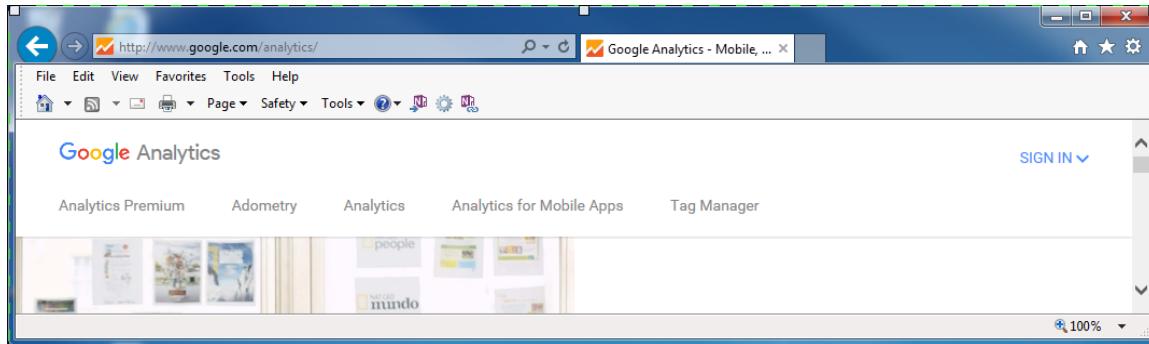


# Google Analytics

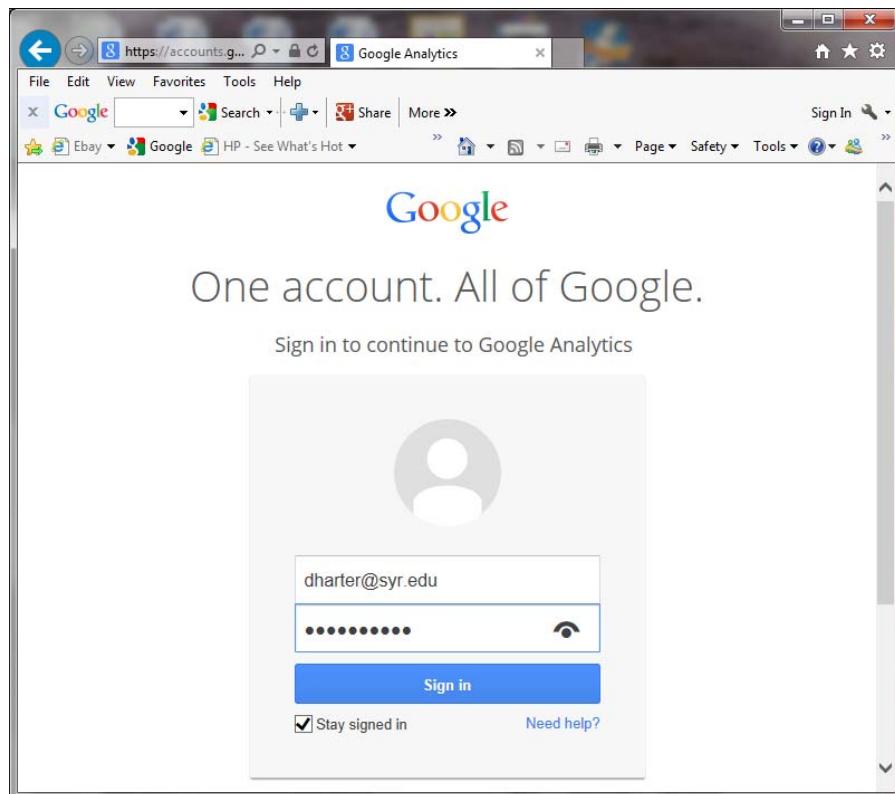
## Session 3.8: Google Analytics

To begin Google Analytics, go to the web page:

[www.google.com/analytics](http://www.google.com/analytics)



Click on Sign in, select Google Analytics, then enter your Syracuse email address and the password that you set up.



You should see a page similar to the one below. Note: The data is updated daily; your page will have a similar format but different data.

The screenshot shows a Microsoft Internet Explorer browser window displaying the Google Analytics Home page. The URL is https://www.google.com/analytics. The page header includes the Google logo, a search bar, and navigation links for Home, Reporting, Customization, and Admin. A message at the top says "FEATURE UPDATE: Analytics now includes Change History, a log of account changes. Learn more". Below this is a date range selector set to "Jan 27, 2014 - Feb 26, 2014". The main content is a table titled "Visits" showing traffic data for various websites. The columns are Visits, Avg. Visit Duration, Bounce Rate, and Goal Conversion Rate. The data rows include:

	Visits	Avg. Visit Duration	Bounce Rate	Goal Conversion Rate
whitman.syr.edu				
http://whitman.syr.edu (UA-446429-1)	2,659	00:01:43	71.72%	0.00%
EBV Website	45,633	00:03:01	45.74%	0.00%
whitman.syr.edu (exclude SU)	40,595	00:02:57	45.71%	0.00%
MBA Marketing - Full-time (UA-446429-10)	12	00:00:05	83.33%	0.00%
MBA Marketing - Full-time	24	00:00:20	79.17%	0.00%
MBA Marketing - iMBA (UA-446429-11)				
MBA Marketing - iMBA	49	00:00:36	89.80%	0.00%
mbadegree.syr.edu (UA-446429-13)				
All Web Site Data				

## Website traffic (Home)

Note that the Home in the upper left should be highlighted in blue. If you do not see the page above, click on Home in the upper left corner of the screen.

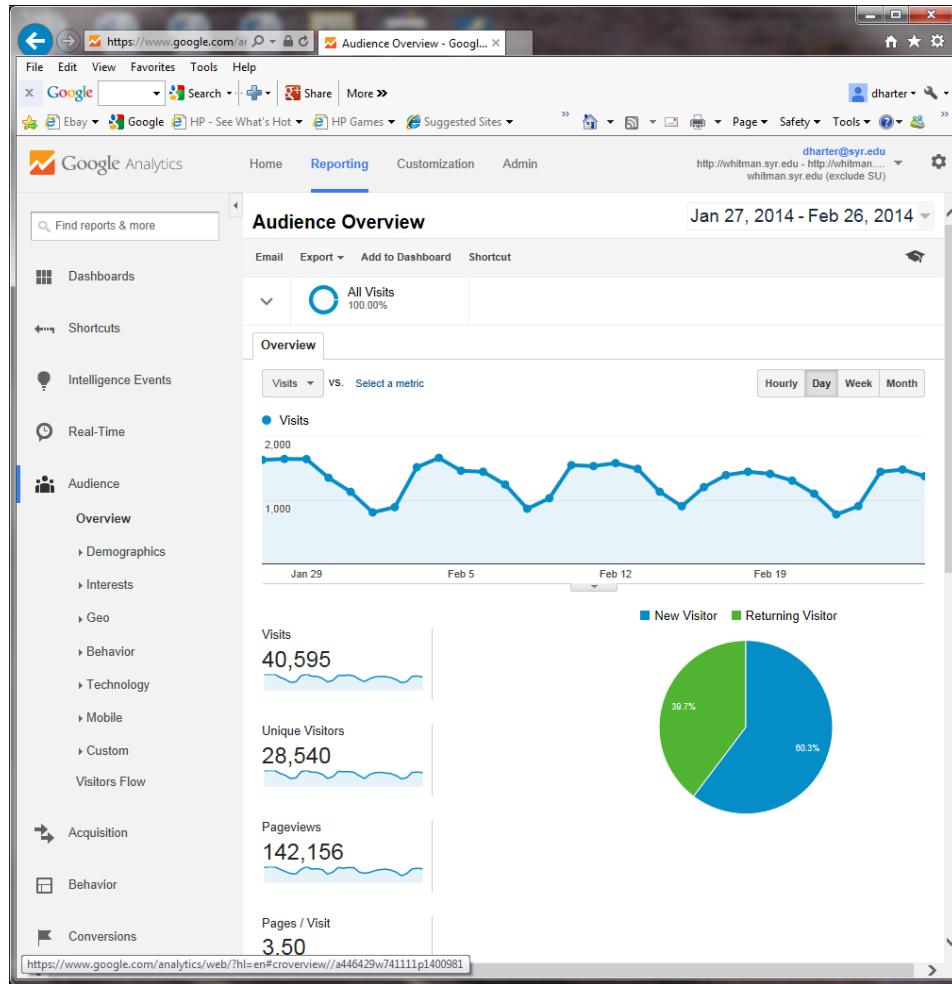
On the left are all the websites where you have Google Analytics access. Notice that there are multiple variations for the whitman.syr.edu website. One shows whitman.syr.edu and the next shows whitman.syr.edu (exclude SU). The first is all traffic to the Whitman site; the second excludes traffic from Syracuse University computers (lab computers, office computers, computers connected via the wireless system, etc.). Why is it important to distinguish between inside and outside traffic?

## Definitions

- Sessions: number of times someone visited the site (does not count pages)
- Avg. Session Duration: time spent on website before leaving
- Bounce Rate: percentage of visitors who do not visit a second page
- Goal Conversion Rate: percentage of visitors who completed your goal

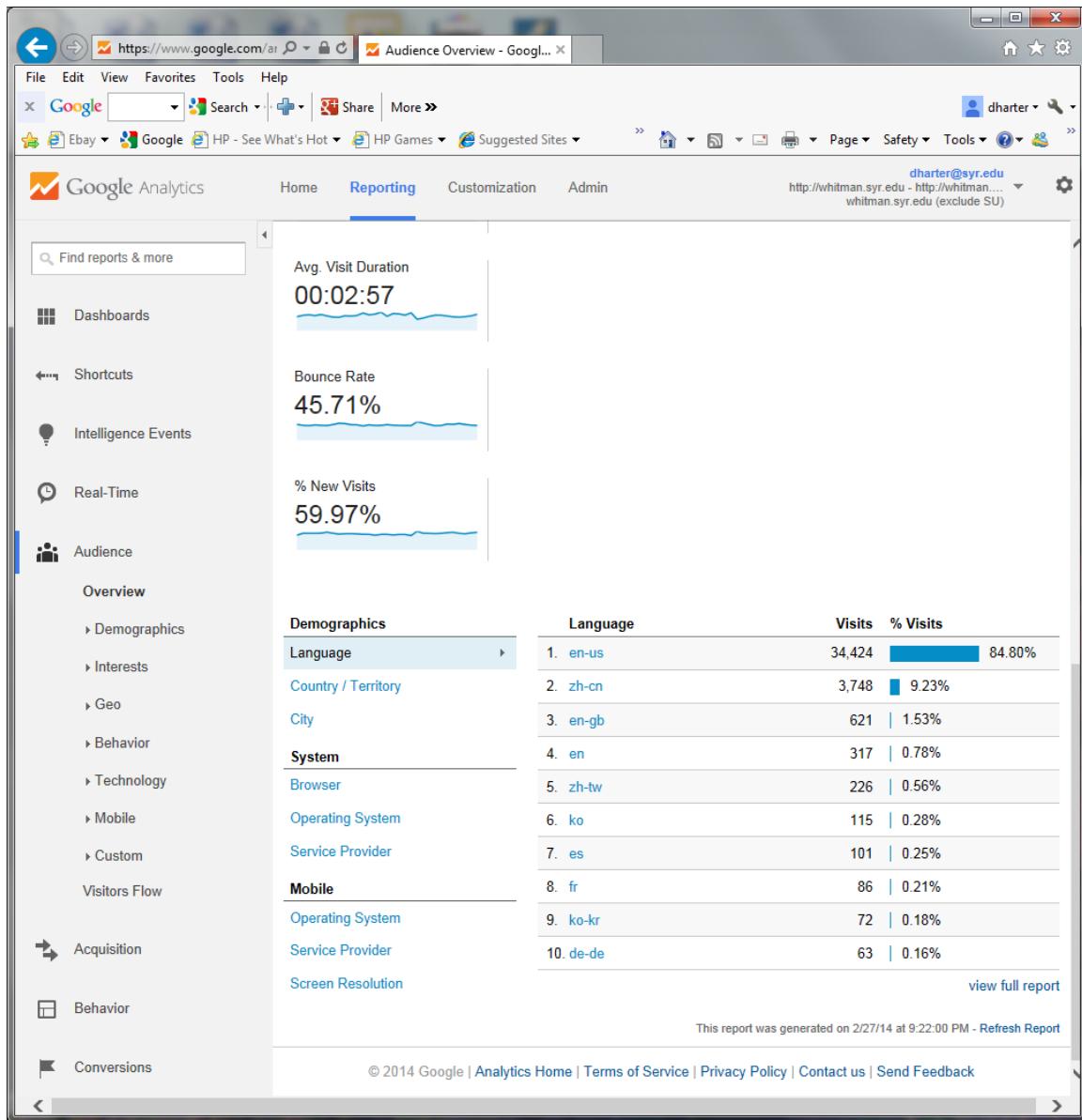
## Reporting

Let's examine traffic for whitman.syr.edu, excluding SU internal traffic. Click on "whitman.syr.edu (exclude SU)".



The default report is the Audience Overview. It includes:

1. Date range in the upper right corner. We will change this later.
2. Option to view different categories of data. Click the drop-down button below Overview
  - a. Default is Sessions
  - b. Change to % New Sessions, Avg. Session Duration, Bounce Rate, Pages/Session, Pageviews, Unique Visitors, Sessions
3. Option to change to hourly, daily, weekly, and monthly graphs (to the right and above the graph). Change to weekly to observe the smoothing of data by week to see trends?
4. Graph of Sessions
5. Pie chart of new visitor versus returning visitor percentage
6. Number of Sessions
7. Unique users (tracked by your IP address on your computer)
8. Page views (how many individual pages were viewed)
9. Pages per session (how many pages, on average, each person viewed)
10. Average visit duration (2 minutes, 57 seconds in this example [next page])
11. Bounce rate
12. New visits



Below the data is additional demographic, system, and mobile information. The default is language. In this example, 84.80% of the traffic to Whitman from outside of SU came from the United States, 9.23% from China. In this example, can you identify Taiwan, Korea, Spain, France, and Germany?

1. To view the entire report of all languages, click on “view full report” in the lower right corner.
2. Use the left and right arrows in the lower right corner to scroll through all the countries.

Click on Country/Territory. This presents the data in a format that is easier to review than languages.

The screenshot shows the Google Analytics interface with the URL <https://www.google.com/ar>. The user is viewing the 'Audience Overview' report under the 'Reporting' tab. On the left, there's a sidebar with navigation links like Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Overview, Demographics, Interests, and Geo. The main content area displays a table titled 'Demographics' with 'Country / Territory' as the primary dimension. The table lists the top 10 countries with their visit counts and percentages:

Country / Territory	Visits	% Visits
United States	29,968	73.82%
China	3,142	7.74%
India	2,786	6.86%
Canada	379	0.93%
United Kingdom	321	0.79%
Philippines	246	0.61%
Germany	204	0.50%
Taiwan	200	0.49%
Pakistan	188	0.46%
South Korea	175	0.43%

At the bottom right of the report area, it says "view full report". Below the report, a note states "This report was generated on 2/27/14 at 9:49:48 PM - Refresh Report".

Why would you sometimes want to see Languages, other times Countries?

Next try City. Would this information help you in developing your recruiting strategy? Why is the Syracuse traffic so high, since we already excluded university and student computers on campus?

This screenshot shows the same Google Analytics interface and report setup as the previous one, but with 'City' selected as the dimension in the 'Demographics' section. The resulting table shows the top 10 cities with their visit counts and percentages:

City	Visits	% Visits
Syracuse	5,625	13.86%
New York	1,845	4.54%
Beijing	773	1.90%
(not set)	632	1.56%
Washington	596	1.47%
Bangalore	479	1.18%
New Delhi	428	1.05%
Mumbai	403	0.99%
Shanghai	343	0.84%
Los Angeles	341	0.84%

Similar to the first report, it includes a "view full report" link and a generation timestamp at the bottom.

You can also view what computer system characteristics for visitors to the website. Browser identifies the web browser being used. Why is this important?

The screenshot shows the Google Analytics interface with the 'Reporting' tab selected. On the left, there's a sidebar with navigation links like Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, and so on. The main content area displays a table titled 'Demographics' under the 'System' section, specifically focusing on 'Browser'. The table lists the top 10 browsers by visit percentage:

Browser	Visits	% Visits
1. Chrome	14,985	36.91%
2. Safari	9,572	23.58%
3. Internet Explorer	9,298	22.90%
4. Firefox	4,858	11.97%
5. Android Browser	906	2.23%
6. Safari (in-app)	350	0.86%
7. Opera Mini	173	0.43%
8. Amazon Silk	90	0.22%
9. Opera	81	0.20%
10. UC Browser	68	0.17%

At the bottom right of the table, there's a link 'view full report'. Below the table, a note says 'This report was generated on 2/27/14 at 9:55:24 PM - Refresh Report'.

Operating system is next:

This screenshot shows the same Google Analytics interface, but the 'Operating System' section is highlighted in the sidebar. The main content area displays a table titled 'Demographics' under the 'System' section, specifically focusing on 'Operating System'. The table lists the top 10 operating systems by visit percentage:

Operating System	Visits	% Visits
1. Windows	23,921	58.93%
2. Macintosh	8,405	20.70%
3. iOS	5,635	13.88%
4. Android	2,075	5.11%
5. Linux	173	0.43%
6. Chrome OS	86	0.21%
7. Windows Phone	82	0.20%
8. BlackBerry	79	0.19%
9. (not set)	78	0.19%
10. Series40	24	0.06%

At the bottom right of the table, there's a link 'view full report'. Below the table, a note says 'This report was generated on 2/27/14 at 9:56:03 PM - Refresh Report'.

Next is Service Provider. Why is Time Warner Cable at the top?

The screenshot shows the Google Analytics Audience Overview report for the domain whitman.syr.edu. The left sidebar is collapsed, and the main area displays a table of service providers. The table has columns for Service Provider, Visits, and % Visits. The data is as follows:

Service Provider	Visits	% Visits
time warner cable internet llc	5,485	13.51%
psinet inc.	3,058	7.53%
verizon online llc	2,476	6.10%
(not set)	1,632	4.02%
comcast cable communications inc.	1,280	3.15%
at&t internet services	1,123	2.77%
comcast cable communications holdings inc	817	2.01%
headquarters usaisc	738	1.82%
service provider corporation	675	1.66%
cox communications	574	1.41%

A "view full report" link is located at the bottom right of the table.

View the Mobile characteristics by first clicking on Operating System.

The screenshot shows the Google Analytics Audience Overview report for the domain whitman.syr.edu. The left sidebar is collapsed, and the main area displays a table of operating systems. The table has columns for Operating System, Visits, and % Visits. The data is as follows:

Operating System	Visits	% Visits
iOS	5,635	70.51%
Android	2,075	25.96%
Windows Phone	82	1.03%
BlackBerry	79	0.99%
(not set)	63	0.79%
Series40	24	0.30%
Nokia	17	0.21%
SymbianOS	8	0.10%
Samsung	5	0.06%
Bada	3	0.04%

A "view full report" link is located at the bottom right of the table. A note at the bottom states: "This report was generated on 2/27/14 at 9:58:14 PM - Refresh Report".

Next try Mobile Service Provider.

The screenshot shows the Google Analytics interface with the URL <https://www.google.com/analytics> in the address bar. The page title is "Audience Overview - Google Analytics". The left sidebar is expanded to show the "Audience" section, specifically the "Demographics" and "Service Provider" reports. The main content area displays a table titled "Service Provider" with the following data:

Service Provider	Visits	% Visits
1. time warner cable internet llc	969	12.12%
2. service provider corporation	625	7.82%
3. (not set)	558	6.98%
4. verizon online llc	557	6.97%
5. psinet inc.	498	6.23%
6. celco partnership dba verizon wireless	436	5.46%
7. comcast cable communications inc.	332	4.15%
8. at&t internet services	296	3.70%
9. sprint nextel corporation	236	2.95%
10. t-mobile usa inc.	204	2.55%

A "view full report" link is located at the bottom right of the table.

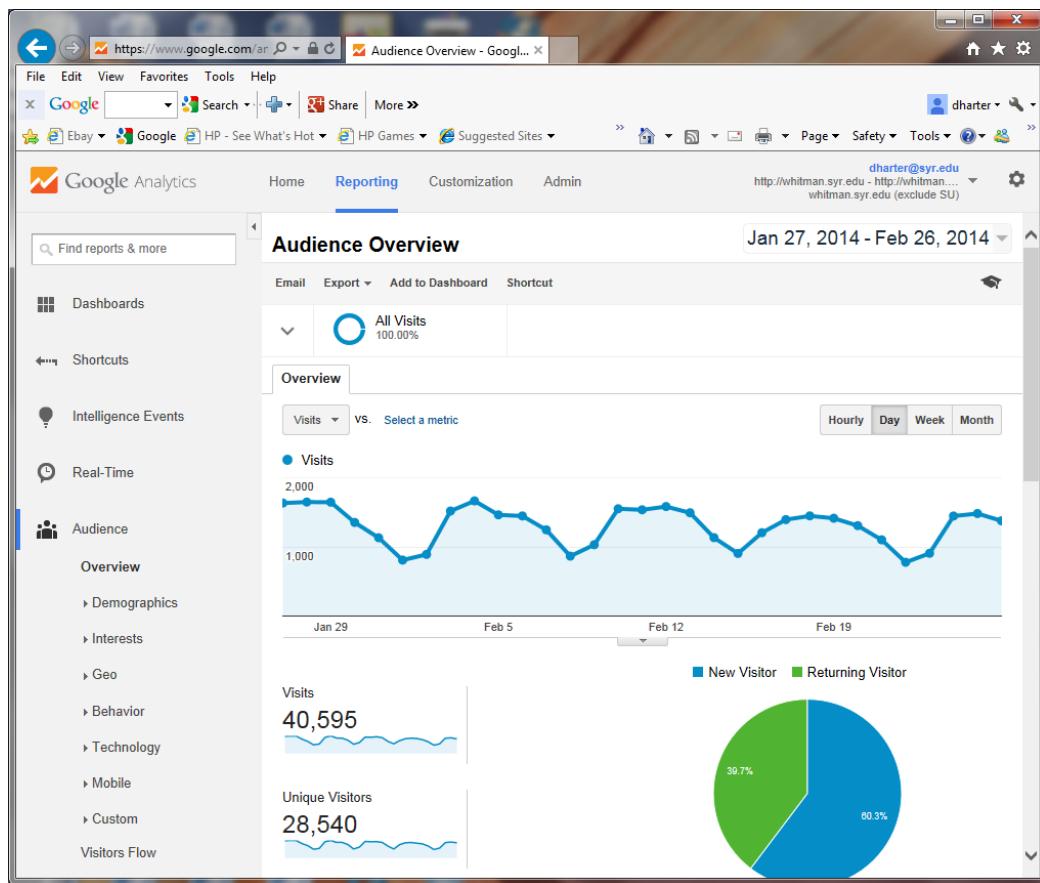
Finally, click on Screen Resolution. Why is this important? Does this change over time?

The screenshot shows the Google Analytics interface with the URL <https://www.google.com/analytics> in the address bar. The page title is "Audience Overview - Google Analytics". The left sidebar is expanded to show the "Audience" section, specifically the "Demographics" and "Screen Resolution" reports. The main content area displays a table titled "Screen Resolution" with the following data:

Screen Resolution	Visits	% Visits
1. 320x568	2,220	27.78%
2. 768x1024	2,210	27.65%
3. 320x480	1,208	15.12%
4. 360x640	521	6.52%
5. 720x1280	344	4.30%
6. 480x800	170	2.13%
7. 1280x800	127	1.59%
8. 360x592	101	1.26%
9. 1080x1920	86	1.08%
10. 540x960	71	0.89%

A "view full report" link is located at the bottom right of the table.

Scroll to the top of the screen. If you don't see the picture below, click on Home.



On the left side of the screen are different options under Audience. Click on each in the steps below.

1. Demographics - only activated by website administrator; recommend that privacy policy indicate that you are collecting this data
  - a. Overview
  - b. Age
  - c. Gender
2. Interests - activated by website administrator and should be in privacy policy
  - a. Overview
  - b. Affinity Categories
  - c. In-Market Segments
  - d. Other Categories
3. Geo (geographic data)
  - a. Language – more detail on language (example below)
  - b. Location – more detail on language (example below)
4. Behavior
  - a. New vs. Returning
  - b. Frequency & Recency
  - c. Engagement
5. Technology
  - a. Browser & OS
  - b. Network
6. Mobile

- a. Overview
  - b. Devices
7. Custom
- a. Custom Variables
  - b. User Defined
8. Visitors Flow

## Geographic - Language

Within Audience, click on Geo, then Language.

The screenshot shows the Google Analytics interface with the URL <https://www.google.com/analytics/web/?hl=en&prop=1>. The page title is "Language - Google Analytics". The navigation bar includes File, Edit, View, Favorites, Tools, Help, and a search bar. Below the navigation is a toolbar with links like Google, Search, Share, and More. The main menu shows "Google Analytics" with sub-options Home, Reporting, Customization, and Admin. The reporting view is selected. On the left, there's a sidebar with sections like Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience (Overview, Demographics, Interests, Geo), Language, Location, Behavior, Technology, and Mobile. The main content area displays a table titled "Language" under the "Audience" section. The table has three columns: Visits, % New Visits, and New Visits. The first row shows total data: 40,595 Visits, 60.31% % New Visits, and 24,482 New Visits. Subsequent rows list specific languages: en-us, zh-cn, en-gb, en, zh-tw, ko, es, fr, ko-kr, and de-de, each with their respective visit counts, percentage of new visits, and new visit counts. The table also includes columns for Bounce Rate, Pages / Visit, Avg. Visit Duration, Goal Conversion Rate, Goal Completions, and Goal Value.

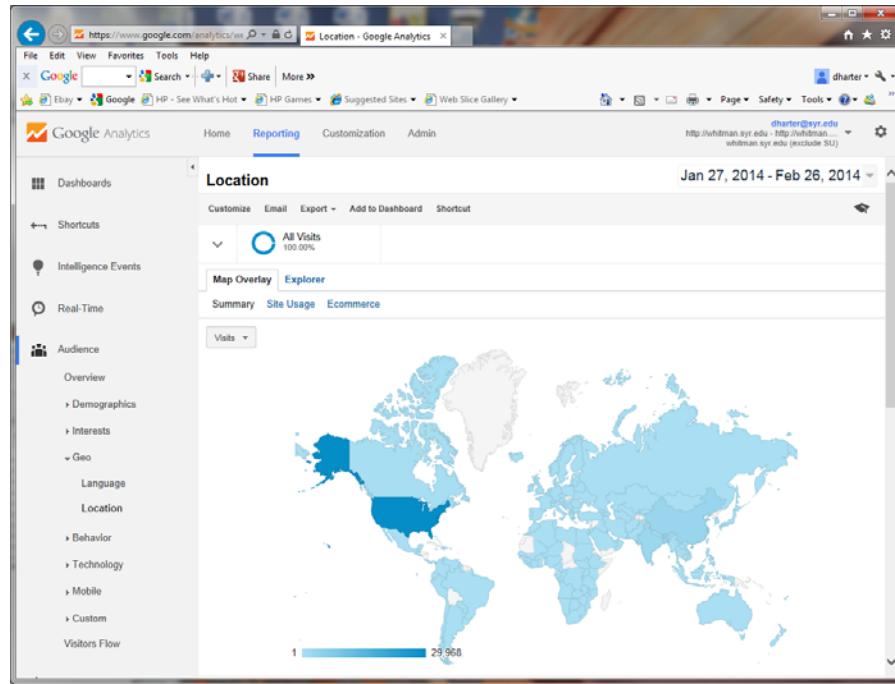
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	40,595 100.00% (40,595)	60.31% 59.69% (0.57%)	24,482 100.57% (24,344)	45.71% 45.71% (0.00%)	3.50 3.50 3.50 3.50 3.50 3.50 3.50 3.50 3.50 3.50	00:02:57 00:02:57 00:02:57 00:02:57 00:02:57 00:02:57 00:02:57 00:02:57 00:02:57 00:02:57	0.00% 0.00% (0.00%)	0 0 (0.00%)	\$0.00 \$0.00 (0.00%)
1. en-us	34,424 (84.80%)	61.34%	21,117 (86.26%)	47.08%	3.43	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. zh-cn	3,748 (9.23%)	42.37%	1,588 (6.49%)	26.87%	4.40	00:05:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. en-gb	621 (1.53%)	72.62%	451 (1.84%)	55.88%	3.12	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. en	317 (0.78%)	74.45%	236 (0.99%)	63.09%	2.19	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. zh-tw	226 (0.56%)	45.58%	103 (0.42%)	31.42%	5.00	00:04:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. ko	115 (0.28%)	53.04%	61 (0.25%)	42.61%	4.12	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. es	101 (0.25%)	84.16%	85 (0.35%)	51.49%	2.90	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. fr	86 (0.21%)	89.53%	77 (0.31%)	60.47%	3.16	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. ko-kr	72 (0.18%)	68.06%	49 (0.20%)	40.28%	4.47	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. de-de	63 (0.16%)	82.54%	52 (0.21%)	60.32%	2.81	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

This displays more detailed data by language, including:

1. Acquisition
  - a. Visits
  - b. New visits and % new visits
2. Behavior
  - a. Bounce rate
  - b. Pages/visit
  - c. Avg. visit Duration
3. Conversion
  - a. Goal conversion rate
  - b. Goal completions
  - c. Goal value

## Geographic – Location

Under Audience, click on Geo, Location. This displays traffic on a Map Overlay (notice the tabs Map Overlay and Explorer above and to the left of the picture).



Move your cursor over Brazil. What happens? Next, scroll down to see the detailed data. It includes Acquisition, Behavior, and Conversion data.

The screenshot shows the Google Analytics interface with the 'Reporting' tab selected. The 'Audience' menu is open, and the 'Country / Territory' section of the report is displayed. The table provides detailed data for top visitors:

Country / Territory	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Com	
United States	40,595 (73.82%)	59.21%	17,743 (72.47%)	45.71%	3.50	00:02:57	0.00%	0	%
China	3,142 (7.74%)	43.22%	1,358 (5.55%)	25.08%	4.32	00:05:31	0.00%	0	
India	2,786 (6.86%)	63.09%	1,780 (7.27%)	47.45%	3.31	00:02:53	0.00%	0	
Canada	379 (0.93%)	78.10%	296 (1.21%)	50.66%	3.85	00:01:56	0.00%	0	
United Kingdom	321 (0.79%)	75.70%	243 (0.99%)	61.99%	2.79	00:01:53	0.00%	0	
Philippines	246 (0.61%)	92.68%	228 (0.93%)	82.52%	1.72	00:00:41	0.00%	0	
Germany	204 (0.50%)	75.00%	153 (0.62%)	54.41%	2.53	00:02:42	0.00%	0	
Taiwan	200 (0.49%)	48.00%	96 (0.38%)	27.00%	5.24	00:04:57	0.00%	0	
Pakistan	188 (0.46%)	83.51%	157 (0.64%)	71.28%	3.51	00:02:20	0.00%	0	
South Korea	175 (0.43%)	62.29%	109 (0.45%)	46.29%	3.84	00:02:37	0.00%	0	

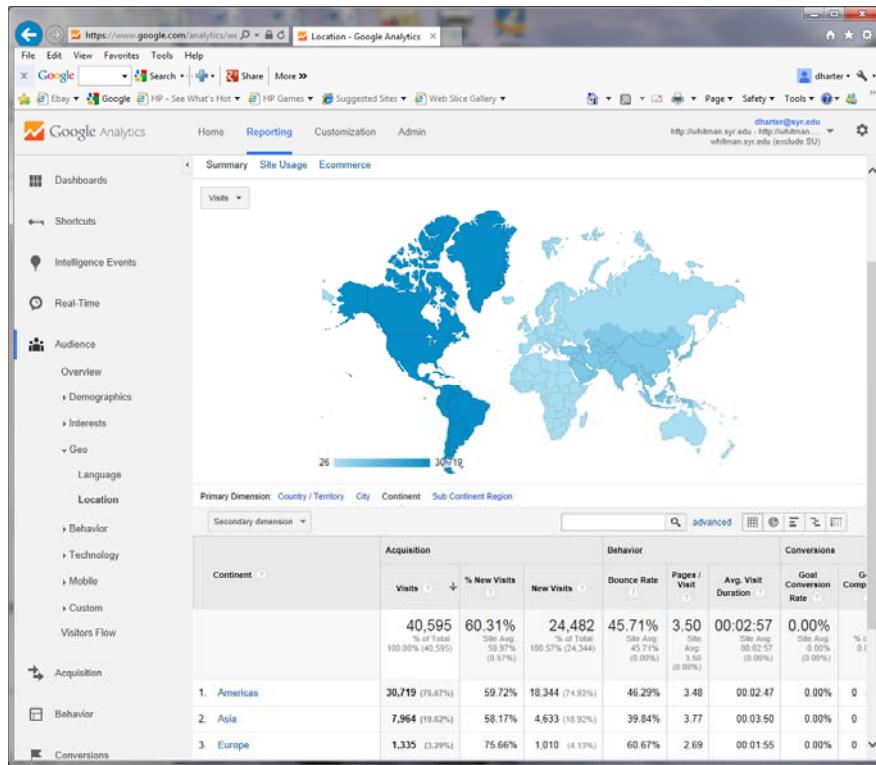
Scroll back to the top of the page. Under Map Overlay, click on Site Usage, then scroll to the bottom. The view is now Visits, Pages/Visit, Avg. Visit Duration, % New Visits, and Bounce Rate.

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
United States	40,595 (73.82%)	3.50	00:02:57	60.31%	45.71%
China	3,142 (7.74%)	4.32	00:05:31	43.22%	25.08%
India	2,786 (6.86%)	3.31	00:02:53	63.89%	47.45%
Canada	379 (0.83%)	3.85	00:01:56	78.10%	50.66%
United Kingdom	321 (0.79%)	2.79	00:01:53	75.70%	61.99%
Philippines	246 (0.61%)	1.72	00:00:41	92.68%	82.52%
Germany	204 (0.50%)	2.53	00:02:42	75.00%	54.41%
Taiwan	200 (0.49%)	5.24	00:04:57	48.00%	27.00%
Pakistan	188 (0.48%)	3.51	00:02:20	83.51%	71.28%
South Korea	175 (0.43%)	3.84	00:02:37	62.29%	46.29%

Scroll back to the top of the page. Under Map Overlay, click on Ecommerce. Now we can see Visits, Revenue, Transactions, Average Order Value, Ecommerce Conversion Rate, and Per Visit Value. Why is everything zero?

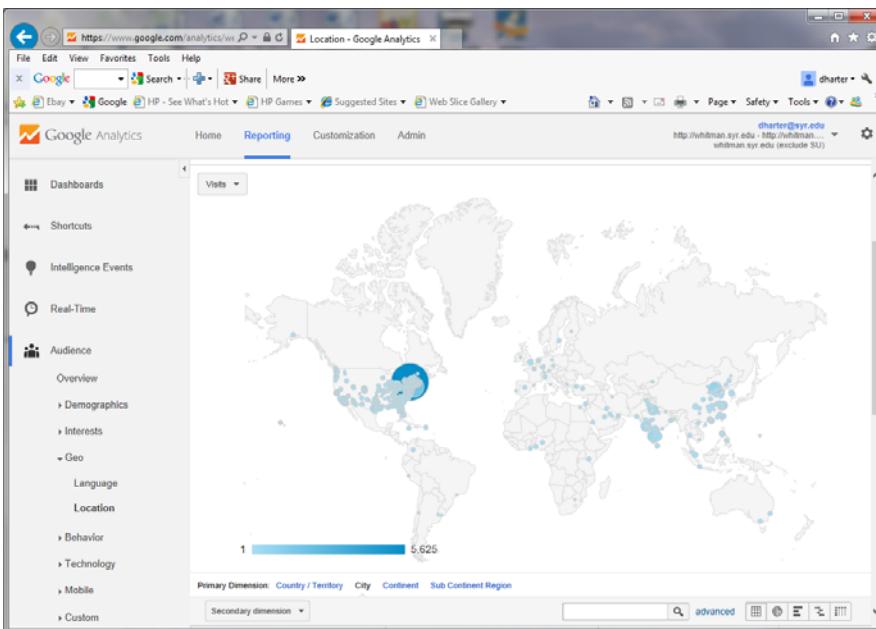
Country / Territory	Visits	Revenue	Transactions	Average Order Value	Ecommerce Conversion Rate	Per Visit Value
United States	40,595 (73.82%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
China	3,142 (7.74%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
India	2,786 (6.86%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Canada	379 (0.83%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
United Kingdom	321 (0.79%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Philippines	246 (0.61%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Germany	204 (0.50%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Taiwan	200 (0.49%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Pakistan	188 (0.48%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
South Korea	175 (0.43%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00

Scroll back to the top. Under Map Overlay, click on Summary. Scroll down to just below the map and click on Continent.

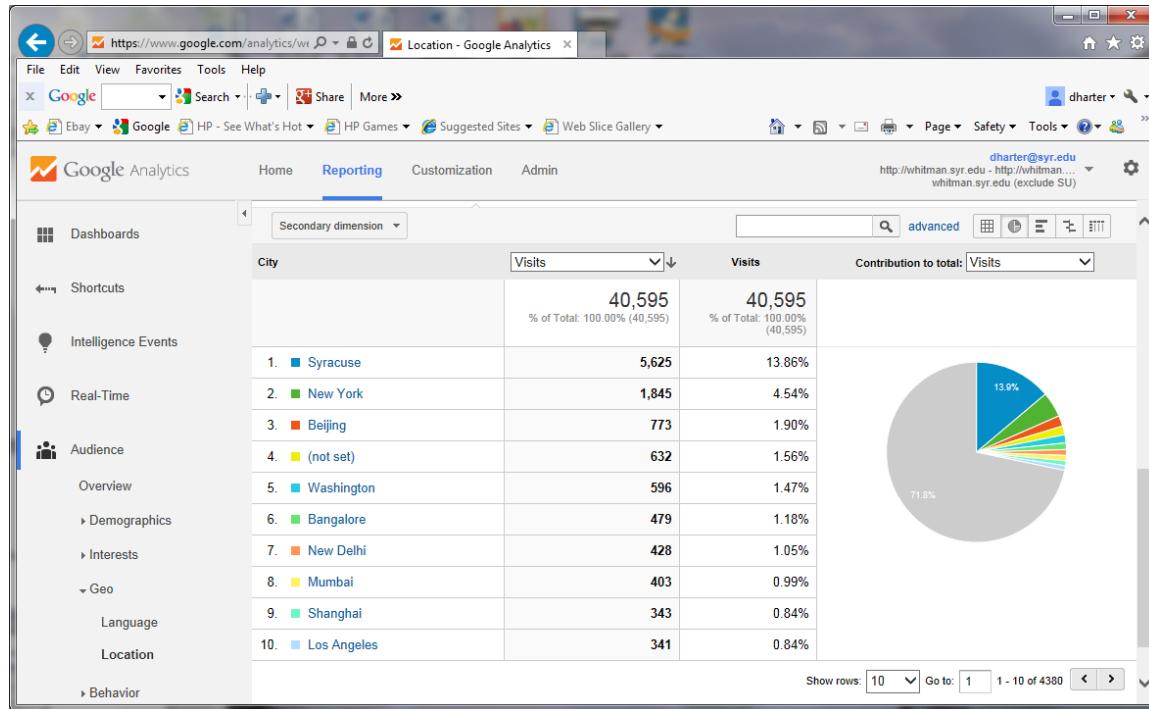


Click on Sub Continent Region. How is it different?

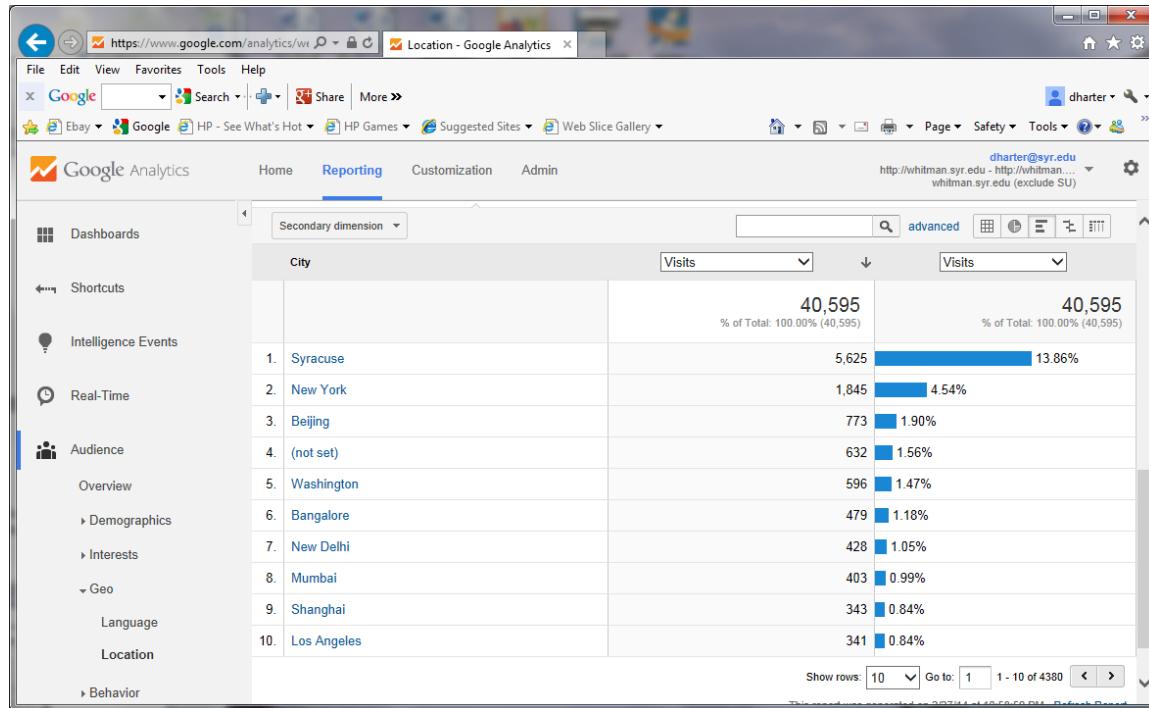
Now click on City. Scroll down to see the traffic by city. Put your cursor over a city.



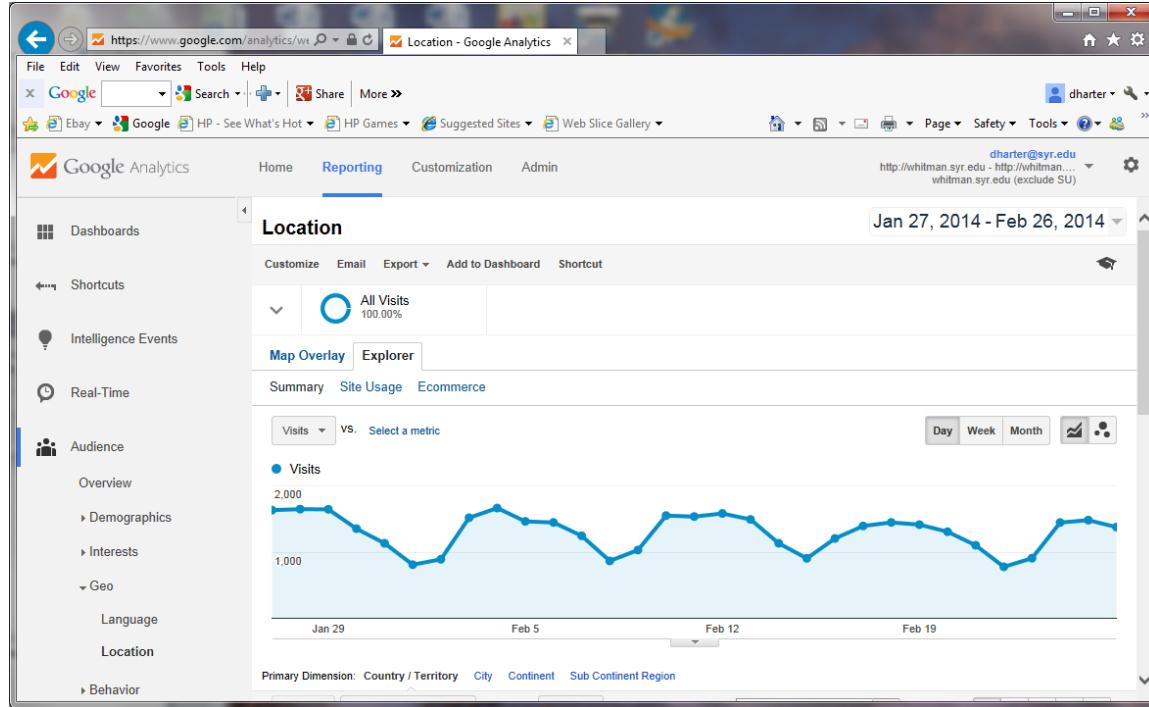
To the lower right of the picture, and to the right and above the data, are five options. The five options are Data, Percentage, Performance, Comparison, Pivot. We have been viewing data; now click on Percentage.



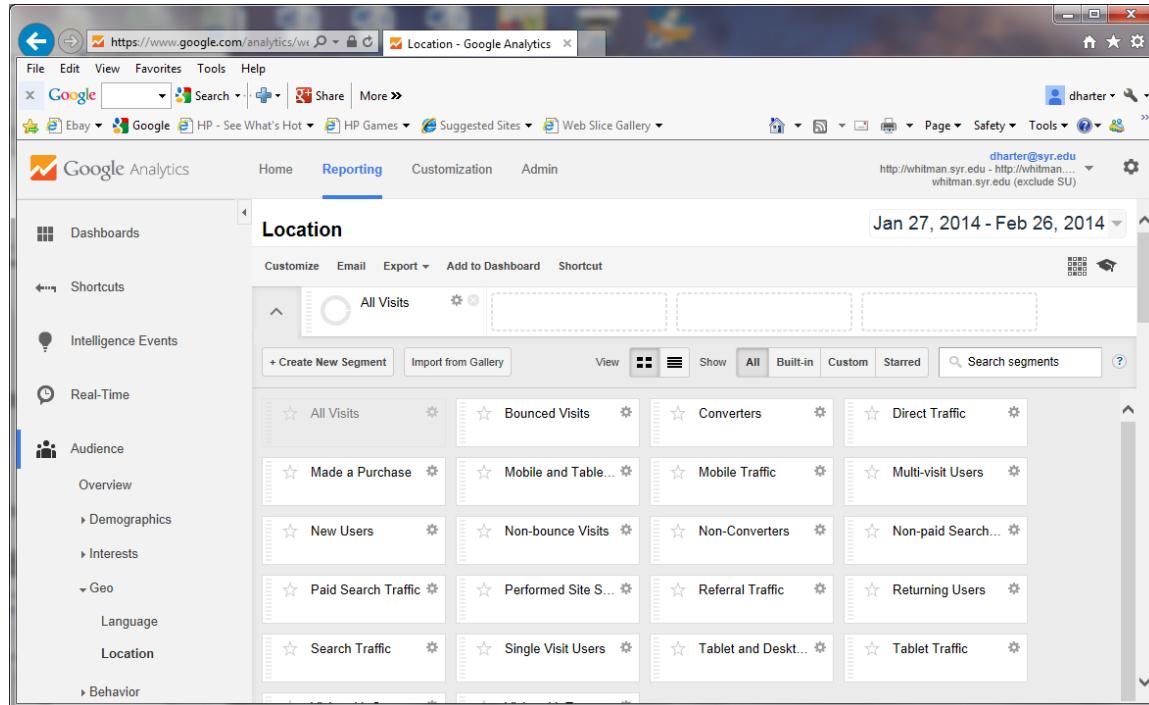
Next, click on Performance.



Scroll back to the top of the page. Instead of Map Overlay, click on Explorer (to the right of Map Overlay).

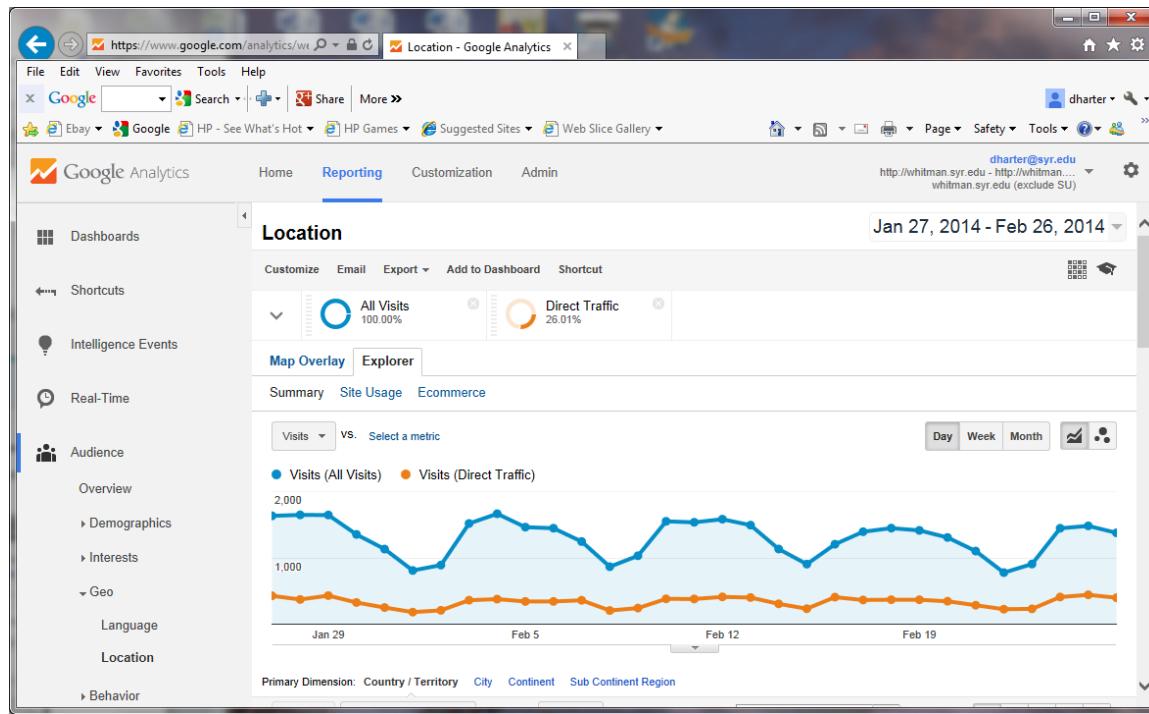


Notice that there is a small down arrow above the words Map Overlay. Click on the down arrow. It changes to an up arrow and displays more options.

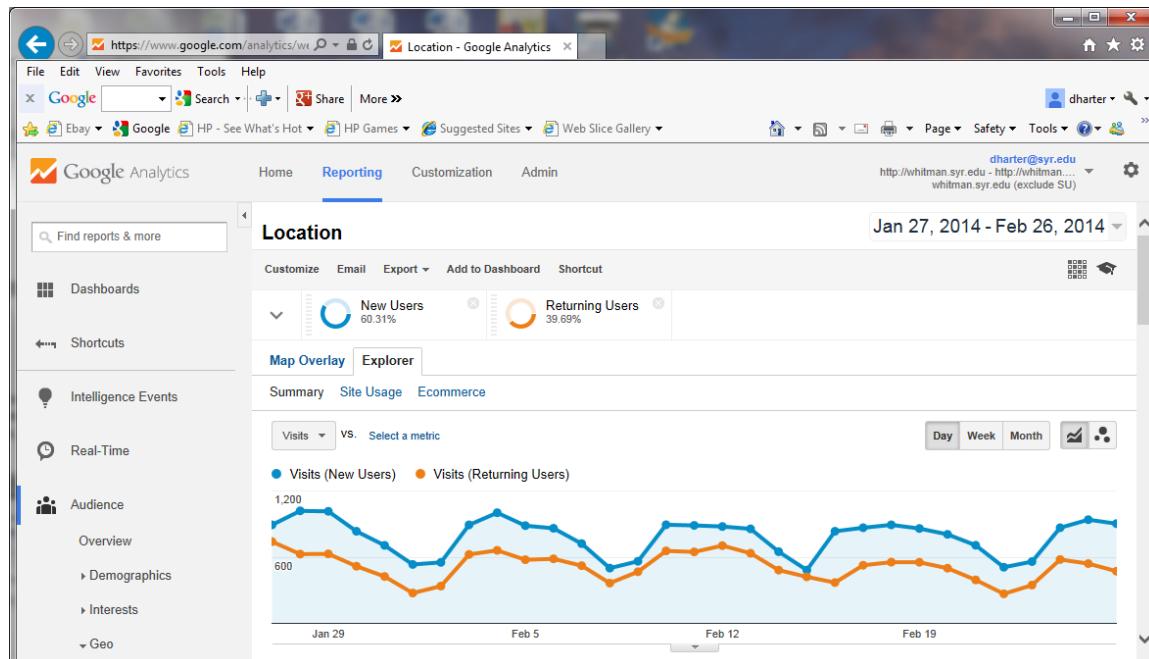


Only "All Visits" is shaded. Click on Direct Traffic, then click on the up arrow.

We can now see direct traffic versus all visits. Direct traffic is from individuals who type in your web address or who click on a bookmark. All traffic includes visits directed from advertisements and other websites. If someone first visited [syr.edu](http://syr.edu), then clicked through to [whitman.syr.edu](http://whitman.syr.edu), would that be in direct traffic or all traffic?

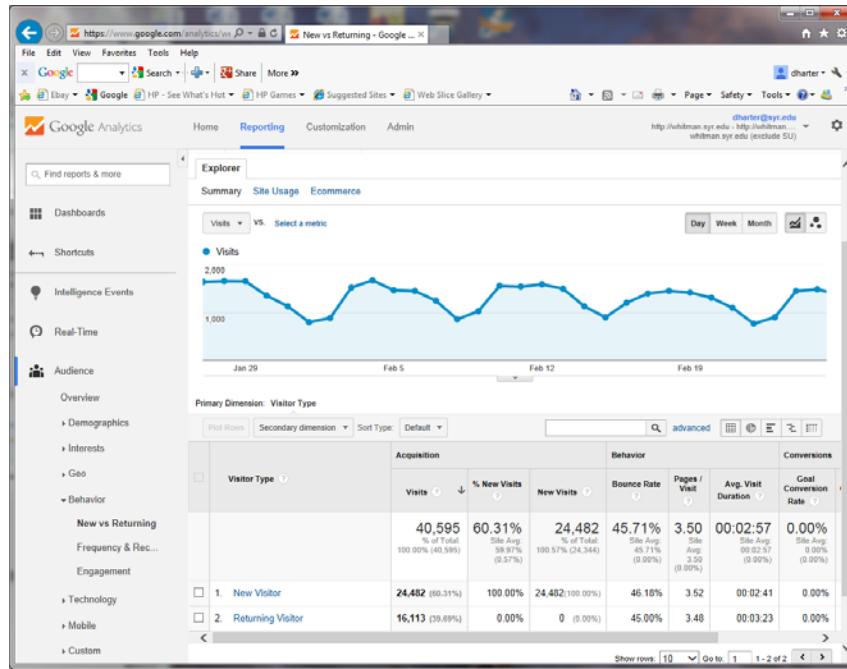


You could also look at New Users versus Returning Users. Click on the down arrow, click on All Visits to turn it off, click on New Users and Returning Users, then click on the up arrow.

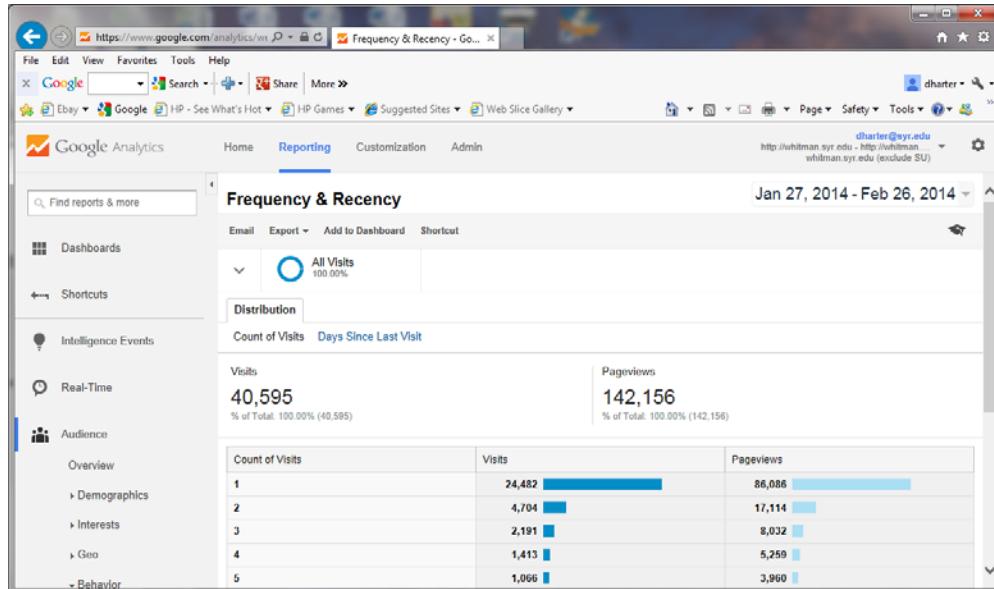


## Behavior

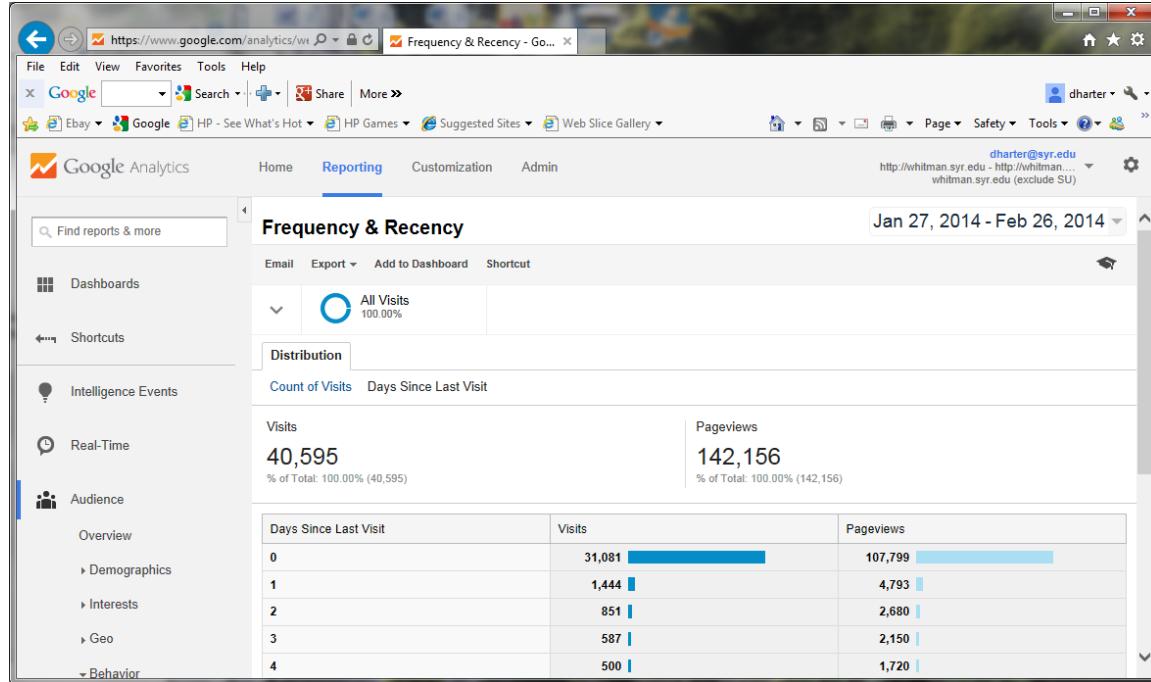
On the left side of the screen, now click on Behavior. Reset options to All Visits. Click on New versus Returning.



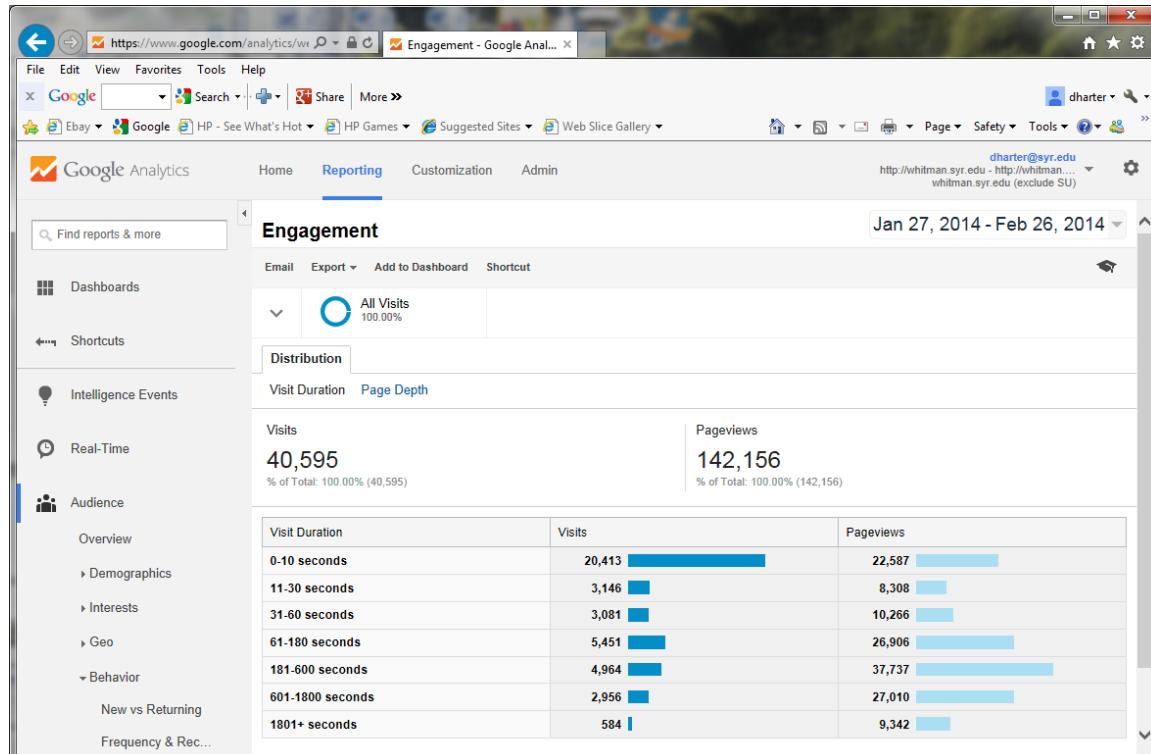
Now try Frequency and Recency. Frequency is how often someone visits. Recency measures the time since their last visit. In the example below, there were 24,482 people who visited the site once. How many people visited the site five times during this period?



Scroll to the top of the page. Under the tab Distribution, you have been viewing Count of Visits. Click on Days Since Last Visit.



Go back to the left of the screen, and click on Behavior, then Engagement. This displays the length of time a visitor is on your website. What is the difference between Visits and Pageviews?



Scroll to the top of the page. Under Distribution, click on Page Depth.

The screenshot shows the Google Analytics interface for the 'Engagement' report. The left sidebar is collapsed, and the main area displays the 'Engagement' dashboard. At the top, there's a summary card for 'All Visits' (100.00%). Below it, under the 'Distribution' section, is a chart comparing 'Visit Duration' and 'Pageviews'. The visit duration chart shows the number of visits for different duration bins. The pageviews chart shows the total pageviews for each bin. The visit duration data is as follows:

Visit Duration	Visits	Pageviews
0-10 seconds	20,413	22,587
11-30 seconds	3,146	8,308
31-60 seconds	3,081	10,266
61-180 seconds	5,451	26,906
181-600 seconds	4,964	37,737
601-1800 seconds	2,956	27,010
1801+ seconds	584	9,342

## Technology

Click on Technology on the left of the screen, then Browser.

The screenshot shows the Google Analytics interface for the 'Technology' report, specifically the 'Browser' section. The left sidebar is collapsed, and the main area displays the 'Browser' report. The primary dimension selected is 'Browser'. The report table provides detailed statistics for six browsers:

Browser	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
1. Chrome	14,985 (36.91%)	58.84%	8,817 (36.01%)	43.83%	3.65	00:03:00	0.00%
2. Safari	9,572 (23.58%)	52.71%	5,045 (20.61%)	49.67%	3.27	00:02:36	0.00%
3. Internet Explorer	9,298 (22.90%)	65.02%	6,046 (24.70%)	42.20%	3.65	00:03:21	0.00%
4. Firefox	4,858 (11.97%)	66.04%	3,208 (13.10%)	44.48%	3.63	00:03:10	0.00%
5. Android Browser	906 (2.23%)	63.47%	575 (2.35%)	58.28%	2.56	00:02:13	0.00%
6. Safari (in-app)	350 (0.86%)	92.57%	324 (1.32%)	67.43%	1.81	00:01:10	0.00%

Why is it important to know your customer's browser?

Now find Primary Dimension on your screen (under the graph). Change to Operating System, Screen Resolution, Screen Colors, Flash Version, and Other.

The screenshot shows the Google Analytics Reporting interface. The primary dimension selected is 'Operating System'. The main table displays data for various operating systems, including Windows, Macintosh, iOS, Android, and Linux. The table includes columns for Visits, % New Visits, New Visits, Bounce Rate, Pages / Visit, Avg. Visit Duration, and Goal Conversion Rate. The data for Windows is highlighted.

Operating System	Acquisition		Behavior		Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
Windows	40,595 % of Total: 100.00% (40,595)	60.31% Site Avg: 59.97% (0.57%)	24,482 % of Total: 100.57% (24,344)	45.71% Site Avg: 45.71% (0.00%)	3.50 Site Avg: 3.50 (0.00%)	00:02:57 Site Avg: 00:02:57 (0.00%)
Macintosh	23,921 (56.93%)	63.72%	15,243 (62.26%)	42.57%	3.70	00:03:16
iOS	8,405 (20.70%)	46.90%	3,942 (16.10%)	43.08%	3.76	00:02:55
Android	5,635 (13.88%)	63.23%	3,563 (14.55%)	56.93%	2.72	00:02:05
Linux	2,075 (5.11%)	62.89%	1,305 (5.33%)	58.94%	2.56	00:02:11
	173 (0.43%)	78.61%	136 (0.56%)	60.69%	2.72	00:02:14
	86 (0.21%)	72.09%	62 (0.25%)	46.51%	2.80	00:01:58

Click on Technology, Network.

The screenshot shows the Google Analytics Reporting interface. The primary dimension selected is 'Network'. The main table displays data for various network providers, including time warner cable internet llc, psinet inc., verizon online llc, (not set), comcast cable communications inc., at&t internet services, comcast cable communications holdings inc., headquarters usaisc, service provider corporation, and cox communications. The table includes columns for % of Total, Site Avg, % of Total, Site Avg, Site Avg, Site Avg, and Site Avg. The data for time warner cable internet llc is highlighted.

	% of Total	Site Avg	% of Total	Site Avg	Site Avg	Site Avg
time warner cable internet llc	100.00% (40,595)	59.97% (0.57%)	100.57% (24,344)	45.71% (0.00%)	3.50 (0.00%)	0.00% (0.00%)
psinet inc.	5,485 (13.51%)	49.52%	2,716 (11.09%)	46.31%	3.71	00:02:54
verizon online llc	3,058 (7.53%)	28.91%	884 (3.61%)	52.52%	3.41	00:02:10
(not set)	2,476 (6.10%)	61.07%	1,512 (6.18%)	41.40%	3.77	00:03:16
comcast cable communications inc.	1,632 (4.02%)	61.76%	1,008 (4.12%)	51.35%	3.08	00:02:49
at&t internet services	1,280 (3.15%)	65.62%	840 (3.43%)	43.67%	3.35	00:02:34
comcast cable communications holdings inc	1,123 (2.77%)	56.81%	638 (2.61%)	52.00%	2.87	00:02:58
headquarters usaisc	817 (2.01%)	66.22%	541 (2.21%)	41.74%	3.86	00:03:08
service provider corporation	738 (1.82%)	62.47%	461 (1.88%)	47.97%	2.83	00:02:29
cox communications	675 (1.66%)	61.19%	413 (1.69%)	60.74%	2.33	00:01:42

## Mobile

The Mobile option on the left of the screen allows you to distinguish between desktop, mobile, and tablet traffic. Click on Mobile, Overview.

This screenshot shows the Google Analytics interface for the 'Mobile' section. The left sidebar is collapsed, and the main area displays a table titled 'Primary Dimension: Device Category'. The table includes columns for 'Device Category', 'Visits', '% New Visits', 'New Visits', 'Bounce Rate', 'Pages / Visit', 'Avg. Visit Duration', and 'Goal Conversion Rate'. The data shows three categories: desktop (32,603 visits, 59.49% new), mobile (5,393 visits, 64.49% new), and tablet (2,599 visits, 61.83% new). The desktop row is highlighted in grey.

Device Category	Acquisition			Behavior		Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
1. desktop	32,603 (80.31%)	59.49%	19,397 (79.23%)	42.82%	3.71	00:03:10	0.00%
2. mobile	5,393 (13.28%)	64.49%	3,478 (14.21%)	60.23%	2.35	00:01:46	0.00%
3. tablet	2,599 (6.40%)	61.83%	1,607 (6.56%)	51.79%	3.31	00:02:46	0.00%

Mobile, Devices distinguish between different mobile devices used to access your website.

This screenshot shows the Google Analytics interface for the 'Devices' section. The left sidebar is collapsed, and the main area displays a table titled 'Mobile Device Info'. The table includes columns for 'Mobile Device Info', 'Visits', '% New Visits', 'New Visits', 'Bounce Rate', 'Pages / Visit', 'Avg. Visit Duration', and 'Goal Conversion Rate'. The data shows five devices: Apple iPhone (3,392 visits, 63.33% new), Apple iPad (2,220 visits, 62.88% new), (not set) (298 visits, 70.81% new), Samsung GT-I9500 Galaxy S IV (175 visits, 57.71% new), and Samsung GT-I9300 Galaxy S III (112 visits, 79.46% new). The first row is highlighted in grey.

Mobile Device Info	Acquisition			Behavior		Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
1. Apple iPhone	3,392 (42.44%)	63.33%	2,148 (42.24%)	61.06%	2.26	00:01:37	0.00%
2. Apple iPad	2,220 (27.78%)	62.88%	1,396 (27.45%)	50.59%	3.41	00:02:49	0.00%
3. (not set)	298 (3.73%)	70.81%	211 (4.15%)	66.44%	2.14	00:01:54	0.00%
4. Samsung GT-I9500 Galaxy S IV	175 (2.19%)	57.71%	101 (1.99%)	54.29%	2.30	00:01:31	0.00%
5. Samsung GT-I9300 Galaxy S III	112 (1.40%)	79.46%	89 (1.75%)	58.04%	2.74	00:01:21	0.00%

In Primary Dimension, change to Mobile Device Branding to roll up to the brand level.

The screenshot shows the Google Analytics Reporting interface. The primary dimension selected is 'Mobile Device Branding'. The report displays data for various mobile device brands. The columns include Visits, % New Visits, New Visits, Bounce Rate, Pages / Visit, Avg. Visit Duration, and Goal Conversion Rate. The data for 'Mobile Device Branding' is as follows:

	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
<b>Mobile Device Branding</b>	<b>7,992</b>	<b>63.63%</b>	<b>5,085</b>	<b>57.48%</b>	<b>2.66</b>	<b>00:02:06</b>	<b>0.00%</b>
	% of Total: 19.69% (40,595)	Site Avg: 59.97% (6.10%)	% of Total: 20.89% (24,344)	Site Avg: 45.71% (25.75%)	Site Avg: 3.50 (-23.98%)	Site Avg: 00:02:57 (-29.14%)	Site Avg: 0.00% (0.00%)

Below this, specific device brands are listed:

Brand	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
1. Apple	5,635 (70.51%)	63.23%	3,563 (70.07%)	56.93%	2.72	00:02:05	0.00%
2. Samsung	1,226 (15.34%)	60.52%	742 (14.59%)	58.40%	2.42	00:01:48	0.00%
3. (not set)	298 (3.73%)	70.81%	211 (4.15%)	66.44%	2.14	00:01:54	0.00%
4. Nokia	121 (1.51%)	80.99%	98 (1.93%)	53.72%	2.59	00:01:40	0.00%
5. Motorola	116 (1.45%)	56.90%	66 (1.30%)	58.62%	2.93	00:03:44	0.00%

Next try Mobil Input Selector.

The screenshot shows the Google Analytics Reporting interface. The primary dimension selected is 'Mobile Input Selector'. The report displays data for various mobile input methods. The columns include Visits, % New Visits, New Visits, Bounce Rate, Pages / Visit, Avg. Visit Duration, and Goal Conversion Rate. The data for 'Mobile Input Selector' is as follows:

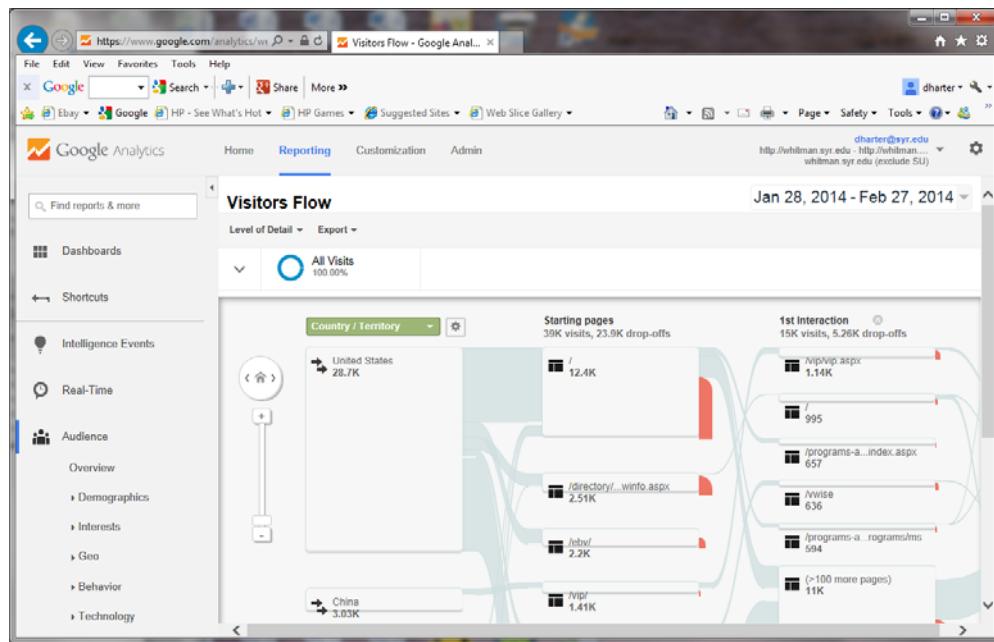
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
<b>Mobile Input Selector</b>	<b>7,992</b>	<b>63.63%</b>	<b>5,085</b>	<b>57.48%</b>	<b>2.66</b>	<b>00:02:06</b>	<b>0.00%</b>
	% of Total: 19.69% (40,595)	Site Avg: 59.97% (6.10%)	% of Total: 20.89% (24,344)	Site Avg: 45.71% (25.75%)	Site Avg: 3.50 (-23.98%)	Site Avg: 00:02:57 (-29.14%)	Site Avg: 0.00% (0.00%)

Below this, specific input methods are listed:

Method	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
1. touchscreen	7,633 (96.51%)	63.11%	4,817 (94.73%)	57.02%	2.69	00:02:06	0.00%
2. (not set)	348 (4.35%)	74.71%	260 (5.11%)	68.10%	2.05	00:01:50	0.00%
3. joystick	5 (0.06%)	80.00%	4 (0.08%)	40.00%	2.20	00:01:02	0.00%
4. clickwheel	4 (0.05%)	75.00%	3 (0.06%)	25.00%	5.00	00:04:31	0.00%
5. trackpad	2 (0.03%)	50.00%	1 (0.02%)	100.00%	1.00	00:00:00	0.00%

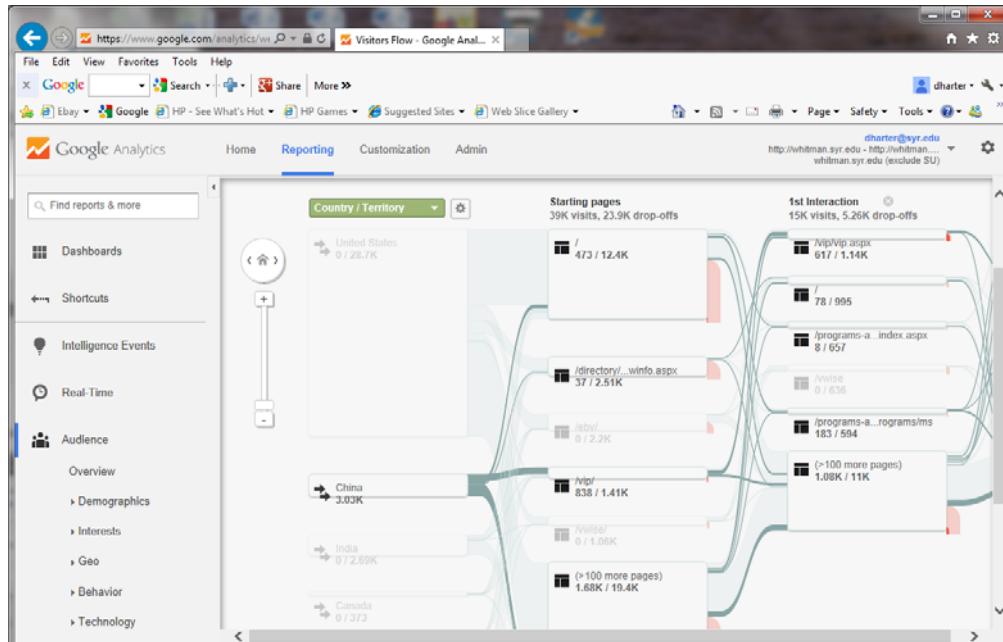
## Visitors Flow

The final section within Audience is Visitors Flow. Click on Visitors Flow on the left of the screen.

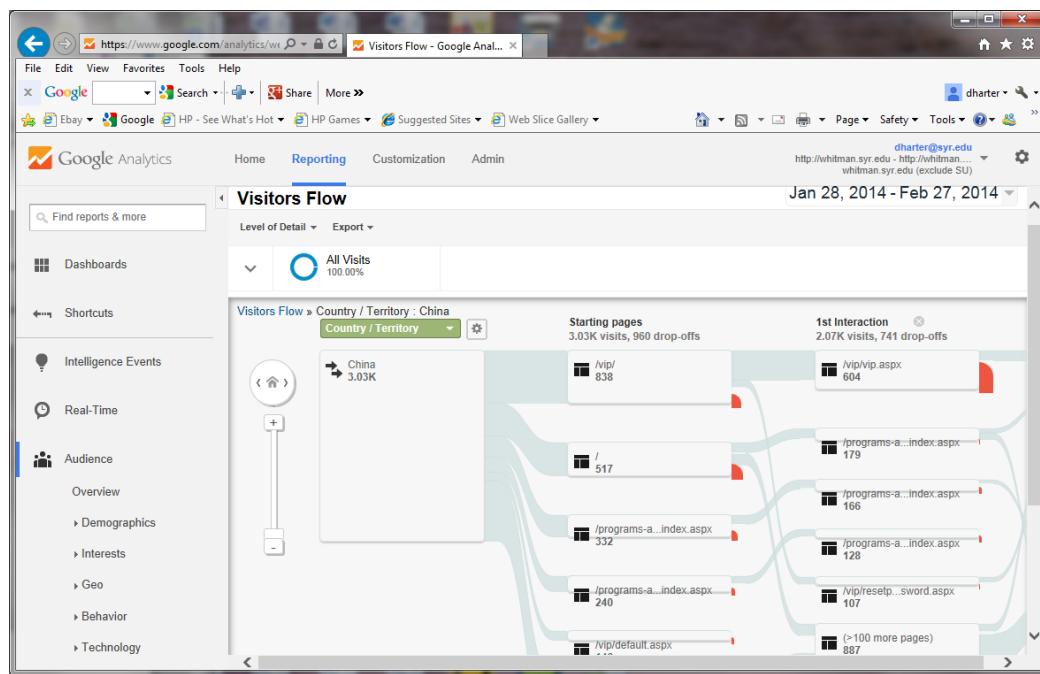


Traffic flow is highlighted in blue. Drop-offs are highlighted in red. Move your cursor over each area to identify additional information.

Click on China, then click on “Highlight traffic through here”. Which web page has the highest traffic from China?

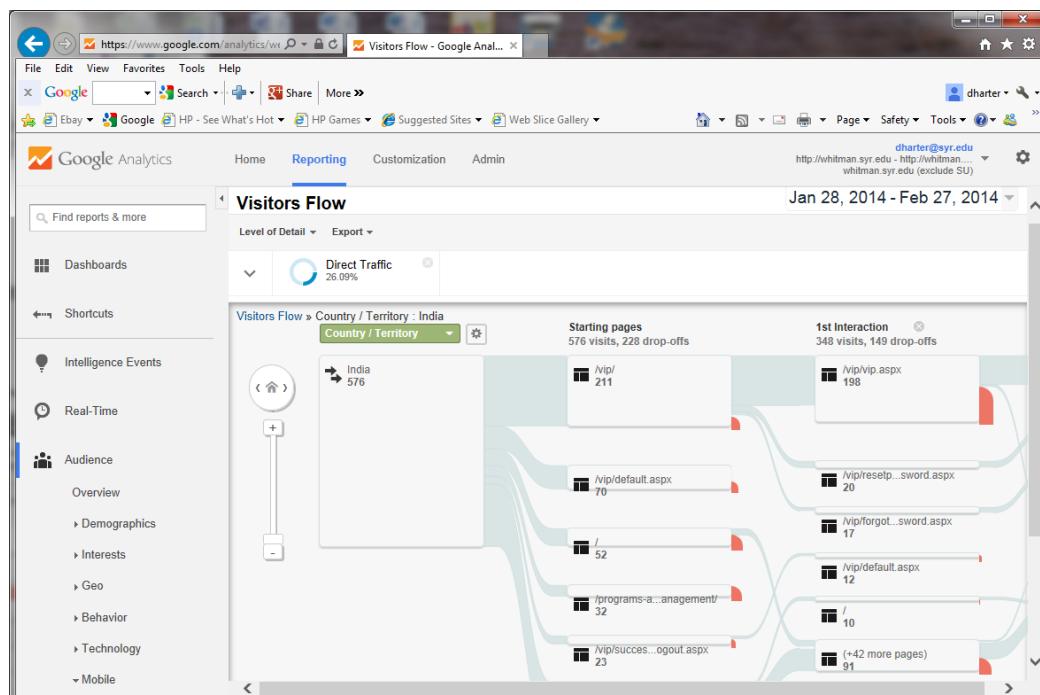


Now, click on China, then View only this segment. Is it easier to see the traffic flows for China?



To return to all Visitors Flow, look for "Visitors Flow >> Country/Territory: China", then click on the first part, Visitors Flow.

Change to India, then use the drop down arrow to switch from All Visits to Direct Traffic.



Switch back to All Visits.

## Session 3.9: Acquisition

Acquisition shows how traffic arrives at your website. On the left, click on Acquisition and Overview.

The screenshot shows the 'Acquisition Overview' report in Google Analytics. The left sidebar is collapsed, showing categories like Real-Time, Audience, and Acquisition. The main area displays a table of top channels with metrics such as Visits, % New Visits, New Visits, Bounce Rate, Pages / Visit, and Avg. Visit Duration. A red arrow points to a 'Set up a goal' call-to-action button on the right.

Channel	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	Organic Search	40,400	60.37%	24,308	45.70%	3.51
Referral	18,228			50.14%		
Direct	10,931			35.41%		
Social	10,542			47.35%		
Email	657			66.97%		
(Other)	26			46.15%		

Next, click on Acquisition, Channels. What's the difference in the categories?

The screenshot shows the 'Channels' report in Google Analytics. The left sidebar is expanded, showing categories like Real-Time, Audience, and Acquisition. The main area displays a detailed table for 'Default Channel Grouping' with columns for Visits, % New Visits, New Visits, Bounce Rate, Pages / Visit, Avg. Visit Duration, and Goal Conversion Rate. A red arrow points to the 'Secondary dimension' dropdown in the top navigation bar.

Channel	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
	1. Organic Search	40,400 (45.12%)	60.70% % of Total: 100.00% (40,400)	24,308 (42.42%)	45.70% Site Avg: 60.37% (0.55%)	3.51	00:02:58 Site Avg: 00:02:58 (0.00%)
2. Referral	18,228 (27.06%)	57.07%	10,402 (29.68%)	50.14%	3.43	00:02:43	0.00%
3. Direct	10,931 (26.09%)	66.59%	7,279 (25.82%)	35.41%	4.16	00:03:25	0.00%
4. Social	657 (1.63%)	60.06%	495 (2.02%)	47.35%	3.07	00:03:00	0.00%
5. Email	26 (0.06%)	50.00%	13 (0.05%)	66.97%	1.89	00:01:24	0.00%
6. (Other)	16 (0.04%)	12.50%	2 (0.01%)	46.15%	3.54	00:05:13	0.00%

Change the Primary Dimension to Source/Medium. Can you interpret what these are? What is the difference between organic and referral?

The screenshot shows the Google Analytics Reporting interface with the primary dimension set to "Source / Medium". The left sidebar includes links for Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition (Overview, Channels, All Traffic, All Referrals, Campaigns), and other sections like Overview, Channels, and Campaigns. The main content area displays a table of traffic sources:

Source / Medium	Acquisition			Behavior			Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	
google / organic	16,959 (41.98%)	57.29%	9,715 (39.62%)	50.55%	3.41	00:02:40	0.00%	
(direct) / (none)	10,542 (26.09%)	60.06%	6,332 (25.82%)	47.35%	3.07	00:03:00	0.00%	
syr.edu / referral	3,849 (9.53%)	60.54%	2,330 (9.50%)	22.68%	5.63	00:04:25	0.00%	
vets.syr.edu / referral	1,251 (3.10%)	68.35%	855 (3.49%)	46.36%	2.94	00:03:00	0.00%	
sba.gov / referral	808 (2.00%)	76.73%	620 (2.53%)	38.24%	3.22	00:02:44	0.00%	
bing / organic	763 (1.89%)	60.03%	458 (1.87%)	39.84%	3.77	00:03:28	0.00%	
admissions.syr.edu / referral	762 (1.89%)	75.85%	578 (2.36%)	40.55%	3.91	00:02:48	0.00%	
va.gov / referral	433 (1.07%)	84.76%	367 (1.50%)	63.51%	2.57	00:02:57	0.00%	

Change Primary Dimension to Source.

The screenshot shows the Google Analytics Reporting interface with the primary dimension set to "Source". The left sidebar includes links for Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition (Overview, Channels, All Traffic, All Referrals, Campaigns), and other sections like Overview, Channels, and Campaigns. The main content area displays a table of traffic sources:

Source	Acquisition			Behavior			Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	
google	16,959 (41.98%)	57.29%	9,715 (39.62%)	50.55%	3.41	00:02:40	0.00%	
(direct)	10,542 (26.09%)	60.06%	6,332 (25.82%)	47.35%	3.07	00:03:00	0.00%	
syr.edu	3,849 (9.53%)	60.54%	2,330 (9.50%)	22.68%	5.63	00:04:25	0.00%	
vets.syr.edu	1,251 (3.10%)	68.35%	855 (3.49%)	46.36%	2.94	00:03:00	0.00%	
sba.gov	808 (2.00%)	76.73%	620 (2.53%)	38.24%	3.22	00:02:44	0.00%	
bing	763 (1.89%)	60.03%	458 (1.87%)	39.84%	3.77	00:03:28	0.00%	
admissions.syr.edu	762 (1.89%)	75.85%	578 (2.36%)	40.55%	3.91	00:02:48	0.00%	
va.gov	433 (1.07%)	84.76%	367 (1.50%)	63.51%	2.57	00:02:57	0.00%	

Finally, change Primary Dimension to Medium.

Google Analytics Reporting view with Primary Dimension set to Medium. The table shows the following data:

Medium	Acquisition			Behavior			Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	
organic	18,228 (45.12%)	57.07%	10,402 (42.42%)	50.14%	3.43	00:02:43	0.00%	
referral	11,588 (26.68%)	67.09%	7,774 (31.70%)	37.20%	4.03	00:03:19	0.00%	
(none)	10,542 (26.09%)	60.06%	6,332 (25.82%)	47.35%	3.07	00:03:00	0.00%	
email	26 (0.06%)	50.00%	13 (0.05%)	46.15%	3.54	00:05:13	0.00%	
direct mail	3 (0.01%)	0.00%	0 (0.00%)	33.33%	2.00	00:00:10	0.00%	
homepage feature	3 (0.01%)	0.00%	0 (0.00%)	33.33%	3.33	00:02:33	0.00%	
HTML Email	3 (0.01%)	0.00%	0 (0.00%)	33.33%	2.33	00:00:34	0.00%	
print	3 (0.01%)	0.00%	0 (0.00%)	0.00%	4.67	00:01:34	0.00%	

Now examine Acquisition, Campaigns.

Google Analytics Reporting view with Primary Dimension set to Campaign. The table shows the following data:

Campaign	Acquisition			Behavior			Conversions	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	
EBV TAP November	20 (48.78%)	60.00%	12 (85.71%)	50.00%	3.65	00:05:10	0.00%	
Knowledge In Action	10 (24.39%)	0.00%	0 (0.00%)	40.00%	2.40	00:00:59	0.00%	
Buffer	3 (7.32%)	33.33%	1 (7.14%)	100.00%	1.00	00:00:00	0.00%	
delta	3 (7.32%)	0.00%	0 (0.00%)	0.00%	4.67	00:01:34	0.00%	
43b21226a2-IDEA- 1/13/2014	2 (4.88%)	0.00%	0 (0.00%)	0.00%	6.50	00:16:02	0.00%	
b309966403-IDEA- 5/6/2013	2 (4.88%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:10	0.00%	
46540625-1	1 (2.44%)	100.00%	1 (7.14%)	100.00%	1.00	00:00:00	0.00%	

Let's expand the time period of the data. In the upper right corner of the screen is the date range.

1. Click on the date
2. A calendar will appear
3. Click on the "from" date, then scroll to the left in the calendar and select August 1, 2013.
4. Click on the "to" date, then scroll to the left until you get to today.
5. Click Apply

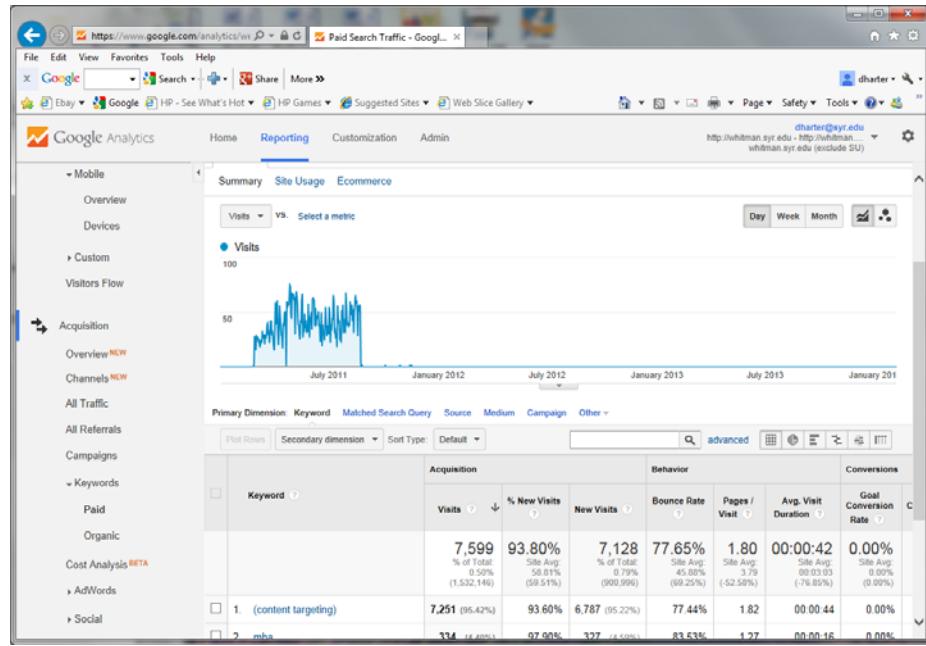
The screenshot shows the Google Analytics Reporting interface. The left sidebar is collapsed, and the main area displays a table of campaign data. The table has three main sections: Acquisition, Behavior, and Conversions. The Acquisition section includes columns for Visits, % New Visits, New Visits, Bounce Rate, Pages / Visit, Avg. Visit Duration, Goal Conversion Rate, and % of Goals. The Behavior section includes Site Avg. and % of Site Avg. for each row. The Conversions section includes % of Goal and % of Total. The table lists ten campaigns, with the first two rows visible:

Campaign	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	% of Goals	
EBV TAP November	226 (27.43%)	46.90%	106 (28.30%)	50.00%	2.97	00:03:05	0.00%	0 (0.00%)	
delta	27 (11.95%)	85.19%	23 (21.70%)	37.04%	2.93	00:01:41	0.00%	0 (0.00%)	

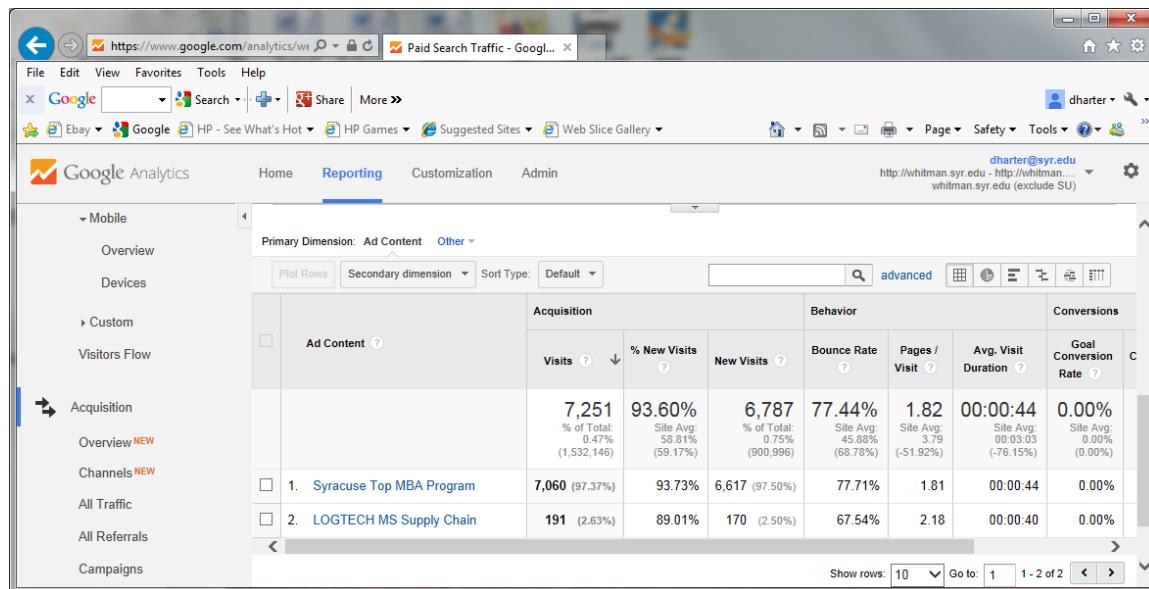
The "delta" campaign was an advertisement placed in Delta Airline magazine. How does its bounce rate compare to other campaigns?

## Acquisition – Key Words

Change the date range to the range January 1, 2011 through today. Click on Keywords, Paid.



Now click on “(content targeting)”.



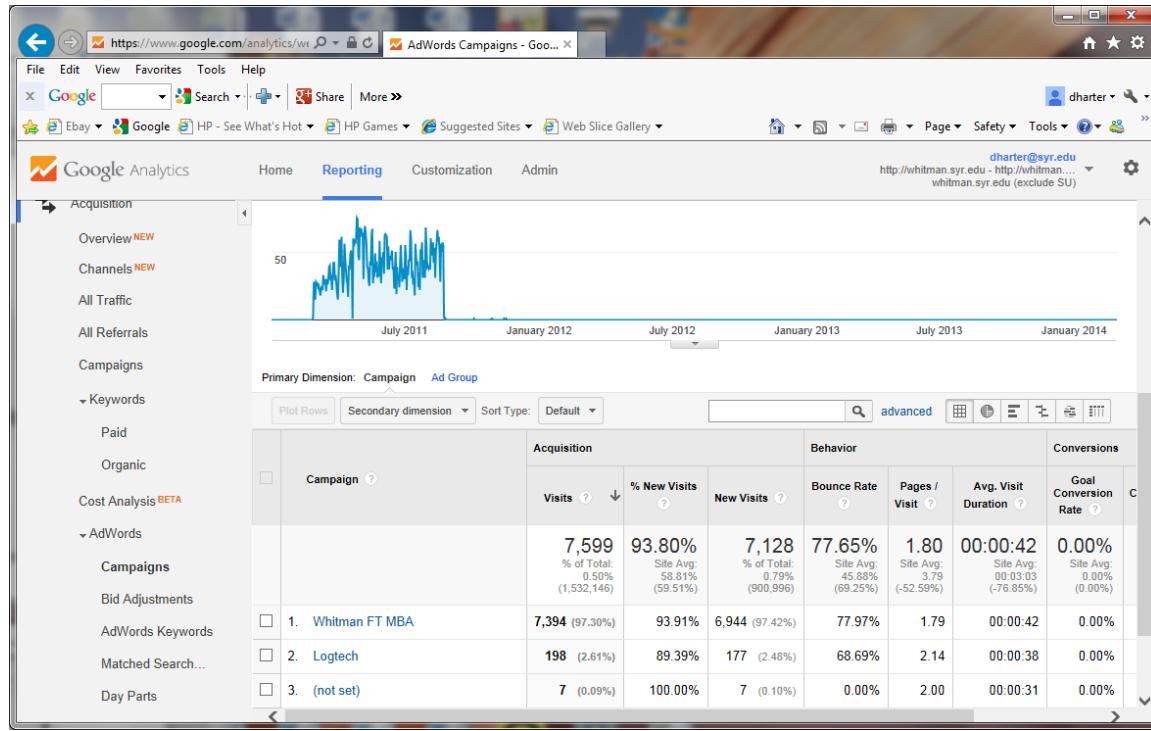
Next, on the left of the screen, click on Keywords, Organic. Organic means keyword searches that a visitor entered into a search engine, that were not associated with an advertisement. How many different keyword combinations were used in this period?

The screenshot shows the Google Analytics interface in a web browser. The URL is https://www.google.com/analytics/web/#/reporting/organic. The left sidebar is collapsed, showing categories like Technology, Mobile, Custom, Visitors Flow, Acquisition, Channels, All Traffic, All Referrals, Campaigns, Keywords, Paid, Organic, Cost Analysis (Beta), and AdWords. The main content area is titled 'Reporting' and displays a table under 'Organic'. The table has three main sections: 'Acquisition', 'Behavior', and 'Conversion'. The 'Acquisition' section includes columns for 'Visits', '% New Visits', 'New Visits', 'Bounce Rate', 'Pages / Visit', 'Avg. Visit Duration', and 'Goal Conversion Rate'. The 'Behavior' section includes columns for 'Site Avg.' and 'Avg. Visit Duration'. The 'Conversion' section includes columns for 'Site Avg.' and 'Goal Conversion Rate'. The table lists 10 keywords. The first row (not provided) has the highest visits at 672,504. The last row (syracuse whitman) has the lowest visits at 3,098.

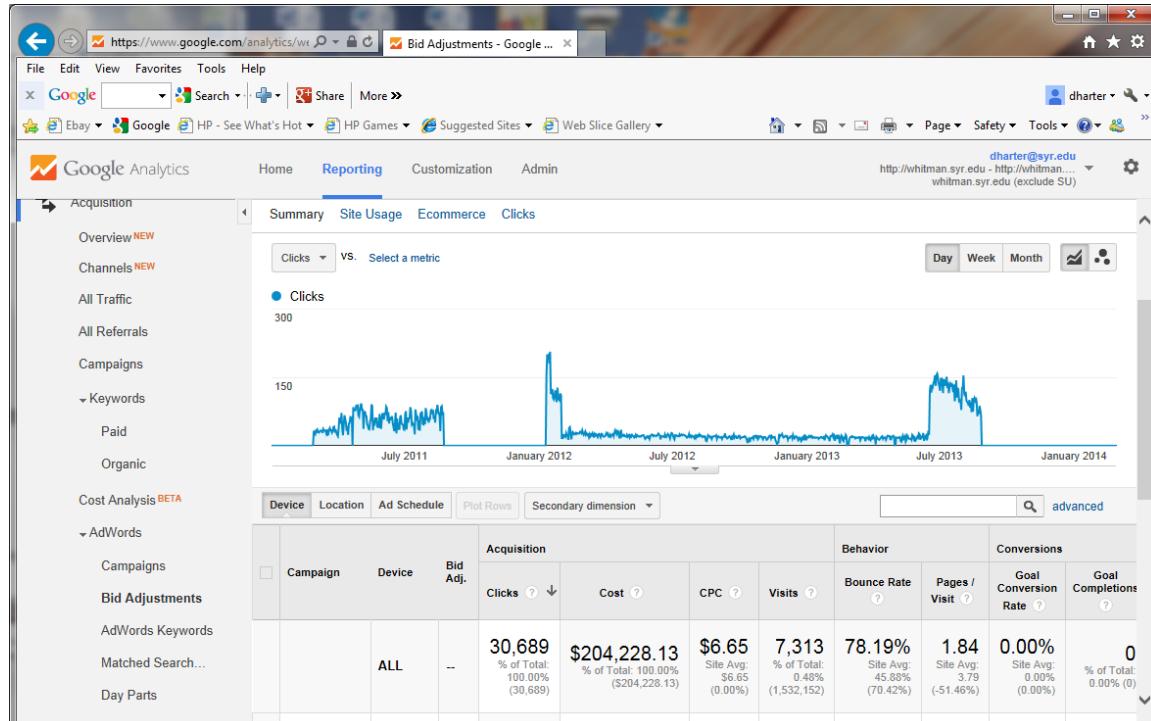
Keyword	Acquisition			Behavior			Conversion	
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	
1. (not provided)	672,504 % of Total: 43.69% (1,532,146)	56.89% Site Avg: 58.81% (3.26%)	382,595 % of Total: 42.46% (900,996)	48.38% Site Avg: 45.88% (5.46%)	3.69 Site Avg: 3.79 (-2.74%)	00:02:42 Site Avg: 00:03:03 (-11.50%)	0.00% Site Avg: 0.00% (0.00%)	
2. whitman school of management	202,616 (30.13%)	58.11%	117,734 (30.77%)	48.25%	3.65	00:02:46	0.00%	
3. (not set)	23,294 (3.46%)	27.40%	6,383 (1.67%)	37.81%	4.93	00:03:15	0.00%	
4. ebay	15,331 (2.28%)	53.62%	8,221 (2.15%)	45.89%	4.14	00:02:48	0.00%	
5. marketing management	6,238 (0.93%)	95.05%	5,929 (1.55%)	85.75%	1.34	00:00:52	0.00%	
6. syracuse mba	5,093 (0.76%)	57.67%	2,937 (0.77%)	23.15%	5.60	00:04:03	0.00%	
7. vwise	4,058 (0.60%)	35.19%	1,428 (0.37%)	28.14%	3.22	00:03:41	0.00%	
8. syracuse university mba	3,416 (0.51%)	63.82%	2,180 (0.57%)	16.28%	5.81	00:04:30	0.00%	
9. whitman syracuse	3,361 (0.50%)	29.04%	976 (0.26%)	32.97%	5.23	00:03:44	0.00%	
10. syracuse whitman	3,098 (0.46%)	35.86%	1,111 (0.29%)	25.63%	5.83	00:04:09	0.00%	

## Adwords

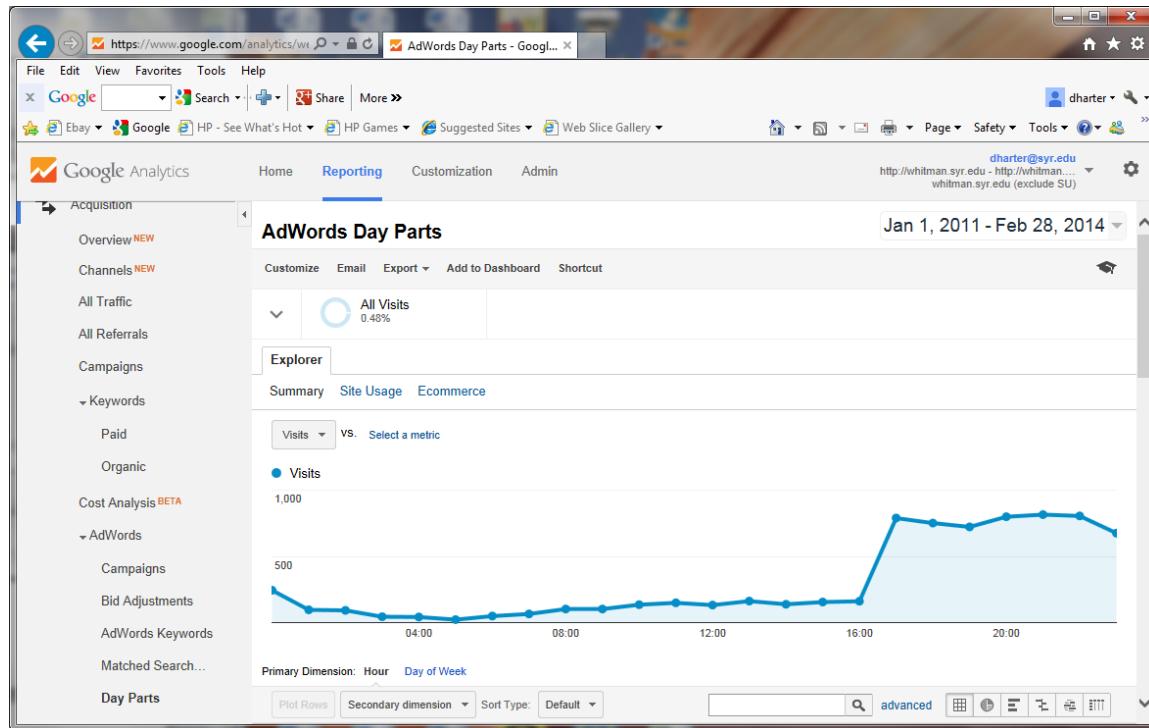
Advertising on Google is through Google Adwords. Click on Adwords, Campaigns on the left side of the screen.



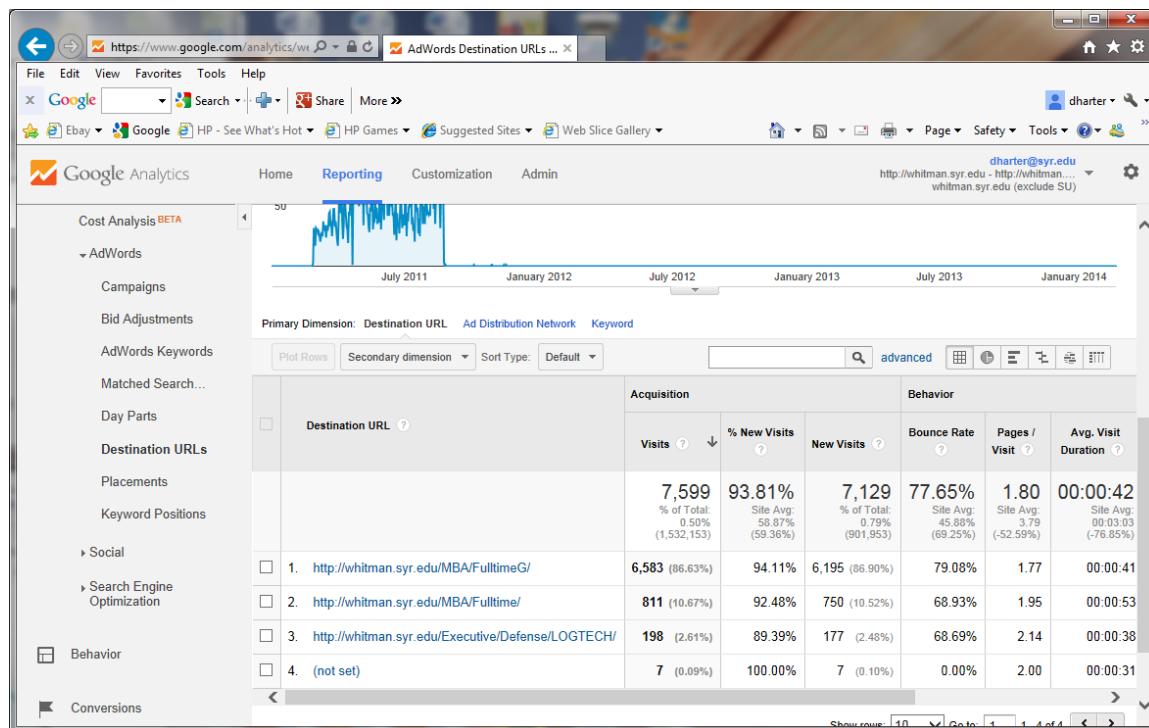
Now switch to Adwords, Bid Adjustment.



Change to Adwords, Day Parts. This is time of day advertising. When is the highest level of traffic?



Click on Adwords, Destination URL. Where is the traffic going?



## Social

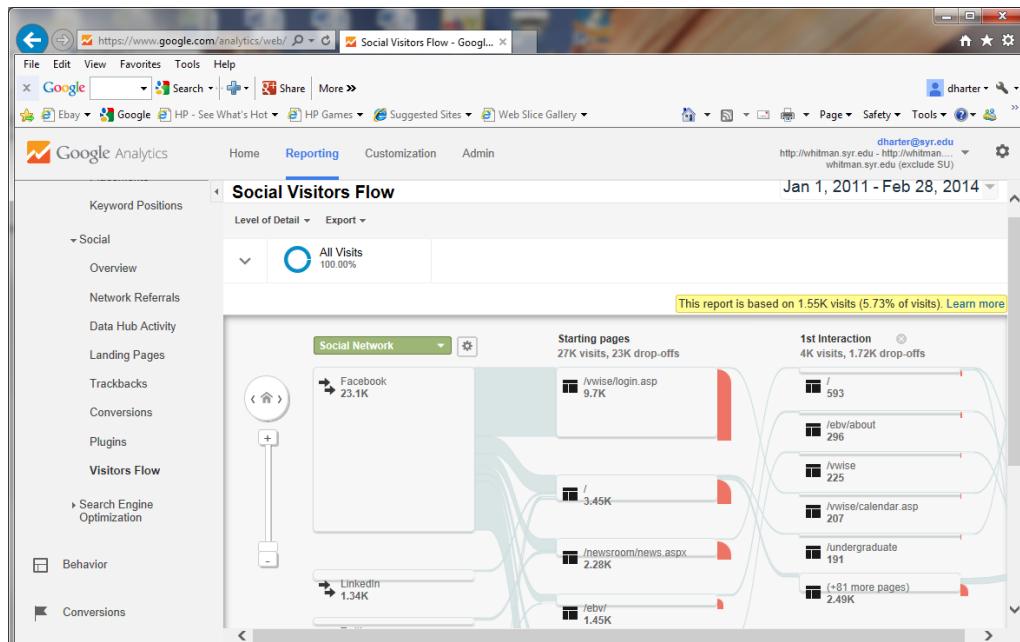
Click on Social, Network Referrals. What social media site sends the most traffic to the website?

The screenshot shows the Google Analytics interface with the 'Reporting' tab selected. On the left, the navigation menu is expanded to show the 'Social' section, specifically 'Network Referrals'. The main content area displays a table titled 'Social Network' with the following data:

	Visits	Pageviews	Avg. Visit Duration	Pages / Visit
1. Facebook	18,495 (79.23%)	36,064 (75.71%)	00:01:46	1.95
2. LinkedIn	1,724 (7.39%)	3,816 (8.01%)	00:01:35	2.21
3. Twitter	1,179 (5.05%)	2,092 (4.39%)	00:01:12	1.77
4. WordPress	395 (1.69%)	1,302 (2.73%)	00:03:55	3.30
5. Blogger	259 (1.11%)	709 (1.49%)	00:02:30	2.74
6. Naver	218 (0.93%)	1,159 (2.43%)	00:02:54	5.32
7. WikiAnswers	157 (0.67%)	157 (0.33%)	00:00:00	1.00
8. Yahoo! Answers	116 (0.50%)	150 (0.31%)	00:00:05	1.29
9. Google+	102 (0.44%)	320 (0.67%)	00:03:39	3.14
10. Yuku	68 (0.29%)	341 (0.72%)	00:07:58	5.01

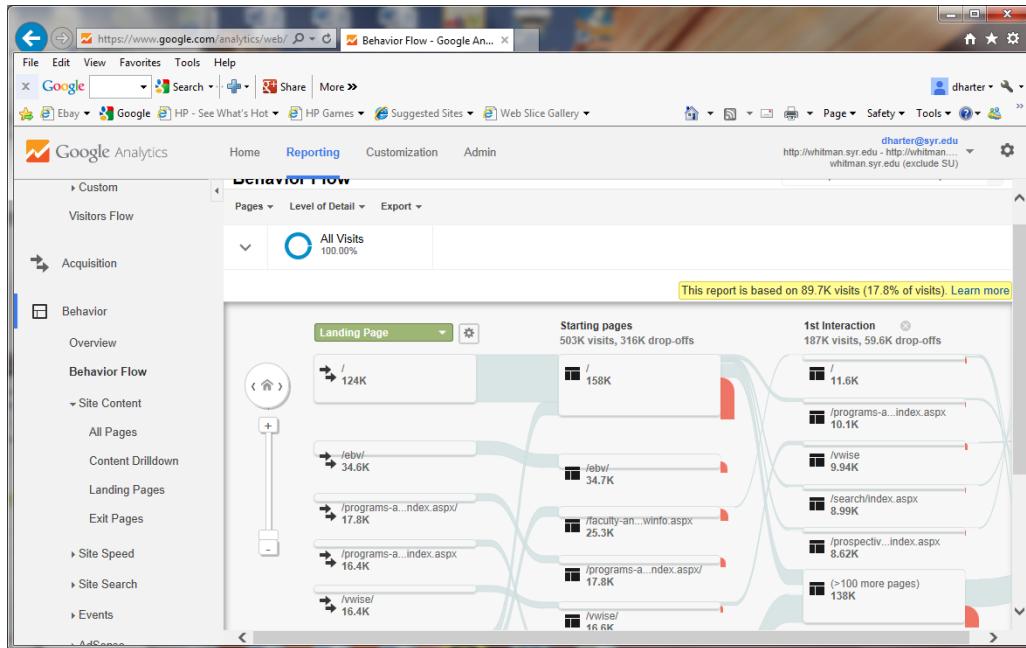
At the bottom of the table, there are buttons for 'Show rows:' (set to 10), 'Go to:', and a range selector from '1 - 10 of 36'.

Click on Social, Visitors Flow to see a graphic representation of the traffic flow from social websites.



## Session 3.10: Behavior – Site Content

The new Whitman website was created in January 2013. Change your date range to start with February 1, 2013 and end with today. Then click on Behavior, Behavior Flow on the left side.



Next, click on Site Content, Content Drilldown.

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	1,775,904	1,365,493	00:01:10	47.71%	28.42%
1. /programs-and-academics/	828,881 (46.67%)	629,682 (46.11%)	00:01:01	45.73%	24.13%
2. /	156,502 (8.81%)	130,403 (9.55%)	00:01:30	36.94%	36.91%
3. /faculty-and-research/	156,022 (8.79%)	118,140 (8.65%)	00:00:56	71.17%	28.19%
4. /ebv/	140,358 (7.90%)	106,688 (7.81%)	00:01:43	50.00%	36.51%
5. /current-students/	72,042 (4.06%)	55,966 (4.10%)	00:01:00	65.92%	27.47%
6. /wise/	60,838 (3.43%)	46,800 (3.43%)	00:02:08	41.43%	36.09%
7. /whitman-experience/	28,408 (1.60%)	22,641 (1.66%)	00:01:07	61.81%	25.23%
8. /search/	24,855 (1.40%)	23,522 (1.72%)	00:00:41	49.03%	17.06%
9. /prospective-students/	22,413 (1.26%)	18,019 (1.32%)	00:00:39	48.84%	13.51%
10. /Directory/	17,574 (0.99%)	15,859 (1.16%)	00:02:46	77.70%	70.33%

Click on: programs-and-academics, then programs, then whitman-mba-experience.

Page path level 4	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	197,217	155,768	00:01:00	37.44%	23.54%
1. /whitman-online-imba-experience/index.aspx	29,582 (15.00%)	22,707 (14.58%)	00:00:46	49.56%	35.32%
2. /whitman-fulltime-mba-experience/index.aspx	26,874 (13.63%)	20,384 (13.09%)	00:00:46	16.35%	14.06%
3. /index.aspx	18,397 (9.33%)	14,512 (9.32%)	00:00:32	22.50%	10.53%
4. /whitman-fulltime-mba-experience/admissions/index.aspx	14,931 (7.57%)	11,373 (7.30%)	00:00:49	38.73%	20.49%
5. /whitman-online-imba-experience/admissions/index.aspx	11,909 (6.04%)	8,232 (5.28%)	00:00:29	14.56%	10.99%
6. /whitman-online-imba-experience/program-costs.aspx	10,721 (5.44%)	8,892 (5.71%)	00:01:18	62.00%	33.21%
7. /whitman-fulltime-mba-experience/curriculum.aspx	9,208 (4.67%)	6,508 (4.18%)	00:01:11	41.89%	18.44%
8. /whitman-online-imba-experience/curriculum.aspx	8,416 (4.27%)	6,670 (4.28%)	00:01:34	62.07%	29.30%
9. /whitman-online-imba-experience/program-overview.aspx	8,271 (4.19%)	6,269 (4.02%)	00:00:57	67.26%	18.27%

## Click on Site Content, Landing Pages.

This screenshot shows the Google Analytics interface for the 'Landing Pages' report. The left sidebar is expanded to show the 'Behavior' section, specifically 'Site Content'. The main table lists the top 9 landing pages with their URLs, percentages of total traffic, and various metrics like bounce rate and average session duration. The first page, '/', accounts for 504,731 visits at 61.83%.

Page	% of Total	Bounce Rate	Avg. Session Duration	Conversions	Conversion Rate
/	100.00% (504,731)	61.45% (0.62%)	00:02:57	0.00%	0.00%
/ebv/	100.62% (310,158)	47.71% (0.00%)	00:02:57 (0.00%)	3.52	0.00%
/programs-and-academics/academics/marketing/index.aspx/	(310,158)	3.52 (0.00%)	0.00%	0.00%	0.00%
/vwise/	(310,158)	0.00%	0.00%	0.00%	0.00%
/programs-and-academics/programs/whitman-mba-experience/whitman-online-mba-experience/index.aspx	(310,158)	0.00%	0.00%	0.00%	0.00%
/programs-and-academics/programs/whitman-fultime-mba-experience/index.aspx	(310,158)	0.00%	0.00%	0.00%	0.00%
/programs-and-academics/programs/whitman-undergraduate-experience/index.aspx	(310,158)	0.00%	0.00%	0.00%	0.00%
/ebv/Apply/	(310,158)	0.00%	0.00%	0.00%	0.00%
/contact-us/index.aspx	(310,158)	0.00%	0.00%	0.00%	0.00%

## Click on Site Content, Exit Pages.

This screenshot shows the Google Analytics interface for the 'Exit Pages' report. The left sidebar is expanded to show the 'Behavior' section, specifically 'Site Content'. The main table lists the top 10 exit pages with their URLs, percentages of total exits, and various metrics like bounce rate and average session duration. The first page, '/', accounts for 504,727 exits at 28.42%.

Page	% of Total	Bounce Rate	Avg. Session Duration	Conversions	Conversion Rate
/	100.00% (504,727)	28.42% (0.00%)	0.00%	0.00%	0.00%
/ebv/	(504,727)	36.91%	0.00%	0.00%	0.00%
/programs-and-academics/academics/marketing/index.aspx/	(504,727)	38.77%	0.00%	0.00%	0.00%
/vwise/	(504,727)	74.04%	0.00%	0.00%	0.00%
/programs-and-academics/programs/whitman-mba-experience/whitman-online-mba-experience/index.aspx	(504,727)	35.32%	0.00%	0.00%	0.00%
/programs-and-academics/programs/whitman-undergraduate-experience/index.aspx	(504,727)	35.28%	0.00%	0.00%	0.00%
/ebv/index.aspx	(504,727)	17.38%	0.00%	0.00%	0.00%
/programs-and-academics/academics/retail-management/index.aspx	(504,727)	55.49%	0.00%	0.00%	0.00%
/contact-us/index.aspx	(504,727)	36.18%	0.00%	0.00%	0.00%
/Vip/Vip.aspx	(504,727)	51.96%	0.00%	0.00%	0.00%
/ebv/Apply/	(504,727)	42.00%	0.00%	0.00%	0.00%

## Behavior – Site Speed

Click on Behavior, Site Speed, Overview.

The screenshot shows the Google Analytics interface with the URL <https://www.google.com/analytics/web/>. The page is titled "Site Speed Overview - Goog...". The left sidebar is expanded to show the "Behavior" section, specifically the "Site Speed" and "Overview" sub-sections. The main content area displays a summary titled "10,415 of pageviews sent page load sample" with various metrics:

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)
4.73	0.12	0.03	0.04

Below this, there are two more sections:

Avg. Server Response Time (sec)	Avg. Page Download Time (sec)
0.56	0.55

and

Browser	Avg. Page Load Time (sec)
1. UC Browser	1.64
2. Mozilla	2.56
3. Amazon Silk	3.01
4. Firefox	3.50
5. YaBrowser	4.03
Others	4.15

Click on Site Speed, Page Timings. What do you notice about the main web page?

The screenshot shows the Google Analytics interface with the URL <https://www.google.com/analytics/web/>. The page is titled "Site Speed Page Timings - ...". The left sidebar is expanded to show the "Behavior" section, specifically the "Page Timings" sub-section. The main content area displays a table of page load times:

Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
/	1,775,909	4.73 Site Avg: 4.73 (0.00%)
/ebw/	156,503	111.47%
/programs-and-academics/programs/whitman-undergraduate-experience/index.aspx	54,907	5.24%
/programs-and-academics/programs/whitman-mba-experience/index.aspx	37,128	-48.16%
/programs-and-academics/programs/whitman-fulltime-mba-experience/index.aspx	29,582	-4.45%
/programs-and-academics/programs/whitman-mba-experience/whitman-online-mba-experience/index.aspx	26,874	47.85%
/vwise/	22,915	-32.99%
/prospective-students/index.aspx	22,413	-29.39%
/programs-and-academics/programs/ms/finance/index.aspx	21,282	152.40%
/programs-and-academics/academics/marketing/index.aspx/	20,311	326.76%
/programs-and-academics/programs/whitman-mba-experience/whitman-online-mba-experience/index.aspx/	18,397	-25.71%

Click on Site Speed, Speed Suggestions.

The screenshot shows a Microsoft Internet Explorer browser window displaying the Google Analytics Reporting interface. The URL in the address bar is https://www.google.com/analytics/web/. The title bar says "Site Speed Suggestions - G...". The menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar has links for Google, Search, Share, and More. The user profile is "dharter". The main navigation bar has Home, Reporting (which is selected), Customization, and Admin. The left sidebar under "Behavior" contains "Overview", "Behavior Flow", "Site Content" (with "All Pages", "Content Drilldown", "Landing Pages", "Exit Pages"), "Site Speed" (with "Overview", "Page Timings", "Speed Suggestions" which is expanded to show "Speed Suggestions" and "User Timings"), "Site Search", and "Events". The main content area displays a table titled "Page" with columns: Pageviews (sorted by descending count), Avg. Page Load Time (sec), PageSpeed Suggestions (number of suggestions), and PageSpeed Score (ranging from 66 to 79). The table lists 10 pages with their respective metrics. At the bottom of the table, it says "1 - 10 of 25492". A note at the bottom right says "This report was generated on 2/28/14 at 1:41:26 AM - Refresh Report".

Page	Pageviews	Avg. Page Load Time (sec)	PageSpeed Suggestions	PageSpeed Score
1. /	156,503	10.00	8 total	66
2. /ebv/	54,907	4.98	7 total	72
3. /programs-and-academics/programs/whitman-undergraduate-experience/index.aspx	37,128	2.45	8 total	62
4. /programs-and-academics/programs/whitman-mba-experience/whitman-online-imba-experience/index.aspx	29,582	4.52	8 total	67
5. /programs-and-academics/programs/whitman-mba-experience/whitman-fulltime-mba-experience/index.aspx	26,874	6.99	8 total	67
6. /vwise/	22,915	3.17	7 total	79
7. /prospective-students/index.aspx	22,413	3.34	8 total	69
8. /programs-and-academics/programs/ms/finance/index.aspx	21,282	11.93	8 total	67
9. /programs-and-academics/academics/marketing/index.aspx/	20,311	20.18	8 total	65
10. /programs-and-academics/programs/whitman-mba-experience/index.aspx	18,397	3.53	8 total	68