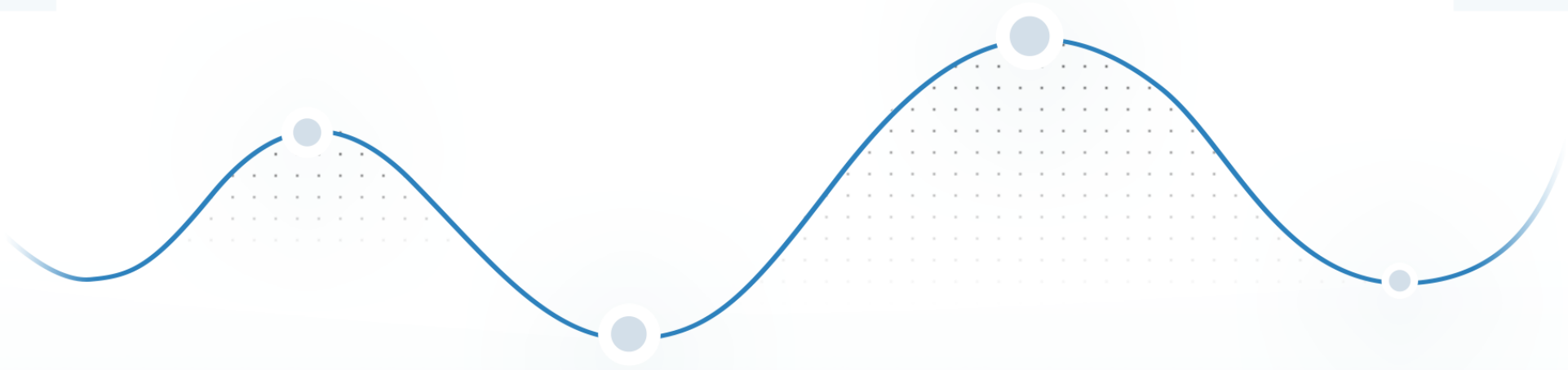
iPDF®

Click, don't scroll

Google Analytics Reports



PolyVista

Landing Page Performance Report

For Google Merchandise Store

Mar 01, 2017 – Mar 28, 2017

iPDF facilitates easy navigation by allowing you to click on the components of a visualization to drill down to the next level of detail, and the icons located in top-left corner of the iPDF will allow you to navigate to different sections within the report. Below is a brief description of the icons:

1. **Back Button:** Allows you to go back to where you were previously in the iPDF; the action is similar to a 'back' button in a web-browser.

2. **Summary:** The google analytics is presented in a summarized format.

3. **Landing Pages Traffic Trend:** Navigates to "Landing Pages Traffic Trend" section of the report. This section provides insights of top 5 landing pages traffic trend current versus previous period.

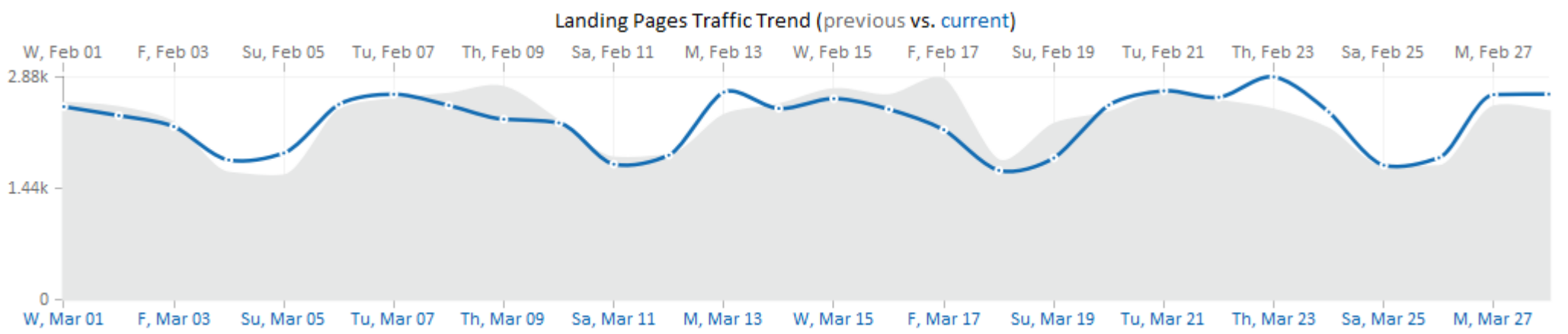
4. **Help:** Navigates to "Appendix" section of the report. This section describe terms used in report.

Legend: In charts that compare previous and current timeframes, gray color represents previous, while blue color represents current timeframe.

- Previous Period
- Current Period

This report is best viewed with Adobe Acrobat viewer

Summary



Landing Pages Causing Visitors to Bounce (top 5)

S. No.	Landing Page	Bounce Rate
1	/google+redesign/drinkware	58.57%
2	/google+redesign/shop+by+brand/youtube	57.57%
3	/google+redesign/apparel/men++s/men++...	48.31%
4	/home	47.83%
5	/signin.html	29.02%

Landing Pages Prompting Visitors to Explore Further (top 5)

S. No.	Landing Page	Pageviews
1	/home	180,930 61.98%
2	/google+redesign/shop+by+brand/youtube	22,393 7.67%
3	/google+redesign/nest/nest-usa	16,069 5.50%
4	/signin.html	9,721 3.33%
5	/basket.html	7,231 2.48%

Landing Pages from Organic Search (top 5)

S. No.	Landing Page	Traffic
1	/home	15,974 54.57%
2	/google+redesign/shop+by+brand/youtube	5,877 20.08%
3	/google+redesign/apparel/men++s/men++...	1,176 4.02%
4	/google+redesign/drinkware	679 2.32%
5	/google+redesign/bags	480 1.64%

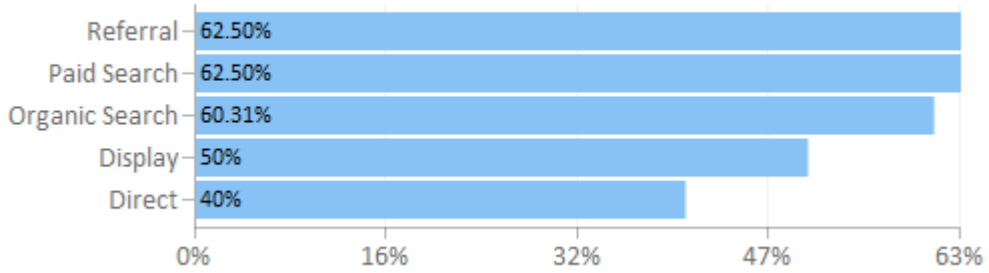
Landing Pages Giving Better Outcomes (Top 5)

S. No.	Landing Page	Conversion Rate
1	/google+redesign/nest/nest-usa	114.53%
2	/basket.html	69.71%
3	/signin.html	42.51%
4	/home	16.89%
5	/google+redesign/shop+by+brand/youtube	9.12%

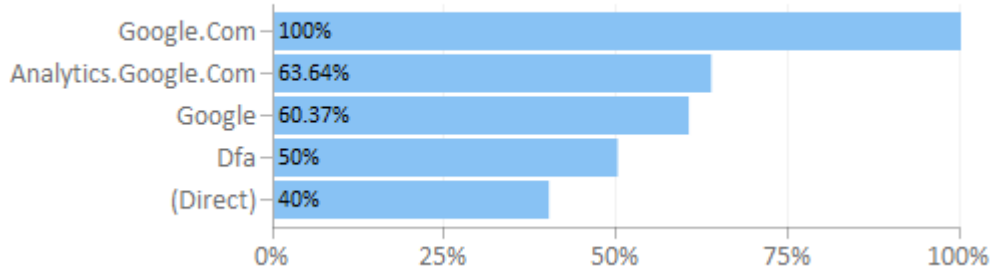
Bounce Rate /google+redesign/drinkware 58.57%▲

Sessions	Users	Page Load Time	Pageviews	Time on Site (avg.)
716 / 852▲	668 / 815▲	00:00:04 / 00:00:09▲	2,501 / 3,307▲	00:01:59 / 00:02:37▲

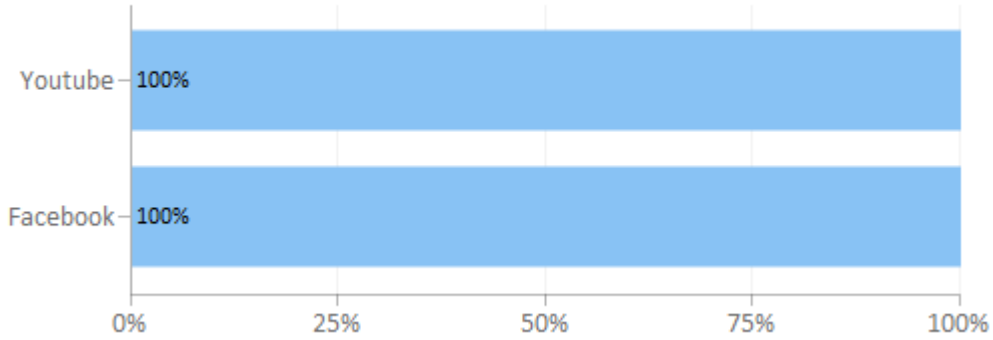
Bounce Rate by Channels of Selected Page (top 5)



Bounce Rate by Sources of Selected Page (top 5)



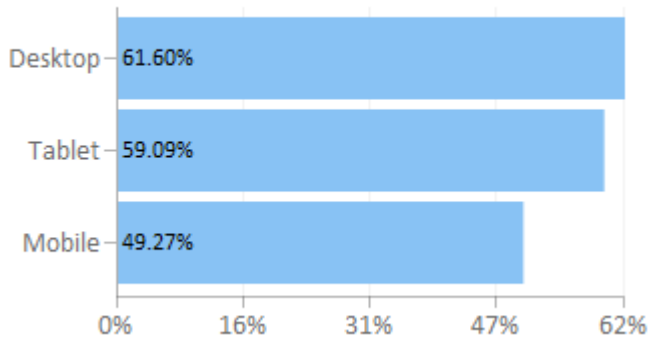
Bounce Rate by Social Networks of Selected Page (top 5)



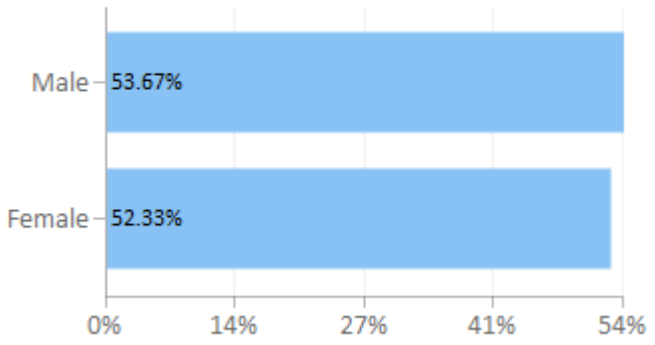
Last Visit Pages of Selected Page (top 5)

S. No.	Exit Page	Traffic	Bounce Rate
1	/google+redesign/drinkware	515▲	93.80%▲
2	/home	41▲	0.00%
3	/google+redesign/drinkware/quickview	31▲	0.00%
4	/basket.html	28▲	0.00%
5	/ordercompleted.html	14▲	0.00%

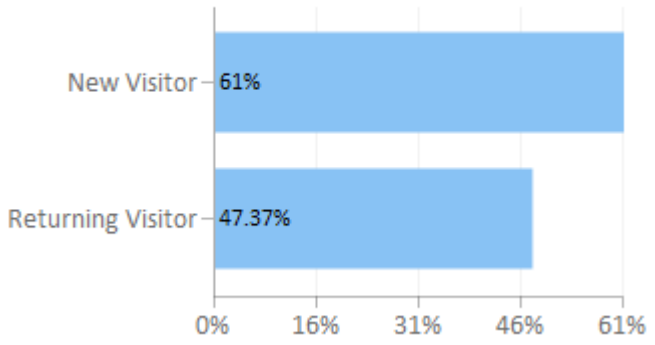
Bounce Rate by Devices of Selected Page



Bounce Rate by Gender of Selected Page



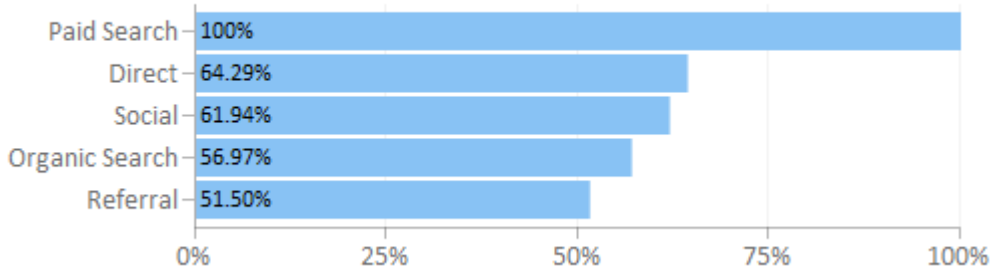
Bounce Rate by New vs Returning Users



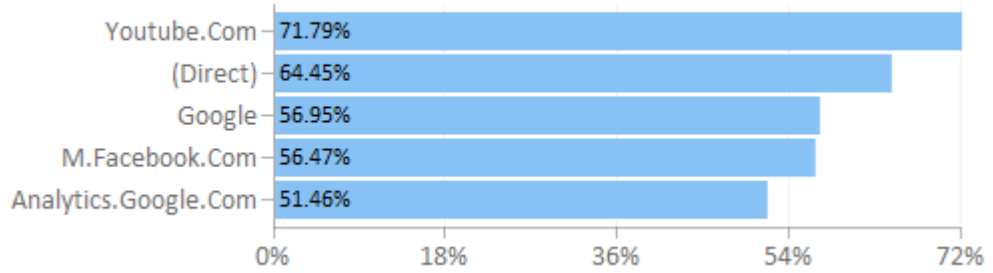
Bounce Rate /google+redesign/shop+by+brand/youtube 57.57%▼

Sessions	Users	Page Load Time	Pageviews	Time on Site (avg.)
7,722 / 7,257▼	7,285 / 6,802▼	00:00:07 / 00:00:07	24,636 / 22,393▼	00:01:39 / 00:01:39

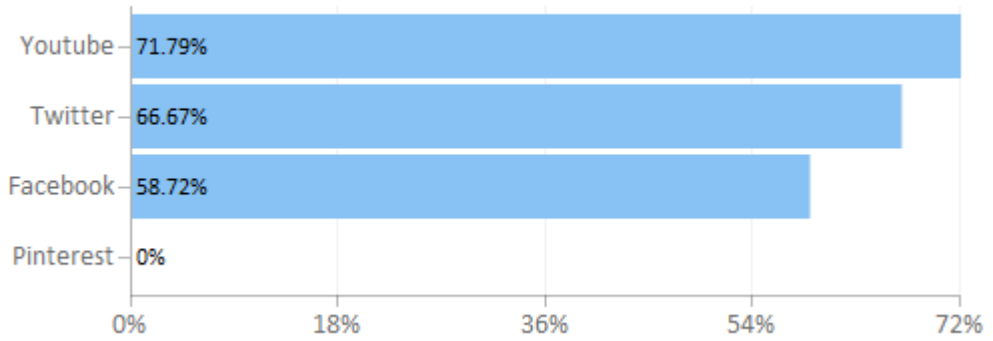
Bounce Rate by Channels of Selected Page (top 5)



Bounce Rate by Sources of Selected Page (top 5)



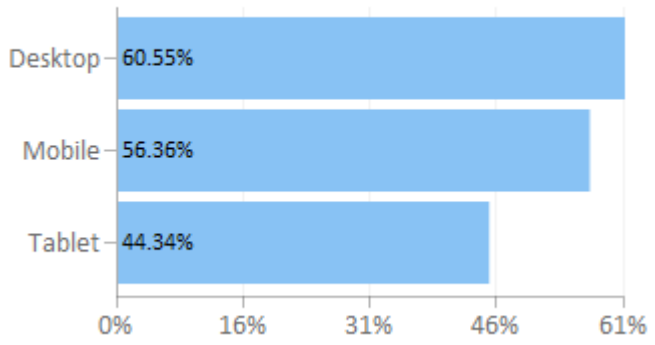
Bounce Rate by Social Networks of Selected Page (top 5)



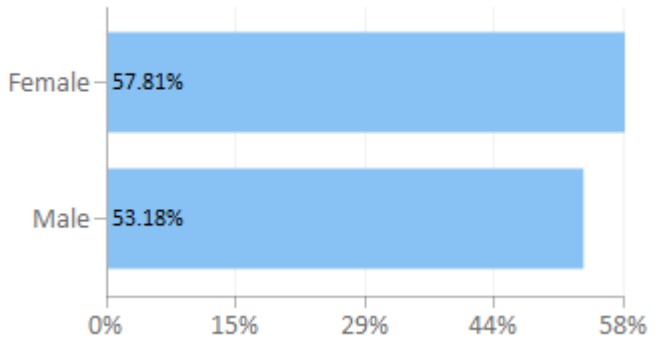
Last Visit Pages of Selected Page (top 5)

S. No.	Exit Page	Traffic		Bounce Rate	
1	/google+redesign/shop+by+brand/yo...	4,652	▼	84.25%	▲
2	/home	517	▼	0.00%	
3	/asearch.html	252	▼	0.00%	
4	/google+redesign/shop+by+brand/yo...	220	▼	0.00%	
5	/basket.html	181	▼	0.00%	

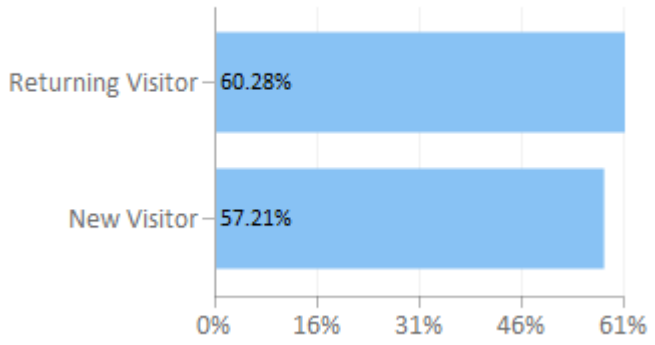
Bounce Rate by Devices of Selected Page



Bounce Rate by Gender of Selected Page



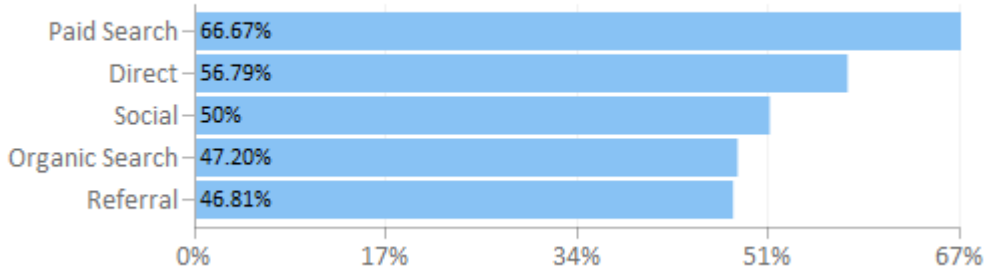
Bounce Rate by New vs Returning Users



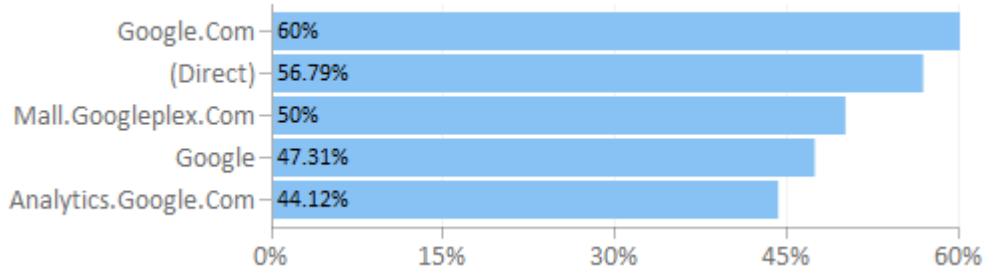
Bounce Rate /google+redesign/apparel/men++s/men++s+t+shirts 48.31%▼

Sessions	Users	Page Load Time	Pageviews	Time on Site (avg.)
2,265 / 1,449▼	2,132 / 1,362▼	00:00:05 / 00:00:03▼	10,597 / 7,136▼	00:02:52 / 00:02:58▲

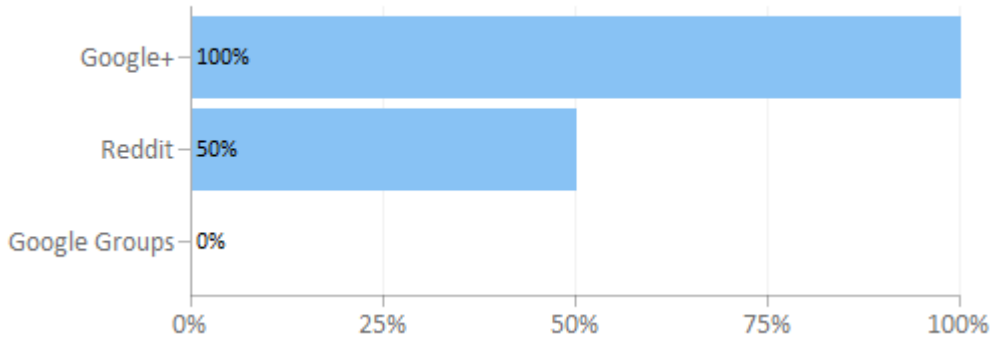
Bounce Rate by Channels of Selected Page (top 5)



Bounce Rate by Sources of Selected Page (top 5)



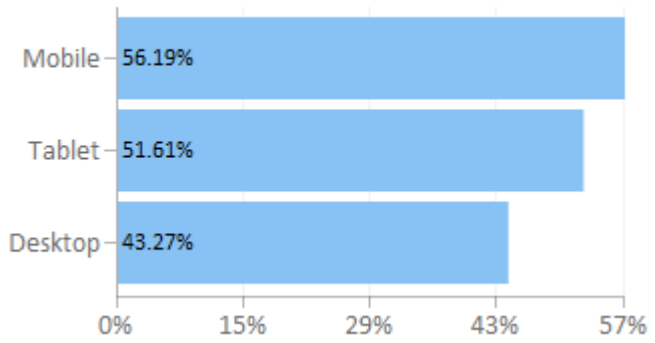
Bounce Rate by Social Networks of Selected Page (top 5)



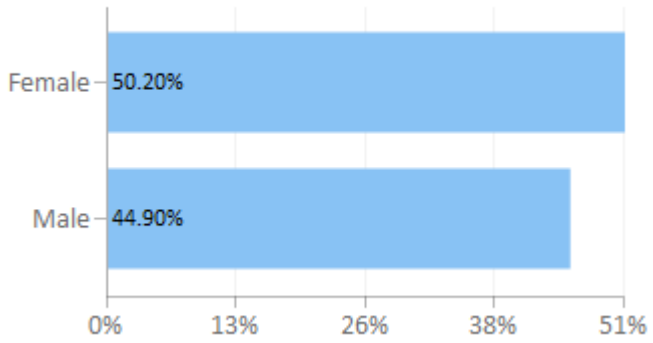
Last Visit Pages of Selected Page (top 5)

S. No.	Exit Page	Traffic		Bounce Rate	
1	/google+redesign/apparel/men++s/m...	756	▼	86.63%	▲
2	/home	81	▼	0.00%	
3	/google+redesign/apparel/men++s/m...	44	▼	0.00%	
4	/basket.html	43	▼	0.00%	
5	/google+redesign/shop+by+brand/go...	22	▼	0.00%	

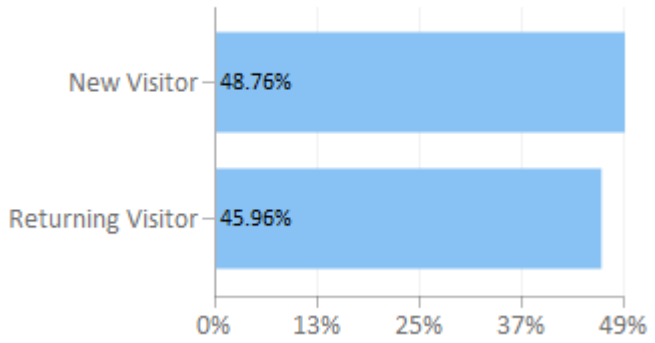
Bounce Rate by Devices of Selected Page



Bounce Rate by Gender of Selected Page



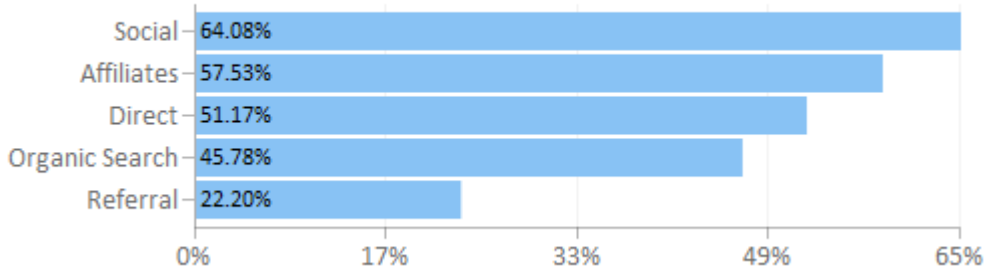
Bounce Rate by New vs Returning Users



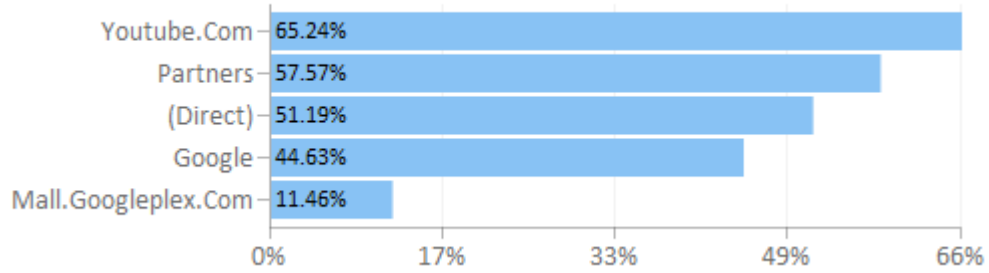
Bounce Rate /home 47.83%▲

Sessions	Users	Page Load Time	Pageviews	Time on Site (avg.)
39,644 / 43,299▲	34,810 / 38,188▲	00:00:05 / 00:00:05	161,276 / 180,930▲	00:02:31 / 00:02:36▲

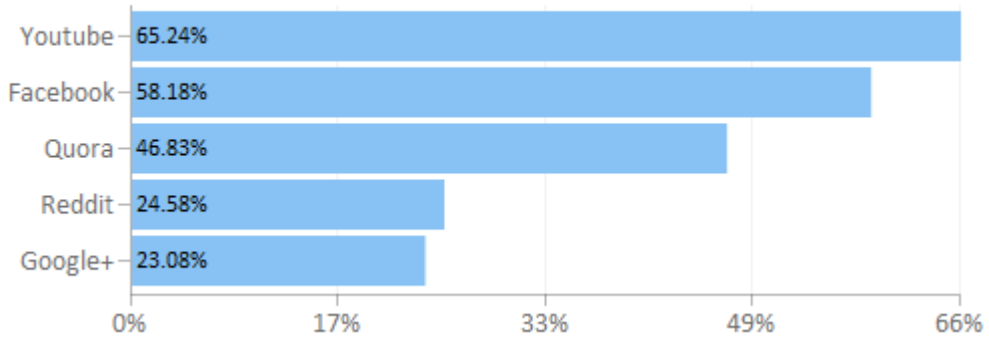
Bounce Rate by Channels of Selected Page (top 5)



Bounce Rate by Sources of Selected Page (top 5)



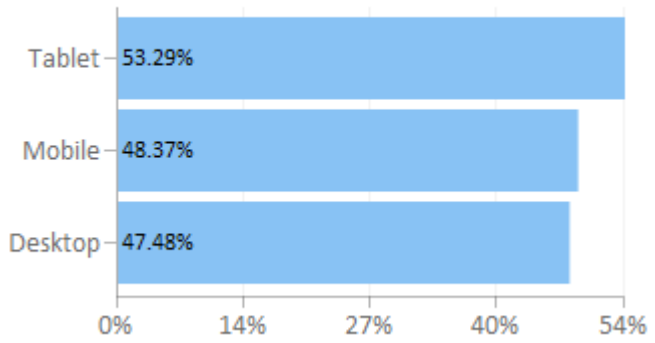
Bounce Rate by Social Networks of Selected Page (top 5)



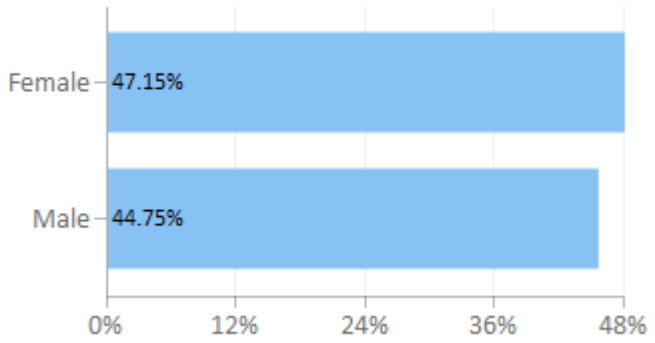
Last Visit Pages of Selected Page (top 5)

S. No.	Exit Page	Traffic		Bounce Rate	
1	/home	25,005	▲	75.56%	▲
2	/basket.html	999	▲	0.00%	
3	/google+redesign/shop+by+brand/go...	909		0.00%	
4	/asearch.html	873	▼	0.00%	
5	/google+redesign/shop+by+brand/yo...	712	▼	0.00%	

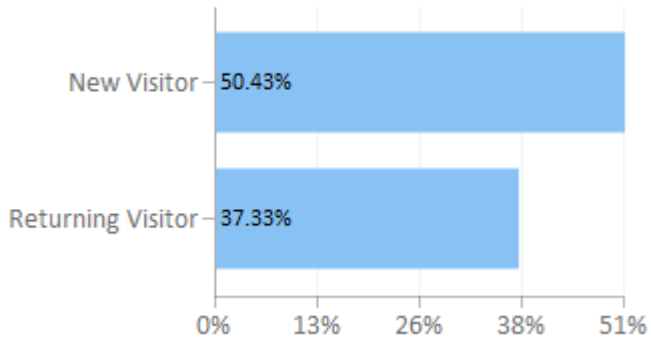
Bounce Rate by Devices of Selected Page



Bounce Rate by Gender of Selected Page



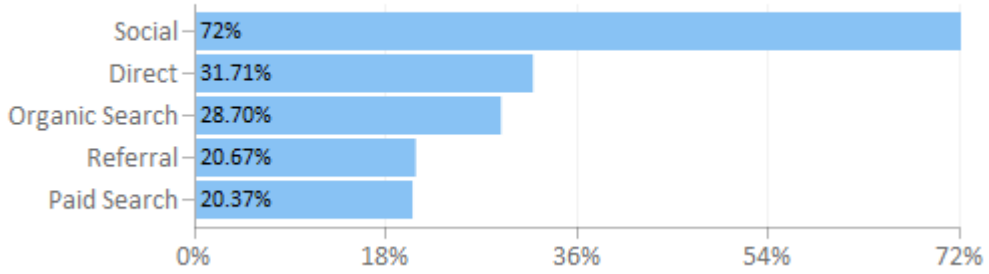
Bounce Rate by New vs Returning Users



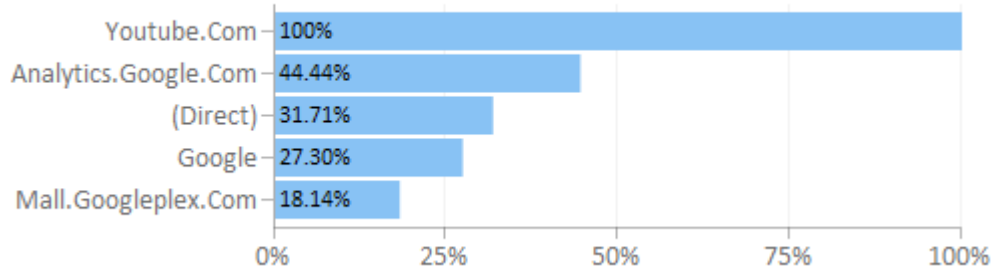
Bounce Rate /signin.html 29.02%▲

Sessions	Users	Page Load Time	Pageviews	Time on Site (avg.)
1,752 / 1,616▼	1,179 / 1,117▼	00:00:04 / 00:00:03▼	8,837 / 9,721▲	00:03:19 / 00:03:01▼

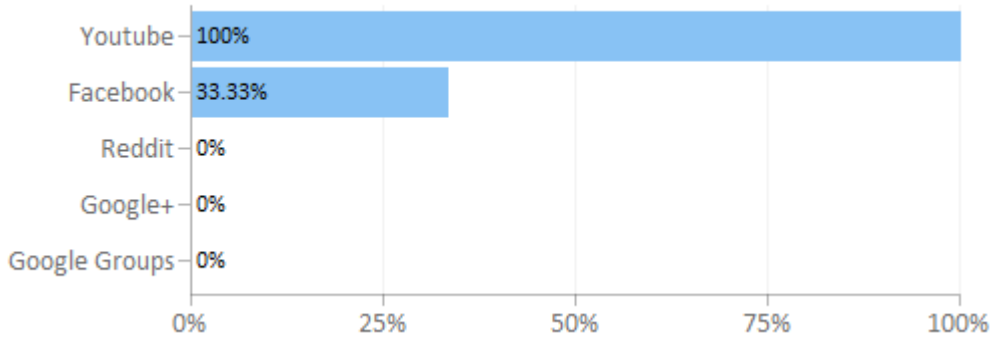
Bounce Rate by Channels of Selected Page (top 5)



Bounce Rate by Sources of Selected Page (top 5)



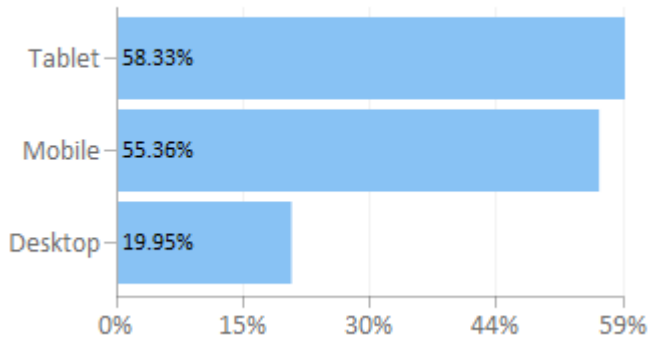
Bounce Rate by Social Networks of Selected Page (top 5)



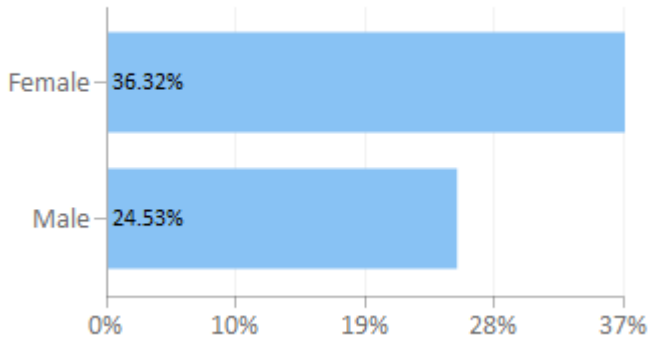
Last Visit Pages of Selected Page (top 5)

S. No.	Exit Page	Traffic		Bounce Rate	
1	/signin.html	420	▼	86.06%	▲
2	/myaccount.html?mode=vieworderdetail	322	▲	0.00%	
3	/myaccount.html?mode=vieworder	116	▲	0.00%	
4	/ordercompleted.html	94	▲	0.00%	
5	/basket.html	49	▲	0.00%	

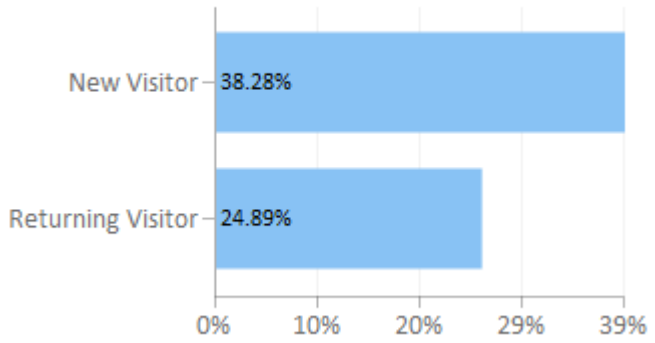
Bounce Rate by Devices of Selected Page



Bounce Rate by Gender of Selected Page



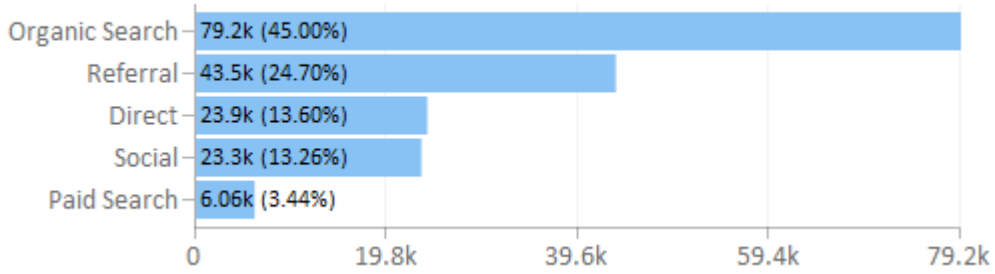
Bounce Rate by New vs Returning Users



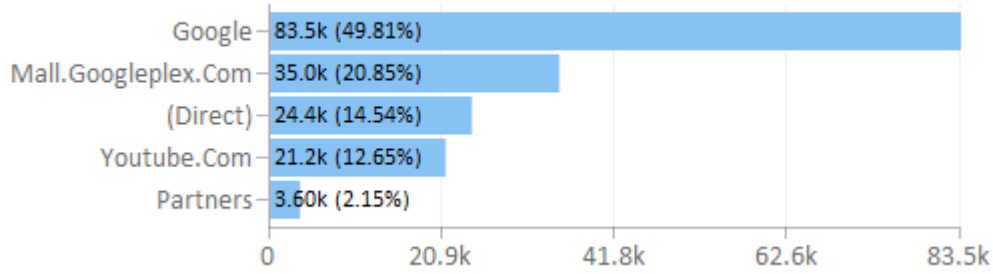
Pageviews /home 180,930 ▲

Sessions	Users	Bounce Rate	Page Load Time	Time on Site (avg.)
39,644 / 43,299 ▲	34,810 / 38,188 ▲	48.19% / 47.83% ▼	00:00:05 / 00:00:05	00:02:31 / 00:02:36 ▲

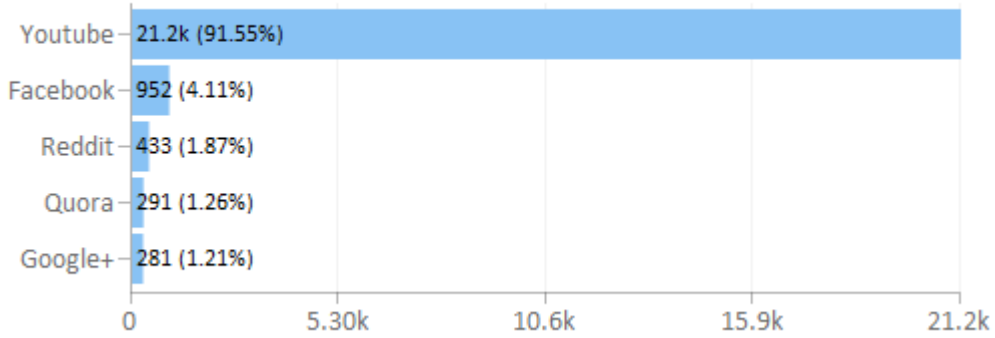
Pageviews by Channels of Selected Page (top 5)



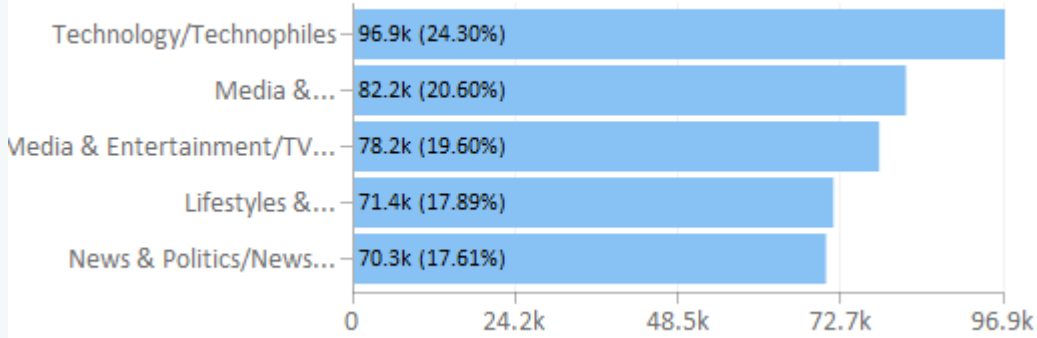
Pageviews by Sources of Selected Page (top 5)



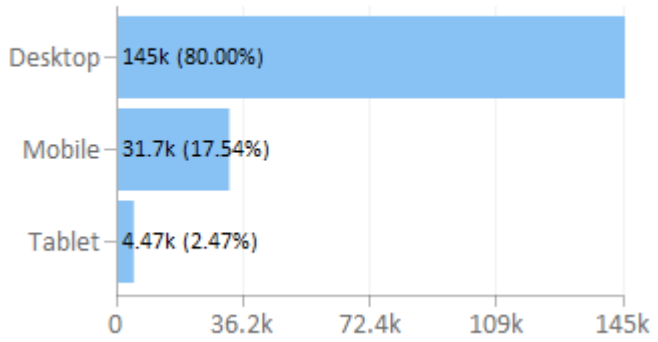
Pageviews by Social Networks of Selected Page (top 5)



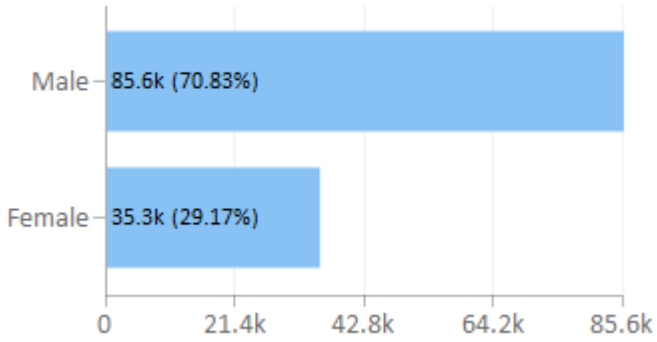
New Users Categories Need Awareness (top 5)



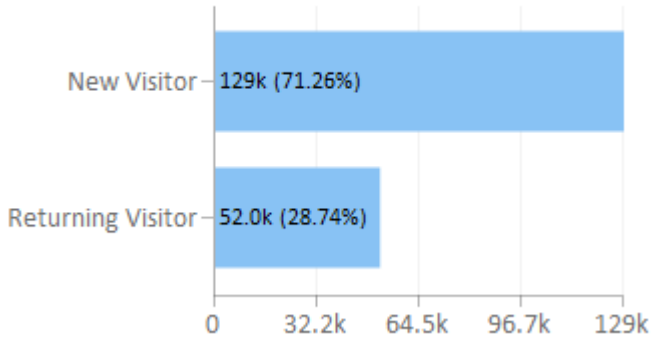
Bounce Rate by Devices of Selected Page



Pageviews by Gender of Selected Page



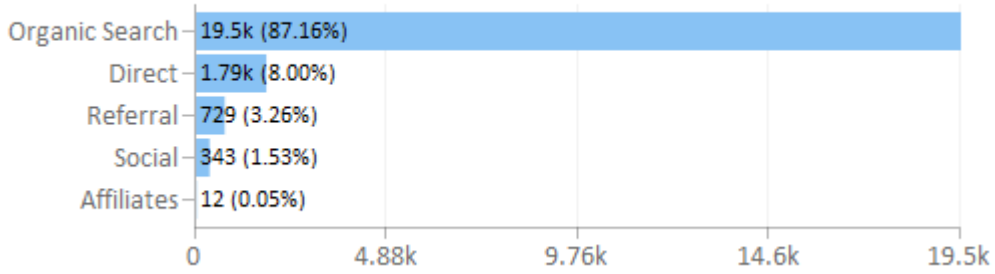
Pageviews by New vs Returning Users



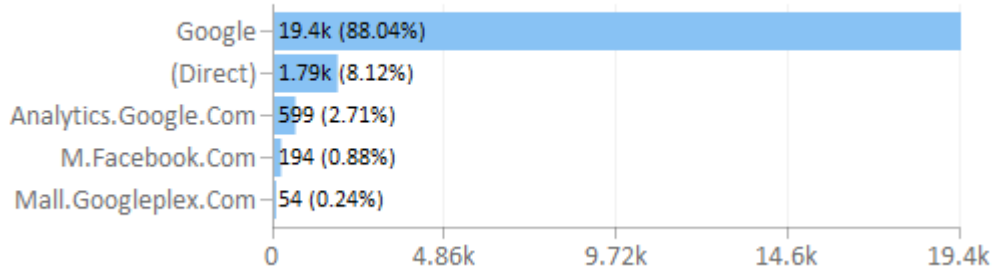
Pageviews /google+redesign/shop+by+brand/youtube 22,393▼

Sessions	Users	Bounce Rate	Page Load Time	Time on Site (avg.)
7,722 / 7,257▼	7,285 / 6,802▼	54.38% / 57.57%▲	00:00:07 / 00:00:07	00:01:39 / 00:01:39

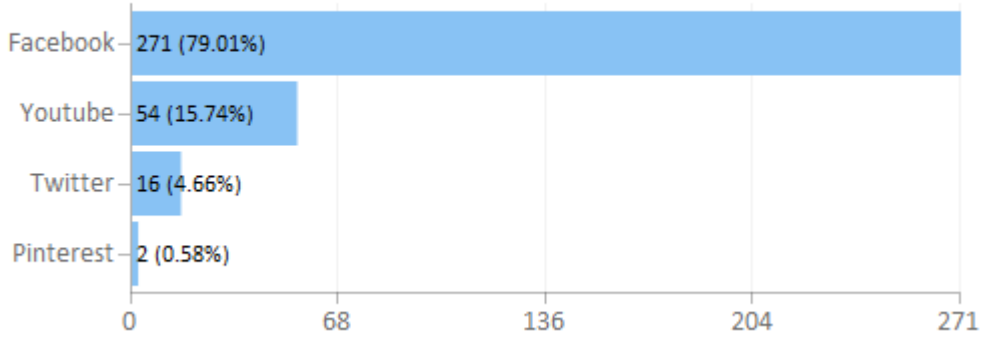
Pageviews by Channels of Selected Page (top 5)



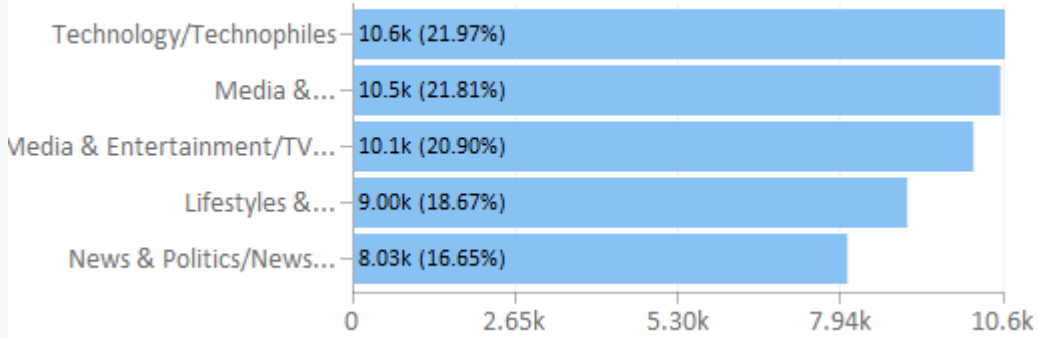
Pageviews by Sources of Selected Page (top 5)



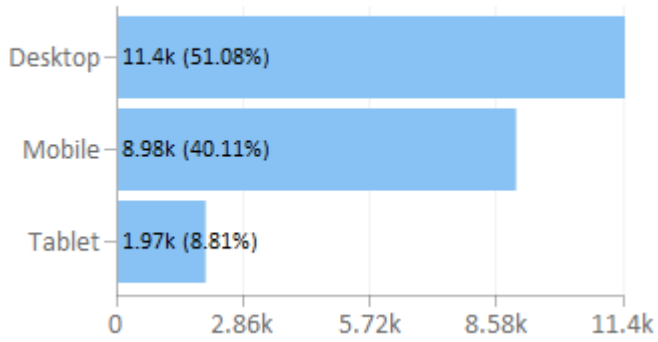
Pageviews by Social Networks of Selected Page (top 5)



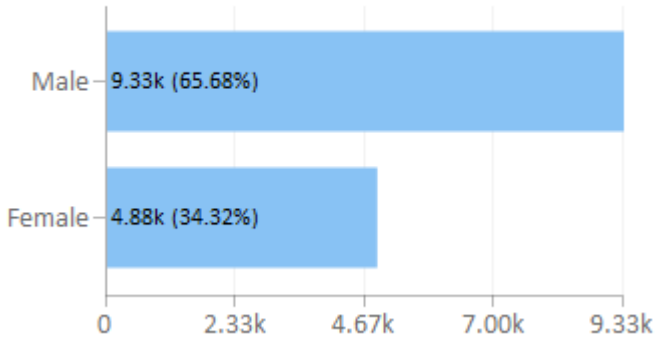
New Users Categories Need Awareness (top 5)



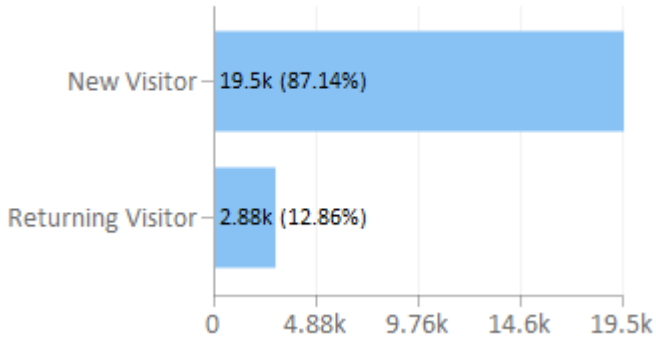
Bounce Rate by Devices of Selected Page



Pageviews by Gender of Selected Page



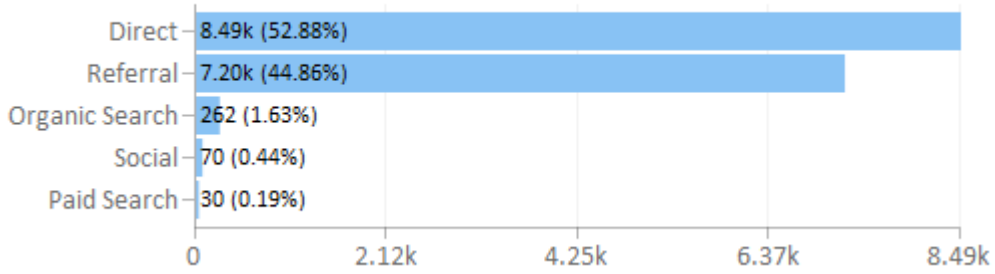
Pageviews by New vs Returning Users



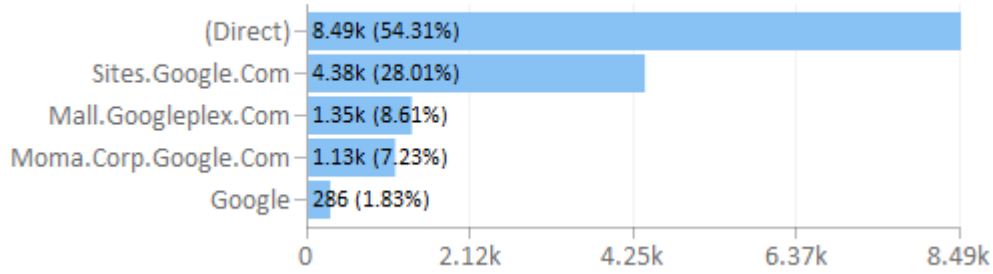
Pageviews /google+redesign/nest/nest-usa 16,069▼

Sessions	Users	Bounce Rate	Page Load Time	Time on Site (avg.)
1,991 / 1,858▼	1,550 / 1,516▼	19.09% / 19.05%▼	00:00:02 / 00:00:02	00:04:56 / 00:05:17▲

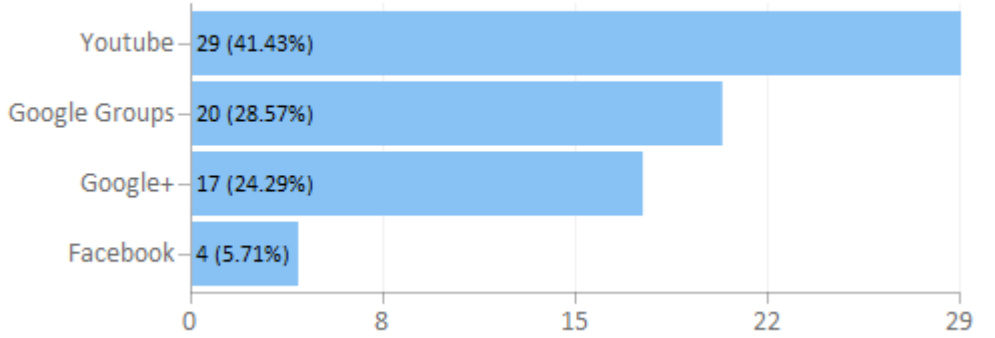
Pageviews by Channels of Selected Page (top 5)



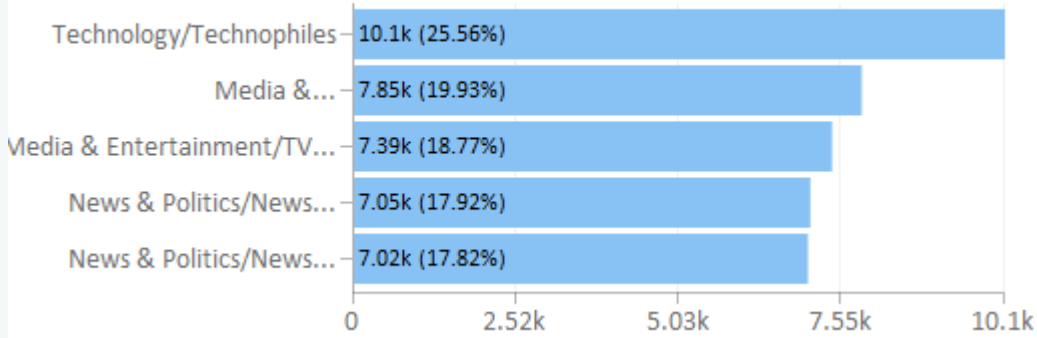
Pageviews by Sources of Selected Page (top 5)



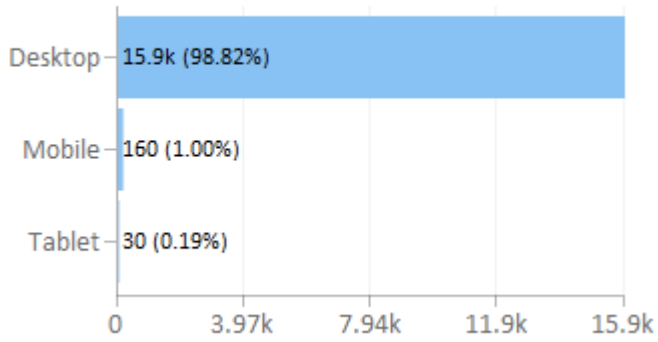
Pageviews by Social Networks of Selected Page (top 5)



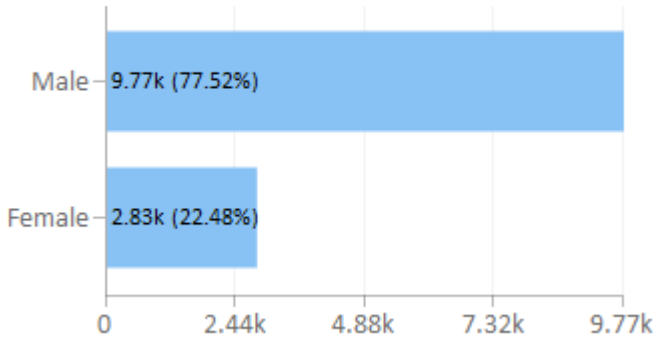
New Users Categories Need Awareness (top 5)



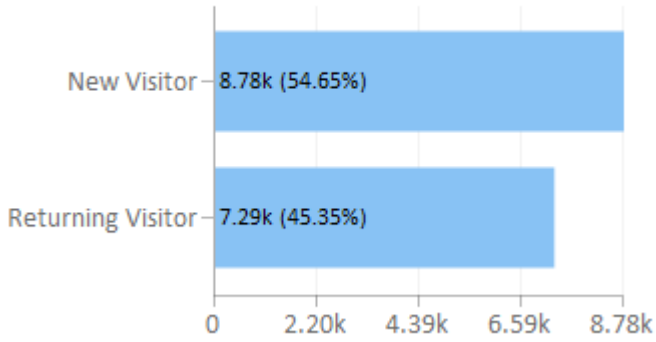
Bounce Rate by Devices of Selected Page



Pageviews by Gender of Selected Page



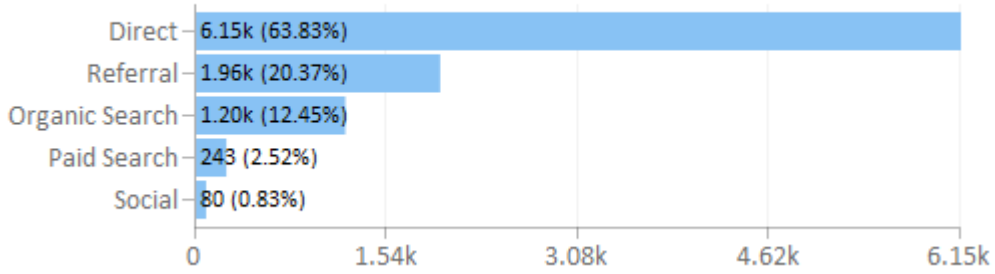
Pageviews by New vs Returning Users



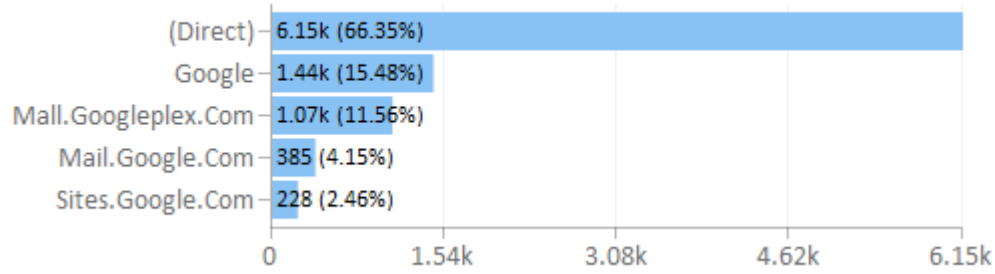
Pageviews /signin.html 9,721▲

Sessions	Users	Bounce Rate	Page Load Time	Time on Site (avg.)
1,752 / 1,616▼	1,179 / 1,117▼	31.62% / 29.02%▼	00:00:04 / 00:00:03▼	00:03:19 / 00:03:01▼

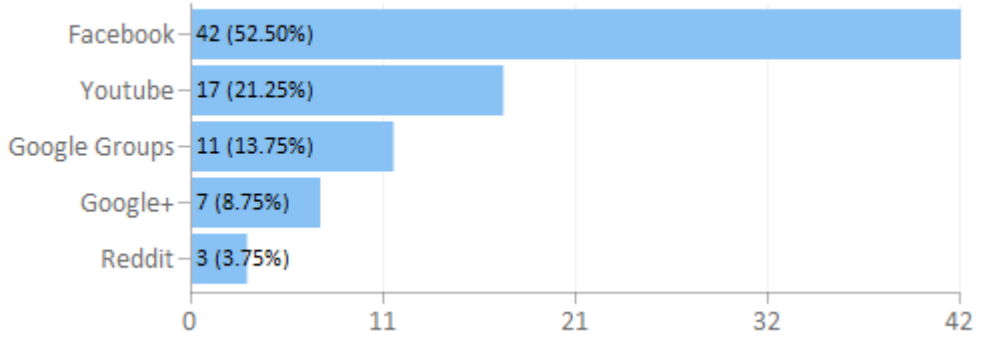
Pageviews by Channels of Selected Page (top 5)



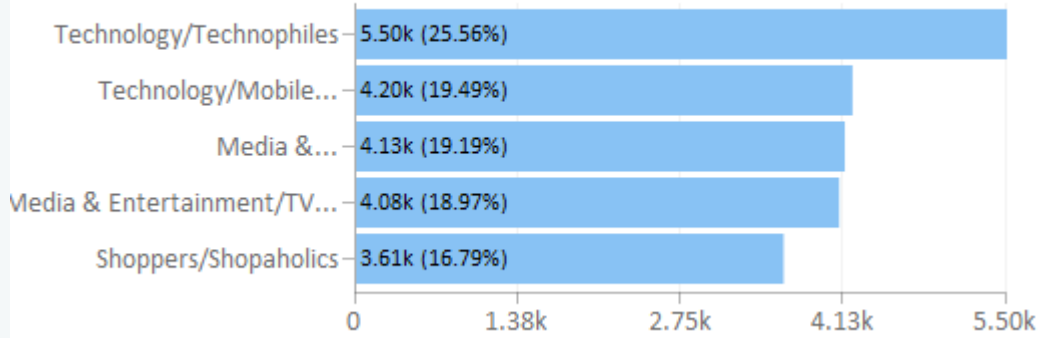
Pageviews by Sources of Selected Page (top 5)



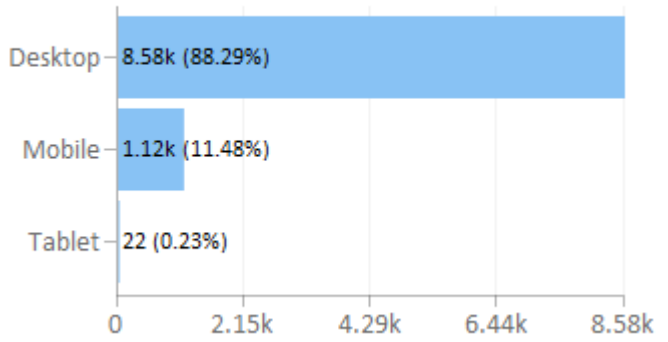
Pageviews by Social Networks of Selected Page (top 5)



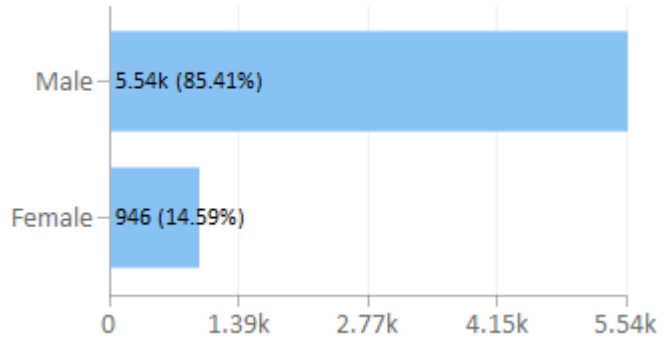
New Users Categories Need Awareness (top 5)



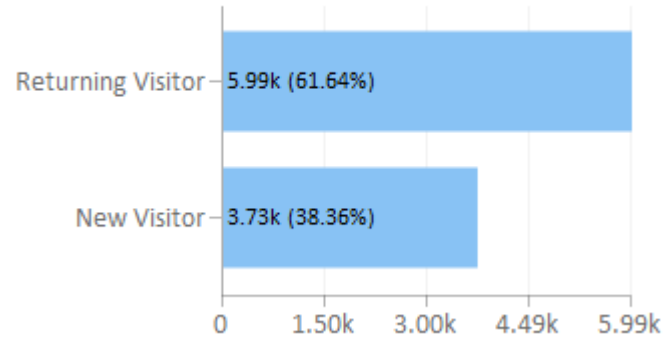
Bounce Rate by Devices of Selected Page



Pageviews by Gender of Selected Page



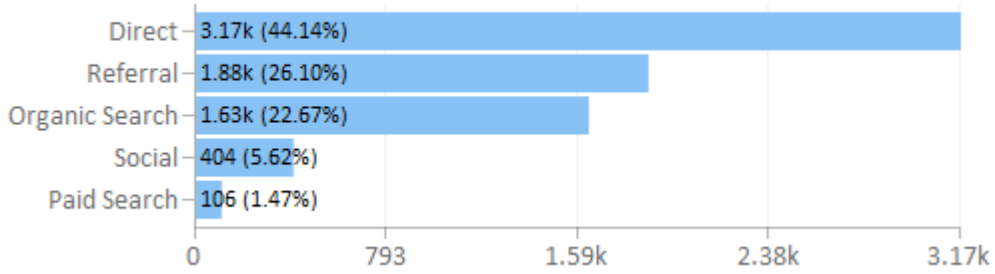
Pageviews by New vs Returning Users



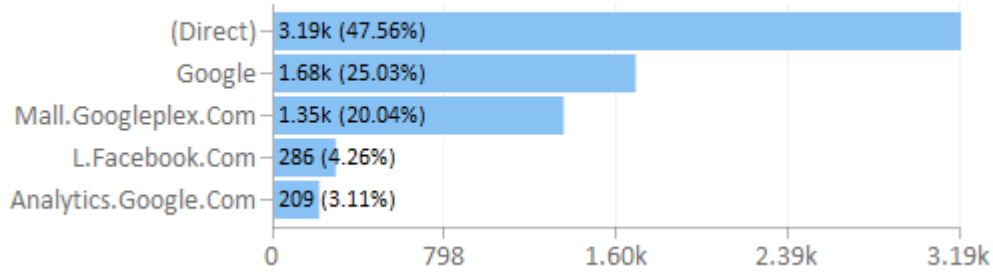
Pageviews /basket.html 7,231 ▲

Sessions	Users	Bounce Rate	Page Load Time	Time on Site (avg.)
873 / 921 ▲	724 / 765 ▲	41.70% / 42.13% ▲	00:00:03 / 00:00:05 ▲	00:04:20 / 00:05:03 ▲

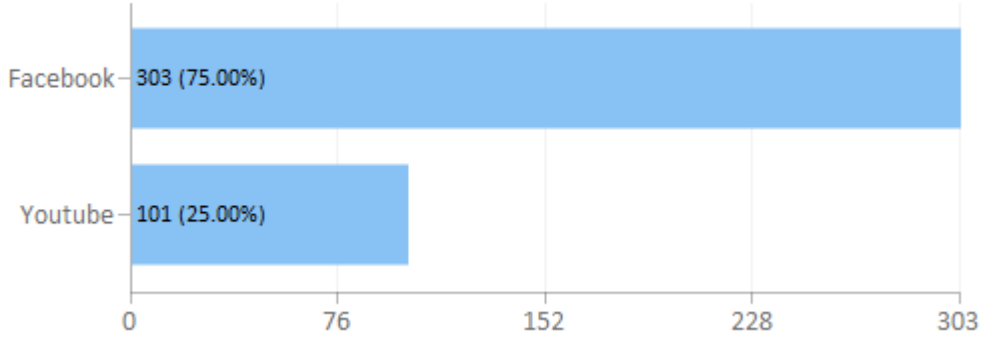
Pageviews by Channels of Selected Page (top 5)



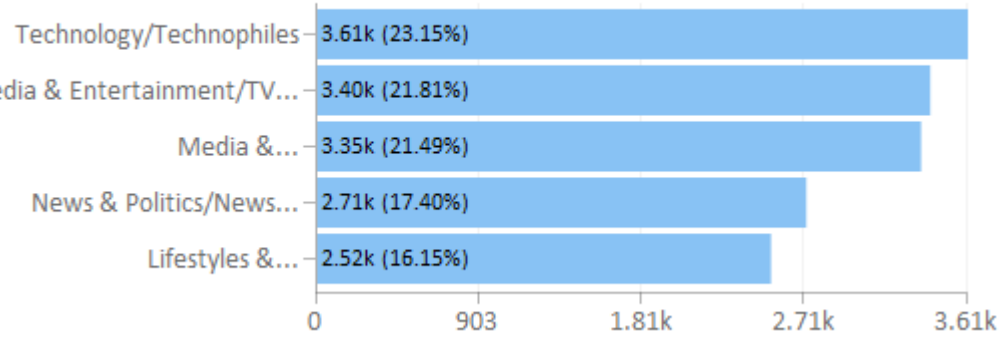
Pageviews by Sources of Selected Page (top 5)



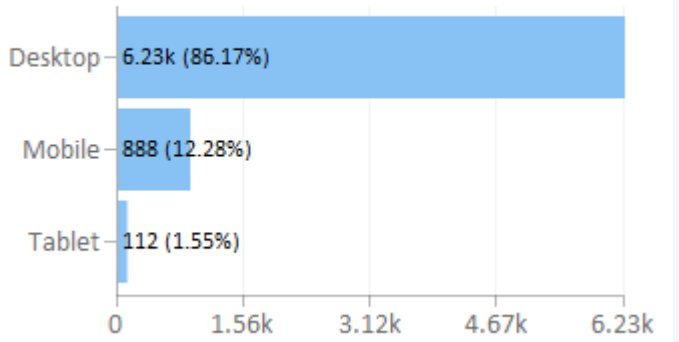
Pageviews by Social Networks of Selected Page (top 5)



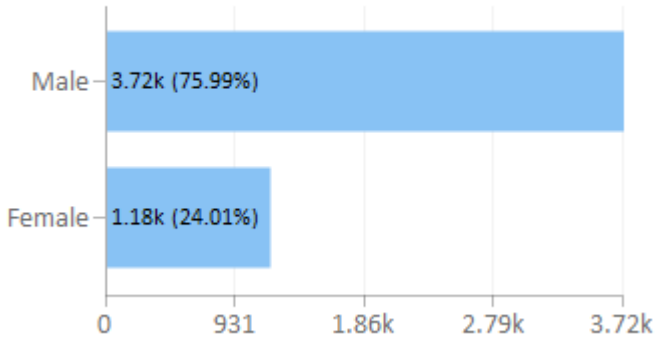
New Users Categories Need Awareness (top 5)



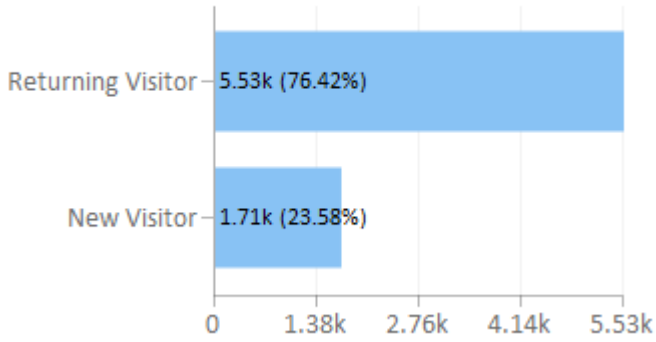
Bounce Rate by Devices of Selected Page



Pageviews by Gender of Selected Page

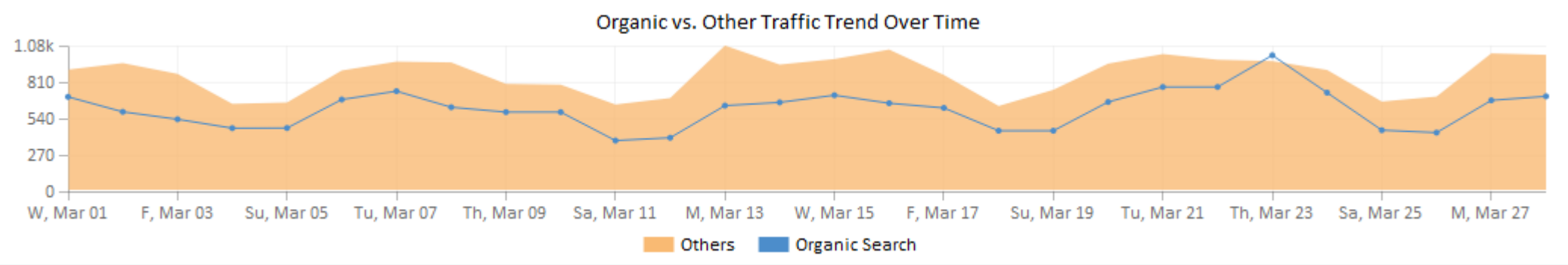


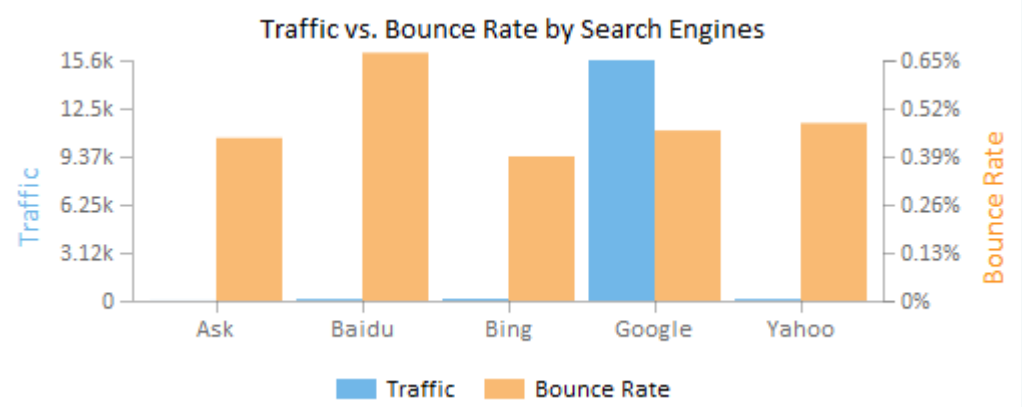
Pageviews by New vs Returning Users



Organic Search Traffic /home 15,974 ▲

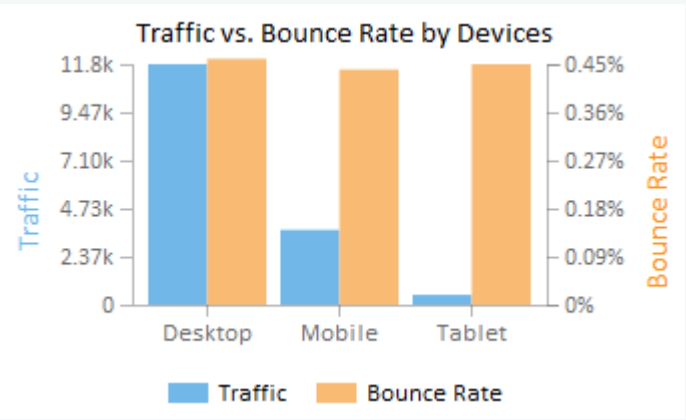
Sessions	Bounce Rate	Page Load Time	Pageviews	Time on Site (avg.)
17,485 / 17,898 ▲	43.75% / 45.78% ▲	00:00:11 / 00:00:56 ▲	79,321 / 79,230 ▼	00:01:46 / 00:02:01 ▲

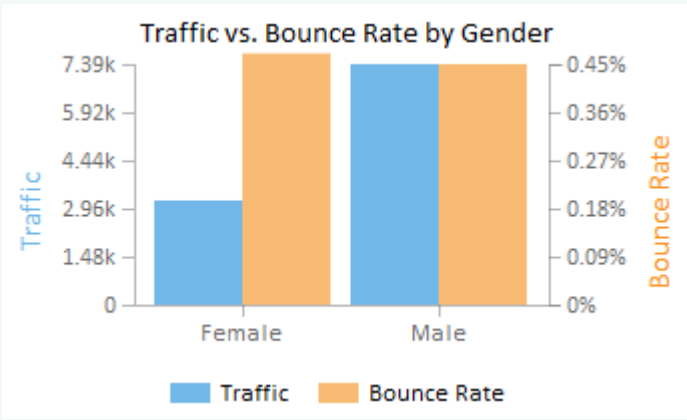


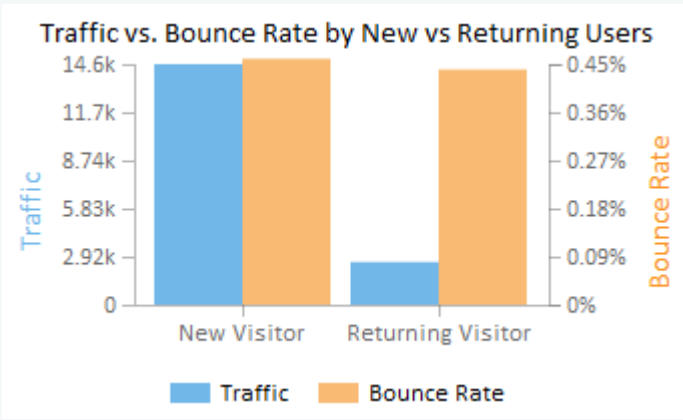


Keywords Directed Traffic Towards this Page (top 5)

S. No.	Keyword	Traffic		Bounce Rate	
1	https://shop.googlemerchandisesto...	36	▲	13.89%	▲
2	google merchandise store	26	▼	46.67%	▲
3	https://www.googlemerchandisestor...	22	▲	64.29%	▲
4	google store	20	▼	65.00%	▼
5	google merchandise	20	▲	54.55%	▼

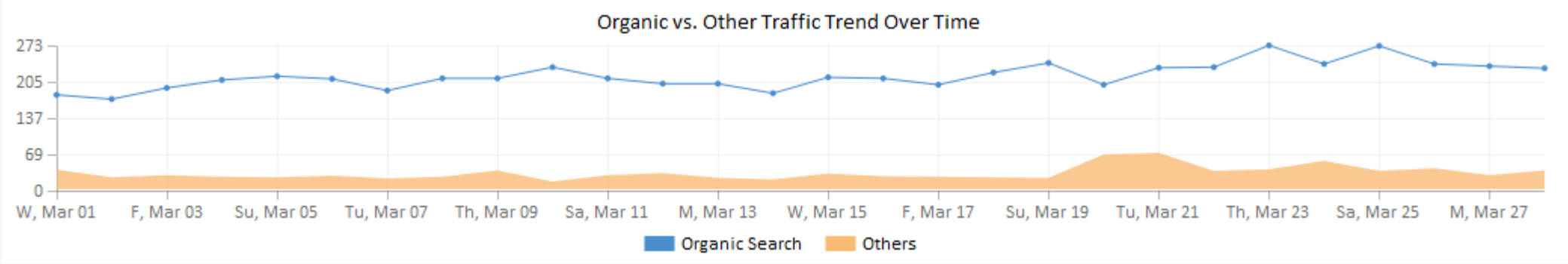


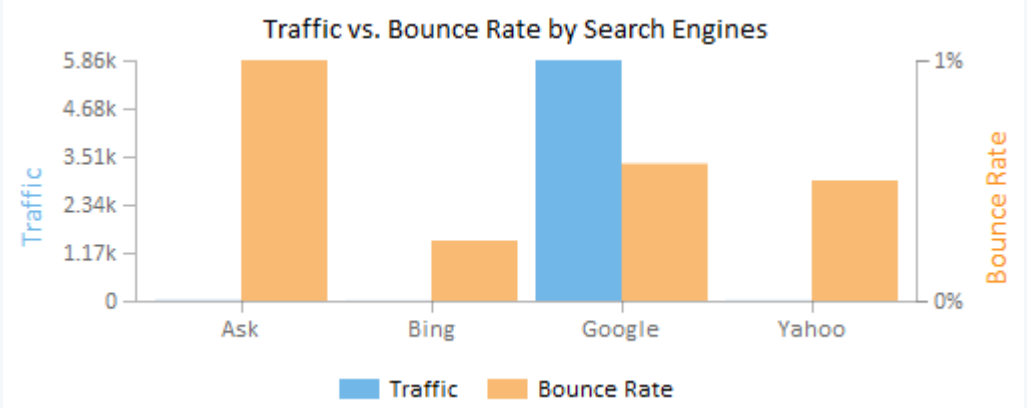




Organic Search Traffic /google+redesign/shop+by+brand/youtube 5,877 ▲

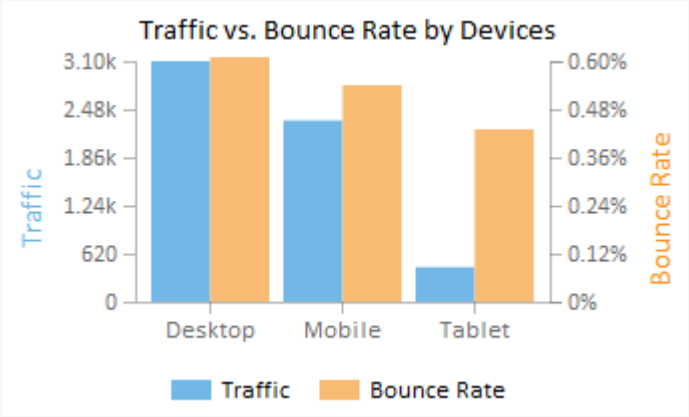
Sessions	Bounce Rate	Page Load Time	Pageviews	Time on Site (avg.)
5,666 / 6,230 ▲	53.04% / 56.97% ▲	00:00:01 / 00:00:01	18,801 / 19,511 ▲	00:02:21 / 00:04:02 ▲

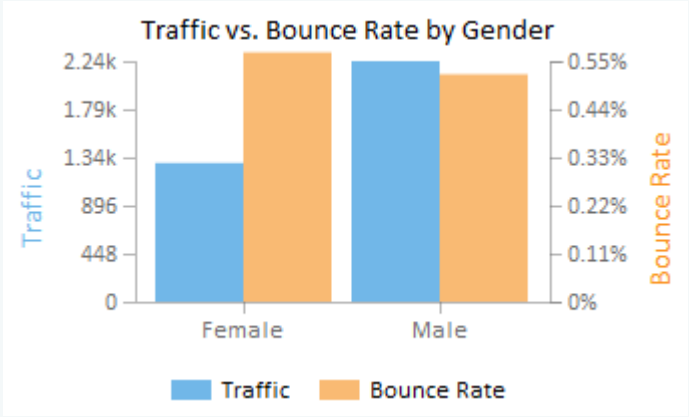


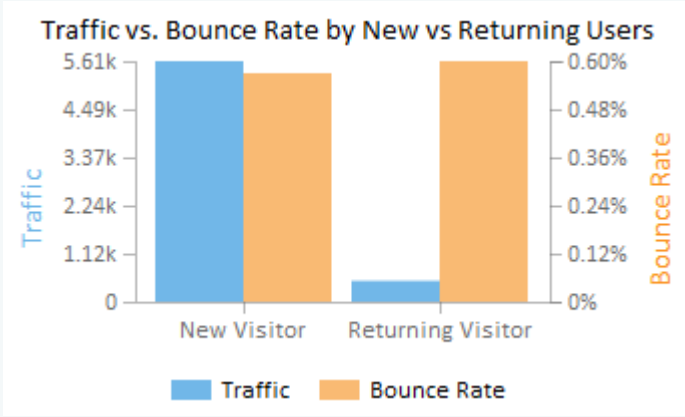


Keywords Directed Traffic Towards this Page (top 5)

S. No.	Keyword	Traffic	Bounce Rate
1	youtube	138 ▲	81.69% ▼
2	you tube	17 ▲	94.44% ▼
3	youtube store	8	87.50% ▲
4	youtube t shirt	8	87.50% ▲
5	yotube	5 ▲	100.00%

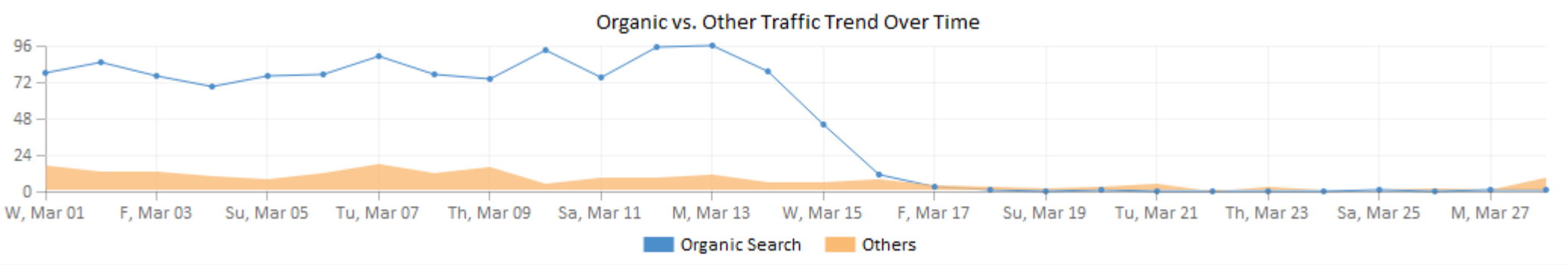


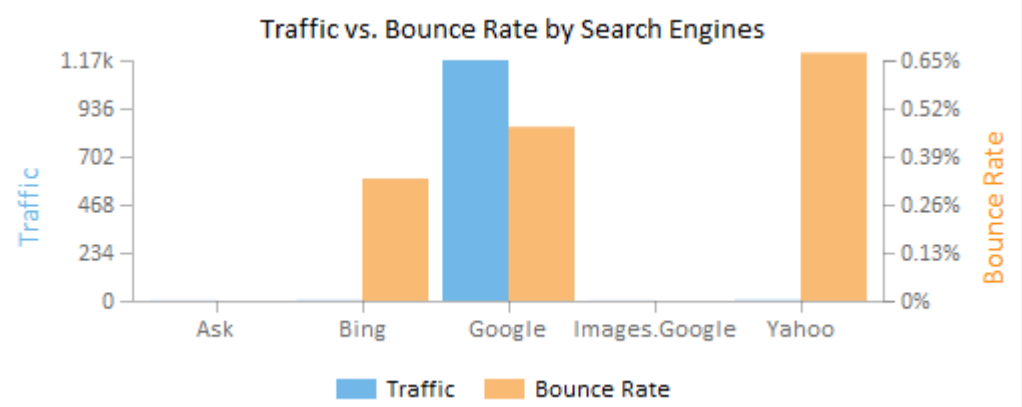




Organic Search Traffic /google+redesign/apparel/men++s/men++s+t+shirts 1,176▼

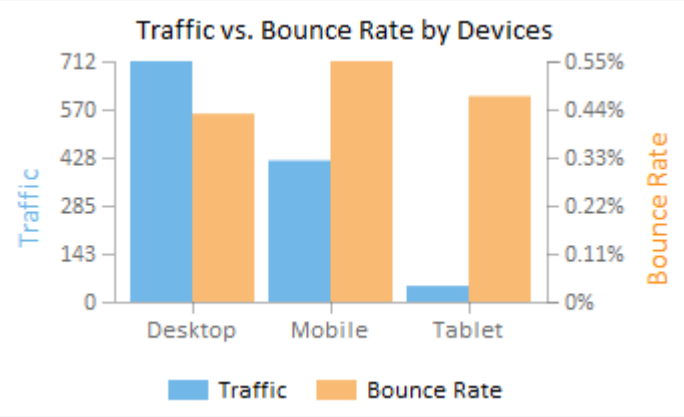
Sessions	Bounce Rate	Page Load Time	Pageviews	Time on Site (avg.)
1,989 / 1,231▼	46.05% / 47.20%▲	00:00:02 / 00:00:00▼	9,210 / 6,150▼	00:01:06 / 00:02:13▲

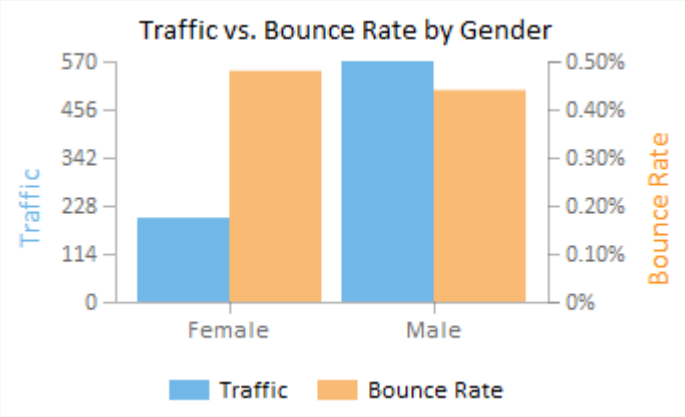


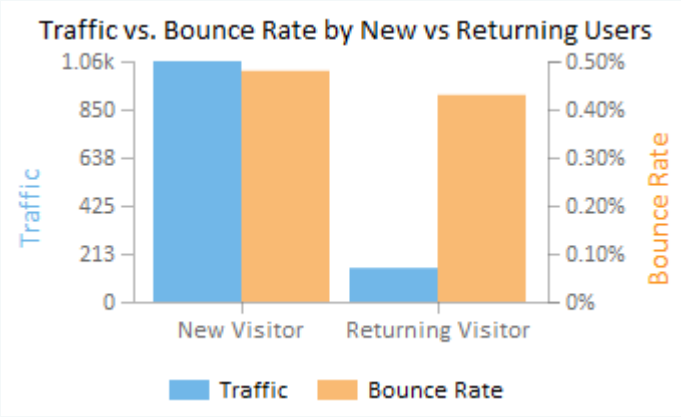


Keywords Directed Traffic Towards this Page (top 5)

S. No.	Keyword	Traffic	Bounce Rate
1	google t shirt	3 ▼	33.33% ▼
2	google tshirt	2 ▲	100.00% ▲
3	??????? ?????? t shirt ?? ?????	1 ▲	100.00% ▲
4	android logo tshirt	1 ▲	100.00% ▲
5	bali aman aan terkendali tshirt	1 ▲	100.00% ▲

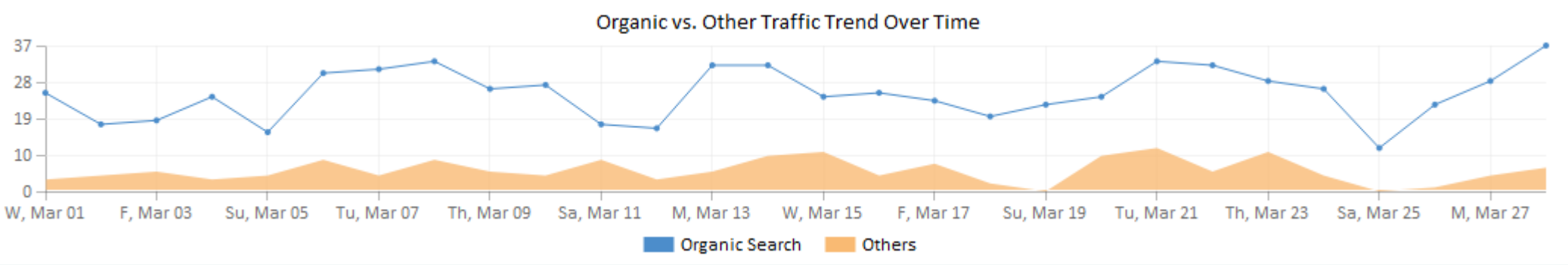


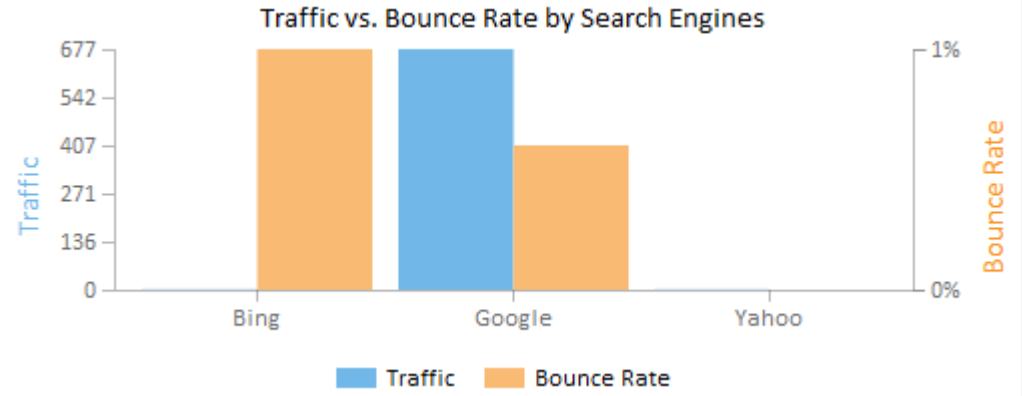




Organic Search Traffic /google+redesign/drinkware 679 ▲

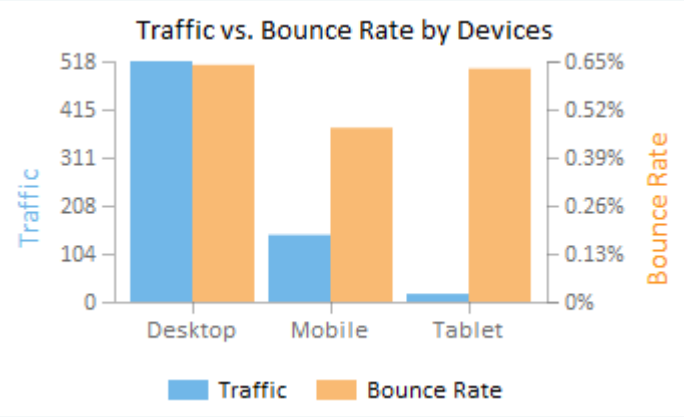
Sessions	Bounce Rate	Page Load Time	Pageviews	Time on Site (avg.)
605 / 703 ▲	61.98% / 60.31% ▼	00:00:02 / 00:00:01 ▼	2,039 / 2,585 ▲	00:01:01 / 00:00:58 ▼

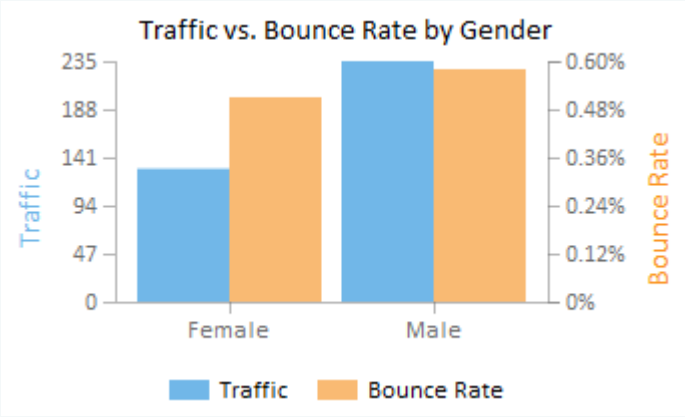


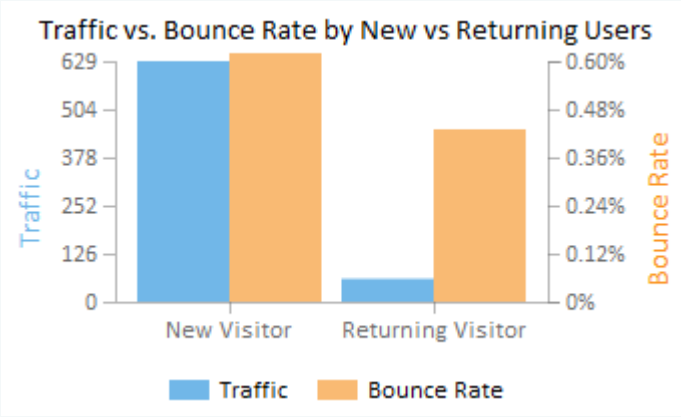


Keywords Directed Traffic Towards this Page (top 5)

S. No.	Keyword	Traffic	Bounce Rate
1	google mug	1 ▲	100.00% ▲
2	google mugs	1	0.00%
3	google store	1 ▲	100.00% ▲
4	google water	1 ▲	100.00% ▲
5	goolgle water	1 ▲	100.00% ▲

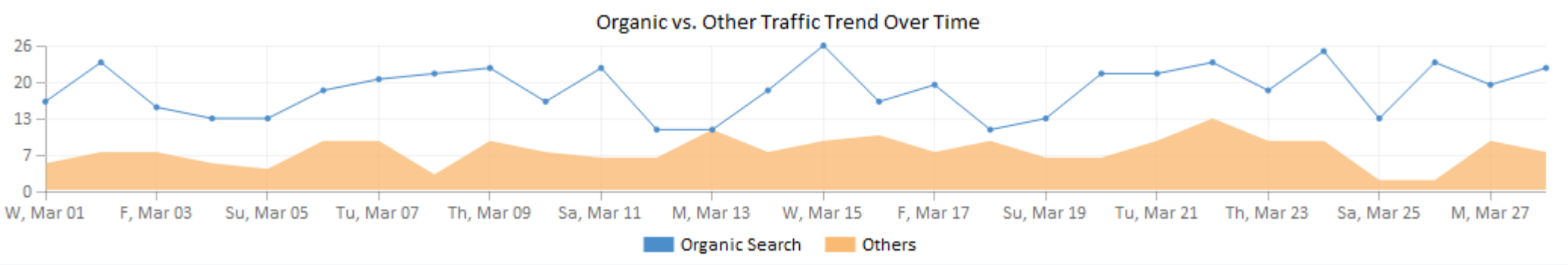


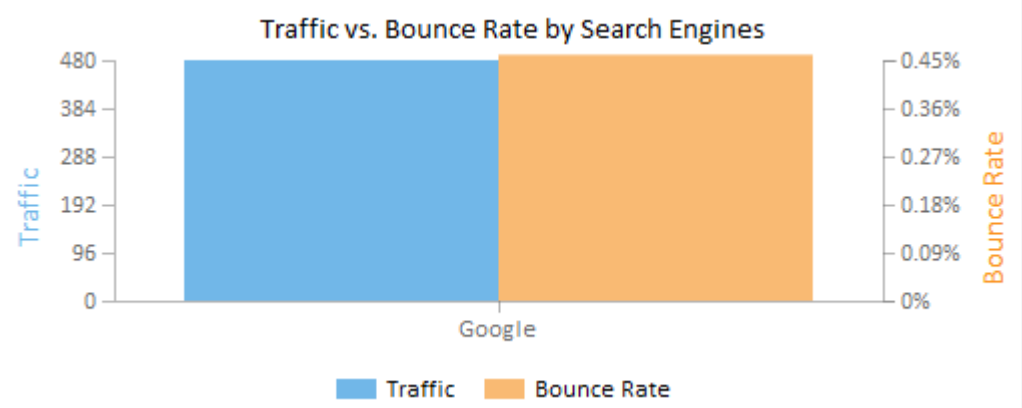




Organic Search Traffic /google+redesign/bags 480▲

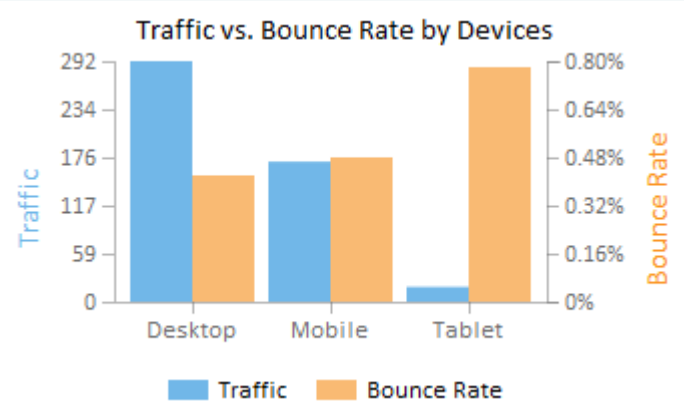
Sessions	Bounce Rate	Page Load Time	Pageviews	Time on Site (avg.)
454 / 524▲	46.70% / 45.61%▼	00:00:03 / 00:00:06▲	2,166 / 2,305▲	00:08:29 / 00:02:55▼

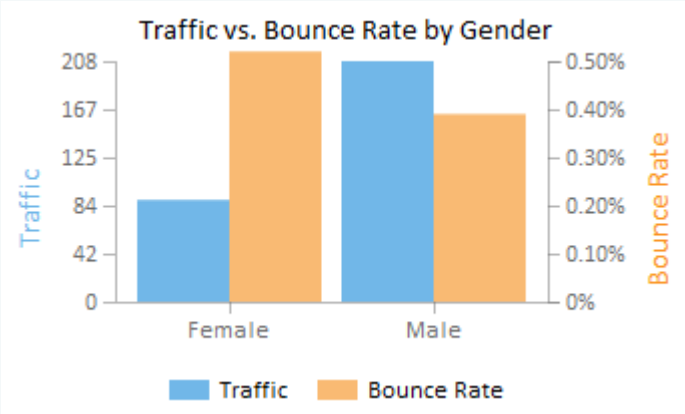


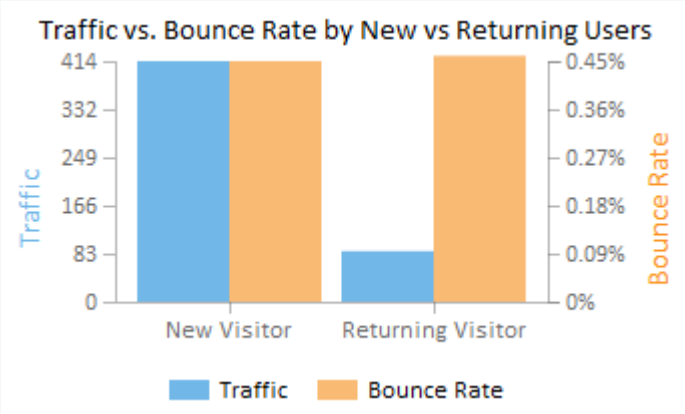


Keywords Directed Traffic Towards this Page (top 5)

S. No.	Keyword	Traffic	Bounce Rate
1	bag	7▲	100.00%
2	bag-google.com	2▲	100.00%▲
3	google store	2▲	100.00%▲
4	beeg google. com	1▲	100.00%▲
5	google backpack	1	100.00%▲



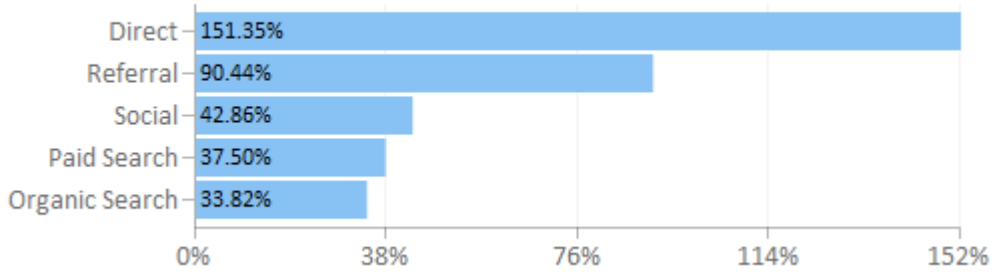




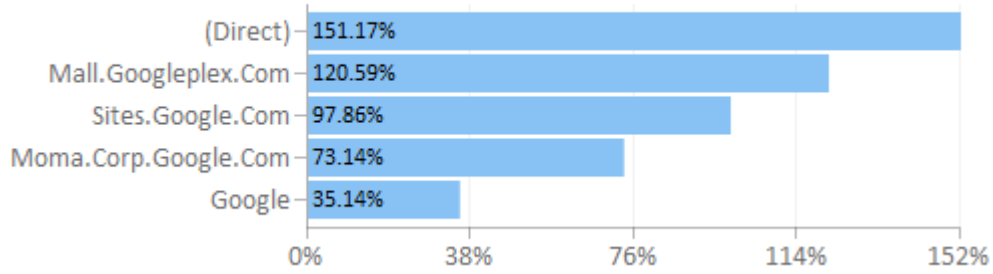
Conversion Rate /google+redesign/nest/nest-usa 114.53%▲

Goal Completed	Bounce Rate	Pageviews	Time on Site (avg.)	Goal Value
2,232 / 2,128▼	19.09% / 19.05%▼	16,942 / 16,069▼	00:04:56 / 00:05:17▲	$ 0 / $ 0

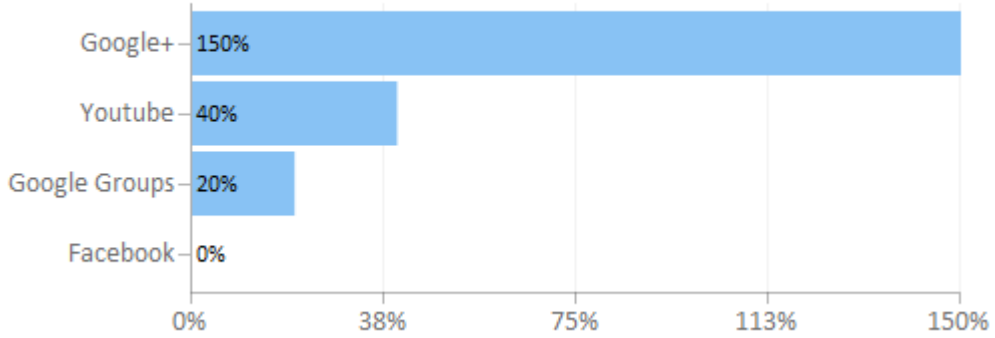
Conversion Rate by Channels of Selected Page (top 5)



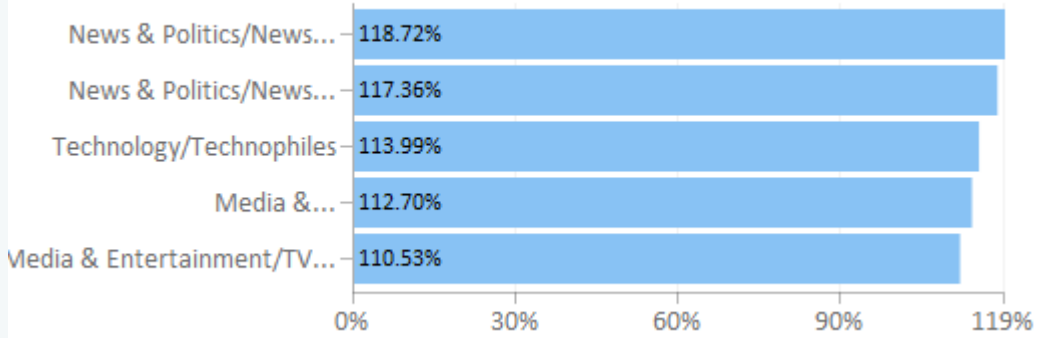
Conversion Rate by Sources of Selected Page (top 5)



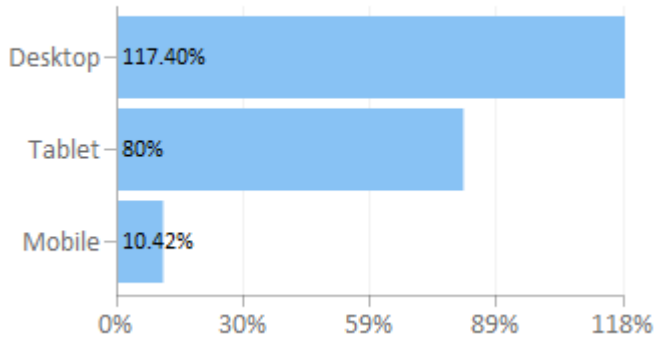
Conversion Rate by Social Networks of Selected Page (top 5)



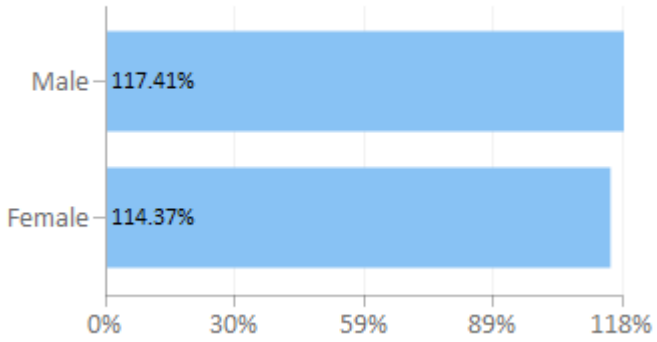
New Users More Likely to be Ready Customers (top 5)



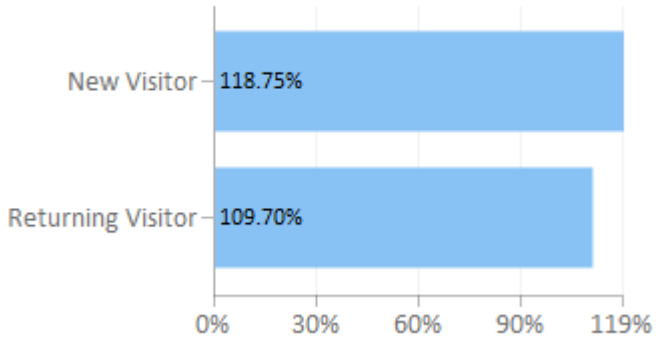
Conversion Rate by Devices of Selected Page



Conversion Rate by Gender of Selected Page



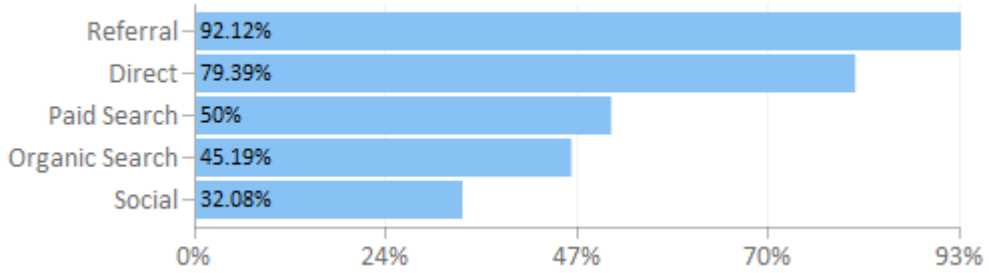
Conversion Rate by New vs Returning Users



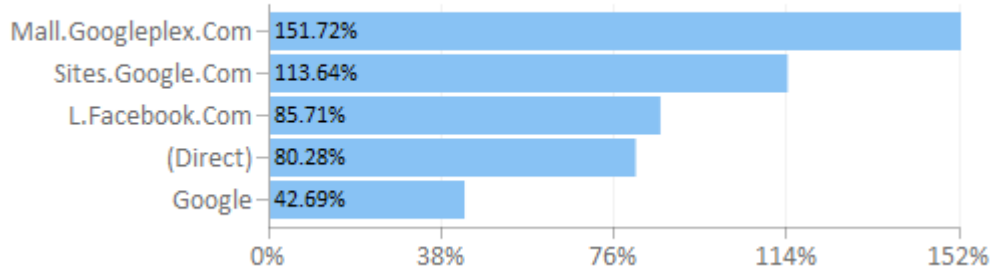
Conversion Rate /basket.html 69.71%▼

Goal Completed	Bounce Rate	Pageviews	Time on Site (avg.)	Goal Value
673 / 642▼	41.70% / 42.13%▲	6,411 / 7,231▲	00:04:20 / 00:05:03▲	$ 0 / $ 0

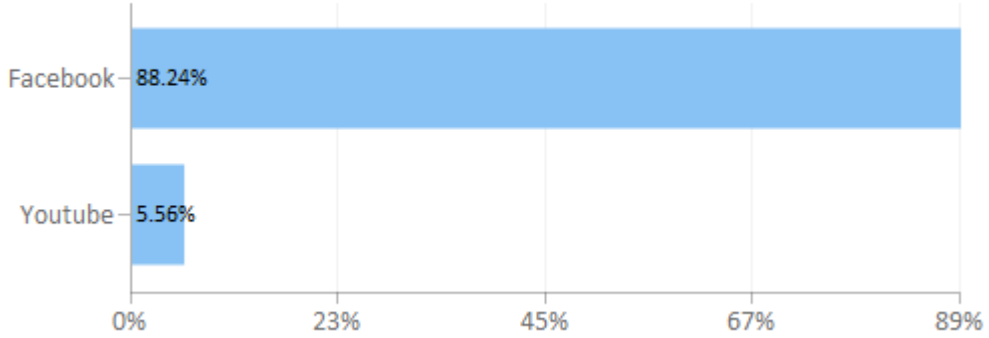
Conversion Rate by Channels of Selected Page (top 5)



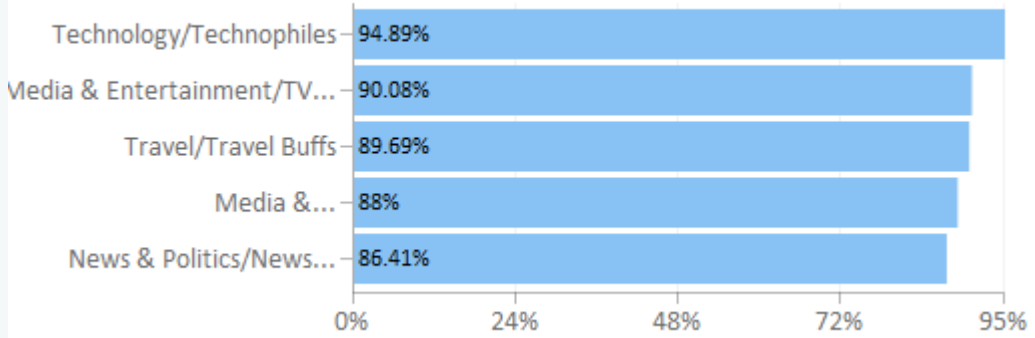
Conversion Rate by Sources of Selected Page (top 5)



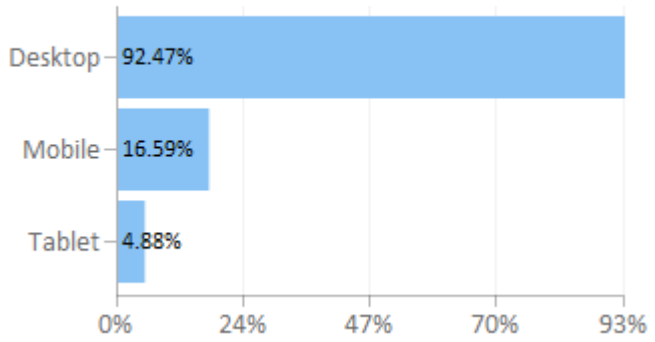
Conversion Rate by Social Networks of Selected Page (top 5)



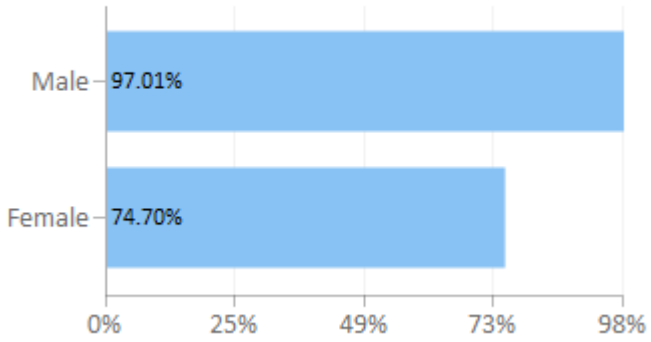
New Users More Likely to be Ready Customers (top 5)



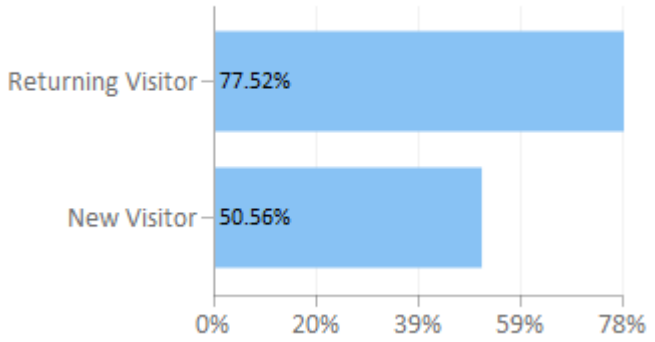
Conversion Rate by Devices of Selected Page



Conversion Rate by Gender of Selected Page



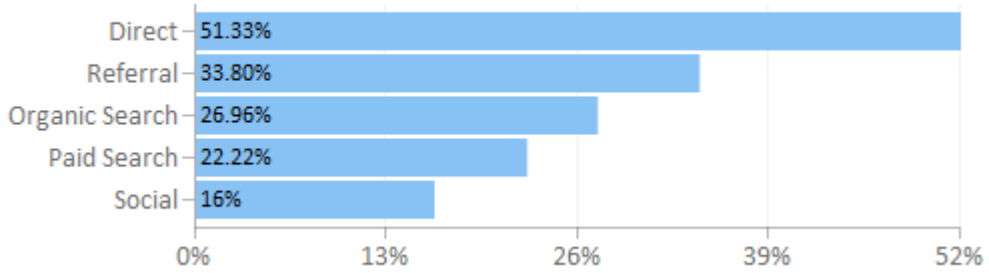
Conversion Rate by New vs Returning Users



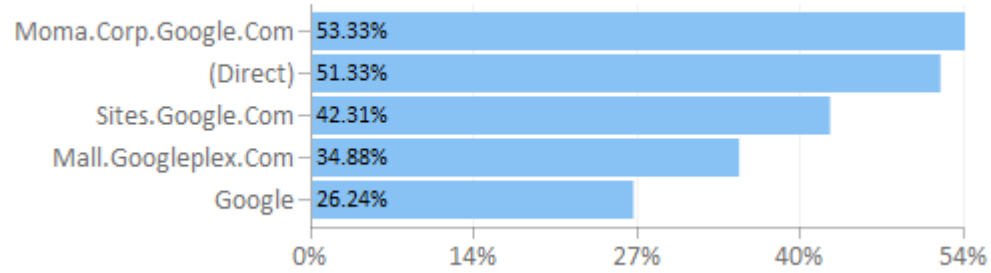
Conversion Rate /signin.html 42.51%▲

Goal Completed	Bounce Rate	Pageviews	Time on Site (avg.)	Goal Value
714 / 687▼	31.62% / 29.02%▼	8,837 / 9,721▲	00:03:19 / 00:03:01▼	$ 0 / $ 0

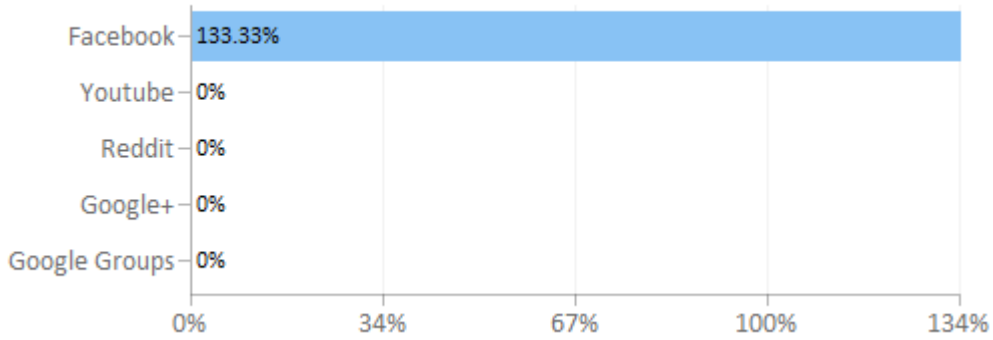
Conversion Rate by Channels of Selected Page (top 5)



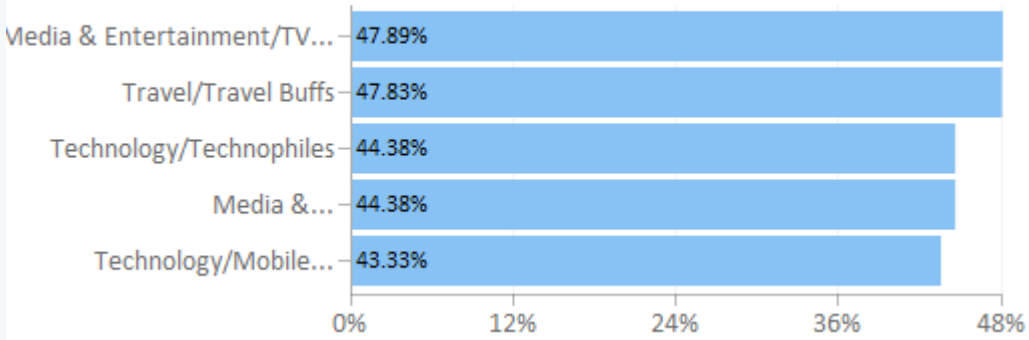
Conversion Rate by Sources of Selected Page (top 5)



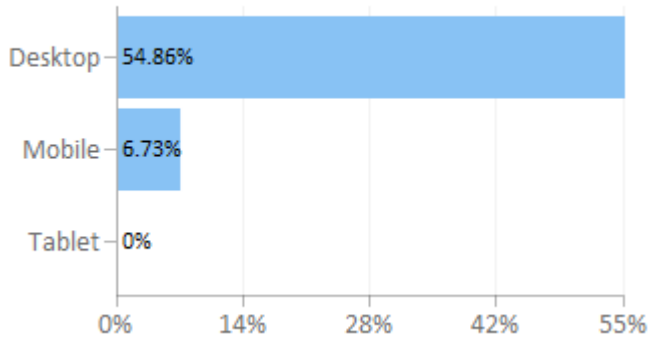
Conversion Rate by Social Networks of Selected Page (top 5)



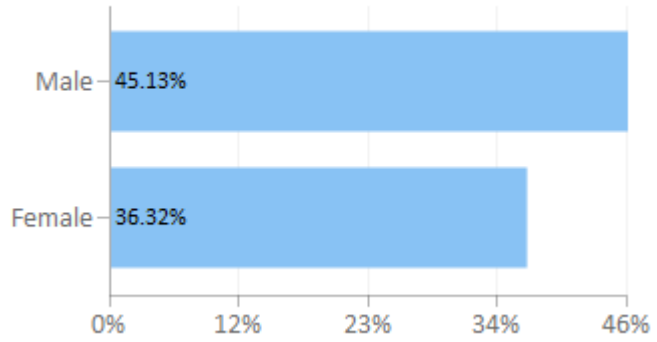
New Users More Likely to be Ready Customers (top 5)



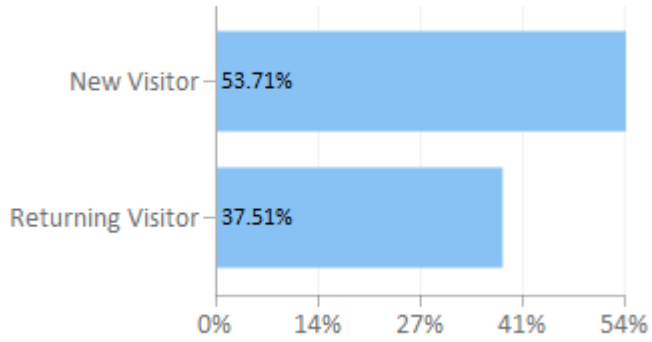
Conversion Rate by Devices of Selected Page



Conversion Rate by Gender of Selected Page



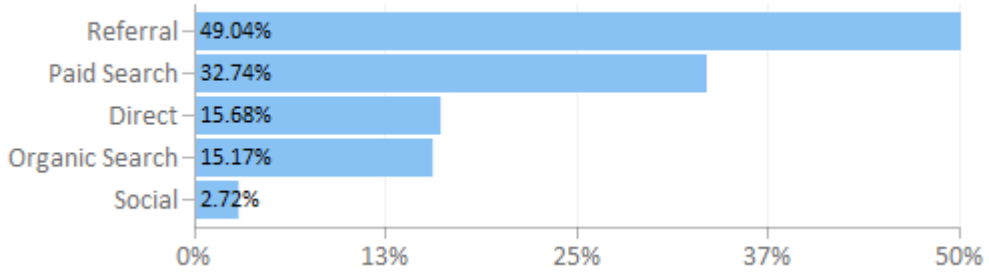
Conversion Rate by New vs Returning Users



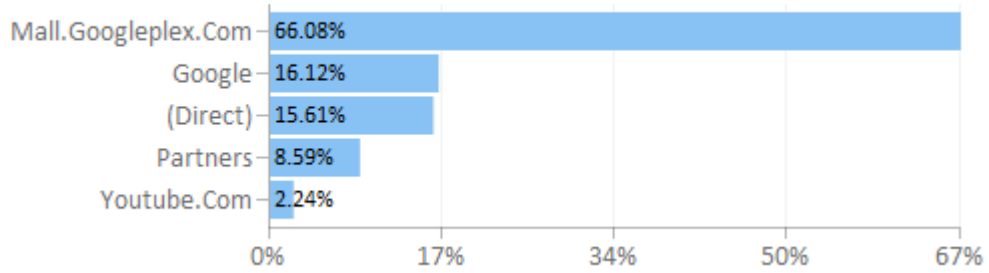
Conversion Rate /home 16.89%▲

Goal Completed	Bounce Rate	Pageviews	Time on Site (avg.)	Goal Value
6,006 / 7,313▲	48.19% / 47.83%▼	161,276 / 180,930▲	00:02:31 / 00:02:36▲	$ 0 / $ 0

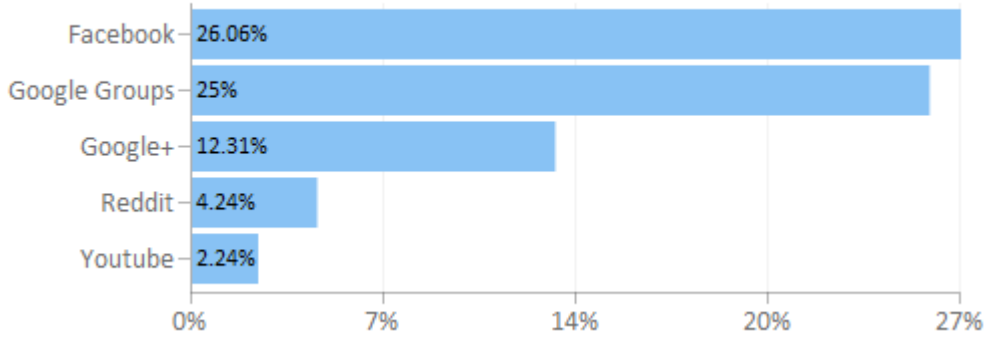
Conversion Rate by Channels of Selected Page (top 5)



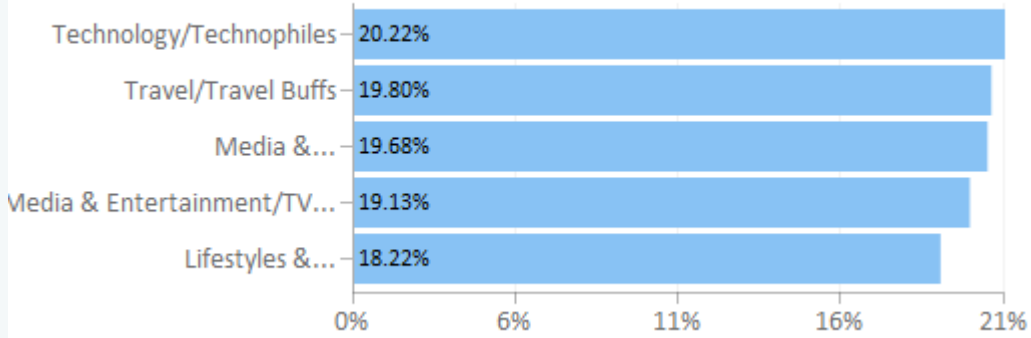
Conversion Rate by Sources of Selected Page (top 5)



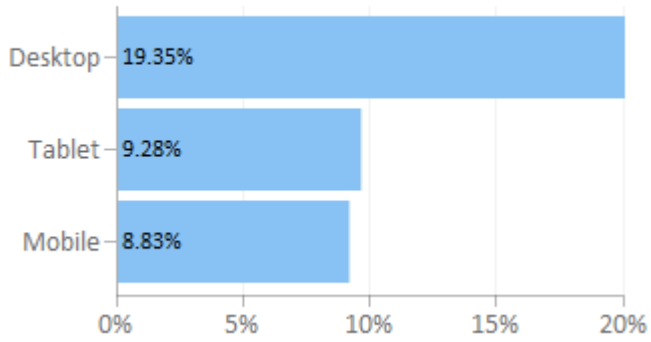
Conversion Rate by Social Networks of Selected Page (top 5)



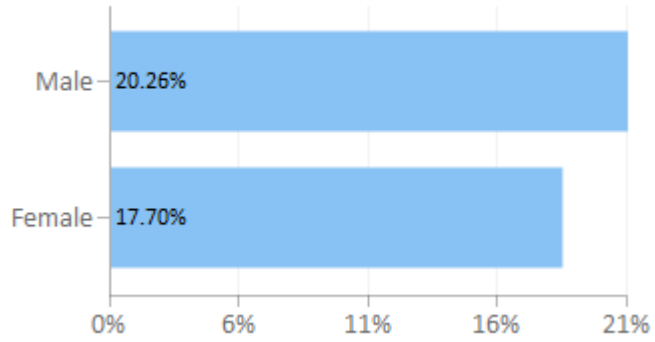
New Users More Likely to be Ready Customers (top 5)



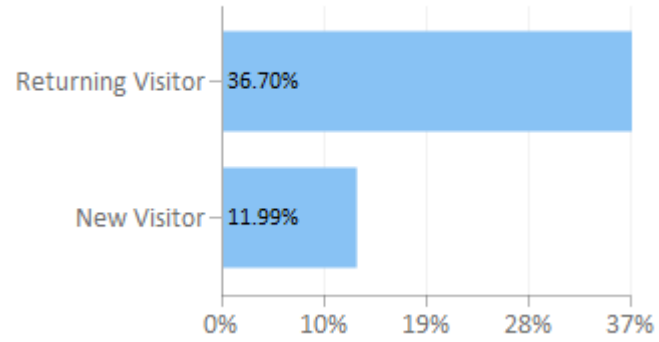
Conversion Rate by Devices of Selected Page



Conversion Rate by Gender of Selected Page



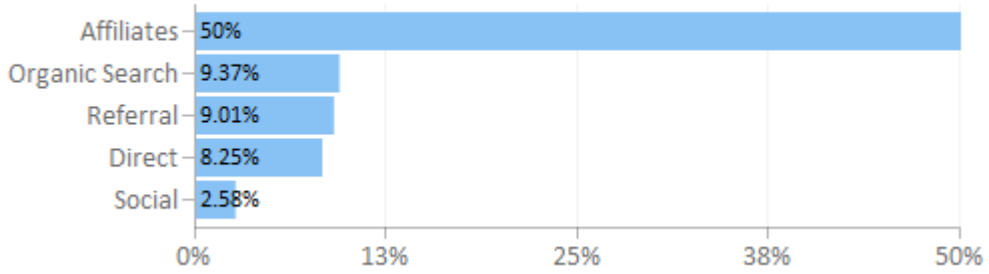
Conversion Rate by New vs Returning Users



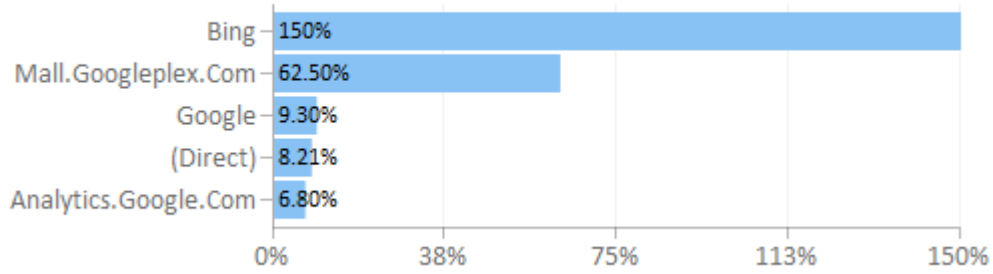
Conversion Rate /google+redesign/shop+by+brand/youtube 9.12%▼

Goal Completed	Bounce Rate	Pageviews	Time on Site (avg.)	Goal Value
727 / 662▼	54.38% / 57.57%▲	24,636 / 22,393▼	00:01:39 / 00:01:39	$ 0 / $ 0

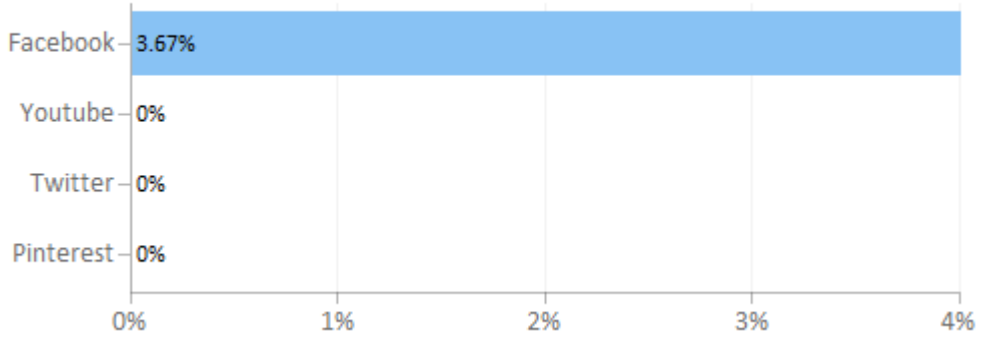
Conversion Rate by Channels of Selected Page (top 5)



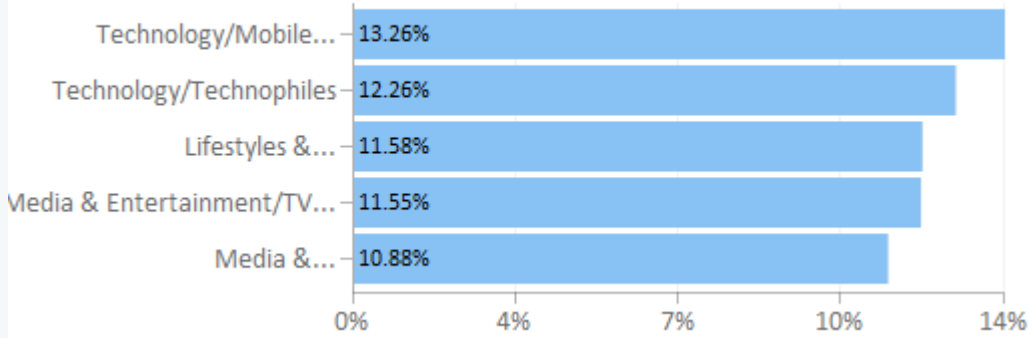
Conversion Rate by Sources of Selected Page (top 5)



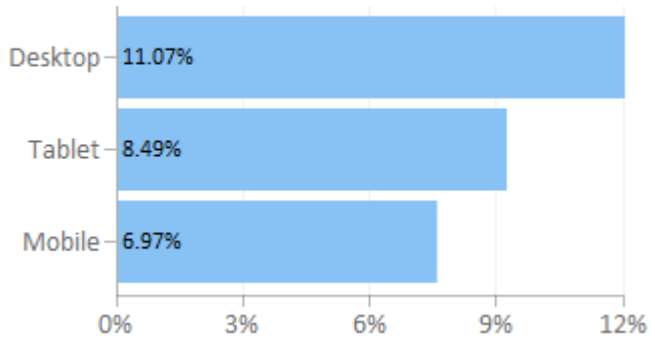
Conversion Rate by Social Networks of Selected Page (top 5)



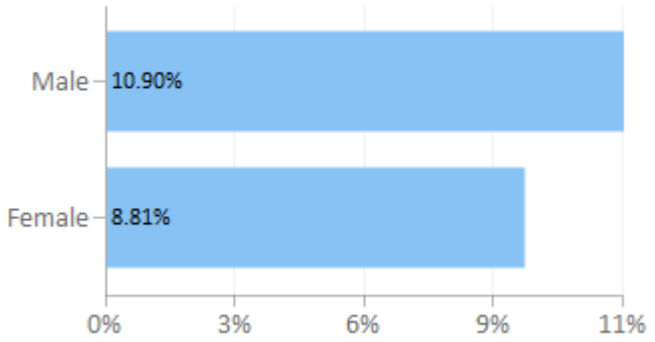
New Users More Likely to be Ready Customers (top 5)



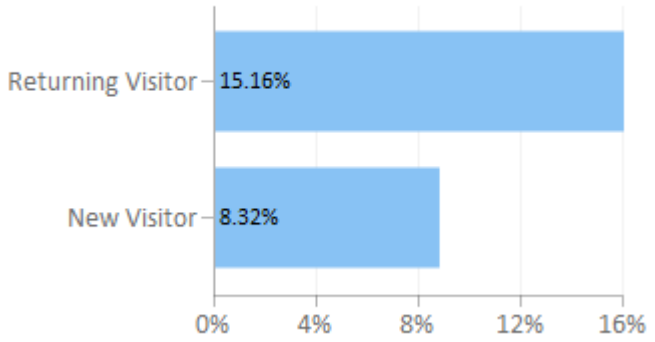
Conversion Rate by Devices of Selected Page



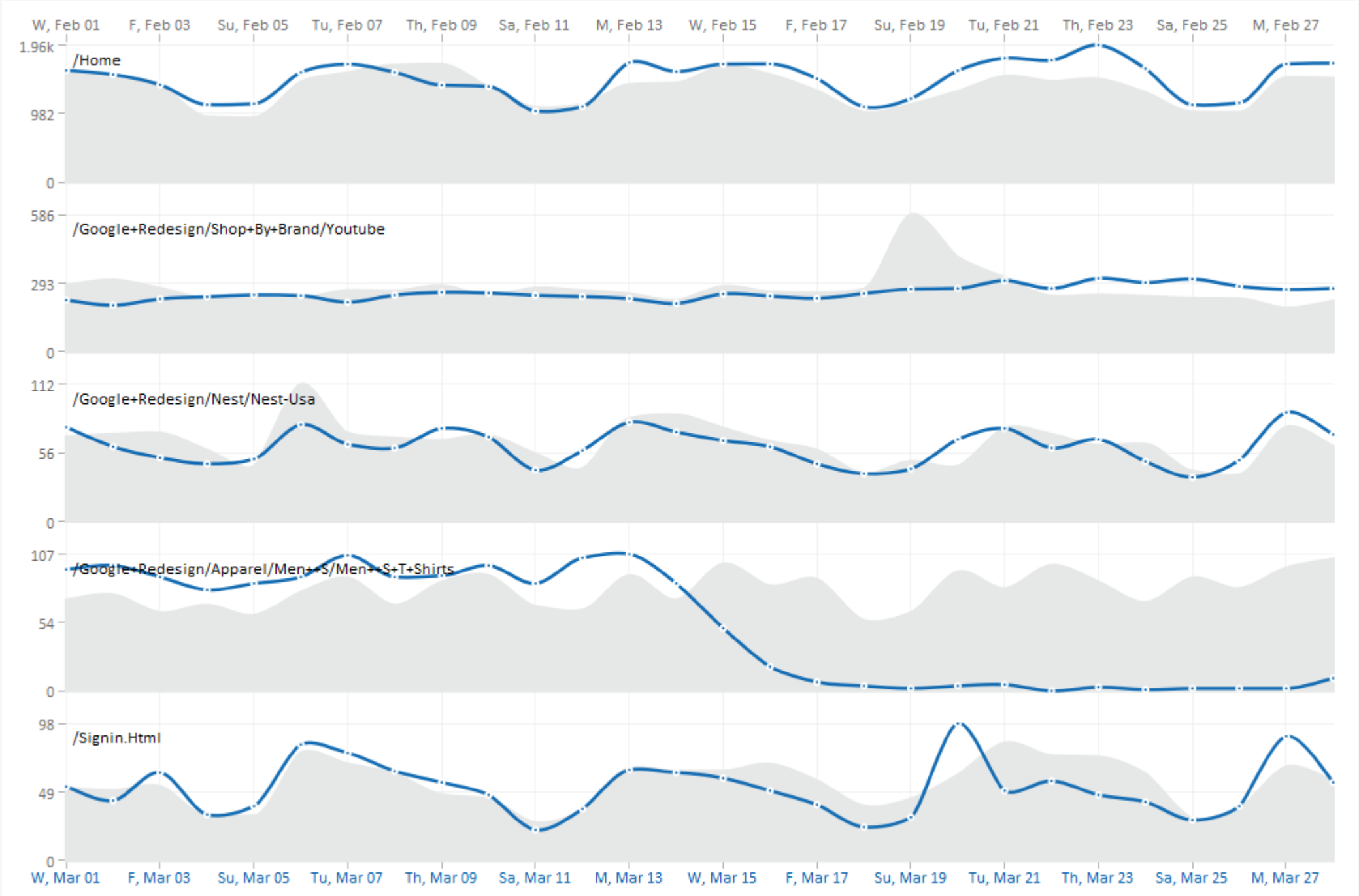
Conversion Rate by Gender of Selected Page



Conversion Rate by New vs Returning Users



Landing Pages Traffic Trend (top 5, previous vs. current)



Appendix

These are the terms we get asked about the most.

Google Analytics Terminology

Google Analytics provides description of many technical terms on their help pages. Here are a few selected ones we use in this report.

Users

A user is someone who visits your site. A user will be New and then Returning. There is a significant difference between visits and users. A visit is time on the site whereas a user is a group of visits made on one computer. The number of users will always be lower than the number of visits to a site, this is because some users will visit more than once.

Sessions

(formerly known as Visits) The number of times your website is accessed (this is different from number of Visitors) and the period of time users are actively engaged on your website. Watching the trends in your visits allows you to analyze which aspects of your online marketing are working.

Organic/SEO Traffic

Organic traffic only.

Source

The place users are before seeing your content, like a search engine or another website. The source of a visit is the specific place that sent the visit to your site. i.e., Google.com.

Keyword

All keywords, both paid and unpaid, used by users to reach your site.

Bounce Rate

The percentage of single page sessions. These are sessions in which the user visits a page, and then leaves your site from the same page without interacting with the page.

Exit Page

The pages visitors viewed last on your site.

Landing Page

The pages through which visitors entered your site.

Page Load Time

The page load time in milliseconds.

Time on Site (avg.)

Time on Page represents the average amount of time, in seconds, a user spends on a particular page. Technically, it represents the time between the start time of a given Pageview and the start time of the subsequent Pageviews or Event.

Conversion Rate

The sum of all individual goal conversion rates.

New and Returning Visitors

Through the use of cookies, Google Analytics will know if a user has been to your site on that browser before – and if so, will track them as a returning Visit. If no information is available in the cookies, the visitor is tracked as a New Visit. If the cookie that tracks this has expired or been deleted then the visit will be classed as New.

Appendix

These are the terms we get asked about the most.

Pageviews
The number of pages a visitor views over the duration of their visit to your website. Page views allow you to see which pages on your site are the most popular.

Channel
The Channel Group associated with an end user's session for this View (defined by the View's Channel Groupings). For example Organic search, Social, Direct, Referral, Affiliates, Paid Search, Display, Other etc.

Affinity Categories
Affinity categories are used to reach potential customers, to make them aware of your brand or product. These are users higher in the purchase funnel, near the beginning of the process.

Social Network
The social network where the activity originated.

Device Type
The Device used by visitors to your website.

Gender/Demographic
Users Gender.

About PolyVista, Inc.

A Houston-based company founded in 1995, PolyVista is a cloud-based analytical platform that delivers results beyond what conventional analysis and reporting tools are able to provide. With PolyVista's software as a service (SaaS) solution, clients across all industries and business roles are able to harness the power of our automated text analysis capabilities to extract meaningful and previously unknown business insights, anomalies, patterns and correlations hidden in their data. The information discovered by PolyVista serves as the foundation for solving complex and diverse business issues. Contact PolyVista today to learn more.

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