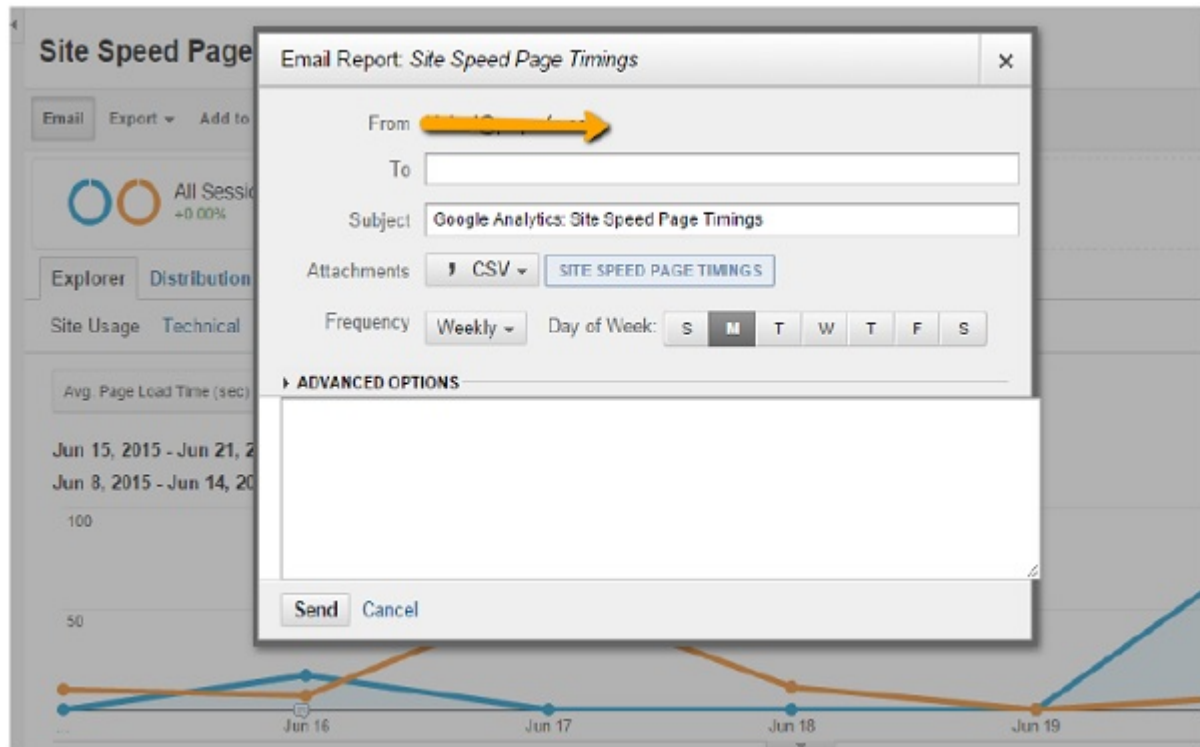


AUTOMATED REPORTING & ANNOTATION

http://www.tutorialspoint.com/web_analytics/automated_reporting_and_annotation.htm

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In Google analytics, we can set an automated reporting. If we want on every Monday a report having the top 10 landing pages of the website, then in the email section, we can set a report that is automatically sent to users.



Annotation

With the help of annotations, we can find what tasks have been done at which date. We can annotate the update in Google Analytics. Let us suppose Google search update arrived on 21 March, then we can annotate 21 March as Google update. Annotation helps us find the impact of the change.