How to find information on traffic, engagement, and downloads

What you'll learn

1 The channels, sources, and media for your website's traffic.

2 How to identify high-performing pages and the files downloaded by users.

3 Email the DAP team at dap@gsa.gov to request access and other support.

4 We're here to help! Visit Digital.gov to browse the *Guide to the Digital Analytics Program* and join the Web Analytics community.

Disclaimer

All references to specific brands, products, and/or companies are used only for illustrative purposes and do not imply endorsement by the U.S. federal government or any federal government agency.
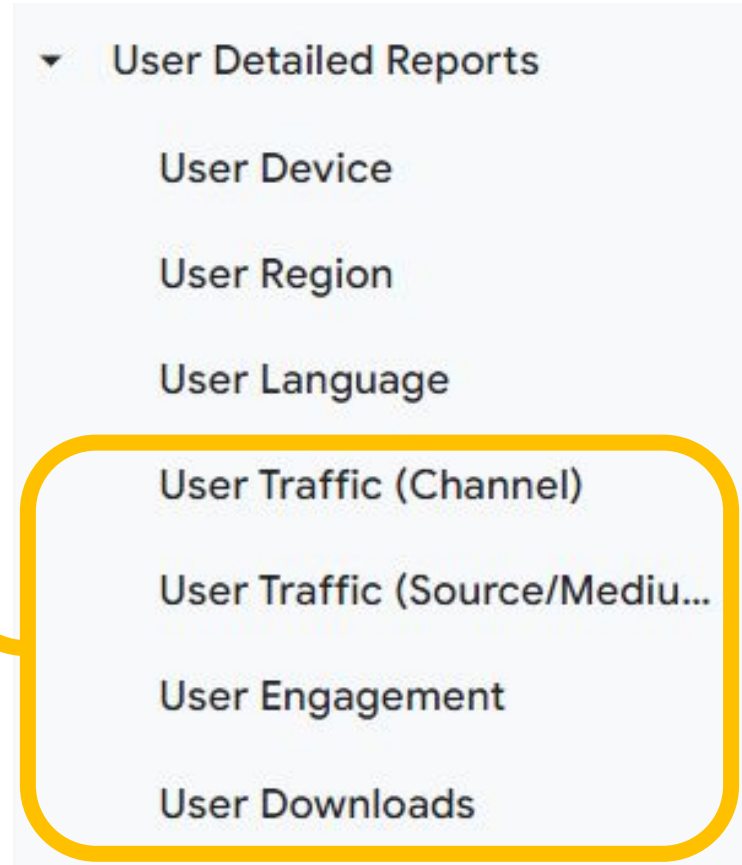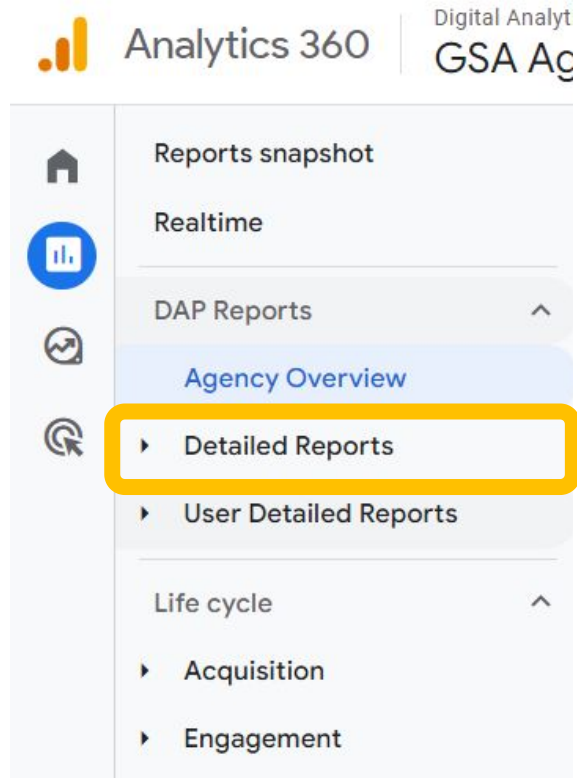
Data availability

The DAP team launched its custom Google Analytics 4 code in August 2023.

Therefore, all data in DAP is available
as of August 1, 2023.

How to use custom reports

User detailed reports

User detailed reports: User traffic (channel)

Report insight

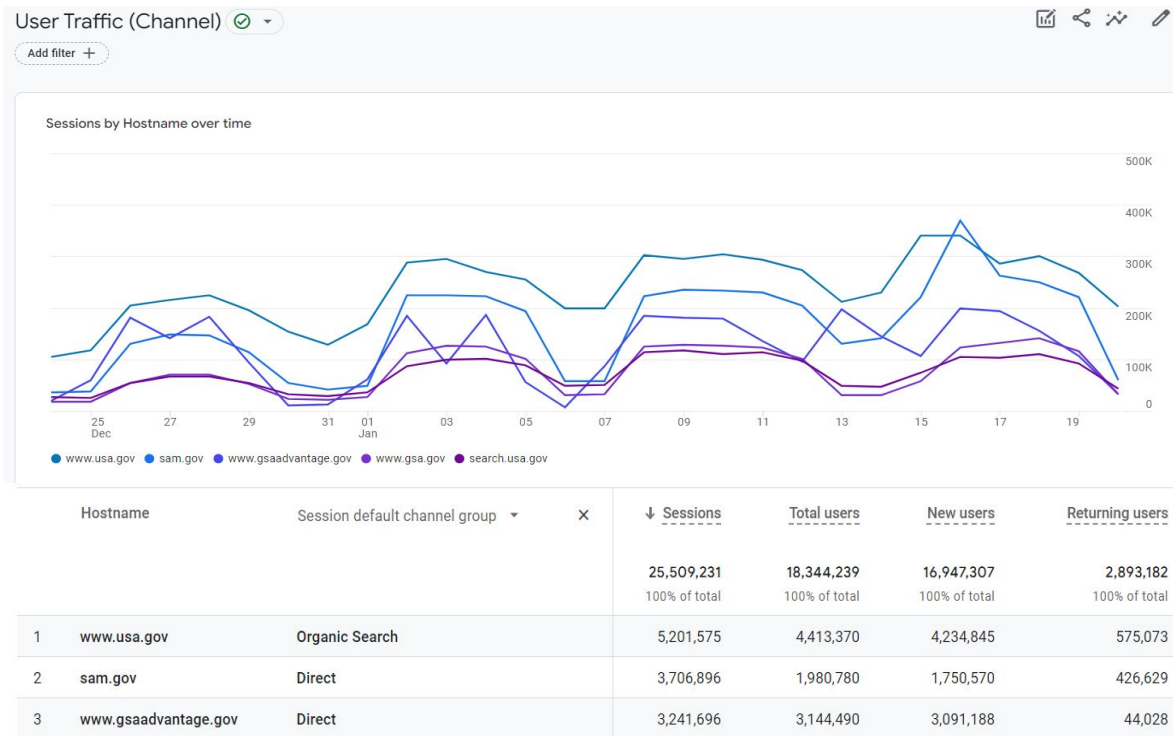What are the top referring channels for my websites?

User Detailed Reports

- **User Traffic (Channel)**
- User Traffic (Source/Mediu...
- User Engagement
- User Downloads

User Traffic (Channel)

Add filter +

Sessions by Hostname over time

- www.usa.gov
- sam.gov
- www.gsaadvantage.gov
- www.gsa.gov
- search.usa.gov

	Hostname	Session default channel group ▾ ✕	↓ Sessions	Total users	New users	Returning users
			25,509,231	18,344,239	16,947,307	2,893,182
			100% of total	100% of total	100% of total	100% of total
1	www.usa.gov	Organic Search	5,201,575	4,413,370	4,234,845	575,073
2	sam.gov	Direct	3,706,896	1,980,780	1,750,570	426,629
3	www.gsaadvantage.gov	Direct	3,241,696	3,144,490	3,091,188	44,028

User detailed reports: User traffic (source/medium)

Report insight

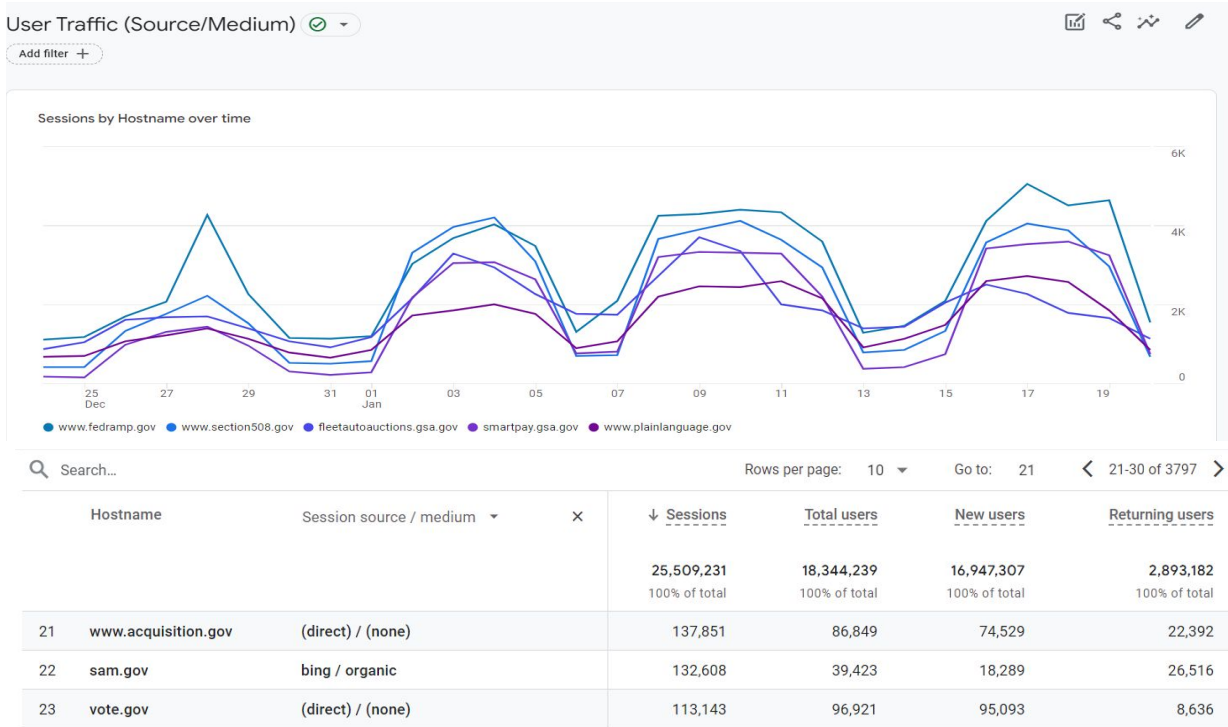What are the top referring sources and media users use to find my websites?

▼ User Detailed Reports

    User Traffic (Channel)

    User Traffic (Source/Mediu...

    User Engagement

    User Downloads

User Traffic (Source/Medium) ⊘ ▾

Add filter +

Sessions by Hostname over time

6K

4K

2K

0

25 Dec | 27 | 29 | 31 | 01 Jan | 03 | 05 | 07 | 09 | 11 | 13 | 15 | 17 | 19

● www.fedramp.gov   ● www.section508.gov   ● fleetautoauctions.gsa.gov   ● smartpay.gsa.gov   ● www.plainlanguage.gov

🔍 Search...   Rows per page: 10 ▾   Go to: 21   ‹ 21-30 of 3797 ›

	Hostname	Session source / medium ▾ ✕	↓ Sessions	Total users	New users	Returning users
			25,509,231	18,344,239	16,947,307	2,893,182
			100% of total	100% of total	100% of total	100% of total
21	www.acquisition.gov	(direct) / (none)	137,851	86,849	74,529	22,392
22	sam.gov	bing / organic	132,608	39,423	18,289	26,516
23	vote.gov	(direct) / (none)	113,143	96,921	95,093	8,636

8

User detailed reports: User engagement

Report insight

What are the high-performing pages? How can I optimize lower performing pages?

User Detailed Reports
- User Traffic (Channel)
- User Traffic (Source/Mediu...)
- User Engagement
- User Downloads

User Engagement

Last 28 days Dec 24, 2023 - Jan 20, 2024

Rows per page: 10   Go to: 1   1-10 of 1409412

	Hostname	Landing page + query string	↓ Views	Engagement rate	Average engagement time	Sessions	Bounce rate
			91,698,986	67.06%	1m 25s	25,509,231	32.94%
			100% of total	Avg 0%	Avg 0%	100% of total	Avg 0%
1	sam.gov	/content/home	18,828,189	80.46%	8m 05s	1,446,095	19.54%
2	www.gsaadvantage.gov	/advantage/ws/catalog/product_detail	6,339,843	99.49%	2s	2,856,994	0.51%
3	sam.gov	/search/	5,763,618	94.41%	3m 08s	581,967	5.59%

User detailed reports: User downloads

Report insight

What are the files that users download the most (or least) on your websites?

User Detailed Reports
  User Traffic (Channel)
  User Traffic (Source/Mediu...
  User Engagement
  User Downloads

User Downloads ⚠ ▾ ▼ E   Last 28 days Dec 24, 2023 - Jan 20, 2024 ▾

	Hostname	File Name ▾	×	Event count All events ▾
				1,020,680 100% of total
1	www.gsa.gov	/system/files/2024_gsa_payroll_calendar.pdf		42,655
2	www.usa.gov	/forms/ds82.pdf		39,496
3	sam.gov	/pdf/entity-checklist.pdf		27,688
4	www.usa.gov	/forms/ds11.pdf		19,845

Links to bookmark

Guide to the Digital Analytics Program (DAP)
https://digital.gov/guides/dap

DAP code and documentation
https://github.com/digital-analytics-program/gov-wide-code

Public reporting
https://analytics.usa.gov

Request support from the DAP team

Email us at dap@gsa.gov

Join the
Web Analytics Community

digital.gov/communities/web-analytics-and-optimization

Key takeaways

1 Find information on your website traffic, user engagement, and file downloads.

3 We're here to help! Email the DAP team at dap@gsa.gov to request access and other support.

2 Use this information to make data-informed decisions and improve user experience.

4 Visit Digital.gov to browse the *Guide to the Digital Analytics Program* and join the Web Analytics community.