



## GILL Solutions Blog Post - Video Transcript

### How to Setup A Basic Regex for Google Analytics

Hey, everybody! George Gill here from the Measurement Doctor. Thanks for joining me.

I want to talk to you today about Regex Expressions. Why you need to know about them? And, the power of them within Google Analytics. Basically, we are going to do a little Regexing on the whiteboard today and actually see how to apply this.

So, let's do this.

Okay, so here we are in Analytics and let's just go into all traffic and we got different sources and different mediums going on here. Minimize everything else down. Let's say for example, I wanted to just narrow down the traffic that is converting at a higher rate. Maybe Bing, Yahoo, Google, maybe I just want to really focus on Bing and Yahoo.

To set-up a photo and to be able to travel around my page doesn't really work nor does if I do an advanced filter although the work on this particular page, it's conversion to do. What I really want to do is I want to set-up an advanced segment. And, of course I am a big proponent of using segments when you analyze data because it basically gets rid of all the excess data and allows you to drive focus on what you want to pay attention to.

Don't worry, we are going to get to the Regex Expression because I am going to show you the challenge that you are going to run into when you try to create a filter or a segment for more complex search and will show you that in just a second here.

But, I want you to pay attention right at the moment that we have all these data. We are looking at 549 sessions, we are looking at these different sources and etc. So, let's go into the Ad segment and we are going to create a new segment. We are going to choose traffic source and I am going to do the source contains, we are going to narrow down the Bing and when I hit the "B", notice right away that I actually have two (2) versions of Bing as a source. So, if I just do "Bing",

and Bing and preview that --- that's not going to work. Okay, I can see that I am getting 00 or actually on Bing again, I could show 0, Bing CPC - it's showing 0. It doesn't work that way. The actual segment doesn't work that way. What you need to do is do a Regex Expression because we are dealing with a multiple sources and the way analytics works is it only allows me to control one source if f I am using the function contains.

So, if I do a preview now which is the one, we will see that hey 1.55% of users actually had that. And now, I am getting the preview to show up. But, I am missing the other Bing traffic. So, what are we going to do instead is we are going to do a Regex Expression. A Regex as it's like to be called.

Now as I said, the problem here is it gets a little technical and I hate to be technical. I hate to be really advance on the coding sign because that's not really user friendly. And I am a firm believer that you can take advantage of all of these great features within analytics as long as we keep it simple as possible.

So, what are we going to do here is I am going to enter the Bing, the first one and it will pop-up and to do the second one, I wanted to use the character the straight line character pointing straight up. This character is called the vertical bar, the pollen, the pipe -- has different names. But let's just call the vertical bar for the sake of arguing here.

And, I am on a MAC and you can find it above the box slash key, you get that vertical bar. And now, what I am going to do is I am going to enter the second Bing. Now, you are not going to get a pop-up on this but although capital B-i-n-g because I saw what it looked like. And that's really what I recommend you to do, is get all of your different components of the Regex and i you want to include, get the exact spelling including caps already proved done because when you go in and create a Regex, it's only going to show up the first one before the vertical bar. So, you need to know how to type them or copy paste them at that stage.

So, now when I do a preview on this, I'm going to get all of different Bing sources. In fact, let's take off that session so that we can see that we are actually getting BIng CPC traffic and Bing organic.

So, that's how you create an Regex Expression, an very simple Regex Expression so that you can include more than 1 option into your segment or your advance filter if that's where you wanted to use it.

Hope that is helpful and if you want more FREE Training on Google Analytics, head over to [www.WebAnalyticsMD.com](http://www.WebAnalyticsMD.com) and sign-up for some FREE Training there. We have different webinars going on all the time.

Until I see you again!

Don't do a thing in life or online unless you are measuring it.