

How to Access Analytics Data

UF/IFAS Communications strives to provide streamlined access to analytics data. Agents have two options when accessing analytics data: Google Analytics and Google Data Studio.

Access Google Data Studio.

Provides analytics for blogs.

1. Navigate to <https://ics.ifas.ufl.edu/our-services/web-services/>
2. Under Training-Web>ON-DEMAND SNAP-SHOT. Click “View Your Blog and Web Stats”
3. Locate your agency from the list and follow the link to your Google Data Studio.
4. If you would like the Data Studio view and you don’t see your County/office/department here, contact webteam@ifas.ufl.edu

Google Data Studio: View by...

Data Studio lists can be exported by clicking the [...] in the upper-right corner.

View pageviews by post:

1. In Google Data Studio, navigate to Page 3.
2. Select date range from the dropdown in the upper-left corner. If desired, select Author Name from the dropdown in the center.

View pageviews by author:

1. In Google Data Studio, navigate to Page 2.
2. Select date range from the dropdown in the upper-left corner.

Access Google Analytics.

Provides analytics for blogs, SFYL, & websites.

1. Submit a web request for access: <https://ics.ifas.ufl.edu/web-work-request/>
2. The webteam will help connect your account to Google Analytics.

Google Analytics: View by...

In Google Analytics, navigate to: Behavior > Site Content > All Pages.

View pageviews by post

1. Select date range in the upper-right drop-down. Below the graph is a list of pages; this is the list of posts sorted by pageviews.

View pageviews by author

1. Above this list, click the down arrow next to “Content Grouping”. Choose *Author (Content Group)*.
2. Find the Author Name in the list and the corresponding pageviews.
3. Click *Page* to return to original listing of pageviews.

Analytics Resources

Google Analytics Academy: <https://analytics.google.com/analytics/academy/>
Blogger info – including analytics <https://ics.ifas.ufl.edu/our-services/blogging/>