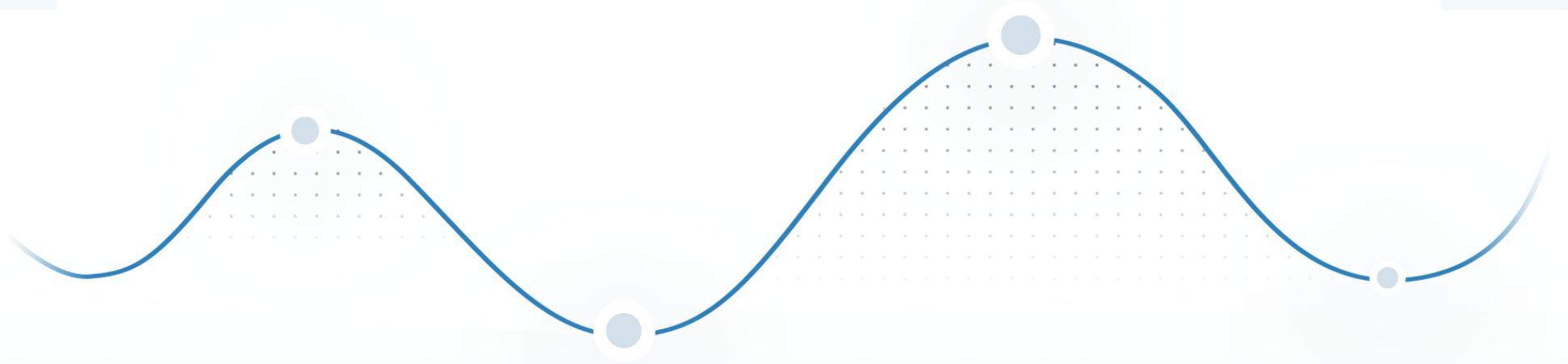




Click, don't scroll

Google Analytics Reports



PolyVista

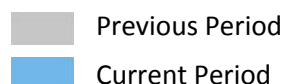
SEO Performance Report
For Google Merchandise Store
Mar 01, 2017 – Mar 28, 2017

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

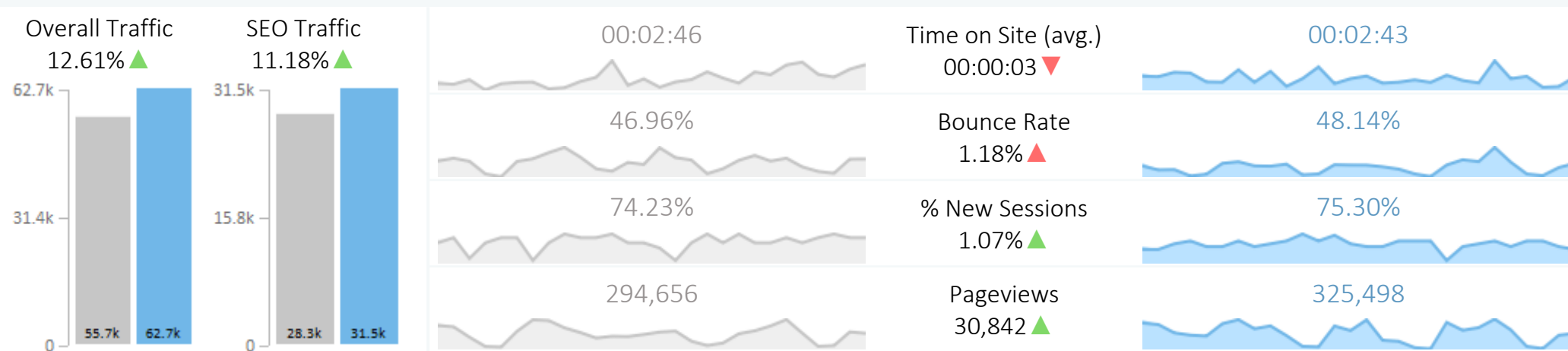


1. **Back Button:** Allows you to go back to where you were previously in the iPDF; the action is similar to a ‘back’ button in a web-browser.
2. **Summary:** The google analytics is presented in a summarized format.
3. **SEO Traffic Segments Summary:** Navigates to “SEO Traffic Segments Summary” section of the report. This section provides insights of SEO traffic by search engine, device type, browser, location, gender and landing pages of SEO traffic with current and previous period.
4. **Keywords Traffic Trend:** Navigates to “Keywords Traffic Trend” section of the report. This section provides insights of top 5 keywords traffic trend current versus previous period.
5. **Long Tail Keyword Analysis:** Navigates to “Long Tail Keywords Analysis” section of the report. This section provides insights of 1+, 2+, 3+, 4+, 5+ long tail keywords traffic and click through rate (CTR).
6. **Traffic Detail by Channel:** Navigates to “Traffic Detail by Channel” section of the report. This section provides insights of overall traffic trend by channels and channel traffic with useful matrices.
7. **Help:** Navigates to “Appendix” section of the report. This section describe terms used in report.

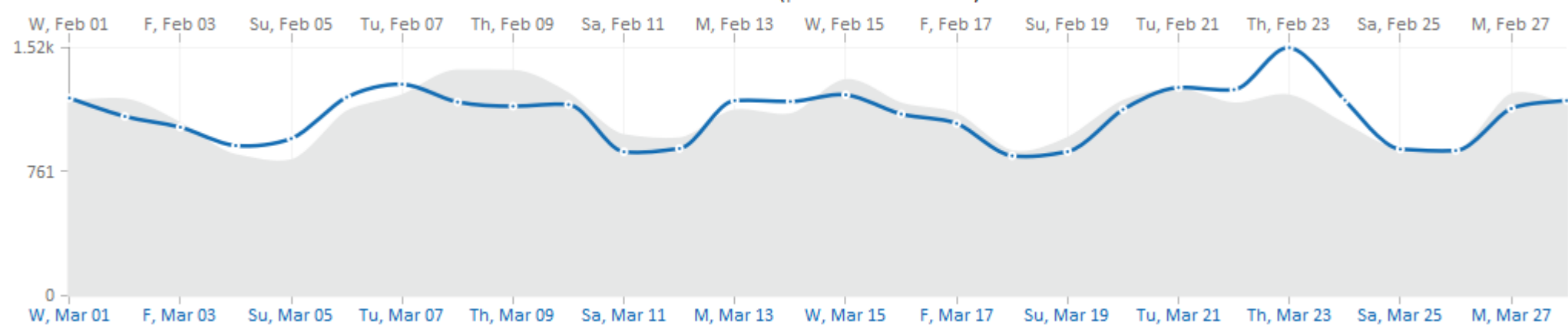
Legend: In charts that compare previous and current timeframes, gray color represents previous, while blue color represents current timeframe.



Summary



SEO Traffic Trend (previous vs. current)

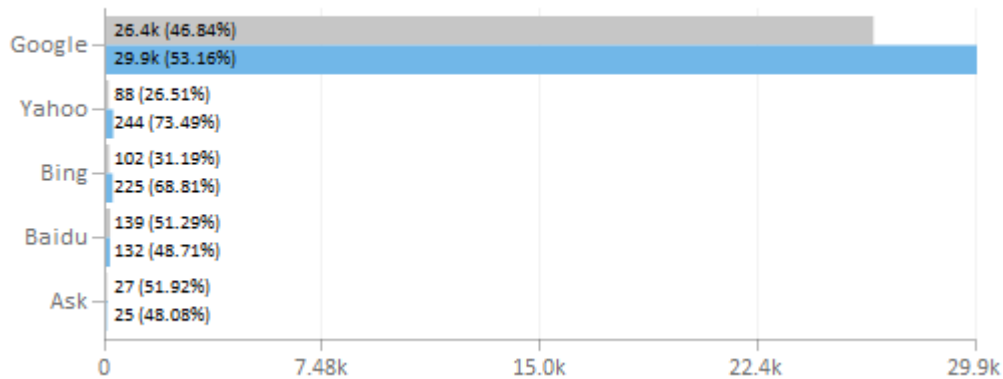


Keywords (top 5)

S. No.	Keywords	Traffic	Sessions	Bounces	Pages / Session	Time on Site (avg.)	%GCR
1	google merchandise	251 ▲	358 ▲	24.02% ▲	7 ▲	00:04:56 ▲	37.15% ▲
2	dynamic search ads	245 ▼	320 ▼	37.81% ▲	6 ▼	00:03:07 ▼	30.94% ▲
3	google merchandise store	232 ▲	364 ▲	33.79% ▲	6 ▼	00:03:57 ▼	27.20% ▼
4	youtube	165 ▲	170 ▲	81.76% ▼	1 ▼	00:00:32 ▲	0.59% ▼
5	google store	61 ▼	62 ▼	43.55% ▼	3 ▲	00:01:09 ▲	3.23% ▼

SEO Traffic Segments Summary

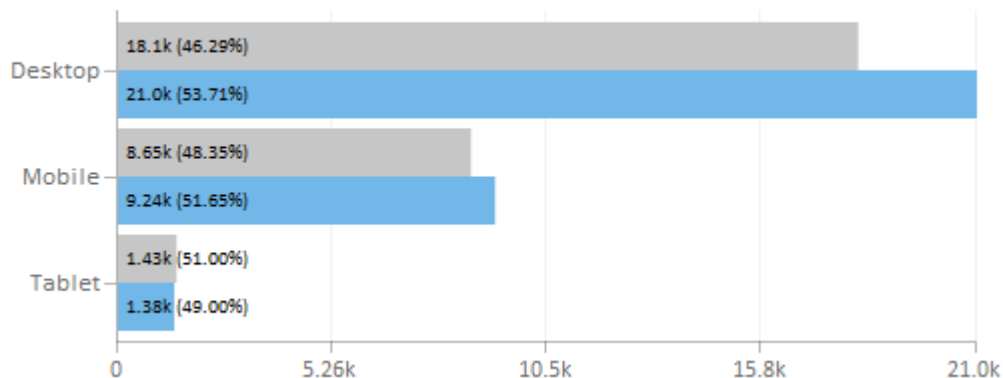
Search Engines (top 5)



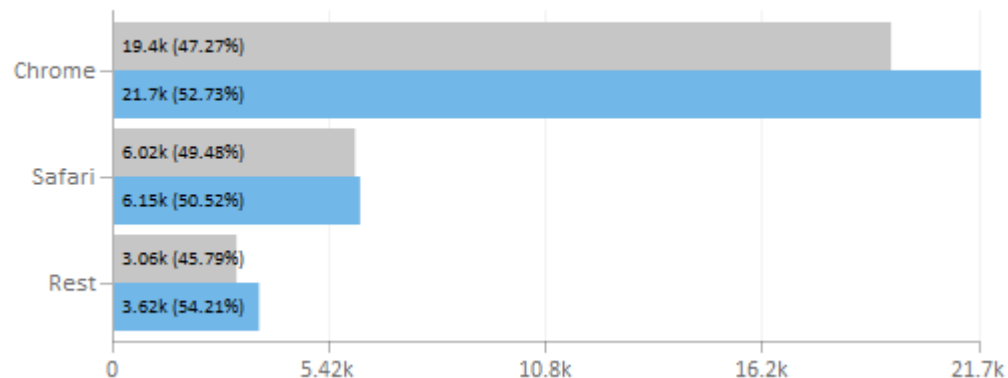
Most Viewed Pages (top 5)

S. No.	Landing Pages	Pageviews	Bounce Rate
1	/home	95,726 ▲	44.56% ▲
2	/google+redesign/shop+by+brand/youtube	21,598 ▲	57.13% ▲
3	/google+redesign/apparel/men++s/men++s+t+shirts	6,159 ▼	47.29% ▲
4	/google+redesign/drinkware	2,894 ▲	59.95% ▼
5	/google+redesign/bags	2,545 ▲	45.11% ▼

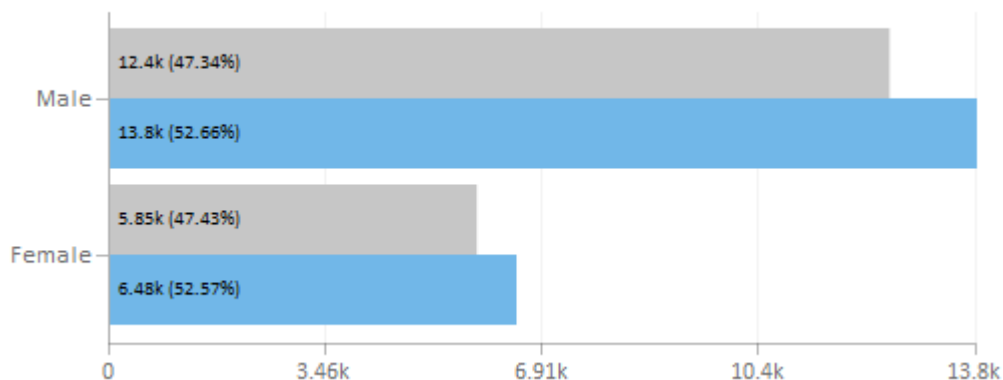
Device Type



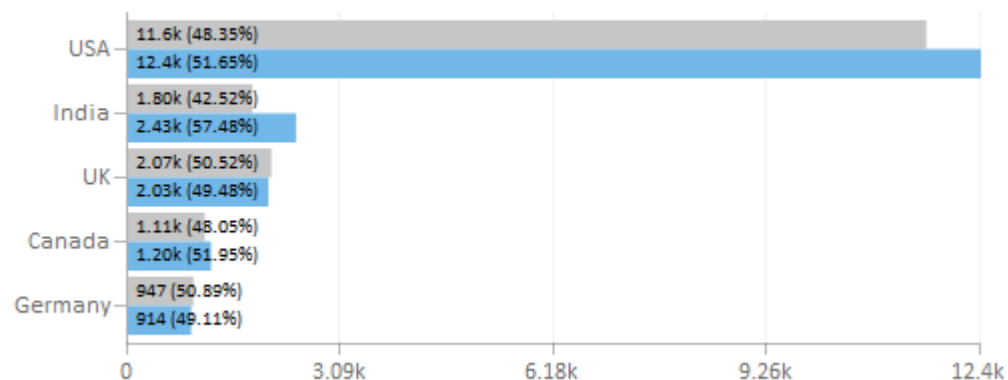
Browsers (top 3)



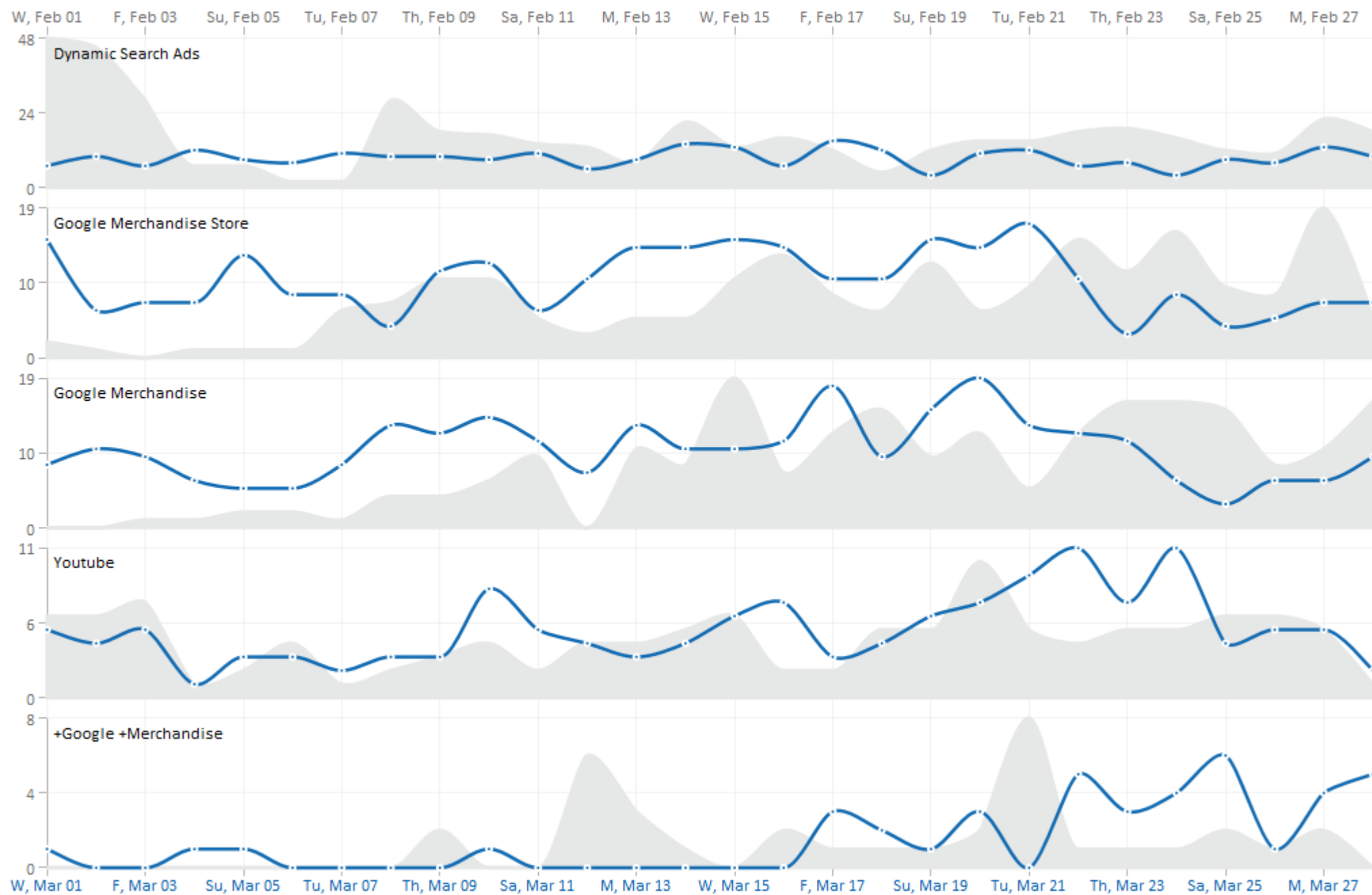
Gender



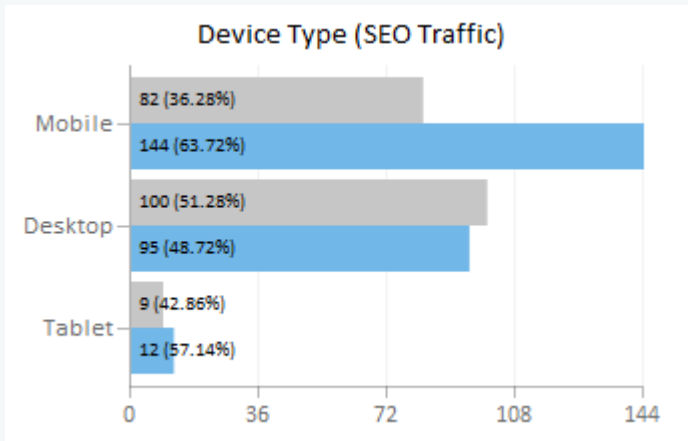
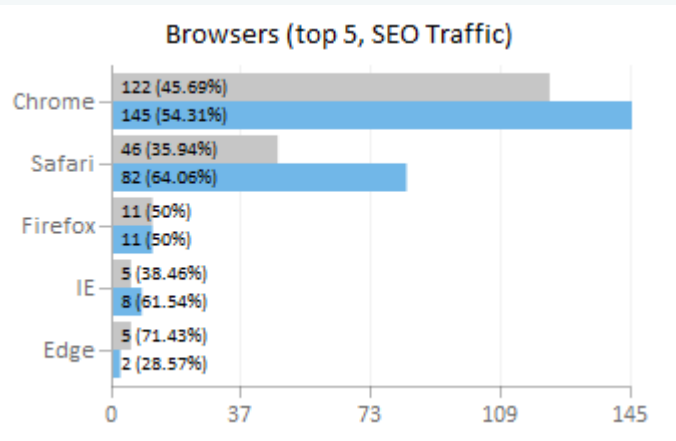
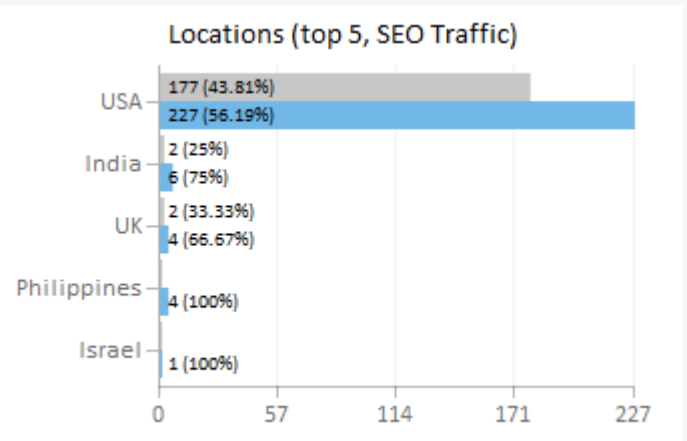
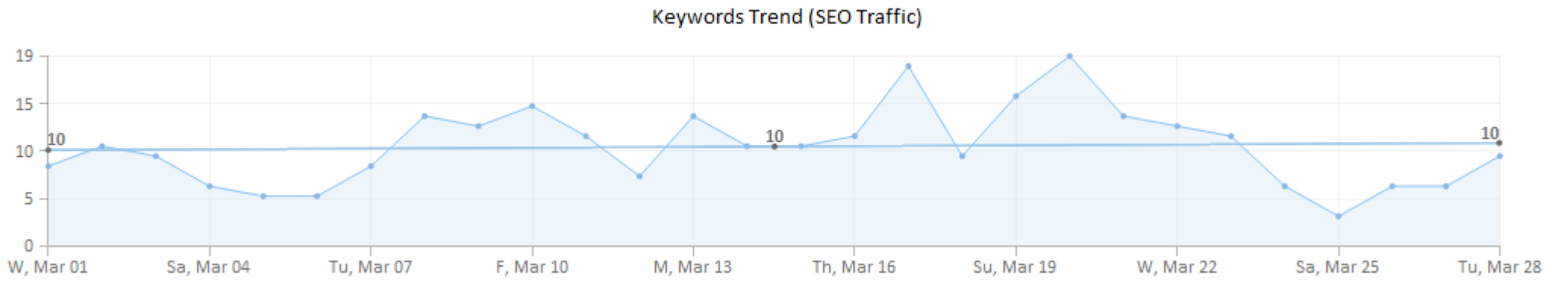
Locations (top 5)



Keywords Traffic Trend (top 5, previous vs. current)



Keywords google merchandise 251



Landing Pages (top 5)

S. No.	Users	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Landing Pages
1	244 ▲	2,365 ▲	17.12% ▼	292 ▲	12.35% ▼	00:03:59 ▲	/home
2	7 ▲	56 ▲	30.77% ▲	13 ▲	23.21% ▼	00:03:09 ▲	/signin.html
3	5 ▲	55 ▲	62.50% ▼	8 ▲	14.55% ▼	00:07:32 ▲	/store.html
4	5 ▲	13 ▲	85.71% ▼	7 ▲	53.85% ▼	00:00:22 ▲	/google+redesign/apparel
5	4 ▲	25 ▲	40.00% ▲	5 ▲	20.00% ▲	00:02:43 ▲	/basket.html

Keywords **dynamic search ads** 245

Sessions

320

Bounce Rate

37.81%

Pageviews

1,920

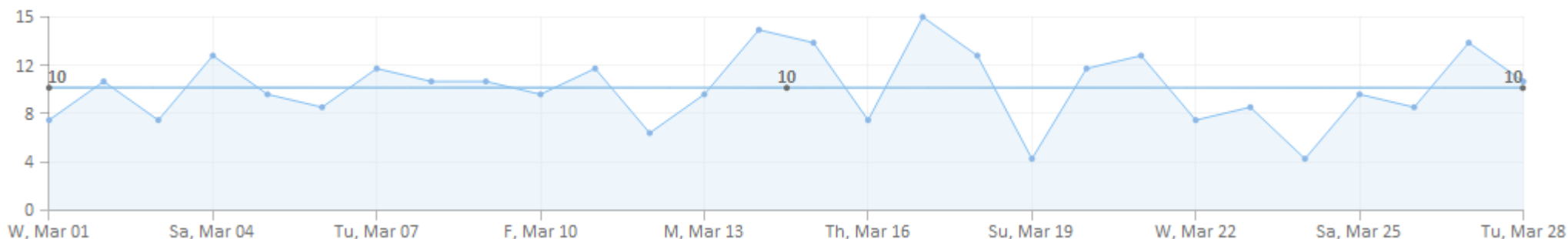
Time on Site (avg.)

00:03:07

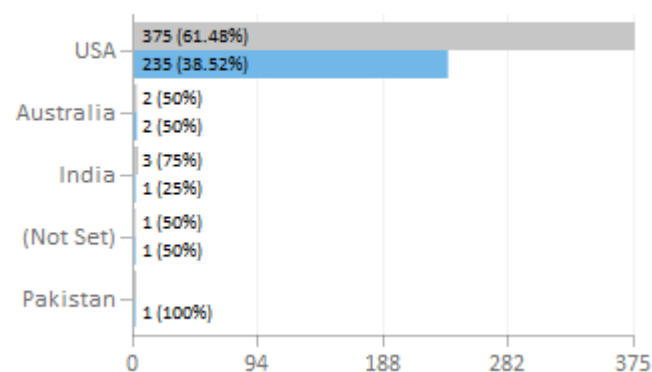
% New Sessions

58.75%

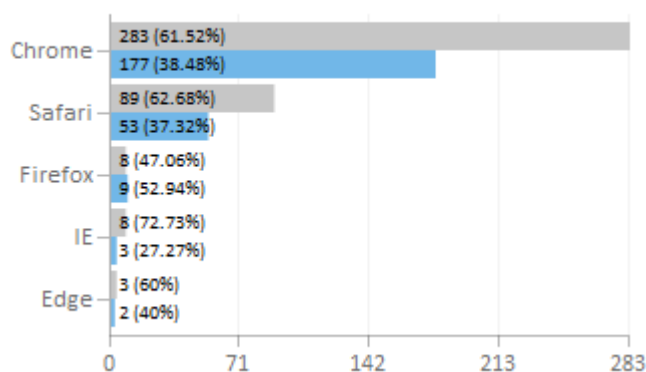
Keywords Trend (SEO Traffic)



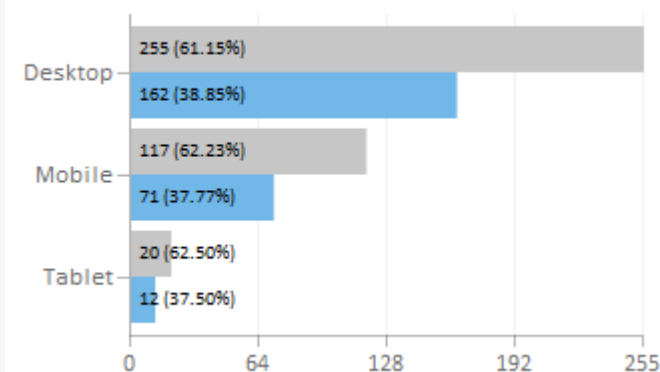
Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



Landing Pages (top 5)

S. No.	Users	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Landing Pages
1	132 ▼	1,167 ▼	21.62% ▼	148 ▼	12.68% ▼	00:03:57 ▼	/home
2	74 ▼	378 ▲	44.74% ▼	76 ▼	20.11% ▼	00:02:35 ▲	/google redesign/apparel/men s/men s t shirts
3	13 ▲	38 ▲	69.23% ▲	13 ▲	34.21% ▲	00:00:43 ▲	/google redesign/apparel/mens/mens t shirts
4	5 ▼	55 ▼	20.00% ▲	5 ▼	9.09% ▼	00:06:14 ▲	/store.html
5	5 ▲	11 ▼	85.71% ▲	7 ▼	63.64% ▲	00:00:12 ▼	/basket.html

Keywords **google merchandise store** 232

Sessions

364

Bounce Rate

33.79%

Pageviews

2,095

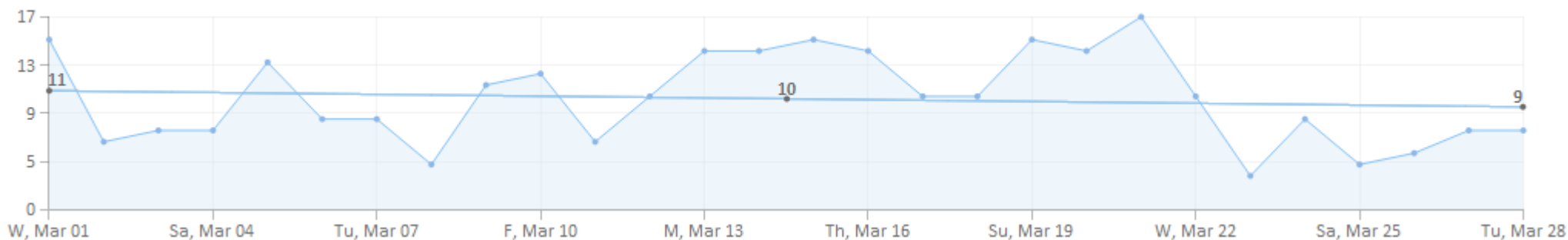
Time on Site (avg.)

00:03:42

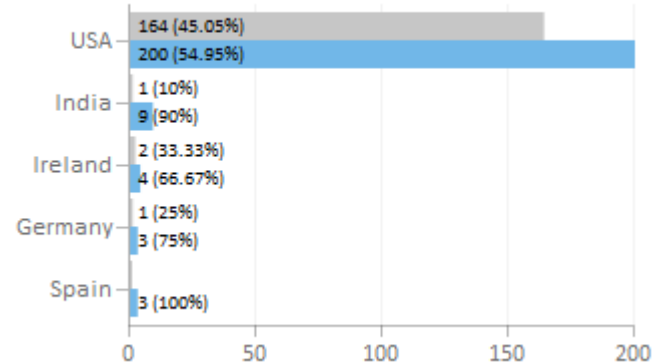
% New Sessions

46.70%

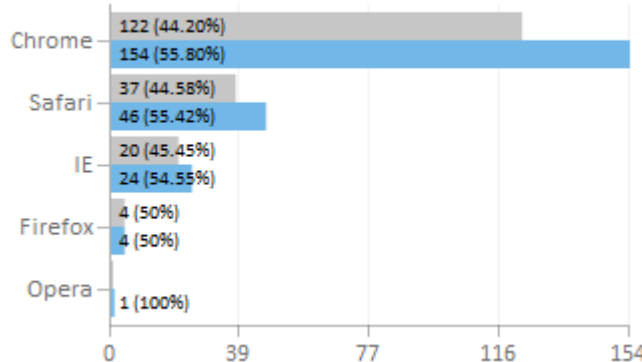
Keywords Trend (SEO Traffic)



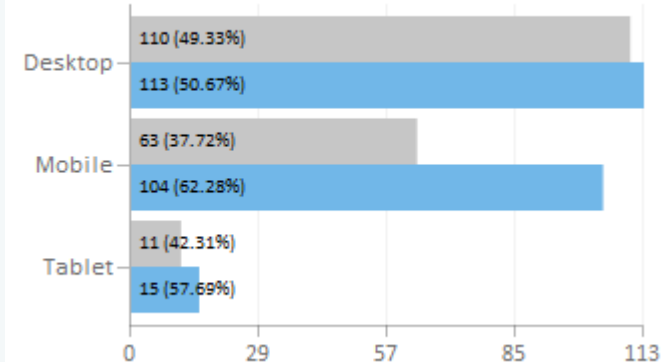
Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



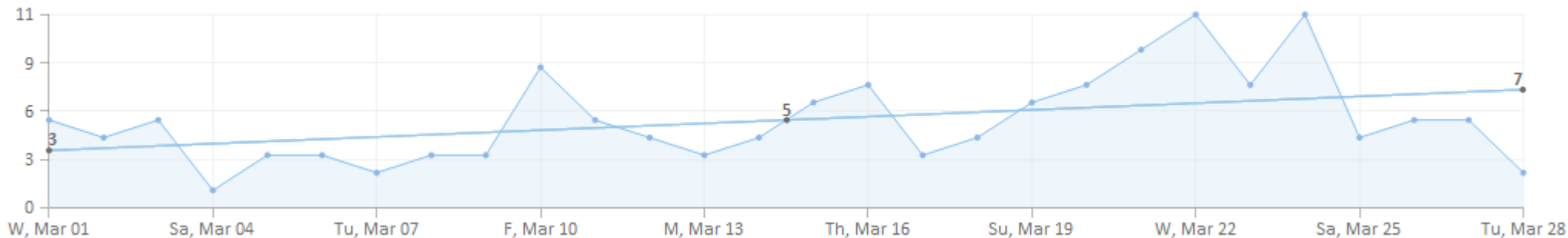
Landing Pages (top 5)

S. No.	Users	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Landing Pages
1	226 ▲	1,792 ▲	25.89% ▲	282 ▲	15.74% ▲	00:03:54 ▼	/home
2	12 ▲	87 ▲	22.22% ▲	18 ▲	20.69% ▼	00:01:45 ▲	/signin.html
3	6 ▲	54 ▲	57.14% ▼	7 ▲	12.96% ▲	00:08:01 ▲	/basket.html
4	3 ▲	3 ▼	100.00% ▲	3 ▲	100.00% ▲	00:00:00 ▼	/google+redesign/office
5	3 ▲	8 ▲	33.33% ▼	3 ▲	37.50% ▼	00:00:31 ▲	/google+redesign/shop+by+brand/google

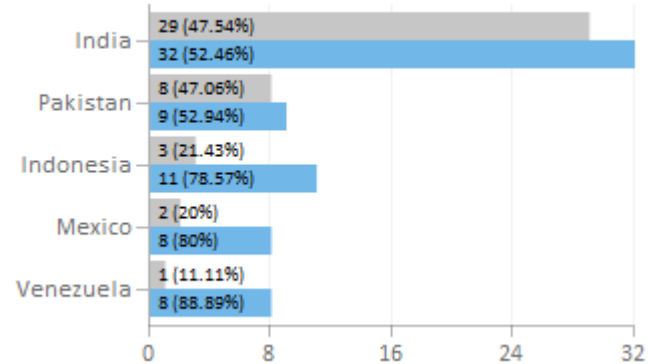
Keywords youtube 165



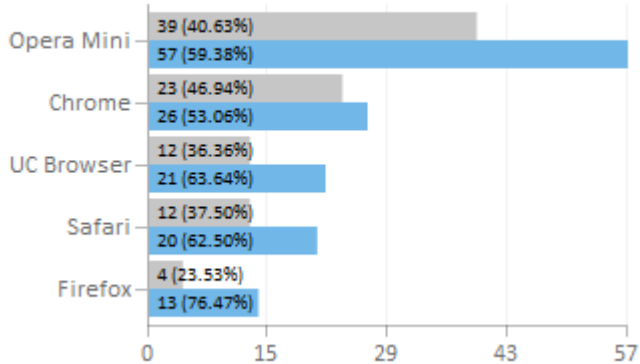
Keywords Trend (SEO Traffic)



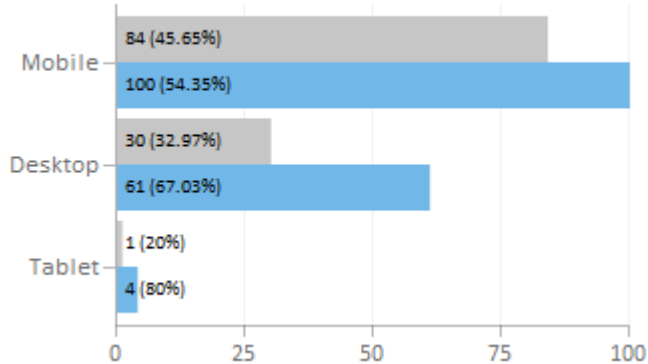
Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



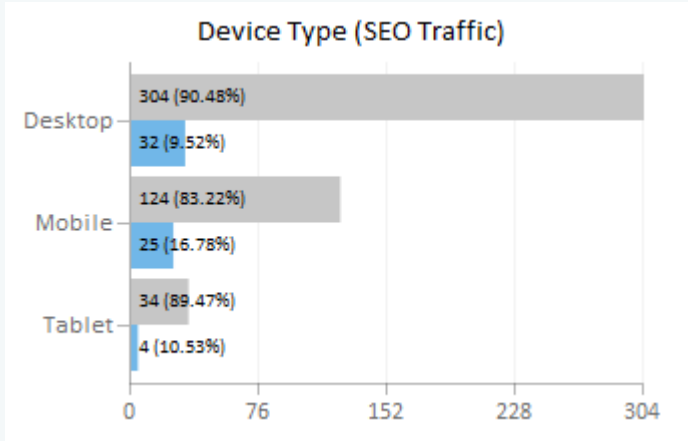
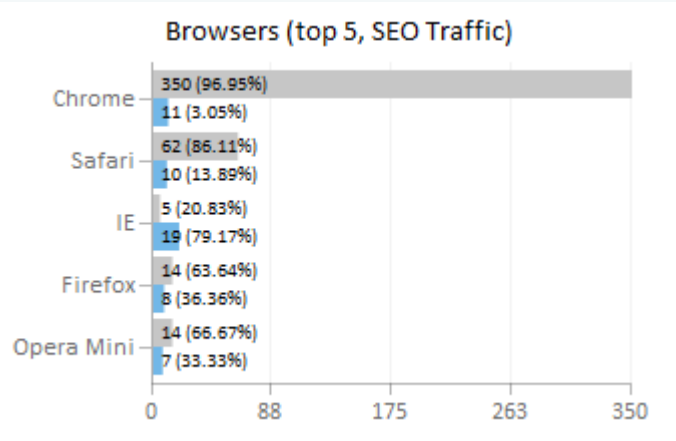
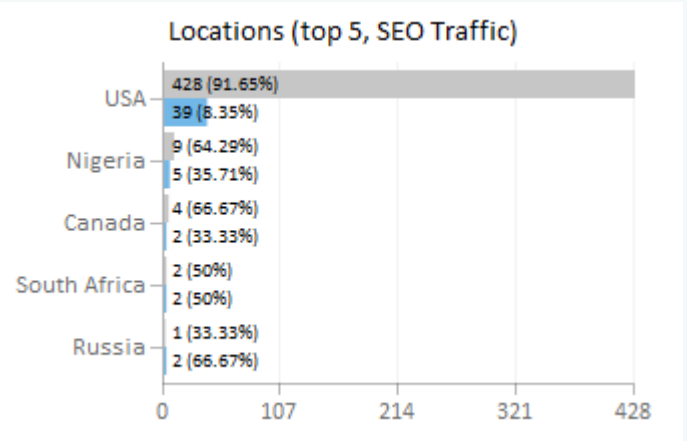
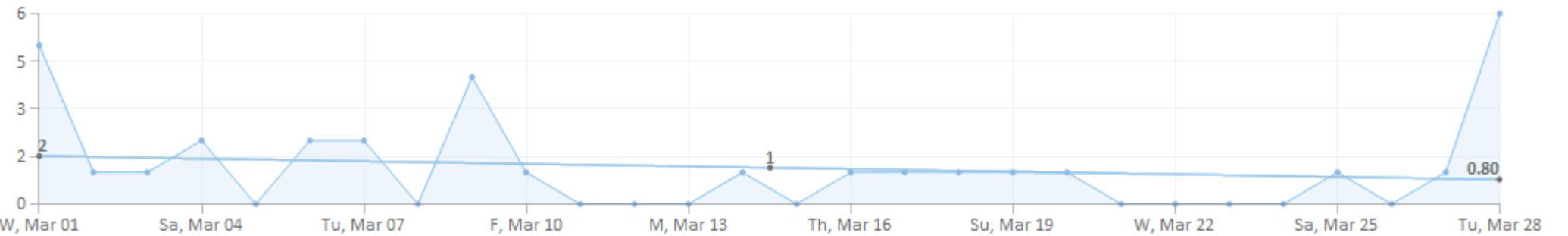
Landing Pages (top 5)

S. No.	Users	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Landing Pages
1	165 ▲	251 ▲	81.76% ▼	170 ▲	67.73% ▲	00:00:32 ▲	/google+redesign/shop+by+brand/youtube

Keywords google store 61



Keywords Trend (SEO Traffic)



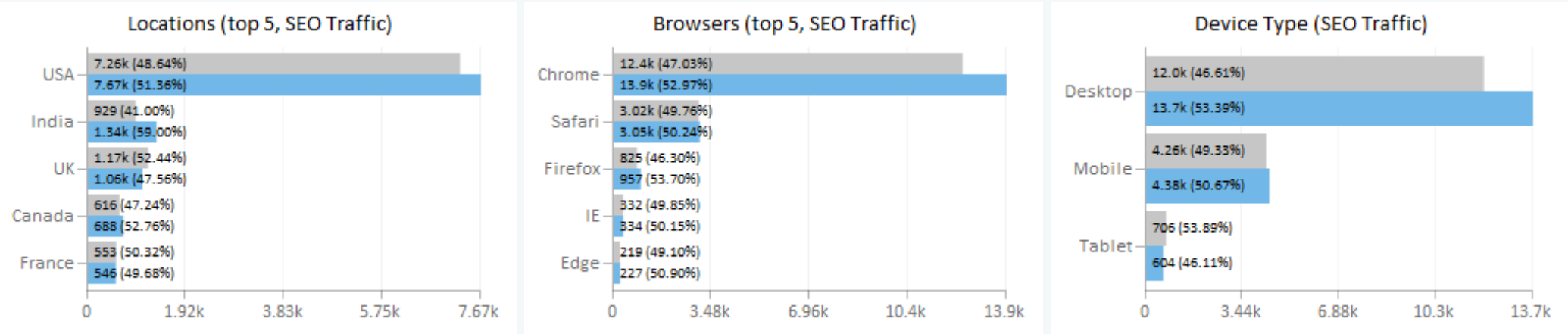
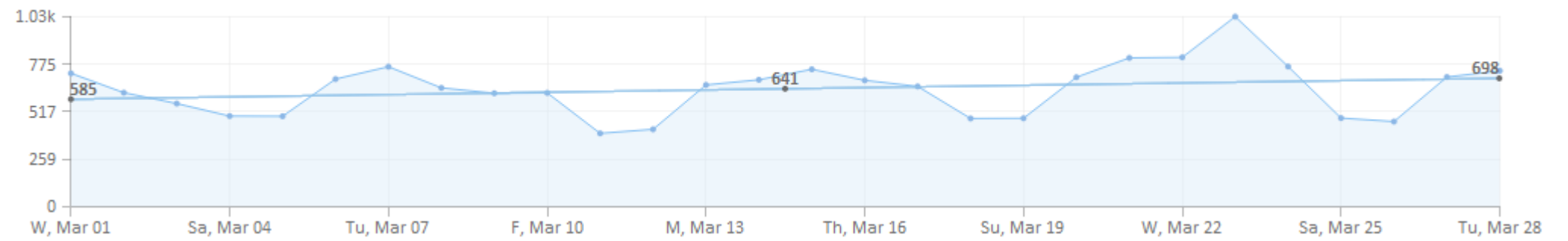
Landing Pages (top 5)

S. No.	Users	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Landing Pages
1	57 ▼	171 ▼	38.60% ▼	57 ▼	33.33% ▼	00:01:13 ▲	/home
2	2 ▲	2 ▲	100.00% ▲	2 ▲	100.00% ▲	00:00:00	/google+redesign/bags
3	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	/google+redesign/drinkware
4	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	/google+redesign/electronics
5	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	/google+redesign/apparel/men++s/men++s+outerwear

Landing Pages /home 18,770



Landing Pages Trend (SEO Traffic)



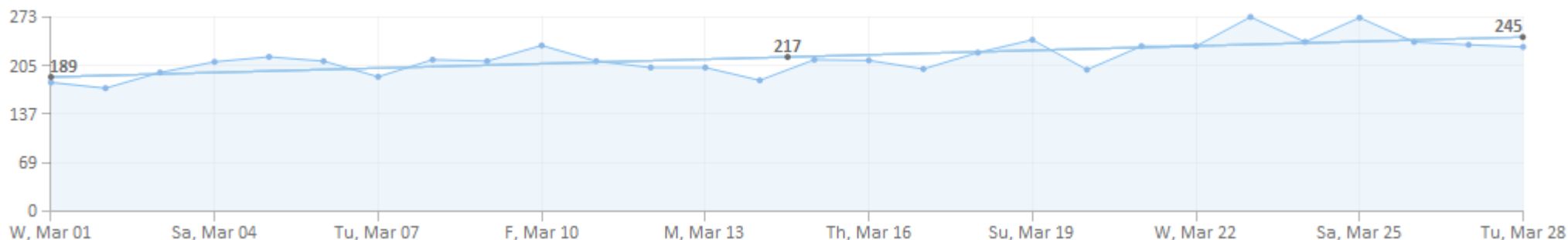
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	292 ▲	2,365 ▲	17.12% ▼	292 ▲	12.35% ▼	00:03:59 ▲	google merchandise
2	282 ▲	1,792 ▲	25.89% ▲	282 ▲	15.74% ▲	00:03:54 ▼	google merchandise store
3	148 ▼	1,167 ▼	21.62% ▼	148 ▼	12.68% ▼	00:03:57 ▼	dynamic search ads
4	57 ▼	171 ▼	38.60% ▼	57 ▼	33.33% ▼	00:01:13 ▲	google store
5	49 ▲	336 ▲	20.41% ▼	49 ▲	14.58% ▼	00:03:20 ▼	+google +merchandise

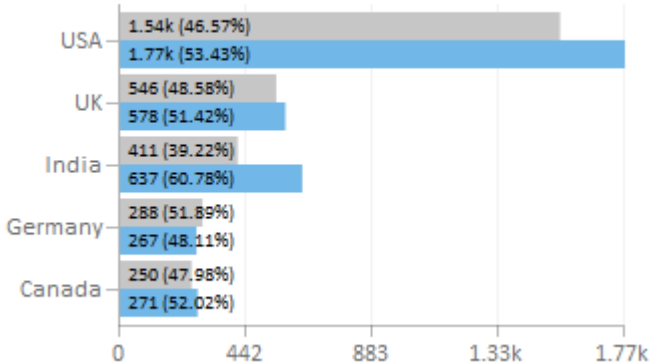
Landing Pages /google+redesign/shop+by+brand/youtube 6,568

Sessions
6,944Bounce Rate
57.13%Pageviews
21,598Time on Site (avg.)
00:00:49% New Sessions
90.02%

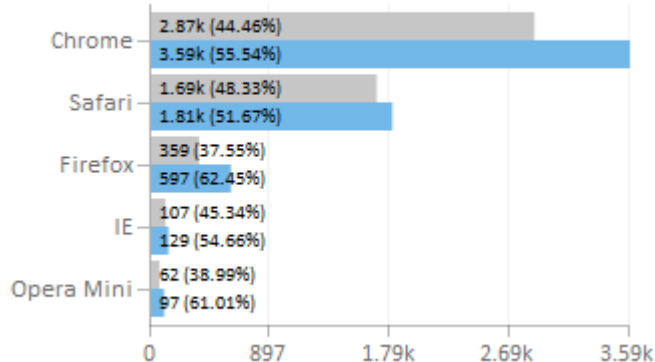
Landing Pages Trend (SEO Traffic)



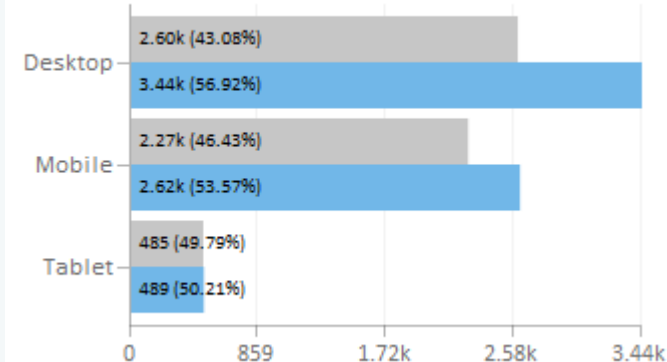
Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



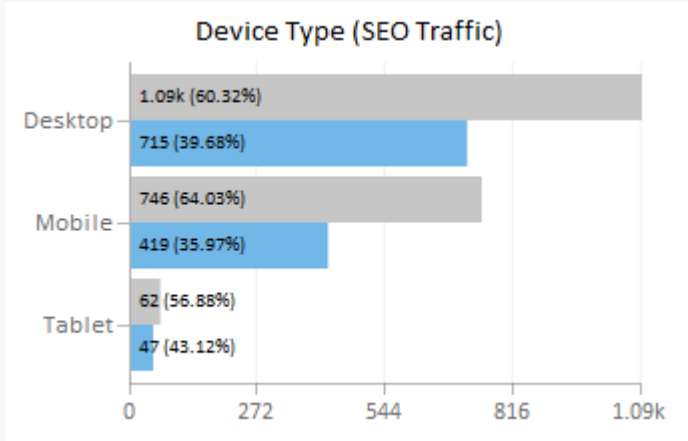
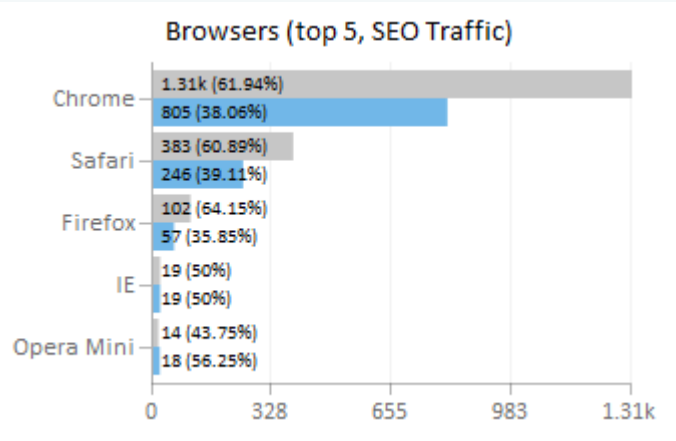
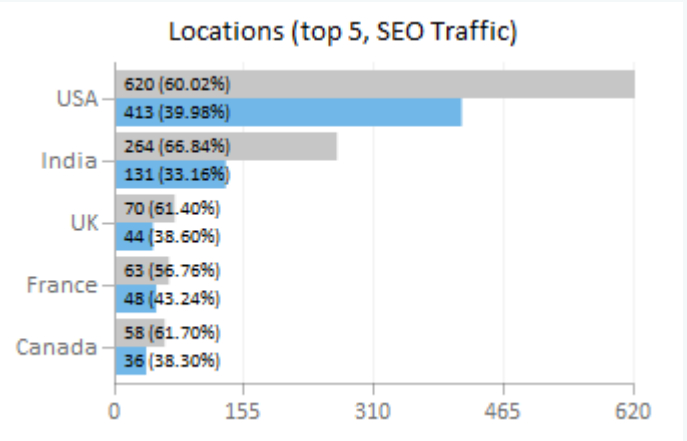
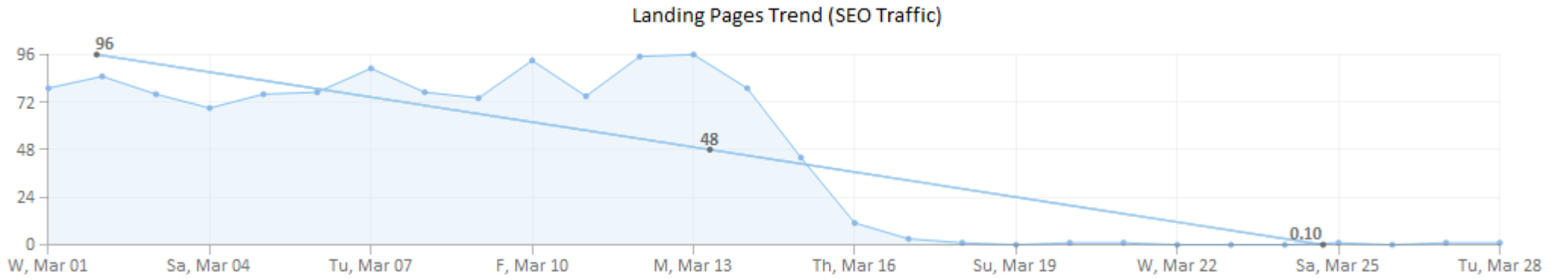
Device Type (SEO Traffic)



Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	170 ▲	251 ▲	81.76% ▼	170 ▲	67.73% ▲	00:00:32 ▲	youtube
2	24 ▲	27 ▲	91.67% ▼	24 ▲	88.89% ▼	00:00:09 ▲	you tube
3	12 ▲	15 ▲	83.33% ▲	12 ▲	80.00% ▲	00:01:09 ▲	youtube t shirt
4	8	9 ▼	87.50% ▲	8	88.89% ▲	00:00:04 ▼	youtube store
5	6 ▲	6 ▲	100.00%	6 ▲	100.00%	00:00:00	yotube

Landing Pages [/google+redesign/apparel/men++s/men++s+t+shirts](#) 1,180



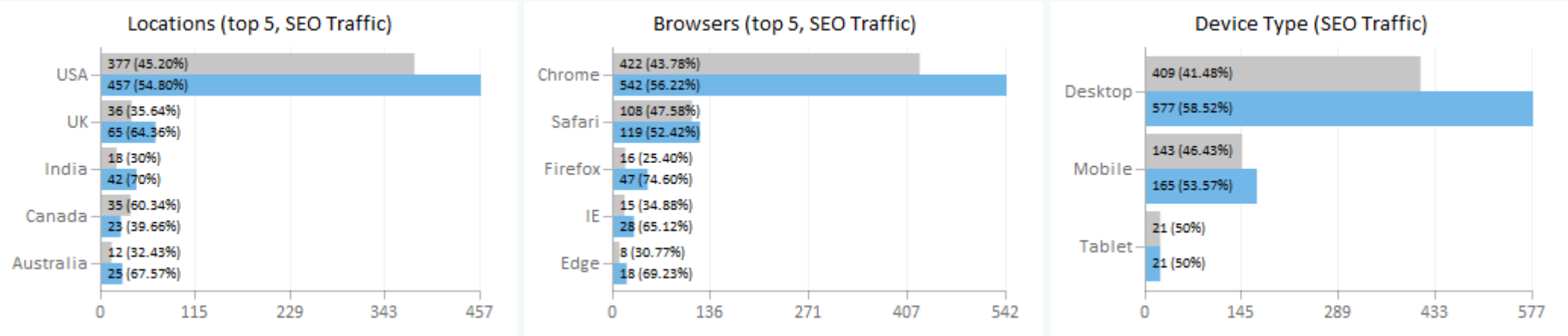
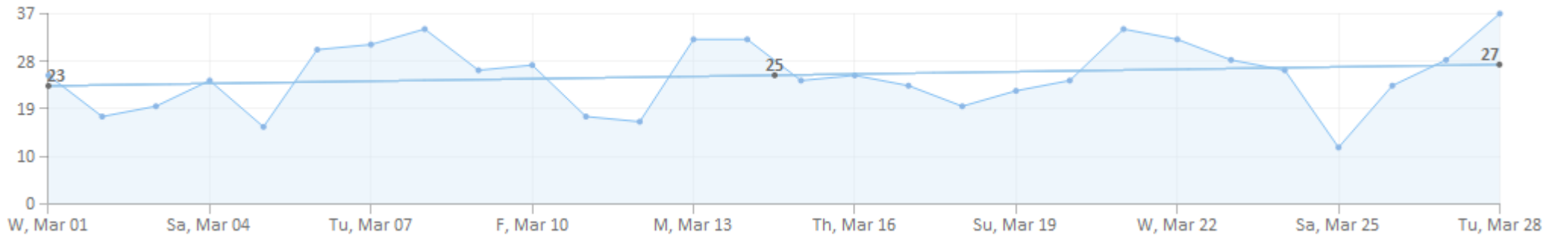
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	3 ▼	7 ▼	33.33% ▼	3 ▼	42.86% ▼	00:01:27 ▲	google t shirt
2	2 ▲	2 ▲	100.00% ▲	2 ▲	100.00% ▲	00:00:00	google tshirt
3	2 ▲	2 ▲	100.00%	2 ▲	100.00%	00:00:00	google merchandise store
4	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	android logo tshirt
5	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	bali aman aan terkendali tshirt

Landing Pages /google+redesign/drinkware 763



Landing Pages Trend (SEO Traffic)



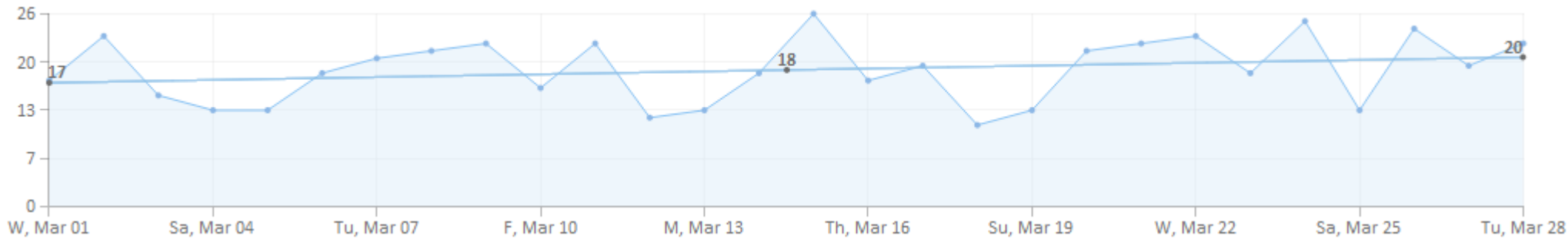
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	5 ▼	5 ▼	100.00% ▲	5 ▼	100.00% ▲	00:00:00 ▼	dynamic search ads
2	2 ▲	11 ▲	0.00% ▼	2 ▲	18.18% ▼	00:11:29 ▲	google merchandise
3	1	1	100.00%	1	100.00%	00:00:00	google merchandise store
4	1 ▲	10 ▲	0.00%	1 ▲	10.00% ▲	00:25:40 ▲	+google +merchandise
5	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	com.google

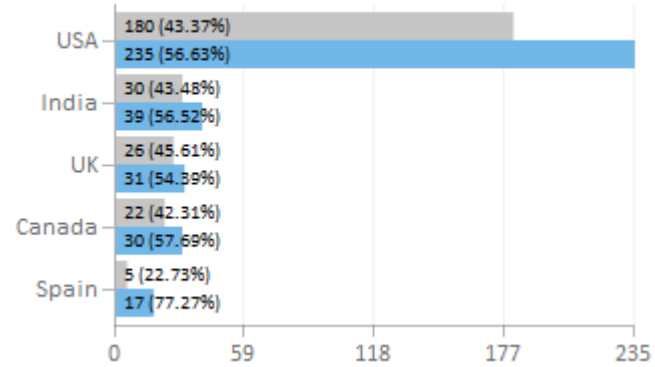
Landing Pages /google+redesign/bags 536



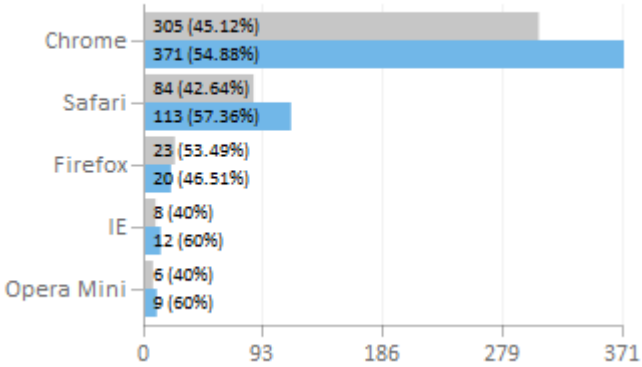
Landing Pages Trend (SEO Traffic)



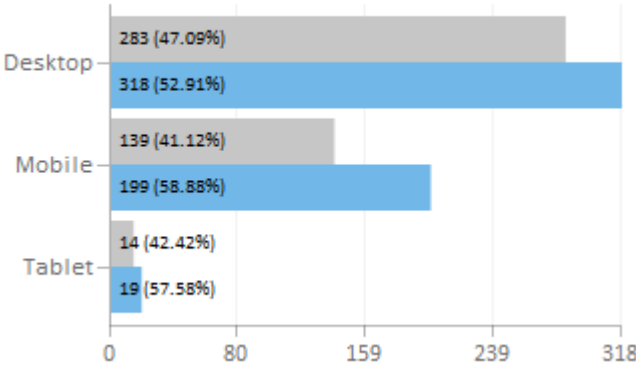
Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



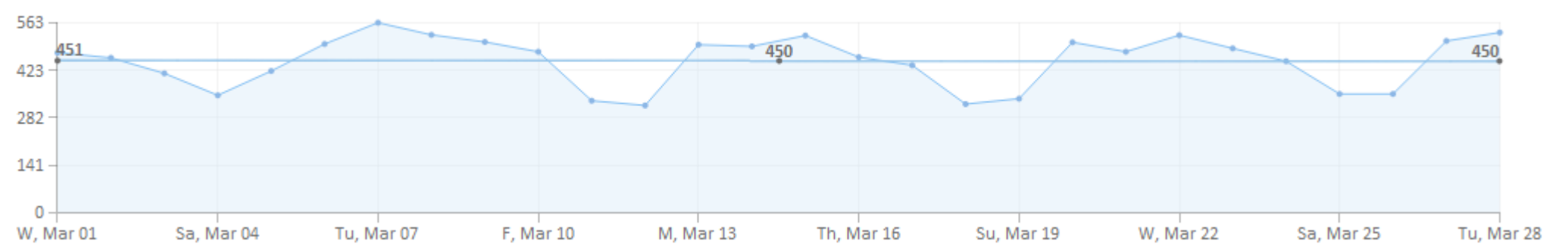
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	7 ▲	7 ▲	100.00%	7 ▲	100.00%	00:00:00	bag
2	2 ▲	2 ▲	100.00% ▲	2 ▲	100.00% ▲	00:00:00	bag-google.com
3	2 ▲	2 ▲	100.00% ▲	2 ▲	100.00% ▲	00:00:00	beeg google. com
4	2 ▲	3 ▲	50.00% ▲	2 ▲	66.67% ▲	00:00:12 ▲	google merchandise
5	2 ▲	5 ▲	50.00% ▲	2 ▲	40.00% ▲	00:01:52 ▲	+google +backpack

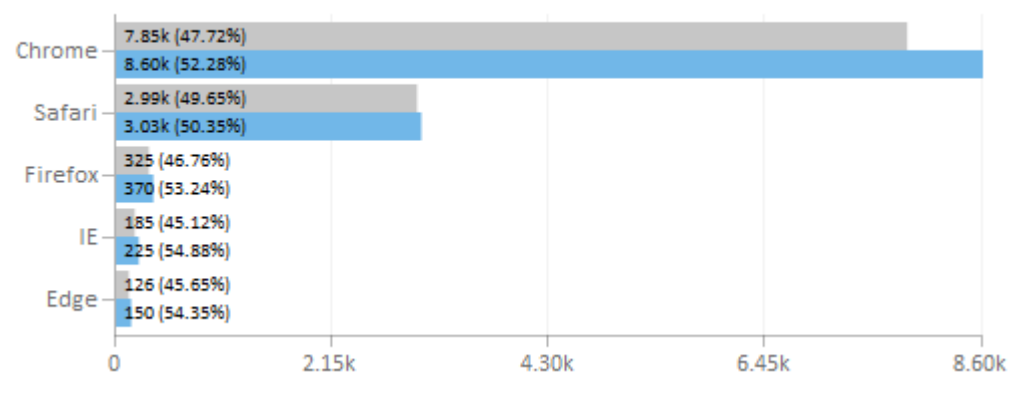
Locations **USA** 12,350



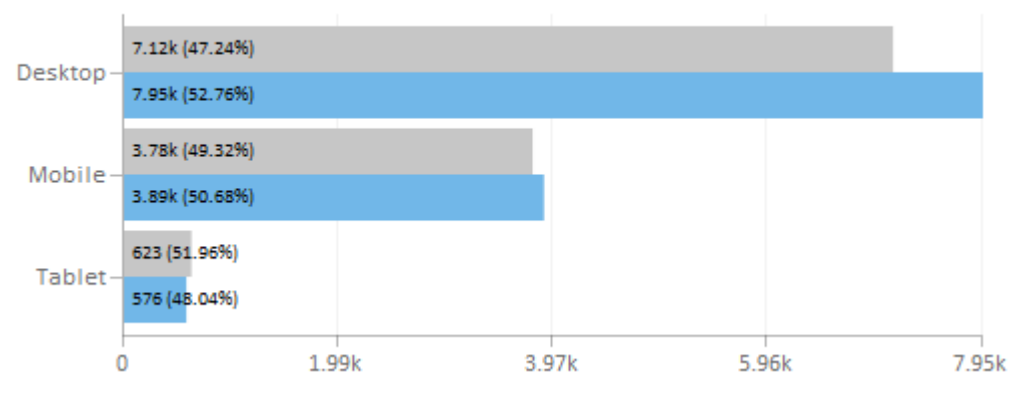
Locations Trend (SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



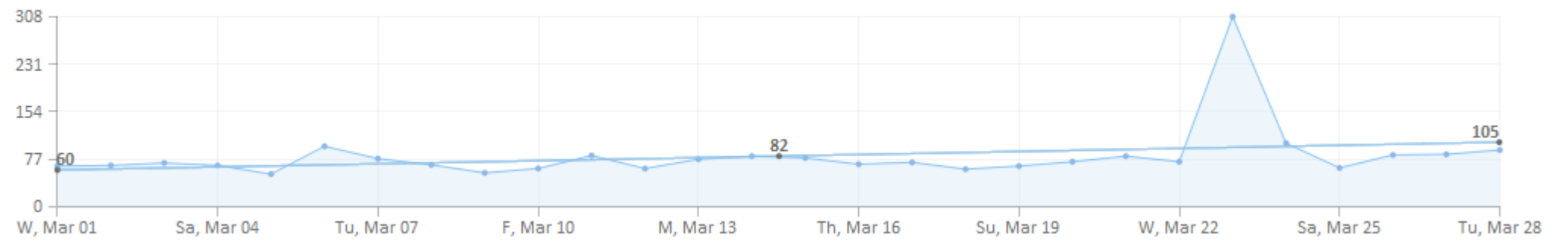
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	331 ▲	2,521 ▲	21.45% ▲	331 ▲	13.13% ▼	00:06:01 ▲	google merchandise
2	328 ▲	2,015 ▲	30.18% ▲	328 ▲	16.28% ▲	00:05:37 ▼	google merchandise store
3	310 ▼	1,873 ▼	37.42% ▲	310 ▼	16.55% ▼	00:03:05 ▼	dynamic search ads
4	49 ▲	304 ▲	20.41% ▼	49 ▲	16.12% ▼	00:03:23 ▼	+google +merchandise
5	40 ▼	142 ▼	30.00% ▼	40 ▼	28.17% ▼	00:01:32 ▲	google store

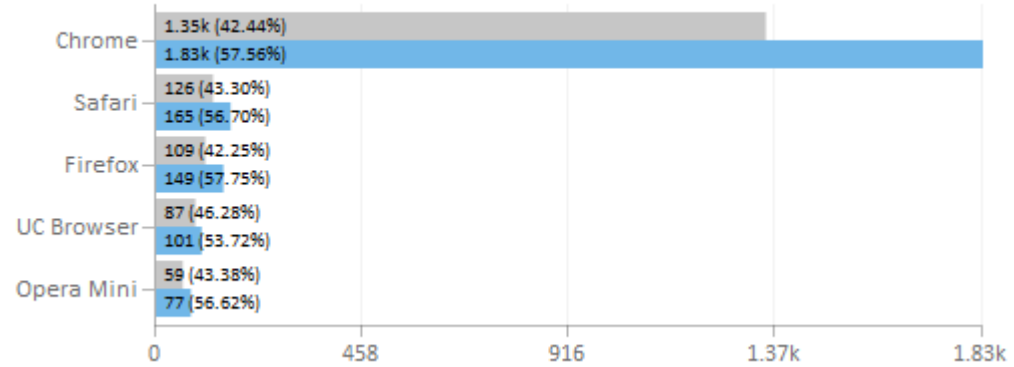
Locations India 2,432



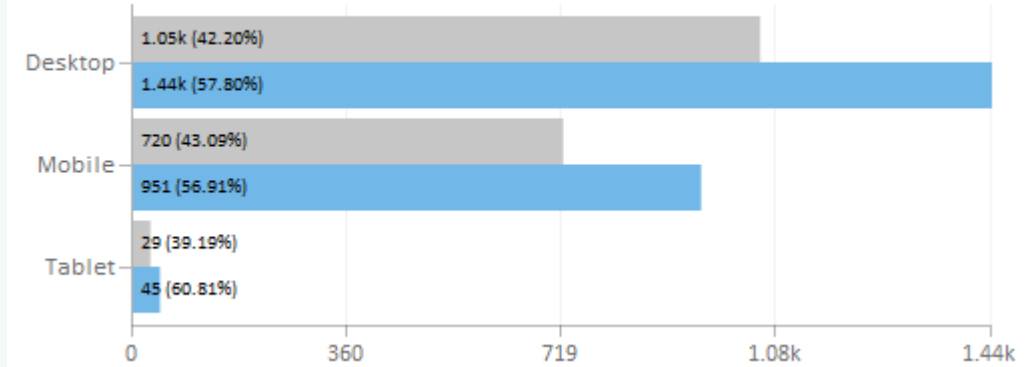
Locations Trend (SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



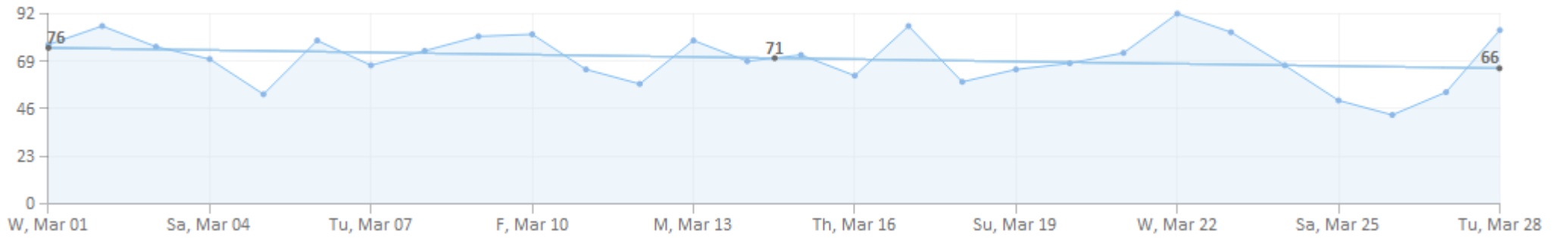
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	34 ▲	48 ▲	82.35% ▲	34 ▲	70.83% ▲	00:00:25 ▼	youtube
2	15 ▲	18 ▲	86.67% ▼	15 ▲	83.33% ▼	00:00:14 ▲	you tube
3	12 ▲	13 ▼	91.67% ▲	12 ▲	92.31% ▲	00:00:01 ▼	youtube t shirt
4	9 ▲	23 ▲	55.56% ▲	9 ▲	39.13% ▲	00:02:11 ▼	google merchandise store
5	7 ▲	7 ▲	100.00%	7 ▲	100.00%	00:00:00	https://www.googlemerchandisestore.com/

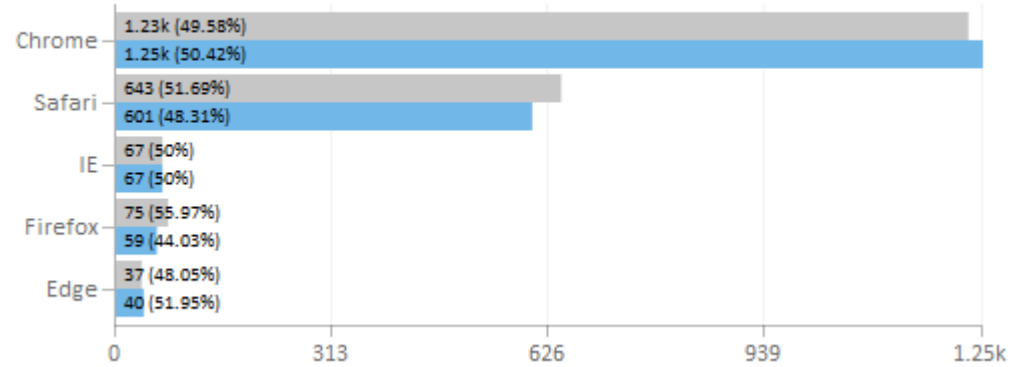
Locations UK 2,031



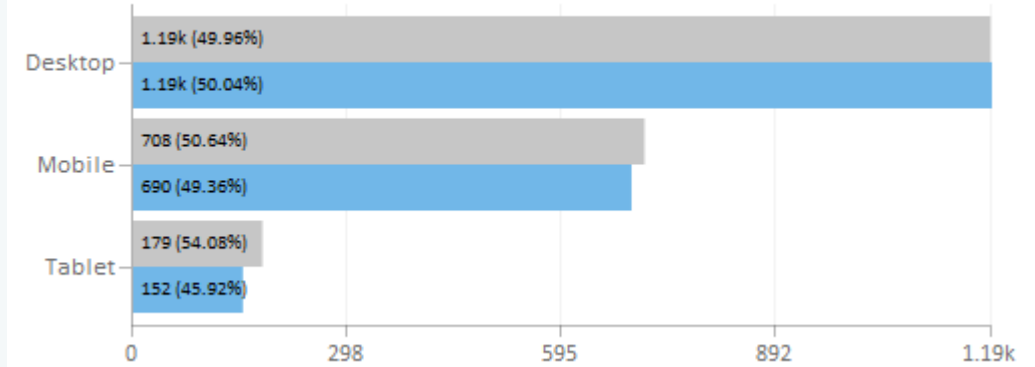
Locations Trend (SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



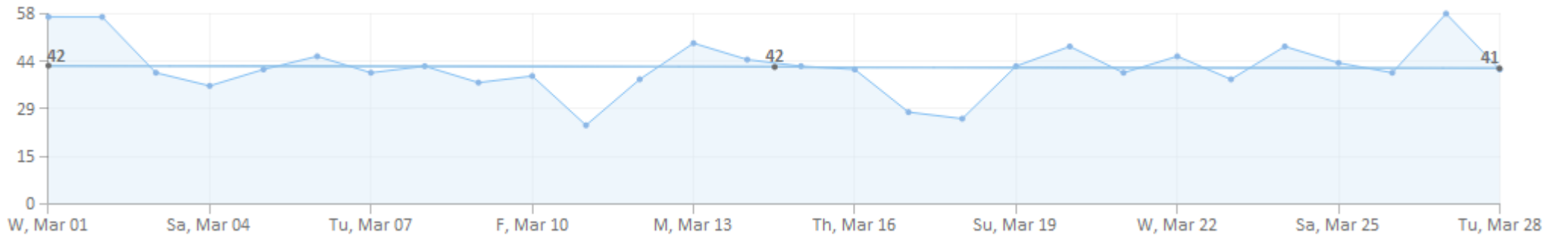
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	5 ▲	33 ▲	40.00% ▼	5 ▲	15.15% ▼	00:00:57 ▲	google merchandise
2	2 ▲	2 ▲	100.00%	2 ▲	100.00%	00:00:00	google merchandise store
3	2 ▼	2 ▼	100.00% ▲	2 ▼	100.00% ▲	00:00:00 ▼	youtube merchandise
4	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	gaagle clothing for men
5	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	google backpack

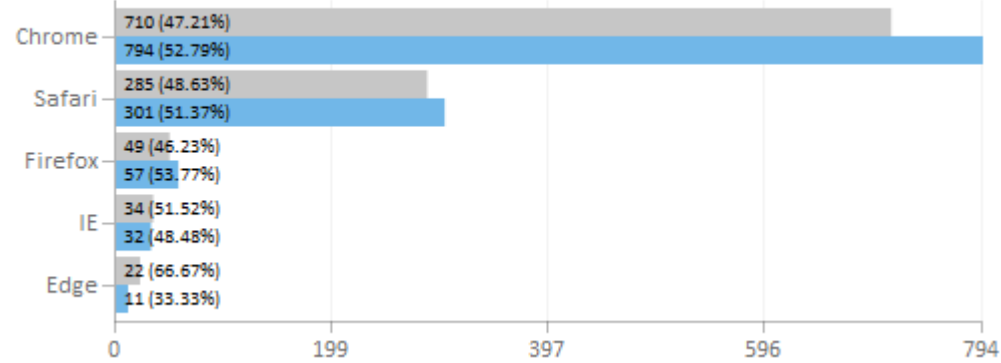
Locations **Canada** 1,201



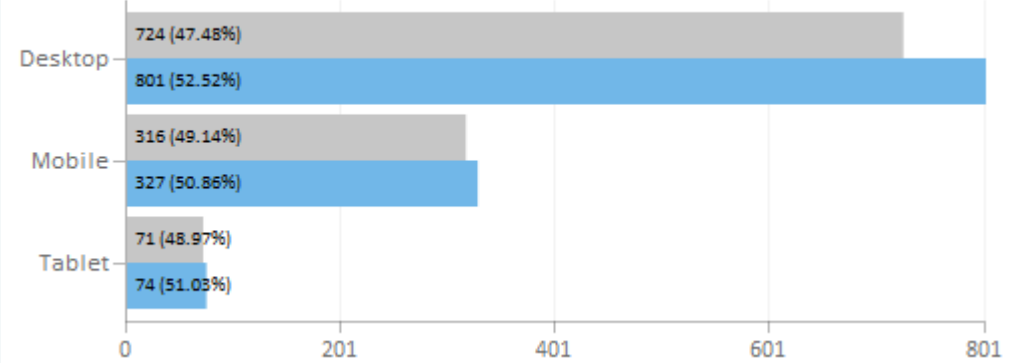
Locations Trend (SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



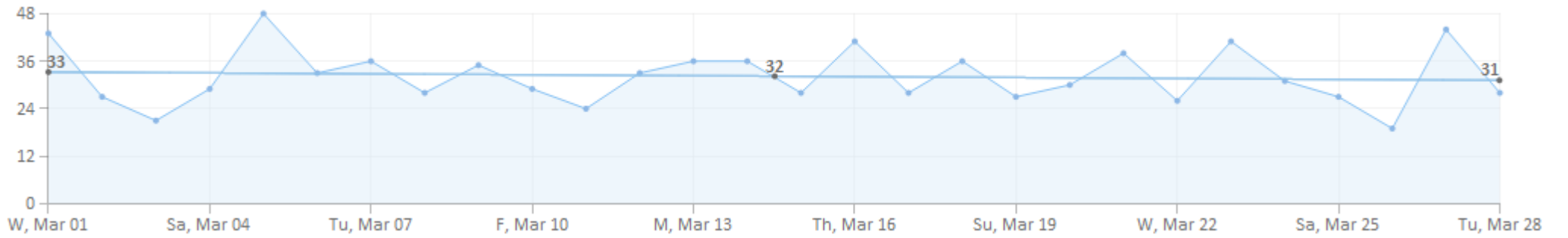
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	2 ▲	8 ▲	0.00%	2 ▲	25.00% ▲	00:01:12 ▼	google hoodie
2	2 ▼	33 ▲	0.00% ▼	2 ▼	6.06% ▼	00:04:02 ▲	google merchandise
3	2 ▼	9 ▼	0.00% ▼	2 ▼	22.22% ▼	00:00:54 ▲	google store
4	1 ▲	14 ▲	0.00%	1 ▲	7.14% ▲	00:02:28 ▲	google merch
5	1 ▲	2 ▲	0.00%	1 ▲	50.00% ▲	00:00:06 ▲	free google tshirts

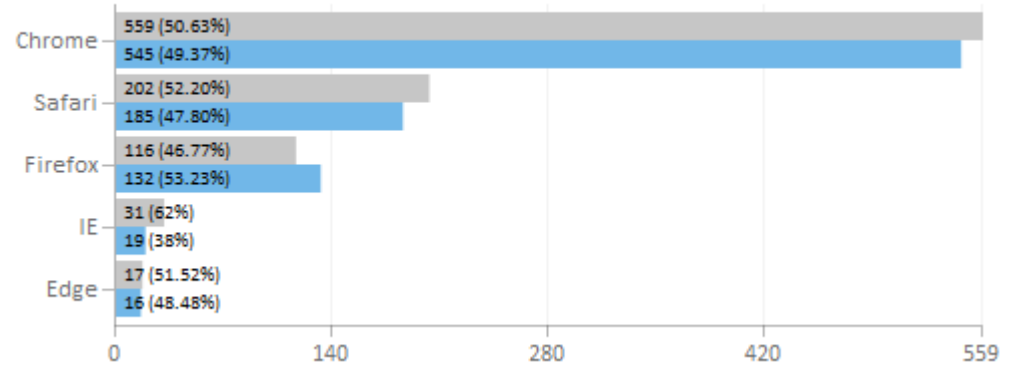
Locations **Germany** 914



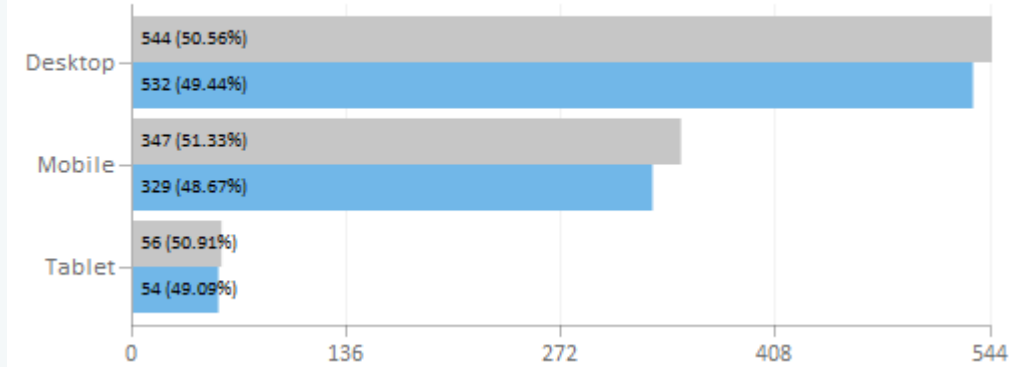
Locations Trend (SEO Traffic)



Browsers (top 5, SEO Traffic)



Device Type (SEO Traffic)



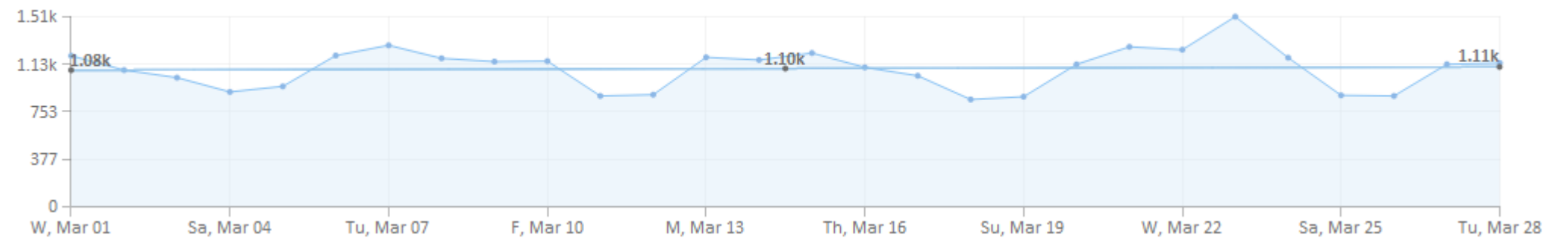
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	5 ▲	9 ▲	80.00% ▲	5 ▲	55.56% ▲	00:00:26 ▼	google merchandise store
2	4 ▲	12 ▲	25.00% ▲	4 ▲	33.33% ▲	00:05:10 ▲	https://shop.googlemerchandisestore.com/google+redesign/shop...
3	3 ▲	3 ▲	100.00%	3 ▲	100.00%	00:00:00	youtube
4	2 ▲	6 ▲	0.00%	2 ▲	33.33% ▲	00:03:22 ▲	google t-shirt
5	1	1	100.00%	1	100.00%	00:00:00	google merchandise

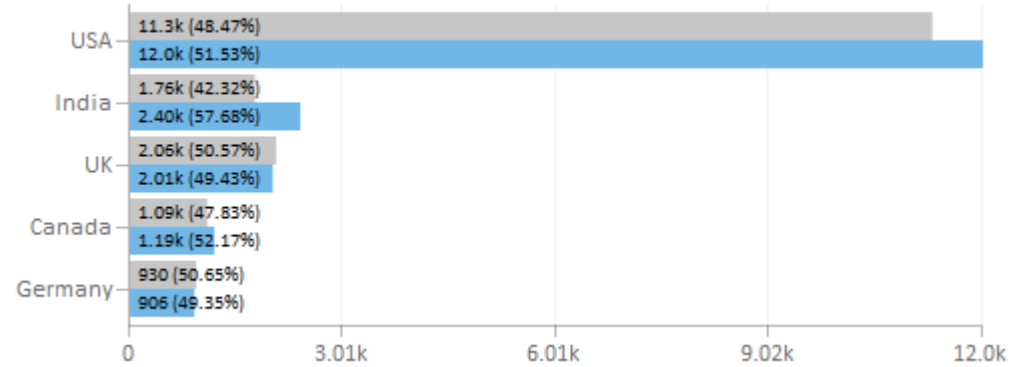
Search Engine Google 30,741



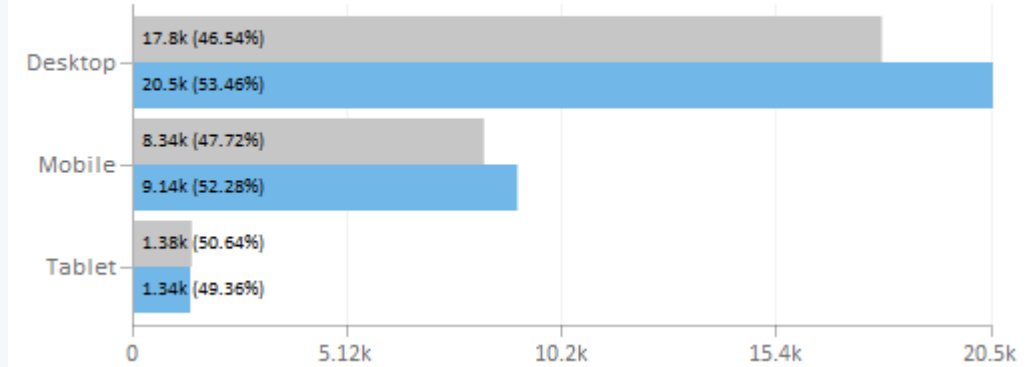
Search Engine Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



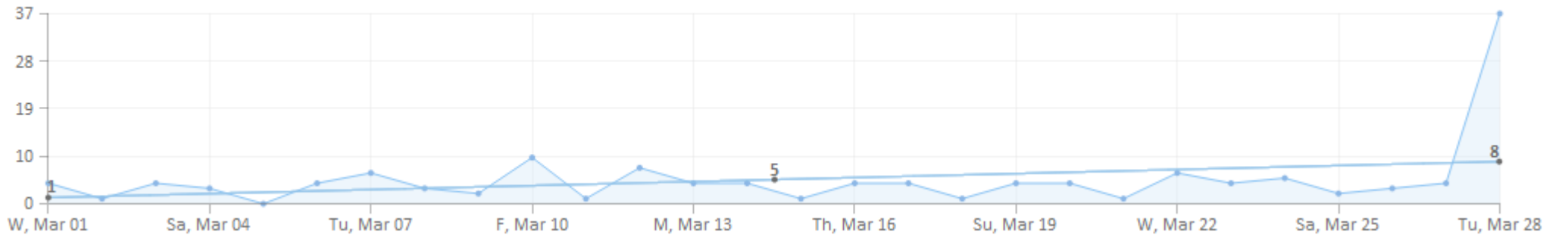
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	340 ▲	2,522 ▲	22.94% ▲	340 ▲	13.48% ▼	00:03:06 ▲	google merchandise
2	333 ▲	2,008 ▲	31.83% ▲	333 ▲	16.58% ▲	00:07:07 ▲	google merchandise store
3	320 ▼	1,920 ▼	37.81% ▲	320 ▼	16.67% ▲	00:03:07 ▼	dynamic search ads
4	164 ▲	245 ▲	81.10% ▼	164 ▲	66.94% ▲	00:00:34 ▲	youtube
5	53 ▲	355 ▲	18.87% ▼	53 ▲	14.93% ▼	00:03:36 ▼	+google +merchandise

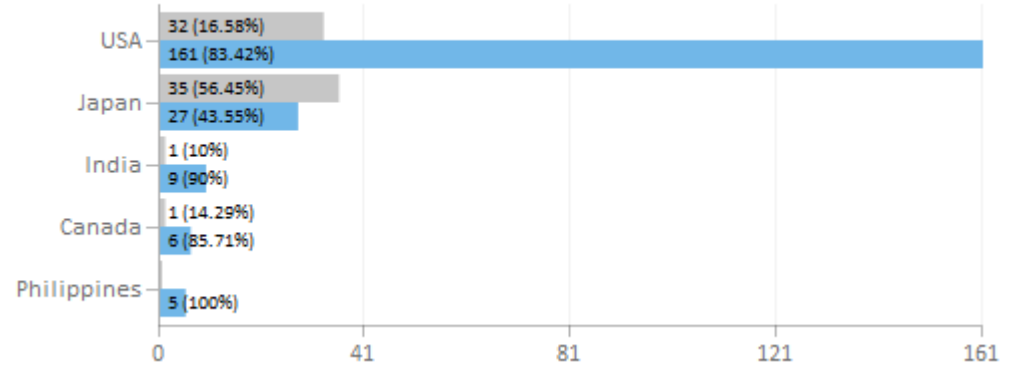
Search Engine **Yahoo** 244



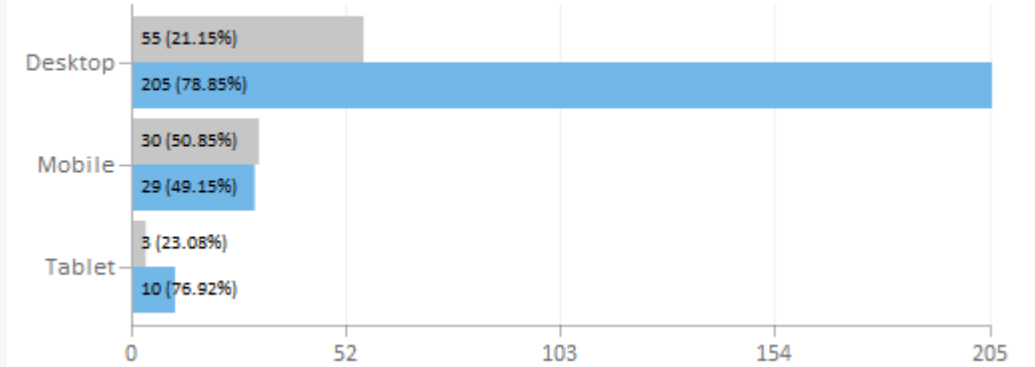
Search Engine Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



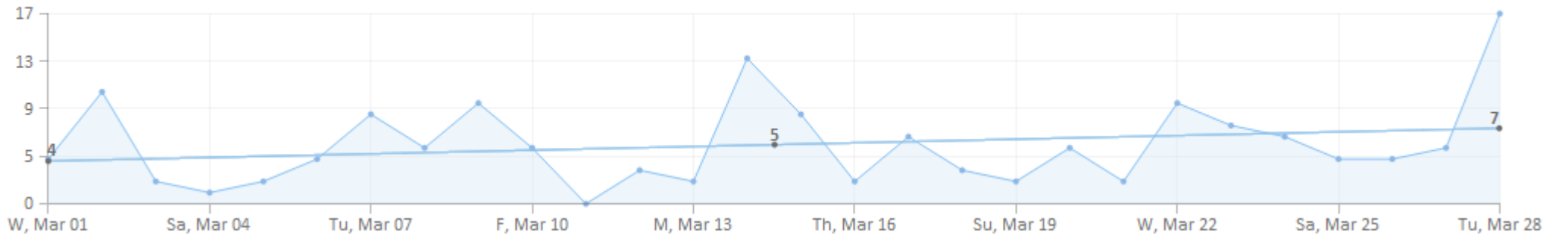
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	5 ▲	7 ▲	80.00% ▲	5 ▲	71.43% ▲	00:00:05 ▲	google store
2	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	www.googlestore.com
3	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	googal.com holi tshirt

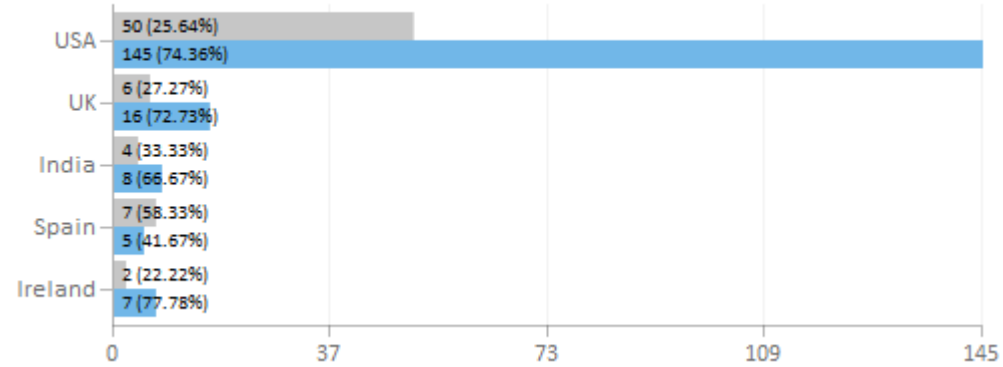
Search Engine Bing 225



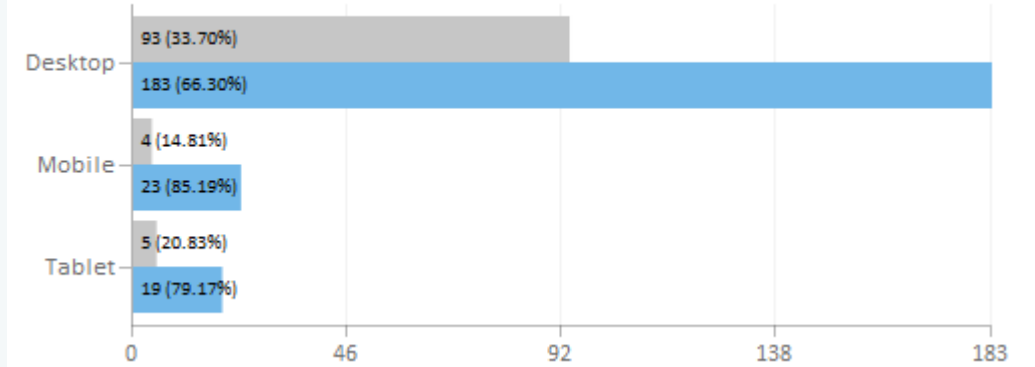
Search Engine Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



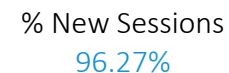
Device Type (SEO Traffic)



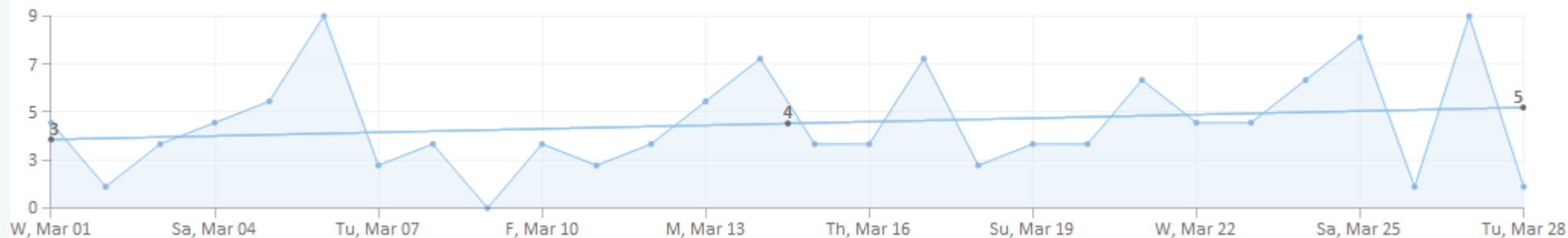
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	30 ▲	86 ▼	53.33% ▲	30 ▲	34.88% ▲	00:02:08 ▼	google merchandise store
2	28 ▲	94 ▲	25.00% ▲	28 ▲	29.79% ▲	00:01:26 ▲	google store
3	17 ▲	136 ▲	47.06% ▼	17 ▲	12.50% ▼	00:06:01 ▲	google merchandise
4	4 ▲	11 ▲	25.00% ▼	4 ▲	36.36% ▼	00:00:19 ▲	googlestore
5	3 ▲	21 ▲	0.00%	3 ▲	14.29% ▲	00:07:26 ▲	google company store

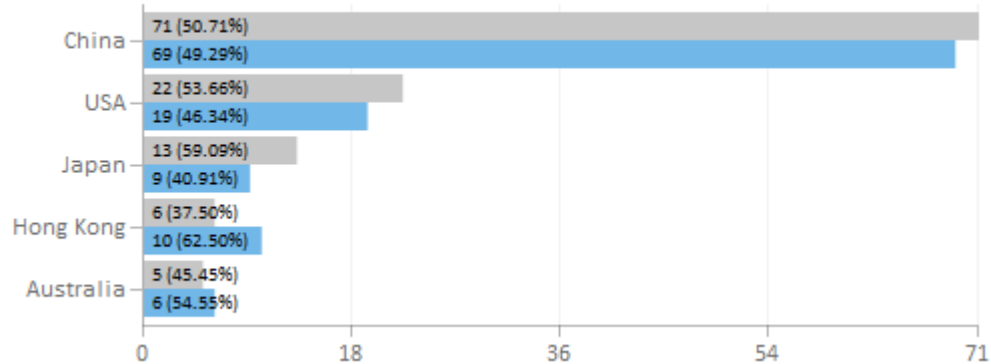
Search Engine **Baidu** 132



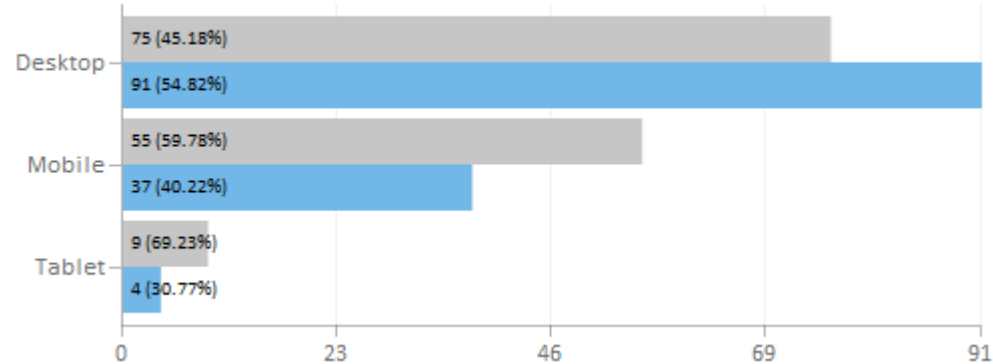
Search Engine Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



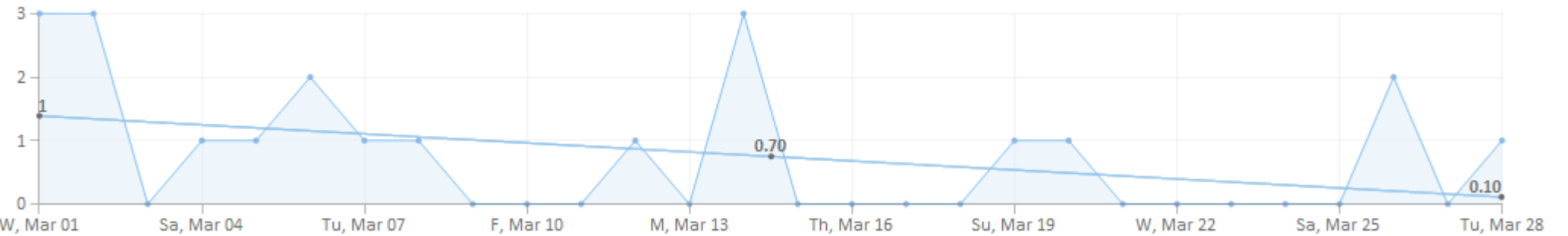
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	1 ▲	4 ▲	0.00%	1 ▲	25.00% ▲	00:00:32 ▲	google shop
2	1 ▲	5 ▲	0.00%	1 ▲	20.00% ▲	00:01:01 ▲	googleâ•†â°—â°~ç½‘

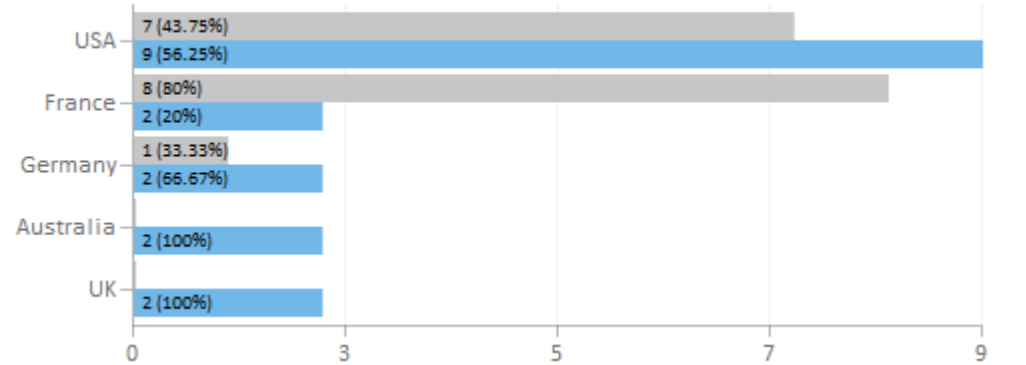
Search Engine Ask 25



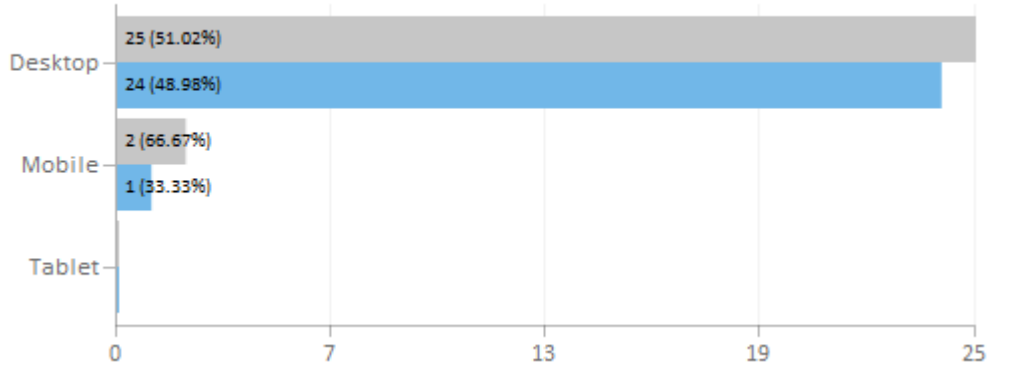
Search Engine Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



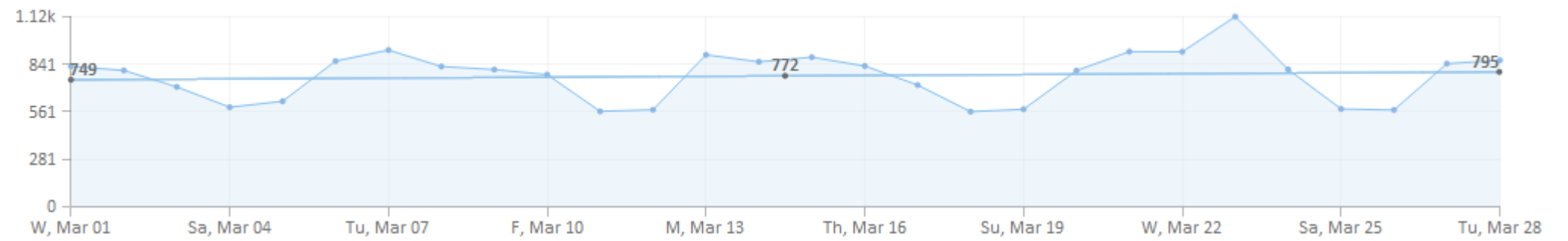
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	6 ▼	6 ▼	100.00% ▲	6 ▼	100.00% ▲	00:00:00 ▼	youtube
2	3 ▲	7 ▲	33.33% ▲	3 ▲	42.86% ▲	00:01:10 ▲	youtube merchandise
3	3 ▲	3 ▼	100.00% ▲	3 ▲	100.00% ▲	00:00:00 ▼	youtube youtube
4	1	1 ▼	100.00% ▲	1	100.00% ▲	00:00:00 ▼	google merchandise store
5	1 ▲	1 ▲	100.00% ▲	1 ▲	100.00% ▲	00:00:00	google store sydney

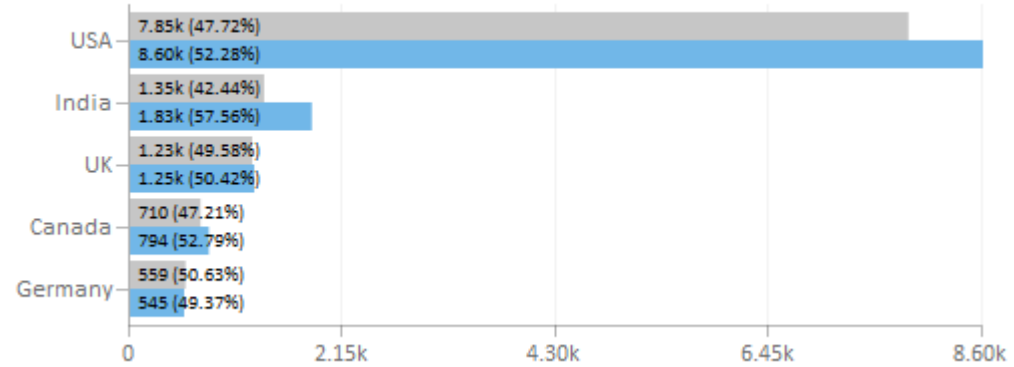
Browsers **Chrome** 21,663



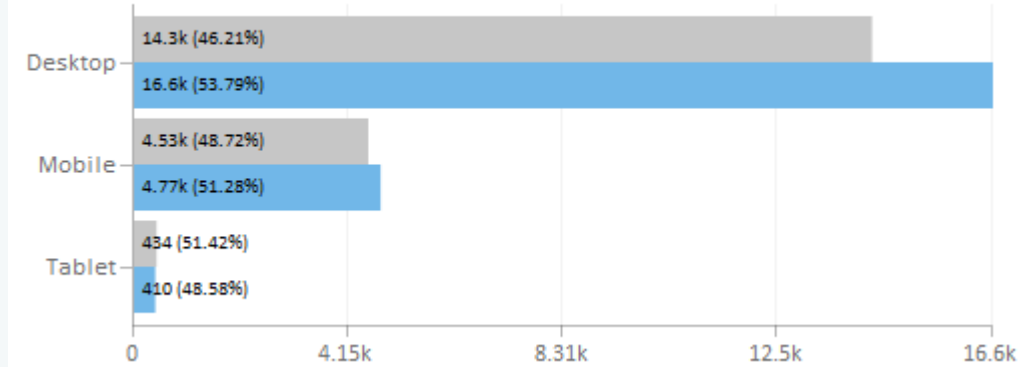
Browsers Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



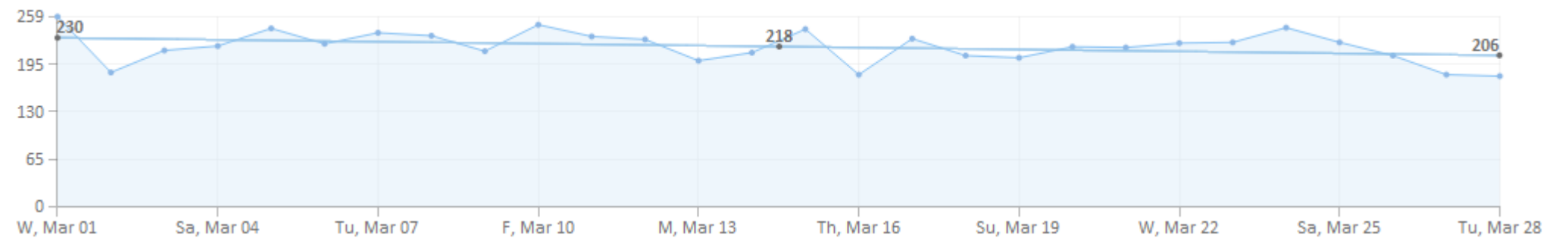
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	247 ▲	1,540 ▲	33.20% ▲	247 ▲	16.04% ▲	00:02:19 ▼	google merchandise store
2	239 ▼	1,582 ▼	33.89% ▼	239 ▼	15.11% ▼	00:03:32 ▼	dynamic search ads
3	214 ▲	1,608 ▲	21.03% ▼	214 ▲	13.31% ▲	00:02:26 ▲	google merchandise
4	43 ▲	283 ▲	16.28% ▼	43 ▲	15.19% ▲	00:03:26 ▼	+google +merchandise
5	39 ▲	228 ▼	17.95% ▲	39 ▲	17.11% ▲	00:03:22 ▲	https://shop.googlemerchandisestore.com/

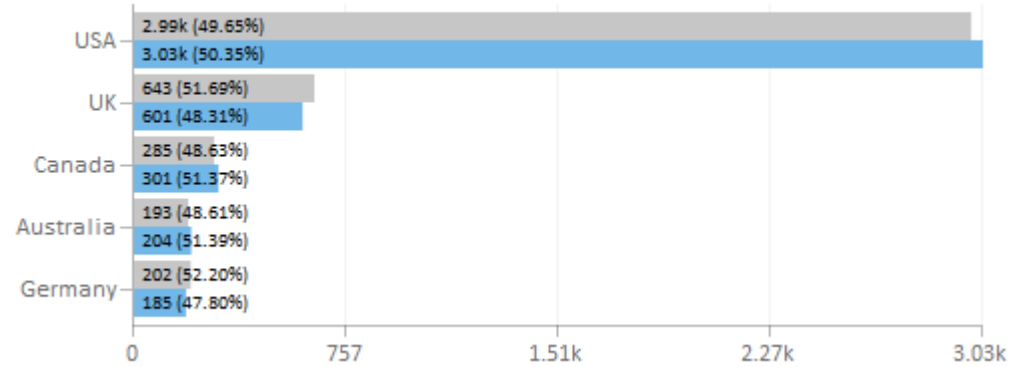
Browsers Safari 6,147



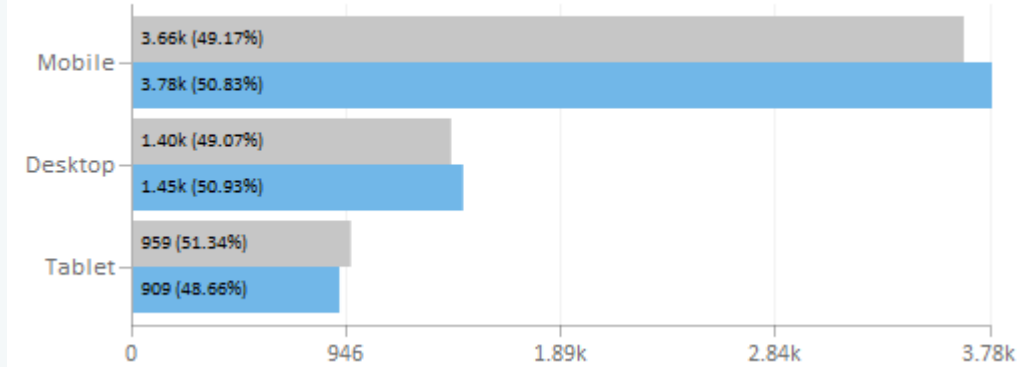
Browsers Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



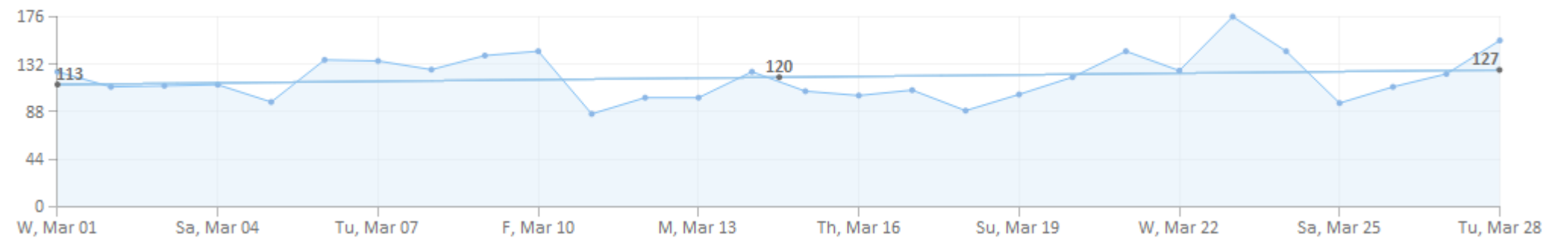
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	111 ▲	845 ▲	23.42% ▲	111 ▲	13.14% ▼	00:04:17 ▲	google merchandise
2	81 ▲	426 ▲	28.40% ▲	81 ▲	19.01% ▲	00:01:48 ▼	google merchandise store
3	64 ▼	236 ▼	50.00% ▲	64 ▼	27.12% ▲	00:01:36 ▼	dynamic search ads
4	20 ▲	33 ▲	75.00% ▲	20 ▲	60.61% ▲	00:00:19 ▼	youtube
5	11 ▼	26 ▼	45.45% ▲	11 ▼	42.31% ▲	00:01:10 ▲	google store

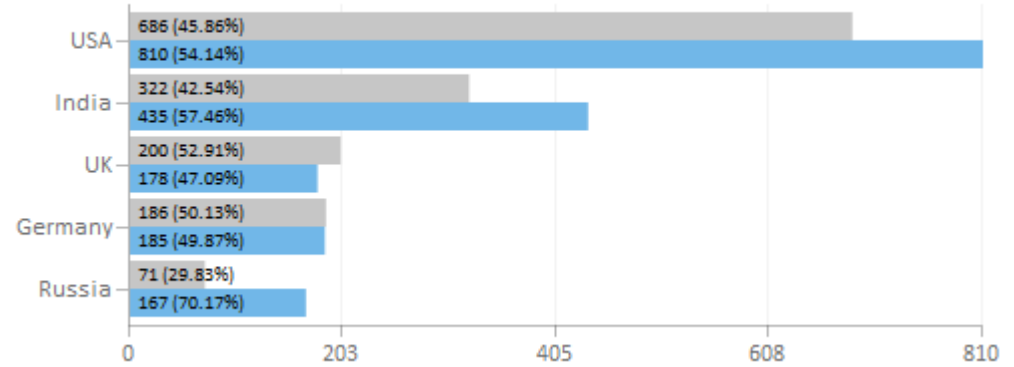
Browsers Rest 3,621



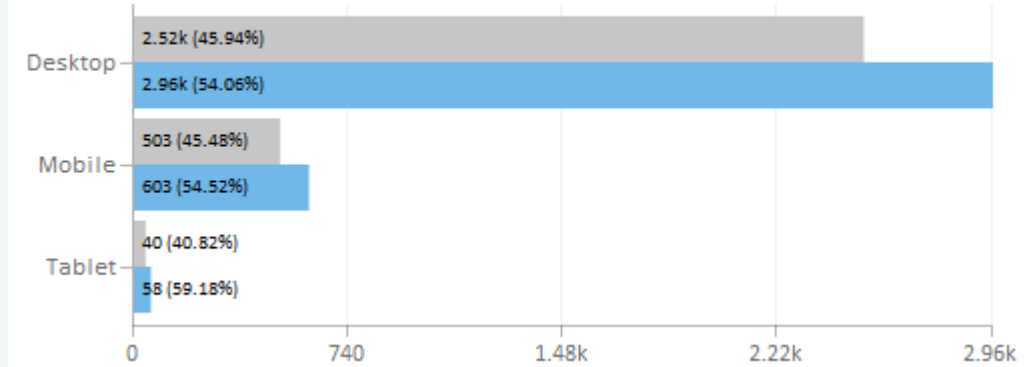
Browsers Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Device Type (SEO Traffic)



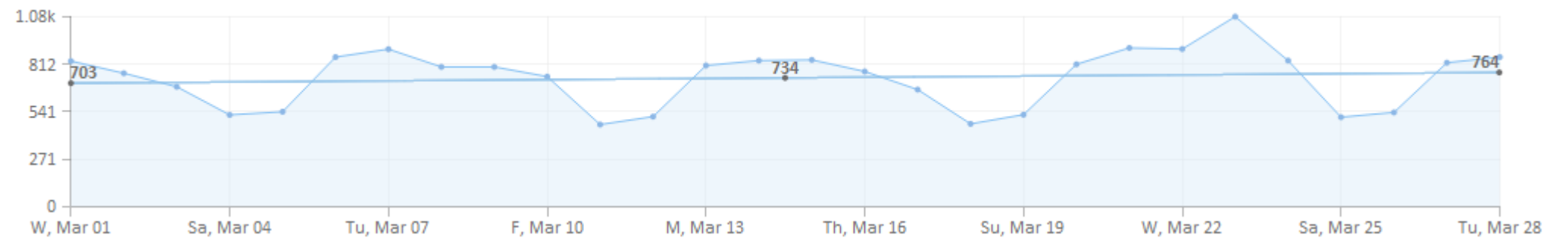
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	122 ▲	183 ▲	81.97% ▼	122 ▲	66.67% ▲	00:00:26 ▲	youtube
2	40 ▼	112 ▲	42.50% ▼	40 ▼	35.71% ▼	00:00:30 ▲	google store
3	36 ▲	129 ▼	50.00% ▲	36 ▲	27.91% ▲	00:07:38 ▲	google merchandise store
4	33 ▲	224 ▲	45.45% ▲	33 ▲	14.73% ▼	00:03:49 ▲	google merchandise
5	22 ▲	24 ▲	95.45% ▼	22 ▲	91.67% ▼	00:00:02 ▲	you tube

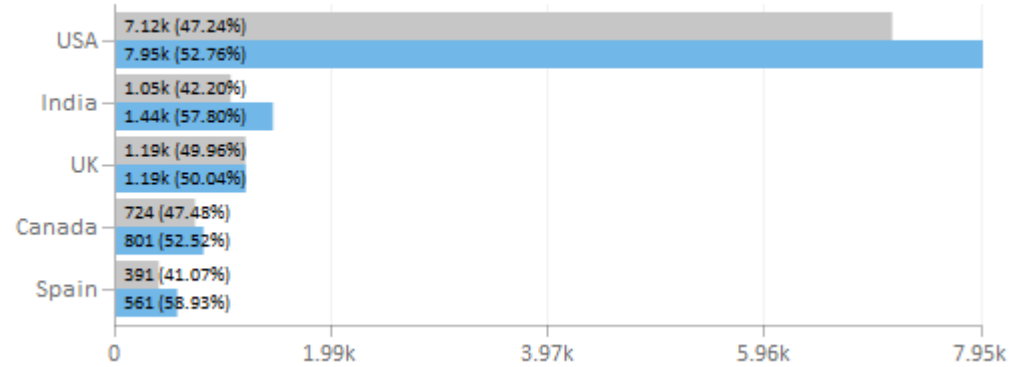
Devices Desktop 21,042



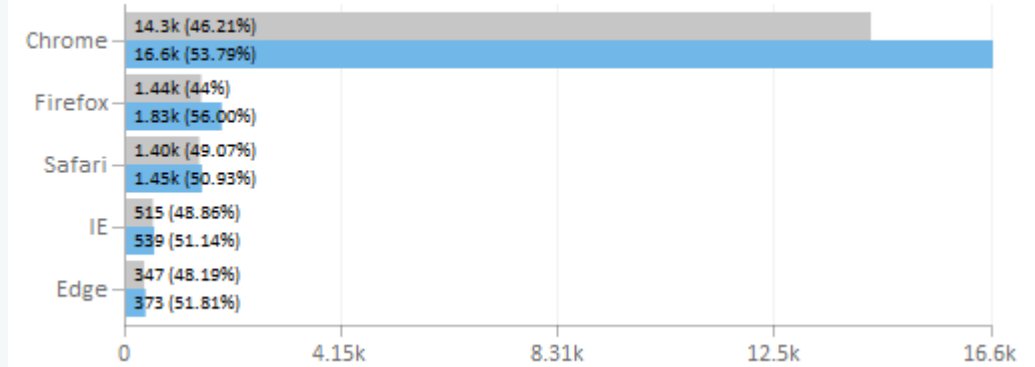
Devices Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



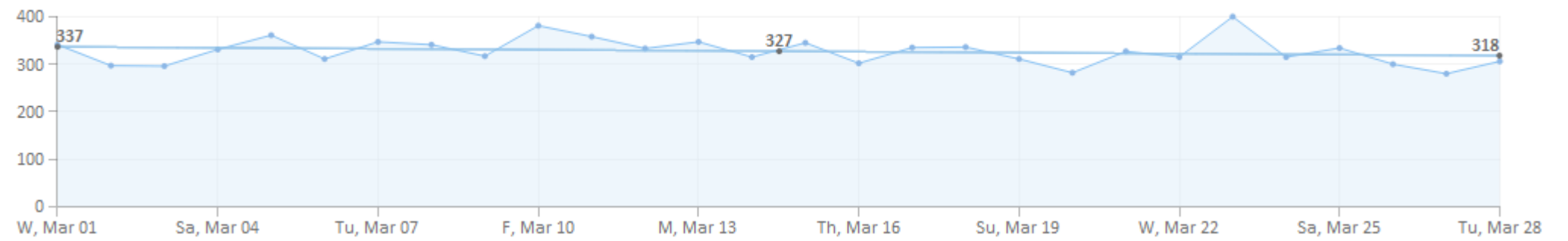
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	209 ▼	1,463 ▼	31.58% ▼	209 ▼	14.29% ▼	00:03:36 ▼	dynamic search ads
2	157 ▲	948 ▼	36.94% ▲	157 ▲	16.56% ▲	00:03:08 ▼	google merchandise store
3	125 ▼	1,197 ▲	24.00% ▲	125 ▼	10.44% ▼	00:03:40 ▼	google merchandise
4	64 ▲	106 ▲	84.38% ▼	64 ▲	60.38% ▲	00:00:38 ▼	youtube
5	40 ▲	231 ▲	17.50% ▲	40 ▲	17.32% ▼	00:03:20 ▲	https://shop.googlemerchandisestore.com/

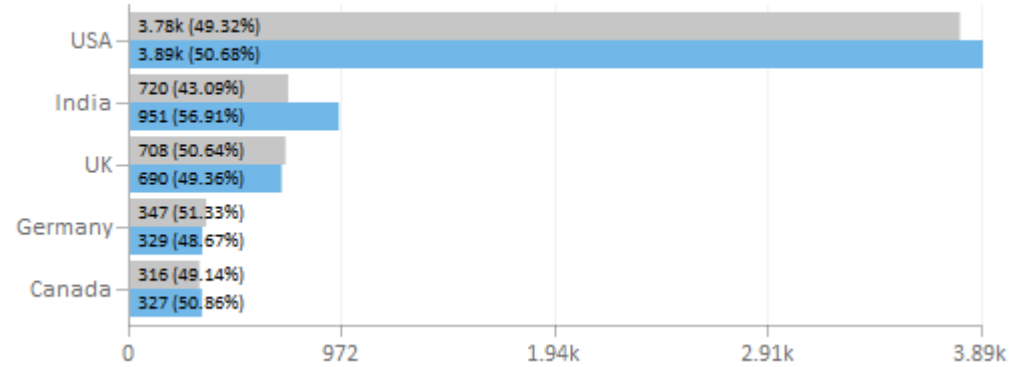
Devices Mobile 9,237



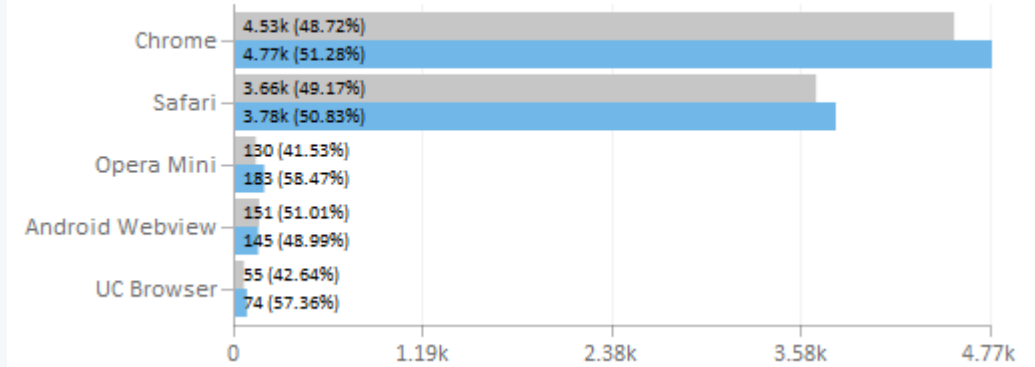
Devices Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



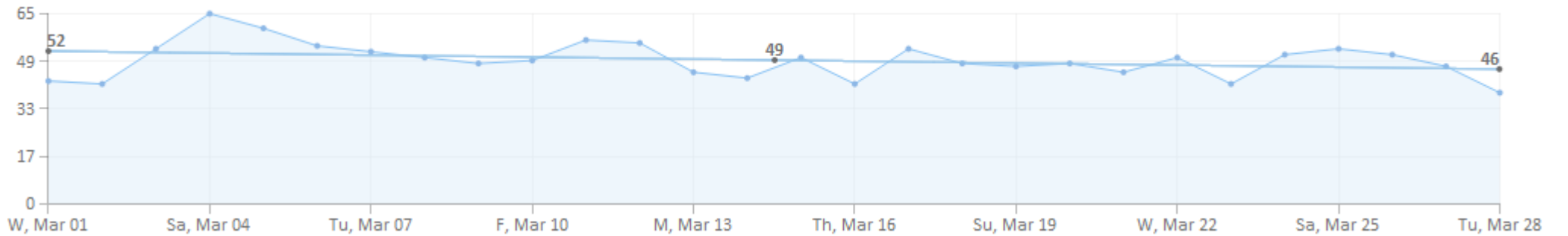
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	215 ▲	1,348 ▲	23.72% ▼	215 ▲	15.95% ▼	00:05:18 ▲	google merchandise
2	184 ▲	989 ▲	32.61% ▲	184 ▲	18.60% ▼	00:06:57 ▲	google merchandise store
3	102 ▲	141 ▲	79.41% ▼	102 ▲	72.34% ▲	00:00:30 ▲	youtube
4	94 ▼	397 ▼	48.94% ▲	94 ▼	23.68% ▲	00:02:11 ▲	dynamic search ads
5	26 ▼	74 ▼	50.00% ▲	26 ▼	35.14% ▼	00:01:33 ▲	google store

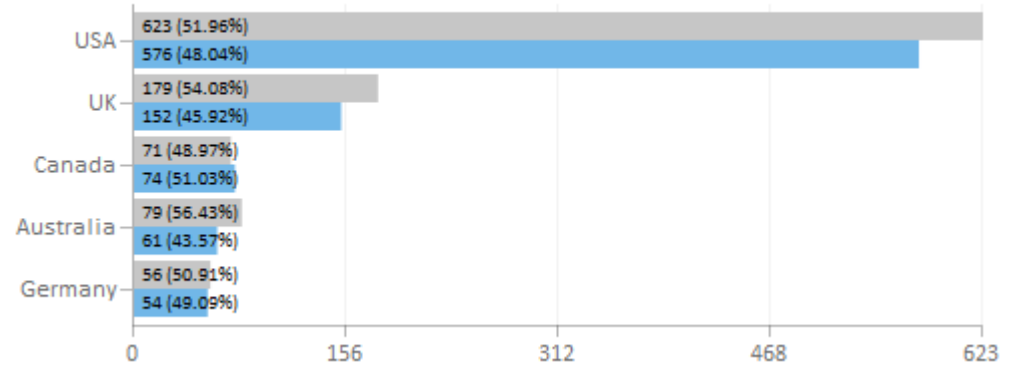
Devices **Tablet** 1,377



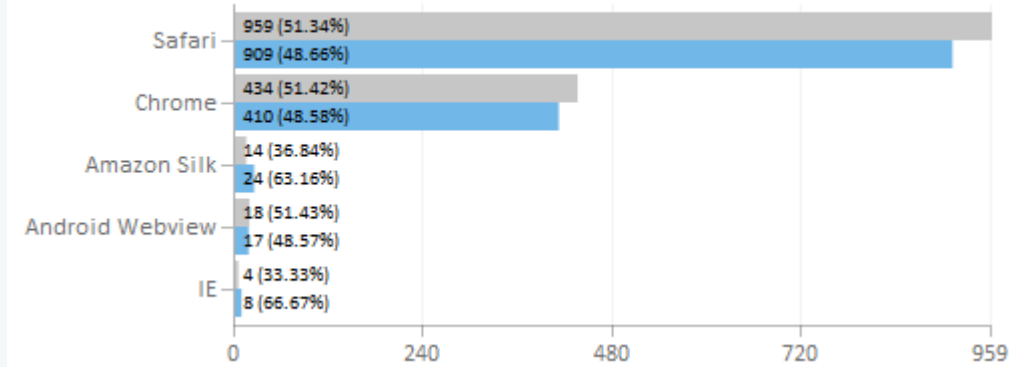
Devices Trend (SEO Traffic)



Locations (top 5, SEO Traffic)



Browsers (top 5, SEO Traffic)



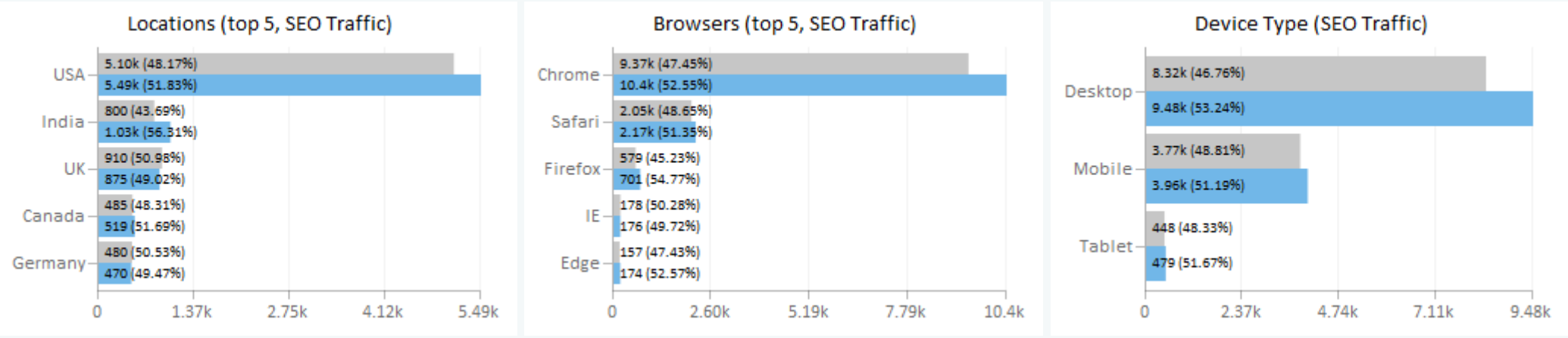
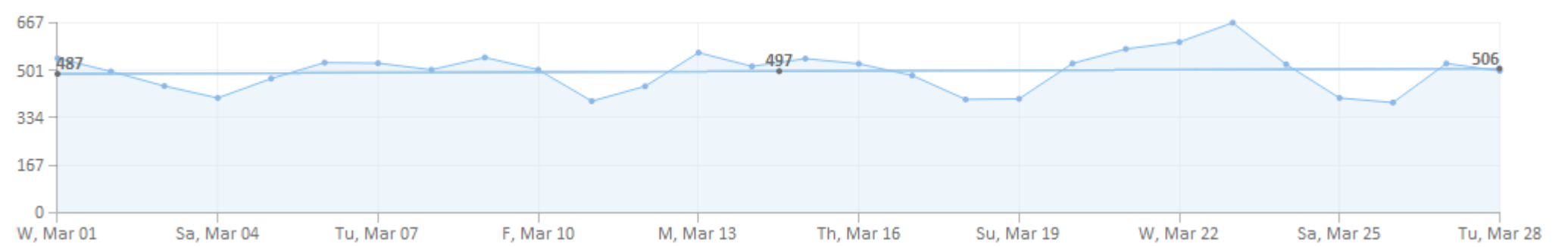
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	23 ▲	158 ▲	21.74% ▲	23 ▲	14.56% ▼	00:02:23 ▲	google merchandise store
2	18 ▲	132 ▲	27.78% ▲	18 ▲	13.64% ▼	00:03:37 ▼	google merchandise
3	17 ▼	60 ▼	52.94% ▲	17 ▼	28.33% ▲	00:02:16 ▼	dynamic search ads
4	6 ▲	30 ▲	33.33% ▲	6 ▲	20.00% ▲	00:02:00 ▲	+google +merchandise
5	4 ▼	13 ▼	50.00% ▲	4 ▼	30.77% ▲	00:02:34 ▲	google store

Gender Male 13,822



Gender Trend (SEO Traffic)



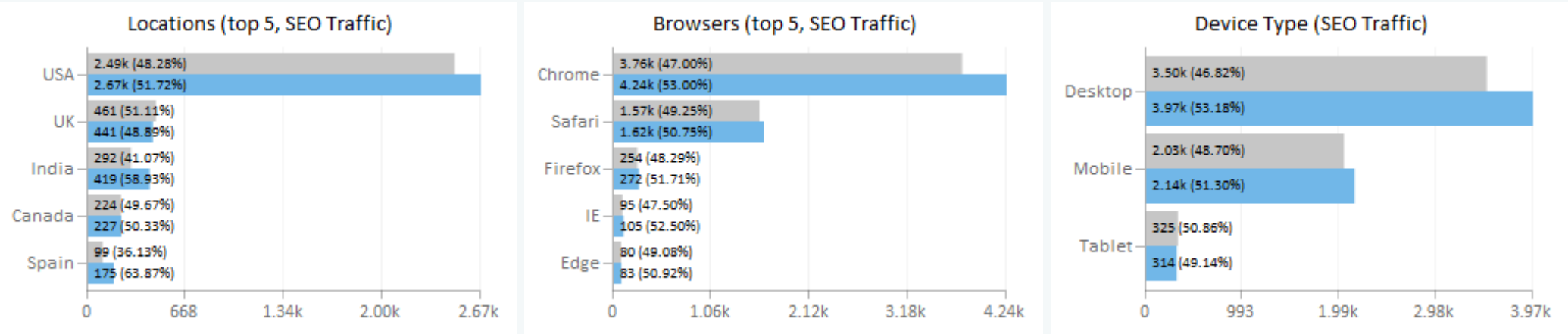
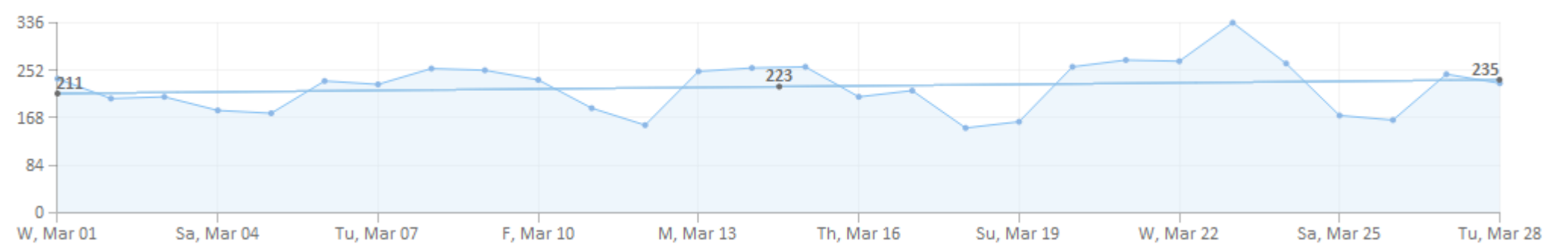
Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	182 ▲	1,692 ▲	20.88% ▼	182 ▲	10.76% ▼	00:05:33 ▲	Google Merchandise
2	176 ▲	1,071 ▲	33.52% ▲	176 ▲	16.43% ▲	00:04:05 ▼	google merchandise store
3	164 ▼	951 ▼	36.59% ▼	164 ▼	17.25% ▲	00:03:07 ▼	Dynamic Search Ads
4	35 ▲	72 ▼	74.29% ▼	35 ▲	48.61% ▲	00:00:56 ▲	youtube
5	30 ▲	184 ▲	6.67% ▼	30 ▲	16.30% ▼	00:03:13 ▲	+Google +Merchandise

Gender Female 6,481



Gender Trend (SEO Traffic)



Keywords (top 5)

S. No.	Sessions	Pageviews	Bounce Rate	Entrances	% Exit	Time on Site (avg.)	Keywords
1	72 ▲	452 ▲	26.39% ▲	72 ▲	15.93% ▼	00:04:19 ▲	google merchandise store
2	66 ▲	350 ▼	18.18% ▼	66 ▲	18.86% ▲	00:05:51 ▲	Google Merchandise
3	58 ▼	281 ▼	50.00% ▲	58 ▼	20.64% ▲	00:01:45 ▼	Dynamic Search Ads
4	18 ▲	20 ▲	88.89% ▲	18 ▲	90.00% ▲	00:00:04 ▲	youtube
5	17 ▲	127 ▲	29.41% ▲	17 ▲	13.39% ▲	00:06:07 ▲	+google +merchandise +store

Long Tail Keywords Analysis

6+ Long Tail Keywords (top 5)

Keywords	Traffic
google stylus pen w/ led light	2 ▲
new google logo women's t shirt	2 ▲
water bottle that keeps water cold	2 ▲
google local guide t shirt buy	1 ▲
google shopping doa kasumi t shirt	1 ▲

5+ Long Tail Keywords (top 5)

Keywords	Traffic
been bags for kids cheap	1 ▲
foto google dapat tote bag	1 ▲
goggle official site boosie clothing	1 ▲
gogle sourcing headphone ka upyog	1 ▲
google merchandise store hello everyone	1 ▲

4+ Long Tail Keywords (top 5)

Keywords	Traffic
youtube logo t shirt	4 ▲
shirt google photographer certificad	2 ▲
about google merchandise store	1 ▲
android zip up hoodie	1 ▲
buy google branded merchandise	1 ▲

3+ Long Tail Keywords (top 5)

Keywords	Traffic
dynamic search ads	392 / 245 ▼
google merchandise store	184 / 232 ▲
+google +merchandise +store	7 / 38 ▲
youtube t shirt	11 / 13 ▲
google store merchandise	3 / 10 ▲

2+ Long Tail Keywords (top 5)

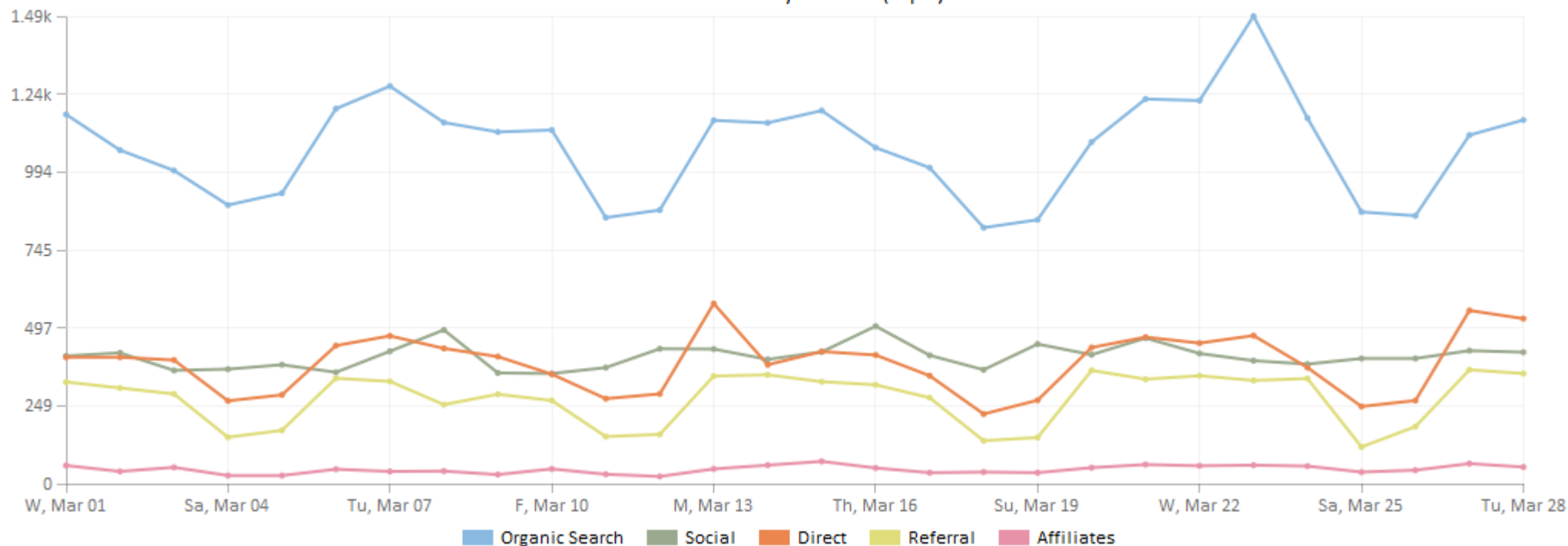
Keywords	Traffic
google merchandise	191 / 251 ▲
google store	462 / 61 ▼
+google +merchandise	28 / 43 ▲
you tube	7 / 23 ▲
+google +store	42 / 11 ▼

1+ Long Tail Keywords (top 5)

Keywords	Traffic
youtube	115 / 165 ▲
https://shop.googlemerchandisestore.com/	34 / 38 ▲
https://www.googlemerchandisestore.com/	11 / 25 ▲
bag	4 / 8 ▲
googlestore	3 / 7 ▲

Traffic Detail by Channel

Traffic Trend by Channel (top 5)

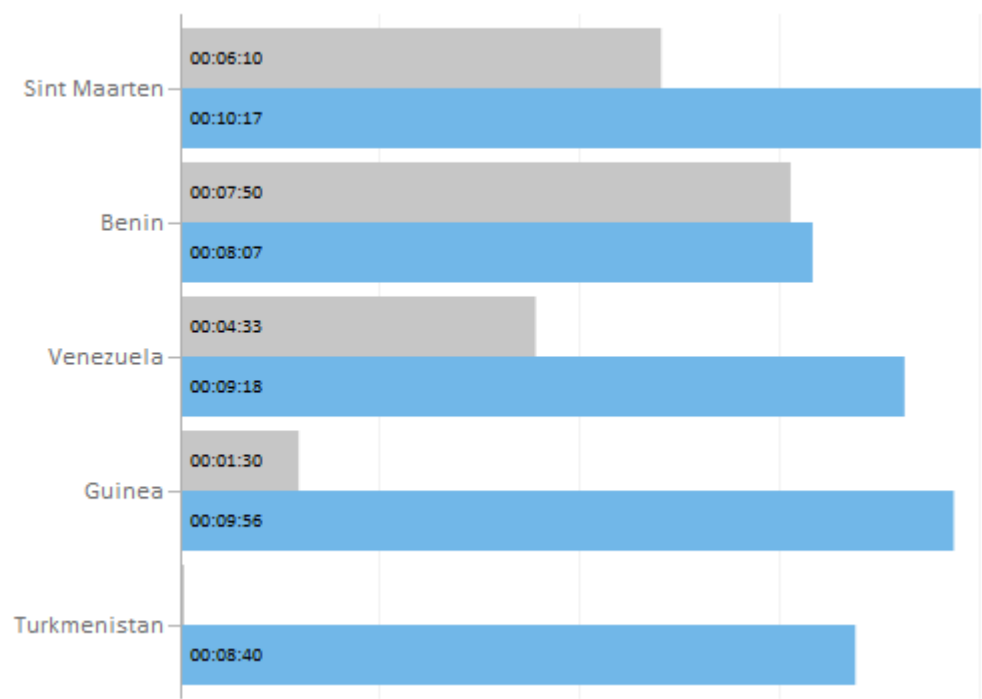


Channel Traffic (top 10)

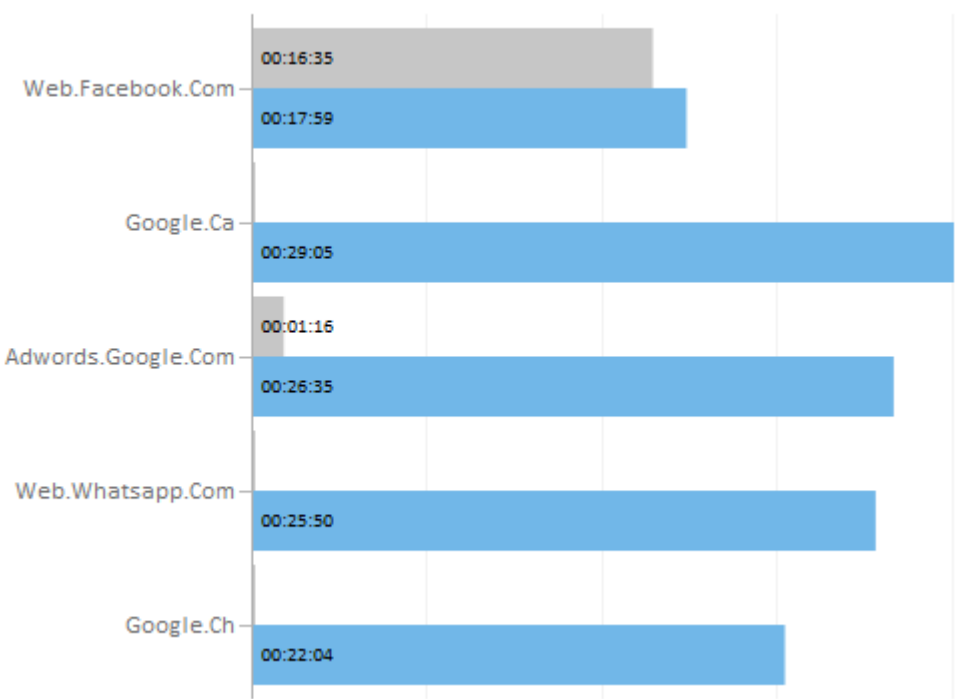
S. No.	Channels	Users	Sessions	Pageviews	Bounce Rate	Time on Site (Avg.)
1	Organic Search	26,676 / 30,598	31,389 / 36,145 ▲	132,332 / 147,818 ▲	47.17% / 49.48% ▲	00:02:36 / 00:02:30 ▼
2	Social	9,993 / 12,467	10,872 / 13,116 ▲	23,366 / 28,206 ▲	65.66% / 64.30% ▼	00:01:01 / 00:01:06 ▲
3	Direct	9,670 / 10,395	12,413 / 13,181 ▲	61,289 / 65,590 ▲	44.61% / 45.95% ▲	00:03:11 / 00:03:17 ▲
4	Referral	6,287 / 6,796	9,144 / 10,034 ▲	61,318 / 69,139 ▲	26.28% / 26.50% ▲	00:04:04 / 00:04:23 ▲
5	Affiliates	1,056 / 1,256	1,279 / 1,524 ▲	3,732 / 4,224 ▲	54.96% / 56.43% ▲	00:02:36 / 00:02:40 ▲
6	Paid Search	1,656 / 902	2,180 / 1,343 ▼	9,734 / 8,168 ▼	48.17% / 32.24% ▼	00:02:34 / 00:03:44 ▲
7	Display	346 / 292	561 / 442 ▼	2,885 / 2,348 ▼	39.22% / 35.29% ▼	00:03:26 / 00:03:45 ▲
8	(Other)	0 / 2	0 / 4 ▲	0 / 5 ▲	0.00% / 75.00% ▲	00:00:00 / 00:00:20 ▲

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

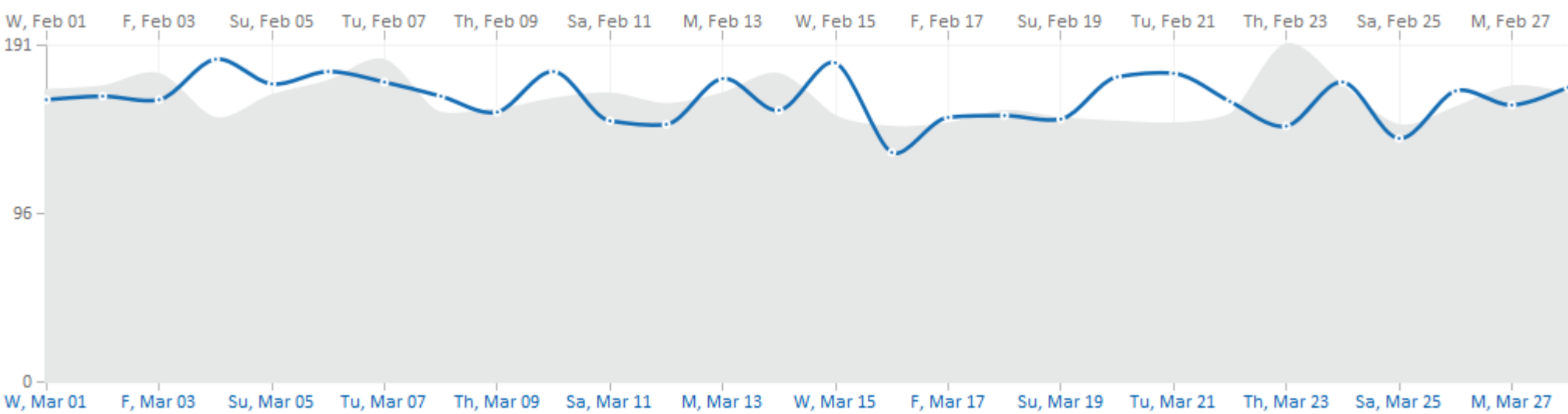
Locations (top 5, previous vs. current)



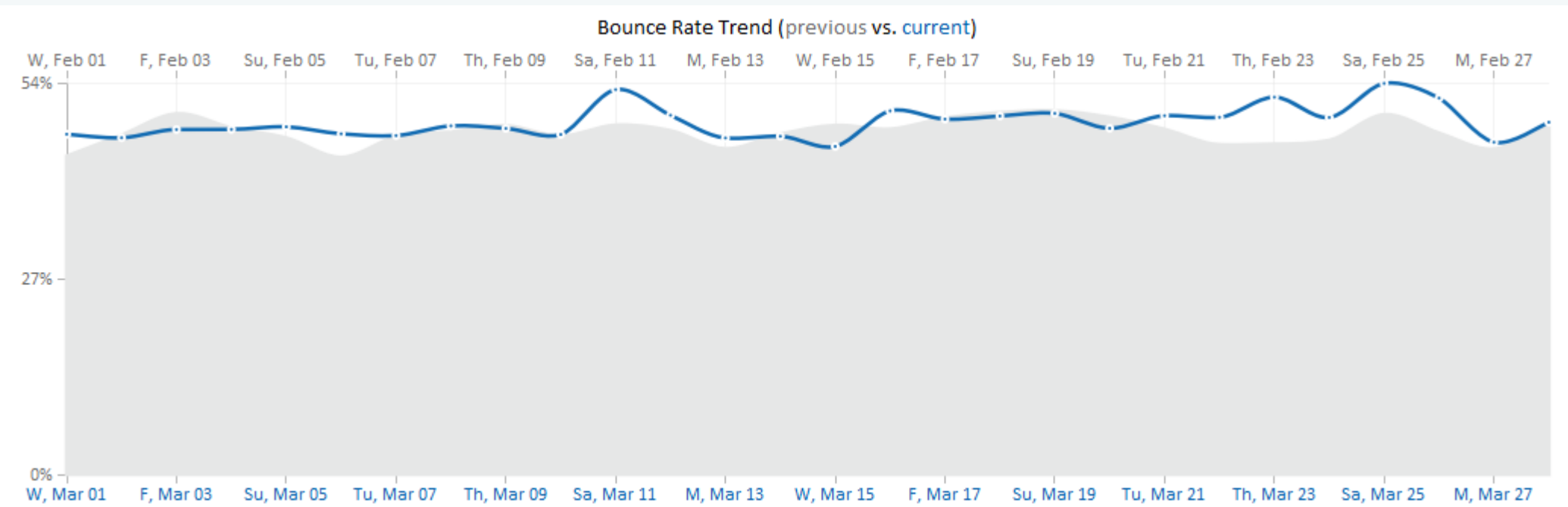
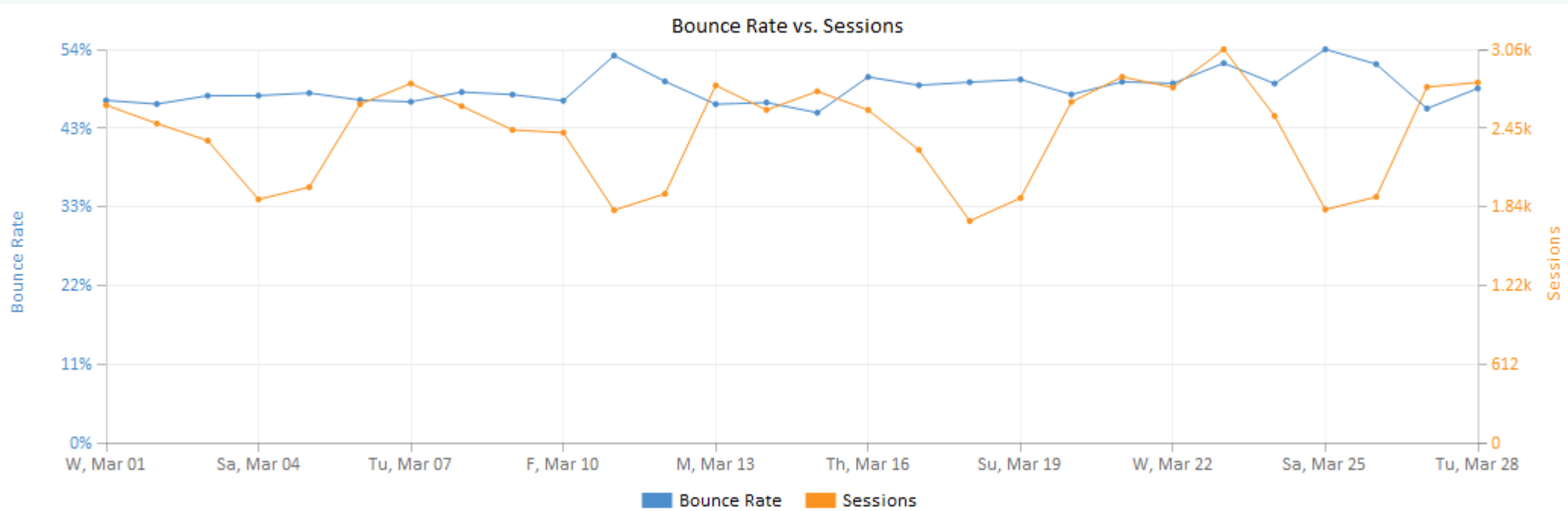
Sources (top 5, previous vs. current)



Time on Site (avg.) Trend (previous vs. current)

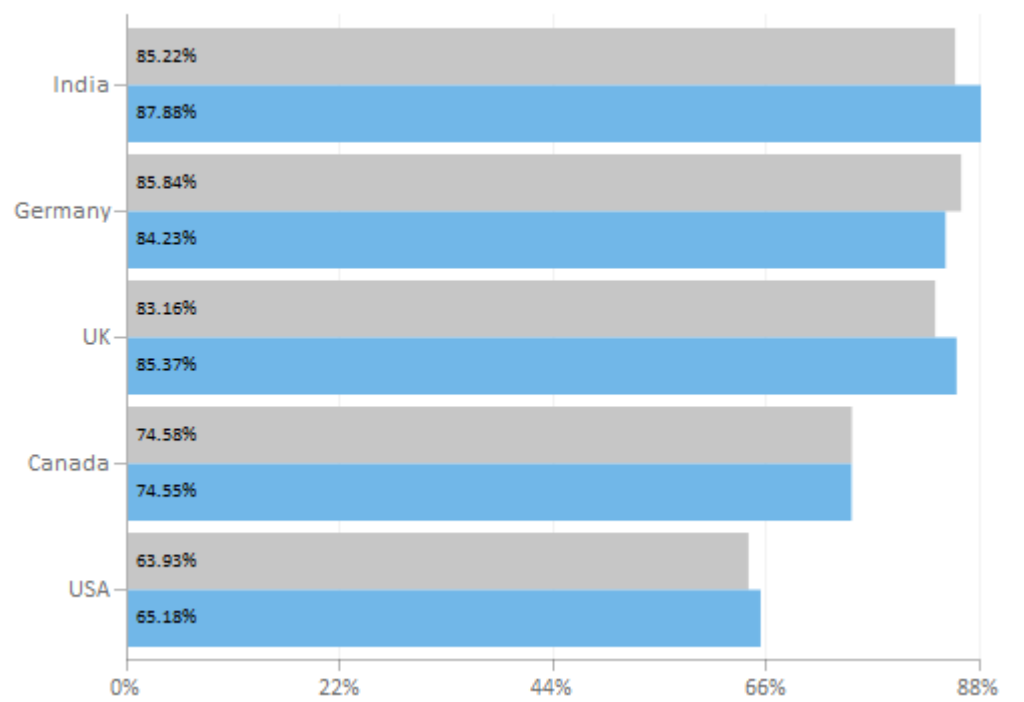


Bounce Rate 48.14%

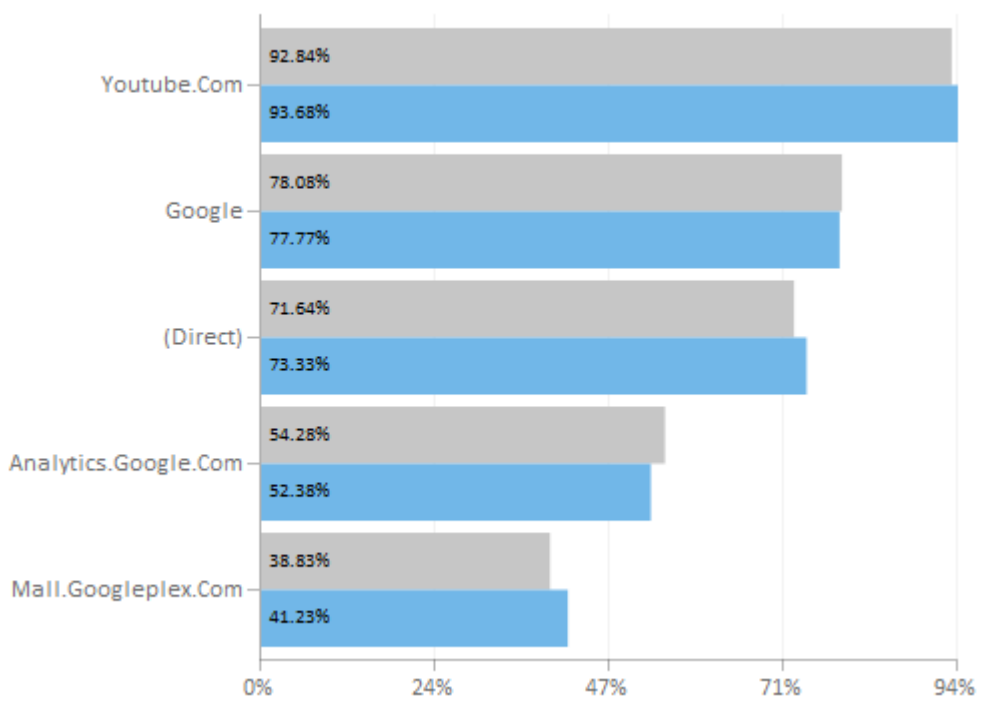


% New Sessions 75.30%

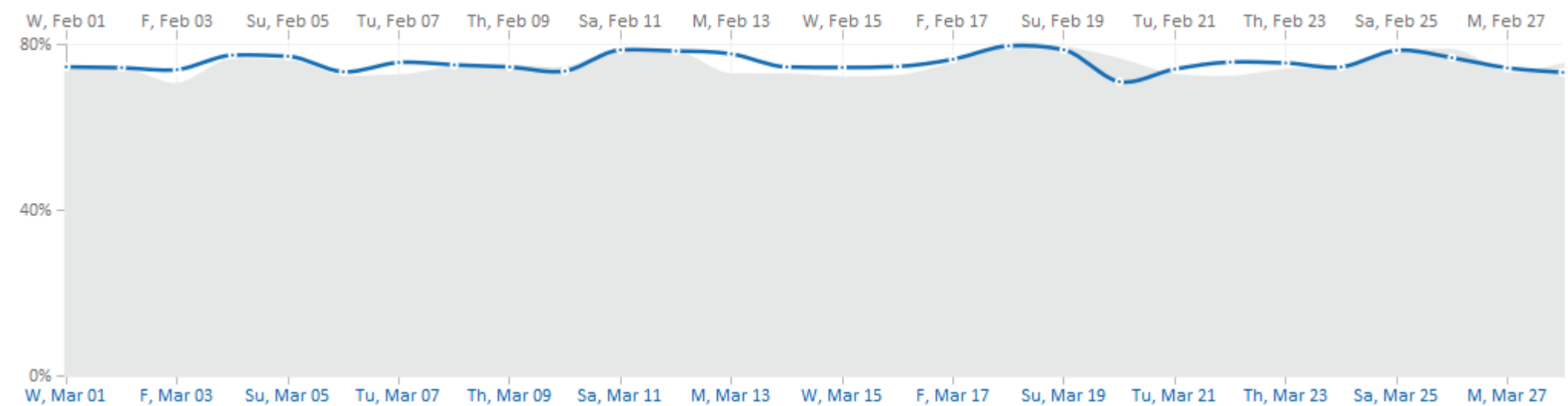
Locations (top 5, previous vs. current)



Sources (top 5, previous vs. current)

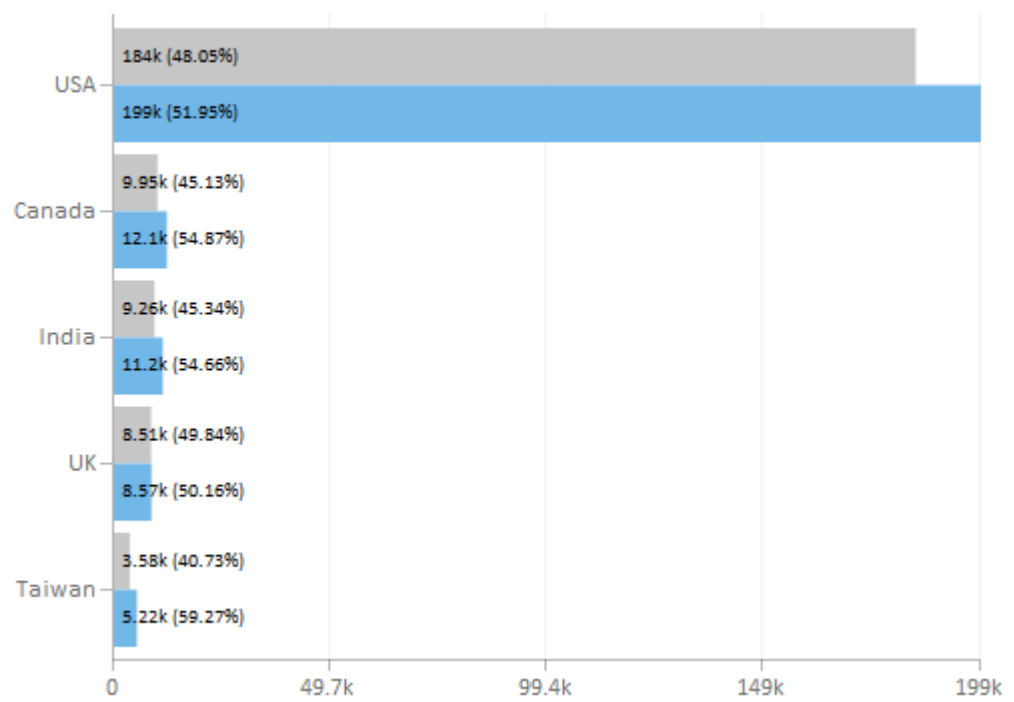


% New Sessions Trend (previous vs. current)

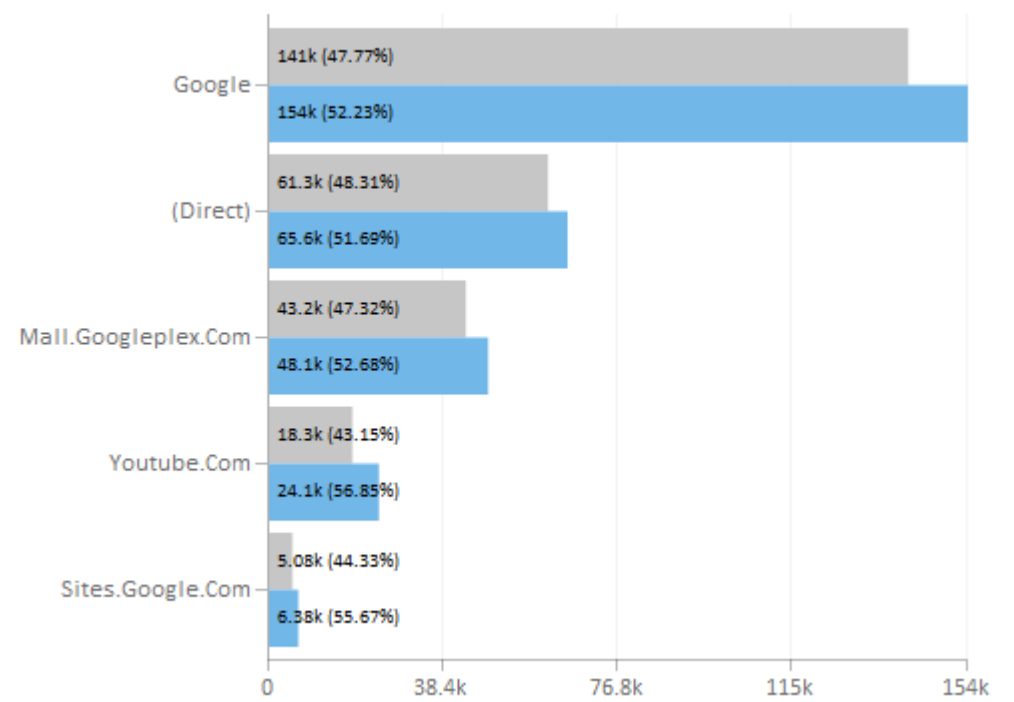


Pageviews 325,498

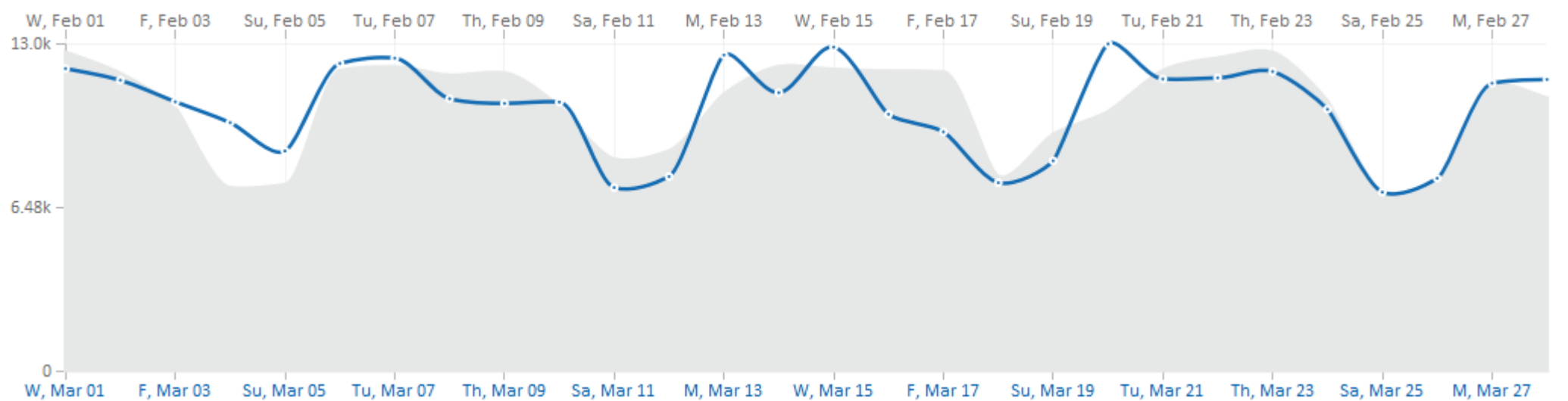
Locations (top 5, previous vs. current)



Sources (top 5, previous vs. current)



Pageviews Trend (previous vs. current)



Appendix

These are the terms we get asked about the most.

Google Analytics Terminology

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

Users

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

Sessions

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

SEO Traffic

Organic traffic only.

Source

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

Keyword

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

Bounce Rate

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

Landing Page

The pages through which visitors entered your site.

% New Sessions

Percentage of first-time site visitors.

Time on Site (avg.)

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

Time On Page

The amount of time spent on a specified page or screen, or set of pages or screens.

%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.

Browser

The browsers used by visitors to your website.

Appendix

These are the terms we get asked about the most.

Pageviews

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

Channel

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

Medium

The mediums which referred traffic.

Social Network

The social network where the activity originated.

Location

The geographic region from which the session originated.

Device Type

The Device used by visitors to your website.

Gender/Demographic

Users Gender.

Long Tail Search Term

Means search keyword have 7 or more words.

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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