How to Access Analytics Data

In an effort to provide streamlined analytics access, UF/IFAS has made available an enhancement called the Google Data Studio for blog analytics data. You can also access analytics data through Google Analytics, which provides SFYL data, as well.

**Access Google Data Studio.**
1. Navigate to [https://ics.ifas.ufl.edu/our-services/web-services/](https://ics.ifas.ufl.edu/our-services/web-services/)
2. Under Training>Web>ON-DEMAND SNAPSHOT. 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...**
- Note: 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.**
1. Submit a web request for access: [https://ics.ifas.ufl.edu/web-work-request/](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 “Secondary dimension”. Choose Author (Content Group).
2. To filter this view, click advanced next to the search window.
3. Select Include; Author (Content Group); Exactly Matching; then type in the author’s name exactly as it appears in the list below (if you start typing a name, Google will often help auto-fill for you).
4. Click Apply.
5. Now you will only see a list of posts by that author.
6. Click edit to modify this filter.

Looking for more info?
- Google Analytics Academy: [https://analytics.google.com/analytics/academy/](https://analytics.google.com/analytics/academy/)
- Blogger info – including analytics [https://ics.ifas.ufl.edu/our-services/blogging/](https://ics.ifas.ufl.edu/our-services/blogging/)