

HOW TO SET UP GOOGLE ANALYTICS EMAIL REPORTS

Receive daily, weekly, monthly or quarterly PDF reports about your website using Google Analytics.



http://www.museum-analytics.org - http://www.museum-a...
museum-analytics.org [DEFAULT]

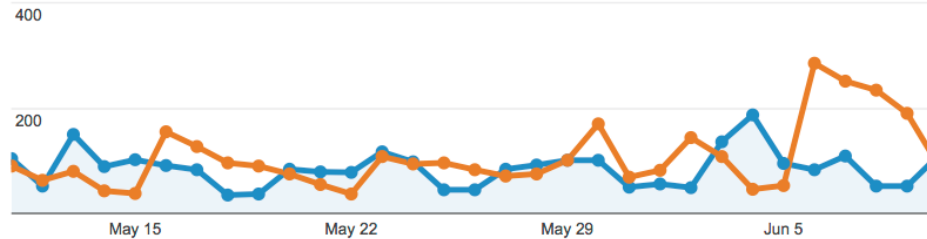
1. Overview Report V1.0 (by intk.com)

May 11, 2013 - Jun 10, 2013
Compare to: Apr 10, 2013 - May 10, 2013

Visits per day

May 11, 2013 - Jun 10, 2013: ● Visits

Apr 10, 2013 - May 10, 2013: ● Visits



Visits

May 11, 2013 - Jun 10, 2013

2,645

% of Total: 100.00% (2,645)

Apr 10, 2013 - May 10, 2013

3,302

% of Total: 100.00% (3,302)

1/4

Monthly report sent by GA as a PDF

Would you like to receive monthly PDF reports about your website from Google Analytics (GA)? This used to be possible in the past but a new GA version has disrupted the nice PDF reports that GA use to send at a regular basis. In order to circumvent this issue, we have created a special dashboard that you can send as a PDF by email.

To receive regular reports from GA all you have to do is:

1. Login to Google Analytics;
2. Add the new dashboard to your GA by clicking in this link: [Overview Report V1.0 \(https://www.google.com/analytics/web/template?uid=ICtxcFnCQ0u86milTgrUig\)](https://www.google.com/analytics/web/template?uid=ICtxcFnCQ0u86milTgrUig);
3. In the date menu click on the drop down date and choose to 'Compare to previous period', click apply. (In case you do not want to receive comparative reports, skip this step);
4. Click in 'Email';
5. In the field 'to' write the email address to whom the report is to be sent;
6. In the field 'Frequency' choose 'Monthly'. Leave the 'Day of the Month' as 1st; In 'Advanced options' choose 'Active for 12 months';
7. Press send.

The report will be sent the first day of each month and it will compare the last month results with the previous month. You can manage scheduled emails at 'Admin/Assets/Scheduled Emails'.

The Dashboard we created includes 3 main simple metrics:

- Visits
- Traffic sources
- Most popular content

The graph with the visits per day gives a fast overview about the best and worst days of the month in terms of number of online visits. Traffic sources includes the top 6 sources that have directed the most traffic to your website in the last month. Some of the sources you can expect to see here are google, social networks and possibly your website newsletter (in case you are using UTM codes). The third metric 'most popular content' shows the top 10 most visited pages in your website. Usually the front-page is the most visited page, followed by pages included in your website navigation menu. Among the top 10 you might also find a popular blog post or any other page that has attracted the attention of online visitors.

On the right column, of the dashboard it is possible to find several other metrics:

- Total number of visits
- Percentage of new visits
- Traffic type Overview
- Average Visit Duration
- Bounce Rate
- Page per visits
- Keywords

In order to keep the dashboard generic, we have include the most common metrics people look at. Please feel free to customise the dashboard for your organisation. For example, we have not included goals in this report in order to keep the difficulty level as low as possible. In case you already have goals setup on GA it is easy to add them to the dashboard. The Dashboard is called '1. Overview Report V1.0 (by intk.com (<http://intk.com/>))' The first '1' is there in order to keep it as the first Dashboard in the Dashboards list, we have also included a version number. Check this page regularly for updated versions of the report. As you will notice the new PDF reports do not deal well with page breaks. We organised the report content in order to avoid that graphs are cut in the middle of a page break, however, this is not always possible as different reports will have content of different sizes. We hope that Google will fix this issue in future updates.

The 'Overview Report' is a generic dashboard and therefore might not be the most useful one. I can imagine that cultural organisations might be interested in creating dashboards for curators, social media reports, ticket sales reports, etc. Do you have any special dashboard you would like to share with us? Feel free to include it as a comment.

INTK

Beatrixgebouw 5de etage
Jaarbeursplein 6,
3521 AL Utrecht
+31 613 719 204

EXPLORE

RESOURCES

CONNECT

- Projects (resolveuid/be55ec8d4cda49d3884a8127ec40c472)
- News (http://www.intk.com/nyzf5)
- Newsletters (http://www.intk.com/nyzf5)
- Ideas (http://www.intk.com/nyzf5)
- Organizations (resolveuid/87bf9e3142cf44d68f57)
- Interviews (https://twitter.com/intk)
- Team (resolveuid/93d5195d47bd4ae88f2)
- Jobs (resolveuid/ac3e08e8a094403e957e9b9e55ba84d9)
- YouTube (http://www.youtube.com/intk)
- Github (https://github.com/intk)