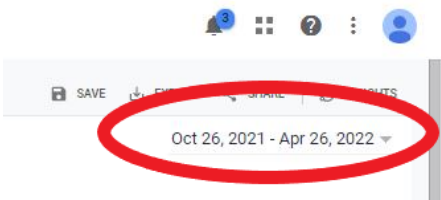




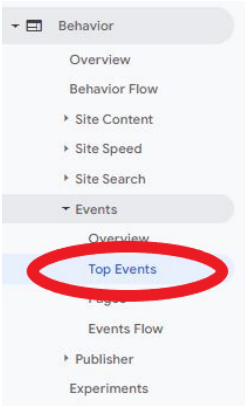
# How to Access Video Plays Events in Google Analytics

**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.**

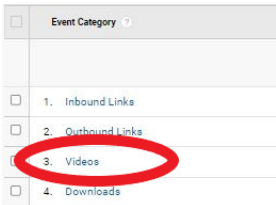
- 1. Log into Google Analytics with @ufl username and password\*.
- 2. Select the desired time range for the data you want to display with the date dropdown menu in the upper right corner.



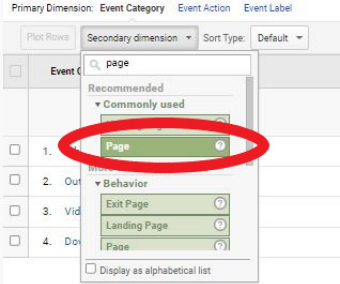
- 3. Navigate to Behavior > Events > Top Events.



- 4. Click on **Videos** to view Video Events.



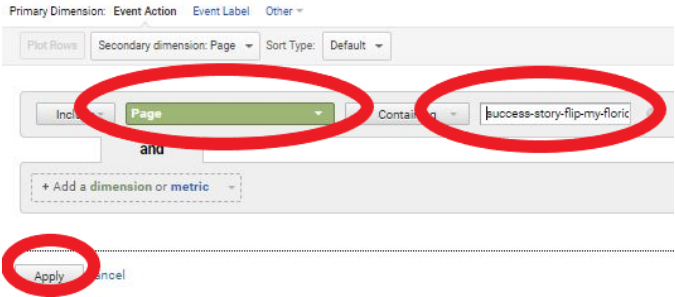
- 5. To find Video Play Events for a specific blog post, display the **Page** dimension so you can filter for a specific page. Click the dropdown box *Secondary dimension*. Type **Page** and select **Page**.



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

<https://blogs.ifas.ufl.edu/orangeco/2021/10/27/success-story-flip-my-florida-yard/>

- 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**.



Bloggging Resources Site > <https://ics.ifas.ufl.edu/our-services/bloggging/>  
\*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](https://bit.ly/38CKDet)

