Introduction to Google Analytics Training Transcript

Hi, this is the training for Introduction to Google Analytics. This is a recorded session posted to the Web Guide. Introduction to Google Analytics will cover today how to access training resources, both resources that are internal to EPA employees and also resources that are available online. We'll go over how to gain access to Google Analytics. We'll navigate the interface a bit, get you familiar with where to find different features. We'll cover dimensions and metrics, which are key concepts that you will need to know to use the tool, and then we'll go over how to filter so that you can find your top pages in your web area or directory, and finally, how to export, save and E-mail, and E-mail the report of choice.

So we'll cover all that today. And I want to start by going over what resources are available to EPA employees.

[Training Resources, 1:10]
So, I'm showing you the Web Analytics resource directory, which is linked from the Web Guide, epa.gov/web-analytics and you'll see we've organized all our analytics tools. We organized the site based on the tool set that we have. There's an entire section dedicated to Google Analytics in the top right. In the first link under that section is a page on how to get access to Google Analytics, pretty straightforward.

[Gaining Access, 1:54]
You need to register your EPA E-mail address with Google, and there's a link to do that. That's not creating a Gmail account, actually registering your EPA E-mail address with Google. And if you're a contractor, you would need an EPA employee to make the request on your behalf and then register your work E-mail address, not a Gmail address. Once it's registered, you send that request to googleanalytics1@epa.gov and you'll receive a confirmation E-mail that you now have access and you'll be able to log in at google.com/analytics. That's the first page of guidance we have on Google analytics, but we have several other pages.

Step 2 in our resources goes over basic reports and basic concepts. There are small videos, short videos under 10 minutes going over key concepts like dimensions and metrics or standard reports. These are videos provided by Google and posted on YouTube that we have embedded. We also have screen shots, and we've kept the text pretty light, you know, opting to refer to Google documentation when possible, because things do change and relying on videos and screen shots where necessary.

And so I think these pages are pretty helpful. There's a Step 3, and there are secondary pages in all of these, Step 1, Step 2, Step 3. But, Step 3 goes over how to use Google Analytics using EPA data so it's a little bit more directed to the EPA account and users of the EPA account, setting up filters, PDF reports and different specialized reports are covered in Step 3.

So I encourage you to, if you're watching this training, to also go back and look at the Web Guide and the Web Analytics resource directory to get resources on Google Analytics. There's a lot of good content there. You can also find things online. YouTube has a series of videos put out by Google. There's a lot of good blogs from analytics companies who also run blogs for the public that detail different strategies for analyzing data. So feel free to not only use these resources, but to find resources online as well.

So going back to the Web Analytics resource directory, in addition to Google Analytics, you'll find information there on our quality assurance tool, Sitebeam, our survey tool, ForeSee, Crazy Egg, which is a tool that reports on a single page where you can see exactly where people click. It can be helpful to when you're analyzing navigation paths. There's a lot there and I encourage you to check that out.

[Navigating GA Interface, 5:14]
So once you've registered for Google Analytics and you're ready to log in, you log in at Google Analytics -- I'm sorry, you log in at google.com/analytics and you'll be given access to the EPA Enterprise view, which you'll see when you log in. Here there's a long list of different views that I have access to, but you'll see -- probably if it's your first time, just the one, EPA Enterprise view and you'll want to click that. Then selecting the EPA Enterprise view will take you into the main interface. So we'll go over a bit of the interface and navigating it just to orient you with where to find the different features.

When you first come in, you'll always be taken to the Audience Overview report, which is where we are now. If it's your very first time logging in, the only difference would be that there would be this pop-out. And this pop-out, is a help pop-out and it has links to helpful information related to the report that we're viewing, including a short video of the same series we have in the Web Analytics resource directory. And this will help you familiarize yourself with what you're looking at. You can close this box, and once do you, the next time you log in, it won't be opened automatically. In the top right, there's a graduation cap icon. That opens the help resources box that is specific to the report you're looking at. So you can always access that again by clicking on the graduation cap and you'll get videos, and links to information specific to the report you're looking at. So I'll close that again.

In general, there are only a few -- there's two main navigation paths to take or there's two main ways that Google Analytics organizes information in the interface. One is at the top, you'll see there's a series of buttons, Home, Reporting, Customization and Admin. Home is where we started when we selected -- I'm going to go there very quickly, we selected the view of the data that we wanted -- if you have access to multiple accounts, you might have a longer list but at a minimum, you would have EPA Enterprise view. Reporting is where you're taken next and that's where you do 90% of everything you will do in the tool. This is where you'll find all the reports and the metrics that you need to access. Customization is something we would cover in a more advanced session, and that's setting up Custom Reports that aren't available as Standard Reports and then Admin likely you won't need to use that much, so we're not going to cover that in this training session. Reporting is where you will stay for the most part and that's where we'll stay in the session.

The second main way that the interface is organized is on the left side there are a series of folders and that's a grey area on the left side of the interface. And there are a number of personalized folders that you will see right away, and those we're not going to cover today, but those would be dashboards or shortcuts, we'll cover briefly near the end. Shortcuts are another word for saved reports, Intelligence Events, Real-Time. These are features we won't go over today but just below those are where you'll find the Standard Reports and we'll cover in greater detail today. That's Audience, Acquisition and Behavior. That's where you'll find the bulk of your Standard Reports. In each of those folders, if you click on it, we'll have a series of subfolders and reports underneath of it.

The last major folder is Conversion, and that's to do with setting up specific goals. Again, a little bit more of an advanced feature we won't cover today. Audience, Acquisition and Behavior, that's where the bulk

of all reports are and that's what we'll cover today. So when you log in, you're starting at the Audience Overview report, and that's where we're looking at.

So every report is similar in certain ways. The top right is the date range and it will always default to the last or previous 30 days, January 25th to February 24th in this case, and below that, you'll have the visualization of some sort, usually a trend line, but depending on the report, it could be a different visualization.

Below the visualization, you'll find the data the report is presenting. In this case, it's an overview report, so you've got aggregate data, like total number of sessions, total number of users, page views, and a little bit more in terms of a pie graph for new and returning visitors and some additional information below.

It's an overview report, so it's showing you a little glimpse into what's available in the rest of the audience section, and there's more specific audience reports that can detail a lot of these different data points in a more granular way. But that's the way most all of these reports are set up; you've got the date range in the top right, underneath that, a visualization, and underneath that is where the data is presented.

In the top left, you have different options to E-mail, export, add to dashboard, which we're not covering today, and shortcut, which is saving the report. And we'll go over these except for dashboard a little bit later.

So that's the main way these reports are organized.

Going back to the date range, you have the ability to open that up and to select the date that you want to analyze. So you can go back and click on the calendar for the January 1st to 31st and you can look at just that data, and I'll click apply. And what you notice happens is that the report then changes to reflect that date range, the visualization, the time line changes and the data below that changes. It's all dictated by the date that you select.

You can open it again and there's actually a button beneath the date box that says "Compare To." You can click on that and it will grab the same number of days that you selected preceding that time range or that time span. So now you're comparing 31 days to the previous 31 days or month-over-month traffic. And I can hit Apply, and now you'll see you'll get two timelines, as well as the overview aggregate metrics are now showing you the percentage change in green showing that it's an increase in sessions and the minus sign and the red color showing you the decrease in the metric. The minus sign versus no minus sign is another way to differentiate between if this is an increase or a decrease in the metric month-over-month.

If you hover over it, you can get a little bit of the description of what the metric measures. Average Session Duration is the average length of a session, for example. So you can also see that this is not -- the two lines are not matched up from weekends and weekdays, so you may have to open the date range and adjust -- and adjust the -- the time line to make sure it's week-over week. If you want to have it exactly matched up depending on if you're analyzing week-over-week or month-over-month, you can make those adjustments here in the date range. I'm going to unclick the "compare to" button and just return to the single view of a single month, since it's easier to follow for the training. And you see the metrics reverted back to just showing us the top numbers for the month of January.

So that's the basic orientation of a report. Again, we're looking at the overview report, and that's also -- I'll review it one more time. You'll see the date range in the top right. A visualization of some sort, usually a time line, and then data below. An overview report, it's rolled up data. Specific reports often have a data table, and I'll show you now a couple of examples of different reports so we can talk about what a metric is and what a dimension is.

[Dimension v Metrics, 15:03]
So I'm going to go over to the left, and instead of Audience Overview, I'll go down to Geo and click on that section, and there's two reports, Language and Location. I'm going to select Location.
I'm just pulling this report up as an example so we can talk about metrics and dimensions, which is important to understand if you're going to be a user of Google Analytics. Here is a report on Location. You'll notice the date range is still in the top right, so this is still data for the month of January. But the visualization is now a map of the world, and it's going to tell us which countries are the biggest users of EPA data, and in the darker shade of blue, it's pointing out the United States is by far the biggest user of our data with no country, with all secondary countries fairly equal. There's no difference in the visualization. But there is a difference in the data, how many sessions per country.

Going beneath it is actually the raw data, so we can see the United States in terms of how many sessions during the month, it's 5.3 million, and then following that, all the other countries that follow.
So while the math didn't really point out India is the second largest, the data will, and the data table is really where you will find the information.

So let's go over what a data table displays. The data table is going to show you columns of information, and the table itself is going to be set up by dimension. So in this case, the first column, and the first column is always dimension. The dimension is country. So dimensions describe -- let's put it this way: The dimension sets up the report. It sets up the data table. It includes descriptive attributes; in this case, country can be described as United States, as India, as Canada. But in general, dimensions define and describe the data.

What are we looking at? We're looking at a data table with information about countries. Dimensions describe and define the data. In this case, they are defining the country and then the metrics that follow measure the data, so sessions, percent, new users are all metrics that follow. But they wouldn't have anything to measure if we didn't have dimension to define the data and define the data table. So country in this case is the dimension that sets up the report. So keep in mind, what dimension and what metrics do.

And we'll go to one more example to show you a different data table, I'll go over to the mobile report. Mobile is also under Audience folder, Mobile Overview.

So now we have a trend line again of sessions in January. But the data table is breaking down sessions by desktop devices, mobile devices and tablet devices.

So here, the dimension is device category. It's setting up the report and it has -- it includes descriptive data and is defining what we're looking at, and the metrics, the following session, percent new session, new users, similar metrics that we saw before, but the dimension in this case is device category. It's defining and describing the data that we're looking at.

So let's do one more. I'll close the Audience folder and open the Acquisition folder. Whereas the Audience folder had details on who the users are, where they are coming from, location-wise, the devices that they are using. Acquisition talks about how they are reaching our web site -- referrals, key words, things like that.

So I'll go into Acquisition, All Traffic, and look at the source medium report. Again, there's a visualization this is the timeline for the month of January. But now it's showing us the top sources for traffic, Google traffic being the top referral source for EPA traffic in January. Direct visits, people who type in URLs or use bookmarks being second, and then Bing being third, followed by Yahoo and then referrals from thecraftsmanblog.com being the fifth biggest driver of traffic driver in January. That's typically there, I think it refers folks to Energy Star products and that gets a lot of traffic. So that's actually there month-over month, or at least it has been for some time.

So in this report, the dimension is source medium. It's describing a source, which could be a search engine, a referral page, direct traffic. And the medium, in some cases, the source has additional metadata, like Google traffic could be organic or paid. At EPA, we don't dip into paid traffic, but some organizations do, so it's only going to be organic for EPA. But, thecraftsmanblog, the medium is that it is a referral. It's just giving you a little bit more data about the source.

So again, this whole report is set up by a dimension, Source/Medium and then the metrics that follow are measuring that dimension, and that's just something to keep in mind as we go into how you will set up a report for your pages.

Okay. So now we have a little bit of knowledge of how to orient ourselves, we know what a metric is, we know what a dimension is. What you will want to do when you first get access is play around with the different folders but then you'll probably want to find the page views for the pages in your web area.

[Filtering for Top Pages, 21:39]
People sometimes will say, "I want the number of hits to my pages." Well, hits doesn't really translate to Google Analytics or most analytics tools in the way that you're thinking it does, so what you mean are page views of your pages in your web area. And to do that, we go into the third major folder down here, and that's Behavior. Click on Behavior. So our Audience folder as details on the user, their device, where they are located, and Acquisition has information on how they get to the EPA web site. Behavior has details on what they do when they get there, including pages that they view. Under Behavior there's a subfolder for Site Content. Click on Site Content and then there's an All Pages report. This is the most popular report people use, and this is where you'll come first to get your -- to get data on your top pages, and that data will be page views of your top pages.

How many times are people viewing the pages in your web area? What you will notice is, this report dimension is page and is described by the URL itself.

So it starts showing everything. We're in the enterprise view, so we've got the top pages of Energy Star, the EPA homepage, AirNow, the search pages, nlquery are the search pages for EPA, Recycle City. They are not the pages you're interested in when you're looking for your web area.

So the way we filter down to your pages is we utilize the filter box in the top, middle portion of the data table. It looks like a search box. So anything we enter into that box is going to be very -- the filter is very sensitive to anything we enter into the box.

So you could go about it a few different ways depending on what your objective is.

If you want to kind of figure out where information is for a particular topic and you weren't sure if it's just in your web area, it may be in a regional page, it may be in a different program office, you may just enter the word of that topic or phrase of that topic. Let's enter lead, and then click enter or click on the magnifying class to activate that search or that filter, and it's going to pull back any URL with lead in it. It doesn't matter if lead is a top-level directory or subdirectory, it's going to pull it back. Let's look at it from the data that came back. A lot of it is the new Drupal WebCMS microsite for lead. Certainly number 2, 3, 4 and 5 are. The first one is actually a widget, and I know that and it says widget, but I know that because I know this particular widget. Lead is not the top-level directory. So you may not have been interested in that or you may have, depending on what you want to do. But, this is what happens if you enter a single word. Number 10 is the subdomain water.epa.gov. So, you'll see you're getting information from the lead site but also water pages.

We only get the top 10 pages but you can expand the data table at the bottom right to show additional shows. I'm going to expand it to show 50 rows. We can have a better view of everything that was returned from our filter.

If I go down, you will see number 13 actually is an air quality, Office of Air page; epa.gov/airquality/lead. So, we've already found that there's lead pages in Water, in Office of Air and there's a new microsite for lead. This might be where you want to get started if you're not sure where all the content resides. Because you're potentially going to get URLs from different offices and regions with that topic.

Let's go back up to the top and do a different filter. And you may not want some of the other URLs that were returned. You may only be interested in information about the lead microsite. And in that case, you're going to want to enter something more specific, so let's try epa.gov/lead. Now the word lead has to follow gov/. It cannot be a subdirectory; it won't be returned because it's only going to pull URLs that match the entire string, epa.gov/lead. We should be getting rid of the widget we saw out of the first results and the water pages and the lead pages we saw that were out of the microsite. Now the first result we see is the homepage for the lead microsite, and as we scroll down, it looks like all the results we're seeing are in the lead microsite. A quick and easy way to know that it's a Drupal/WebCMS page, at least for now, is that there's a www2 subdomain before epa.gov.

In Google Analytics, we've stripped out http, https, www, from all URLs except from those in the WebCMS. We've retained www2 so that side-by-side, it's easier to see that it's a Drupal/WebCMS page. The www2 remains in Google Analytics, but if it's an older legacy page, it will start with epa.gov. That's important to know -- and http and https are always removed – that's important to know so you don't accidentally put http in your search box when you're trying to find information because you won't get what you're looking for.

OK, but notice the number one result is epa.gov/lead, the home page for the microsite. In our WebCMS the way our homepages are configured, there's no forward slash. If you were to enter into your browser epa.gov/lead/, you'd be redirected to epa.gov/lead, no forward slash. That's just a caveat of our WebCMS and how it's configured. And, because it's configured that way you'd want to be sure if you're looking for information on microsites in the WebCMS, you do not include a forward slash in your search for the whole directly.

Let's go back to the search box, the filter box, and add a forward slash; epa.gov/lead/and rerun that filter. It's still going to pull everything in the directly but the homepage disappears, the home page doesn't end in a forward slash. So let's remove that again, and I'm just showing you that as a caveat. While that's not true of all our legacy web pages, it is true of the pages in the WebCMS. So it's something you need to keep in mind when you're doing your filter.

So that's how you filter for basic directories at the top level directories at least. You may be looking for something that's a subdirectory and in that case, you would not want to follow epa.gov, you might do something like /lead/. Now remember, you won't get the homepage of the microsite but you'll get older pages and you'll get pages that are in a subdirectory for lead. So that's a different way to search.

Let's for a second open the "advanced" button next to the filter box and see exactly what happened when we did our last filter. Whatever you enter in this box is becoming a filter. When we entered epa.gov/lead it actually set itself up as a filter. If you click the advanced button next to that box, this is what you've done. It's done it for you, but this is what it looks like under the hood.

You've told it -- you've told this report that you want it to filter and include -- there's an include or exclude button -- include the dimension page, you write that down, it's selected page as the dimension. It's the only dimension in this data table -- include pages that match epa.gov/lead. Now it says "Matching RegExp," or regular expression. If you open that up, you can make it something more simple like "containing" or "ends with," or "begins with," but the default is that it matches regular expression. What that means is there are certain special characters you could use in your filter called regular expressions to build a more complicated, more inclusive, as the case may be, filter. You don't have to use them but you could, and I want to go over one or two examples how you might use that.

This will be the only -- this will be the most difficult part of this training, but it's something to let you know that it is available if you want to use it.

So I'm only going to cover a couple regular expressions, but they are very powerful in the way you can set up a filter. And one of those as I clear the filter in the advanced filter box, one of those is the pipe character, which is a shift alternate to back slash. It's above your enter key. If you were to hit shift backslash, you get the pipe character, which means in regular expressions, and/or. So, and/or is a very powerful tool when you're running a filter especially if you want to combine multiple directories, or a directory and a web application, multiple words in your search that you don't necessarily need to appear right after each year. So if I put lead and/or mercury, now what we're saying is the URL must contain lead somewhere in the URL and/or mercury somewhere in the URL. So let's try that.

What we should be getting back are the same lead pages we got the first time. There's the widget and the lead homepage and the microsite, but also any pages with mercury in them. Number 8, epa.gov/mercury shows that that's working. This is the way you can combine different topics, combine different directories, combine web applications, just with the pipe character. It's important to use it if you need it.

I'm going to go back to the filter box and click edit. That allows us to see under the hood again. So what if we had two top-level directories, and before we did epa.gov/lead, what if we wanted to do, also, mercury as a top level directory. We could do the pipe, and again type in epa.gov/mercury. That would work fine. It's still using the and/or. The one other regular expression I want show you to simplify this

kind of thing is the use of parentheses, which you use in the same way you would in a mathematical equation as a way to say “start here,” when you’re writing your filter. So epa.gov/(lead|mercury), so I won't hit enter right away.

Let's look at what we did; epa.gov/, we want it to be a top-level directly, so whatever file, epa.gov/ is our top-level directory. But we put parentheses in as a way to say this filter needs to start right here in the parentheses. Before this is executed, we have to realize that it could be lead or it could be mercury. But it will be a top-level directory, but the parentheses allow this pipe character to work in isolation for lead or mercury following the epa.gov string. So let's apply that, and what we'll get is top-level URLs containing lead and top-level URLs directories for mercury. We did get a mercury for number 7 and the rest are for lead. We see that is working and that's the power of the combination of a pipe character and the parentheses.

So I won't do any more regular expressions but I did want to show you those. And as I open up the hood again, remember that if you have old legacy content -- I don't want to say old content, but I did. If you have legacy content, it could be that you have a lot of aliases so you want to make sure you're including those aliases in your string. Instead of mercury, this could just as easily have been a lead alias. So it could have been lead pipe character alias one, pipe character alias two, and that would have brought back your lead, top-level directory, but also any aliases you had for lead.

I know of one example I can show you off top, and that is datafinder; epa.gov/datafinder has an alias of epa.gov/data. So by building the filter like this, we should be able to get both aliases. Let’s see if this works; click apply. Wait for it to load, and you'll see that the two index pages are synonymous. You get the same exact content whether you clicked on datafinder or data. But you’re getting both aliases. We also pulled information from a blog, but we could -- we could correct the filter to exclude the blog page. I just want to demonstrate you can get your aliases by doing that sort of filter.

So for help using regular expressions, just pointing out that in the top right of your screen, there's a gear icon. That’s sort of an all-purpose help, whereas the graduation cap is help specifically to a report. Clicking on the gear icon, there's a help button and you can actually type in pretty much anything that's relative to Google Analytics and you should get a result. I'm going to type in regular expression and you see right away it comes up as a result. And if you click on that, there's a number of articles with help, on regular expressions. And they open up right in your screen.

So here is one that includes a table explaining what the different characters mean. We used the pipe. It's showing how to use it as an and/or match, I’ll scroll down a little more. There are the parentheses, how to use parentheses and even an examples of parentheses and pipe like we did. They did -- they wanted to have the string both “thank you” and the word “thanks,” so they did thank(s and/or you) a way to say “show me thanks and show me thank you.” So there's good examples there. And you can keep that open as you write your filter. I'm going to close that.

Okay. So let's say you have your filter. Let's say I wanted the data and datafinder report and I'm happy with the blog pages, I happen to know that this blog is related to datafinder, so I want to keep that in there. There's one other step you want to take before you save your report if it’s a top pages report. And that is you want to remove search results pages. Search results pages will appear in any report that you create and let's find some right now.

As I scroll down, it's going to be in your long tail. There's one right there, number 25. It's not going to -- it's not going to consist of a lot of page views, but they are page views you need to remove. Here's nlquery.epa.gov; nlquery is the subdomain for our EPA search. It will appear because in this long string on the search results page, there's a parameter that matches something I've entered, epa.gov/datafinder. Because whoever initiated a search from epa.gov/datafinder landed on a search results page and that search results page had this long URL with the previous page as a parameter. Long story short, these do not represent page views of your content. They're search results pages, and they just happen to be false positives that you'll get. You'll need to remove them.

This is the last step you take before saving your report. To do this, we go ahead and open the advanced filter again. Click on edit and under your filter to find the data you want, you need to exclude search results pages. So you click on add dimension, and again, the only dimension in this report is page, so click on page. But include, you will want to change that to exclude. You want to exclude pages containing the subdomain nlquery. That will get rid of the search pages. And click apply. And you should have the exact same reports minus a few page views that were associated with search results. Scroll down. You won't see any more of those. Even as I open it -- there's only 32 rows in this particular report, but no more search results pages.

[Export, Save, Email, 40:05]
Now I've got a clean report and we're ready to save it, because you don't want to have to come back and put those filters in again so you can save it. You do that at the top left. There's a button for short cuts. Click on short cuts and name your report. You might name this "Top Pages in Datafinder." And click okay and you will save that report. I'm not going to do it because I have some other examples to show you. Where that shortcut appear is on the left side, the second folder is short cuts and all your saved reports will be there. So if I click on Drupal Lead Pages, it's something I saved before maybe in a previous training, and what should be loaded is that report and will include any filters I used at the time, there's just the sample filter for lead and if I had excluded search results pages, that would be there, too. The report name is at the top. Let me try another one. W-2 lead pages, this is a different saved report.

The good thing is that when you open these reports, and I'm going to click on edit the advanced filter to see what's there. There you go. Here is something we did today, so there's asking -- this didn't need to be there, but epa.gov/lead, asking for it to include those pages and removing any search results pages. And that, I could further edit that, but if it's fine, I just leave it as it is and I can come back to this report at a different time.

So that's how you find your top pages and save them. That's the first report most people want to get to, and if you want to rewatch this session, you can do that. I will point out that there is a -- on the Web Analytics resource directory, there's a page that explains what we went over today, and that page here under Additional Resources in Google Analytics is called Google Analytics Filtering for Web Areas. So I'm going to click on that to show you that what we did today is documented and you can reference this.

Remember the All Pages report is where we started and that's highlighted as a box on the screen shot. It talks about how we set up a filter, include pages containing epa.gov/lead is one example. It notes the difference between when you're using forward slash or no forward slash in the notes. It highlights the filter box we used today, and even talks about excluding search result pages. It actually provides a more comprehensive string if you want to remove your search results. Nlquery -- the one we did works fine, but this one is a little bit more powerful, just in case. Ninety-eight percent of all search results pages are

on nlquery.epa.gov, a smaller amount are on search.epa.gov so this is actually a little more comprehensive. This page can be found on the Web Analytics resource directory.

Going back to Google Analytics interface, I just want to remind you of one thing. If you're in a saved report and you want to go back to the beginning, any action you take from here, you'll need to reset and get out of your saved report. So you will need to click on something like Behavior, All Pages, and get out of your saved report and do something different. Otherwise, you're going to be stuck in that saved report.

And there's one more thing I'll mention before the end of this session once this loads, in addition to saving your report, you have several other options, and that -- that are all on the top left. So there's an option to E-mail any report that you're in and you can divide it by -- separate commas. You can enter as many E-mails as you want, name the report, select the format that you want. If you want to include the visualization, PDF, otherwise CSV is great for manipulating the data further, and you will click on whether you want it sent once and that would be sent today and only today or as a recurring report on a weekly or monthly basis, and the date of the month you want to receive it. So, if you wanted to receive the top pages report you set up, you can E-mail it to yourself and to others and you won't have to log back in to get it.

The other option is export it where you export it right away in the format that you're looking for.

So that's what we're going to cover today. We should have learned how to find the resources, how to get access to the tool, a little bit on orienting the interface or navigating the interface and orienting yourself to where things can be found. Finding how to filter in the All Pages report for your particular topic how to save that report, how to E-mail that report and how to export that report. We will do another training separately on setting up custom segments. That's the end of this training. Thanks for attending.