

Basic User Segments

From the Culture24 Action Research Project 'How to evaluate online success'

4. Set up basic user segments for global, national, city and social media traffic

The easiest way is to use the shared segments.

Login to your Google Analytics account and then launch the following links and the project segments will be imported –

- 1. National (UK) traffic only: <http://bit.ly/dOtC5E>**
- 2. London traffic only: <http://bit.ly/gKC7E4>**
- 3. Scotland traffic only: <http://bit.ly/gEI93K>**
- 4. Wales traffic only: <http://bit.ly/hu4Dd0>**
- 5. Social media originating traffic only: <http://bit.ly/fDTaeJ>**

You can edit these as required. The social media one will always need to have new sites added to it as new tools and platforms emerge.

5. Ensure that you have integrated your Google Analytics account with your Google Adwords account (if applicable)

You can set this up in Profile Settings.

6. Set up advanced ecommerce tracking

This is worth investigating if you're going to integrate ecommerce more deeply into your site – it allows you to track the value generated by different campaigns etc.

7. Set up content tracking for downloadable file types and outgoing click traffic

Information on how to do this can be found on Seb's blog:

<http://bit.ly/ryWoXF>

8. Implement campaign tracking to track visitors from email newsletters and other sources and separate them out from general visitors.

Everyone should be tagging the links in the bulk emails with unique campaign tracking code. If you haven't already got your marketing team generating tracking codes for each link, you can use this link maker:

<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55578>

Don't let an email go out without a campaign tracker. Similarly if you post shortened links to Facebook or Twitter, make sure you pre-tag them before you shorten.