

Lesson no. 9 – Report Features

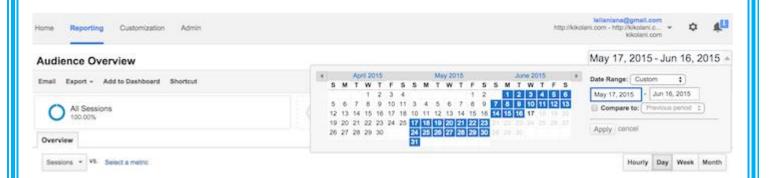
Report Features

Most of the standard reports within Google Analytics will look similar to this. At the top right, you can click on the drop-down arrow next to your website to switch to different websites within all of your Google Analytics accounts. Or you can click the Home link at the top.

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In the report at the top right, you can click on the dates to change the date range of the data you are viewing. You can also check the Compare box to compare your data from one date range (such as this month) to a previous date range (such as last month) to view your data.

Google Analytics



You can hover over a variety of areas on your Google Analytics reports to get more information. For example, in the Audience Overview, hovering over the line on the graph will give you the number of sessions for a particular day. Hovering over the metrics beneath the graph will tell you what each one means.

udience Overview	,			May 17, 2015 - Jun 16, 201
nall Export + Add to Da	shboard Shortcut			
All Sessions		+ Add Segment		
verview				
Sessions + VS. Select a n	wetric			Hourly Day Week Mor
Sessions				
00		~		
Sunday, May 17, 2015 Sessions: 295				
500				
500				
500	May 22	May 29	Jun 5	Jun 12
500	May 22		Jun 5	Jun 12 New Visitor Returning Visitor
	Users	Pageviews Pages / Session	Jun 5	
		Pageviews Pages / Session 19,83 Pageviews is the total number of pages	Jun 5	
	Users	Pageviews Pages / Session	Jun 5	New Visitor
2,682	Users 10,956	Pageviews Pages / Session 19,85 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor
2,682	Users 10,956 Bounce Rate	Pageviews Pages / Session 19,83 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor
2,682	Users 10,956	Pageviews Pages / Session 19,85 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor
essions 2,682 vg. Session Duration 00:01:15	Users 10,956 Bounce Rate	Pageviews Pages / Session 19,83 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor
2,682	Users 10,956 Bounce Rate	Pageviews Pages / Session 19,83 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor Returning Visitor
2,682	Users 10,956 Bounce Rate	Pageviews Pages / Session 19,83 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor Returning Visitor
2,682	Users 10,956 Bounce Rate	Pageviews Pages / Session 19,83 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor Returning Visitor
2,682	Users 10,956 Bounce Rate	Pageviews Pages / Session 19,83 Pageviews is the total number of pages viewed. Repeated views of a single page are counted.	Jun 5	New Visitor Returning Visitor

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Beneath the main metrics, you will see reports that you can switch through to see the top ten languages, countries, cities, browsers, operating systems, services providers, and screen resolutions of your visitors.

				New Visitor Return	ning Visitor	
Sessions Users 12,682 10,956 Avg. Session Duration Bounce Rate 00:01:15 80.18%		Pageviews 19,838	Pages / Session 1.56			
		% New Sessions 84.61%				
emographics		Screen Resolution		Sessions	% Sessions	
anguage		1. 768x1024		344	18.95%	
ountry		2. 360x640		289	15.92%	
ity		3. 320x568		284	15.65%	
ystem		4. 375x667		173	9.53%	
rowser		5. 1366x768		156	8.60%	
perating System		6. 320x480		59	3.25%	
ervice Provider		7. 414x738		54	2.98%	
lobile		8. 720x1280		31	1.71%	
perating System		9. 480x800		25	1.38%	
ervice Provider		10.1280x800		22	1.21%	
creen Resolution	,				view full re	
1.500						
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You can click the full report link on each to see the full reports. Or you can click on any of the top ten links to see more details. For example, clicking on the United States in Countries will take you to the full Location report, focused in on visitors from states within the US.

Google Analytics

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May 17, 2015 - Jun 16, 2015 -Location ALL > COUNTRY: United States -Customize Email Export - Add to Dashboard Shortcut All Sessions + Add Segment 29.29% Map Overlay Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce AdSense Sessions + 628 1 Primary Dimension: Region City Metro Other -Secondary dimension -Q advanced 🔠 🕲 푼 군 📖 Acquisition Behavior Conversions Goal 1: Sales + Region Sales (Goal 1 Conversion Rate) Pages / Avg. Session Sales (Goal 1 Sales (Goal 1 % New New Users **Bounce Rate** Sessions Duration Completions) Value) Sessions Session 3,714 87.75% 3,259 86.00% 1.42 00:00:54 0.89% 33 \$33.00 % of Total: 7,78% (424) Avg for View: 3.34% (-73.42%) of Total: 30.37% (10,730) Avg for View; 84.61% (3.71%) Avg for View: 80.18% (7.25%) Avg for View: 1.56 (-9.32%) Avg for View: 00.01:15 (-28.02%) 29.29% (12,682) (\$424.00) 1. California 628(16.91%) 85.83% 539(10.54%) 86.15% 1.23 00:00:46 0.96% 8(18.10%) \$6.00(18.18%) 292 (7.86%) 83.90% 85.62% 1.30 00:00:40 1.03% \$3.00 (9.09%) 2. New York 245 (7.52%) 3 (9.09%)

In this view, you can hover over each state to see the number of visitors from that state. You can scroll down to the table and hover over each column name to learn more about each metric.

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		Acquisition			Behavior			Conversions Goal 1: Sales +		
R	egion (Sessions + 4 Sessions +		New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value) (3)
		3,714 % of Total: 29,29% (12,682)	87.75% Avg for View: 84.51% (3.71%)	3,259 % of Total: 30.37% (10,730)	86.00% Avg for View 80.18% (7.25%)	1.42 Avg for View: 1.56 (-9.32%)	00:00:54 Avg for View: 00:01:15 (-28.02%)	0.89% Avg for View: 3.341 (-73.421)	The monetary value of goal.	conversions to the
1.	California	628(18.91%)	85.83%	539(16.54%)	86.15%	1,23	00:00:46	0.96%	6(18,18%)	\$6.00(18.18%
2	New York	292 (7.86%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%
3.	Texas	253 (6.81%)	87.75%	222 (6.81%)	87.35%	1.25	00:00:50	1.19%	3 (9.09%)	\$3.00 (9.09%
4.	Florida	222 (5.98%)	92.79%	206 (6.32%)	88,74%	1.23	00.00.16	0.90%	2 (6.00%)	\$2.00 (6.06%
5.	Virginia	190 (5.12%)	95.26%	181 (5.55%)	94.74%	1.09	00:00:16	0.00%	Ó (0.00%)	\$0.00 (0.00%
6.	(not set)	150 (4.04%)	91.33%	137 (4.20%)	87.33%	1.33	00:01:15	2.00%	3 (9.09%)	\$3.00 (9.09%
7.	Illinois	143 (3.85%)	89.51%	128 (3.93%)	83.22%	1.39	00:01:15	1.40%	2 (6.06%)	\$2.00 (6.06%
8.	Massachusetts	127 (3.42%)	84.25%	107 (3.28%)	81,89%	1,45	00:01:23	0.79%	1 (3.03%)	\$1.00 (3.03%
9.	Georgia	119 (3.20%)	91.60%	109 (3.34%)	89.08%	1.14	00.00.32	0.00%	0 (0.00%)	\$0.00 (0.00%
10.	Colorado	108 (2.01%)	60.19%	65 (1.99%)	73,15%	5.96	00:06:07	2.78%	3 (9.09%)	\$3.00 (0.00%

You can also click on the name of each state to see visitors from cities within the state. Effectively, any time you see a clickable link or a ? next to something, you can click on it or hover over it to learn more. The deeper you dive into your analytics, the more interesting information you will find.