FlippingBook
CAPTIVATING PUBLICATIONS

PUBLISHER 2
PRODUCT GUIDE

How to use Google Analytics?

Google Analytics is a free and powerful tool that allows you to track all kinds of usage statistics about your publications. Your FlippingBook Publisher Publications can generate the data that Google needs automatically.

Google Analytics is not the simplest of tools though. In this article we will describe how to use it to get some meaningful and understandable information about your publications.

Subtasks

1. Creating a Google Analytics Account
2. Setting up your FlippingBook publications for Google Analytics
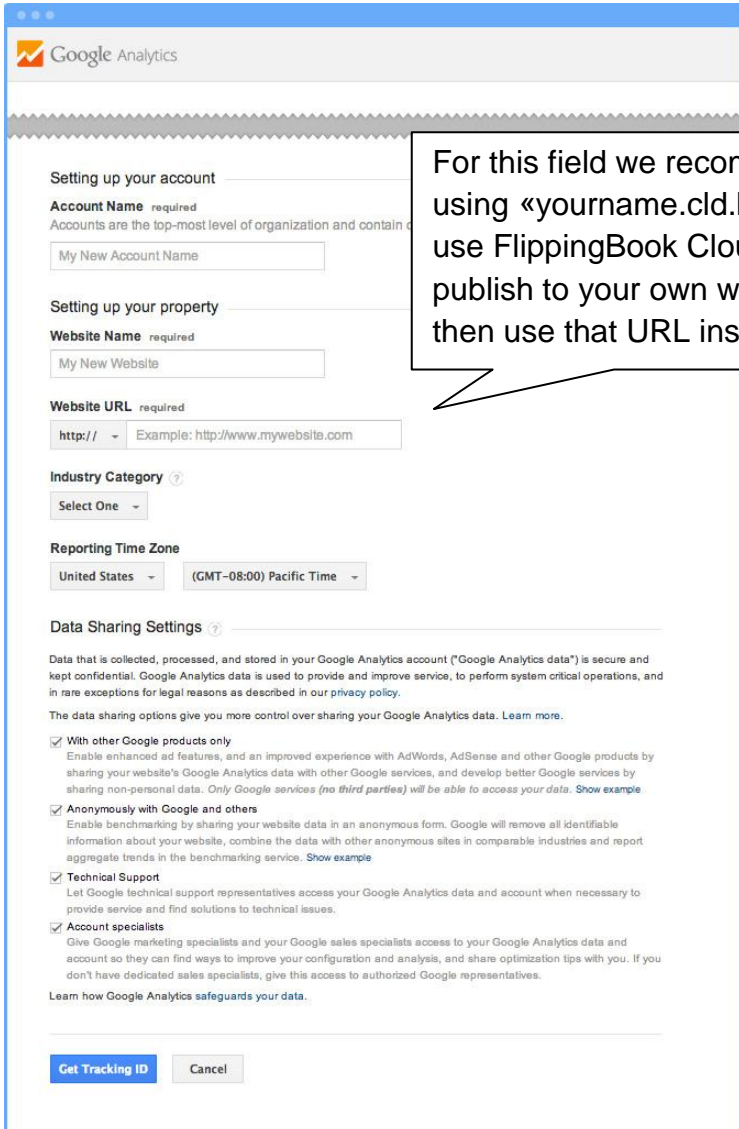3. Understanding Google Analytics reports

Creating a Google Analytics Account

To see the statistics for your publications, you first need
to register with Google Analytics. If you already have registered
for Google Analytics before, then you can skip this step and use
your existing account in Google Analytics.

1. Go to http://www.google.com/analytics/
2. Click "create an account":
3. Log in using your existing Gmail address or create a new one:
4. Click the "Sign up" button:
5. Fill in the information in the 'Setting up your account' form.
6. Click on Get tracking ID.
7. You've got UA number for Google Analytics. It should look
   something like this: 'UA-52050054-1'. If you don't see it
   immediately, then you can find it later in Google Analytics as
   follows:
   a. Click on 'Admin'
   b. Click on 'Tracking info'
   c. Click on 'Tracking ID'

To find out your Website name for step 5, start
FlippingBook Publisher and click on 'FlippingBook
Cloud'. Then click on My Account (in the bottom left
corner) and select 'Open Library'. This opens the
URL that you should use.

Google Analytics

Setting up your account

Account Name required
Accounts are the top-most level of organization and contain o

My New Account Name

Setting up your property

Website Name required

My New Website

Website URL required

http:// ▾ | Example: http://www.mywebsite.com

Industry Category ⓘ

Select One ▾

Reporting Time Zone

United States ▾ | (GMT−08:00) Pacific Time ▾

Data Sharing Settings ⓘ

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and improve service, to perform system critical operations, and in rare exceptions for legal reasons as described in our privacy policy.

The data sharing options give you more control over sharing your Google Analytics data. Learn more.

☑ With other Google products only
Enable enhanced ad features, and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services, and develop better Google services by sharing non-personal data. *Only Google services (no third parties)* will be able to access your data. Show example

☑ Anonymously with Google and others
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. Show example

☑ Technical Support
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☑ Account specialists
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics safeguards your data.

Get Tracking ID | Cancel

> For this field we recommend using «yourname.cld.bz» if you use FlippingBook Cloud. If you publish to your own website, then use that URL instead.

Setting up your FlippingBook publications for Google Analytics

After you have acquired a UA number, you can use it to make your publications trackable. To do so:

1. Open a publication you'd like to be tracked
2. Go to Properties \ Main Settings
3. Enter your UA number in the field 'Google Analytics UA number'
4. (Re-)upload your publication online to make it trackable.

Statistics will start gathering just after you upload it to your server or FlippingBook Cloud. You will see statistics reports within 24 hours (please note that sometimes the delay can be up to 3 days).

To check whether the tracking is working, look at the real-time statistics in your Google Analytics dashboard — these are available straight away.

∧ **Main Settings**	
Publication Name	Product Guide
Publication Security	▭ ▭ ▭ ▼
Files For Download	4 files (745.42 KB) ...
Google Analytics UA Number	**UA-52050054-1**
Primary Color	▉ 120; 130; 140 ...
Secondary Color	▉ 117; 134; 156 ...
Title Color	☐ 255; 255; 255 ...
Label Color	■ 0; 0; 0 ...
Zoom Page Size	▬●────── 30 %
Zoom by Mouse	Double Click ▼
Book Size	────●── 90 %
Window Size	────●── 90 %
Hardcover	☐

Understanding Google Analytics reports

When you have uploaded your publications with your UA number, you can use Google Analytics reports. But what do you actually see there? A complete overview of everything that Google Analytics tracks is beyond the scope of this document, but we will show you where to find the most important information

1. How often are individual pages visited?
2. How often are my publications opened?
3. From which page do my visitors leave?
4. From which region do my visitors come?
5. How did my visitors reach my site?
6. Which devices do they use to look at my publications?
7. How do my users interact with my publications?
8. Which search terms do my visitors use?
9. How to see video views per publication?

Note that in most articles we will not only answer the specific question, but we will also add a bit of knowledge on how to use Google Analytics in general. If you have no previous experience working with Google Analytics, then you can take a look at all the articles and use them as a quick start guide to using Google Analytics. It is quite a complicated product but has lots of possibilities and can help you on your way to finding out more!

How often are individual pages visited?

To see how often your pages are visited in Google Analytics, please open your account and follow these steps

1. Go to Reporting in the top menu
2. In the menu on the left,
   a. go to Behavior
   b. click on Site Content
   c. click on All pages
3. The column 'Pageviews' shows how often a specific page is viewed.
4. The column 'Unique Pageviews' shows how often a specific page is viewed but it doesn't count repeated views from users viewing a specific page more than once during a visit.

By default, FlippingBook Publisher uses the page number to name your individual pages. However, you can change that (perhaps only for the most important pages) as follows:
1. Open your project in FlippingBook Publisher
2. Go to the Pages tab
3. Select a page
4. Go to the 'Selected Pages' tab
5. Change the 'Page Caption URL'
6. Republish your publication

How often are my publications opened?

To see how often your publications are opened in Google Analytics, please open your account and follow these steps:

1. Go to Reporting in the top menu
2. In the menu on the left,
   a. go to Behavior
   b. Click on Site Content
   c. Click on All pages
3. The column 'Entrances' shows how often your publication is entered and on which page.
4. You can click on Page Title as Primary Dimension. This will 'group' all pages from your publications and consolidate them. You will no longer see exactly on which page of your publication your users entered but all entrances for a specific publication are added together. This is especially useful if you have several publications

If someone opens your publication twice without closing his browser, then Google Analytics counts this as a single entrance.
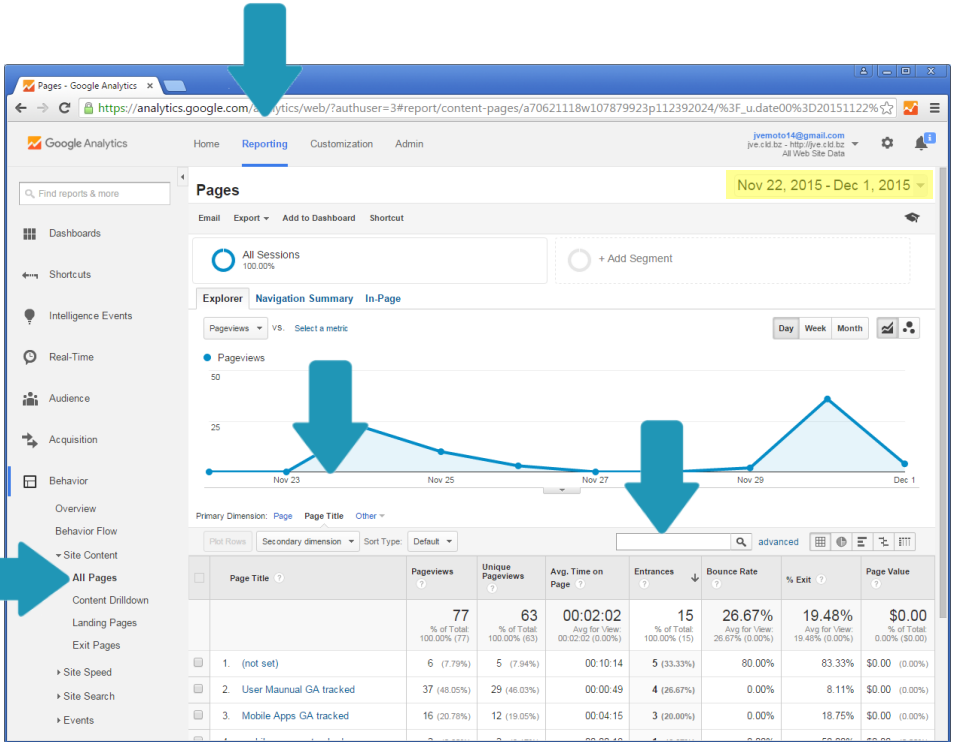
You can change the reporting interval in Google Analytics in the top right corner, which is marked in yellow in the screenshot above

From which page do my visitors leave?

One of the most interesting things to know is on which point your visitors leave your publications. To find out this information:

1. Go to Reporting in the top menu
2. In the menu on the left,
   a. go to Behavior
   b. click on Site Content
   c. click on All pages
3. Click on the column 'Exits' to sort the information in the table on that value.
4. The column 'Exits' shows how likely your visitors are to leave your publication when they are on the given page. For example, an exit rate of 40% means that out of every 100 visitors that reach this page, 40 will leave your publication. This allows you to identify 'weak spots' in your publications that apparently cause your visitors to leave
5. As the number of pages is probably very large, it makes sense to extend the number of entries displayed. To do this, click in the field 'Show rows' at the bottom of the page and select a bigger number of rows to show.
6. You can export the contents of the report to for example Excel for further analysis by clicking on the 'Export' button in the top of your report.

Where do my visitors come from?

Google Analytics also tracks from which countries your visitors are, and in many cases also from which city, state or region. To see this information:

1. Go to Reporting in the top menu
2. In the menu on the left,
      a. go to Audience
      b. click on Geo
      c. click on Location
3. You will see a map with a color scale denoting from which areas your publication is visited most often. You can click on a specific country to see more detailed information for that country.

Note that the default view of this report consolidates all visits for all publications. This is no problem if you only have a single publication. But if you have several publications and you want to see this information for a specific publication, you will have to make a custom report:

1. Click on Customization in the top menu
2. Click on the '+New Custom Report' button
3. Choose Map Overlay as Type
4. Add a metric and a filter as shown in the screenshot

You can choose any metric, but 'Entrances' and 'Pageviews' are probably the most useful.

Make sure that you set the filter type to Page Title and that the text exactly matches your publication's name.

How did my visitors reach my site?

One of the most interesting facts to learn about your publications is how people actually got there. You can view this information as follows:

1. Go to Reporting in the top menu
2. In the menu on the left,
   a. go to Acquisition
   b. click on Overview
3. You will see a pie chart which display what channels your visitors used to get to your publication.
   a. Direct : URL was typed directly in the browser
   b. Organic Search : used a search engine
   c. Referral: clicked on a link from another page
   d. Email: clicks from email and newsletters
   e. Paid Search : sponsored results in search engines
   f. Other Advertising : channels that are marked as custom campaigns by the third party that initiated the campaign
   g. Social: referrals from facebook, twitter, etc.
   h. Display : paid banners on other websites
4. You can click on e.g. Referral to see from which sites the your visitors were linked to your publication in detail
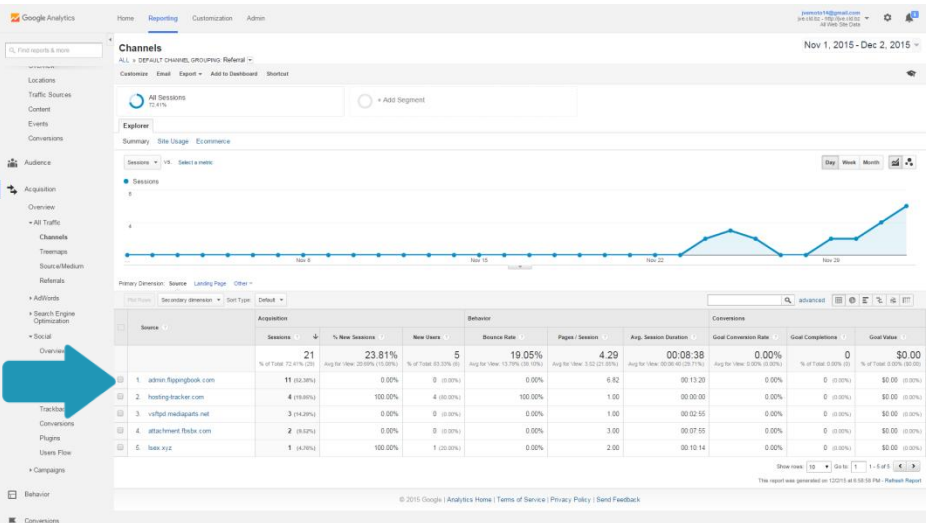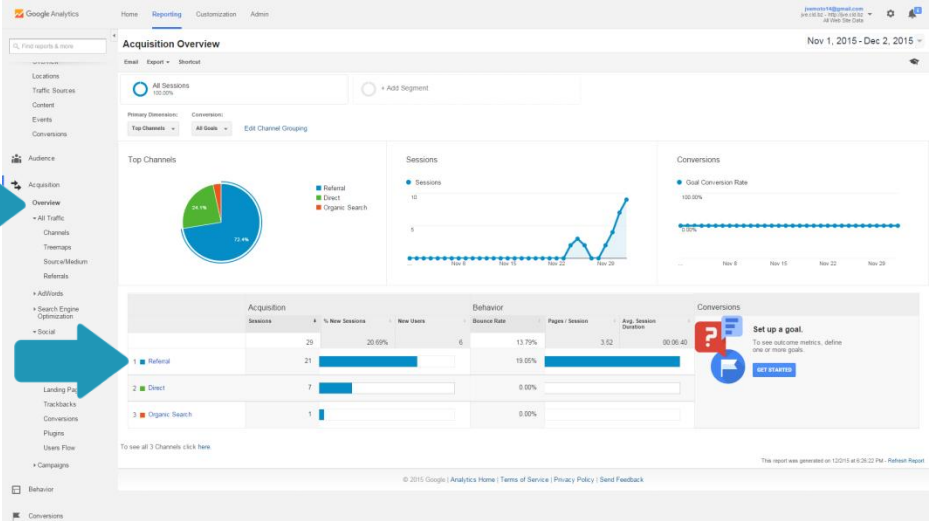
Which devices do my visitors use?

Mobile devices are becoming more and more popular. It is useful to –at least occasionally- take a glance at how many of your users are using a mobile device. If this is a significant percentage, you may want to take a look at how your publication actually looks on mobile devices. Perhaps it looks great already, but sometimes it may also be cause to review your publications to look better on mobile devices.

1. Go to Reporting in the top menu
2. In the menu on the left,
    a. go to Audience
    b. click on Overview
3. In the report click on 'Operating System'
4. Click on 'View Full Report'
5. You will see a table with detailed information. You can click on the 'Pie chart'-icon to get a visual representation.

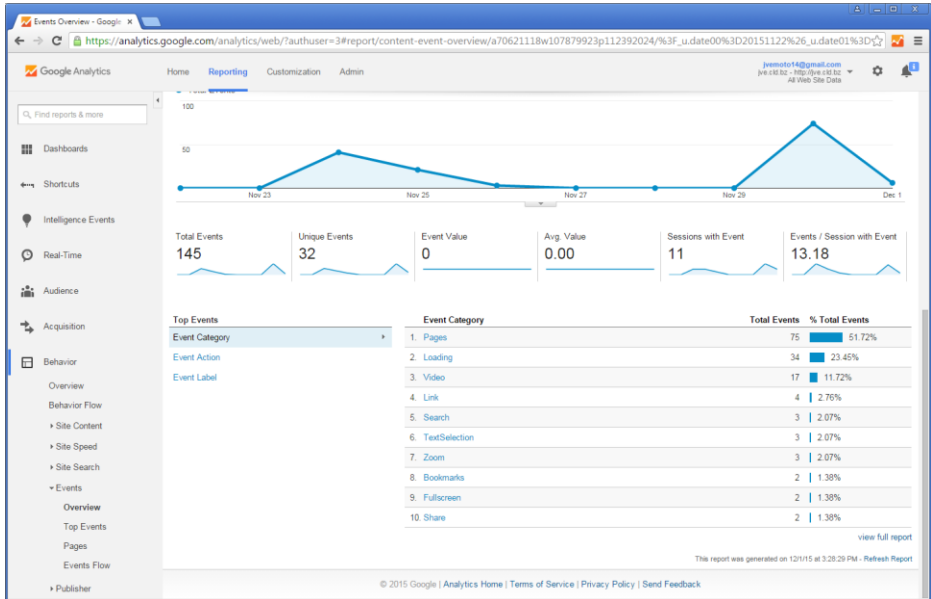# How do users interact with my publications?

If you are interested in knowing how often your users use FlippingBook functions like Search, Download and Table of Contents, then you can also find information in Google Analytics. Google tracks these and other 'events' of users interacting with your publication.

1. Go to Reporting in the top menu
2. In the menu on the left,
      a. Go to Behavior
      b. Click on Events
      c. Click on Overview
3. This shows a table with all events, grouped by category.

It is important to understand that all events have a category, an action (describing it in more detail) and a label (with detailed information about what exactly is done). For example:

- If you click in the 'Search field' an event is generated, with category 'Search', action 'Open' and label being empty – there is nothing more to describe this action
- If you enter a term in the search field, another event is generated, with category 'Search', action 'Search' and label being the actual search term that the user entered.

The table shows all the events grouped together. We will show how you can see the detailed information in the next article.

Which search terms do my visitors use?

As described in the previous article' How do users interact with my publications?' there are several events that all have a category, action and label. In the Event-overview report, all events in a category are consolidated. To show exactly which search terms are used, we have to find to zoom in in more detail.

1. In the menu on the left,
     a. Go to Behavior
     b. Click on Events
     c. Click on Overview
2. This shows a table with all events, click on Search
3. This opens all search events in a new table, but still grouped by category.
4. Set the Primary dimension to Event Action. This changes the contents of the table and now shows how often each search-related action is performed.
5. Click on the Secondary dimension button. This allows us to differentiate our primary dimension (the actions) in more detail. We are interested in the 'Event label'. In the search field you can either browse to the relevant field, or start typing. Google will shortlist all matching entries.
6. After changing the Secondary dimension to 'Event label' an extra column will be added to our table, showing which terms your visitors entered and how often this term was used in the yellow area in the screenshot.

How to see video views per publication?

Things get more complicated when you have several publications with video, and when some videos are embedded in several of your publications. How do you get an overview of video views per publication?

1. In the menu on the left,
    a. Go to Behavior
    b. Click on Events
    c. Click on Overview
2. This shows a table with all events, click on Video. This opens all video related events in a new table.
3. Set the Primary dimension to Event Action. This changes the contents of the table and now shows how often each separate video-related action is performed.
4. Click on the action named 'Play'. This changes the contents of the table again to show how often each video is played.
5. Click on the Secondary dimension button to differentiate our primary dimension (the play-actions) in more detail. We want to group them by 'Page Title' which basically is the Google Analytics equivalent for Publication name. In the search field you can either browse to the relevant field, or start typing. Google will shortlist all matching entries.
6. After changing the Secondary dimension to 'Page title' an extra column will be added to our table, showing how often videos were viewed, and from which publication.