

Google Analytics

www.google.com/analytics

#olha2014



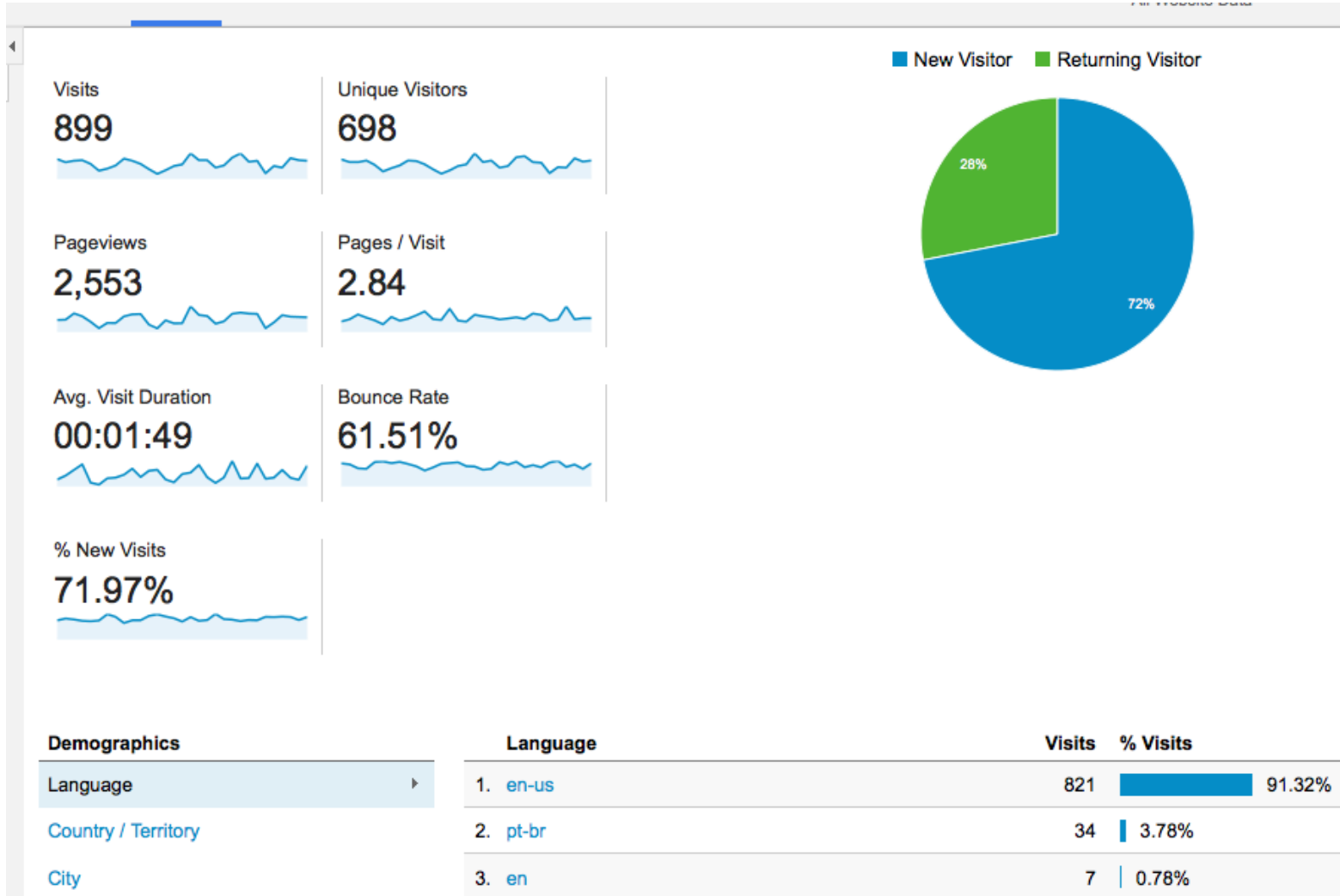
OHIO
HISTORY
CONNECTION

Google Analytics

- Discover stats about your website
- Free
- Can be added to any site
- Use to inform decision making

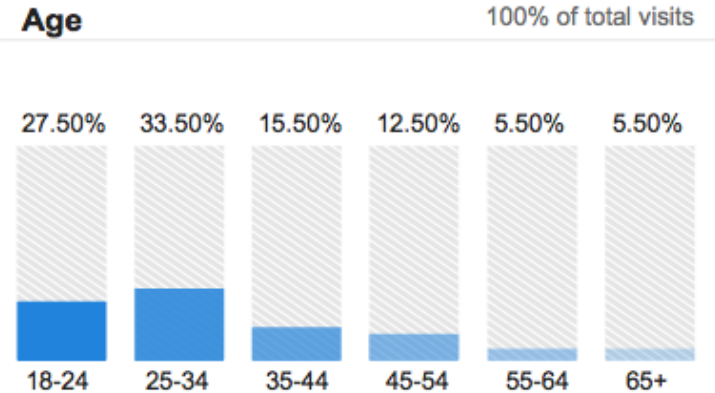


You Can Learn: Basics

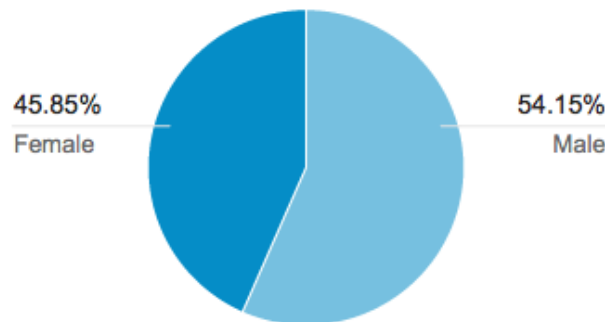


You Can Learn: Demographics











City	Visits	% Visits
1. Columbus	128	14.24%
2. Akron	31	3.45%
3. Centerville	27	3.00%
4. (not set)	21	2.34%
5. Cincinnati	21	2.34%
6. Sandusky	19	2.11%
7. Cleveland	14	1.56%
8. Mason	14	1.56%
9. Kent	12	1.33%
10. Newark	12	1.33%



Gender 100% of total visits



You Can Learn: What Visitors Look At

Page [?]	Pageviews [?] ↓	Unique Pageviews [?]	Avg. Time on Page [?]	Entrances [?]	Bounce Rate [?]	% Exit [?]
	2,553 % of Total: 100.00% (2,553)	1,966 % of Total: 100.00% (1,966)	00:01:00 Site Avg: 00:01:00 (0.00%)	899 % of Total: 100.00% (899)	61.51% Site Avg: 61.51% (0.00%)	35.21% Site Avg: 35.21% (0.00%)
1. / 	502 (19.66%)	377 (19.18%)	00:00:44	331 (36.82%)	45.02%	41.43%
2. /members/ 	147 (5.76%)	105 (5.34%)	00:00:27	24 (2.67%)	16.67%	14.29%
3. /events/ 	125 (4.90%)	95 (4.83%)	00:00:29	1 (0.11%)	0.00%	12.80%
4. /resources/jobs/ 	75 (2.94%)	66 (3.36%)	00:02:37	62 (6.90%)	83.87%	86.67%
5. /category/news/ 	44 (1.72%)	35 (1.78%)	00:00:28	0 (0.00%)	0.00%	9.09%
6. /resources/ 	39 (1.53%)	26 (1.32%)	00:00:38	2 (0.22%)	0.00%	7.69%
7. /regions/7/ 	36 (1.41%)	11 (0.56%)	00:00:13	1 (0.11%)	0.00%	5.56%
8. /about/ 	34 (1.33%)	27 (1.37%)	00:01:20	0 (0.00%)	0.00%	17.65%
9. /resources/grants/ 	33 (1.29%)	31 (1.58%)	00:01:59	20 (2.22%)	95.00%	72.73%
10. /alliance-regional-meetings/ 	31 (1.21%)	26 (1.32%)	00:02:31	2 (0.22%)	50.00%	54.84%

You Can Learn: How Visitors Find You

Source / Medium ?	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?
	899 % of Total: 100.00% (899)	71.97% Site Avg: 71.97% (0.00%)	647 % of Total: 100.00% (647)	61.51% Site Avg: 61.51% (0.00%)	2.84 Site Avg: 2.84 (0.00%)	00:01:49 Site Avg: 00:01:49 (0.00%)	0.00% Site Avg: 0.00% (0.00%)
1. google / organic	392 (43.60%)	84.18%	330 (51.00%)	71.43%	2.17	00:01:12	0.00%
2. ohiohistory.org / referral	184 (20.47%)	64.13%	118 (18.24%)	33.15%	5.09	00:02:43	0.00%
3. (direct) / (none)	135 (15.02%)	43.70%	59 (9.12%)	53.33%	2.80	00:02:37	0.00%
4. semalt.com / referral	58 (6.45%)	100.00%	58 (8.96%)	100.00%	1.00	00:00:00	0.00%
5. bing / organic	36 (4.00%)	47.22%	17 (2.63%)	61.11%	2.36	00:02:40	0.00%
6. facebook.com / referral	20 (2.22%)	10.00%	2 (0.31%)	40.00%	4.15	00:07:19	0.00%
7. r.search.yahoo.com / referral	13 (1.45%)	100.00%	13 (2.01%)	76.92%	1.92	00:00:38	0.00%
8. ask / organic	5 (0.56%)	100.00%	5 (0.77%)	80.00%	2.20	00:00:39	0.00%
9. kent.edu / referral	5 (0.56%)	60.00%	3 (0.46%)	80.00%	1.60	00:00:24	0.00%
10. yahoo / organic	5 (0.56%)	100.00%	5 (0.77%)	40.00%	2.20	00:00:22	0.00%

You Can Learn: Search Terms Used to Visit You

Keyword ?	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?
	444 % of Total: 49.39% (899)	81.53% Site Avg: 71.97% (13.29%)	362 % of Total: 55.95% (647)	70.27% Site Avg: 61.51% (14.24%)	2.18 Site Avg: 2.84 (-23.15%)	00:01:17 Site Avg: 00:01:49 (-29.22%)	0.00% Site Avg: 0.00% (0.00%)
1. (not provided)	364 (81.98%)	83.24%	303 (83.70%)	71.98%	2.13	00:01:12	0.00%
2. metamore historical society, ohio	7 (1.58%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%
3. ohio local history alliance board	5 (1.13%)	0.00%	0 (0.00%)	40.00%	4.20	00:15:17	0.00%
4. clintonville historical society	2 (0.45%)	100.00%	2 (0.55%)	50.00%	4.00	00:02:10	0.00%
5. maumee valley heritage corridor	2 (0.45%)	100.00%	2 (0.55%)	0.00%	2.00	00:01:31	0.00%
6. "ohio local history alliance"	1 (0.23%)	0.00%	0 (0.00%)	0.00%	5.00	00:00:36	0.00%
7. 103rd ovi home	1 (0.23%)	100.00%	1 (0.28%)	0.00%	3.00	00:00:23	0.00%
8. andy verhoff ohio historical society	1 (0.23%)	100.00%	1 (0.28%)	0.00%	13.00	00:06:51	0.00%
9. archival society vermilion	1 (0.23%)	100.00%	1 (0.28%)	100.00%	1.00	00:00:00	0.00%
10. association of midwest museums annual conferences	1 (0.23%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%

Want to Know More?

- <https://support.google.com/analytics/#topic=3544906> - Google support forum
- <http://www.youtube.com/watch?v=l9joLoZOjK4> - Getting Started with Analytics Webinar
- <http://wordpress.org/plugins/google-analytics-for-wordpress/> - Using Google Analytics with a WordPress site



Google Analytics

