

My Google Analytics stat page and ways to get better

For the last 28 days (Aug 23 – Sep 19 2021), My webpage has seen a total of 8 new users. Three in which have already come back to the page to revisit. However, with the total being lower than expected, I decided to talk about basically all the stats and reports, and most importantly, how to get better!

So here are some of the stats that I have analyzed:

- **5 users are from San Francisco, and 1 user from Ashburn, Hercules, Pleasant Hill, and New York.**
- **5 users use Macintosh, 2 use Windows and 1 used Linux operations.**
- **Most of the users used desktops or laptops, but I did have one mobile screen search.**
- **Browsers used: 5 safari & 3 Chrome**
- **Users are spending on average about 20 seconds on my main page, there has been 12 total sessions, 7 in which were more engaged with the page.**
- **Out of the 4 pages (main, giants, warriors, 49ers) there has been 31 views with main gaining 21.**
- **There were 112 total reported events.**

Ways to get better:

Despite only having eight users, I think the stats are very helpful and definitely will play its part in improving the page. The one stat that I don't like that will play a part in the

progression of the other stats, is the average time a user spends on the page. I am not happy with 15-20 seconds, to me it signals the user read the main page and possibly clicked on one side page and checked out afterwards. I think the best way to approve upon that is more practice and more experience. I am not ashamed to admit that main page looks amateurish and probably doesn't call out to the users . I think once my layouts and coding progresses, so will the page and its average user time on page. Also I think giving the user more "freedom" to be less bored, by adding photos or even highlighted text to bring attention to areas of the page could help. Overall, practice makes perfect, and that is what I intend to do.