

Setting up scheduled reporting emails in Google Analytics

If you have a Google Account e.g. your email is using Google Apps or a @gmail.com address you have a Google account - otherwise to create a new Google Account go to <https://accounts.google.com/SignUp> .

Let me know what your Google Account email address is and I will add you to the Google Analytics Account for your website and let you know the address to log in.

Once logged in you can set up your own scheduled emails for the reports you need.

To get similar details to the previously emailed reports you will need to schedule the following reports under **Standard Reporting**:

Visitors Overview (under Audience)

<https://www.google.com/analytics/web/#report/visitors-overview/>

Location (under Audience/ Demographics)

<https://www.google.com/analytics/web/#report/visitors-geo/>

Traffic Sources Overview (under Traffic Sources)

<https://www.google.com/analytics/web/#report/trafficsources-overview/>

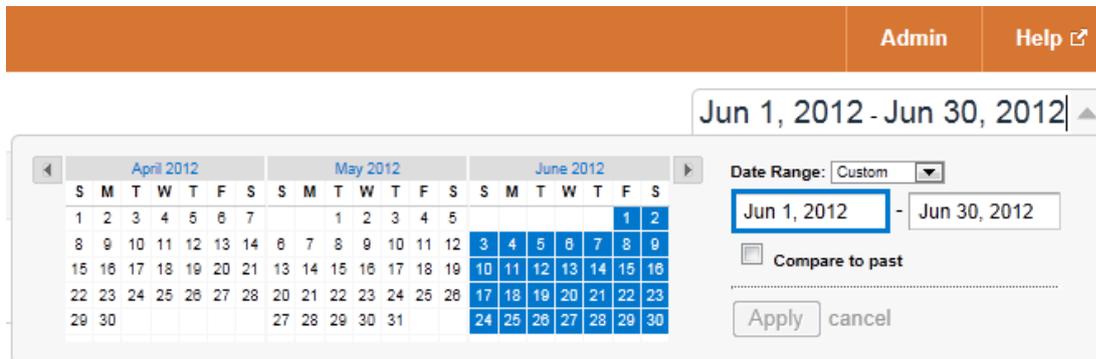
Content Overview (under Content)

<https://www.google.com/analytics/web/#report/content-overview/>

If you have any question please let me know.

To Get Monthly Google Analytics Reports Sent to Your Inbox

1. Log in to your Google Analytics account. Go to the report you want to email and click on the date range on the top right corner



Admin Help

Jun 1, 2012 - Jun 30, 2012

April 2012							May 2012							June 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7		1	2	3	4	5							1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

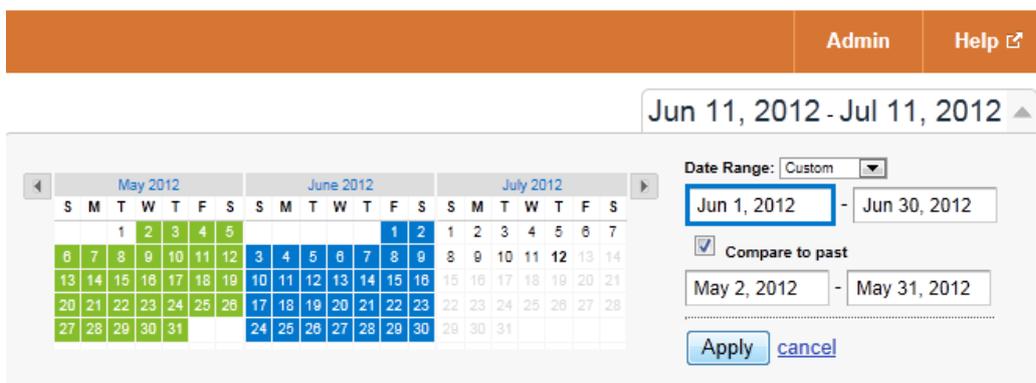
Date Range: Custom

Jun 1, 2012 - Jun 30, 2012

Compare to past

Apply cancel

Tick the checkbox labelled **Compare to past** to get a comparison with last month.



Admin Help

Jun 11, 2012 - Jul 11, 2012

May 2012							June 2012							July 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5							1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

Date Range: Custom

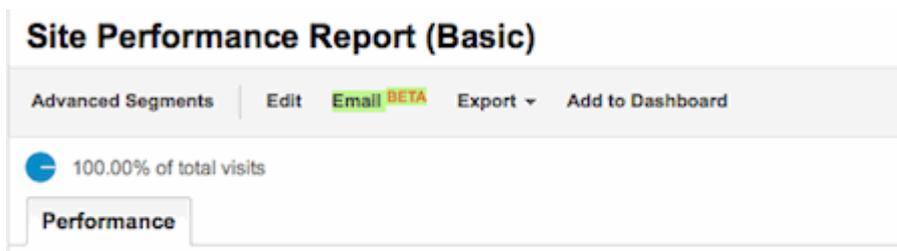
Jun 1, 2012 - Jun 30, 2012

Compare to past

May 2, 2012 - May 31, 2012

Apply cancel

2. Click on Email under the title of your report. (Highlighted in green below)



Site Performance Report (Basic)

Advanced Segments | Edit | **Email BETA** | Export | Add to Dashboard

100.00% of total visits

Performance

3. In the Email Report box, enter the email address you want the report sent to (multiple email addresses need to be separated by a comma) and, if you want, edit the subject line to **Google Analytics: Monthly Overview Reports** .

Email Report: *Site Performance Report (Basic)* [X]

From: webmaster

To: []

Subject: Google Analytics: Monthly Overview Reports

Attachments: PDF [] SITE PERFORMANCE REPORT (BASIC)

Frequency: Weekly Day of Week: S M T W T F S

▶ ADVANCED OPTIONS

[Send] [Cancel]

4. Next to Attachments, specify PDF as the file format you'd like the report to be sent in.

Attachments: PDF [] SITE PERFORMANCE REPORT (BASIC)

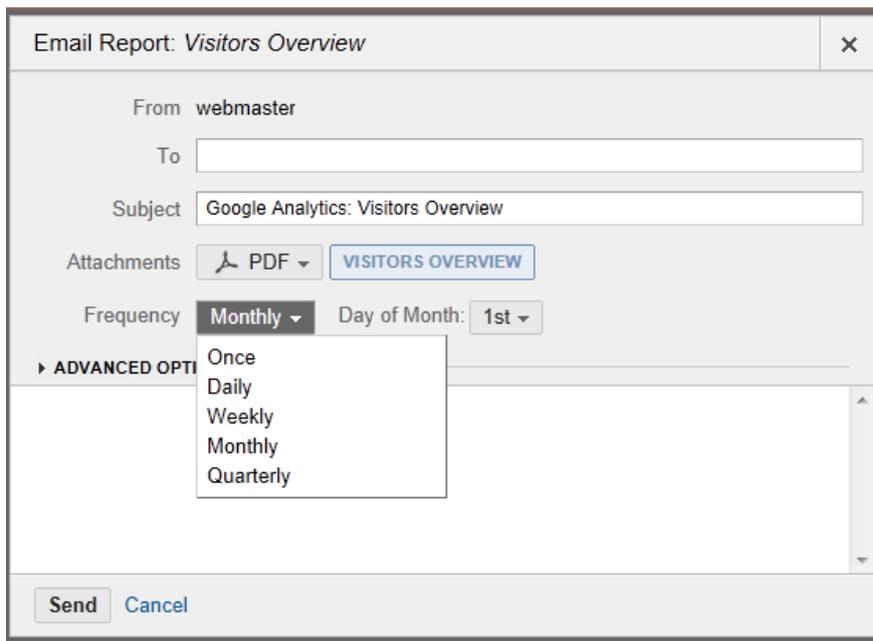
Frequency: []

ADVANCED OPTI []

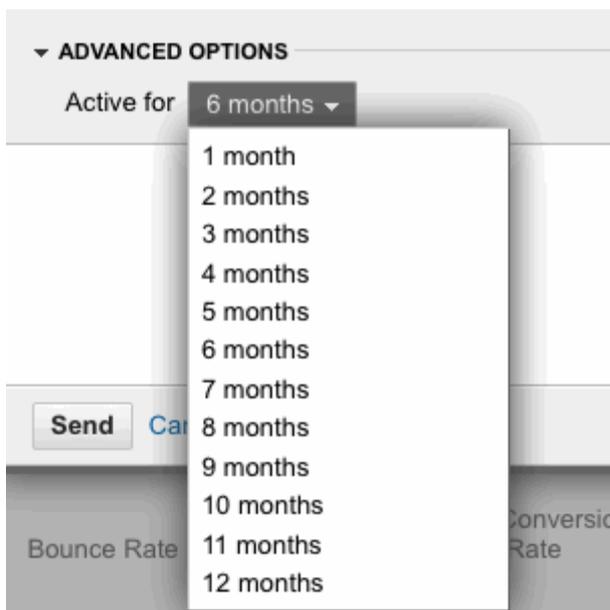
Day of Week: S M T W T

- › CSV
- ▢ TSV
- ✕ TSV for Excel
- ✓ PDF

5. Set the Frequency (Monthly) and 1st as the Day of Month you'd like the report sent.



6. Click on Advanced Options to set **Active for** = 12 months.



If you are setting up more than one report choose **Add to an existing email** after step 5
-See [Setting up multiple reports](#) - at the end of this document

7. Write an email message in the text field. This message will go out with all of the reports.

From	webmaster			
To	your@address			
Subject	Google Analytics: Monthly Overview Reports			
Attachments	 PDF	VISITORS OVERVIEW	TRAFFIC SOURCES OVERVIEW	CONTENT OVERVIEW
Frequency	Monthly ▾	Day of Month	1st ▾	
Expires on	Jul 12, 2013			
Monthly Report - email scheduling expires July 2013				

Click Send

Setting up multiple reports

If you are setting up more than one report choose Add to an existing email after step 5

Email Report: *Traffic Sources Overview* ✕

From **webmaster**

To

Subject

Attachments  PDF TRAFFIC SOURCES OVERVIEW

Frequency Monthly Day of Month: 1st

▼ **ADVANCED OPTIONS**

Active for 12 months

Add to an existing email

Choose Monthly Emails

Add To An Existing Email: *Traffic Sources Overview* ✕

▼ Daily Emails (0)

▶ Weekly Emails (0)

▶ Monthly Emails (1)

▶ Quarterly Emails (0)

Create a new email

Choose the previously set up report(s)

Add To An Existing Email: *Traffic Sources Overview* ✕

▼ Daily Emails (0)

▶ Weekly Emails (0)

▼ Monthly Emails (1)

Google Analytics: Monthly Report Visitors Overview  PDF VISITORS OVERVIEW scott@

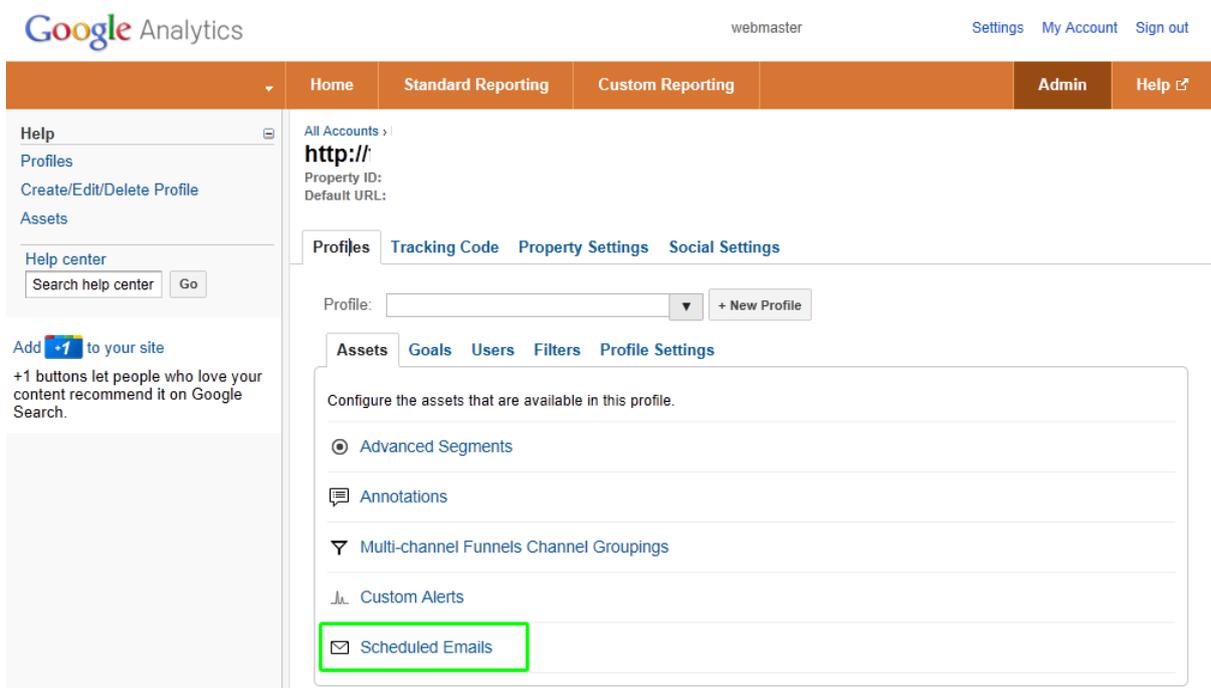
▶ Quarterly Emails (0)

Create a new email

hit **Save**

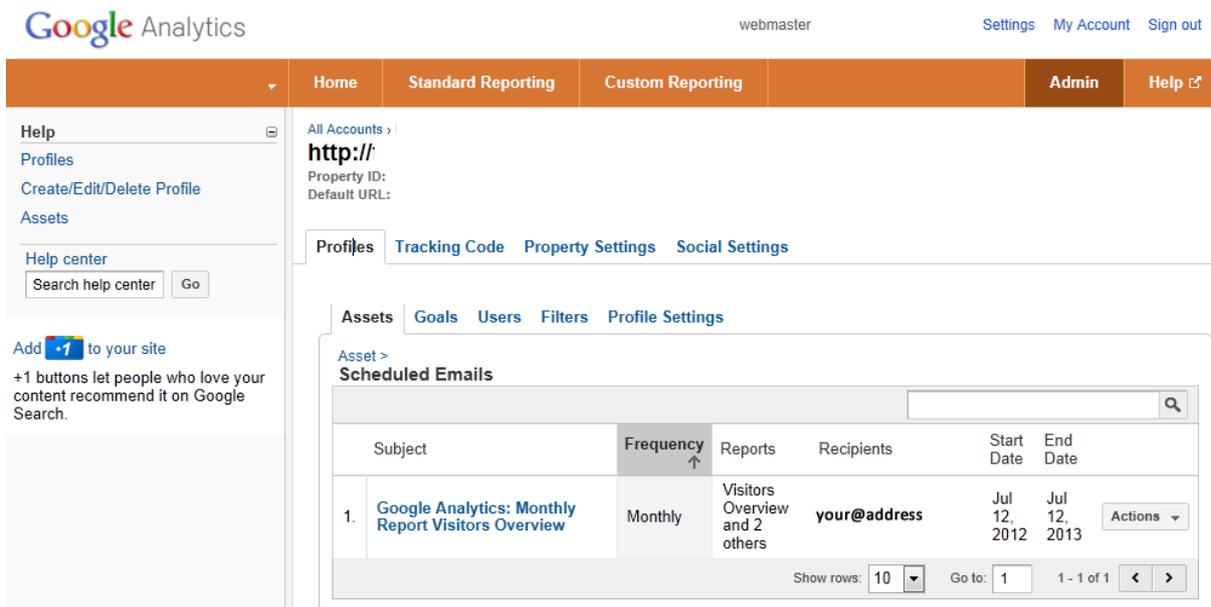
Checking scheduled emails are set up correctly

If you wish to see what emails are schedule click **Admin** in the top right corner the choose **Scheduled Emails** highlighted in green below



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Home', 'Standard Reporting', 'Custom Reporting', 'Admin', and 'Help'. The left sidebar contains 'Help', 'Profiles', 'Assets', and a 'Help center' search box. The main content area is titled 'All Accounts > http://' and shows 'Property ID:' and 'Default URL:'. Below this, there are tabs for 'Profiles', 'Tracking Code', 'Property Settings', and 'Social Settings'. Under the 'Profiles' tab, there is a 'Profile:' dropdown and a '+ New Profile' button. Below that, there are tabs for 'Assets', 'Goals', 'Users', 'Filters', and 'Profile Settings'. The 'Assets' tab is active, and the 'Scheduled Emails' option is highlighted with a green box.

The next screen will show all your schedule emails and the option to extend the scheduling when it needs to be renewed - see **actions** button bottom right.



The screenshot shows the Google Analytics Admin interface with the 'Scheduled Emails' table. The table has columns for 'Subject', 'Frequency', 'Reports', 'Recipients', 'Start Date', and 'End Date'. There is one row of data for a 'Google Analytics: Monthly Report Visitors Overview' email scheduled monthly from July 2012 to July 2013. An 'Actions' button is visible next to the row.

Subject	Frequency	Reports	Recipients	Start Date	End Date	Actions
1. Google Analytics: Monthly Report Visitors Overview	Monthly	Visitors Overview and 2 others	your@address	Jul 12, 2012	Jul 12, 2013	Actions