

Google Analytics Integration Guide

Performance monitoring is an ongoing process and for many COE units, Google Analytics is the performance monitoring tool of choice. Google Analytics offers a wide range of tools and options to integrate data from other Google products.

Introduction to Google Business Performance Products

Google Tool	Description	Target Audience	Cost
Analytics	Perhaps the most widely used website statistics services available, Google Analytics generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. Google Analytics can track visitors from all referrers, including search engines, social networks, direct visits, and referring sites.	Marketers	Basic service is free of charge; a premium version is available for a fee
Adwords	An online advertising service that places advertising copy adjacent to Google search results. The choice and placement of the ads is based in part on a proprietary determination of the relevance of the search query to the advertising copy. AdWords offers cost-per-click (CPC) advertising; cost-per-thousand-impressions or cost-per-mille (CPM) advertising; and site-targeted advertising for text, banner, and rich-media ads. The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one headline of 25 characters and two additional text lines of 35 characters each. Image ads can be one of several different Interactive Advertising Bureau (IAB) standard sizes.	Marketers	Varies from \$0.05 up (for the pay-per-click model) based on keywords to which you attach ads
Webmasters	Google Webmaster Tools tracks how many people are arriving at a site through Google queries, from what part of the world site traffic is arriving, and how many visitors landed on every page. It also logs the total number of individual URLs on a site that have been indexed by Google and which search keywords drive the most traffic.	Webmasters	Free
YouTube	A video-sharing website on which users can upload, view, and share videos. Google Analytics automatically measures traffic from YouTube channels; with some additional coding, it can also measure the popularity of embedded videos on an institution's website.	Marketers	Free

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Integrating Google Analytics with Other Google Products

Adwords

Most businesses use Google AdWords to drive targeted traffic to their websites. Viewing AdWords metrics in Google Analytics only requires a few steps. The following comes from Google's [support page](#).

Linking a Google Analytics property to your AdWords account can help you analyze customer activity on your website. This information can shed light on how much of your website traffic or sales comes from AdWords and help you improve your ads and website.

Why link AdWords to Google Analytics

After linking Google Analytics and AdWords, you can do the following:

- Import Google Analytics goals and transactions into AdWords as conversions
- View Google Analytics site engagement data in AdWords
- Create remarketing lists in Analytics to use in AdWords for targeting specific audiences
- Automatically view your AdWords click and cost data alongside your Analytics site engagement data

Before you start, make sure that you're using a Google Account that has Edit permission for the Analytics property and Administrative access for the AdWords account(s).

Note: These permissions are only required for the linking process itself. After you've created the link, the permissions can be modified or removed entirely.

For step-by-step instructions outlining how to link Google Analytics and Adwords, as well as other resources, check out:

- [Link Google Analytics and Adwords](#)
- [See what Adwords reports will show after linking](#)

Webmaster

Integrating Google Webmaster with Google Analytics adds a helpful trio of reports to the standard Analytics output. These reports convey website statistics related to queries (e.g., impressions, clicks, position, and CTR info for the top 1,000 daily queries), landing pages (e.g., impressions, clicks, position, and CTR info for the top 1,000 daily landing pages), and the location of visitors (e.g., impressions, clicks, and CTR by country).

For step-by-step instructions outlining how to link Google Analytics and Google Webmaster as well as other resources, visit:

- [Access Webmaster data in Google Analytics](#)
- [Linking Webmaster and Analytics](#)
- [The Google Webmaster Toolkit](#)

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YouTube

Traffic from YouTube channels themselves is automatically measured in Google Analytics. However, monitoring and optimizing embedded video activity on a website requires extra coding.

Videos are typically embedded via an iframe. Iframes and Google Analytics might sound like a daunting combination, but understanding how embedded videos are performing can shed light on the topics resonating most—and least—with visitors.

For a script you can add to your code to measure YouTube activity in Google Analytics, read this [blog post](#) on integrating YouTube and Google Analytics.