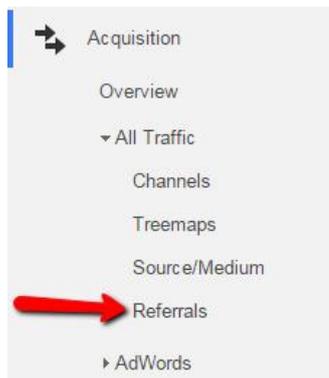**How to Add an "Advanced Segment" to Exclude Spam Traffic**

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 left-hand side). You'll need this list to refer to when creating your segment in step 5.
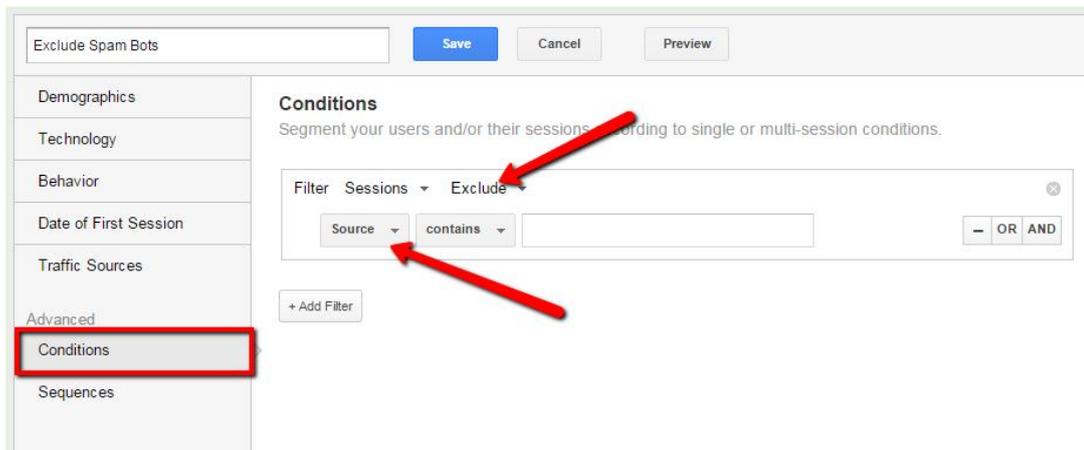

2. Above your graph, click on "Add Segment" and then the red button that says "+ New Segment".
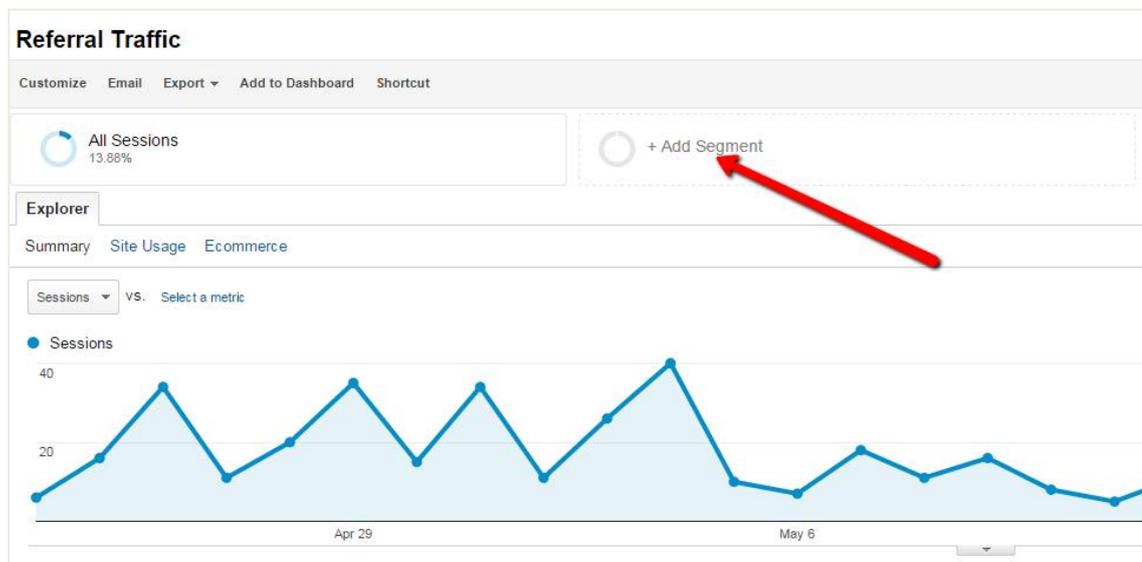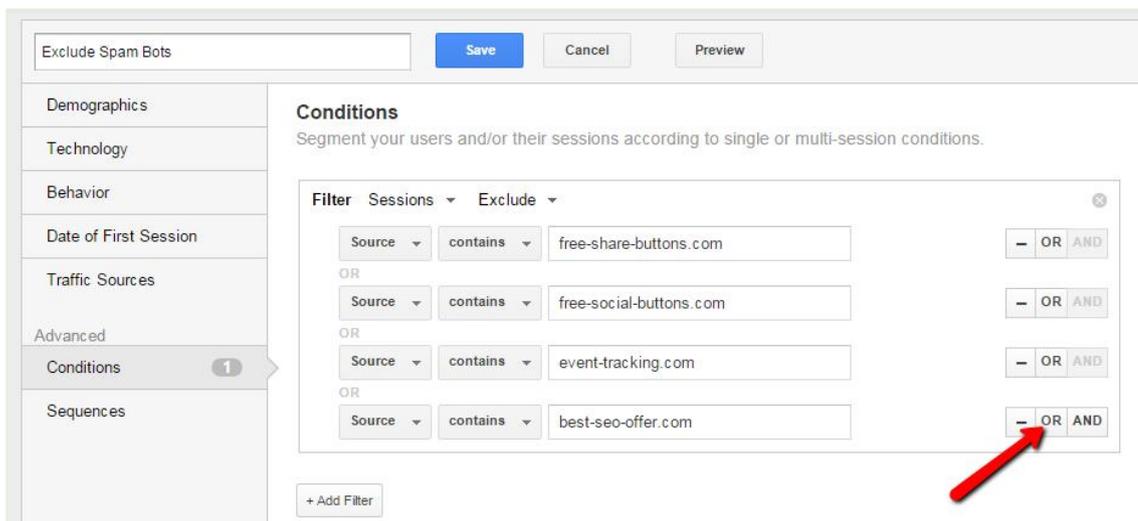

3. Call your segment "Exclude Spam Bots".

(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:

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

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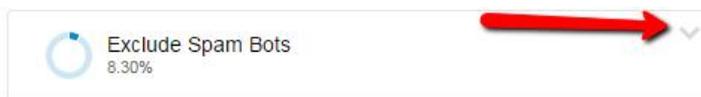
8. With your "Exclude Spam Bots" on, you can now look at all your analytics data without these sources skewing results. Remember to add it each time you log back in, as the default view is All Traffic.

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