



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.
- **Home page bounce rate is low at only .** 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
 - [REDACTED] total page views occurred in the [REDACTED] timeframe
- Bounce rate [REDACTED]
- Medium of arrival
 - Misc [REDACTED]
 - Referral [REDACTED]
 - Organic [REDACTED]
- Device category
 - Desktop [REDACTED]
 - Mobile [REDACTED]
 - Tablet [REDACTED]

Site Search:

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

Previous & Next Page Visits

Previous Page Path to [REDACTED]

Previous Page Path	Pageviews	% Pageviews
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Next Page Path from [REDACTED]

Next Page Path	Pageviews	% Pageviews
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Overview Statistics for XXXXXXXXXX

		General Statistics				Device Category		
Page Name	Page URL	Total Pageviews	/home contribution	Pageviews from /home	Bounce Rate	Desktop	Mobile	Tablet
Page 1	URL 1.1	100	50	50	10%	60	30	10
	URL 1.2	100	50	50	10%	60	30	10
	URL 1.3	100	50	50	10%	60	30	10
	URL 1.4	100	50	50	10%	60	30	10
	URL 1.5	100	50	50	10%	60	30	10
	URL 1.6	100	50	50	10%	60	30	10
	URL 1.7	100	50	50	10%	60	30	10
	URL 1.8	100	50	50	10%	60	30	10
	URL 1.9	100	50	50	10%	60	30	10
	URL 1.10	100	50	50	10%	60	30	10
Page 2	URL 2.1	100	50	50	10%	60	30	10
	URL 2.2	100	50	50	10%	60	30	10
	URL 2.3	100	50	50	10%	60	30	10
	URL 2.4	100	50	50	10%	60	30	10
	URL 2.5	100	50	50	10%	60	30	10
	URL 2.6	100	50	50	10%	60	30	10
	URL 2.7	100	50	50	10%	60	30	10
	URL 2.8	100	50	50	10%	60	30	10
	URL 2.9	100	50	50	10%	60	30	10
	URL 2.10	100	50	50	10%	60	30	10
Page 3	URL 3.1	100	50	50	10%	60	30	10
	URL 3.2	100	50	50	10%	60	30	10
	URL 3.3	100	50	50	10%	60	30	10
	URL 3.4	100	50	50	10%	60	30	10
	URL 3.5	100	50	50	10%	60	30	10
	URL 3.6	100	50	50	10%	60	30	10
	URL 3.7	100	50	50	10%	60	30	10
	URL 3.8	100	50	50	10%	60	30	10
	URL 3.9	100	50	50	10%	60	30	10
	URL 3.10	100	50	50	10%	60	30	10
Page 4	URL 4.1	100	50	50	10%	60	30	10
	URL 4.2	100	50	50	10%	60	30	10
	URL 4.3	100	50	50	10%	60	30	10
	URL 4.4	100	50	50	10%	60	30	10
	URL 4.5	100	50	50	10%	60	30	10
	URL 4.6	100	50	50	10%	60	30	10
	URL 4.7	100	50	50	10%	60	30	10
	URL 4.8	100	50	50	10%	60	30	10
	URL 4.9	100	50	50	10%	60	30	10
	URL 4.10	100	50	50	10%	60	30	10

Highlights:

- [REDACTED] and [REDACTED] are the most popular paths of the [REDACTED], and both have low bounce rates.
- High number of mobile users (> [REDACTED]%) for both [REDACTED] and [REDACTED] 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
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]					[REDACTED]	[REDACTED]	
	[REDACTED]							

Highlights:

- Generally high bounce rates for page paths (avg ███%), excepting █████ (███%).
- █████ and █████ page paths are top two for page views from █████ of the █████

Overview Statistics for “Services for...” section

[illegible]

Highlights:

- Most of the traffic to all of the “██████████” pages come from the ██████ page (avg █████%).
- ██████████ 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.