
What data can you collect with Google Analytics?

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Overview

Where we're headed today:

- **Default data**
Out-of-the-box metrics, and Enhanced Measurement
- **Customizations**
Using the Explore tool, custom alerts, search term tracking, custom events, and 404 pages
- **Google Tag Manager**
Tips and tricks to improve your life

→ Default Data

- Number of users
- How users are getting to your site
- Which pages are most-visited
- Geographic location of your users
- What browser, OS your visitors use

Enhanced Measurement

- Page views, scrolls, outbound clicks, site search, video engagement, file downloads

Stream details



STREAM NAME

Archives Space - GA4

STREAM URL

https://archivesspace.ubalt.edu

STREAM ID

350

MEASUREMENT ID

G-VSD



Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring: Page views Scrolls Outbound clicks Site search Video engagement File downloads [Show less](#)



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)



Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



Admin >> Data Streams >> Web stream details

Note “Show advanced settings” links

Tracking for some of these interactions can be better customized using Google Tag Manager.

Enhanced measurement Save

Page views
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings. ✓
[Show advanced settings](#)

Scrolls
Capture scroll events each time a visitor gets to the bottom of a page. ✓

Outbound clicks
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events. ✓

Site search
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings. ✓
[Show advanced settings](#)

Form interactions
Capture a form interaction event each time a visitor interacts with a form on your website. —

Video engagement
Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled. ✓

File downloads
Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension. ✓



Customizations

Go beyond out-of-the-box metrics to capture what matters for your library.

→ **Custom reports & dashboards**

Using Explorations tool, configuring email alerts

→ **404 report**

What are users looking for when they hit your 404 page?

→ **Search term tracking**

→ **Custom insights**

Receive email notifications for certain behavior

Q 404 ⊗ Rows per page: 10 ▾

	Page title and screen class ▾	Page path and screen class ▾ ×	↓ Views	Users
			32 0.17% of total	26 0.61% of total
1	404: Page not found	/about-us/departments/c3BIY2lhbC	1	1
2	404: Page not found	/academic-	1	1
3	404: Page not found	/academic-success/b25saW5ILX	1	1
4	404: Page not found	/academic-success/bWF0aC1zdX	2	2
5	404: Page not found	/academic-success/c2NoZWR1bG	5	5
6	404: Page not found	/academics/lms-transition/timeline.cfm	1	1
7	404: Page not found	/howto/scholarlyjournals.pdf	1	1
8	404: Page not found	/law	1	1
9	404: Page not found	/robots.txt	4	4
10	404: Page not found	/spam	6	1

<https://www.analyticsmania.com/post/track-404-errors-with-google-analytics-google-tag-manager/>

SEARCH_TERM

CUSTOM PARAMETER	EVENT COUNT	TOTAL USERS
(total) 9 items	11	9
100531	3	2
100535	1	1
East-West Highway	1	1
New England Jo... Of Medicine	1	1
Passing/out	1	1
Rosemont	1	1
neuroscience	1	1
rumination	1	1

<https://www.analyticsmania.com/post/find-search-terms-in-google-analytics-4/>

Suggested Custom Insights

We recommend you create the following insights for your property. [Learn more](#)

- Anomaly in daily event count**
You'll get an email notification if there's an anomaly in the number of daily total events [Review and create](#)
- Anomaly in daily users**
You'll get an email notification if there's an anomaly in the number of daily total users [Review and create](#)
- Anomaly in daily views**
You'll get an email notification if there's an anomaly in the number of daily total views [Review and create](#)
- Anomaly in daily conversions**
You'll get an email notification if there's an anomaly in the number of daily total conversions [Review and create](#)
- Anomaly in daily revenue**
You'll get an email notification if there's an anomaly in the number of daily total revenue [Review and create](#)

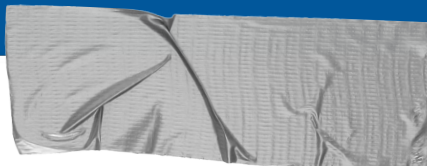
Create selected

Start from scratch

Define your own rules to create a Custom Insight.

Create new

Home (scroll to bottom) > “See Suggested Insights” or “View all insights”



Google Tag Manager

- **Configure custom events**
Capture user interactions beyond simple link clicks
- **Load code from other sites**
LibAnswers, LibChat, Hotjar, etc.
- **GTM Copy Paste**
A very handy Chrome extension!
- **GA4 Debugger & GTM Preview**

Reports > Engagement > Events

	Event name +	↓ Event count	Total users
		89,689 100% of total	6,055 100% of total
1	page_view	28,031	6,046
2	session_start	15,744	6,046
3	user_engagement	14,270	4,421
4	click	8,323	2,400
5	first_visit	5,451	5,356
6	scroll	3,848	2,046
7	also_try_links	2,722	710
8	search_box_tabs	2,512	658
9	global_nav_links	2,031	777
10	local_nav_links	1,511	700
11	audience_box_links	1,095	531
12	button_click	854	543
13	accordion_open	842	319
14	scroll_depth	703	277
15	image_click	646	330
16	audience_box_tabs	623	295
17	contact_links	148	92
18	file_download	134	88
19	libchat_slider_open_click	108	89

Helpful Resources

- Analytics Mania (analyticsmania.com)
- Simo Ahava (simoahava.com)

Questions welcome!

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