An easy way to access key Web Stories performance metrics using Data Studio and Google Analytics.

WEB STORIES Insights

Overview   Story Level   Glossary

Default Data
Click to select your data

Jul 16, 2021 - Aug 5, 2021

1). Select GA profile from drop down 2). Review key metrics here 3). Tap on > above for per Story metrics

Overview

Avg. Completions

—— Story Starts   —— Story Completions

Total Stories **45** ↓ -2.2%	Story Starts **44,329** ↑ 40.6%
Total View Time (Hrs) **356:40:26** ↑ 29.4%	Story Completions **3,398** ↑ 57.3%
Avg. View Time **00:00:27** ↓ -13.8%	Completion rate **7.67%** ↑ 11.9%

% change is vs. the previous period
(7 days default)

Audience

Age: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Gender: 47.5% / 52.8% ● male ● female

Device: 94.5% ● mobile ● desktop ● tablet

Top Stories

	Story URL	Story Starts	Story Completions	Completion Rate	Avg. View Time	Total View Time
1.	/stories/finding-your-niche/	27,299	1,506	5.52%	00:00:28	197:57:22
2.	/stories/editing-web-stories-with-visual-s...	14,070	1,246	8.86%	00:00:23	84:32:55
3.	/stories/tips-web-stories-editor/	1,293	440	34.03%	00:01:36	29:43:34
4.	/stories/all-you-need-to-know-about-eve...	863	81	9.39%	00:00:45	09:41:38
5.	/stories/a-taste-of-new-york-pizza-history/	140	15	10.71%	00:04:34	07:09:42
6.	/stories/launching-your-dream-career/	78	11	14.1%	00:00:35	00:41:34
7.	/stories/a-guide-to-shaping-clay/	64	10	15.63%	00:02:24	02:24:28
8.	/stories/poster-and-cover/	54	9	16.67%	00:01:33	01:20:40
9.	/stories/creating-a-web-story-in-less-tha...	52	8	15.38%	00:03:30	02:20:34
10.	/stories/web-stories-sharing-on-social-m...	48	7	14.58%	00:01:09	00:55:56

1 – 10 / 45   < >

Traffic Channels

● Organic Search   ● Direct   ● Referral   ● Social
● (Other)

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*Traffic from Google Discover is classified as 'Organic Search'. You may refer to Search Console for a detailed breakdown of Google traffic.

Requirements.

Before you get started with using the Web Stories Insights dashboard in Data Studio, there are a few prerequisites to meet:

- **Set Up Google Analytics.** This dashboard uses data from Google Analytics for all reports. If you don't have an existing Google Analytics account, you can set one up for free. We recommend using Universal Analytics (GA3) for Web Stories tracking.

- **Track Your Web Stories.**
  - Many Web Story editing tools have settings or features to automatically do this configuration step for you. Please consult with them on how to configure your Stories via their tool
  - If you are not using a Web Story editing tool or need to manually edit your Story to track events, you'll need to tag your Stories with AMP Analytics triggers to measure your Stories in Google Analytics. We recommend using amp-story-auto-analytics, a simple component that automatically tracks all of the metrics needed to understand a Web Story's performance.

Example amp-auto-analytics tag

```
<script async custom-element="amp-story-auto-analytics"
src="https://cdn.ampproject.org/v0/amp-story-auto-analytics-0.1.js"></script>

<amp-story-auto-analytics
gtag-id="GOOGLE_ANALYTICS_ID"></amp-story-auto-analytics>
```

Refer to amp-story-auto-analytics section for config details

Getting Started

Step 1. Confirm Your Tracking Setup

To get started with the Web Stories Insights Data Studio dashboard, you'll first need to confirm that your Stories are being tracked in Google Analytics. There are two simple ways to do this:

- **New Account?** Visit the 'Realtime' report in Google Analytics while viewing one of your tracked Stories. You should see live data for the Story you viewed.

- **Existing Account?** Visit the 'Overview' report under 'Behavior > Events'. You should see the titles of your tracked Stories listed under 'Event Category' on the right.

If data is not appearing as expected, double check your tracking setup in the creation tool used, or your manual AMP Analytics tag setup.

Step 2. Import Your Data

Once you've confirmed your Stories are being tracked, you can visit goo.gle/web-Stories-insights to access the dashboard and import your data.

Data import is simple:

- Check that you're logged into a Google account with access to the Google Analytics account containing your Web Stories data.

- Use the 'Click to Select your Data' dropdown to select the Google Analytics account.

Once the account is selected, data will be imported automatically.
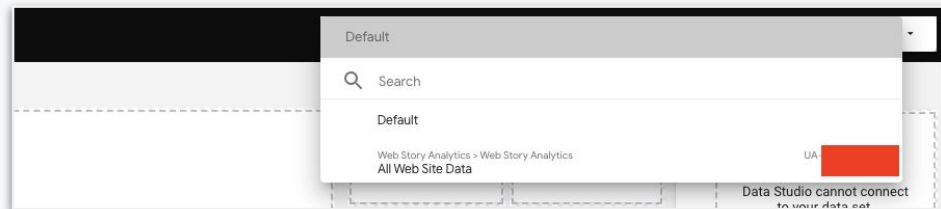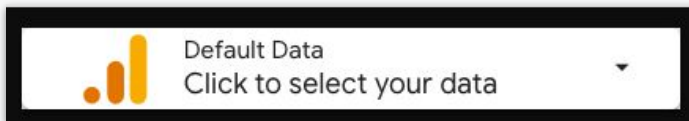
Step 3. Select your Filters

After importing your Web Stories data, the reports in the dashboard will populate. There are a few ways to adjust it:

Date Range[1]: By default, the date range selected is the last 7 days. You can adjust this using the date selector in the upper right corner.

Story Level Filter[2]: To see data for a single Story, navigate to the 'Story Level' tab (page 2 of the template)

Default Data
Click to select your data

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Story URL: /stories/finding-your-niche/   (1)
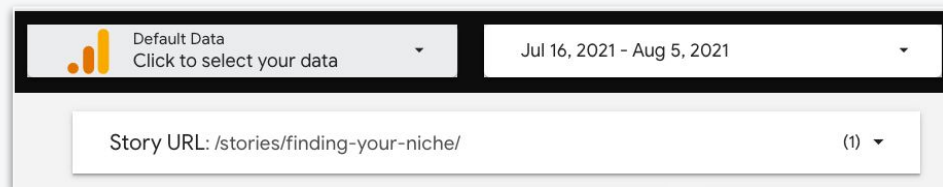
Reports

Overview

The Overview report includes a chart showing Story starts and completion rate over time, alongside key health metrics for all Stories in your Google Analytics account.

Metrics in the overview section are across all Stories published during the selected time period. You can navigate to the 'Story Level' section of the dashboard to view metrics for a specific Story, including a breakdown of views per Story page.

This reflects all traffic, not just Google traffic.

Total Stories	Story Starts
53	60,859
↑ 3.9%	↑ 893.6%

Total View Time (Hrs)	Story Completions
555:41:19	5,126
↑ 297.4%	↑ 222.8%

Avg. View Time	Completion rate
00:00:32	8.42%
↓ -65.2%	↓ -67.5%

% change is vs. the previous period
(7 days default)
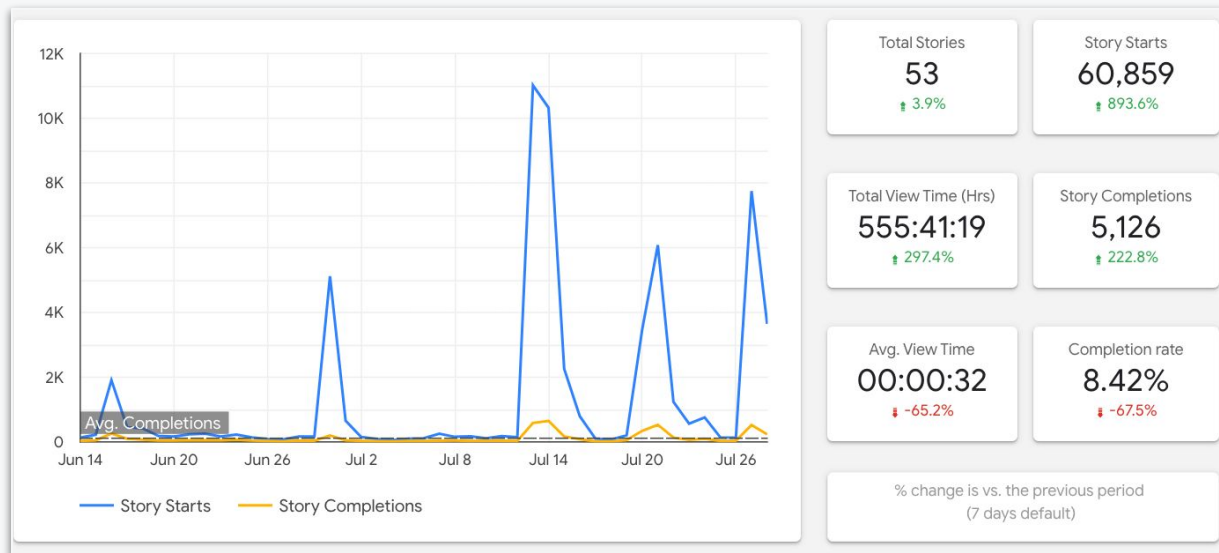
Audience

The Audience section of the dashboard provides basic demographic information for the audience viewing your Web Stories, including age, gender and device breakdowns.

This report is based on availability of these metrics in Google Analytics. In order to see Audience data, you need to enable Demographics and Interest Reports in your Google Analytics account.
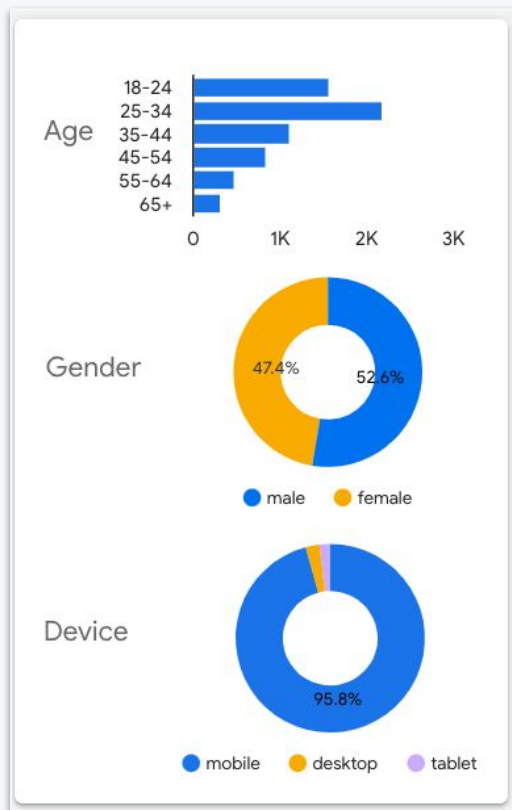
Top Stories

Your top performing Web Stories based on number of Story Starts (by default). You can also sort by Story Completion and View Time to see top Stories by those metrics.

	Story URL	Story Starts ▾	Story Completions	Completion Rate	Avg. View Time	Total View Time
1.	/stories/a-perfect-cold-brew-coffee	19,604	1,007	5.14%	00:00:26	133:21:28
2.	/stories/top-10-things-to-do-in-nyc/	2,423	200	8.25%	00:00:23	14:19:18
3.	/stories/how-to-use-web-stories/	418	151	36.12%	00:01:44	10:29:08
4.	/stories/launch-your-dream-career-2021/	62	7	11.29%	00:00:35	00:32:16
5.	/stories/a-taste-of-new-york-pizza-history/	28	1	3.57%	00:00:36	00:15:50
6.	/stories/web-stories-sharing-on-social-m...	28	4	14.29%	00:00:50	00:23:24
7.	/stories/intro-to-web-stories/	24	2	8.33%	00:09:42	01:17:40
8.	/stories/create-web-stories-in-5-minutess/	16	6	37.5%	00:09:40	01:36:42
9.	/stories/top-20-summer-outfits/	12	2	16.67%	00:00:29	00:05:52

Traffic Channels

An overview of the traffic your Stories received from [different channels](#) (Social, Referral, Organic Search, Direct, etc.). Please refer to the [Glossary](#) for description of each channel source.

You can also [configure custom channels](#) in GA and they will automatically appear in this chart.

Direct traffic may also include Discover data. Please refer to [Search Console](#) for a detailed breakdown of Google traffic.
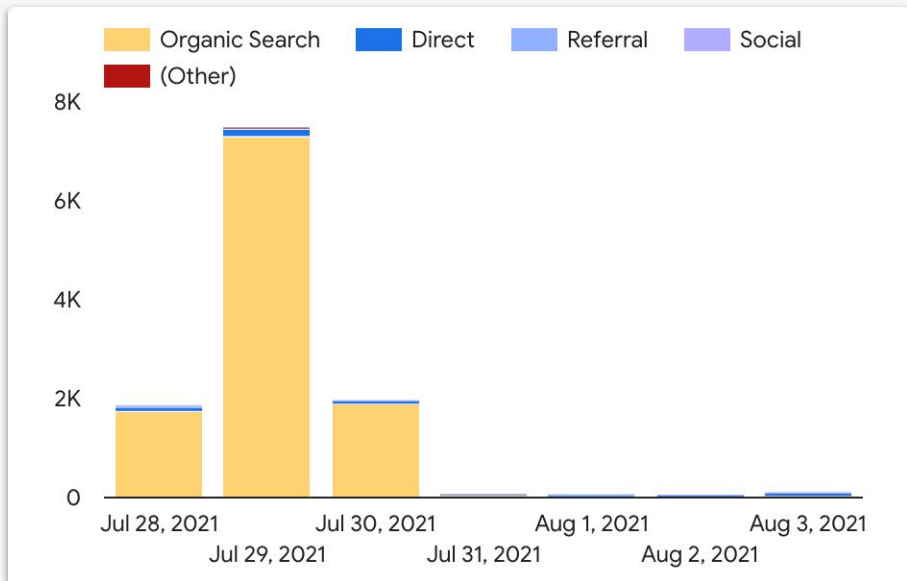
Glossary & FAQs

Metric Definitions

- **Total Stories:** The number of Stories you published during the selected time period.

- **Story Starts:** How many times your Stories have been read.

- **Total / Avg. View Time:** How long users spent reading your Stories.

- **Story Completions:** How many users reached the last page of your Stories.

- **Completion Rate:** Story Starts over Story Completions, across all Stories.

- **Views by Page***: Story views for each page of your Story. Note that these are not unique views; readers that navigate to a particular Story page multiple times will trigger multiple views for that page

- **Avg. Depth:** How far a user gets into a Story, on average. For example, an Avg. Depth of '4.0' means on average users reach the 4th page of the Story.

- **Default channel definitions:** The default system channel definitions reflect Analytics' current view of what constitutes each channel. More details here.
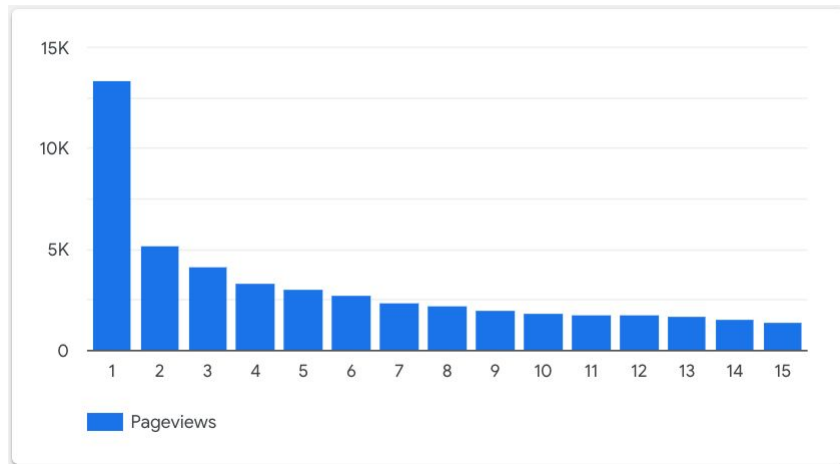
*Example of **Views per Story Page** breakdown for an individual Story.

FAQs

- **I don't see any data when I visit the dashboard, and no analytics accounts appear in the dropdown list.**

- By default, the dashboard will appear empty* as you will only be able to see data from Google Analytics accounts you have access to. If no accounts appear when clicking the data selector dropdown, check that you are logged into the right Google account in the upper right corner of Data Studio.

- **Why isn't my most recently published Web Story appearing in the dashboard?**

- In order for your Story to appear in the dashboard, it must be tracked in the Google Analytics account you selected and it must have received traffic. Double check the Google Analytics account ID you used to track your Story and ensure there are no typos. You can also test traffic by visiting your Story and viewing the realtime report in GA.

- **How can I share my dashboard with others?**

- You can share data access with others by granting read & analyze access** to the Google Analytics account you're using to track your Web Stories.

- **Can I add custom metrics to the dashboard?**

- If you're comfortable with Data Studio, you can make a copy of the dashboard template and add adjustments according to your analytics needs. Note that any future updates to the dashboard from the Google team will not reflect in the copied version.
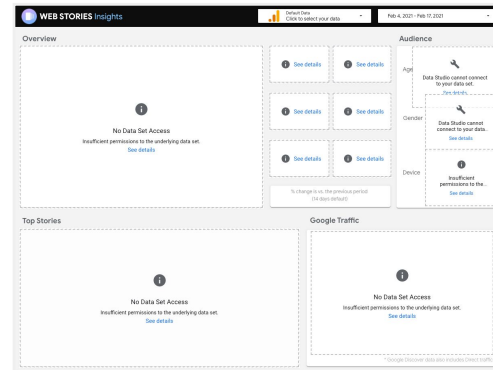
*Upon visiting the dashboard for the first time, you will see a 'No Data Set Access' message.
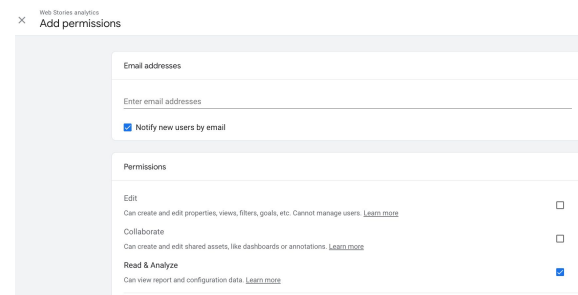
** Grant 'Read & Analyze' access in GA to allow others to import data via the dashboard's drop down menu.

amp-story-auto-analytics

Automatically generates analytics configs for Stories

The **amp-story-auto-analytics** component configures amp-analytics on a Story with useful analytics events for a Google Analytics gtag.

To configure tracking:

- Add the amp-story-auto-analytics code to the Story you would like to track

Setup Analytics

GA Tracking ID

Facebook App ID

Twitter App ID

Fb Pixel

Custom Analytics ⊘

```
<script async custom-element="amp-story-auto-analytics"
src="https://cdn.ampproject.org/v0/amp-story-auto-analytics-0.1.js"></script>

<amp-story-auto-analytics gtag-id="UA-123456789-0"></amp-story-auto-analytics>
```

ⓘ Heads up! Adding a wrong configuration can make your Web Story invalid. Please proceed with caution.

VALIDATE

```
<script async custom-element="amp-story-auto-analytics"
src="https://cdn.ampproject.org/v0/amp-story-auto-analytics-0.1.js"></script>

<amp-story-auto-analytics gtag-id="GOOGLE_ANALYTICS_ID"></amp-story-auto-analytics>
```

Tracking Setup Examples
Web Stories for WordPress

Web Stories for WordPress appends a default AMP Analytics configuration to your Stories, which is compatible with the Web Stories Insights dashboard in Data Studio.

To configure tracking:

- Navigate to the 'Settings' section of the plugin

- In the Google Analytics section, add the Universal Analytics (UA) ID associated with your account. You can find this via the Admin section of Google Analytics under 'Property > Tracking Info > Tracking Code'.

- Click 'Save'

Tracking Setup Examples
MakeStories

You can track all Web Stories created with MakeStories by adding your GA Tracking ID in the General Settings section. Optionally, you may also add a custom AMP Analytics configuration via the 'Custom Analytics' section.

To set up tracking:

- Navigate to the 'General Settings' section

- Click 'Analytics' or scroll down to reach the Analytics settings

- Add your Google Analytics UA Tracking ID. You can find this via the Admin section of Google Analytics under 'Property > Tracking Info > Tracking Code'.