analytics 2021-22

10

Create a new account and property

3. Type in an **account name** of your choice (ex. "My web properties")

Check (or uncheck) the data sharing settings.

4. Name the **website** you wish to track (ex. "My personal website"), adjust the currency and time zone.

5. Click on **Show advanced options**

Getting started with Google Analytics

2021-22

11

Select Universal Google Analytics

6. Activate **Create a Universal Analytics property**

7. Enter the **website URL**

Universal Analytics refers to the previous generation of Analytics. This was the default property type for **websites** prior to October 14, 2020.

It is the basis for the Google Analytics Certification.

8. Check **Create a Universal Analytics property only**

Getting started with Google Analytics

2021-22

12

Complete account creation

9. Describe your business (ex. other, 1-10 employees) and select analytics

About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Other

Business size

Small - 1 to 10 employees

Medium - 11 to 100 employees

Large - 101 to 500 employees

Very Large - 500+ employees

How do you intend to use Google Analytics with your business? (Tick all that apply)

Measure customer engagement with my site or app

Optimise my site or app experience

Measure data across multiple devices or platforms

Optimise my advertising cost

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your measurement.

France

Google Marketing Platform

Conditions d'utilisation de Google Analytics

Les présentes conditions d'utilisation de "Centra" sont conclues entre Google Ireland Limited ("Google") et l'utilisateur acceptant le présent Contrat ("Vous"). Ce contrat est le seul et unique du Service Google Analytics standard de...

I also accept the Data Processing Terms as required by GDPR. [Learn more](#)

10. Read and accept terms & conditions

For example :

- Measure customer engagement
- Optimise my site or app experience
- Increase my conversions

Getting started with Google Analytics

2021-22

13

A tracking ID is assigned to the property

11. A Global Site Tag tracking code is created for your new web property

Analytics All accounts > My personal website All Web Site Data

Try searching "Compare bounce rate this week with last week"

ADMIN USER

Property [+ Create Property](#)

My personal website (UA-214305781-1)

GA4 Setup Assistant

Property Settings

Property Access Management

Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Property Change History

Tracking ID

UA-214305781-1

No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-214305781-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-214305781-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking and remarketing products - giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

©2021 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)


Getting started with Google Analytics

2021-22

14

Add the tracking code to your web page

12. Copy the Global Site Tag tracking code and paste it into the <head> section of your HTML file.



Tracking ID
UA-214305781-1

Status
No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)

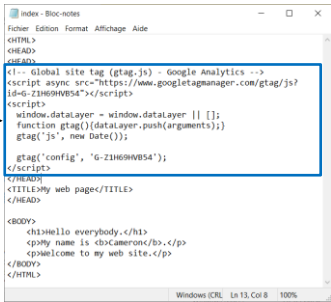
This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **ending** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-214305781-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-214305781-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Your index.htm page




```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-214305781-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-214305781-1');
</script>
</HEAD>
<TITLE>My web page</TITLE>
</HEAD>
<BODY>
  <h1>Hello everybody.</h1>
  <p>My name is Cameron.</p>
  <p>Welcome to my web site.</p>
</BODY>
</HTML>
```

This is how Google Analytics works
A small piece of Javascript tracking code is added to each page on your site.
Every time a user visits a webpage, the tracking code collects anonymous information about how that user interacted with the page.
The data is then sent to Google for processing.

Google Tag Manager can be used to when there are several pages to tag.



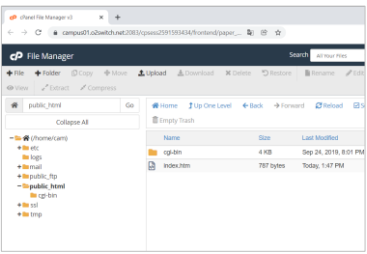
Google Tag Manager

Getting started with Google Analytics 2021-22

15

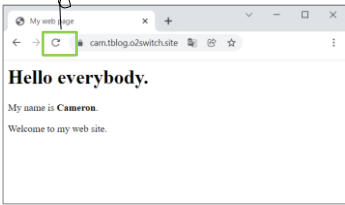
Test if the tracking code works

13. Replace index.htm on the web server with the new file (via cPanel)



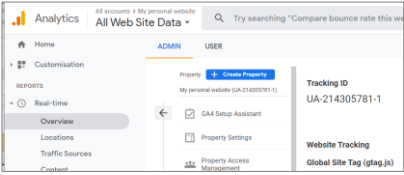
File Manager interface showing the upload of a new file named 'index.htm' to the 'public_html' directory.

14. Refresh index.htm in your browser



Browser window showing the updated content: 'Hello everybody. My name is Cameron. Welcome to my web site.'

15. Click on Real-time & Overview



Google Analytics dashboard showing the 'Real-time' and 'Overview' sections. The tracking ID UA-214305781-1 is visible.

Getting started with Google Analytics 2021-22

16

Watch real-time activity on your web page!

The screenshot displays the Google Analytics Real-time Overview dashboard. The main heading is "Overview" with a sub-heading "Right now" and a large number "1" indicating the number of active users on site. A callout box labeled "Number of users" points to this "1". Below this, a "Device type" bar chart shows "DESKTOP" at 100%. A callout box labeled "Device type" points to this bar. To the right, a "Page Views" chart shows activity per minute and per second. Below the charts are several sections: "Top Referrals" (no data), "Top Active Pages" (table with 1 page at 100.00%), "Top Social Traffic" (no data), "Top Locations" (map), and "Top Keywords" (no data). A callout box labeled "Visitor location" points to the map. The bottom of the dashboard shows "Getting started with Google Analytics" and "2021-22".

17

References

Videos

- [The Internet: HTTP & HTML](#)

HTML cheat sheets

- <http://www.simplehtmlguide.com/cheatsheet.php>
- <https://www.instructables.com/Basic-HTML-code-cheat-sheet/>
- <http://www.cheat-sheets.org/saved-copy/html-cheat-sheet.png>

18