Google Analytics: The Set-up

netRivals

Data to Win.

Google Analytics: Set-up

Abstract

Google Analytics has become a very important partner for both e-commerce and physical stores with an online channel. This web analytics tool created in 2005 allows you to know the trends and behavior of users on your website.

In addition, with this software you can see important consumer data such as geographical origin, the device users have used, how they have found your page, etc.

This white paper is aimed at novice users so the most important topics of each report will be covered to provide a general idea of the data that can be obtained from this tool. In it, we will talk about how to set up Google Analytics for e-commerce.

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Introduction

Structure of a Google Analytics e-commerce account

When you create an account in Google Analytics, you need to set up at least three major sections:

- **Account**

- **Property**: a unique tracking code must be generated for each property. In the case of ecommerce that do not have APP, it is only necessary to have one property.

- **View**

Solutions

## How to structure the Google Analytics account

- **Account:** here you must put the name of the company.

- **Property:** you must put the store's trade name here.

- **View:**
    - View I, **All the information:** This view does not have any filter and you must set the enhanced e-commerce option.

    - View II, **Online store:** This view will have the traffic of the blog subdirectory excluded and the enhanced e-commerce will be configured as well.

    - View III, **Blog:** All non-blog traffic should be excluded.

    - View IV, **UserID:** This is a custom tracking system. When activated, the system detects if the user is registered, and even if he accesses the web portal from different devices, these are counted as one.

Configure the Analytics property

After structuring the Analytics account, the four most important sections of this level need to be configured: property settings, tracking information, linked accounts, and audience definitions.

Property Settings
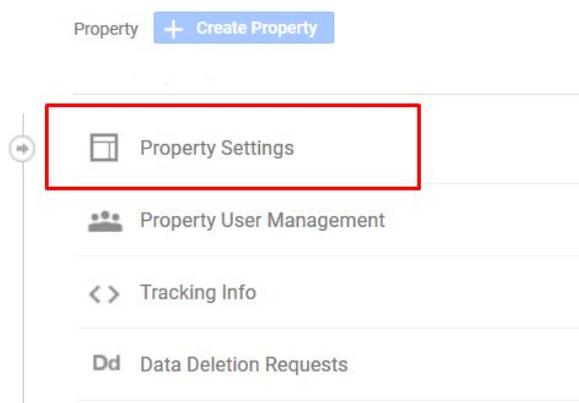
The fields that have to be filled in are the following:

- **Name of the property**: here you write the name of the shop.

- **Default URL**: in case of having the SSL certificate, https://example.com must be added. Please note that the root domain must be added, without subdirectories like example.com/en/

- **Default view**: we recommend that you set the default view to be displayed without filters.

- **Category**: what does the business do?

- The following two sections will be activated:
  - Use **improved link attribution**
 - Enable **user metrics** in reports

Tracking Information
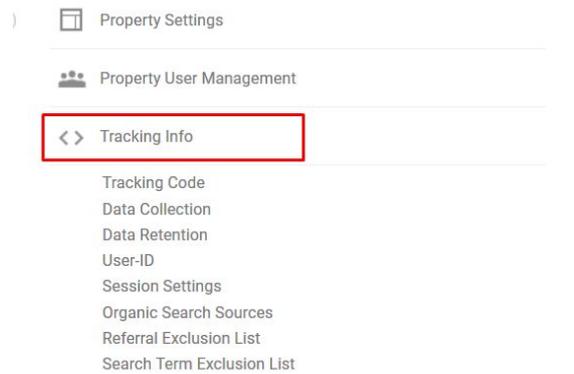
- **Tracking code**: in this section is the code to be inserted inside the <head>/head> tag. It is very important since without the installation of this script it is impossible to obtain the information.

- **Data retention**: is a significant section, as this is where you can set up how long you want the data to be available. It is advisable to configure it as in the following screenshot:
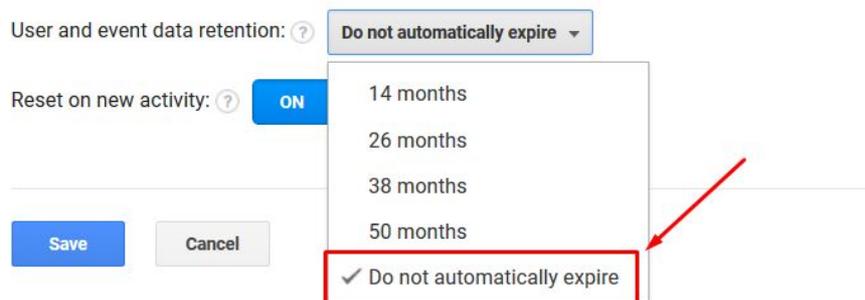
- **Reference exclusion list:** this is a key section for e-commerce. In this section, we will add the domains which should not be counted as a source of traffic, such as payment gateways like PayPal or Redsys.
It is important to configure this list, since without it it will be impossible to quantify the effectiveness of the campaigns. For example, if a user who accessed the website through a Facebook Ads ad paid using PayPal, it will appear that it was PayPal who generated this sale and not Facebook Ads.

- **Search Term Exclusion List:** This section serves to identify users who have purchased products in an organic way, i.e. by searching for "soccer ball" instead of "store X". It is the least necessary of the ones we have commented so far. Let's imagine that a user has searched for the name of your shop and has ended up buying from you. In this case the sale will be counted as organic traffic, but you could really say that it has been direct since he has used your brand in his search. In case you want to count as direct traffic and not as organic traffic you should add the name of the shop and its variants here.

Product links

The two most important links to be made are to Google Search Console and Google Ads platforms.
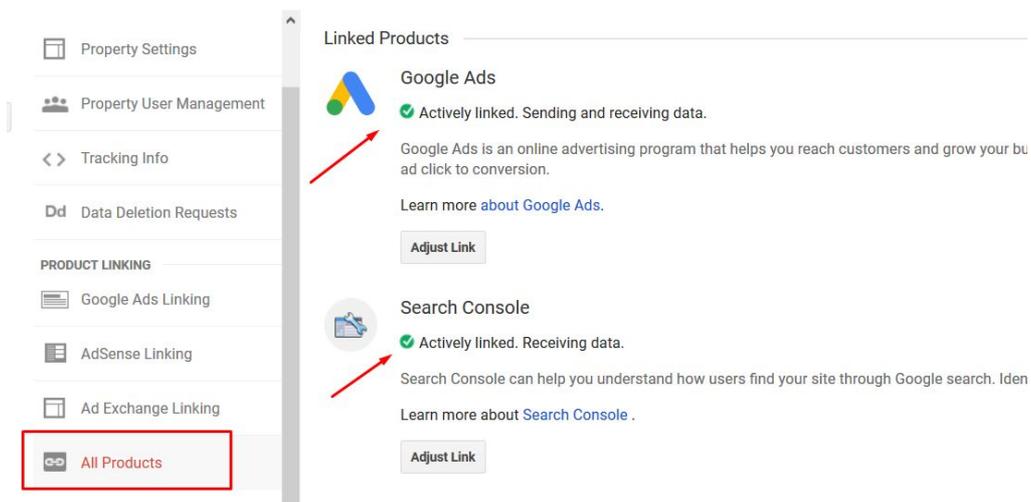
Audiencies

In this section you must activate the "remarketing" option. Here we will be able to create audiences based on the criteria that we select in order to perform UX, CRO and PPC actions.

When creating audiences is very important to select as destination both Google Analytics and Google Ads.

Configuration of the Analytics view

The configuration of the analytics view is made based on the following features:

- **Property's name**: it has to be noted the type of view. As we previously saw, you should do three:
  - All the information
  - Online shop
  - Blog

- **Site URL**: the subdirectory should be added here. For example, if it's the blog view we'll put https://example.com/blog/.

- **Weather and time zone**

- **Currency**: you have to add the currency even if it's the blog view; not because of any functional criteria but because you'll get it in dollars in the reports we'll see later.

- **Bot Filtering**: exclude the sessions of known robots.

Bot Filtering
☑ Exclude all hits from known bots and spiders

- **Website searches**: we will activate this option. A field will be activated where the query parameter will be added. What is it? In most internal search engines, when a query is made the web page returns results with the same query written in the URL. In the following example you will see this very clearly:
We look for the word "toy" in the search engine and the URL in the results looks like this:
https://example.com/search?controller=search&orderby=position &orderway=desc&**search_query**=**toy**&submit_search=

  The query parameter in this case is search_query and it will have to be indicated in the following way:

- **Search categories**

Objectives

It is a tool for measuring the effectiveness of the web analysed. For example, apart from measuring the sales that the page produces, you could want to know how many people have subscribed to the newsletter or how many people have called.

> **Important**
> Once the enhanced e-commerce has been activated, transactions and their value will be measured automatically, there is no need to create a completed sales conversion.

Filters

In this section you should configure the views as discussed at the beginning of the article.

In the next view we want to see only the metrics of the users that access the blog. The configuration will be as shown below:

For the Online Store view, where you only need to see the behavior in the store, it will be configured as follows:

Ecommerce set-up

This configuration is the most important, without activating it, no data concerning products can be accessed. It must be activated in all views except the blog view.

Is necessary to repeat the process several times, since once configured nothing should be changed.

Three options must be activated:

- **Activate e-commerce:** this option will give you access to basic information about products, income...

Ecommerce set-up

Enable Ecommerce

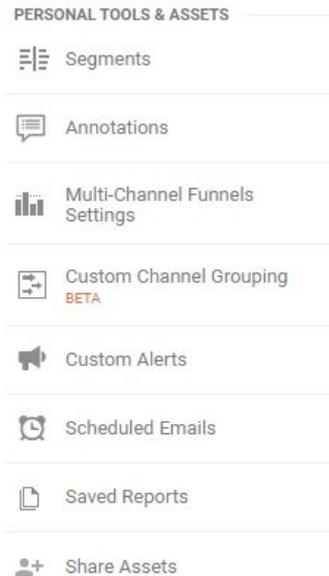Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

`ON`

Enable Enhanced Ecommerce Reporting

`ON`

- **Enable enhanced e-commerce:** detailed reports will be available on:
  - Economic profitability: you will be able to see metrics such as AOV average order value, returns, number of times it is added to the cart…
  - Marketing performance: it is possible to observe if discount codes are being used in orders, affiliate codes…
  - Product allocation

- **Phases of the checkout**: the basic ones are:
  - Checkout
  - Enter the address
  - Select shipping options
  - Entering payment data
  - Order confirmation

Personal tools

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Multi-Channel Funnels Settings
- Custom Channel Grouping BETA
- Custom Alerts
- Scheduled Emails
- Saved Reports
- Share Assets

- **Segments**: these are filters that can be made to view the data of certain segments of the population. For example, if you only want to see how users who access through Instagram behave, you can create a segment with these criteria.

- **Annotations**: tool that can be used when making changes that can affect web performance, you can put notes to remember what day the change was made.

- **Multi Channel funnel settings**: is used to select the default allocation system.

- **Personalized alerts**: you can create an alert, for example, that notifies you when a certain event is activated, such as filling out a form.

- **Programmed mails**: this tool is used to send reports with a certain frequency to the company's own e-mail. For example, send a report every week with the sales of the company.

- **Saved reports**

Takeaways

After seeing step by step the set-up of a Google Analytics account for e-commerce, it is necessary to go into:

- Structure the account in Analytics as indicated: it is necessary to create the views to get the maximum benefit from the web analytics tool, since the same metrics are not necessary to measure the performance of the online store as for the store blog.

- Configure the e-commerce tab. This is vital for measuring the effectiveness of campaigns and sales strategies in the online store, as it gives full access to business-related statistics.

- Establish appropriate filters for each of your views. To avoid combining data from unrelated pages when designing a strategy, it is necessary to set exclusive filters: filters that exclude the blog will be inserted in the online store, and vice versa. This will make the analysis of the different pages of the company more effective.

Additional information

If you want to learn more on Google Analytics for e-Commerce, you can visit netrivals.com for more information on the topic. Netrivals is a key partner of pure-players and omnichannel stores to help them become competitively smarter. The all-in-one view offered by Netrivals covers relevant and valuable e-commerce KPIs like: Price Index, Profit Margins and Conversions of e-commerce businesses. You can learn more here or even request to talk to one of their specialists here.

For more information, please contact support@netrivals.com or visit netrivals.com

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White Paper

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