

Website Metrics

An Overview featuring
Google Analytics

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Core Categories

- Visits
 - All Sources, All Visitors, Multiple Pageviews
- Pageviews
 - How many pages were served
- Most Requested Content
 - Top 5 pages

Noteworthy Categories

- Unique Visitors
 - True usage / reach
- Traffic Source
 - Search Engine, Referrals, Direct, Networks
- Demographics
 - Location, Language

Noteworthy Categories

- Browser Usage
 - IE, Firefox, Safari, Chrome
- Mobile Usage
 - How many, Device

Metric Tools

- Webtrends
- Google Analytics
- AWStats
- Hit Counter
 - (no way!)

Google Analytics

- Overview: A free tool that gives a snapshot of how your website is used and by who
 - Content
 - Audience
 - Traffic Sources

Google Analytics - Content

- Pageviews: Number of pages viewed
- Unique Pageviews: Number of pages viewed by individual computers/users
- Time on Page: Time spent on page

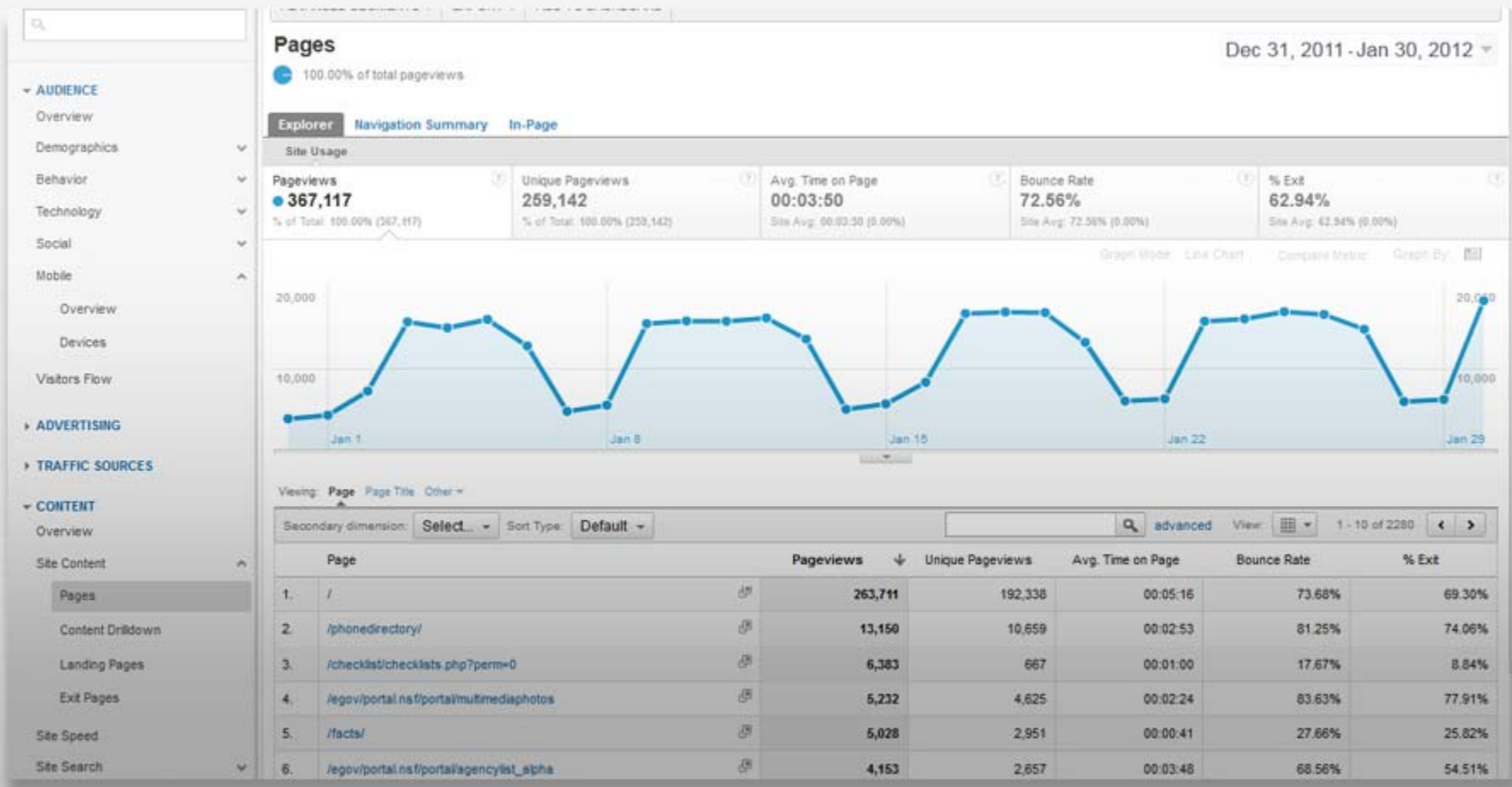
Google Analytics - Content

- Top Pages
- Site Speed
- Site Search
- Events
- AdSense
- In-Page Analytics

Google Analytics - Content



Google Analytics – Pages



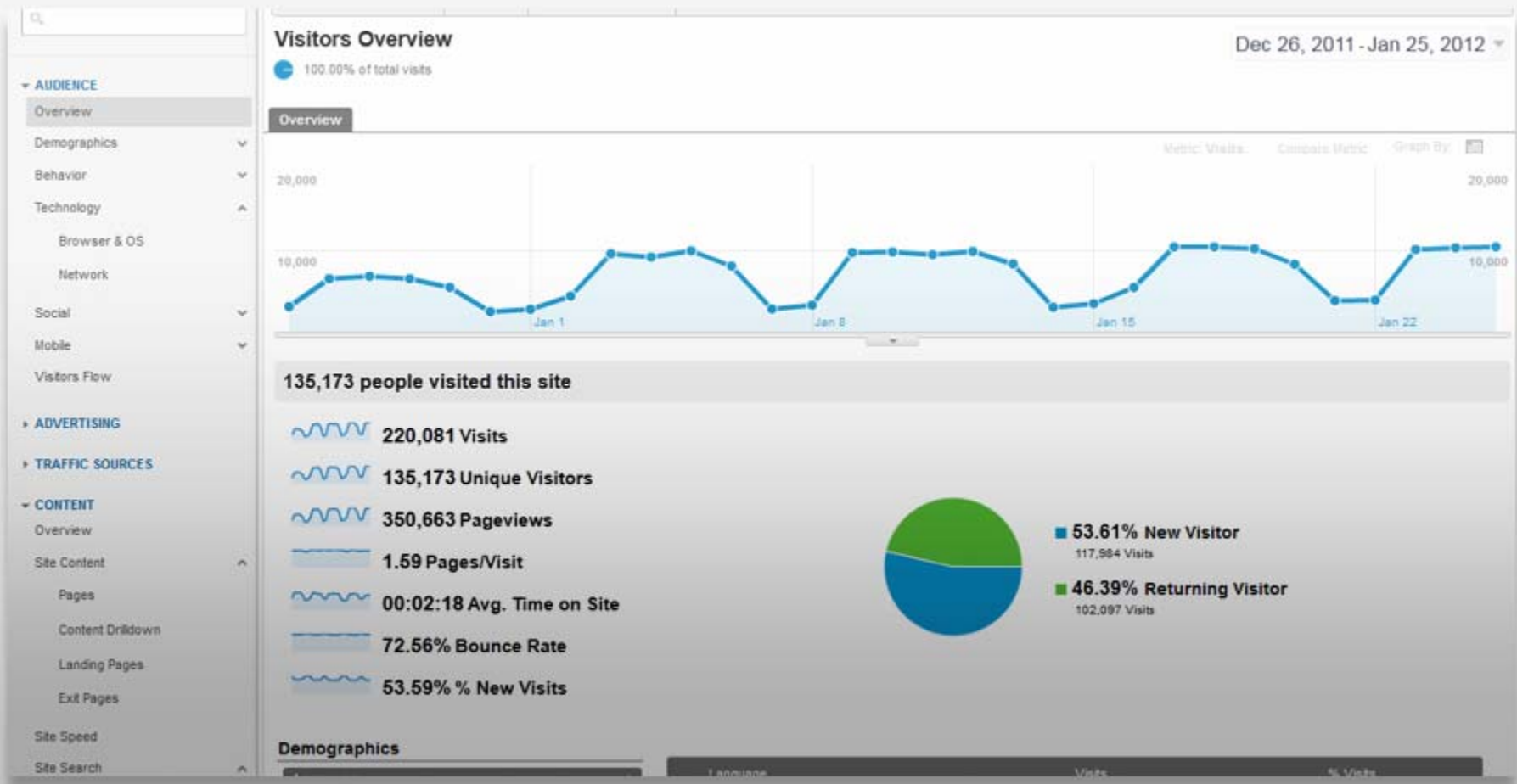
Google Analytics - Audience

- Visits: All new returning & visitors
- Unique Visitors: connection from same computer
 - can have multiple pageviews per visit
- Pageviews: total number of pages viewed

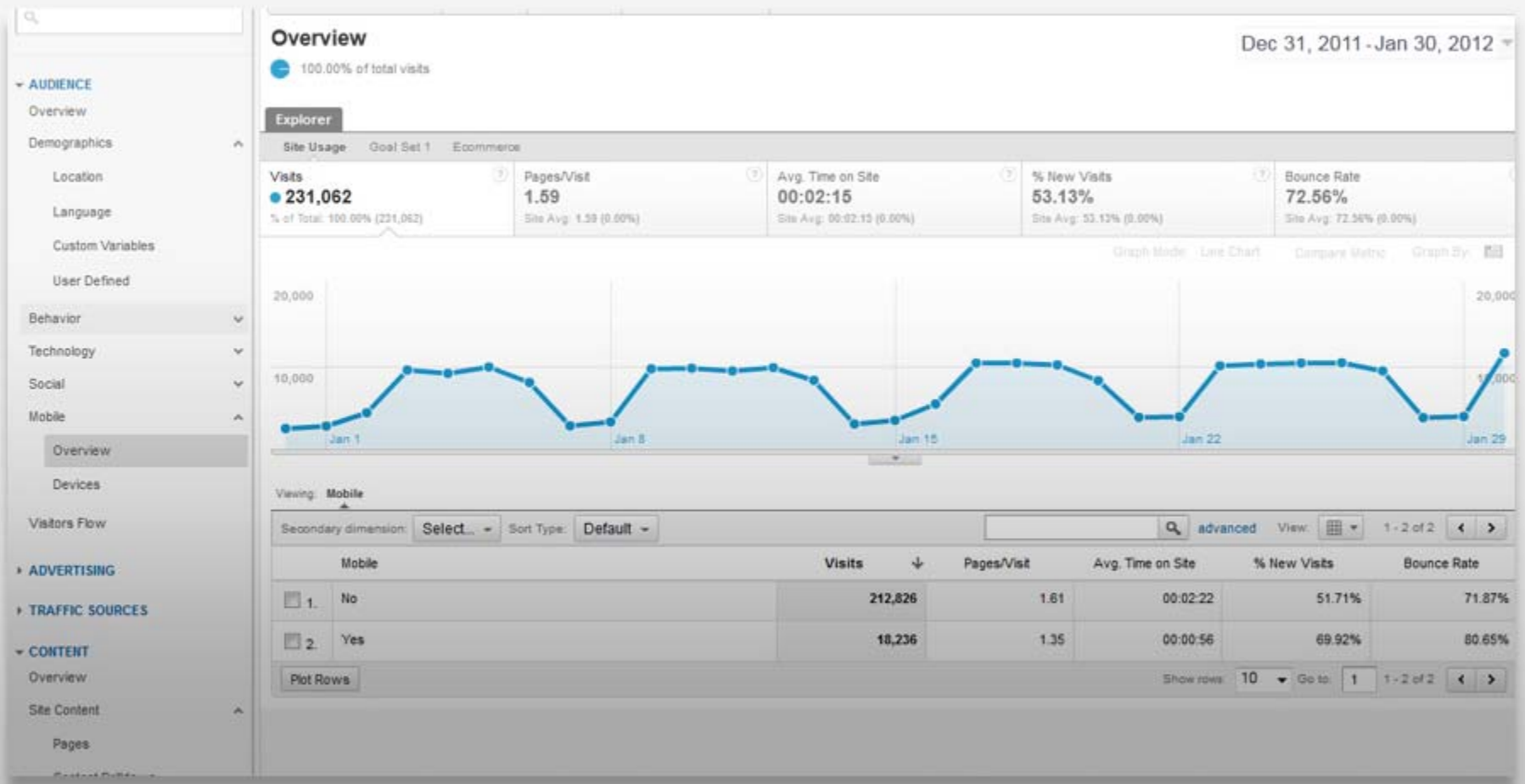
Google Analytics - Audience

- Demographics
 - Location, Language, Custom
- Technology
 - Browser & OS, Network
- Mobile
 - Number visits, Devices

Google Analytics - Audience



Google Analytics - Mobile



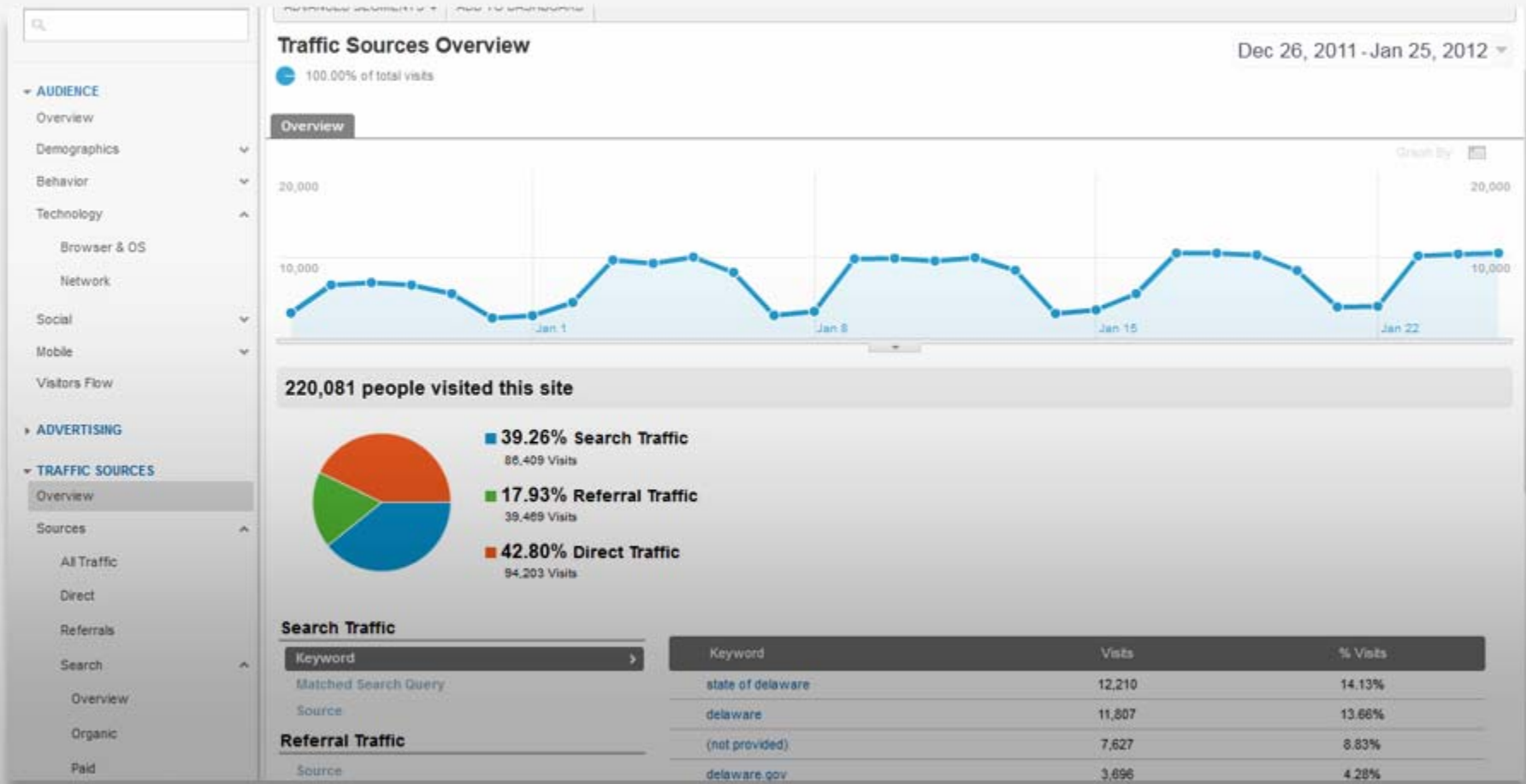
Google Analytics - Traffic

- Search: came from a search engine
 - google, yahoo, bing
- Referral followed a link
- Direct: typed address into browser

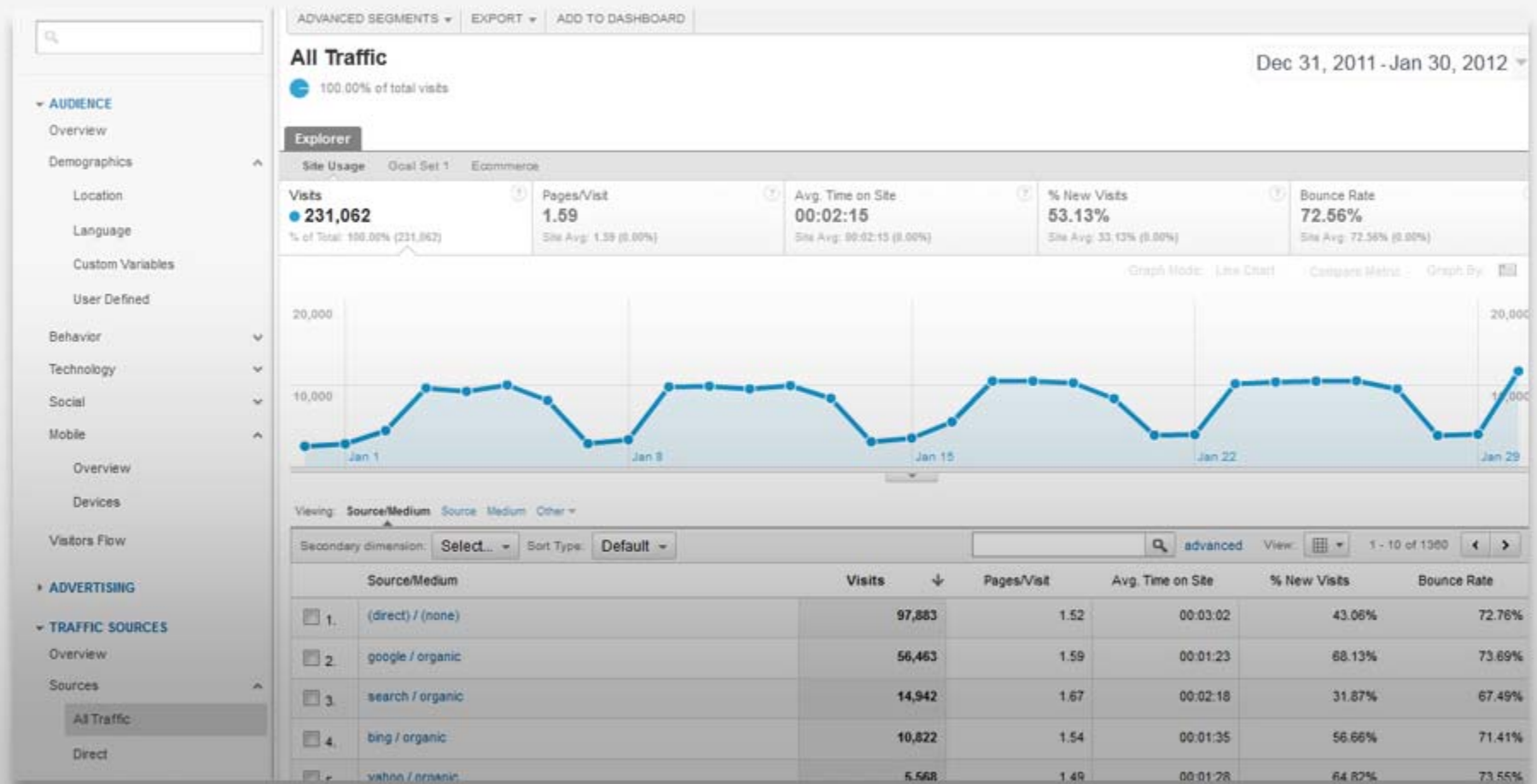
Google Analytics - Traffic

- Sources
 - All Traffic, Direct, Referrals, Search (organic or paid), Campaigns
- Search Engine Optimization
 - Queries, Landing Pages, Geographical Summary (advanced topic)

Google Analytics - Traffic



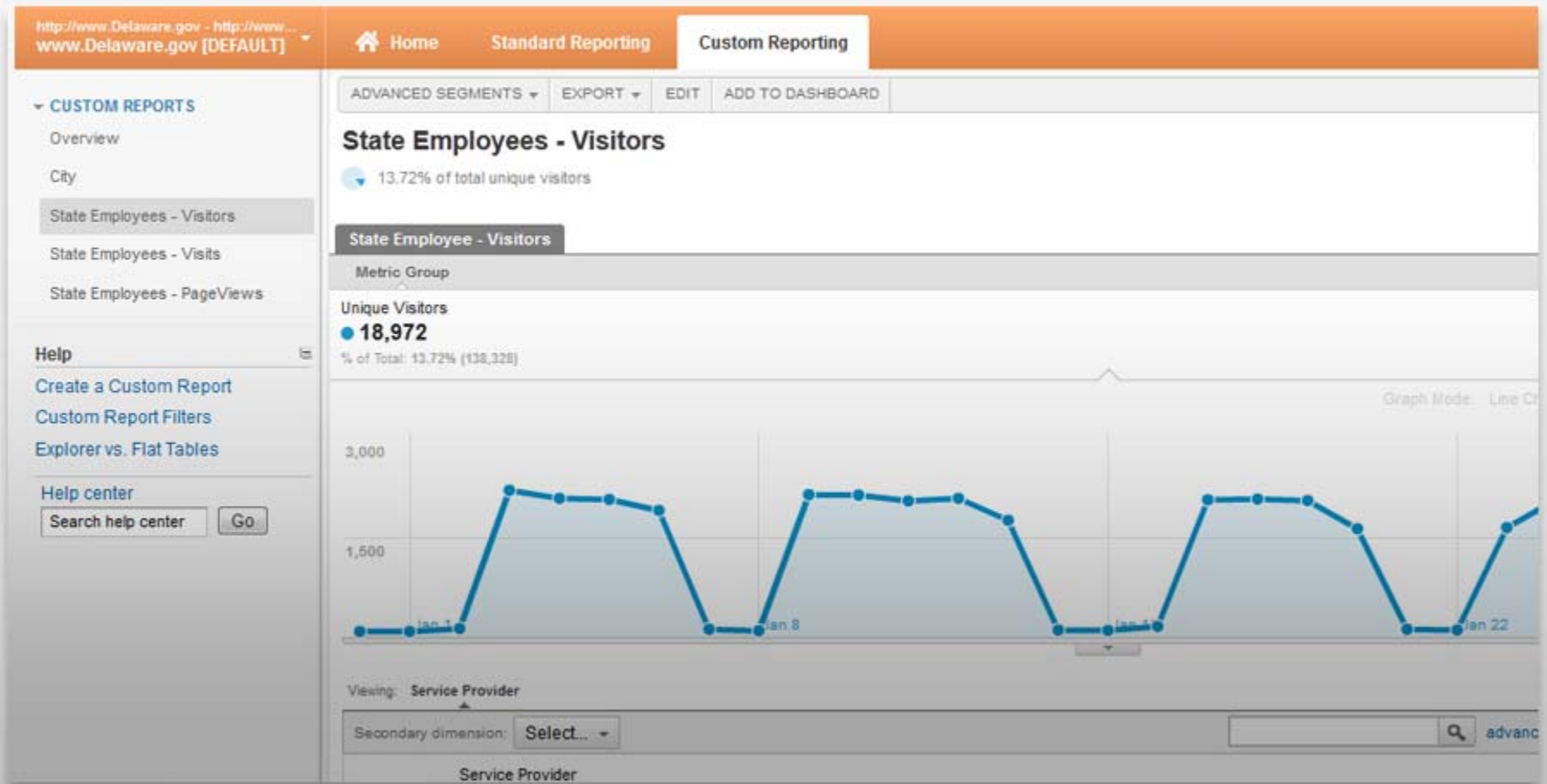
Google Analytics – Sources



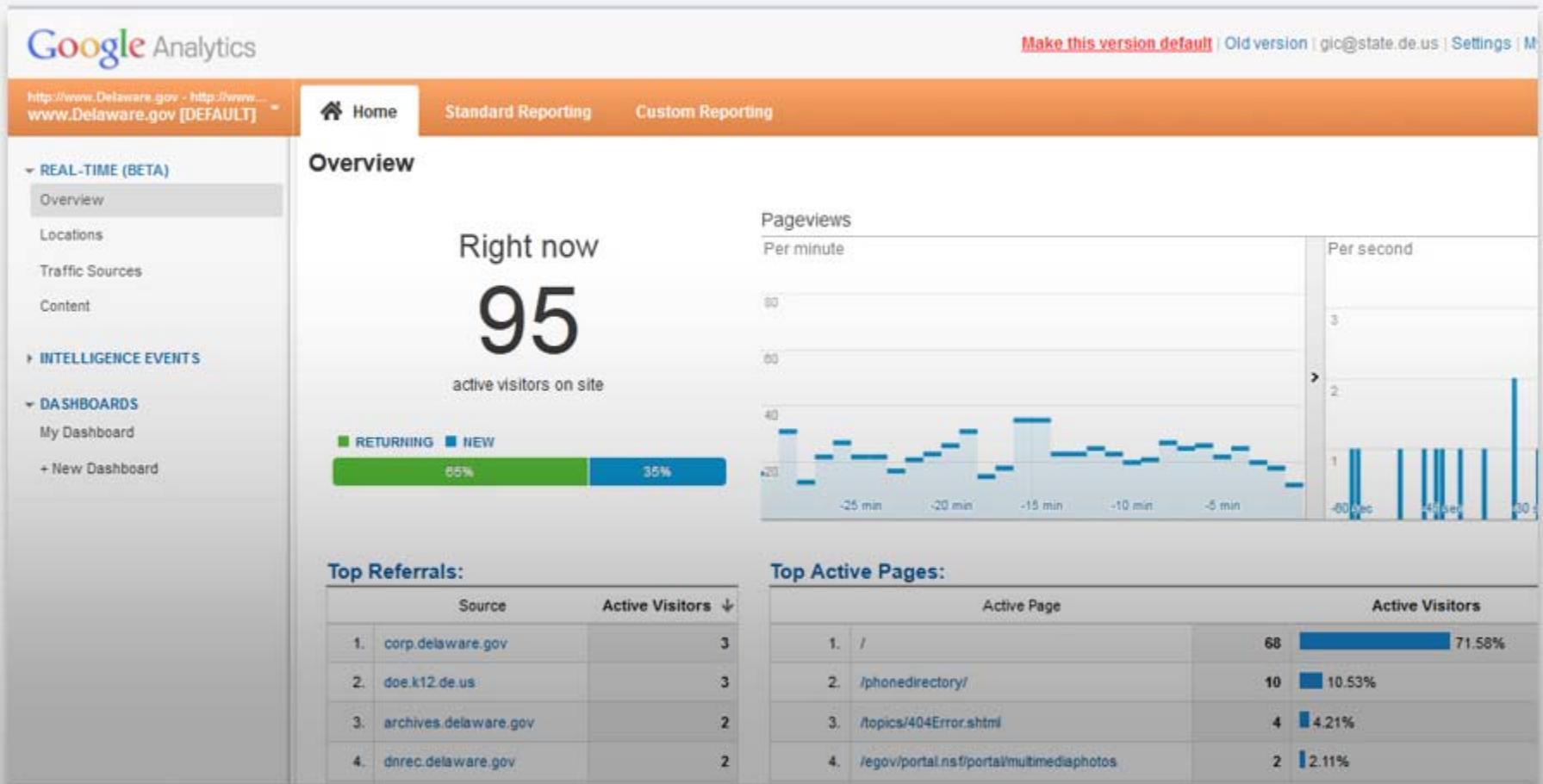
Advanced Features

- Goals
 - Total number of visits that reach a specified page or path
(Example: Visits to a “Thank You” page)
- Custom Reports
 - Total number of visits from specified metrics
(Example: Traffic from State Employees)

Google Analytics – Customs



Google Analytics – Real Time!



More Information

- Getting Started
 - bit.ly/AnalyticsGettingStarted
- Analytics Help
 - support.google.com/googleanalytics/
- Google Analytics IQ Lessons
 - google.com/support/conversionuniversity/

Contact for more information

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