

GOOGLE ANALYTICS CONTENT GROUPING CHECKLIST



ABOUT THIS GOOGLE ANALYTICS CONTENT GROUPING CHECKLIST

Want to be able to quickly analyze your website based on your page topics or product categories?

Why not use the content grouping feature in Google Analytics!

Content grouping can be a valuable analysis tool for e-commerce stores with lots of product listings, and blogs that frequently post new content. You can use content groups to evaluate traffic, conversions, and page value based on the custom categories you define in Google Analytics.

This checklist will walk you through steps you can use to organize your content into categories, build your content groups, and evaluate the performance of your content groupings.

Let's get started.

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Is the site you're analyzing large enough to benefit from content groupings?

- Yes, my site has 100s to 1000s of pages
- No, my site is very small and doesn't publish much content

How will you create your content groupings?

- I can use rule definitions to create content groups because my site has a clearly defined URL structure (for example mydomain.com/this-is-clear).
- I can use extraction to create content groups because my site has clear title tags that indicate the purpose of the page.
- I will have to use tracking code to create content groups because my site does not have clear URLs or page titles.

Should you build content groupings?

- Yes... Because while the site I'm analyzing is not huge, it will benefit long-term from using content grouping, and I can use rules definitions or extraction to create content groups.
- Yes... Because the site I'm analyzing is enormous, and the ability to quickly see how our content categories are performing will result in valuable marketing insights.
- Yes... Because this strategy will be easy to implement, and seeing the KPIs related to our content categories is critical to our growth.
- No... Because I can not use extraction or rule definitions to create content groups, so I will have to use tracking code. This strategy will be costly and time-consuming.
- No... Because I only need to see how one or two categories of content are performing on my site. Instead, I can analyze these categories of content using advanced segments.

Create your content categories

- Define your content categories and write them down.

Review your content categories using an advanced segment

- Create an advanced segment to review each content category you've identified
- Use your advanced segments to evaluate the date your content groups will generate
- Your advanced segments should be equally proportionate (i.e., each segment comprises 5 to 15% of your traffic), and/or they should be reporting useful data.
- Save your segments. (You'll use these segments to double check the data reported in your content groups later on.)

Build your content groups

If you're using rule definitions or extraction to create content groups:

- Define your content categories using regular expressions.

For example:
Pages -Matches Regrex - google-analytics|gdpr
OR
Page Titles - (.*Google Analytics).*

If you're using tracking code to create content groups:

- Share the code needed to create content groups with your development team.
- Define your content grouping needs and provide them to your development team.
- Work with your development team to identify values that will be used to tag your content categories.
- Or, work with your development team to identify values that exist in your CMS that can be accessed using variables in Google Tag Manager (i.e., content categories, site navigation structure, etc.)

Order your content categories

- Build your content group in a hierarchical order, starting with your most specific categories at the top, and saving your most broad categories for last (Remember, content categories are like buckets under a waterfall. Anything that doesn't get caught in the first bucket flows into the next one.)

Audit and evaluate your content grouping

- Check your content grouping after 24 hours to make sure data is being received in your content categories.
- Compare your content groups to your advanced segments to make sure the numbers match.
- Train your marketing team on how to use content grouping and how to apply them to Google Analytics reports.
- Periodically check your content groups every 30 days to make sure all your content data is being received correctly.

*You can create up to 5 content groupings in each Google Analytics property. Repeat the process in this checklist to create additional content groupings.

WANT TO LEARN HOW TO MASTER GOOGLE ANALYTICS?

If you would like to learn how to implement the most vital functions in Google Analytics with “hands-on” instruction all while watching Analytics expert Jeff Sauer, you should check out our Analytics Course program.

The lessons in this course provide you with an over-the-shoulder, step-by-step view of how to build, measure, and evaluate content and channel groupings in Google Analytics. Inside Analytics Course, you will learn how to set up custom channels to match your campaign codes, discover how to build advanced segments, and much, much more!

Not only that - the majority of students who complete this course receive their Google Analytics certification directly from Google. Click below to learn how to get started with Analytics Course Today.

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