Overview of Google Analytics

Analyzing Site Visitors & Referring Websites

If you are an administrator of your own website or use Multimedia Services to host your site, you have the ability to analyze the traffic to your site using Google Analytics (GA). This web analytics tool will give you valuable insight into the type of traffic you are getting on your site. It will help assist you in meeting your goals and objectives of your site by providing information about your website traffic.

If you have an account on your site first log in to Google Analytics at www.google.com/analytics/ and click “Access Analytics”. The report can be complex, but here are some simple guidelines when reviewing the charts.

THE DASHBOARD

After clicking “View Report” you’ll be taken to the Dashboard section of the site report. The report is only showing data for the past 30 days, not including today’s data. There will be a linear graph depicting the visits for the month.

Below the main chart, you can see summary results.

The site shown above received **1,086 visits** and **4,458 pageviews** in the past 30 days. A visit is a unique site visit made up of multiple pageviews, which is why you will typically see less visits than pageviews.

The **bounce rate** for this particular site is 52.30%. The bounce rate is the percentage of people who only visited one page in your site before leaving the site for another site. A high bounce rate typically happens when visitors visit your site looking for something and quickly see realize that your site is not what they were looking for.
VISITORS OVERVIEW

This is the report that shows how much traffic you are getting to your site. One of the most valuable pieces of information is the **Absolute Unique Visitors**. The number is the amount of **unique IP addresses** that visited your site.

**This website below had 681 Absolute Unique Visitors, but 1,086 Visits.** This would indicate users are returning to the site for more information or other uses. If the goal is to increase users to your website, then this would indicate a successful trend.

From this report, you can also check to see what browser most of your visitors are using, what their internet connection speeds are, and what regions they are from.

A notable trend is to view how many users accessed your site via a mobile device. This will become increasingly more important as the use of portable devices escalates.
TRAFFIC SOURCES OVERVIEW

This report breaks down where your site visits are coming from. In the chart below, you can see that:

- 6.52% of visitors are from **Direct Traffic** - visits originated by a user typing in the website address into their address bar.
- 6.52% of visits from **Referring Sites**
- Nearly 87% from the **Search Engines**

![Traffic Sources Overview Graph]

**Top Traffic Sources**

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>(direct) ((none))</td>
<td>396</td>
<td>36.46%</td>
</tr>
<tr>
<td>google (organic)</td>
<td>307</td>
<td>28.27%</td>
</tr>
<tr>
<td>uthscsa.edu (referral)</td>
<td>67</td>
<td>6.17%</td>
</tr>
<tr>
<td>utexas.edu (referral)</td>
<td>41</td>
<td>3.76%</td>
</tr>
<tr>
<td>gsbs.uthscsa.edu (referral)</td>
<td>33</td>
<td>3.04%</td>
</tr>
</tbody>
</table>

Nearly half of the visits came from Google search engine as indicated above.
CONTENT OVERVIEW

The Content report is helpful to learn what content on your site is viewed the most. Under the Top Content section of this report, you will see various URLs on your site and the number correlating to how many times it has been viewed.

In reviewing this report, the home page was the top visited page (/node).

We can also determine more about how your visitors entered the site and navigated it using this report. If you click on Entrance Paths, you can see a list of viewed pages. When you select one of those pages, the report will tell you what page they ended up on before leaving the site. On the left side bar, you can click on Top Exit Pages to see what pages were the most popular ones that users were on when they left your site. This is useful information to consider when trying to keep users on your site longer or when determining how to get your site visitors to perform an action such as filling out a contact form, applying online or seeking more information.
In-Page Analytics

You can view In-Page Analytics to see how users navigated on the pages of the site.

There are many more features that can be utilized in Google Analytics; however, the basic items discussed here can be used as a tool in determining how effective your site is for the end user.