Cheatography

Google Analytics Regular Expressions Cheat Sheet
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Anchors

^	Start of line
$	End of line

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)

Metacharacters (must be escaped)

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

GA Filter group accessors

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

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)

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

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

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