



Analytics

Scheduling reports

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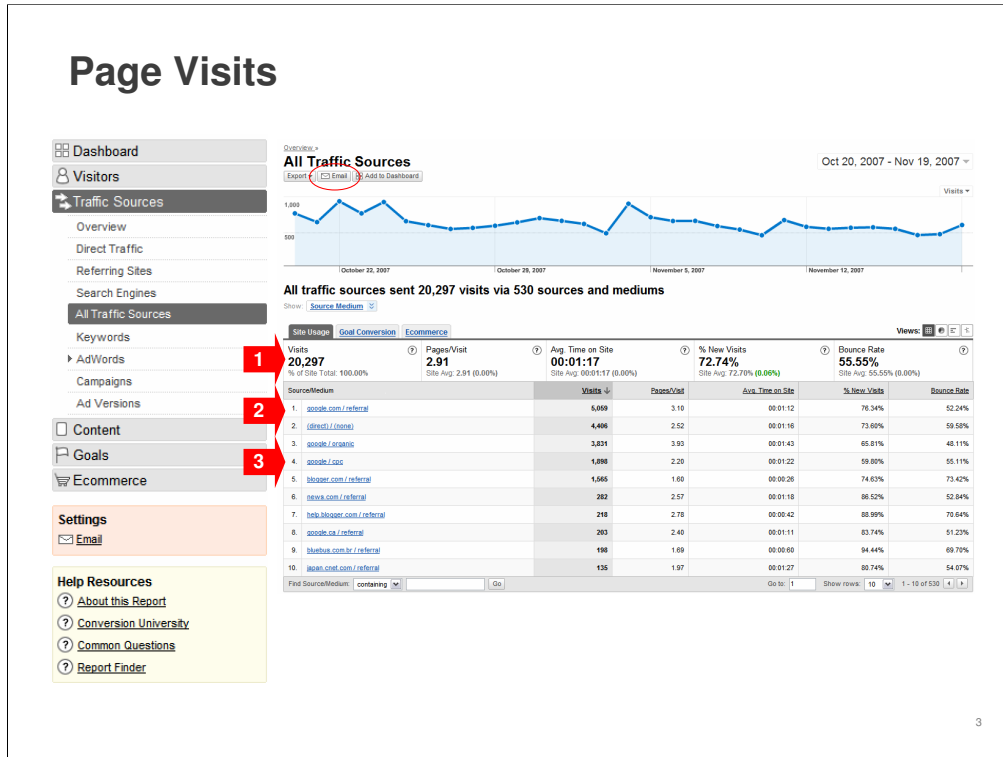
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Scheduling reports is an easy and convenient way to have data for your quarterly analytics survey at your fingertips when its requested by Google Grants.

After scheduling reports, your analytics data will be delivered to your email inbox at the intervals you request, and you won't have to go into the dashboard for the information you need.

This guide will walk through how to set up scheduled reports for your Google Analytics account. The reports included in this guide are those that you'll need to answer your quarterly analytics survey.



This report will help you answer questions 1A-1C of your analytics survey.

First set your date range for the previous full month.

Next, using the left side navigation bar, view your traffic sources.

1. Click on **Traffic Sources** and from the drop down that appears
2. Click on **All Traffic Sources**

Your report will show:

1. Total monthly visits to your site (question 1A)
2. Total monthly visits from Google search (question 1B)
3. Total monthly visits from Google ads (question 1C)

Then to schedule a report for this data, click the **Email** button below the report title.

Page Visits

Set Up Email: All Traffic Sources
[Back to report](#)

Send to others:
(Separate multiple addresses with a comma)

Send to me

Subject: Google Grants Analytics Report - Page Visits

Description: This report answers questions 1A-1C of the survey.

Format:
 PDF
 CSV
 XML
 TSV

Date Range/Schedule: Weekly (sent each Monday)

Include date comparison:

From the Email Setup screen, choose the **Schedule** tab.

Then add any email addresses to which you'd like the report sent. Check **Send to me** to have the report sent automatically to the address on the account.

Be sure to include a meaningful **Subject** and **Description** as this will be the subject and content of the email you are sent with your reports.

Choose the format in which you'd like to receive your reports.

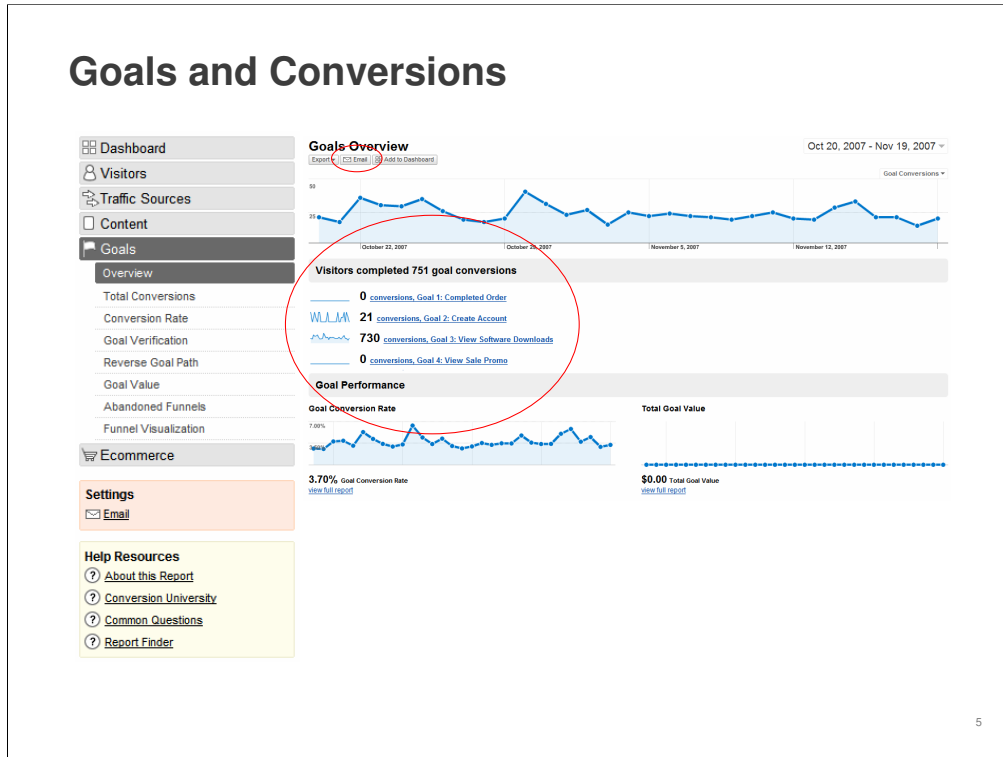
The two most common report formats are:

- PDF:** This will look just the report screen in Analytics. It is an uneditable document, accessible by any machine with Adobe Acrobat.
- CSV:** This will be a spreadsheet with the report data. It is an editable document, accessible by any machine with Excel.

Select a **Date Range/Schedule** of **Monthly**, in order to have one month's worth of data on hand to answer the quarterly analytics survey. Quarterly surveys request data from the previous month of your account.

Check **Include date comparison** if you want to have this report's data compared to a previous month in the report you receive. This is good for tracking changes and growth, but is not required to answer your quarterly analytics survey.

Click **Schedule**.



This report will help you answer question 2A of your analytics survey.

First set your date range for the previous full month.

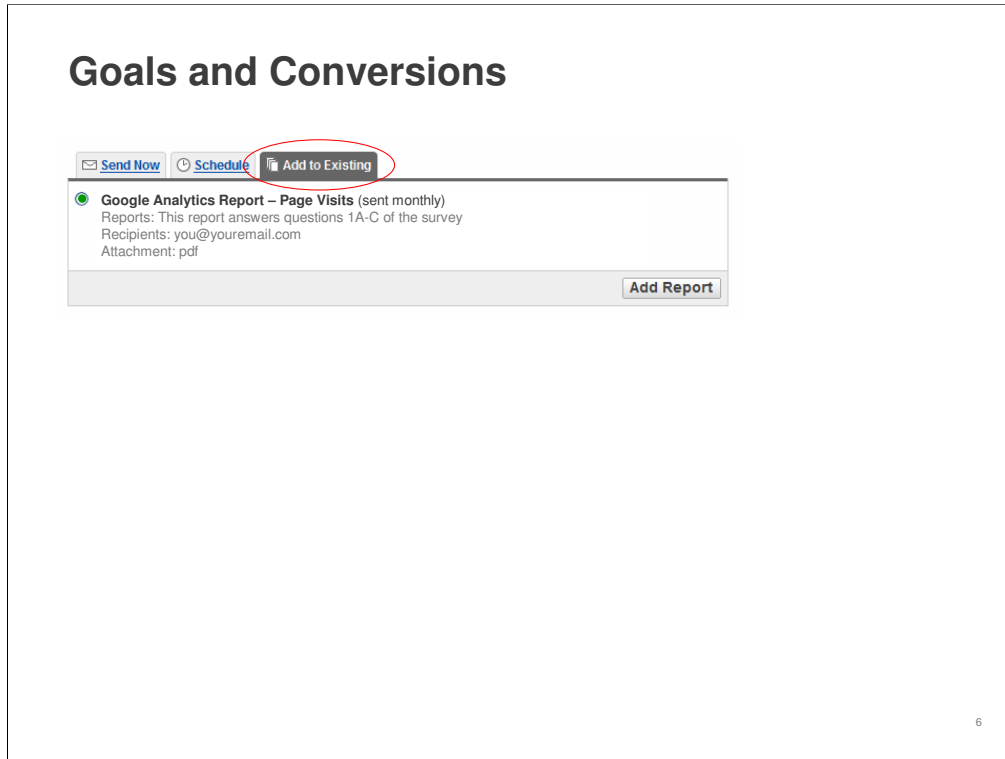
Next, using the left side navigation bar, view your traffic sources.

1. Click on **Goals** and from the drop down that appears
2. Click on **Overview**

Your report will show:

Total monthly conversions for each of your goals (question 2A)

Then to schedule a report for this data, click the “Email” button below the report title.

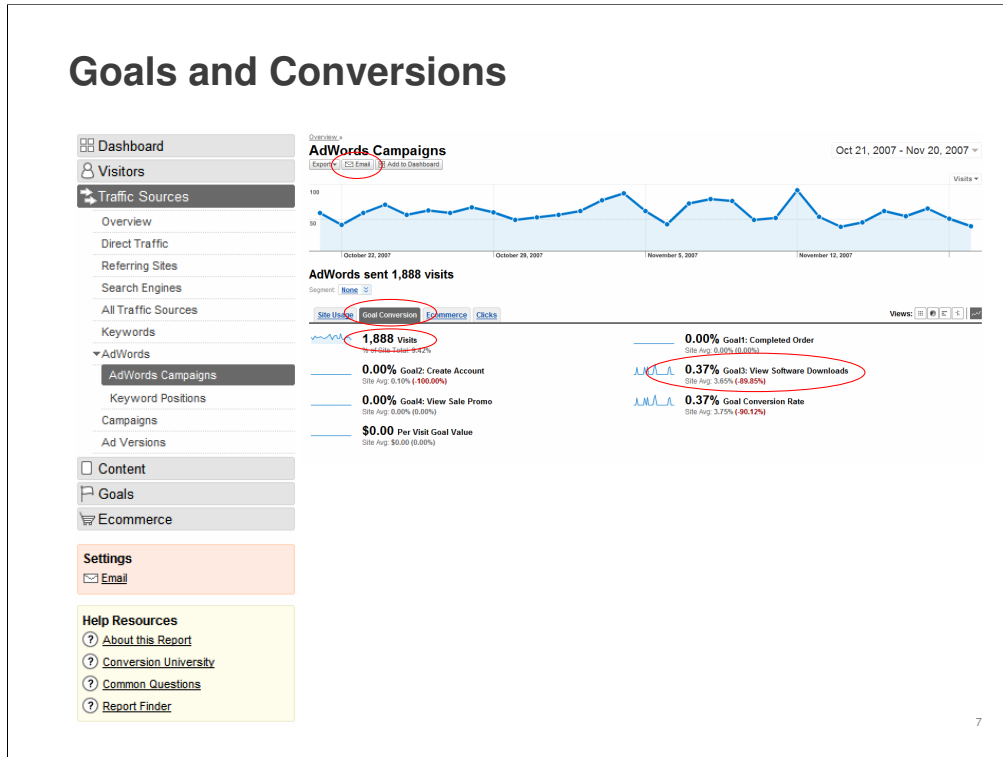


From the Email Setup screen, click the **Add to Existing** tab. This will add your new report to your previous report so that they are sent in the same email at the specified time.

Choose the report to which you'd like to add this new report.

Click **Add Report**.

This report will have all the same characteristics of your first report (format, timing, etc) and will arrive together in one email.



This report will help you answer question 2B of your analytics survey.

First set your date range for the previous full month.

Next, using the left side navigation bar, view your traffic sources.

1. Click on **Traffic Sources** and from the drop down that appears
2. Click on **AdWords**
3. Click on **AdWords Campaigns**
4. Click the **Goal Conversion** tab from the dashboard

Your report will show:

Total monthly conversion rates for each of your goals.

In order to get Total Monthly Conversions for each goal, divide the Conversion Rate (1) for each goal by the Total Visits (2).

Example: $.37 / 1,888 = 1.95$ Conversions of Goal 3: View Software Downloads

Then to schedule a report for this data, click the **Email** button below the report title and **Add to Existing** reports.

Resources

Resource	Best For
Google Analytics Reports Central: http://www.google.com/support/googleanalytics/bin/topic.py?topic=11026	How-to's and troubleshooting for using reports in Analytics
Google Analytics Help Center: http://www.google.com/support/analytics	Analytics specific questions
Google Analytics Blog: http://analytics.blogspot.com/	Latest news, tips and resources from the Google Analytics team.
Analytics User Forum: http://groups.google.com/group/analytics-help	Tips, tricks, experience, advice and bulletin board for questions between Analytics users

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You are now prepared to schedule reports for the data requested in your quarterly analytics survey.

If you have questions, want more information or are interested in the more robust features of Analytics, check out the additional resources listed on this sheet.

If you require additional assistance with analytics or your survey, email googlegrants-support@google.com.



Thank you!

Email: googlegrants-support@google.com