

## Getting Started with Google Analytics for MWR Marketing Enterprise Web Members

Enterprise Web members can take advantage of our group membership in Google Analytics.

Request an account by sending an email that includes your Gmail address and garrison name to:

[jennifer.g.morris2.naf@mail.mil](mailto:jennifer.g.morris2.naf@mail.mil) Registration is limited to one Approver per Marketing Office.

<http://www.google.com/analytics/>

Sign in using your Gmail address

The image shows a screenshot of the Google Analytics homepage. At the top left is the Google Analytics logo. Below it are navigation links for Analytics Premium, Adometry, Analytics, Analytics for Mobile Apps, and Tag Manager. The main content area features a large image of two people working at a desk with laptops, and a headline that reads "Turn insights into action". Below the headline is a sub-headline: "Improve performance across your sites, apps, and offline marketing. Analytics solutions can help you turn customer insights into action for your business." A blue "SIGN IN" button with a dropdown arrow is located in the top right corner. A red circle highlights this button, and a red arrow points down to a dropdown menu. The dropdown menu is open, showing a list of products: "Google Analytics", "Google Analytics Premium", "Google Tag Manager", and "Adometry by Google". The "Google Analytics" option is also circled in red. A blue circular button with a white downward arrow is visible in the bottom right corner of the main content area.

The splash page offers a list of all participating MWRs and basic information about web visitor activity. Choose your garrison folder for in-depth access.

Reporting period

The screenshot shows the Google Analytics interface with the following data table:

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
<b>ARMY MWR</b>				
Ads (UA-42785014-14)				
All Web Site Data	-	-	-	-
<b>CONUS Atlantic (UA-42785014-15)</b>				
Aberdeen Proving Ground	1	00:00:00	100.00%	0.00%
Anniston Army Depot	88	00:02:22	48.86%	0.00%
Buchanan	1,154	00:03:15	63.26%	0.00%
Carlisle Barracks	1	00:00:00	100.00%	0.00%
Fort AP Hill	1,029	00:01:52	60.93%	0.00%
Fort Belvoir	18,749	00:02:09	50.80%	0.00%
Fort Benning	13	00:00:11	69.23%	0.00%
<b>Fort Bragg</b>	50,440	00:02:09	51.31%	0.00%
Fort Detrick	3,164	00:01:19	61.92%	0.00%
Fort Drum	8,933	00:02:04	59.76%	0.00%
Fort Gordon	2	00:00:04	50.00%	0.00%

Choose Your garrison.

The screenshot shows the Google Analytics interface for the 'Audience Overview' report. The left sidebar contains a navigation menu with categories like Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, and Acquisition. The 'Audience' category is expanded, showing sub-items like Overview, Active Users, Cohort Analysis, Demographics, Interests, Geo, Behavior, Technology, Mobile, Custom, Benchmarking, and Users Flow. The 'Behavior' sub-item is circled in red. A callout box highlights the 'Behavior' sub-item in the sidebar, with 'Overview' and 'Behavior Flow' also visible. The main content area displays the 'Audience Overview' report, including a line chart for 'Sessions' and a pie chart for 'New Visitor' (40.7%) and 'Returning Visitor' (59.3%). The 'Pages / Session' metric is shown as 2.85. The top right corner shows the date range 'Nov 28, 2015 - Dec 28'.

Select **Behavior**

Select **Overview**

Scroll to the bottom, Right, select **VIEW FULL REPORT**  
 You'll see the data for your facilities appear at the top of the list.

# Explore the links to open analytics for specific pages.

There are many online tutorials that can teach you more about how to use Google Analytics.

Check out the [google analytics youtube channel](#) or at [www.lynda.com](http://www.lynda.com)

