How to Produce a Web Usage Report with Latitude-Longitude Values in Google Analytics

Addendum to: H. Veregin. (2015). Using maps in Web analytics to evaluate the impact of Web-based Extension programs. *Journal of Extension*, 53(3).
http://www.joe.org/joe/2015june/pdf/JOE_v53_3iw2.pdf

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This document shows how to use Google Analytics to create a web usage report that contains latitude-longitude values. The report can be imported into GIS software to make a map or perform analysis. It is assumed that the reader has a Google Analytics account that has been active long enough to collect a time-series of usage activity. In this document, the number of sessions is the usage metric, but other metrics could be used as well.
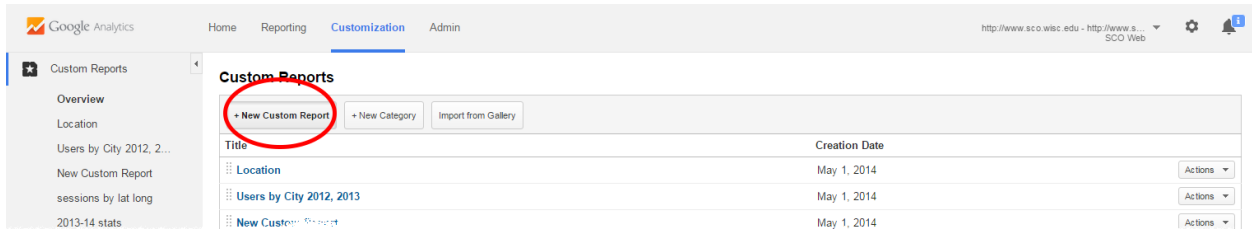
Step 1. Log in to your Google Analytics account.
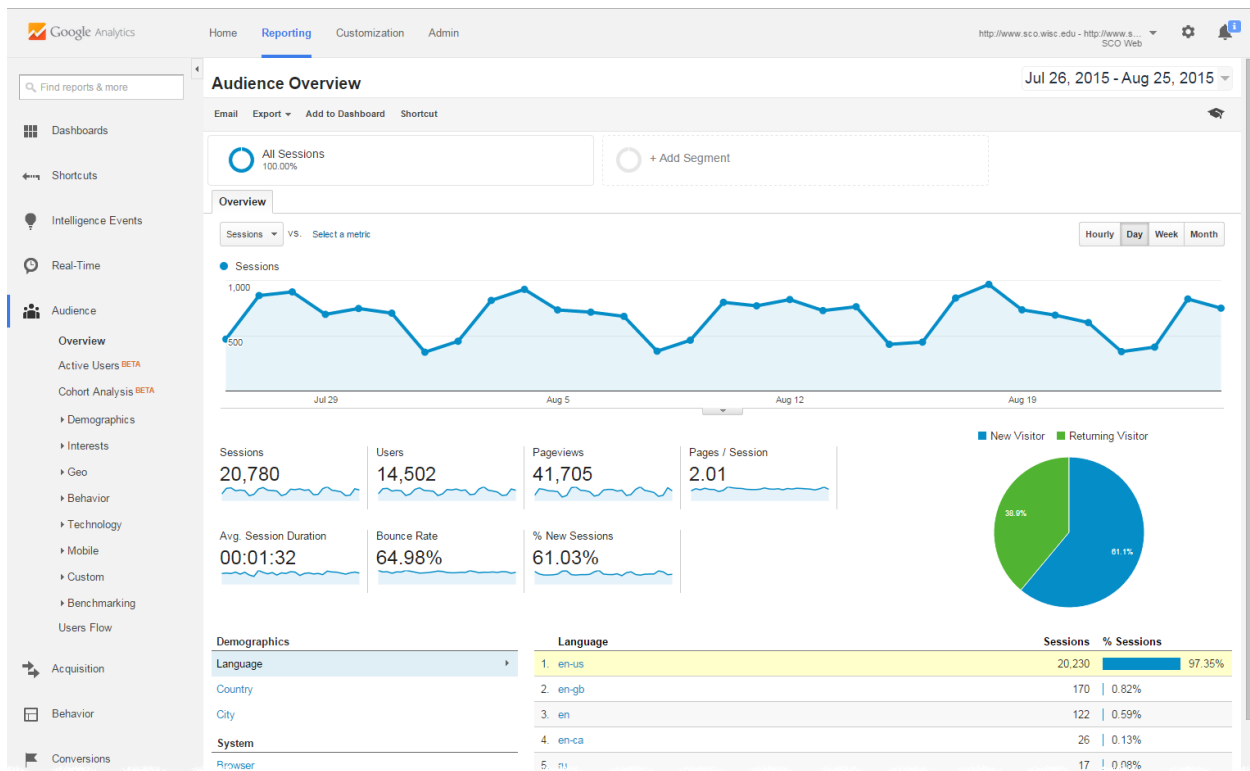
Step 2. Click on the *Customization* tab.
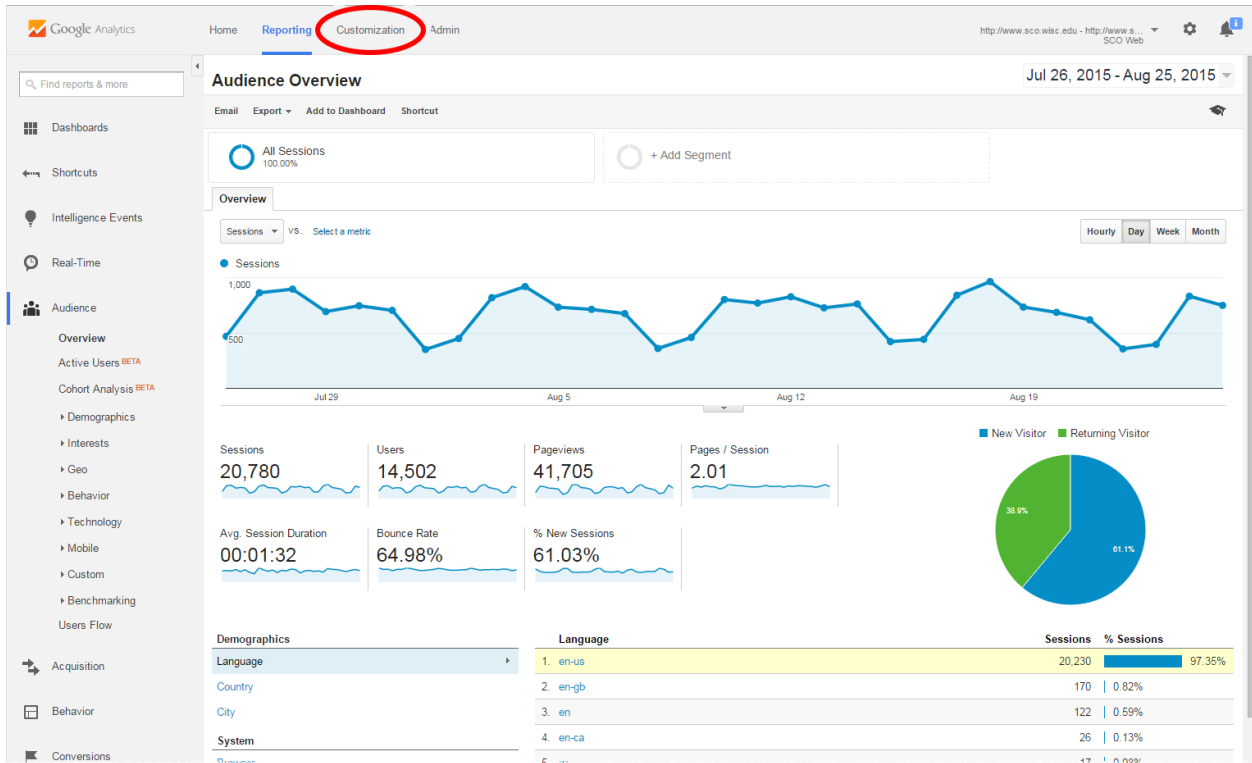
Step 3. Click the *+ New Custom Report* button.

Step 4. Create the report.

Give the report an appropriate title. (In this example, it is *lat long sessions*).

One report can have multiple tabs, so give the tab an appropriate name as well. (In this example the name is *Flat table of sessions by lat long*).

Choose *Flat Table* as *Type*.

For *Dimensions* add *Latitude* and then *Longitude*. These are both under *Users* when you click on the *+ add dimension* button (green).

For *Metrics* choose an appropriate website usage metric. In this example, *Sessions* is used. Sessions is under *Users* when you click on *+ add metric* button (blue).

No special *Filters* or *Views* were used in this example.

Save the report. (Click on *Save* button.)

Step 5. Adjust time period of analysis if needed.

Step 6. Adjust number of rows per page to the desired number. Only this number of rows will be exported at a time, so you may need to export your report in several pieces.

Step 7. Click on *Export* and choose appropriate file type.

Step 8. Open the resulting export file. The example below is an Excel file. This file can be edited as needed and imported into QGIS, ArcGIS, or other GIS software. Note that some anomalies may occur. In the example below, there are 3269 sessions with 0,0 as the lat-long (record 8). These are cases where the location could not be determined. Also remember that locations are not highly precise. They are city-level locations, not address-level.