



Click, don't scroll

Google Analytics Reports



Google Merchandise Store
Content Analysis Report

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 web analytics is presented in a summarized format.

3. Loyalty and Recency

This section provides insight on key metrics and KPIs that helps marketers understand content behavior.

4. Social Success

Navigates to "Social Success" section of the report. This section provides insights of conversion trend against social traffic, social networks conversion current vs previous and social referrals share.

5. 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

Goal Completed

14,220 (14,565) ▼



Entrances

67,697 (67,831) ▼



Bounce Rate

48.19% (46.96%) ▲



Pageviews

291,925 (294,656) ▼

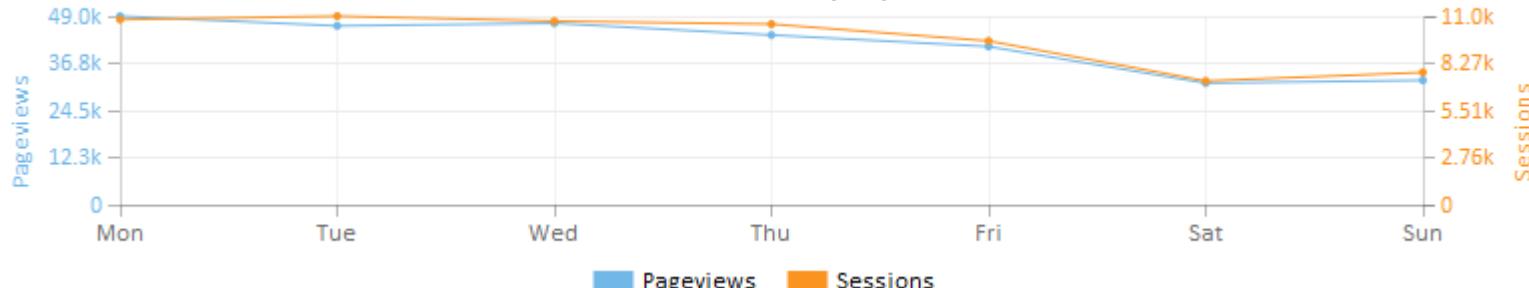


Time on Site (avg.)

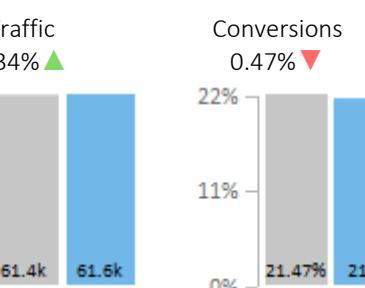
00:02:40 (00:02:39) ▲



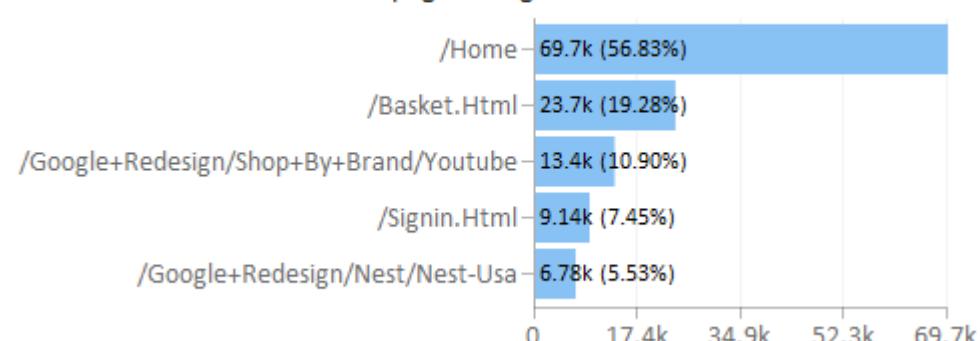
How content is consumed by day of the week?



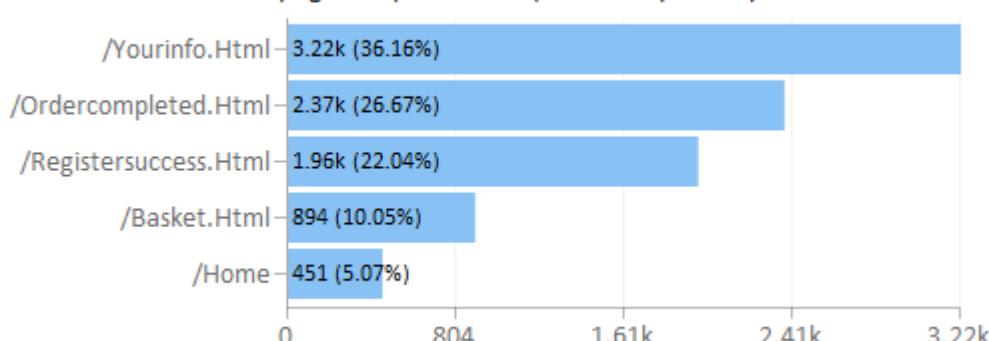
How successful is my content?



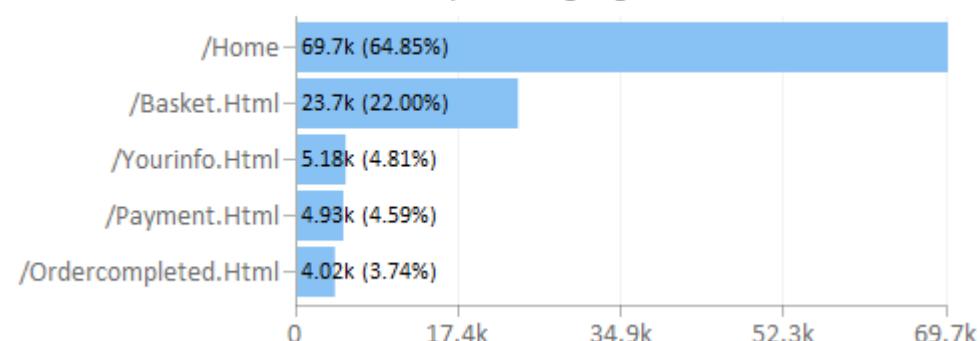
What pages bring in traffic?



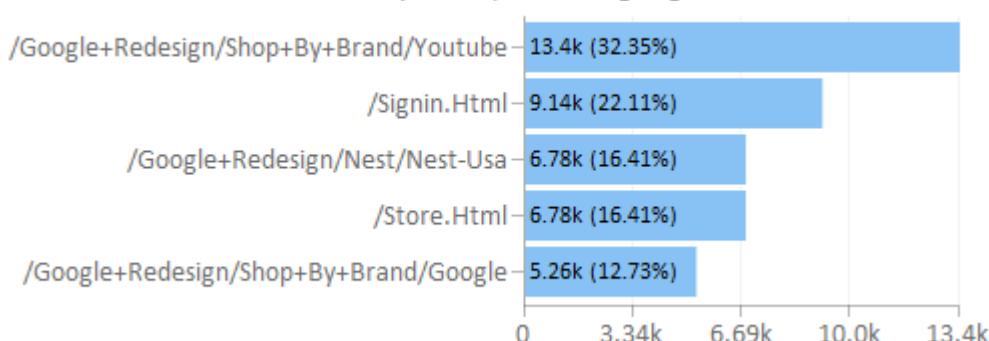
What pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



Loyalty and Recency

Duration: Length of Visit?



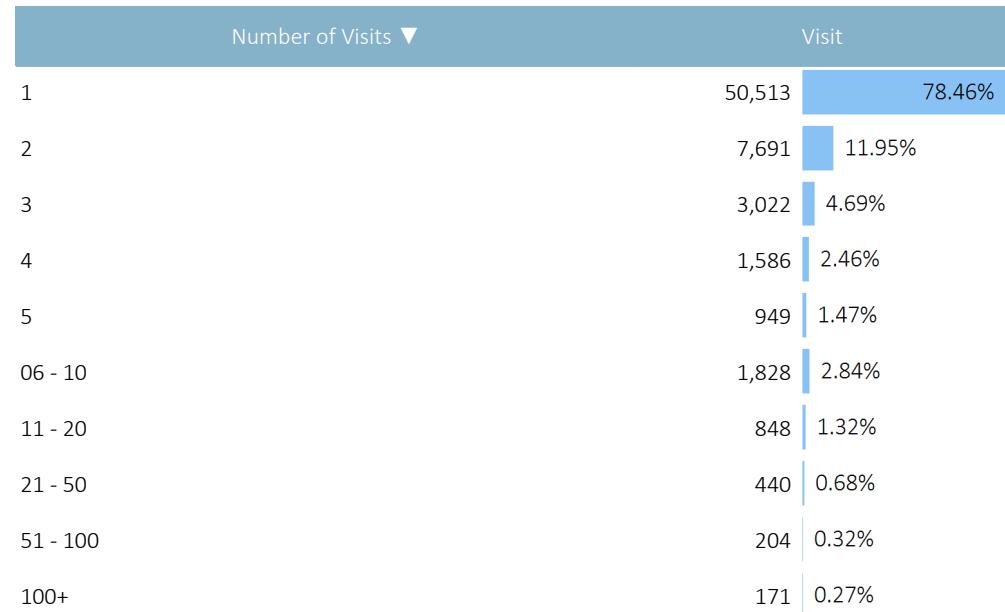
Recency: When Did User Last Visit?



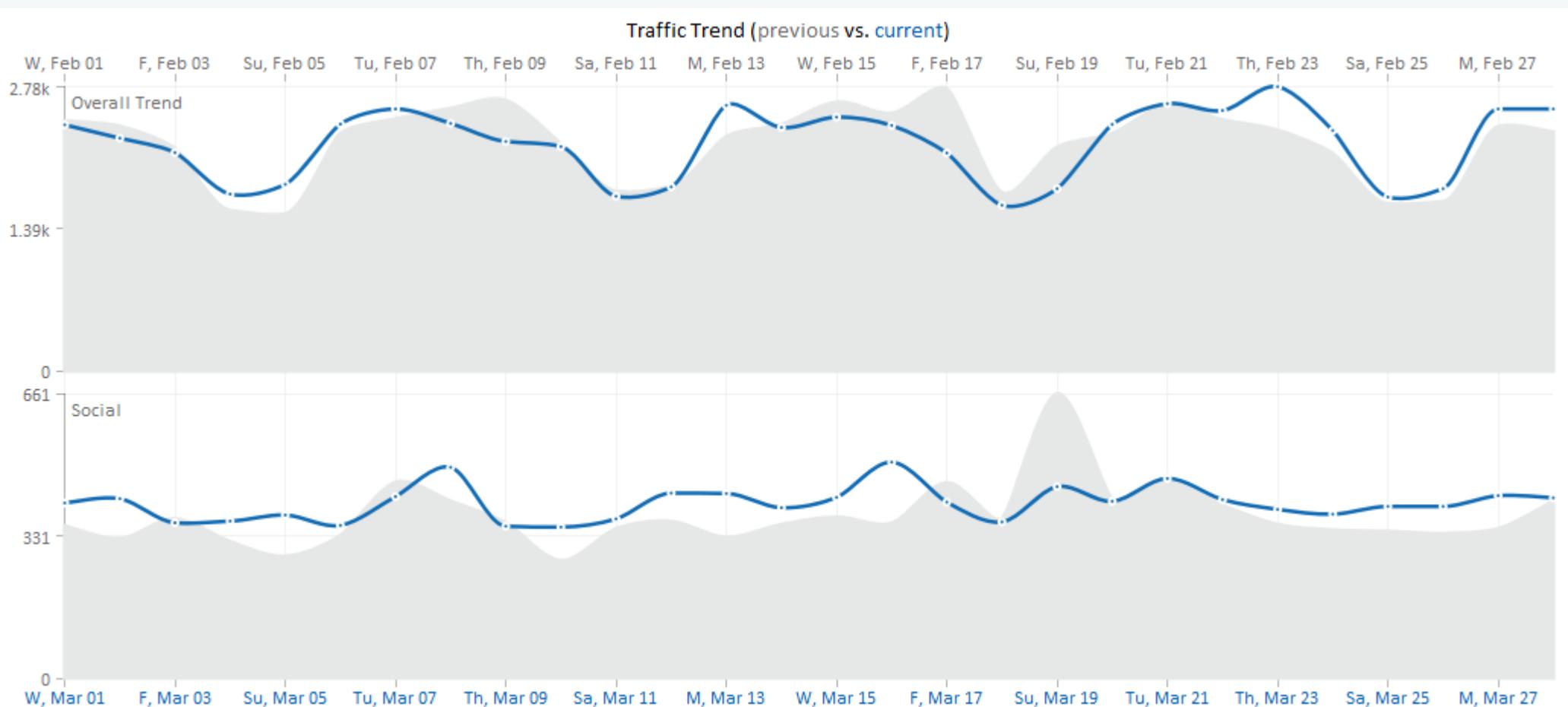
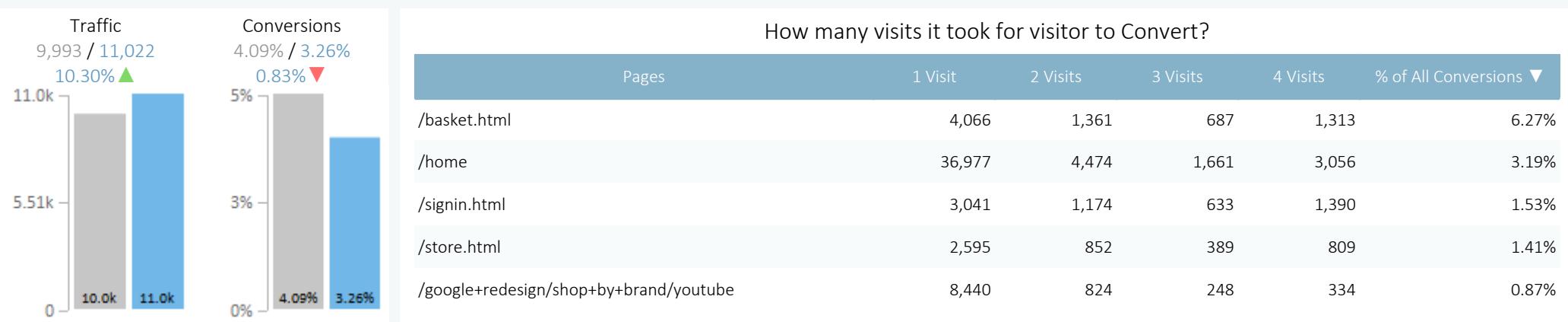
Engagement: Depth of Visit?



Frequency: How Many Visits?



Social Success and Number of Visits to Conversion



How content is consumed on Monday?

Goal Completed
629 (541) ▲

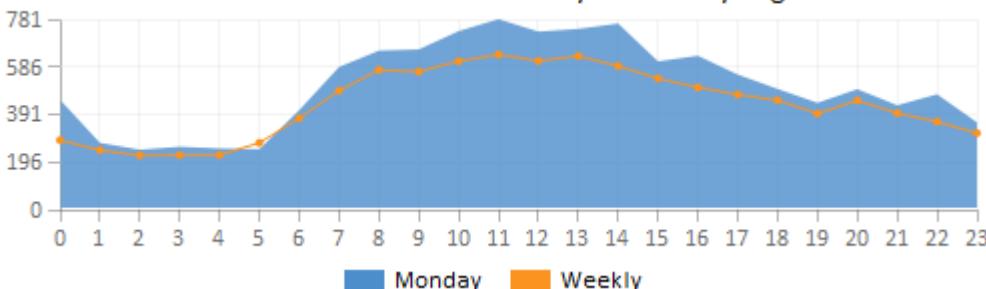
Entrances
2,649 (2,489) ▲

Bounce Rate
47.51% (44.68%) ▲

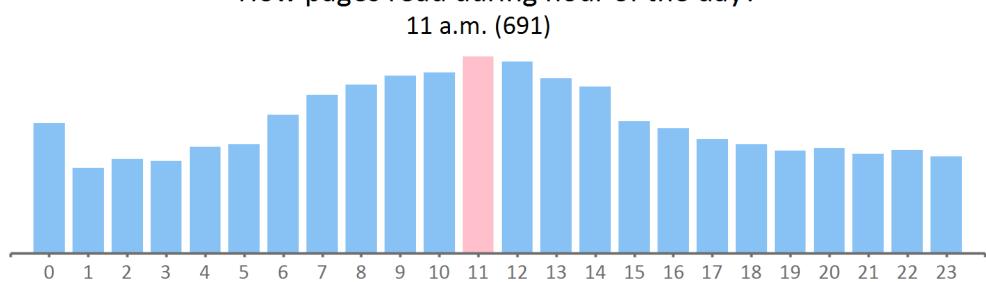
Pageviews
12,950 (10,951) ▲

Time on Site (avg.)
00:02:53 (00:02:43) ▲

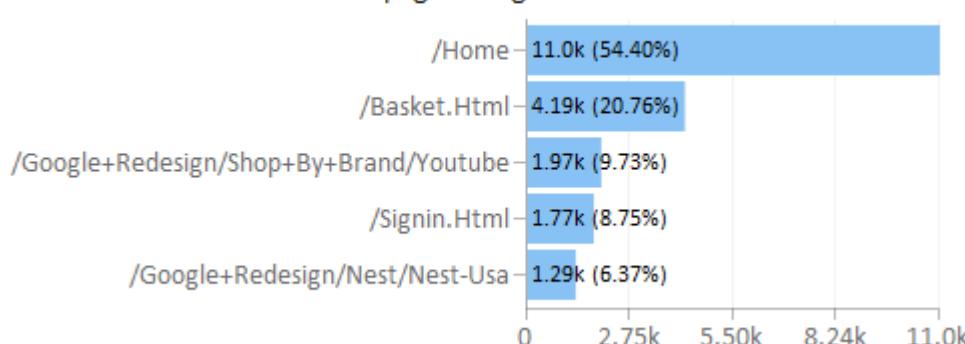
Content consumed on Monday Vs. Weekly Avg.



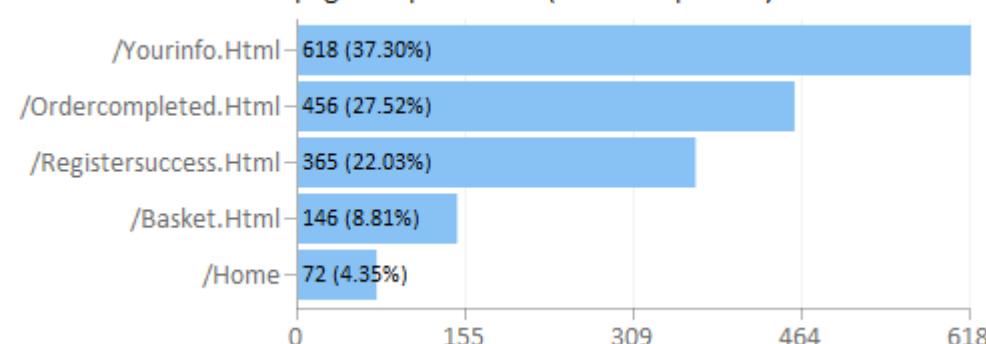
How pages read during hour of the day?



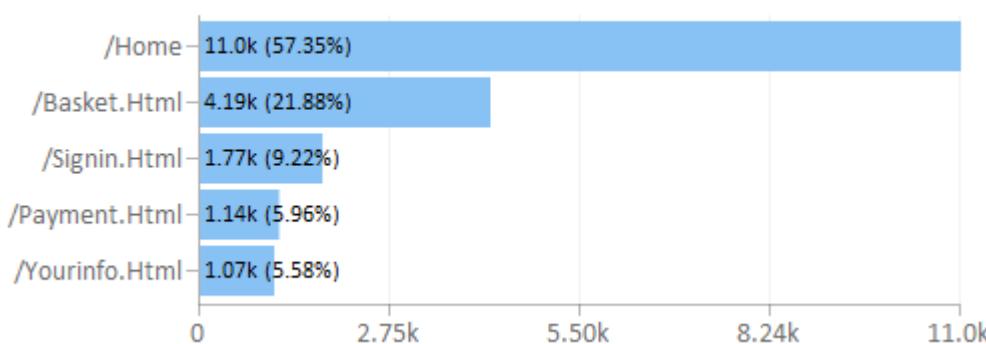
What pages bring in traffic?



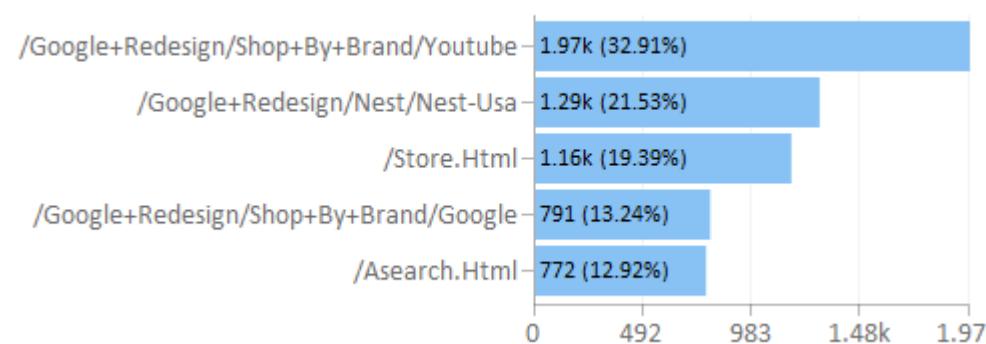
Which pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



How content is consumed on Tuesday?

Goal Completed

530 (569) ▼

Entrances

2,587 (2,552) ▲

Bounce Rate

46.41% (48.12%) ▼

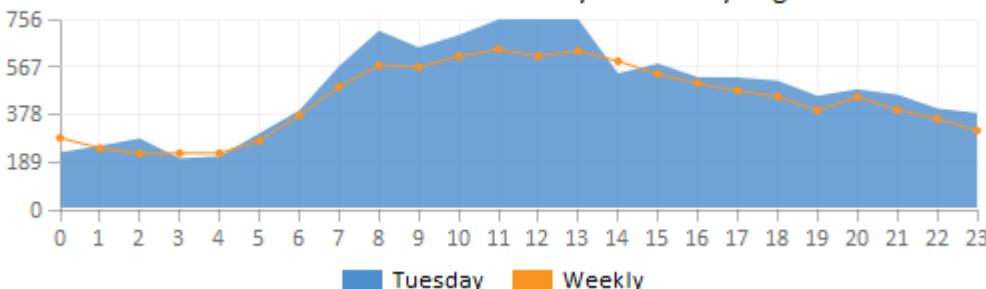
Pageviews

11,019 (10,802) ▲

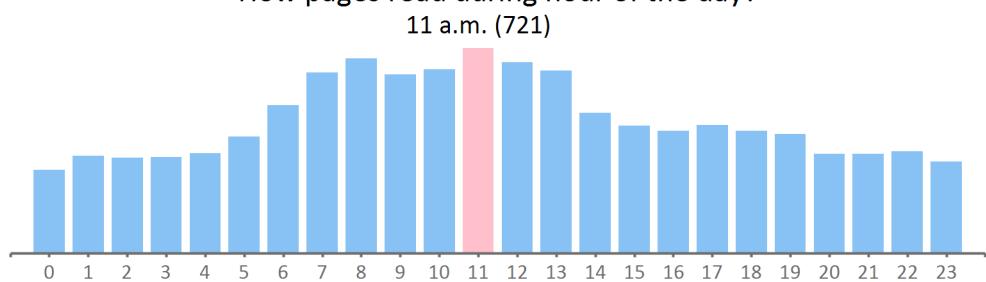
Time on Site (avg.)

00:02:34 (00:02:43) ▼

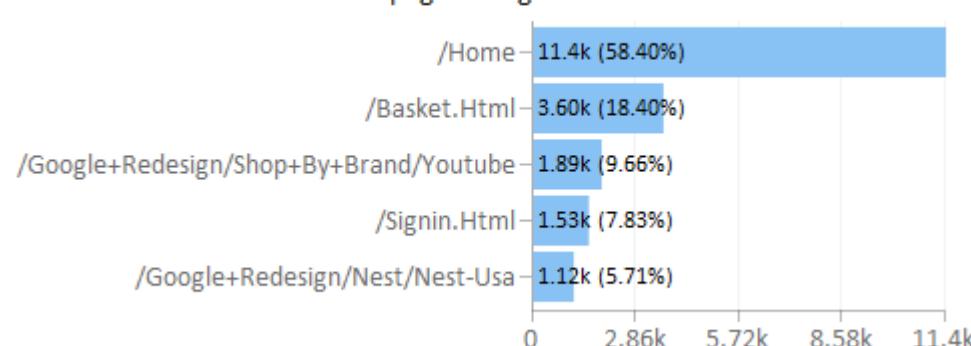
Content consumed on Tuesday Vs. Weekly Avg.



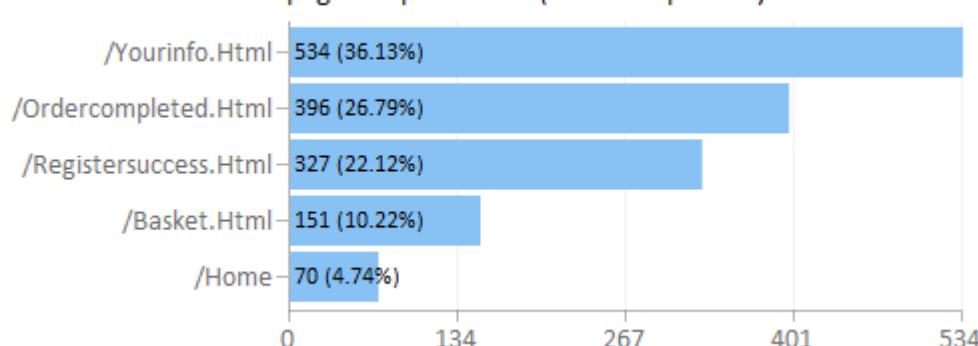
How pages read during hour of the day?



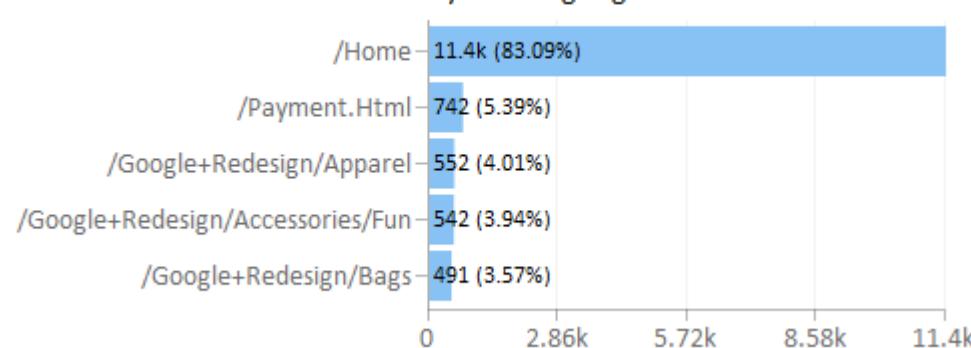
What pages bring in traffic?



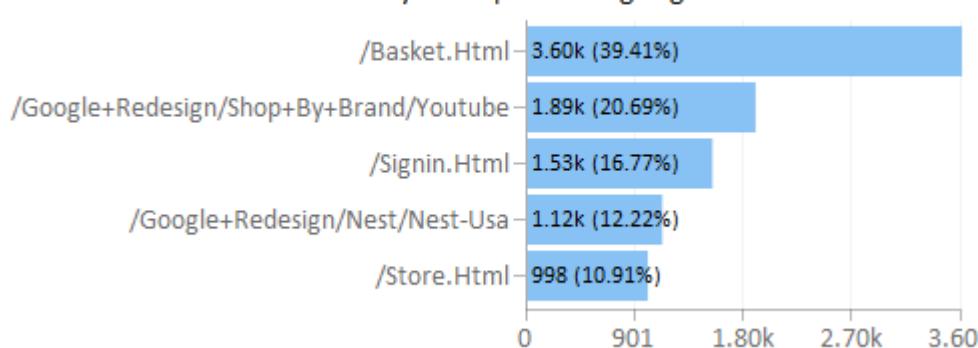
Which pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



How content is consumed on Wednesday?

Goal Completed

613 (595) ▲

Entrances

2,625 (2,684) ▼

Bounce Rate

46.70% (43.67%) ▲

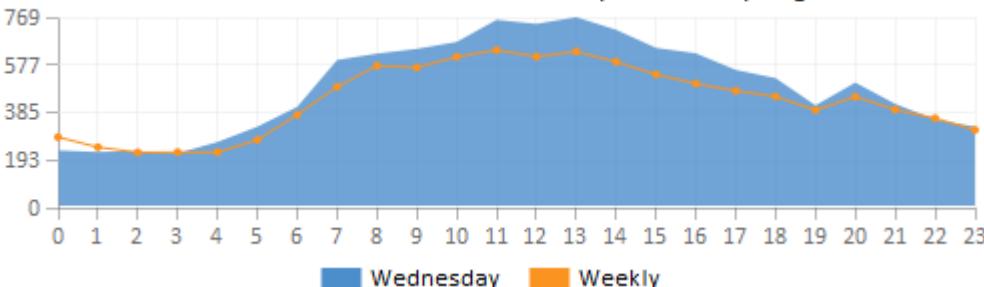
Pageviews

11,973 (12,622) ▼

Time on Site (avg.)

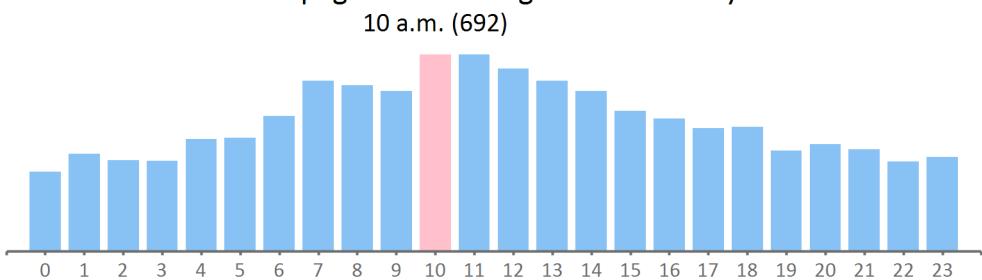
00:02:40 (00:02:45) ▼

Content consumed on Wednesday Vs. Weekly Avg.

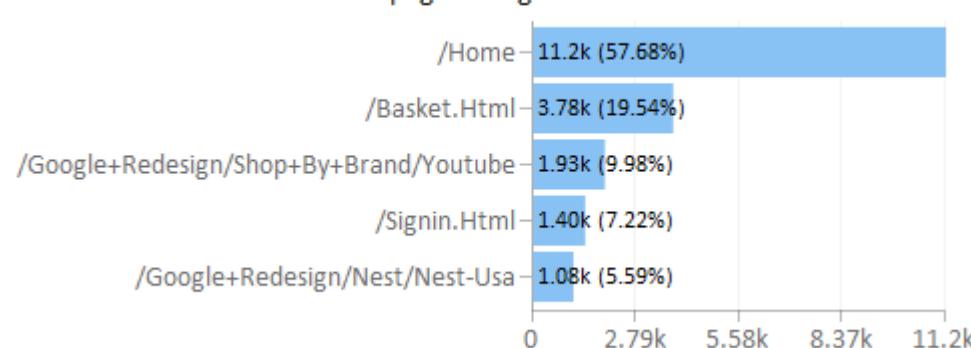


How pages read during hour of the day?

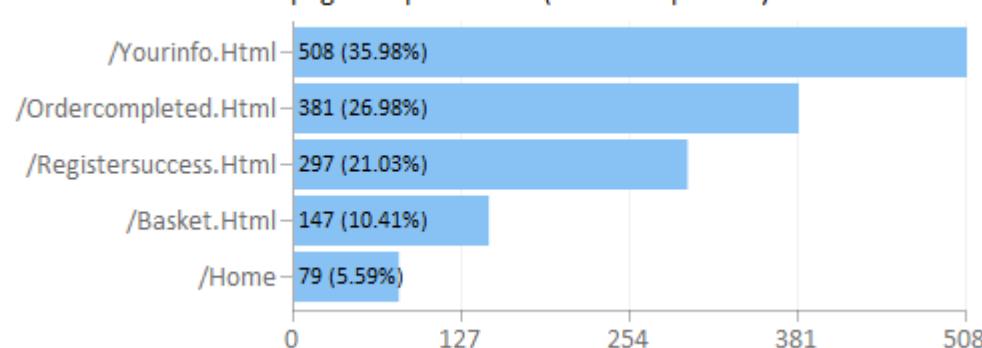
10 a.m. (692)



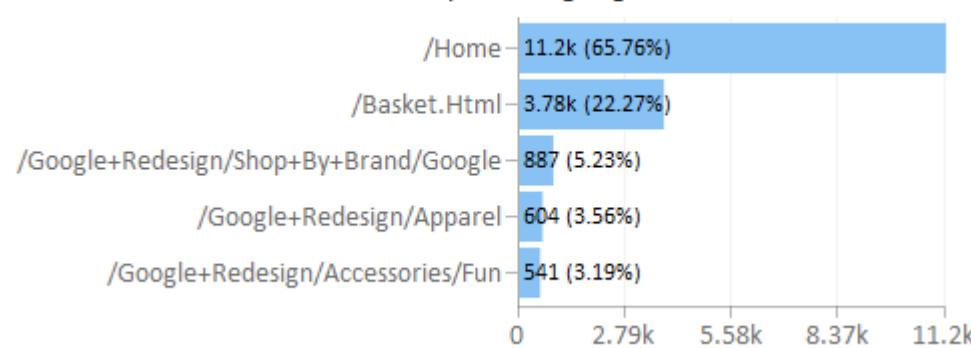
What pages bring in traffic?



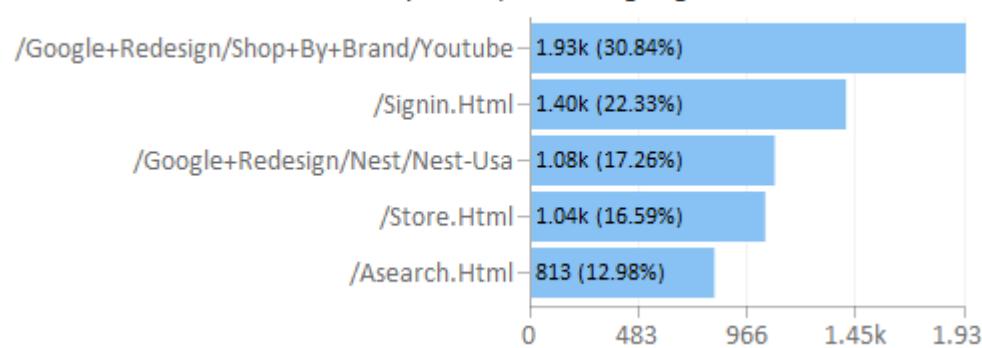
Which pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



How content is consumed on Thursday?

Goal Completed

508 (646)

Entrances

2,432 (2,583)

Bounce Rate

47.49% (45.33%)

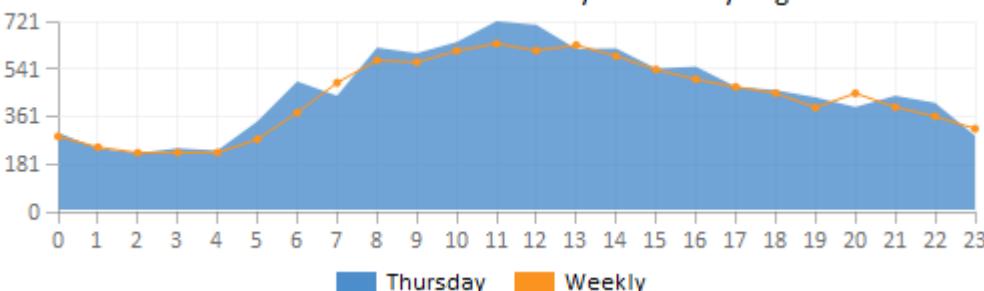
Pageviews

10,594 (12,609)

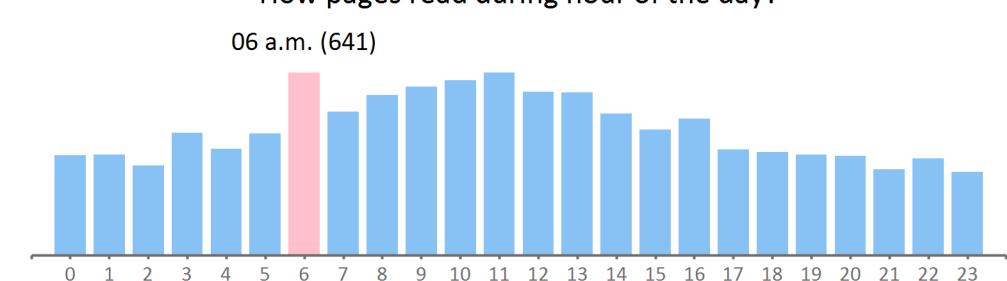
Time on Site (avg.)

00:02:33 (00:03:11)

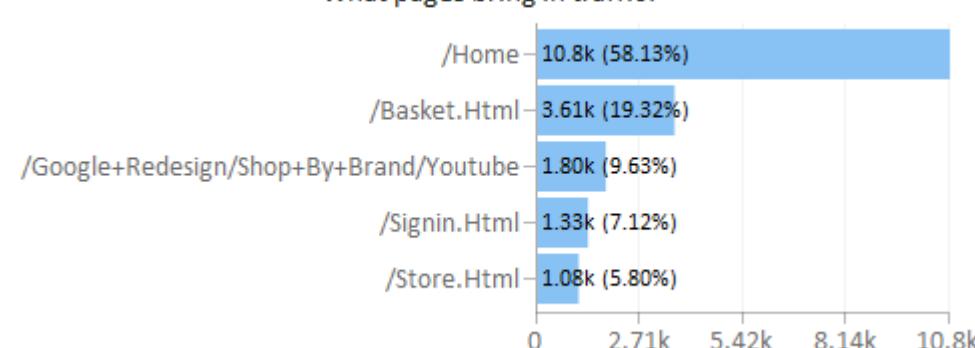
Content consumed on Thursday Vs. Weekly Avg.



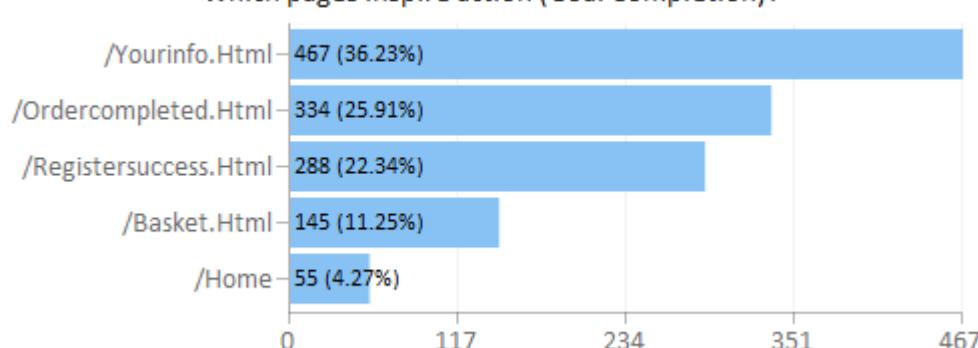
How pages read during hour of the day?



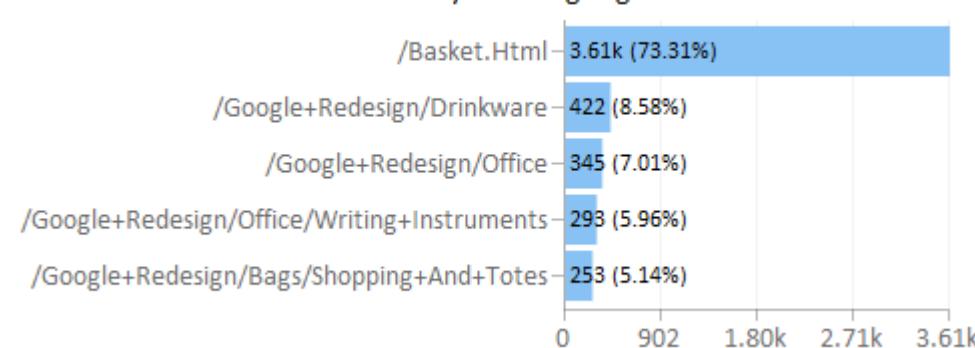
What pages bring in traffic?



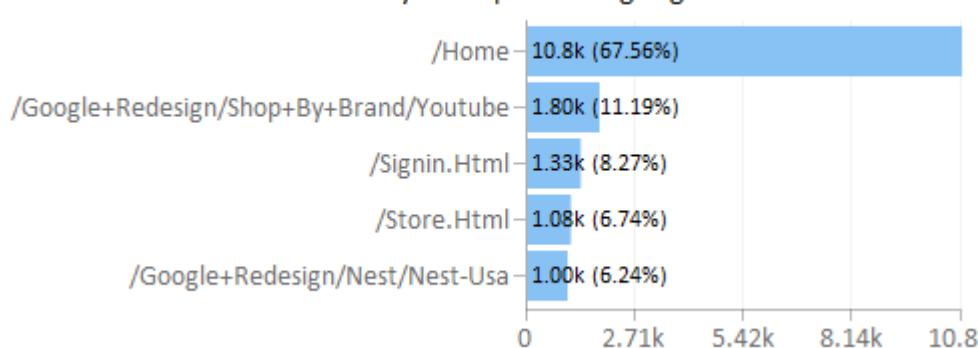
Which pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



How content is consumed on Friday?

Goal Completed

456 (545) ▼



Entrances

2,276 (2,295) ▼



Bounce Rate

48.77% (45.84%) ▲



Pageviews

9,464 (10,674) ▼

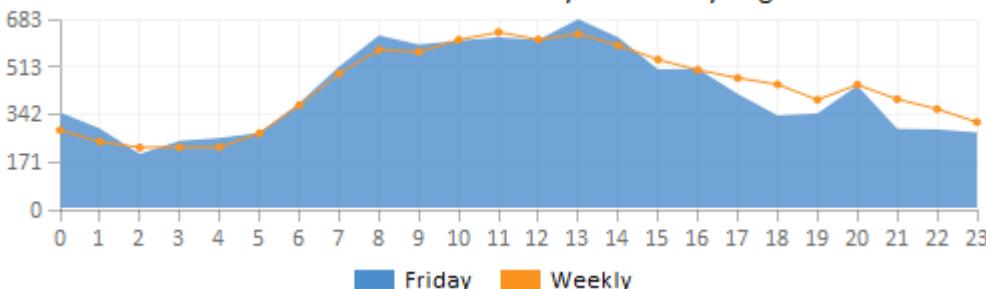


Time on Site (avg.)

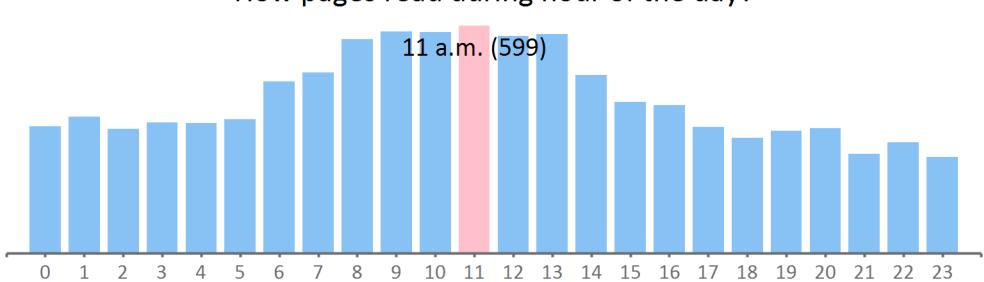
00:02:30 (00:02:47) ▼



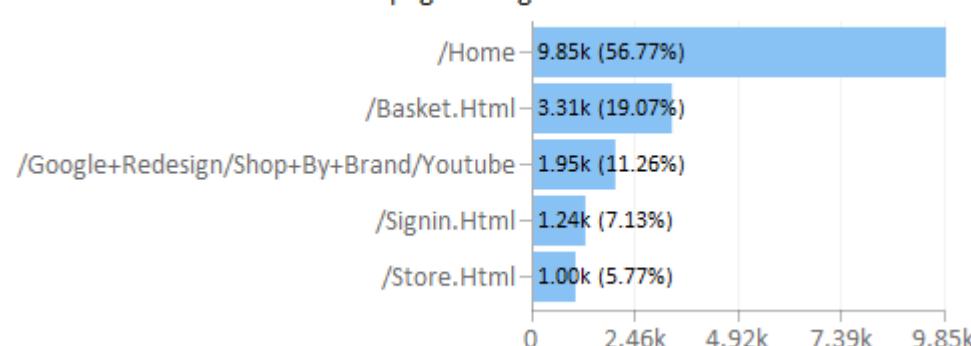
Content consumed on Friday Vs. Weekly Avg.



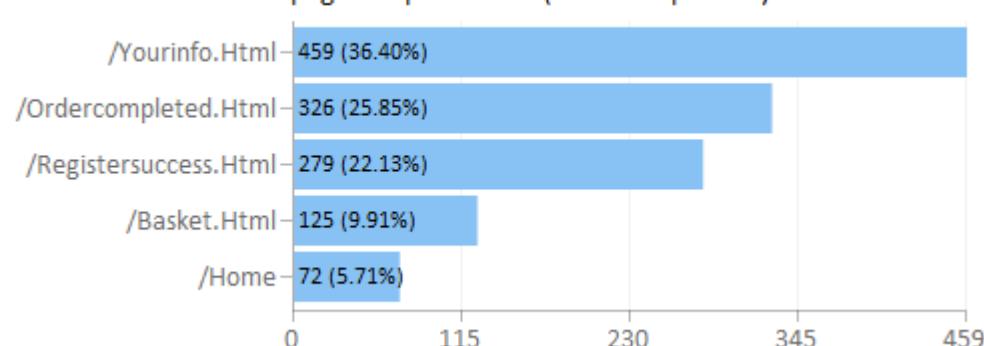
How pages read during hour of the day?



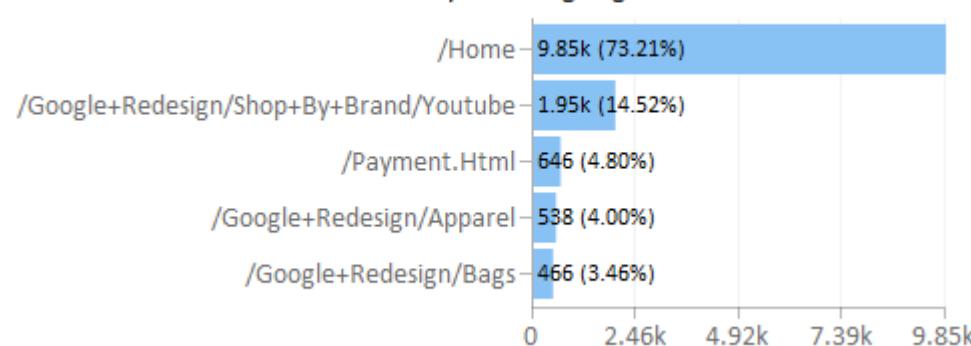
What pages bring in traffic?



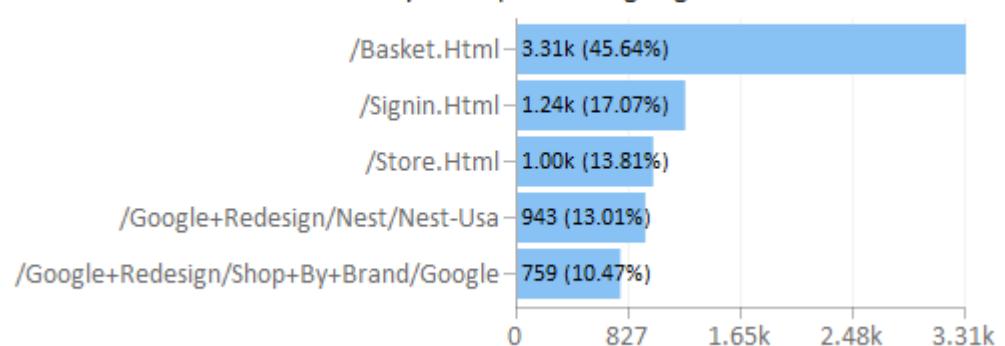
Which pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



How content is consumed on Saturday?

Goal Completed

312 (338) ▼

Entrances

1,724 (1,697) ▲

Bounce Rate

49.19% (47.55%) ▲

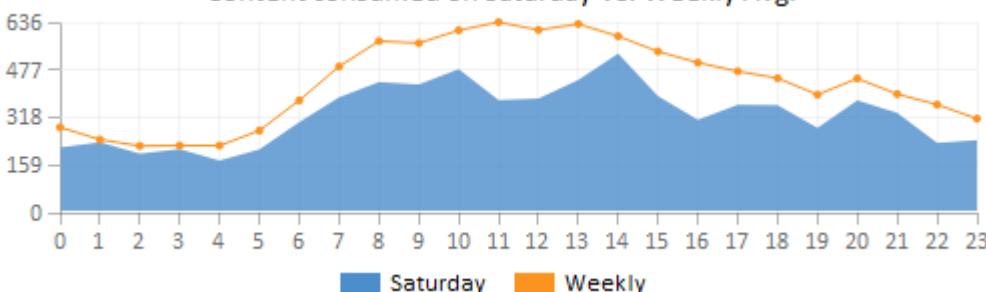
Pageviews

7,451 (7,247) ▲

Time on Site (avg.)

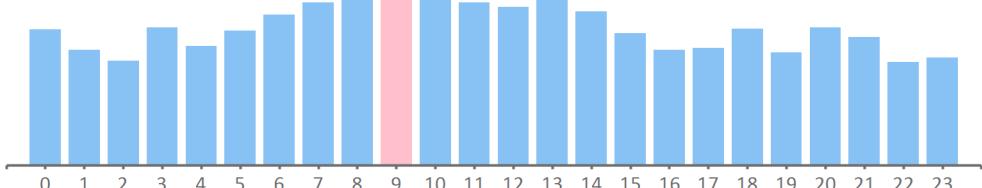
00:02:31 (00:02:29) ▲

Content consumed on Saturday Vs. Weekly Avg.

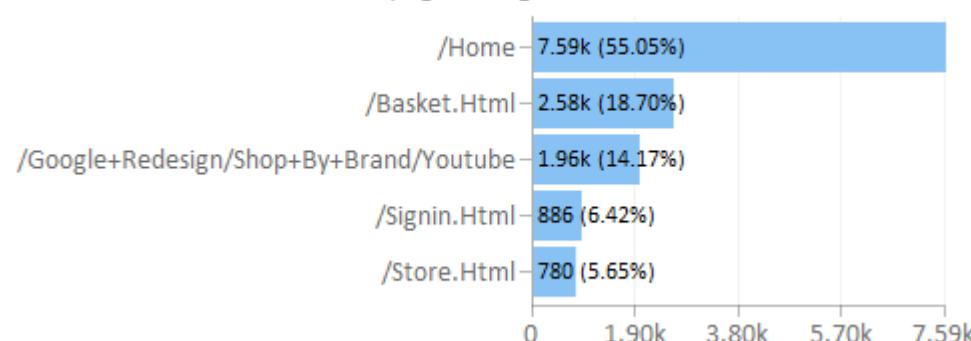


How pages read during hour of the day?

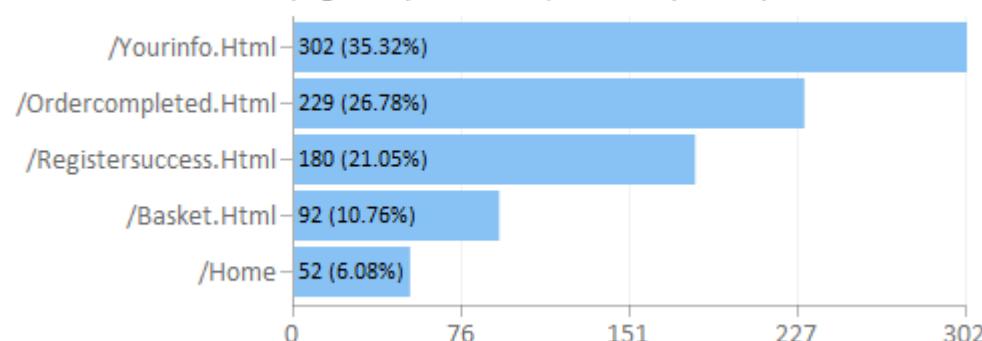
09 a.m. (425)



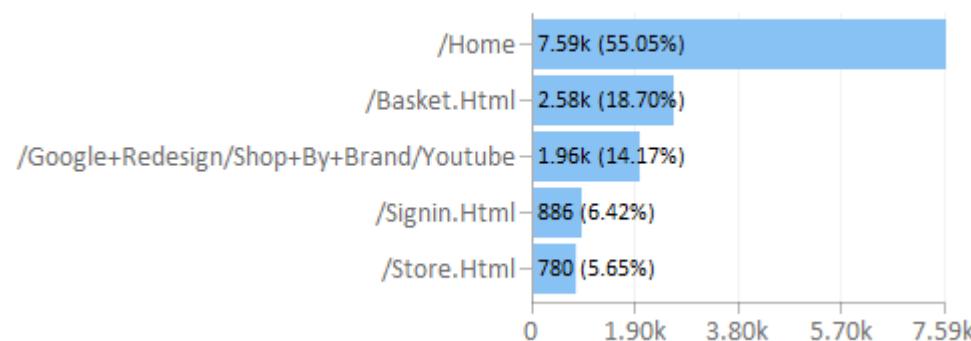
What pages bring in traffic?



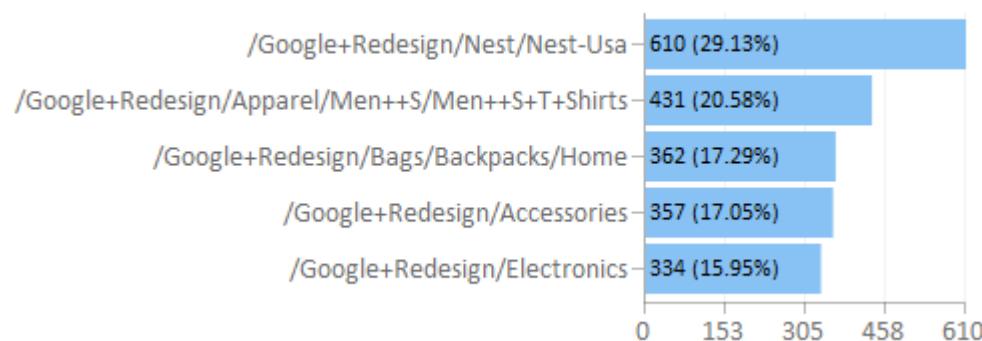
Which pages inspire action (Goal Completion)?



What are my Trending Pages?



What are my underperforming Pages?



How content is consumed on Sunday?

Goal Completed
373 (332) ▲

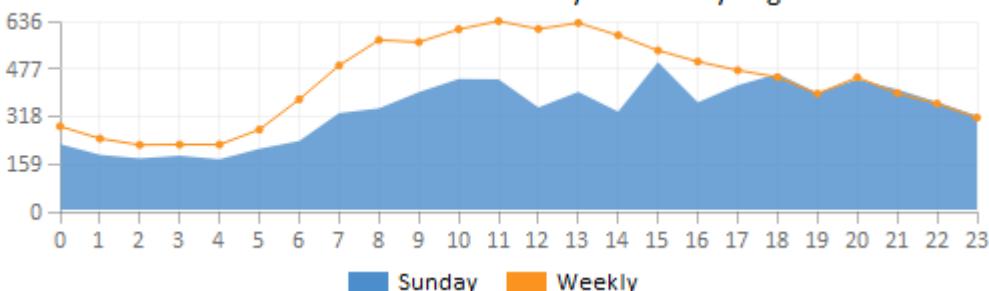
Entrances
1,911 (1,661) ▲

Bounce Rate
51.65% (46.18%) ▲

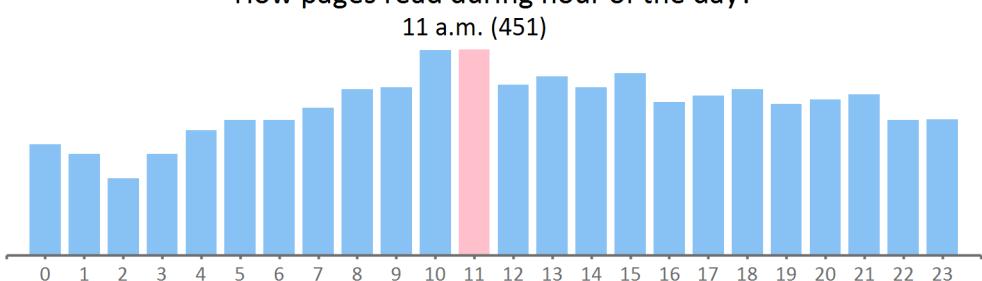
Pageviews
7,624 (7,374) ▲

Time on Site (avg.)
00:02:45 (00:02:42) ▲

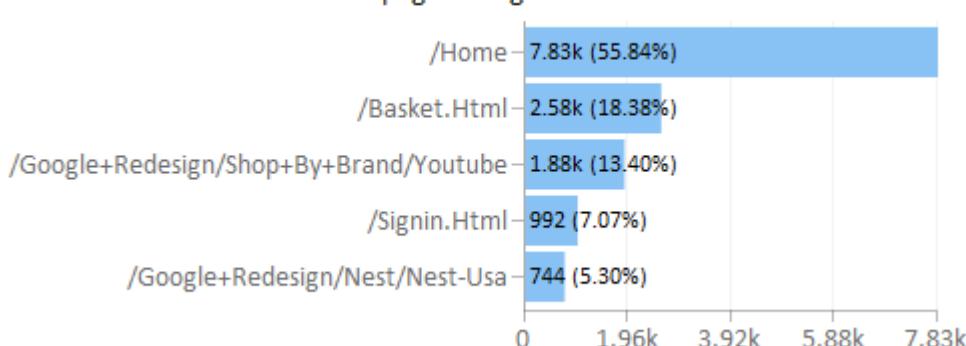
Content consumed on Sunday Vs. Weekly Avg.



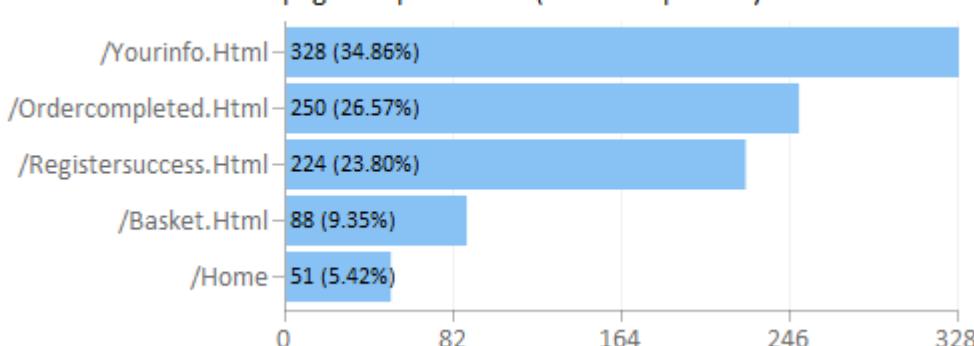
How pages read during hour of the day?



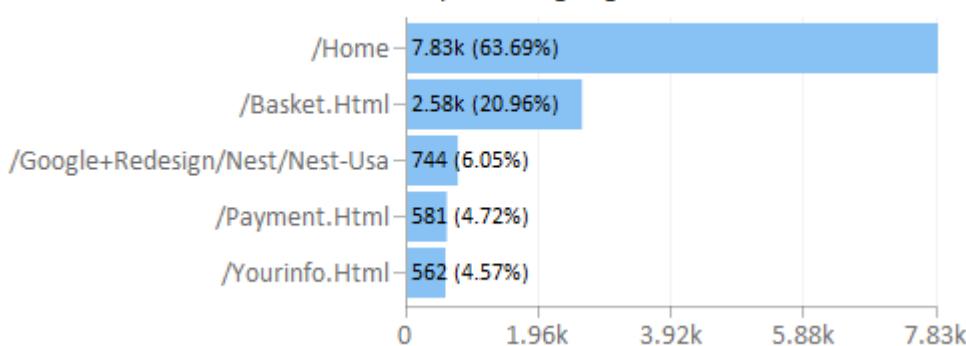
What pages bring in traffic?



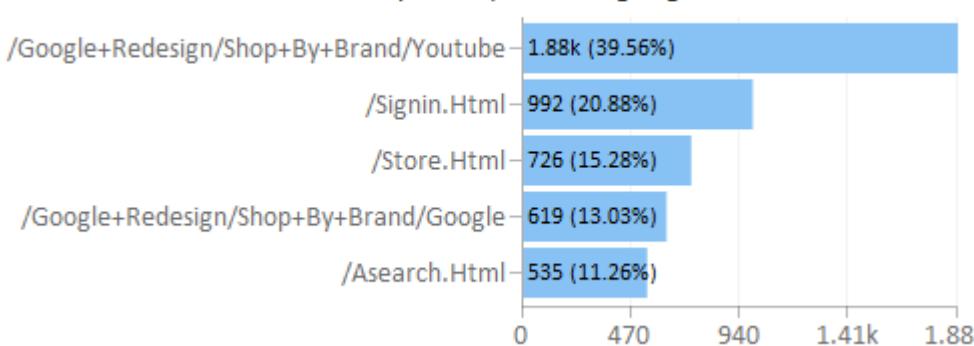
Which pages inspire action (Goal Completion)?



What are my Trending Pages?

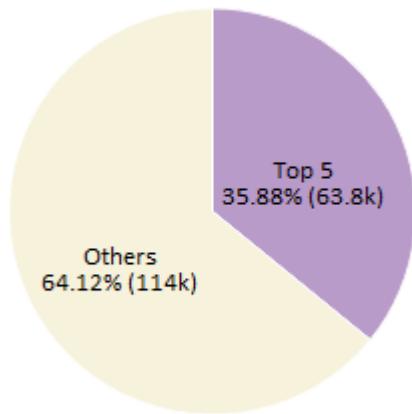


What are my underperforming Pages?

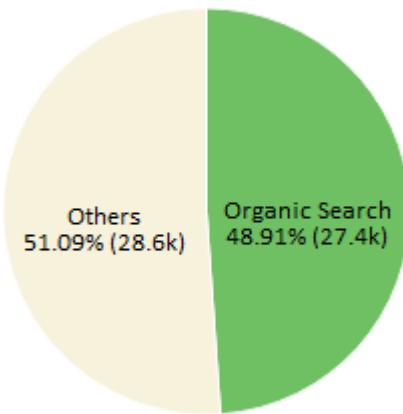


What pages bring in traffic? | Traffic Segmentation

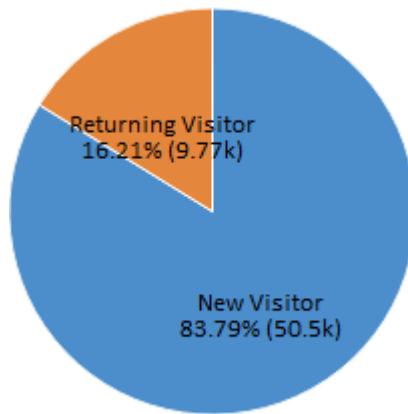
35.88%
of traffic comes from your Top
5 Pages



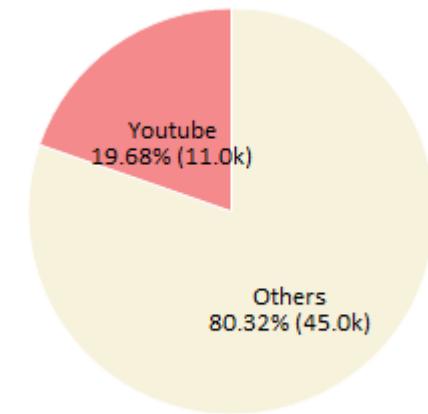
48.91%
of traffic are from Organic
Search



83.79%
of traffic are from New Visitor



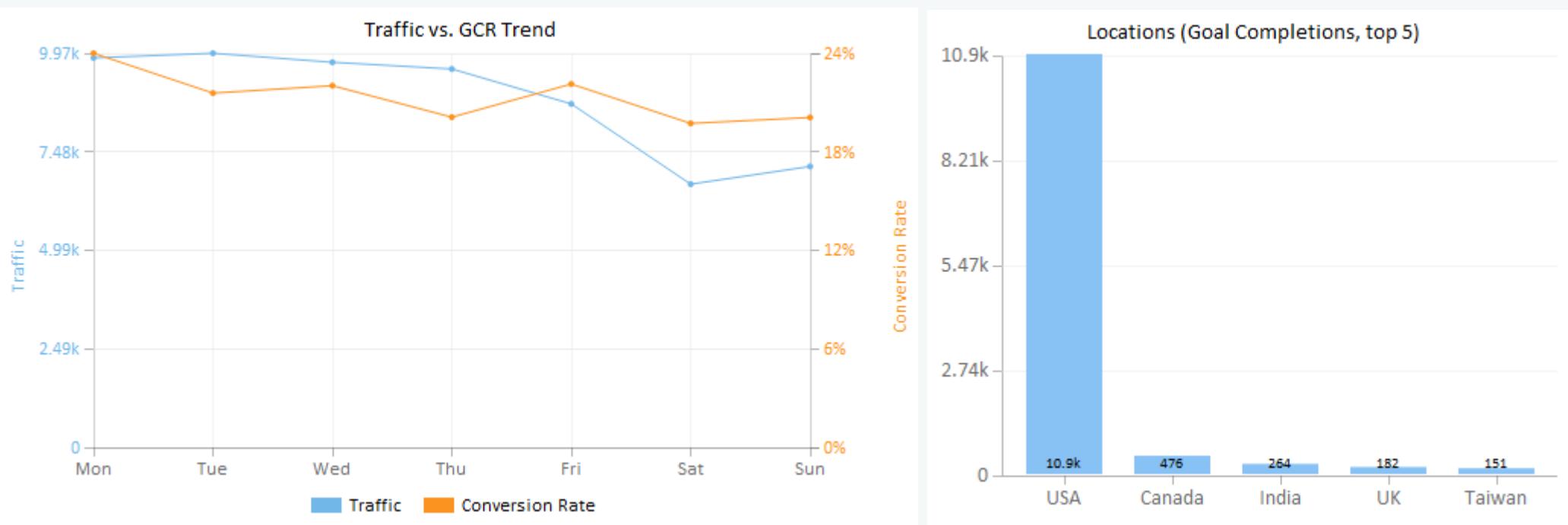
19.68%
of traffic are from YouTube



Pages bringing in traffic. (top 10)

Pages	Pageviews ▼	Conversion	Goal Completions	Bounces	Page Value(\$)	Avg. Time on Page
/home	69,711	1.04%	451	47.83%	3	00:02:36
/google+redesign/shop+by+brand/youtube	13,374	1.68%	122	57.49%	1	00:01:39
/basket.html	23,650	100.68%	894	43.69%	48	00:04:59
/signin.html	9,142	13.37%	216	29.04%	49	00:03:01
/store.html	6,784	58.38%	202	49.13%	48	00:04:50
/google+redesign/shop+by+brand/google	5,262	27.65%	107	61.24%	6	00:02:09
/google+redesign/nest/nest-usa	6,784	7.87%	149	18.70%	46	00:05:17
/asearch.html	4,997	32.20%	95	51.86%	11	00:03:51
/google+redesign/bags/backpacks/home	3,768	50.25%	100	42.21%	9	00:03:25
/google+redesign/electronics	3,262	23.24%	89	53.52%	13	00:02:00

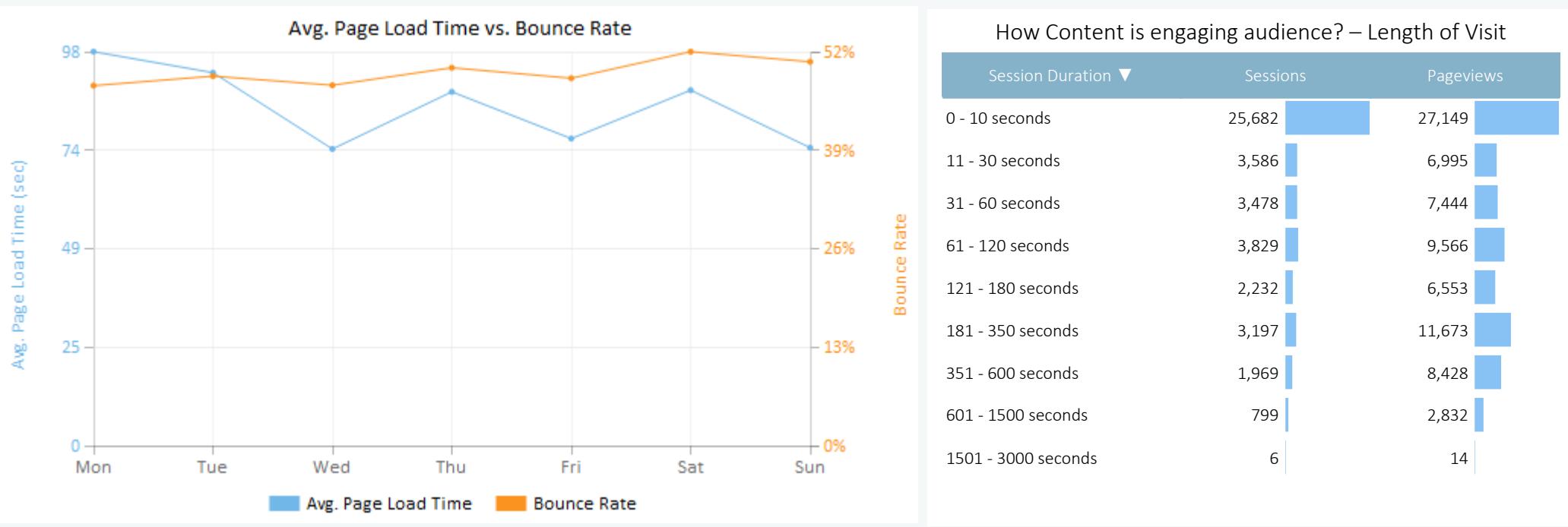
Which pages inspire action? | Goals Segmentation



Pages Inspire Action (top 10)

Pages	Pageviews	Conversion	Goal Completions ▼	Bounces	Page Value(\$)	Avg. Time on Page
/yourinfo.html	5,175	107,200.00%	3,216	0.00%	126	00:04:04
/ordercompleted.html	4,024	237,200.00%	2,372	0.00%	195	00:01:23
/registersuccess.html	1,944	65,333.33%	1,960	0.00%	52	00:03:47
/basket.html	23,650	100.68%	894	43.69%	48	00:04:59
/home	69,711	1.04%	451	47.83%	3	00:02:36
/payment.html	4,935	5,940.00%	297	0.00%	153	00:14:40
/signin.html	9,142	13.37%	216	29.04%	49	00:03:01
/store.html	6,784	58.38%	202	49.13%	48	00:04:50
/revieworder.html	3,303	16,500.00%	165	0.00%	190	00:07:50
/google+redesign/nest/nest-usa	6,784	7.87%	149	18.70%	46	00:05:17

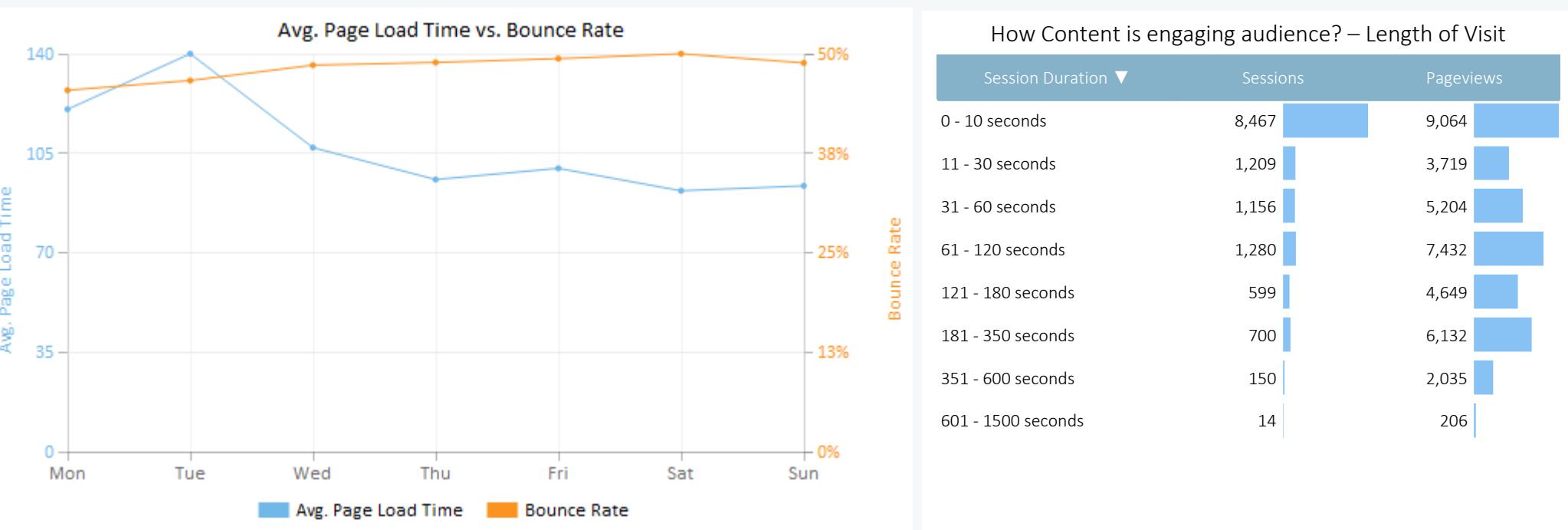
What are my Trending Pages? | Trending Segmentation



Pages Trending (top 10)

Pages	Pageviews ▼	Conversion	Goal Completions	Bounces	Page Value(\$)	Avg. Time on Page
/home	69,711	1.04%	451	47.83%	3	00:02:36
/basket.html	23,650	100.68%	894	43.69%	48	00:04:59
/yourinfo.html	5,175	107,200.00%	3,216	0.00%	126	00:04:04
/payment.html	4,935	5,940.00%	297	0.00%	153	00:14:40
/ordercompleted.html	4,024	237,200.00%	2,372	0.00%	195	00:01:23
/google+redesign/apparel	3,791	16.98%	82	42.86%	9	00:03:38
/revieworder.html	3,303	16,500.00%	165	0.00%	190	00:07:50
/google+redesign/bags	3,130	9.81%	73	45.97%	11	00:02:54
/google+redesign/drinkware	2,768	5.98%	51	58.50%	11	00:02:37
/google+redesign/drinkware/mugs+and+cups	2,537	61.98%	75	35.54%	13	00:03:47

What are my underperforming Pages? | Underperforming Segmentation



Underperforming Pages (top 10)

Pages	Pageviews ▼	Conversion	Goal Completions	Bounces	Page Value(\$)	Avg. Time on Page
/google+redesign/shop+by+brand/youtube	13,374	1.68%	122	57.49%	1	00:01:39
/signin.html	9,142	13.37%	216	29.04%	49	00:03:01
/store.html	6,784	58.38%	202	49.13%	48	00:04:50
/google+redesign/nest/nest-usa	6,784	7.87%	149	18.70%	46	00:05:17
/google+redesign/shop+by+brand/google	5,262	27.65%	107	61.24%	6	00:02:09
/asearch.html	4,997	32.20%	95	51.86%	11	00:03:51
/google+redesign/nest/nest-usa/quickview	4,095	328.57%	92	3.57%	85	00:06:31
/google+redesign/bags/backpacks/home	3,768	50.25%	100	42.21%	9	00:03:25
/google+redesign/apparel/men++s/men++s+t+shirts	3,509	3.58%	52	48.14%	6	00:03:00
/google+redesign/electronics	3,262	23.24%	89	53.52%	13	00:02:00

Pages that Bring Traffic /home

Goal Completed

 451 (388) ▲

Entrances

 43,299 (39,644) ▲

Bounce Rate

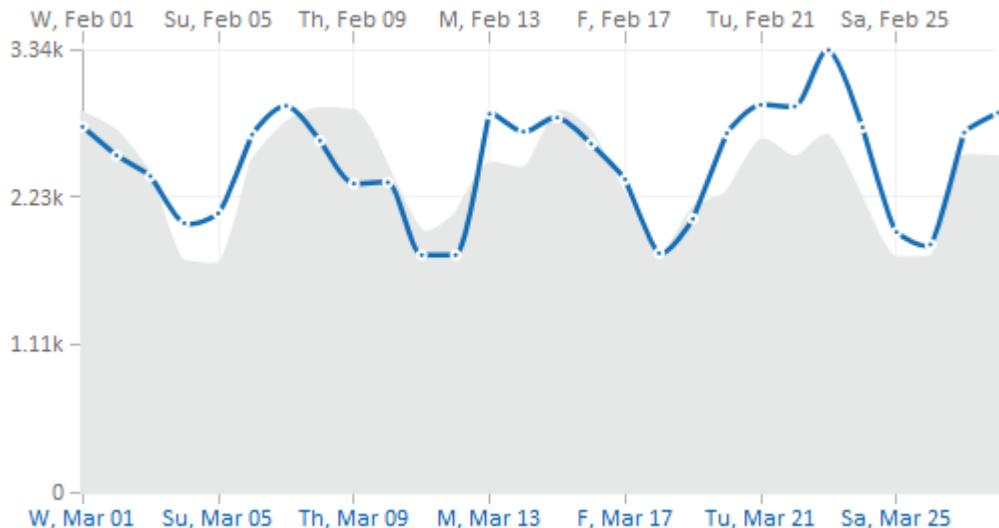
 47.83% (48.19%) ▼

Pageviews

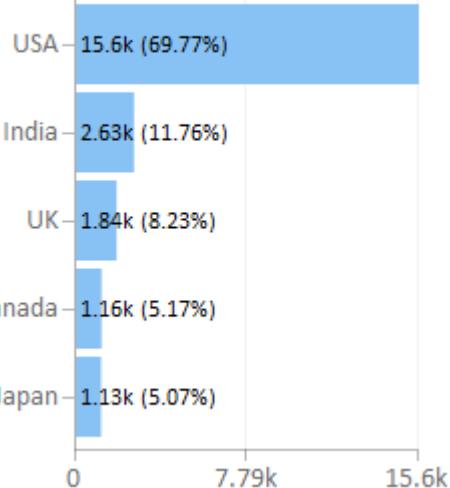
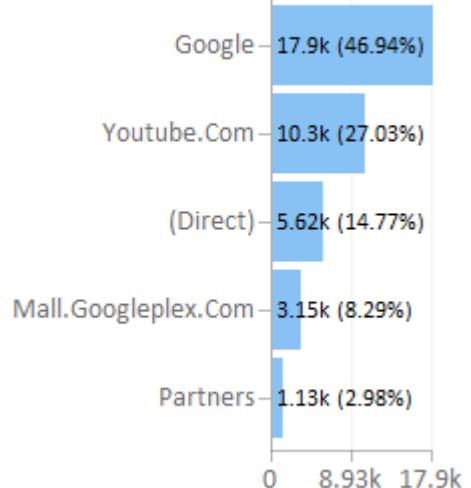
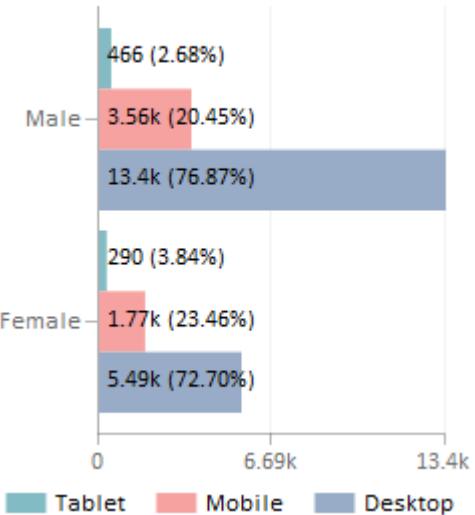
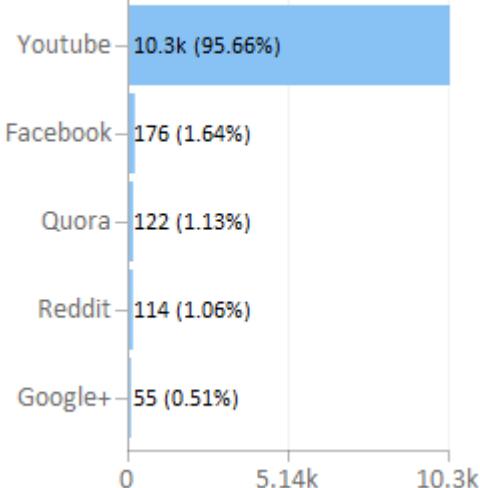
 69,711 (66,509) ▲

Time on Site (avg.)

 00:02:36 (00:02:31) ▲

Pageviews Trend (previous vs. current)

Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	226	17.91%	00:05:06
google merchandise store	202	25.30%	00:04:33
dynamic search ads	142	21.01%	00:04:08
+google +merchandise	38	23.26%	00:02:47
https://shop.googlemerchandise...	36	13.89%	00:03:42
+google +merchandise +store	34	27.50%	00:03:32
google store	28	53.57%	00:00:58
https://www.googlemerchandise...	22	64.29%	00:03:25
google merch	11	17.65%	00:04:09
+google +store	10	60.00%	00:02:42

Locations (top 5)

Traffic Sources (top 5)

Gender Distribution by Device Type

What is my page Social Success?


Pages that Bring Traffic /google+redesign/shop+by+brand/youtube

Goal Completed

122 (136) ▼

Entrances

7,257 (7,722) ▼

Bounce Rate

57.49% (54.24%) ▲

Pageviews

13,374 (14,310) ▼

Time on Site (avg.)

00:01:39 (00:01:40) ▼

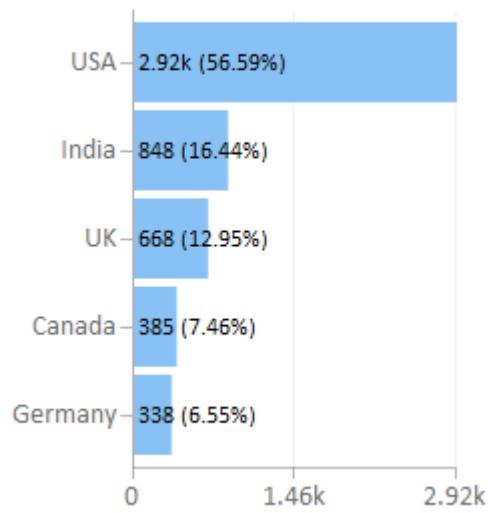
Pageviews Trend (previous vs. current)



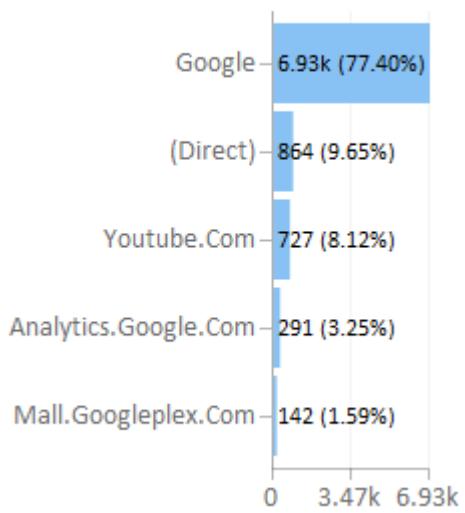
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
youtube	138	81.69%	00:00:26
google merchandise	20	0.00%	00:41:55
dynamic search ads	17	100.00%	00:00:00
you tube	17	94.44%	00:00:02
google merchandise store	15	50.00%	00:02:02
youtube store	8	87.50%	00:00:04
youtube t shirt	8	87.50%	00:01:42
yotube	5	100.00%	00:00:00
youtube merchandise	5	75.00%	00:00:07
https://shop.googlemerchandise...	4	25.00%	00:05:10

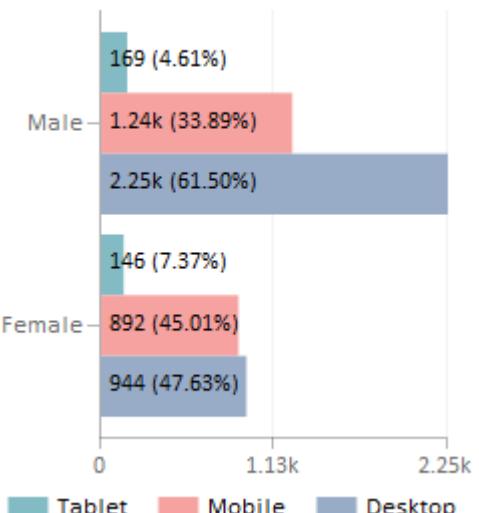
Locations (top 5)



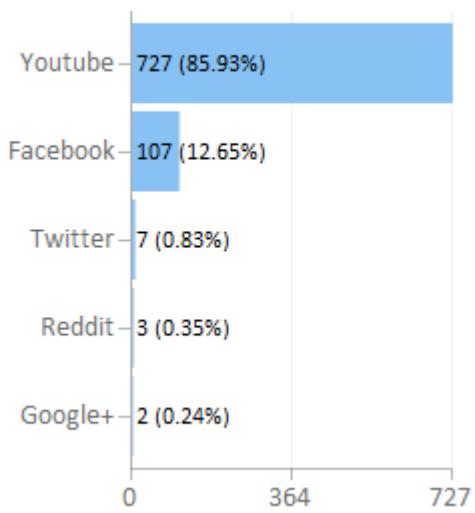
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /basket.html

Goal Completed

894 (861) ▲

Entrances

921 (873) ▲

Bounce Rate

43.69% (43.28%) ▲

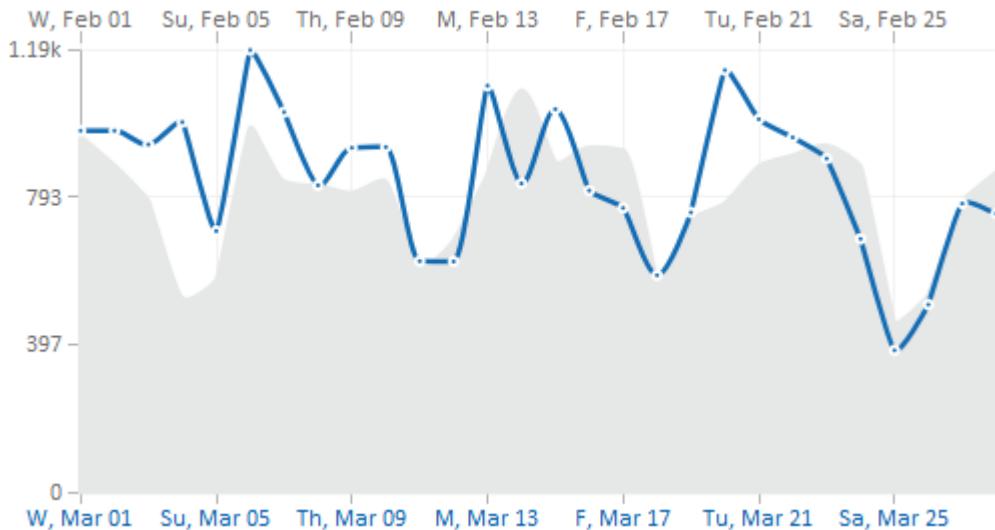
Pageviews

23,650 (22,206) ▲

Time on Site (avg.)

00:04:59 (00:04:10) ▲

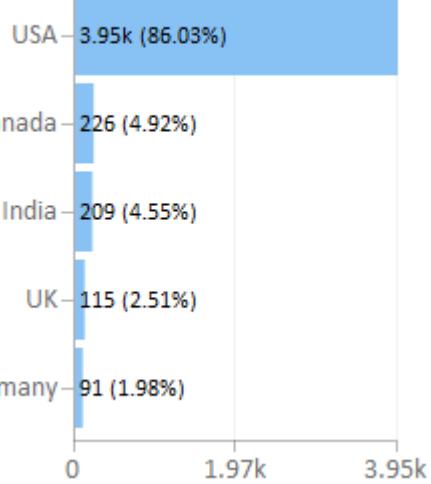
Pageviews Trend (previous vs. current)



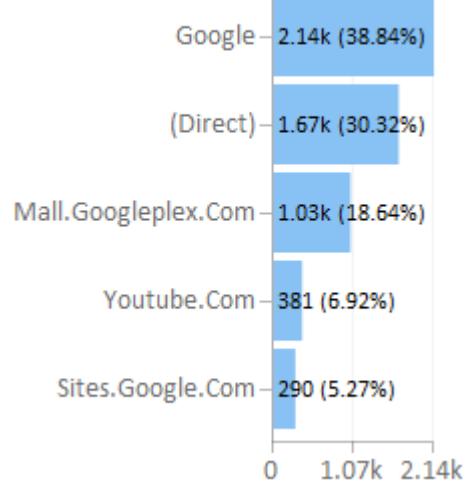
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	40	40.00%	00:02:43
google merchandise store	34	57.14%	00:08:01
dynamic search ads	27	66.67%	00:00:29
https://shop.googlemerchandise...	10	0.00%	00:00:00
+google +merchandise +store	6	0.00%	00:00:00
+google +merchandise	3	0.00%	00:00:00
+google +store +merchandise	3	0.00%	00:00:00
youtube	3	0.00%	00:00:00
+google +store	2	0.00%	00:00:00
google store merchandise	2	0.00%	00:00:00

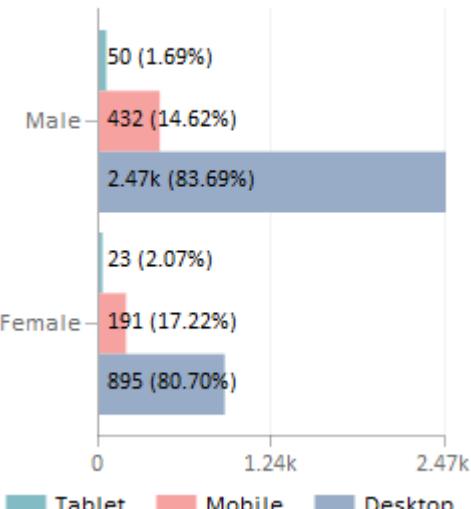
Locations (top 5)



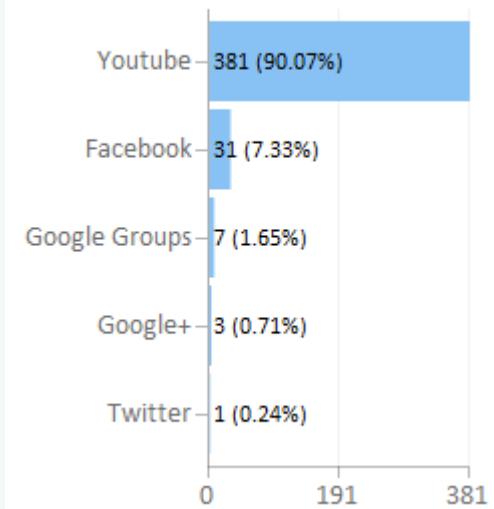
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /signin.html

Goal Completed

216 (214) ▲

Entrances

1,616 (1,752) ▼

Bounce Rate

29.04% (31.62%) ▼

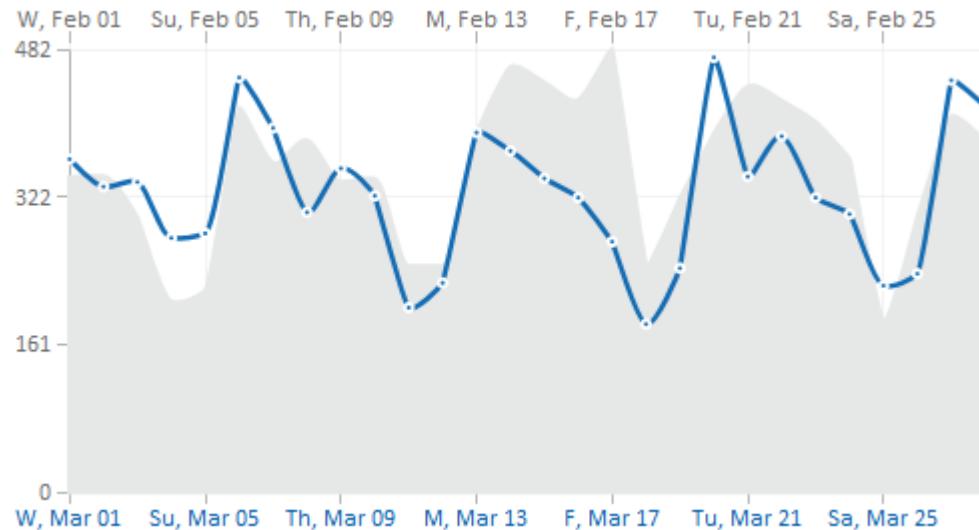
Pageviews

9,142 (9,808) ▼

Time on Site (avg.)

00:03:01 (00:03:19) ▼

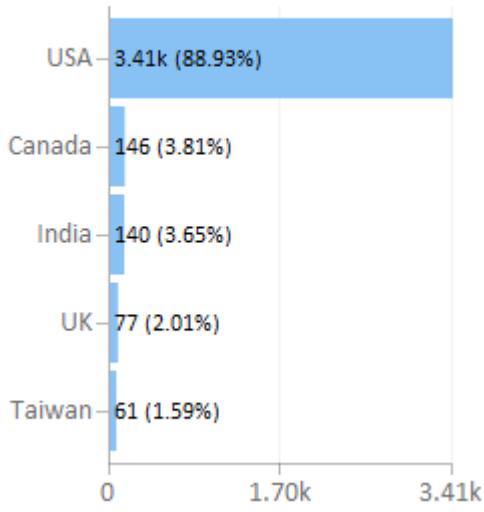
Pageviews Trend (previous vs. current)



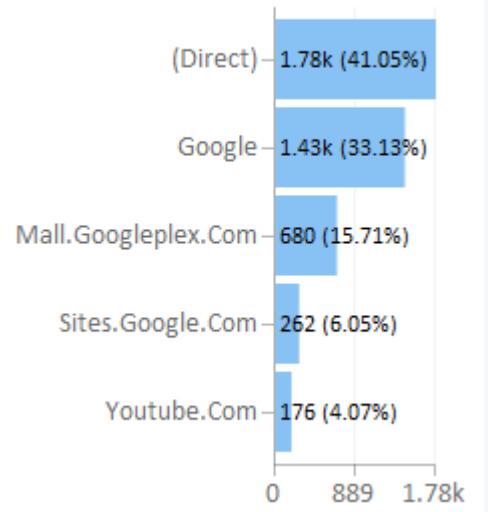
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise store	32	22.22%	00:01:45
google merchandise	31	25.00%	00:03:25
dynamic search ads	21	0.00%	00:03:35
https://shop.googlemerchandise...	15	0.00%	00:00:25
+google +merchandise +store	6	0.00%	00:00:00
+google +merchandise	5	0.00%	00:00:19
https://shop.googlemerchandise...	3	100.00%	00:00:00
+google +store +merchandise	2	0.00%	00:00:00
google store merchandise	2	50.00%	00:00:25
google merch	1	37.50%	00:05:48

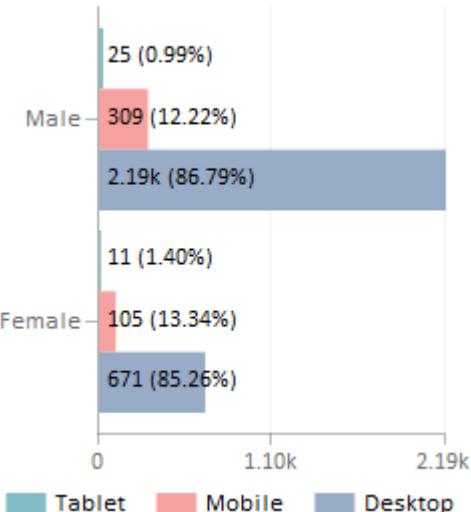
Locations (top 5)



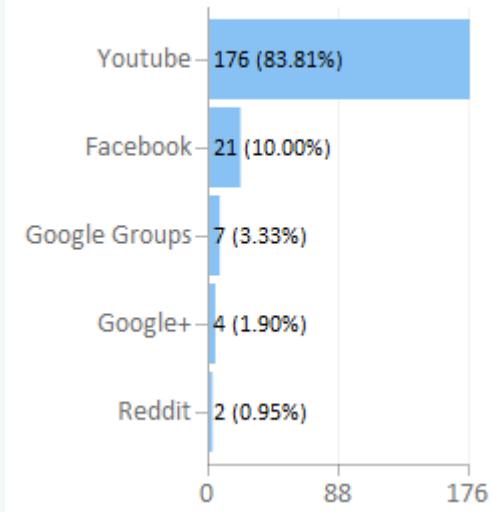
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /store.html

Goal Completed

202 (205) ▼

Entrances

344 (322) ▲

Bounce Rate

49.13% (47.09%) ▲

Pageviews

6,784 (7,427) ▼

Time on Site (avg.)

00:04:50 (00:04:18) ▲

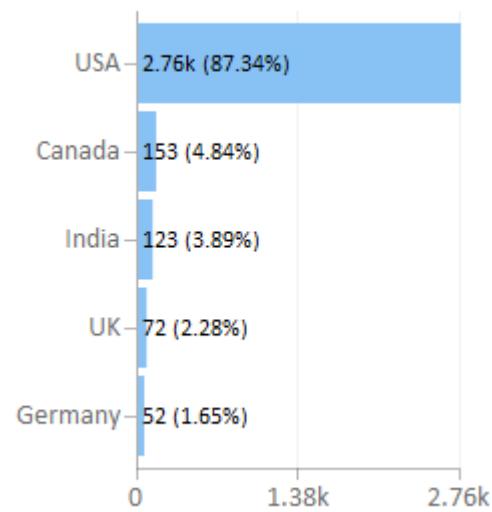
Pageviews Trend (previous vs. current)



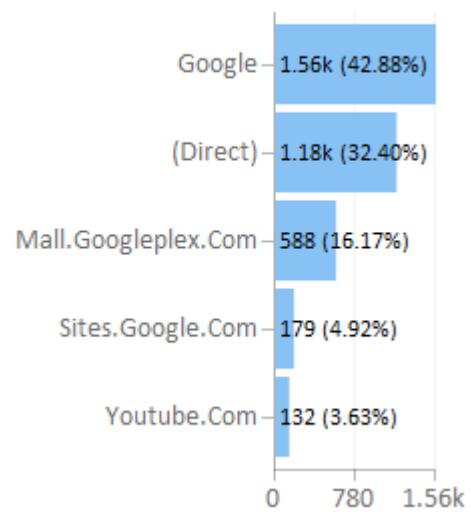
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	27	57.14%	00:07:03
dynamic search ads	25	0.00%	00:05:35
google merchandise store	21	100.00%	00:00:00
https://shop.googlemerchandise...	9	0.00%	00:00:00
+google +merchandise	6	0.00%	00:00:00
+google +merchandise +store	3	0.00%	00:00:00
google store merchandise	2	0.00%	00:00:00
google stylus pen w/ led light	2	0.00%	00:00:00
https://shop.googlemerchandise...	2	0.00%	00:00:00
google merch	1	0.00%	00:00:00

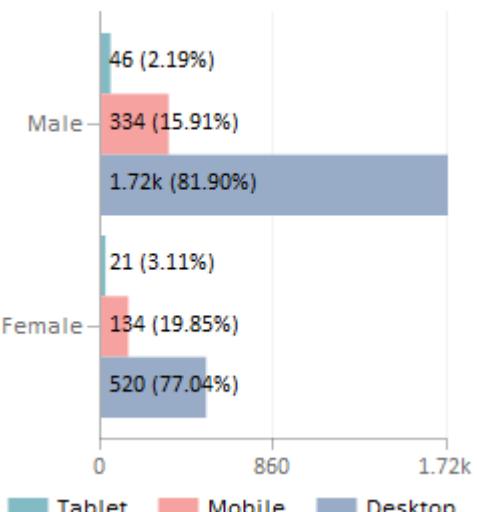
Locations (top 5)



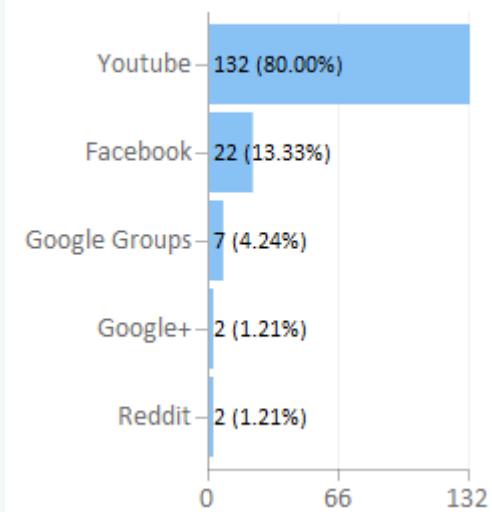
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /google+redesign/shop+by+brand/google

Goal Completed

107 (143) ▼



Entrances

383 (279) ▲



Bounce Rate

61.24% (56.43%) ▲



Pageviews

5,262 (5,494) ▼



Time on Site (avg.)

00:02:09 (00:02:47) ▼



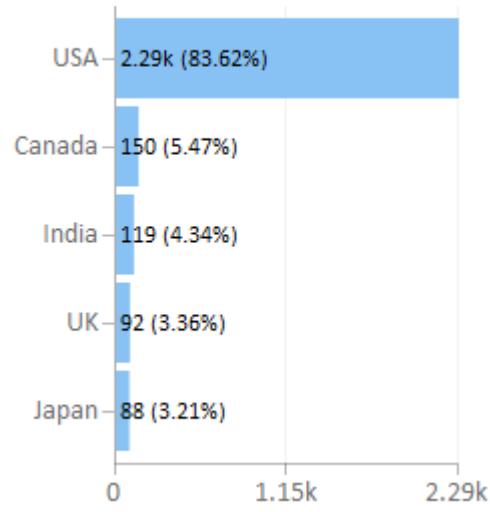
Pageviews Trend (previous vs. current)



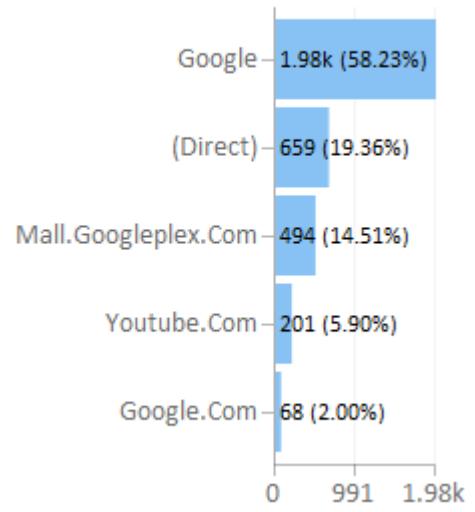
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	57	50.00%	00:01:52
google merchandise store	45	33.33%	00:00:31
dynamic search ads	36	81.82%	00:00:43
+google +merchandise +store	4	0.00%	00:01:33
+google +merchandise	4	0.00%	00:00:00
+google +store +merchandise	4	0.00%	00:00:00
google merch	3	0.00%	00:00:00
https://shop.googlemerchandise...	3	0.00%	00:00:00
google store	2	0.00%	00:00:00
google clothing	1	0.00%	00:00:00

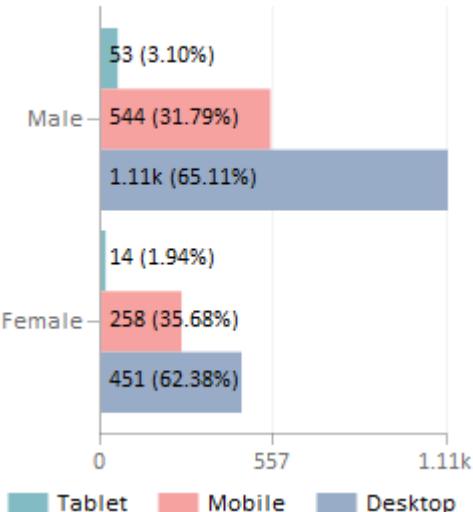
Locations (top 5)



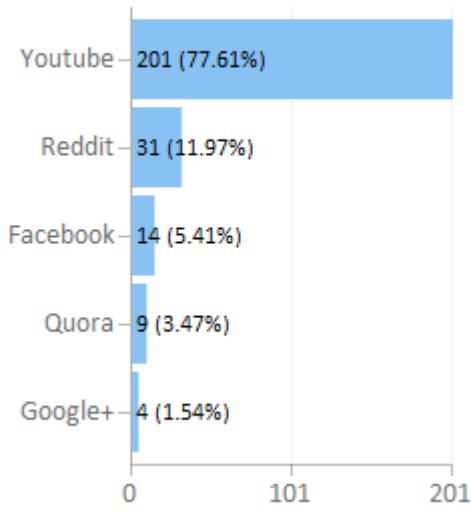
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /google+redesign/nest/nest-usa

Goal Completed

149 (224) ▼



Entrances

1,858 (1,991) ▼



Bounce Rate

18.70% (18.70%) ▲



Pageviews

6,784 (7,203) ▼

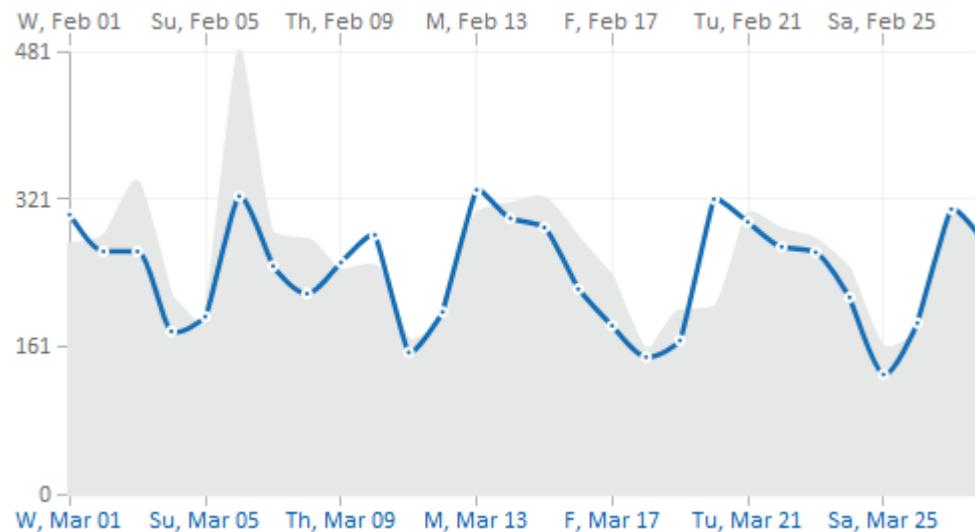


Time on Site (avg.)

00:05:17 (00:04:57) ▲



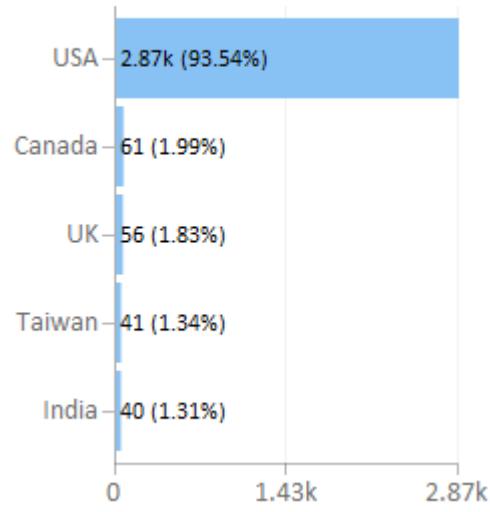
Pageviews Trend (previous vs. current)



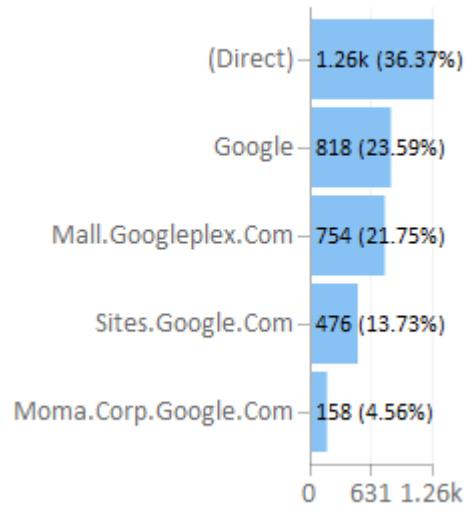
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise store	19	100.00%	00:00:00
google merchandise	19	66.67%	00:00:01
dynamic search ads	16	0.00%	00:04:28
https://shop.googlemerchandise...	16	100.00%	00:00:00
+google +merchandise +store	5	0.00%	00:00:00
+google +merchandise	5	0.00%	00:00:00
https://shop.googlemerchandise...	2	0.00%	00:05:12
https://shop.googlemerchandise...	1	0.00%	00:00:00
google store in california	1	0.00%	00:00:00
/google+redesign/nest/nest-usa	1	100.00%	00:00:00

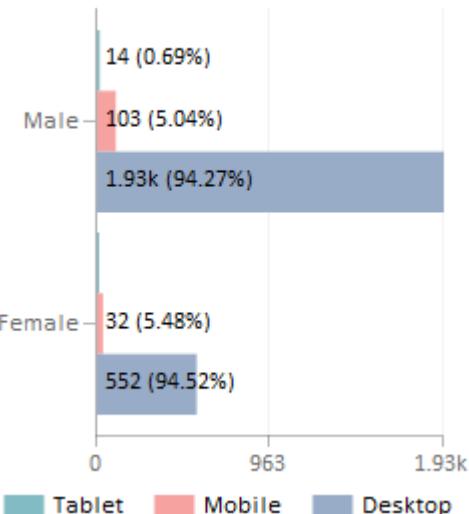
Locations (top 5)



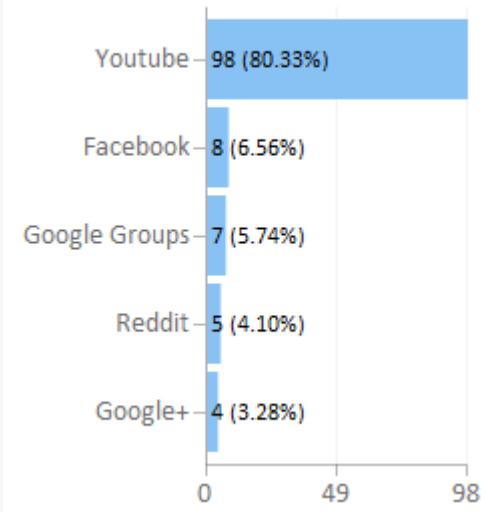
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /asearch.html

Goal Completed

95 (101) ▼



Entrances

288 (302) ▼



Bounce Rate

51.86% (46.41%) ▲



Pageviews

4,997 (5,483) ▼

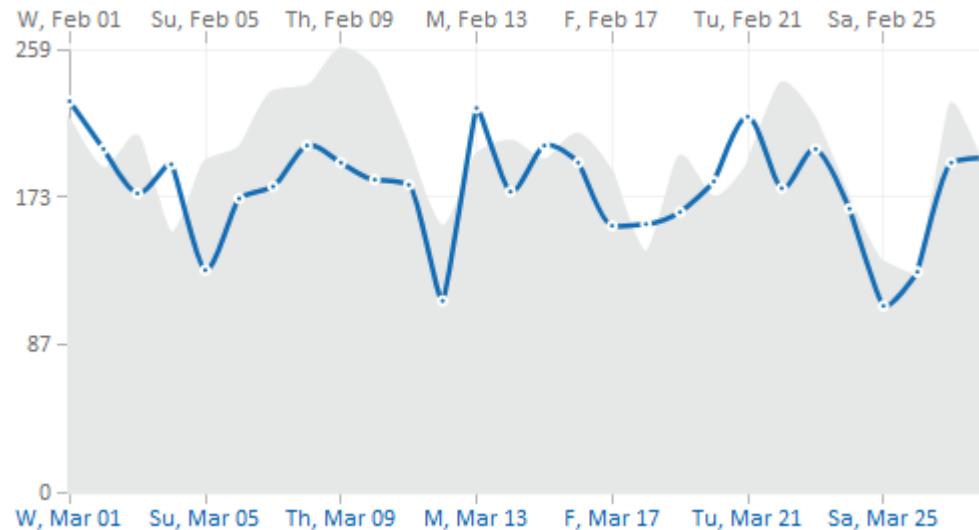


Time on Site (avg.)

00:03:51 (00:03:16) ▲



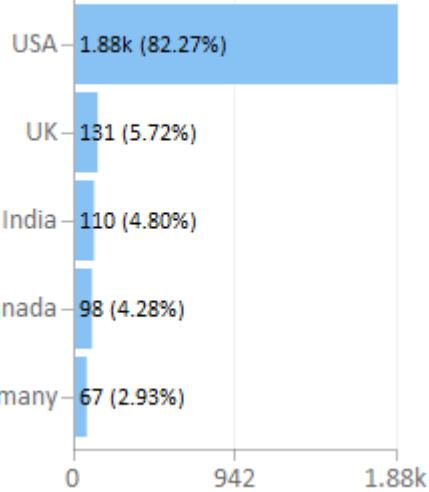
Pageviews Trend (previous vs. current)



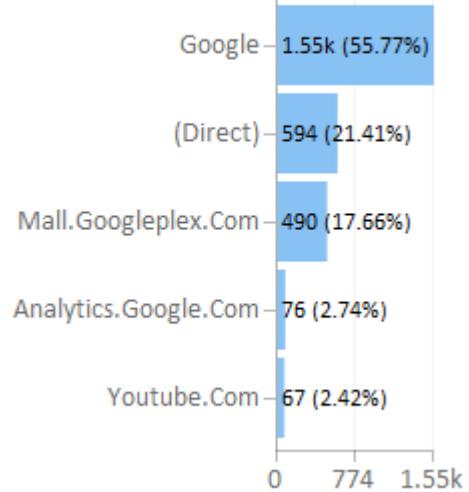
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	27	100.00%	00:00:00
google merchandise store	20	0.00%	00:02:24
dynamic search ads	12	50.00%	00:00:12
google store	5	0.00%	00:00:00
+google +merchandise	3	0.00%	00:00:00
https://shop.googlemerchandise...	3	0.00%	00:00:00
+google +merchandise +store	2	0.00%	00:00:00
google store merchandise	2	0.00%	00:00:00
google company store	1	0.00%	00:00:00
google clothing	1	0.00%	00:00:00

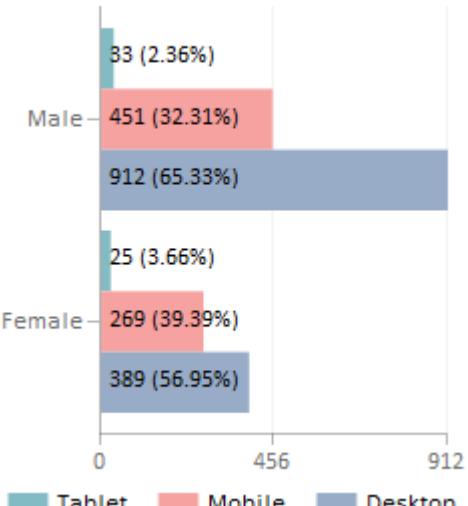
Locations (top 5)



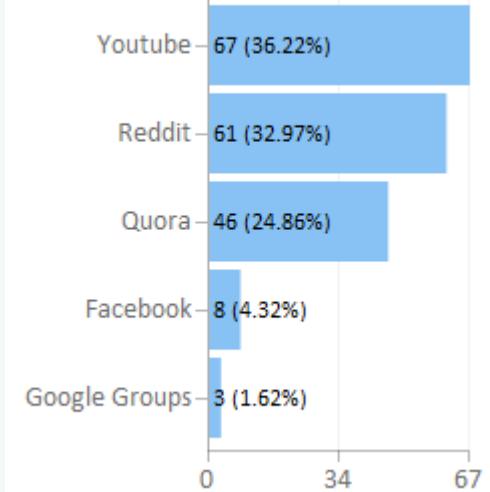
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /google+redesign/bags/backpacks/home

Goal Completed

0 (121) ▼



Entrances

0 (180) ▼



Bounce Rate

0.00% (40.11%) ▼



Pageviews

1 (4,277) ▼

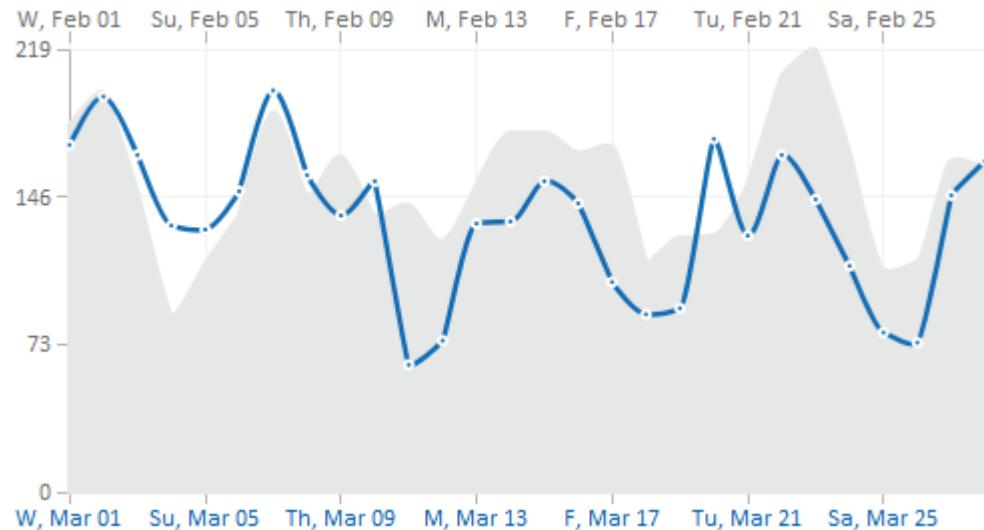


Time on Site (avg.)

00:00:00 (00:04:02) ▼



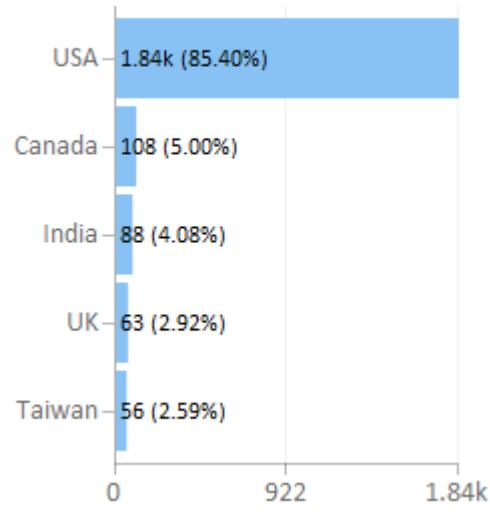
Pageviews Trend (previous vs. current)



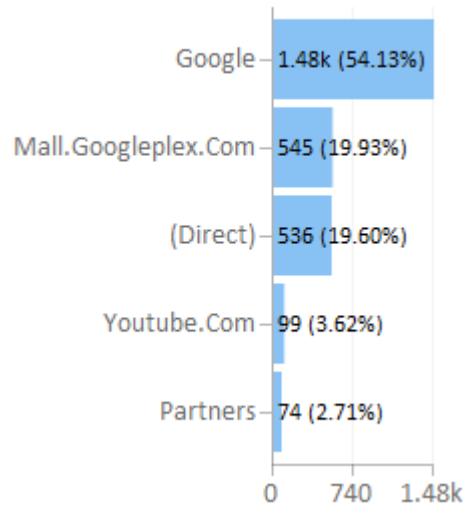
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	26	0.00%	00:00:00
dynamic search ads	22	0.00%	00:00:00
google merchandise store	20	100.00%	00:00:00
+google +merchandise +store	4	0.00%	00:00:00
+google +merchandise	4	0.00%	00:00:00
google company store	1	0.00%	00:00:00
https://shop.googlemerchandise...	1	0.00%	00:00:00
https://shop.googlemerchandise...	1	0.00%	00:00:00
https://shop.googlemerchandise...	1	0.00%	00:11:01
https://shop.googlemerchandise...	1	0.00%	00:00:00

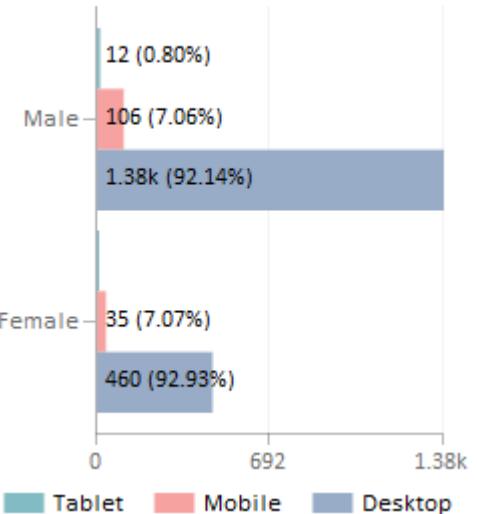
Locations (top 5)



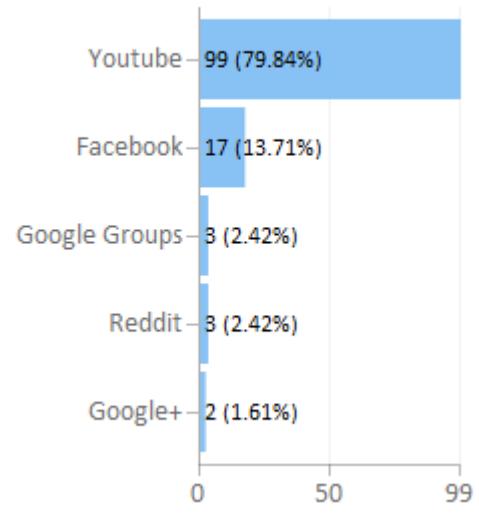
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Bring Traffic /google+redesign/electronics

Goal Completed

89 (78) ▲

Entrances

383 (349) ▲

Bounce Rate

53.52% (52.44%) ▲

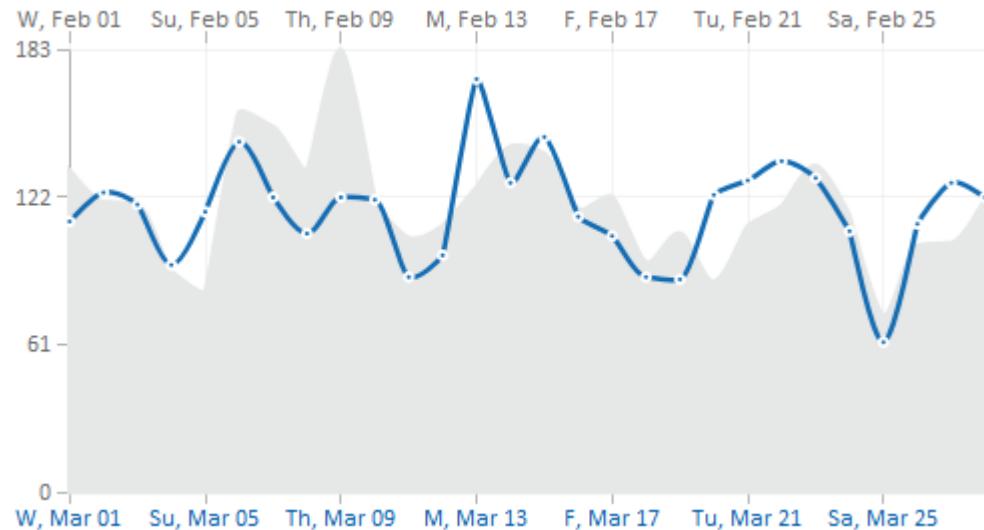
Pageviews

3,262 (3,318) ▼

Time on Site (avg.)

00:02:00 (00:02:09) ▼

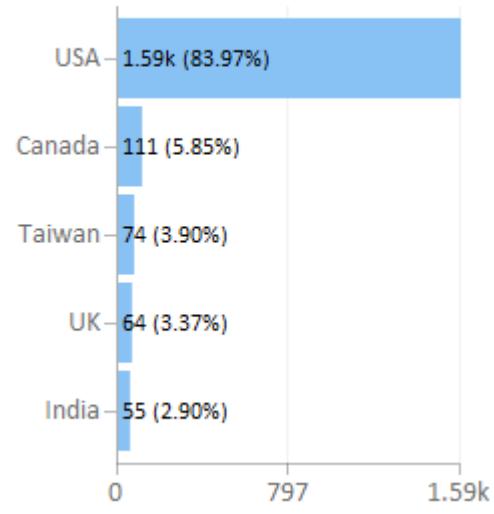
Pageviews Trend (previous vs. current)



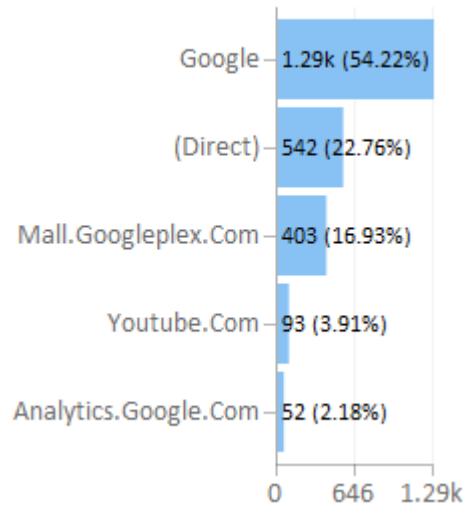
Keywords that Generate Traffic to this Page (top 10)

KeyWords	Users ▼	Bounces	Time on Site (avg.)
google merchandise	40	100.00%	00:00:00
google merchandise store	15	0.00%	00:00:00
dynamic search ads	13	100.00%	00:00:00
+google +merchandise +store	4	0.00%	00:00:00
+google +merchandise	4	0.00%	00:00:00
google store	3	0.00%	00:00:00
google merch	2	0.00%	00:00:16
https://shop.googlemerchandise...	2	0.00%	00:00:00
google kit	1	0.00%	00:00:00
google electronic products	1	100.00%	00:00:00

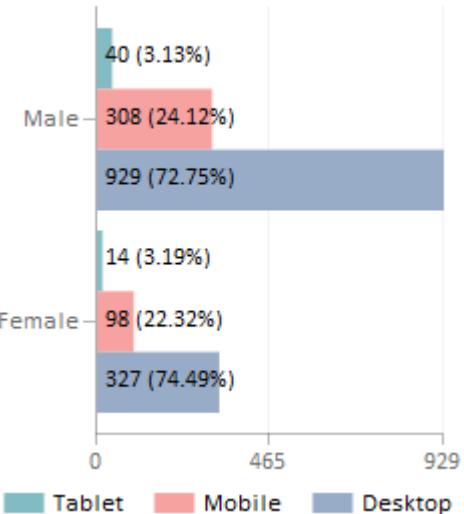
Locations (top 5)



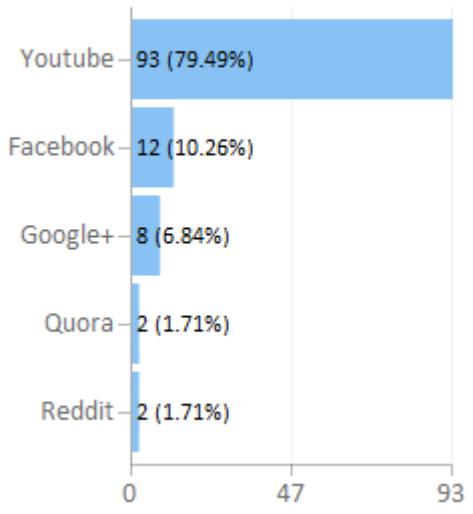
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /yourinfo.html

Goal Completed
3,216 (3,217) ▼

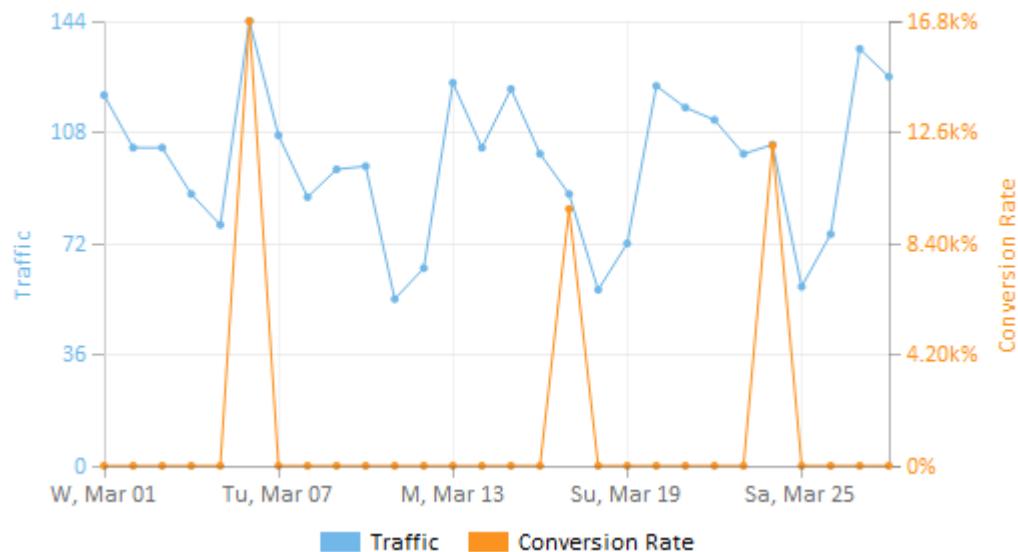
Entrances
3 (1) ▲

Bounce Rate
0.00% (0.00%)

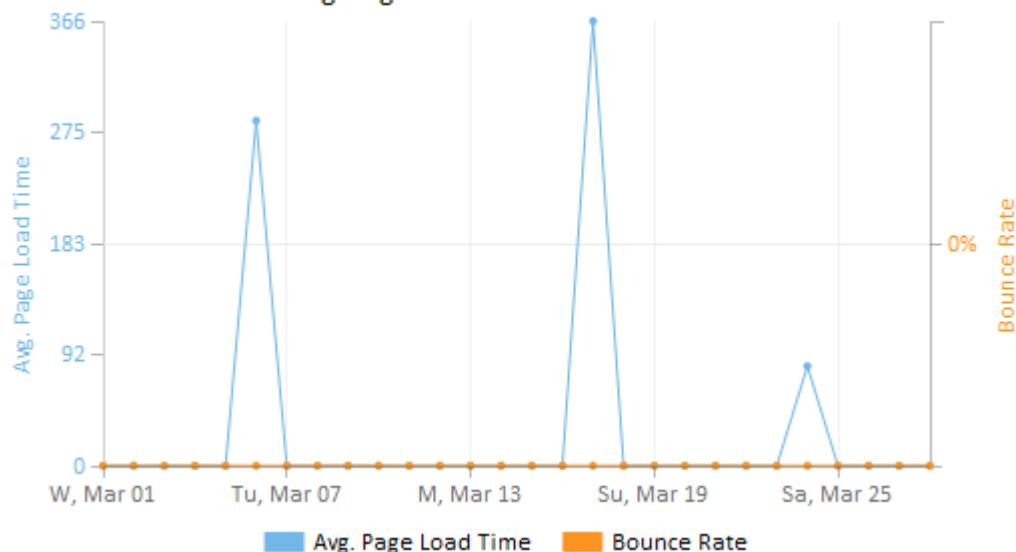
Pageviews
5,175 (4,681) ▲

Time on Site (avg.)
00:04:04 (00:02:42) ▲

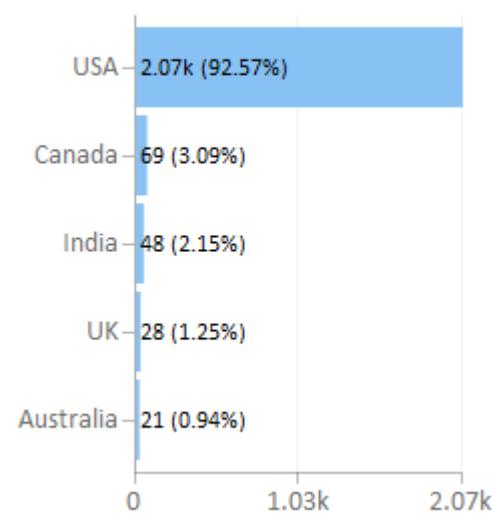
Traffic vs. GCR Trend



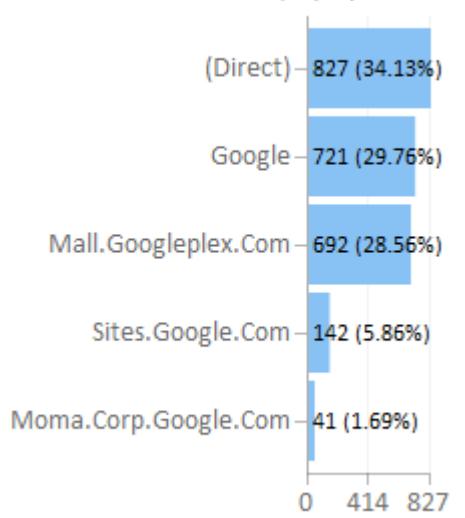
Avg. Page Load Time vs. Bounce Rate



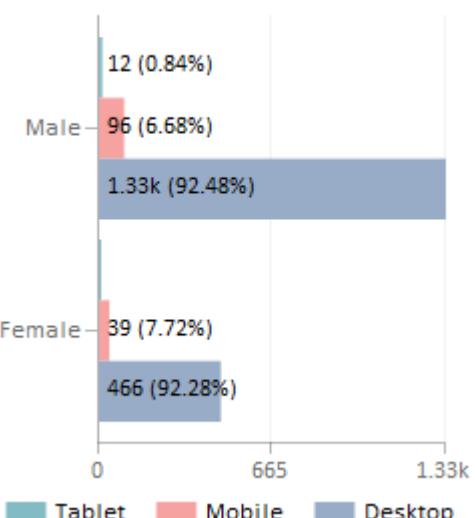
Locations (top 5)



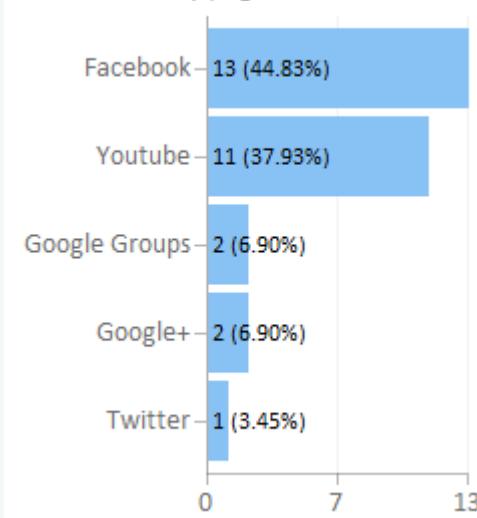
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /ordercompleted.html

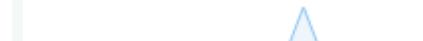
Goal Completed

2,372 (2,380) ▼



Entrances

1 (1)



Bounce Rate

0.00% (0.00%)



Pageviews

4,024 (3,805) ▲

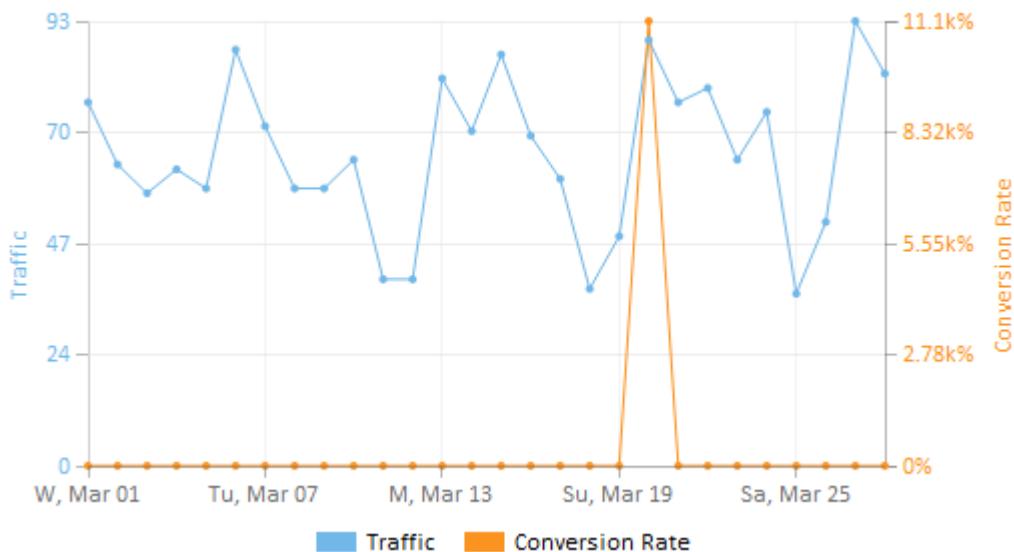


Time on Site (avg.)

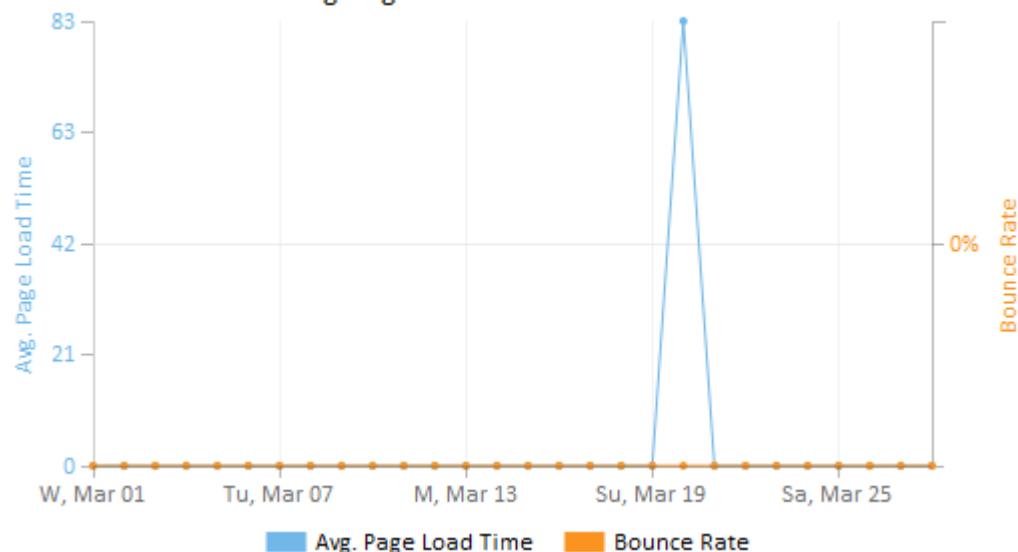
00:01:23 (00:00:00) ▲



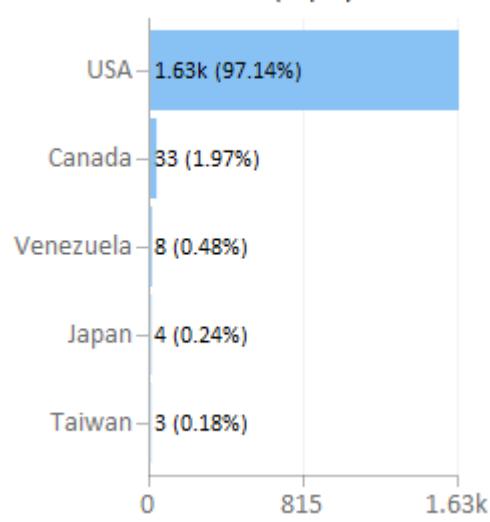
Traffic vs. GCR Trend



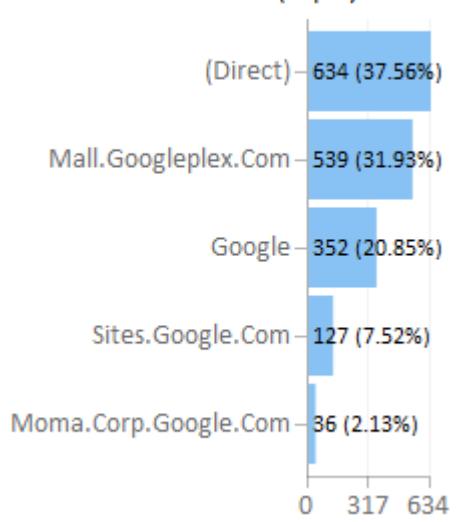
Avg. Page Load Time vs. Bounce Rate



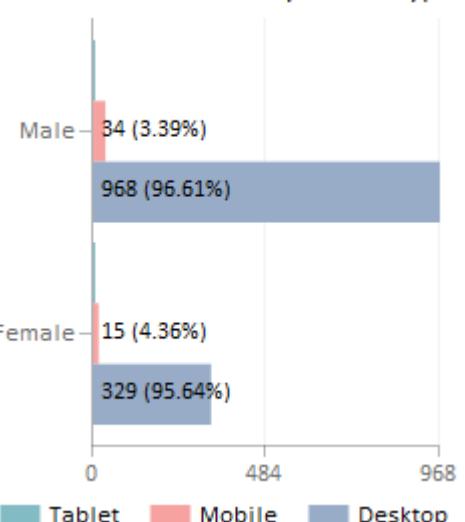
Locations (top 5)



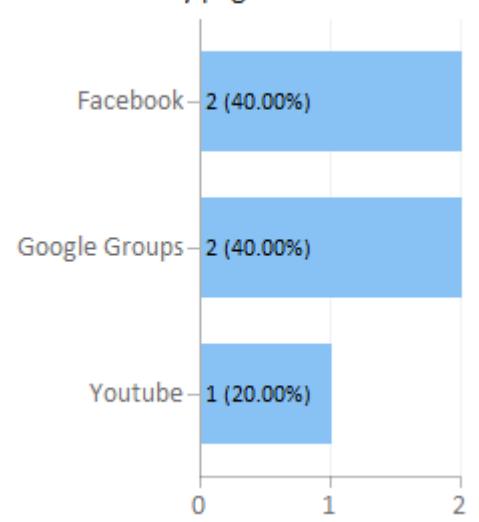
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /registersuccess.html

Goal Completed

1,960 (2,070) ▼

Entrances

3 (2) ▲

Bounce Rate

0.00% (0.00%)



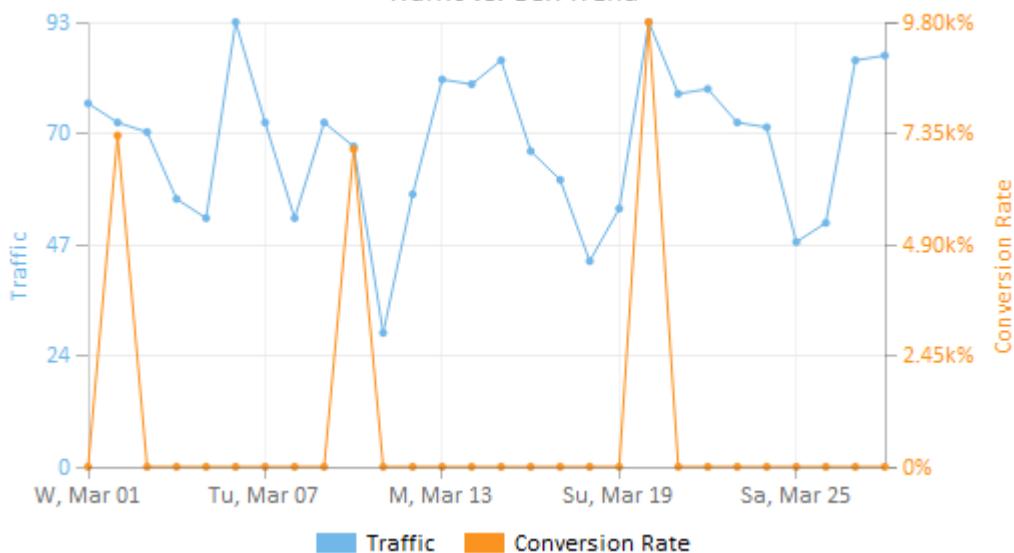
Pageviews

1,944 (2,046) ▼

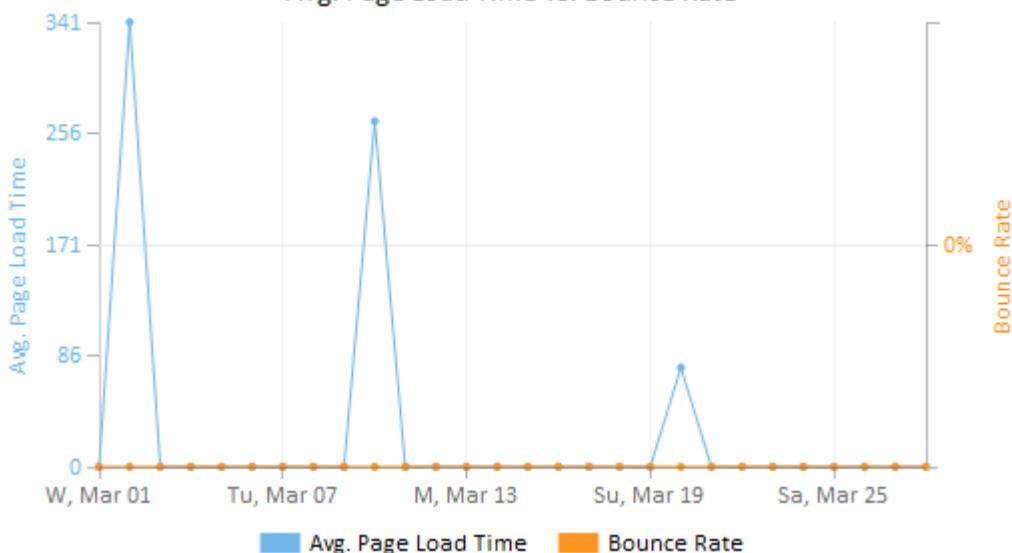
Time on Site (avg.)

00:03:47 (00:02:06) ▲

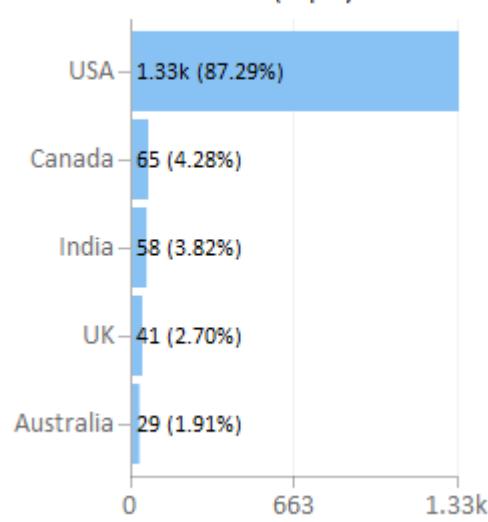
Traffic vs. GCR Trend



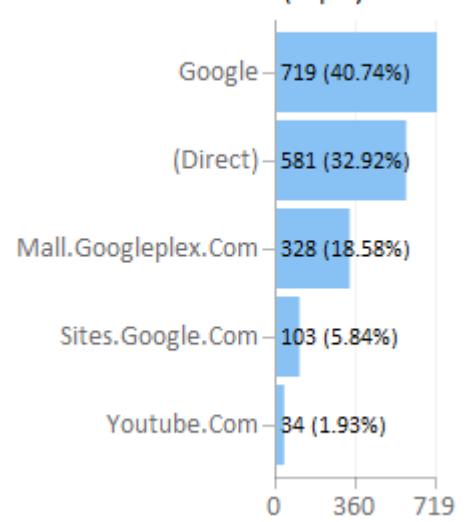
Avg. Page Load Time vs. Bounce Rate



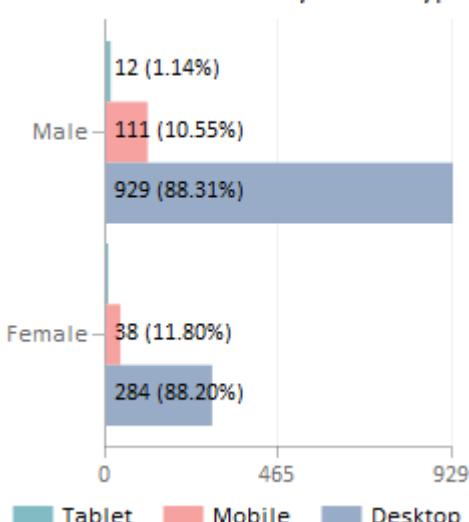
Locations (top 5)



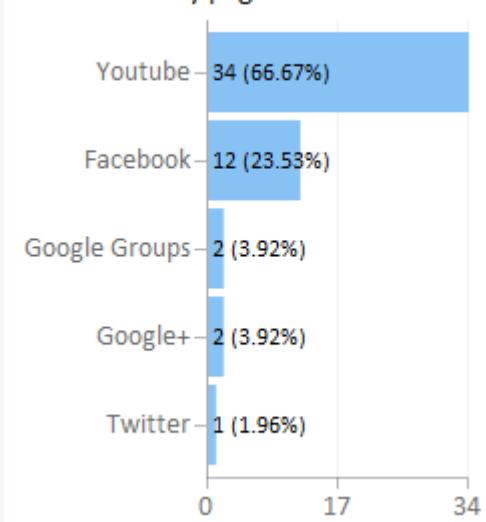
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /basket.html

Goal Completed

894 (861) ▲

Entrances

921 (873) ▲

Bounce Rate

43.69% (43.28%) ▲

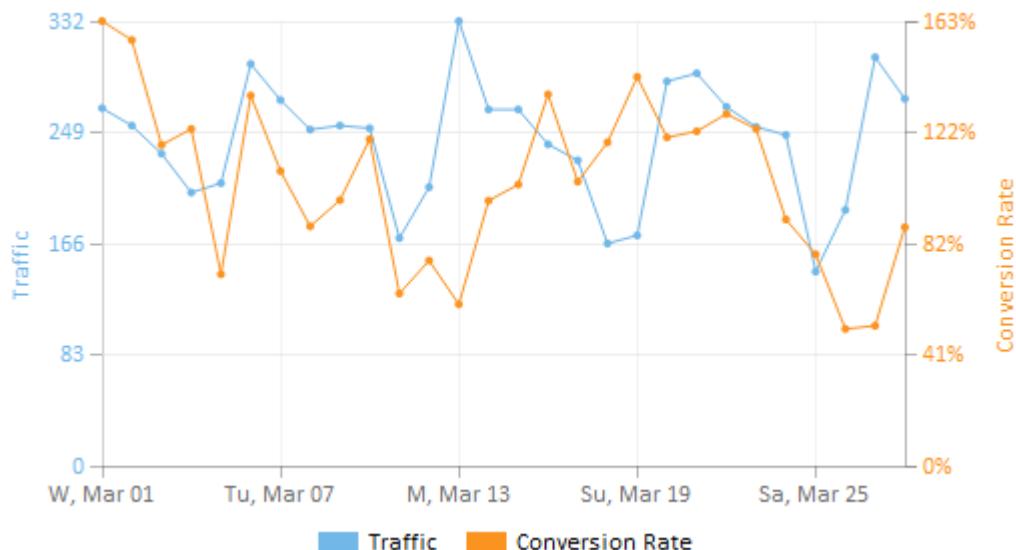
Pageviews

23,650 (22,206) ▲

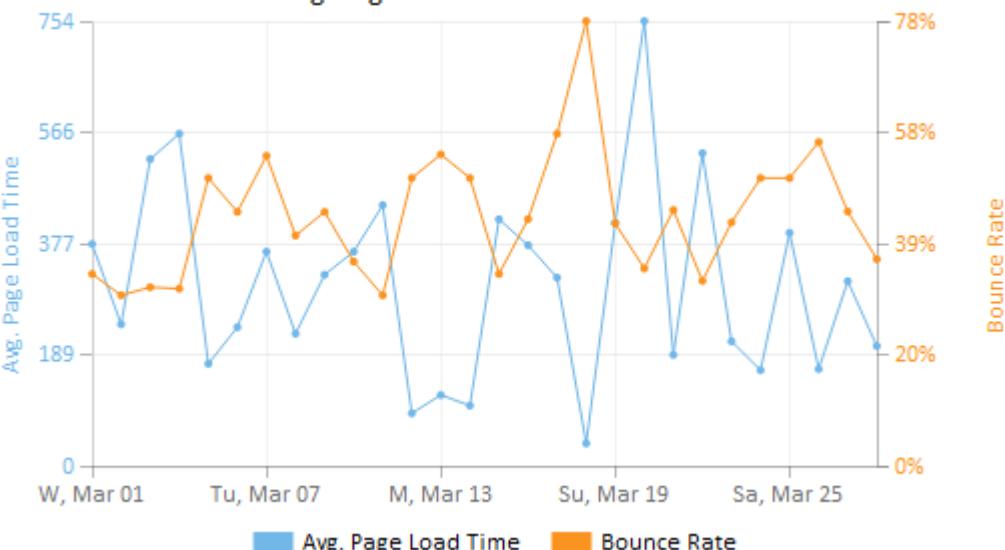
Time on Site (avg.)

00:04:59 (00:04:10) ▲

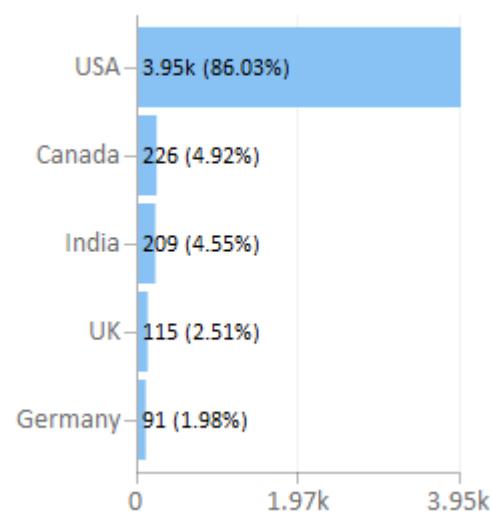
Traffic vs. GCR Trend



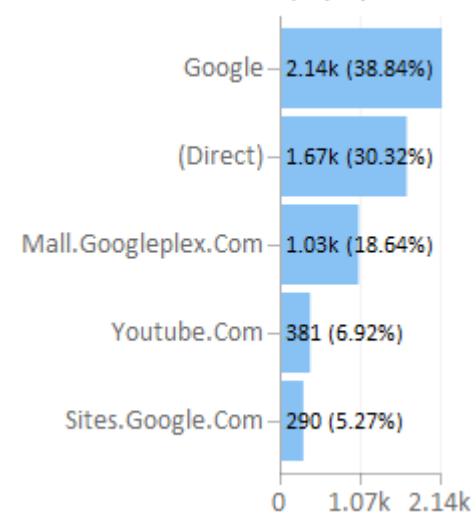
Avg. Page Load Time vs. Bounce Rate



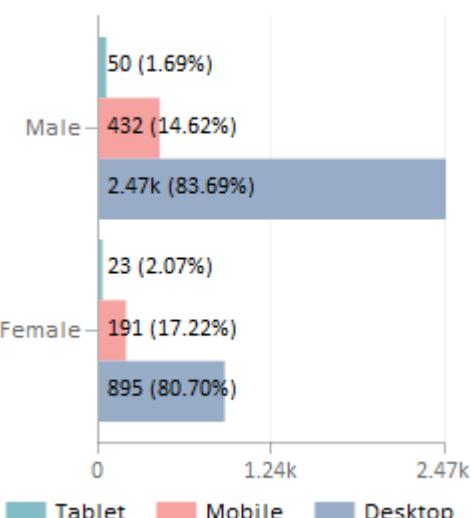
Locations (top 5)



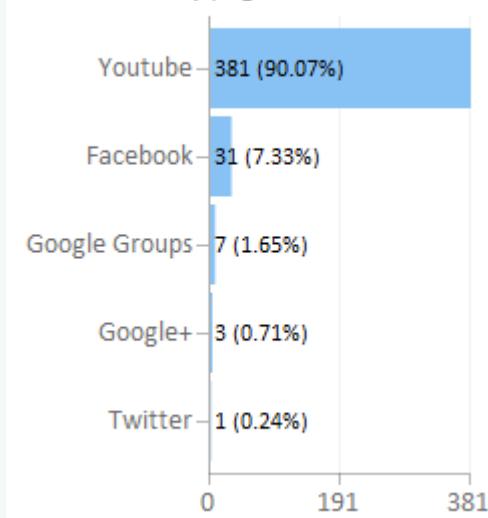
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /home

Goal Completed

451 (388) ▲

Entrances

43,299 (39,644) ▲

Bounce Rate

47.83% (48.19%) ▼

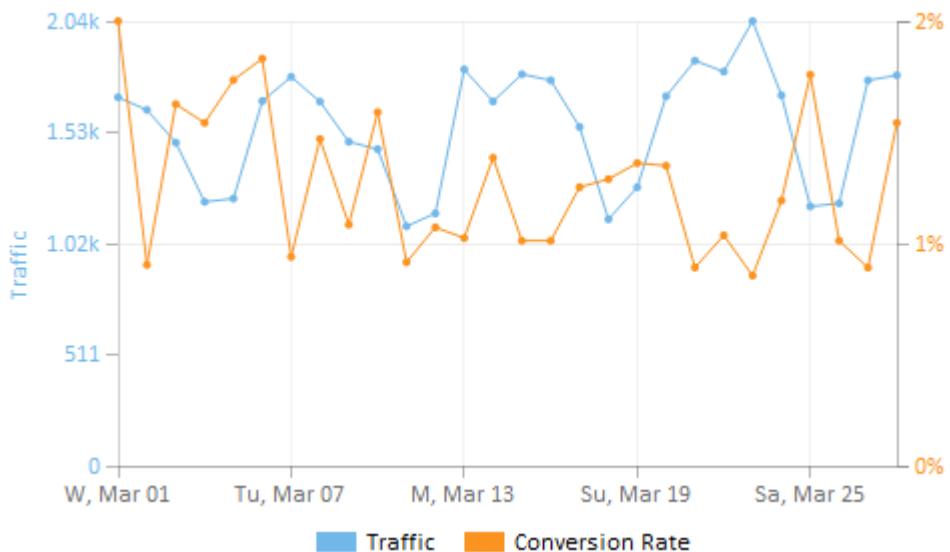
Pageviews

69,711 (66,509) ▲

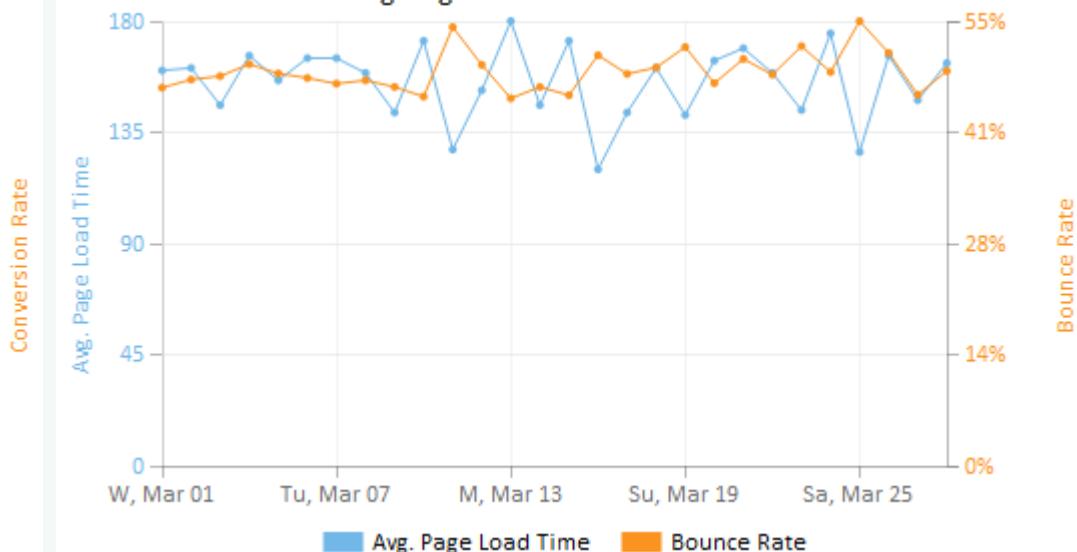
Time on Site (avg.)

00:02:36 (00:02:31) ▲

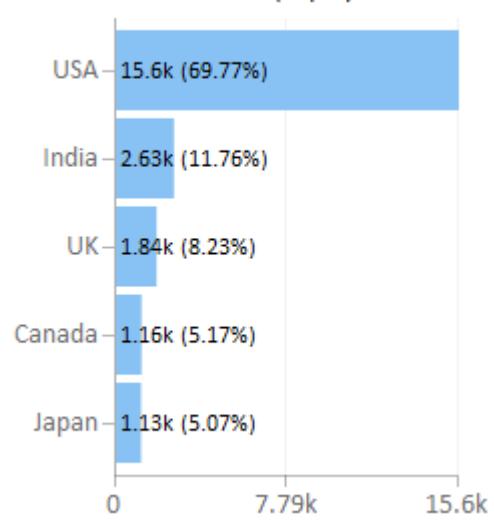
Traffic vs. GCR Trend



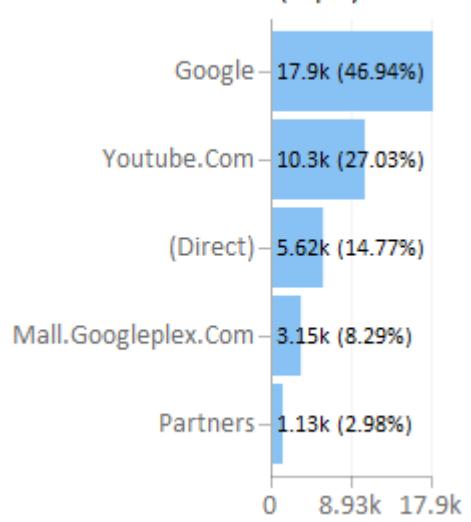
Avg. Page Load Time vs. Bounce Rate



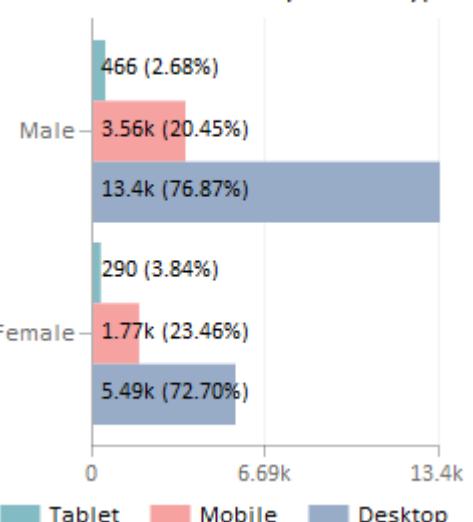
Locations (top 5)



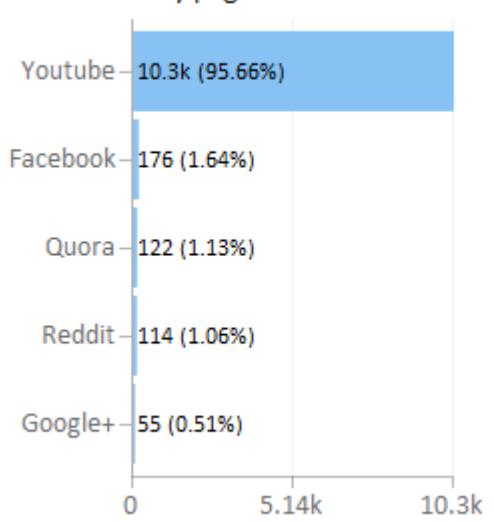
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /payment.html

Goal Completed

297 (288) ▲

Entrances

5 (4) ▲

Bounce Rate

0.00% (25.00%) ▼

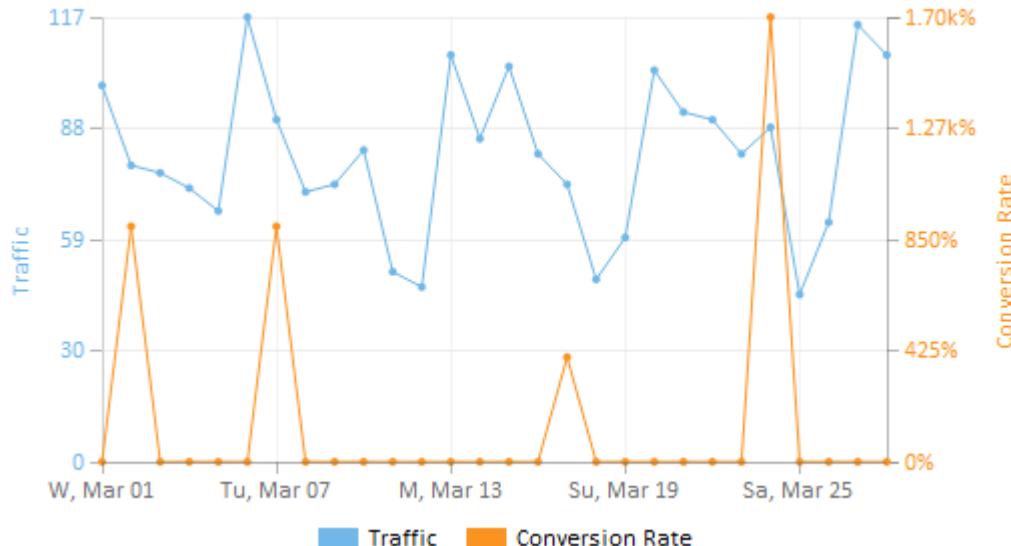
Pageviews

4,935 (4,143) ▲

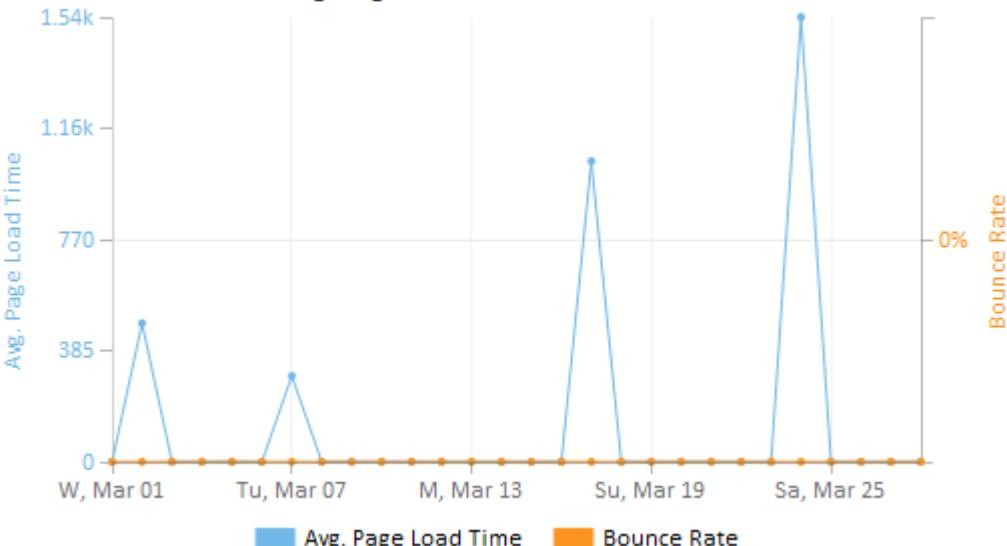
Time on Site (avg.)

00:14:40 (00:14:27) ▲

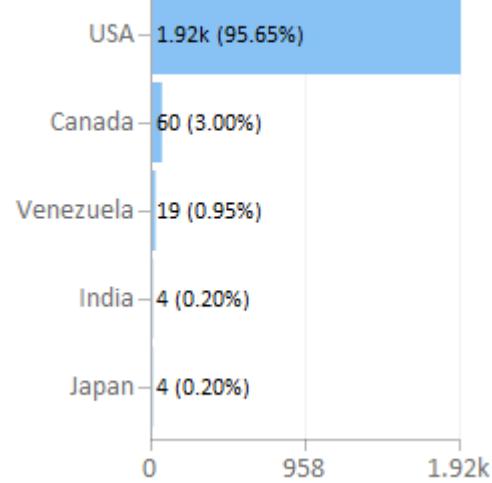
Traffic vs. GCR Trend



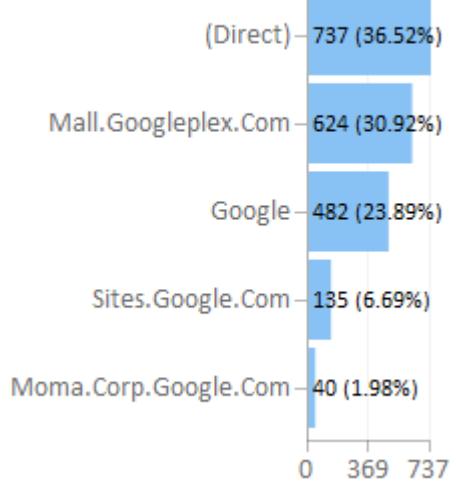
Avg. Page Load Time vs. Bounce Rate



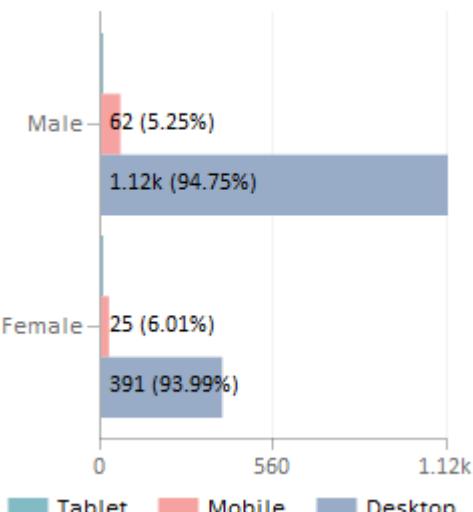
Locations (top 5)



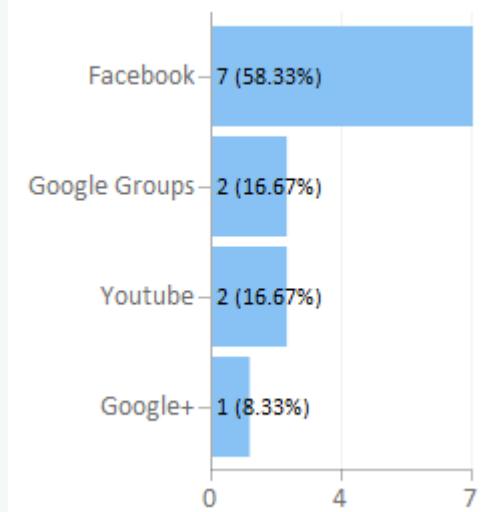
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /signin.html

Goal Completed

216 (214) ▲

Entrances

1,616 (1,752) ▼

Bounce Rate

29.04% (31.62%) ▼

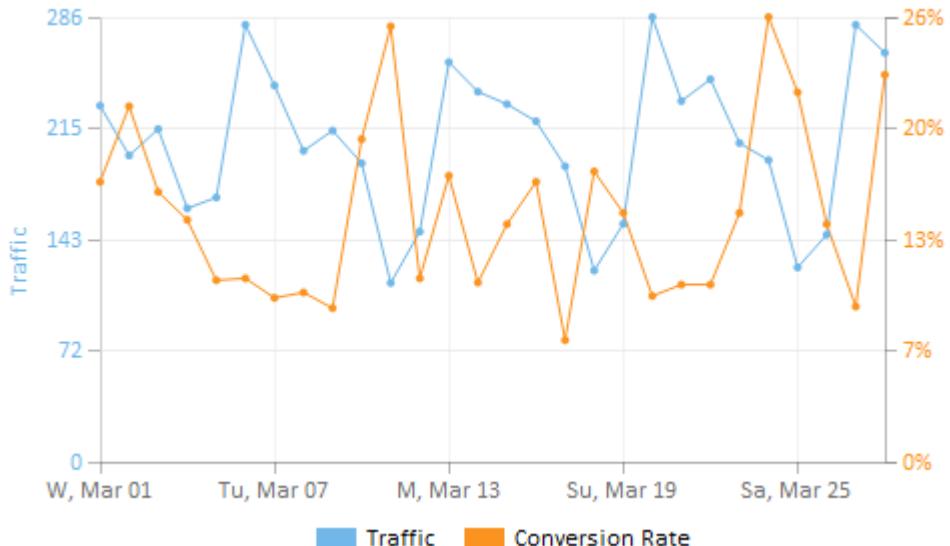
Pageviews

9,142 (9,808) ▼

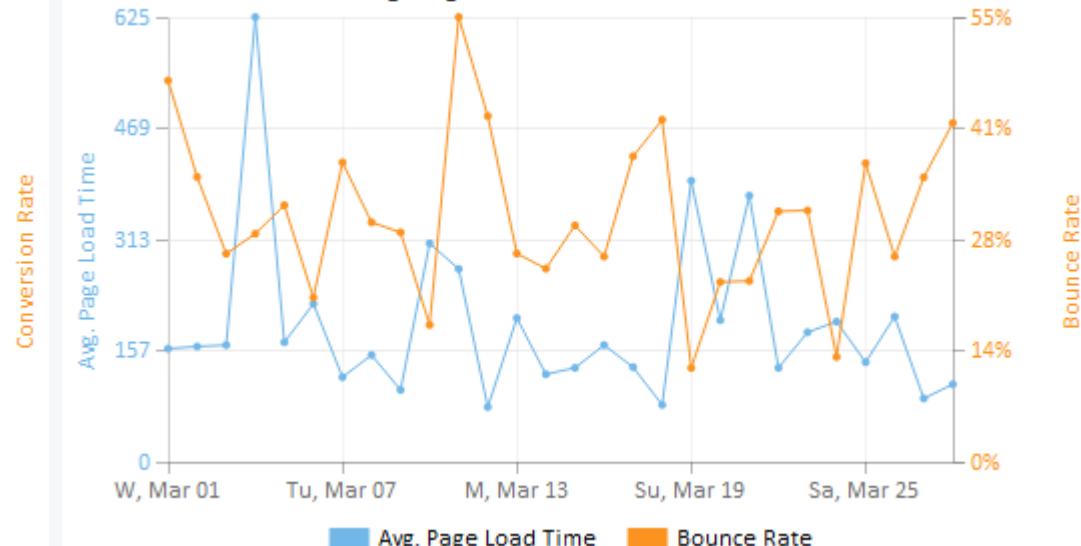
Time on Site (avg.)

00:03:01 (00:03:19) ▼

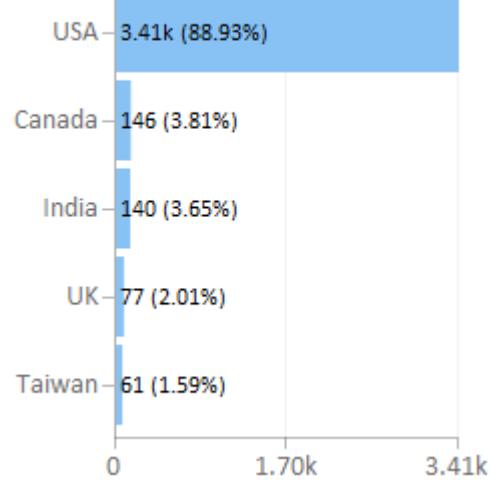
Traffic vs. GCR Trend



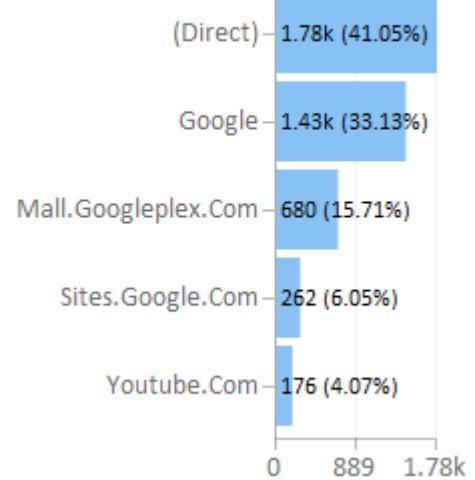
Avg. Page Load Time vs. Bounce Rate



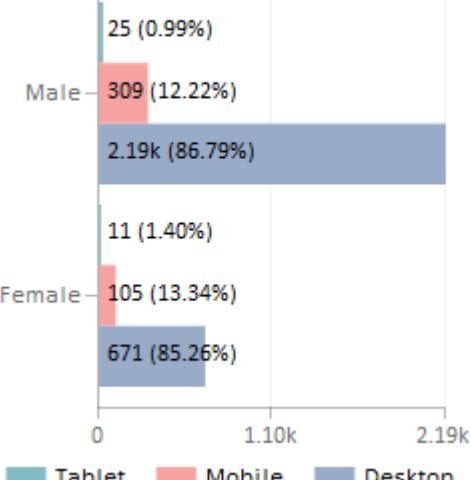
Locations (top 5)



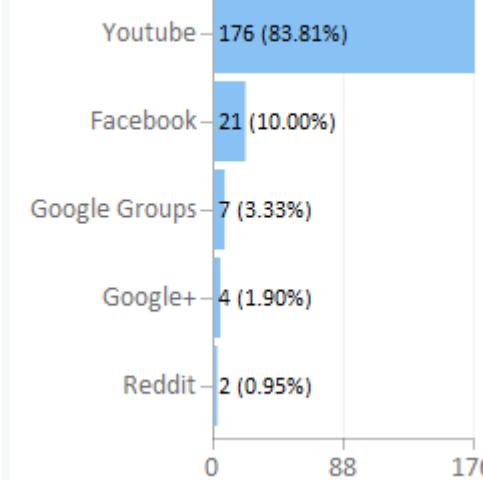
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /store.html

Goal Completed

202 (205) ▼



Entrances

344 (322) ▲



Bounce Rate

49.13% (47.09%) ▲



Pageviews

6,784 (7,427) ▼

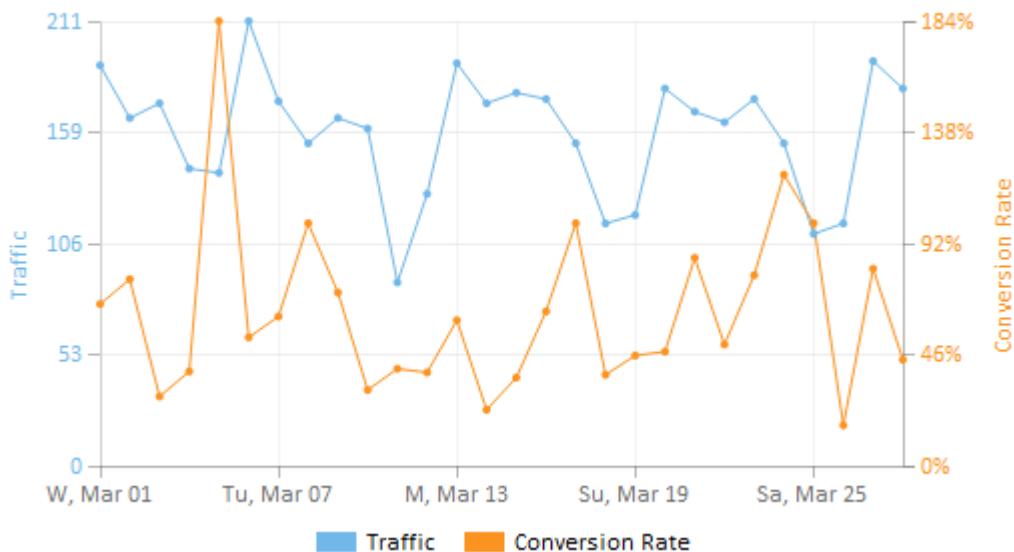


Time on Site (avg.)

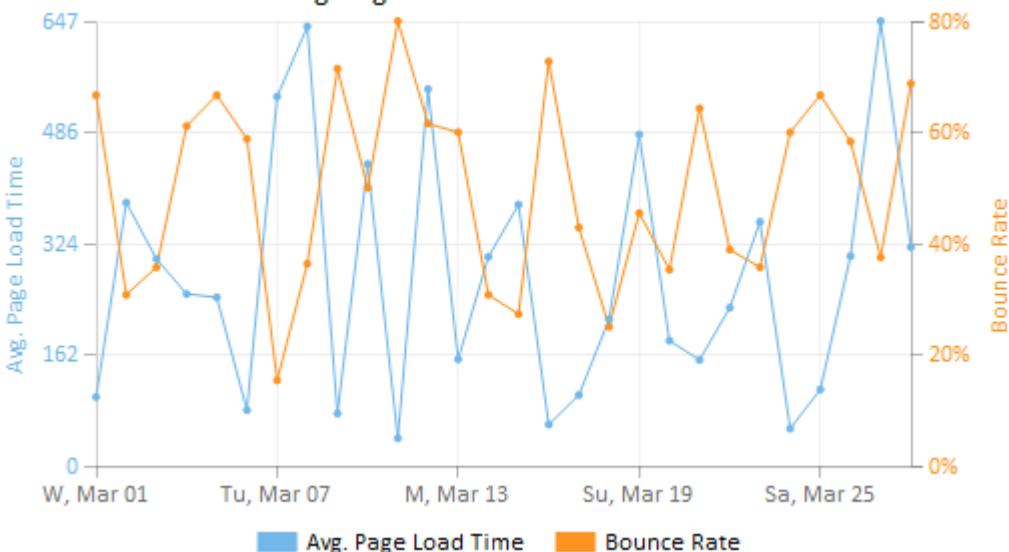
00:04:50 (00:04:18) ▲



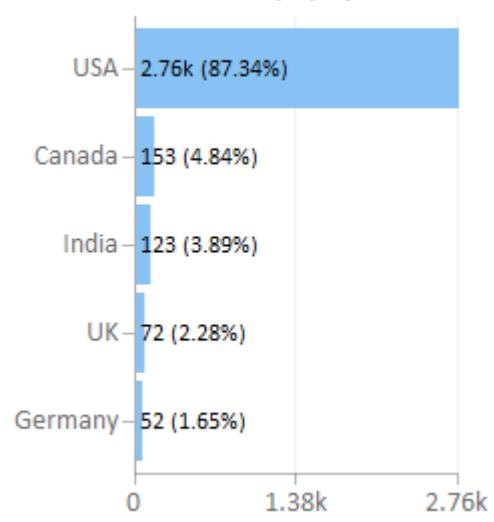
Traffic vs. GCR Trend



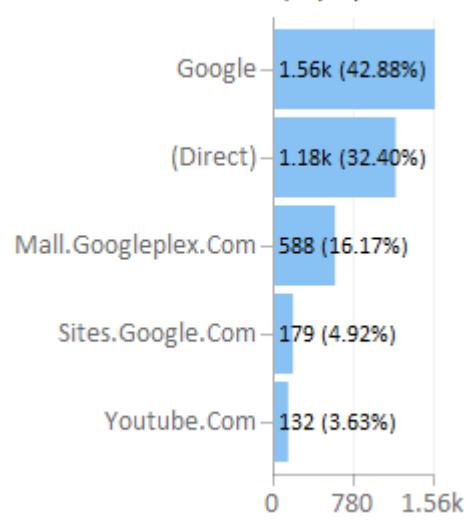
Avg. Page Load Time vs. Bounce Rate



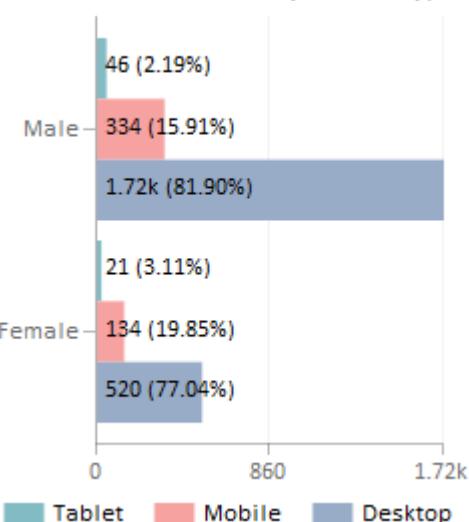
Locations (top 5)



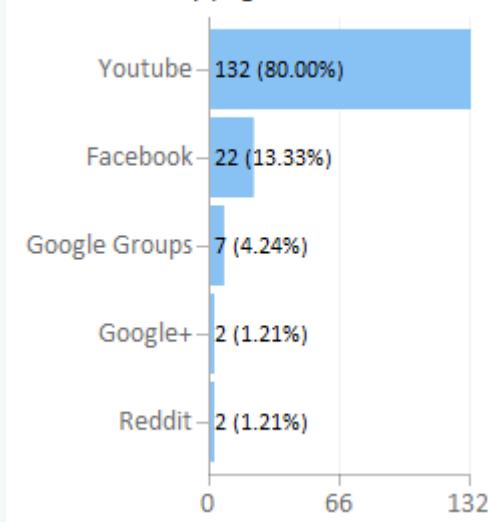
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /revieworder.html

Goal Completed

165 (161) ▲

Entrances

1 (4) ▼

Bounce Rate

0.00% (0.00%)

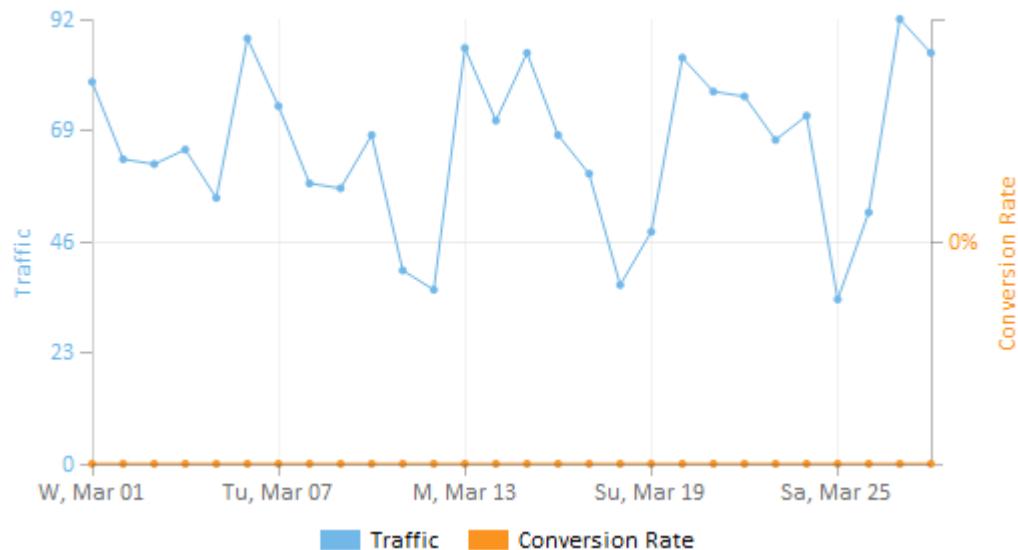
Pageviews

3,303 (2,409) ▲

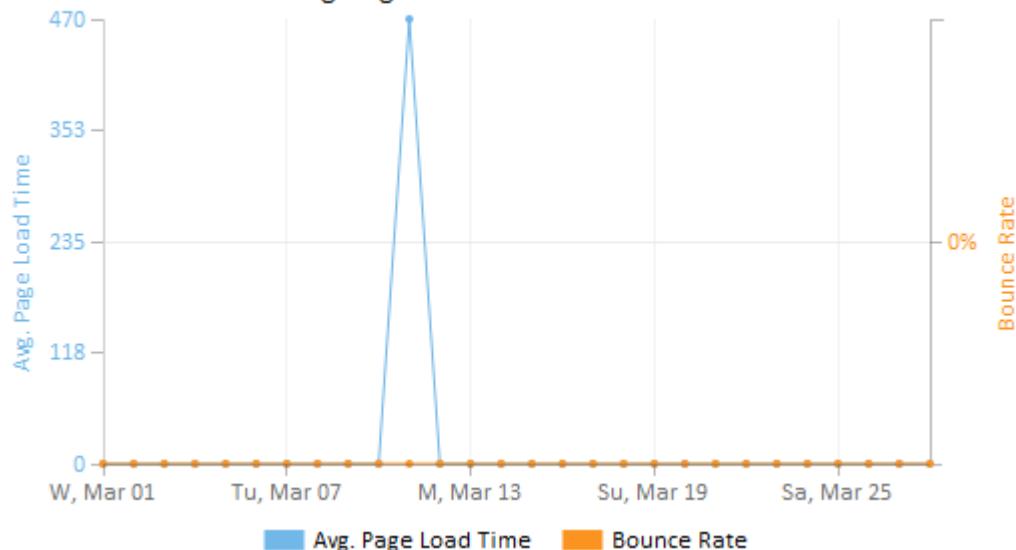
Time on Site (avg.)

00:07:50 (00:02:14) ▲

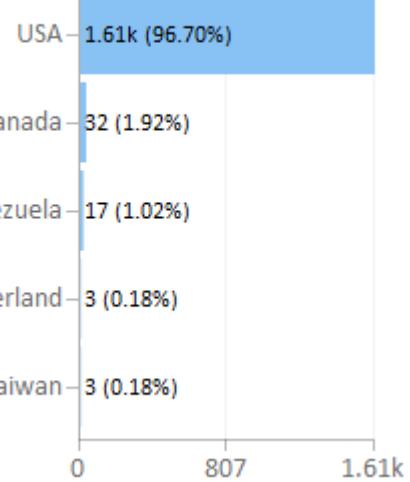
Traffic vs. GCR Trend



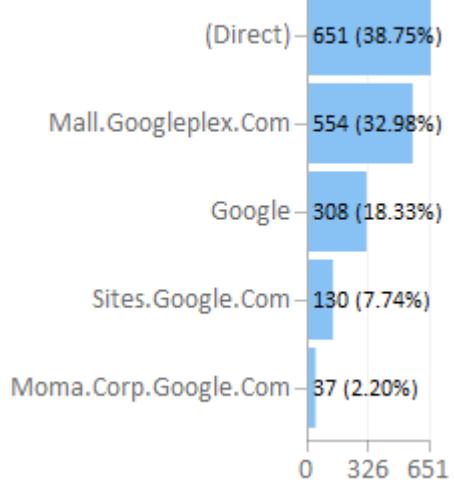
Avg. Page Load Time vs. Bounce Rate



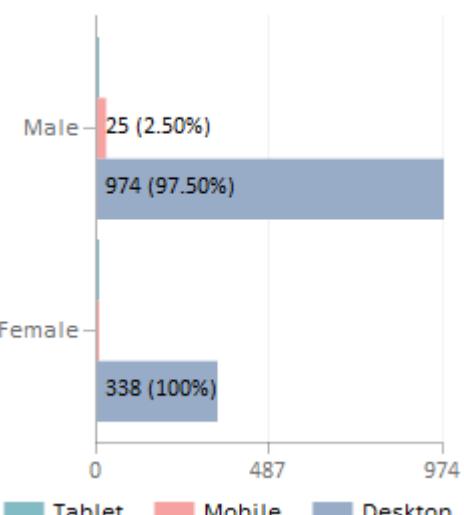
Locations (top 5)



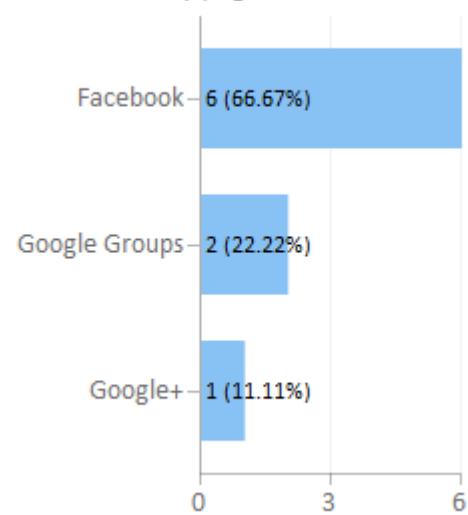
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Pages that Inspire Action /google+redesign/nest/nest-usa

Goal Completed

149 (224) ▼



Entrances

1,858 (1,991) ▼



Bounce Rate

18.70% (18.70%) ▼



Pageviews

6,784 (7,203) ▼

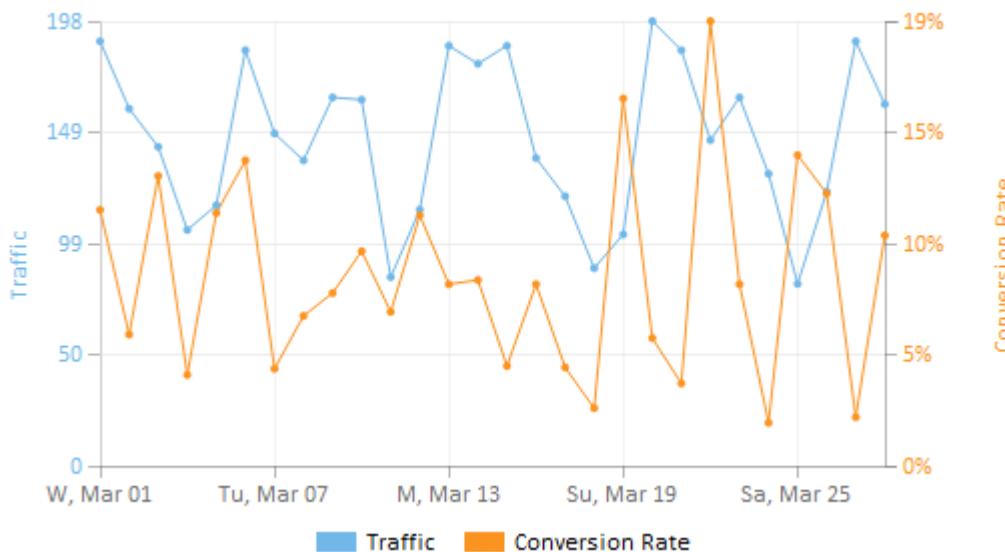


Time on Site (avg.)

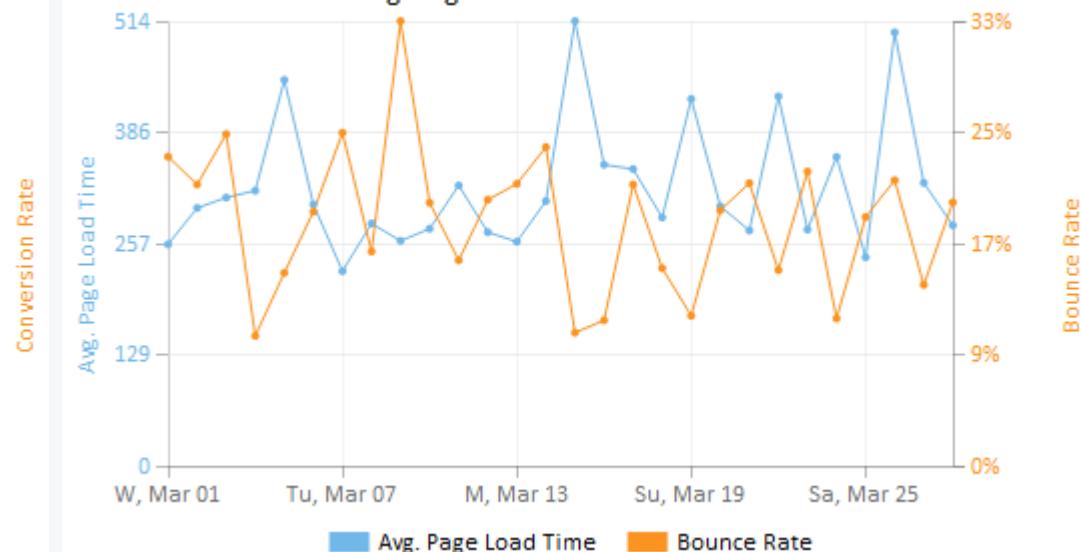
00:05:17 (00:04:57) ▲



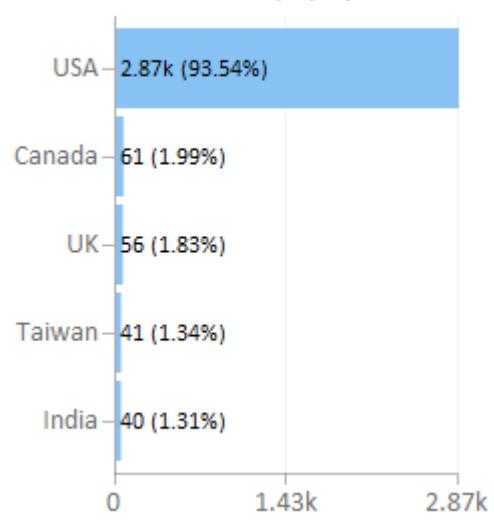
Traffic vs. GCR Trend



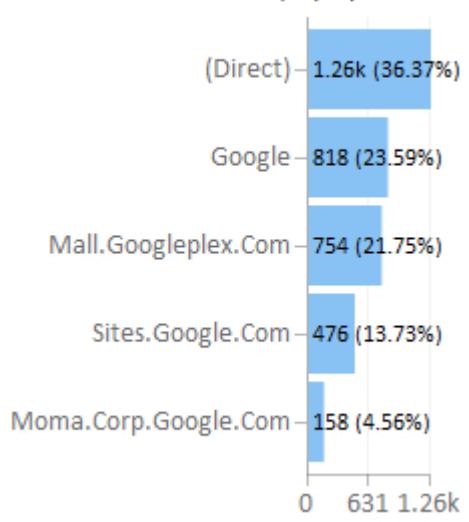
Avg. Page Load Time vs. Bounce Rate



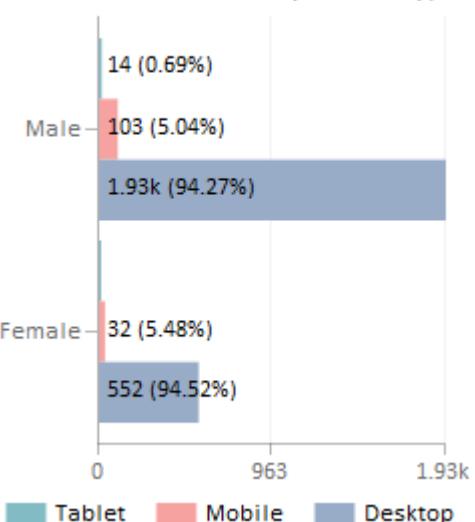
Locations (top 5)



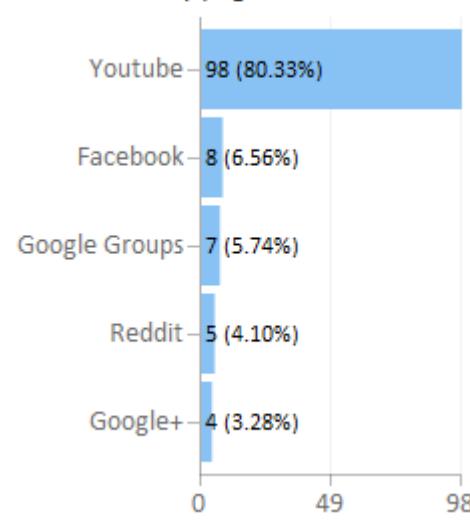
Traffic Sources (top 5)



Gender Distribution by Device Type



What is my page Social Success?



Trending Pages /home

Goal Completed

451 (388) ▲



Entrances

43,299 (39,644) ▲



Bounce Rate

47.83% (48.19%) ▼



Pageviews

69,711 (66,509) ▲

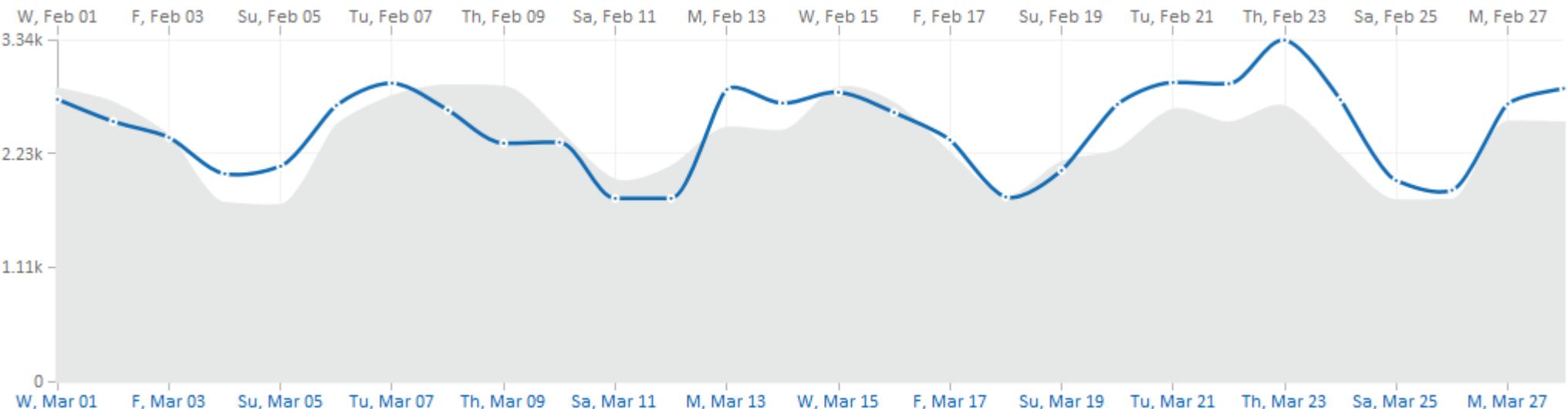


Time on Site (avg.)

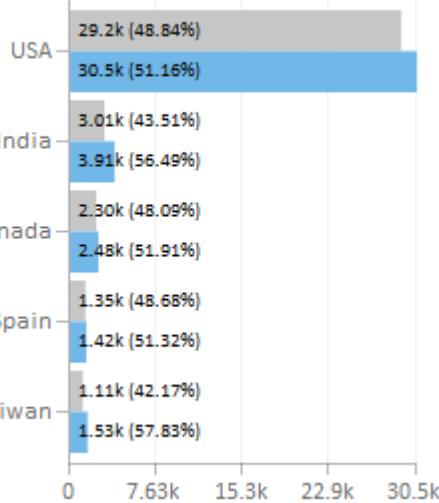
00:02:36 (00:02:31) ▲



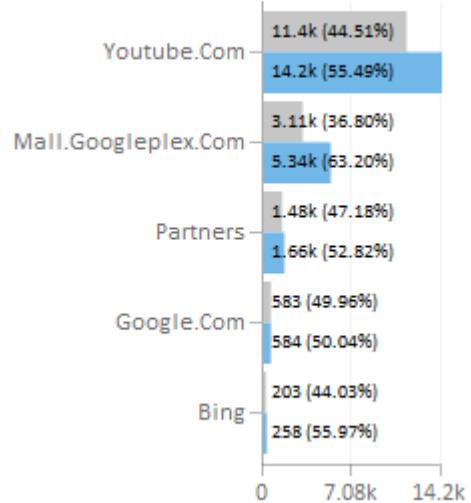
Pageviews Trend (previous vs. current)



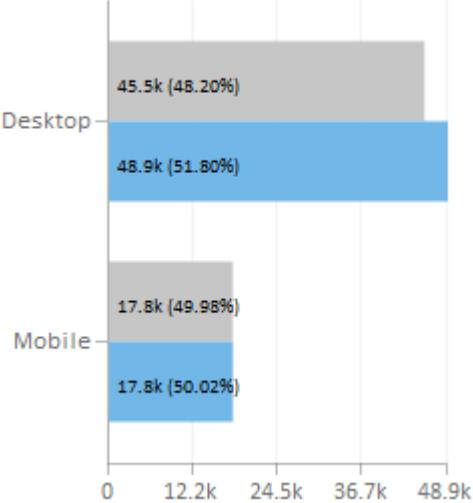
Locations (top 5)



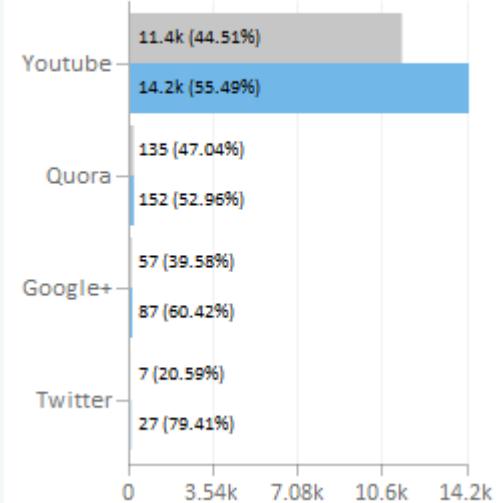
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /basket.html

Goal Completed

894 (861) ▲

Entrances

921 (873) ▲

Bounce Rate

43.69% (43.28%) ▲

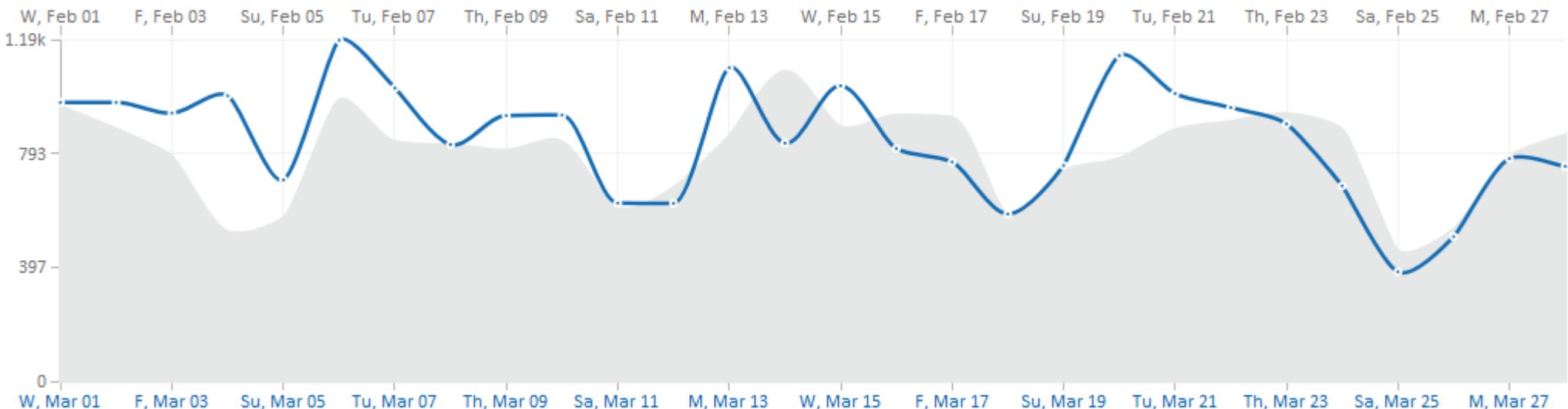
Pageviews

23,650 (22,206) ▲

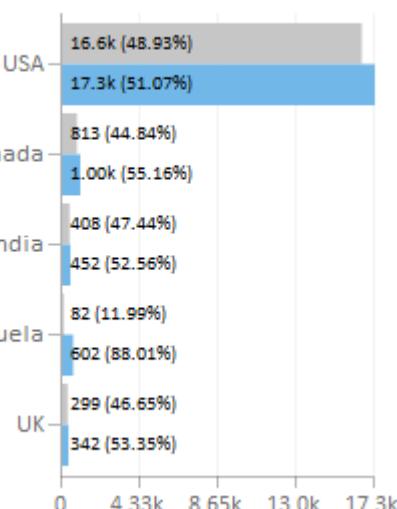
Time on Site (avg.)

00:04:59 (00:04:10) ▲

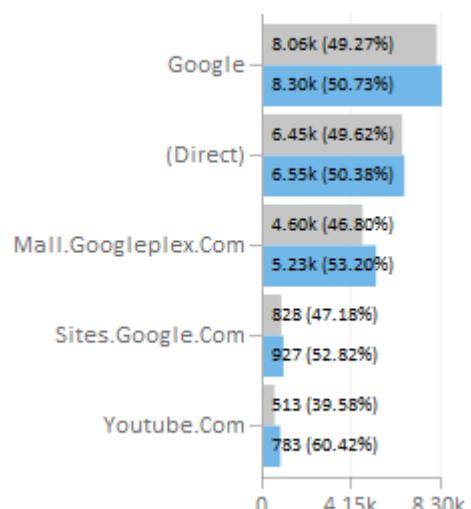
Pageviews Trend (previous vs. current)



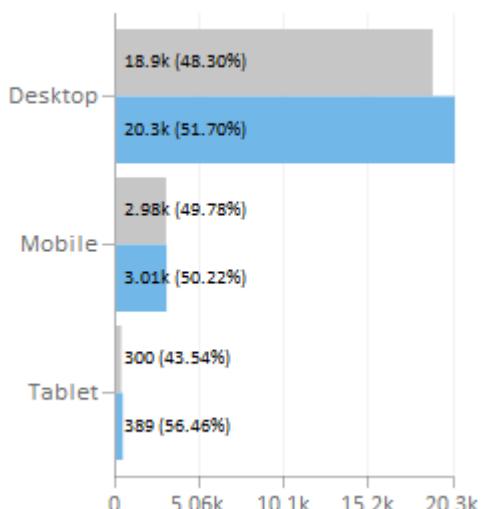
Locations (top 5)



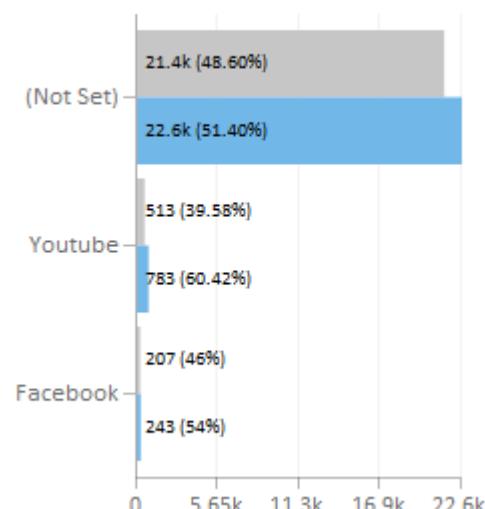
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /yourinfo.html

Goal Completed

3,216 (3,217) ▼



Entrances

3 (1) ▲



Bounce Rate

0.00% (0.00%)



Pageviews

5,175 (4,681) ▲

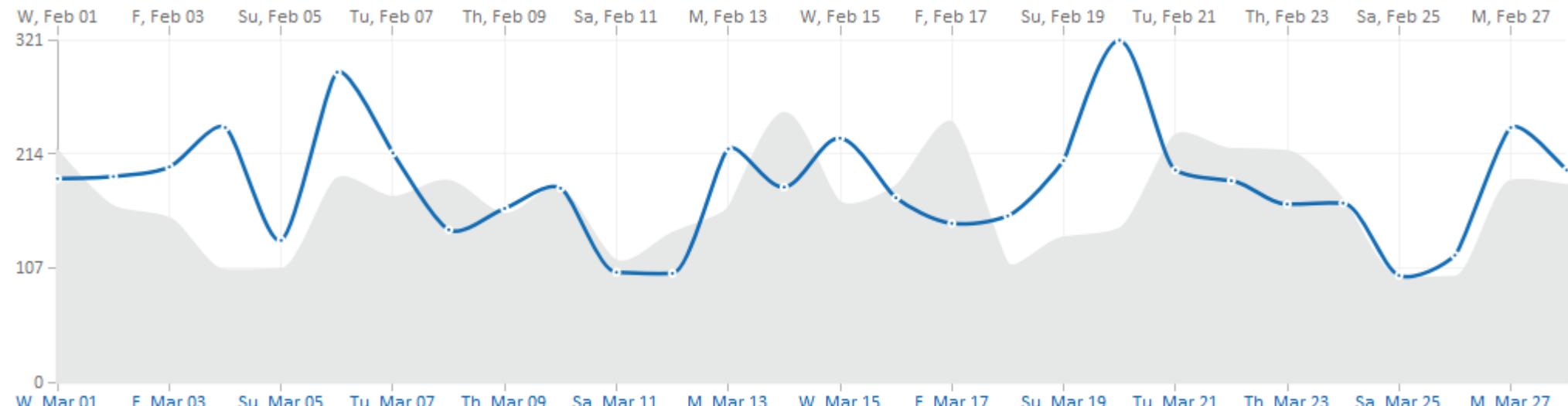


Time on Site (avg.)

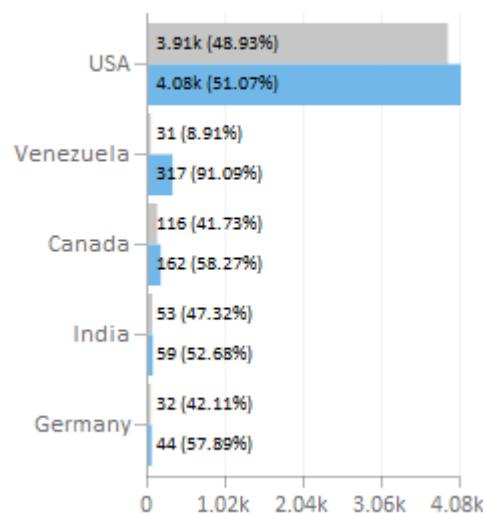
00:04:04 (00:02:42) ▲



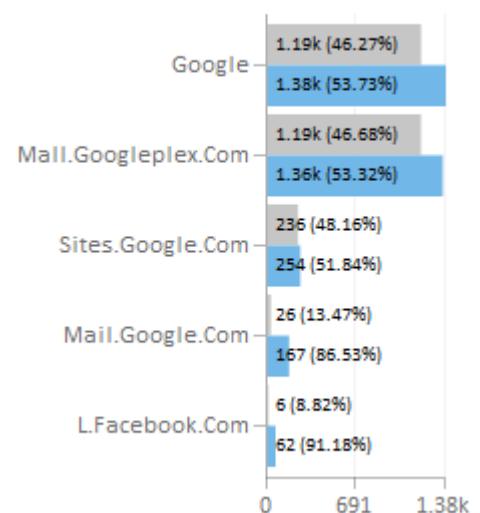
Pageviews Trend (previous vs. current)



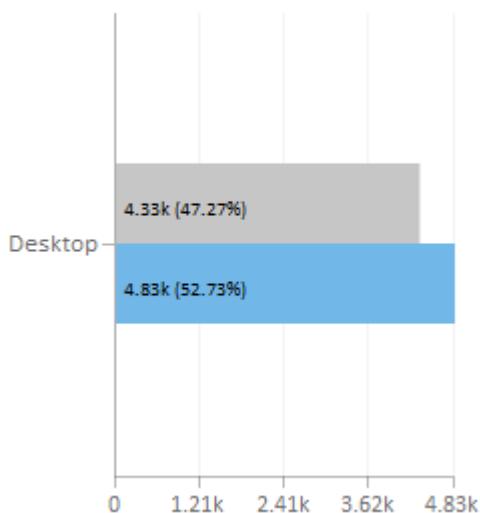
Locations (top 5)



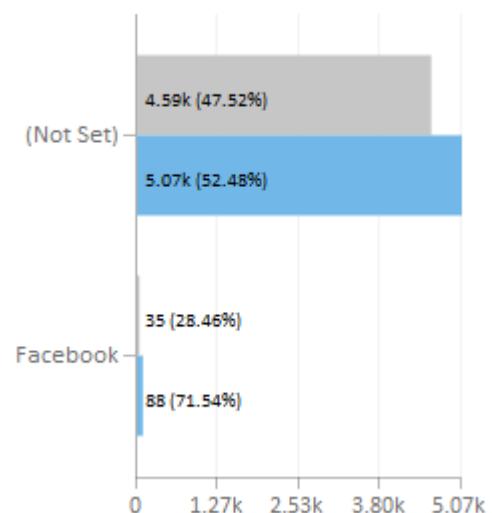
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /payment.html

Goal Completed

297 (288) ▲

Entrances

5 (4) ▲

Bounce Rate

0.00% (25.00%) ▼

Pageviews

4,935 (4,143) ▲

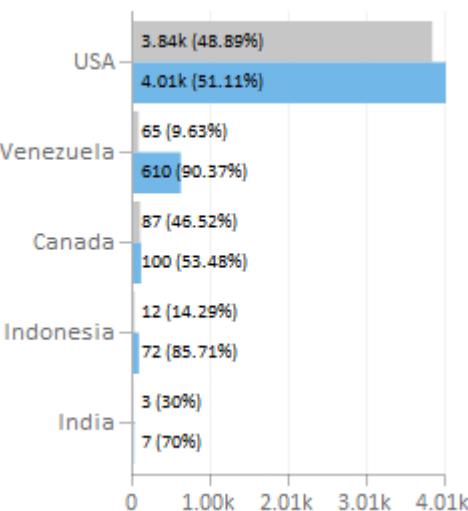
Time on Site (avg.)

00:14:40 (00:14:27) ▲

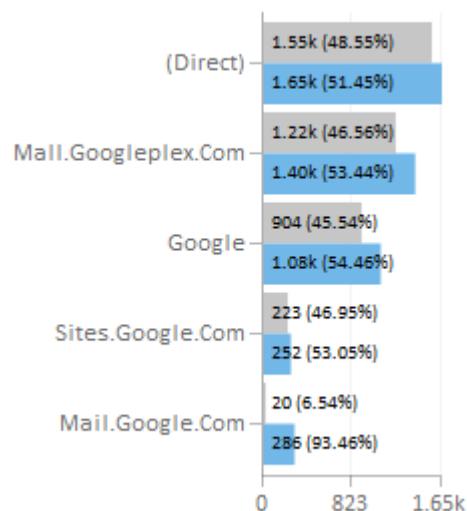
Pageviews Trend (previous vs. current)



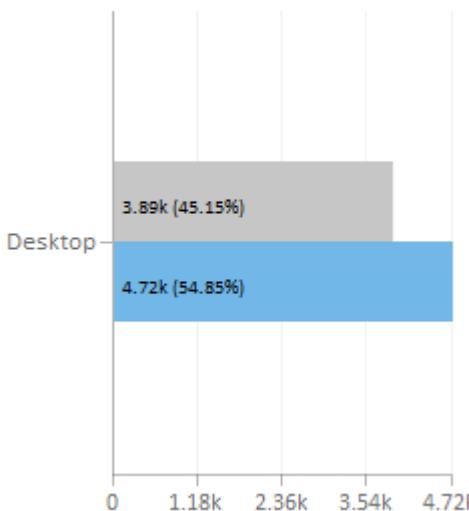
Locations (top 5)



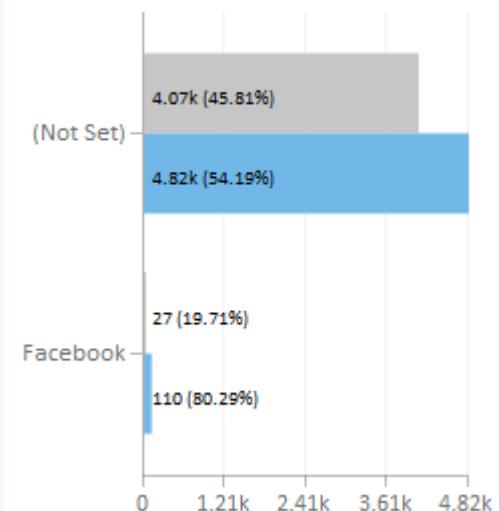
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /ordercompleted.html

Goal Completed
2,372 (2,380) ▼

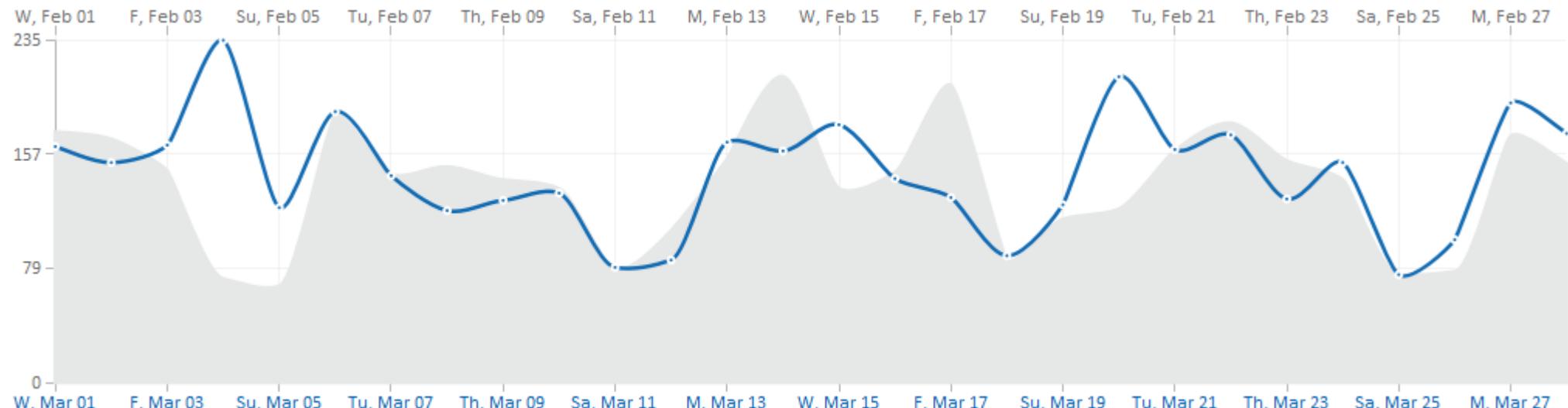
Entrances
1 (1)

Bounce Rate
0.00% (0.00%)

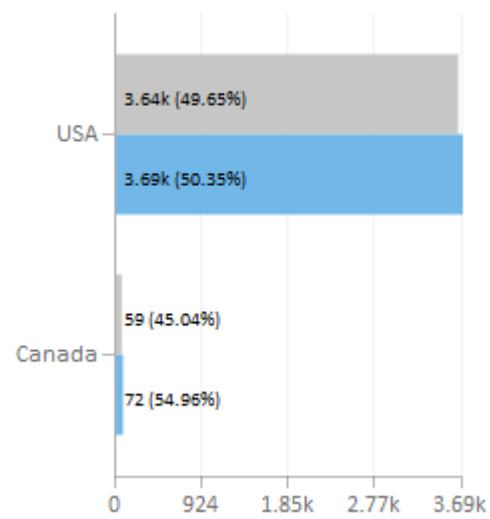
Pageviews
4,024 (3,805) ▲

Time on Site (avg.)
00:01:23 (00:00:00) ▲

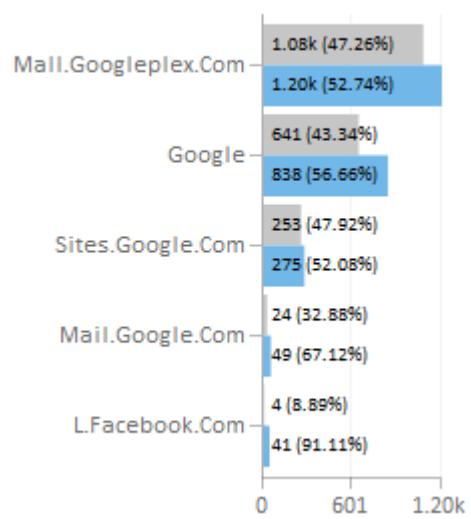
Pageviews Trend (previous vs. current)



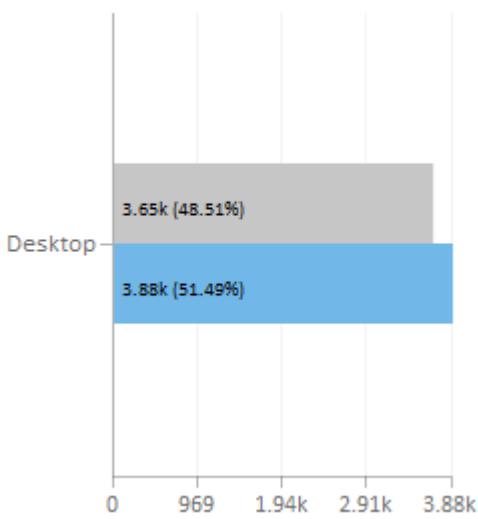
Locations (top 5)



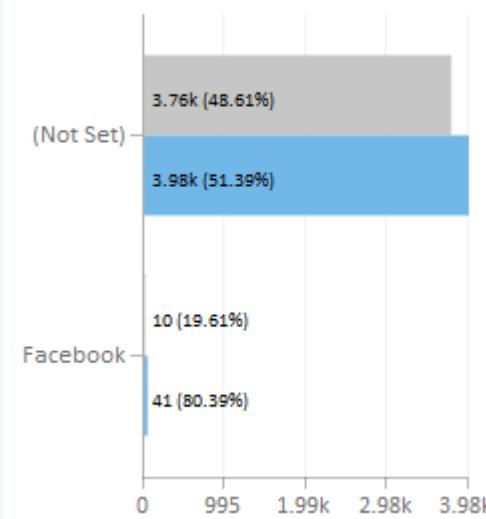
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /google+redesign/apparel

Goal Completed

82 (71) ▲



Entrances

483 (364) ▲



Bounce Rate

42.86% (47.12%) ▼



Pageviews

3,791 (3,460) ▲

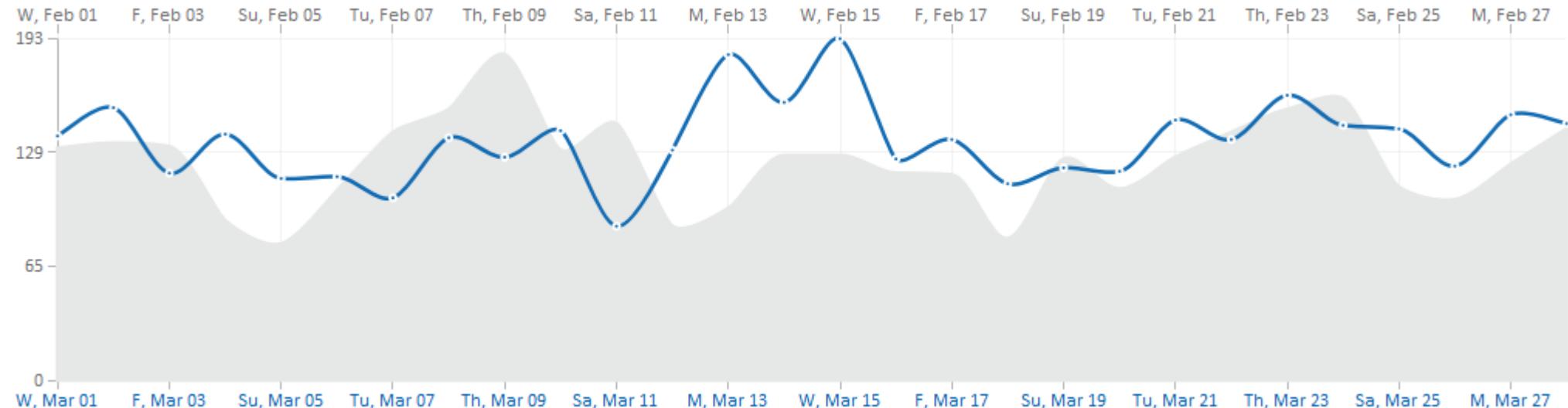


Time on Site (avg.)

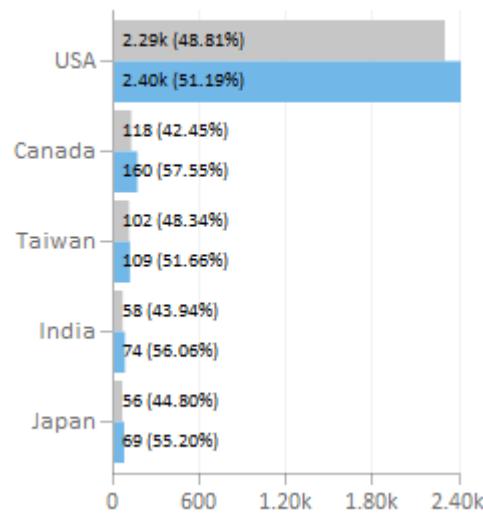
00:03:38 (00:02:42) ▲



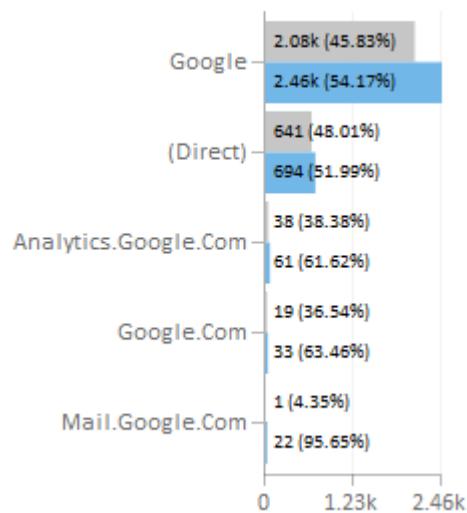
Pageviews Trend (previous vs. current)



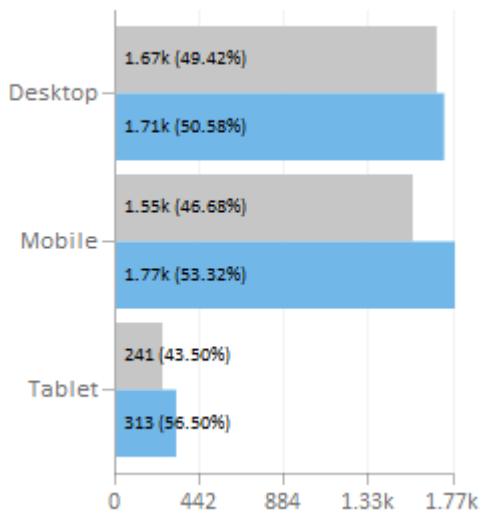
Locations (top 5)



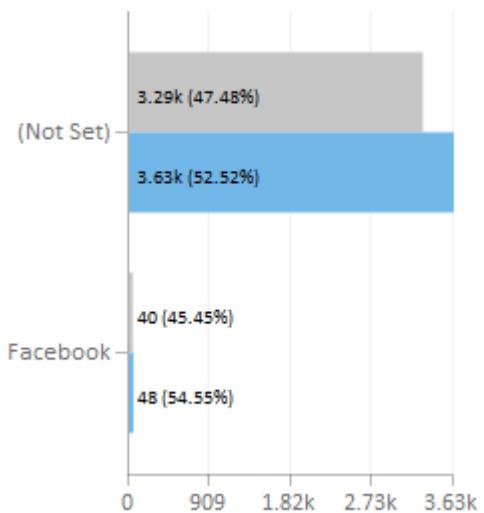
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /revieworder.html

Goal Completed

165 (161) ▲



Entrances

1 (4) ▼



Bounce Rate

0.00% (0.00%)



Pageviews

3,303 (2,409) ▲

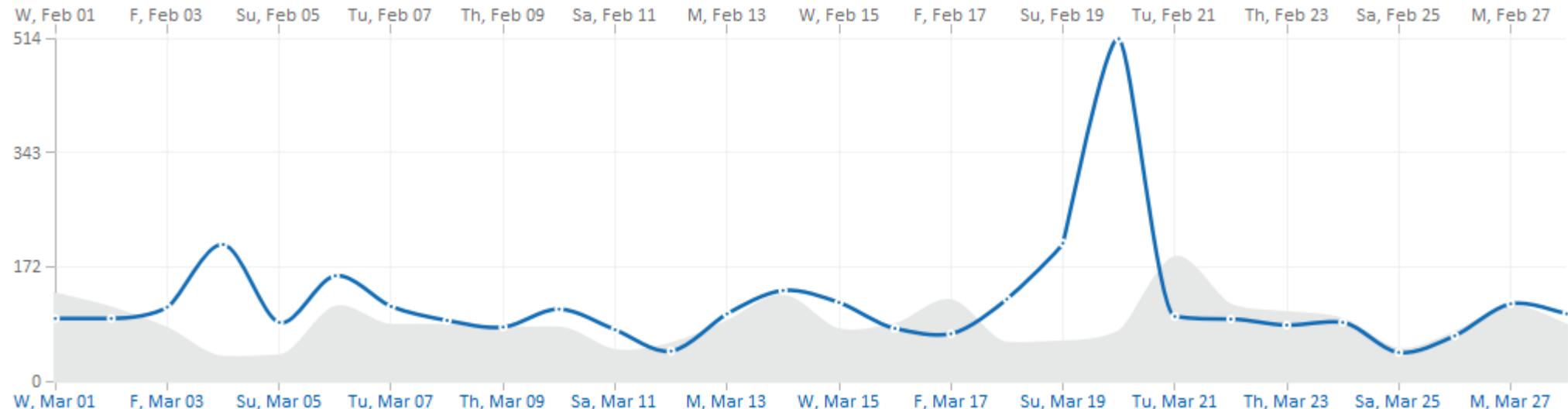


Time on Site (avg.)

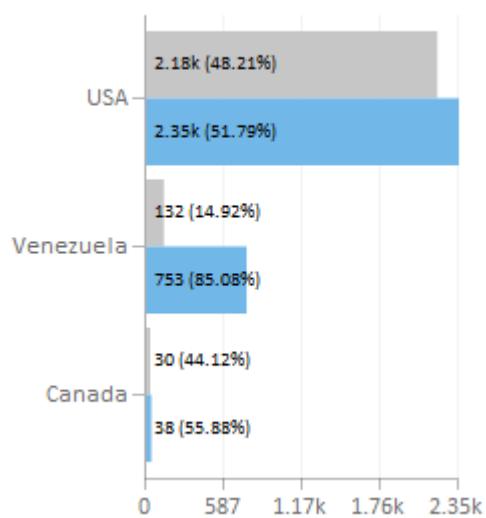
00:07:50 (00:02:14) ▲



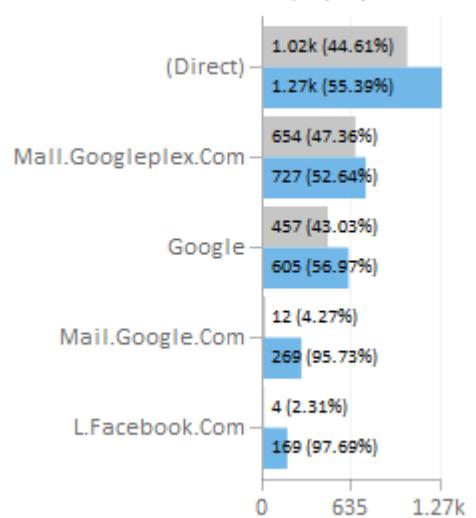
Pageviews Trend (previous vs. current)



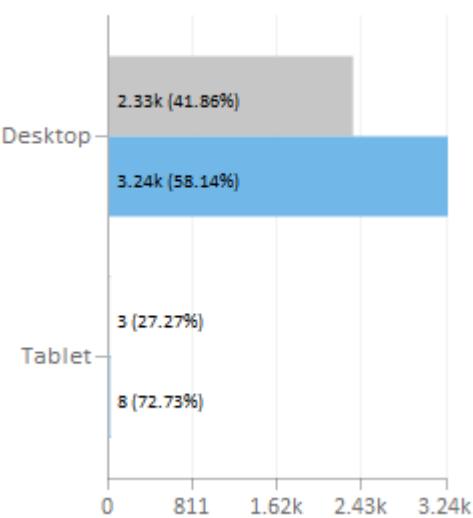
Locations (top 5)



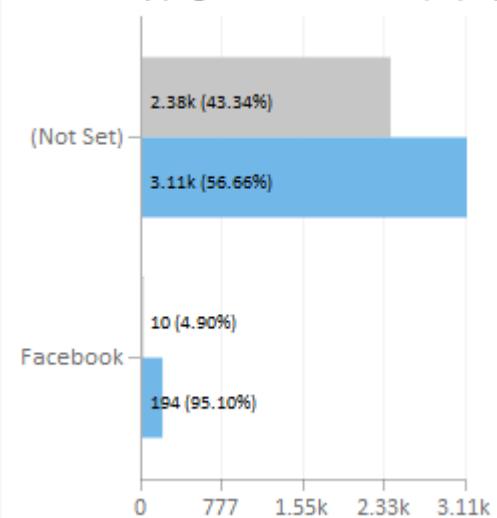
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /google+redesign/bags

Goal Completed

73 (74) ▼



Entrances

736 (563) ▲



Bounce Rate

45.97% (46.40%) ▼



Pageviews

3,130 (2,872) ▲

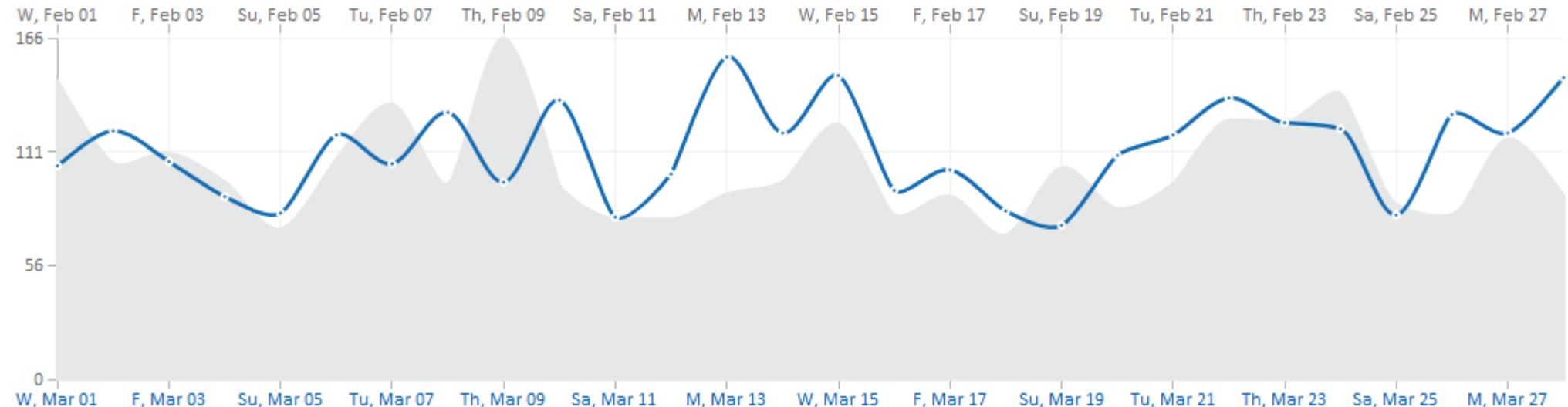


Time on Site (avg.)

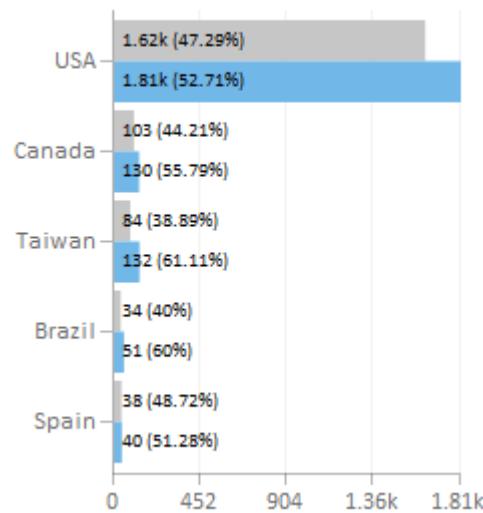
00:02:54 (00:03:00) ▼



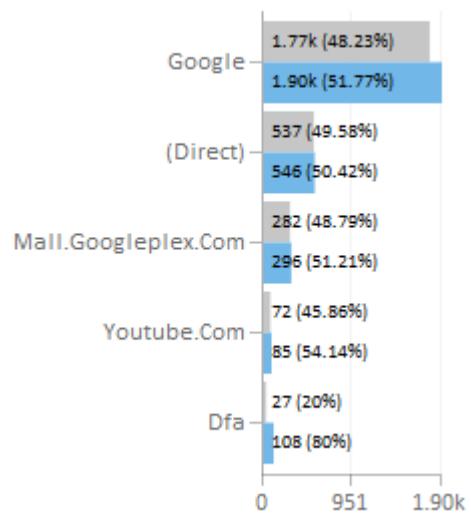
Pageviews Trend (previous vs. current)



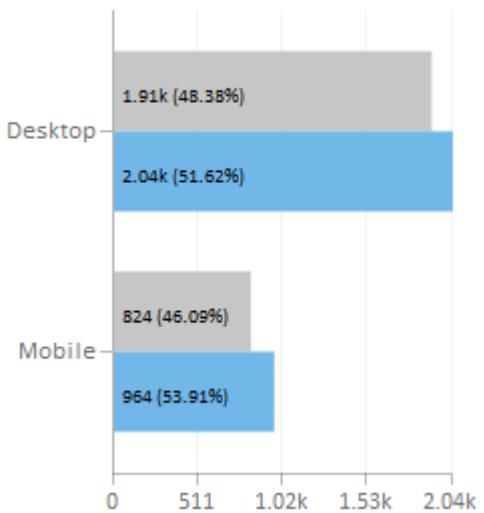
Locations (top 5)



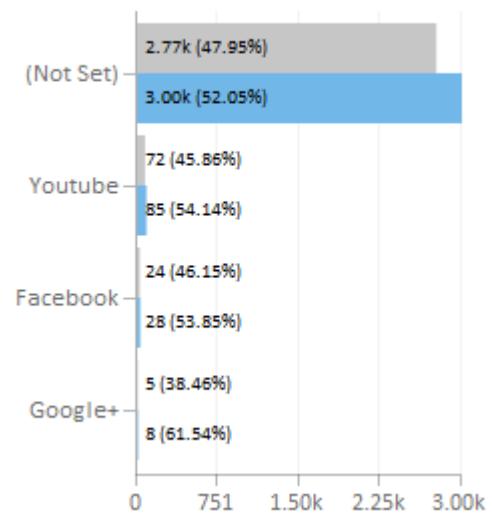
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /google+redesign/drinkware

Goal Completed

51 (55) ▼



Entrances

852 (716) ▲



Bounce Rate

58.50% (60.06%) ▼



Pageviews

2,768 (2,679) ▲

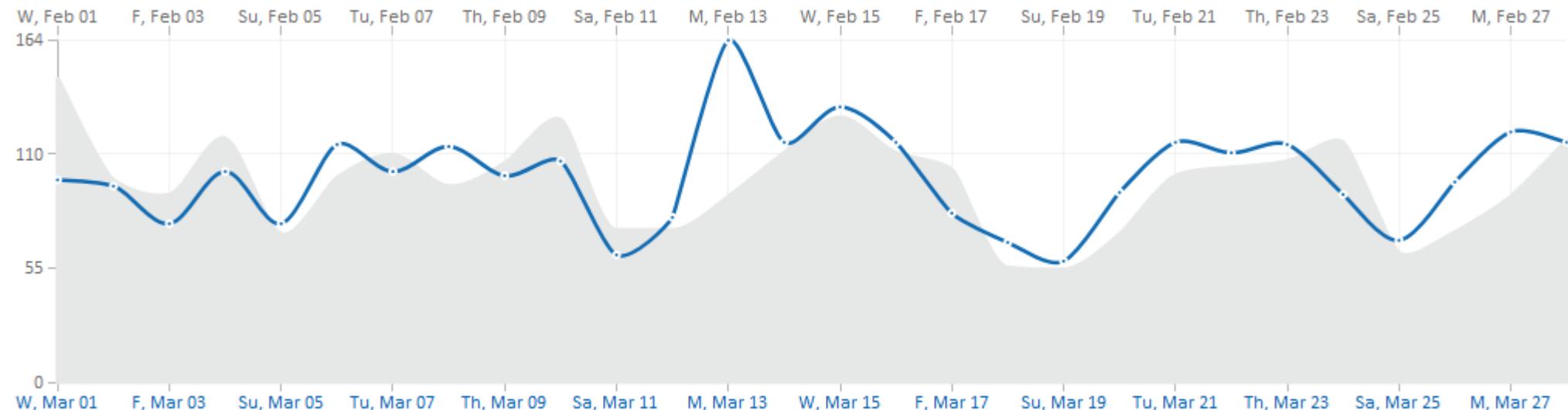


Time on Site (avg.)

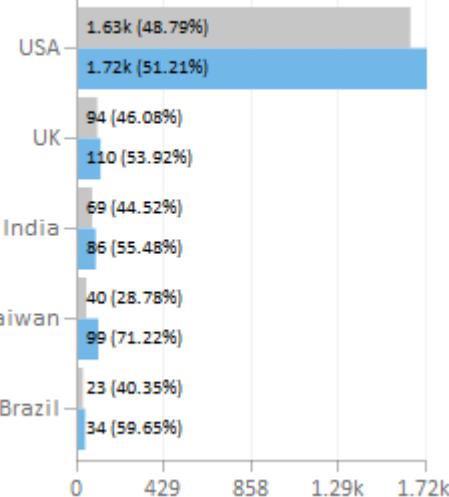
00:02:37 (00:02:01) ▲



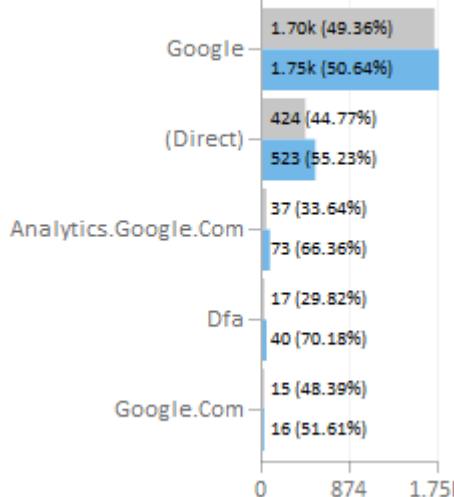
Pageviews Trend (previous vs. current)



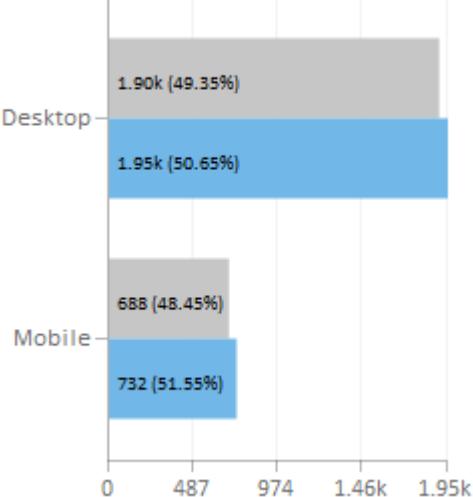
Locations (top 5)



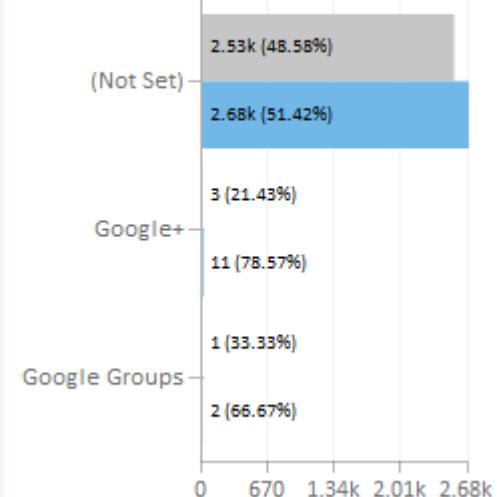
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Trending Pages /google+redesign/drinkware/mugs+and+cups

Goal Completed

75 (75)



Entrances

117 (152) ▼



Bounce Rate

35.54% (38.06%) ▼



Pageviews

2,537 (2,460) ▲

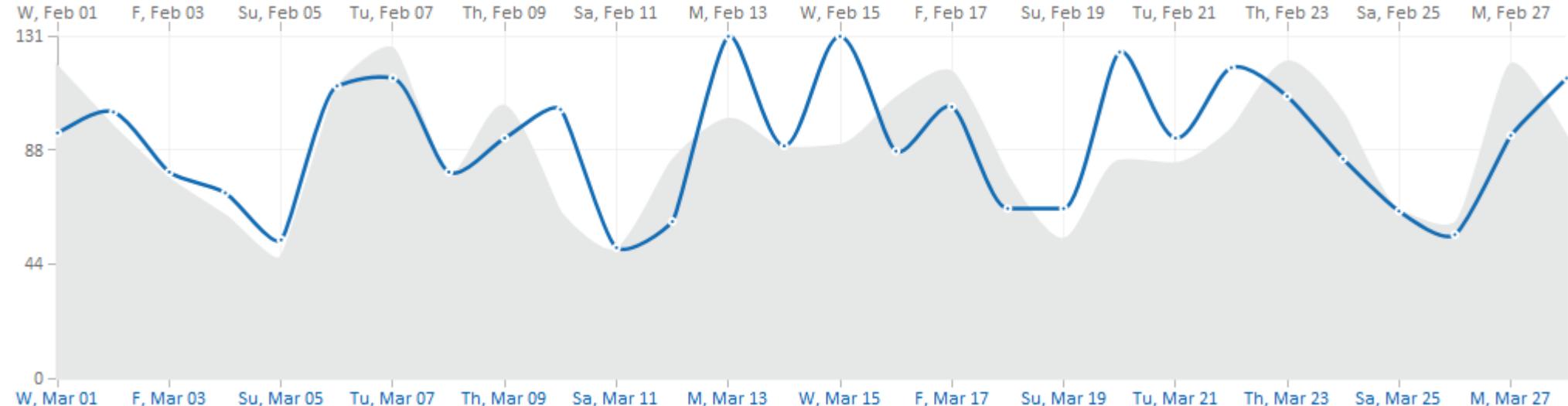


Time on Site (avg.)

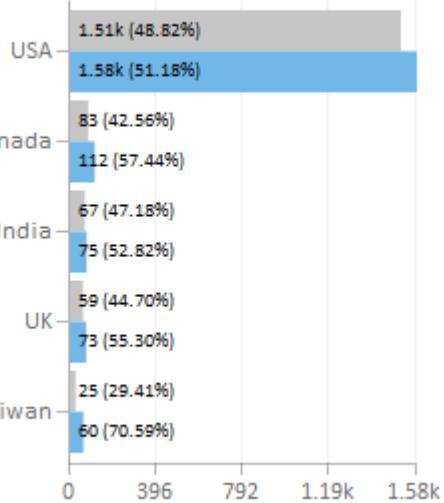
00:03:47 (00:02:37) ▲



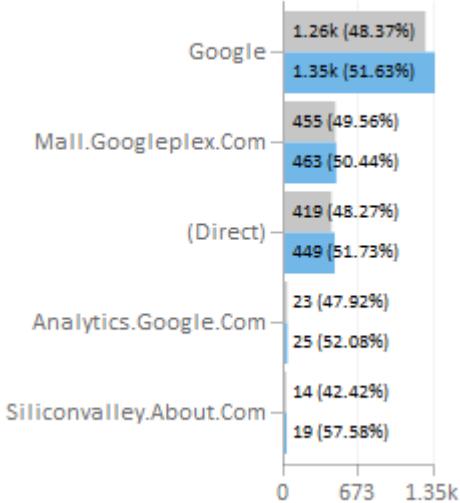
Pageviews Trend (previous vs. current)



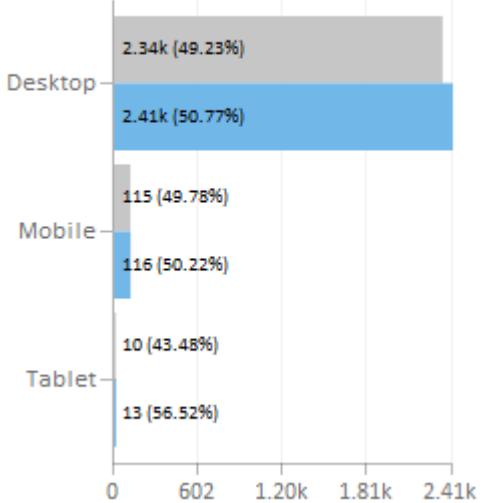
Locations (top 5)



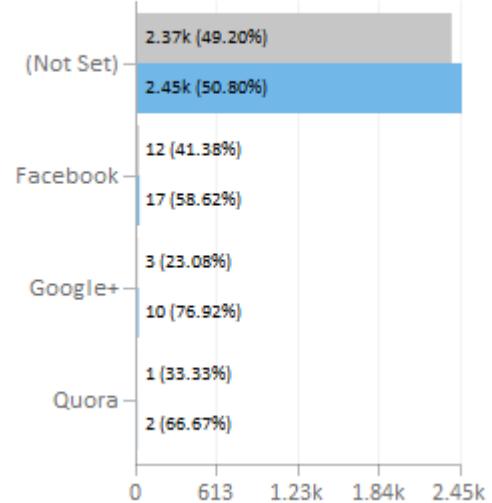
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /google+redesign/shop+by+brand/youtube

Goal Completed

122 (136) ▼

Entrances

7,257 (7,722) ▼

Bounce Rate

57.49% (54.24%) ▲

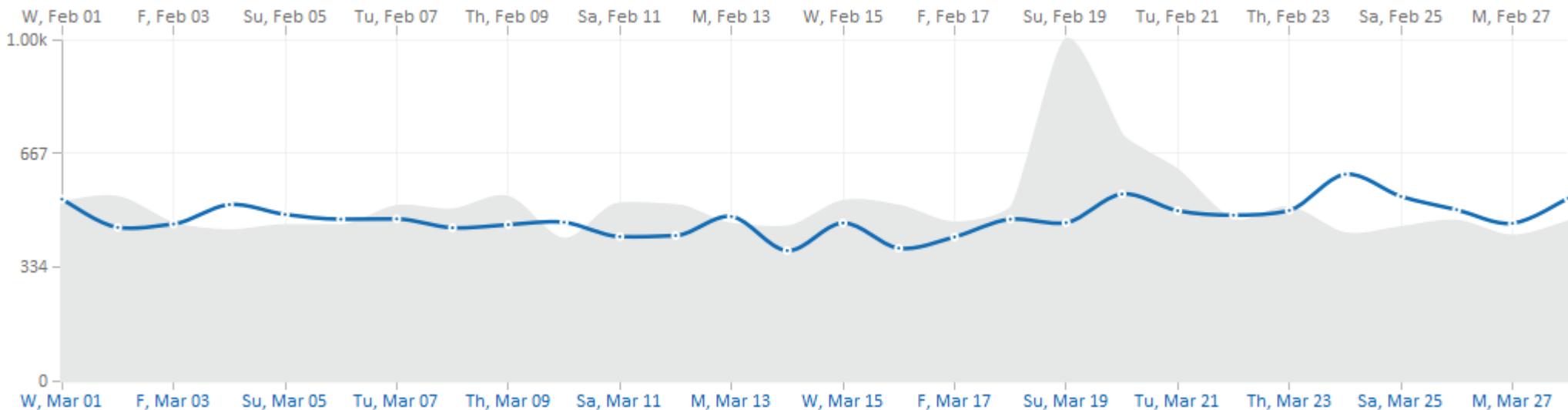
Pageviews

13,374 (14,310) ▼

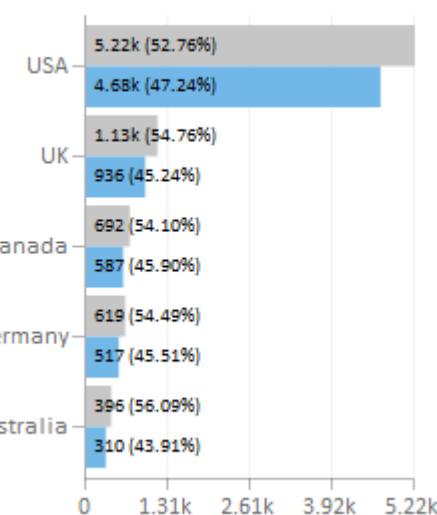
Time on Site (avg.)

00:01:39 (00:01:40) ▼

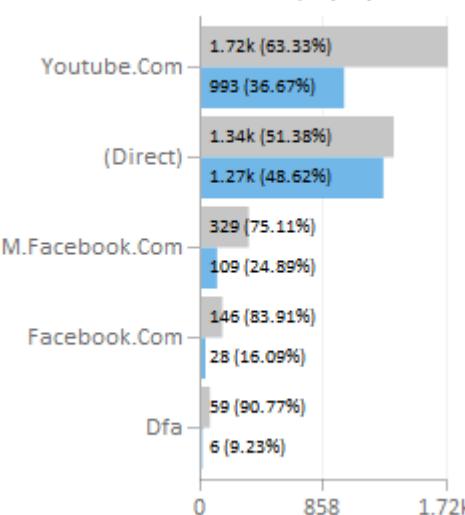
Pageviews Trend (previous vs. current)



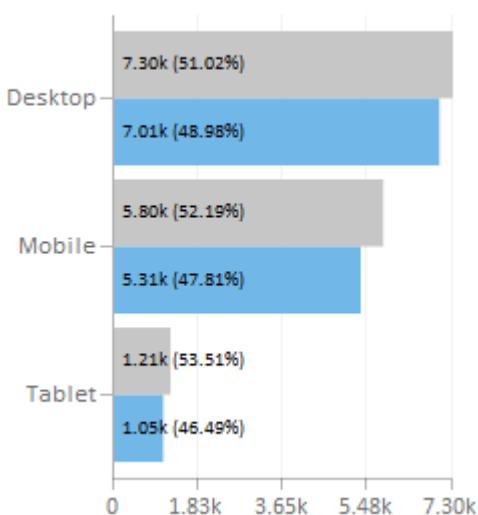
Locations (top 5)



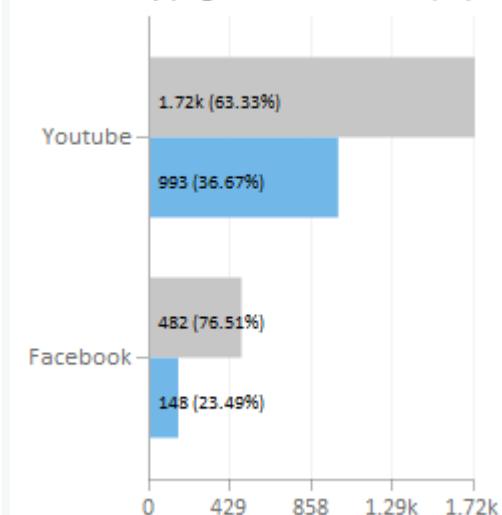
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /signin.html

Goal Completed

 216 (214) ▲

Entrances

 1,616 (1,752) ▼

Bounce Rate

 29.04% (31.62%) ▼

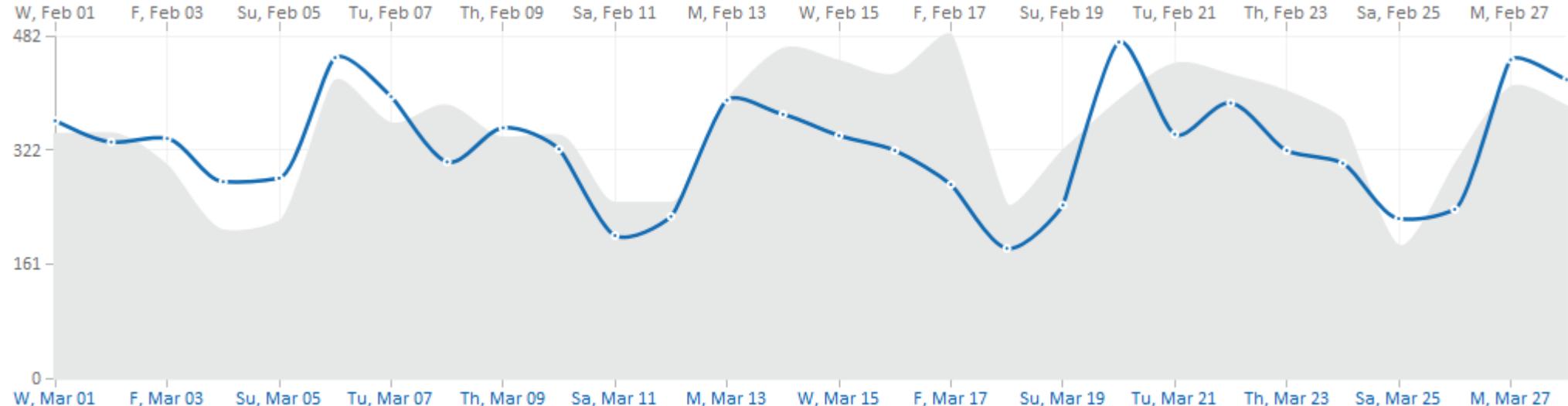
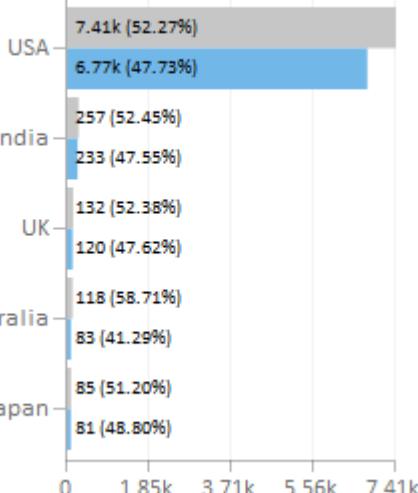
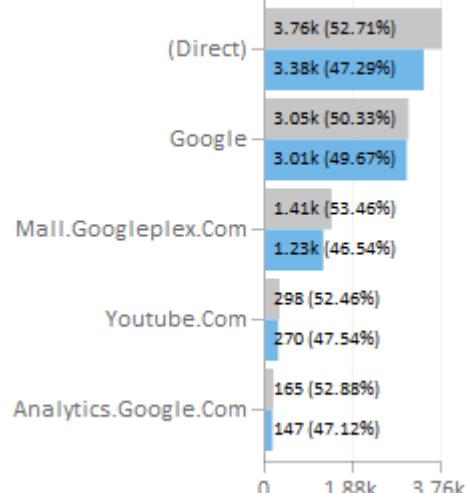
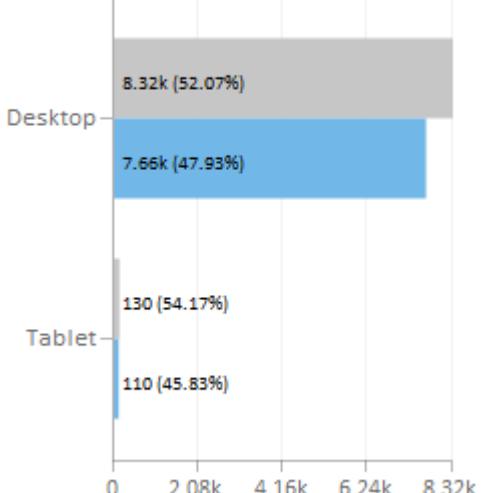
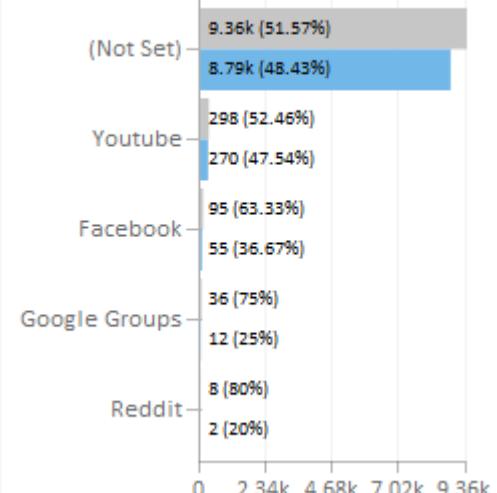
Pageviews

 9,142 (9,808) ▼

Time on Site (avg.)

 00:03:01 (00:03:19) ▼


Pageviews Trend (previous vs. current)


Locations (top 5)

Traffic Sources (top 5)

Device Type

What is my page Social Success? (top 5)


Underperforming Pages /store.html

Goal Completed

202 (205) ▼

Entrances

344 (322) ▲

Bounce Rate

49.13% (47.09%) ▲

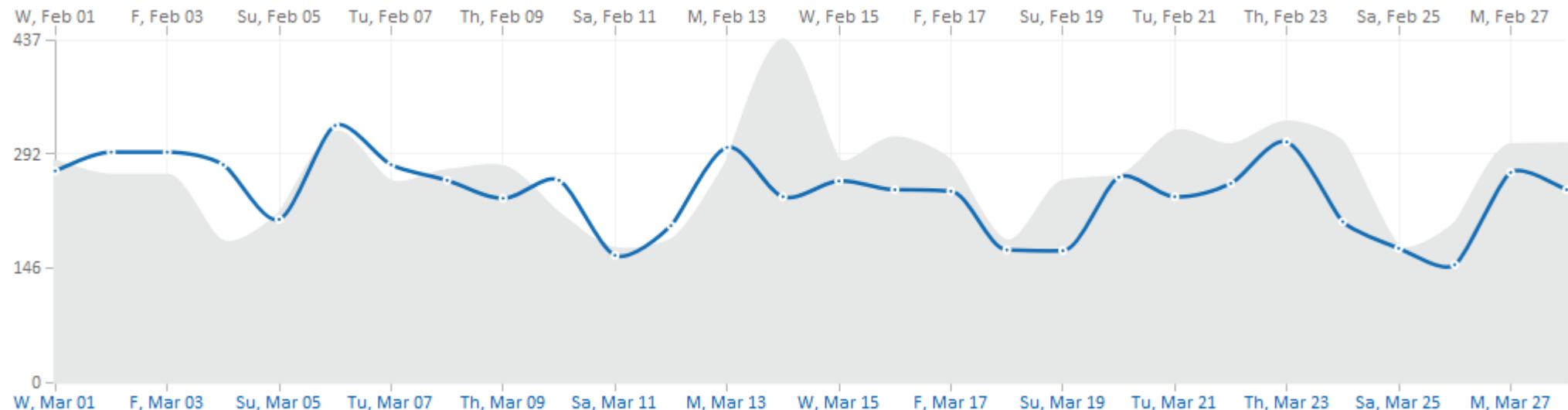
Pageviews

6,784 (7,427) ▼

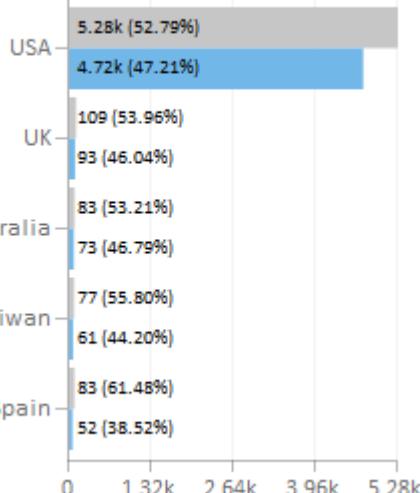
Time on Site (avg.)

00:04:50 (00:04:18) ▲

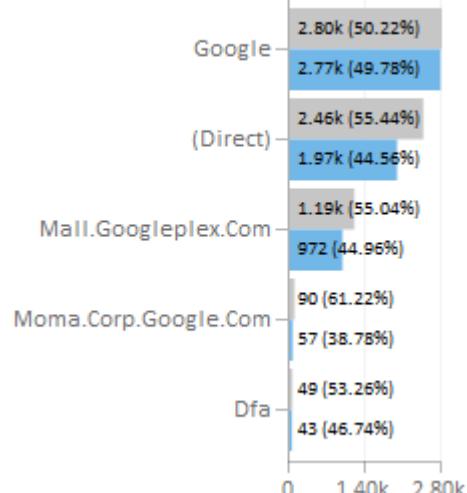
Pageviews Trend (previous vs. current)



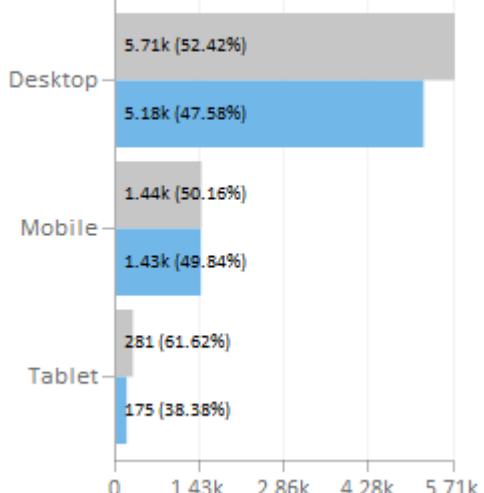
Locations (top 5)



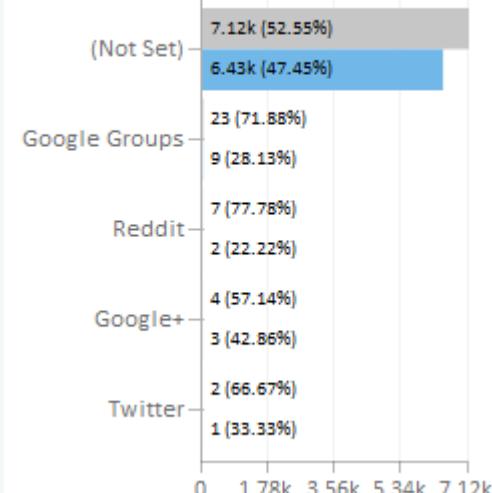
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /google+redesign/nest/nest-usa

Goal Completed

149 (224) ▼



Entrances

1,858 (1,991) ▼



Bounce Rate

18.70% (18.70%) ▼



Pageviews

6,784 (7,203) ▼

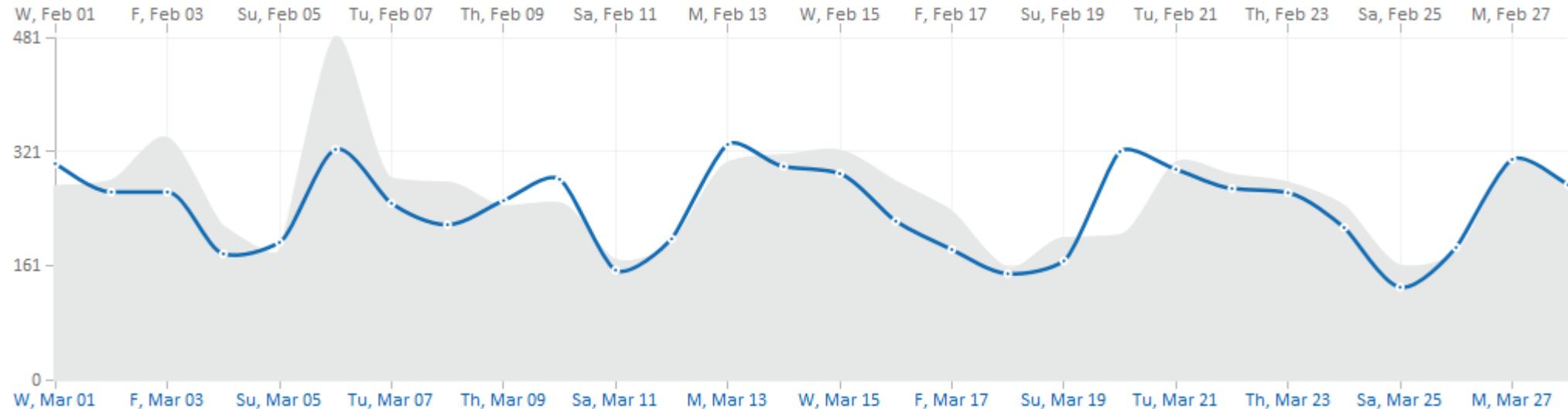


Time on Site (avg.)

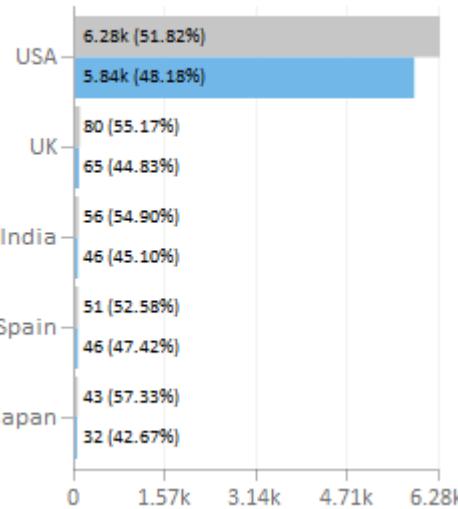
00:05:17 (00:04:57) ▲



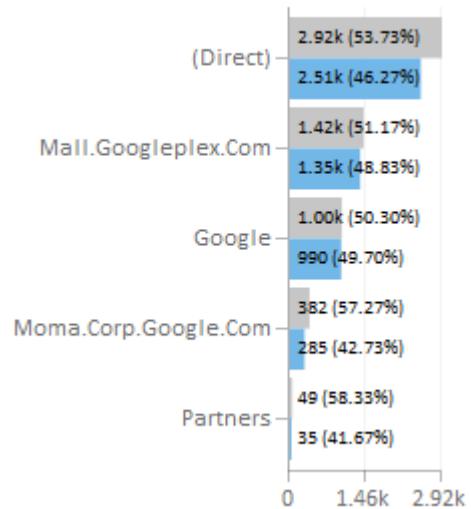
Pageviews Trend (previous vs. current)



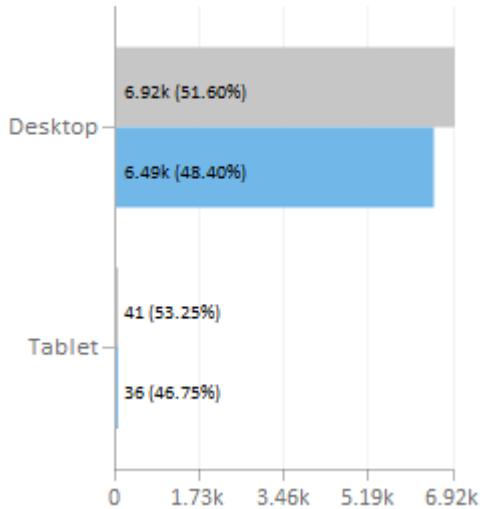
Locations (top 5)



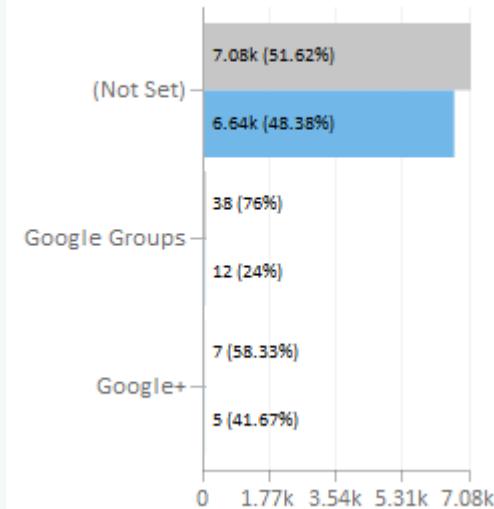
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /google+redesign/shop+by+brand/google

Goal Completed

107 (143) ▼



Entrances

383 (279) ▲



Bounce Rate

61.24% (56.43%) ▲



Pageviews

5,262 (5,494) ▼

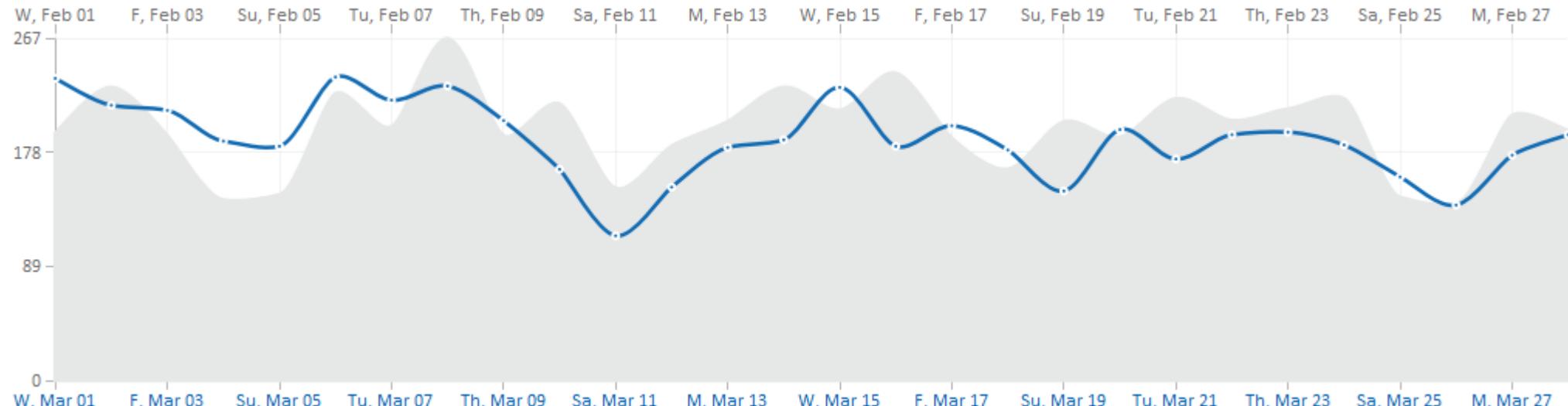


Time on Site (avg.)

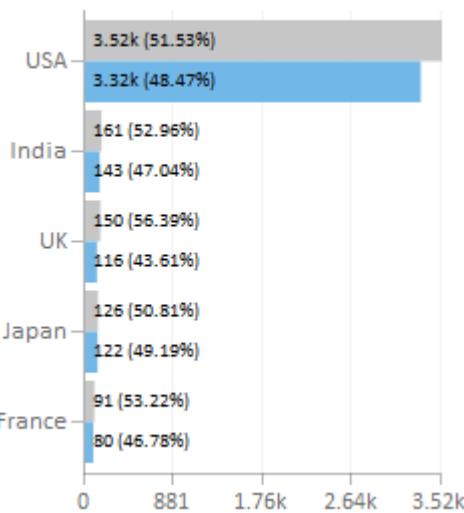
00:02:09 (00:02:47) ▼



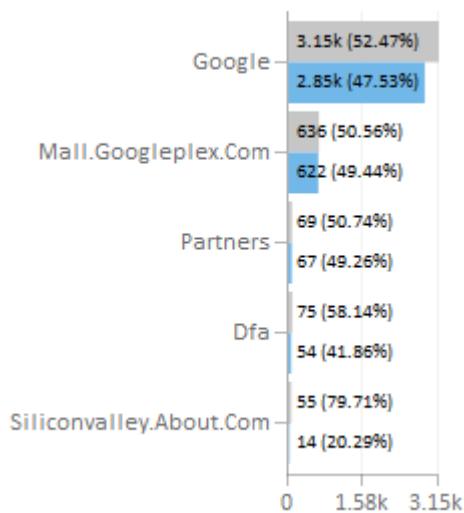
Pageviews Trend (previous vs. current)



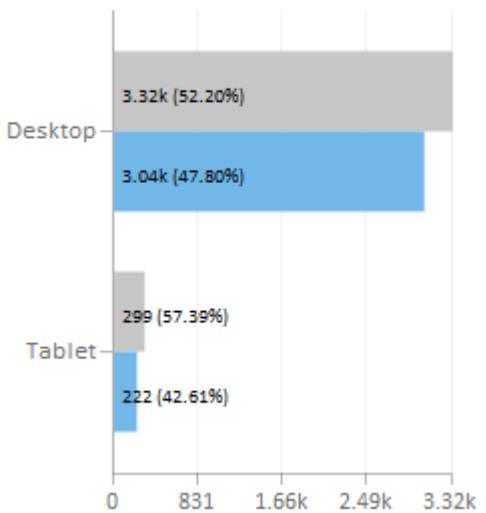
Locations (top 5)



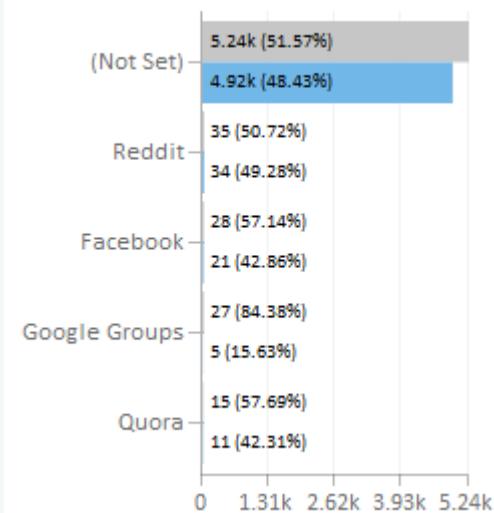
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /asearch.html

Goal Completed

95 (101) ▼

Entrances

288 (302) ▼

Bounce Rate

51.86% (46.41%) ▲

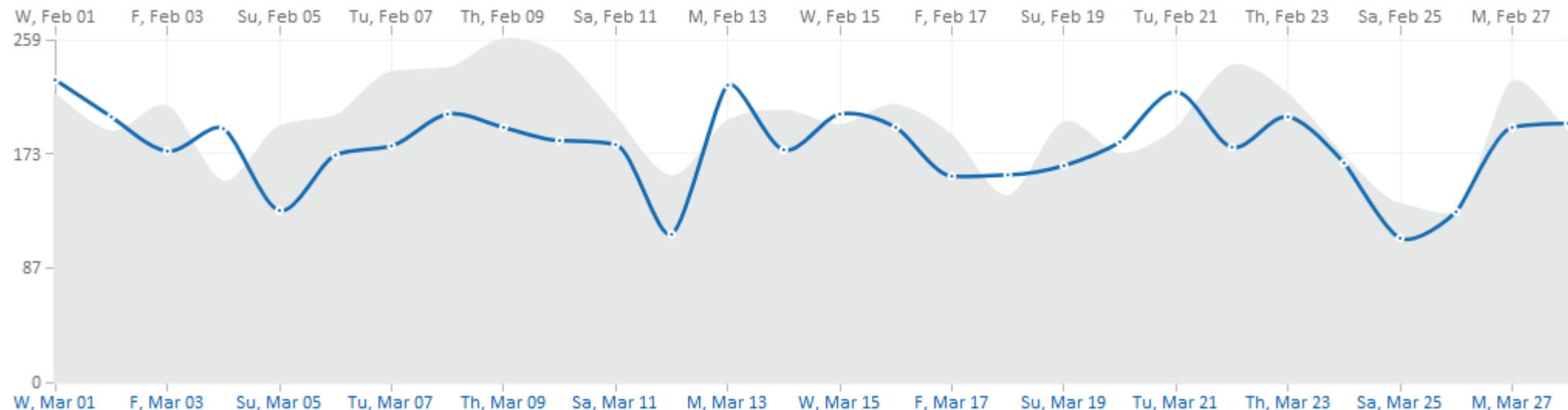
Pageviews

4,997 (5,483) ▼

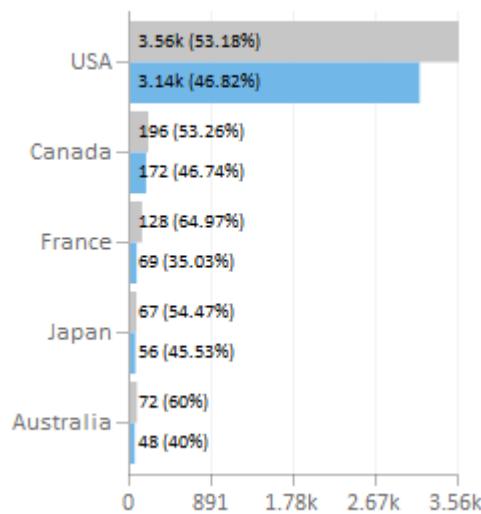
Time on Site (avg.)

00:03:51 (00:03:16) ▲

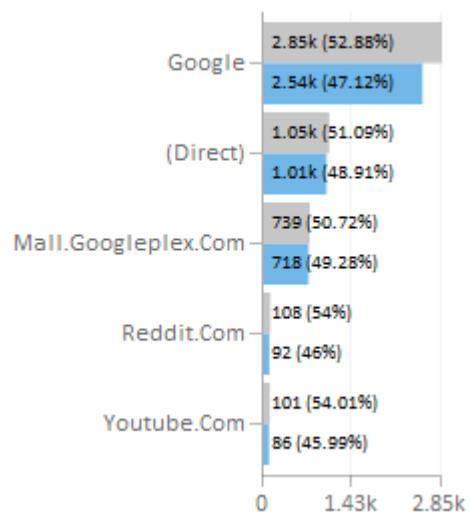
Pageviews Trend (previous vs. current)



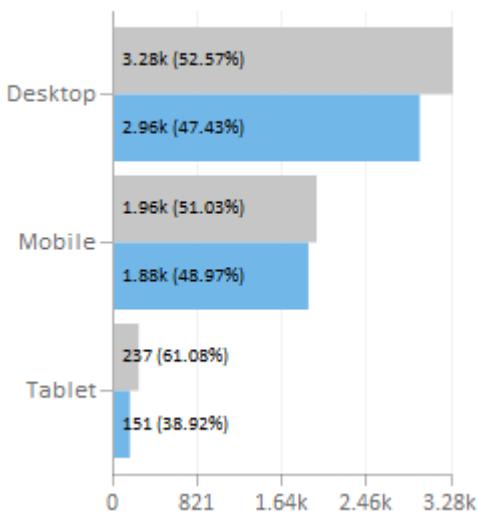
Locations (top 5)



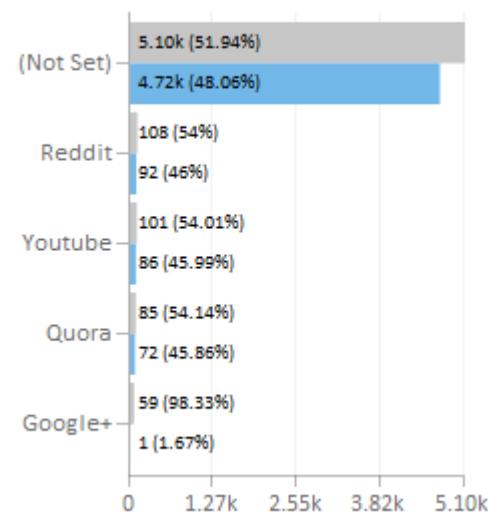
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /google+redesign/nest/nest-usa/quickview

Goal Completed

92 (142) ▼

Entrances

56 (54) ▲

Bounce Rate

3.57% (8.00%) ▼

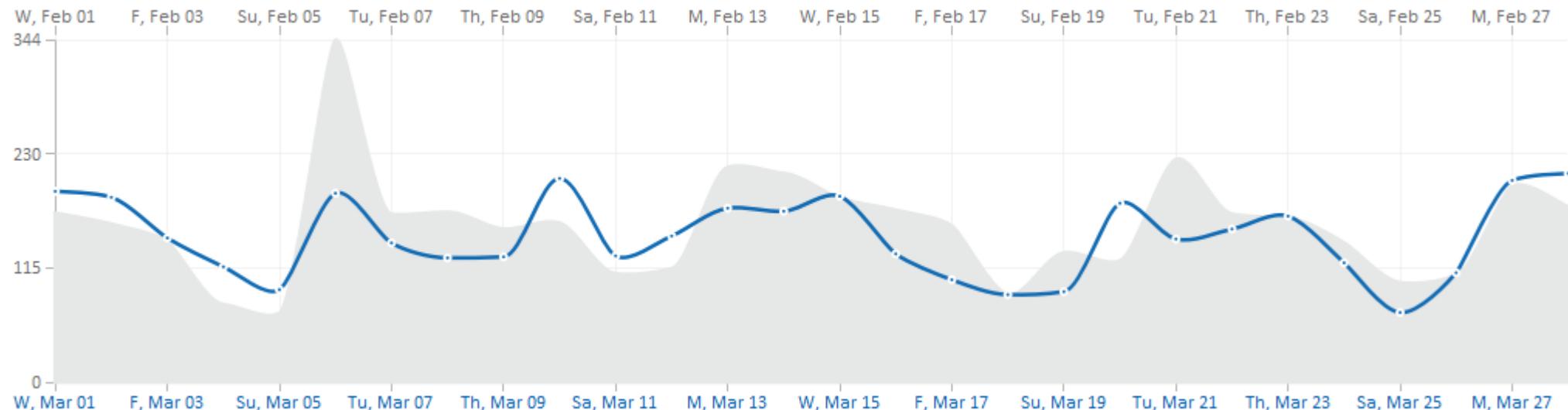
Pageviews

4,095 (4,397) ▼

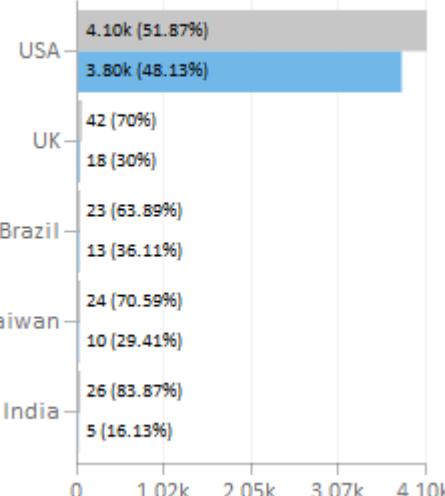
Time on Site (avg.)

00:06:31 (00:03:57) ▲

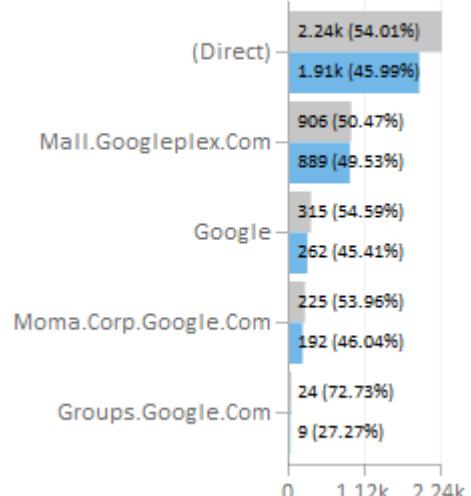
Pageviews Trend (previous vs. current)



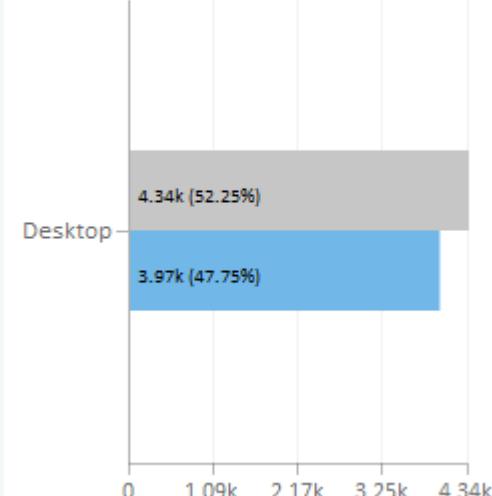
Locations (top 5)



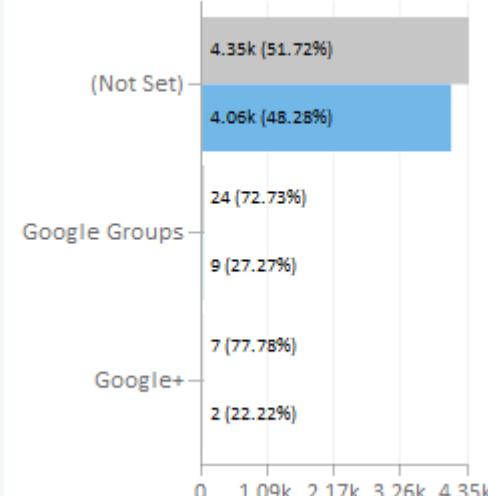
Traffic Sources (top 5)



Device Type



What is my page Social Success? (top 5)



Underperforming Pages /google+redesign/bags/backpacks/home

Goal Completed

0 (121) ▼

Entrances

0 (180) ▼

Bounce Rate

0.00% (40.11%) ▼

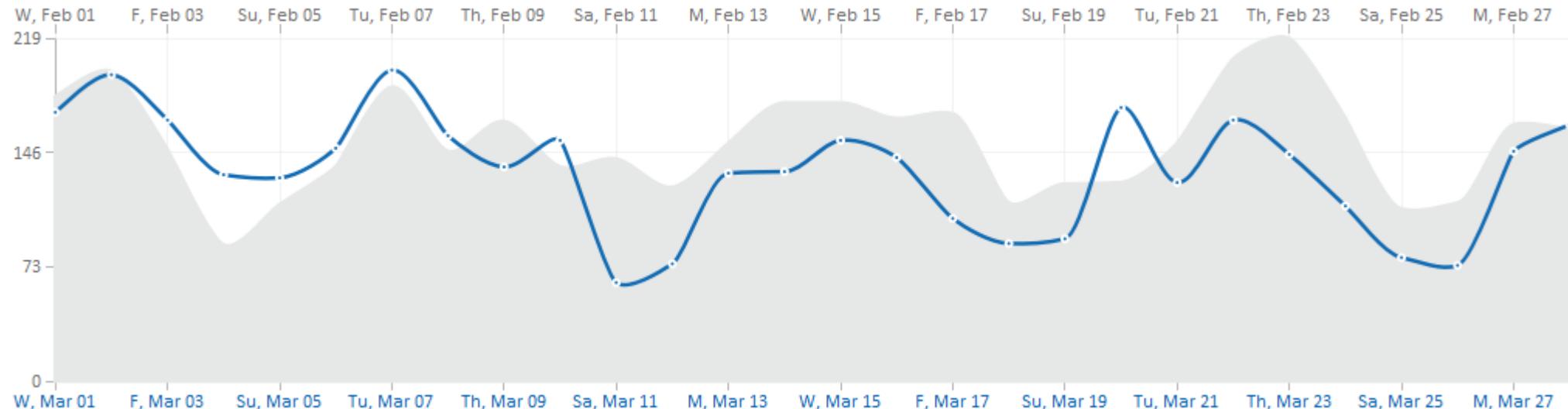
Pageviews

1 (4,277) ▼

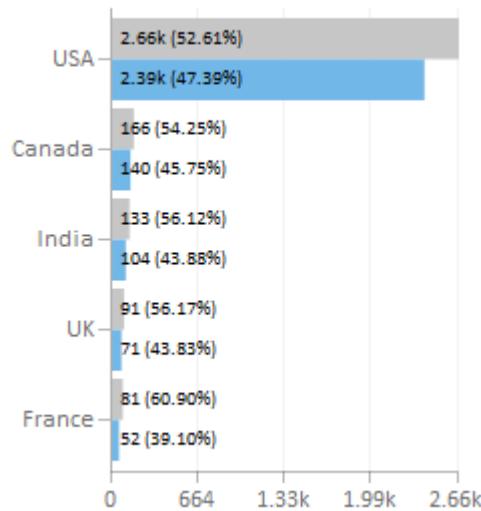
Time on Site (avg.)

00:00:00 (00:04:02) ▼

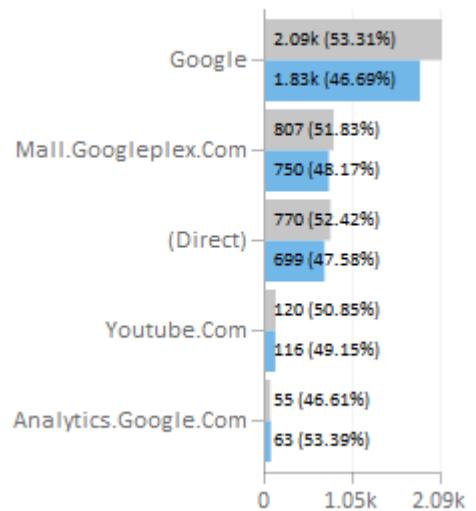
Pageviews Trend (previous vs. current)



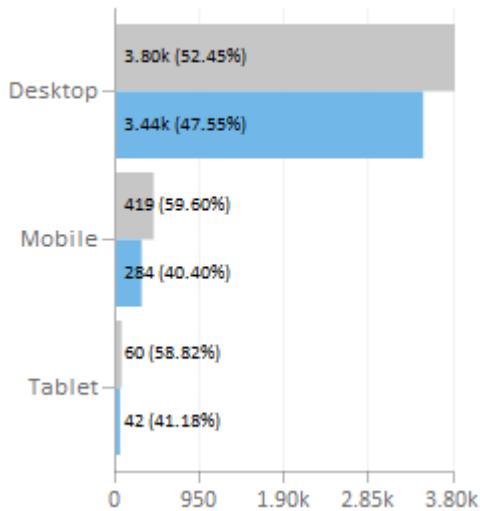
Locations (top 5)



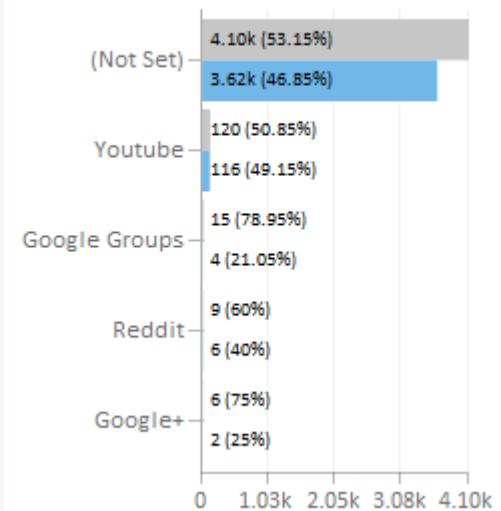
Traffic Sources (top 5)



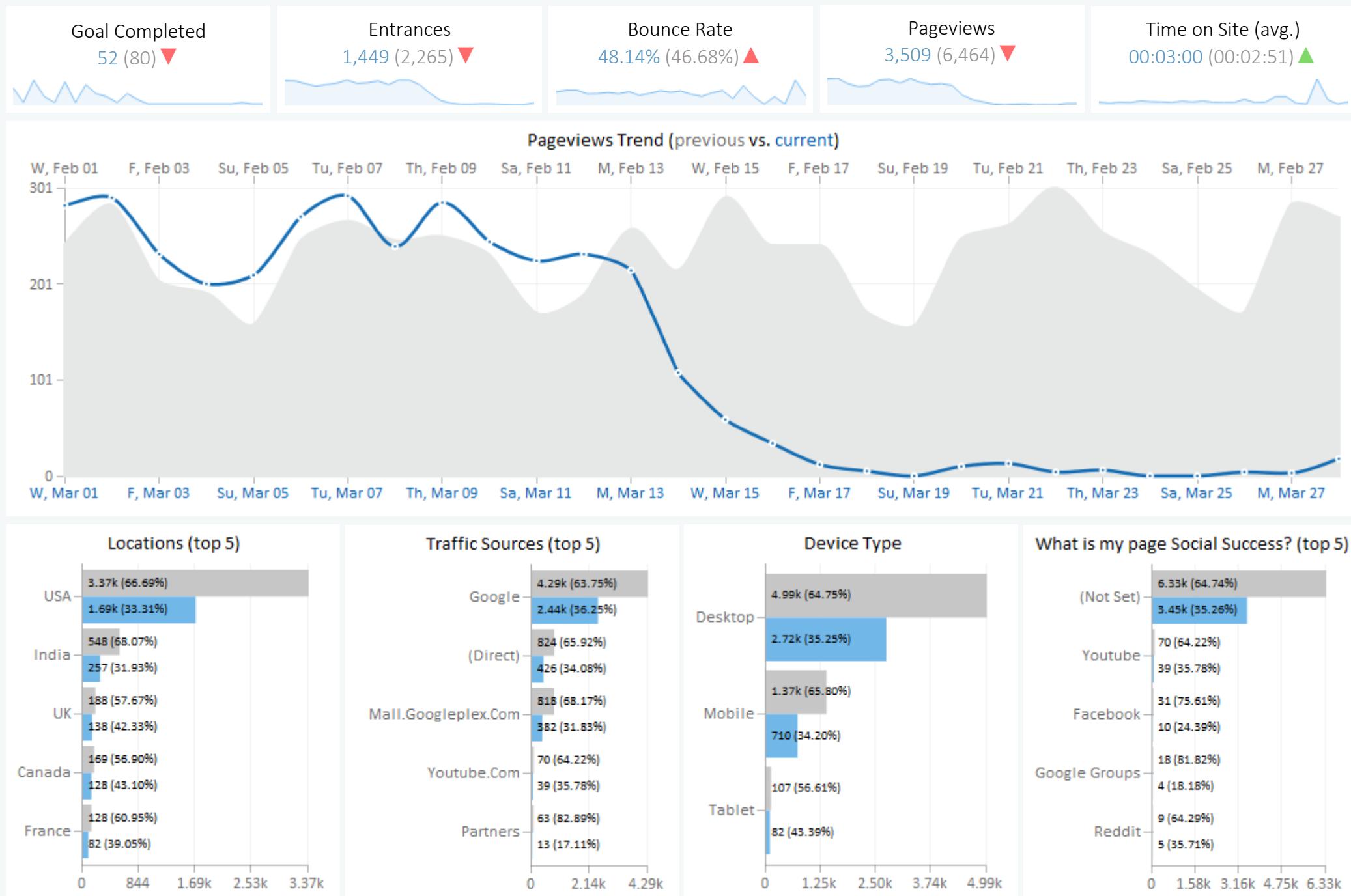
Device Type



What is my page Social Success? (top 5)



Underperforming Pages /google+redesign/apparel/men++s/men++s+t+shirts



Underperforming Pages /google+redesign/electronics

Goal Completed

89 (78) ▲

Entrances

383 (349) ▲

Bounce Rate

53.52% (52.44%) ▲

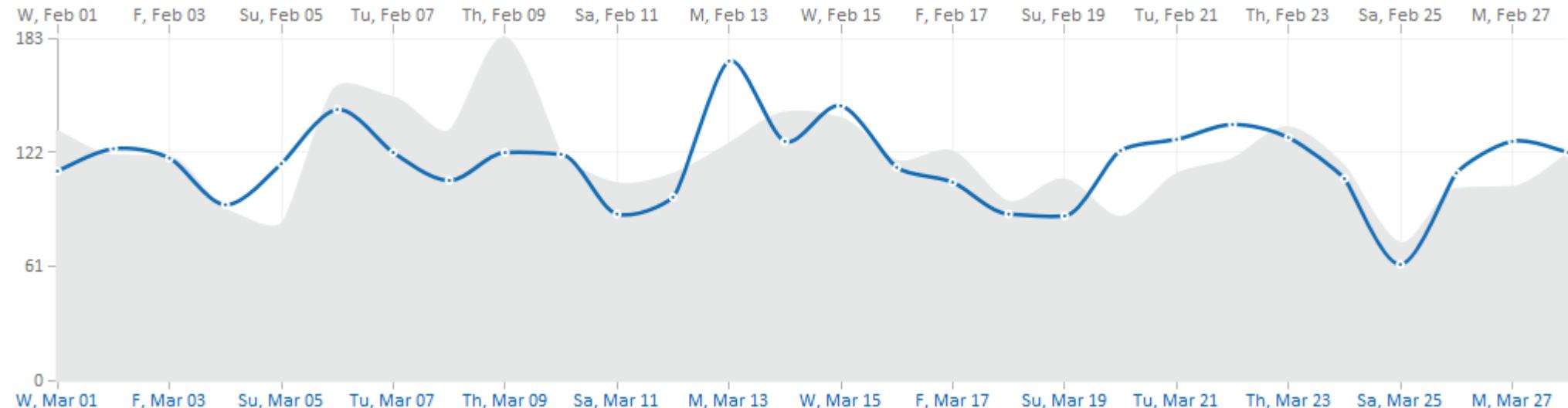
Pageviews

3,262 (3,318) ▼

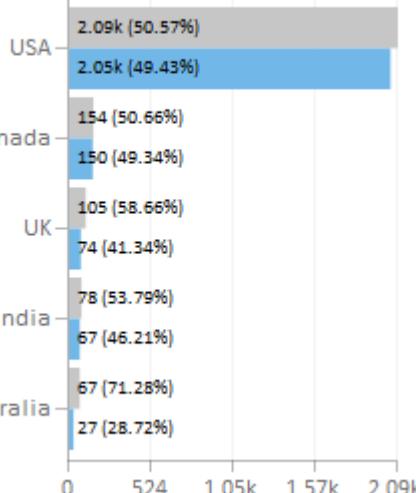
Time on Site (avg.)

00:02:00 (00:02:09) ▼

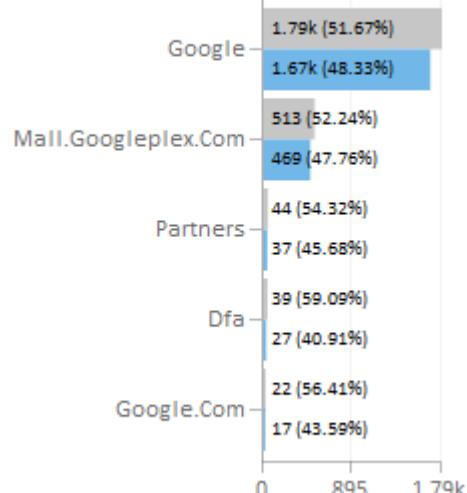
Pageviews Trend (previous vs. current)



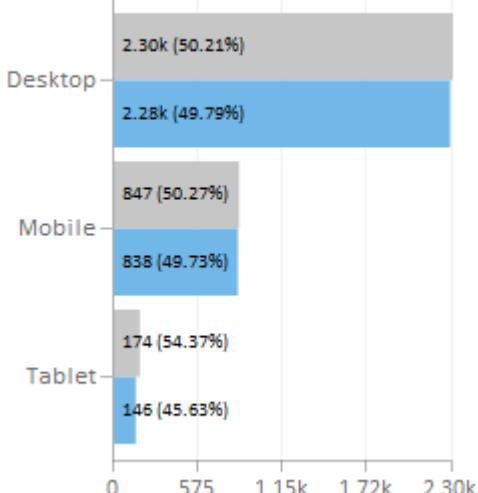
Locations (top 5)



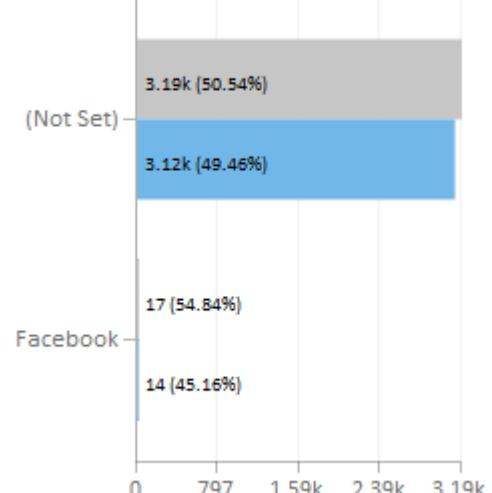
Traffic Sources (top 5)



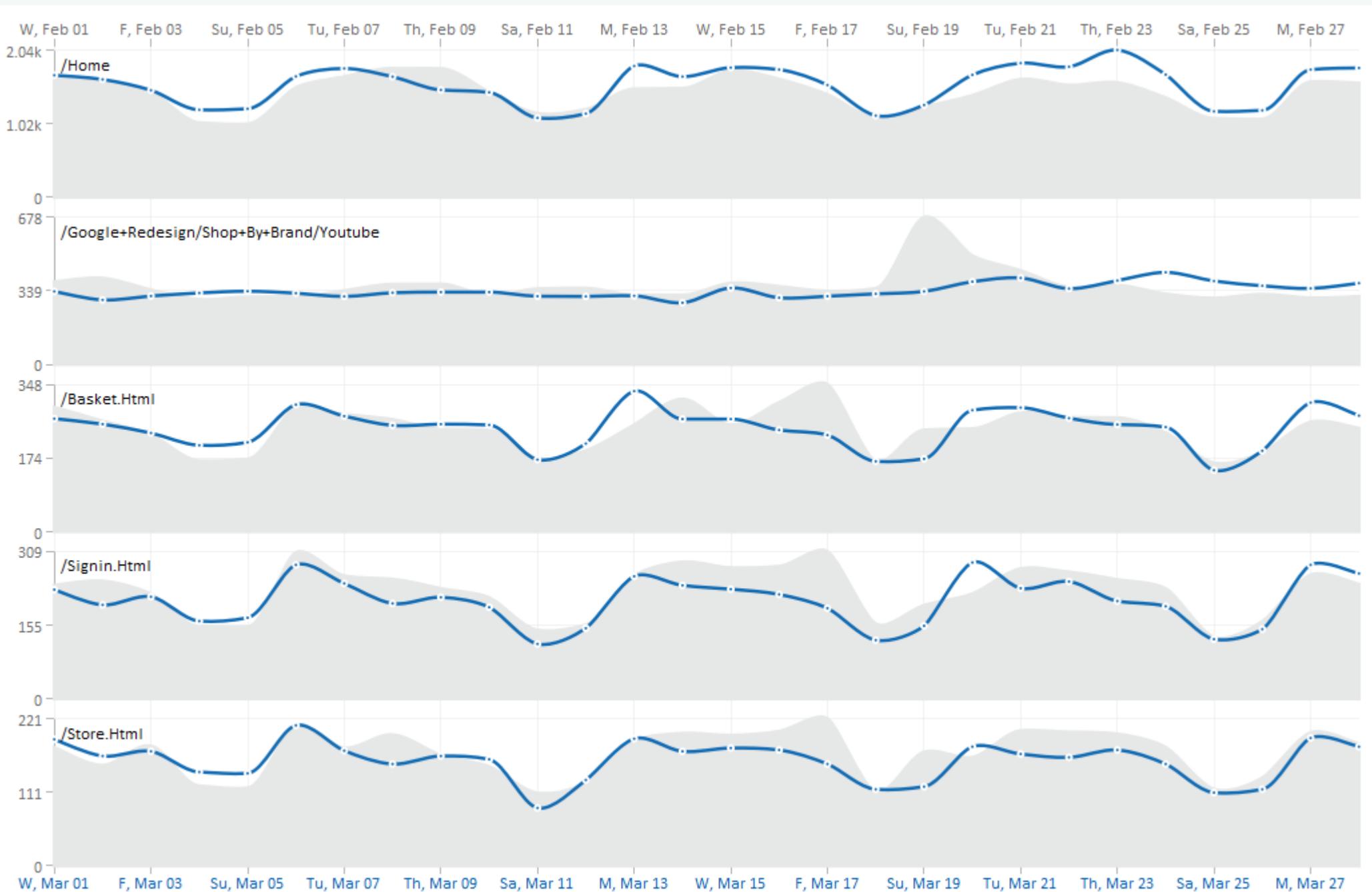
Device Type



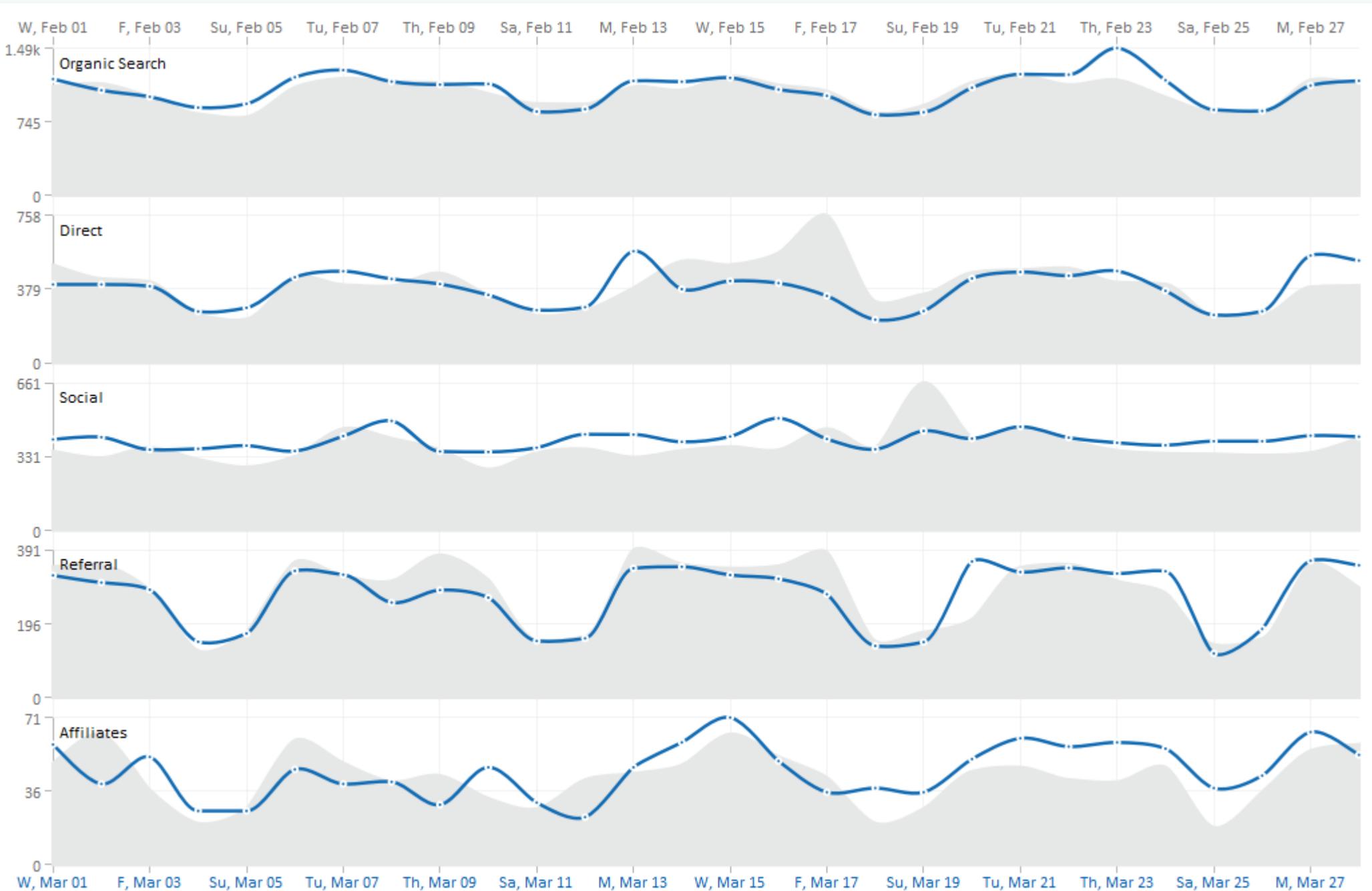
What is my page Social Success? (top 5)



Traffic Segmentation Top 5 Pages (previous vs. current)

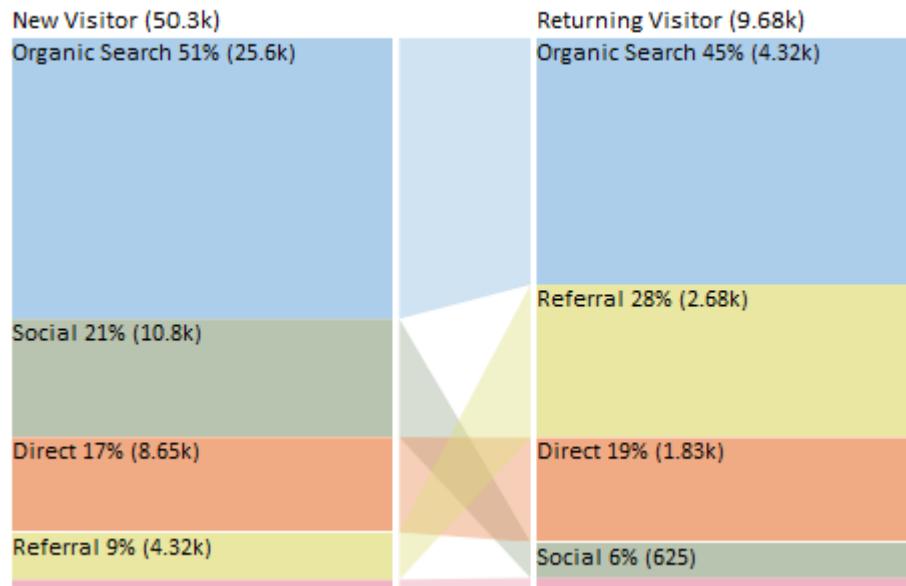


Traffic Segmentation Top 5 Channels (previous vs. current)



Traffic Segmentation | User Type

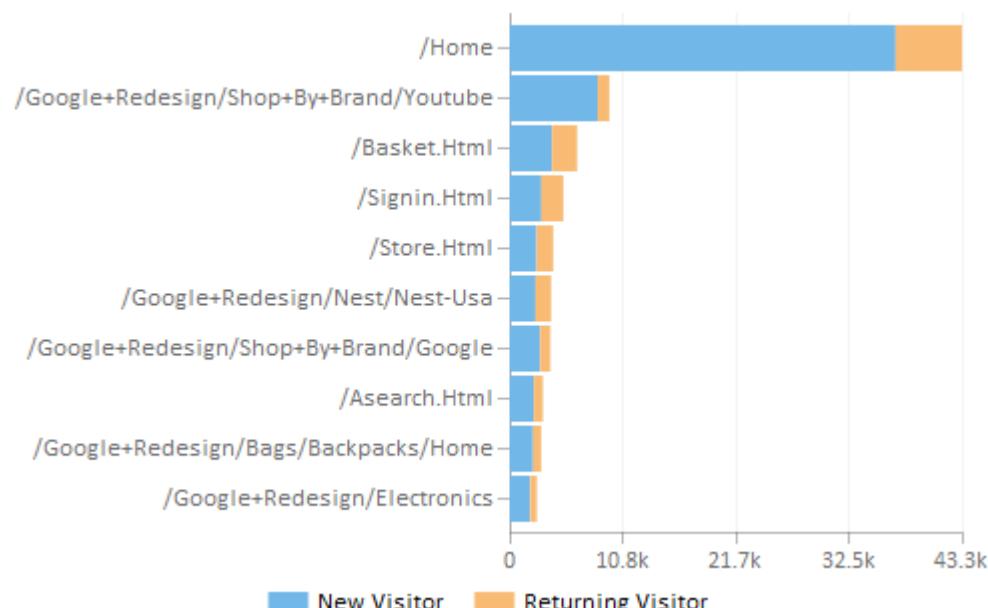
Traffic by Channel (top 5)



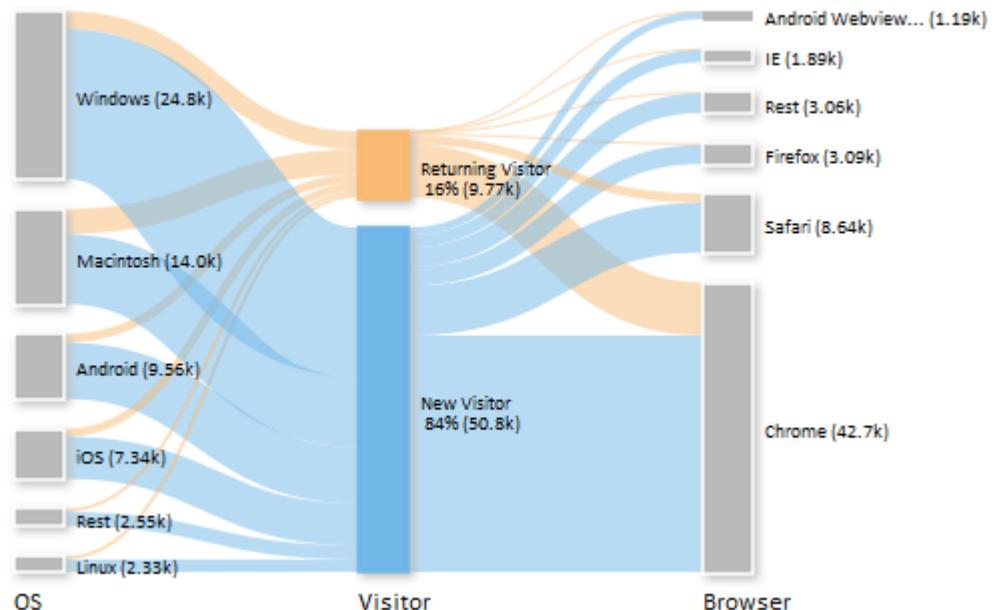
Distribution by Social Networks



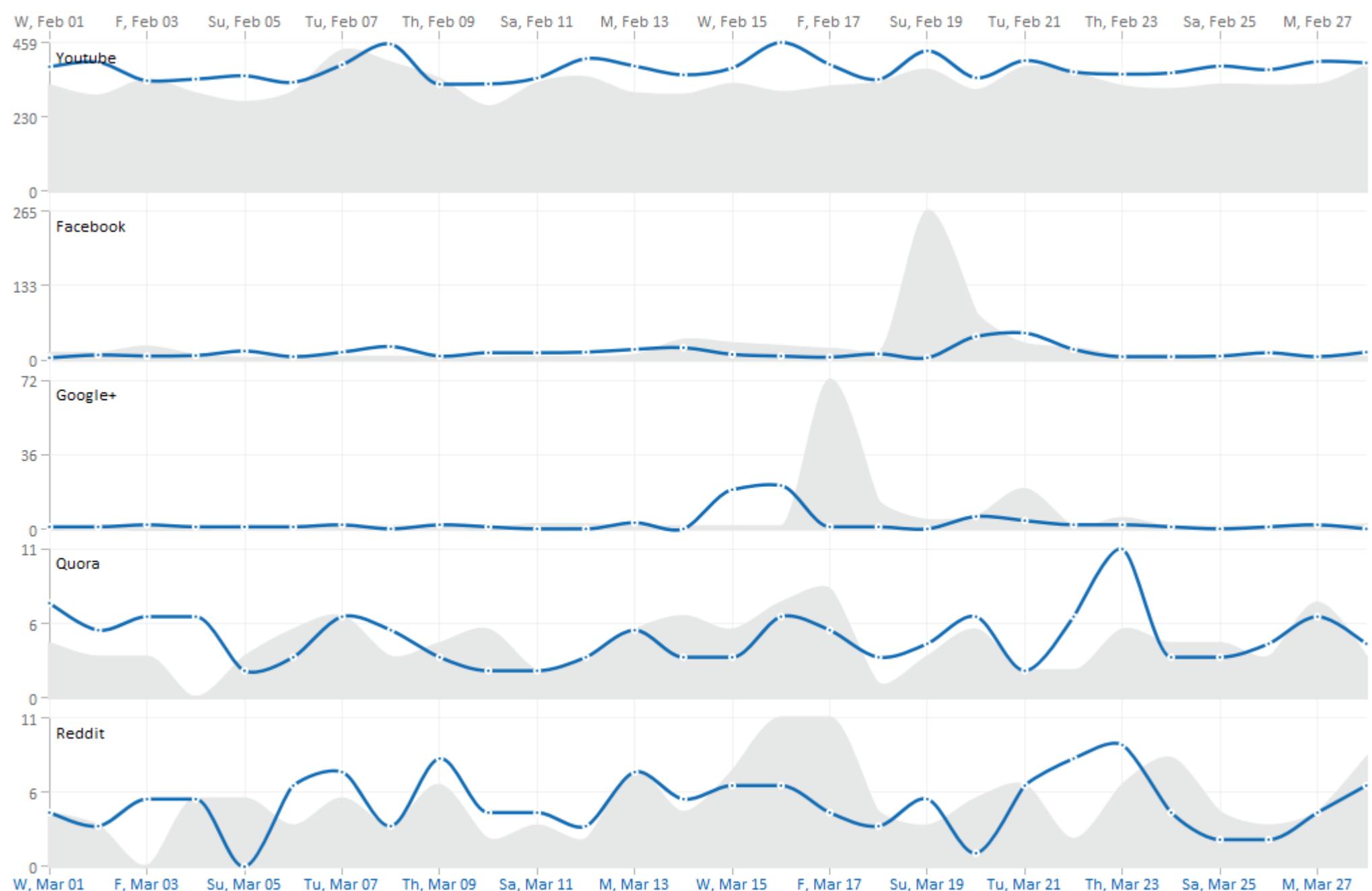
Pages (top 10)



Distribution by OS & Browser Type

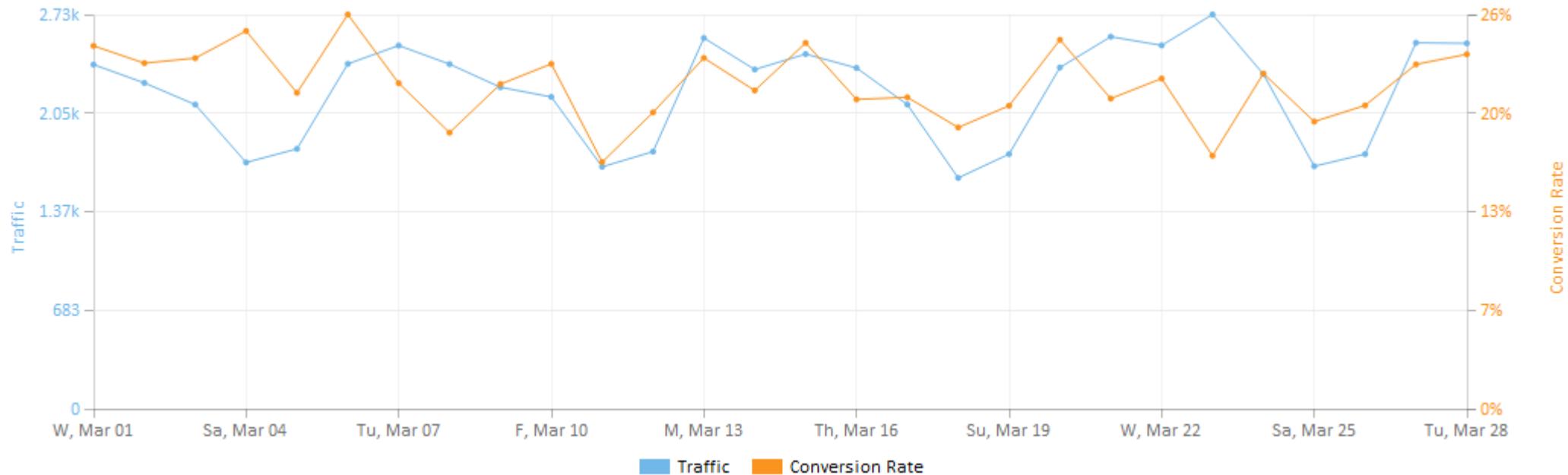


Traffic Segmentation Top 5 Social Networks (previous vs. current)

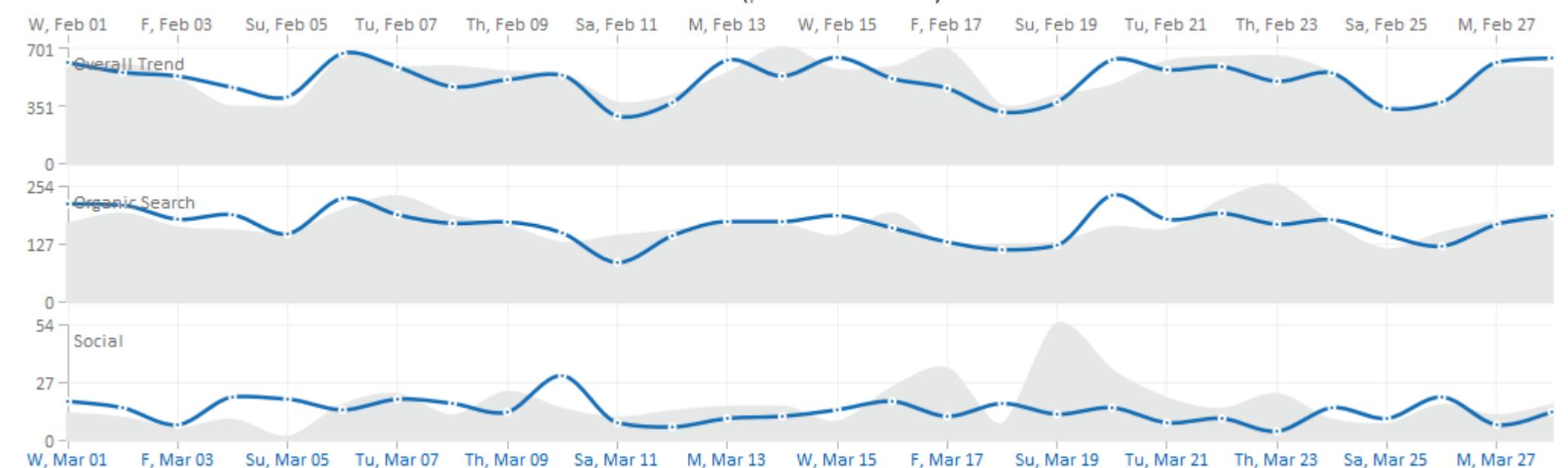


Goals Segmentation

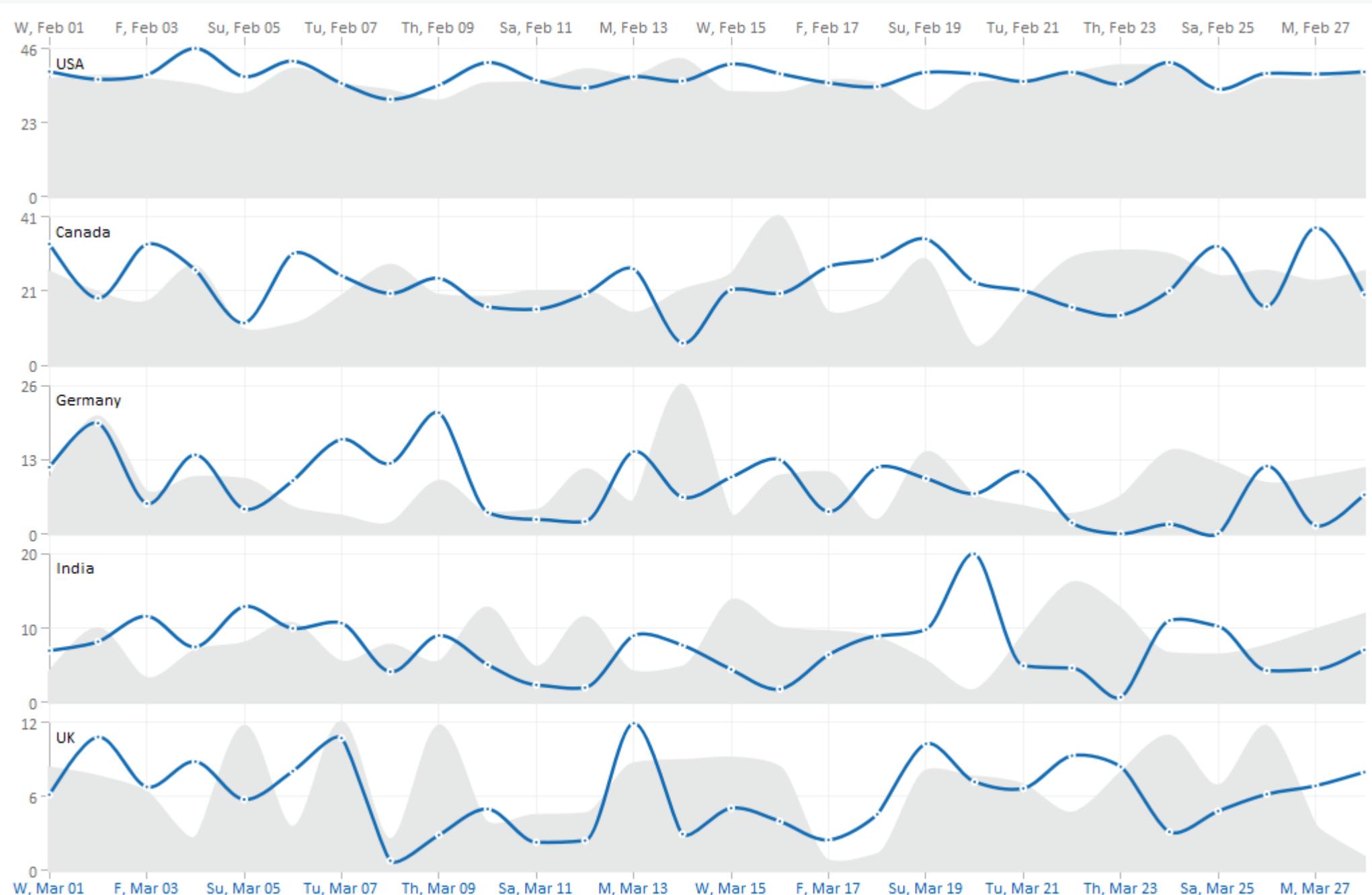
Traffic vs. GCR Trend



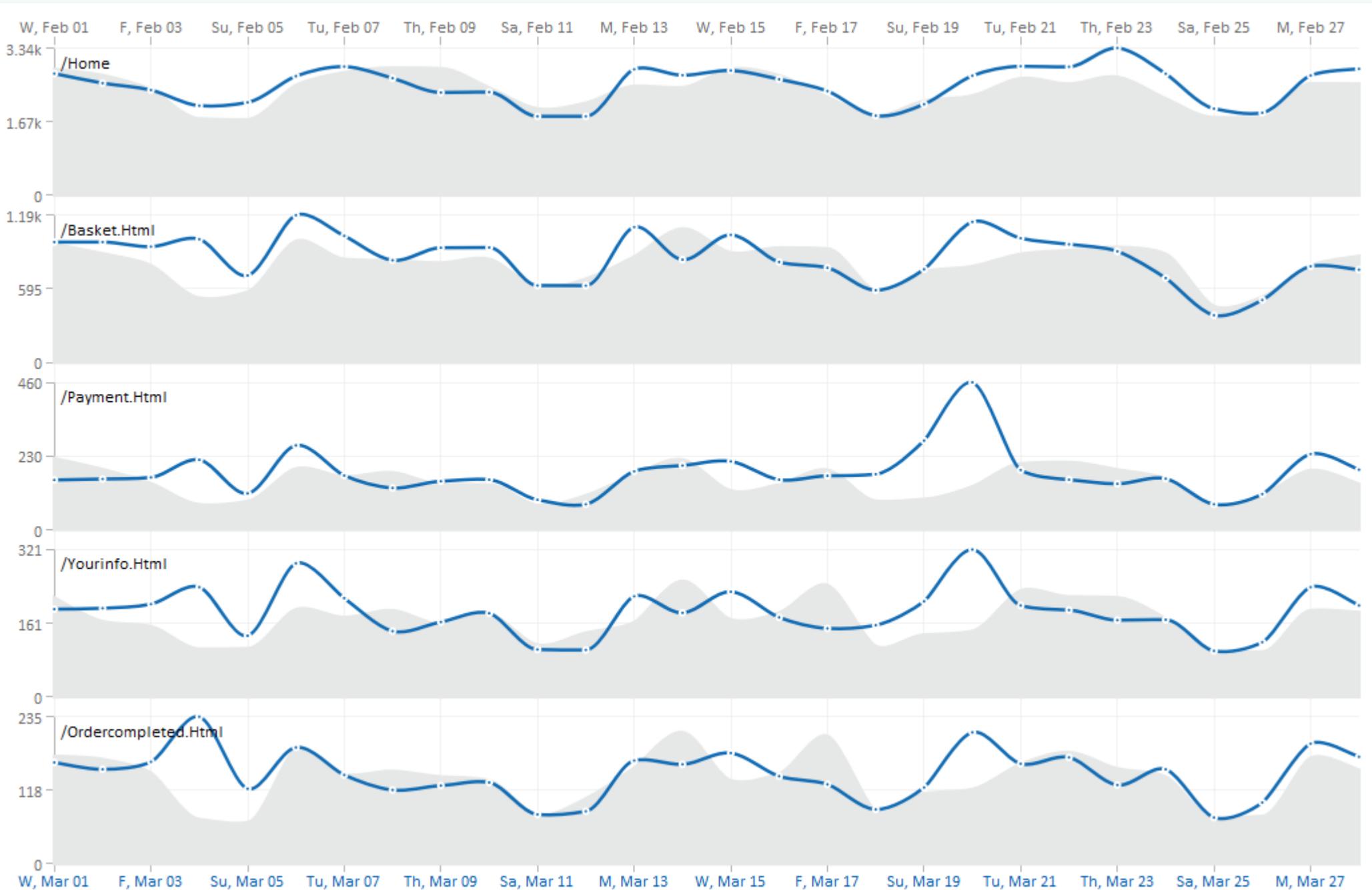
Goal Trend (previous vs. current)



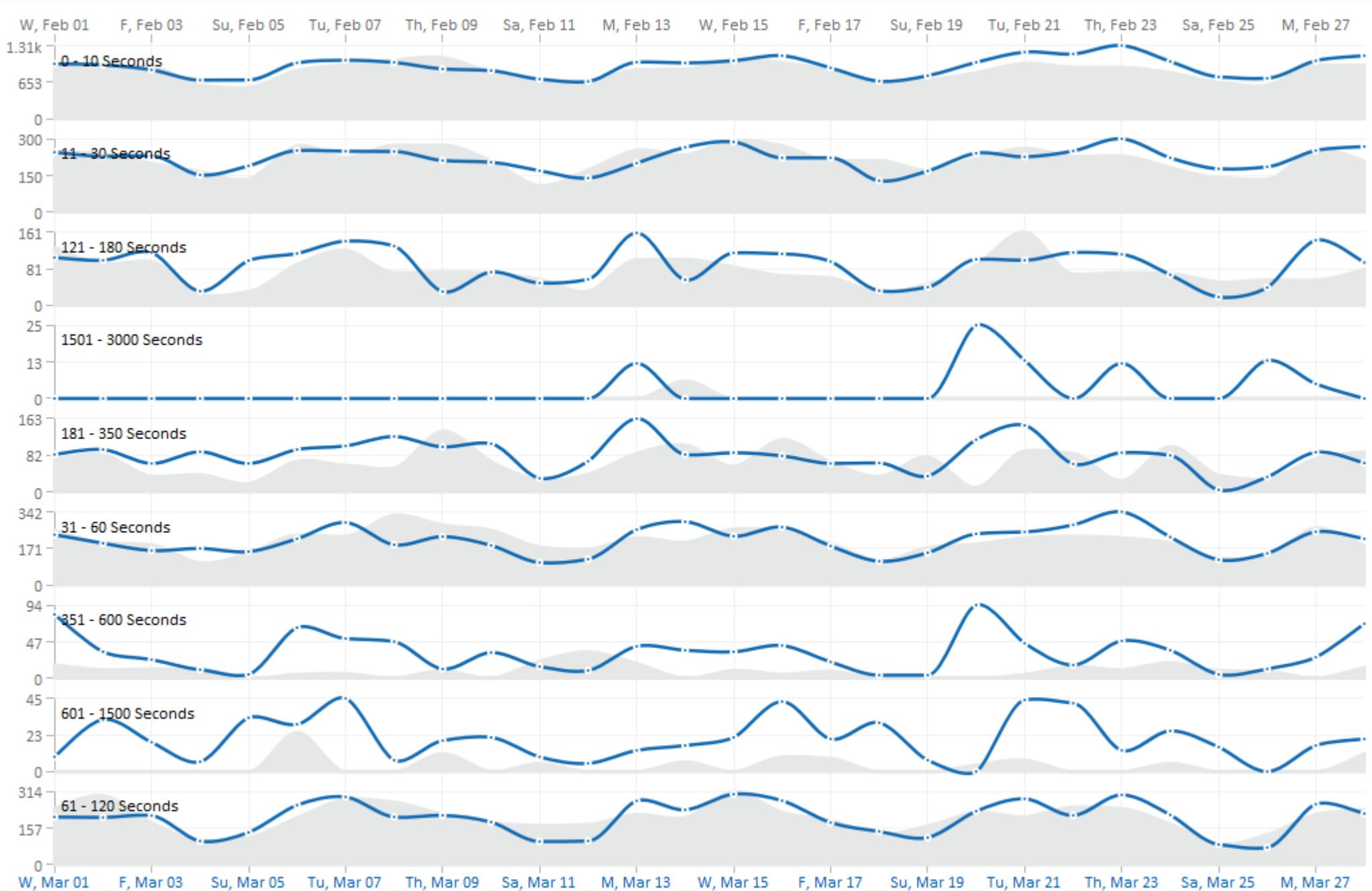
Goals Segmentation Top 5 Country (previous vs. current)



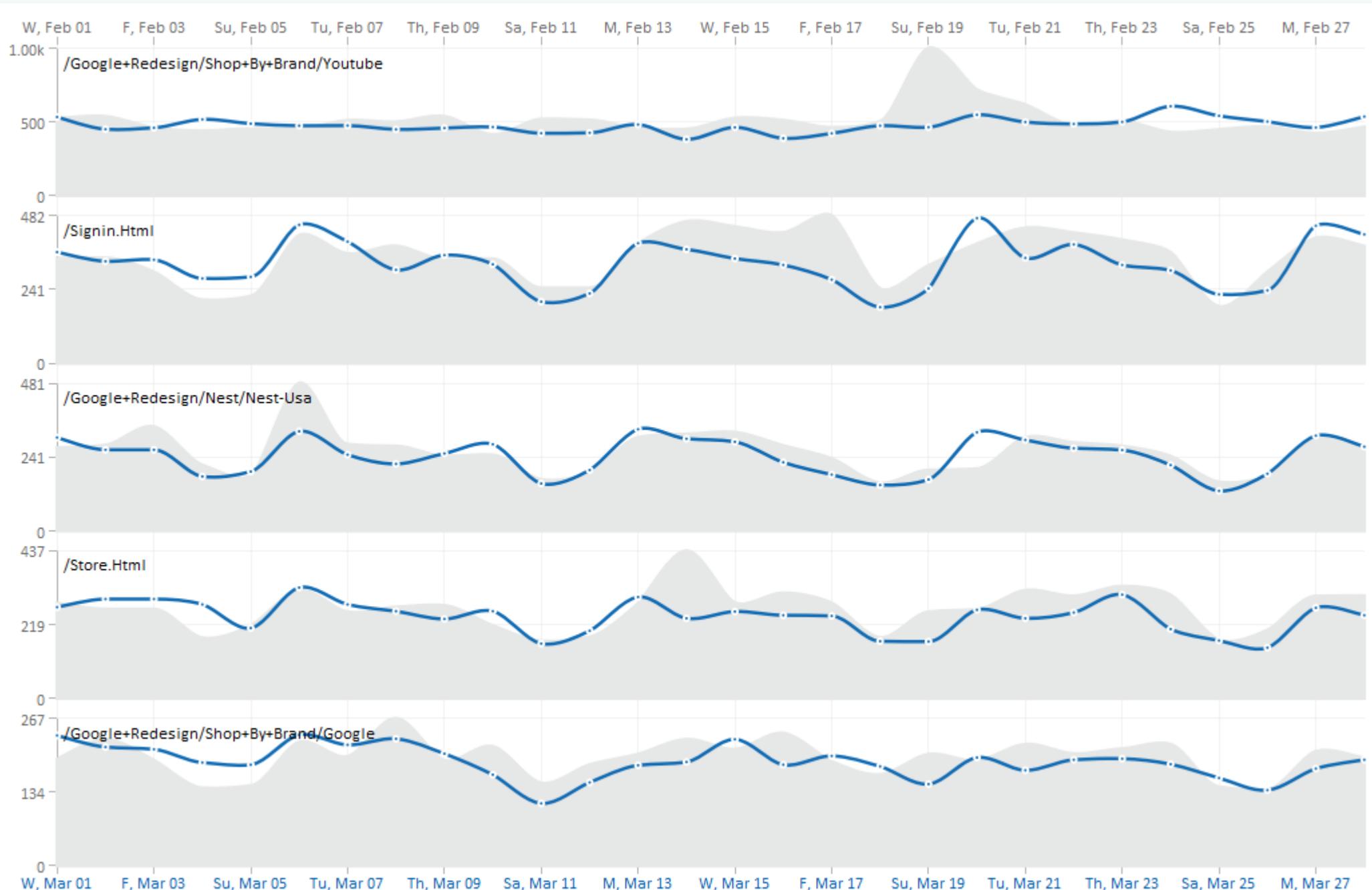
Trending Segmentation | Pages Trend (top 5)



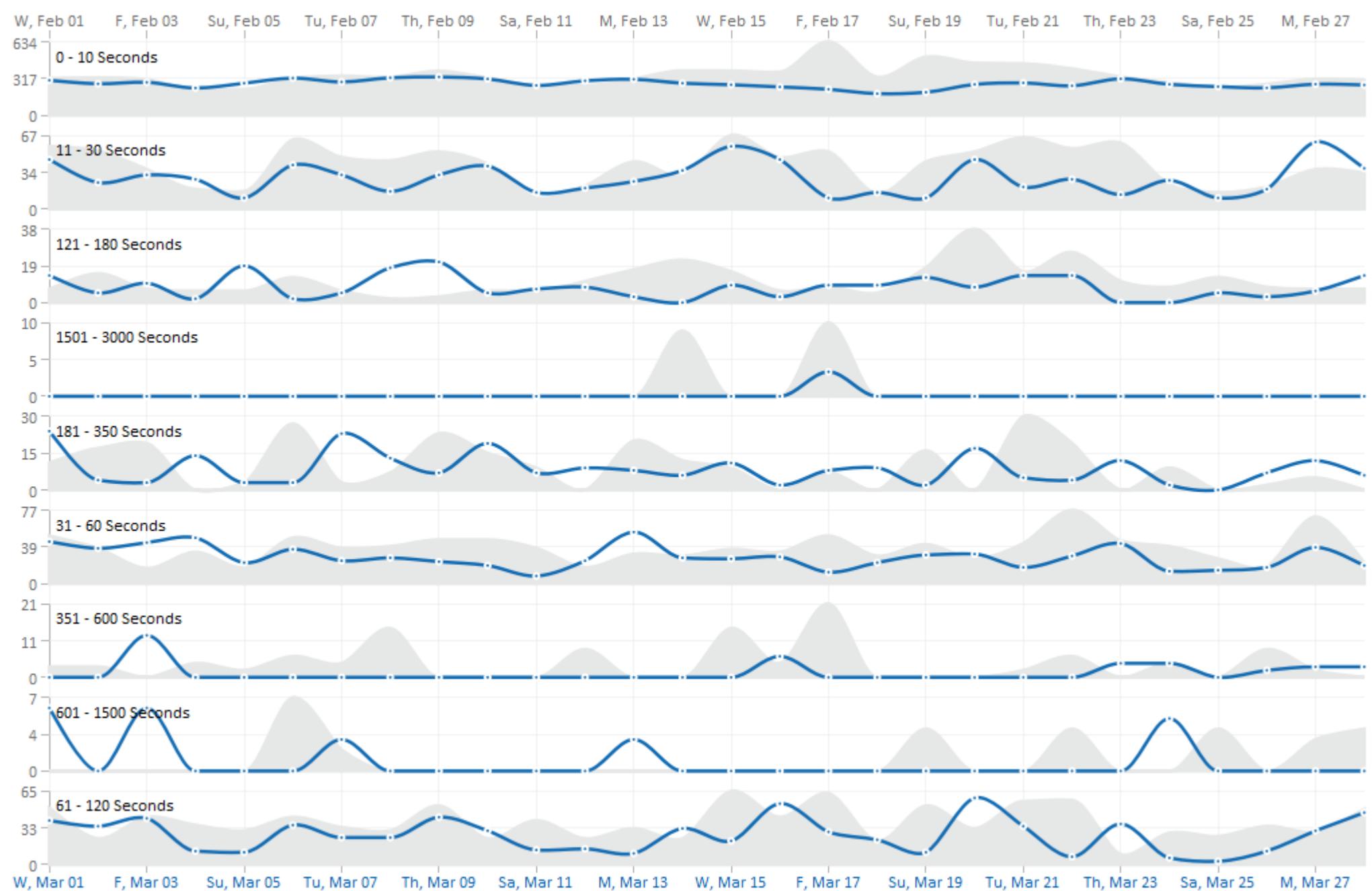
Trending Segmentation | Session Duration Trend



Underperforming Segmentation | Pages Trend (top 5)



Underperforming Segmentation | Session Duration Trend



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.

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.

Gender

Users Gender.

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.

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 Pageview or Event.

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

Goal Completed

The total number of conversions.

Conversion Rate

The sum of all individual goal conversion rates.

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.

Location

The geographic region from which the session originated.

Goal Value

Total Goal Value is the total value produced by goal conversions on your site. This value is calculated by multiplying the number of goal conversions by the value that you assigned to each goal.

%Exit

%Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

Entrances

Entrances is the number of times visitors entered your site through a specified page or set of pages.

Appendix

These are the terms we get asked about the most.

% New Sessions

Percentage of first-time site visitors.

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.

Peak Hour

Time of day does your website get the most traffic.

Favorite Browser

The browsers used by visitors to your website.

Preferred Device Type

The Device used by visitors to your website.

Paid Search/Adwords

Paid Search traffic comes from Google AdWords or other advertising platforms.

Operating System (OS)

The operating systems used by visitors to your website. Includes mobile operating systems such as Android.

Social Networks

Is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Social traffic originates from places like Facebook, Twitter or Reddit.

Channels

Channels are Organic Search, Referral, Direct, Social, Paid Search, Email or other routes your visitor takes to arrive at your website.

Organic Search

Organic Search like Google, Yahoo! or Bing queries, provide the majority of web traffic for most websites.

Referral Traffic

Referral traffic comes from a link on another website.

Email

Email, well, that comes from a link in an email, obviously.

Direct

Direct visitors come to your site by entering your unique domain name into their web browser.

% Goal Completion

This is percentage of ((goal completion / Total Goal Completion) * 100).

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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