Google Analytics
Content Grouping
Checklist

Want to be able to quickly analyse your website based on your page topics or product categories?

Content Groupings are here for you!

Content groupings are powerful analytics tools for a variety of websites. Whether you're an ecommerce store with hundreds of listed products, an industry blogs featuring guest writers every week, or a business with a range of unique services to offer. You can use content groups to measure traffic, conversions, and page value based on whatever metrics you need to measure.

Using Content Groupings isn't just for big sites. For websites with hundreds or thousands of pages, content grouping is a logical means of tracking the performance of your content. But even small sites can benefit.

If your website has a specific structure (About Us, Services, Home, Testimonials, Blog for example), knowing which area of your site people are using is valuable. Content Grouping allows you to do this.

Your Content Grouping Checklist will guide you step by step through the process of setting up content grouping. From defining your needs to organising content, building groups, and reporting on performance.

Reasons to Use Content Grouping

- ✅ When you need vital insights into your content performance to measure KPIs

- ✅ When website KPIs are related to content and performance is critical to growth

- ✅ Your site has potential to grow and will benefit long-term from using content grouping early

- ✅ You have a large site and need the ability to quickly see how your content categories are performing

Decide how to structure your content

| ✓ | Tracking Code | or | ✓ | Tracking Code | or | ✓ | Tracking Code |
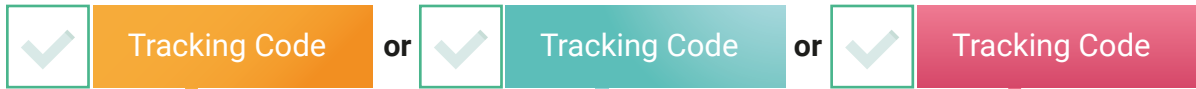
Define your Content Groupings

✓

Build your Content Groups

Turn tracking code grouping On

Select an index number (1-5) to identify your Content Grouping. This will be used in your tracking code to identify the content

Click Done.

Name your Content Group

Define your rules. Choose from Page URL, Page Title, or Screen Name

Select a matching option and enter a value for the match

Add conditions using AND/OR rules, if necessary

Click Done.

Turn tracking code grouping On

Select an index number (1-5) to identify your Content Grouping. This will be used in your tracking code to identify the content

Click Done.

✓   ✓   ✓

✓ **Order your content categories**

✓ **Check your content grouping after 24 hours**

✓ **Make sure the data matches any advanced segments you have set up**

✓ **Train you marketing team on how to use content grouping in reporting**

✓ **Periodically check your content groups to reduce (Not Set) categories**

You're Good To Go!