DAP Learning Series:
A Deep Dive Into Behavior Reports

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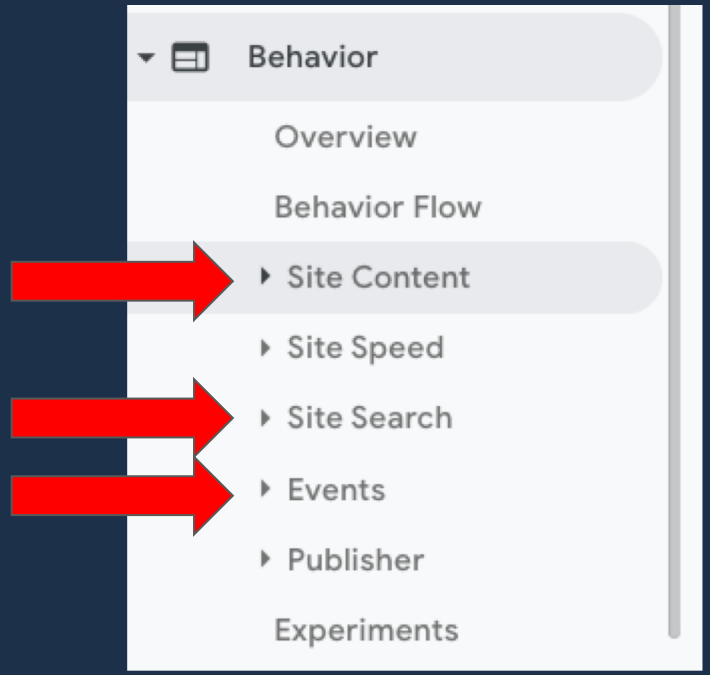
At its core:

The Behavior section tells you the “what”. What pages did the users read? What links did they click? What search terms did they use? Etc.



First, let's talk about the reports we *don't* use that much, and why:

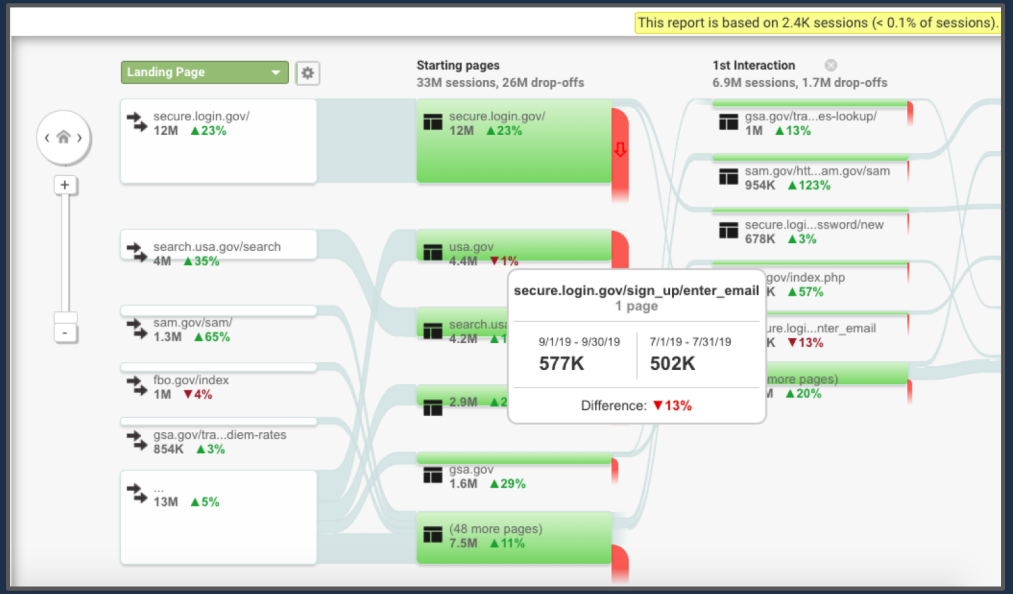
1. Behavior Flow
2. Site Speed
3. Publisher
4. Experiments

The lesser used reports

Behavior Flow

While Behavior Flow is accessible as a report, I personally don't use it often for these reasons:

1. Complex sites with many pages make the data in the report impossible to analyze
2. The data is almost always sampled at a level that negates the validity of the report

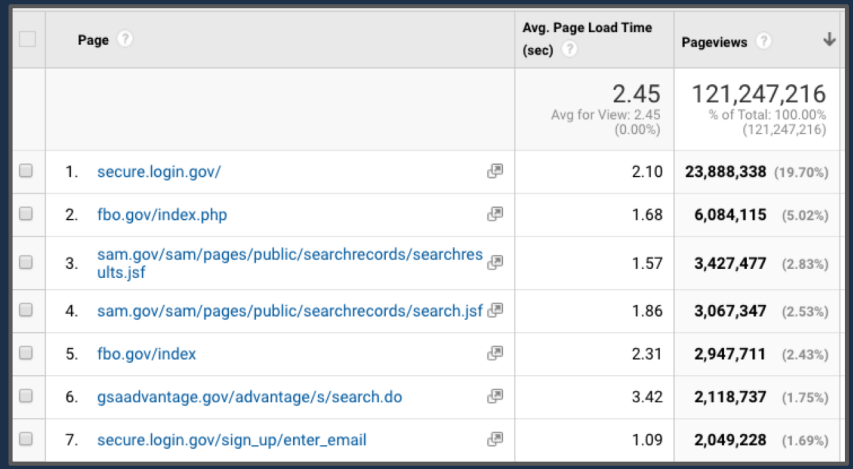


The lesser used reports

Site Speed Reports

Some folks go wild with this report, but it has its own flaws:

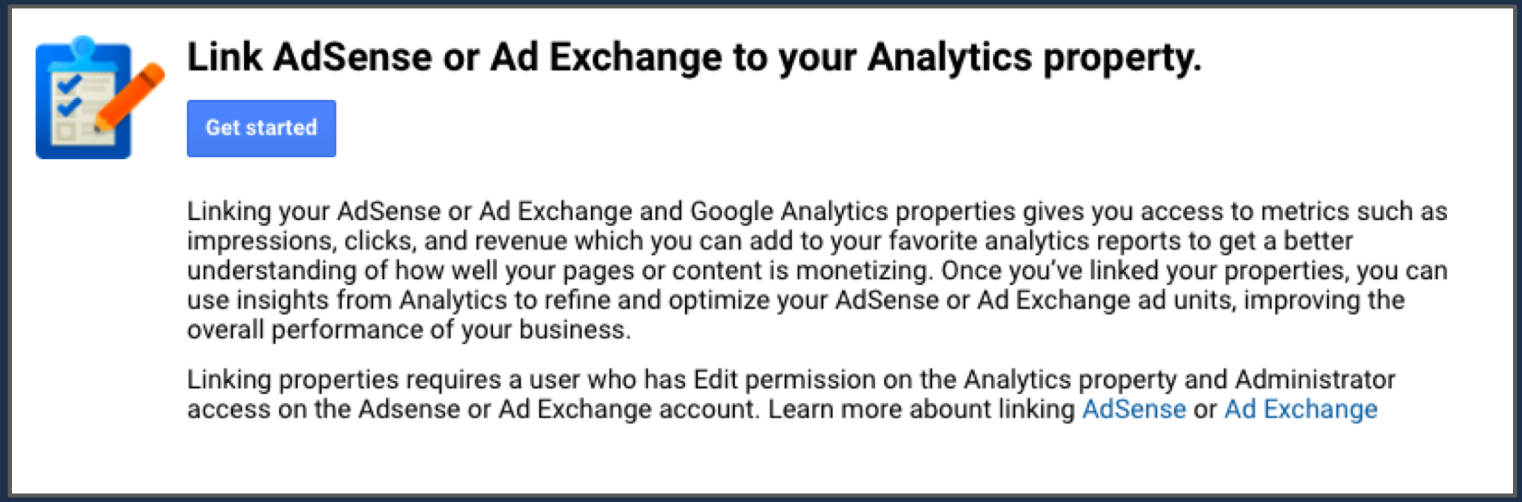
1. They hide that the data is based on a TINY sample
2. It doesn't break things down by device or browser, which can make a difference
3. Suggestion: Google Pagespeed Insights and testing on multiple browsers



	Page	Avg. Page Load Time (sec)	Pageviews
		2.45 Avg for View: 2.45 (0.00%)	121,247,216 % of Total: 100.00% (121,247,216)
1.	secure.login.gov/	2.10	23,888,338 (19.70%)
2.	fbo.gov/index.php	1.68	6,084,115 (5.02%)
3.	sam.gov/sam/pages/public/searchrecords/searchresults.jsf	1.57	3,427,477 (2.83%)
4.	sam.gov/sam/pages/public/searchrecords/search.jsf	1.86	3,067,347 (2.53%)
5.	fbo.gov/index	2.31	2,947,711 (2.43%)
6.	gsaadvantage.gov/advantage/s/search.do	3.42	2,118,737 (1.75%)
7.	secure.login.gov/sign_up/enter_email	1.09	2,049,228 (1.69%)

The lesser used reports

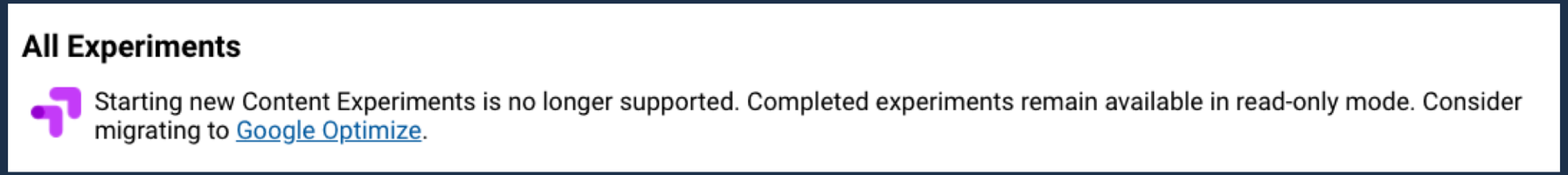
Publisher Reports



Simple enough-- you can't use these reports unless you link the account with AdSense or AdExchange. You are welcome to do that with your independent GA accounts, but you cannot with the DAP account.

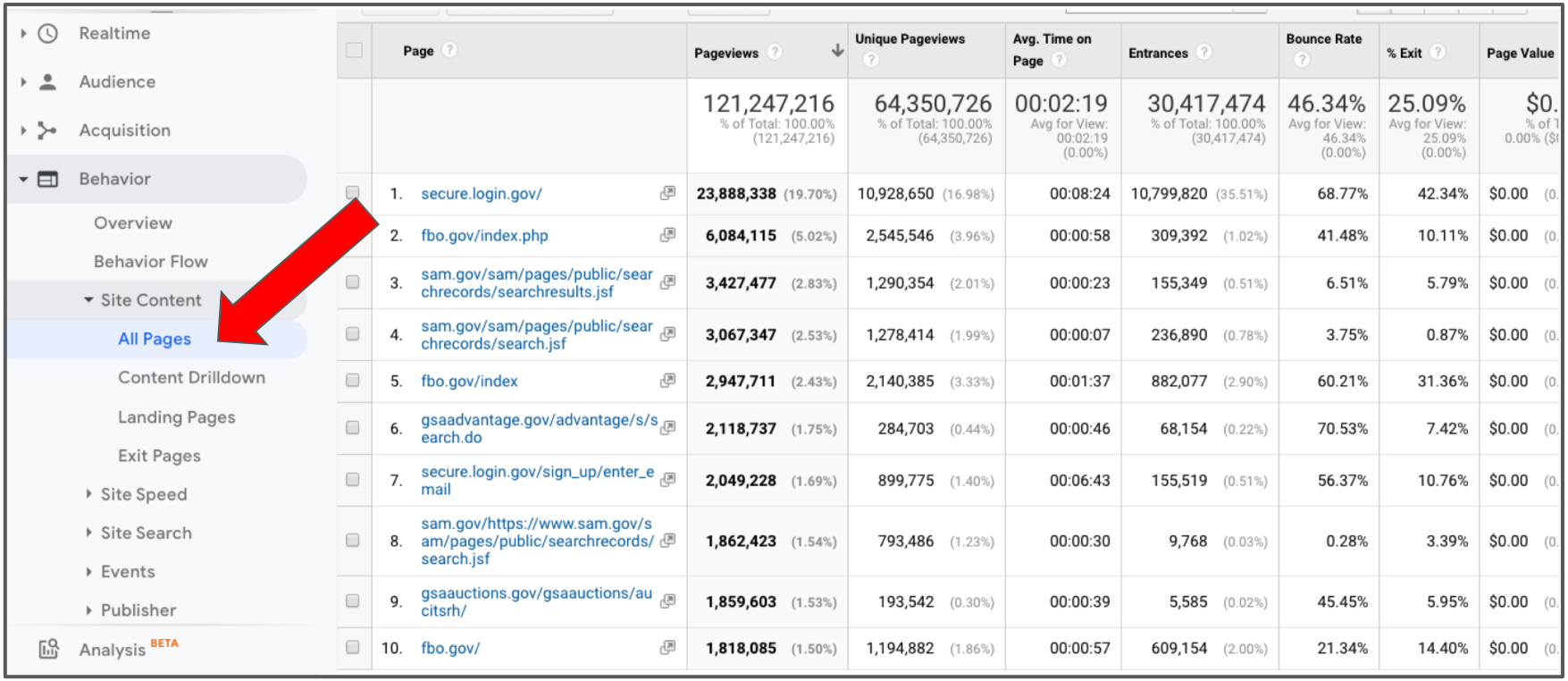
The lesser used reports

Experiments



In this case, Google stopped supporting Experiments in favor of using Google Optimize, which is their free A/B testing tool. If you made experiments before, they are there in read only mode, but to make new A/B tests, you'd need to use Optimize or another A/B testing tool.

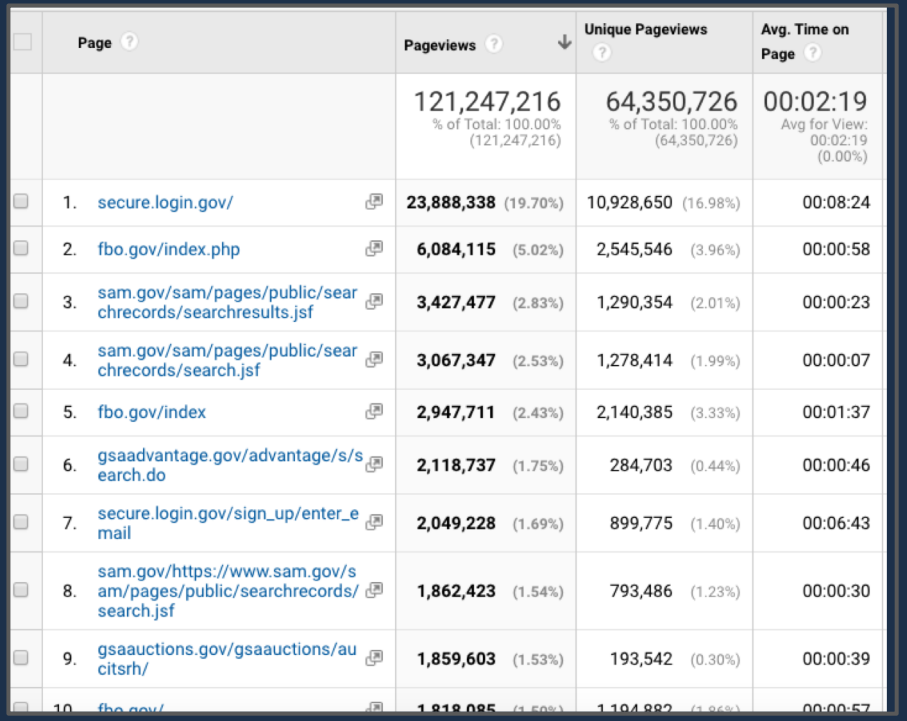
What does that leave us? Plenty! 😎



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		121,247,216 % of Total: 100.00% (121,247,216)	64,350,726 % of Total: 100.00% (64,350,726)	00:02:19 Avg for View: 00:02:19 (0.00%)	30,417,474 % of Total: 100.00% (30,417,474)	46.34% Avg for View: 46.34% (0.00%)	25.09% Avg for View: 25.09% (0.00%)	$0. % of T 0.00% ($
1.	secure.login.gov/	23,888,338 (19.70%)	10,928,650 (16.98%)	00:08:24	10,799,820 (35.51%)	68.77%	42.34%	$0.00 (0.
2.	fbo.gov/index.php	6,084,115 (5.02%)	2,545,546 (3.96%)	00:00:58	309,392 (1.02%)	41.48%	10.11%	$0.00 (0.
3.	sam.gov/sam/pages/public/searchrecords/searchresults.jsf	3,427,477 (2.83%)	1,290,354 (2.01%)	00:00:23	155,349 (0.51%)	6.51%	5.79%	$0.00 (0.
4.	sam.gov/sam/pages/public/searchrecords/search.jsf	3,067,347 (2.53%)	1,278,414 (1.99%)	00:00:07	236,890 (0.78%)	3.75%	0.87%	$0.00 (0.
5.	fbo.gov/index	2,947,711 (2.43%)	2,140,385 (3.33%)	00:01:37	882,077 (2.90%)	60.21%	31.36%	$0.00 (0.
6.	gsaadvantage.gov/advantage/s/search.do	2,118,737 (1.75%)	284,703 (0.44%)	00:00:46	68,154 (0.22%)	70.53%	7.42%	$0.00 (0.
7.	secure.login.gov/sign_up/enter_email	2,049,228 (1.69%)	899,775 (1.40%)	00:06:43	155,519 (0.51%)	56.37%	10.76%	$0.00 (0.
8.	sam.gov/https://www.sam.gov/sam/pages/public/searchrecords/search.jsf	1,862,423 (1.54%)	793,486 (1.23%)	00:00:30	9,768 (0.03%)	0.28%	3.39%	$0.00 (0.
9.	gsaauctions.gov/gsaauctions/aucitsrh/	1,859,603 (1.53%)	193,542 (0.30%)	00:00:39	5,585 (0.02%)	45.45%	5.95%	$0.00 (0.
10.	fbo.gov/	1,818,085 (1.50%)	1,194,882 (1.86%)	00:00:57	609,154 (2.00%)	21.34%	14.40%	$0.00 (0.

Site Content >>

All Pages



	Page	Pageviews	Unique Pageviews	Avg. Time on Page
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1.	secure.login.gov/	**23,888,338** (19.70%)	10,928,650 (16.98%)	00:08:24
2.	fbo.gov/index.php	**6,084,115** (5.02%)	2,545,546 (3.96%)	00:00:58
3.	sam.gov/sam/pages/public/searchrecords/searchresults.jsf	**3,427,477** (2.83%)	1,290,354 (2.01%)	00:00:23
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5.	fbo.gov/index	**2,947,711** (2.43%)	2,140,385 (3.33%)	00:01:37
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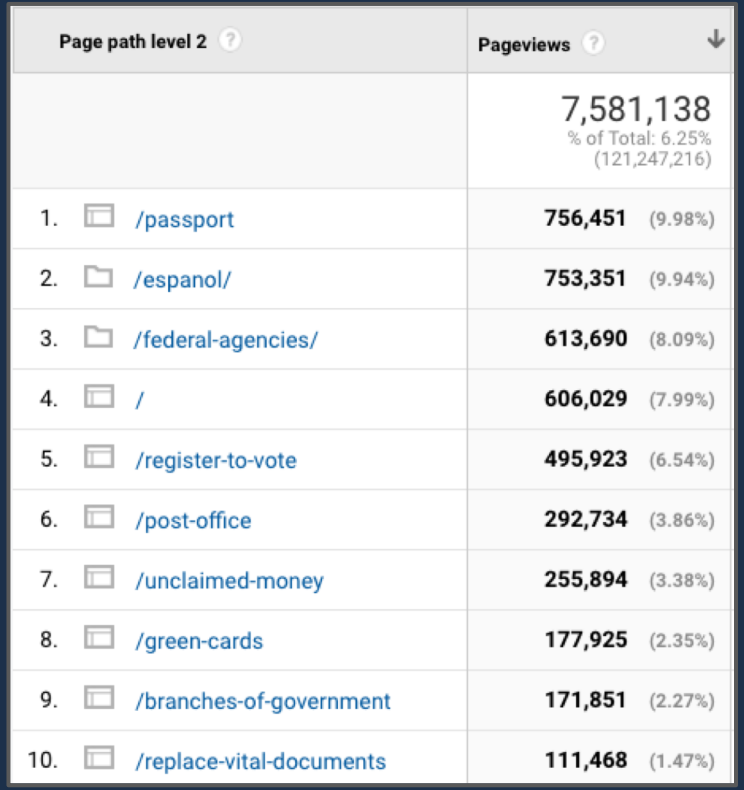
8.	sam.gov/https://www.sam.gov/sam/pages/public/searchrecords/search.jsf	**1,862,423** (1.54%)	793,486 (1.23%)	00:00:30
9.	gsaauctions.gov/gsaauctions/aucitsrh/	**1,859,603** (1.53%)	193,542 (0.30%)	00:00:39
10.	fbo.gov/	**1,818,085** (1.50%)	1,194,882 (1.86%)	00:00:57

- See the “bread and butter” page metrics
- Search for specific pages
- Add secondary dimensions for more insight
- The hidden gem: Navigation Summary report

Site Content >>

Content Drilldown

- Quick way to get metrics for a site as a whole in a timeframe
- View metrics by directory (groups of pages)
- Great for content teams



Page path level 2	Pageviews
	7,581,138 % of Total: 6.25% (121,247,216)
1. /passport	756,451 (9.98%)
2. /espanol/	753,351 (9.94%)
3. /federal-agencies/	613,690 (8.09%)
4. /	606,029 (7.99%)
5. /register-to-vote	495,923 (6.54%)
6. /post-office	292,734 (3.86%)
7. /unclaimed-money	255,894 (3.38%)
8. /green-cards	177,925 (2.35%)
9. /branches-of-government	171,851 (2.27%)
10. /replace-vital-documents	111,468 (1.47%)

Site Content >>

Landing Pages

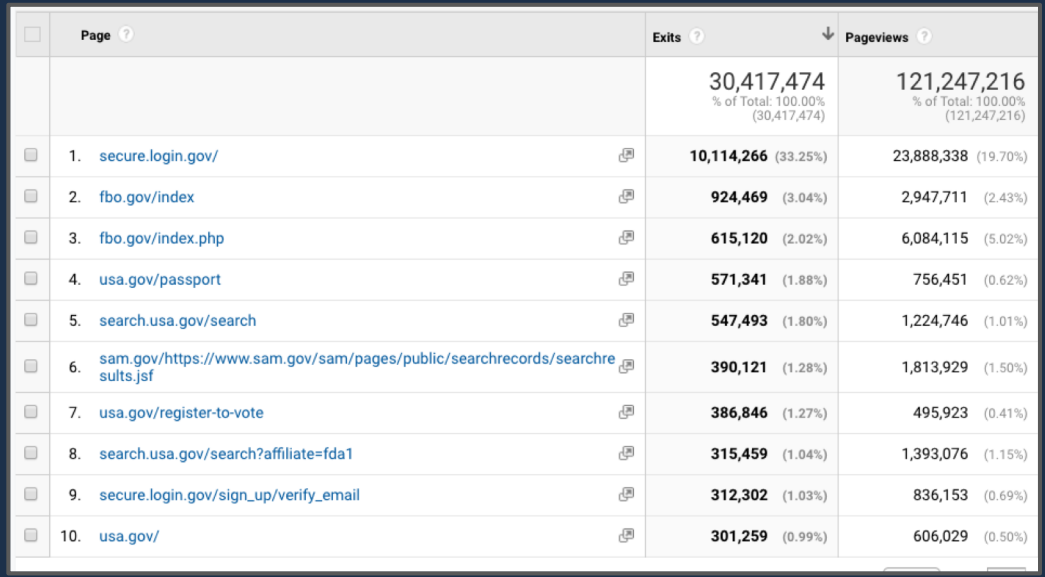
	Landing Page	Acquisition		
		Sessions ↓	% New Sessions	New Users
		30,490,512 % of Total: 100.00% (30,490,512)	44.65% Avg for View: 44.58% (0.15%)	13,613,845 % of Total: 100.15% (13,593,209)
1.	secure.login.gov/	**10,799,820** (35.42%)	29.14%	3,146,958 (23.12%)
2.	sam.gov/sam/	**889,657** (2.92%)	25.00%	222,431 (1.63%)
3.	fbo.gov/index	**882,077** (2.89%)	36.69%	323,596 (2.38%)
4.	gsa.gov/travel/plan-book/per-diem-rates	**661,211** (2.17%)	38.42%	254,028 (1.87%)
5.	fbo.gov/	**609,154** (2.00%)	24.68%	150,344 (1.10%)
6.	usa.gov/passport	**577,916** (1.90%)	78.40%	453,059 (3.33%)
7.	search.usa.gov/search	**557,805** (1.83%)	57.72%	321,973 (2.37%)
8.	usa.gov/register-to-vote	**402,139** (1.32%)	89.99%	361,885 (2.66%)
9.	usa.gov/	**392,330** (1.29%)	75.56%	296,439 (2.18%)
10.	gsaauctions.gov/gsaauctions/gsaauctions/	**390,441** (1.28%)	29.19%	113,988 (0.84%)

- Analyze where visitors most often start their session
- A great spot to compare bounce rates
- Same easy searchability and secondary dimension options if desired

Site Content >>

Exit Pages

- See where visitors most often leave your site
- Determine if the exits are desired or not
- Not always a bad thing! (usa.gov/register-to-vote)

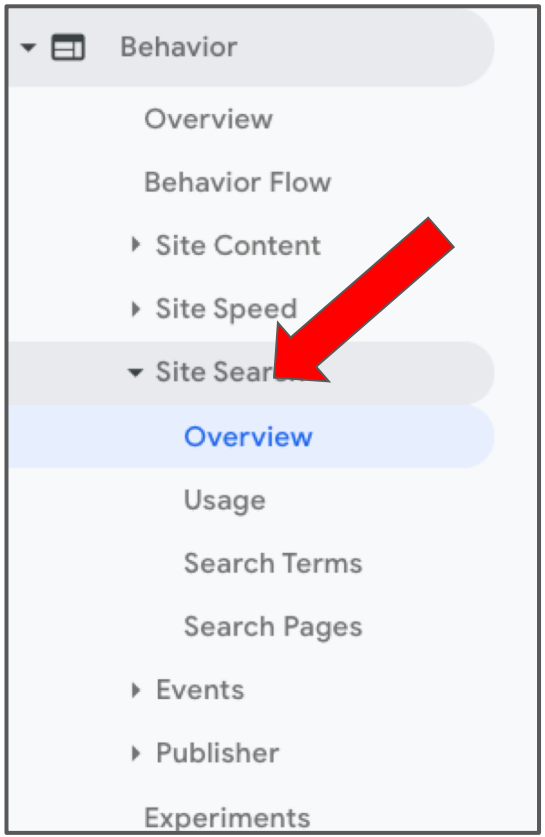


	Page	Exits ↓	Pageviews
		30,417,474 % of Total: 100.00% (30,417,474)	121,247,216 % of Total: 100.00% (121,247,216)
1.	secure.login.gov/	10,114,266 (33.25%)	23,888,338 (19.70%)
2.	fbo.gov/index	924,469 (3.04%)	2,947,711 (2.43%)
3.	fbo.gov/index.php	615,120 (2.02%)	6,084,115 (5.02%)
4.	usa.gov/passport	571,341 (1.88%)	756,451 (0.62%)
5.	search.usa.gov/search	547,493 (1.80%)	1,224,746 (1.01%)
6.	sam.gov/https://www.sam.gov/sam/pages/public/searchrecords/searchresults.jsf	390,121 (1.28%)	1,813,929 (1.50%)
7.	usa.gov/register-to-vote	386,846 (1.27%)	495,923 (0.41%)
8.	search.usa.gov/search?affiliate=fda1	315,459 (1.04%)	1,393,076 (1.15%)
9.	secure.login.gov/sign_up/verify_email	312,302 (1.03%)	836,153 (0.69%)
10.	usa.gov/	301,259 (0.99%)	606,029 (0.50%)

Recommendation:

Recreate each of these reports as a custom report with the specific site(s) you are interested in for at-a-glance analysis.

Next up! Site Search reports*



*In the DAP account, these reports will be pretty useless to you unless you:

1. Apply a segment for your specific hostname

2. Use the dimensions and metrics to make a custom report instead

VERY IMPORTANT THINGS TO KNOW ABOUT SITE SEARCH REPORTS:

- If your site does “agency.gov/search/term” instead of “agency.gov/?query=term”, there will be no data for you here.

- Your special search parameter also must be in the setting for the data to record (e.g. “q=”, “query=”, etc.)

Site Search>>

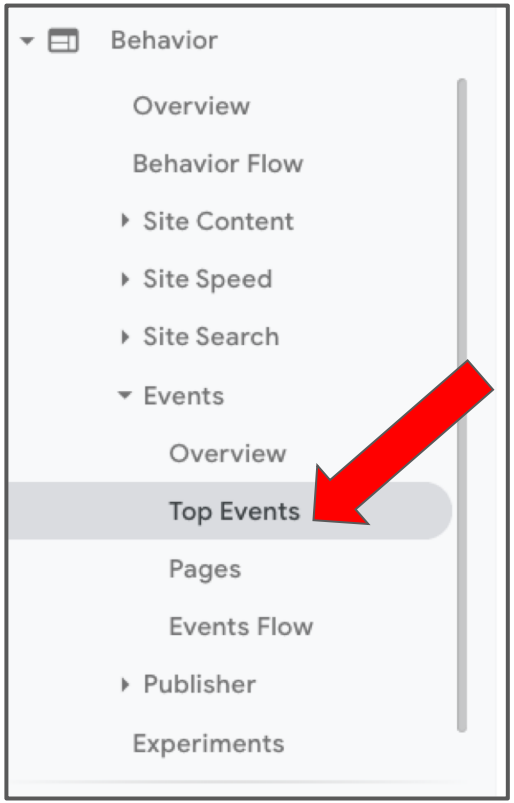
Search Terms

- Do an analysis of what people search for in your *site search* box (NOT search engines)
- Adjust for SEO or to make those tasks easier. (FTC case study)

Note:

- If you use search.gov to power your search box, things get complicated. Check out this webinar for more.

Finally: Events



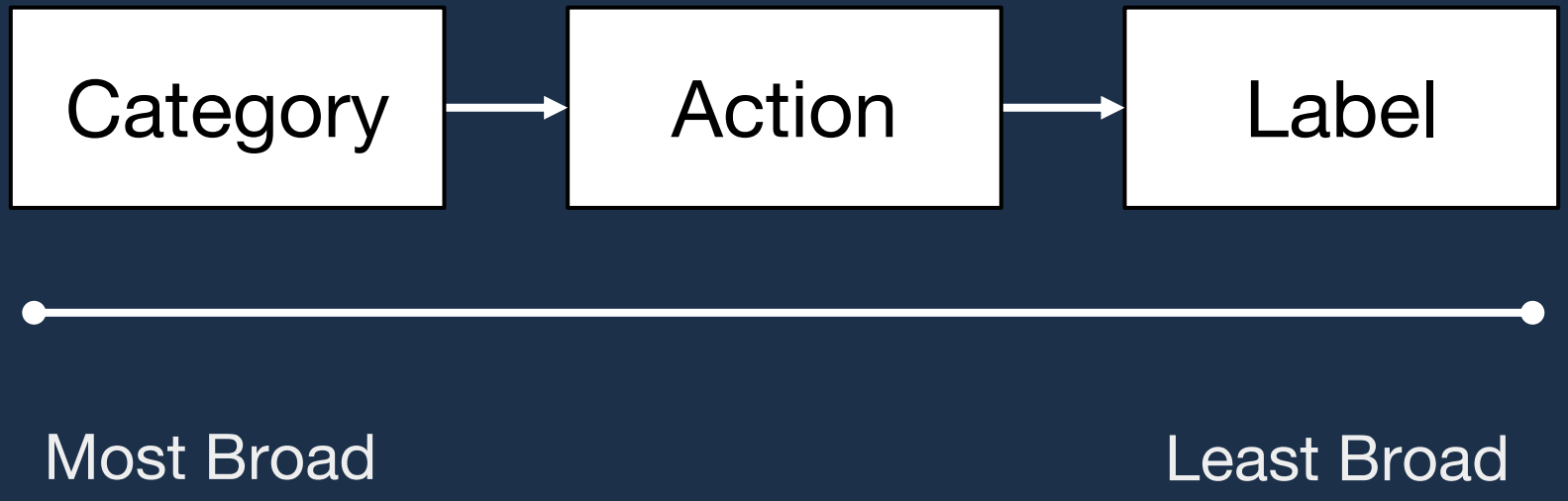
*These reports will also be easier to analyze if you:

1. Apply a segment for your specific hostname

2. Use the dimensions and metrics to make a custom report instead

Events >>

Top Events



Events >>

Top Events, cont'd.

"Downloads"

- Not always downloaded, just the term we use
- DO NOT WORK with direct links to pdf/doc/xls files (like in email or social
- Must have the extension of the file *in the URL* for DAP to "see" it
- If you dynamically load links, you'll need to re-trigger the autotracker
- Much more in this webinar

Pop

Questions?

dap@support.digitalgov.gov

Thanks for coming!