How to Access Video Plays Events in Google Analytics

Access Video Events in Google Analytics, including Play, Pause, and Finished. Including videos in your blog posts is a great way to engage your readers with exciting media content and encourage more blog post views.

1. Log into Google Analytics with @ufl username and password*.

2. Select the desired time range for the data you want to display with the date dropdown menu in the upper right corner.

3. Navigate to Behavior > Events > Top Events.

4. Click on Videos to view Video Events.

5. To find Video Play Events for a specific blog post, display the Page dimension so you can filter for a specific page. Click the dropdown box Secondary dimension. Type Page and select Page.

6. In a browser, navigate to your blog post. Copy the URI of the blog post for which you want to view Video Events. Example:


7. Back in Google Analytics, next to the search box, click advanced.

8. Click the green dropdown box, select Page. In the window, paste the URI part of the URL of the blog post you want to view video plays for.

9. Click apply.

Blogging Resources Site > https://ics.ifas.ufl.edu/our-services/blogging/

*To log into Google Analytics, ensure you have registered your @ufl email address with Google. County Extension agents will log in using the County Extension email account. Directions available at this link: bit.ly/38CKDet