



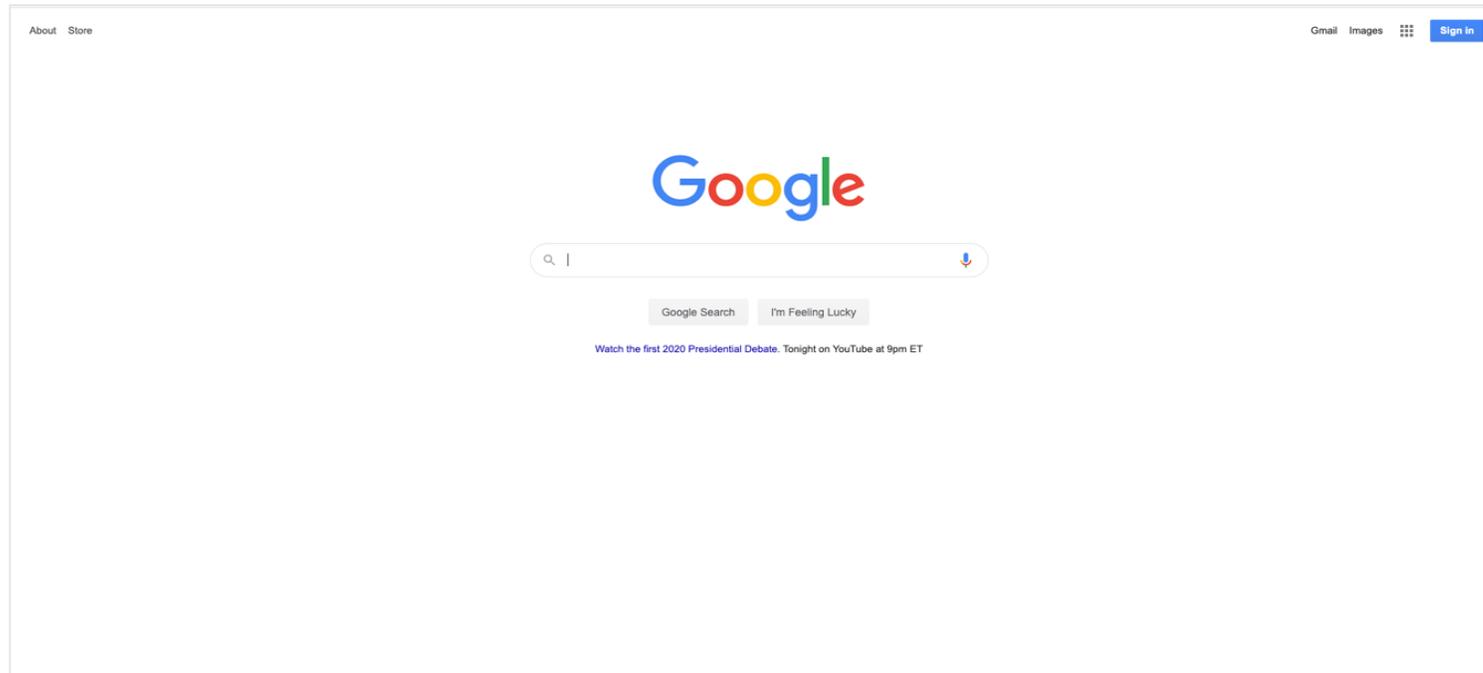
Using Google Analytics for Page Analysis

Marketing Specialist Tool



Getting Started

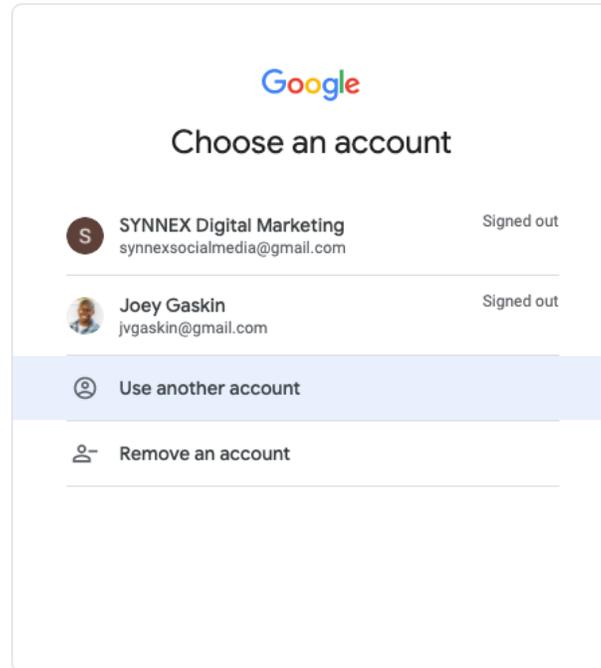




Create a Google Account Using Your SYNNEX Email Address

To get started, you will need to have a Google account in order to access your Google Analytics dashboard. To keep things consistent, we ask that you create a new Google account using your SYNNEX email.

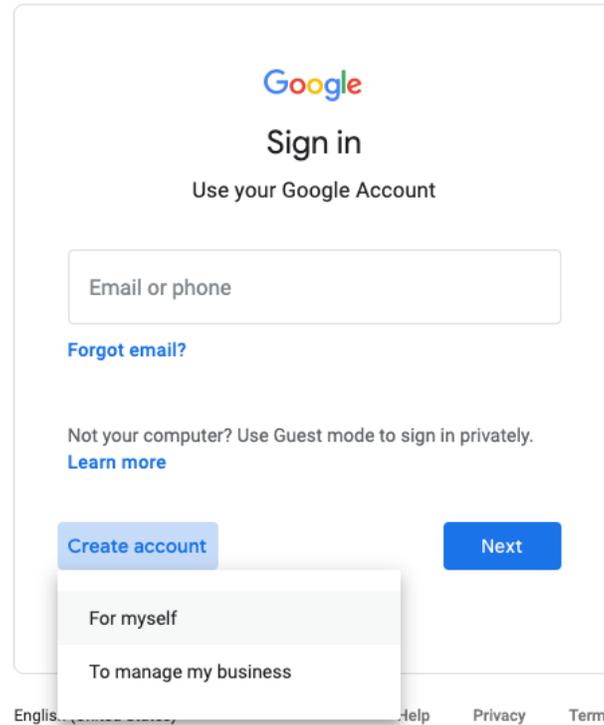
To do this, go to <https://www.google.com/> and click the 'Sign In' button in the top right hand corner.



English (United States) ▾

[Help](#) [Privacy](#) [Terms](#)

If you already have other Google accounts, you will be prompted to **Choose an account** in which you will select **'Use another account'**. This will then take you to the following step.



Here you will be prompted to **Sign in**, in which you will select 'Create account' and 'For myself'.

Google

Create your Google Account

First name Last name

Username @gmail.com

You can use letters, numbers & periods

[Use my current email address instead](#)

Password Confirm 

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)



One account. All of Google working for you.

This will lead to the following screen where you will **Create Your Google Account**. Enter your **first name** and **last name** and click on the link that says '[Use my current email address instead](#)'.

Google

Create your Google Account

First name Last name

Your email address

You'll need to confirm that this email belongs to you.

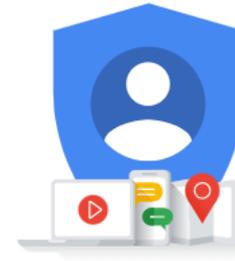
[Create a new Gmail address instead](#)

Password Confirm 

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

[Next](#)



One account. All of Google working for you.

English (United States) ▾

[Help](#) [Privacy](#) [Terms](#)

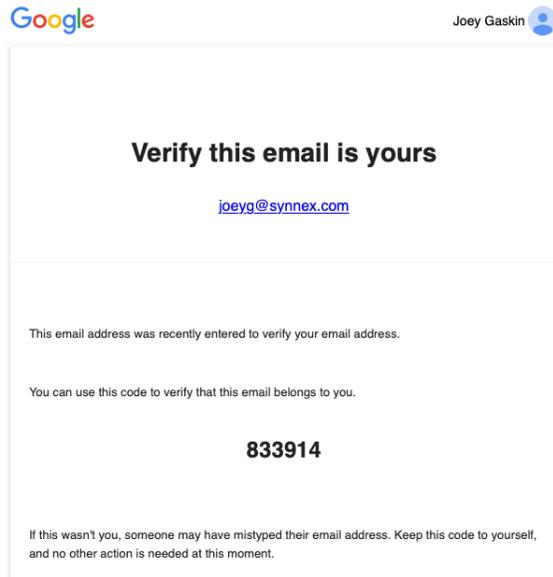
This will then generate an alternate email address field. **Enter your SYNNEX email address and a password of your choice.** Then click [Next](#).

Verify your email address

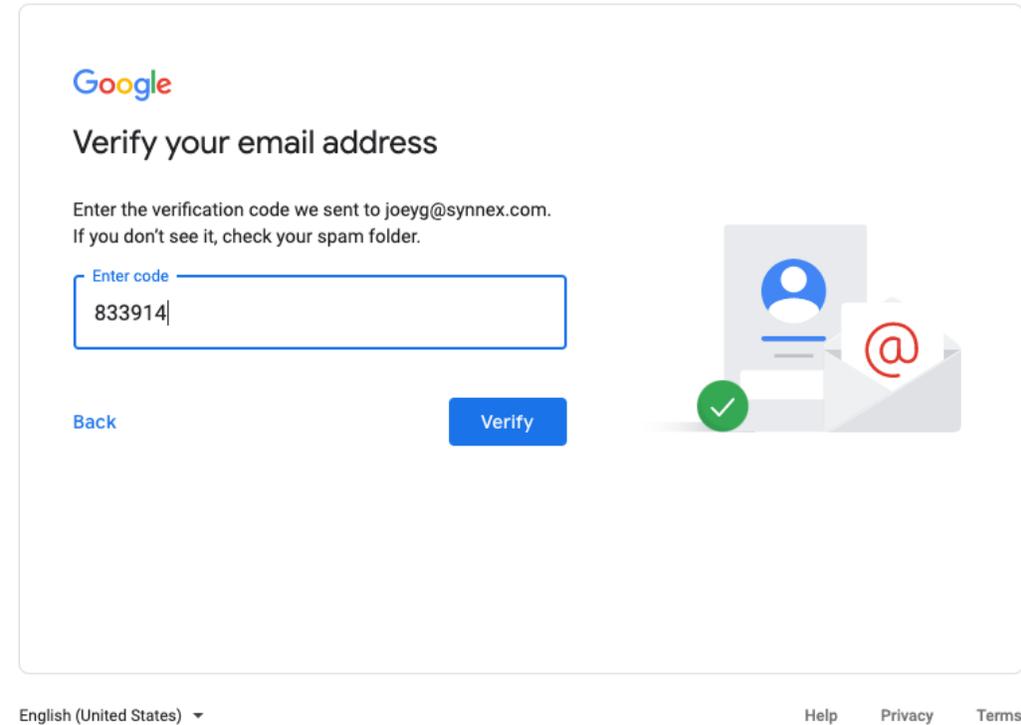
 Google <noreply@google.com>
To: Joey Gaskin

External E-mail

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



The screenshot shows the email verification page. At the top left is the Google logo, and at the top right is the name 'Joey Gaskin' with a profile icon. The main heading is 'Verify this email is yours' with a link to 'joeyg@synnex.com'. Below this, it states: 'This email address was recently entered to verify your email address. You can use this code to verify that this email belongs to you.' The code '833914' is displayed in large bold text. At the bottom, it says: 'If this wasn't you, someone may have mistyped their email address. Keep this code to yourself, and no other action is needed at this moment.'



The screenshot shows the verification code entry page. At the top left is the Google logo, followed by the heading 'Verify your email address'. The text reads: 'Enter the verification code we sent to joeyg@synnex.com. If you don't see it, check your spam folder.' There is an input field labeled 'Enter code' containing the text '833914'. Below the input field are two buttons: 'Back' and 'Verify'. To the right of the input field is an illustration of an envelope with a checkmark and an '@' symbol. At the bottom left, there is a language selector 'English (United States)' with a dropdown arrow. At the bottom right, there are links for 'Help', 'Privacy', and 'Terms'.

A verification email will then be sent to your SYNNEX email address, and the following screen will prompt you to **enter in the code from the email sent to your SYNNEX address.**

Google

Joey, welcome to Google

👤 joey@synnex.com

🇺🇸 Phone number (optional)

We'll use your number for account security. It won't be visible to others.

Month Day Year

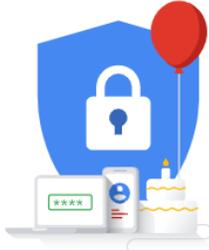
❗ Please fill in a complete birthday

Gender

❗ Please select your gender

[Why we ask for this information](#)

[Back](#) [Next](#)



Your personal info is private & safe

You will then see a security page requiring your **birthday** and **gender**. Enter your information and click 'Next'.



Privacy and Terms

To create a Google Account, you'll need to agree to the [Terms of Service](#) below.

In addition, when you create an account, we process your information as described in our [Privacy Policy](#), including these key points:

Data we process when you use Google

- When you set up a Google Account, we store information you give us like your name, email address, and telephone number.
- When you use Google services to do things like write a message in Gmail or comment on a YouTube video, we store the information you create.
- When you search for a restaurant on Google Maps or watch a video on YouTube, for example, we process information about that activity – including information like the video you watched, device IDs, IP addresses, cookie data, and location.
- We also process the kinds of information described above when you use apps or sites that use Google services like ads, Analytics, and the YouTube video player.

Why we process it

We process this data for the purposes described in [our policy](#), including to:



You're in control of the data we collect & how it's used

- Help our services deliver more useful, customized content such as more relevant search results;
- Improve the quality of our services and develop new ones;
- Deliver personalized ads, depending on your account settings, both on Google services and on sites and apps that partner with Google;
- Improve security by protecting against fraud and abuse; and
- Conduct analytics and measurement to understand how our services are used. We also have partners that measure how our services are used. [Learn more](#) about these specific advertising and measurement partners.

Combining data

We also combine this data among our services and across your devices for these purposes. For example, depending on your account settings, we show you ads based on information about your interests, which we can derive from your use of Search and YouTube, and we use data from trillions of search queries to build spell-correction models that we use across all of our services.

You're in control

Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account ([myaccount.google.com](#)).

[MORE OPTIONS](#) ▾

[Cancel](#)

[I agree](#)

Lastly, you will be required to agree to **Google's Terms of Service**. Select '[I agree](#)', and you will have successfully created a Google account using your SYNNEX email address.

Google Analytics Access and Login



Google Analytics Access and Login

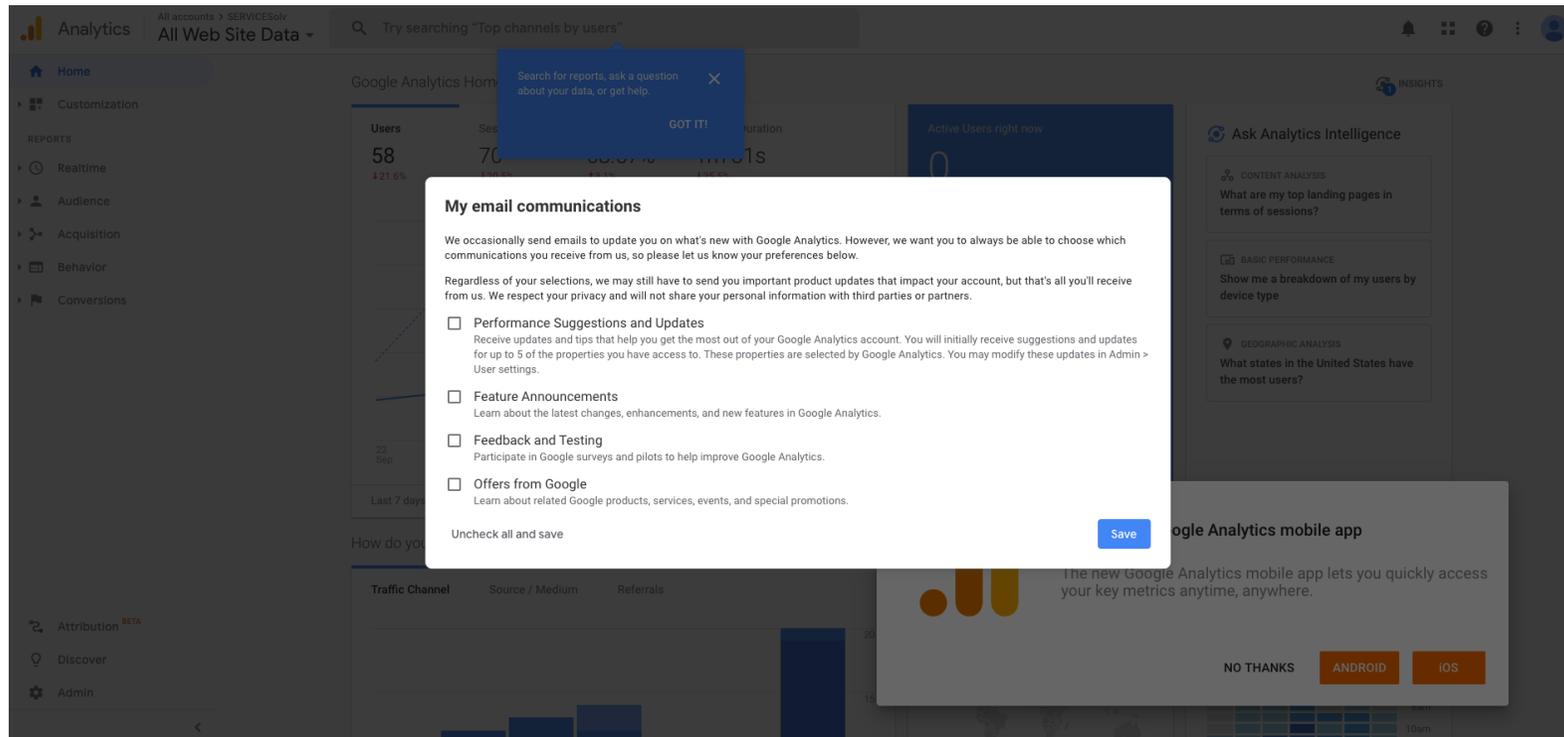
Once you've created your Google account using your SYNNEX email address, you will need to request Google Analytics access from a Super Admin. This access will grant you 'Read/Analyze' access to your specified site. To gain access, please fill out the form below with your name, SYNNEX email address, and the site address of the site(s) you are requesting Google Analytics access to.

Google Analytics Access Request Form:

<https://www.synnecorp.com/us/marketing/google-analytics-access-request/>

Once you have been given access, you will then be able to enter Google Analytics here:

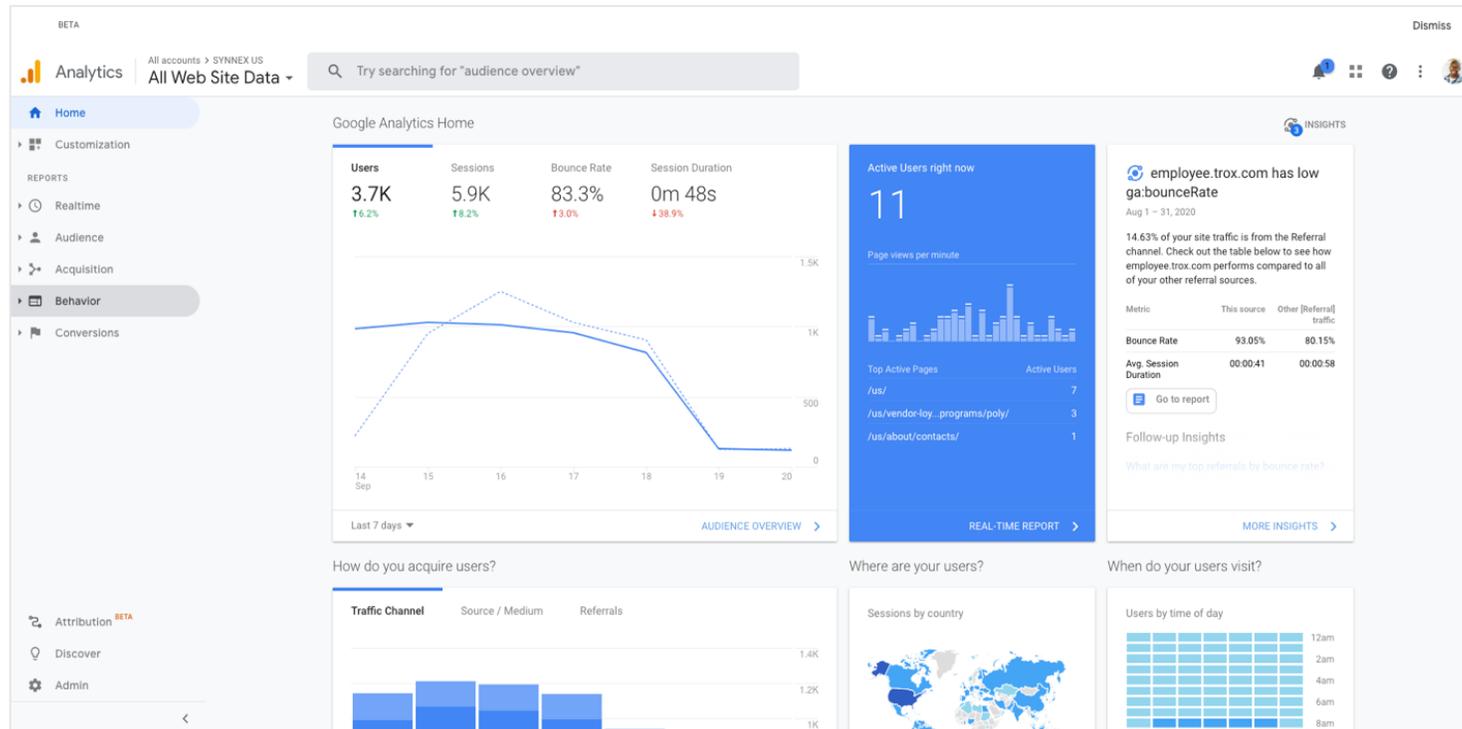
<https://analytics.google.com/>



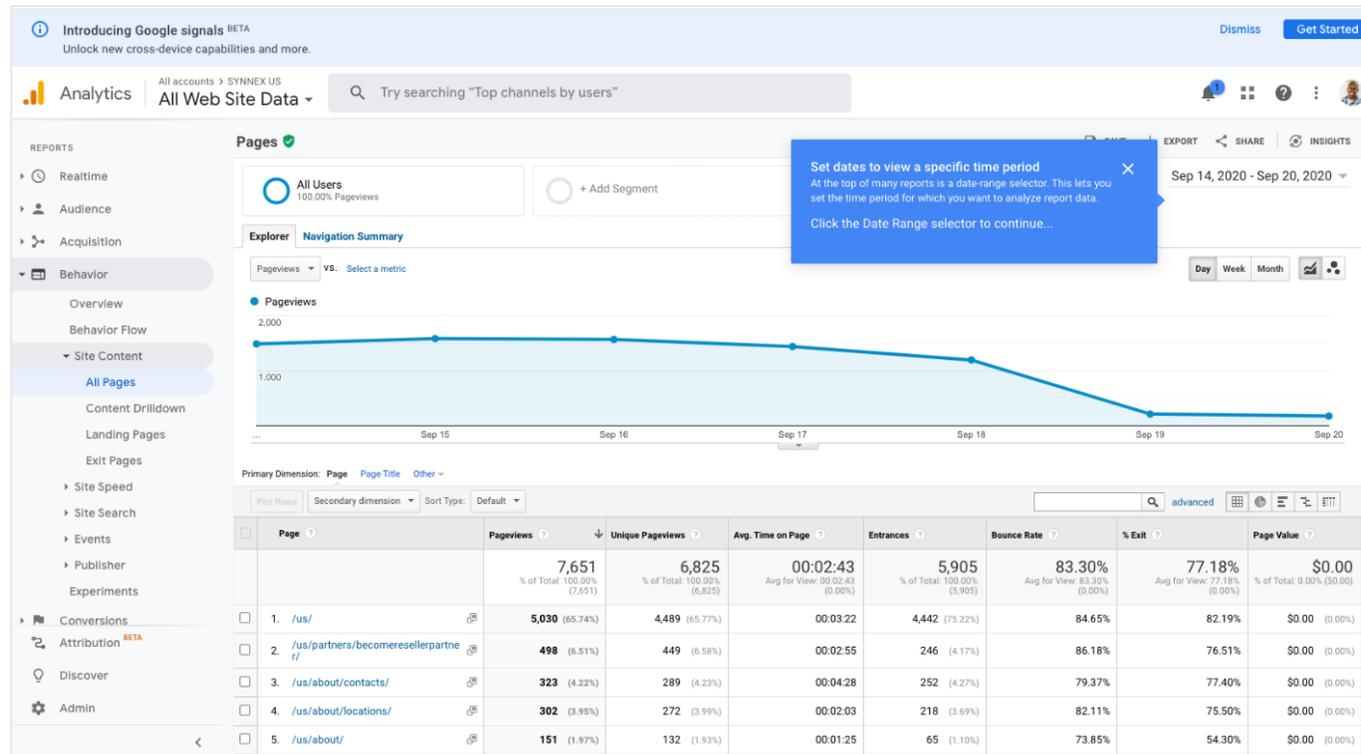
Upon entering your dashboard for the first time, you will be prompted to select if and how you would like to be notified of analytics relating to your site. You can just click 'Save' or 'No Thanks' to close out of any pop-ups on the screen.

Viewing and Exporting Analytics for All Pages





1. To view your Page analytics, select 'Behavior' from the left-hand dropdown.



- Next select 'Site Content', and then click 'All Pages' underneath it in the menu. This will provide you with a list of page data from your site within a specific time period.

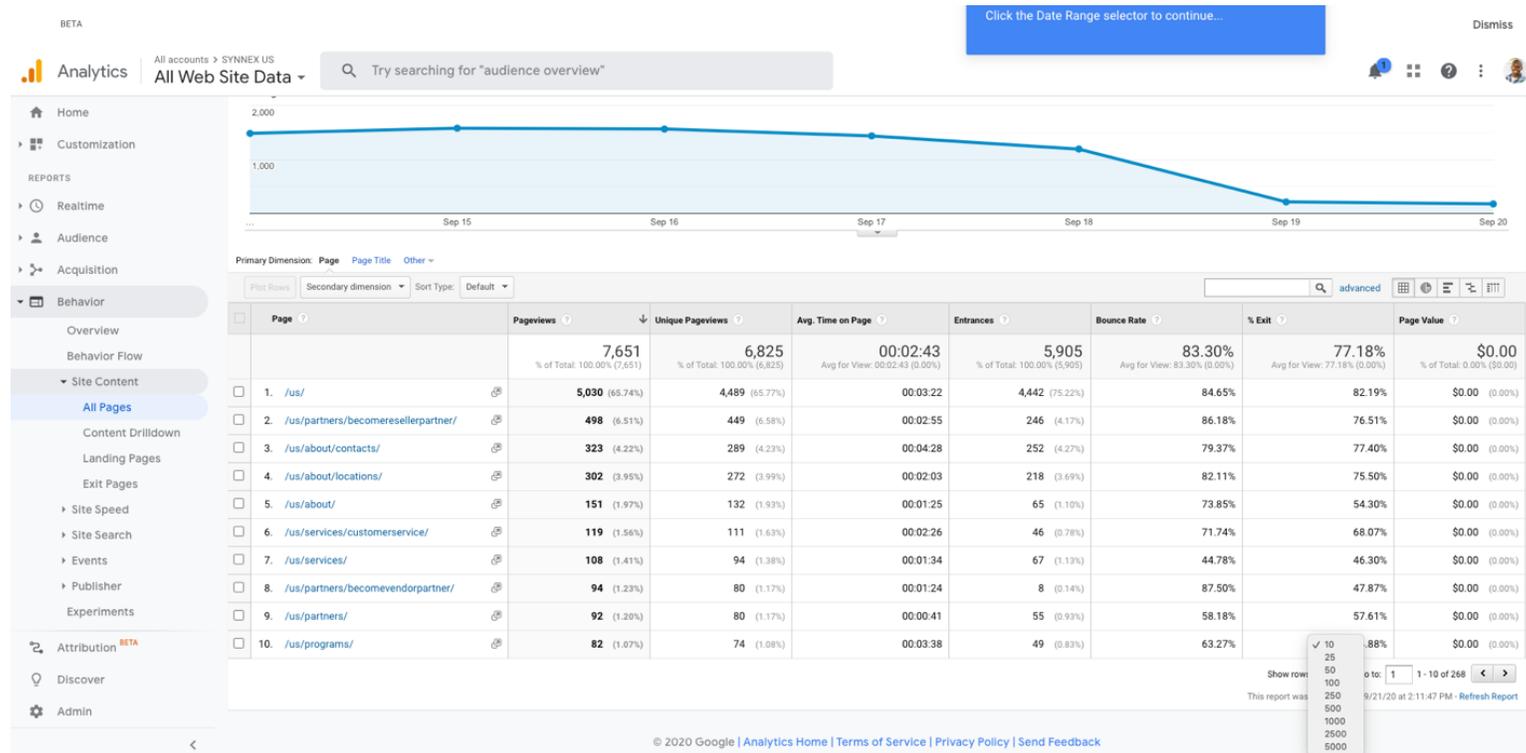
SAVE EXPORT SHARE INSIGHTS

Sep 14, 2020 - Sep 20, 2020 ▲

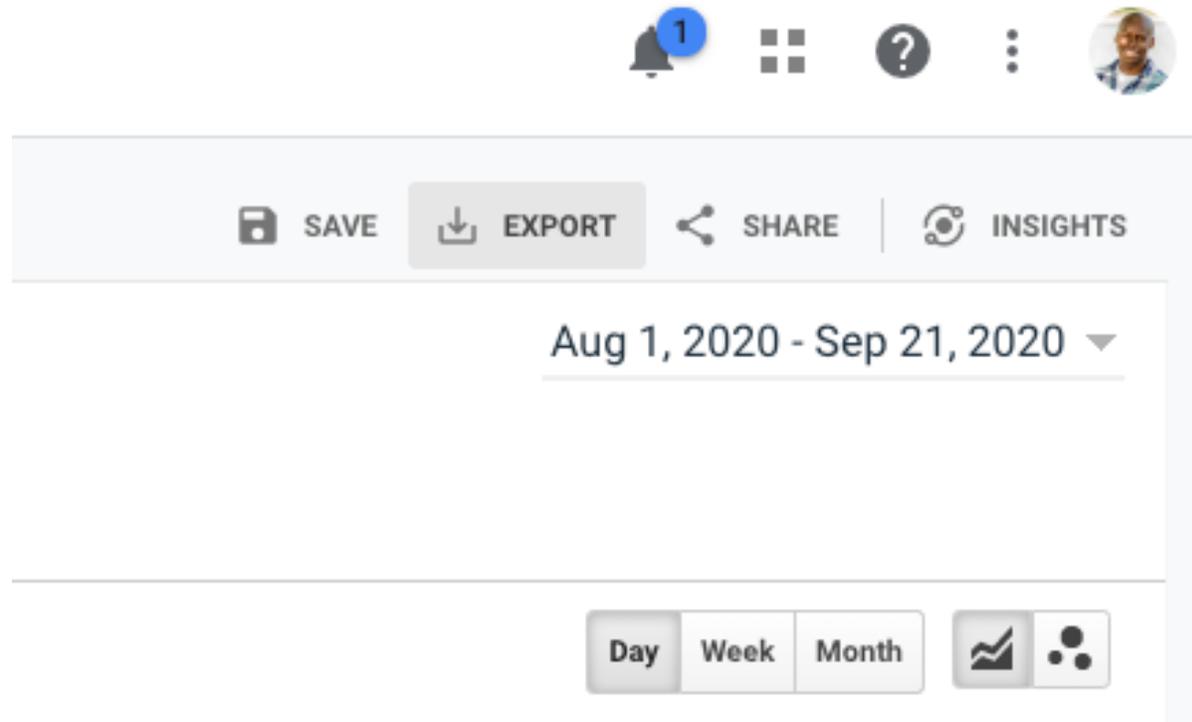
July 2020							August 2020							September 2020						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

Date Range: Custom ▼
 Sep 14, 2020 - Sep 20, 2020
 Compare to: Previous period ▼
 Apply cancel

- From here, you can select a specific time period and see a listing of all pages on the site. To adjust the data to a specified time period, click the 'Date Range Selector' in the top righthand corner. A dropdown calendar will then appear, allowing you to change the dates as necessary. Please then click 'Apply' to apply these changes.



4. Once you have selected your date range, you will now want to **view a listing of data for all of the pages on the site.** This can be done by scrolling down to the bottom of the page and selecting the dropdown box to the right of 'Show rows' (in the bottom right corner under the column listing). The number in this dropdown box is the number of pages you want to be able to see on the page in your report. **Please select a high number like 1000 to be able to see all of your pages.**



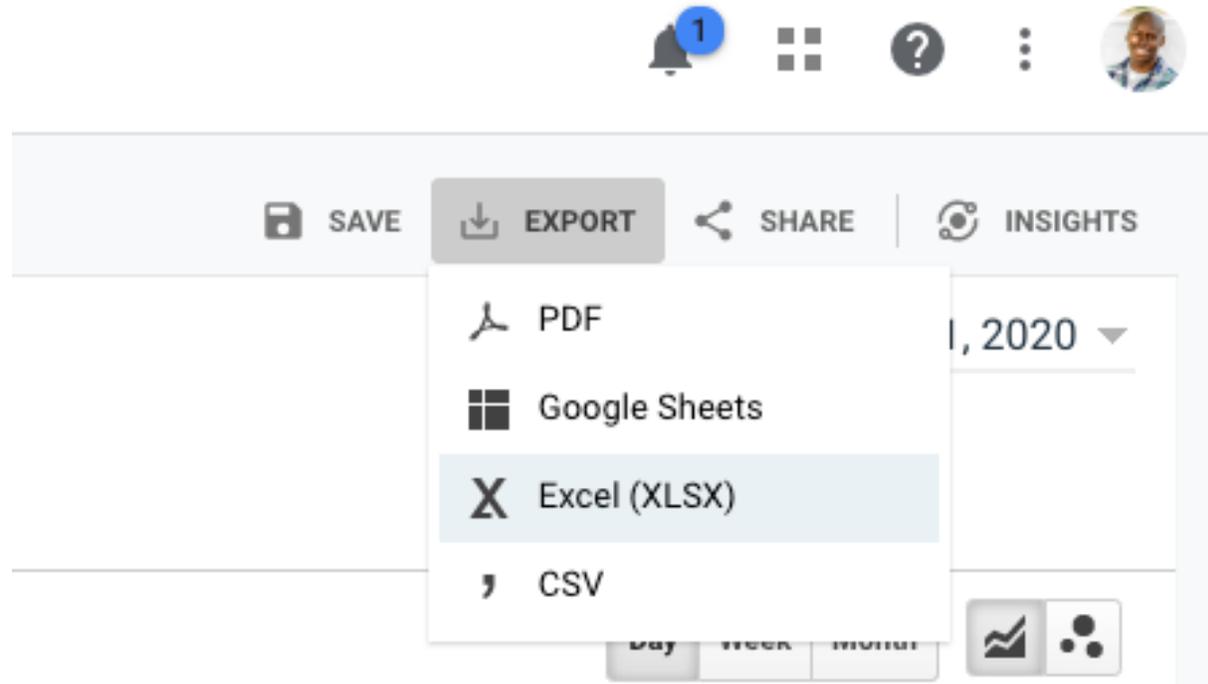
1

SAVE EXPORT SHARE | INSIGHTS

Aug 1, 2020 - Sep 21, 2020 ▾

Day Week Month

5. Now that you're able to see the data for all of your pages within your specified time period, you can now export these results by scrolling back up to the top of the page and selecting 'Export' in the top righthand corner.



6. From here, you will be able to choose how you'd like to export your data. **Select your chosen method of export and Google Analytics will begin to download your selected report.**

What types of page data can I view under Site Content?



There are eight columns of data that can be viewed and or exported from this part of the dashboard. Below is an explanation of each of these columns.

Page

The pages visited, listed by URI. The URI is the portion of a page's URL following the domain names for example, the URI portion of www.example.com/contact.html is /contact.html

Pageviews

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

Unique Pageviews

Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page title combination.

Avg. Time on Page

The average amount of time users spent viewing a specified page or screen or set of pages or screens.

Entrances

Entrances is the number of times visitors entered your site through a specified page or set of pages.

Bounce Rate

The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of zero seconds.

% Exit

The number of exits per pageviews for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

Page Value

The average value of this page or set of pages. The Page Value is $((\text{Transaction Revenue} + \text{Total Goal Value}) / \text{Unique Pageviews})$ for the page or set of pages).

Take the Online Course

If you or your team are interested in furthering your education in Google Analytics, please see/register for the free Google Analytics for Beginners course here:

<https://analytics.google.com/analytics/academy/course/6>

