

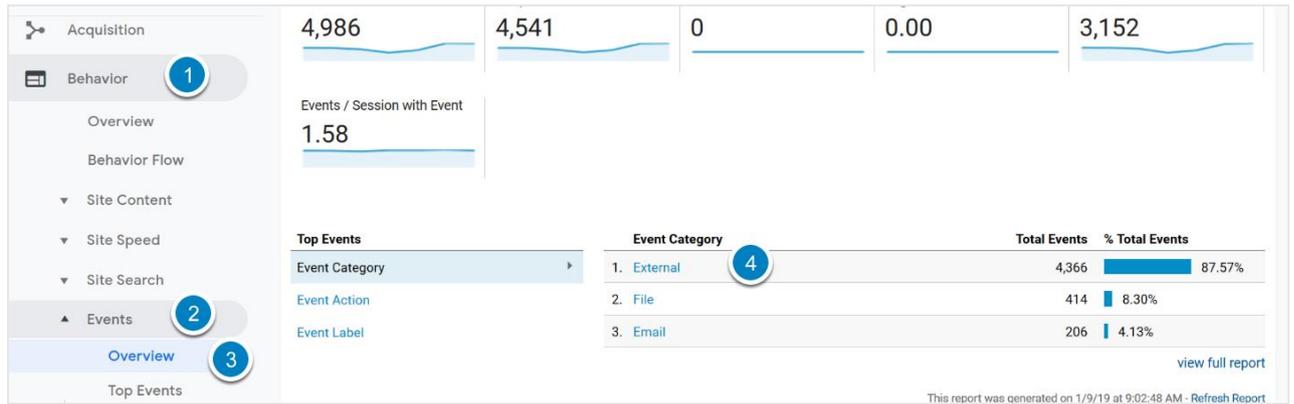
Tracking clicks on carousels

This shows you how to use Google Analytics to find out how many site visitors click links on your carousel. There are different methods for tracking external and internal links.

Slides linking to an external site

You can use event tracking to track clicks to external sites.

Events tracking: external links



From the menu on the left of the screen select:

1. Behavior
2. Events
3. Overview

And from **Event Category**:

4. External

The screenshot shows the Google Analytics interface with the following data:

Primary Dimension: Event Action Event Label Event Category

Plot Rows Secondary dimensions Sort Type: Default

Event Category	Total Events	Unique Events
	4,366 % of Total: 87.57% (4,986)	3 % of Total: 87.54%

Select **Event Label**

Primary Dimension: Event Action Event Label Other ▼		
<input type="checkbox"/>	Event Label ?	Total Events
<input type="checkbox"/>	1. http://userdb.imsu.ox.ac.uk/	246
<input type="checkbox"/>	2. http://www.ox.ac.uk/admissions/undergraduate_courses/international_applicants/international_qualifications/index.html	132
<input type="checkbox"/>	3. https://www.oxicpt.co.uk/	122
<input type="checkbox"/>	4. https://cosy.ox.ac.uk/accessplan/LMSPortal/UI/Page/Courses/book.aspx?courseid=DA024	78
<input type="checkbox"/>	5. https://www.ox.ac.uk/admissions/graduate/courses/dphil-infection-immunology-and-translational-medicine?wssl=1	76

You will see a list of all the external links on your site that site visitors have clicked.

Add the page the link is on to your stats

Primary Dimension: Event Action Event Label Other ▼		
<input type="checkbox"/>	Event L	Total Events
<input type="checkbox"/>	1. http://userdb.imsu.ox.ac.uk/	246
<input type="checkbox"/>	2. http://www.ox.ac.uk/admissions/undergraduate_courses/international_applicants/international_qualifications/index.html	132
<input type="checkbox"/>	3. https://www.oxicpt.co.uk/	122
<input type="checkbox"/>	4. https://cosy.ox.ac.uk/accessplan/LMSPortal/UI/Page/Courses/book.aspx?courseid=DA024	78
<input type="checkbox"/>	5. https://www.ox.ac.uk/admissions/graduate/courses/dphil-infection-immunology-and-translational-medicine?wssl=1	76

Secondary dimension ▼

Search:

Recommended

▼ **Commonly used**

- Landing Page ?
- Page ?

More dimensions

▼ **Behavior**

- Exit Page ?
- Landing Page ?
- Page ?

Display as alphabetical list

To see the page the clicked link is on:

1. Click **Secondary dimension**
2. Select **Page**

<input type="checkbox"/>	348. http://www.strubi.ox.ac.uk	oinformatics-statistics-and-computation al-biology	3 (0.07%)	2 (0.05%)	0
<input type="checkbox"/>	349. http://www.uniq.ox.ac.uk/	/	3 (0.07%)	3 (0.08%)	0
<input type="checkbox"/>	350. http://www.well.ox.ac.uk/knight-i	/study/graduateschool/supervisors/julia	3 (0.07%)	3 (0.08%)	0

You can scroll through the results to find the items on your homepage.

Note: If you have the link in more than one location on the homepage you won't be able to tell which of the links was used.

Restrict the listing to your homepage

The screenshot shows a configuration panel for filtering data. At the top right, there is a search bar and an 'advanced' button (1). Below this, there are two filter rules. The first rule (2) is 'Exclude Page Matching RegExp ./'. The second rule (3) is 'Include Page Matching RegExp /\$'. At the bottom of the panel, there is an 'Apply' button (4) and a 'cancel' button.

To restrict the listing to the homepage:

1. Click Advanced

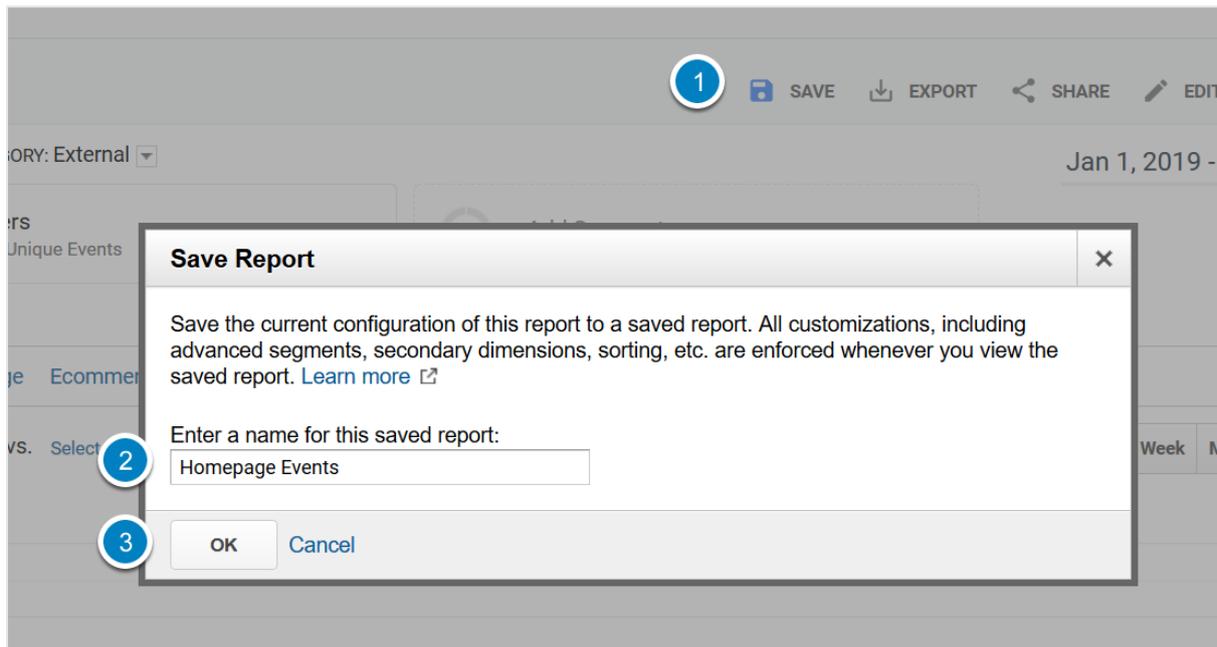
Create two **dimensions** with the values as shown in the screenshot:

2. Exclude Page Matching RegExp ./
3. Include Page Matching RegExp /\$
4. Click **Apply**

			5	% of Total: 0.09% (5,298)	% of Total: 0.10% (4,800)
<input type="checkbox"/>	1. http://www.uniq.ox.ac.uk/	/	3 (60.00%)	3 (60.00%)	3 (60.00%)
<input type="checkbox"/>	2. http://www.ox.ac.uk/news/2018-12-21-concerns-raised-opioid-prescriptions-rise-across-uk	/	1 (20.00%)	1 (20.00%)	1 (20.00%)
<input type="checkbox"/>	3. http://www.ox.ac.uk/news/2018-12-29-new-years-honours-2019	/	1 (20.00%)	1 (20.00%)	1 (20.00%)

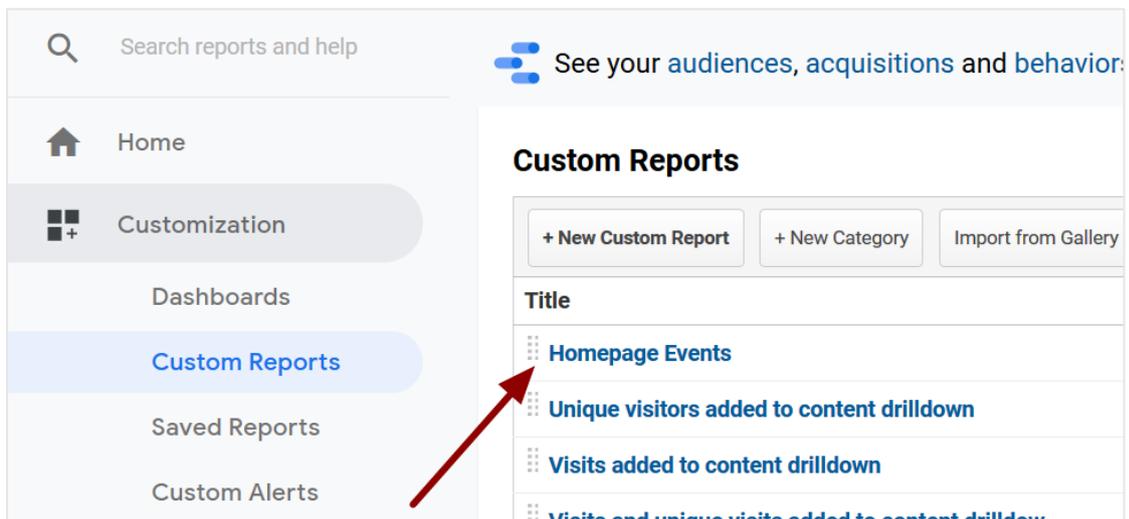
You will now only see the homepage external links that have been clicked.

Create a custom report



You can save this as a custom report so that you don't have to enter the details every time you want to check your homepage external link clicks.

1. Click **Save**
2. Give your report a name
3. Click **OK**



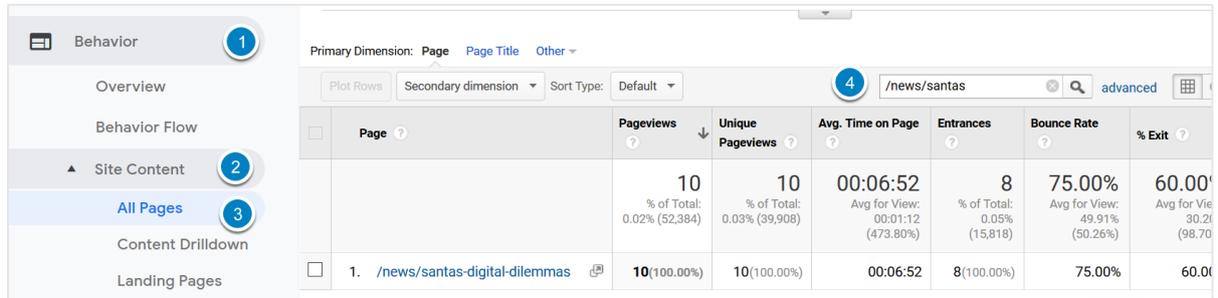
You will see the saved report in your **Custom Reports** area.

Note: to see the link web addresses in the report click External (under the Event Category heading) and then Link (under the Event Action heading).

Slides linking to internal pages

Event tracking only works for external links, documents and email links.

To track internal pages you need to start at the page you are linking to and see where your visitors are coming from.



The screenshot shows the Google Analytics Behavior section. The left sidebar has 'Behavior' selected (1), 'Site Content' expanded (2), and 'All Pages' selected (3). The main area shows a table for the page '/news/santas' (4). The table has columns for Page, Pageviews, Unique Pageviews, Avg. Time on Page, Entrances, Bounce Rate, and % Exit. The data for the selected page is as follows:

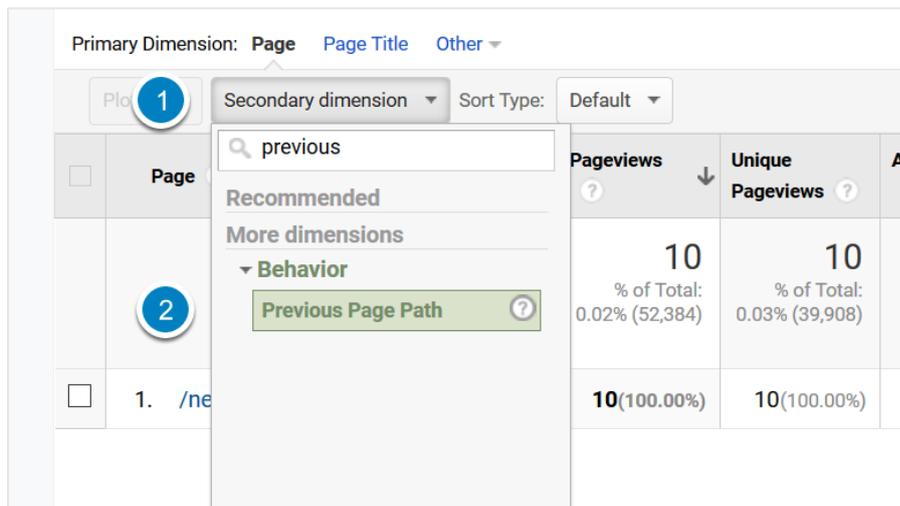
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /news/santas-digital-dilemmas	10 % of Total: 0.02% (52,384)	10 % of Total: 0.03% (39,908)	00:06:52 Avg for View: 00:01:12 (473.80%)	8 % of Total: 0.05% (15,818)	75.00% Avg for View: 49.91% (50.26%)	60.00% Avg for View: 30.2% (98.70%)

Go to the page you are linking to from your slide. One way to do this is to select:

1. **Behavior**
2. **Site Content**
3. **All Pages**

and then:

4. Search for your page



The screenshot shows the search interface in Google Analytics. The search bar contains the word 'previous' (1). A dropdown menu is open, showing 'Recommended' and 'More dimensions' sections. Under 'More dimensions', the 'Behavior' section is expanded, and 'Previous Page Path' is highlighted (2). The table below shows the search results for 'previous'.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /news/santas-digital-dilemmas	10 % of Total: 0.02% (52,384)	10 % of Total: 0.03% (39,908)	00:06:52 Avg for View: 00:01:12 (473.80%)	8 % of Total: 0.05% (15,818)	75.00% Avg for View: 49.91% (50.26%)	60.00% Avg for View: 30.2% (98.70%)

Select:

1. **Secondary dimension**
2. **Previous Page Path**

			% of Total: 0.02% (52,384)	% of Total: 0.03% (39,908)	Avg for V 00:0 (473.8
<input type="checkbox"/>	1. /news/santas-digital-dilemmas	(entrance)	8 (80.00%)	8 (80.00%)	00:1
<input type="checkbox"/>	2. /news/santas-digital-dilemmas	/	1 (10.00%)	1 (10.00%)	00:0
<input type="checkbox"/>	3. /news/santas-digital-dilemmas	/news/gently-stroking-babies-bef ore-medical-procedures-may-redu	1 (10.00%)	1 (10.00%)	00:0

You can now see which clicks came from your homepage.

Note: If you have the link in more than one location on the homepage you won't be able to tell which of the links was used.