

Website Name		
Number of visitors		Audience...Overview...Users
Sessions viewed on mobile devices		Audience...Mobile...Overview...Add mobile + tablet + mobile devices
% of new sessions		Audience...Mobile...Overview...% New Sessions
Number of pages viewed		Audience...Overview...Pageviews
Peak activity day		Audience...Overview...Looking at the graph find the peak activity day Create annotation.
Number of international visitors		Audience...Geo...Location... Total – US Total = International
Most international visitors from:		Audience...Geo...Location... Top three international countries.
Average length spend on website		Audience...Overview... Avg Session Duration
Average number of pages per session		Audience...Overview... Pages/Session

Within Website

- ~ page views within website (Behavior...Overview...Pageviews)
 - visits to the homepage (Behavior...Overview...Home page “/”)
 - visits to pages in the news section (Behavior...Site Content...All Pages...Search for /news)
 - Most popular story: views Name of story. (Click on link button to right of story URL)

Where do people go from your webpage?

- % drop off and don’t go any further (Behavior...Behavior Flow...mouse over icon).
 - % went to (Behavior...Events...Top Events...Outbound Links...Click)
 - % went to
 - % went to

- min, secs average time on homepage (Behavior...Site Content...All Pages...the “/” is the home page...Avg time on page).

Downloads/Views - Behavior...Events...Top Events...Downloads...PDF.

Google Reports

Real Time - Monitor user activity as it happens. This report displays data seconds after an interaction and is updated continuously, so you can see how many users you have right now and how they are engaging with your content.

Audience - Get to know your users - where they are, how often and how long they engage with your content, and what devices are most popular. The Audience reports give you a sense of the users that engage with your content.

Acquisition - Use the Acquisition reports to discover how users arrive at your web site. You can also use these reports to learn more about your traffic - if they arrive directly to your site or use a search engine - and how successful certain marketing campaigns are in attracting users.

Behavior - The Behavior reports help you discover how users interact with your site. You can use these reports to find out the total number of screens seen per session, the order in which screens are viewed, and how long a typical session lasts. You can also use these reports to see data on other actions unique to your site, like a social recommendations, ad clicks, and video plays.

Google Terms

User

The Users and Active Users metrics show how many users engaged with your site or app. In order for Google Analytics to determine which traffic belongs to which user, a unique identifier associated with each user is sent with each hit. This identifier can be a single, first-party cookie named `_ga` that stores a Google Analytics client ID, or you can use the User-ID feature in conjunction with the client ID to more accurately identify users across all the devices they use to access your site or app. For more information on identifiers, read about cookies and user identification in our developer documentation.

In early 2017, Google Analytics began updating the calculation for the Users and Active Users metrics to more efficiently count users with high accuracy and low error rate (typically less than 2%). The metrics are available across your standard reports. You may notice a small difference in user count from the previous calculation method (explained below), with the exception of Unsampled Reporting, which will continue to use the previous calculation method.

Sessions

A single user can open multiple sessions. Those sessions can occur on the same day, or over several days, weeks, or months. As soon as one session ends, there is then an opportunity to start a new session. There are two methods by which a session ends:

Time-based expiration:

1. After 30 minutes of inactivity
2. At midnight

Views

A reporting view is the level in an Analytics account where you can access reports and analysis tools.



Analytics automatically creates one unfiltered view for every property in your account, but you can set up multiple views on a single property. Any data you send to an Analytics property automatically appears in all views associated with that property. For example, if you collect data from two websites and send it to one property, then data from both websites appears in all reporting views on that property. This is also true for web and app data. If you collect data from a mobile app and from a website, and both your SDK and your tracking code send data to one property in your Analytics account, all data (both web and app hits) appear in all reporting views associated with that property.

You can use filters to customize views and see only a subset of data in your reports. You might, for example, have one view to filter out all internal traffic, and another to include only activity from a specific website directory or subdomain. If you send web and app data to the same property, you might want to use filters to exclude web or app data from specific views. Other Analytics reporting tools, like Goals, Segments, and Alerts are all applied to individual views. You can also restrict user access to specific views so you can control who sees what data. We recommend that you don't delete or add filters to your original view. When you delete a view, that particular historical perspective of the data is gone. When you add filters to a view, the data you exclude is unavailable. To preserve all your original data and also control the specific perspectives of that data, create a copy of your original view or set up additional views and customize each one to meet your reporting goals.

Tracking

The time that your tracking goes back in time is determined by Google in some cases and the changes they made to tracking in 2016 and when we actually started tracking on your website.