# **Web Analytics Report:**

Date Range: 04 Sep 2018 - 15 May 2019

## **Key Insights**

•	million page views. In comparison, the 2017-18 school year had million views.
	During the first semester, the 2018-19 views were only less per month than the
	previous year's, but during the second semester, the margin increased to an average
	~ fewer views per month (cumulative values). This difference can, of course, be
	attributed to numerous factors unrelated to the site content.
•	<b>Home page bounce rate is low at only</b> . This is a decrease from the 2017-18
	school year when the bounce rate was
•	is the most popular next page path from (> % of all next
	page paths). The link is listed in GA as " , and is featured
	relatively small in the design.
•	and claim the next ~ % of next page paths.
	come in high at % of next page paths, and at 8.94%. Already
	prominently displayed in the they're likely good where they are.
•	are relatively high mobile users. Over \% of page visits to
	are on a mobile device.

#### **Overview Stats**

- Page views
  - occurred in the timeframe
- Bounce rate
- Medium of arrival
  - Misc
    - Referral
    - · Kelella
    - o Organic
- Device category
  - $\circ \quad Desktop \\$
  - o Mobile

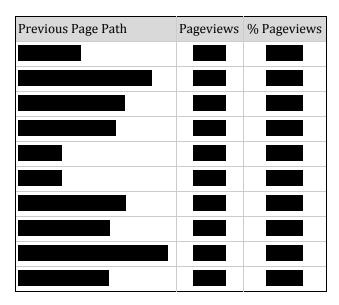
  - Tablet

#### **Site Search:**

- million total search sessions.
- million total unique searches.
- % of searches were refined.

#### **Previous & Next Page Visits**

Previous Page Path to



Next Page Path from

Next Page Path	Pageviews	% Pageviews

#### **Overview Statistics for**

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Page Name	Page URL	Total Pageviews	/home contribution	Pageviews from /home	Bounce Rate	Desktop	Mobile	Tablet
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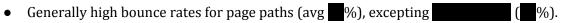
## **Highlights:**

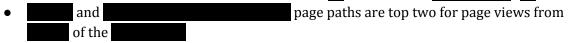
- are the most popular paths of the have low bounce rates.
- High number of mobile users (> 10%) for both page and page paths.

#### **Overview Statistics for**

		General Statistics				Device Category		
Page Name	Page URL	Total Pageviews	/home contribution	Pageviews from /home	Bounce Rate	Desktop	Mobile	Tablet
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## **Highlights:**





#### Overview Statistics for "Services for..." section

		General Statistics				Device Category		
Page Name	Page URL	Total Pageviews	/home contribution	Pageviews from /home	Bounce Rate	Desktop	Mobile	Tablet
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#### **Highlights:**

- Most of the traffic to all of the " pages come from the page (avg \( \sigma \).
- page users access content with tablet devices more than any other group ( %).
- are relatively mobile-focused, > % of the page visits to are on a mobile device.