

Google Analytics Segments for Beginners

How to isolate specific types of traffic within your Google Analytics reporting

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What Are Segments?

Segments allow you to isolate specific types of traffic within your Google Analytics reporting, to filter the traffic you are viewing.

Audience Overview

Apr 17, 2016 - May 16, 2016

Email Export Add to Dashboard Shortcut

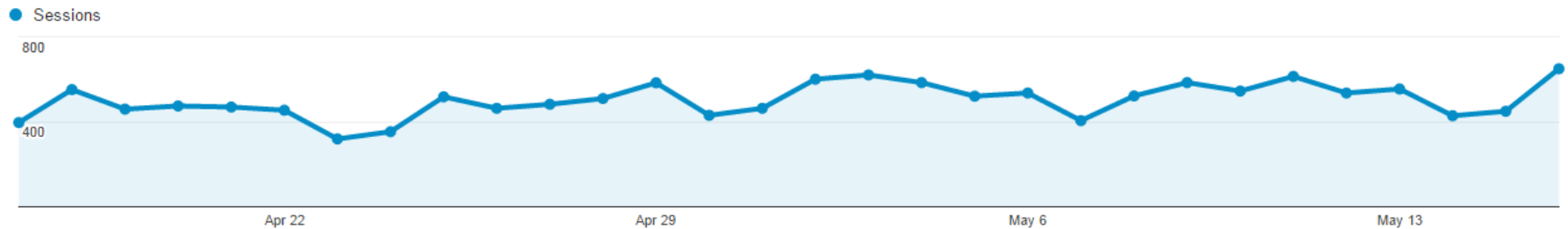
All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions

15,063

Users

12,988

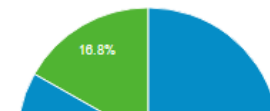
Pageviews

32,604

Pages / Session

2.16

New Visitor Returning Visitor



5 Things You Can Do With Segments

- View all of your regular Google Analytics reports (including custom reports) for users or sessions that match your criteria
- Create custom segments in the areas of Demographics, Technology, Behavior, Date of First Session, Traffic Sources, and Ecommerce
- Include demographic data (age, gender, and interests)
- Import custom segments made by the Google Analytics team and other Google Analytics users.
- Share your custom segments with others using a custom link.



10 Types of Segments for Marketers

Referrer / Traffic Source

Campaigns, Social Media, Direct, Organic/Paid Search

Visitor Type

New Users vs Returning Users

Location

Country

Content Viewed

Pages Viewed, Landing Pages, Product/Service Page, Completed Checkout (Thank You)

Landing Page Type

Blog Visits



10 Types of Segments for Marketers

Action

Completed Conversion Goals, E-Book Downloads

Value

If you've set up goal values or e-commerce, show sessions above a certain value

Demographics

Age, Gender, Interests

Engagement

Pages Viewed, Time On Site

Technology

Mobile/Tablet, Browser Type and Version, Screen Resolution

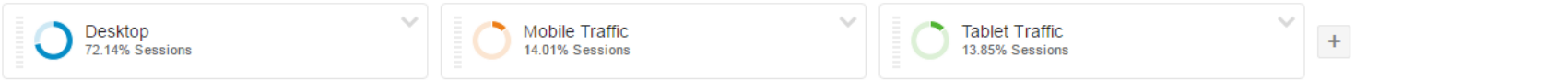


A Live Look At Google Segments

Audience Overview

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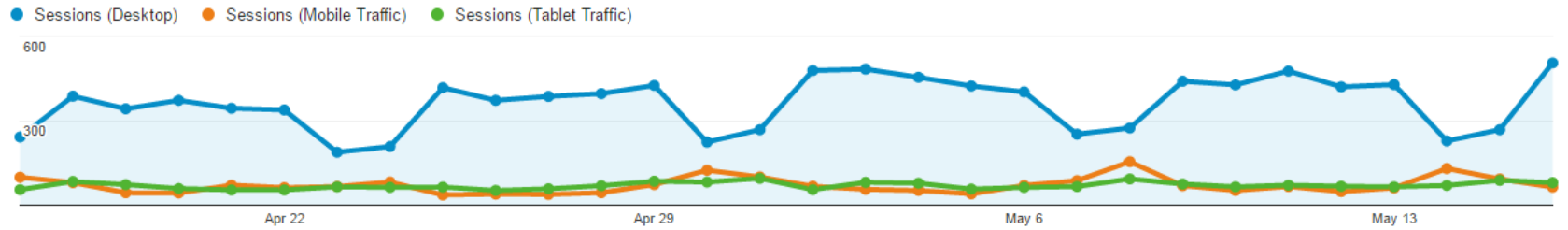
Email Export Add to Dashboard Shortcut



Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions

Desktop

10,867



Mobile Traffic

2,110



Tablet Traffic

2,086



Users

Desktop

9,662



Mobile Traffic

1,602



Tablet Traffic

1,725



Pageviews

Desktop

23,028



Mobile Traffic

4,913



Tablet Traffic

4,663



Pages / Session

Desktop

2.12



Mobile Traffic

2.33



Tablet Traffic

2.24



Avg. Session Duration

Desktop

00:01:00

Bounce Rate

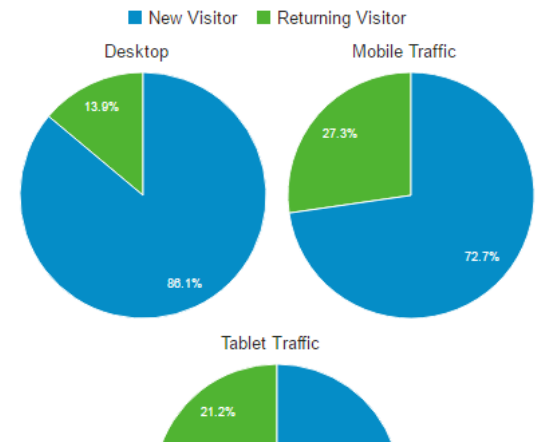
Desktop

04:00%

% New Sessions

Desktop

00:100%



Connect with me

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