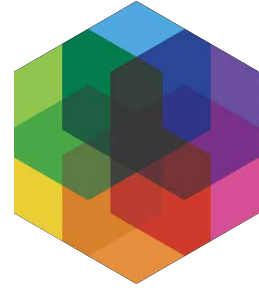


Analytics 201

BADCamp 2019



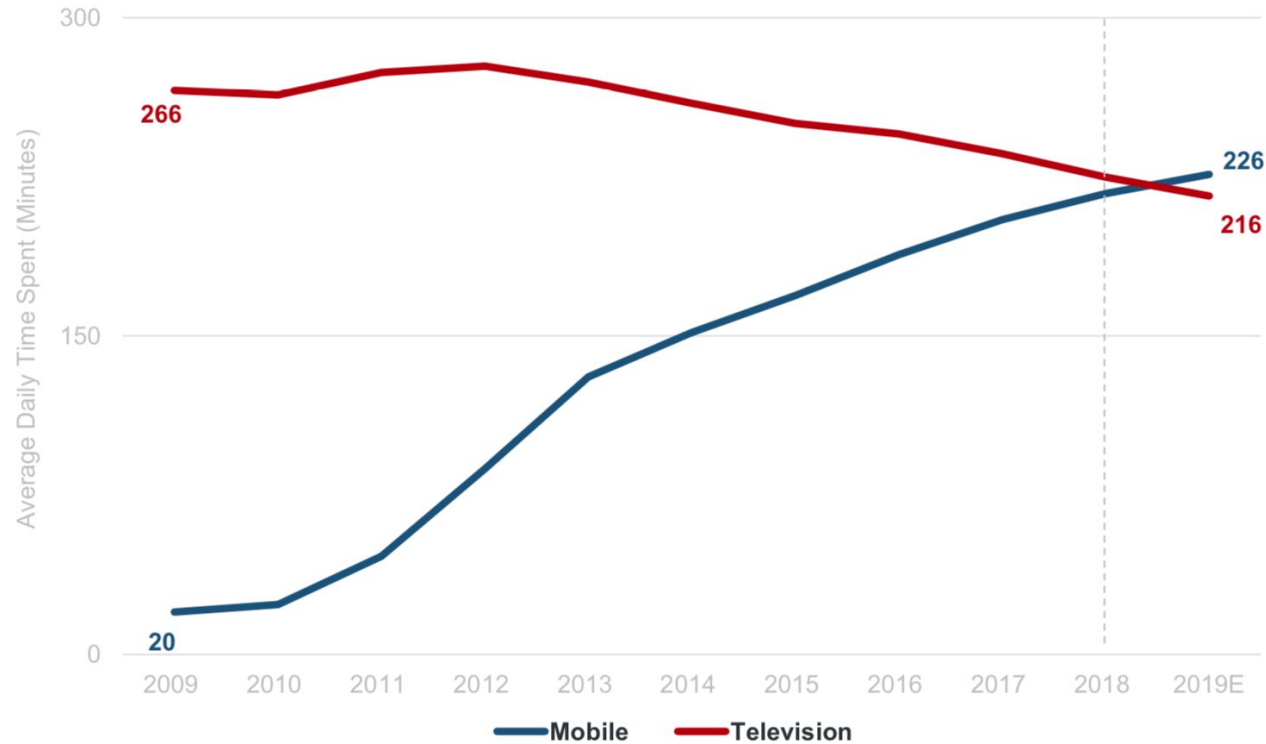
Andrew Mallis

CEO, Kalamuna

mallis@kalamuna.com | [@andrew_mallis](https://twitter.com/andrew_mallis)

I don't watch TV anymore

Television & Mobile Daily Time Spent (Non-Deduped), USA

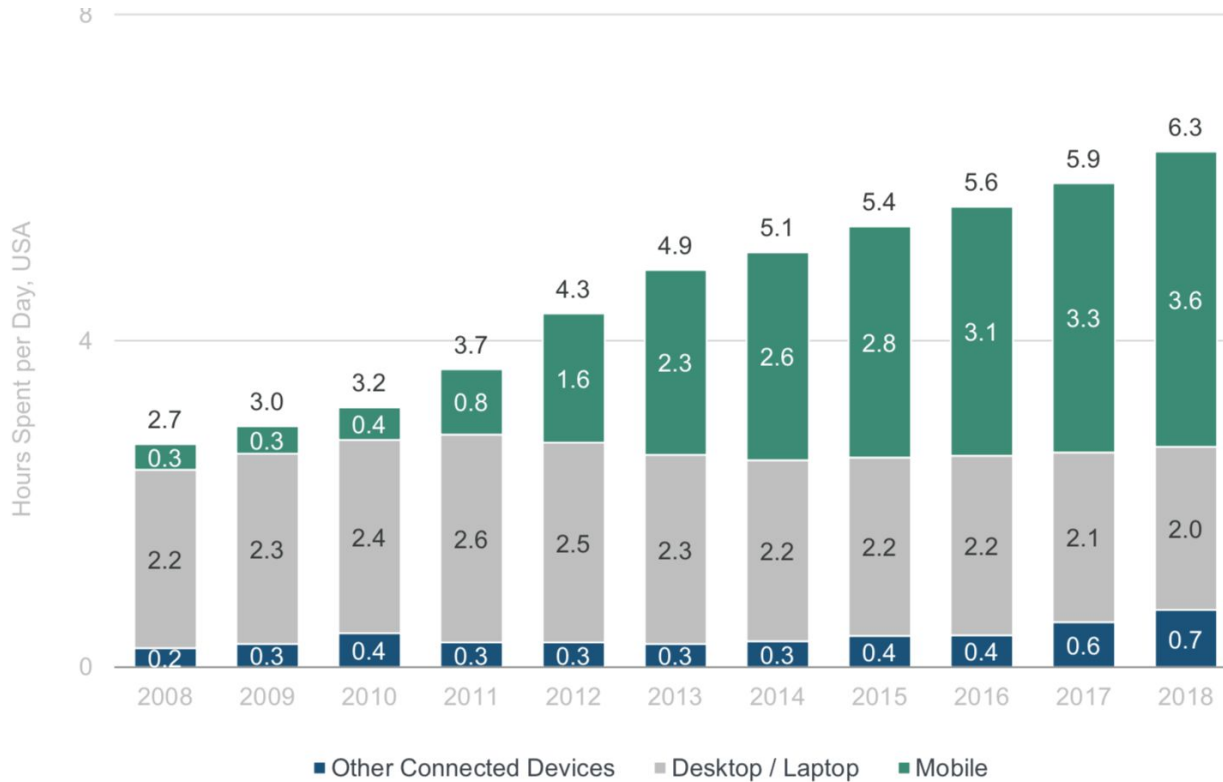


Usage includes both home & work for consumers 18+.

Non-deduped as time spent with each medium individually, regardless of multitasking.

Source: eMarketer (10/18).

Daily Hours Spent with Digital Media per Adult User, USA



Source: eMarketer (9/14, 4/15, 4/17, 10/18).

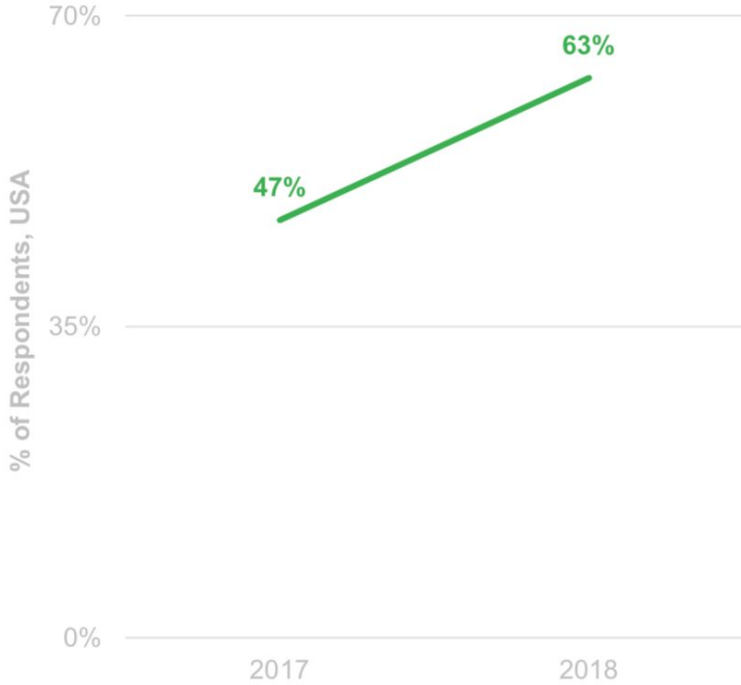
Note: Other connected devices include OTT & game consoles. Mobile includes smartphone & tablet. Usage includes both home & work for consumers 18+. Non-deduped as ties spent with each medium individually, regardless of multitasking.



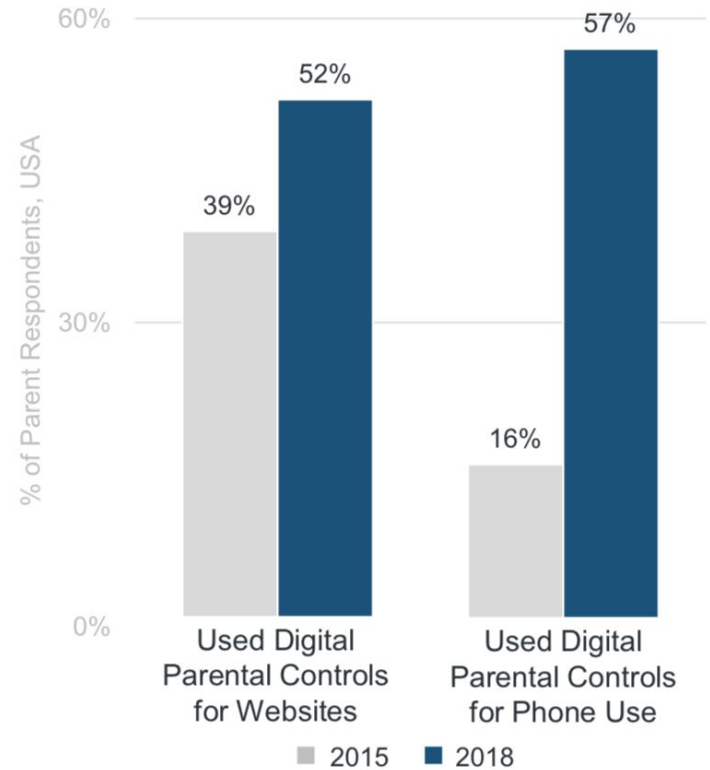


**I think I spend too much
time on my phone...**

% of Adults Trying to Limit Personal Smartphone Use, USA

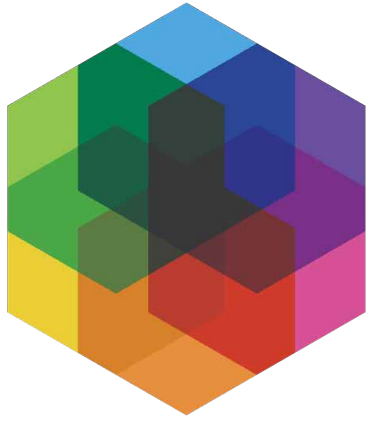


Parent Actions to Regulate Children's Internet / Phone Usage



**Analytics reinforces the
power of story**

About Kalamuna



Kalamuna

**We make
your mission
our mission**



ROCKETSHIP
PUBLIC SCHOOLS



Berkeley
UNIVERSITY OF CALIFORNIA



UCSF
University of California
San Francisco



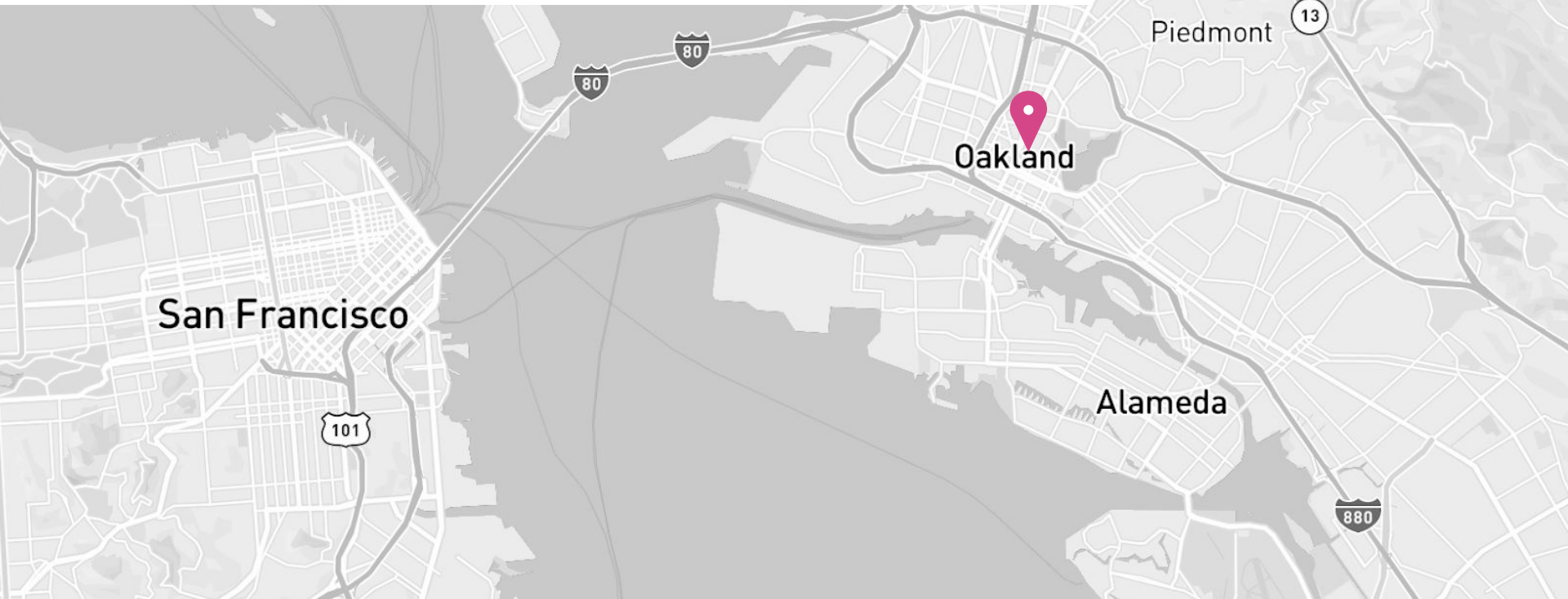
Kettering
UNIVERSITY



de Young \
Legion of Honor
fine arts museums
of san francisco



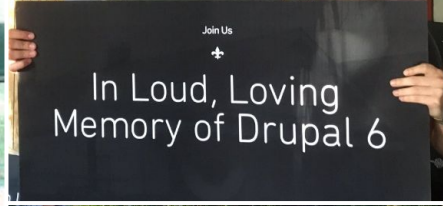
Based in Oakland



**We share our knowledge
freely and actively in our
community of practice**

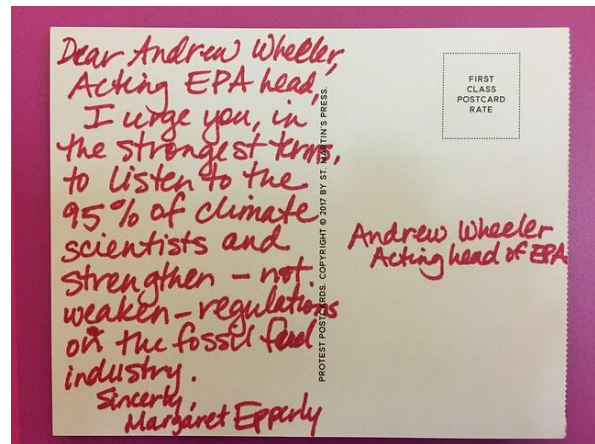


**We build community
as event organizers**



**We foster community
interactions founded in
meaning and service**

#drupal4good





Why invest in analytics?

Analytics help you understand what works and what doesn't, so you can adjust your approach to your audience and have a greater impact.

**Why do you have a
website?**

**I may be analytical, but
I'm no analyst.**



Vadim Tchernine
Senior Analyst



Kalamuna

GA Tips, Tricks & Best Practices

Users, Sessions, Pageviews



Person

A shopper

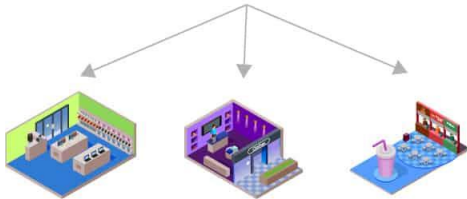


The Main Street Mall



Trip To Mall

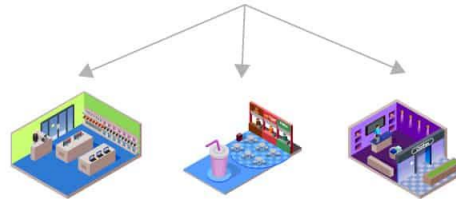
One trip



Electronics

Clothing

Food Court



Electronics

Food Court

Clothing

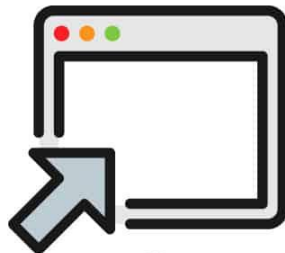
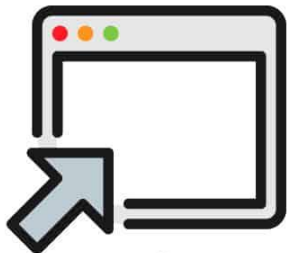
Store

Store within mall



User

A real human (hopefully)



Session

Visit to a domain



/home

/pricing

/blog



/home

/contact

/features

Pageview

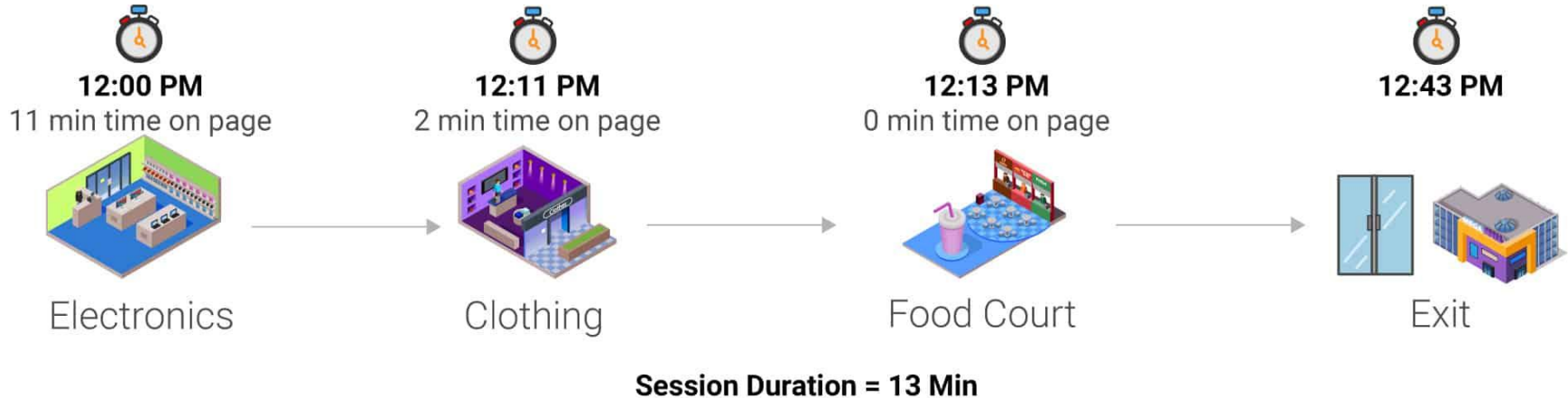
Page within domain

Session

- Begins when user visits a page with the tracking code
- Each session is unique to a browser on a device
- Typically ENDS after 30 minutes of inactivity
- If visiting the site once an hour, a new session starts each time.
- Google Analytics has no way to measure duration for the last page visited within the session

Session Duration

Looks at the total time spent across the entire session.
It includes exits on the last page, so it is considered a less reliable metric since the last page will always have a value of 0.



Sessions only demonstrate traffic to your site, but not user intent once they've reached it.

Events add a level of
granularity beyond
page data.

Use **events to create more defined goals.**

Goals in GA help measure **success.
You can either create them yourself
or import them from the Solutions
Gallery.**

Goals

Goals

+ NEW GOAL

Import from Gallery

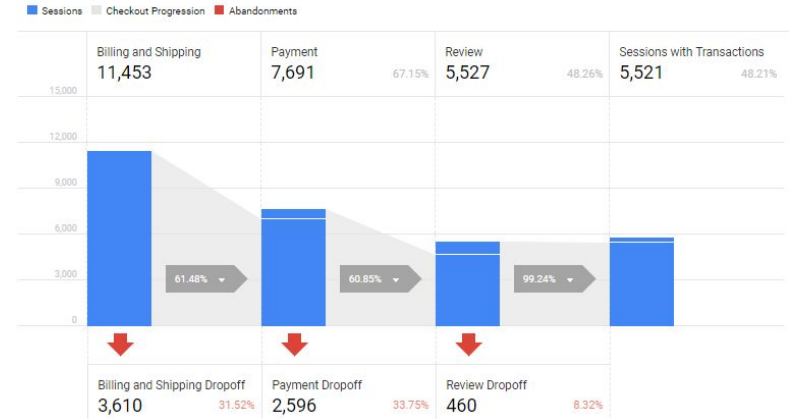
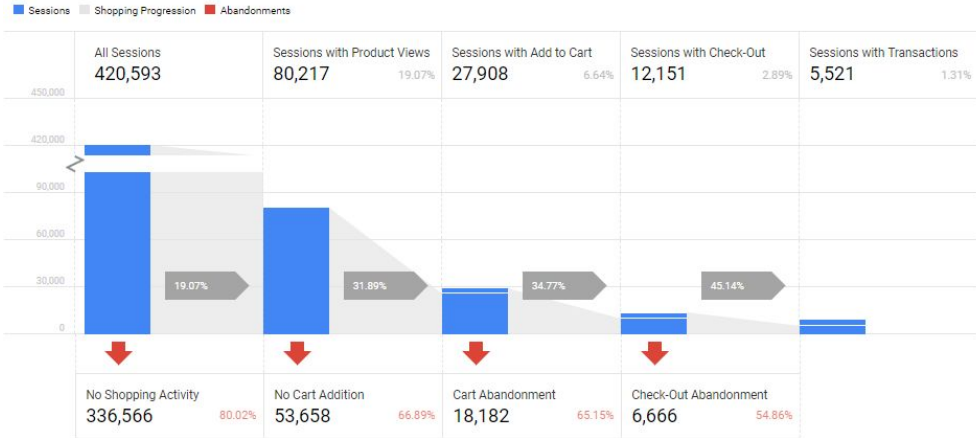
🔍 Search

<input type="checkbox"/>	Goal ↓	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Email Contact Us	Goal ID 1 / Goal Set 1	Event	68	<input checked="" type="checkbox"/>
<input type="checkbox"/>	File Downloads	Goal ID 2 / Goal Set 1	Event	3583	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Member Login	Goal ID 3 / Goal Set 1	Event	5014	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Social Share	Goal ID 4 / Goal Set 1	Event	22	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Video Play	Goal ID 5 / Goal Set 1	Event	17	<input checked="" type="checkbox"/>

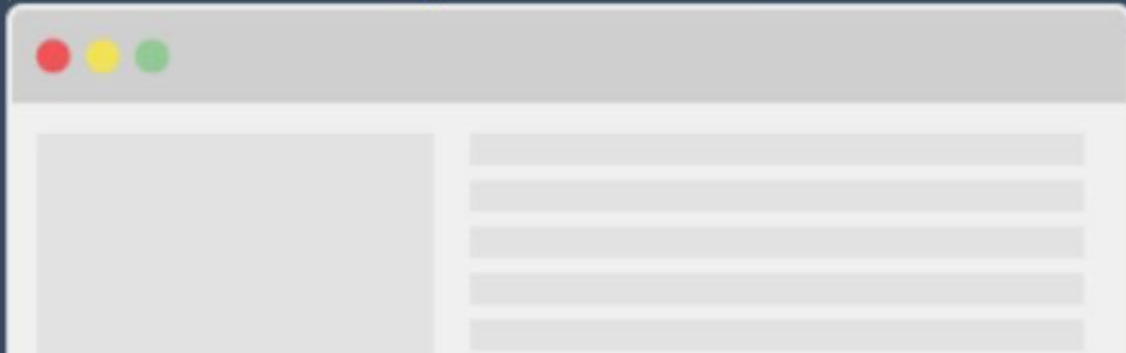
Funnel Visualization



Enhanced eCommerce Reports



Bounce Rate



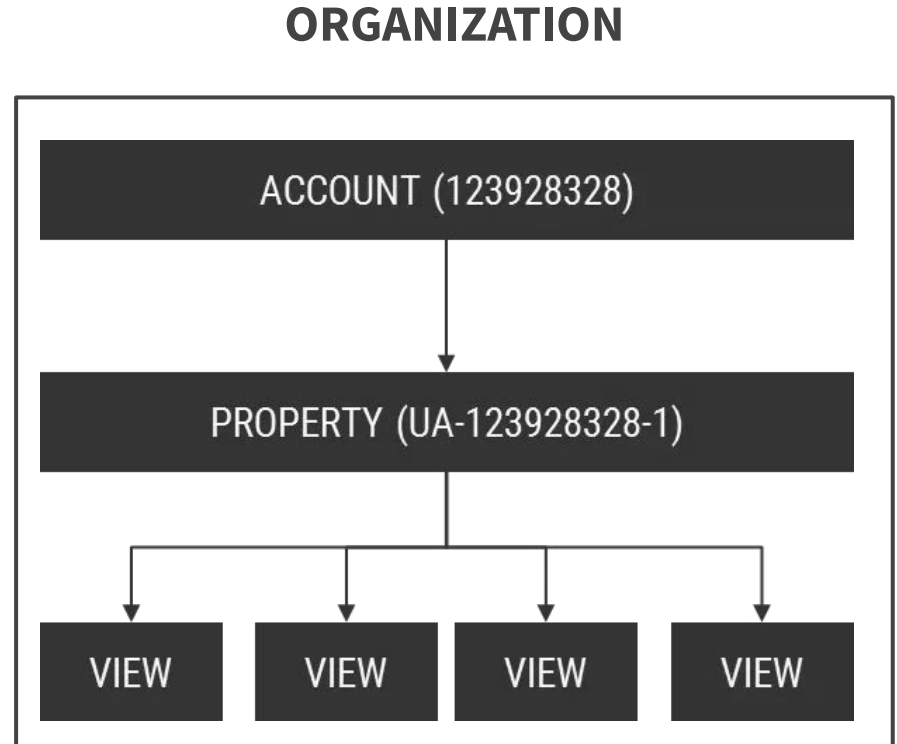
Bounce Rate

- A Bounce = a single page session
- Bounce Rate is the the % of sessions that only saw 1 page
- There is NO relationship to time spent
- Sometimes visitors find what they want and Bounce. Success.
- Most time-based metrics within GA, such as Average Session Duration, only include users who DID NOT bounce. If your Bounce Rate is 70%, that number is calculated using only 30% your overall traffic.

Data Collection

Views

- Only Data from point of creation forward
- The default View is called “All Website Data.”



Create a Minimum of 3 Views for Every Property

The Master View is your working view. It's where you apply many different filters and modifications to get the most accurate and actionable data.

The Test View is where you test all of your filters first. Also where traffic from staging, localhost and other non production environment can go.

The Raw Data View is untouched by filters that alter the data collection process for safekeeping in case something goes wrong in your working view(s).

Filters

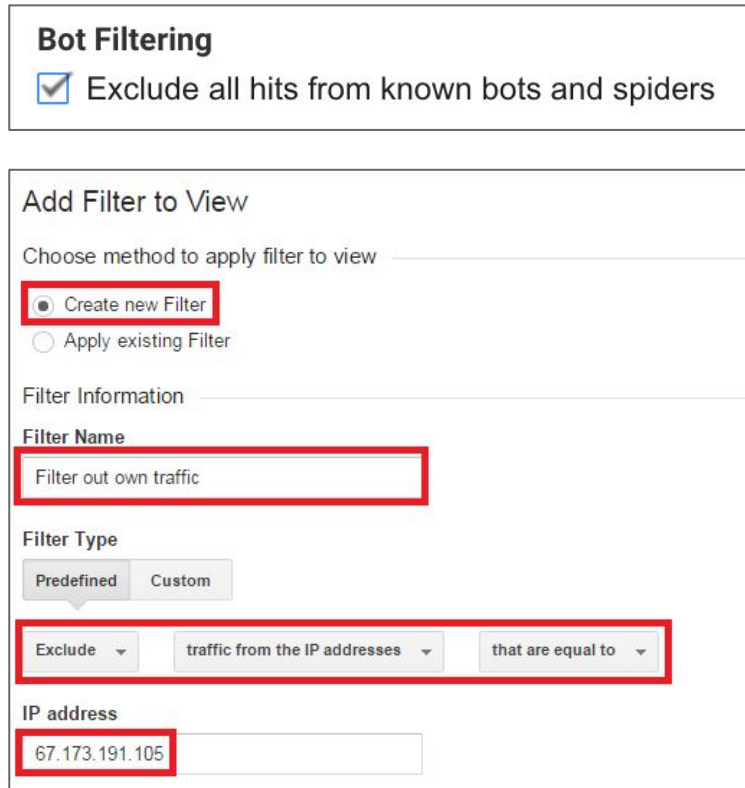
- Use them to exclude your organization from your traffic, to ensure you are only seeing data on your real customers
- Remove query parameters that are polluting your reporting
- Once data is filtered out, you can't get it back



Filter Verification ?

Verify this filter See how this filter works

Save Cancel



Bot Filtering

Exclude all hits from known bots and spiders

Add Filter to View

Choose method to apply filter to view

Create new Filter

Apply existing Filter

Filter Information

Filter Name

Filter out own traffic

Filter Type

Predefined Custom

Exclude traffic from the IP addresses that are equal to

IP address

67.173.191.105

Segments

Customizable subsets of visitors based on user, session, or page info.

- Mobile Traffic
- Single Session Users
- Female users 35-44 in California
- Users that performed a certain activity
- Can be added to any report and work retroactively

The screenshot displays a user segmentation interface. At the top, there is a search bar containing the text "Desktop", followed by "Save", "Cancel", and "Preview" buttons. Below this is a sidebar with categories: Demographics, Technology, Behavior, Date of First Session, and Traffic Sources. The main area is titled "Conditions" and contains the instruction "Segment your users and/or their sessions according to single or multi-session conditions." Below the instruction is a filter configuration box. The filter is set to "Filter Sessions" and "Include". The selected filter is "Device Category", which "exactly matches" the value "desktop". To the right of the filter box are buttons for "-", "OR", and "AND", along with a close button (X).

Site Search

Ensure that you have enabled site search in each of your **views**. This the most specific information about **user intent** you are likely to get.

Look for the parameter after the question mark.

<https://www.yoursite.edu/en/search?query=best+program>

Site Search Settings

Site search Tracking ? optional



Query parameter

Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL ?

Sending out emails and being active on social media, but your main source of traffic is Direct?

UTM parameters in your links help Google Analytics understand where traffic is coming from and what campaign it belongs to.

UTM Parameters in URLs

Where is the traffic coming from?

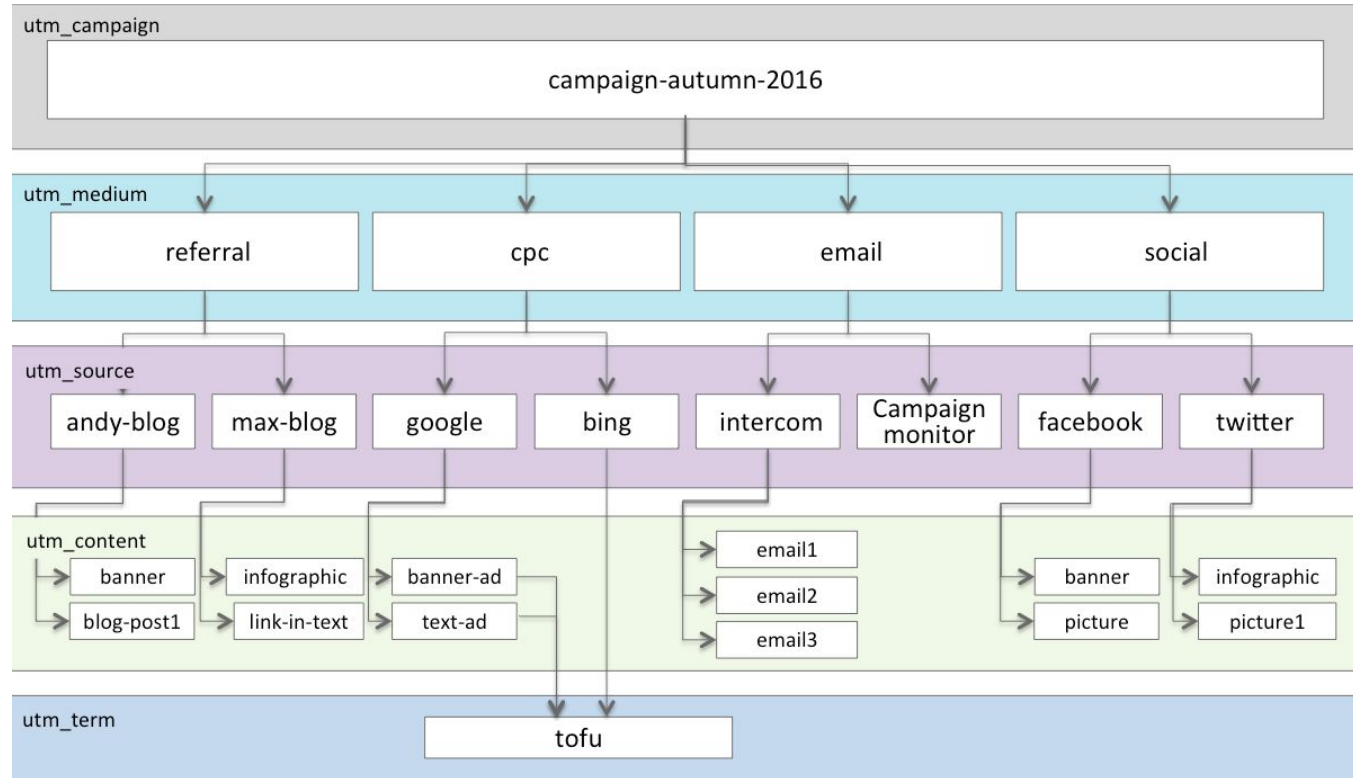
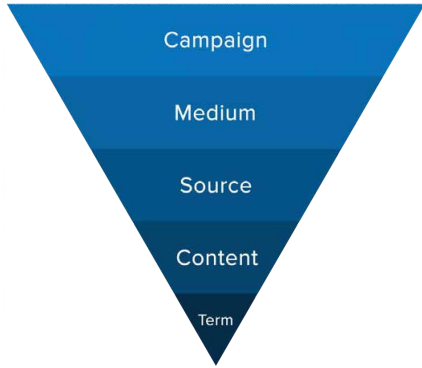
Why is the traffic going there?

http://optimising.com.au/?utm_source=mailchimp&utm_medium=email&utm_campaign=newsletter

Where is the traffic going?

How is the traffic getting there?

UTM Hierarchy & Strategy

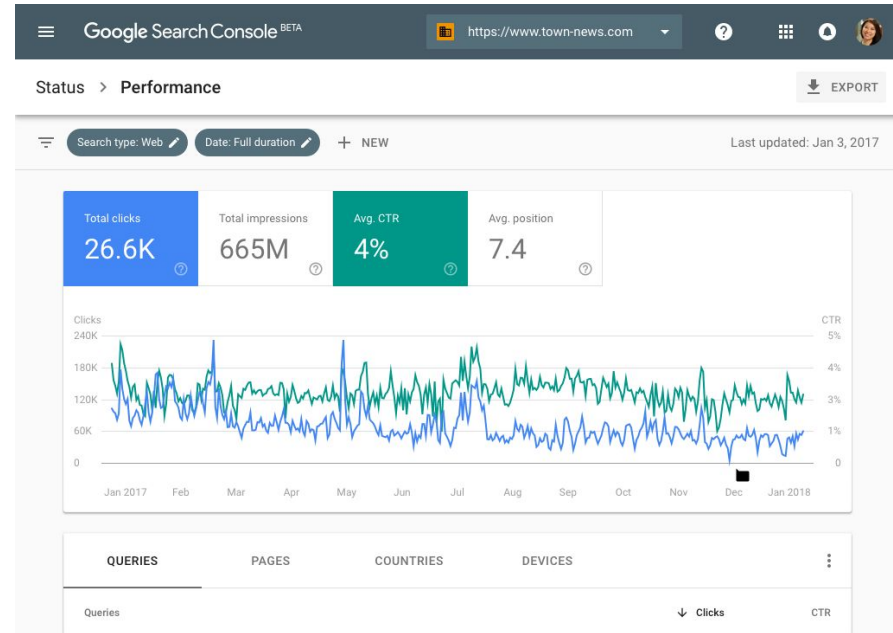


UTM Best Practices

- Use a generator service (utm.io) or Google Sheet to **standardize** UTMs
- All characters should be **lowercase**
- No spaces between words – use **dashes** if necessary.
- Do not use special **characters**, such as &.
- Do not create **manual** Google Ad UTMs
- For social channels, its best for medium to be the broad category and say “**social**”, with source being the specific network. Email already follows this convention.
- Keep naming conventions and parameters **consistent**, even across different traffic sources

Search Console

- Connect Search Console (Webmaster Tools) to GA to understand Organic Search performance, improve SEO, and identify broken links
- Search Console keeps data for the last 16 months. As a result, SEO reports in Analytics also include a maximum of 16 months of data.
- Search Console data is always 48 hours behind



Google Tag Manager

Use Google Tag Manager to deploy all scripts

Drupal™

Download & Extend

[Drupal Core](#) [Distributions](#) [Modules](#) [Themes](#)

GoogleTagManager

[View](#) [Version control](#) [Automated testing](#)

By [solotandem](#) on 19 February 2014, updated 26 February 2018

This Google Tag Manager project allows non-technical stakeholders to manage the analytics for their website by triggering the insertion of tags and tracking systems onto their page(s) via Google's [Tag Manager](#) (GTM) hosted application.

https://www.drupal.org/project/google_tag

1 Choose Product

 Google Analytics

 Google AdWords

 doubleclick
by Google

 adometry

 Google
consumer surveys

 Google
Trusted Stores

 AdRoll

 Marin

 comSCORE

 LinkedIn™

 clicktale


 crazyegg.

 dstillery

 TURN

 VisualDNA

 criteo.

 affiliatewindow
part of the comscore group

 EULERIAN
TECHNOLOGIES

 Mediaplex

 mouseflow

 neustar

 nudge.

 Perfect Audience Pl..

 SearchForce®

 TradeDoubler

 VeInteractive

Google Tag Manager

- Connect 3rd party tags (Google Analytics, Adwords, Facebook, Crazyegg, etc)
- Enable/disable without code pushes (go, Marketers!)
- Tags with GTM load asynchronously
- Create Tags, Triggers, and Variables
- Track types of clicks like email, outbound links, pdfs, etc
- Add a dataLayer to customize data captured > required for eCommerce

Tags

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Tags



New

Name ↑	Type	Firing Triggers	Folder	Last Edited
CU - YouTube Tracking - LunaMetrics Plugin	Custom HTML	P Viewed Any Page	YouTube Tracking	7 months ago
GA Viewed Page	Google Analytics - Universal Analytics	P Viewed Any Page	Site Tracking	7 months ago
GAE Downloaded File	Google Analytics - Universal Analytics	E Downloaded File	Site Tracking	7 months ago
GAE Email Link Clicked	Google Analytics - Universal Analytics	E Clicked Email Link	Site Tracking	7 months ago
GAE Outbound Link Clicked	Google Analytics - Universal Analytics	E Outbound Link Clicked	Site Tracking	7 months ago
GAE Reached Scroll Depth	Google Analytics - Universal Analytics	E Heard Scroll Timing Ping	Site Tracking	7 months ago
GAE Submitted Form	Google Analytics - Universal Analytics	E Submitted Any Form	Site Tracking	7 months ago
GAE Telephone Link Clicked	Google Analytics - Universal Analytics	E Clicked Telephone Link	Site Tracking	7 months ago

**Save hours by automating your GTM
set-up with gtmbot.io**

- If you don't like the results, simply delete the GTM test workspace.
- Keep this page open until the installation completes.

Progress: Created variable elements, remarketing_id

Elements

The following items will be implemented:

Type	Name	Purpose	Status
Variable	ga_settings	Hosts all settings relevant to Google Analytics, including which property to send data to.	Installed
Variable	id_event_label	A generic event label pushed to the data layer.	Installed
Variable	id_event_value	A generic event value pushed to the data layer.	Installed
Variable	attention_time_custom_metric_value	The unit number in Google Analytics of the custom metric you want to track Attention Time.	Installed
Variable	social_share_button_tag_selector	The CSS selector used to identify social share buttons.	Installed
Variable	adwords_remarketing_id	The ID of your remarketing tag created in AdWords.	Installed
Variable	facebook_pixel_id	The ID of your Facebook marketing pixel.	Installing
Variable	marketing_email_opt_in_value	The monetary value of an email opt-in to your business.	Pending
Variable	currency_code	A three digit code representing the currency your website trades in (e.g. USD).	Pending

Data Validation



Tag Assistant (by Google)

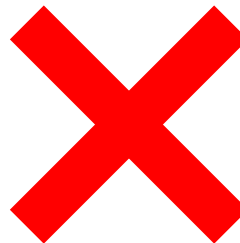
Offered by: Google

★★★★★ 1,124

[Developer Tools](#)

👤 1,685,104 users

By Google



[Nikki Kuhlman](#) Modified Jan 24, 2019 ★★★★★

It's an extremely useful extension for my job BUT, lately, it's been failing a lot, where I have to remove the extension and then re-install it. When it works, it's five stars. But when it fails, especially in the middle of a conference call with a client, it's not good.



[Josh Deltener](#) Modified Aug 29, 2018 ★★★★★

Seems very unreliable/simple detection especially when working with single page apps.

It shows same tag included multiple times (GTM or even GTag) but it's impossible from my end as it's only in the DOM once and on the first page hit.

GTM preview mode clearly shows things firing as expected, but this tool doesn't reflect the same and sends you on a wild goose chase.



[Jessa Elsasser](#) Modified Sep 28, 2018 ★★★★★

I loved this extension at first and would still love it if it worked properly. At random times I click it and nothing happens, it just stops working, it doesn't matter what page I'm on or if I quit and reopen the browser it just completely stops working and the only way to fix it is to uninstall and reinstall. This happens A LOT and it's really annoying. Google, get it together, you are better than this, it is a simple extension, make it work!!!!!!!

Was this review helpful? Yes No [Reply](#) | [Mark as spam or abuse](#)



[HardRockL1L](#) Apr 18, 2019

yeah, I am running into the same issue whenever I click on the icon for it, it just popped up asking if I want to enable on checking for other tags and if I want to inspect all pages or specific page, then once choose an option, it doesn't do anything! So frustrate! I removed and re-added the plug-in over and over, yet still not working!



datalayer

Offered by: bearcla.ws

★★★★★ 65

Developer Tools

👤 53,622 users



category	UA-936475-3 (Universal) + <i>(via GTM-T73TW6V)</i>
action	Newsletter Click
label	deyoung.famsf.org/exhibitions/ed-hardy
category	UA-936475-3 (Universal) + <i>(via GTM-T73TW6V)</i>
action	Buy Tickets - DeYoung
label	deyoung.famsf.org/exhibitions/ed-hardy
category	UA-936475-3 (Universal) + <i>(via GTM-T73TW6V)</i> <i>non-interactive</i>
action	Scroll
label	deyoung.famsf.org/exhibitions/ed-hardy 90 %

General

- use three-column layout where available
- swap TMS columns
- show data layer presence
- auto-collapse nested data layer variables
- auto-collapse gtm.* events
- hide empty data layer variables
- show array indices
- show navigation timestamps
- show friendly names for query parameters where available
- block tags from firing (experimental, requires Chrome dev/beta channel)
- don't decode query string values

Update interval (seconds)

(for: Launch data elements, Tealium data layer, TagCommander, additional tags)

10

Tags

- show Universal Analytics tags
- show GA Classic tags
- show Floodlight tags
- show Adobe Analytics tags

Ignored IDs (separated by semicolons)

UA-XXX-Y;UA-AAA-B

Additional data layer objects (separated by semicolons)

digitalData;testDataLayer

Beyond Google Analytics

Google Analytics alternatives



Adobe
Analytics

Google Data Studio

analytics meets powerpoint



Google
Data Studio

eCom Conv Rate

0.09%

↑ 20.0%



Revenue

\$370.48K

↑ 58.6%



Transactions

370

↑ 88.8%



Avg. Order Value

\$1.00K

↓ -16.0%



Per Session Value

\$0.92

↑ 0.9%



Channel	Source / Medium	Campaign	Sessions	% Δ	Revenue	% Δ	eCom Conv Rate	% Δ
Organic Search	google / organic	(not set)	201,722	39.9% ↑	\$113,525	79.3% ↑	0.03%	23.9% ↑
Direct	(direct) / (none)	(not set)	84,744	48.2% ↑	\$79,652.5	217.3% ↑	0.17%	39.7% ↑
Social	m.facebook.com / referral	(not set)	21,472	578.6% ↑	\$0	-	0.00%	-
Social	linkedin.com / referral	(not set)	234.4% ↑	\$1,905	-	0.01%	-	
Social	twitter.com / referral	(not set)	28.7% ↑	\$9,997.5	115.7% ↑	0.05%	55.4% ↑	
Social	instagram.com / referral	(not set)	86.8% ↑	\$0	-	0.00%	-	
Social	facebook.com / referral	(not set)	-	\$0	-	0.00%	-	
Social	facebook.com / referral	(not set)	344.2% ↑	\$0	-	0.00%	-	
Grand total			403,922	57.3% ↑	\$370,475	58.6% ↑	0.09%	20.0% ↑

Live Data Dashboards

Product	Product Revenue	Quantity	Avg. Price
All-Access Pass	\$196,395	287	\$684.3
Conference-Only ...	\$174,030	75	\$2,320.4
One-Day Pass: Tue...	\$0	7	\$0
Volunteer Pass	\$50	1	\$50



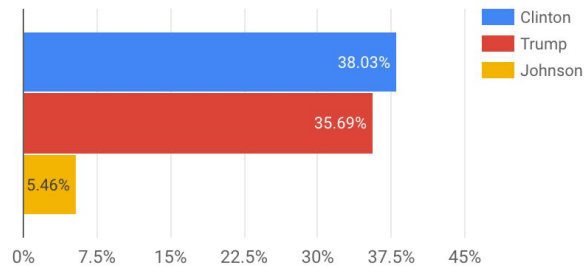
Interactive reports

✓ Google Surveys | 2016 US Election Poll

Likely voters excluding Undecided and Other (page 1 of 3)

Latest Results

November 8 poll, fielded November 1-7



Sample size
26,574

Margin of error (\pm)
0.65%

Sample: Internet users,
Likely voters, aged 18+

Filter results:

Gender

Female

Male

What happened to M Night Shyamalan?



In 1999 following the release of a low budget independent film *Praying with Anger* (1992), and his first major motion picture *Wide Awake* (1998), M Night Shyamalan directed *The Sixth Sense* a box office smash hit that grossed half a billion dollars at the box office.

Gross Box Office Revenue (Adjusted for inflation)



The Sixth Sense

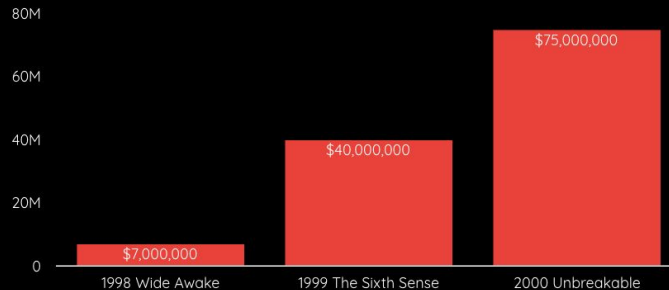
IMDB Rating
8.1

Gross Box Office
\$498.64M

Award Wins
32.0

Box Office ROI
733.77%

Estimated Budget



Riding high of the success of *The Sixth Sense*, \$75 million was invested into M Night's next project "*Unbreakable*".

Google Connectors (18)

Connectors built and supported by Data Studio. [Learn more](#)



File Upload

By Google

Connect to CSV (comma-separated values) files. [Learn more](#)



BigQuery

By Google

Connect to BigQuery tables and custom queries. [Learn more](#)

Connector Gallery



Cloud SQL for MySQL

By Google

Connect to Google Cloud SQL for MySQL databases. [Learn more](#)



Display & Video 360

By Google

Connect to Display & Video 360 report data.



Extract Data

By Google

Connect to Extract Data [Learn more](#)



Google Ad Manager 360

By Google

Connect to Google Ad Manager data. [Learn more](#)



Google Ads

By Google

Connect to Google Ads performance report data. [Learn more](#)



Google Analytics

By Google

Connect to Google Analytics reporting views. [Learn more](#)



Google Cloud Storage

By Google

See your files in Google Cloud Storage. [Learn more](#)



Google Sheets

By Google

Connect to Google Sheets. [Learn more](#)



MySQL

By Google

Connect to MySQL databases. [Learn more](#)



PostgreSQL

By Google

Connect to PostgreSQL databases. [Learn more](#)



Search Ads 360

By Google

Connect to Search Ads 360 performance reports.



Search Console

By Google

Connect to Search Console data. [Learn more](#)



Page Modified

By Page Modified

Automatically pull your crawl data into Data Studio with the Page Modified Data Studio Connector. [Learn more](#)



PayPal

By Power My Analytics

Free Trial! Analytics Importer PayPal Connector connects PayPal Transaction data into Data Studio. [Learn more](#)



Pinterest

By Supermetrics

#1 Connector for Pinterest. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. [Learn more](#)



Pinterest Analytics

By Power My Analytics

Free Trial! Analytics Importer Pinterest Connector connects Pinterest Analytics into Data Studio. [Learn more](#)

3rd party Connectors



Reddit

By Supermetrics

#1 Connector for Reddit reporting. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. [Learn more](#)



Rival IQ Social Analytics

By Rival IQ

Pull social media and SEO analytics from your Rival IQ account into Google Data Studio. [Learn more](#)



Search Ads 360

By Supermetrics

#1 Connector for Google Search Ads 360. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. [Learn more](#)



SEMrush

By Supermetrics

#1 Connector for SEMrush. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. [Learn more](#)



ShareASale Merchant

By Power My Analytics

Free Trial! Analytics Importer ShareASale Connector pipes ShareASale Merchant data into Data Studio. [Learn more](#)



ShufflePoint Preview

By ShufflePoint, Inc.

ShufflePoint's Data Studio Community Connector allows you to query digital services from your ShufflePoint account. [Learn more](#)



Sizmek

By Tapclicks

Connect to your data using Tapclicks's Sizmek connector [Learn more](#)



Socrata

By Socrata

Connect Data Studio to Socrata Data [Learn more](#)



StackAdapt

By StackAdapt

Access StackAdapt campaign metrics directly in Google Data Studio. [Learn more](#)



Stripe

By Supermetrics

#1 Connector for Stripe. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. [Learn more](#)

Google Data Studio alternatives



Power BI



+ a b l e a u[®]



databox

More Tools

Text Size: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [aa](#) [ab](#) [ac](#) [ad](#) [ae](#) [af](#) [ag](#) [ah](#) [ai](#) [aj](#) [ak](#) [al](#) [am](#) [an](#) [ao](#) [ap](#) [aq](#) [ar](#) [as](#) [at](#) [au](#) [av](#) [aw](#) [ax](#) [ay](#) [az](#) [ba](#) [bb](#) [bc](#) [bd](#) [be](#) [bf](#) [bg](#) [bh](#) [bi](#) [bj](#) [bk](#) [bl](#) [bm](#) [bn](#) [bo](#) [bp](#) [bq](#) [br](#) [bs](#) [bt](#) [bu](#) [bv](#) [bw](#) [bx](#) [by](#) [bz](#) [ca](#) [cb](#) [cc](#) [cd](#) [ce](#) [cf](#) [cg](#) [ch](#) [ci](#) [cj](#) [ck](#) [cl](#) [cm](#) [cn](#) [co](#) [cp](#) [cq](#) [cr](#) [cs](#) [ct](#) [cu](#) [cv](#) [cw](#) [cx](#) [cy](#) [cz](#) [da](#) [db](#) [dc](#) [dd](#) [de](#) [df](#) [dg](#) [dh](#) [di](#) [dj](#) [dk](#) [dl](#) [dm](#) [dn](#) [do](#) [dp](#) [dq](#) [dr](#) [ds](#) [dt](#) [du](#) [dv](#) [dw](#) [dx](#) [dy](#) [dz](#) [ea](#) [eb](#) [ec](#) [ed](#) [ee](#) [ef](#) [eg](#) [eh](#) [ei](#) [ej](#) [ek](#) [el](#) [em](#) [en](#) [eo](#) [ep](#) [eq](#) [er](#) [es](#) [et](#) [eu](#) [ev](#) [ew](#) [ex](#) [ey](#) [ez](#) [fa](#) [fb](#) [fc](#) [fd](#) [fe](#) [ff](#) [fg](#) [fh](#) [fi](#) [fj](#) [fk](#) [fl](#) [fm](#) [fn](#) [fo](#) [fp](#) [fq](#) [fr](#) [fs](#) [ft](#) [fu](#) [fv](#) [fw](#) [fx](#) [fy](#) [fz](#) [ga](#) [gb](#) [gc](#) [gd](#) [ge](#) [gf](#) [gg](#) [gh](#) [gi](#) [gj](#) [gk](#) [gl](#) [gm](#) [gn](#) [go](#) [gp](#) [gq](#) [gr](#) [gs](#) [gt](#) [gu](#) [gv](#) [gw](#) [gx](#) [gy](#) [gz](#) [ha](#) [hb](#) [hc](#) [hd](#) [he](#) [hf](#) [hg](#) [hh](#) [hi](#) [hj](#) [hk](#) [hl](#) [hm](#) [hn](#) [ho](#) [hp](#) [hq](#) [hr](#) [hs](#) [ht](#) [hu](#) [hv](#) [hw](#) [hx](#) [hy](#) [hz](#) [ia](#) [ib](#) [ic](#) [id](#) [ie](#) [if](#) [ig](#) [ih](#) [ii](#) [ij](#) [ik](#) [il](#) [im](#) [in](#) [io](#) [ip](#) [iq](#) [ir](#) [is](#) [it](#) [iu](#) [iv](#) [iw](#) [ix](#) [iy](#) [iz](#) [ja](#) [jb](#) [jc](#) [jd](#) [je](#) [jf](#) [jg](#) [jh](#) [ji](#) [jj](#) [jk](#) [jl](#) [jm](#) [jn](#) [jo](#) [jp](#) [jq](#) [jr](#) [js](#) [jt](#) [ju](#) [jv](#) [jw](#) [jx](#) [jy](#) [jz](#) [ka](#) [kb](#) [kc](#) [kd](#) [ke](#) [kf](#) [kg](#) [kh](#) [ki](#) [kj](#) [kk](#) [kl](#) [km](#) [kn](#) [ko](#) [kp](#) [kq](#) [kr](#) [ks](#) [kt](#) [ku](#) [kv](#) [kw](#) [kx](#) [ky](#) [kz](#) [la](#) [lb](#) [lc](#) [ld](#) [le](#) [lf](#) [lg](#) [lh](#) [li](#) [lj](#) [lk](#) [ll](#) [lm](#) [ln](#) [lo](#) [lp](#) [lq](#) [lr](#) [ls](#) [lt](#) [lu](#) [lv](#) [lw](#) [lx](#) [ly](#) [lz](#) [ma](#) [mb](#) [mc](#) [md](#) [me](#) [mf](#) [mg](#) [mh](#) [mi](#) [mj](#) [mk](#) [ml](#) [mm](#) [mn](#) [mo](#) [mp](#) [mq](#) [mr](#) [ms](#) [mt](#) [mu](#) [mv](#) [mw](#) [mx](#) [my](#) [mz](#) [na](#) [nb](#) [nc](#) [nd](#) [ne](#) [nf](#) [ng](#) [nh](#) [ni](#) [nj](#) [nk](#) [nl](#) [nm](#) [nn](#) [no](#) [np](#) [nq](#) [nr](#) [ns](#) [nt](#) [nu](#) [nv](#) [nw](#) [nx](#) [ny](#) [nz](#) [oa](#) [ob](#) [oc](#) [od](#) [oe](#) [of](#) [og](#) [oh](#) [oi](#) [oj](#) [ok](#) [ol](#) [om](#) [on](#) [oo](#) [op](#) [oq](#) [or](#) [os](#) [ot](#) [ou](#) [ov](#) [ow](#) [ox](#) [oy](#) [oz](#) [pa](#) [pb](#) [pc](#) [pd](#) [pe](#) [pf](#) [pg](#) [ph](#) [pi](#) [pj](#) [pk](#) [pl](#) [pm](#) [pn](#) [po](#) [pp](#) [pq](#) [pr](#) [ps](#) [pt](#) [pu](#) [pv](#) [pw](#) [px](#) [py](#) [pz](#) [qa](#) [qb](#) [qc](#) [qd](#) [qe](#) [qf](#) [qg](#) [qh](#) [qi](#) [qj](#) [qk](#) [ql](#) [qm](#) [qn](#) [qo](#) [qp](#) [qq](#) [qr](#) [qs](#) [qt](#) [qu](#) [qv](#) [qw](#) [qx](#) [qy](#) [qz](#) [ra](#) [rb](#) [rc](#) [rd](#) [re](#) [rf](#) [rg](#) [rh](#) [ri](#) [rj](#) [rk](#) [rl](#) [rm](#) [rn](#) [ro](#) [rp](#) [rq](#) [rr](#) [rs](#) [rt](#) [ru](#) [rv](#) [rw](#) [rx](#) [ry](#) [rz](#) [sa](#) [sb](#) [sc](#) [sd](#) [se](#) [sf](#) [sg](#) [sh](#) [si](#) [sj](#) [sk](#) [sl](#) [sm](#) [sn](#) [so](#) [sp](#) [sq](#) [sr](#) [ss](#) [st](#) [su](#) [sv](#) [sw](#) [sx](#) [sy](#) [sz](#) [ta](#) [tb](#) [tc](#) [td](#) [te](#) [tf](#) [tg](#) [th](#) [ti](#) [tj](#) [tk](#) [tl](#) [tm](#) [tn](#) [to](#) [tp](#) [tq](#) [tr](#) [ts](#) [tt](#) [tu](#) [tv](#) [tw](#) [tx](#) [ty](#) [tz](#) [ua](#) [ub](#) [uc](#) [ud](#) [ue](#) [uf](#) [ug](#) [uh](#) [ui](#) [uj](#) [uk](#) [ul](#) [um](#) [un](#) [uo](#) [up](#) [uq](#) [ur](#) [us](#) [ut](#) [uu](#) [uv](#) [uw](#) [ux](#) [uy](#) [uz](#) [va](#) [vb](#) [vc](#) [vd](#) [ve](#) [vf](#) [vg](#) [vh](#) [vi](#) [vj](#) [vk](#) [vl](#) [vm](#) [vn](#) [vo](#) [vp](#) [vq](#) [vr](#) [vs](#) [vt](#) [vu](#) [vv](#) [vw](#) [vx](#) [vy](#) [vz](#) [wa](#) [wb](#) [wc](#) [wd](#) [we](#) [wf](#) [wg](#) [wh](#) [wi](#) [wj](#) [wk](#) [wl](#) [wm](#) [wn](#) [wo](#) [wp](#) [wq](#) [wr](#) [ws](#) [wt](#) [wu](#) [wv](#) [ww](#) [wx](#) [wy](#) [wz](#) [xa](#) [xb](#) [xc](#) [xd](#) [xe](#) [xf](#) [xg](#) [xh](#) [xi](#) [xj](#) [xk](#) [xl](#) [xm](#) [xn](#) [xo](#) [xp](#) [xq](#) [xr](#) [xs](#) [xt](#) [xu](#) [xv](#) [xw](#) [xx](#) [xy](#) [xz](#) [ya](#) [yb](#) [yc](#) [yd](#) [ye](#) [yf](#) [yg](#) [yh](#) [yi](#) [yj](#) [yk](#) [yl](#) [ym](#) [yn](#) [yo](#) [yp](#) [yq](#) [yr](#) [ys](#) [yt](#) [yu](#) [yv](#) [yw](#) [yx](#) [yy](#) [yz](#) [za](#) [zb](#) [zc](#) [zd](#) [ze](#) [zf](#) [zg](#) [zh](#) [zi](#) [zj](#) [zk](#) [zl](#) [zm](#) [zn](#) [zo](#) [zp](#) [zq](#) [zr](#) [zs](#) [zt](#) [zu](#) [zv](#) [zw](#) [zx](#) [zy](#) [zz](#)

[Home](#) | [About Us](#) | [Living with Vision Loss](#) | [Programs & Services](#) | [Publications](#) | [Get Connected](#)

Sharing the Helen Keller Archive with Students

On June 4, 2014, visually impaired students at the New York Institute for Special Education celebrated the launch of the digital Helen Keller Archive with a pizza party and cake in honor of Keller's 117th birthday.

▶ [Learn more about the educational impact of the accessible Helen Keller Archive](#)

[Most accessible archive currently online in the world](#)

[Stay Involved](#)
 Enter your e-mail address to receive AFB eNews:

[SIGN UP](#)

[Resources for Families](#)
 Visit the Helen Keller Kids Museum
 Learn more about Helen Keller

[Accessible Technology](#)
 Accessible Web Sites and News for People Who Are Blind or Visually Impaired
[Print Apps](#) | [Technical Products](#)
 Update Technology | Apps, Guides, Video Demos, News, and More

[Helen Keller](#)
 A Driving Force Behind AFB
 Helen Keller Archive
 Visit the Helen Keller Kids Museum
 Learn more about Helen Keller

[Directory of Services](#)
 Find Local Services:
 [GO](#)
 Browse Services

[Featured Items](#)
 Join us all the Helen Keller Achievement Awards April 22, 2014
[Message Boards](#)

[Resources for Professionals](#)
 Professional Development: Education, Rehabilitation, O&M, and More
[Books, Journals, Videos and E-Books](#) | [Workshops](#) and [Conferences](#)

[Public Policy and Research](#)
 Statistics | [Whitepapers](#)
[Deconnect: Public Policy and Advocacy News](#)
[Research Navigator: A Series on Research in Blindness and Visual Impairment](#)

[Our Family of Sites](#)
[FamilyConnect](#) | [AccessW@re](#) | [Journal of Visual Impairment & Blindness](#) | [Center on Vision Loss](#) | [Sloan-Kettering Center](#)

[Follow Us](#)
[Facebook](#) | [Twitter](#) | [Pinterest](#) | [YouTube](#)

Designed For **Accessibility**
 Learn how AFB designs its family of websites for accessibility

Copyright © 2014 American Foundation for the Blind. All rights reserved. | [Privacy Policy](#) | [Site Map](#)

[Home](#) | [About Us](#) | [Living with Vision Loss](#) | [Programs & Services](#) | [Publications](#) | [Get Connected](#)

Sharing the Helen Keller Archive with Students

On June 4, 2014, visually impaired students at the New York Institute for Special Education celebrated the launch of the digital Helen Keller Archive with a pizza party and cake in honor of Keller's 117th birthday.

▶ [Learn more about the educational impact of the accessible Helen Keller Archive](#)

[Most accessible archive currently online in the world](#)

[Stay Involved](#)
 Enter your e-mail address to receive AFB eNews:

[SIGN UP](#)

[Resources for Families](#)
 Visit the Helen Keller Kids Museum
 Learn more about Helen Keller

[Accessible Technology](#)
 Accessible Web Sites and News for People Who Are Blind or Visually Impaired
[Print Apps](#) | [Technical Products](#)
 Update Technology | Apps, Guides, Video Demos, News, and More

[Helen Keller](#)
 A Driving Force Behind AFB
 Helen Keller Archive
 Visit the Helen Keller Kids Museum
 Learn more about Helen Keller

[Directory of Services](#)
 Find Local Services:
 [GO](#)
 Browse Services

[Featured Items](#)
 Join us all the Helen Keller Achievement Awards April 22, 2014
[Message Boards](#)

[Resources for Professionals](#)
 Professional Development: Education, Rehabilitation, O&M, and More
[Books, Journals, Videos and E-Books](#) | [Workshops](#) and [Conferences](#)

[Public Policy and Research](#)
 Statistics | [Whitepapers](#)
[Deconnect: Public Policy and Advocacy News](#)
[Research Navigator: A Series on Research in Blindness and Visual Impairment](#)

[Our Mission](#)
 The mission of the American Foundation for the Blind is to create a world of no limits for people who are blind or visually impaired. We mobilize leaders, advance understanding, and champion impactful policies and practices using research and data.

Designed For **Accessibility**
 Learn how AFB designs its family of websites for accessibility

Copyright © 2014 American Foundation for the Blind. All rights reserved. | [Privacy Policy](#) | [Site Map](#)

[Home](#) | [About Us](#) | [Living with Vision Loss](#) | [Programs & Services](#) | [Publications](#) | [Get Connected](#)

Sharing the Helen Keller Archive with Students

On June 4, 2014, visually impaired students at the New York Institute for Special Education celebrated the launch of the digital Helen Keller Archive with a pizza party and cake in honor of Keller's 117th birthday.

▶ [Learn more about the educational impact of the accessible Helen Keller Archive](#)

[Most accessible archive currently online in the world](#)

[Stay Involved](#)
 Enter your e-mail address to receive AFB eNews:

[SIGN UP](#)

[Resources for Families](#)
 Visit the Helen Keller Kids Museum
 Learn more about Helen Keller

[Accessible Technology](#)
 Accessible Web Sites and News for People Who Are Blind or Visually Impaired
[Print Apps](#) | [Technical Products](#)
 Update Technology | Apps, Guides, Video Demos, News, and More

[Helen Keller](#)
 A Driving Force Behind AFB
 Helen Keller Archive
 Visit the Helen Keller Kids Museum
 Learn more about Helen Keller

[Directory of Services](#)
 Find Local Services:
 [GO](#)
 Browse Services

[Featured Items](#)
 Join us all the Helen Keller Achievement Awards April 22, 2014
[Message Boards](#)

[Resources for Professionals](#)
 Professional Development: Education, Rehabilitation, O&M, and More
[Books, Journals, Videos and E-Books](#) | [Workshops](#) and [Conferences](#)

[Public Policy and Research](#)
 Statistics | [Whitepapers](#)
[Deconnect: Public Policy and Advocacy News](#)
[Research Navigator: A Series on Research in Blindness and Visual Impairment](#)

[Our Mission](#)
 The mission of the American Foundation for the Blind is to create a world of no limits for people who are blind or visually impaired. We mobilize leaders, advance understanding, and champion impactful policies and practices using research and data.

Designed For **Accessibility**
 Learn how AFB designs its family of websites for accessibility

Copyright © 2014 American Foundation for the Blind. All rights reserved. | [Privacy Policy](#) | [Site Map](#)

Click, move, scroll Heat Maps

- Site Dashboard
- ANALYSIS
 - Heatmaps
 - Recordings
 - Funnels
 - Forms
- FEEDBACK
 - Polls
 - Surveys
 - Recruiters

Recordings

RECORD VISITORS

14 / 4,000 recordings

	#	★	USER	# PAGES	🕒	
<input type="checkbox"/>	2175	☆	🇺🇸 1e3a7aa8	2 pages	0:36	PLAY 🔗 🗑️
<input type="checkbox"/>	3187	☆	🇺🇸 4b454c8f	1 page	0:42	PLAY 🔗 🗑️
<input type="checkbox"/>	2128	☆	🇺🇸 9aa03dc6	2 pages	0:48	
<input type="checkbox"/>	2793	☆	🇺🇸 391dea6c	2 pages	0:56	
<input type="checkbox"/>	3620	☆	🇺🇸 fb95099	2 pages	2:38	PLAY 🔗 🗑️

Filters - Reset

Recording attributes

DATE RANGE
2015-08-09 - 2015-08-24

VISITED PAGE
Contains
e.g. register/

Session recording

1.9% 14%

Alumni & Donors Donors & Giving Information

Page Analytics (plugin)



14%

Alumni & Donors

15%

Donors & Giving Information

3.8%

Annual Giving

5.7%

Corporate & Foundation Giving

7.5%

Donor Recognition Societies

1.9%

Guide to Giving

18%

Matching Gift Search

10%

Meet the Development Staff

1.9%

Scholarship Recipient Profiles

Annual Giving

The generosity of Kettering University alumni and friends enhances student experiences and **10%** since the University as a leader in STEM education. Support **student scholarships** or another area of the University that is important to you. By taking advantage of a company's matching gift program, you can arrange for **1.9%** additional gift that can double or triple the impact of your contribution. Find your employer with our **search engine**. **Make a gift. Make a difference.**

[> Make a Gift](#)

Estate & Planned Giving

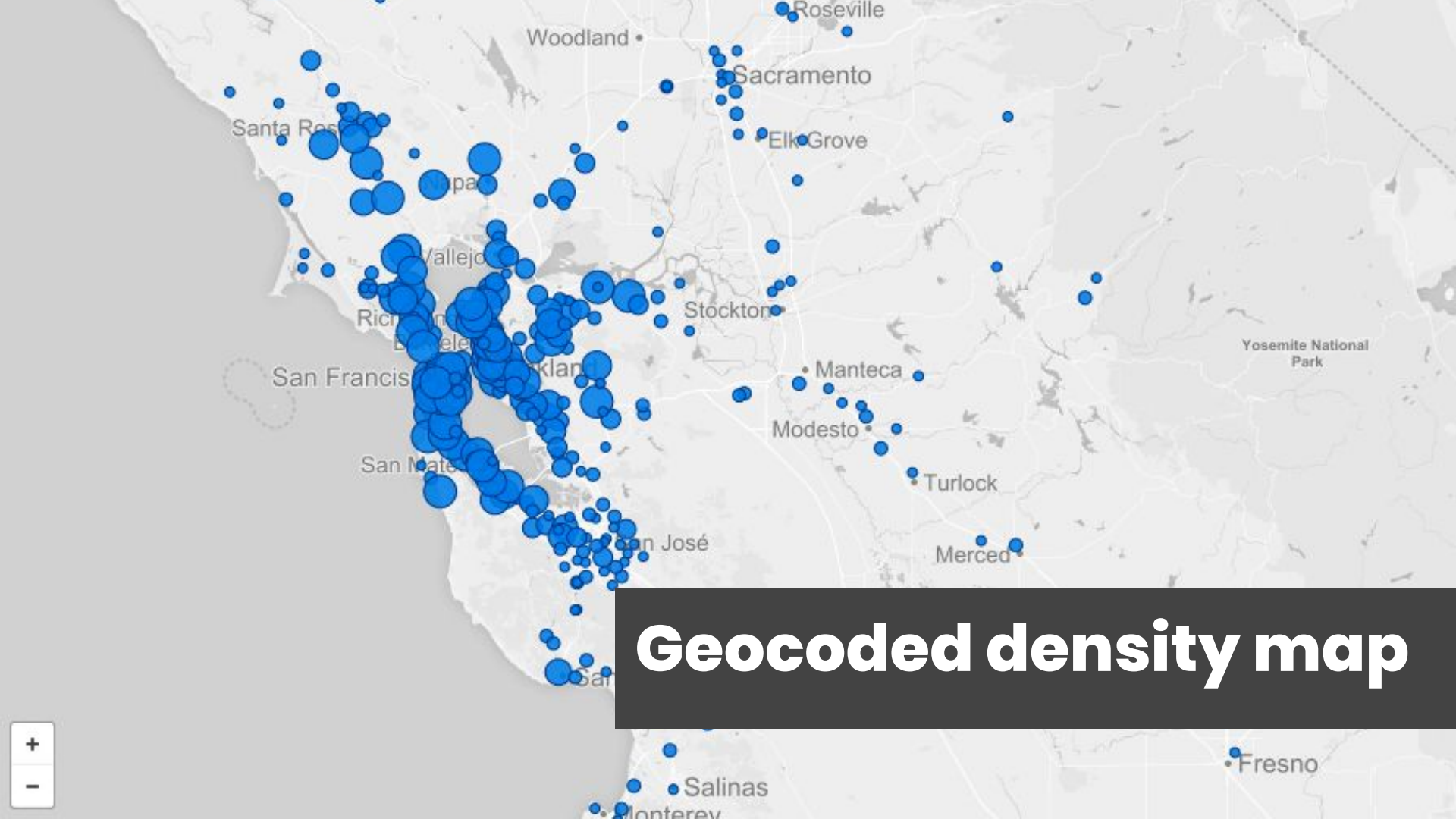
Gifts through estate planning are a great way to support Kettering University. Bequests, gift annuities, life insurance, and other financial planning advantages for the donor and their heirs. Contact **1.9%** to discuss how Kettering University can help you achieve your financial goals. **Learn More**



Page Analytics (by Google)

Offered by: google.com

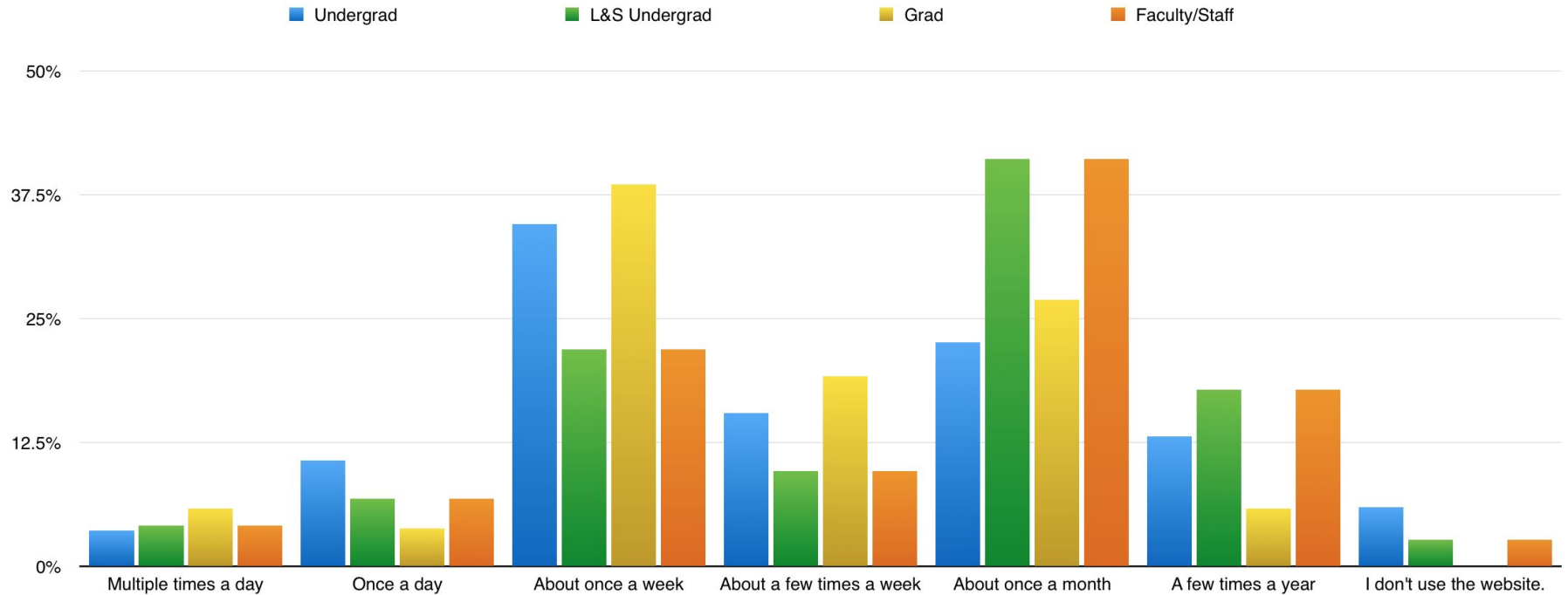
★★★★☆ 1,015 | Productivity | 841,662 users



Geocoded density map

User Surveys

How often do you visit the website?



Learning More

Bond Internet Trends 2019

bondcap.com/report/it19

Google Analytics Demo Account

[analytics.google.com/
analytics/web/demoAccount](https://analytics.google.com/analytics/web/demoAccount)

E-Commerce Demo – dataLayer Examples

enhancedecommerce.appspot.com

Free tips and tricks (with links)

bit.ly/ga-tips-13



Google Analytics Tips, Tricks, and Best Practices

v2.0 - October 5, 2019

Thank You!



Andrew Mallis, CEO

Twitter @andrew_mallis

LinkedIn /andrewmallis

Email mallis@kalamuna.com



Kalamuna