



VANDERBILT
Communications
and Marketing

GOOGLE ANALYTICS

Top Reports in GA4

Digital Strategies • Summer 2024

First Time Using Google Analytics at Vanderbilt?

Here are some tips to help you get started!

Subdomain or Slug?

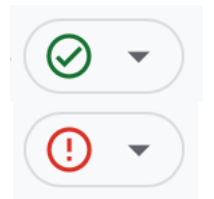
- URLs have many parts, including sometimes subdomains and slugs.
- In this document, a “subdomain site” refers to any site with a subdomain in its URL. A “slug site” is any site without a subdomain.

https://**gradschool.vanderbilt.edu**/funding/

↑ subdomain ↑ slug 🐌

Data Sampling May Occur

- Sometimes in Google Analytics, you will be given the results for a sample of data instead of the entire dataset. Sampling speeds up data processing but can reduce the accuracy of reports, so be sure to note if you’re looking at a sample or the full dataset.
 - Green check mark = unsampled. Red exclamation point may mean heavily sampled data, click on it to be sure.



Filter Conditions

You'll need to use filters on Google Analytics to find your site's particular information. These tables are referenced throughout this document as you'll use them to determine which condition set to use to get the information you want.

To Pull Analytics for Your Entire Site

Conditions	Subdomain Sites	Slug Sites
Dimension	Hostname	Page path and screen class
Match Type	Exactly Matches	Begins with
Value	Begin typing in your site and it should populate	Type in your site's starting slug completely (ex. /immersion)

To Pull Analytics for a Single Page

Conditions	Subdomain Sites	Slug Sites
Dimension	Hostname	Page path and screen class
Match Type	Exactly Matches	Exactly Matches
Value	Begin typing in your site and it should populate	Type in your slug completely (ex. /immersion/about)
	<u>AND</u>	
Dimension	Page path and screen class	
Match Type	Exactly Matches	
Value	Type in your page slug completely	



Top-Level Annual Stats

Why It's Important: Knowing which pages are most viewed is a great foundation. With an awareness of what interests your users, you'll know how to focus your resources and energy.

- Open Reports > Life Cycle > Engagement > Pages and screens
- Select the reporting time period. (Generally, I'll use a year from the end of the previous month.)
- Click Add Filter.
 - Conditions – what you select here depends on the site's URL. Consult the appropriate column of the **Gold Table on Slide 3** to determine what conditions to use.
- Scroll to the right in the results and underneath "Event Count" change "All Events" to "Link_Clicks_All" to get the total # of on-page clicks for the entire site

We recommend noting the Annual Views, Average Time on Page, and Clicks While on Page for the top 10 or so pages.



User Analysis: User Location

Why It's Important: This metric can help you determine more about who is visiting your website. Are they prospective students, industry professionals, or local Nashvillians?

- Open Reports > User > User Attributes > Demographic Details
- Select the reporting time period.
- Click Add Filter.
 - If you want the entire site, consult the appropriate column of the **Gold Table on Slide 3** to determine what conditions to use.
 - If you're looking for a specific page instead of the full site, you'll want to consult the **Black Table on Slide 3** to determine what conditions to use.
- Now you can toggle between metrics by clicking the "Country" drop-down.
 - We recommend looking at Region and/or City.



User Analysis: Device Type

Why It's Important: Most visitors to Vanderbilt websites use a desktop, but some pages see elevated mobile traffic. Knowing where your page or site falls on that scale will allow you to optimize accordingly.

- Open Reports > User > Tech > Tech Details
- Select the reporting time period.
- Click Add Filter.
 - If you want the entire site, consult the appropriate column of the **Gold Table on Slide 3** to determine what conditions to use.
 - If you're looking for a specific page instead of the full site, you'll want to consult the **Black Table on Slide 3** to determine what conditions to use.
- Now you can toggle between metrics by clicking the "Browser" drop-down.
 - We recommend pulling the Device Category from this report.



Traffic Analysis: Clicks Made While on a Specific Page

Why It's Important: Knowing what your users do next after viewing a page can help you make decisions about how to organize your website.

Note: There are several ways to pull this information with different pros and cons. This method does not require building any custom explorations and the data should not be sampled, but it does have a few extra steps.

- Open Reports > Life Cycle > Engagement > Events
- Select the reporting time period.
- Click Add Filter.
 - Since you're looking for a specific page instead of the full site, you'll want to consult the **Black Table on Slide 3** to determine what conditions to use.
- Click the + symbol next to Event Name in the report table. Select "Link Click Text CD" or "Link Click URL CD" depending on what you're looking for.
- Download the report as a CSV.
- In Excel, you can set up filters to quickly eliminate the other types of events in your export (i.e. scroll, user engagement, etc.).



Traffic Analysis: Top Page Referrers

Why It's Important: You can better understand who is visiting your website by examining where they are coming from.

Note: This report requires setting up an Exploration and depending on the site, you may find that your results are sampled and therefore not as helpful. Look for the green checkmark in the upper-right corner to ensure you get unsampled data.

- Go to Explore in the lefthand bar
- Click Free form
- In the Variables panel, add these:
 - Dimensions: Page Referrer, Page path and screen class, Hostname
 - Metrics: Views
- Set your time period.
- In the Settings panel, select these:
 - Rows: Page Referrer
 - Values: Views
- In the Settings panel, add a Filter to select the page you want to look at. Consult the **Black Table on Slide 3** to determine what conditions to use.



Google Search Traffic

Why It's Important: Google is one of the primary ways people find webpages in the Vanderbilt ecosystem. If your total number of clicks or CTR is low, it might be time to consider SEO improvements to ensure your target audience can find your page.

1. Open Google Search Console
2. Go to Performance > Search Results
3. Adjust your date range.
4. Click "+ New" and then "Page..." to add a filter
 - a. If you want an entire site, use "URLs containing" as the condition and type in your website's URL.
 - b. If you want a specific page, use "Exact URL" as the condition and type in your specific page's URL.
Be sure to include the forward slash at the end of the URL or the report may not work.
5. From the first section, note Total Clicks, Total Impressions, and Average CTR.
6. The table below will show your top search queries.
7. You can export this information to Excel by clicking Export near the top-right corner.

