Manual de Google Analytics

Nota de Edición.

Este manual se ha elaborado a partir de los temas y preguntas frecuentes publicados por el Centro de Asistencia Técnica de Google Analytics. Para consultar el texto íntegro y actualizado consultar la página http://www.google.com/support/googleanalytics/?hl=es

0.- GUÍA RÁPIDA DE CONFIGURACIÓN DE UNA CUENTA

Paso 1: Creación de una cuenta de Google Analytics

Nota para los usuarios de AdWords: Google Analytics puede efectuar un seguimiento de los costes de AdWords de Google si sus cuentas de AdWords y Analytics están vinculadas. Por favor, acceda a su cuenta de AdWords y siga las instrucciones que se indican en la pestaña "Analytics".

Para crear una cuenta de Analytics:

1. Visite http://www.google.com/analytics/es-ES.
2. Introduzca la dirección de correo electrónico y la contraseña de su cuenta de Google y haga clic en **Entrar**. Si no dispone de una cuenta de Google, haga clic en **Regístrese ahora** para crear una.
3. Haga clic en **Regístrese**.
4. Introduzca la **URL de su sitio web**. Asegúrese de seleccionar http:// o https:// de la lista desplegable. Introduzca un alias para esta cuenta en el campo **Nombre de cuenta** y haga clic en **Continuar**.
5. Introduzca su información de contacto y haga clic en **Continuar**.
6. Lea los Términos de uso de Google Analytics. Si los acepta, seleccione la casilla que indica **Sí** y haga clic en **Crear una cuenta nueva** para continuar.

Aparecerá la página **Instrucciones de seguimiento** que contiene el código de seguimiento que deberá pegar en cada una de las páginas de su sitio web. No obstante, le recomendamos que antes realice unos pasos adicionales para asegurarse de que los datos que recopila son relevantes. Si prefiere instalar el código de seguimiento de inmediato, vaya directamente al Paso 5 y siga las instrucciones.
De lo contrario, haga clic en **Continuar** en la página **Instrucciones de seguimiento** para acceder a su cuenta nueva.

Paso 2: Configuración de su perfil

Es importante que configure su perfil para sacar el máximo partido de sus informes. Para acceder a la configuración del perfil:

1. En la tabla **Perfiles del sitio web**, localice el perfil que desea editar.
2. Haga clic en **Editar**. Aparecerá la página "Configuración del perfil".
3. En la tabla "Información del perfil del sitio web principal", haga clic en **Editar**.

Página predeterminada
Si la configura como la página predeterminada (o índice) de su sitio web, Google Analytics podrá conciliar las entradas de registro para www.ejemplo.es y www.ejemplo.es/indice.html, por ejemplo. En realidad, se trata de las mismas páginas, pero se registran como dos páginas diferentes hasta que se haya establecido la configuración de "Página predeterminada".
Excluir parámetros de consulta de URL
¿Su sitio web utiliza identificadores de sesión dinámicos o de usuario? Usted puede hacer que Google Analytics ignore estas variables y que no las tenga en cuenta como páginas exclusivas. Introduzca los parámetros de consulta que desea excluir separados por comas.

Manual De Google Analytics

Rajagopal,Behl, Ramesh

Manual De Google Analytics:

Manual de SEO Joan Mengual,Luz Marina Ochoa,2017-09-12 En primer lugar perm tanme asegurarles que esto no es un manual de SEO habitual hecho principalmente de t cnicas que funcionaron bien en a os pasados Google cambia tanto sus algoritmos que lo que funcionaba el a o 2014 deja de funcionar en este a o 2017 Este manual contiene informaci n SEO b sico as como algunos consejos m s avanzados y trucos que en realidad son bastante obvios pero eso no los hace menos importantes y parece que es su obviedad lo que hace que algunas personas piensen que estos consejos no funcionan

Manual de edición Manuel Gil,Martín Gómez,2016-04-25 Durante siglos la edici n ha cambiado muy poco El editor ha tenido siempre un pie en el territorio de la cultura y otro en el de los negocios Cualquiera que incursione en la actividad editorial debe saber conjugar a partes iguales intuici n para configurar un cat logo atractivo y planificaci n para hacer econ micamente sostenible su empresa Con la irrupci n de lo digital las exigencias para el editor se han multiplicado A la cadena de valor del libro impreso se ha sumado lo que algunos expertos han llamado la red de valor del libro digital en la que muchos procesos han cambiado por cuenta de la desintermediaci n los actores se han multiplicado y el editor debe reconsiderar la forma en que hace posible el descubrimiento de sus t tulos a un mayor n mero de lectores Este Manual de edici n busca guiar a todos los interesados a lo largo del proceso que conduce a la publicaci n de un libro tanto impreso como digital desde el momento de su concepci n hasta su venta Manuel Gil y Mart n G mez analizan las similitudes y diferencias entre las cadenas de valor anal gica y digital exploran las posibilidades para la distribuci n de las obras que ofrecen los nuevos canales as como tambi n las estrategias de promoci n y mercadeo que tienen en las redes sociales entendidas como redes de recomendaci n un activo fundamental Se da cuenta en suma de los conocimientos que la industria editorial exige hoy al editor conocimientos relacionados con el manejo de diferentes lenguajes de programaci n la edici n de contenidos para m ltiples dispositivos la gesti n de comunidades en l nea y el seguimiento y monitoreo de la informaci n que arrojan las interacciones con los lectores en Internet **Google Analytics** Ronan Chardonneau,2014 Google Analytics es la soluci n de anal tica web m s instalada en el mundo Es gratuita y permite a los webmasters instalar f cilmente en su sitio web una herramienta estad stica eficiente y personalizada Las tecnolog as de Google avanzan a pasos agigantados para simplificar su uso y sobre todo su eficacia Google ofrece a d a de hoy no una sino dos nuevas formas de experimentar con la anal tica web Universal Analytics y Google Tag Manager La eficacia est presente pero para los usuarios puede resultar un tanto complicado encontrar sus marcas entre tantas funciones y cambios radicales de interfaz Este libro est destinado a cualquier persona webmaster responsable de marketing online etc que desee descubrir Google Analytics o que quiera ponerse al d a con la nueva versi n Podr asimilar mejor los nuevos m todos relacionados con el uso de Universal Analytics Tras presentar Google Analytics y la anal tica web veremos los conceptos clave de Google Analytics adem s de c mo instalar el c digo de seguimiento en el sitio web seg n los distintos m todos utilizados Google Analytics y Universal Analytics En el segundo cap

tulo veremos las funciones b sicas de la herramienta y su aplicaci n gesti n de informes an lisis del p blico del tr fico del sitio web creaci n de eventos de objetivos etc El tercer cap tulo presenta ejemplos concretos y detallados de uso de Analytics como los informes personalizados los segmentos avanzados las alertas personalizadas y los filtros El ltimo cap tulo presenta algunas aplicaciones de Google Analytics para dispositivos m viles los complementos para navegadores y recursos para profundizar en el aprendizaje de la soluci n ENI Ediciones **O manual de Google Adwords** Stefano Calicchio,2021-03-11 Descubra agora os segredos do programa de publicidade mais famoso do mundo e encontre os clientes que procura gra as a um manual simples e pr tico Este guia do Adwords permitir lhe aprender rapidamente todas as melhores estrat gias operacionais para chegar ao seu p blico mesmo que n o tenha um grande or amento para gastar em publicidade Nunca na hist ria da comercializa o foi poss vel alcan ar centenas de milh es de clientes num per odo de tempo t o curto Se conhecer as estrat gias certas o Adwords permite lhe colocar um neg cio no topo das pesquisas do Google poucos minutos ap s a abertura de uma conta Para aprender como funciona este sistema n o precisa de gastar centenas de euros mas simplesmente ler este guia e aplicar os seus princ pios de funcionamento **Advanced Web Metrics with Google Analytics** Brian Clifton,2012-03-30 This book is intended for use by customers using Google Classic Analytics and does not cover the newer Google Universal Analytics or related Google Tag Manager Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their efforts Its revised interface and new features will offer even more ways to increase the value of your web site and this book will teach you how to use each one to best advantage Featuring new content based on reader and client requests the book helps you implement new methods and concepts track social and mobile visitors use the new multichannel funnel reporting features understand which filters to use and much more Gets you up and running with all the new tools in the revamped Google Analytics and includes content requested by readers and users especially for new GA users Covers social media analytics features advanced segmentation displays multi dashboard configurations and using Top 20 reports Provides a detailed best practices implementation guide covering advanced topics such as how to set up GA to track dynamic web pages banners outgoing links and contact forms Includes case studies and demonstrates how to optimize pay per click accounts integrate AdSense work with new reports and reporting tools use ad version testing and more Make your web site a more effective business tool with the detailed information and advice about Google Analytics in Advanced Web Metrics with Google Analytics 3nd Edition **Analítica web con Google Analytics** Carlos Martín Lebrón,2011-06-30 Manual de Google Analytics con consejos de anal tica web Trastear con una herramienta est bien pero para ello es importante saber c mo funciona Muchas veces cuando empezamos a usar cualquier herramienta nos entra la pereza de tener que leer el manual de uso esta peque a gu a sobre Google Analytics te permitir de una r pida lectura saber por d nde empezar te ayudar a comprender cada concepto de la herramienta cada funcionalidad y a descubrir de d nde sacar qu dato y para qu de un modo r pido al grano y desde 0 Technology Management in Organizational and Societal Contexts Borchers,

Andrew,2018-02-03 Technological advancements are often regarded as positive as they are usually expected to make life and business easier While this can often be the case it is not always true and much of the improvement in the realm of technology comes from analysis of new technologies for effectiveness Technology Management in Organizational and Societal Contexts is a critical scholarly publication that explores the relationship between businesses and institutions and technology and analyzes the outcomes in order to promote improvement Featuring coverage on a wide range of topics such as e services multimedia in education and issues of emerging technologies this publication is geared towards academicians researchers and students seeking relevant and current research on the interactions between organizations and technology *Google Analytics 4. Mide y vencerás* Iñaki Gorostiza Esquerdeiro,Asier Barainca Fontao,2022-11-24 La versi n de Google Analytics que cambi el mundo del marketing y de la anal tica digital ha muerto y los profesionales y las empresas que quieran seguir midiendo tienen que estar preparados para el gran cambio Google Analytics 4 Mide y vencer s es la continuaci n del libro m s vendido de anal tica digital sobre Google Analytics Este texto se aparta del manual al uso para acompa ar al lector en un viaje por los senderos del dato A trav s de m ltiples ejemplos y casos pr cticos se presentan los diferentes informes y funcionalidades de Google Analytics 4 Este es un volumen para aprender y disfrutar del buen medir concebido tanto para quienes comienzan a dar sus primeros pasos con Google Analytics como para el profesional que trabaja a diario con la herramienta y necesita sacarle el m ximo rendimiento Actualizado con todas las novedades de Google Analytics 4 el presente libro resume la experiencia de sus dos autores durante los ltimos 15 a os Una vida en torno a la anal tica digital con sus xitos y fracasos **Harnessing Human Capital Analytics for Competitive Advantage** Yadav, Mohit,Kumar Trivedi, Shrawan,Kumar, Anil,Rangnekar, Santosh,2018-03-09 The workforce is considered to be the lifeblood within many major corporations The ability of management to effectively utilize the knowledge and skills of their workforce is essential in ensuring the success of their corporations Harnessing Human Capital Analytics for Competitive Advantage is a critical scholarly publication that explores the influence that workforce knowledge and skills can have on the performance of corporations and how such skills can be used to promote the success of corporations Featuring coverage on a wide range of topics including employee happiness mind genomics and e commerce adoption this book is geared toward managers professionals and practitioners seeking current research on the advantage of utilizing workforce knowledge and skills to promote corporate success Data Analytics in Cognitive Linguistics Dennis Tay,Molly Xie Pan,2022-05-09 Contemporary data analytics involves extracting insights from data and translating them into action With its turn towards empirical methods and convergent data sources cognitive linguistics is a fertile context for data analytics There are key differences between data analytics and statistical analysis as typically conceived Though the former requires the latter it emphasizes the role of domain specific knowledge Statistical analysis also tends to be associated with preconceived hypotheses and controlled data Data analytics on the other hand can help explore unstructured datasets and inspire emergent questions This

volume addresses two key aspects in data analytics for cognitive linguistic work Firstly it elaborates the bottom up guiding role of data analytics in the research trajectory and how it helps to formulate and refine questions Secondly it shows how data analytics can suggest concrete courses of research based action which is crucial for cognitive linguistics to be truly applied The papers in this volume impart various data analytic methods and report empirical studies across different areas of research and application They aim to benefit new and experienced researchers alike **Marketing at the Confluence between Entertainment and Analytics** Patricia Rossi,2017-04-29 This volume presents the full proceedings of the 2016 Academy of Marketing Science AMS World Marketing Congress held in Paris France It contains current research in marketing from academics scholars and practitioners from around the world Focusing on advancing marketing theory and practice this volume will help marketers to move forward in providing value for companies consumers and society Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complementing the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science **Research Analytics** Francisco J. Cantu-Ortiz,2017-10-25 The growth of machines and users of the Internet has led to the proliferation of all sorts of data concerning individuals institutions companies governments universities and all kinds of known objects and events happening everywhere in daily life Scientific knowledge is not an exception to the data boom The phenomenon of data growth in science pushes forth as the number of scientific papers published doubles every 9 15 years and the need for methods and tools to understand what is reported in scientific literature becomes evident As the number of academicians and innovators swells so do the number of publications of all types yielding outlets of documents and depots of authors and institutions that need to be found in Bibliometric databases These databases are dug into and treated to hand over metrics of research performance by means of Scientometrics that analyze the toil of individuals institutions journals countries and even regions of the world The objective of this book is to assist students professors university managers government industry and stakeholders in general understand which are the main Bibliometric databases what are the key research indicators and who are the main players in university rankings and the methodologies and approaches that they employ in producing ranking tables The book is divided into two sections The first looks at Scientometric databases including Scopus and Google Scholar as well as institutional repositories The second section examines the application of Scientometrics to world class universities and the role that Scientometrics can play in competition among them It looks at university rankings and the methodologies used to create

these rankings Individual chapters examine specific rankings that include QS World University Scimago Institutions Webometrics U Multirank U S News World Report The book concludes with a discussion of university performance in the age of research analytics   *Internet of Things and Data Analytics Handbook* Hwaiyu Geng,2017-01-10 This book examines the Internet of Things IoT and Data Analytics from a technical application and business point of view Internet of Things and Data Analytics Handbook describes essential technical knowledge building blocks processes design principles implementation and marketing for IoT projects It provides readers with knowledge in planning designing and implementing IoT projects The book is written by experts on the subject matter including international experts from nine countries in the consumer and enterprise fields of IoT The text starts with an overview and anatomy of IoT ecosystem of IoT communication protocols networking and available hardware both present and future applications and transformations and business models The text also addresses big data analytics machine learning cloud computing and consideration of sustainability that are essential to be both socially responsible and successful Design and implementation processes are illustrated with best practices and case studies in action In addition the book Examines cloud computing data analytics and sustainability and how they relate to IoT overs the scope of consumer government and enterprise applications Includes best practices business model and real world case studies Hwaiyu Geng P E is a consultant with Amica Research www AmicaResearch org Palo Alto California promoting green planning design and construction projects He has had over 40 years of manufacturing and management experience working with Westinghouse Applied Materials Hewlett Packard and Intel on multi million high tech projects He has written and presented numerous technical papers at international conferences Mr Geng a patent holder is also the editor author of Data Center Handbook Wiley 2015   **Handbook of Research on Expanding Business Opportunities With Information Systems and Analytics** Jamil, George Leal,2018-07-20 Recent advancements in data collection will affect all aspects of businesses improving and bringing complexity to management and demanding integration of all resources principles and processes The interpretation of these new technologies is essential to the advancement of management and business The Handbook of Research on Expanding Business Opportunities With Information Systems and Analytics is a vital scholarly publication that examines technological advancements in data collection that will influence major change in many aspects of business through a multidisciplinary approach Featuring coverage on a variety of topics such as market intelligence knowledge management and brand management this book explores new complexities to management and other aspects of business This publication is designed for entrepreneurs business managers and executives researchers business professionals data analysts academicians and graduate level students seeking relevant research on data collection advancements   **IBM Software Defined Infrastructure for Big Data Analytics Workloads** Dino Quintero,Daniel de Souza Casali,Marcelo Correia Lima,Istvan Gabor Szabo,Maciej Olejniczak,Tiago Rodrigues de Mello,Nilton Carlos dos Santos,IBM Redbooks,2015-06-29 This IBM Redbooks publication documents how IBM Platform Computing with its IBM

Platform Symphony MapReduce framework IBM Spectrum Scale based Upon IBM GPFSTM IBM Platform LSF the Advanced Service Controller for Platform Symphony are work together as an infrastructure to manage not just Hadoop related offerings but many popular industry offeringsm such as Apach Spark Storm MongoDB Cassandra and so on It describes the different ways to run Hadoop in a big data environment and demonstrates how IBM Platform Computing solutions such as Platform Symphony and Platform LSF with its MapReduce Accelerator can help performance and agility to run Hadoop on distributed workload managers offered by IBM This information is for technical professionals consultants technical support staff IT architects and IT specialists who are responsible for delivering cost effective cloud services and big data solutions on IBM Power SystemsTM to help uncover insights among client s data so they can optimize product development and business results *Open Data and Energy Analytics* Benedetto Nastasi,Massimiliano Manfren,Michel Noussan,2020-06-25 Open data and policy implications coming from data aware planning entail collection and pre and postprocessing as operations of primary interest Before these steps making data available to people and their decision makers is a crucial point Referring to the relationship between data and energy public administrations governments and research bodies are promoting the construction of reliable and robust datasets to pursue policies coherent with the Sustainable Development Goals as well as to allow citizens to make informed choices Energy engineers and planners must provide the simplest and most robust tools to collect process and analyze data in order to offer solid data based evidence for future projections in building district and regional systems planning This Special Issue aims at providing the state of the art on open energy data analytics its availability in the different contexts i e country peculiarities and its availability at different scales i e building district and regional for data aware planning and policy making For all the aforementioned reasons we encourage researchers to share their original works on the field of open data and energy analytics Topics of primary interest include but are not limited to the following 1 Open data and energy sustainability 2 Open data science and energy planning 3 Open science and open governance for sustainable development goals 4 Key performance indicators of data aware energy modelling planning and policy 5 Energy water and sustainability database for building district and regional systems 6 Best practices and case studies Big Data Analytics for Sensor-Network Collected Intelligence Hui-Huang Hsu,Chuan-Yu Chang,Ching-Hsien Hsu,2017-02-02 Big Data Analytics for Sensor Network Collected Intelligence explores state of the art methods for using advanced ICT technologies to perform intelligent analysis on sensor collected data The book shows how to develop systems that automatically detect natural and human made events how to examine people s behaviors and how to unobtrusively provide better services It begins by exploring big data architecture and platforms covering the cloud computing infrastructure and how data is stored and visualized The book then explores how big data is processed and managed the key security and privacy issues involved and the approaches used to ensure data quality In addition readers will find a thorough examination of big data analytics analyzing statistical methods for data analytics and data mining along with a detailed look

at big data intelligence ubiquitous and mobile computing and designing intelligence system based on context and situation Indexing The books of this series are submitted to EI Compendex and SCOPUS Contains contributions from noted scholars in computer science and electrical engineering from around the globe Provides a broad overview of recent developments in sensor collected intelligence Edited by a team comprised of leading thinkers in big data analytics   <u>The Government Analytics Handbook</u> Daniel Rogger,Christian Schuster,2023-10-27 The Government Analytics Handbook presents frontier evidence and practitioner insights on how to leverage data to strengthen public administration Covering a range of microdata sources such as administrative data and public servant surveys as well as tools and resources for undertaking the analytics it transforms the ability of governments to take a data informed approach to diagnose and improve how public organizations work Readers can order the book as a single volume in print or digital formats or visit worldbank org governmentanalytics for modular access and additional hands on tools The Handbook is a must have for practitioners policy makers academics and government agencies Governments have long been assessed using aggregate governance indicators giving us little insight into their diversity and how they can practically be improved This pioneering handbook shows how microdata can be used to give scholars and practitioners granular and real insights into how states work and practical guidance on the process of state building Francis Fukuyama Stanford University author of State Building Governance and World Order in the 21st Century The Government Analytics Handbook is the most comprehensive work on practically building government administration I have ever seen helping practitioners to change public administration for the better Francisco Gaetani Special Secretary for State Transformation Government of Brazil The machinery of the state is central to a country s prosperity This handbook provides insights and methodological tools for creating a better shared understanding of the realities of a state to support the redesign of institutions and improve the quality of public administration James Robinson University of Chicago coauthor of Why Nations Fail   <u>Business Analytics and Cyber Security Management in Organizations</u> Rajagopal,Behl, Ramesh,2016-11-17 Traditional marketing techniques have become outdated by the emergence of the internet and for companies to survive in the new technological marketplace they must adopt digital marketing and business analytics practices Unfortunately with the benefits of improved storage and flow of information comes the risk of cyber attack Business Analytics and Cyber Security Management in Organizations compiles innovative research from international professionals discussing the opportunities and challenges of the new era of online business Outlining updated discourse for business analytics techniques strategies for data storage and encryption in emerging markets this book is ideal for business professionals practicing managers and students of business   *Data Analytics for the Social Sciences* G. David Garson,2021-11-29 Data Analytics for the Social Sciences is an introductory graduate level treatment of data analytics for social science It features applications in the R language arguably the fastest growing and leading statistical tool for researchers The book starts with an ethics chapter on the uses and potential abuses of data analytics Chapters 2 and 3 show

how to implement a broad range of statistical procedures in R Chapters 4 and 5 deal with regression and classification trees and with random forests Chapter 6 deals with machine learning models and the caret package which makes available to the researcher hundreds of models Chapter 7 deals with neural network analysis and Chapter 8 deals with network analysis and visualization of network data A final chapter treats text analysis including web scraping comparative word frequency tables word clouds word maps sentiment analysis topic analysis and more All empirical chapters have two Quick Start exercises designed to allow quick immersion in chapter topics followed by In Depth coverage Data are available for all examples and runnable R code is provided in a Command Summary An appendix provides an extended tutorial on R and RStudio Almost 30 online supplements provide information for the complete book books within the book on a variety of topics such as agent based modeling Rather than focusing on equations derivations and proofs this book emphasizes hands on obtaining of output for various social science models and how to interpret the output It is suitable for all advanced level undergraduate and graduate students learning statistical data analysis

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