

## How to Add an "Advanced Segment" to Exclude Spam Traffic

For more information: www.tomahawk.co.nz/the-buzz/good-bots-bad-bots-and-ghost-spam

1. Login to Google Analytics and go to your Referrals (under *Acquisition > All Traffic* on the lefthand side). You'll need this list to refer to when creating your segment in step 5.



2. Above your graph, click on "Add Segment" and then the red button that says "+ New Segment".

Referral Traffic	
Customize Email Export - Add to Dashboard Shortcut	
All Sessions	+ Add Segment
Explorer	
Summary Site Usage Ecommerce	
Sessions VS. Select a metric	
40 20	
Apr 29	May 6

3. Call your segment "Exclude Spam Bots".

(Or whatever you want. "Die Spiders Die" might be a little aggressive.)

4. Click on "Conditions", then set the filter to *Exclude* and *Source* as shown:

Exclude Spam Bots	Save Cancel Preview	
Demographics	Conditions	
Technology	Segment your users and/or their sessions of ding to single	or multi-session conditions.
Behavior	Filter Sessions - Exclude	(
Date of First Session	Source 👻 contains 👻	- OR AND
Traffic Sources		
dvanced	+ Add Filter	
Conditions		
Sequences		

5. Add all the spam website addresses, as found in your Referrals table. Click "OR" to add a new one.

Demographics	Conditions	
Technology	Segment your users and/or their sessions according to single or multi	-session conditions.
Behavior	Filter Sessions - Exclude -	G
Date of First Session	Source + contains + free-share-buttons.com	- OR AND
Traffic Sources	OR	
	Source 👻 contains 👻 free-social-buttons.com	- OR AND
Advanced	OR	
Conditions	Source 👻 contains 👻 event-tracking.com	- OR AND
	OR	
Sequences	Source 👻 contains 💌 best-seo-offer.com	- OR AND

- 6. Click the blue button "Save".
- 7. Take a look at your Referrals list and your spam traffic should have disappeared. If not, you can go back and add more to your Advanced Segment by clicking the downwards arrow button:



8. With your "Exclude Spam Bots" on, you can now look at all your analytics data without these sources skewing results. Remember to add it each time you log back in, as the default view is All Traffic.

Remember to keep checking for new spam sources – there's new ones appearing all the time. Luckily you can add as many as you like to the Advanced Segment.

New further help? Email us at marketing@tomahawk.co.nz