Google Analytics: Cheatsheet

Bare minimum, no matter what, be sure you’re using...

Blogs to read, tools you need

Serious nerdy ninja tricks

Same site, same campaign, Bing ppc ad about the discount, keyphrase 'wedding dresses':

Same site, same campaign, but this banner's copy focuses on the great styles:

mysite.com/index.php?utm_source=

The variables:

Goals and goal tracking

Filters: Why and how

Link Tagging: Tracking code variables and examples

Filters let you exclude or include traffic and visitor data from your Google Analytics report. Advanced filters let you see captures data that Google Analytics normally does not, but then report on it using user-defined variables.

Creating an IP address filter:

Filter Type

IP Address

On your 404 error page, add this to your page tracking code:

Replace notSet() with your account number. To find this code, and the account number:

1. Log into Google Analytics.
2. Click ‘Edit’ next to the site you’re setting up.
3. Click ‘Add filter’.

Track 404 errors

Serious nerdy ninja tricks

Blogs to read, tools you need

Occam’s Razor, Anusha Kasuki

The Google Analytics Blog

Google Analytics regular expression tester

Google Analytics URL Builder

IPT regular expression builder

Bare minimum, no matter what, be sure you’re using...

Site tracking

Goal tracking

Intelligence Alerts

Adwords Integration

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