

FILTERS

GOALS

INTERNAL SEARCH

CONTENT / CHANNEL GROUPINGS





FILTERS



BEST PRACTICE: FILTER YOUR OWN TRAFFIC

IP FILTER

PLUGIN FILTER / HOST FILE

COOKIE FILTER / GOOGLE TAG MANAGER



= FILTERS

- by [IP Address](#)
- [Ghostery Plugin](#)
- [edit HOST File](#)
- [Google Tag Manager](#)
- by [custom dimension \(cookie\)](#)



GOOGLE ANALYTICS GOALS

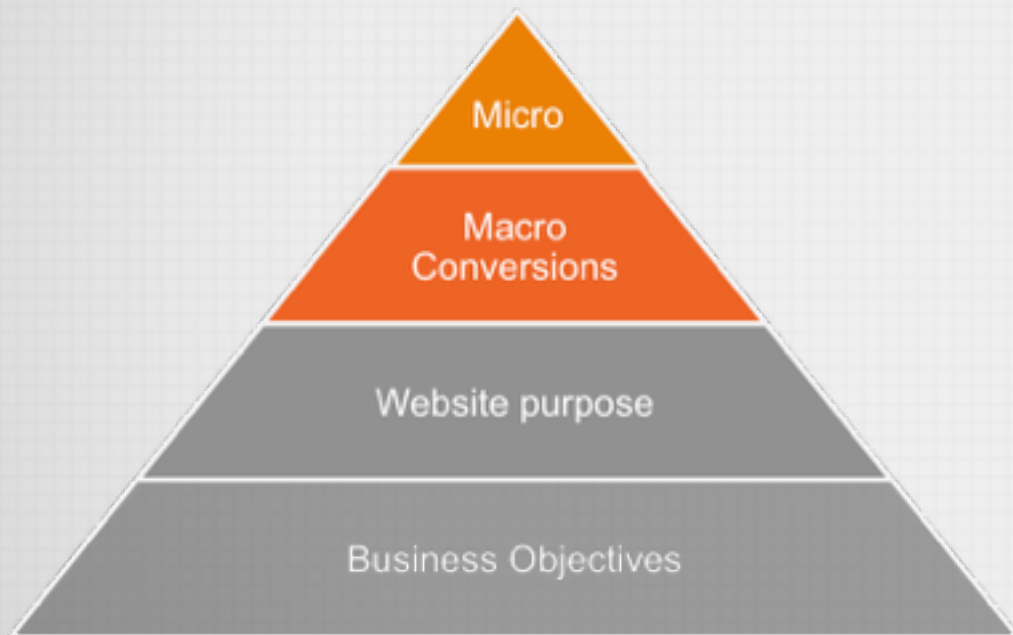


WHAT DOES WINNING LOOK LIKE?



GOAL FRAMEWORK

Goals within Google Analytics are crucial to answer the question “so what?”



4

What are Goals that lead up to the main Goal? What are possible side-goals?

3

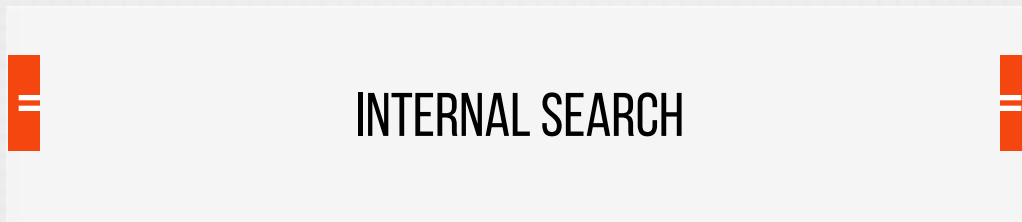
What is the main measurable Goal of my Website? How can I measure it?

2

How does my website support the BO? What is the purpose of my Website

1

What is my preferred business outcome?





CONTENT / CHANNEL GROUPING





VIEW CONFIGURATIONS



FILTERS

GOALS

INTERNAL SEARCH

CONTENT / CHANNEL GROUPINGS



GA VIEW CONFIGURATIONS ACTIONS



READ & VIEW

Read this post by Avinash Kaushik about a [Digital Marketing and Measurement Model](#)



SETUP

Brainstorm three goals each for an E-Commerce Store, Lead Gen site and Blog
Setup Goals, Internal Search, Content / Channel Grouping for your test site



DISCUSS

Think of a business where you would find it hard to define any goals. Post it in the discussions and get ideas from fellow students.

