

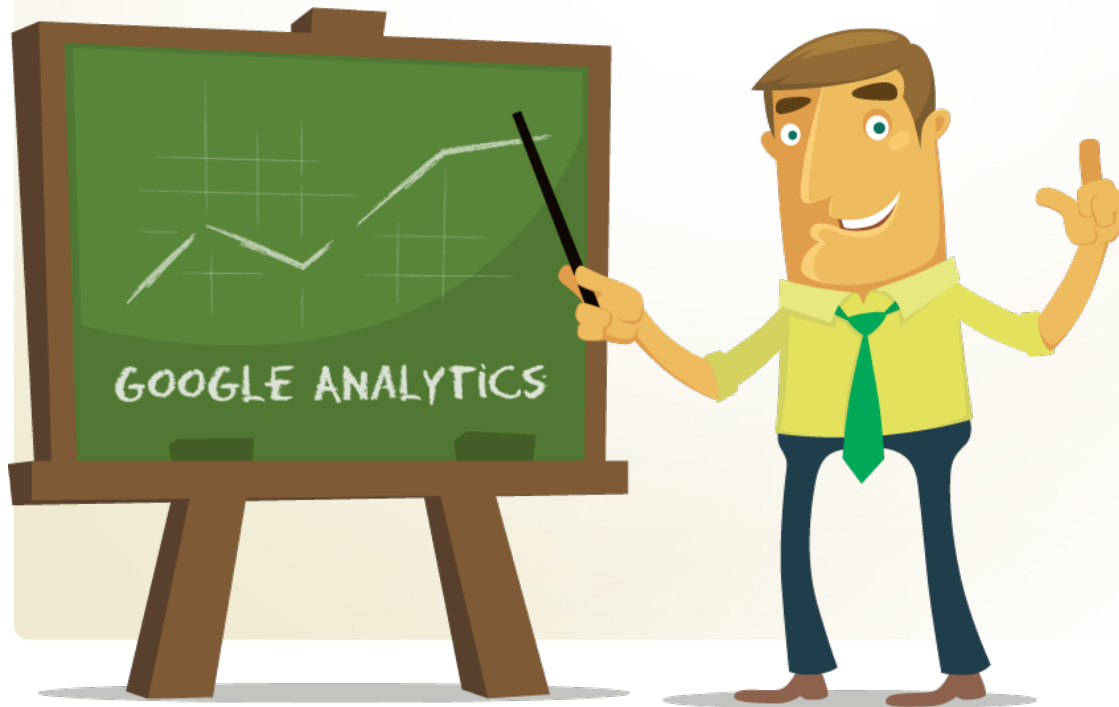
# Google Analytics

for your Website Statistics

**Our goal** is to inform you on what is possible in Google Analytics. We will quickly go over basics, and then dive in to slightly more advanced topics.

# Topics Covered

- Overview of Google Analytics
- Basic reports
- Advanced reports and features



My Dashboard - Google Analytics

Google Analytics michael@plaudit.com Settings My Account Sign out

Reporting Customization Admin Help

My Dashboard Jan 1, 2012 - Dec 31, 2012

Advanced Segments + Add Widget Email Export Customize Dashboard

MY STUFF

- Dashboards
- Shortcuts **BETA**
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
- Traffic Sources
- Content
- Conversions

Help

- About Dashboards
- Create/Edit/Delete Dashboards
- Add a Report to Your Dashboard

Help center

**New Visits**

**Unique Visitors**

**Visits**

**Visits by Browser**

Browser	Visits
Internet Explorer	6,622
Firefox	1,973
Chrome	1,869
Safari	1,329
Android Browser	286
Mozilla Compatible Agent	192

**Avg. Visit Duration and Pages / Visit**

**Bounce Rate**

# Report Categories

- **Real-Time:** Shows current traffic on your site at the time of viewing.
- **Audience:** Location, visit frequency, browser/device, etc.
- **Traffic Sources:** Referring sites, AdWords, search phrases, etc.
- **Content:** Pages viewed, events recorded, site searches, etc.
- **Conversions:** Goals, Ecommerce, and Multi-channel

Use the search at the top to help find the report you need.

The screenshot displays the Google Analytics 'My Dashboard' interface. At the top, there's a search bar and navigation icons. The main content area is divided into several sections:

- MY STUFF:** Includes 'Dashboards', 'Shortcuts BETA', and 'Intelligence Events'.
- STANDARD REPORTS:** Includes 'Real-Time', 'Audience', 'Traffic Sources', 'Content', and 'Conversions'.
- Help:** Includes 'About Dashboards', 'Create/Edit/Delete Dashboards', 'Add a Report to Your Dashboard', and a 'Help center' search bar.

The main dashboard area features two primary visualizations:

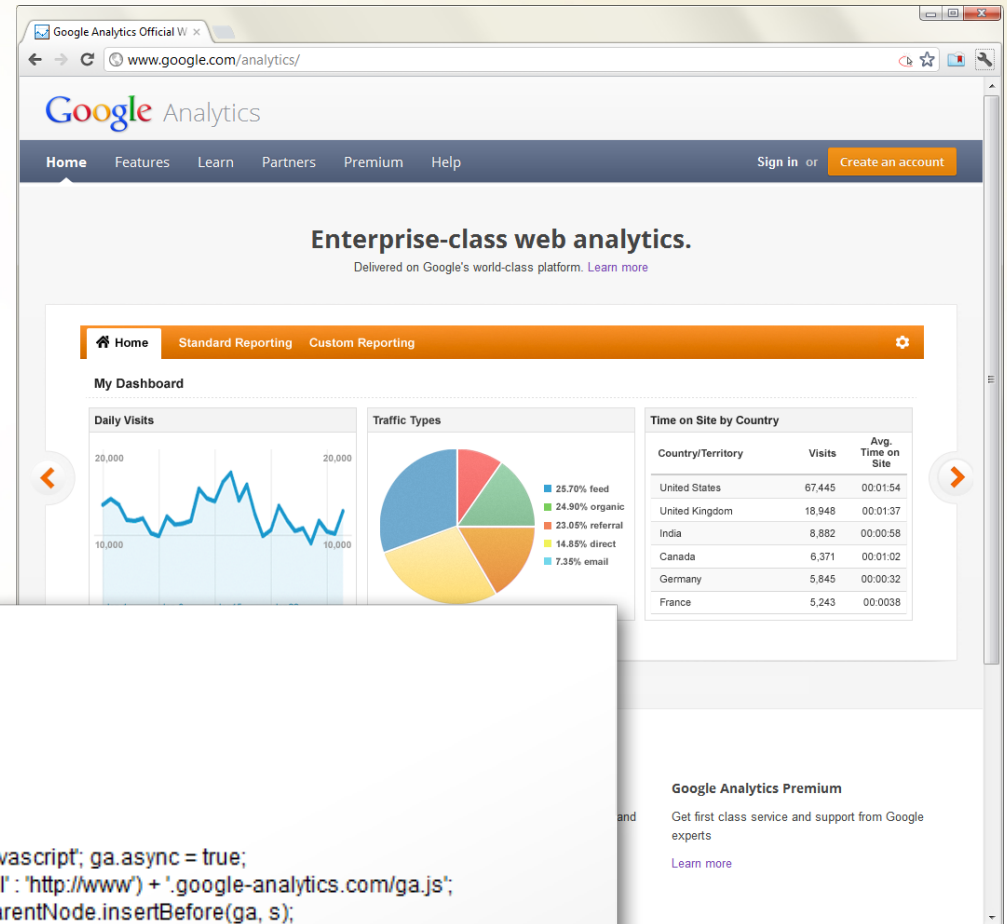
- New Visits:** A line chart showing the number of new visits over time, with a peak in July 2012.
- Visits:** A world map showing the geographic distribution of visits, with a color scale indicating the number of visits per region (1 to 9,088).

At the bottom, there's a section for 'Avg. Visit Duration and Pages / Visit' with a legend for 'Avg. Visit Duration' and 'Pages / Visit'.

# Setup and Terms

# Setup Google Analytics

- [www.google.com/analytics](http://www.google.com/analytics)
- Create an Account
- Enter the tracking code to your site
- Ignore all traffic from your offices



```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-555555-1']);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

# Basic Terms

- Visits
- Unique Visitors
- Pageviews
- Pages / Visit
- Avg. Visit Duration
- Bounce Rate



Audience Overview - Google Analytics

https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a5782021w11168757p11677193/

Google Analytics michael@plaudit.com Settings My Account Sign out

Home Standard Reporting Custom Reporting Admin Help

Audience Overview Oct 25, 2012 - Nov 24, 2012

Advanced Segments Email Export Add to Dashboard Shortcut BETA

% of visits: 100.00%

Overview

Hourly Day Week Month

Nov 19 + Create new annotation

**Visits** - Number of visitor sessions. New sessions starts when:

- 1) More than 30 minutes have elapsed between pageviews for a single visitor.
- 2) At the end of a day.
- 3) When any traffic source value for the user changes.

Visits: 3,461

Unique Visitors: 2,178

Pageviews: 11,470

Pages / Visit: 3.31

Avg. Visit Duration: 00:02:29

Bounce Rate: 49.81%

% New Visits: 52.47%

52.53% New Visitor (1,818 Visits)

47.47% Returning Visitor (1,643 Visits)

Audience Overview - Google Analytics

https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a5782021w11168757p11677193/

Google Analytics michael@plaudit.com Settings My Account Sign out

Home Standard Reporting Custom Reporting Admin Help

Audience Overview Oct 25, 2012 - Nov 24, 2012

Advanced Segments Email Export Add to Dashboard Shortcut BETA

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits

300

Nov 19

+ Create new annotation

**Unique Visitors** - Number of individual visitors to a site over the course of a *specific time period*. Cookies are used to mark visitors.

Unique Visitors: 2,178

Pageviews: 11,470

Pages / Visit: 3.31

Avg. Visit Duration: 00:02:29

Bounce Rate: 49.81%

% New Visits: 52.47%

52.53% New Visitor  
1,818 Visits

47.47% Returning Visitor  
1,643 Visits

Audience Overview - Google Analytics

https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a5782021w11168757p11677193/

Google Analytics michael@plaudit.com Settings My Account Sign out

Home Standard Reporting Custom Reporting Admin Help

http://www.isemn.org - http://www.i...  
www.isemn.org [DEFAULT]

Audience Overview Oct 25, 2012 - Nov 24, 2012

Advanced Segments Email Export Add to Dashboard Shortcut BETA

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits

150 300

Oct 29 Nov 5 Nov 12 Nov 19

Pageviews - Number of web pages loaded across all visits.

Pageviews: 11,470

Pages / Visit: 3.31

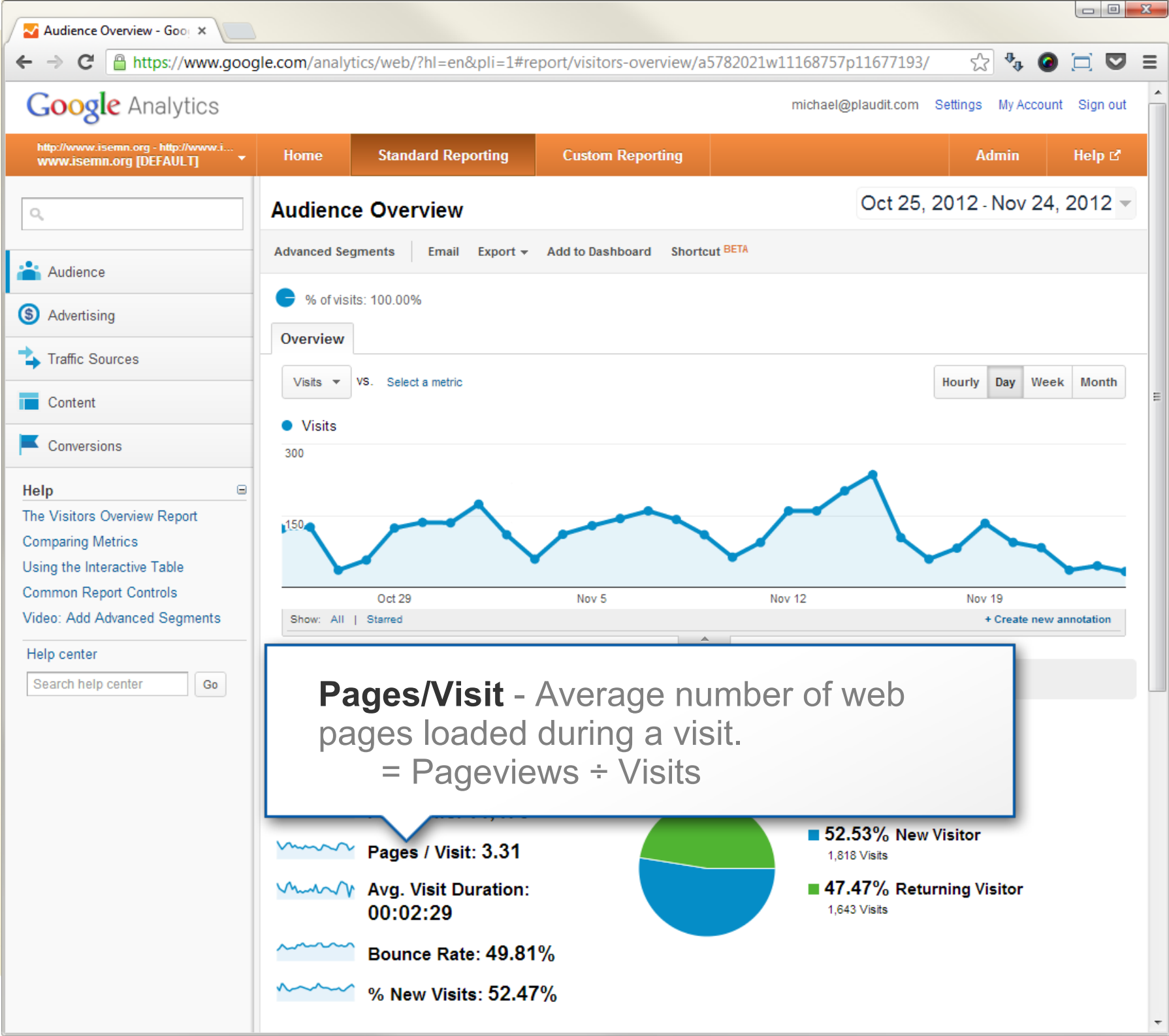
Avg. Visit Duration: 00:02:29

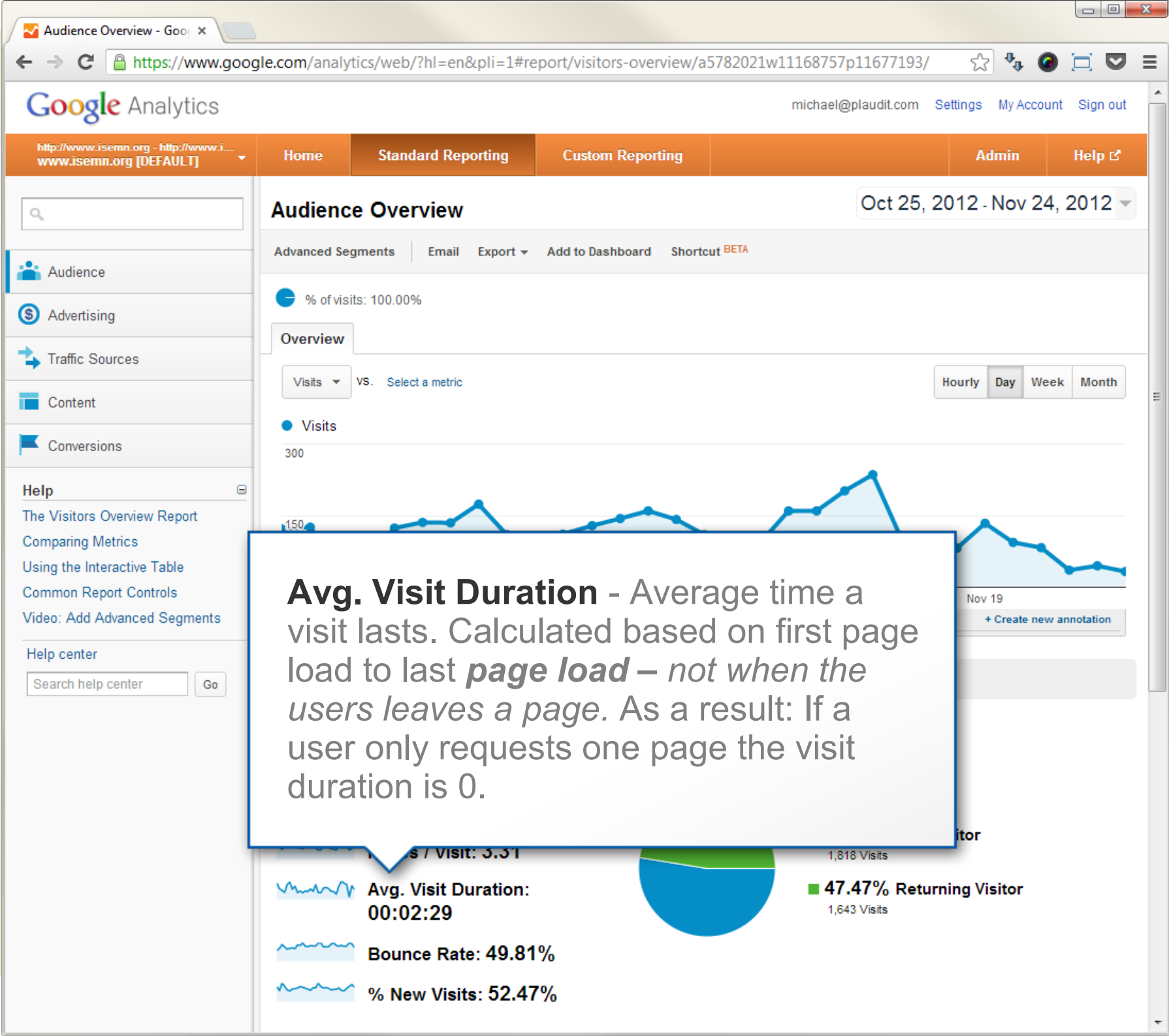
Bounce Rate: 49.81%

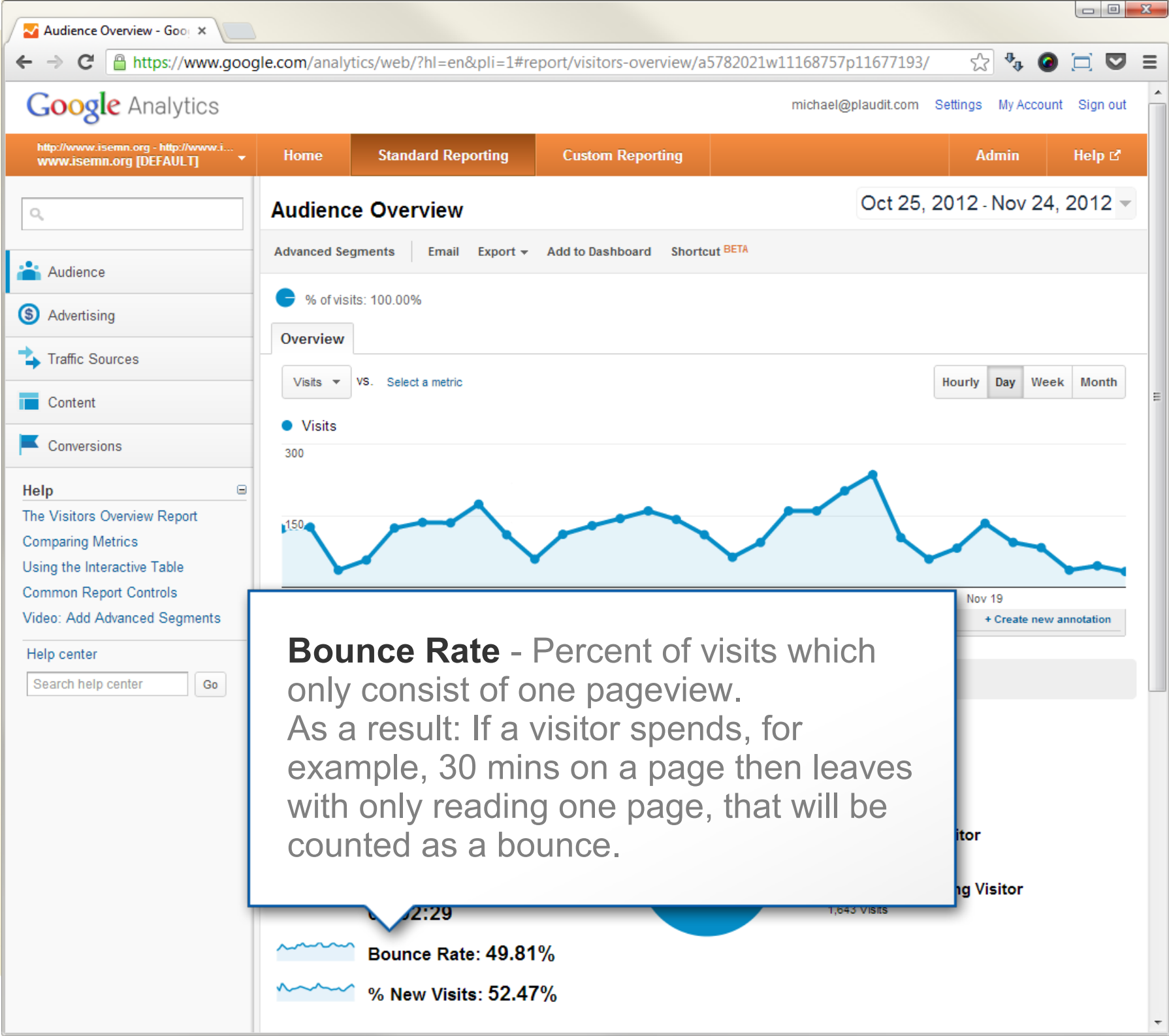
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Audience Overview - Google Analytics

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Google Analytics michael@plaudit.com Settings My Account Sign out

Home Standard Reporting Custom Reporting Admin Help

http://www.isemn.org - http://www.i...  
www.isemn.org [DEFAULT]

Audience Overview Oct 25, 2012 - Nov 24, 2012

Advanced Segments Email Export Add to Dashboard Shortcut BETA

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits

Date	Visits
Oct 29	150
Oct 30	100
Oct 31	120
Nov 1	140
Nov 2	145
Nov 3	145
Nov 4	160
Nov 5	130
Nov 6	140
Nov 7	145
Nov 8	150
Nov 9	145
Nov 10	130
Nov 11	140
Nov 12	150
Nov 13	150
Nov 14	170
Nov 15	200
Nov 16	140
Nov 17	110
Nov 18	120
Nov 19	140
Nov 20	130
Nov 21	125
Nov 22	110
Nov 23	110
Nov 24	100

Show: All | Starred + Create new annotation

2,178 people visited this site

% New Visits: 52.47%

**% New Visits** - The percentage of visit sessions which are from new visitors. Visitors are marked using cookies, therefore a new visitor is one that did not have a Google Analytics cookie.

# Date Range & Annotations



MY STUFF

Dashboards

Shortcuts BETA

Intelligence Events

STANDARD REPORTS

Real-Time

Audience

Overview

Demographics

Behavior

Technology

Mobile

Custom

Visitors Flow

Traffic Sources

Content

Conversions

Help

The Visitors Overview Report

Comparing Metrics

Using the Interactive Table

Common Report Controls

Video: Add Advanced Segments

# Audience Overview

Jan 1, 2012 - Dec 31, 2012

Advanced Segments Email Export Add to Dashboard Shortcut BETA

% of visits: 100.00%

## Overview

Visits vs. Select a metric

Visits

300



**Date Range** - Each reports data is based the this date range.

17,500 people visited this site

- Visits: 21,929
- Unique Visitors: 17,500
- Pageviews: 63,951
- Pages / Visit: 2.92
- Avg. Visit Duration: 00:01:53
- Bounce Rate: 46.62%
- % New Visits: 78.84%



**78.88% New Visitor**  
17,298 Visits

**21.12% Returning Visitor**  
4,631 Visits

### Demographics

Language	
Country / Territory	

### Language

	Visits	% Visits
1. en-us	20,040	91.39%
2. en	387	1.76%

MY STUFF

- Dashboards
- Shortcuts BETA
- Intelligence Events

STANDARD REPORTS

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- Using the Interactive Table
- Common Report Controls
- Video: Add Advanced Segments

### Audience Overview

Jan 1, 2012 - Dec 31, 2012

Advanced Segments Email Export Add to Dash

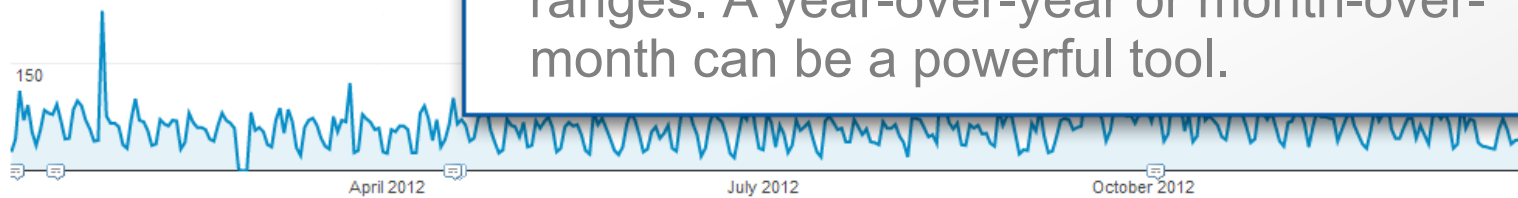
% of visits: 100.00%

#### Overview

Visits vs. Select a metric

Visits

300



**Comparison** - Compare two date ranges. A year-over-year or month-over-month can be a powerful tool.



Date Range: Custom

Jan 1, 2012 - Dec 31, 2012

Compare to: Previous year

Jan 1, 2011 - Dec 31, 2011

Apply Cancel

17,500 people visited this site

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- Unique Visitors: 17,500
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- Pages / Visit: 2.92
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**78.88% New Visitor**  
17,298 Visits

**21.12% Returning Visitor**  
4,631 Visits

#### Demographics

Language	Country / Territory
1. en-us	
2. en	

#### Language

Language	Visits	% Visits
1. en-us	20,040	91.39%
2. en	387	1.76%

Search bar

### Audience Overview

Jan 1, 2012 - Dec 31, 2012  
Compare to: Jan 1, 2011 - Dec 31, 2011

Advanced Segments | Email | Export | Add to Dashboard | Shortcut BETA

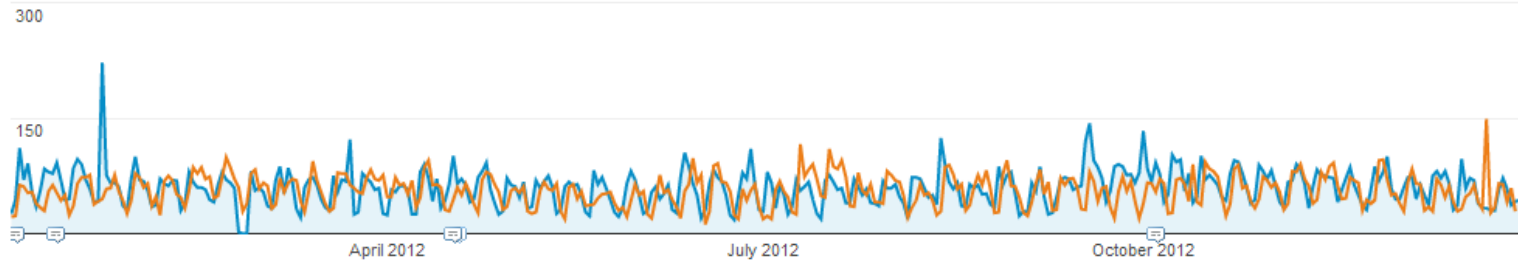
change in % of visits: +0.00%

#### Overview

Visits vs. Select a metric

Hourly | Day | Week | Month

Jan 1, 2012 - Dec 31, 2012: Visits  
Jan 1, 2011 - Dec 31, 2011: Visits



17,500 people visited this site

Visits: 8.18%  
21,929 vs 20,271

Unique Visitors: 11.08%  
17,500 vs 15,754

Pageviews: 9.14%  
63,951 vs 58,594

Pages / Visit: 0.89%  
2.92 vs 2.89

Avg. Visit Duration: -1.94%  
00:01:53 vs 00:01:55

Bounce Rate: 5.21%  
46.62% vs 44.31%

% New Visits: 3.08%  
78.84% vs 76.48%



78.88% New Visitor  
17,298 Visits

21.12% Returning Visitor  
4,631 Visits

#### MY STUFF

- Dashboards
- Shortcuts BETA
- Intelligence Events

#### STANDARD REPORTS

- Real-Time
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  - Demographics
  - Behavior
  - Technology
  - Mobile
  - Custom
  - Visitors Flow

#### Traffic Sources

#### Content

#### Conversions

#### Help

- The Visitors Overview Report
- Comparing Metrics
- Using the Interactive Table
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- Video: Add Advanced Segments

Search

MY STUFF

- Dashboards
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- The Visitors Overview Report
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### Audience Overview

Advanced Segments | Email | Export | Add to Dashboard

change in % of visits: +0.00%

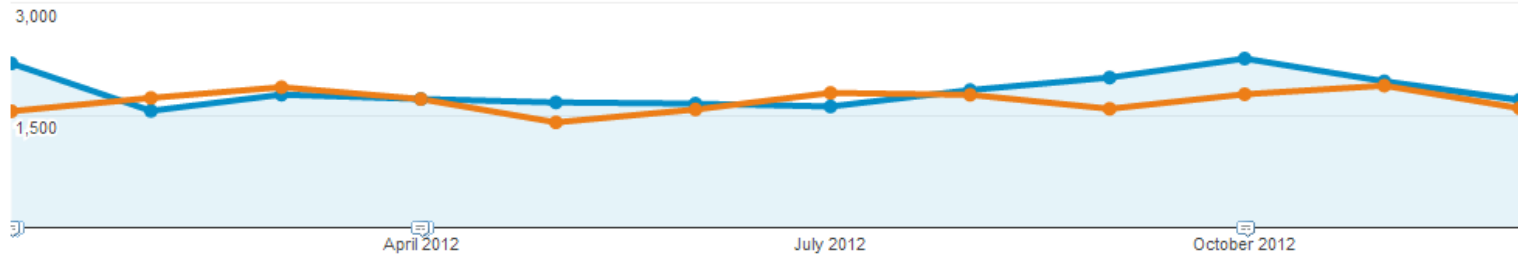
#### Overview

Visits vs. Select a metric

Hourly Day Week Month

Jan 1, 2012 - Dec 31, 2012: Visits

Jan 1, 2011 - Dec 31, 2011: Visits



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78.88% New Visitor  
17,298 Visits

21.12% Returning Visitor  
4,631 Visits

**Interval Level** - This sets the graphs detail level. Using week and month can be useful when comparing date ranges.

Search

### Audience Overview

Jan 1, 2012 - Dec 31, 2012  
Compare to: Jan 1, 2011 - Dec 31, 2011

#### MY STUFF

- Dashboards
- Shortcuts **BETA**
- Intelligence Events

#### STANDARD REPORTS

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#### Help

- The Visitors Overview Report
- Comparing Metrics
- Using the Interactive Table
- Common Report Controls
- Video: Add Advanced Segments

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

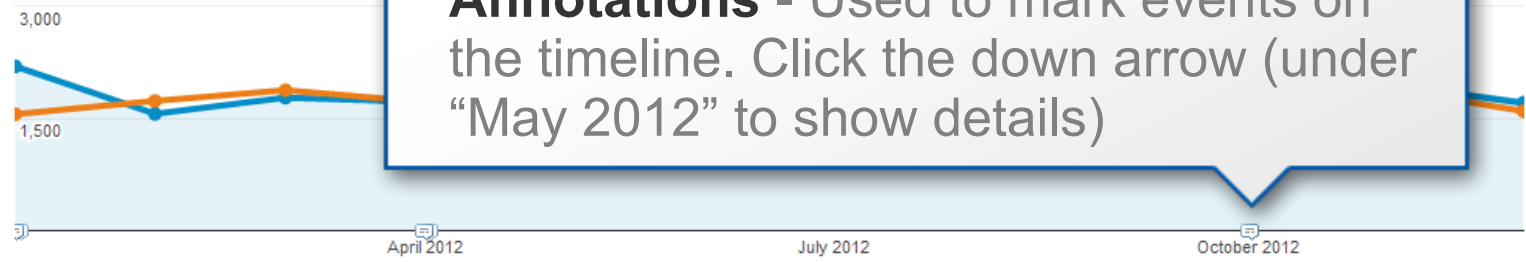
change in % of visits: +0.00%

#### Overview

Visits vs. Select a metric

Hourly | Day | Week | Month

Jan 1, 2012 - Dec 31, 2012: Visits  
Jan 1, 2011 - Dec 31, 2011: Visits



#### 17,500 people visited this site

- Visits: 8.18%**  
21,929 vs 20,271
- Unique Visitors: 11.08%**  
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- 78.88% New Visitor**  
17,298 Visits
- 21.12% Returning Visitor**  
4,631 Visits

Search

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Audience Overview

Jan 1, 2012 - Dec 31, 2012

Compare to: Jan 1, 2011 - Dec 31, 2011

Advanced Segments Email Export Add to Dashboard Shortcut BETA

change in % of visits: +0.00%

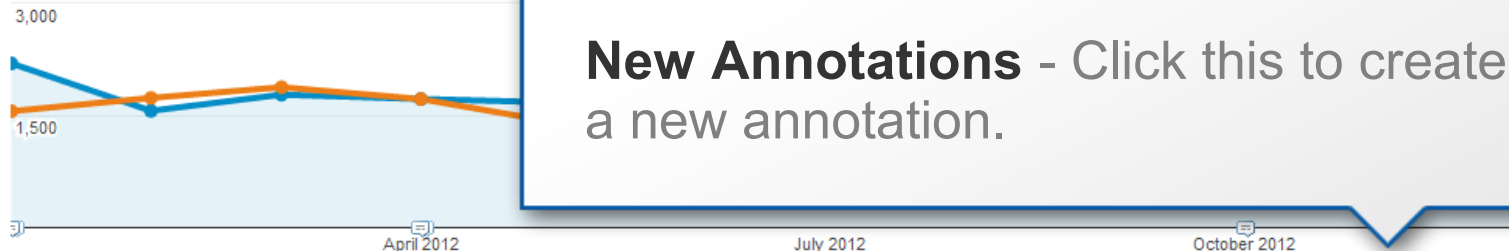
Overview

Visits vs. Select a metric

Hourly Day Week Month

Jan 1, 2012 - Dec 31, 2012: Visits

Jan 1, 2011 - Dec 31, 2011: Visits



Show: All | Starred

+ Create new annotation

☆	Jan 2, 2012	Example annotations	edit	michael@plaudit.com
☆	Jan 12, 2012	Example annotations	edit	michael@plaudit.com
☆	Apr 17, 2012	Example annotations	edit	michael@plaudit.com
☆	Apr 17, 2012	Example annotations	edit	michael@plaudit.com
☆	Oct 4, 2012	Example annotations	edit	michael@plaudit.com

17,500 people visited this site

Visits: 8.18%  
21,929 vs 20,271

Unique Visitors: 11.08%  
17,500 vs 15,754

Pageviews: 9.14%  
63,951 vs 58,594

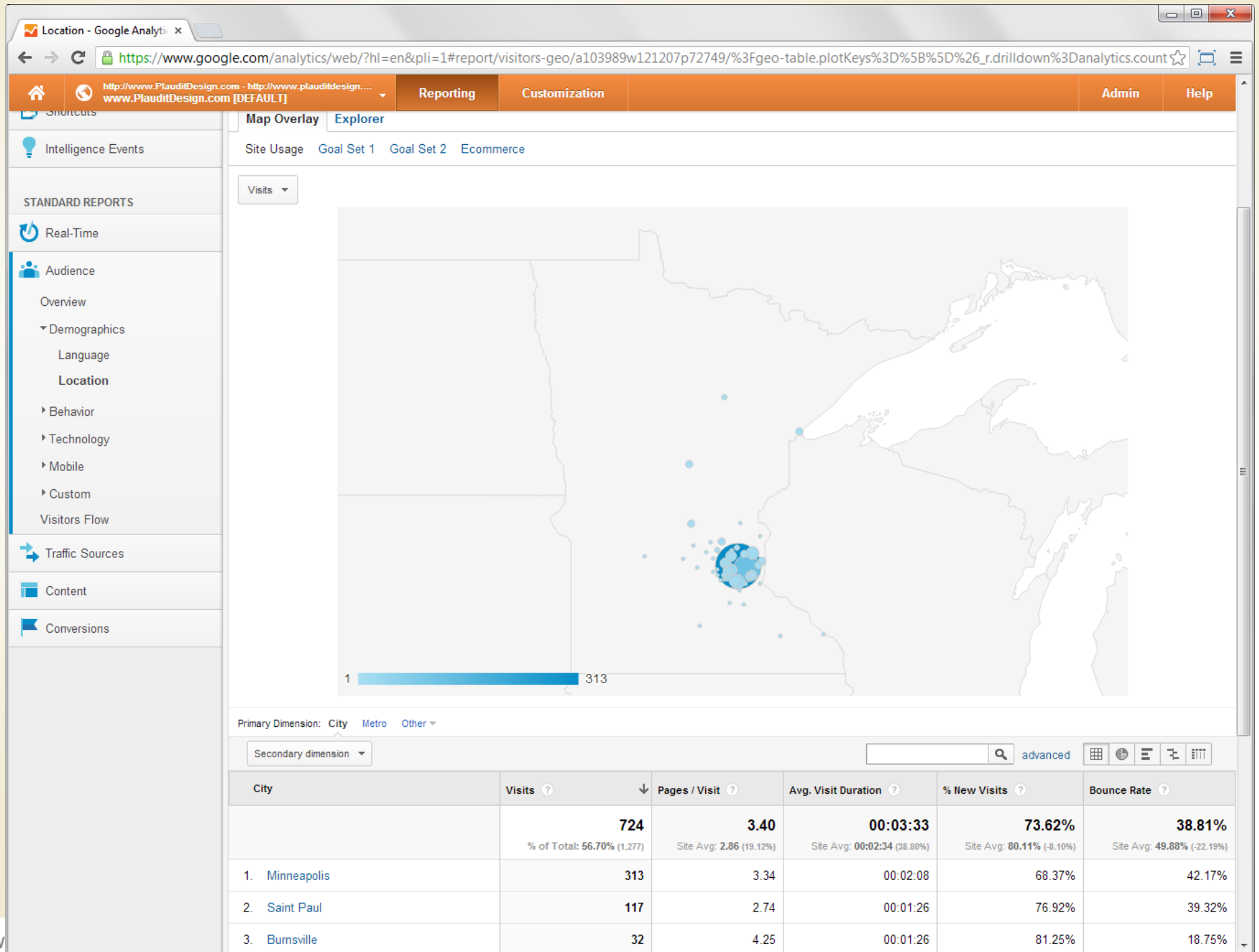
Pages / Visit: 0.89%



78.88% New Visitor  
17,298 Visits

# The Basic Reports

# Location





# Mobile Overview

Overview - Google Analyti x  
https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-mobile-overview/a103989w121207p72749/%3Fexplorer-table-tableMode.selected%3Dpie/

Google Analytics michael@plaudit.com Settings My Account Sign out

Reporting Customization Admin Help

Find reports & more

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Content  
Conversions

## Overview

May 19, 2013 - Jun 18, 2013

Advanced Segments Customize Email Export Add to Dashboard Shortcut

% of visits: 100.00%

Explorer  
Site Usage Goal Set 1 Goal Set 2 Ecommerce

Visits vs. Select a metric Day Week Month

Primary Dimension: Mobile (Including Tablet)

Plot Rows Secondary dimension Sort Type: Default

	Visits	Visits	Contribution to total: Visits
<input type="checkbox"/> Mobile (Including Tablet)	1,277 % of Total: 100.00% (1,277)	1,277 % of Total: 100.00% (1,277)	
<input type="checkbox"/> 1. No	1,105	86.53%	<p>86.5% 13.5%</p>
<input type="checkbox"/> 2. Yes	172	13.47%	

# All Traffic

All Traffic - Google Analyt x
https://www.google.com/analytics/web/?hl=en&pli=1#report/trafficsources-all-traffic/a103989w121207p72749/%3F\_u.date00%3D20130401%26\_u.date01%3D20130430/
☆
☰

michael@plaudit.com [Settings](#) [My Account](#) [Sign out](#)

🏠 🌐 <http://www.PlauditDesign.com> - <http://www.plauditdesign.com> [DEFAULT]
[Reporting](#) [Customization](#) [Admin](#) [Help](#)

MY STUFF

- [Dashboards](#)
- [Shortcuts](#)
- [Intelligence Events](#)

STANDARD REPORTS

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- [Audience](#)
- [Traffic Sources](#)
  - [Overview](#)
  - [Sources](#)
    - [All Traffic](#)
    - [Direct](#)
    - [Referrals](#)
    - [Search](#)
    - [Campaigns](#)
    - [Search Engine Optimization](#)
    - [Social](#)
    - [Cost Analysis BETA](#)
    - [Advertising](#)
  - [Content](#)
  - [Conversions](#)

Apr 1, 2013 - Apr 30, 2013

Advanced Segments | [Customize](#) | [Email](#) | [Export](#) | [Add to Dashboard](#) | [Shortcut](#)

📊 % of visits: 100.00%

Explorer

Site Usage | [Goal Set 1](#) | [Goal Set 2](#) | [Ecommerce](#)

Visits vs. [Select a metric](#)

[Day](#) | [Week](#) | [Month](#)

Primary Dimension: [Source / Medium](#) | [Source](#) | [Medium](#) | [Other](#)

Plot Rows | [Secondary dimension](#) | [Sort Type: Default](#)

	Source / Medium	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
		<b>1,256</b>	<b>2.84</b>	<b>00:01:57</b>	<b>75.64%</b>	<b>49.60%</b>
		<small>% of Total: 100.00% (1,256)</small>	<small>Site Avg: 2.84 (0.00%)</small>	<small>Site Avg: 00:01:57 (0.00%)</small>	<small>Site Avg: 75.40% (0.32%)</small>	<small>Site Avg: 49.60% (0.00%)</small>
<input type="checkbox"/>	1. <a href="#">google / organic</a>	494	2.91	00:02:27	68.02%	45.95%
<input type="checkbox"/>	2. <a href="#">(direct) / (none)</a>	264	2.59	00:02:08	82.20%	60.23%
<input type="checkbox"/>	3. <a href="#">google / cpc</a>	148	3.46	00:01:27	75.68%	39.86%
<input type="checkbox"/>	4. <a href="#">adCenter / cpc</a>	56	2.91	00:01:42	89.29%	55.36%
<input type="checkbox"/>	5. <a href="#">TCBMag / email-briefcase</a>	32	3.69	00:00:45	84.38%	78.12%
<input type="checkbox"/>	6. <a href="#">twincitiestechpulse.com / referral</a>	14	3.00	00:00:49	78.57%	35.71%
<input type="checkbox"/>	7. <a href="#">yahoo / organic</a>	11	2.82	00:01:34	63.64%	45.45%

# Search > Organic

Organic Search Traffic - G x

https://www.google.com/analytics/web/?hl=en&pli=1#report/trafficsources-organic/a103989w121207p72749/%3F\_u.date00%3D20100401%26\_u.date01%3D20100430/

Google Analytics michael@plaudit.com Settings My Account Sign out

Reporting Customization Admin Help

Find reports & more

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STANDARD REPORTS

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    - All Traffic
    - Direct
    - Referrals
    - Search
      - Overview
      - Organic**
      - Paid
      - Campaigns
    - Search Engine Optimization
    - Social
    - Cost Analysis BETA
    - Advertising
  - Content
  - Conversions

## Organic Search Traffic

Apr 1, 2010 - Apr 30, 2010

Advanced Segments Customize Email Export Add to Dashboard Shortcut

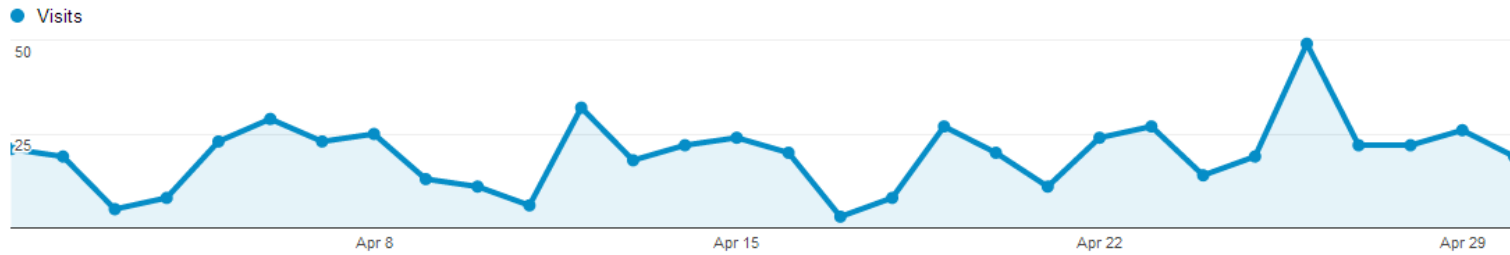
% of visits: 37.08%

### Explorer

Site Usage Goal Set 1 Goal Set 2 Ecommerce

Visits vs. Select a metric

Day Week Month



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Keyword	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
	<b>590</b>	<b>2.87</b>	<b>00:02:00</b>	<b>78.31%</b>	<b>46.78%</b>
	% of Total: 37.08% (1,591)	Site Avg: 2.93 (-2.09%)	Site Avg: 00:01:47 (11.70%)	Site Avg: 82.53% (-5.12%)	Site Avg: 46.57% (0.44%)
1. plaudit design	87	3.60	00:02:10	68.97%	32.18%
2. plaudit	43	2.84	00:01:37	34.88%	53.49%
3. minneapolis web design	23	4.04	00:07:14	65.22%	30.43%
4. minneapolis/st. paul graphic design	13	1.08	00:02:13	7.69%	92.31%
5. website design minneapolis	10	2.40	00:02:07	80.00%	20.00%
6. website maintenance plan	10	1.40	00:00:12	80.00%	90.00%
7. web design minneapolis	9	3.89	00:05:24	100.00%	11.11%

# Site Content > All Pages

Pages - Google Analytics

[Home](#)
[Reporting](#)
[Customization](#)
[Admin](#)
[Help](#)

https://www.google.com/analytics/web/?hl=en&pli=1#report/content-pages/a103989w121207p72749/%3F\_u.date00%3D20100401%26\_u.date01%3D20100430/

Pageviews vs. Select a metric

Day
Week
Month

Primary Dimension: Page
Page Title
Other

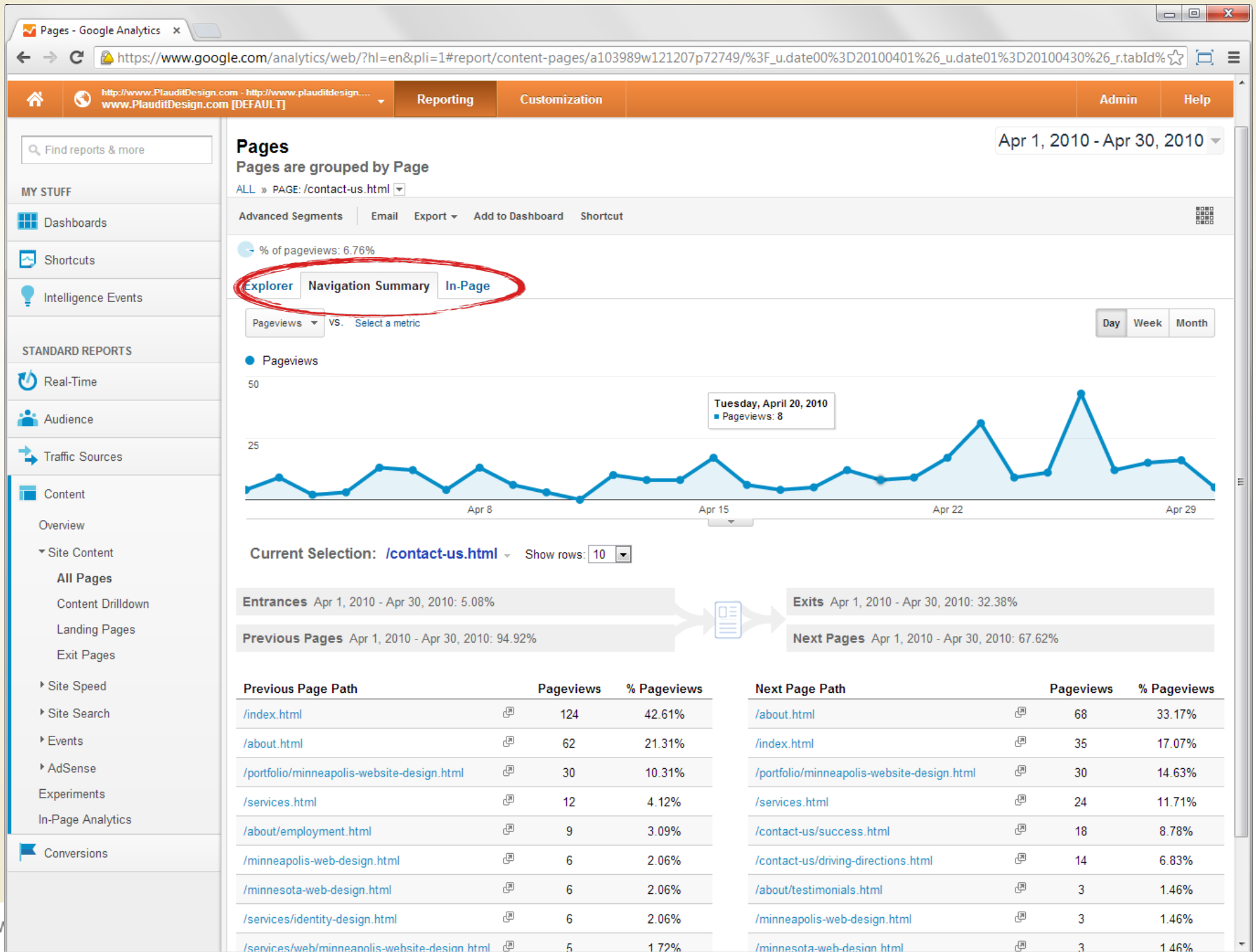
Plot Rows
Secondary dimension
Sort Type: Default

	Page	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		<b>4,660</b>	<b>3,672</b>	<b>00:00:56</b>	<b>1,591</b>	<b>46.57%</b>	<b>34.14%</b>	<b>\$0.00</b>
		% of Total: 100.00% <small>(4,660)</small>	% of Total: 100.00% <small>(3,672)</small>	Site Avg: 00:00:56 <small>(0.00%)</small>	% of Total: 100.00% <small>(1,591)</small>	Site Avg: 46.57% <small>(0.00%)</small>	Site Avg: 34.14% <small>(0.00%)</small>	% of Total: 0.00% <small>(\$0.00)</small>
<input type="checkbox"/>	1. /index.html	1,268	1,003	00:01:01	974	38.91%	43.53%	\$0.00
<input type="checkbox"/>	2. /portfolio/minneapolis-website-design.html	710	495	00:00:46	38	47.37%	22.82%	\$0.00
<input type="checkbox"/>	3. /about.html	362	271	00:00:22	7	42.86%	14.92%	\$0.00
<input type="checkbox"/>	4. /contact-us.html	315	262	00:01:20	16	56.25%	32.38%	\$0.00
<input type="checkbox"/>	5. /services.html	282	220	00:00:44	29	48.28%	16.67%	\$0.00
<input type="checkbox"/>	6. /about/employment.html	175	158	00:01:29	40	70.00%	57.14%	\$0.00
<input type="checkbox"/>	7. /not-found.html	167	138	00:00:47	132	80.30%	77.84%	\$0.00
<input type="checkbox"/>	8. /services/web/minneapolis-web-design.html	125	100	00:00:42	24	83.33%	27.20%	\$0.00
<input type="checkbox"/>	9. /minnesota-web-design.html	107	77	00:00:21	66	43.94%	47.66%	\$0.00
<input type="checkbox"/>	10. /minneapolis-web-design.html	100	80	00:00:45	67	29.85%	41.00%	\$0.00

Show rows: 10
Go to: 1
1 - 10 of 80

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# Site Content > All Pages (Navigation Summary)



# Site Search > Search Terms

Search Terms - Google An x

https://www.google.com/analytics/web/?hl=en&pli=1#report/content-site-search-search-terms/a30037739w56364283p57445622/%3F\_u.date00%3D20130101%26\_u.date01%26\_u.date02%3D20130430

Google Analytics michael@plaudit.com Settings My Account Sign out

www.sholom.com - http://www.sholom.com  
www.sholom.com [DEFAULT]

Reporting Customization Admin Help

Find reports & more

MY STUFF

- Dashboards
- Shortcuts
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
- Traffic Sources
- Content
  - Overview
  - Site Content
  - Site Speed
  - Site Search
    - Overview
    - Usage
    - Search Terms**
    - Pages
  - Events
  - AdSense
- Experiments
- In-Page Analytics
- Conversions

Search Terms Jan 1, 2013 - Apr 30, 2013

Advanced Segments Customize Email Export Add to Dashboard Shortcut

% of total unique searches: 100.00%

Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Total Unique Searches vs. Select a metric

Day Week Month

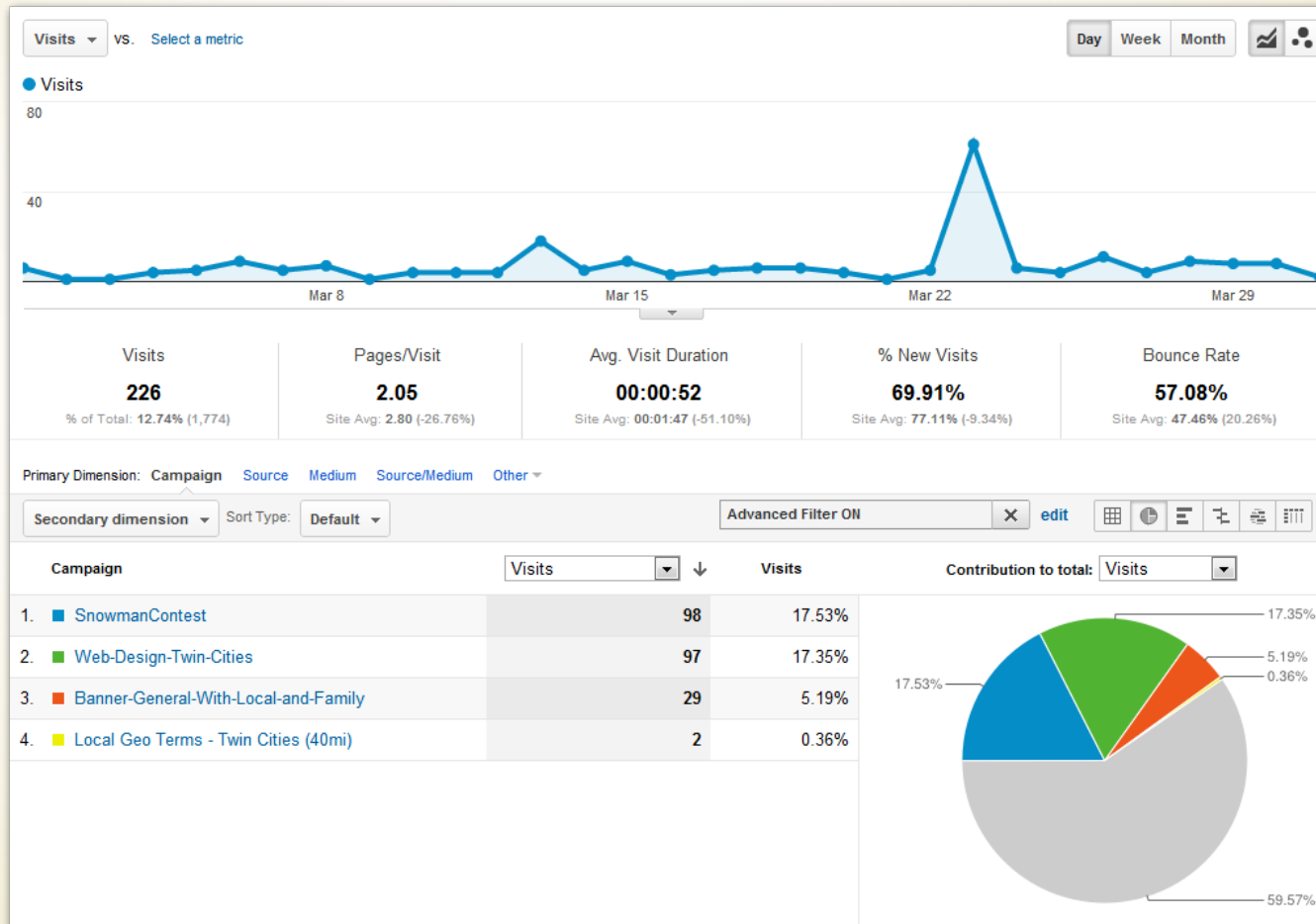
Primary Dimension: Search Term Site Search Category

Secondary dimension Sort Type: Default

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
	<b>1,033</b> % of Total: 100.00% (1,033)	<b>1.25</b> Site Avg: 1.25 (0.00%)	<b>22.94%</b> Site Avg: 22.94% (0.00%)	<b>18.26%</b> Site Avg: 18.26% (0.00%)	<b>00:01:54</b> Site Avg: 00:01:54 (0.00%)	<b>2.17</b> Site Avg: 2.17 (0.00%)
1. employment	39	1.31	5.13%	11.76%	00:01:32	1.62
2. jobs	32	1.47	9.38%	23.40%	00:02:01	3.19
3. careers	18	1.33	22.22%	16.67%	00:00:57	1.72
4. job	12	1.42	8.33%	11.76%	00:01:58	2.50
5. career	11	1.18	36.36%	23.08%	00:00:15	0.64
6. cna	10	1.20	30.00%	50.00%	00:05:38	2.20

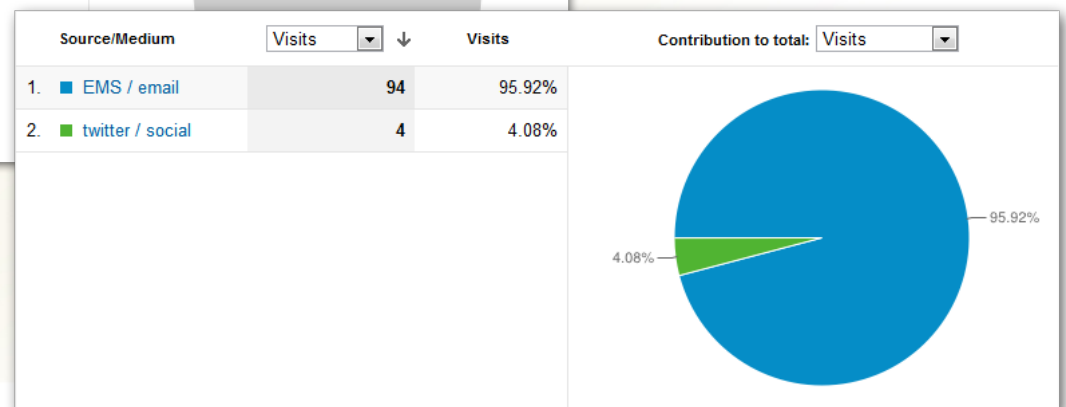
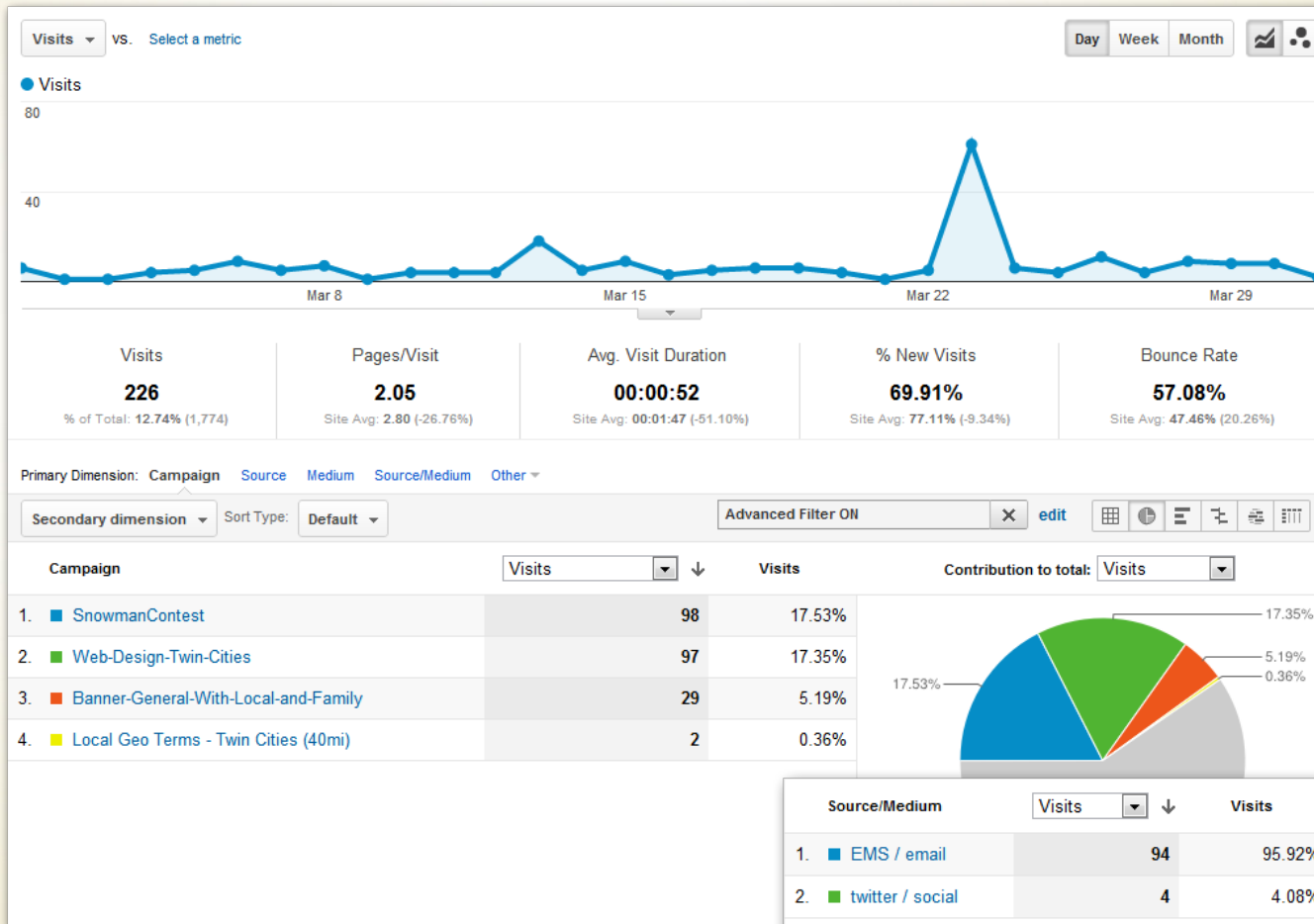
# Campaign Tracking

# Google Analytics: Campaigns

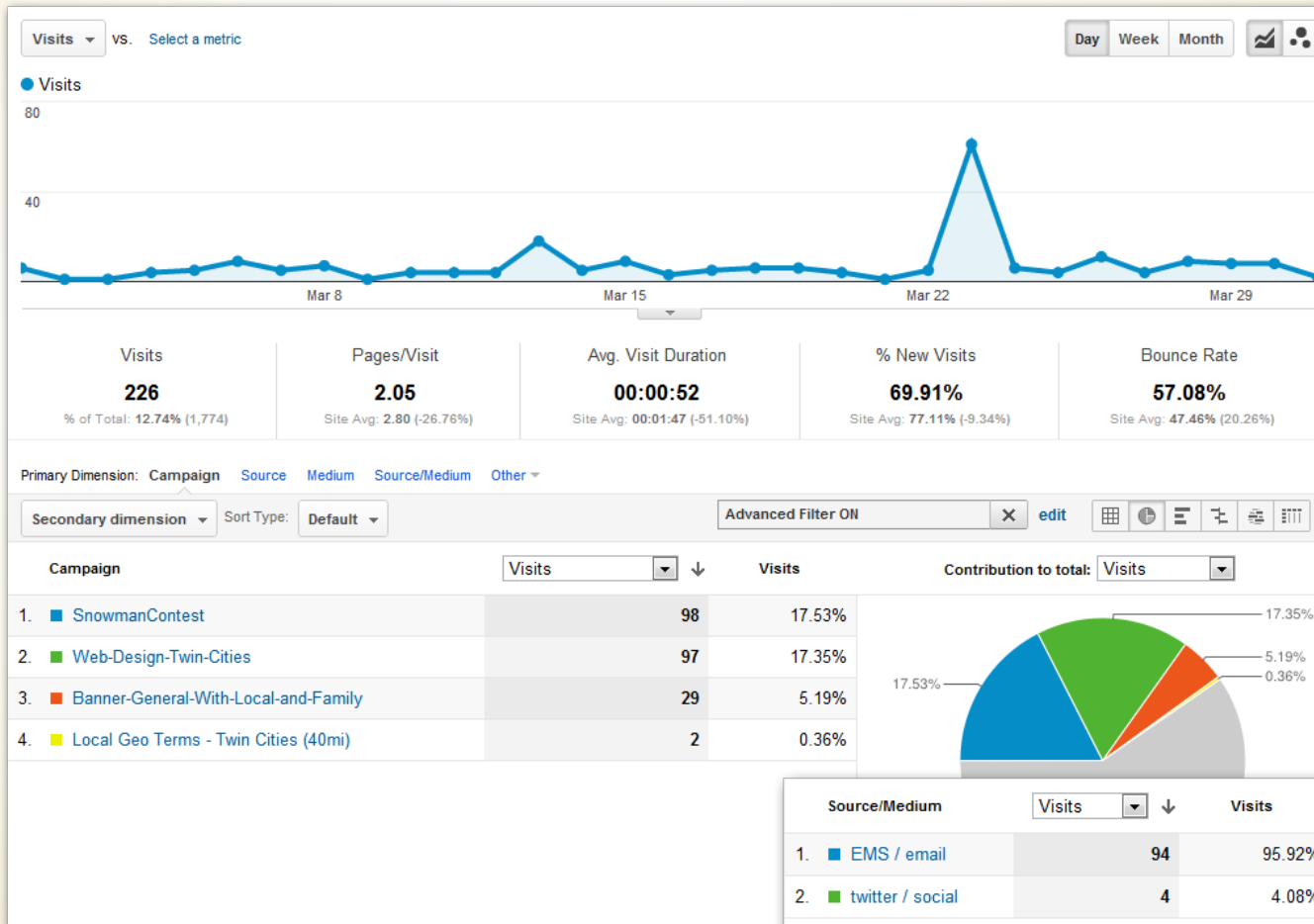




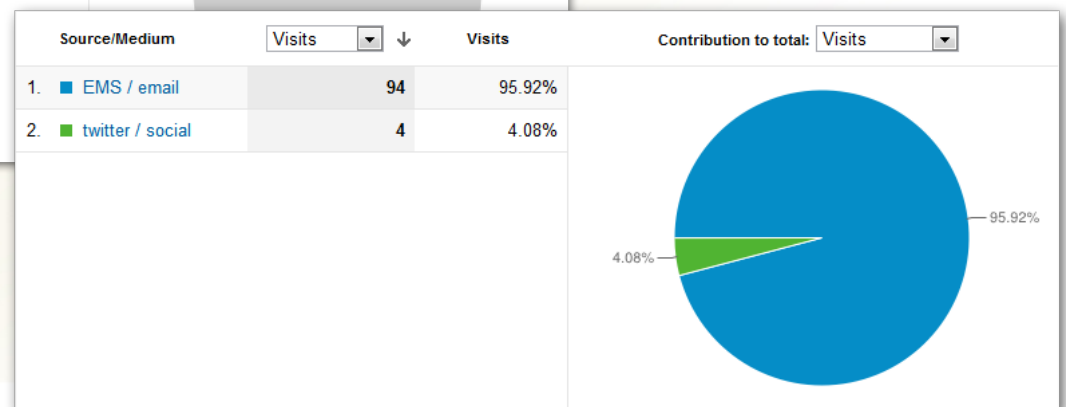
# Google Analytics: Campaigns



# Google Analytics: Campaigns

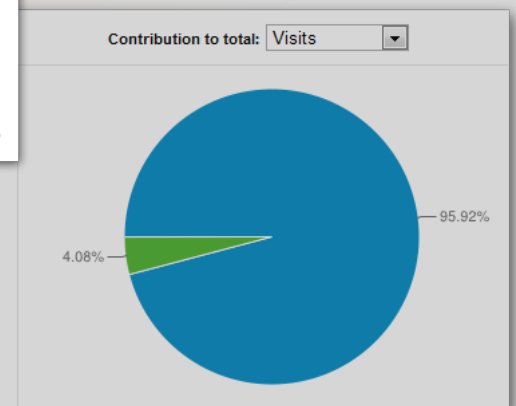
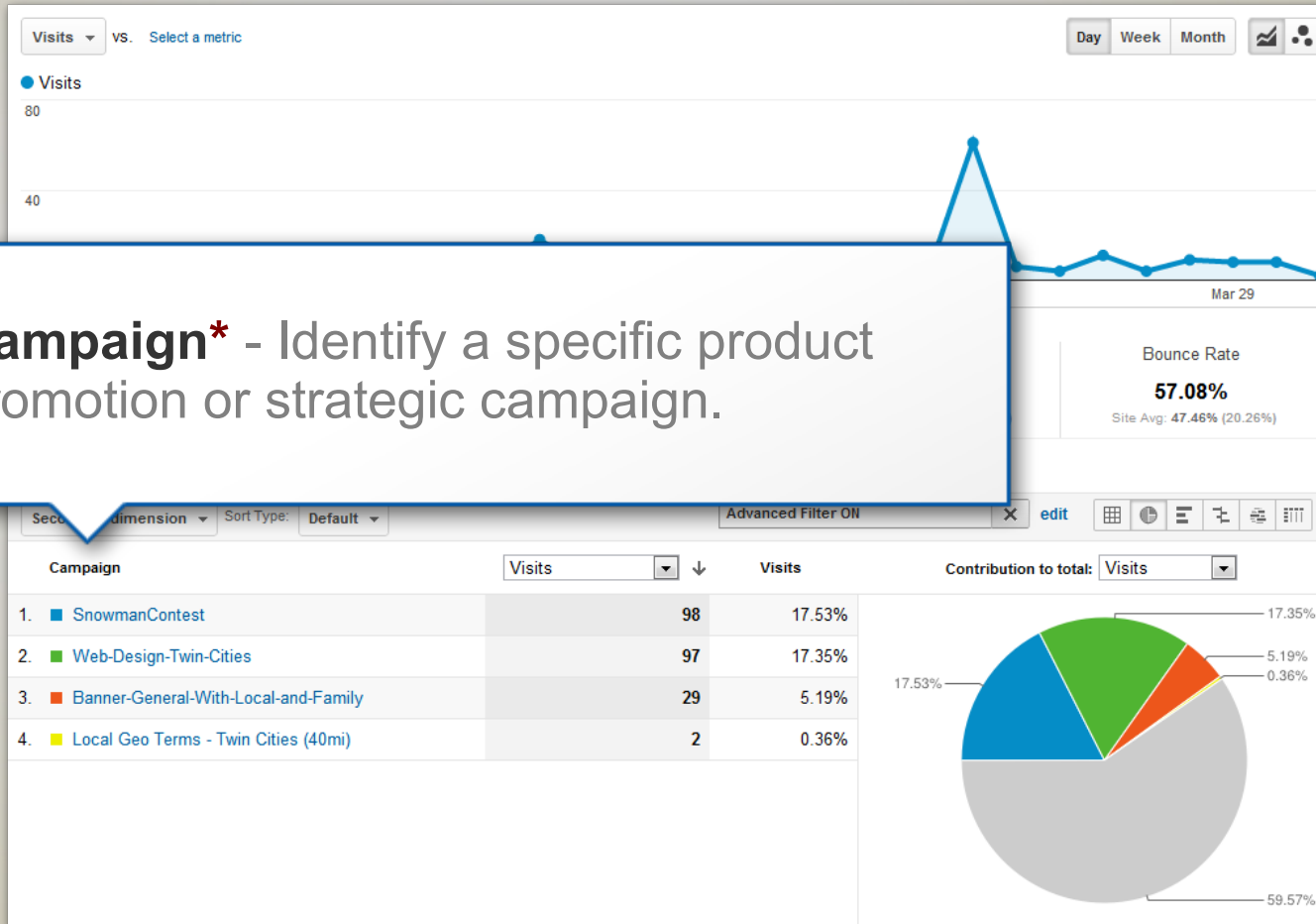


Campaign\*  
Source\*  
Medium\*  
Content  
Term

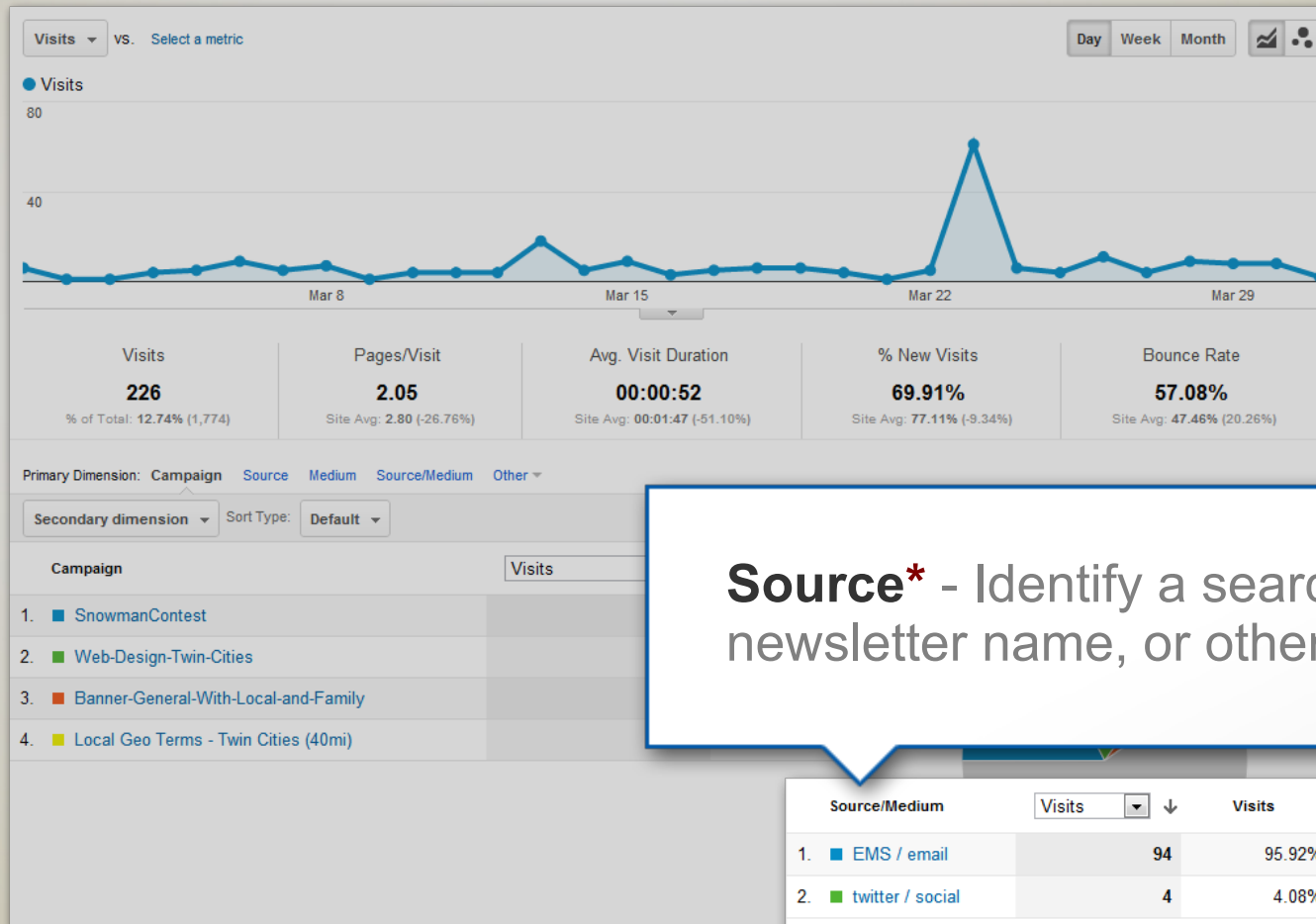


# Google Analytics: Campaigns

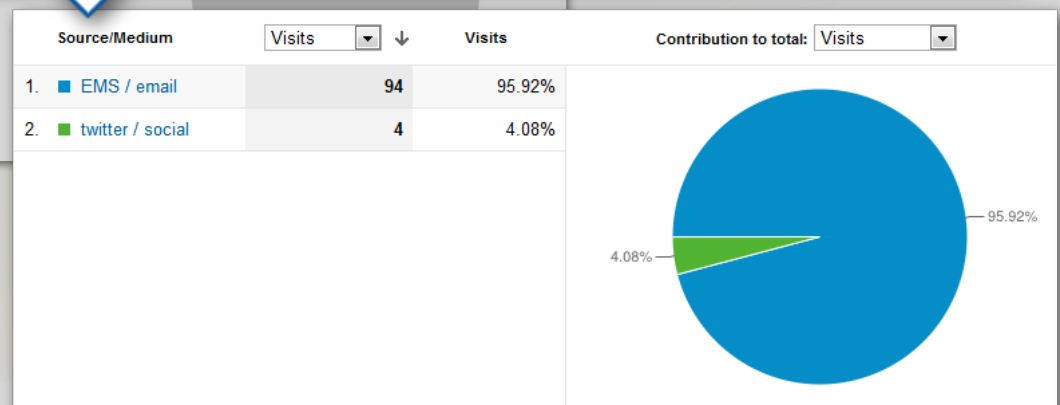
**Campaign\*** - Identify a specific product promotion or strategic campaign.



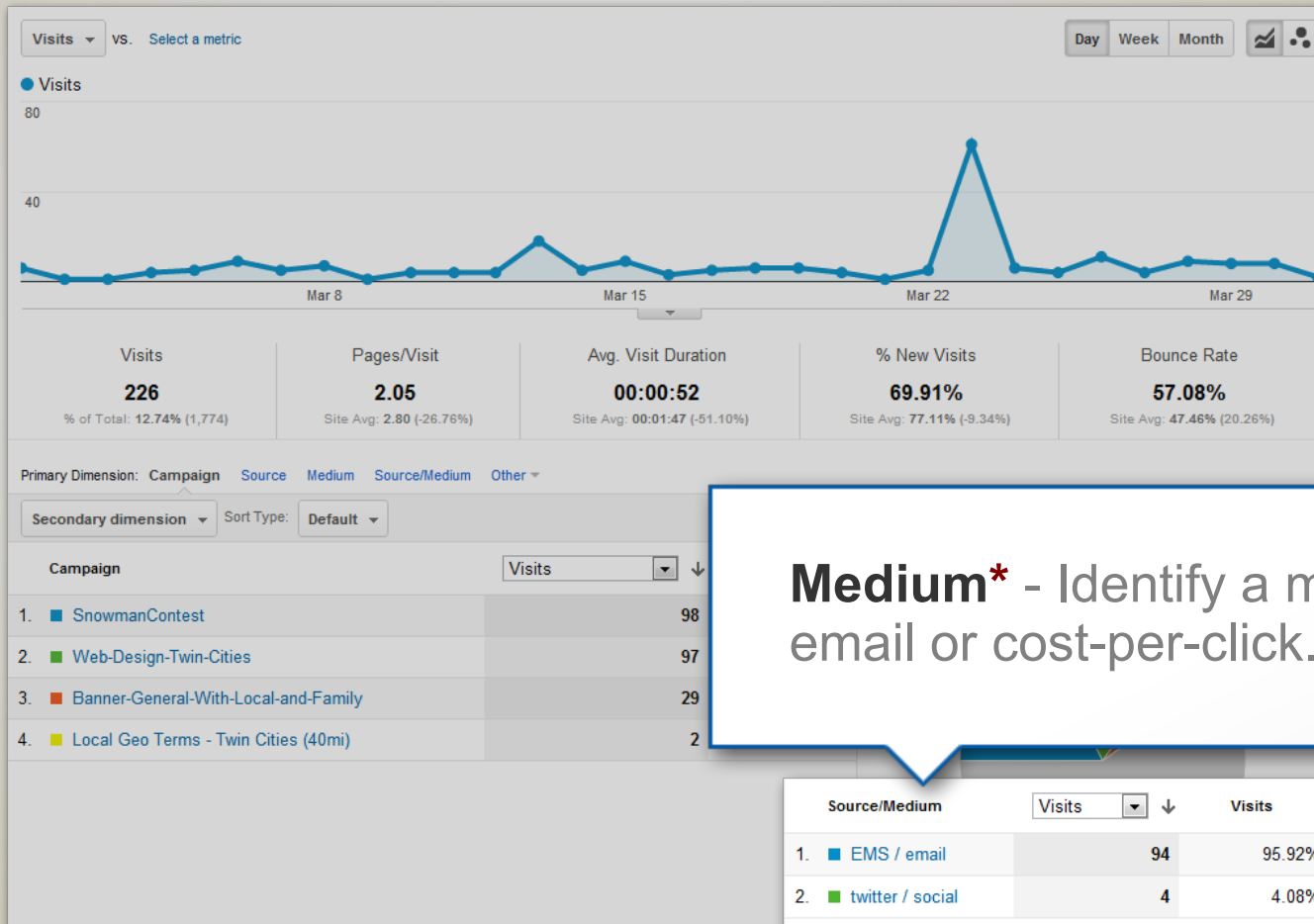
# Google Analytics: Campaigns



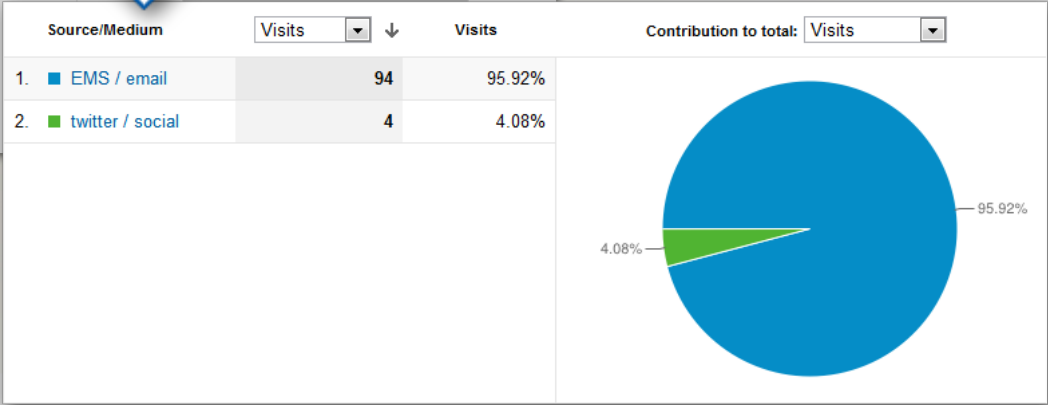
**Source\*** - Identify a search engine, newsletter name, or other source.



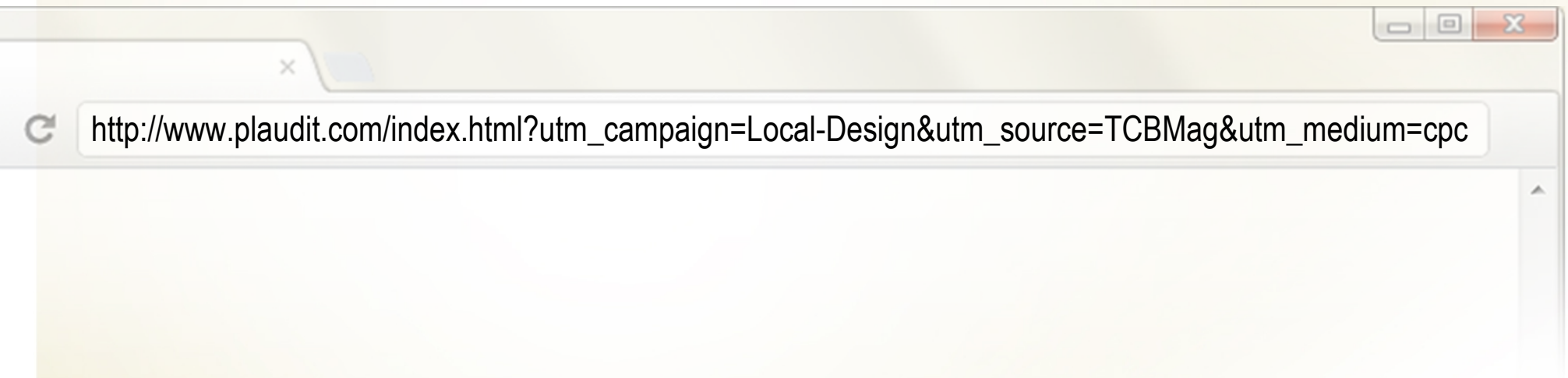
# Google Analytics: Campaigns



**Medium\*** - Identify a medium such as email or cost-per-click.



# Google Analytics: Campaigns



# Google Analytics: Campaigns

**Campaign\*** - Identify a specific product promotion or strategic campaign.

[http://www.plaudit.com/index.html?utm\\_campaign=Local-Design&utm\\_source=TCBMag&utm\\_medium=cpc](http://www.plaudit.com/index.html?utm_campaign=Local-Design&utm_source=TCBMag&utm_medium=cpc)

**Source\*** - Identify a search engine, newsletter name, or other source.

**Medium\*** - Identify a medium such as email or cost-per-click.

# Campaigns: Google URL Builder

The screenshot shows a browser window titled "Tool\_URL Builder - Analytic" with the URL "support.google.com/googleanalytics/bin/answer.py?hl=en-GB&answer=55578". The page content includes instructions for using the tool, a form for entering website and campaign information, and a "Generate URL" button. The generated URL is displayed at the bottom.

**Google Analytics URL Builder**

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

**Step 1.** Enter the URL of your website.

Website URL: \*   
(e.g. [http://www.urchin.com/download.html](#))

**Step 2:** Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: \*  (referrer: google, citysearch, newsletter4)

Campaign Medium: \*  (marketing medium: cpc, banner, email)

Campaign Term:  (identify the paid keywords)

Campaign Content:  (use to differentiate ads)

Campaign Name\*:  (product, promo code or slogan)

**Step 3**



# Uses

Common uses include:

- Google AdWords
- Banners
- Email marketing, and other online systems
- Offline marketing (e.g. mailers)



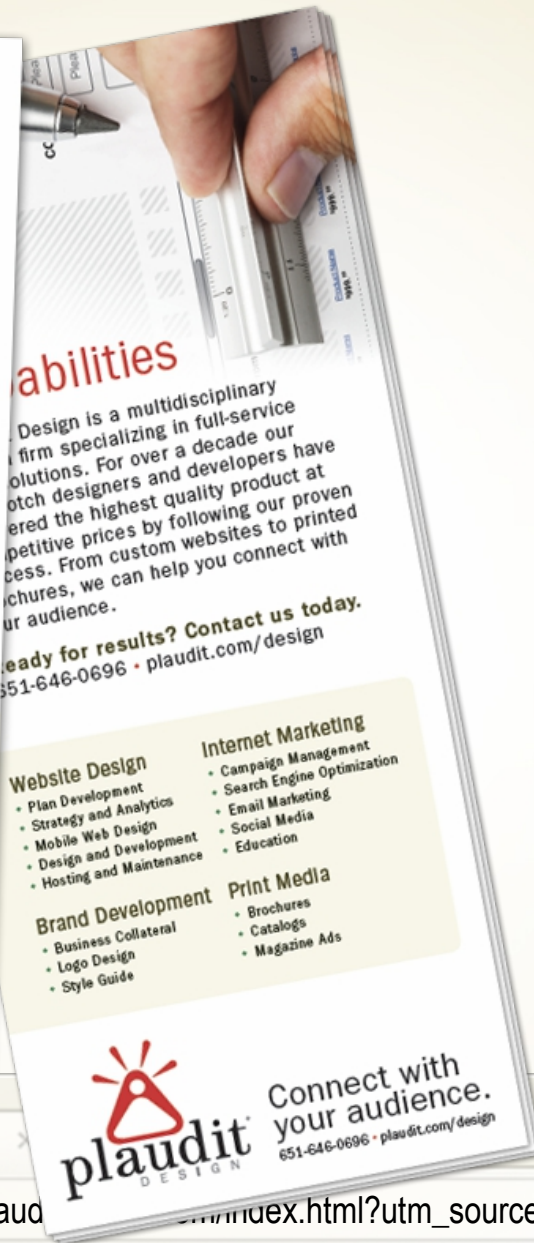


Ready for Results?

Start connecting with your audience today.

- Web Design
- Internet Marketing
- Brand Development
- Printed Media

[plaudit.com/design](http://plaudit.com/design)



## On a Brochure

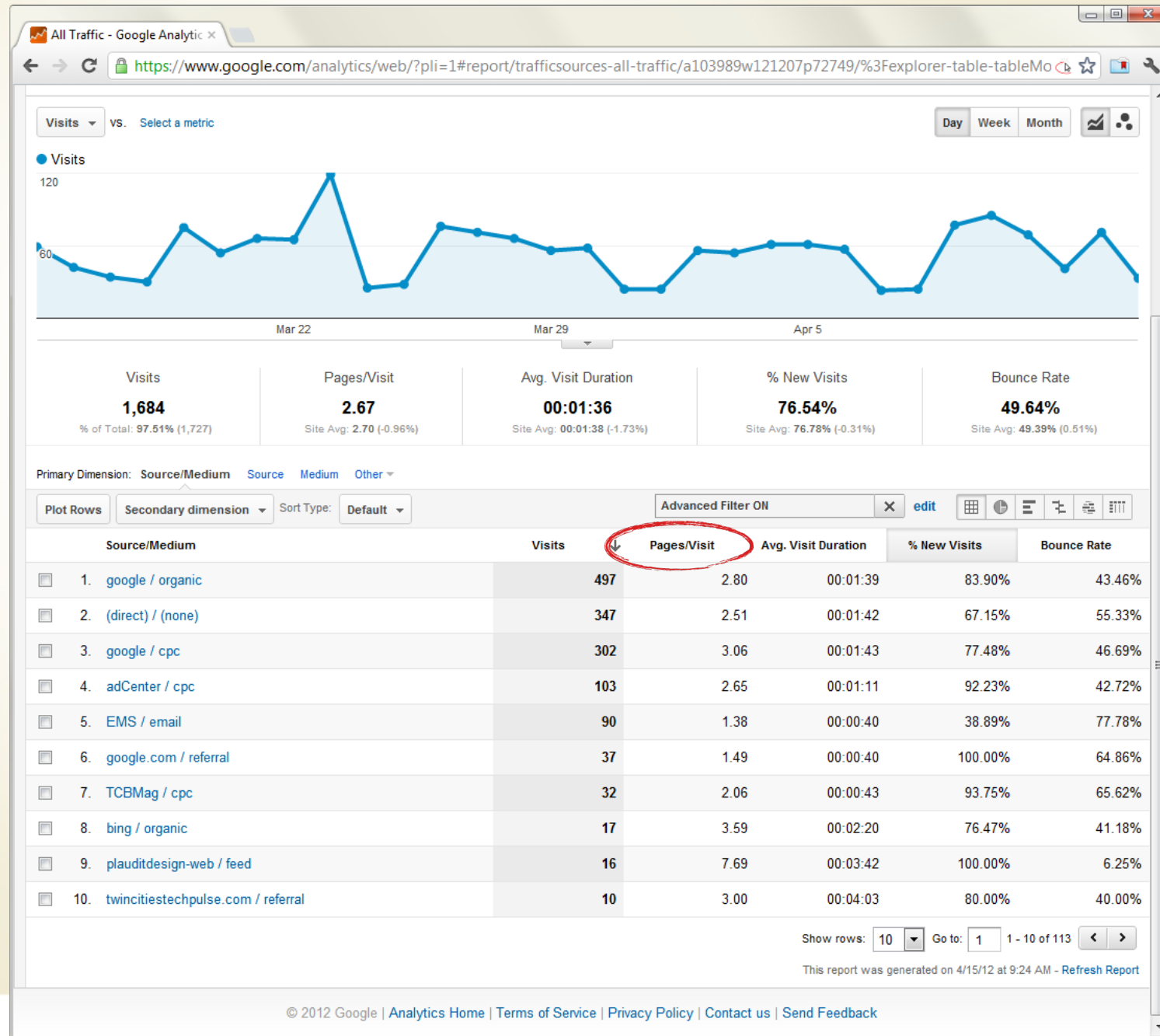
- Short Vanity URL
- QR Code
- Track Separately

[http://www.plaudit.com/index.html?utm\\_source=event&utm\\_medium=short-url&utm\\_campaign=event](http://www.plaudit.com/index.html?utm_source=event&utm_medium=short-url&utm_campaign=event)

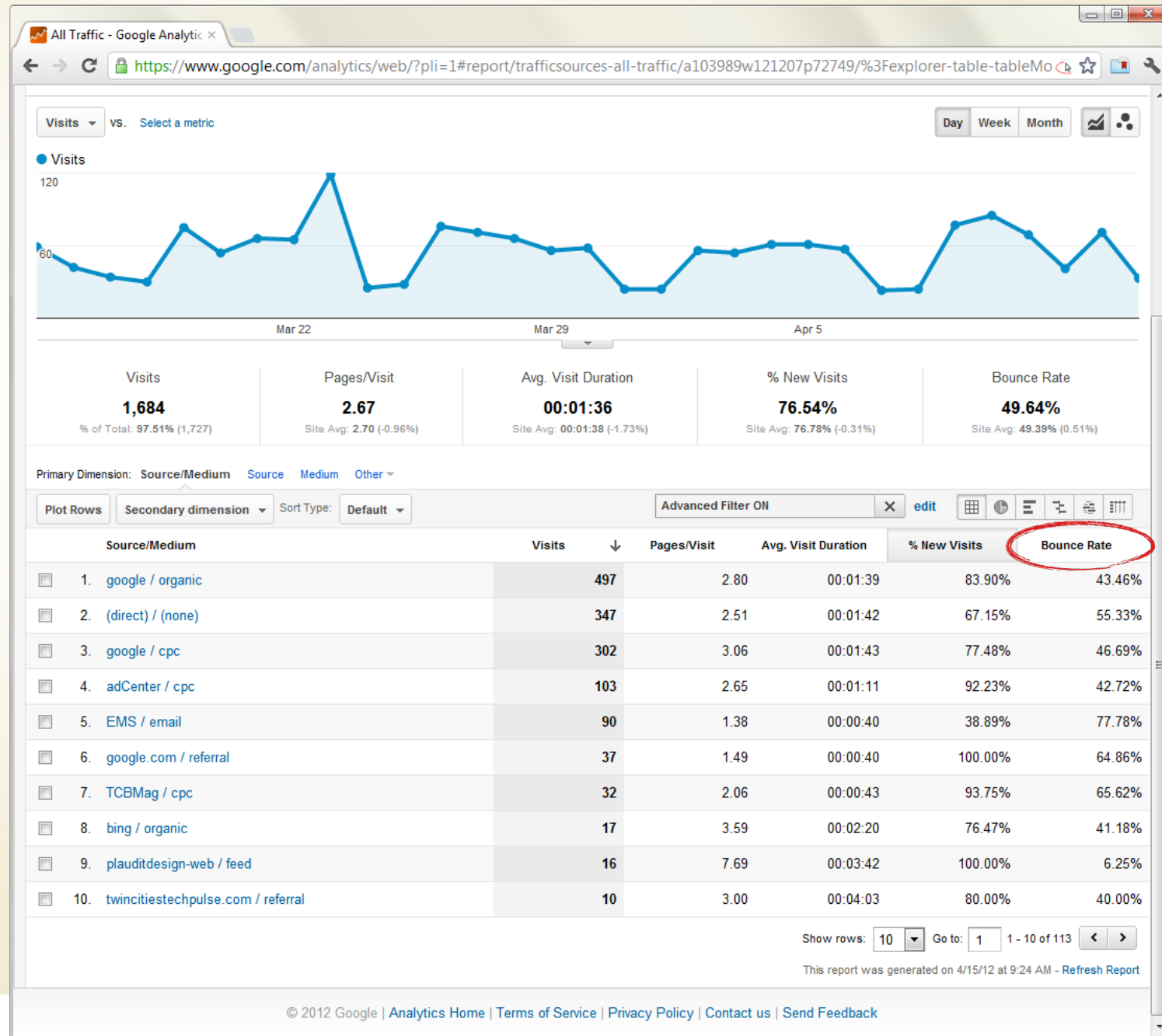
[http://www.plauditdesign.com/index.html?utm\\_source=event&utm\\_medium=qr-code&utm\\_campaign=event](http://www.plauditdesign.com/index.html?utm_source=event&utm_medium=qr-code&utm_campaign=event)

# Measure Traffic Quality

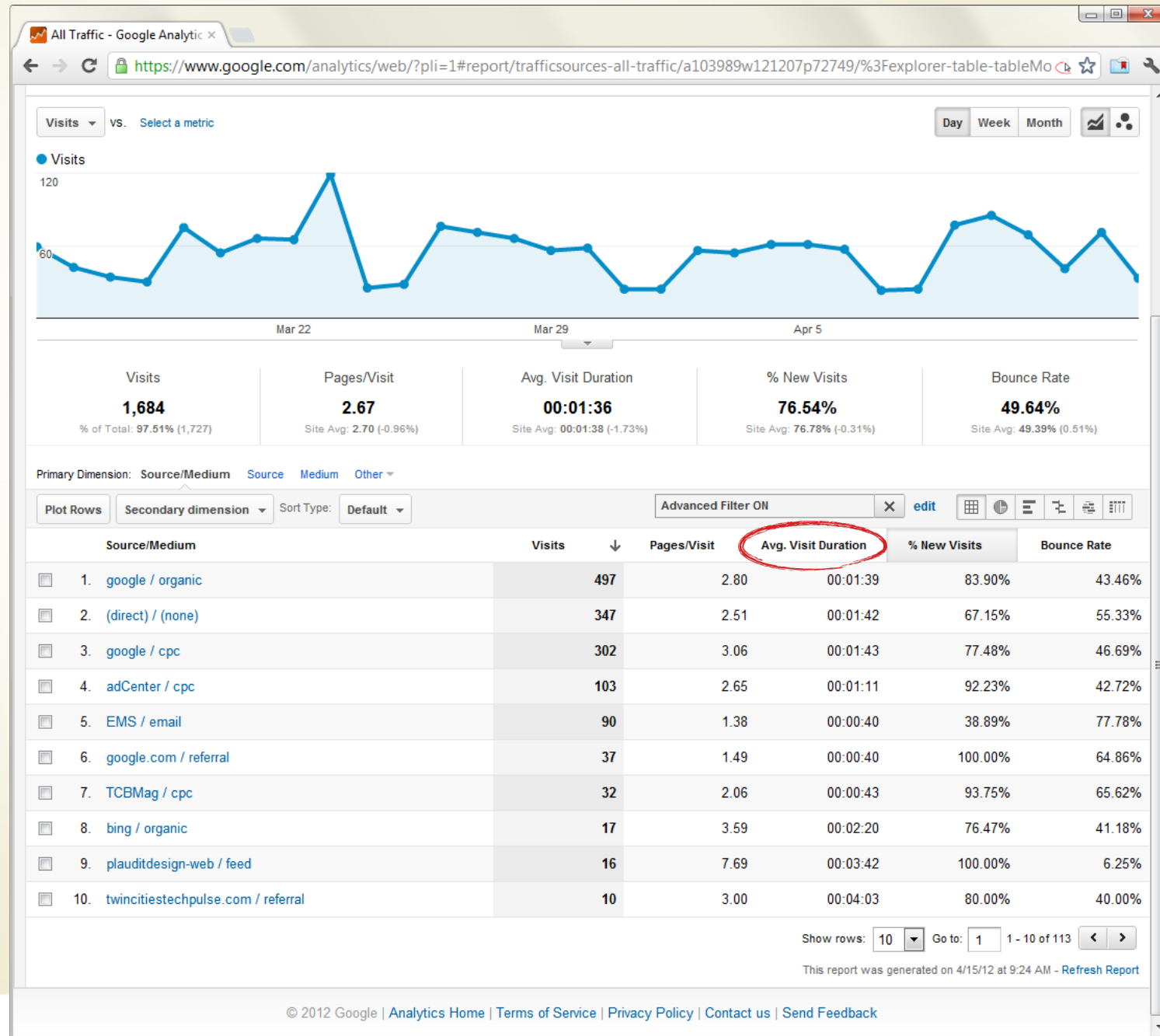
# Value? Pages/Visit



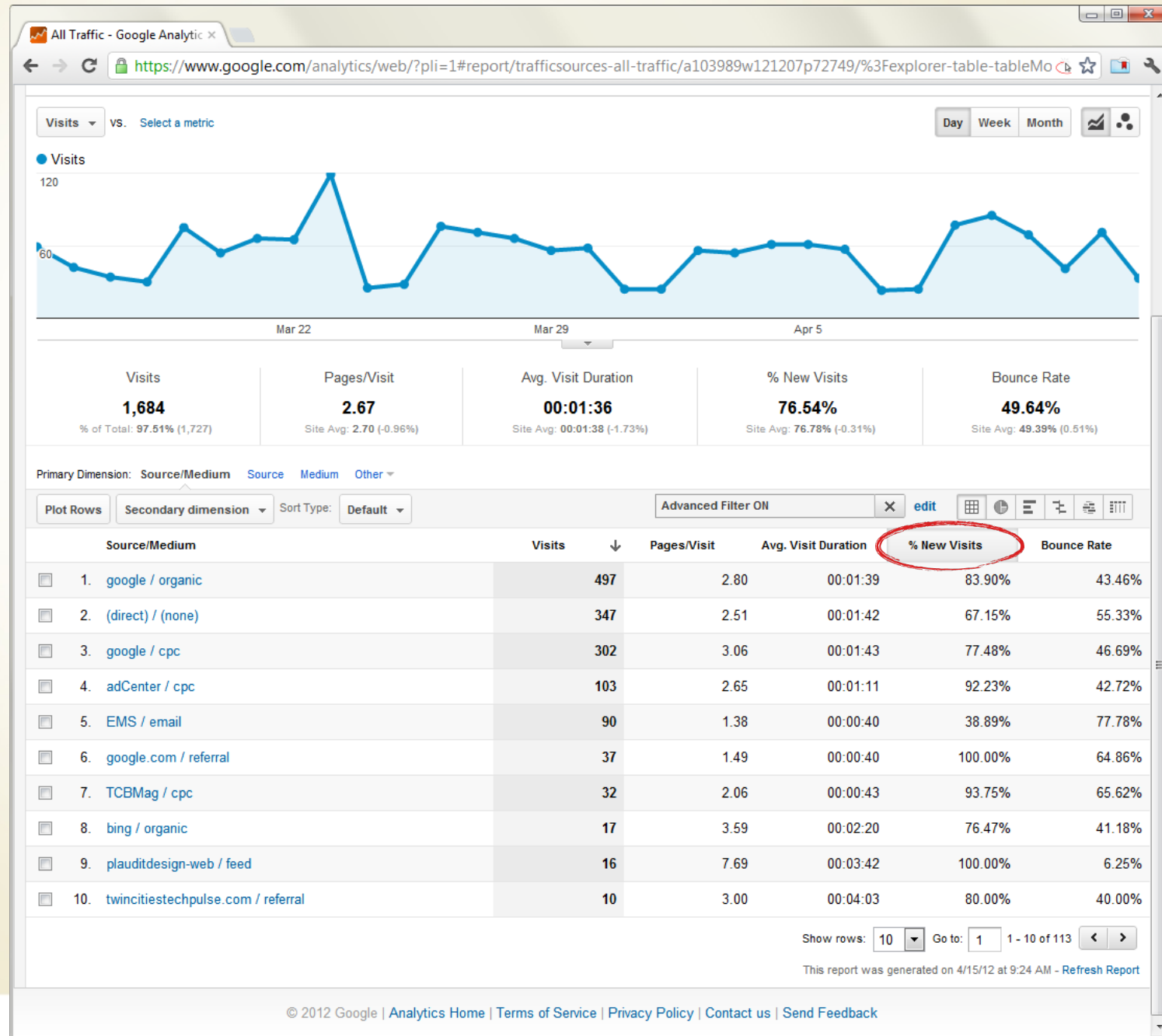
# Value? Bounce Rate



# Value? Avg. Visit Duration



# Value? % New Visits



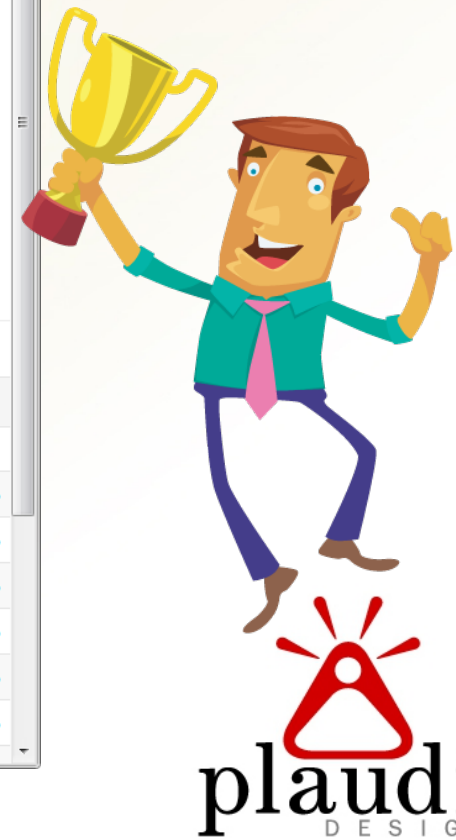
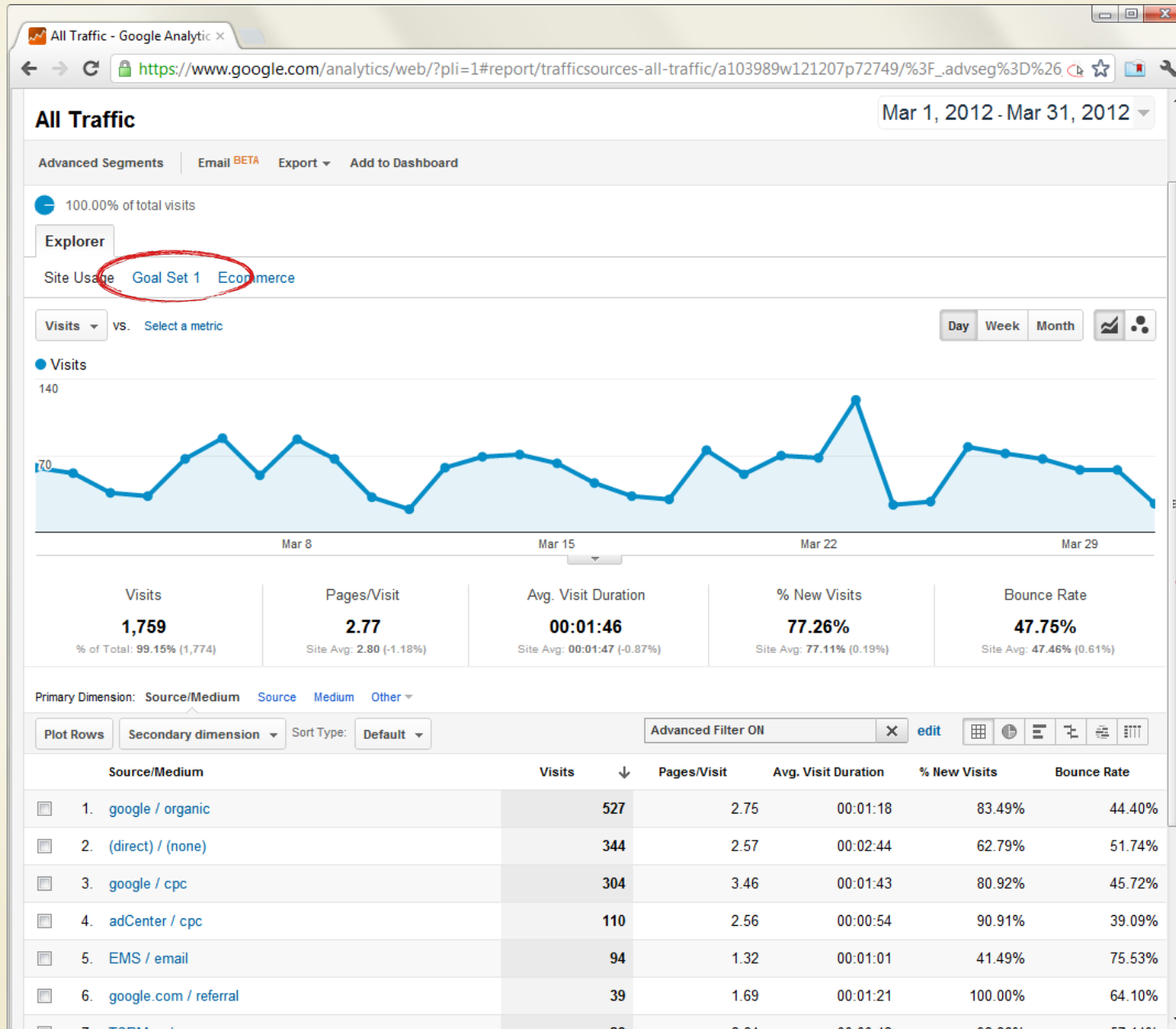
# Value? Goals

The screenshot shows a web browser window with the URL [www.dominiumapartments.com/contact-apartments.html](http://www.dominiumapartments.com/contact-apartments.html). The page features the Dominion logo (a colorful geometric shape) and the text "DOMINIUM". Navigation buttons include "APARTMENT SEARCH", "ABOUT US", and "CONTACT US". A "Vendor Inquiry" button is also present. The main heading is "Contact Us" with the subtext "Let us know your thoughts." Below this, there is contact information for Dominion: 2905 Northwest Blvd, Suite 150, Plymouth, MN 55441. Phone: (763) 354-5500, Fax: (763) 354-5519, and email: [comments@dominiuminc.com](mailto:comments@dominiuminc.com). A form for submitting inquiries includes fields for Name, Email, Phone, and Address, all marked as required. There is also a dropdown menu for "Where should we direct this contact?" and a "Comments" text area. A "SUBMIT" button is located at the bottom of the form. The footer contains copyright information for 2010 Dominion, contact details for Management & Development Services, and a list of links: Properties, Contact Us, Privacy, About Us, Careers, Services, Site Map, and Intranet. An Equal Housing Opportunity logo is also present.

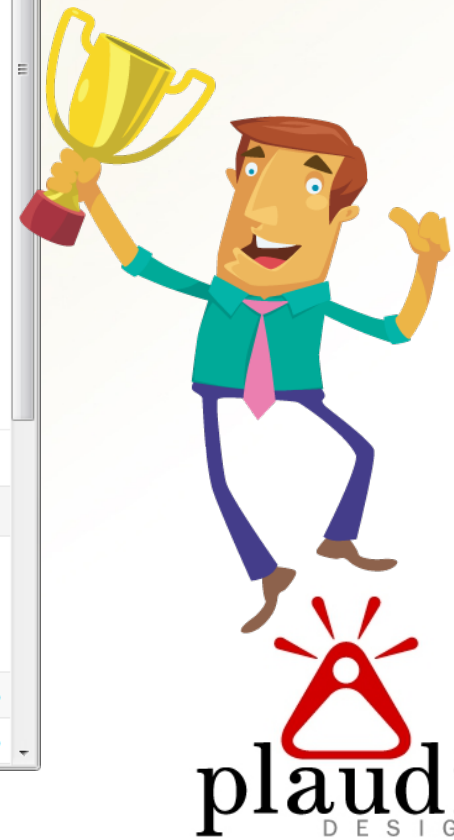
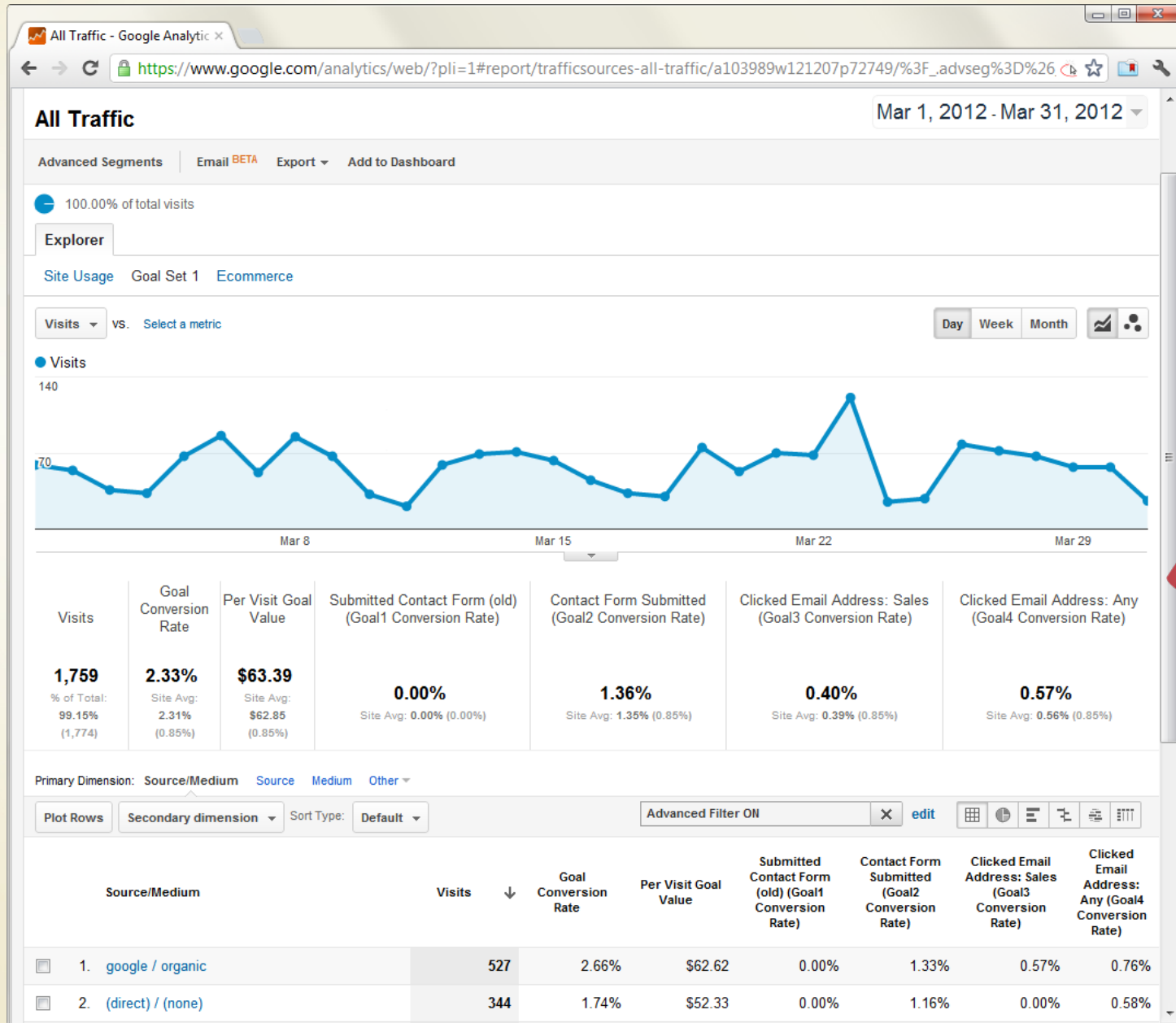




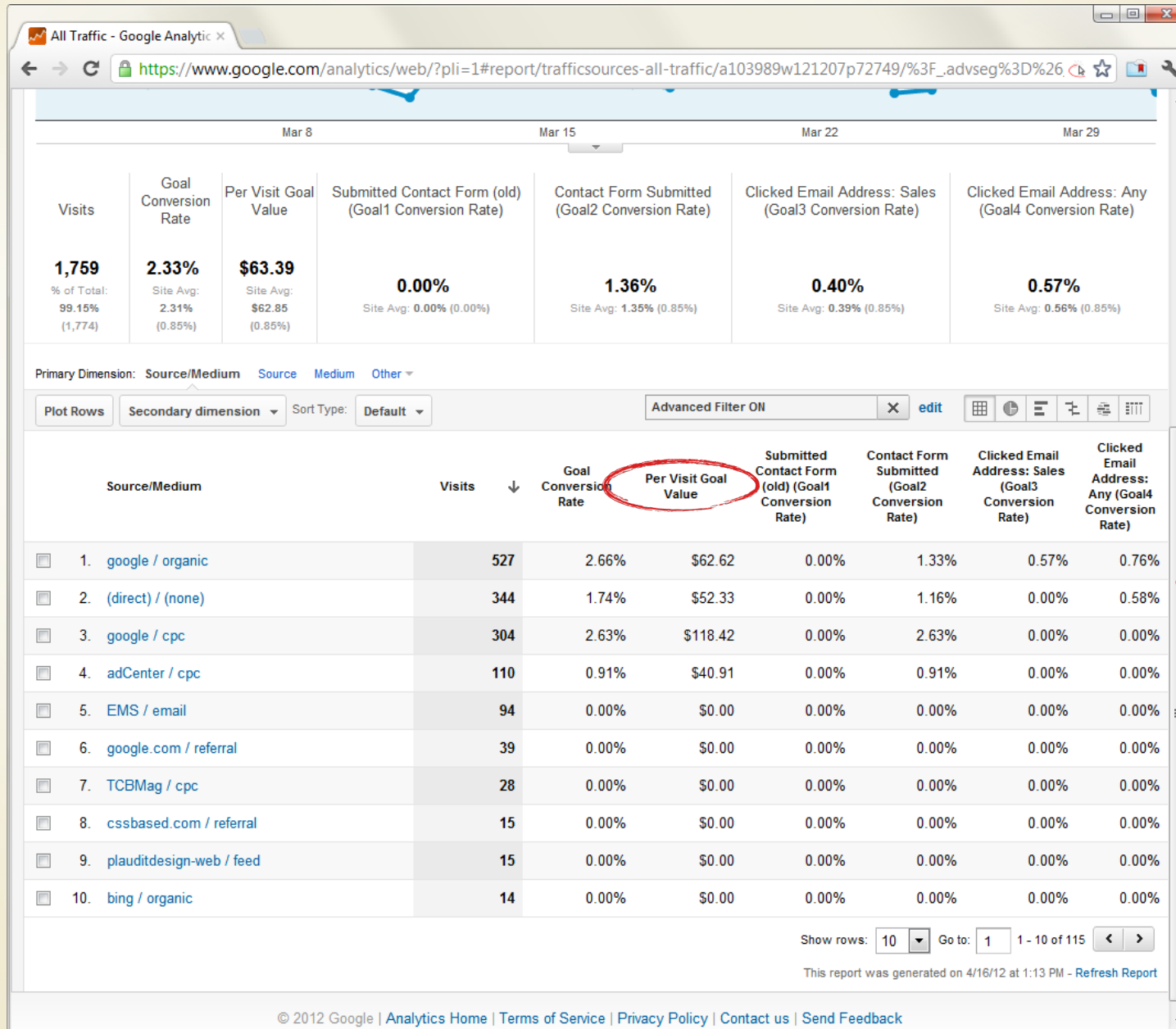
# Goals: All Traffic



# Goals: All Traffic

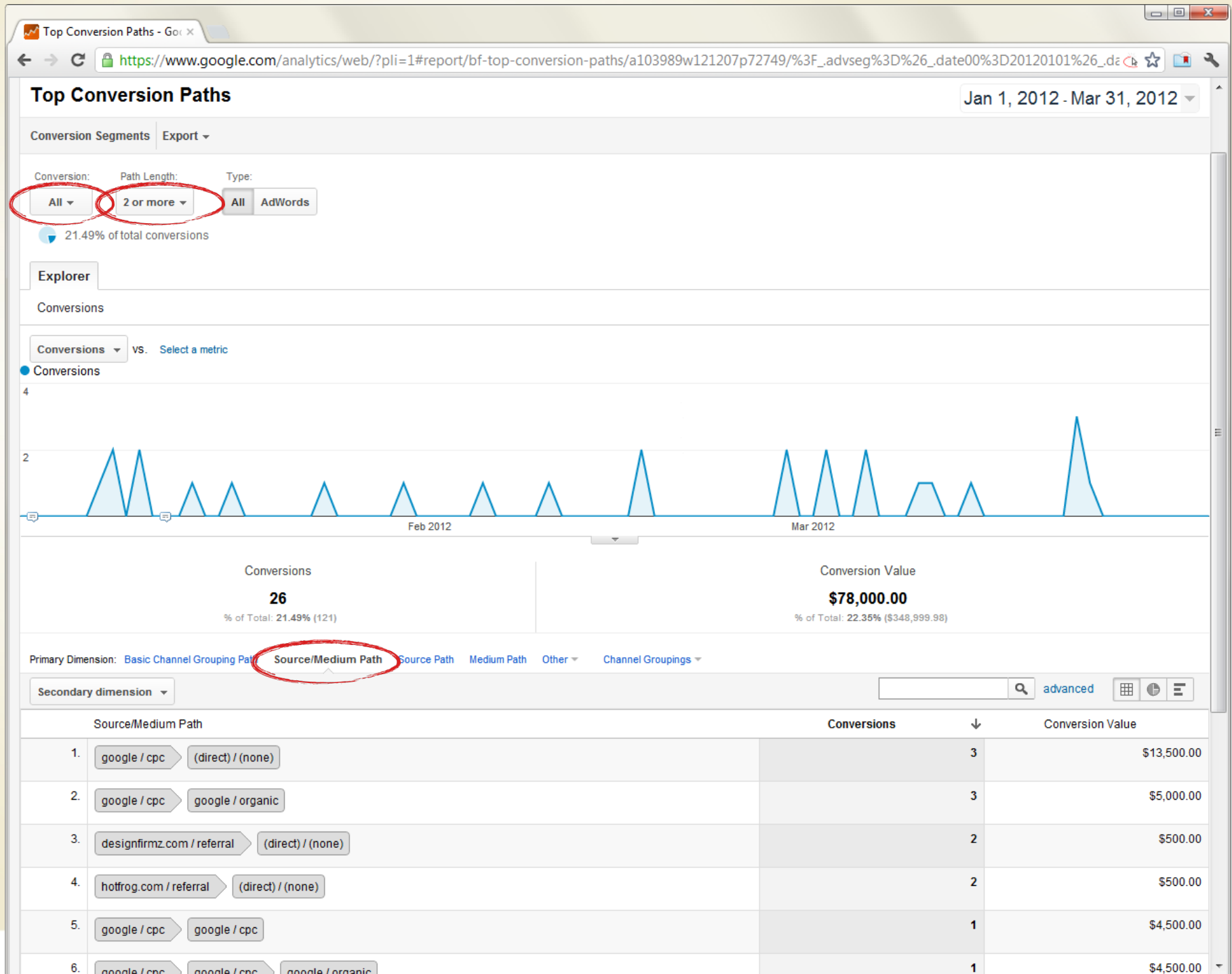


# Goals: All Traffic



# Advanced Analytics

# Multi-Channel Funnels > Top Conversion Paths



# Top Conversion Paths

Jan 1, 2012 - Mar 31, 2012

Conversion Segments | Export

Conversion: All | Path Length: 2 or more | Type: All AdWords

21.49% of total conversions

## Explorer

Conversions

Conversions vs. Select a metric

Conversions



Conversions

**26**

% of Total: 21.49% (121)

Conversion Value

**\$78,000.00**

% of Total: 22.35% (\$348,999.98)

Primary Dimension: Basic Channel Grouping Path | Source/Medium Path | Source Path | Medium Path | Other | Channel Groupings

Secondary dimension

advanced

	Source/Medium Path	Conversions	Conversion Value
1.	google / cpc (direct) / (none)	3	\$13,500.00
2.	google / cpc google / organic	3	\$5,000.00
3.	designfirmz.com / referral (direct) / (none)	2	\$500.00
4.	hotfrog.com / referral (direct) / (none)	2	\$500.00
5.	google / cpc google / cpc	1	\$4,500.00
6.	google / cpc google / cpc google / organic	1	\$4,500.00



Conversions

**12**

% of Total: 9.92% (121)

Conversion Value

**\$45,500.00**

% of Total: 13.04% (\$348,999.98)

Primary Dimension: ~~Basic Channel Grouping Path~~ Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension: Keyword Path

Advanced Filter ON

edit

Include

Source/Medium Path

Containing

cpc

and

+ Add a dimension or metric

Apply cancel

	Source/Medium Path	Keyword Path	Conversions	Conversion Value
1.	google / cpc google / organic	website development (not provided)	2	\$500.00
2.	google / cpc google / cpc	+web +designers web designer	1	\$4,500.00
3.	google / cpc google / cpc google / organic	web design web design internet marketing firm minnesota	1	\$4,500.00
4.	google / cpc (direct) / (none)	web development minneapolis unavailable	1	\$4,500.00
5.	google / cpc (direct) / (none)	web designer unavailable	1	\$4,500.00
6.	google / cpc (direct) / (none)	somesite.com::Business Pages, Top center unavailable	1	\$4,500.00
7.	google / cpc google / organic	website designers creative website designers	1	\$4,500.00
8.	(direct) / (none) (direct) / (none) (direct) / (none) google / organic MPR / cpc (direct) / (none) (direct) / (none) (direct) / (none) (direct) / (none) (direct) / (none)	unavailable unavailable unavailable (not provided) unavailable unavailable unavailable unavailable unavailable unavailable unavailable unavailable	1	\$4,500.00



Conversions  
**12**  
% of Total: 9.92% (121)

Conversion Value  
**\$45,500.00**  
% of Total: 13.04% (\$348,999.98)

Primary Dimension: Basic Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension: Keyword Path

Advanced Filter ON X edit

Include Source/Medium Path Containing cpc

and

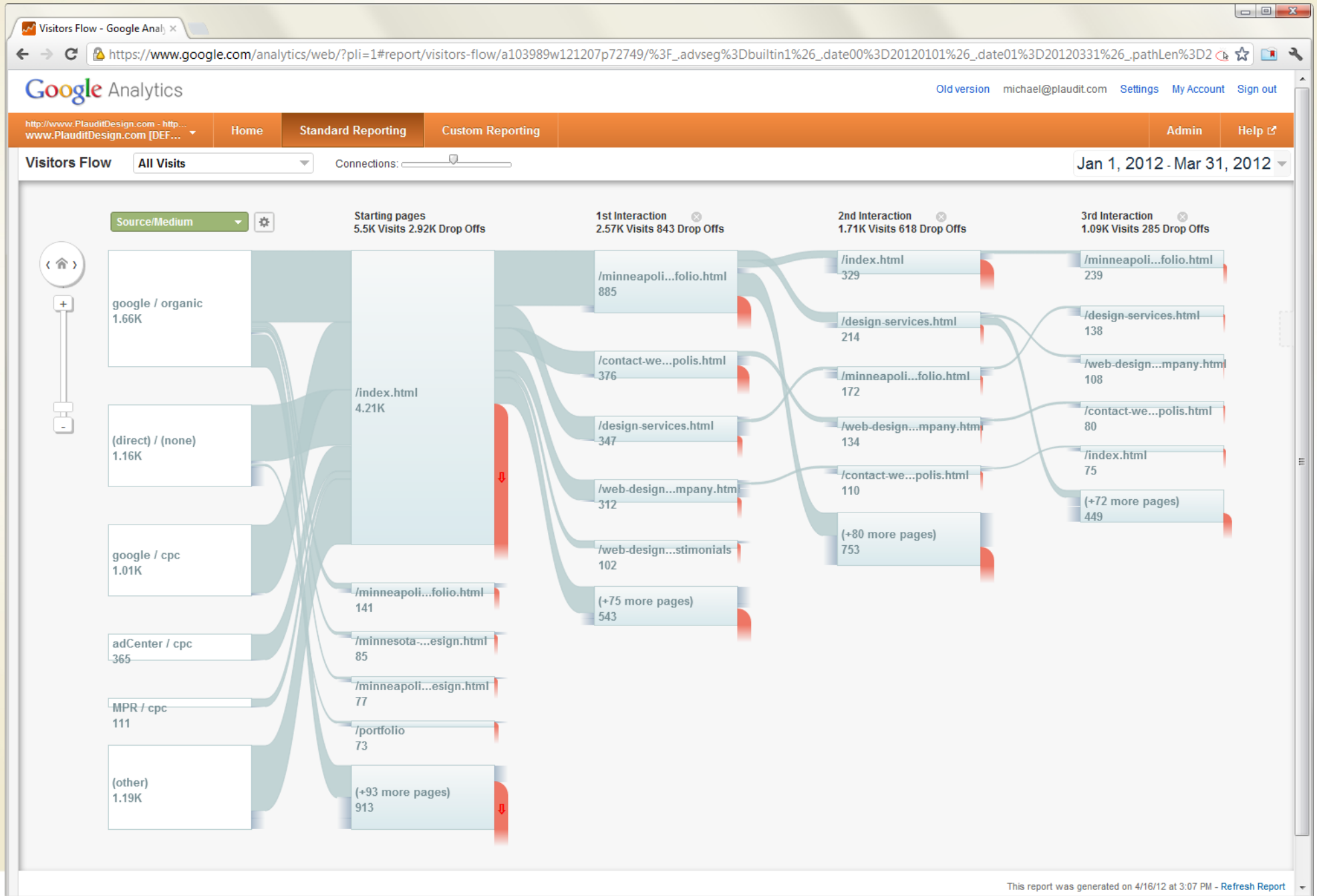
+ Add a dimension or metric

Apply cancel

	Source/Medium Path	Keyword Path	Conversions	Conversion Value
1.	google / cpc google / organic	website development (not provided)	2	\$500.00
2.	google / cpc google / cpc	+web +designers web designer	1	\$4,500.00
3.	google / cpc google / cpc google / organic	web design web design internet marketing firm minnesota	1	\$4,500.00
4.	google / cpc (direct) / (none)	web development minneapolis unavailable	1	\$4,500.00
5.	google / cpc (direct) / (none)	web designer unavailable	1	\$4,500.00
6.	google / cpc (direct) / (none)	somesite.com::Business Pages, Top center unavailable	1	\$4,500.00
7.	google / cpc google / organic	website designers creative website designers	1	\$4,500.00
8.	(direct) / (none) (direct) / (none) (direct) / (none) google / organic MPR / cpc (direct) / (none) (direct) / (none) (direct) / (none) (direct) / (none) (direct) / (none)	unavailable unavailable unavailable (not provided) unavailable unavailable unavailable unavailable unavailable unavailable unavailable unavailable	1	\$4,500.00



# Visitor Flow with Advanced Segmenting



# In-Page Analytics

In-Page Analytics - Google

https://www.google.com/analytics/web/?pli=1#report/inpage/a103989w121207p72749/%3F\_advseg%3Duser2134176997%26\_date00%3D20120101%26\_date01%3D20120331%26\_pathLen%3D...

**In-Page Analytics** Jan 1, 2012 - Mar 31, 2012

Advanced Segments | Add to Dashboard

Goal Completion > 0 3.46% of total pageviews

In-Page

Clicks with more than: 0.00%

Show bubbles Show color

plaudit DESIGN

Home 4.2% Portfolio 15% Services 5.2% About Us 22% Contact Us 50%

Contact Us Today (651) 646-0696  
Request a Free Meeting

Site Search...

Website for **Bay West**

Plaudit Design created a new website that educates users about Bay West's environmental remediation and munitions response capabilities and provides easy access to Bay West's services.

View Project Details or Contact Now

Web Design Samples

More Work

"CJES could not be more satisfied with the professionalism and expertise shown by Plaudit Design. There was never a step in the entire process where I wasn't fully informed of what was currently happening and what was to come."


~1% Clicks below ↓

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# Events: Measuring Interaction

Conference Schedule for Tv x  
www.twincitiestechpulse.com/schedule.html

Schedule Location Partners Register TWEET EMAIL

 techpulse

## 2012 Conference Schedule

Highlight sessions by topic: Management Technical Education

### Full Schedule [Print](#)

8:00 am - 8:30 am

**Registration**  
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

**Welcome Presentation & Continental Breakfast**  
Ballroom

9:00 am - 9:15 am

**Break**  
Expo Tables

9:15 am - 10:00 am

**Systems Management - The Case for an Ounce of Prevention** +  
Meeting Room 1  
Investigate the strategies and resources available to keep your computing infrastructure humming.

**Becoming an Instrument-Rated Leader** +  
Meeting Room 2  
Learn how to begin adding business metrics to their management tool box.

### Your Interests [Print](#) [Email](#)

8:00 am - 8:30 am

**Registration**  
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

**Welcome Presentation & Continental Breakfast**  
Ballroom

9:00 am - 9:15 am

**Break**  
Expo Tables

9:15 am - 10:00 am

**Website Trends and Techniques to Improve Your Marketing** -  
Meeting Room 7  
We will cut through the hype to discuss trends and techniques related to your website to improve your marketing efforts both online and

# Events: Measuring Interaction

The screenshot shows a web browser window with the URL [www.twincitiestechpulse.com/schedule.html](http://www.twincitiestechpulse.com/schedule.html). The page features the 'techpulse' logo and navigation links for 'Schedule', 'Location', 'Partners', and 'Register'. There are also 'TWEET' and 'EMAIL' buttons. The main heading is '2012 Conference Schedule'. Below this, there are filters for 'Management', 'Technical', and 'Education', with 'Management' circled in red. The page is divided into two columns: 'Full Schedule' and 'Your Interests'. The 'Full Schedule' column lists sessions from 8:00 am to 10:00 am, including 'Registration', 'Welcome Presentation & Continental Breakfast', 'Break', and two sessions: 'Systems Management - The Case for an Ounce of Prevention' and 'Becoming an Instrument-Rated Leader'. The 'Your Interests' column lists sessions from 8:00 am to 10:00 am, including 'Registration', 'Welcome Presentation & Continental Breakfast', 'Break', and 'Website Trends and Techniques to Improve Your Marketing'. The session 'Systems Management - The Case for an Ounce of Prevention' has a '+' icon circled in red, and 'Website Trends and Techniques to Improve Your Marketing' has a '-' icon circled in red.

Conference Schedule for Tv x  
www.twincitiestechpulse.com/schedule.html

Schedule Location Partners Register TWEET EMAIL

techpulse

## 2012 Conference Schedule

Highlight sessions by topic:

Management Technical Education

### Full Schedule [Print](#)

8:00 am - 8:30 am

**Registration**  
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

**Welcome Presentation & Continental Breakfast**  
Ballroom

9:00 am - 9:15 am

**Break**  
Expo Tables

9:15 am - 10:00 am

**Systems Management - The Case for an Ounce of Prevention** [+](#)  
Meeting Room 1  
Investigate the strategies and resources available to keep your computing infrastructure humming.

**Becoming an Instrument-Rated Leader** [+](#)  
Meeting Room 2  
Learn how to begin adding business metrics to their management tool box.

### Your Interests [Print](#) [Email](#)

8:00 am - 8:30 am

**Registration**  
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

**Welcome Presentation & Continental Breakfast**  
Ballroom

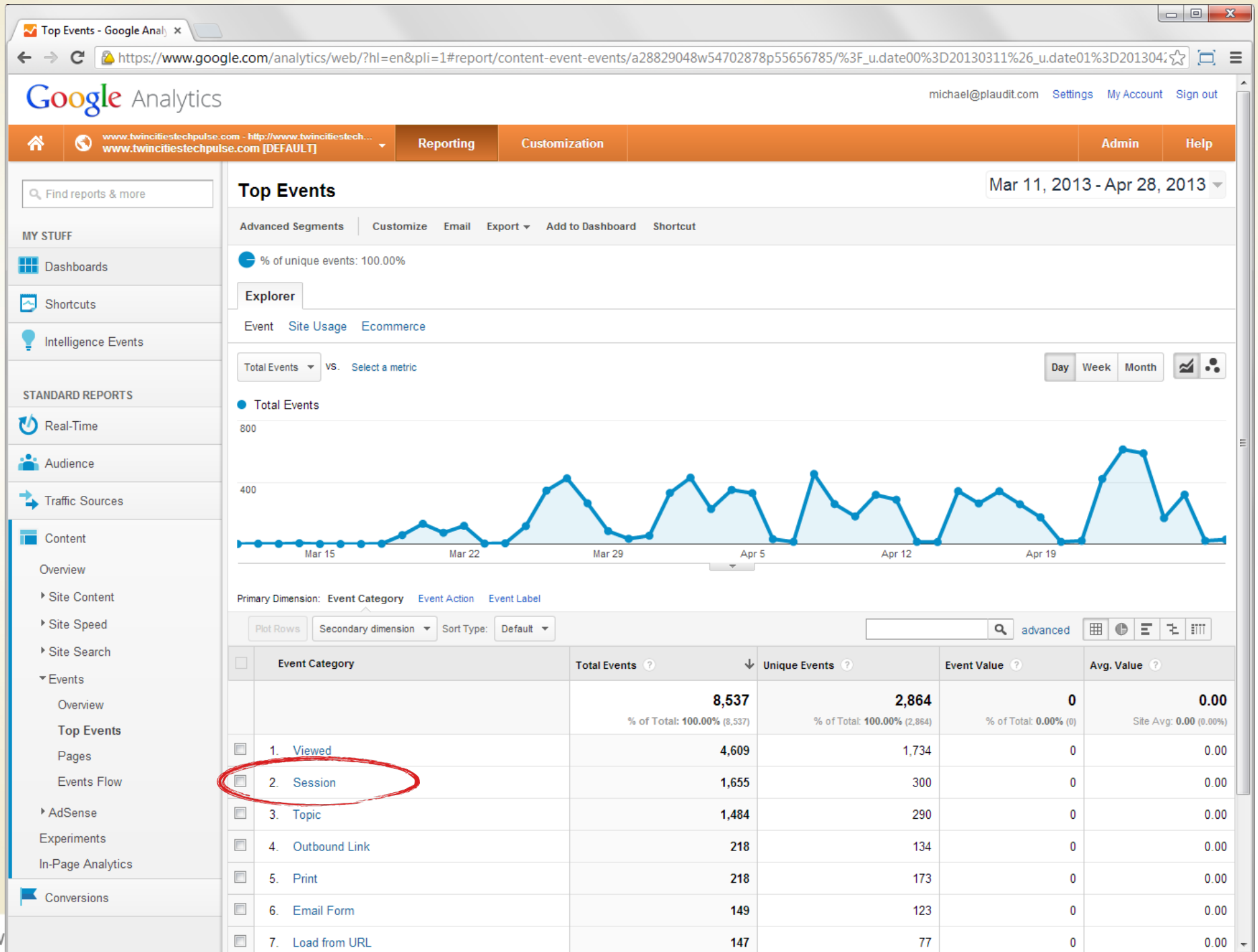
9:00 am - 9:15 am

**Break**  
Expo Tables

9:15 am - 10:00 am

**Website Trends and Techniques to Improve Your Marketing** [-](#)  
Meeting Room 7  
We will cut through the hype to discuss trends and techniques related to your website to improve your marketing efforts both online and

# Top Events



# Top Events

Top Events - Google Analy x  
https://www.google.com/analytics/web/?hl=en&pli=1#report/content-event-events/a28829048w54702878p55656785/%3F\_u.date00%3D20130311%26\_u.date01%3D201304:☆

Google Analytics michael@plaudit.com Settings My Account Sign out

Reporting Customization Admin Help

www.twinciestechpulse.com - http://www.twinciestechpulse.com [DEFAULT]

Find reports & more

MY STUFF  
Dashboards  
Shortcuts  
Intelligence Events

STANDARD REPORTS  
Real-Time  
Audience  
Traffic Sources  
Content  
Overview  
Site Content  
Site Speed  
Site Search  
Events  
Overview  
Top Events  
Pages  
Events Flow  
AdSense  
Experiments  
In-Page Analytics  
Conversions

## Top Events

Mar 11, 2013 - Apr 28, 2013

ALL » EVENT CATEGORY: Session

Advanced Segments Customize Email Export Add to Dashboard Shortcut

% of unique events: 10.47%

Explorer  
Event Site Usage Ecommerce

Total Events vs. Select a metric

Day Week Month

Monday, March 18, 2013  
Total Events: 0

Primary Dimension: Event Action Event Label Other

Plot Rows Secondary dimension Sort Type: Default

Event Action	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
	1,655 % of Total: 19.39% (8,537)	434 % of Total: 15.15% (2,864)	0 % of Total: 0.00% (0)	0.00 Site Avg: 0.00 (0.00%)
1. Added	1,365	298	0	0.00
2. Removed	290	136	0	0.00

Show rows: 10 Go to: 1 1 - 2 of 2

This report was generated on 6/19/13 at 2:44:59 PM - Refresh Report

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# Top Events

Top Events - Google Analytics

https://www.google.com/analytics/web/?hl=en&pli=1#report/content-event-events/a28829048w54702878p55656785/%3F\_u.date00%3D20130311%26\_u.date01%3D201304...

Reporting Customization Admin Help

Find reports & more

MY STUFF

- Dashboards
- Shortcuts
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
- Traffic Sources
- Content
  - Overview
  - Site Content
  - Site Speed
  - Site Search
  - Events
    - Overview
    - Top Events**
    - Pages
    - Events Flow
  - AdSense
  - Experiments
  - In-Page Analytics
- Conversions

## Top Events

ALL » EVENT CATEGORY: Session » EVENT ACTION: Added

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

% of unique events: 10.41%

Explorer

Event Site Usage Ecommerce

Total Events vs. Select a metric

Day Week Month

Primary Dimension: Event Label Other

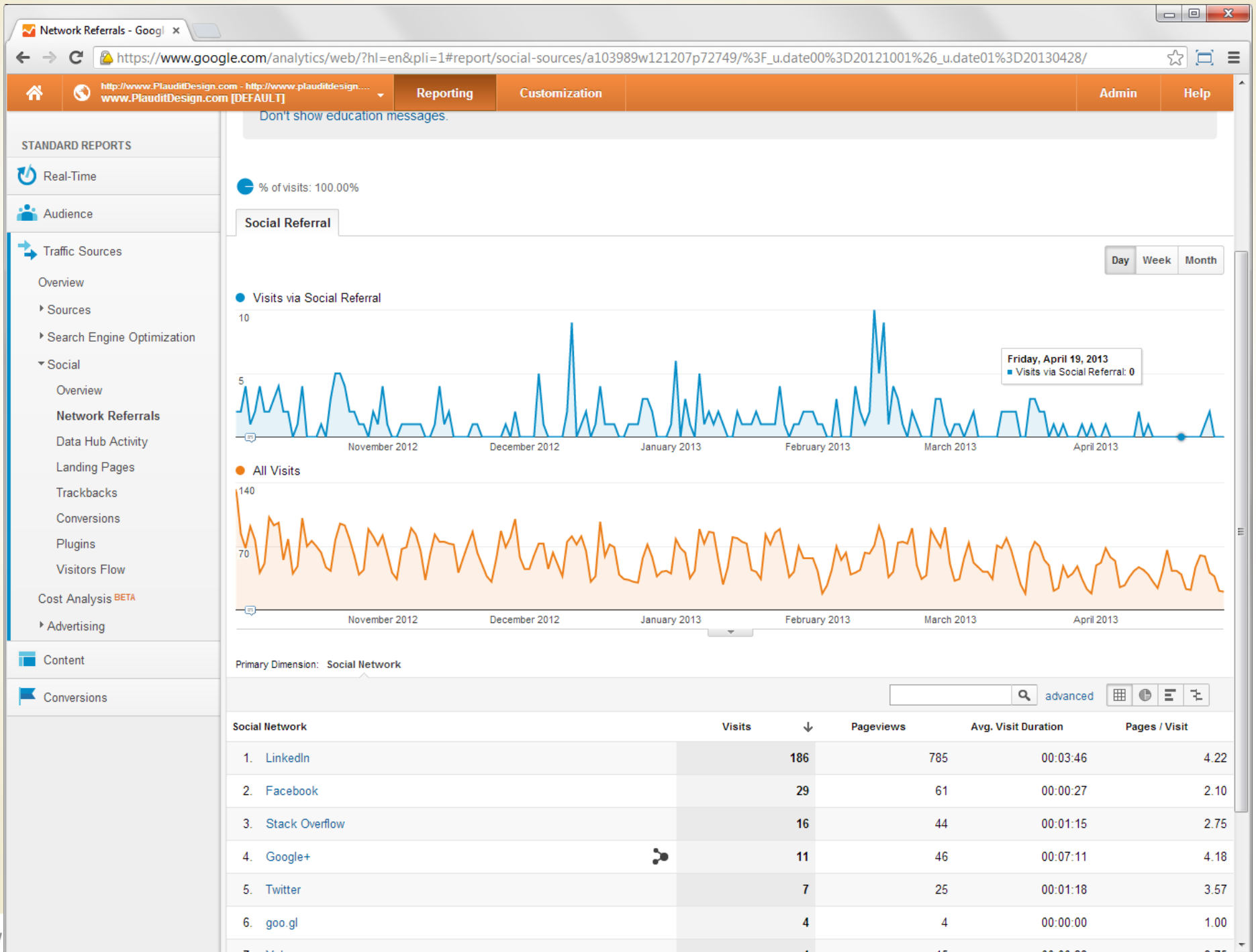
Plot Rows Secondary dimension Sort Type: Default

Event Label	Total Events	Unique Events	Event Value	Avg. Value
	<b>1,365</b> % of Total: 15.99% (8,537)	<b>1,276</b> % of Total: 44.55% (2,864)	<b>0</b> % of Total: 0.00% (0)	<b>0.00</b> Site Avg: 0.00 (0.00%)
1. welcome-to-the-paradigm-of-tablet-computing	109	99	0	0.00
2. future-of-small-business-technology	71	67	0	0.00
3. goals-to-reach	69	67	0	0.00
4. make-a-difference	69	57	0	0.00
5. optimizing-your-workflow-with-outlook-1	66	62	0	0.00
6. welcome-to-the-paradigm-2	65	57	0	0.00
7. spontaneous-combustion-communication-skills	61	55	0	0.00
8. truth-about-information-security	60	55	0	0.00
9. multitasking	58	56	0	0.00

And much,  
much more...



# Social



# AdWords > Campaigns

AdWords Campaigns - Go x
https://www.google.com/analytics/web/?hl=en&pli=1#report/advertising-adwords-campaigns/a103989w121207p72749/%3F\_u.date00%3D20121001%26\_u.date01%3D20131

Reporting Customization Admin Help

Oct 1, 2012 - Apr 28, 2013

## AdWords Campaigns

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

All Desktop Mobile Tablet

% of visits: 13.92%

Explorer

Site Usage | Goal Set 1 | Goal Set 2 | Ecommerce | Clicks

Visits vs. Select a metric

Day Week Month

Primary Dimension: Campaign | Ad Group

Plot Rows | Secondary dimension | Sort Type: Default

<input type="checkbox"/>	Campaign	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?	Goal Completions ?	Revenue ?
		<b>1,683</b> <small>% of Total: 13.92% (12,092)</small>	<b>2.75</b> <small>Site Avg: 2.96 (-7.03%)</small>	<b>00:01:34</b> <small>Site Avg: 00:01:58 (-20.30%)</small>	<b>71.66%</b> <small>Site Avg: 78.47% (-8.68%)</small>	<b>54.19%</b> <small>Site Avg: 48.56% (11.59%)</small>	<b>28</b> <small>% of Total: 10.65% (263)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
<input checked="" type="checkbox"/>	1. Search: Web Design - Twin Cities (25mi)	1,257	2.68	00:01:21	67.78%	54.65%	24	\$0.00
<input checked="" type="checkbox"/>	2. Search: Web Development - Twin Cities (25mi)	196	3.58	00:01:07	83.16%	41.33%	1	\$0.00
<input checked="" type="checkbox"/>	3. Network: Image Ad (web design and IM) (20mi, CPM)	181	2.44	00:03:19	90.06%	70.72%	2	\$0.00
<input checked="" type="checkbox"/>	4. Network: Image Ad, Target Audience (web design and IM) (40mi, CPM)	26	3.15	00:04:00	30.77%	19.23%	0	\$0.00
<input checked="" type="checkbox"/>	5. Search: Job Opening (40 mi)	19	1.95	00:00:56	84.21%	42.11%	1	\$0.00
<input checked="" type="checkbox"/>	6. (not set)	4	1.25	00:00:04	100.00%	75.00%	0	\$0.00

# Scheduled Email Reports

The screenshot shows the Google Analytics interface with a modal dialog box for scheduling an email report. The dialog box is titled "Email Report: My Dashboard" and contains the following fields and options:

- From:** michael@plaudit.com
- To:** [Empty text input field]
- Subject:** My Dashboard
- Attachments:** PDF icon and a button labeled "MY DASHBOARD"
- Frequency:** Weekly (dropdown menu)
- Day of Week:** S M T W T F S (radio buttons, with 'M' selected)
- ADVANCED OPTIONS:** [Expanded section with empty text area]
- Buttons:** Send, Cancel

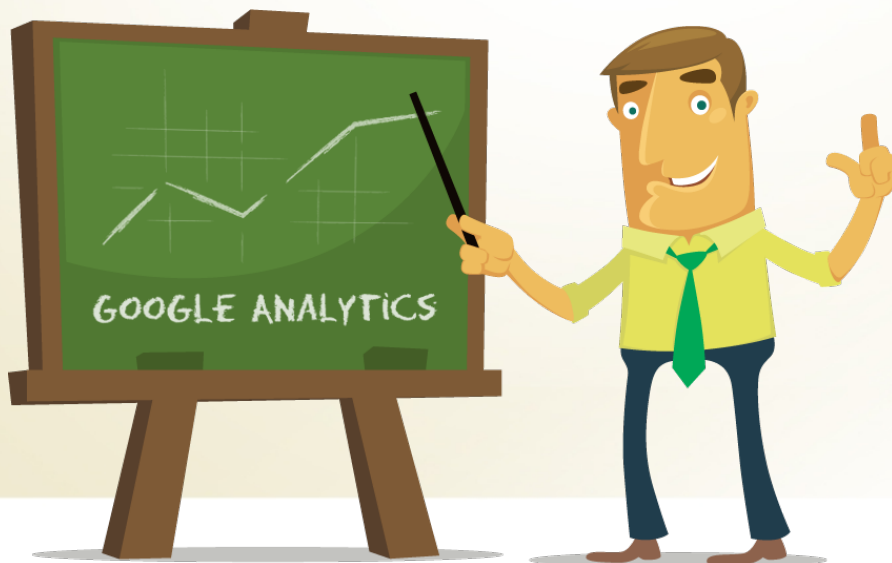
The background dashboard shows the "My Dashboard" view for the period "Oct 1, 2012 - Apr 28, 2013". Key components include:

- Left Sidebar:** Navigation menu with sections "MY STUFF" (Dashboards, My Dashboard, Shortcuts, Intelligence Events) and "STANDARD REPORTS" (Real-Time, Audience, Traffic Sources, Content, Conversions).
- Main Content Area:**
  - New Visits:** Line chart showing daily fluctuations.
  - Visits:** World map showing geographic distribution of visits.
  - Visits by Browser:** Table listing browser types and their corresponding visit counts.
  - Bounce Rate:** Line chart showing the percentage of visitors who leave the site without interacting.
  - Avg. Visit Duration and Pages / Visit:** Line chart showing average time spent and pages viewed per visit.

- Many more
- E-commerce transactions
- Site speed
- Real-time reports
- Segmenting
- Content experiments and A/B testing
- Custom reports

# Closing thoughts...

- We covered a lot
- Lots of the value is easily accessible
- While other reports take advanced knowledge
- Extremely powerful business tool when implemented within a professional process



# Questions?

[Plaudit.com/NRECA-GA](http://Plaudit.com/NRECA-GA)

[charles@plaudit.com](mailto:charles@plaudit.com)

