

RegExp - Anchors

^	Start of line
\$	End of line

RegExp | Character Classes

\s	White space character
\S	Non-white space character
\d	Digit character
\D	Non-digit character
\w	Word
\W	Non-word (e.g. punctuation, spaces)

RegExp | Meta Char (must be esc.)

^	[]
\$	()
.	{	}
*	+	?
\		-

RegExp | GA Filter group accessors

\$Ax	Access group x in field A (e.g. \$A1)
\$Bx	Access group x in field B (e.g. \$B1)

GUA | URL Collect Parameters - Main Parameters

a	Random number used to link Google Analytics to AdSense (currently not working)	#
cid	Client ID number	*
de	Document Encoding type	
dl	The Document Location	
dt	Document Title	
fl	Flash version	
je	Java Enabled? (1=yes, 0=no)	
ni	Non-Interaction hit type (set as true or '1' in code. Shows as 1 or 0 in parameters)	

GUA | URL Collect Parameters - Main Parameters (cont)

_s	hit Sequence - increments each time an event (inc pageview)	
sd	Screen Depth	
sr	Screen Resolution	
t	the Type of tracking call this is (e.g. pageview, event)	*
tid	Tracking ID (your UA number)	*
_u	Verification code generated by GA analytics.js	+
ul	User Language code	
_v	SDK Version number	
v	protocol Version	*
vp	View Port size (browser window visible area)	
z	cache buster	

equivalent of the classic analytics utmhid parameter
 * must be present on EVERY call to be accepted by GA servers.
 + see <http://stackoverflow.com/questions/26849042/u-parameter-in-universal-google-analytics-collect-hits-for-full-explanation>

RegExp - Quantifiers

*	Zero or more (greedy)
*?	Zero or more (lazy)
+	One or more (greedy)
++?	One or more (lazy)
?	Zero or one (greedy)
??	Zero or one (lazy)
{X}	Exactly X (e.g. 3)
{X,}	X or more, (e.g. 3)
{X, Y}	Between X and Y (e.g. 3 and 5) (lazy)

GUA - Override Parameters

dh	Document Host name override
dp	Document Path - used when overriding the standard page name
ua	User Agent override
uip	User IP override
cd	sScreen name - mainly used in app tracking
linkid	Link ID of a clicked DOM element

GUA - Events Parameters

ea	Event Action
ec	Event Category
el	Event Category
ev	Event Value

You will only see any of these when t (type) = event

GUA - Custom Parameters

cd1...cdN	Custom Dimension value with index number (free=1 to 20, premium=1 to 200)
cm1...cmN	Custom Metric value with index number (free=1 to 20, premium=1 to 200)
cg1...cgN	Content Grouping value with index number (1 to 5)

GUA - Campaign Variable Parameters

cn	Campaign Name
cs	Campaign Source
cm	Campaign Medium
ck	Campaign Keyword
cc	Campaign Content
ci	Campaign Id
gclid	Google adwords ID

GUA - Campaign Variable Parameters (cont)

dclid google Display ads ID

To register any campaign variables (c*) you MUST populate Campaign Source AND Campaign Medium as a minimum.

GUA - Timing Parameters

utc User Timing Category (not universal coordinated time)

utv User Timing Variable name

utt User Timing Time

utl User Timing Label

plt Page Load Time

dns DNS time

pdtd Page Download Time

rrt Redirect Response Time

tcp TCP connect time

srt Server Response Time

exd EXception Description

exf is EXception Fatal?

RegExp | Ranges and Groups

. Any character

(a|b) a or b (case sensitive)

(...) Group, e.g. (keyword)

(?:...) Passive group, e.g. (?:keyword)

[abc] Range (a or b or c)

[^abc] Negative range (not a or b or c)

[A-Z] Uppercase letter between A and Z

[a-z] Lowercase letter between a and z

[0-7] Digit between 0 and 7

RegExp | Sample Patterns

^/directory/(.*)

Any page URLs starting with /directory/ (**brand\s*?term**)

Brand term with or without whitespace between words

brand\s+[cf]

Key phrases beginning with 'brand' and the second word not starting with c or f

\.aspx\$

URLs ending in '.aspx'

ORDER\d{6}

"ORDER-" followed by a six digit ID

(?:\?|&)utm=([\^&\$]+)

Value of 'utm' querystring parameter

Note: Sample Patterns Text - Description

GUA - eCommerce Parameters

cu CUurrency that the transaction takes place in

in Item Name

ic Item Code (sku)

ip Item Price (per unit)

iq Item Quantity

iv Item Variation (normally category)

ta Transaction Affiliation

ti Transaction Identification number

tr Transaction Revenue value

ts Transaction Shipping value

tt Transaction Tax value

You will only see these when t (Type) = transaction or item.

GUA - App Tracking Parameters

aid Application ID

aiid Application Installer ID

an Application Name

av Application Version

ht HiT sequence number

GUA - Other Parameters

aip Anonymize IP (see note below)

jid JoinID (binding your GA cookie to DoubleClick cookie)

qt Queue Time (for collecting offline data)

sc Session Control

uid User ID (known uid as opposed to cid)

aip: The value of this parameter can be absolutely anything to cause the IP to be anonymized. This includes a blank value. \$aip=, \$aip=0, &aip=1 will all cause anonymity.

GUA - Google Experiments Parameters

xid Experiment ID

xvar Experiment VARIant

GUA - Social Tracking Parameters

sn Social Network

sa Social Action

st Social action Target (normally a url)



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Page 2 of 2.

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