

# Google Analytics for EPiServer

## Optimizing content through tracking

**Google Analytics for EPiServer** lets you improve conversions and optimize traffic by simplifying configuration and presenting all the information you need next to the content you are working on. It gives you instant access to analytics and trends directly within the EPiServer dashboard and lets you share a login between all the editors you choose.

The dashboard gadget can be personalized and shows a summaries, graphs and lists of selected statistics over a selected time period.

You can easily configure which statistics that should be shown - as well as adding advanced segmenting and custom filters to it. You can configure the add-on either to track a single website, or several websites in an enterprise multi-site environment.

In addition, by using this feature you automatically apply tracking on all your pages and products on a domain or subdomain.

Google Analytics for EPiServer consists of the following key elements for an easy way to improve your website:

- **Automatic tracking.** Adds the right tracking code on all your pages and products and makes sure all the relevant data is tracked, like visitor groups, events, downloads, outgoing links, etc.
- **Dashboard gadget.** Gives an overview over the most relevant statistics - and filtered in any way you prefer to cover the segments you are interested in.
- **In-context gadget.** Lets you know details about the characteristics of visitors that have viewed that specific piece of content.
- **Administrative interface.** Lets you administer the gadget and define tracking, as well as shared logins for the gadgets in admin view.

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***Expected knowledge*** You are expected to have basic knowledge in Google Analytics. For more information how the tracking and measuring works, refer to documentation at the [Google Analytics website](#).



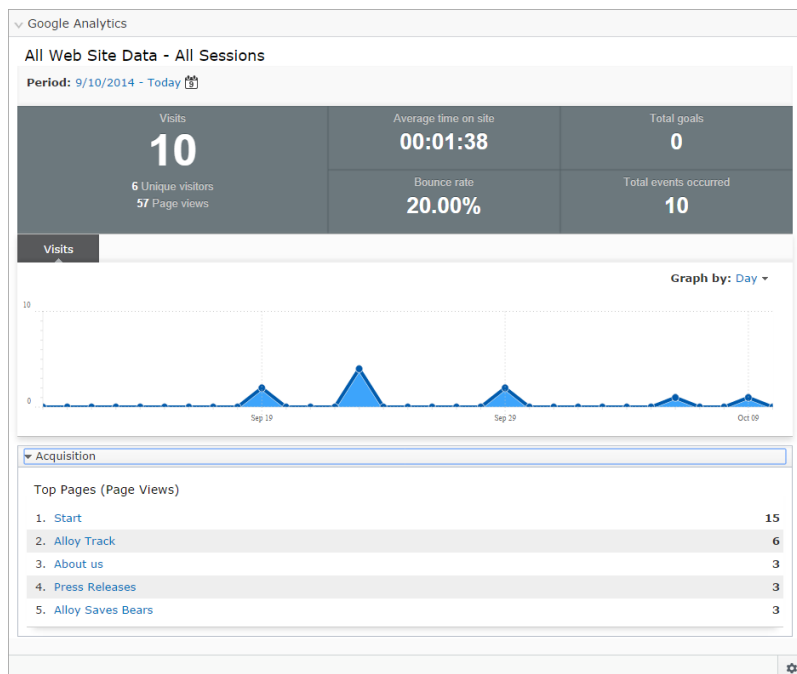
The add-on supports Google Universal Analytics. However it does not track single user IDs per default (there is no common notion of a logged in user in the platform currently). This is something that the partner will need to add custom logic to handle.

## Setting up the gadget

When the administrator has configured tracking in EPiServer CMS admin view, you can **add the gadget** to the dashboard to show the statistics for the entire website and in edit view for each individual page.

**All Sessions** built-in segment is displayed by default when none has been set.

Gadgets added to edit view has a area divided into “five data” of the selected page’s analytics, which shows Page views, Unique page views, Average time, Bounce rate and Exit rate.



Select the gadget options and set up the gadget by selecting the following menu options:

- **Account & Profile.** Log in with personal account and change which website to display the analytics for.
- **Display Settings.** Manage appearance of the graphs, and number of items in the list.

- **Graphs & Lists.** Select which kind of metrics to display, in graphs or lists.

The graphs shows the following information:

- **Segments** in Google Analytics enables editors to select any built-in or custom segment in the Google Analytics for EPiServer gadget, the analytics will be filtered according to the selected segment. The gadget added to dashboard or edit view uses the same segment filter. **Advanced Segments from Google Analytics** are segments that you can define under “Advanced Segments” in the Google Analytics interface. For more information about advanced segments, refer to the [Google Analytics website](#).
- **Period.** Date from and to for displayed data. The date range is saved for the gadget.
- **Graph by.** Allows showing graph data by day, week or month.
- **Summary.** A short summary for the selected date range and segment. This panel can be turned off from **Graphs & Lists**.
- **Graphs.** Graphs that are selected from **Graphs & Lists**. This is managed from **Display Settings**.
- **Lists.** Lists that are selected from **Graphs & Lists**. This is managed from **Display Settings**.
- **Acquisition.** Here you can see which pages the visitors navigate to.

### Account & Profile

With **Account & Profile** you can control the Google accounts and websites to use for retrieving the statistics and displaying them in the gadget. You have the following options:

- In **Account**, select your personal Google Analytics user account to log in and out as. It is also possible to select a shared user that is configured from the administration.
- In **Profile**, select any of the websites that you as a user are assigned to from the Google Analytics interface.

### Display Settings

With **Display Settings** you can control the appearance of the gadget. You have the following options:

- In **Heading**, select **Display heading** to show the website name from Google Analytics as a heading in the gadget. If you want a custom heading instead, type the text in **Name**.
- In **Graphs**, you can select any of the following:
  - **Layout**. **Tabbed** displays graphs in a tab panel, **Stacked** displays graphs in a vertical sequence.
  - **Chart type**. **Line** connects values with a line, **Bar** displays a bar for each value.
- In **Lists**, select the number of items to display in each list.

### Graphs & Lists

With **Graphs & Lists** you can control how the data is displayed in the gadget. You have the following options:

- **Summary**. Select **Displays summary at the top of gadget** to show the summary of the gadget.
- **Graphs**. Select any of the following graphs to show in the gadget:
  - **Bounces** are users leaving after viewing the first page.
  - **New Visits %** are the number of first-time visits on the site.
  - **Page Views** are the number of displayed pages on the site.
  - **Time Spent** is the average time spent on the site by a visitor on your website.
  - **Visits** is the number of visits to your website.
  - **Goals Completed** lists goals that have been configured in the Google Analytics interface. Select which completed goals you want the graphs to display.
  - **Events** lists available events, for example, downloads, form postings etc. Select which events you want the graphs to display.
  - **Visitor Groups** lists the defined visitor groups on your website. Select which visitor groups you want to see in the graph.
  - **Commerce-specific metrics** shows graphs, such as **Avg order value**, **Items purchased**, **Revenue**.

- **Lists.** Select to list the following criteria:
  - **Top Browsers** are the most used browsers used to visit the site.
  - **Top Campaigns** are the campaigns that your organization have set up in EPiServer Social Reach. Through this list you can see how these campaigns are performing, see [Creating and sending a message](#).
  - **Top Countries** are the most common countries for visitors of the site.
  - **Top Exit Pages** are the most common pages a user visited before leaving the site.
  - **Top Form Postings** are the most commonly posted forms (XForms).
  - **Top Landing Pages** are the most common landing pages when first entering the website.
  - **Top Mediums** are sources that Google Analytics analyzed for incoming links, for example, Twitter, or through search. Refer to Google Analytics documentation.
  - **Top Pages** are the pages viewed most times.
  - **Top Referrers** are the top referring domains that link to your website.
  - **Top Search Words** are the most common search terms revealing the site.
  - **Top Visitor Groups** shows the most common visitor groups, based on page views and personalized content.
  - **Commerce-specific metrics** shows lists, such as **Most Sold Products**, **Performing Campaigns**, **Performing Product Categories**, **Performing Products**.

## Examples of usage

The purpose of the enhanced e-commerce functionality in Google Analytics for EPiServer is to better understand customer behavior and the effectiveness of merchandising efforts, which you can do the following:

- **Customizable funnels** that relates to customer behavior within your shopping process (mixing individual product views, behavioral events and transactions) to gain a true reflection of

performance. Merchants will be able to understand how far through the buying process customers are getting allowing definition of your most visited paths, biggest exits etc. You can cross these funnels and reports with your existing and new customer segments. Do customers from different regions demonstrate behavioral issues when they experience your delivery options? Do new visitors struggle with registering before making a purchase? Do different products perform better when listed in a different way?

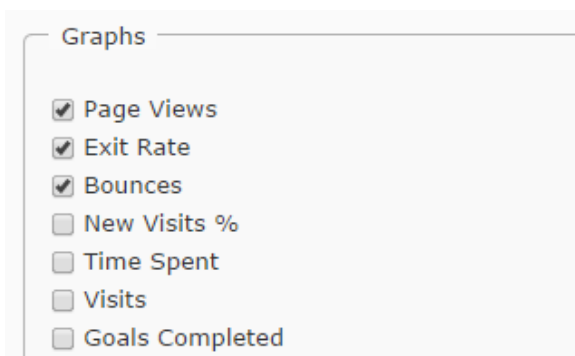
- **Shopping behavior** that provides assessment of the strengths and weaknesses of the whole purchase funnel, starting at product views, the whole shopping experience can be mapped. Show user flow through key elements such as product views, add to cart etc.
- **Checkout behavior** that specifically looks to identify the path through the checkout process, which are more customizable than previous goal based URL analysis by allowing specific events to be sent to Google Analytics to integrate as key moments of the checkout process. Abandoned checkouts are the most obvious, but drop outs at registration or any other stage of the process are easily identifiable for renewed marketing efforts.

### Tracking page views, bounce rate and exit rate of mobile visitors

You might want to find out the bounce rate for pages of mobile visitors and compare it to the average statistics of the website, and also see which pages have the highest exit rate.

You can filter by selecting **Mobile Traffic**. Under **Acquisition** you can see which pages the visitors navigate to.

Also select which graphs you want to be displayed.



### Tracking “page views” in a EPiServer Commerce webshop

You might want to see which categories and products your visitors are interested in. This can be done for categories and products created in Catalog Management, which have their own URLs on the website.

To analyze statistics made for purchases in the shopping cart in EPiServer Commerce, see [Generating sales report](#).

