

Google Analytics Tutorial

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The Audience, Acquisition and Behaviour

1. User Flows

The Dashboard

The majority of the relevant insights can be found through the home page dashboard so the bulk of this document will outline each of the graphs that can be viewed from the dashboard.

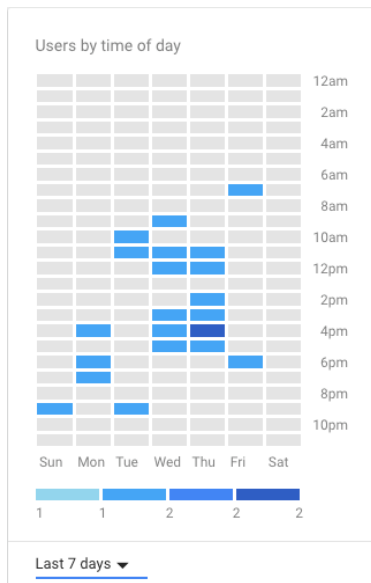
Audience Overview



The first view on the dashboard highlights a few key metrics across a given time frame. The default is 7 days but this can be altered in the bottom left hand corner. You can see here the **number of users** (6) the **number of visits** between these users (21) the **session durations** (2m 55s) and the **bounce rate** (28.57%).

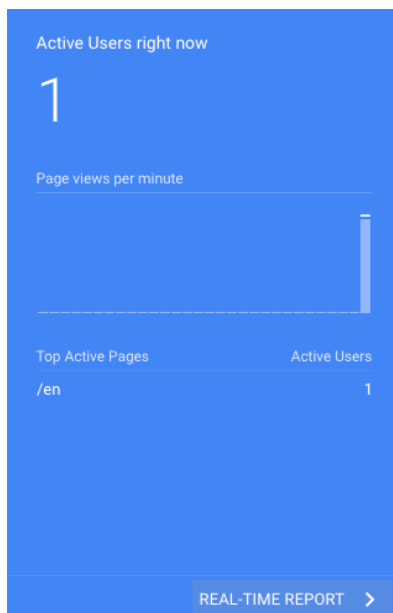
The **bounce rate** is “the percentage of visitors to a particular website who navigate away from the site after viewing only one page.”

When do users visit?



This view shows you graphically when throughout a 7 day period (can be over multiple weeks) your users are visiting the site.

Who is visiting right now?



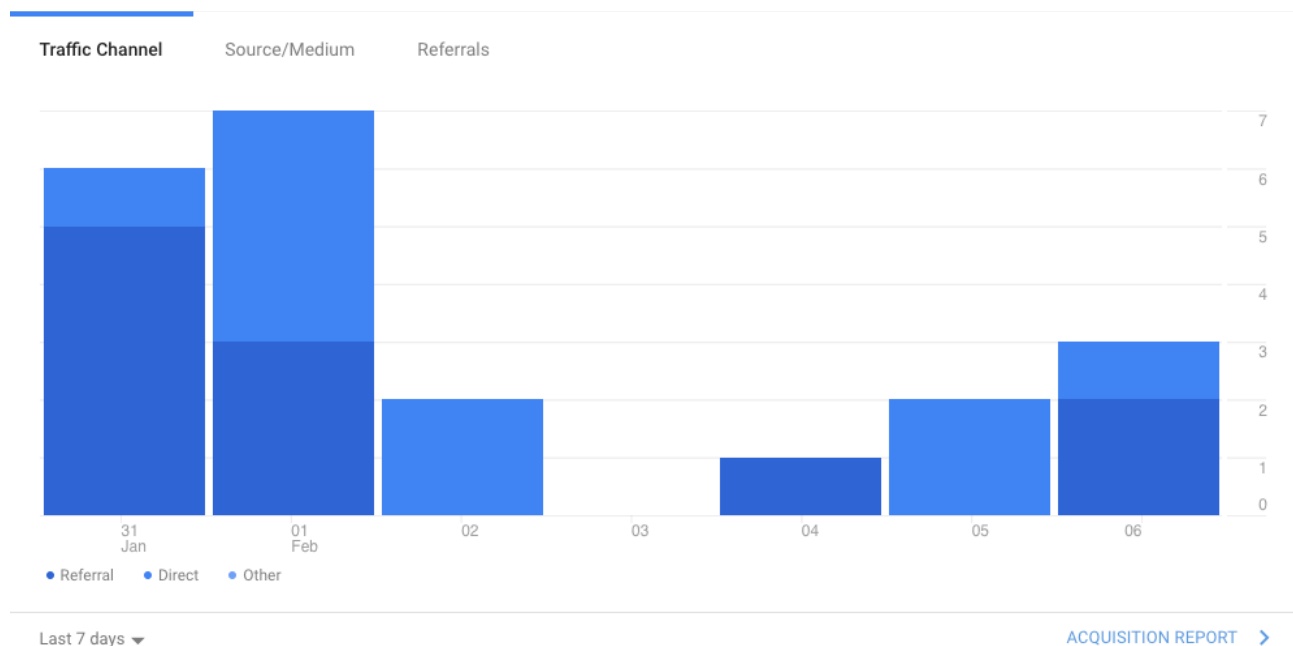
This view tells you how many users you currently have on the site, how many views per minute and where the viewers are globally.

You can also click through to '*Real-Time Report*' for more detail. Where you can see the types of device in use, the locations mapped graphically as well as a live report of views per minute and second.

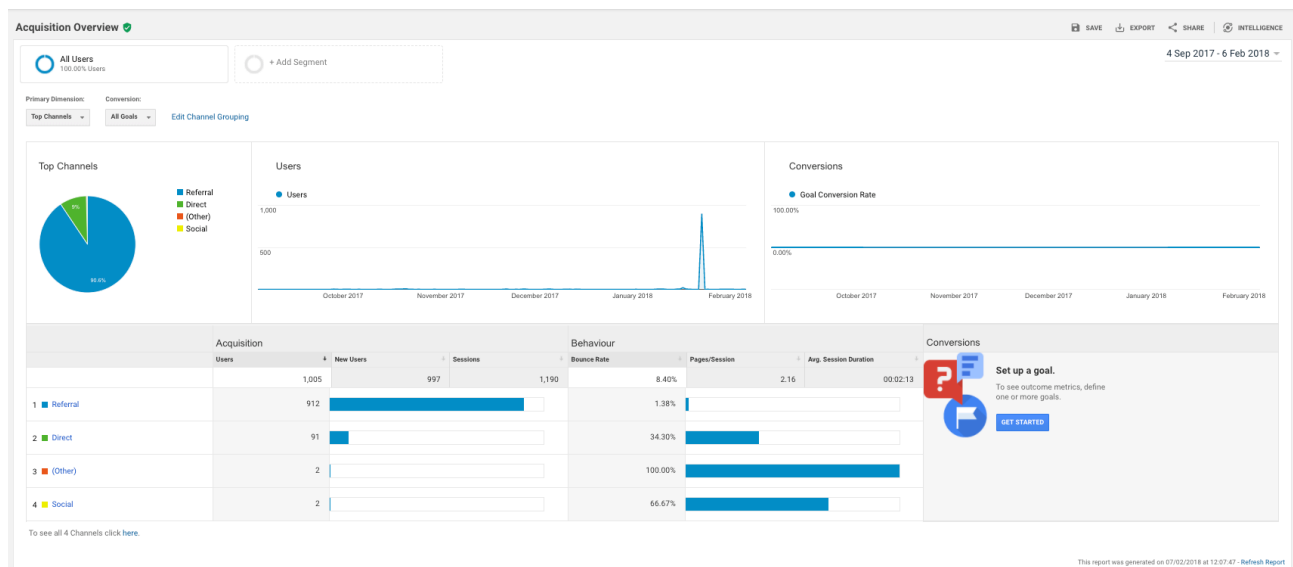
This can also be found through **Real-Time > Overview** on the menu



How do you acquire users?



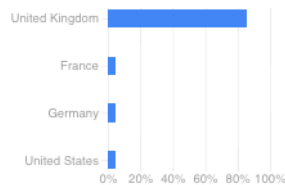
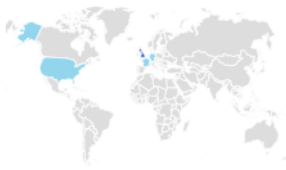
The graph shows you whether people have been **Referred** to the website (via another website, i.e. Github) or have come **Directly** to the website through the URL. If you click on Acquisition Report in the bottom right hand corner you can see a much more detailed report. Which is described below



This is the Acquisition report, where most interestingly you have the ability to see click through to “**referral**” or “**Direct**” next to the bar charts, where you can see what sites have guided people to YiMovi or what page they land on if they come directly to the site. Also, if you click “**Add segment**” on the top left of the site where you can compare specific segments versus all users. For example ‘new users’ or ‘Bounced sessions’

Where are users coming from?

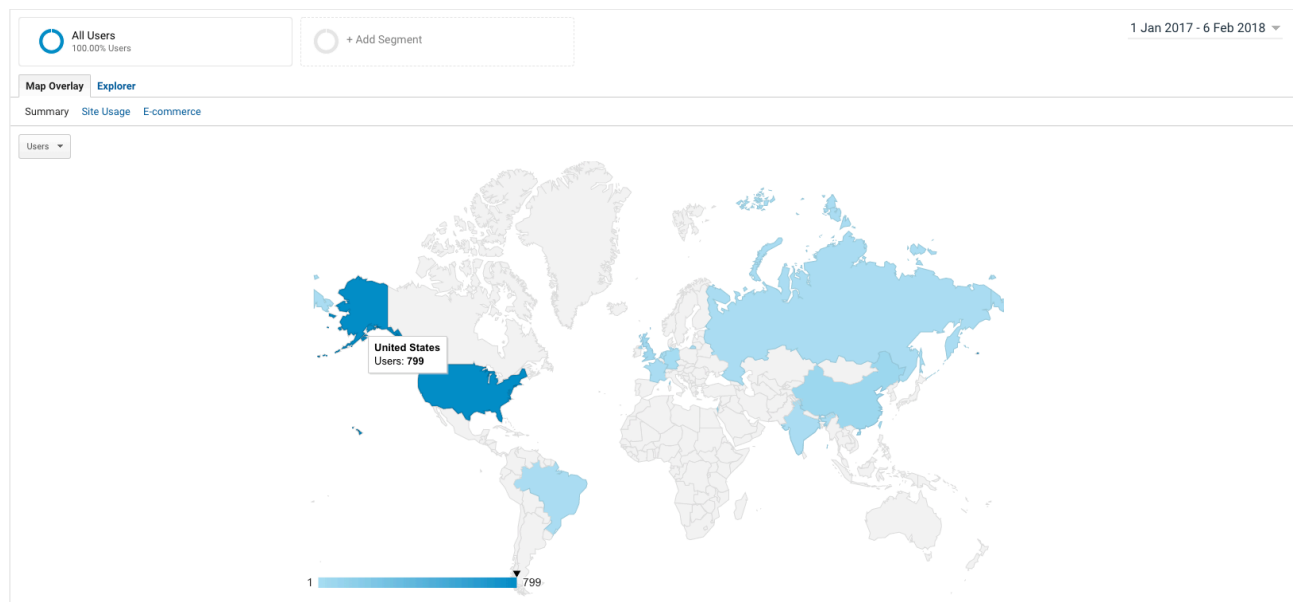
Sessions by country



On the dashboard there is a map that shows where the users are globally in a given time frame.

Last 7 days ▾

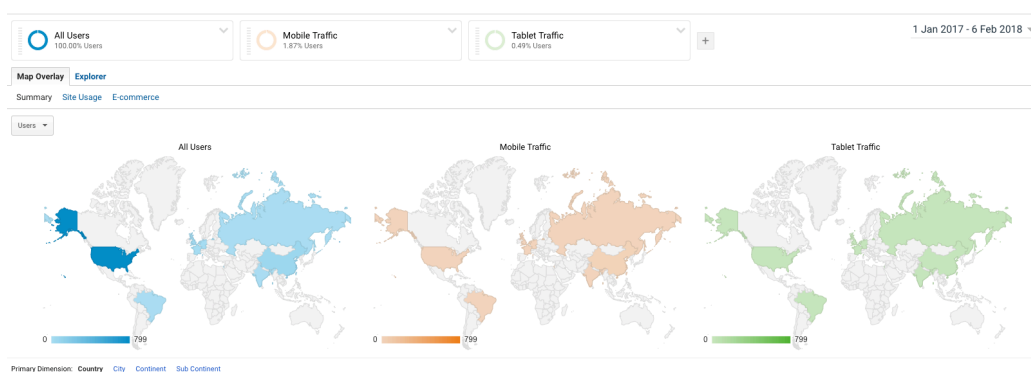
[LOCATION OVERVIEW](#) >



Above shows the full location overview.

By hovering over the area of interest you can see the number of users who have visited the site in the given time frame.

Similar to other areas of Google analytics you can add segments to compare again *all users* where the graphs will be displayed adjacently for comparison.



What pages do users visit?

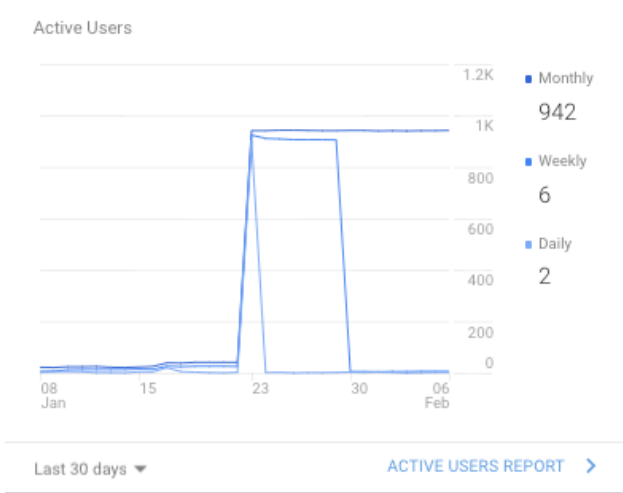
Page	Page Views	Page Value
/en	33	\$0.00
/en/movies	14	\$0.00
/en/movies/blind-massage	14	\$0.00
/en/themes/medical-humanities	7	\$0.00
/en/directors	4	\$0.00
/en/genres	4	\$0.00
/chn	3	\$0.00
/en/directors/cui-wei	3	\$0.00
/en/themes	3	\$0.00
/en/contact	2	\$0.00

Last 7 days ▾

PAGES REPORT >

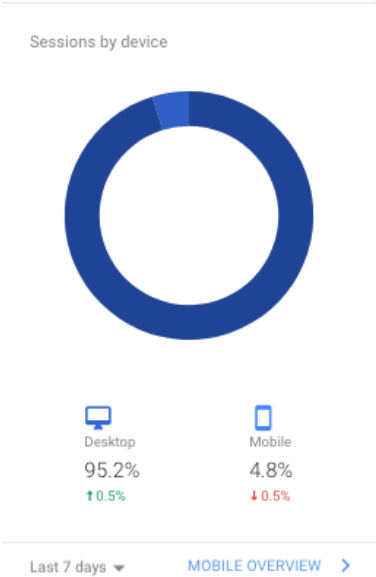
A simple table to show which pages are most commonly visited

How are active users trending?



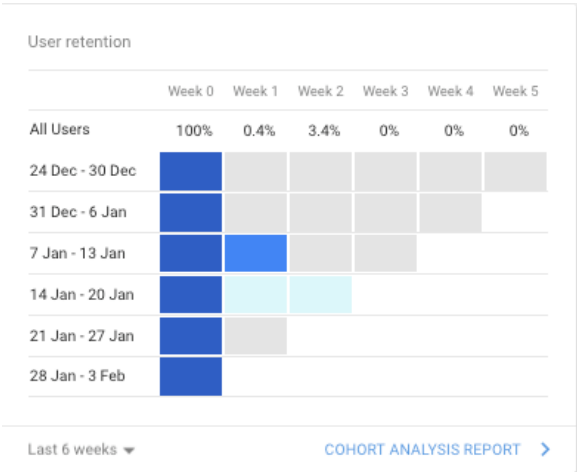
This graph compared monthly, weekly and daily users. The colours are very similar but if you hover over the graph you can see a break down of the users.

What are the top devices?



A simple graph showing the usage of mobile vs desktop in a given time frame.

What is your user retention?



Based on the new users from a given week, how many of them have continued to use YiMovi during the following weeks.

The Audience, Acquisition and Behaviour

Beyond the Dashboard, which holds the majority of the quick analysis information you can deep dive further into the Audience, Acquisition and Behaviour of your users. This becomes quite specific and most of the insights can be found through the home page.

User Flow

An interesting aspect to Google Analytics that isn't captured in the home page is the **User Flow**. Which can be found within the **Audience** section of the menu. This view shows you the typical routes that people take to navigate around the site which could help to indicate the nature in which people are using YiMovi. A screen shot of the User Flow can be seen below.

