



What Every Business Needs to Know about Web 2.0 and Social Media

Google Analytics

December 2010

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University of Brighton

Definitions

- Visits – separate sessions
- Unique visits – removal of duplicates
- Pageviews – pages looked at
- Referrers – links to you on other sites or from search engines
- Pages/visit



University of Brighton

School of Computing,
Engineering and
Mathematics



Flight simulator

[Admissions](#)

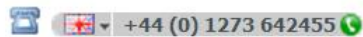
[Open days](#)

[New courses](#)

[Placements](#)

[Research](#)

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The School of Computing, Engineering and Mathematics develops courses in close consultation with industry and professional bodies to ensure that our graduates have the range of skills employers are looking for.

News and events



Extended Masters for Computing Programmes

06/09/2010

This new EMA (CP) course is designed for masters computing students who need to develop their English language skills.

[Computing](#)

[Electronic engineering](#)

[Information studies](#)

[Mathematical sciences](#)

[Mechanical engineering](#)

[Product design](#)



Insert code

```
276
277 <!-- NOTENOTE Google Analytics code goes in here -->
278 <!--CEM code-->
279 <script src="http://www.google-analytics.com/urchin.js"
280 type="text/javascript">
281 </script>
282 <script type="text/javascript">
283 _uacct = "UA-3529836-1";
284 urchinTracker();
285 </script>
286
287 <!--uni code-->
288 <script type="text/javascript">
289 var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
290 document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
291 </script>
292 <script type="text/javascript">
293 var pageTracker = _gat._getTracker("UA-2519340-1");
294 pageTracker._initData();
295 pageTracker._trackPageview();
296 </script>
297
298 </div>
299
300 <br>
301
302 </div><!-- End FullContainer -->
303 </div><!-- End overcontainer -->
304 </body>
305 </html>
```

Common Questions

How do I know that my tracking code is installed correctly?

Why am I not seeing any data in my reports?

I've added the tracking code, but the 'Status' column won't confirm it's receiving data. Why?

Resources

- Help
- Code Site
- Features
- Product Tour
- Case Studies
- Conversion University
- Seminars for Success
- Partner Services

Overview » cmis (Edit account settings)

2010 Nov 12 - 2010 Dec 12

Comparing to: 2010 Oct 12 - 2010 Nov 11

All Starred

Day Week Month Year

Website Profiles										+ Add new profile
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions		
http://www.brighton.ac.uk UA-3529836-1										+ Add new profile
☆ www.brighton.ac.uk	View report	✓	5,626	00:03:28	52.06%	0	↓ -11.32%	Edit Delete		

Add Website Profile»

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

User Manager»

Number of Users: 1
Add or edit Users. [Learn more](#)

Filter Manager»

Number of Filters: 0
Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

Bounce Rate

- % of visitors to a page/site that leave without visiting another page on site
- Can indicate whether key landing pages are not very sticky
- May be misleading –
 - Visitor may have got all the info they needed from the page
 - Visitor may have spent several minutes on the page
 - Visitor may have telephoned you after visiting page and placed an order
- Bounce rates vary – c. 30% for hotel/retail sites, c. 80% for blogs

Landing Pages

5,626 visits entered the site through 390 pages

Landing Pages

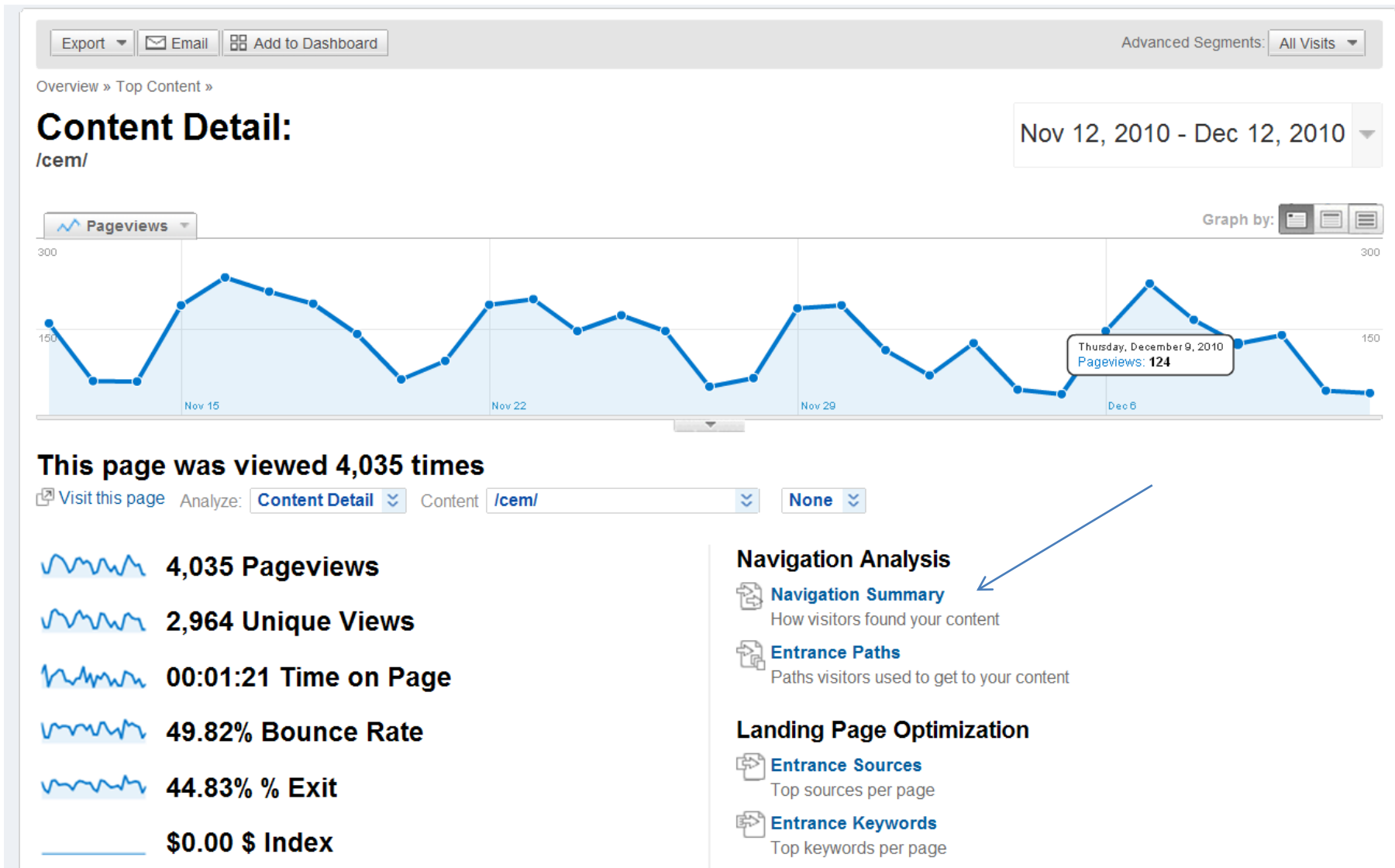
Views:     

Entrances 5,626 % of Site Total: 100.00%	Bounces 2,929 % of Site Total: 100.00%	Bounce Rate 52.06% Site Avg: 52.06% (0.00%)
---	---	--

	Page	Entrances ↓	Bounces	Bounce Rate
1.	/cem/	2,776	1,383	49.82%
2.	/cem/opensdays/24nov10.php	119	53	44.54%
3.	/cem/prospective/epd/mechanical.php	116	79	68.10%
4.	/cem/courses/postgraduate/pgpit/mscdtv.php	94	66	70.21%
5.	/cem/prospective/information/	94	34	36.17%
6.	/cem/courses/postgraduate/electrical/mscaee.php	71	40	56.34%
7.	/cem/contact/details.php?uid=ges9	69	42	60.87%
8.	/cem/research/groups/	68	13	19.12%
9.	/cem/courses/?Pagelid=	65	6	9.23%
10.	/cem/courses/postgraduate/computing/msccs.php	64	30	46.88%

Filter Page: Go [Advanced Filter](#) Go to: Show rows: 1 - 10 of 390

Main landing page for CEM



Navigation Summary

This page was viewed 4,035 times

Visit this page Analyze: **Navigation Summary** Content **/cem/**

77.48% Entrances

22.52% Previous Pages

Content	% Clicks
/cem/courses/	1.62%
/cem/courses/new/	1.48%
/cem/contact/	1.34%
/cem/prospective/computing/	0.87%
/cem/research/	0.81%
/cem/prospective/epd/mechanica...	0.78%
/cem/prospective/	0.61%
/cem/prospective/epd/electrical.p...	0.61%
/cem/opendays/24nov10.php	0.61%
/cem/aboutus/	0.42%



44.83% Exits

55.17% Next Pages

Content	% Clicks
/cem/courses/	16.63%
/cem/contact/	9.53%
/cem/prospective/computing/	8.79%
/cem/courses/new/	6.48%
/cem/research/	5.52%
/cem/opendays/24nov10.php	4.45%
/cem/prospective/epd/mechanic...	4.28%
/cem/prospective/	3.89%
/cem/prospective/admissions/	3.55%
/cem/prospective/maths/	3.49%
/cem/prospective/information/	3.44%



Where the visitors come from



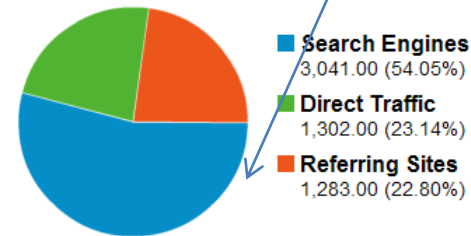
Google rules

Summary

Why SEO is so important

All traffic sources sent a total of 5,626 visits

- 23.14% Direct Traffic
- 22.80% Referring Sites
- 54.05% Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	2,697	47.94%
(direct) ((none))	1,302	23.14%
courses.brighton.ac.uk (referral)	277	4.92%
ask (organic)	189	3.36%
staffcentral.brighton.ac.uk (referral)	110	1.96%

[view full report](#)

Keywords	Visits	% visits
university of brighton	437	14.37%
brighton university	366	12.04%
brighton open day questionnaire	129	4.24%
brighton uni	73	2.40%
brighton	58	1.91%








[view full report](#)

Know your friends

More detail

All traffic sources sent 5,626 visits via 181 sources and mediums

Show: **Source Medium** ▾

Site Usage		Goal Set 1		Views:     		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
5,626 % of Site Total: 100.00%	3.47 Site Avg: 3.47 (0.00%)	00:03:29 Site Avg: 00:03:29 (0.00%)	46.48% Site Avg: 46.48% (0.00%)	52.06% Site Avg: 52.06% (0.00%)		
Source/Medium	None ▾	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google / organic		2,697	3.66	00:02:17	53.36%	47.42%
2. (direct) / (none)		1,302	2.69	00:06:41	36.10%	70.12%
3. courses.brighton.ac.uk / referral		277	5.18	00:03:15	40.79%	31.77%
4. ask / organic		189	1.57	00:00:22	1.59%	84.66%
5. staffcentral.brighton.ac.uk / referral		110	4.63	00:02:38	1.82%	45.45%
6. itsuite.it.brighton.ac.uk / referral		83	2.82	00:07:33	38.55%	21.69%
7. cilip.org.uk / referral		67	3.64	00:04:05	52.24%	31.34%
8. webometrics.info / referral		62	2.81	00:02:50	3.23%	46.77%
9. opendays.brighton.ac.uk / referral		58	6.10	00:08:52	5.17%	51.72%
10. yahoo / organic		57	4.12	00:02:27	63.16%	50.88%
Filter Source/Medium: containing ▾ <input type="text"/>	<input type="button" value="Go"/>	Advanced Filter	Go to: <input type="text" value="1"/>	Show rows: <input type="text" value="10"/> ▾	1 - 10 of 181  	

Interesting

Visits 5,626 % of Site Total: 100.00%	Pages/Visit 3.47 Site Avg: 3.47 (0.00%)	Avg. Time on Site 00:03:29 Site Avg: 00:03:29 (0.00%)	% New Visits 46.48% Site Avg: 46.48% (0.00%)	Bounce Rate 52.06% Site Avg: 52.06% (0.00%)	
Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
33. prospects.ac.uk / referral	6	7.33	00:02:49	50.00%	0.00%
34. search.mywebsearch.com / referral	6	1.83	00:00:21	33.33%	66.67%
35. ucas.ac.uk / referral	6	3.33	00:04:06	66.67%	16.67%
36. guardian.co.uk / referral	5	3.20	00:00:28	80.00%	0.00%
37. informationmatters.net / referral	5	3.00	00:07:44	20.00%	20.00%
38. siteimprove.com / referral	5	2.80	00:00:03	0.00%	60.00%
39. studentcentral.brighton.ac.uk / referral	5	2.20	00:00:56	20.00%	80.00%
40. sussexdowns.ac.uk / referral	5	2.80	00:01:14	60.00%	40.00%
41. universitiesuk.ac.uk / referral	5	9.40	00:03:54	100.00%	0.00%

Key words

Visits 3,041 % of Site Total: 54.05%		Pages/Visit 3.56 Site Avg: 3.47 (2.56%)		Avg. Time on Site 00:02:10 Site Avg: 00:03:29 (-37.47%)		% New Visits 50.44% Site Avg: 46.48% (8.53%)		Bounce Rate 49.59% Site Avg: 52.06% (-4.75%)	
Keyword	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
1.	university of brighton	437	4.31	00:02:21	51.95%	37.99%			
2.	brighton university	366	4.60	00:02:56	60.93%	33.06%			
3.	brighton open day questionnaire	129	1.60	00:00:21	0.00%	86.82%			
4.	brighton uni	73	4.64	00:03:03	45.21%	23.29%			
5.	brighton	58	5.24	00:03:02	55.17%	39.66%			
6.	chris dutton	54	4.22	00:06:56	0.00%	46.30%			
7.	brighton careers centre	53	1.47	00:00:22	0.00%	83.02%			
8.	uni brighton	37	1.35	00:00:19	0.00%	91.89%			
9.	cem university of brighton	25	1.08	00:00:01	0.00%	92.00%			
10.	gem stapleton	21	2.29	00:03:04	0.00%	61.90%			
11.	study masters degree in aviation engineering in europe	18	1.06	00:01:13	5.56%	94.44%			



Result of poor SEO?

Visits ? 3,041 % of Site Total: 54.05%		Pages/Visit ? 3.56 Site Avg: 3.47 (2.56%)		Avg. Time on Site ? 00:02:10 Site Avg: 00:03:29 (-37.47%)		% New Visits ? 50.44% Site Avg: 46.48% (8.53%)		Bounce Rate ? 49.59% Site Avg: 52.06% (-4.75%)	
Keyword <input type="text" value="None"/>	None <input type="text" value="None"/>	Visits <input type="text" value="7"/>	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
24.	brighton computer science	7	2.00	00:00:40	71.43%	57.14%			
25.	brighton university computing	7	5.86	00:01:05	57.14%	28.57%			
26.	brighton university maths	7	4.00	00:00:48	42.86%	14.29%			
27.	brighton university uk	7	7.57	00:05:34	85.71%	28.57%			
28.	corridor	7	1.57	00:00:19	100.00%	71.43%			
29.	http://www.brighton.ac.uk/	7	4.43	00:00:28	42.86%	42.86%			
30.	simola brighton	7	2.71	00:02:51	14.29%	57.14%			
31.	tara brabazon	7	3.00	00:00:29	100.00%	85.71%			
32.	university of brighton computing	7	2.43	00:04:39	42.86%	28.57%			


Low visits but reasonable engagement


Visitors




Summary


3,187 people visited this site

 **5,626 Visits**


 **3,187 Absolute Unique Visitors**

 **19,533 Pageviews**

 **3.47 Average Pageviews**

 **00:03:29 Time on Site**


 **52.06% Bounce Rate**


 **46.48% New Visits**

Visitor Segmentation

 **Visitors Profile:** languages, network locations, user defined

Browser Profile: browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash

 **Map Overlay**
Geolocation visualization

 **Try Google Ad Planner.**
Understand the demographics and behaviors of your website's visitors.

Technical Stuff

Technical Profile

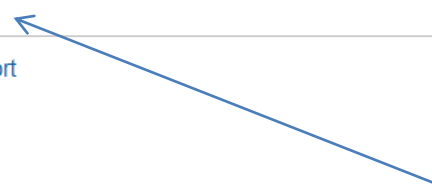
Browser	Visits	% visits
Internet Explorer	2,802	49.80%
Firefox	1,536	27.30%
Chrome	737	13.10%
Safari	456	8.11%
Opera	65	1.16%

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Connection Speed	Visits	% visits
T1	2,343	41.65%
DSL	1,443	25.65%
Unknown	1,111	19.75%
Cable	659	11.71%
Dialup	53	0.94%

[view full report](#)



Geography

5,626 visits came from 110 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#) ▾

Site Usage

Goal Set 1

Views:    

Visits 5,626 % of Site Total: 100.00%	Pages/Visit 3.47 Site Avg: 3.47 (0.00%)	Avg. Time on Site 00:03:29 Site Avg: 00:03:29 (0.00%)	% New Visits 46.48% Site Avg: 46.48% (0.00%)	Bounce Rate 52.06% Site Avg: 52.06% (0.00%)
--	--	--	---	--

	Detail Level: Country/Territory ▾	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	United Kingdom	4,098	3.42	00:02:26	37.60%	54.39%
2.	United States	178	4.48	00:36:09	85.96%	56.18%
3.	India	156	2.97	00:02:12	75.64%	47.44%
4.	Iran	76	2.78	00:03:23	13.16%	46.05%
5.	Greece	74	4.46	00:02:35	63.51%	36.49%
6.	Germany	71	2.92	00:01:44	54.93%	52.11%
7.	France	52	2.58	00:00:38	88.46%	48.08%
8.	Spain	45	3.31	00:02:47	68.89%	46.67%
9.	Romania	39	2.49	00:00:53	41.03%	64.10%
10.	Saudi Arabia	37	4.62	00:02:33	64.86%	32.43%
11.	China	35	3.86	00:03:36	68.57%	48.57%

US looks interesting

Return visitors

This country/territory sent 178 visits via 72 landing pages






Detail Level: City | Region

Site Usage		Goal Set 1		Views: [Grid] [Clock] [List] [Filter] [Columns] [Line]			
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
178 % of Site Total: 3.16%	4.48 Site Avg: 3.47 (28.96%)	00:36:09 Site Avg: 00:03:29 (940.25%)	85.96% Site Avg: 46.48% (84.93%)	56.18% Site Avg: 52.06% (7.91%)			
Landing Page	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. /cem/		65	3.29	00:01:41	80.00%	53.85%	
2. /cem/news/2007/july27-award-ceremony.php		7	1.00	00:00:00	100.00%	100.00%	
3. /cem/prospective/information/		7	1.86	00:03:12	42.86%	28.57%	
4. /cem/research/groups/cmgroup.php		5	1.60	00:00:30	100.00%	60.00%	
5. /cem/research/groups/itr/facilities.php?Pageld=2048		4	1.25	00:00:02	100.00%	75.00%	
6. /cem/contact/details.php?uid=je11		3	1.00	00:00:00	66.67%	100.00%	
7. /cem/courses/postgraduate/electrical/mscaee.php		3	1.00	00:00:00	100.00%	100.00%	
8. /cem/courses/postgraduate/pgpit/mscdtv.php		3	2.33	00:00:25	100.00%	66.67%	

5 of the 7 are from CILIP

This country/territory sent 178 visits via 20 sources





Detail Level: [City](#) | [Region](#)

Site Usage		Goal Set 1		Views:     			
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
178 % of Site Total: 3.16%	4.48 Site Avg: 3.47 (28.96%)	00:36:09 Site Avg: 00:03:29 (940.25%)	85.96% Site Avg: 46.48% (84.93%)	56.18% Site Avg: 52.06% (7.91%)			
Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. google		77	3.34	00:01:58	81.82%	54.55%	
2. (direct)		58	2.17	01:46:32	94.83%	63.79%	
3. google.com		15	1.33	00:00:49	93.33%	80.00%	
4. cilip.org.uk		5	2.00	00:04:23	60.00%	20.00%	
5. bing		3	3.67	00:04:44	100.00%	33.33%	
6. courses.brighton.ac.uk		3	111.67	00:13:30	33.33%	0.00%	
7. cmis.brighton.ac.uk		2	1.50	00:00:15	100.00%	50.00%	
8. staffcentral.brighton.ac.uk		2	5.50	00:01:20	0.00%	0.00%	








Should we think about mobile?

These mobile devices sent 96 visits via 5 operating systems

Site Usage		Goal Set 1		Views:    				
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate				
96 % of Site Total: 1.71%	2.30 Site Avg: 3.47 (-33.69%)	00:01:11 Site Avg: 00:03:29 (-65.81%)	57.29% Site Avg: 46.48% (23.26%)	57.29% Site Avg: 52.06% (10.05%)				
Operating System	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1. iPhone		46	2.04	00:01:09	41.30%	65.22%		
2. iPad		17	3.53	00:02:14	82.35%	29.41%		
3. iPod		15	2.40	00:00:56	66.67%	46.67%		
4. Android		13	1.62	00:00:22	69.23%	69.23%		
5. BlackBerry		5	2.00	00:00:51	60.00%	80.00%		
Filter Operating System: containing	<input type="text"/>	Go	Advanced Filter	Go to: 1	Show rows: 100	1 - 5 of 5		

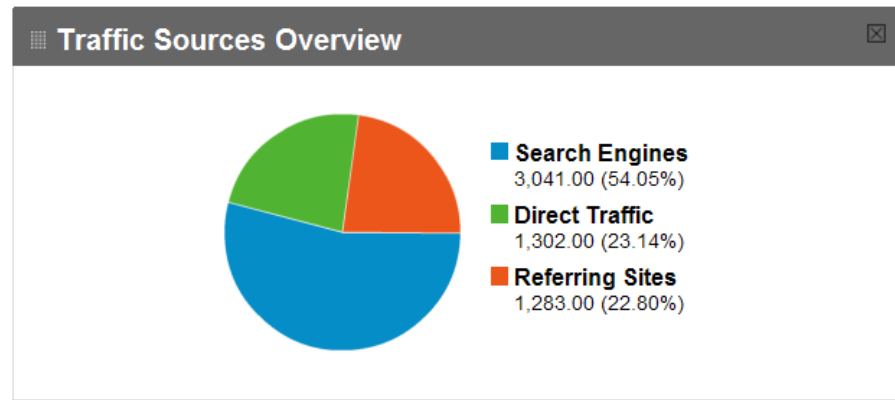
Which pages need looking at?

940 pages were viewed a total of 19,533 times

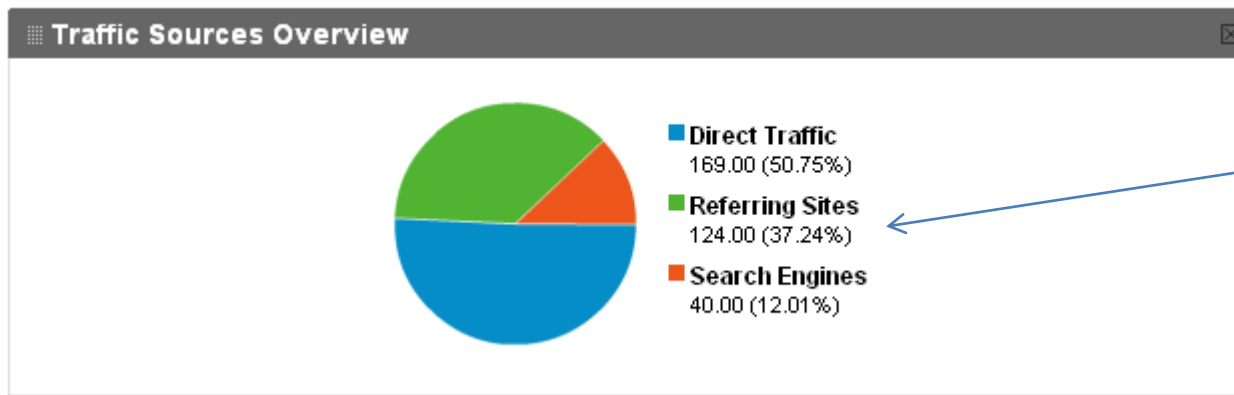
Content Performance		Views:     					
Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index		
19,533 % of Site Total: 100.00%	14,479 % of Site Total: 100.00%	00:01:24 Site Avg: 00:01:24 (0.00%)	52.06% Site Avg: 52.06% (0.00%)	28.80% Site Avg: 28.80% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)		
Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
1. /cem/	4,035	2,964	00:01:21	49.82%	44.83%	\$0.00	
2. /cem/contact/academic.php?Pageld=105	843	257	00:00:25	16.67%	5.46%	\$0.00	
3. /cem/courses/	742	523	00:00:15	21.21%	7.82%	\$0.00	
4. /cem/contact/	311	227	00:00:17	30.77%	9.00%	\$0.00	
5. /cem/opensdays/24nov10.php	285	205	00:04:04	44.54%	32.63%	\$0.00	
6. /cem/prospective/	249	179	00:00:45	0.00%	10.04%	\$0.00	
7. /cem/prospective/epd/mechanical.php	247	201	00:02:14	68.10%	46.56%	\$0.00	
8. /cem/research/	246	179	00:00:18	36.36%	8.54%	\$0.00	
9. /cem/courses/subject/computing.php?Pageld=...	245	152	00:01:21	36.84%	34.29%	\$0.00	
10. /cem/prospective/computing/	217	175	00:01:04	61.54%	21.20%	\$0.00	
11. /cem/prospective/information/	200	156	00:00:58	36.17%	33.00%	\$0.00	
12. /cem/aboutus/	196	150	00:00:34	14.29%	12.24%	\$0.00	
13. /cem/courses/subject/mechanical.php	159	98	00:01:33	65.00%	38.99%	\$0.00	

Let's compare 2 sites

Brighton.ac.uk/cem









www.mdesaulles.net



Links are more important to me

Which links are most important?

Referring sites sent 258 visits via 23 sources

Site Usage Goal Set 1 Views:      

Source	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. telegraph.co.uk		93	1.59	00:00:27	29.03%	62.37%
2. mdesaulles.squarespace.com		38	3.34	00:04:17	0.00%	15.79%
3. mashable.com		30	1.40	00:01:26	100.00%	80.00%
4. linkedin.com		29	1.79	00:01:08	62.07%	62.07%
5. brighton.ac.uk		27	1.89	00:02:07	44.44%	51.85%
6. climbthenet.com		8	1.50	00:00:39	100.00%	87.50%
7. informationmatters.net		6	2.67	00:03:36	33.33%	16.67%
8. google.co.uk		4	1.75	00:00:58	50.00%	25.00%
9. twitter.com		4	2.00	00:00:12	75.00%	75.00%
10. hootsuite.com		3	1.00	00:00:00	100.00%	100.00%

Filter Source: **Advanced Filter**

Go to: Show rows: 1 - 10 of 23

Next steps

- Dig into keywords that visitors are using – can you optimise web pages with them?
- Look for high bounce rate pages – particularly landing pages – why are they leaving?
- Check your referrers – make sure they have current links
- Focus on what makes a difference – not mobile, dial-up, Opera
- SEO, SEO, SEO