



Filters Implementation Guide

Filters are a powerful way to alter the data in a Google Analytics profile to improve its usefulness. Filters can be set up to exclude visits from particular IP addresses, to report only on a subdomain or directory, or to take dynamic page URLs and convert them into readable text strings. There are two main types of filters in Google Analytics:

- predefined filters
- custom filters

There are three predefined filters that automate some of the steps for some of the more common filtering tasks. They are:

- Exclude all traffic from a domain: use this filter to exclude traffic from a specific domain, such as an ISP or company network.
- Exclude all traffic from an IP address: this filter works to exclude clicks from certain sources. You can enter a single IP address, or a range of addresses
- Include only traffic to a subdirectory: use this filter if you want a profile to report only on a particular subdirectory (such as `www.example.com/motorcycles`)

Custom filters have a more complex set-up but can be quite powerful. For example using a search and replace filter you could take dynamic page URLs and convert them into readable text strings. As there are so many different uses of filters this guide will demonstrate how to set up two filters that almost every site tracked by Google Analytics can make use of.

1. Exclude Internal Traffic - A Predefined Filter example

If you want to exclude internal traffic from appearing in your reports, you can filter out a specific IP address or a range of IP addresses.

To exclude by IP address:

- Click **Filter Manager** from the Analytics Settings page
- Enter a **Filter Name** for this filter
- From the **Filter Type** drop-down list, select **Exclude all traffic from an IP address**
- The **IP address** field will auto-populate with an example IP address. Enter the correct value. You will need to use regular expressions when entering any IP address. For example, if the IP address to filter is:

176.168.1.1

then the **IP address** value will be:

176\.168\.1\.1

The dots `.` are special characters in regular expressions so need to be escaped. That is they need to be treated as a normal character and not a special character. You can find an explanation of regular expressions and a full list of how they can be used in Google Analytics at:

<http://www.google.com/support/analytics/bin/answer.py?answer=55582&topic=11037>

Enter Filter Information

Filter Name:

Filter Type:

Regular Expression for the IP addresses (e.g. 63\.212\.171\.*)
[What kind of special characters can I use?](#)

If you wish to exclude a range of IP addresses our tool can generate the text you need to enter including any regular expressions. This tool can be found at:
<http://www.google.com/support/googleanalytics/bin/answer.py?answer=55572>

- Select the profiles to which this filter should be applied in the Available Website Profiles box
- Click Add to move the selected profiles into the Selected Website Profiles list
- Click Finish to save this filter, or Cancel to return to the previous page

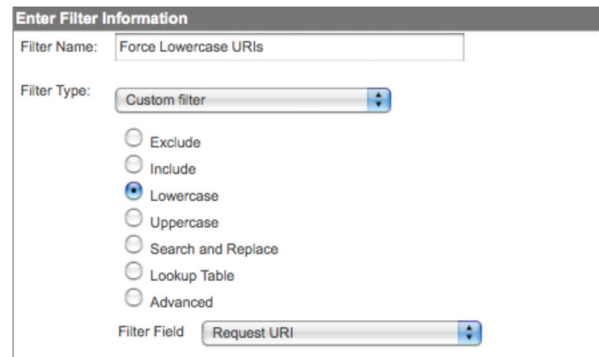
2. Eliminate Duplicate Data - A Custom Filter Example

Many sites have duplicate data, and the usual cause of this is mixed case URLs. Google Analytics is case sensitive, so it captures the data exactly as it appears in the location bar of the browser. Therefore, if a mixed case URL is in the browser, it will be captured and displayed as mixed case within your Google Analytics reports.

It's very easy to have two URLs that have the same functional meaning but appear as two line items in Analytics because they have a different case. Here's an example:

`/example/index.php?year=2007&keyword=big` `/Example/index.php?year=2007&keyword=Big`

Both URLs probably lead to the same landing page, but they just appear different because of the case. We want to force both URLs to have the same case and thus make them appear as a single line item in your reports. This can be done by creating a lowercase or uppercase filter. Using either one will give you the same result.



The screenshot shows the 'Enter Filter Information' dialog box. The 'Filter Name' field is 'Force Lowercase URIs'. The 'Filter Type' dropdown is 'Custom filter'. Under 'Filter Type', the 'Lowercase' radio button is selected. The 'Filter Field' dropdown is 'Request URI'.

The filter below will force the Request URI to lowercase:

- Filter Name: Force URI case to lower
- Filter Type: Custom filter
- (select "Lowercase")
- Filter Field: Request URI

So for the above example both URLs would now appear in the top content report aggregated together as `/example/index.php?year=2007&keyword=big`.

Best Practices

Previously filters in Google Analytics were often used to segment customers. For example if you wanted to see all AdWords visitors from Italy you would create a new profile and filter this profile to show just Italian AdWords visitors. It is now much easier to use advanced segments to achieve this. If you want to see your visitors in different segments we would recommend trying to obtain this information using advanced segments. To learn more about advanced segments visit: <http://www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=108039>

Filters are applied to all your future data automatically when you create them and any data they change cannot be reprocessed. As a result its a good idea to always keep one profile that does not have any filters applied. Also when you create a new filter its a good idea to use a test filter first before you apply it to your live profile.

