The Finest Google Analytics Setup In Shopify For Splendid Data

The following GA setup for Shopify has been created by Digital Darts (*https://www.digitaldarts.com.au/google-analytics-shopify*). We brought to you their setup as curated content and for educational purposes.

Here is our client checklist for the perfect Google Analytics setup with Shopify:

Summary:

6. Track Internal Search:

Learn what people want from your store. Searchers are buyers.

7. Strip Unwanted Query Parameters:

Consolidate reports about pages that are the same.

8. Enable Google Signals:

Know your most profitable audiences, track users across devices, enable remarketing, and gather additional information for advertising.

9. Setup Funnels and Goals:

See where users drop-off along the checkout process with Goals and the Checkout Behavior report.

10. Use Enhanced Link Attribution:

Better understand user behaviour on pages to help increase conversions.

11. Fix Spam Hits:

Make your analytics more accurate. Protect yourself from bots and competitors.

12. Track Logged-In Users:

See how high-value users logged in to the store interact with it across multiple browsers and devices over the user's lifetime.

13. Identify Organic Search Keywords:

Setup then link Google Search Console to discover organic keyword rankings in Google including clicks, ranking improvements from SEO, and growth opportunities.

14. Configure Third-Party Apps:

Shopify apps that affect the checkout process need to be setup to work with Google Analytics.

15. Get Custom Alerts:

Be notified of any major behavioral changes on your store—from mentions on another website and products that have gone viral on Facebook, to revenue changes or spikes in traffic.

16. Ongoing Best Practices:
How to track marketing campaigns, add annotations for analytics changes or offline campaigns, and keep team member's from messing store data.

17. Report and Analyse:
Don't stop after collection. It's time to report and analyse the splendid data you collected.

18. Review the Results and How to Get Help:
What to look for and how to solve problems. We can do it all for you.

1. Google Analytics Setup Best Practices

Best practices get you rigorous and understandable data. It is a short list of the most important ones you need to be concerned about for your Shopify store to make analytics simple to manage and accurate.

Use Universal Analytics

Classic Analytics is ancient and no longer supported. This guide uses Universal Analytics, which gives you flexibility with custom dimensions to track anything you want. Released at the end of 2017, gtag.js is not native in Shopify's Google Analytics setup. It doesn't matter though because you can use gtag.js for dynamic remarketing, Google Ads conversion tracking, and other events outside of this setup.

Use One Google Analytics Snippet

Some old Shopify themes are pre-installed with Google Analytics. I haven't seen this for years though. Check to see if yours does otherwise your data will be wrong. Visit the home page of your site then view the source code to see if any of the scripts gtags.js, ga.js, dc.js, or analytics.js exist. However, trying to spot these four files this way can mean you still overlook Analytics running through Shopify apps or Google Tag Manager.

A more comprehensive method is using the Tag Assistant Chrome extension. If you see duplicate Google Analytics codes in Tag Assistant, that doesn't mean you have a problem yet. Next, log into Google Analytics. If your bounce rate is less than 10%, you have a problem because multiple codes are sending the same pageview data. Your duplicate analytics code needs be fixed. The method to fix duplicate code varies (likely involving removing the duplicate code or sending a non-interaction event), but using Tag Assistant is a good start.

This tutorial leverages the native Google Analytics setup in Shopify rather than hard-coded in the theme. This way the store is future-proofed with analytics updates done by Shopify and your theme developer.

Use The Correct Property Per Domain

If you have two or more websites that do not relate, use separate properties, which means a different analytics ID.

If the websites are similar businesses that serve different regions regardless of their domains, use the same property ID. Setup cross-domain tracking as indicated in the guide to retain the original user information like source and medium. You can use filters to have one view for each store.

Have One Raw View

One view should have no filters. It is your benchmark to see what goes on. Name it something like, "Your Store Name – Raw View" or the default "All Web Site Data". If you already have one view, create a new one then use that as your raw view. (That way the view you work on during this guide, will have your historical data, which is handy for analysis even if it is incomplete or inaccurate.)

The non-raw view(s) will have filters, ecommerce tracking, goals, and all the fancy jazz that changes data you collect. If you setup User ID tracking, you have to configure the view with the steps in this guide to receive clean data.

Track All Pages

If you follow this tutorial, you will track all pages in Shopify. Check that Google Analytics is on all web properties related to the business like a support desk or

WordPress blog. Any software or app that generates pages through new URLs should be tracked.

📚 Use The Same Currency And Timezone As Shopify

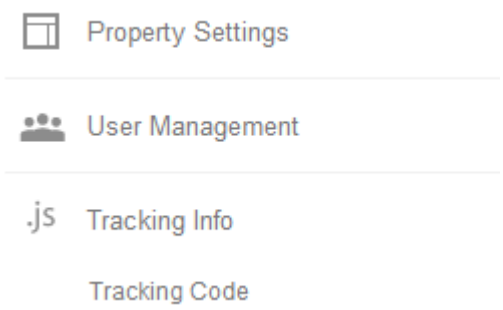
Check your currency and timezone settings in Shopify by going to “Settings” > “General”. For any view in Google Analytics, use these currency and timezone settings. Several store owners have been worried sales were inaccurate in Google Analytics compared to Shopify, when the problem was sales were pushed differently between days due to the disparity in these settings.

2. How To Setup A Standard Google Analytics In Shopify

1. a) Don’t have a Google Analytics account? Sign-up using your main Google account. Follow Google’s steps to create an account until you come across your tracking code to be installed. I recommend you create another property under the same account so the tracking code you use ends in -2 like `UA-XXXXXXXX-2`. This is a simple way to eliminate a lot of referral spam because most spammers only hit the property `UA-XXXXXXXX-1`.

Recently I’ve noticed more spammers hitting the -2 property. Conniving idiots! You may even want to use -3.

b) Already have a Google Analytics account? Login then click “Admin” at the top and go to “Tracking Info” > “Tracking Code”:

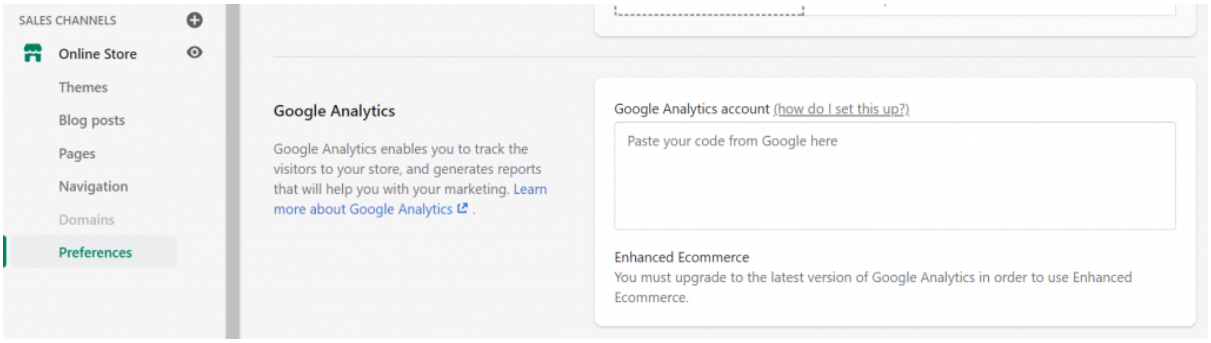


2. Copy your code that will look something like the below, but with your unique UA ID:

```
<script async
src="https://www.googletagmanager.com/gtag/js?id=UA-45674565-1"></
script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-45674565-1');
</script>
```

3. Login to your Shopify store and go to “Online Store” > “Preferences”. You’ll see a Google Analytics section:



4. Paste the Google tracking code you obtained from step 2 of this “Standard Google Analytics Setup” guide, into the “Google Analytics account” field in Shopify. Click “Save”.

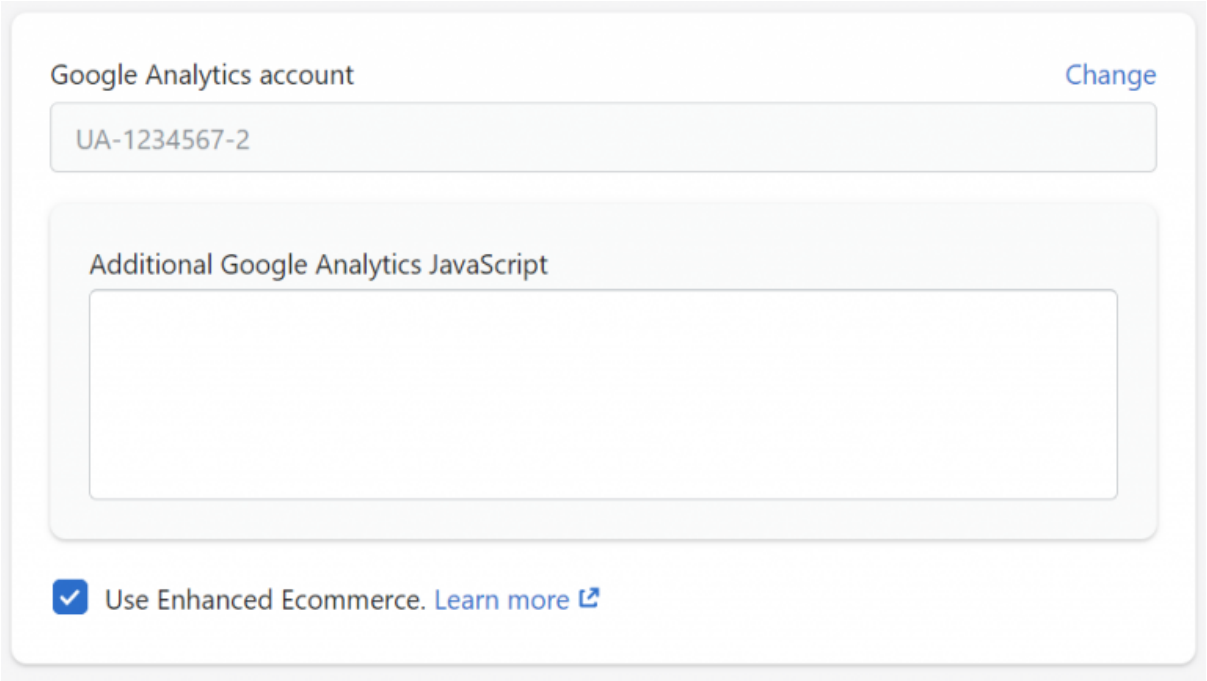
You have the basic Google Analytics setup done. Shopify reads the analytics code you pasted to extract the ID and configure your analytics. The code is injected into your theme with the following code then sent to a service called Segment.com:

```
{{ content_for_header }}
```

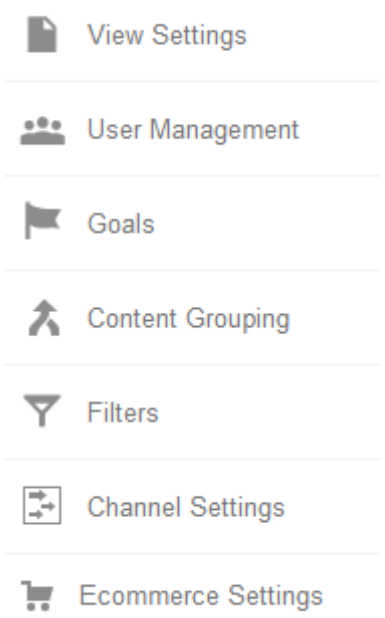
3. How To Setup Google Analytics Enhanced Ecommerce In Shopify

The enhanced ecommerce plug-in for analytics.js enables the measurement of user interactions with products on ecommerce websites across the user's shopping experience, including: product impressions, product clicks, viewing product details, adding a product to a shopping cart, initiating the checkout process, transactions, and refund.
https://developers.google.com/analytics/devguides/collection/analyticsjs/enhanced-ecommerce
Shopify is one of the few partners with Google who have made enhanced ecommerce a breeze.

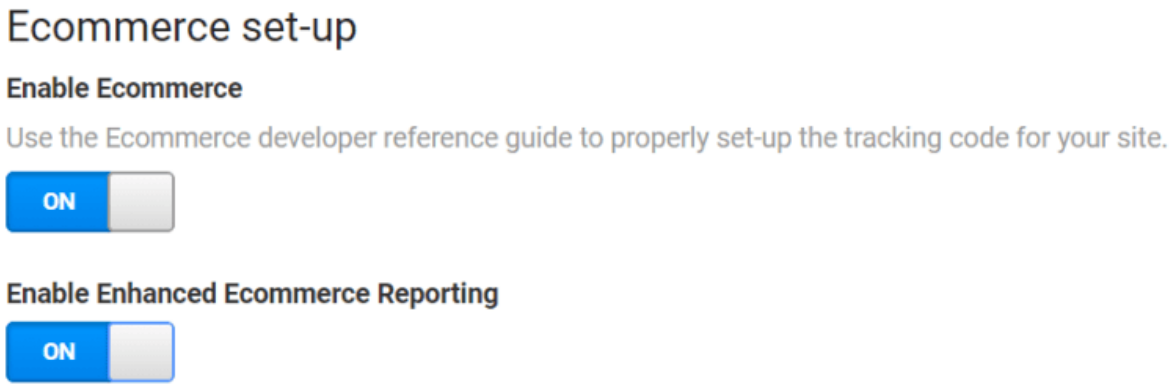
1. In Shopify go to "Online Store" > "Preferences". Click the checkbox for "Use Enhanced Ecommerce" then click "Save":



2. Go to your Google Analytics account, click “Admin” then “Ecommerce Settings”:



3. Enable “Ecommerce and “Enhanced Ecommerce Reporting” then save:



Later in the funnels and goals section of this guide we will cover how to configure other options in Enhanced Ecommerce Reporting to visualise the checkout steps.

4. I recommend you check to confirm your analytics and enhanced ecommerce is setup. Shopify automatically hooks the analytics code in your theme as they have a full pre-built enhanced ecommerce analytics integration. Check the "Ecommerce" report in analytics 24 hours after your first sale following the configurations from this guide. Also do an immediate analysis by viewing the source code of your website. You should see code between the head tags like:

```
<script>
      window.ShopifyAnalytics = window.ShopifyAnalytics || {};
      window.ShopifyAnalytics.meta =
window.ShopifyAnalytics.meta || {};
      window.ShopifyAnalytics.meta.currency = 'AUD';
      var meta = {"page":{"pageType":"home"}};
      for (var attr in meta) {
        window.ShopifyAnalytics.meta[attr] = meta[attr];
      }
    </script>
<script>window.ShopifyAnalytics.merchantGoogleAnalytics =
function() {
<!-- JOSH'S COMMENT: THIS IS WHERE ADDITIONAL ANALYTICS IN THE
PREFERENCES SECTION OF THE ADMIN GETS INSERTED -->
</script>
<script
class="analytics">(window.gaDevIds=window.gaDevIds||[]).push('Bw
iEts');

(function () {
  var customDocumentWrite = function(content) {
    var jquery = null;

    if (window.jQuery) {
      jquery = window.jQuery;
    } else if (window.Checkout && window.Checkout.$) {
```

```
      jquery = window.Checkout.$;
    }

    if (jquery) {
      jquery('body').append(content);
    }
  };

  var trekkie = window.ShopifyAnalytics.lib = window.trekkie =
window.trekkie || [];
  if (trekkie.integrations) {
    return;
  }
  trekkie.methods = [
    'identify',
    'page',
    'ready',
    'track',
    'trackForm',
    'trackLink'
  ];
  trekkie.factory = function(method) {
    return function() {
      var args = Array.prototype.slice.call(arguments);
      args.unshift(method);
      trekkie.push(args);
      return trekkie;
    };
  };
  for (var i = 0; i < trekkie.methods.length; i++) {
    var key = trekkie.methods[i];
    trekkie[key] = trekkie.factory(key);
  }
  trekkie.load = function(config) {
    trekkie.config = config;
    var script = document.createElement('script');
    script.type = 'text/javascript';
    script.onerror = function(e) {
      (new Image()).src =
'//v.shopify.com/internal_errors/track?error=trekkie_load';
    };
    script.async = true;
    script.src =
'https://cdn.shopify.com/s/javascripts/tricorder/trekkie.storefr
ont.min.js?v=2017.09.05.1';
    var first = document.getElementsByTagName('script')[0];
    first.parentNode.insertBefore(script, first);
  };
  trekkie.load(

{"Trekkie":{"appName":"storefront","development":false,"defaultA
ttributes":{"shopId":2452451,"isMerchantRequest":true,"themeId":
167043090,"themeCityHash":7191376443778836286}},"Performance":{"
navigationTimingApiMeasurementsEnabled":true,"navigationTimingAp
iMeasurementsSampleRate":1.0},"Google
Analytics":{"trackingId":"UA-xxxxxxxx-1","domain":"auto","siteSp
```

```
eedSampleRate":"10","enhancedEcommerce":true,"doubleClick":true,
"includeSearch":true},"Facebook
Pixel":{"pixelIds":["xxxxxx"],"agent":"plshopify1.2"},"Session
Attribution":{}}
  );

  var loaded = false;
  trekkie.ready(function() {
    if (loaded) return;
    loaded = true;

    window.ShopifyAnalytics.lib = window.trekkie;

      ga('require', 'linker');
      function addListener(element, type, callback) {
        if (element.addEventListener) {
          element.addEventListener(type, callback);
        }
        else if (element.attachEvent) {
          element.attachEvent('on' + type, callback);
        }
      }
      function decorate(event) {
        event = event || window.event;
        var target = event.target || event.srcElement;
        if (target && (target.getAttribute('action') ||
target.getAttribute('href'))) {
          ga(function (tracker) {
            var linkerParam = tracker.get('linkerParam');
            document.cookie = '_shopify_ga=' + linkerParam + ';
' + 'path=/';
          });
        }
      }
      addListener(window, 'load', function(){
        for (var i=0; i = 0) {
            addListener(document.forms[i], 'submit', decorate);
          }
        }
        for (var i=0; i = 0) {
            addListener(document.links[i], 'click', decorate);
          }
        }
      });

    var originalDocumentWrite = document.write;
    document.write = customDocumentWrite;
    try {
window.ShopifyAnalytics.merchantGoogleAnalytics.call(this); }
catch(error) {};
    document.write = originalDocumentWrite;


        window.ShopifyAnalytics.lib.page(
          null,
          {"pageType":"home"}
```

```
        );
  });

      var eventsListenerScript =
document.createElement('script');
      eventsListenerScript.async = true;
      eventsListenerScript.src =
"//cdn.shopify.com/s/assets/shop_events_listener-f2c58003050 98f0
ebebdfa7d980c9abf56514c46d5305e97a7c476f7c9116163.js";

document.getElementsByTagName('head')[0].appendChild(eventsListe
nerScript);

})();
</script>
```

5. This last step ensures one analytics session happens across sub-domains like a blog, your primary domain, and payment gateway. In the "Admin" section of analytics, click "Tracking Info" then "Referral Exclusion List". Create new referral exclusions for:

- `yourstore.com` – The URL of your domain.
- `paypal.com` – The domain of any payment gateways you use. If you use Afterpay, enter `portal.afterpay.com`. If you use Zip Money, enter `account.zipmoney.com.au` and `my.zipmoney.com.au`. If you use Zip Pay, enter `account.zippay.com.au`. If you use Klarna, enter `klarnapayments.com`. Go through the checkout process for each gateway then enter the domain of the gateway into the referral exclusion list. If your store accepts Amazon payments, you'll need to add `amazon.com`. The easiest way to confirm what to add is looking at the referrals report for revenue data from payment gateways.
- `checkout.shopify.com` – This use to be in the checkout of stores, but I still notice it in other sources like draft orders.
- `pay.shopify.com` – The domain used by customers during the accelerated checkout process of Shopify Pay.
- `shop.app` – Shopify's Shop app and the Shop payment option at checkout. Traffic from this has a `utm_source` value of `shop.app`. No `utm_medium` is set so it is a referral.
- `yourstore.myshopify.com` – This is the domain of your Shopify admin to exclude referrals from the admin dashboard.

Does the store accept draft orders? You can view the “Sales Performance” report to see that individual transactions for draft orders are excluded. This is because the Shopify.checkout object does not exist for draft orders. A checkout does not exist in the eyes of Shopify even though the payment process looks similar.

4. Create Content Groups

Let’s say you have a blog for your store. You understand the critical part to content marketing: quality and consistency. Your blog does so well that half the people who come to your store read your blog.

The popularity of your blog means most people who visit your website are immediately uninterested in buying your products. Your conversion rate drops. Is this a problem?

Traditional ecommerce analysis and thinking says it is a problem. Ecommerce consultants and store owners would see a drop in conversion rate then panic. You cannot optimise for conversion if you fail to understand the role content-types have on the purchase process.

Content Groups in Google Analytics help you solve this issue. When setup correctly, you can identify the influence your blog, support pages, and other types of content have on purchases.

Given the solution below for content groups is not ideal, my recommendation for most stores is the Digital Darts: Content Drilldown report. The report is built, and works out-of-the-box, for your store because of the reliable URL structure of Shopify. It is a powerful report to frequently analyse:

Page path level 1	Unique Pageviews	Avg. Session Duration	% Exit	Cart-to-Detail Rate	Page Value
	38,150 % of Total: 100.00% (38,150)	00:01:30 Avg for View: 00:01:30 (0.00%)	38.57% Avg for View: 38.57% (0.00%)	6.46% Avg for View: 6.46% (0.00%)	£11.96 % of Total: 100.00% (£11.96)
1. /products/	17,864 (46.83%)	00:01:02	64.79%	6.46%	£3.10 (25.90%)
2. /collections/	8,890 (23.30%)	00:02:31	19.81%	0.00%	£4.87 (40.71%)
3. /checkout/	3,906 (10.24%)	00:02:41	12.40%	0.00%	£70.69 (591.05%)
4. /	2,548 (6.68%)	00:03:22	25.05%	0.00%	£5.44 (45.49%)
5. /pages/	2,402 (6.30%)	00:03:28	24.68%	0.00%	£8.05 (67.33%)

To setup content groups:

1. Login to your analytics then go to “Admin”.

2. Select the view who’s data you can edit as per the best practice.

3. Click “Content Grouping” then “+ New Content Grouping”.

4. Cluster all pages on your site into groups. Type your groups into the header row of a spreadsheet with pages you want to cluster in the rows. Record all your pages, but one collection and one product is enough. If you want to be sure you have all pages accounted for, use Screaming Frog’s Spider Tool. Your goal is to cluster the pages into similarities of influencing user behavior:

	A	B	C	D	E
1	**Home Page**	**Blog**	**Marketing Pages**	**Checkout**	**Account**
2	mystore.com	mystore.com/blogs/news	mystore.com/pages/our-story	mystore.com/cart	mystore.com/account
3		mystore.com/blogs/29906817-blog-title	mystore.com/pages/guarantee	checkout.shopify.com	mystore.com/account/login

Here are content groups stores could use to better understand user behavior:

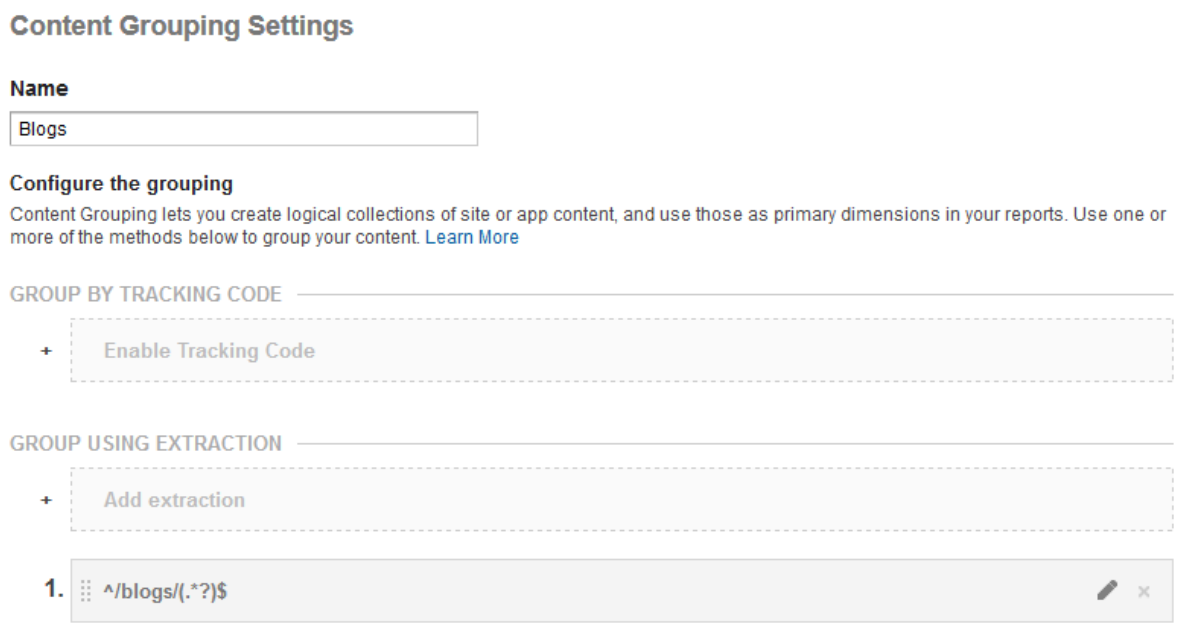
- Blog. Includes blog posts.
- Collections.
- Product Pages.
- Checkout Pages.
- Marketing Pages. Example pages are ones that talk about your companies values, the manufacturing process, and media mentions.
- Account Pages.
- 404 Errors.
- Support Pages.

5. There are three options to set a content group so you have to pick the ones best for you. Step four makes this step easier. You can use multiple methods in a “and/or logic”:

- Group by tracking code: the most customised approach that requires you to group pages by a custom JavaScript snippet. Use this as the last resort in Shopify if the other two are insufficient. It requires advanced coding knowledge.

- Group using extraction: Shopify has a consistent URL structure. Regular expressions for the “Page” option makes this my favorite option. You can use regular expressions based on the URL, page title, or content description value. Extract additional data with parenthesis when possible. What’s inside the parenthesis becomes the group name in reports. All your collections can be broken down into their own group. The rule precedes any rule you may have in “Group using rule definitions”.
- Group using rule definitions: you won’t use this much but it lets you apply highly customised rules using and/or logic with minimal need for regular expressions.

The trick is to identify commonality of pages you want to group and to ensure no others fall into the group. Here is an example of content grouping for a Shopify blog where all the blog URLs begin like `mystore.com/blogs/`:



Create up to five content groups now for the columns you created in step four. My standard recommendation uses “Group using extraction” with these regular expression rules suited for Shopify:

- Collections: `^/collections/(.*?)$`
- Products: `^.*/products/(.*?)$`

- Pages:
  `^/pages/(.*?)$`
- Blogs:
  `^/blogs/(.*?)$`

This implementation is imperfect because you would ideally have “Pages” with child elements of “Account”, “Support” and others to separate the diverse user behavior among these category of pages. The best solution likely involves custom tracking code placed throughout the Shopify theme. If you have a solution, please share it in the comments.

Once you are finished with the configuration of your content groups, you can analyse their performance with primary dimensions and segmentation in standard or custom reports.

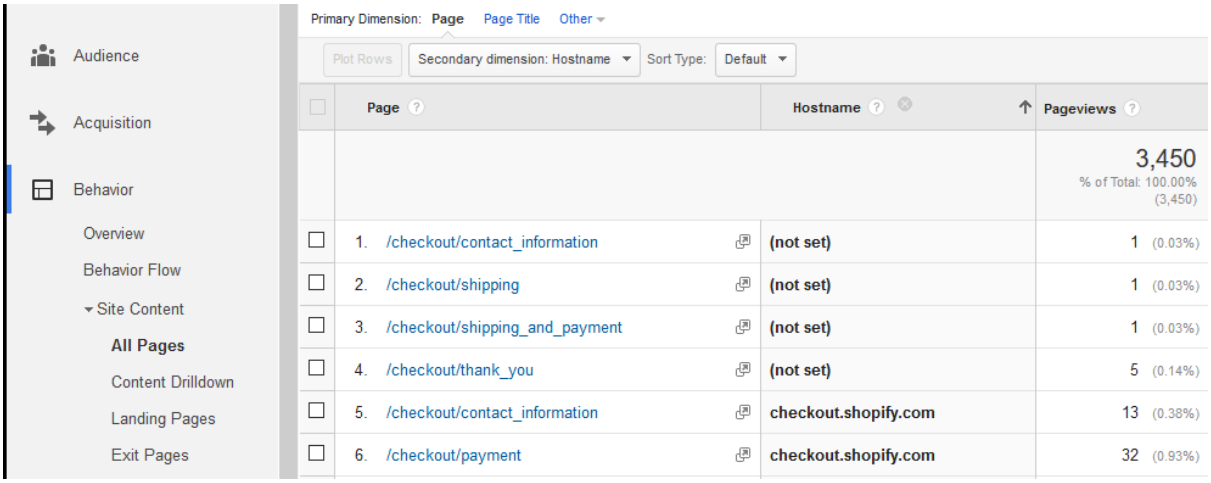
5. Setup Cross-Domain Tracking

If you have a sub-domain (such as a WordPress blog or Zendesk help center) with the same analytics ID as your Shopify store, all the data in Google Analytics lumps together as if were URLs on your store. It makes reporting inaccurate and analysis difficult.

Let’s say your WordPress blog is hosted on another domain. If someone clicks a Facebook link to a blog post on your WordPress then goes to your store, you won’t know the person came from Facebook. Google Analytics will think the person on your store came from the blog rather than Facebook. The traffic source will be labeled as (direct)/(none).

Use the Shopify Buy Button on another website? Your analytics will have sales attributed to the wrong traffic source. Refer to Malik’s guide on what to do.

Inside Google Analytics, go to your “All Pages” report then from the secondary dimension field, select “Hostname”. You will see websites where your analytics snippet is used:



If you have a blog on blog.yourstore.com, you will see that hostname. If you have linked YouTube with analytics, you will see the youtube.com hostname.

It's time to clean this up so you can view the full domain in your reports and setup cross-domain tracking:

1. Any domain you own or sub-domain that you don't want to start a new session, add each to the Google Analytics referral exclusion list. That's all you need to do. Use the same analytics ID on the domains because visitor information cannot be shared across Google Analytics properties.

2. If you own another domain like a WordPress blog at yourblog.com, you need a special tracking code on all pages you want to track otherwise the original traffic source is lost between domains. We are able to use the latest gtag.js for cross-domain tracking recommended by Google because it will be used outside of Shopify. Paste the following after the opening `<body>` tag on your WordPress blog or non-store domain you want to track. Replace the two instances of `XXXXXXXX-X` with your analytics ID and `example-1.com` with the domain of your store:

```
<script async
src="https://www.googletagmanager.com/gtag/js?id=UA-XXXXXXXX-X"></
script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-XXXXXXXX-X', {
  'linker': {
```

```
    'domains': ['example-1.com']
  }
});
</script>
```

The linker parameter appends all links (on pages that have the tracking code installed) that point to example-1.com with the `?_ga=` query string. Google looks at this data to gather hit information then unify the session.

3. If your store links out to yourblog.com, you need to update your Shopify code so it appends the `?_ga=` query string to such links. The Shopify analytics code loads the allowLinker plugin along with `ga('require', 'linker');`. You just need to add the following autoLink code to the "Additional Google Analytics JavaScript" section within Shopify:

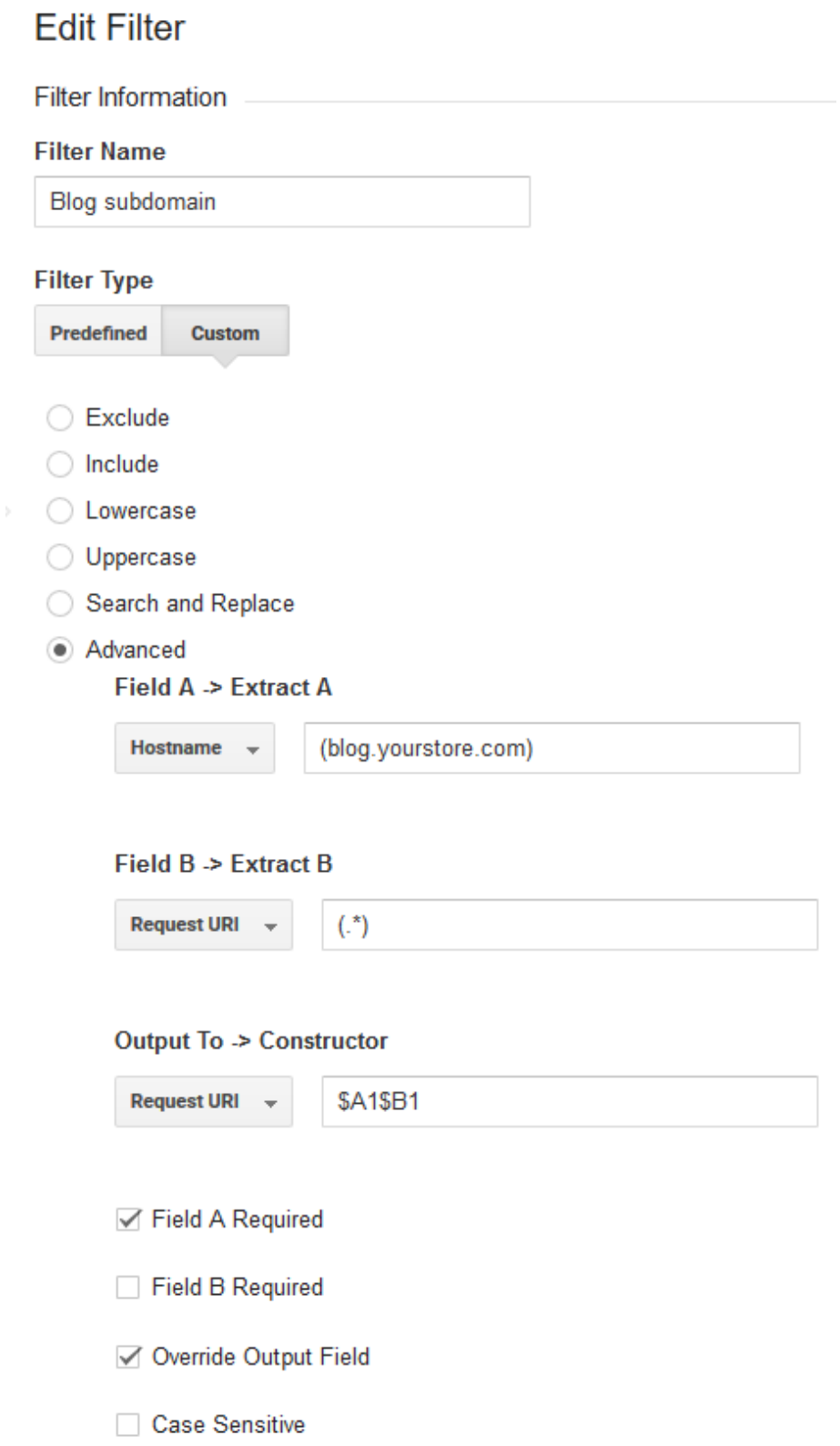
```
ga('linker:autoLink', ['yourblog.com']);
```

This uses the analytics.js linker plugin here inside Shopify because Shopify does not use gtag.js. The original analytics snippet you pasted into Shopify uses gtag.js, but Shopify only extracts the UA ID from it.

4. Go to "Admin" in your Google Analytics. Under your filtered view, click "Filters". Create a new filter in the view by going to "Filters" then "+ New Filter".

5. Name the filter something like "Append blog subdomain". Select "Custom", select "Include" then select "Hostname" as the filter field.

6. Replace "blog.yourstore.com" with your full sub-domain. Ensure there is parenthesis around it like the example below. This keeps historical data on the primary domain clean. Save it. Your filter will look like:



Use (.*) instead of (blog.yourstore.com) in the hostname field to reveal the full URL for all domains.

6. Track Internal Search

People who search your store can be 43% more likely to convert than people who don't.

It's time to extract value from this data to drive sales. The search tracking configuration in analytics lets you see what people search on your store and their whole visitor journey.

You want a search field on your store if you stock a large number of products. It's good usability.

You only need to setup search tracking if your store has a search field. Search tracking in Google Analytics lets you know what people search on your store so you discover what they want to find. The information lets you see how people who search arrive on your store, how you can better provide what people want, and opens ideas to product opportunities. Each can boost revenue.

One example I discovered working with a fashion label was people who visited the store from one online forum were trying to find a non-existent accessory. It was no longer created so we wrote a piece of blog content describing the problem the accessory solved, mentioned its name (so it would be discovered in search), and referenced a better solution. Sales from this traffic source increased overnight.

To setup search tracking for your Shopify store:

1. Type any term in the search box on your live store.

2. Look at the URL where your search term appears. You want the query string variable assigned to your search term. This is the bit after the respective ampersand and before the equals sign. In the first example, it is "q":

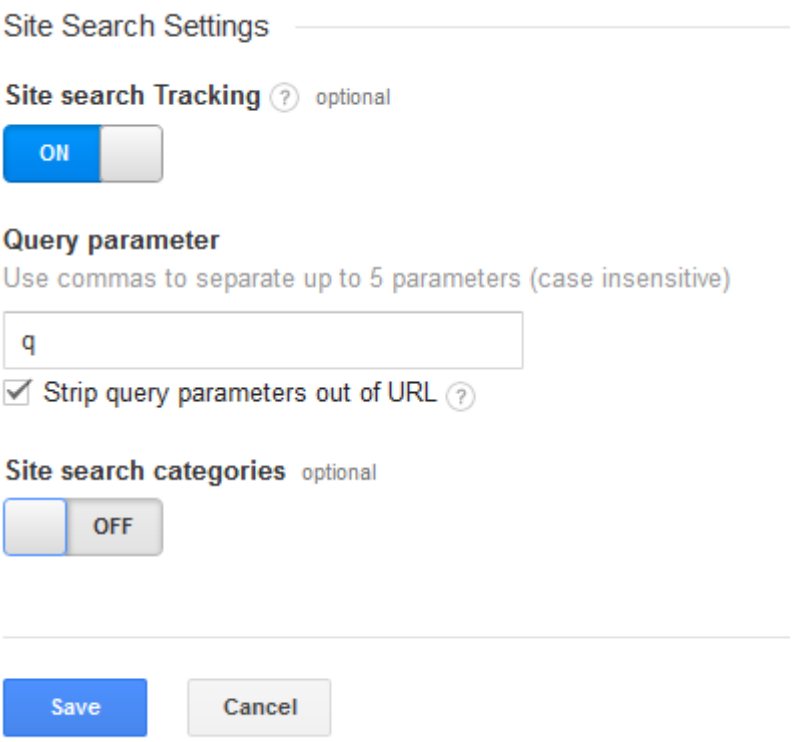
`http://yourstore.com/search?x=0&y=0&q=search+term`
It is "b" in the second example:

`http://yourstore.com/search?&b=search+term+two&ajax=yes`
3. Go to your analytics account go to "Admin" > "View Settings".

4. Turn on “Site search tracking”.

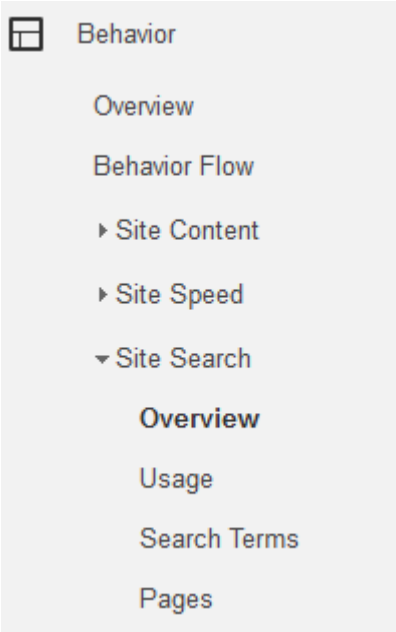
5. Enter the letter or word you discovered from step two of this search tracking guide in the query parameter box.

6. Click to tick “Strip query parameters out of URL”:



7. Sometimes internal searches in Shopify can contain a second parameter that permits the search to apply to specific page types, such as products. If your store has a special category search with a query string that gets included, get the query parameter with the same method from the second step then add that in this field. If the search URL is `/search?type=product&q=test`, you’d add “type”.

8. Save and you’re setup. Like all non-real-time Google Analytics data, it takes 24 hours for data to appear. You can view the data inside your Shopify Analytics panel or in Google Analytics at “Behavior” > “Site Search”:



If you're an advanced analytics user, there's a "Performed Site Search" segment pre-built that lets you segment data to hopefully extract more value. In my fashion garment example, I used this segment combined with a referral traffic report.

7. Strip Unwanted Query Parameters

In the section on internal search tracking, you excluded a query string of "q" from being included in URLs. This consolidates search pages reported in Google Analytics into /search so that reports on each of the pages look like:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	821 % of Total: 1.52% (53,921)	661 % of Total: 1.56% (42,481)	00:00:25 Avg for View: 00:00:51 (-50.44%)	57 % of Total: 0.36% (15,802)	44.00% Avg for View: 53.64% (-17.97%)	11.81% Avg for View: 29.31% (-59.68%)	A$13.30 % of Total: 158.17% (A$8.41)
1. /search	695 (84.65%)	562 (85.02%)	00:00:27	53 (92.98%)	39.13%	11.22%	A$11.28 (84.81%)
2. /search?page=2	75 (9.14%)	55 (8.32%)	00:00:12	3 (5.26%)	100.00%	16.00%	A$21.25(159.83%)
3. /search?page=3	20 (2.44%)	18 (2.72%)	00:00:12	0 (0.00%)	0.00%	0.00%	A$35.63(268.00%)
4. /search?page=1	13 (1.58%)	10 (1.51%)	00:00:09	0 (0.00%)	0.00%	15.38%	A$45.74(344.01%)
5. /search?page=4	8 (0.97%)	7 (1.06%)	00:00:11	1 (1.75%)	100.00%	25.00%	A$26.29(197.70%)

If you do not remove the search query parameter, a page such as `/search?q=orange+dress` will be reported for every unique search. This doesn't make sense to have in helping analytical decisions. Similarly, there are many other query parameters a store can use that make sense to exclude especially "variant" for product pages.

1. Inside Google Analytics, go to your “All Pages” report.

2. Add a filter of “?” to identify pages that contain a query parameter. Browse the list of pages to see what parameters are used that make sense to consolidate.

3. Add the list to the “Exclude URL Query Parameters” section in your View Settings. Here’s a template list I’ve developed after doing the analytics for dozens of stores, that you can add:

```
aff,checkout_url,currency,discount,fbclid,from_processing_page,key
,locale,preview_key,refresh_count,ref,return_url,skip_shopify_pay,
sort_by,step,token,variant,_ke,_pos,_sid
```

8. Enable Google Signals

For Google Analytics in 2019, you had access to remarketing and advertising reporting features. By enabling these, you could retarget people who visited the store and you would get access to a demographics report in the “Audience” section. You could then see how each age and gender segment behaves on the store.

Advertising Features have been upgraded to Google signals. When Google signals is enabled, you gather cross-device data, demographic data, and additional information about users for advertising as well as enabling remarketing with Google Ads. All four features are achieved by associating visitor information with users signed into their Google account who have consented to this association for the purpose of ads personalization.

The feature requires no customization of your Shopify store or additional code. There are only two actions required: enabling the feature and adhering to policy.

In Google Analytics, go to Admin > Tracking Info > Data Collection. Follow the prompts to enable the feature. By enabling Google signals, you must adhere to the Google Advertising Features Policy.

As a bonus, take my custom report that uses enhanced ecommerce and demographic data to identify profitable age groups and gender. Sort by average order value and buy-to-detail rate to discover your high-value demographic segments:

Age	Gender	Product Revenue	Average Order Value	Buy-to-Detail Rate	Sessions
1. 35-44	male	$8,694.48 (19.17%)	$334.84	2.00%	2,196 (13.68%)
2. 45-54	male	$6,274.55 (13.84%)	$331.38	1.43%	1,930 (12.02%)
3. 25-34	male	$5,382.07 (11.87%)	$253.19	2.41%	1,691 (10.53%)
4. 25-34	female	$4,719.68 (10.41%)	$342.60	1.44%	1,736 (10.81%)
5. 45-54	female	$4,519.66 (9.97%)	$278.27	1.59%	1,416 (8.82%)
6. 35-44	female	$4,344.72 (9.58%)	$291.58	1.21%	1,699 (10.58%)
7. 55-64	male	$2,854.83 (6.30%)	$333.87	1.40%	1,385 (8.63%)
8. 18-24	female	$2,814.82 (6.21%)	$289.67	1.81%	1,089 (6.78%)
9. 65+	male	$2,124.87 (4.69%)	$325.41	1.03%	664 (4.14%)
10. 55-64	female	$1,324.90 (2.92%)	$232.51	0.61%	1,042 (6.49%)

Show rows: 10 Go to: 1 1 - 10 of 12

9. Setup Funnels And Goals

Identify where people exit and enter the checkout process. There are two types of funnels we will setup to achieve clarity with user behavior during the checkout.

Goals

Complete this step by using my Shopify goal checkout template. Super quick. That uses regex and will include product pages. To setup your own funnel:

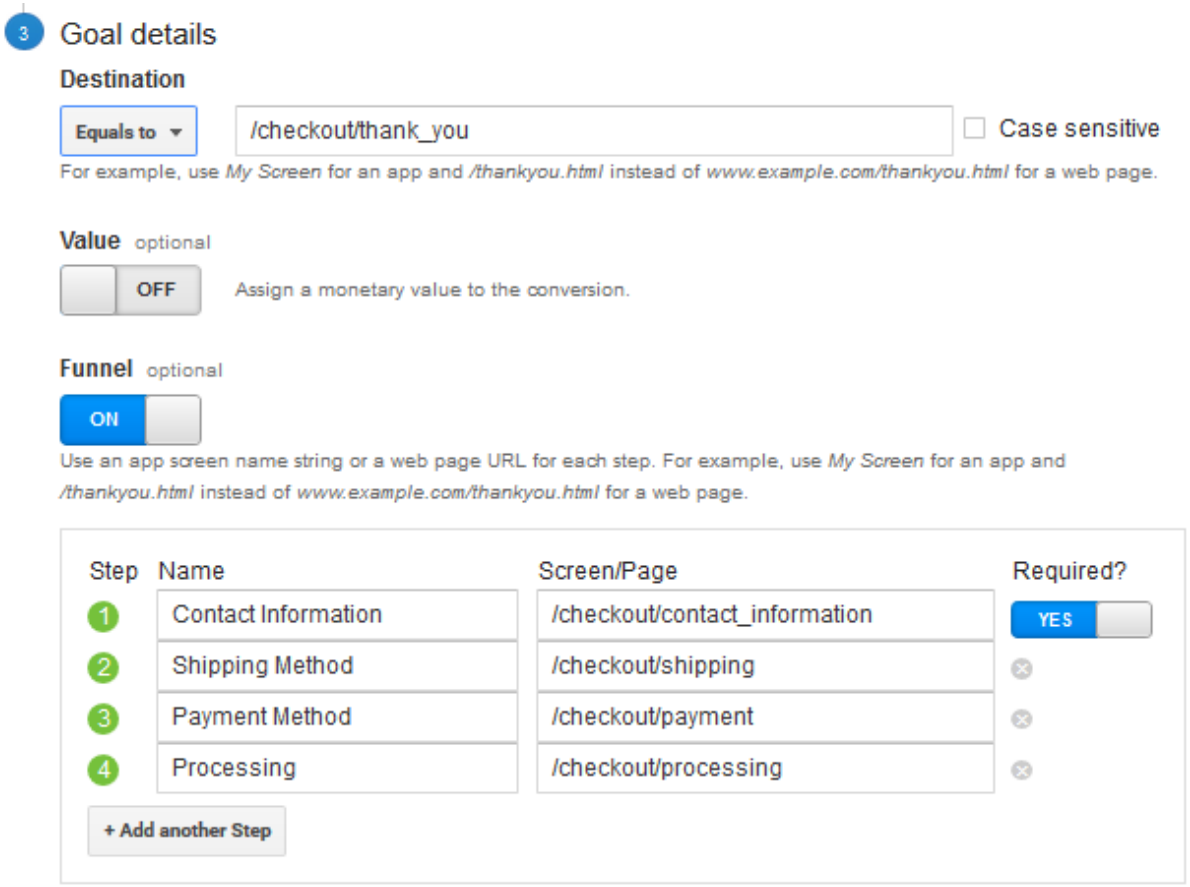
1. Go to your Google Analytics account, click “Admin”, select your filtered view then click “Goals”.

2. Create a new goal.

3. Select “Custom”. Personally I hate the templates because they vary in nearly every account I work in.

4. Name the goal “Checkout Complete” and select the “Destination” goal type.

5. Enter the goal details exactly like below. This is the standard checkout process for Shopify stores. The page URLs actually don’t exist, but the tracking setup done earlier has Shopify create virtual page view data for a consistent URL structure. Confirm “Equals to” is selected as the destination:



Your funnel can be viewed in “Goals” > “Funnel Visualization”. The report is great because you can see how users enter and exit pages, and if there’s a particular page that causes a lot of drop-offs:

6. (Optional) You can add the “Cart” page as a step, which has the URL `/cart`. If you do this, set the “Required” option to “No” because people may skip the cart page (depending on your theme) causing these people to go unreported in the goal.

Product pages can also be reported in the funnel. Select “Regular expression” as the destination then use regex for the pages as shown in this screenshot.

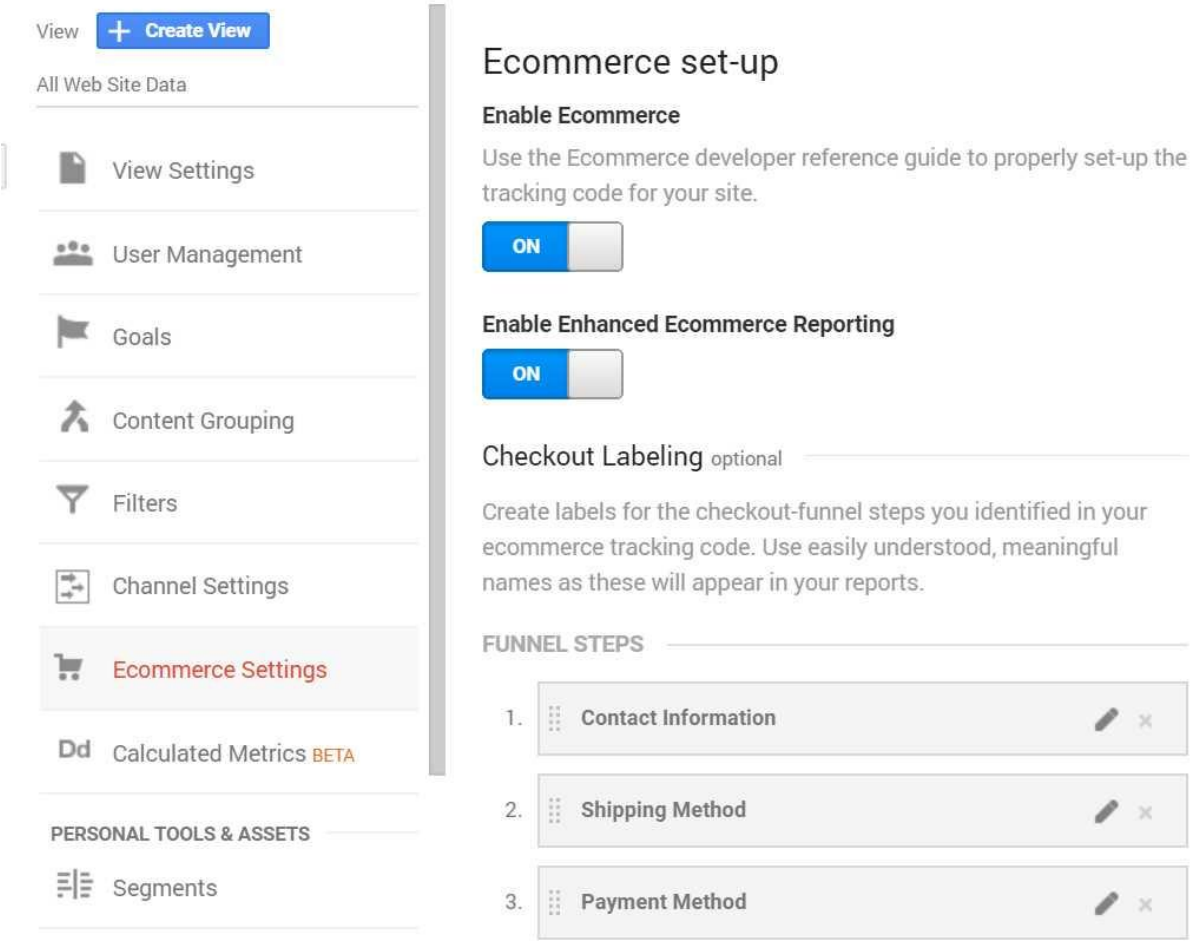
The match type that you select for your goal URL also applies to the URLs in the funnel, if you create one.
Destination goal examples from Analytics Help

Checkout Behavior Report

The second funnel we want to setup is the Checkout Behavior report in the “Conversions” section of Google Analytics. The report provides similar insight as the funnel we just setup with Goals, but it allows for easy segmentation through dimensions letting you see each stage of the checkout process for people in different countries, browser, traffic source, and more. It’s a killer report for conversion rate optimization.

1. Go to your Google Analytics account, click “Admin”, select your filtered view then click “Ecommerce Settings”.

2. Enter three funnels steps of “Contact Information”, “Shipping Method”, and “Payment Method”. These are labels used in the Checkout Behavior report. Your Ecommerce Settings should look like:

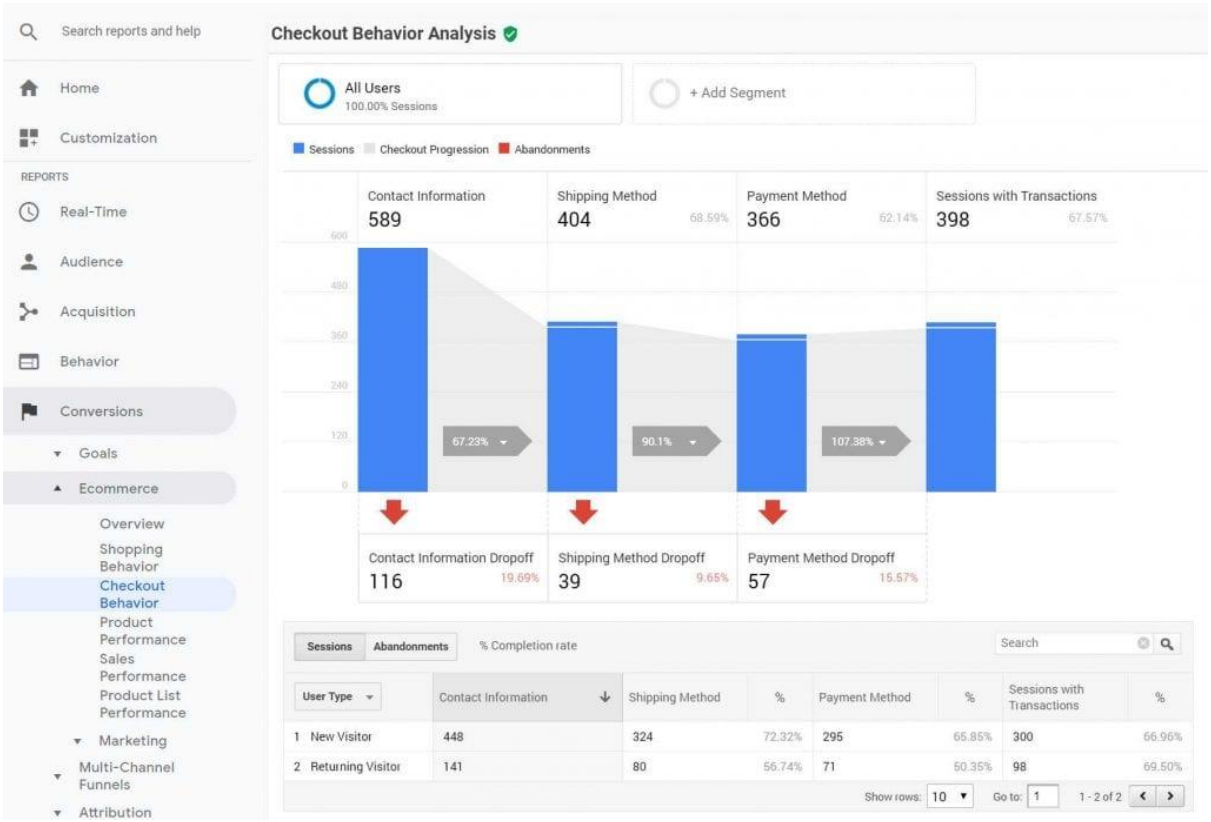


3. In Shopify admin, go to “Online Store” then “Preferences”. In the “Additional Google Analytics JavaScript” section, paste the following code:

```
// Checkout steps for the Checkout Behavior report in Google
Analytics from digitaldarts.com.au/analytics
var ShopifyCheckoutstep = Shopify.Checkout.step;
switch (ShopifyCheckoutstep) {
  case "contact_information":
    ga("require", "ec");
    ga("ec:setAction", "checkout", {
      "step": 1,
      "option": "contact_information"
```

```
    });
    ga('send', 'event', 'checkout', 'contact information', {
nonInteraction: true });
      break;
  case "shipping_method":
    ga("require", "ec");
    ga("ec:setAction", "checkout", {
      "step": 2,
      "option": "shipping_method"
    });
    ga('send', 'event', 'checkout', 'shipping method', {
nonInteraction: true });
      break;
  case "payment_method":
    ga("require", "ec");
    ga("ec:setAction", "checkout", {
      "step": 3,
      "option": "payment_method"
    });
    ga('send', 'event', 'checkout', 'payment', { nonInteraction:
true });
};
```

When data collects, your Checkout Behavior report will look like this... sweet sweet data:



We worked on this client's funnel with an irresistible offer to have such a low drop-off rate throughout the checkout. Don't expect your figures to look this positive.

4. (Optional) The Checkout Behavior setup so far is useful for all Shopify stores. The Checkout Behavior report is particularly powerful for Shopify Plus stores. Plus customers can add more steps to the funnel because of checkout customisation for deeper insight. Perhaps you have an upsell lightbox. Another idea to track is the individual fields at checkout to see where people get stuck.

To track additional checkout behaviors, you need further custom JavaScript or datalayer events inside your theme. Simo Ahava has a good guide to do so among many excellent technical guides on Google Analytics.

10. Use Enhanced Link Attribution

Enhanced link attribution is an extra layer of information Google gives you to visually see what people click on. You get to see how people interact with a page. I use it mostly on the home page, product pages, and other highly-viewed pages to see interactions with links. The data then lets you create hypothesis for split-tests,

“Moving our brand collection in the header navigation to the first link may help people more quickly find what they want to increase sales.” or “This section gets less attention then we thought.”

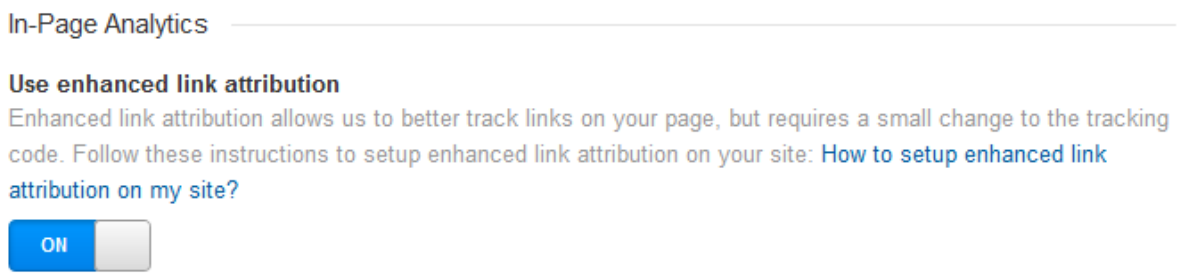
1. In Shopify go to “Online Store” > “Preferences”.

2. Copy-and-paste the following line of code into the “Additional Google Analytics JavaScript” field of Shopify then save the page:

```
ga('require', 'linkid'); // Enhanced link attribution
```

3. Go to your Google Analytics account, click “Admin” then “Property Settings”.

4. Turn on “Use enhanced link attribution” then save.



5. Use the official Chrome extension Page Analytics made by Google. Then browse your website like a normal user to see the fancy click data.

11. Fix Spam Hits

When someone visits your store, your analytics script gets loaded. This counts as a visit on your site. However, your analytics can load via Google’s Measurement Protocol without a person actually visiting your store. Bots can then send a variety of information into your analytics that reports on unusual things. You’re online with Google Analytics so I guarantee you face this issue.

The most common type of spam in analytics is referral spam. Another recent one is language spam. These are often sent by bots unscrupulously trying to promote a business or get a political message across.

Another problem. What if a competitor used your analytics ID on a fake page that automated hits to mess with you? Unwanted hit information distorts your aggregated data like page views, conversion rate, and page value.

View the referral traffic coming to your store at “Acquisition” > “Referrals”. You may see mentions of money and SEO-related websites. Some disguise themselves as major media outlets with domains like hufflngtonpost.com (notice the “l”) to trick you into visiting the page to look for the mention of your store. Others have malicious intent to distort your data.

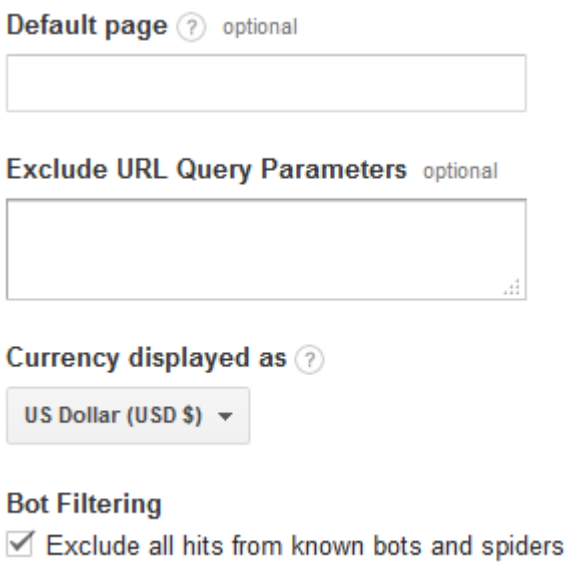
A good way to identify referral spam is to look at your referrals in analytics then click on the “Avg. Session Duration” to filter by the column so “00:00:00” values are first:

Source	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Reve
	6,547 % of Total: 9.05% (72,331)	55.86% Avg for View: 66.35% (-15.81%)	3,657 % of Total: 7.62% (47,990)	43.99% Avg for View: 45.63% (-3.59%)	4.95 Avg for View: 4.74 (4.51%)	00:04:13 Avg for View: 00:03:38 (15.72%)	2.43% Avg for View: 1.15% (110.88%)	159 % of Total: 19.09% (833)	$49 % of
1. 10.5.48.1	1 (0.02%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0
2. 100dollars-seo.com	9 (0.14%)	100.00%	9 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0
3. 172.17.0.99:15871	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0
4. 23377915.videos-for-your-business.com	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0

Unethical companies ping your Google Analytics script to achieve the hit they want on your website then “quickly leave”. You cannot eliminate the problem forever, but here is how to mitigate it:

1. Go to admin then “View Settings” for the profile you can edit.

2. Click to check “Exclude all hits from known bots and spiders” then save:



There's few things I like Google to automatically handle, but the exclusion of known bots and spiders is reliable. You have another view to compare referral information to reassure yourself.

3. Create a new filter in the same view by going to "Filters" then "+ New Filter".

4. Use a simple hostname filter for the domain name of the store.

Name the filter "Only Include Store Hostnames". Select "Custom", select "Include", then select "Hostname" as the filter field. For your filter pattern, copy-and-paste the below:

`.*yourstore.com`
The filter pattern uses regex.

Following the Shopify checkout domain migration from `checkout.shopify.com` to the store's primary domain on July 31, 2017, step five below is not required. I encourage you to do it though because the Shopify domain is still used in draft orders.

5. Are you a Shopify non-Plus member? You require an extra step. You cannot use the common practice of filtering spam hits based on hostname data because all `/checkout` pages get excluded. Vanessa from Shopify pointed out that Shopify uses

virtual page views for the checkout pages, which means the URL you see in the address is different to what is pushed inside the analytics.

We have to create a filter with a custom field that combines the hostname and request URI. After that, create another filter that looks at this new field.

i) Name the filter “Custom Field 1 for Hostname Filter”. Select “Custom” then “Advanced”.

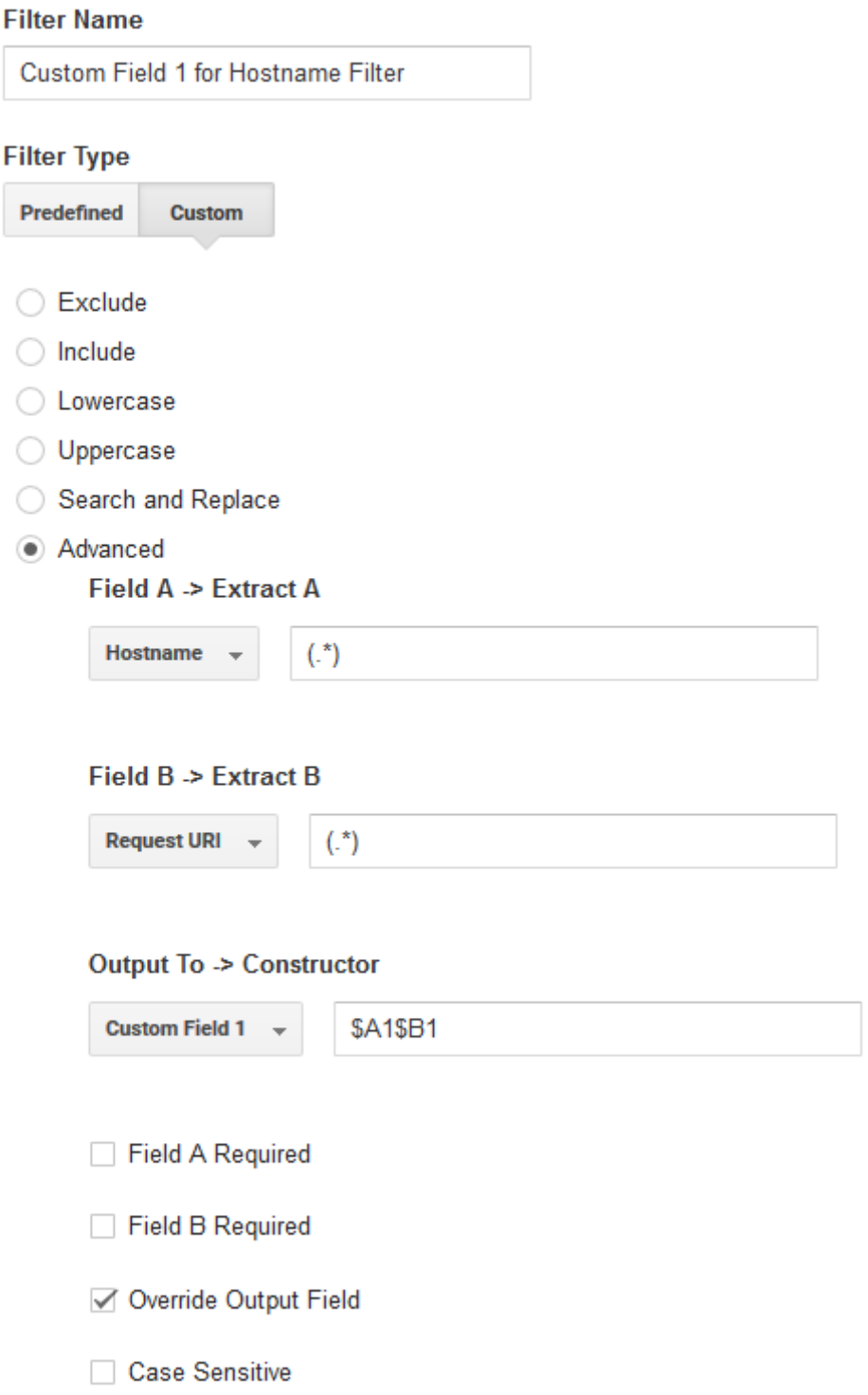
ii) For Field A select “Hostname” and enter (.*)

iii) For Field B select “Request URI” and enter (.*)

iv) Output to “Custom Field 1” and enter $A1$B1. Custom Field 1 is a way to store values for other filters.

v) Ensure the “Field A Required” is unchecked. The `/checkout` pages do not have hostname data.

Save it. Your filter will look like:



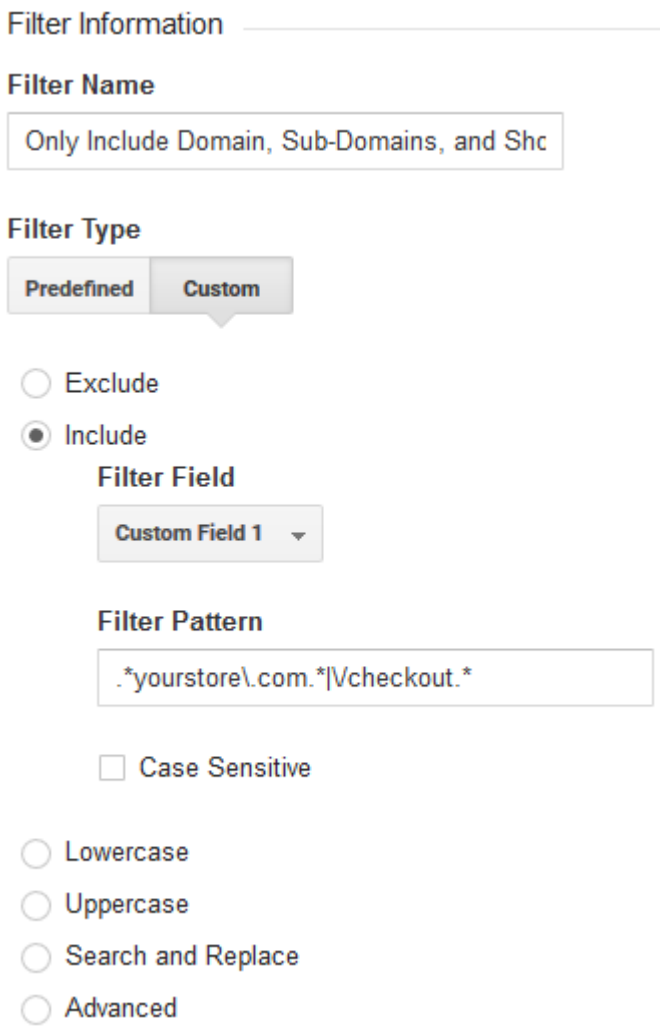
v) Create another filter. Name the filter “Only Include Store and Shopify Checkout Hostnames”. Select “Custom”, select “Include”, then select “Custom Field 1” as the filter field. For your filter pattern, copy-and-paste the below:

```
.*yourstore.com.*|/checkout
```

Replace `yourstore.com` with the URL of your store. Don't include the `www` part of it, use `.*` before and after, and escape any full stop with a `/`.

If your `yourstore.myshopify.com` URL fails to redirect to your primary domain (you should configure it to redirect instead), you also need to include it in your filter.

Save it. Your filter will look like:



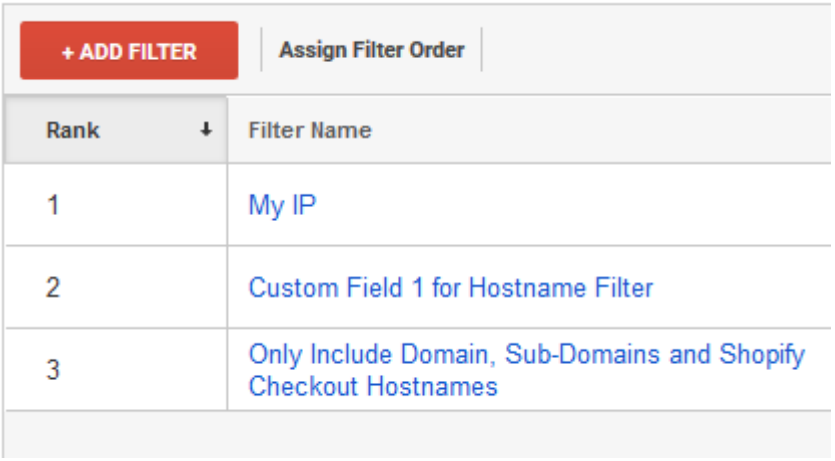
An alternative to consider is the following, which accommodates Google Web Light. The feature is sometimes offered to mobile users in search results when Google detects a slow internet connection:

```
.*yourstore.com.*|^yourstore.com.googleweblight.com.*|^\/checkout.*
```

To differentiate between stores that have similar domain stems like a ".com.au" and a ".com" domain, change the .com regex to exclude .com.au hostname visits. Use the `[^]` regex feature. If not, the `.com.*` portion of your filter will match the .com.au domain and include your .com.au traffic in the .com filter:

`.*yourstore.com[^.au].*`

vi) Ensure your custom field filter has a rank with a lower number (so it comes earlier) then the filter that uses it otherwise you will get zero traffic:



6. (Optional) Are you really keen to eliminate all ghost referrals in your data? Create a new filter to eliminate these referrals. Select "Custom" for the "Filter Type", and select "Exclude". Enter the filter pattern field following regex rules. Wrap the URLs in brackets and separate each with a pipe. The full stop and asterisk means any domain that matches the pattern like `mysocial-buttons.com` gets excluded so be careful you don't exclude a legitimate website. Here's an example of one I setup for a client:

`(buttons-for-website.com|best-seo-offer.com|.*social-buttons.com)`

There is a github project that is updated with known referral spammers so check that out.

If you only include the store of your URL, you will exclude your YouTube channel when it's linked with your analytics. If you have YouTube connected, add `www.youtube.com` to your filters or other VPNs from legitimate users (like `webproxy.vpnbook.com`) with such filters. Remember, you want to include any URL that contain your analytics ID. See the start of the cross-domain tracking section to identify what are these URLs.

12. Track Logged-In Users

Google signals tracks users logged into their Google account. This step is about tracking users logged into the store.

When you track logged-in users, you begin to calculate customer lifetime value, analyse where high-value customers come from, and remarket to your biggest customers from the moment of implementation. Most stores have historical customer data that presents remarketing opportunities not in analytics. You can import Shopify data into analytics for marketing purposes using Google Tag Manager, but that is beyond this guide.

When someone abandons checkout on their mobile phone and completes their order on desktop, the mobile session should be acknowledged for its assistance to optimise sales. The User ID in Google Analytics unifies any number of sessions for a logged in user.

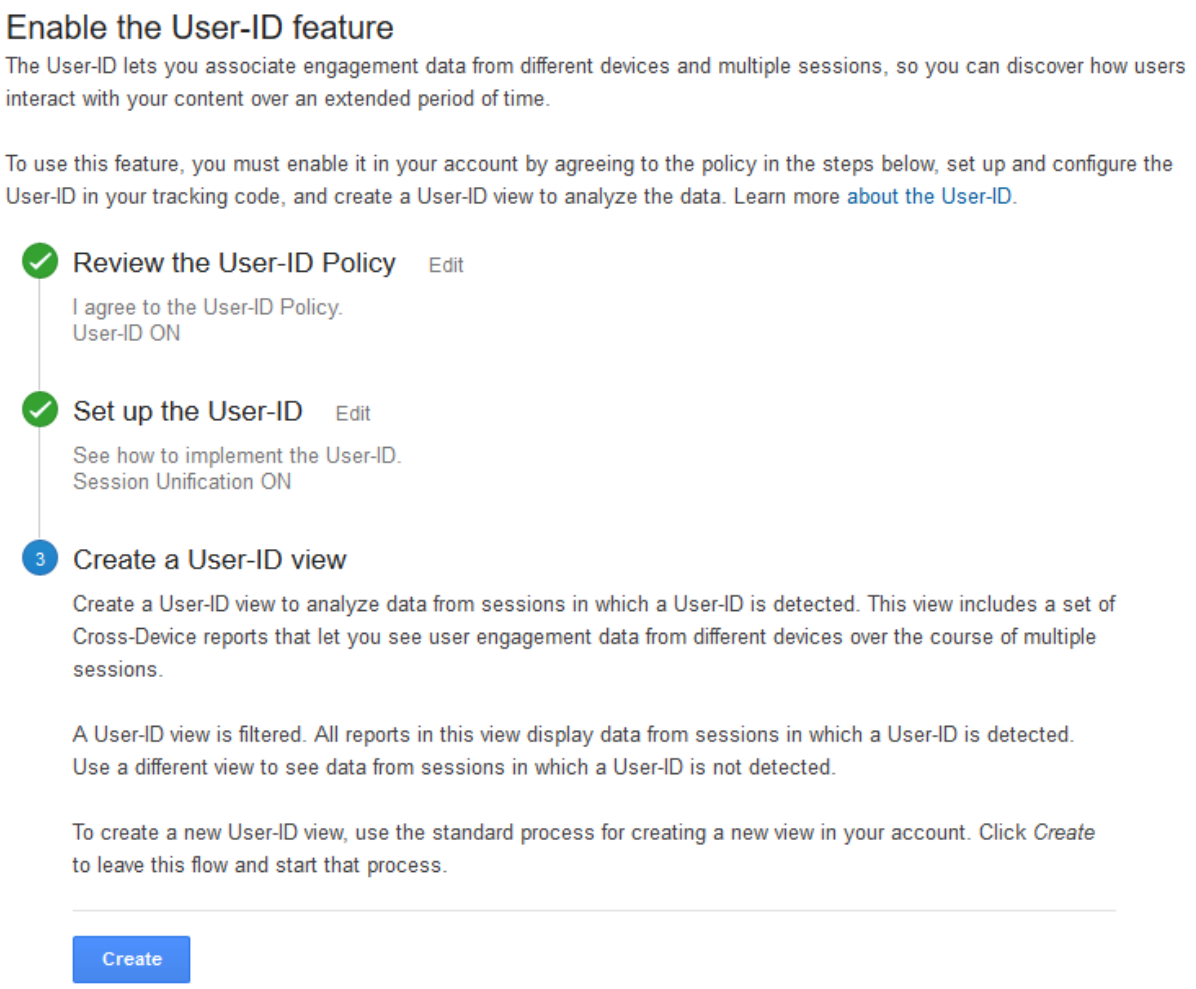
The User ID tracking can be setup multiple ways in Shopify. I've worked a lot on this, been frustrated with several limitations that result in inaccurate data, and have come up with a beautiful method that works. I'll describe the steps then what I've tried:

1. Go to admin then "Tracking Code" for the property. Click on "User-ID".

2. Read and comply with Google's User-ID policy and your laws. Google has strict privacy policies in place for the feature to obey laws so follow them. Don't be ignorant and get your ass bit. Respect people's privacy and what you may not know about it. Go to the next step.

3. Turn on "Session Unification". If you have guest checkout in Shopify, this will bring a user's session data into the User ID when it is created upon account registration. Go to the next step.

4. Create the User ID View:



5. You will be asked to setup a new view. Name it something like "www.yourstore.com – User ID View". Select your time zone then create.

6. Mimic the settings from your "Filtered View" covered throughout this guide into your "User ID View". The primary things you want is the enhanced ecommerce tracking, view filters, and view settings.

Google Analytics is ready to go. You just need to configure your Shopify.

7. This is where things can vary. Option one is to edit your `theme.liquid` file in Shopify. I don't recommend this method for most people because users are unidentified on checkout pages for non-Plus stores. Place the following code before the closing head tag:

```
{% if customer.id %}<script>
  $(window).ready(function() {
```

```
    $('head script[async][src*="analytics"]').on('load',
function() {
      ga('set', 'userId', '{{customer.id}}');
    });
  });
</script>{% endif %}
```

The script mostly works because it runs if the `customer.id` variable exists (stops the "Uncaught Reference Error: ga is not defined" error), the `customer.id` variable is inserted upon page load, and the jQuery code runs when the Shopify analytics library has loaded. If you just insert the ga(...); portion, you'd get an "Uncaught Reference Error". If the store does not have a jQuery library, add:

```
{{ '//ajax.googleapis.com/ajax/libs/jquery/1.11.0/jquery.min.js' |
script_tag }}
```

It would be ideal to pass the `ga ('set'...);` line of code within the Additional Google Analytics JavaScript section of Shopify, but alas, that portion does not process liquid. I talked with three people involved in the analytics at Shopify until I was told liquid does not process in that section for security reasons.

A second option is:

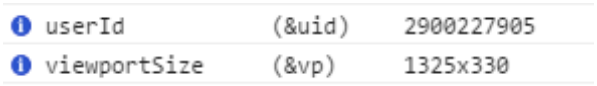
```
var userId = ShopifyAnalytics.lib.user().anonymousId();
ga('set', 'userId', userId);
```

When Shopify ran its checkout on `checkout.shopify.com` this did not work because `anonymousId();` varied between your store and `checkout.shopify.com`. I am unsure if this is still the case following the checkout migration.

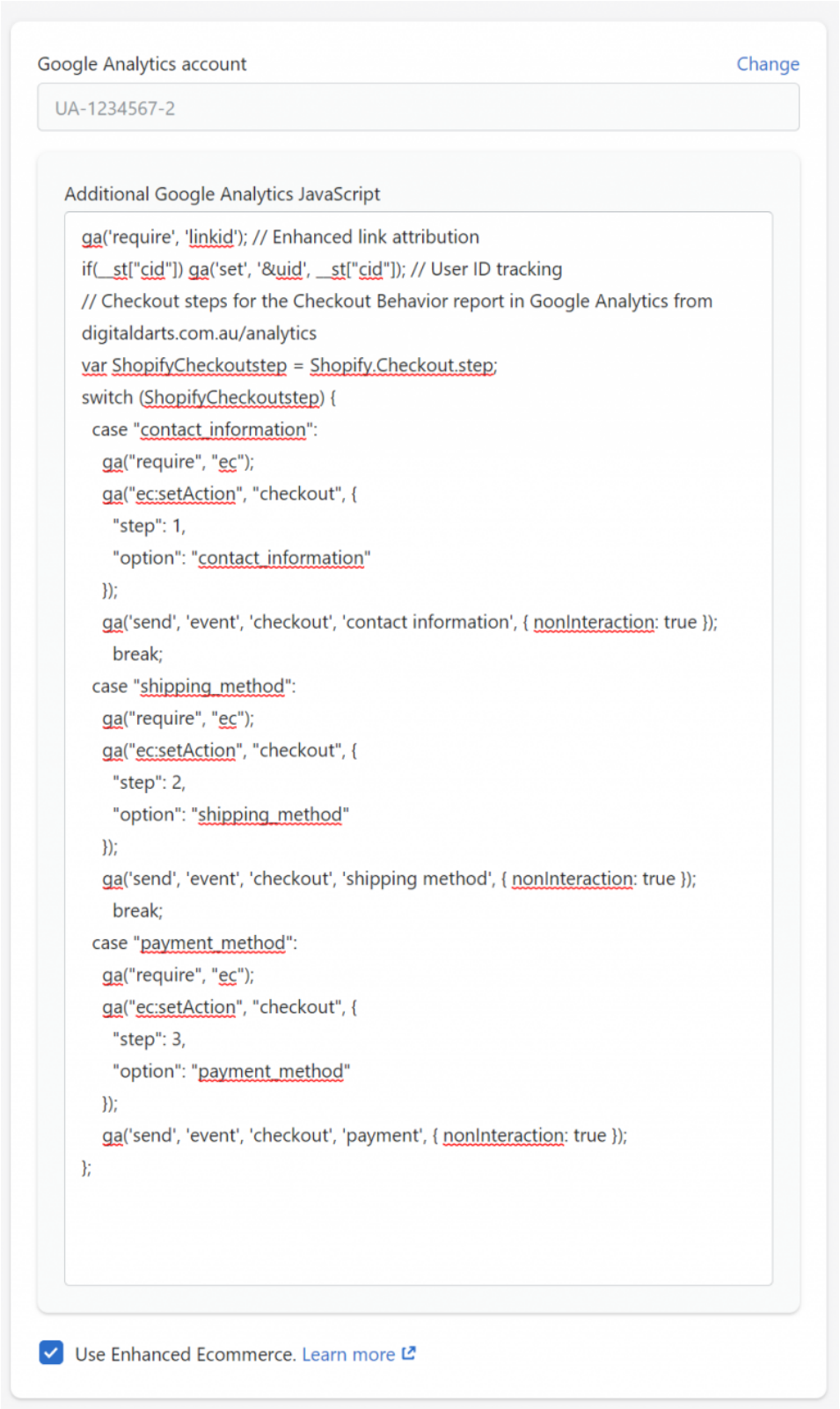
Option three is my recommended method. Use this line of code in the "Additional Google Analytics JavaScript" section:

```
if(__st["cid"]) ga('set', '&uid', __st["cid"]); // User ID
tracking
```

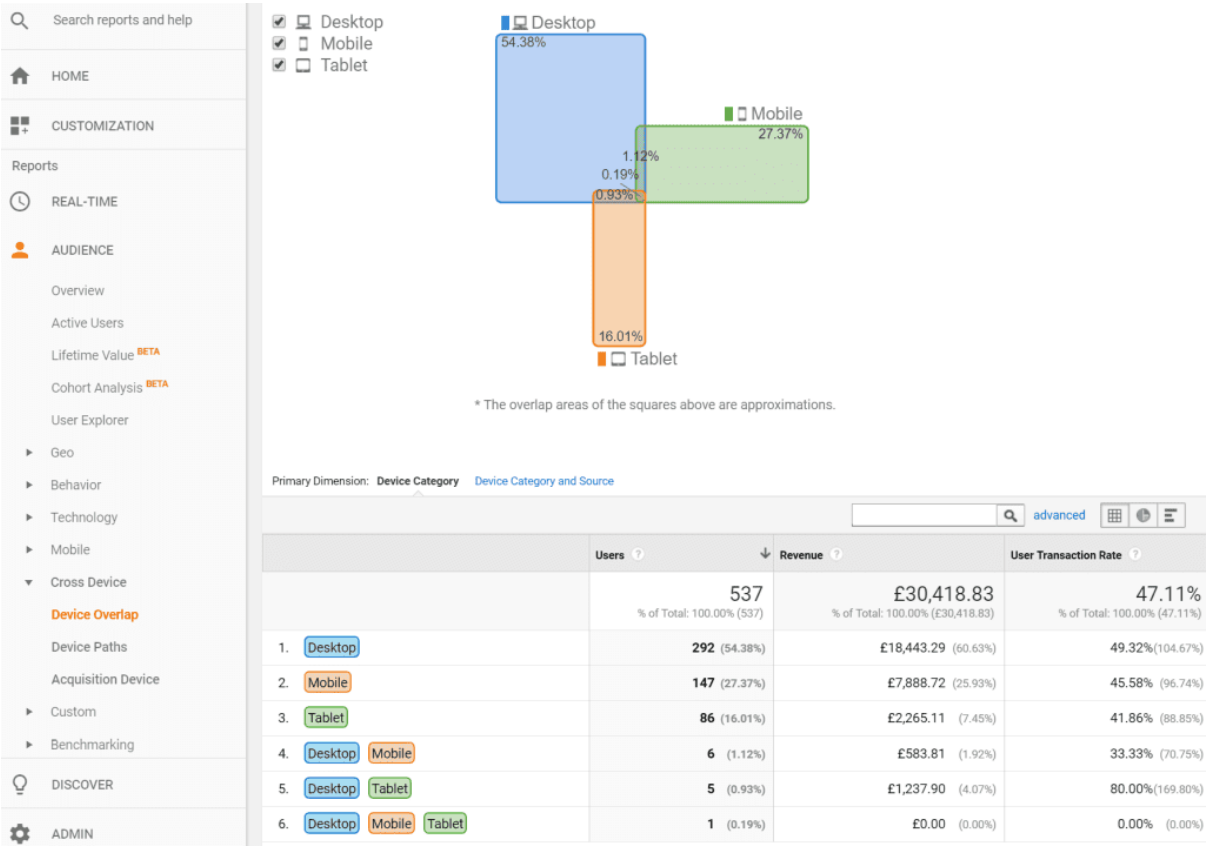
Google say it is a best practice that "all subsequent pages in which the user is considered identified should also set this value." If you log into a customer account, your userId will be set on every page. Use the GA Debug tool to see the variable's value exists on normal and checkout pages:



If you've followed everything in this guide so far, your analytics section in Shopify will look like:



8. View the various cross device reports under the “Audience” section of analytics:



9. An added secret to get even better user data is switching on the users metric in reporting. Google says, “You can use the User-ID feature in conjunction with the client ID to more accurately identify users across all the devices they use to access your site or app.” Go to the “Property Settings” then “enable users metric in reporting”.

13. Identify Organic Search Keywords

What search terms make your store appear in Google? How many clicks did you get last month from a specific search query? Where are you ranked for a search term? How many positions did you move up for your main keywords? All this can be gathered from Google Search Console, formerly known as Google Webmaster Tools. It is my favorite and recommended tool to monitor Google ranking data.

You can setup Google Search Console for Shopify and have it integrated in analytics to see organic performance.

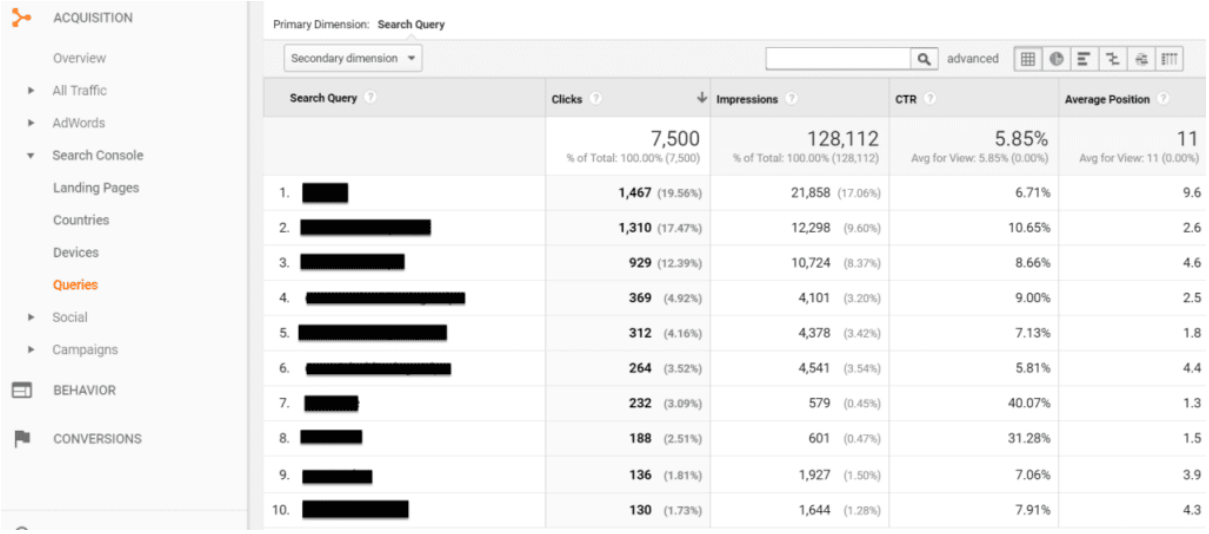
1. Go to Google Search Console. Login or signup for an account.

2. Verify your store with Google Search Console by following the steps in my *Google Shopping for Shopify* book. I prefer to verify a store with the DNS method to avoid code in the header of pages that can be removed from theme edits plus you get the most comprehensive domain data in Search Console for SEO insights.

3. Go to Google Analytics. On the left-side, go to "Acquisition" > "Search Console".

4. Follow the directions to enable Google Search Console in your analytics account.

Google may have up to 90 days of data on your store if you just setup Google Search Console. In the queries report, you will see all queries, their impressions, clicks, average position, and click-through rate. Here is a screenshot of organic performance from a Shopify client I do SEO for:



14. Configure Third-Party Apps

Apps that change the checkout affect major business decisions by interfering with the tracking of sales. There are three primary third-party apps I see interfere with this Google Analytics setup. Each app has supported documentation for the right integration. Developers regularly change their apps so it is best you review what they advise. My comments include what adjustments are typically needed to make each app work well:

1. ReCharge. You will need to setup a new Google goal to track the new checkout process. If you have subscriptions and want to attribute the traffic source of recurring purchases, setup the integration with LittleData. The LittleData app will provide most of the checks used in the article. The app

makes use of various APIs and Google's measurement protocol to send UTM parameter information for subscriptions.
2. Bold Subscriptions. Add your analytics tracking ID and enable Enhanced Ecommerce.
3. OneClickUpsell by Zipify. Add your analytics tracking ID and enable Enhanced Ecommerce. Setup a new Google goal for the different page URLs at checkout.

Due to the abundance of options, all checkout apps are not discussed. Additionally, there are other behaviors in apps you may want to track. For example, email marketing platform Klaviyo and popup app Justuno, let you track form signups. You can track almost anything you want with events.

I suggest you start by asking yourself what you want to optimize for. Most stores will never use form data to make a decision so there's no point that they setup events for minute behaviors.

15. Get Custom Alerts

You've got a lot on your mind that you cannot check your analytics everyday yet alone do a deep analysis. You wear many hats, deal with customers, manage products, update social media, and often feel you cannot optimise your marketing to what it could be because of a lack of time. Shopify owners often come to me for help to save them the stress of growing their store.

You cannot be everywhere at once. Let's say you're sipping a tasty coffee at a cafe as you brainstorm a promotion. You get a text message that says your store has received no visitors for a day. You check your store then find out you forgot to renew your domain name! The custom alert stopped hundreds of dollars in further sales from being wasted and potentially someone else claiming your business. Phew.

Google Custom Alerts is one strategy to save you time and manage the marketing performance of your store. You can receive an email or SMS of major behavioral changes on your store. Learn when you get spikes in traffic from another website so you can check what's said about you, if conversion rates for a traffic source drop to an undesirable percentage, or revenue changes from a country.

If you can see a type of data in analytics, an alert can be setup to track the data. To setup an alert:

1. Go to “Customization” then “Custom Alerts”.

2. Click “Manage custom alerts” then click “+ New Alert”.

I recommend you setup at minimum two alerts right now.

1: No Daily Traffic

Learn when your site is down. Configuration to use:

Name: No daily traffic

Period: Day

This applies to: All traffic

Alert me when: Sessions

Condition: is less than

Value: 1

The downfall of this is your store has to be down for a day before you’re notified. If your store churns over many daily sales, consider buying a Pingdom subscription for quicker notification.

Also consider a variation of this alert where the value is 50% of your daily traffic. This can hint that your store was down for most of the day or there was issues with paid advertising not driving the traffic it normally would. Test to see the notifications you get then adjust if it happens too often.

2: Revenue Increase For New Visitors

Learn when you get a nice boost in revenue from new visitors on the same day compared to the prior week. Thanks to Avinash for this alert. The configuration to use:

Name: Revenue increase for new visitors

Period: Day

This applies to: User Type

Condition: Matches exactly

Value: New Visitor

Alert me when: Revenue

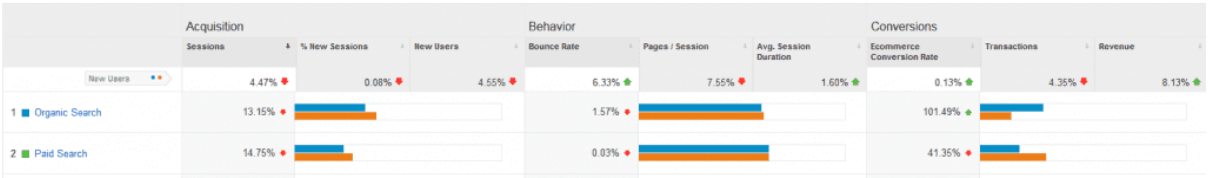
Condition: % increases by more than

Value: 20.0%

Compared to: Same day in the previous week

The alert does not compare Sunday to another day but to the previous Sunday.

When you get the alert, use the “New Users” segment to dig into traffic sources, pages, and products that lead to the jump and select the weekly date range that compares the prior period:



The alert helps you do more of what is performing well. Apply the condition “% decreases by more than” to see what under-performs.

3: Drop In Performance Of Products

This is more of a custom alert to give you an idea of what is possible. The alert notifies you when any of your products have a bounce rate greater than 50% for a week:

Period: Week

This applies to: Page

Condition: Contains

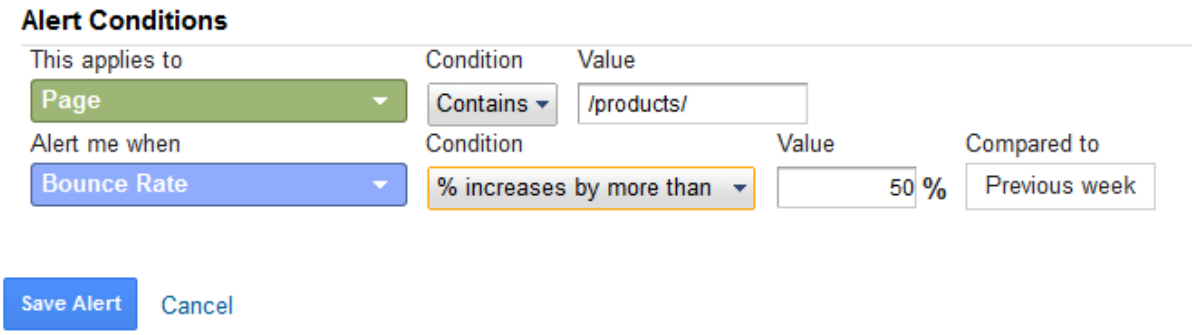
Value: /products/

Alert me when: Bounce Rate

Condition: % increase by more than

Value: 50%

Compared to: Previous week



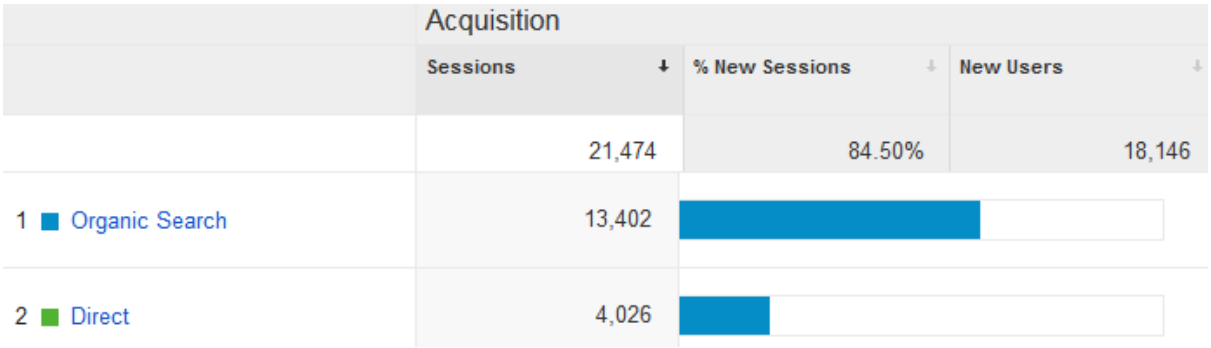
Google removed their pre-built alerts under the “Intelligence Events” section. You can get a broad sweep of automatic alerts from the “Automated Insights” report available in the Analytics app.

16. Ongoing Best Practices

Track Campaigns With UTM Parameters

Google Analytics automatically tracks a lot of your marketing like searches from Google or a link from Facebook. But what exact Facebook posts, Pinterest link, or offline promotion lead to sales?

URLs promoted in marketing materials not setup with the correct parameters manifest itself in the abyss of “Direct” traffic. When you view your “Acquisition” report, you will see a “Direct” traffic source:



	Acquisition		
	Sessions ↓	% New Sessions	New Users
	21,474	84.50%	18,146
1 Organic Search	13,402		
2 Direct	4,026		

A large percentage of direct traffic for your store will come from not using the UTM parameters explained here, apps, or visits from a `https` page to a `http` page. Any time you can control the URL of your website in promotions, even offline, you can track the profitability of each campaign with UTM parameters. It is unnecessary to manually add UTM parameters if you have auto-tagging enabled in your Google Analytics link for Google Ads.

You must use UTMs for all marketing campaigns if you are serious about growing your store. Do what you can to minimise direct traffic sources because it provides no insight into performance.

The Digital Darts’ Google Campaign URL Builder lets you add the required UTM parameters to any link so direct traffic that can be tracked is reduced. You can even track offline print by creating a short URL like `mystore.com/winter` then 301 redirect the page with the parameters from the tool. I built the tool so you can bookmark it for any marketing campaign.

The only difficulty is being consistent with UTM parameters. You want to be able to look at the variables and understand what each campaign references. Instead of using your regular product link in an email campaign, the link would look something like:

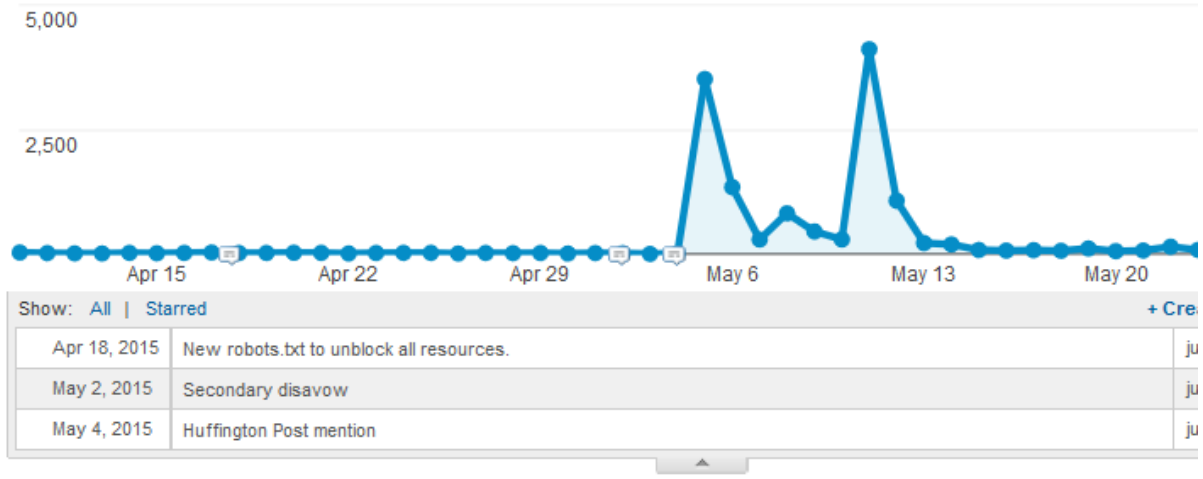
```
https://yourstore.com/collections/my-product?utm_source=customer-promotion&utm_medium=email&utm_campaign=summer-15-04-16&utm_content=v1
```

Consider creating a spreadsheet to track your campaigns. Also establish best practices for your stores like “use all lower case in the variables”, “include dates formatted dd-mm-yy in the campaign source variable”, and “use hyphens for spaces”. Refer to Google’s documentation for more help.

You can view the performance of your campaigns at “Acquisition” > “Campaigns” > “All Campaigns”.

Annotate Major Changes

An annotation is a time-relevant comment you insert into Google Analytics below most line graphs. Annotate changes to analytics. When you analyse and report in the future, you have possible explanations for unusual data changes. “Why did our time on site increase and user sessions decrease? Oh, I see in the annotation we blocked referral spam.” If you are actively involved in your marketing, take advantage of the feature by annotating major marketing events like the day you got a mention by an Instagram influencer or a spam warning by Google Search Console.

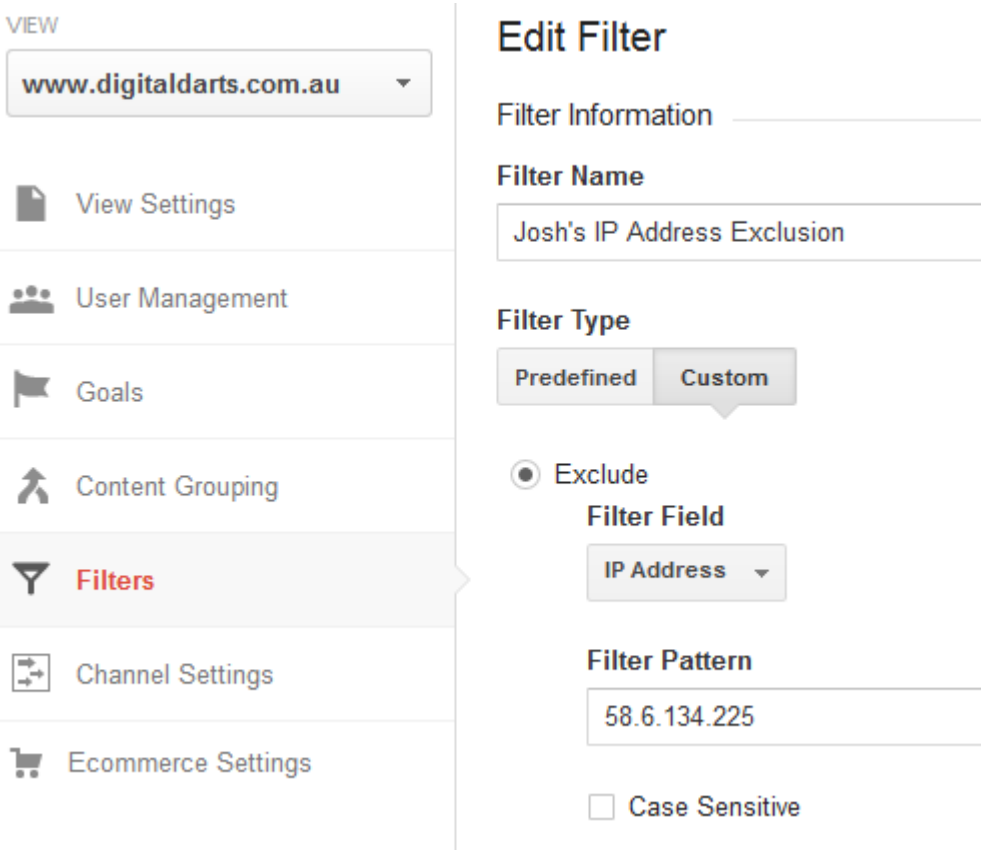


Exclude Active Team Members

People who regularly work on the store will distort data. Distortion is amplified if the store’s traffic is small or the person uses the store a lot. You want to exclude your agencies, partners, or employees who may regularly visit the store. You can go overboard for no benefit, so focus on those who regularly work with you.

You exclude people from distorting Google Analytics data with their IP address. The method works great for static IP addresses. Unfortunately, most IP addresses are dynamic. I think dynamic IPs are not worth excluding.

Google search "IP address" to discover yours. (If you do the search again in a week or two, and the number is different, it is dynamic.) Inside your Google Analytics, go to "Admin", select a non-raw view you want clean data on, and click "Filters".



Create a new filter. Name the filter whatever you want like "My IP Address Exclusion". Select "Custom", "Exclude", "IP Address from the drop down, and type your IP address in the "Filter Pattern" field. Save it.

17. Report And Analyse

What you learned in the *The Finest Google Analytics Setup in Shopify for Splendid Data* is data collection (and a tiny bit of reporting and analysis).

Complete profitable analytics work involves the three-step process of:

Data collection > Data reporting > Data analysis

Avinash Kaushik

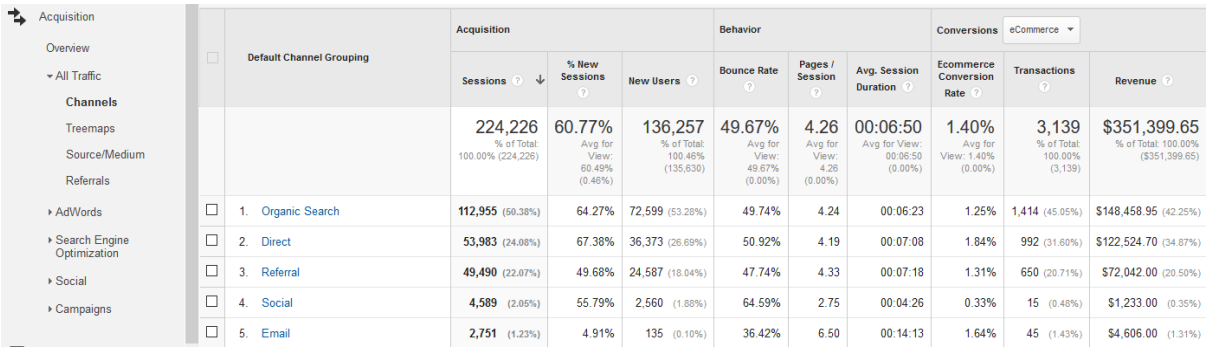
The four areas to get good comfortable with data reporting and data analysis are primary dimensions, secondary dimensions, segments, and custom reports to extract the data you need for growth.

Any report is useless unless you start asking yourself questions. From questions come hypothesis that you can explore with particular reports and analysis. Do not mindlessly click around looking at numbers.

18. How To Review The Results And Get Help

Give what you've done 24 hours and a few sales to take place. The time will allow data to gather then be reported.

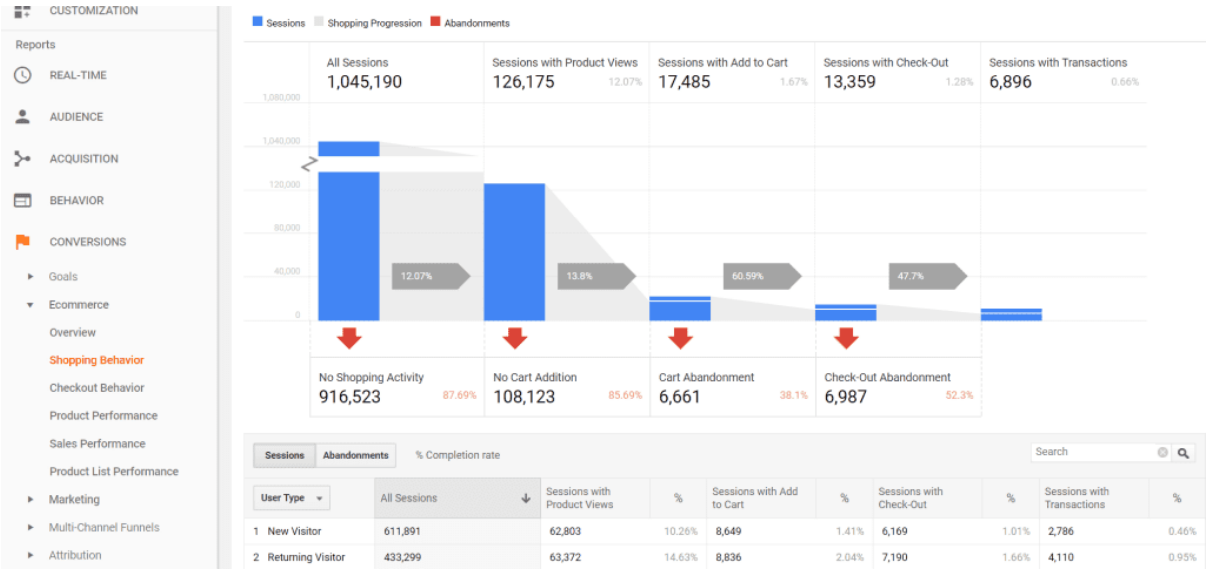
There are two reports in your filtered views that show the most important data from this tutorial. Firstly, look at your channels report. Here's one client of mine that shows sales are tracking through various channels:



Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	224,226 % of Total: 100.00% (224,226)	60.77% Avg for View: 60.49% (0.46%)	136,257 % of Total: 100.46% (135,630)	49.67% Avg for View: 49.67% (0.00%)	4.26 Avg for View: 4.26 (0.00%)	00:06:50 Avg for View: 00:06:50 (0.00%)	1.40% Avg for View: 1.40% (0.00%)	3,139 % of Total: 100.00% (3,139)	$351,399.65 % of Total: 100.00% ($351,399.65)
1. Organic Search	112,955 (50.38%)	64.27%	72,599 (53.28%)	49.74%	4.24	00:06:23	1.25%	1,414 (45.05%)	$148,458.95 (42.25%)
2. Direct	53,983 (24.08%)	67.38%	36,373 (26.69%)	50.92%	4.19	00:07:08	1.84%	992 (31.60%)	$122,524.70 (34.87%)
3. Referral	49,490 (22.07%)	49.68%	24,587 (18.04%)	47.74%	4.33	00:07:18	1.31%	650 (20.71%)	$72,042.00 (20.50%)
4. Social	4,589 (2.05%)	55.79%	2,560 (1.88%)	64.59%	2.75	00:04:26	0.33%	15 (0.48%)	$1,233.00 (0.35%)
5. Email	2,751 (1.23%)	4.91%	135 (0.10%)	36.42%	6.50	00:14:13	1.64%	45 (1.43%)	$4,606.00 (1.31%)

A broken setup will either have most sales come from referrals or show inaccurate revenue data.

The second report is the shopping behavior report, which should show full data:



However, should these reports reflect the number of transactions you're seeing in Shopify, it does not mean everything is setup right. *These two inspections do not cover the checklist in the tutorial, but are broad benchmarks* of what matters most: sales, the source of sales, and checkout behavior (because it's related to enhanced ecommerce). There are hundreds of ways you can get your analytics setup wrong.