



Web Analytics:

LET'S GET STARTED

# Analyze IEEE RIT website



## What is Google Analytics?

- **Google Analytics** is a free Google product your web developer can install that collects visitor data from your website. This data is used to create reports that provide insight into how visitors are using your website.





# AUDIENCE OVERVIEW

# AUDIENCE OVERVIEW

s > IEEE RIT

b Site Data ▾

**Sessions = Visits**

How many visitors (new and returning) have been to your website

● Users

2,000

1,000

Sep 1, 2018 - Sep 6, 2018  
■ Users: 1,488

Users

1,496

New Users

1,426

Sessions

2,572

Number of Sessions per User

1.72

Pageviews

10,430

Pages / Session

4.06

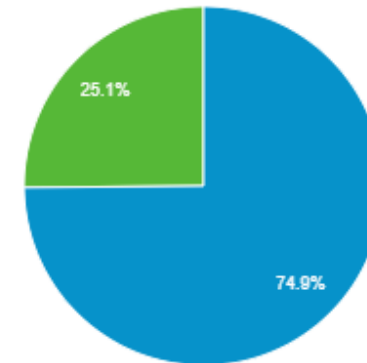
Avg. Session Duration

00:02:41

Bounce Rate

4.39%

■ New Visitor ■ Returning Visitor



Activate Windows

Go to Settings to activate Windows.



# AUDIENCE OVERVIEW

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b Site Data ▾



● Users

2,000

1,000

**Users = Unique Visitors**

How many unique visitors (visitors that have not been to your website before)

Sep 1, 2018 - Sep 6, 2018  
■ Users: 1,488

Sep 1

Users

1,496

New Users

1,426

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Number of Sessions per User

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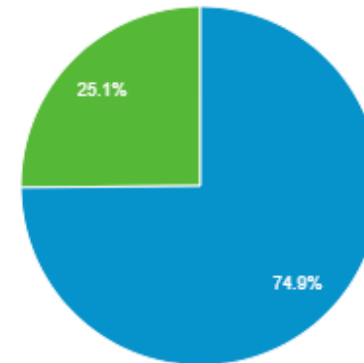
Avg. Session Duration

00:02:41

Bounce Rate

4.39%

■ New Visitor ■ Returning Visitor

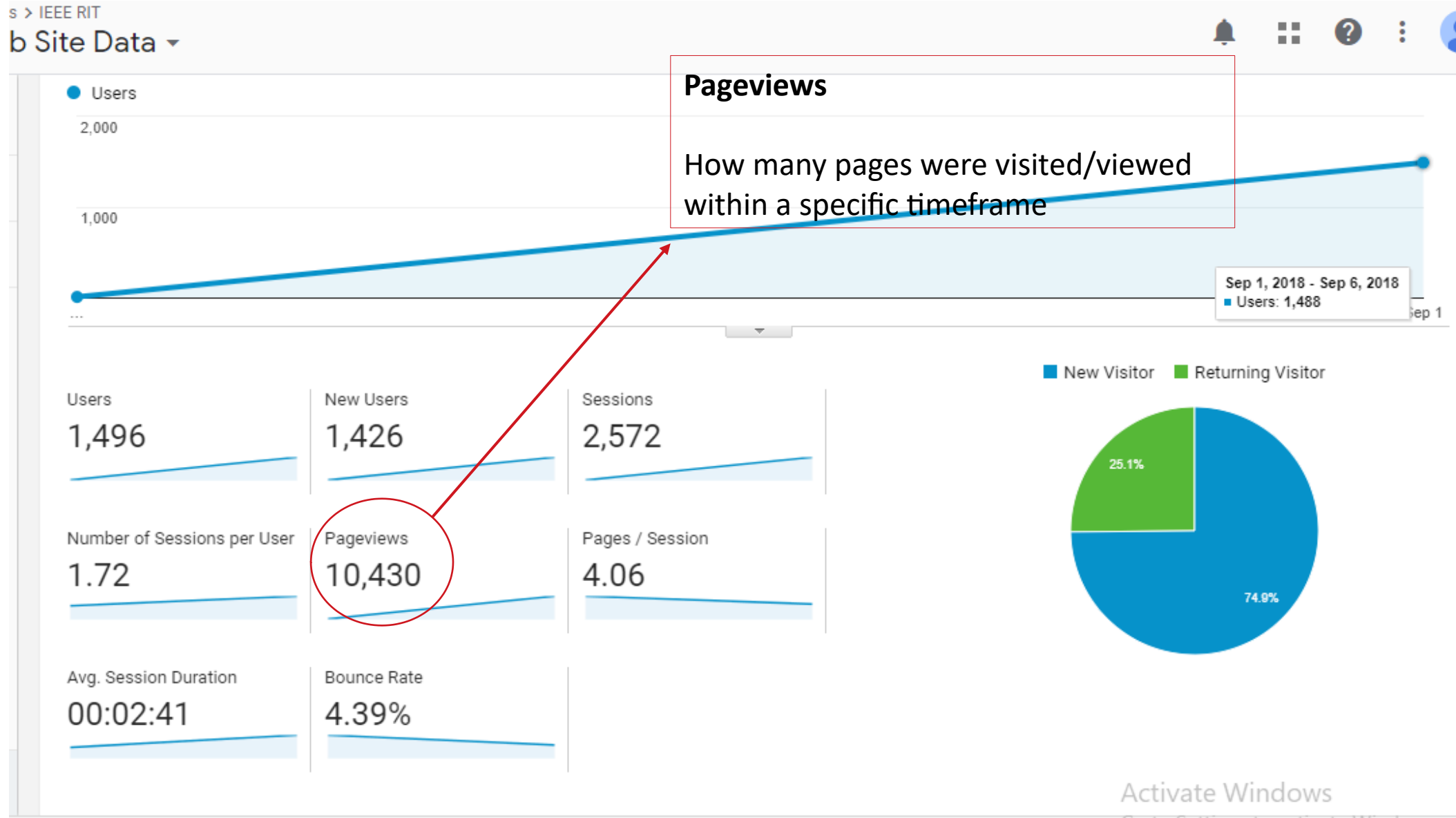


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# AUDIENCE OVERVIEW



# AUDIENCE OVERVIEW

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b Site Data ▾



● Users

2,000

1,000

## Pageviews Per Visit

Average number of pages visited/viewed per visitor

Sep 1, 2018 - Sep 6, 2018

■ Users: 1,488

Sep 1

Users

1,496

New Users

1,426

Sessions

2,572

Number of Sessions per User

1.72

Pageviews

10,430

Pages / Session

4.06

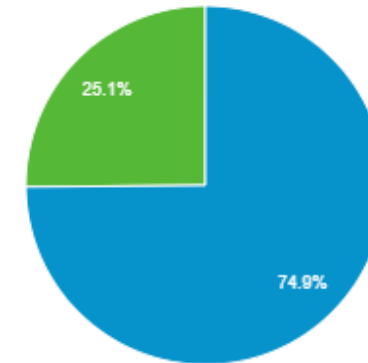
Avg. Session Duration

00:02:41

Bounce Rate

4.39%

■ New Visitor ■ Returning Visitor



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## AUDIENCE OVERVIEW

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b Site Data ▾



● Users

2,000

1,000

...

### Avg. Session Duration

Average amount of time a visitor stays on your website

**Note:** In order to track, a visitor has to visit another page on your website

Sep 1, 2018 - Sep 6, 2018  
■ Users: 1,488

sep 1

Users

1,496

New Users

1,426

Sessions

2,572

Number of Sessions per User

1.72

Pageviews

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Pages / Session

4.06

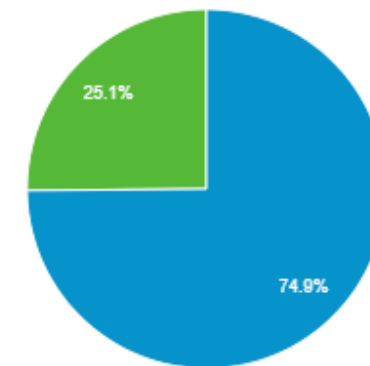
Avg. Session Duration

00:02:41

Bounce Rate

4.39%

■ New Visitor ■ Returning Visitor



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# AUDIENCE OVERVIEW

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b Site Data ▾

● Users

2,000

1,000

Sep 1, 2018 - Sep 6, 2018

■ Users: 1,488

This shows about the number of new visitors and number of unique visitors we have

Users

1,496

New Users

1,426

Sessions

2,572

Number of Sessions per User

1.72

Pageviews

10,430

Pages / Session

4.06

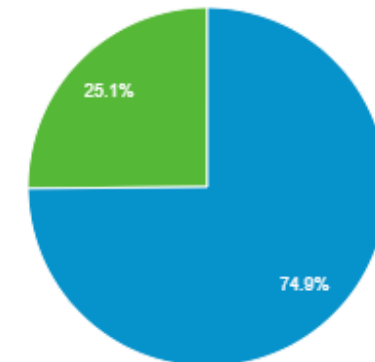
Avg. Session Duration

00:02:41

Bounce Rate

4.39%

■ New Visitor ■ Returning Visitor



Activate Windows

Go to Settings to activate Windows.

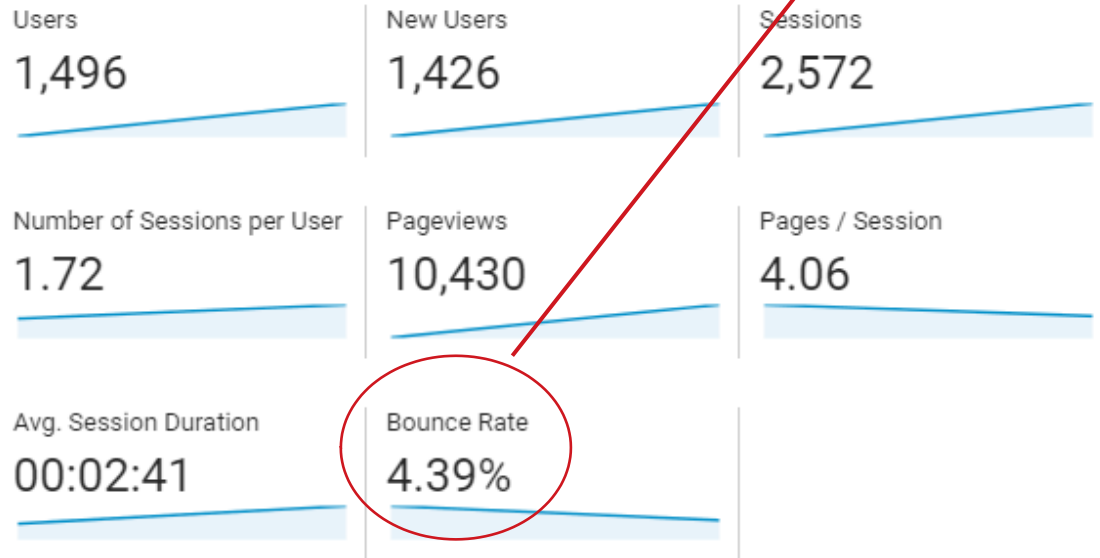
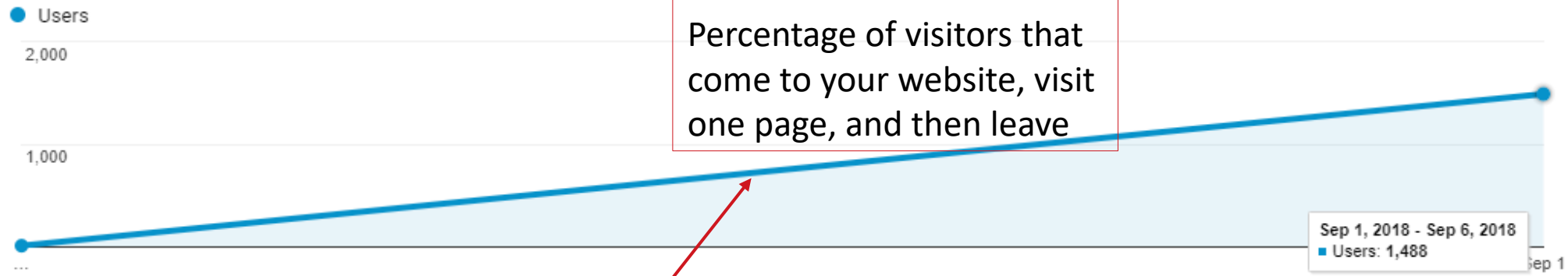
# AUDIENCE OVERVIEW

s > IEEE RIT

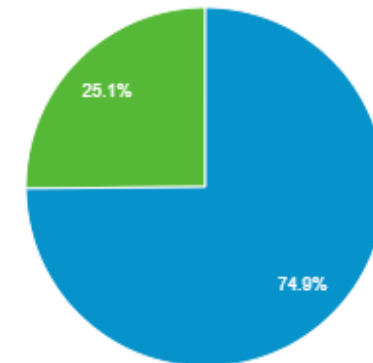
b Site Data ▾

## Bounce Rate

Percentage of visitors that come to your website, visit one page, and then leave



■ New Visitor ■ Returning Visitor



Activate Windows

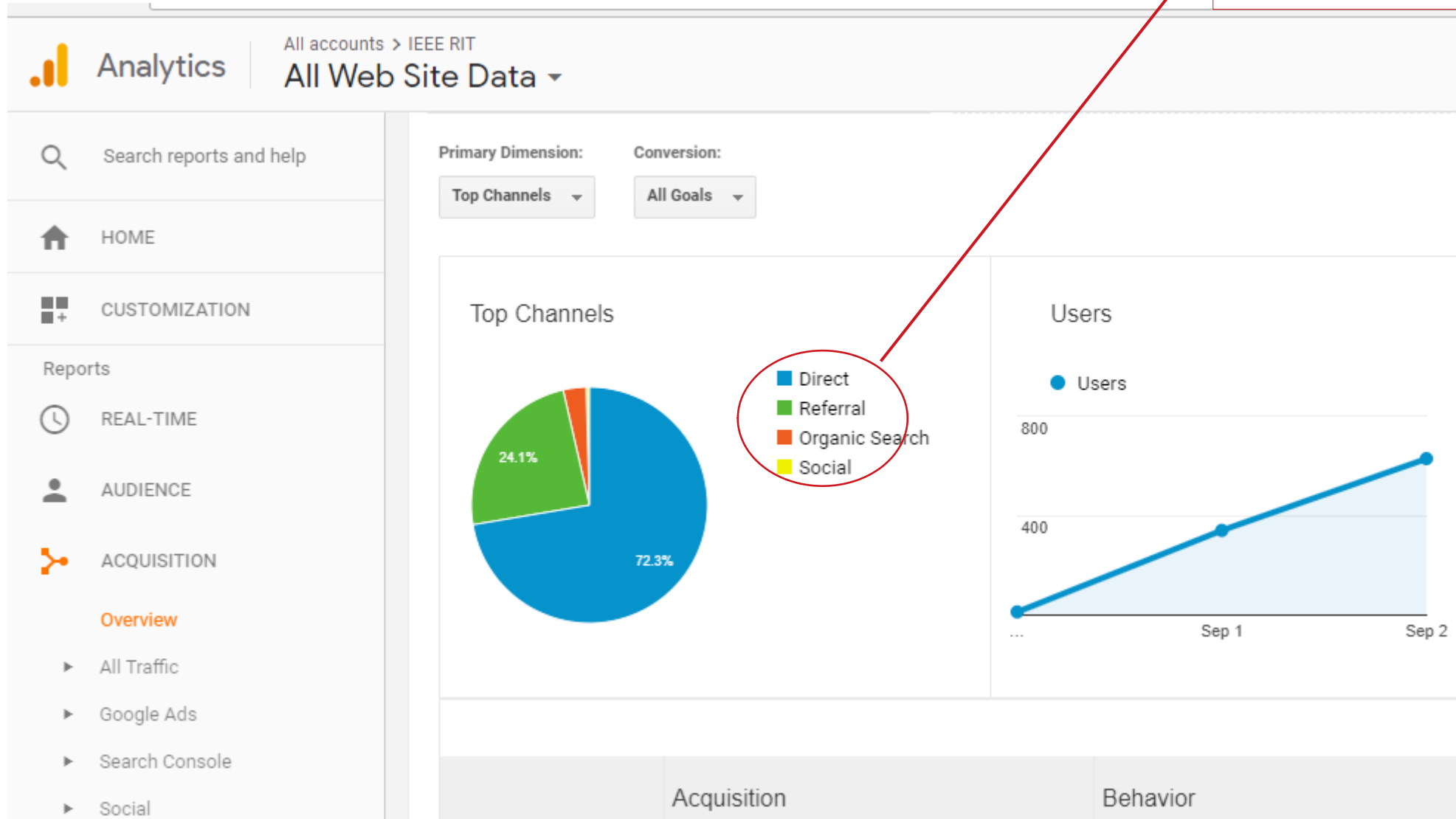
Go to Settings to activate Windows.



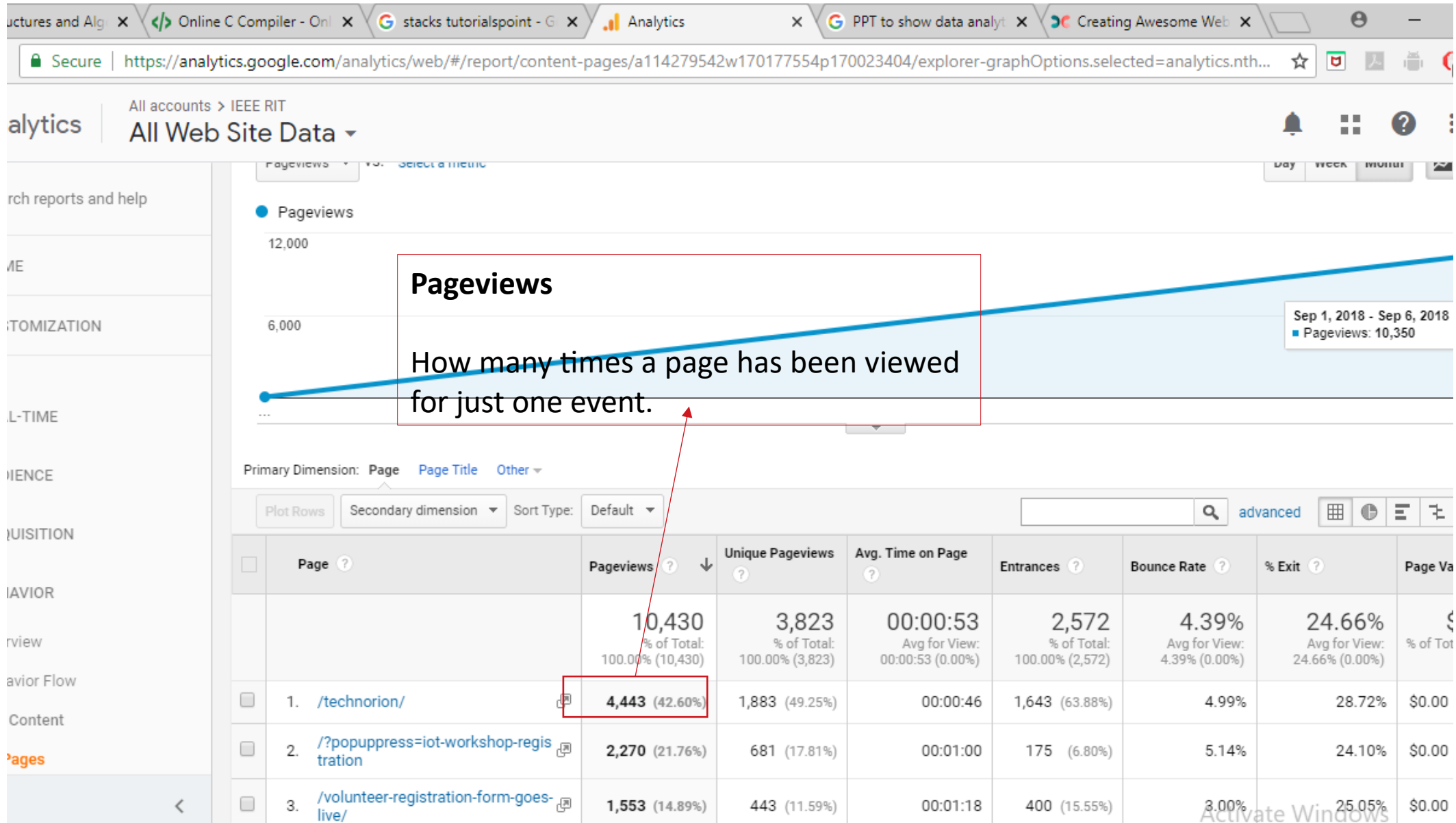
# AUDIENCE OVERVIEW

Traffic from various channels:

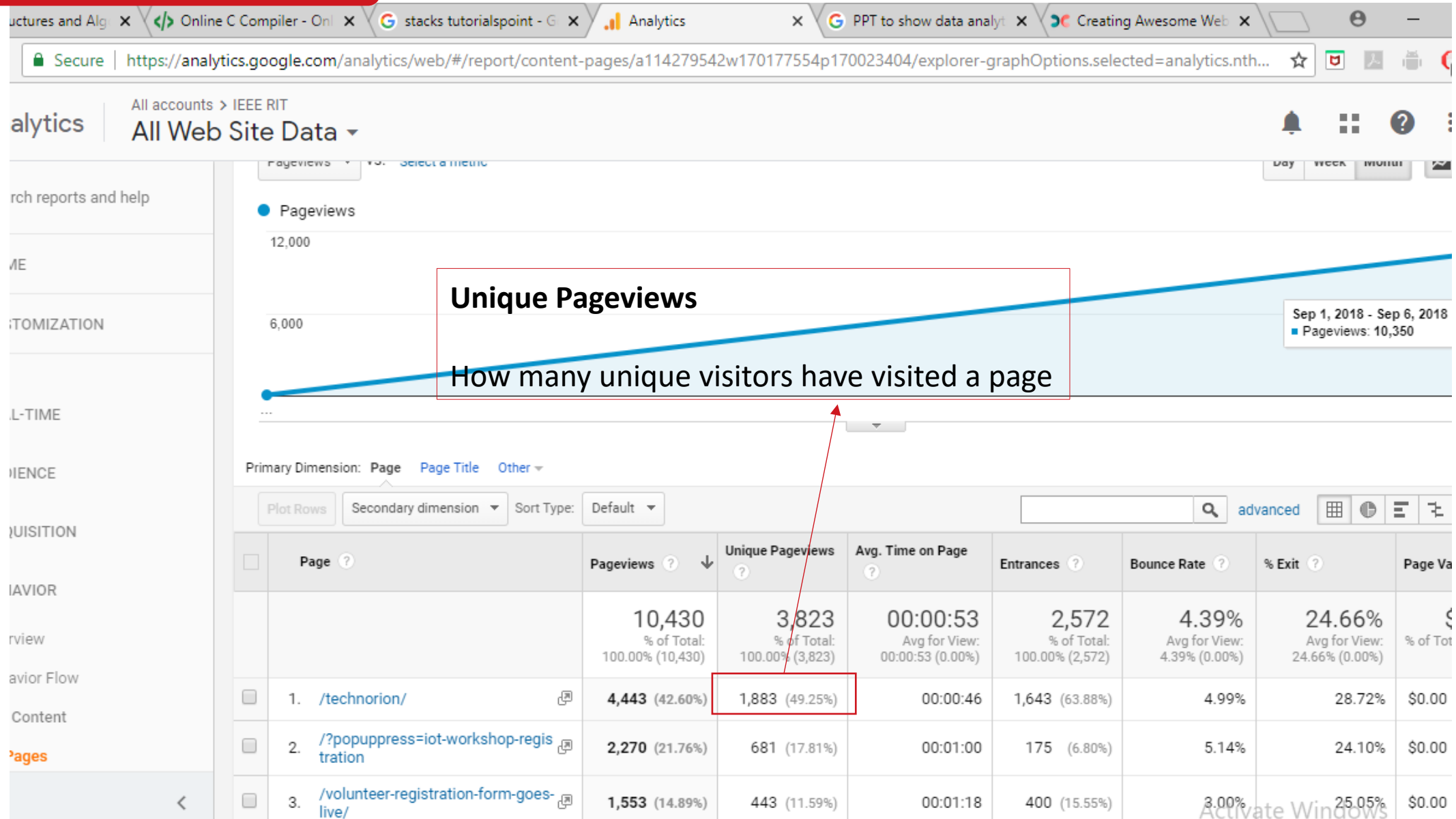
This is how we receive traffic from various channels.



# WHICH PAGES MATTER



# WHICH PAGES MATTER





Thanks  
•VERY MUCH•

IEEE RIT

MS Ramaiah institute of technology