

PERIODIC TABLE OF GOOGLE ANALYTICS

GET THE
MOST OUT
OF GOOGLE
ANALYTICS



Accounts	UA	All that is Google Analytics is contained in an account
AdSense Reports	As	How much money did your site make and how did you make it?
Advanced Segments	Av	Easily view how specific visitor segments perform on your site
Advertising	O	Performance of your website advertising. Tribute to David Ogilvy
AdWords Reports	Ad	AdWords within Analytics
Analytics API	Ap	Programmatically access Google Analytics, create greatness
Assisted Conversions	Ac	Discover traffic sources that contribute to goals and sales
Asynchronous	A	Cutting edge JavaScript code that Tracking Code tracks visitors without slowing you down
Attribution Modeling	Am	Give credit where credit is due
Audience Reports	Au	Discover key properties about your audience
Behavior Reports	Be	Visitor Engagement, Frequency, Recency and Newness
Bounce Rate	Br	Who came, puked and left your site?
Campaigns	Ca	Traffic that you drive to your site with proper tagging
Change Log	Ch	Who changed what and when did they do it?
Clicks Report	Cl	Report on actual costs to actual revenue for actual ROI analysis!
Content Experiments	Ex	Google Website Optimizer's stylish new cousin
Content Reports	Cn	Content is king of the jungle
Cookies	Ck	The primary method of identifying unique visitors in Google Analytics
Cost Analysis	Ca	Import your cost data, analyze
Cost Source	Co	Data imported into your account from Google AdWords
Custom Reports	Cr	The world is your oyster
Custom Variables	Cv	Control the pet population
Dashboards	Da	Customize first thing you see when you log in
Data Sharing	Ds	Share your data between Google products
Demographics	De	Who are these people?
Direct Visits	D	Frankly, we don't know where you came from
E-Commerce Reports	E	Purchases on your site provide great insight
Enhanced Link	Li	Clean up your In-Page Analytics Attribution
Event Tracking	Ev	What happened on your page that stayed within your page?
Filters	Fi	Modify and clean your data before it enters your profile
GAIQ	Iq	Certification exam for individuals in Google Analytics
Ga.js	Js	Legacy Google Analytics code replaced by Async.js
Gif Hit	Gi	Visitor data is transmitted to Google Analytics via utm.gif image request
Goal Funnels	Fu	Find leaks in your visitor flow and plug them
Goals	Go	Purpose of your website
GA Certified Partner	Cp	The best Google Analytics minds in the Certified Partners world

Ua	A	Ck	Co	Np	Ac	Br	Ca	As	O	Ad	Au	Av
Ds	Fi	Iq	Js	Cv	D	Go	O	Be	Ci	Cn	Da	Ap
Gi	Cp	Xl	M	Cp	Pr	Rf	Re	De	E	Li	Ev	Am
Pi	Pv	P	Sa	Tr	Uv		Vi	Fu	la	I	La	Ca
S	U	Ur						Lo	Mo	Mc	Rt	Ch
Us	Ut								Se	Sp	So	Ex
Wp											Vf	In
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												Sh
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MORE THAN JUST WEBSITE MEASUREMENT TOOLS, GOOGLE ANALYTICS PROVIDES POWERFUL INSIGHTS TO WEBSITES OF ALL SHAPES AND SIZES.

PRODUCT METRICS REPORTS FEATURES



Jeffalytics
Depth of Knowledge



LIVE GOOGLE ANALYTICS TRAINING BY
DemandQuest
Marketing Institute



J E F F A L Y T I C S . C O M

GA Premium	XI	Premium version of Google Analytics for Premium high traffic sites
In-Page	Ia	Where do people go from here?
Integrations	In	Integrate Google Analytics with phone systems, CRM systems and more
Intelligence Events	I	While you were out... this happened
Language	La	What language were they speaking?
Location	Lo	Where are your visitors coming from?
Mobile App Tracking	M	Special SDK for tracking Android and iOS apps
Mobile Device	Mo	Mobile Devices and Tablets are hot Reports
Multi Channel Funnels	Mc	Conversion is a team effort and your traffic sources are the players
(Not Provided)	(Np)	The Bane of SEO Existence
Organic Search	O	Organic search keywords. Useful if your site is under 20% (not provided)
Paid Search	Cp	Industry calls it PPC, Google Analytics calls it cpc. Deal with it.
Pii	Pi	You will not find Personally Identifiable Information (pii) in Google Analytics
Privacy	Pv	Something that Google takes very seriously worldwide
Product Performance	Pr	What are they buying?
Profile	P	A specific view of your data
Real Time Analytics	Rt	Who is visiting your site right now?
Referrals	Rf	Visitors who came to your site from another website
Remarketing	Re	Remarket to your visitors through Google Analytics
Revenue	Re	Money money money
Sampled Data	Sa	A subset of data from your website traffic used to generate reports
Session	S	A 30 minute window of activity by a visitor on your site
Shortcuts	Sh	Get to that report faster
Site Search	Se	Your search box is a window into your users deepest needs
Site Speed	Sp	Is your site more like a Tortoise or Usain Bolt?
Social Reports	So	Harvest the Web in Google Analytics' best kept secret
Transactions	Tr	Number of purchases made on your site
Unique Visitor	Uv	The number of uniquely cookie'd visitors over a given time frame
Universal Analytics	U	Offline is the new online
Urchin Analytics	Ur	Google Analytics before there was Google Analytics
Users	Us	Administrators can do everything, users can view reports
UTM Variables	Ut	Clean up your reports with campaign tagging
Visit session	Vi	Activity that happens within a 30 minute window on your site
Visitor Flow	Vf	A sankey diagram of visitors traversing your site
Web Property	Wp	Each unique domain name/discrete property in your account
Webmaster Tools	Wt	Search Query data and landing pages