Google Analytics in the Dept. of Medicine
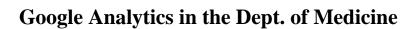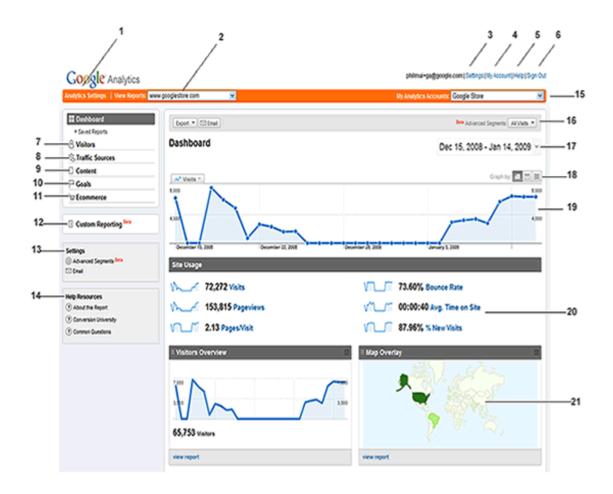
Understanding the Analytics Dashboard

1. Click this link to navigate back to your Analytics Settings page, so you can get an overview of and edit all your Analytics accounts and profiles. From there, you can navigate to the Profile Settings page, where you can view your tracking code, and create goals and funnels.

2. You can also navigate to any account using this pull-down menu.

3. The 'Settings' page is different from the "Analytics Settings" page. Here, you can set the email address associated to your account, your account language, and your email notifications settings.

4. The 'My Account' link takes you to a page listing all your Google Accounts.
5. Click here to go to the Google Analytics Help Center. It searches over 30,000 pages of Google Analytics support content from the Help Center, Google Analytics Help Group, and the web.

6. Always remember to sign out of your account when you're done!

Google Analytics reports
Google Analytics has over 80 reports to help you gauge your site's performance -- whether by usage metrics, return visit numbers, or time on page. Below is a list of reports that are available as of January 2009. However, please keep in mind that Analytics is continually releasing new features and reports, so this list may occasionally change and grow.
7. Visitors
This section provides information on visitor interaction with your site, the type of visitors, and information about how they are viewing your site.
Benchmarking, Map Overlay, New vs. Returning, Languages, Visitor Trending, Visitor Loyalty, Browser Capabilities, Network Properties, User defined
8. Traffic Sources
Find out how different offline or online sources sent traffic to your site. View which sources are driving the most traffic to your site and spot trends from the provided graphs and charts.
Overview, Direct Traffic, Referring Sites, Search Engines, All Traffic Sources, Keywords, AdWords (lists AdWords-specific information like AdWords Campaigns and Keyword Positions), Campaigns, Ad Versions
9. Content
These reports are all about the pages in your site and how visitors interacted with each one. Use the data here to find time on page, landing and exit page information, and a navigation summary for pages. Another free Google product, Website Optimizer, has been useful for advertisers looking to increase conversions by testing different versions of their content.
Overview, Top Content, Content by Title, Content Drilldown, Top Landing Pages, Top Exit Pages, Site Overlay, Site Search, Event Tracking

12. Design a custom report using the metrics and dimensions you want to see. For more information, please read the Google Analytics Quick Start Guide.

13. Settings – Advanced Segments and Email
Advanced Segmentation: Slice and dice your data in the way you want to see them. Click 'Advanced Segments' to create these segments and apply them to your reports.
Email: Manage scheduled email reports.

14. Click on any of these help resources to get information on the specific report you're viewing, tips on how to interpret and use the information for your campaign, or learn what other people's common questions are.

15. Select from this pull-down menu to jump to another Analytics account.

16. Apply the advanced segment you created to a report and compare it side-by-side to other graphs. See number 13 to learn more about advanced segments

17. Select a date range through a calendar or timeline slider to graph your report data by clicking on the arrow. You also have the option compare to past data in this section.

18. Graph your report by day, week, month, or hour (where available).

19. The selected date range, graph by view, advanced segment or metric is viewed as a graph here.

20. Get at-a-glance views of your account's key metrics here.

21. Add or delete report snapshot modules to your dashboard. To add a module, go to your desired report and click 'Add to dashboard' at the top of your report. To delete one, click the 'X' on the upper right-hand corner of every module in your Dashboard report.

Accessing your site's report

For most cases in the Dept of Medicine, the first report you see in the Analytics dashboard is the report for all of BUMC (www.bumc.bu.edu). To access reports specific to your site, click on the Content Drilldown link in the left sidebar (see bolded section below).

Read on for more about reviewing reports by site content.

What types of reports does the Content section offer?

The Content section contains the following reports:

Overview: This report provides an overview of pageview volume and lists the pages (Top Content) that were most responsible for driving pageviews. You can also reach some useful reports that reveal how users interact with your site and statistics related to how they found your site in the first place.

Top Content: Which are the most commonly viewed pages on your site, and how are they used? The table lists all of the pages which were viewed on your site. A high bounce rate indicates a landing page that should be redesigned or tailored to the specific ad which links to it. A high 'Time on Page' may indicate content that is particularly interesting to visitors. The significance of exits varies according to each page. For example, it may be common for visitors to exit your site from a receipt or "thank you" page because they have completed a conversion activity. In contrast, a high number of exits from a non-goal page (from a funnel page, for example) may indicate that the page is confusing or that it generates user errors.

Content by Title: Which are the most commonly viewed groups of pages on your site (grouped by title), and how are they used? This report provides the same information that is in the "Top Content" report, but aggregated by title tag value.

Content Drilldown: How popular is each page on your site and how important is the page to your business? This report allows you to view your content by drilling down into the folder structure you've set up on your site. A landing page with a high bounce rate indicates it should be redesigned or tailored to the specific ad which links to it. A high 'time on page' rate may indicate content that is particularly interesting to visitors. The significance of exits varies according to each page. For example, it may be common for visitors to exit your site from a receipt or "thank you" page because they have completed a conversion activity. In contrast, a high number of exits from a non-goal page (from a funnel page, for example) may indicate that the page is confusing or that it generates user errors.

Top Landing Pages: How effectively do your landing pages entice visitors to click

further into your site? You can lower bounce rates by tailoring landing pages to their associated ads and referral links and placing a clear call-to-action on each landing page.

Top Exit Pages: From which pages do people exit your site? The significance of an exit rate varies according to each page. For example, it may be common for visitors to exit your site from a receipt or "thank you" page because they have completed a conversion activity. In contrast, a large number of exits from a non-goal page (from a funnel page, for example) may indicate that the page is confusing or that it generates user errors.

Site Overlay: Site overlay allows you to navigate your site just as a visitor does, while viewing clicks, conversions, and revenue metrics for each link. As you identify your most valuable links, consider how they might be repositioned or changed to be more visible and effective. The blue bars are graphic indicators of click volume; you can also customize which statistic these bars represent using the control at the top of the page. Mouse over any bar to view metrics for that link, such as transactions, revenue earned, goal values, or goal page visits.

Frequently Asked Questions

Bounce Rate

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. Use this metric to measure visit quality - a high bounce rate generally indicates that site entrance pages aren't relevant to your visitors. The more compelling your landing pages, the more visitors will stay on your site and convert. You can minimize bounce rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.

To view the bounce rates for your website, go to the **Bounce Rate report** under **Visitors > Visitor Trending > Bounce Rate**.

Unique Visitors (or Absolute Unique Visitors)

Unique Visitors represents the number of unduplicated (counted only once) visitors to your website over the course of a specified time period. A Unique Visitor is determined using cookies.

What's the difference between clicks, visits, visitors, pageviews, and unique pageviews?

Clicks vs. Visits

There is an important distinction between *clicks* and *visits* (in your *Search Engines and Visitors reports* report). The *clicks* column in your reports indicates how many times your advertisements were clicked by visitors, while *visits* indicates the number of unique sessions initiated by your visitors. There are several reasons why these two numbers may not match:

- A visitor may click your ad multiple times. When one person clicks on one advertisement multiple times in the same session, AdWords will record multiple clicks while Analytics recognizes the separate pageviews as one visit. This is a common behavior among visitors engaging in comparison shopping.

- A user may click on an ad, and then later, during a different session, return directly to the site through a bookmark. The referral information from the original visit will be retained in this case, so the one click will result in multiple visits.

- A visitor may click on your advertisement, but prevent the page from fully loading by navigating to another page or by pressing their browser's Stop

button. In this case, the Analytics tracking code is unable to execute and send tracking data to the Google servers. However, AdWords will still register a click.

- To ensure more accurate billing, Google AdWords automatically filters invalid clicks from your reports. However, Analytics reports these clicks as visits to your website in order to show the complete set of traffic data.

Visits vs. Visitors

Analytics measures both *visits* and *visitors* in your account. *Visits* represent the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.

The initial session by a user during any given date range is considered to be an additional *visit* and an additional *visitor*. Any future sessions from the same user during the selected time period are counted as additional *visits*, but not as additional *visitors*.

Pageviews vs. Unique Pageviews

A *pageview* is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview will be recorded as well.

A *unique pageview*, as seen in the *Top Content* report, aggregates pageviews that are generated by the same user during the same session. A *unique pageview* represents the number of sessions during which that page was viewed one or more times.

How do I view and export PDF reports?

You can view any of the dozens of Google Analytics reports by clicking the **View Reports** link at the top of your Analytics screen. If you'd like to view reports for a different profile, select that profile from the drop-down menu.

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