

Setting up a segment in Google Analytics

Once you have access to the Google Analytics statistics for BUMC, follow these steps:

1. Log into Google Analytics at <http://www.google.com/analytics/>.
2. At the top, click the drop-down box next to "View Reports" (in the orange area at the top of the screen.)
3. From the menu that appears, choose "BUMC."
4. This will show you the statistics for all of BUMC.

Next, we'll set up a "segment" that will let you view just your website.

1. On the left side of the page, under "My Customizations," click "Advanced Segments."
2. At the top-right, click "Create a New Custom Segment."
3. On the left side of the screen, click "Content."
4. Drag the "page" box from the left-hand side of the screen onto the text "dimension or metric."
5. Click the "condition" drop-down box and choose "Contains."
6. In the "value" box, enter the name of your site's directory. For example, for <http://www.bu.edu/mysite/>, you would enter "[sitename]". Make sure to put a slash before and after this text.
7. Next to "Name Segment," choose a name for your segment.
8. Click "Create Segment."

Now that you've created your segment, you can quickly view it by following these steps:

1. Log into Google Analytics at <http://www.google.com/analytics/>.
2. At the top, click the drop-down box that says, "Click to select Website Profile."
3. From the menu that appears, choose "BUMC."
4. On the left side of the screen, click "Advanced Segments."
5. Click the name of the segment that you created.

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<http://www.bu.edu/help/wordpress/#task=wordpress-get-help>