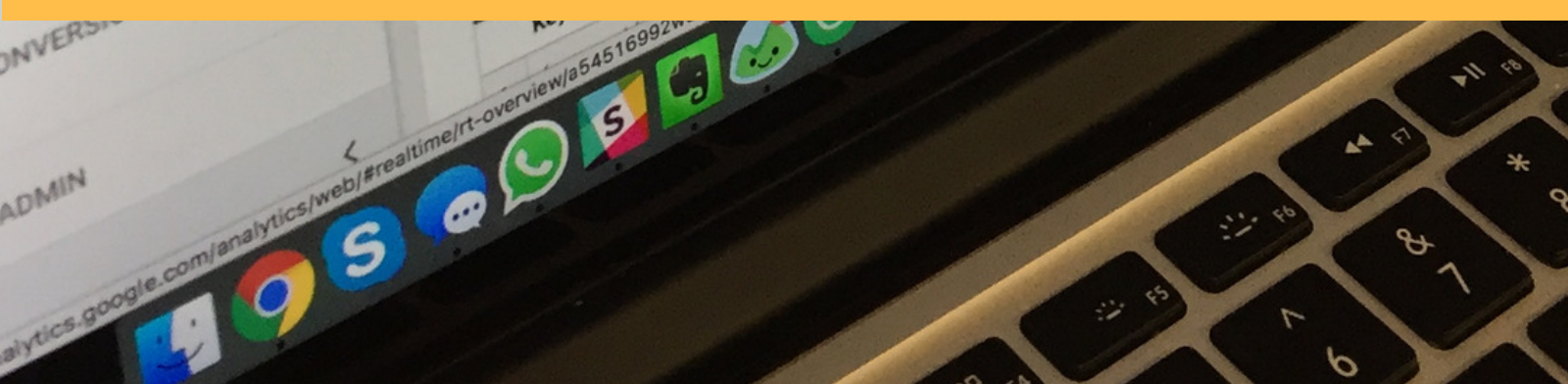


GOOGLE ANALYTICS FEATURES CHECKLIST



1. Calculated Metrics

Calculated Metrics is a new set of metrics that gives you the ability to create your metrics computed from existing metrics (users, sessions, conversions, conversion rate) to help you get better insights from your Google Analytics data.

Add the following calculated metrics to your account:

1. Conversion Rate per User:

- Name: Conversion Rate Per User
- External Name: (automatically populated)
- Formatting Type: Percent
- Formula: $\{\{Goal Completions\}\} / \{\{Users\}\}$

2. Average Time per User:

- Name: Average Time per User
- External Name: (automatically populated)
- Formatting Type: Time
- Formula: $\{\{Session Duration\}\} / \{\{Users\}\}$

2. Calculated Profit:

- Name: Calculated profit
- External Name: (automatically populated)
- Formatting Type: Currency (Decimal)
- Formula: $\{\{Revenue\}\} * 0.30$ (when profit represents 30%)

2. Integration with Search Console

This new Google Analytics integration with Search Console allows you to discover and get insights about search data end-to-end, by viewing data from the acquisition stage down to the conversion stage.

Go to check the Acquisition > Search Console reports or enable them from Admin > select the account where you want it enabled > Property > Property Settings > scroll down to Search Console Settings.

3. Move a Property Between Accounts

If your Google Analytics properties are not added under your accounts, go to "Property Settings," then click "Move property" and select the destination account.

4. Google Analytics Demo Account

Get a better perspective on what data you can have available in Google Analytics, experiment with data, and learn how Google Analytics works with the new Google Analytics demo account.

To get access to the Google Analytics demo account, all you need to do is go to this URL: <https://analytics.google.com/analytics/web/demoAccount>.

5. User Explorer Reporting

In most of the Google Analytics reports you will see only aggregate data and this is the first report that drills down at the user level.

This can be especially helpful when you identify issues with a segment of your users and want to investigate further. For example, you may have users coming from a particular source or using a mobile device that have a high bounce rate or that do not convert very well. By looking at a few individual reports, you may be able to identify the issue and fix it.

Another use case of this would be to take a closer look at your customers to see what they are doing right on your website and what you can do to make more people follow the same path to conversion. Or how you can help them convert faster.

6. Data Studio

Data Studio is a new tool that will help you visualize Google Analytics data, along with data from other sources in a way that is much easier to understand.

With Data Studio you can connect multiple data sources like Google Analytics, Search Console, YouTube, AdWords, Google Sheets, upload custom documents and more.

Once you connect data sources, you can add to your report and customize bar charts, pie charts, time series, bullet charts or heat maps.

Then, when your report is ready, you can share it with your team, clients or management.

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Complete article:

<https://www.eugenoprea.com/7-new-google-analytics-features/>

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