**Overview:**

Welcome! Today you’re going to walk through some first hand examples of how we use Google Analytics (GA). GA is a powerful, free tool provided by Google to track how people interact with your company on a regular basis. We hope you find today’s workshop helpful!

**What Top 3 Things Do You Want To Measure?**

*Ex: Leads, product sales, interactions with specific page/pdf/video*

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What Does Success Look Like For Each of The Above?**

*Ex: filling out form, calling phone number, playing video for more than 10 seconds*

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**Basic Checklist**

*Have you done the following?*

* Created an Analytics account and installed it
* Created an Adwords account
* Enabled ‘Remarketing’ and ‘Advertising Reporting Features’
* Created a 90-day remarketing list
* If selling online, enabled E-commerce tracking
* Adjusted user and event data retention to 50 months
* Set up goals for contact form completions

**Advanced Checklist**

*Have you done the following?*

* Set up trackable offline media (direct mail URLs and Phone Numbers)
* Set up additional micro-conversions (newsletter signups, link clicks)

**Outbound Link Clicks**

*Add the following script to your analytics tracking code to track clicks for links to other websites*

*(ex: facebook.com) full details:* [*https://support.google.com/analytics/answer/7478520?hl=en*](https://support.google.com/analytics/answer/7478520?hl=en)

<script>
/\*\*
\* Function that tracks a click on an outbound link in Analytics.
\* This function takes a valid URL string as an argument, and uses that URL string
\* as the event label. Setting the transport method to 'beacon' lets the hit be sent
\* using 'navigator.sendBeacon' in browser that support it.
\*/
var trackOutboundLink = function(url) {
  gtag('event', 'click', {
    'event\_category': 'outbound',
    'event\_label': url,
    'transport\_type': 'beacon',
    'event\_callback': function(){document.location = url;}
  });
}
</script>

You'll also need to add (or modify) the onclick attribute to your links. Use this example as a model for your own links:

<a href="http://www.example.com" onclick="trackOutboundLink('http://www.example.com');return false;">Check out example.com</a>

**Resources**

**Create your Google Analytics account:** <https://www.google.com/analytics/analytics/>

**Free how-to courses provided by Google:** <https://analytics.google.com/analytics/academy/>

**Offline Media URL Builder:** https://ga-dev-tools.appspot.com/campaign-url-builder/

**Call Tracking Software:** https://www.callrail.com/

**Fungi Dashboards:** https://www.fungimarketing.com/product/marketing-analytics-dashboards/