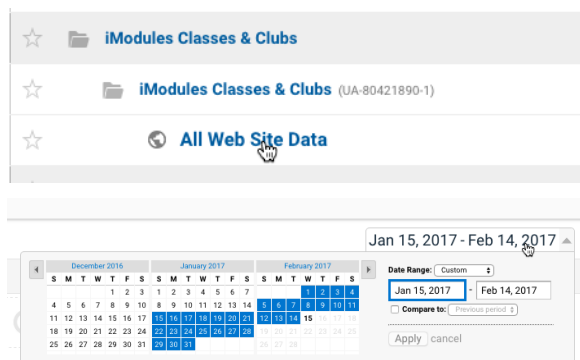


Create an iModules Google Analytics report for clubs or classes

This how-to article will walk you through the steps required to generate a Google Analytics report for a club or class page in iModules, and how to schedule emails.

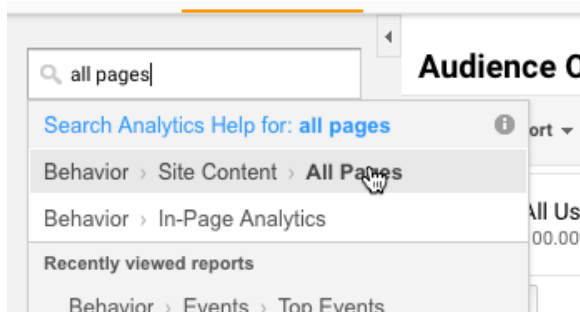
This article assumes that you have access to the iModules Google Analytics property. Contact Thomas Deneuve at tcd55@cornell.edu to request access.



1. Navigate to Google Analytics and locate the **iModules Classes & Clubs** property.

2. Click on **All Web Site Data**.

3. Set the date range in the interface at the top right of the screen.



4. In the reports & help search bar, look for the **All Pages** report.

A screenshot of the Google Analytics 'All Pages' report. The 'Primary Dimension' is set to 'Page Title'. The report shows a list of pages with their respective pageviews and percentages. The top page is 'Cornell Top Level Ghost Community - System - Error 404' with 370 pageviews (3.67%).

Page Title	Pageviews	% of Total
1. Cornell Top Level Ghost Community - System - Error 404	370	(3.67%)
2. Cornell Club of Ithaca - CC Ithaca - Pre-Game Dinner, Hockey Update Before CU vs. Colgate Hockey	347	(3.44%)
3. Cornell Club of Rochester - Cornell Club of Rochester - Scotch Tasting	340	(3.37%)
4. Cornell Top Level Ghost Community - Community Home	306	(3.04%)

5. Change the Primary Dimension in the All Pages report to **Page Title**.

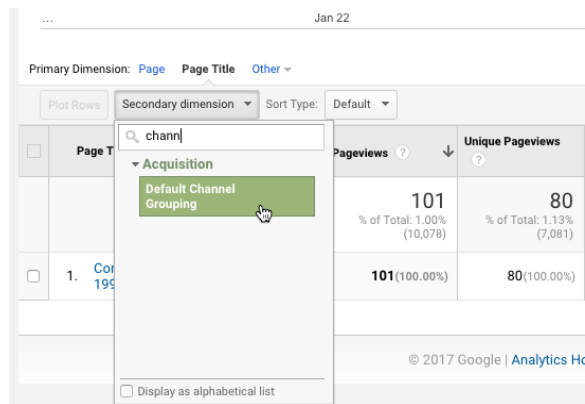
A screenshot of the Google Analytics 'All Pages' report. The 'Primary Dimension' is set to 'Page Title'. The search bar at the top right contains the text '1992'. The report shows a list of pages with their respective pageviews and percentages. The top page is 'Cornell Top Level Ghost Community - System - Error 404' with 370 pageviews (3.67%).

Page Title	Pageviews	% of Total
1. Cornell Top Level Ghost Community - System - Error 404	370	(3.67%)
2. Cornell Club of Ithaca - CC Ithaca - Pre-Game Dinner, Hockey Update Before CU vs. Colgate Hockey	347	(3.44%)
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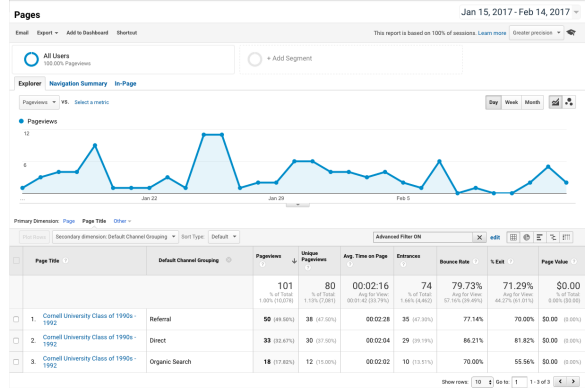
6. In the data search bar, type the class year or the name of the club. In this example, we're looking at the Class of 1992 club.

7. The report now only displays information for the Class of 1992.

8. For more information on the kind of traffic that the page saw, select a **Secondary dimension**. In this example, **Default Channel Grouping**.

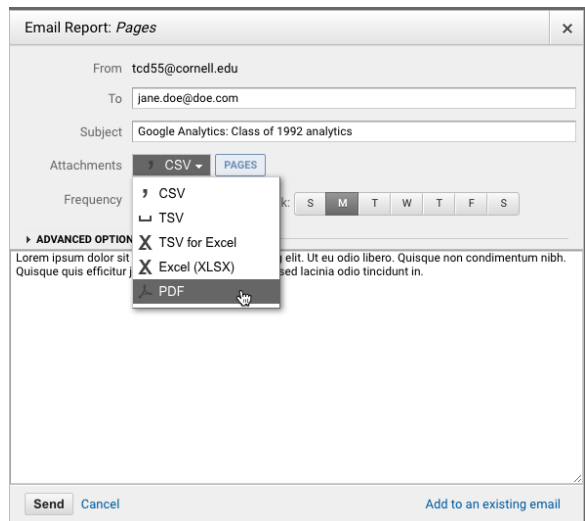
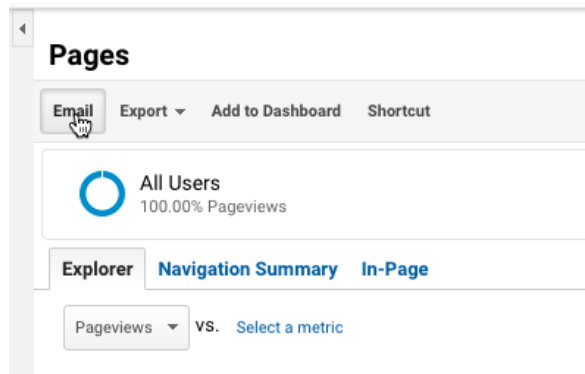


9. This is what a report will look like.



10. The Export menu lets you export a report as a PDF, an Excel file, etc. One can also **schedule a report to be sent by email**.

11. Click on **Email**, under the name of the report.



12. A modal will appear. You will be able to:

- Enter one or multiple recipients (separate them with a comma).
- Enter a custom subject line (it will always be the same moving forward)
- Select a file format for the attached report
- Decide on the frequency and the day of the week the report will be sent
- Look into advanced options for more features
- Type a standard message to provide context to the report. Depending on the frequency of these report emails, people might forget about them.
- Send the email (the label is improper: It should be Schedule your email. The email won't be sent immediately, but at the day /time you've set up above)
- Add to an existing email: Some people might require multiple reports to be sent to them at once (for different websites, or different kind of reports for the same site). By clicking on this link, you'll be able to add this report to an email you've already created/scheduled.