

Google Analytics

Introduction

Question: What does
“_trackPageview()” do?

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“_trackPageview()” do?

Answer: It registers a
page view.

Question: Can Analytics track visits to cached pages?

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Answer: Yes.

Question: Does Analytics
automatically track number of
visitors?

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Question: Does Analytics
automatically track number of
visitors?

Answer: Yes.

Question: Does Analytics automatically track referrers?

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Answer: Yes.

Question: Does Analytics
automatically track average time
spent?

Question: Does Analytics
automatically track average time
spent?

Answer: Yes.

Question: Does Analytics automatically track click path?

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Answer: Yes.

Question: Where is the
URL Builder?

Question: Where is the
URL Builder?

Answer: Help Center.

Question: Why is the
URL Builder important?

Question: Why is the URL Builder important?

Answer: It can help you create URLs with tracking parameters already included.

Question: Should you manually tag banner ads with variables?

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Answer: Yes.

Question: Should you manually tag non-AdWords PPC campaigns with variables?

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Answer: Yes.

Question: Should you manually tag email campaigns with variables?

Question: Should you manually tag email campaigns with variables?

Answer: Yes.

Question: Can you manually tag organic search with variables?

Question: Can you manually tag organic search with variables?

Answer: No. Not possible.

Question: Should you manually tag bookmarks with variables?

Question: Should you manually tag bookmarks with variables?

Answer: No. It won't work.

Question: When tracking visitors from newsletter, banner, or email campaigns, what do you tag?

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Answer: Manually tag destination URLs.

Question: What are the three campaign variables you should tag a URL using manual tagging?

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Answer: Source, Medium, and Campaign.