

SYNTAX	MEANING	EXAMPLE	MATCH	DOES NOT MATCH
WILDCARDS				
.	Any character	metr.cs	metrics	metrcs
*	Zero or more of previous item	goo*gle	gogle, gooououoogle	goggle
.*	Matches everything	web.*certificate	web analyst certificate	
	Or	web analyst	web, website, analyst	analytics
?	Zero or one times of previous item	web?2	we2, web2	webb2
+	One or more times of previous item	web+2	web2, webb2	we2
ANCHORS				
^	Begins with	^web analyst	web analyst	online web analyst
\$	Ends with	web analyst\$	online web analyst	web analyst skills
GROUPING				
[abc]	Range (a, b or c)	analy[zs]e	analyze, analyse	analyxe
[a-z]	Range (a to z)	goog[1-3]	goog1, goog2, goog3	goog4
{a}	Exactly a times	z{3}	zzz	z, zz
{a,z}	From a to z times	z{1-3}	z, zz, zzz	zzzz
{a,}	At least a times	go{2,}gle	google, gooogole	ggle, gogle
()	Group	^(goog web)[0-9]+	goog1, web2	gooog2
OTHER CHARACTERS				
\	Escape (meta-characters)			
\d	Digit character			
\D	Non-digit character			
\s	White space			
\S	Non-white space			
\w	Word			
\W	Non-word (e.g. punctuation)			

Google Analytics Regular Expressions Cheat Sheet