

WEEKLY REPORT GUIDE

Overview

The purpose of the weekly report is to provide an overview of website activity to the journalism team. It describes our audience, their consumption habits, and how the website is performing from week to week.

- See a [blank template here](#).

The weekly report will be split up by section:

1. CDS (Columbia Daily Spectator) -- homepage
2. News
3. Opinion
4. A&E
5. Sports
6. Spectrum
7. The Eye
8. The Shaft (seasonal)

Data we care about

Readership

- Pageviews
 - % Users from NYC (CDS only)
 - From new users
- Sessions (CDS only)
- Entrances (Sections only)
- Average time on page

Media Channels

- Most pageviews came from... (organic, social, or direct)
- Organic
- Direct
- Social
 - Sessions breakdown by social including FB, IG... (CDS only)

Top 10 Articles

- Paste links

Instructions

- Visit analytics.google.com
- Behavior > Overview > Site Content > all Pages > Change date range (Saturday to Saturday) > Check box to "compare to" previous week
- **To isolate each section**
 - Behavior > Site Content > All pages >
 - Click (advanced) Type/section in the search bar thing

Metric	Instruction
Pageviews	Behavior > Overview >
% users from NYC (CDS only)	Audience > Overview > Demographics (bottom left) > City
Pageviews from new users (CDS only)	Audience > Overview > Pie chart on right side > Hover over "new visitor" to see #
Sessions (CDS only)	Audience > Overview >
Entrances (Sections only)	Behavior > Site Content > All pages
Average time on page	Behavior > Site Content > All pages
Most pageviews came from... (organic, social, or direct)	Secondary dimension > Default Channel Grouping > go to Advanced filter edit > add a dimension > add "Default channel grouping" containing.... type in "organic," "social," "direct" etc.
Organic	^
Direct	^
Social	^
FB pageviews (CDS only)	Acquisition > All Traffic > Channels > Scroll down and click on Social > Facebook
IG pageviews (CDS only)	Acquisition > All Traffic > Channels > Scroll down and click on Social > Instagram
Top 10 Articles	