Live Events - GA Report Clone

Dec 2, 2025 - Dec 2, 2025 ▾

Page path ▾

Key Metrics

Sessions
494

Page Views
179

Top Livecast Videos by Plays

livecast title ▾	livecast action	Page path	Event count
modernizing-america's-care-for-better-health	play	/live/live-1/index.html	50
missing title	play	/live/live-1/index.html	2
		Grand total	**52**

Sessions by City
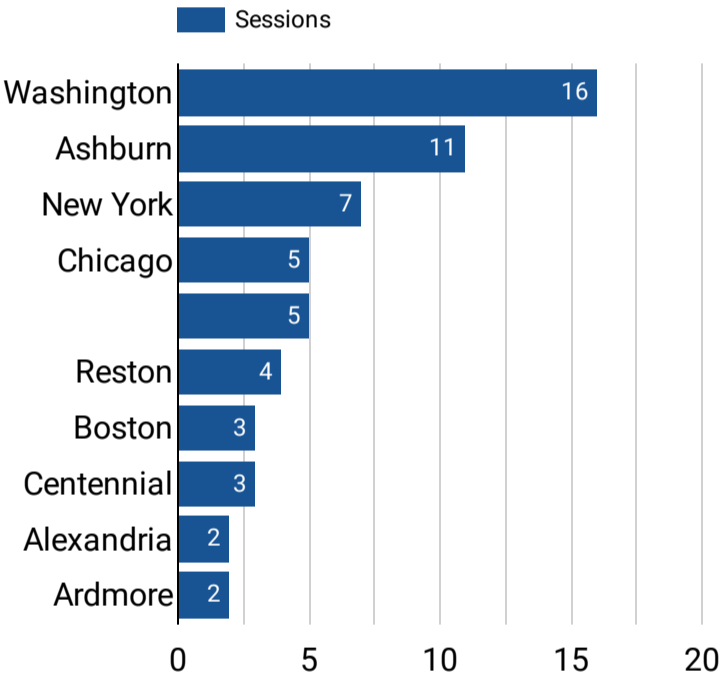
Referral Sources

Session source	Session medium	Sessions ▾
(direct)	(none)	55
google	organic	43
fda.gov	referral	12
statics.teams.cdn.office.net	referral	5
bing	organic	3
link.edgepilot.com	referral	2
(not set)	(not set)	1
ActiveCampaign	email	1
yahoo	organic	1
acl.gov	referral	1
bloomberglaw.com	referral	1
	Grand total	**131**

Device Breakdown

● Apple ● Google ● Microsoft ● (not set) ◄ ►
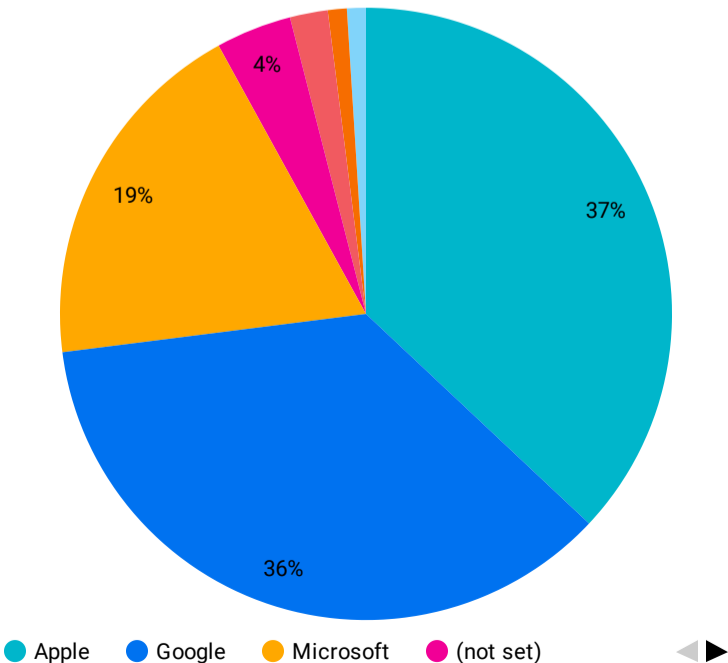
Top Pages

Page path	Views ▾
/live/index.html	98
/live/live-1/index.html	77
/live/officer-wellness-support-ch2/index.html	2
/live/live-2/index.html	1
/live/wellness-resources-available-officers-family-ch1/index.html	1

*** Click "Show Sampling" link to highlight sampled data (Link only visible when sampling is present)*

Live Events - Website Performance

Please note: this report includes sampled data from Google Analytics and Google Search Console, please contact the analytics team for a full report if needed.
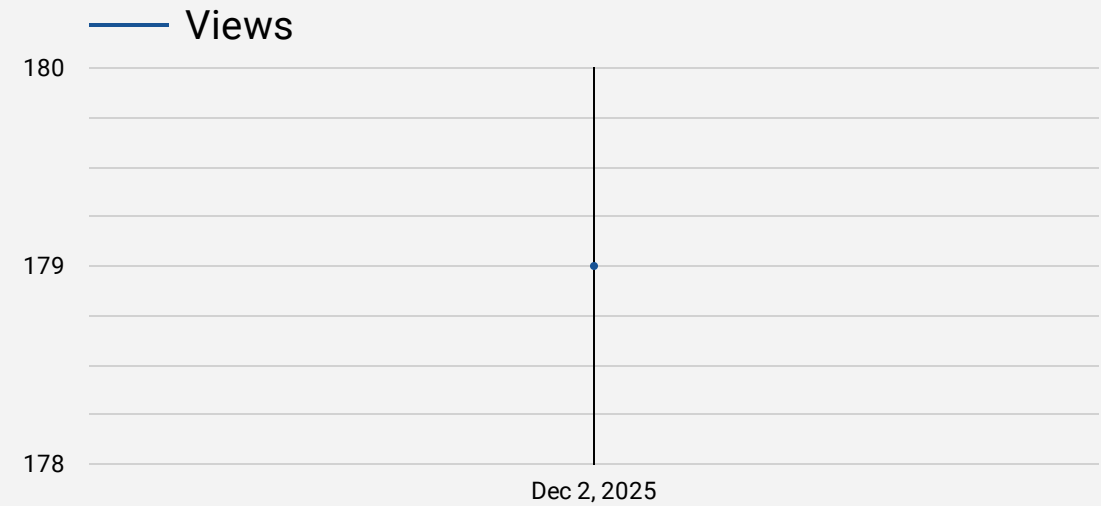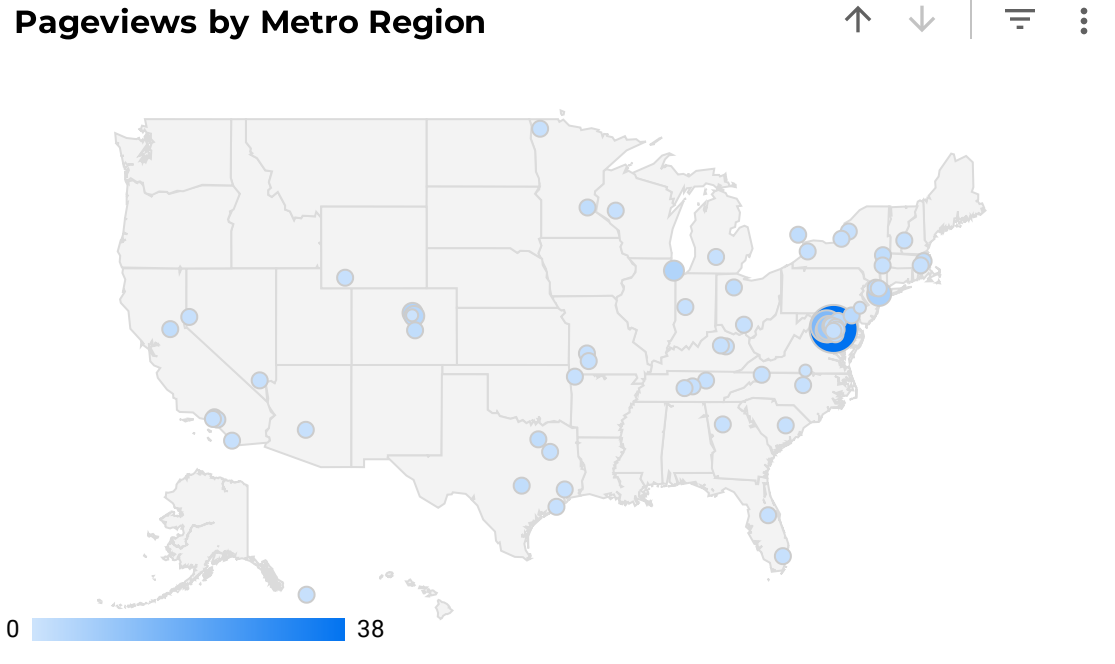
Dec 2, 2025 - Dec 2, 2025 ▼

Page path ▼

Livecast Title ▼

Daily Pageviews

—— Views

Pageviews by Metro Region

↑ ↓ | ☰ ⋮

0   38

Page title	Page path	Total users	Views ▼	Engagement rate
HHS Live Streaming | HHS.gov	/live/index.html	73	98	68.6%
Modernizing America's Care for Better Health | HHS.gov	/live/live-1/index.html	44	67	66.67%
The Power of Caregivers for a Healthy America | HHS.gov	/live/live-1/index.html	2	7	66.67%
HHS.gov	/live/live-1/index.html	3	2	50%
Officer Wellness and Support | HHS.gov	/live/officer-wellness-support-ch2/index.html	2	2	0%
HHS.gov	/live/live-2/index.html	1	1	100%
Expanding Organ Access to Patients | HHS.gov	/live/live-1/index.html	1	1	0%
Page Not Found | HHS.gov	/live/wellness-resources-available-officers-family-ch...	1	1	0%
Grand total		**101**	**179**	**58.78%**

** Click "Show Sampling" link to highlight sampled data (Link only visible when sampling is present)
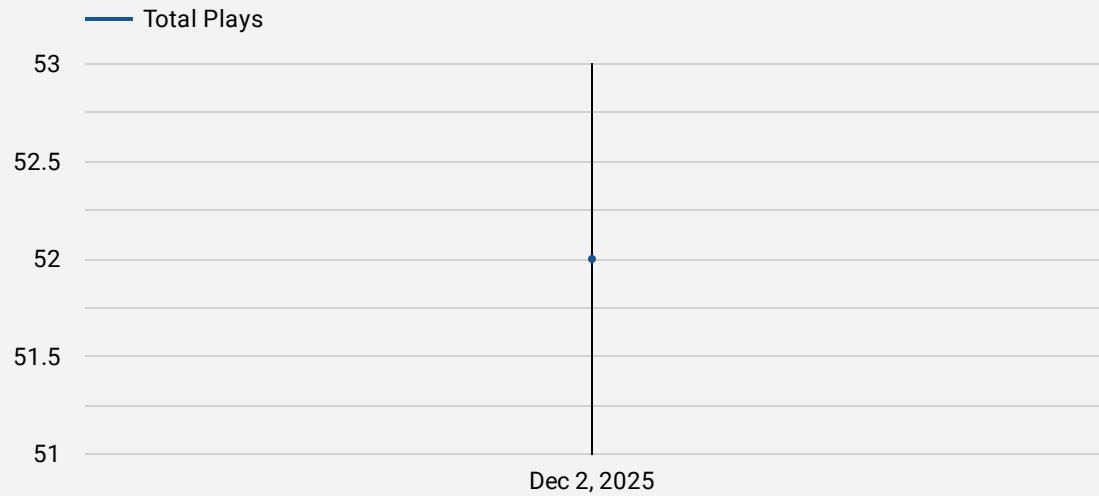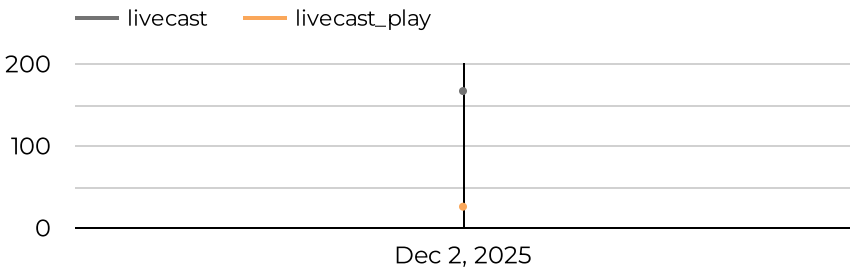
Live Events - Play Events

Dec 2, 2025 - Dec 2, 2025 ▼

* Report includes Google Analytics data for HHS.gov URLs or page titles that contain "live."

Daily Play Events

—— Total Plays

On Page Events:

—— livecast —— livecast_play

Dec 2, 2025

Newsletter Sign-Ups	All Livecast Events
0	167

Event name ▼

Page title ▼

Event name	Page title	livecast action	Page path	Total users	Total Plays ▼
livecast	Modernizing America's Care for Better Health | HHS.gov	play	/live/live-1/index.html	8	25
livecast_play	Modernizing America's Care for Better Health | HHS.gov	play	/live/live-1/index.html	8	25
livecast	HHS.gov	play	/live/live-1/index.html	1	1
livecast_play	HHS.gov	play	/live/live-1/index.html	1	1
Grand total				**9**	**52**

** Click "Show Sampling" link to highlight sampled data (Link only visible when sampling is present)

Live Events - Acquisition Channels

Dec 2, 2025 - Dec 2, 2025 ▾

* Report includes Google Analytics data for HHS.gov URLs or page titles that contain "live." Acquisition channels are sources from which users find and enter a website.

page title	Total users ▾
HHS Live Streaming | HHS.gov	73
Modernizing America's Care for Better Health | HHS.gov	44
HHS.gov	4
Officer Wellness and Support | HHS.gov	2
The Power of Caregivers for a Healthy America | HHS.gov	2
Expanding Organ Access to Patients | HHS.gov	1
Page Not Found | HHS.gov	1
Grand total	**101**

Top Referring Channels

AↃZ ☰ ⋮

	Total users
(direct)	39
google	38
fda.gov	8
bing	3
statics.teams.cd...	3
(not set)	1
ActiveCampaign	1
acl.gov	1
bloomberglaw.c...	1
chatgpt.com	1

Total users (0, 10, 20, 30, 40)
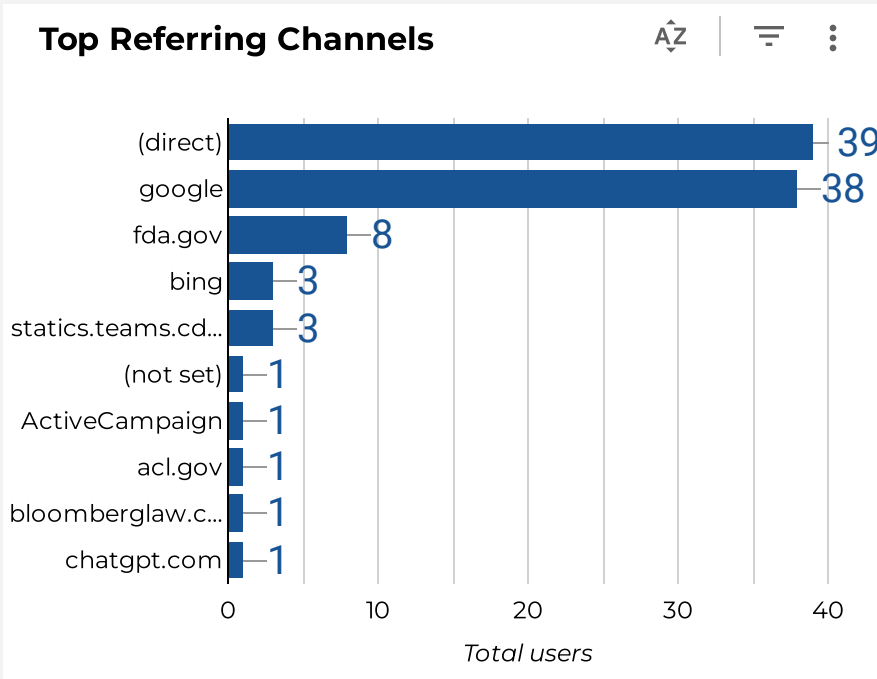
Session source	Total users ▾
(direct)	39
google	38
fda.gov	8
bing	3
statics.teams.cdn.office.net	3
(not set)	1
ActiveCampaign	1
acl.gov	1
bloomberglaw.com	1
chatgpt.com	1
hospicenews.com	1
iapp.org	1
Grand total	**101**

Medium	Total users ▾
No data	

Top Referring Social Channels

AↃZ ☰ ⋮

Total users (1, 0.5, 0, -0.5, -1)

** Click "Show Sampling" link to highlight sampled data (Link only visible when sampling is present)
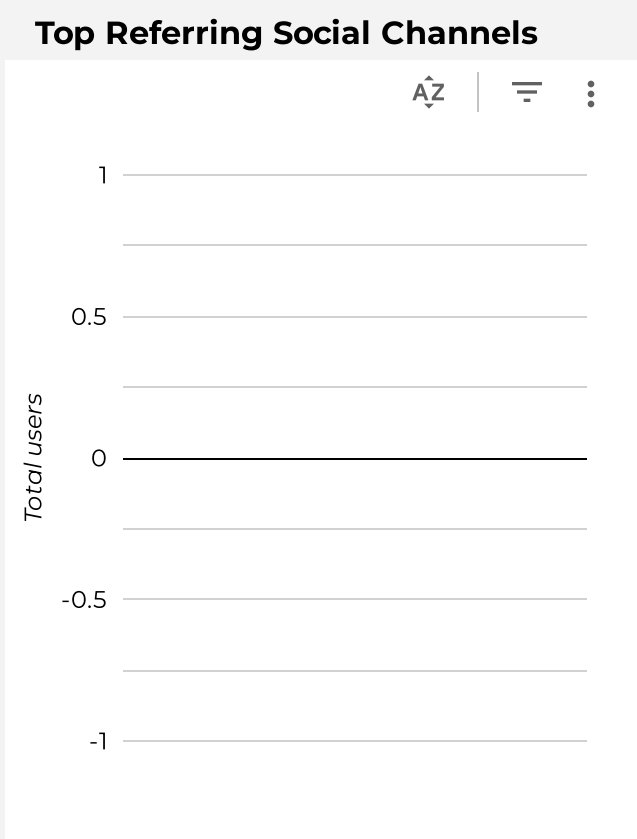
Live Events - External Search

Nov 1, 2025 - Nov 30, 2025 ▾

* Report includes Google Analytics data for HHS.gov URLs or page titles that contain "live." External search includes queries entered into Google where HHS content ranked on search engine results pages. Url clicks are the total clicks made once a query was entered. If multiple HHS pages display for one search query, users may select different pages so there can't be a 1:1 match between query clicks and landing page clicks.

Impressions chart (Nov 1 - Nov 29)

Clicks chart (Nov 1 - Nov 29)
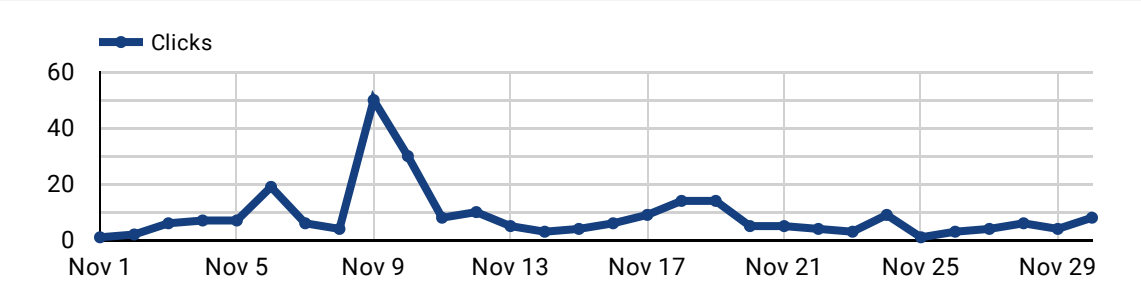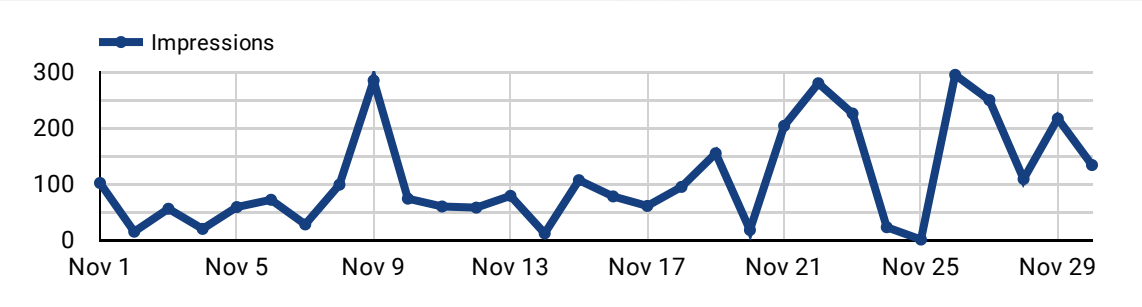
Query	Clicks ▾	Site CTR	Impressions
hhs live stream	49	75.38%	65
hhs live	48	17.98%	267
live hhs	24	70.59%	34
organ donors still alive	11	27.5%	40
what are the risks to using an electronic health record to deliver client care?	10	16.39%	61
hhs livestream	9	90%	10
live-attenuated	6	7.41%	81
live stream	5	1.39%	361
live vaccinations	5	16.13%	31
Grand total	**257**	**7.85%**	**3,272**

Landing Page	Url Clicks ▾	Impressions
https://www.hhs.gov/live/index.html	147	3,195
https://www.hhs.gov/live/live-2/index....	15	106
https://www.hhs.gov/live/live-1/index....	7	325

Url Clicks by device: MOBILE 149, DESKTOP 127, TABLET 4
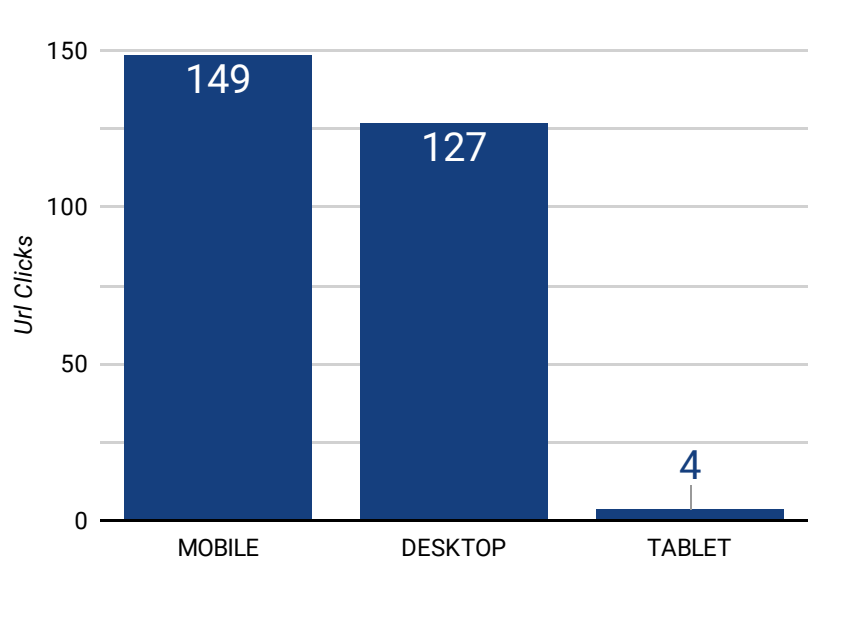
Google Analytics Metrics Definitions

User: represents an individual visitor to a web site.
    Visitors are defined by the unique ID assigned by their cookies, which Google Analytics uses to track and record activity as they interact with the site
    Cookies expire after 2 years on default, but Safari cookies expire after 7 days due to Intelligent Tracking Prevention

New Users: Users without an existing cookie when they reach the website. May be legitimately new, or may just have cleared their browser cache

Returning Users: Users returning to the site with an existing cookie

Session: (or a visit) consists of the actions an individual user takes on a website in a continuous time period

Pageview: is the loading of a web page in one's browser. Refreshing a page counts as an additional pageview

Event: is an on-page action expressly designated for tracking, with custom labeling (ex. downloading a PDF, playing a video or clicking a link)

Acquisition: reports compare the performance of different marketing channels and discover which sources send you the highest quality traffic and conversions -
Types of acquisitions
        Organic - website traffic from organic (Google) searches
        Direct/unknown - occurs when users either type the urls of the page they visit, use a bookmark or are coming from an unknown source
        Social Media - occurs when users click a link from a social media site that direct them to Food Safety
        Paid - incoming traffic from paid digital marketing platforms (ex Google Ads)
        Referrals - occurs when users click a link from a non-social media or search engine site that direct them to Food Safety

Landing Page: the first page viewed in a session

Session source/medium: if you would like the play events broken out by source/medium then please reach out to analytics@dcdteam.hhs.gov for an ad hoc report.