

## Scout Digital Training

### Google Analytics Website Performance Report

**Reporting Period: September 2017**

#### Executive Summary:

It is positive to see that despite the one less day in September compared to August, there was an increase in visitors to the website, along with general engagement with the website, based on Average Session Duration. The Pages / Session reduced slightly, however this is not of a concerning level, and is seen as part of the normal fluctuations.

Increases in traffic came from Organic Search, Direct and Social. We made an effort to regularly share our back log of blog posts via more frequent tweets during September, and that has paid off, as shown by the specific increase in Twitter traffic.

The traffic from Twitter also tended to have a slightly longer Avg. Session Duration, and view slightly more Pages / Session than visitors from Facebook, demonstrating that they are an engaged audience.

Traffic from Social also tends to have a slightly higher than average Bounce Rate though, which is typical of visitors viewing a single blog post as directed from a social media update, then leaving the site and returning to the social network.

Traffic from Email and Referral sources have the lowest Bounce Rates, with Email visitors having an above average Avg. Session Duration and Referral visitors viewing slightly more than average Pages / Session.

Referral sessions dropped in September compared with August, with 30 of the Referral sessions from August from [smartcompany.com.au](http://smartcompany.com.au) (Best Business Blogs of 2017 list post).

As expected, the majority of our Top Pages in September were blog posts, both recent, some older ones that we shared via Twitter, and the ongoing "top post" How to merge your Facebook Page and Facebook Place.

Bounce Rate on individual posts tends to be high (as is typical of blog posts) whereas the Bounce Rate on Home, About Us and Tools pages are much lower, demonstrating the effectiveness of these pages to lead visitors into the site.

Overall it has been a positive month based on increased visitation and engagement, however there are clearly some aspects of the site that can be better developed.

#### Recommendations:

- Continue to share older blog posts via Twitter, but also other social media channels
- Look for opportunities on blog posts to cross reference to other relevant posts, either throughout post or at base of post to keep readers engaged on site
- Plan additional regular email campaigns beyond the monthly RSS campaign of recent blog posts (e.g. bi-monthly/quarterly updates to all subscribers)
- Attract more subscribers to monthly RSS campaign of recent blog posts (e.g. by reinstating slide in CTA on blog post pages to subscribe for updates)
- Seek further relevant backlinks or guest blogging opportunities to increase Referral traffic

## Glossary – Common Google Analytics Terms:

**Sessions** = the total number of browsing “sessions” or “visits” to the websites.

**Users** = the individual visitors to the websites, some of whom have visited the website multiple times i.e. an individual “User” can have multiple browsing “Sessions” on a website.

**Pageviews** = the total number of pages viewed on the website during all sessions.

**Pages/Session** = the average pages viewed by each visitor (Pageviews / Sessions).

**Avg. Session Duration** = the average amount of time spent by each visitor on the website, or average duration of each browsing session.

**New Sessions** = the percentage of browsing Sessions from first time visitors, Returning visitors, individuals who visit the website multiple times, for multiple browsing Sessions.

**Bounce Rate** = the percentage of visitors who leave the website without viewing any more than the page they landed on.

Google Analytics // Comparison Summary			
	Focus month:	Past month:	
Compare:	Sep 2017	Aug 2017	

Audience Overview			% Change
Sessions	1704	1492	14.21%
Users	1460	1318	10.77%
Pageviews	2281	2068	10.30%
Pages / Session	1.34	1.39	-3.60%
Avg. Session Duration	0:01:08	0:01:06	3.03%
Bounce Rate	81.46%	81.30%	-0.20%
% New Sessions	83.57%	85.99%	-2.81%

Devices			% Change
Desktop	1340	1160	15.52%
Mobile	349	300	16.33%
Tablet	15	32	-53.13%

Channels			% Change
Organic Search	1104	951	16.09%
Direct	472	401	17.71%
Referral	9	54	-83.33%
Social	109	75	45.33%
Email	10	11	-9.09%

Social Media			% Change
Facebook	65	59	10.17%
Twitter	40	12	233.33%
Instagram	4	0	#DIV/0!
LinkedIn	0	4	-100.00%





Audience Overview

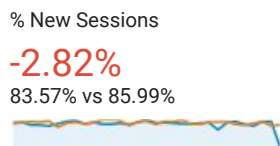
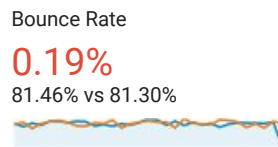
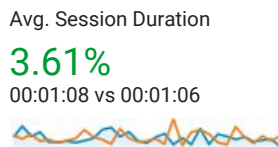
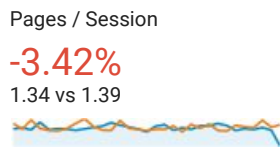
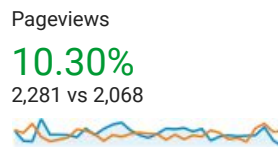
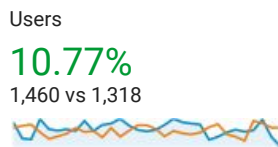
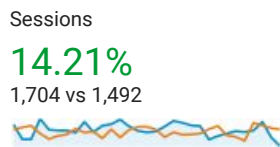
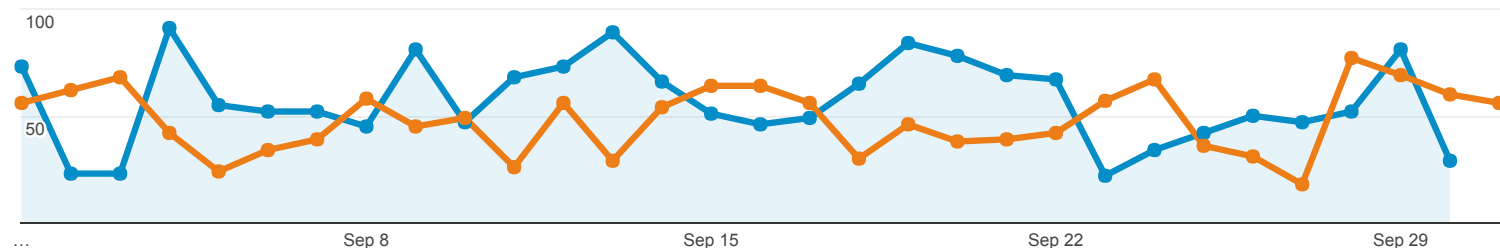
 All Users  
+0.00% Sessions

Sep 1, 2017 - Sep 30, 2017  
Compare to: Aug 1, 2017 - Aug 31, 2017

Overview

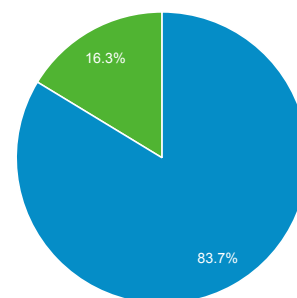
Sep 1, 2017 - Sep 30, 2017:  Sessions

Aug 1, 2017 - Aug 31, 2017:  Sessions

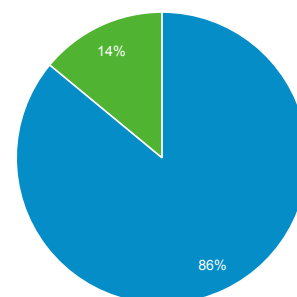


 New Visitor  Returning Visitor


Sep 1, 2017 - Sep 30, 2017



Aug 1, 2017 - Aug 31, 2017



Channels



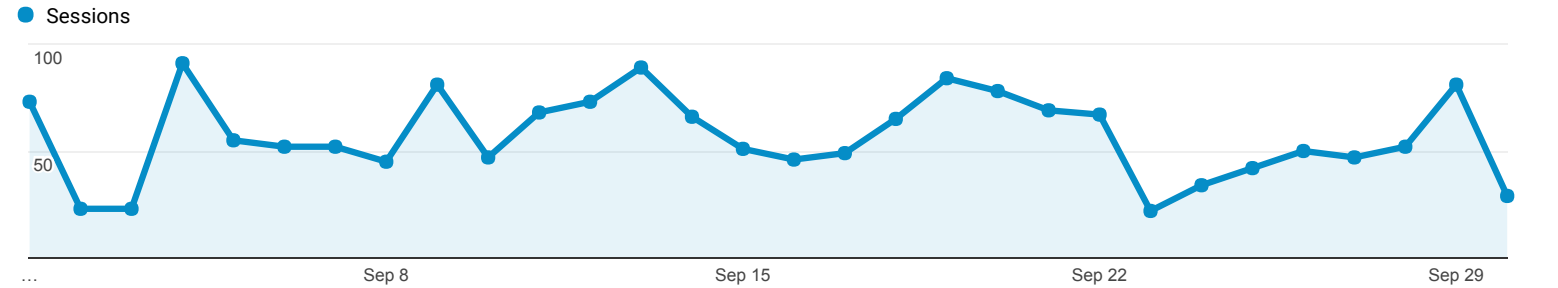
All Users

100.00% Sessions

Sep 1, 2017 - Sep 30, 2017

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 1: Email Subscription		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Email Subscription (Goal 1 Conversion Rate)	Email Subscription (Goal 1 Completions)	Email Subscription (Goal 1 Value)	
	1,704 % of Total: 100.00% (1,704)	83.69% Avg for View: 83.57% (0.14%)	1,426 % of Total: 100.14% (1,424)	81.46% Avg for View: 81.46% (0.00%)	1.34 Avg for View: 1.34 (0.00%)	00:01:08 Avg for View: 00:01:08 (0.00%)	0.47% Avg for View: 0.47% (0.00%)	8 % of Total: 100.00% (8)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Organic Search	1,104 (64.79%)	83.88%	926 (64.94%)	83.61%	1.24	00:00:59	0.27%	3 (37.50%)	\$0.00 (0.00%)	
2. Direct	472 (27.70%)	91.74%	433 (30.36%)	76.48%	1.60	00:01:38	0.85%	4 (50.00%)	\$0.00 (0.00%)	
3. Social	109 (6.40%)	50.46%	55 (3.86%)	83.49%	1.21	00:00:33	0.92%	1 (12.50%)	\$0.00 (0.00%)	
4. Email	10 (0.59%)	50.00%	5 (0.35%)	70.00%	1.00	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Referral	9 (0.53%)	77.78%	7 (0.49%)	66.67%	1.44	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 5 of 5

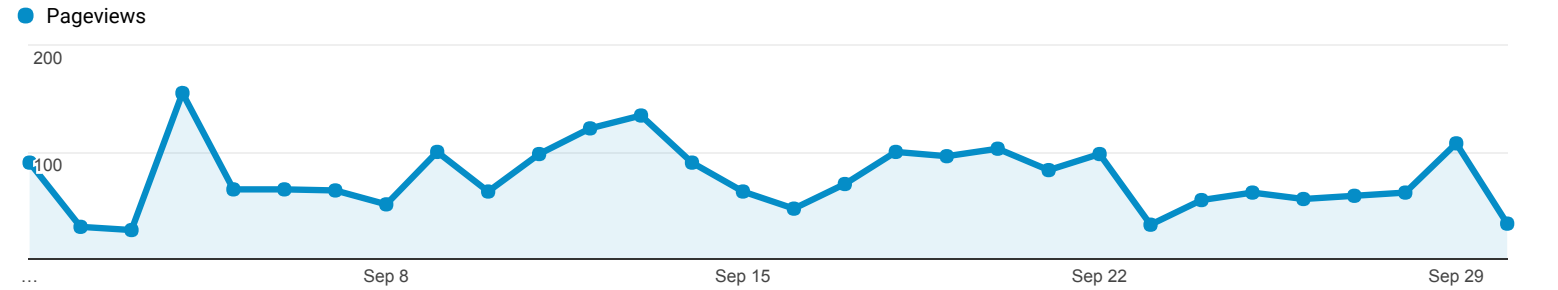


Pages

All Users  
100.00% Pageviews

Sep 1, 2017 - Sep 30, 2017

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	2,281 % of Total: 100.00% (2,281)	2,075 % of Total: 100.00% (2,075)	00:03:18 Avg for View: 00:03:18 (0.00%)	1,702 % of Total: 100.00% (1,702)	81.46% Avg for View: 81.46% (0.00%)	74.62% Avg for View: 74.62% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /social-media/how-to-merge-your-facebook-page-and-facebook-pl ace/	1,010 (44.28%)	938 (45.20%)	00:07:42	928 (54.52%)	89.99%	90.40%	\$0.00 (0.00%)
2. /	266 (11.66%)	209 (10.07%)	00:01:23	194 (11.40%)	55.90%	52.63%	\$0.00 (0.00%)
3. /contact/	99 (4.34%)	80 (3.86%)	00:01:27	43 (2.53%)	90.70%	59.60%	\$0.00 (0.00%)
4. /free-resources/	90 (3.95%)	82 (3.95%)	00:02:19	53 (3.11%)	79.25%	58.89%	\$0.00 (0.00%)
5. /about-us/	67 (2.94%)	58 (2.80%)	00:02:41	27 (1.59%)	44.44%	46.27%	\$0.00 (0.00%)
6. /courses/	48 (2.10%)	44 (2.12%)	00:04:24	13 (0.76%)	61.54%	58.33%	\$0.00 (0.00%)
7. /business/business-writing-tips/	43 (1.89%)	38 (1.83%)	00:02:39	30 (1.76%)	83.33%	67.44%	\$0.00 (0.00%)
8. /social-media/get-more-followers/	35 (1.53%)	33 (1.59%)	00:05:06	24 (1.41%)	95.83%	74.29%	\$0.00 (0.00%)
9. /tools/	35 (1.53%)	33 (1.59%)	00:04:41	17 (1.00%)	52.94%	48.57%	\$0.00 (0.00%)
10. /social-media/trends-professional-services/	30 (1.32%)	30 (1.45%)	00:02:47	24 (1.41%)	87.50%	80.00%	\$0.00 (0.00%)
11. /marketing/spring-clean/	25 (1.10%)	22 (1.06%)	00:03:39	19 (1.12%)	94.74%	80.00%	\$0.00 (0.00%)
12. /social-media/hashtag-turns-10/	25 (1.10%)	25 (1.20%)	00:03:39	18 (1.06%)	84.21%	80.00%	\$0.00 (0.00%)
13. /social-media/social-media-sponsorship/	25 (1.10%)	23 (1.11%)	00:01:51	21 (1.23%)	80.95%	84.00%	\$0.00 (0.00%)
14. /digital-marketing/move-to-https/	24 (1.05%)	21 (1.01%)	00:01:08	14 (0.82%)	85.71%	70.83%	\$0.00 (0.00%)
15. /marketing/how-to-give-your-facebook-page-a-vanity-url/	23 (1.01%)	23 (1.11%)	00:01:06	5 (0.29%)	60.00%	78.26%	\$0.00 (0.00%)
16. /social-media/fantastic-metrics/	22 (0.96%)	22 (1.06%)	00:01:14	12 (0.71%)	75.00%	81.82%	\$0.00 (0.00%)
17. /social-media/channel-update/	20 (0.88%)	17 (0.82%)	00:04:51	6 (0.35%)	66.67%	55.00%	\$0.00 (0.00%)
18. /marketing/online-reviews/	19 (0.83%)	17 (0.82%)	00:00:56	10 (0.59%)	90.00%	47.37%	\$0.00 (0.00%)
19. /subscribe/	15 (0.66%)	15 (0.72%)	00:02:00	5 (0.29%)	60.00%	40.00%	\$0.00 (0.00%)

20.	<a href="#">/digital-marketing/detox-2017/</a>	<b>14</b> (0.61%)	<b>13</b> (0.63%)	00:03:21	<b>7</b> (0.41%)	14.29%	21.43%	\$0.00 (0.00%)
21.	<a href="#">/digital-marketing/google-analytics-seo-training-courses/</a>	<b>13</b> (0.57%)	<b>13</b> (0.63%)	00:05:10	<b>13</b> (0.76%)	76.92%	84.62%	\$0.00 (0.00%)
22.	<a href="#">/category/content-marketing/</a>	<b>12</b> (0.53%)	<b>12</b> (0.58%)	00:02:40	<b>9</b> (0.53%)	66.67%	66.67%	\$0.00 (0.00%)
23.	<a href="#">/category/digital-marketing/</a>	<b>11</b> (0.48%)	<b>11</b> (0.53%)	00:04:36	<b>5</b> (0.29%)	80.00%	54.55%	\$0.00 (0.00%)
24.	<a href="#">/category/social-media/</a>	<b>11</b> (0.48%)	<b>11</b> (0.53%)	00:03:12	<b>4</b> (0.24%)	75.00%	54.55%	\$0.00 (0.00%)
25.	<a href="#">/life/30-things-ive-learnt-in-my-career-so-far/</a>	<b>11</b> (0.48%)	<b>9</b> (0.43%)	00:17:02	<b>9</b> (0.53%)	77.78%	81.82%	\$0.00 (0.00%)

Rows 1 - 25 of 100