

Example Website

Data From Google Analytics

Unique users who visited  
**2,931**  
↑ 31.6%

Sessions (Visits)  
**3,290**  
↑ 25.4%

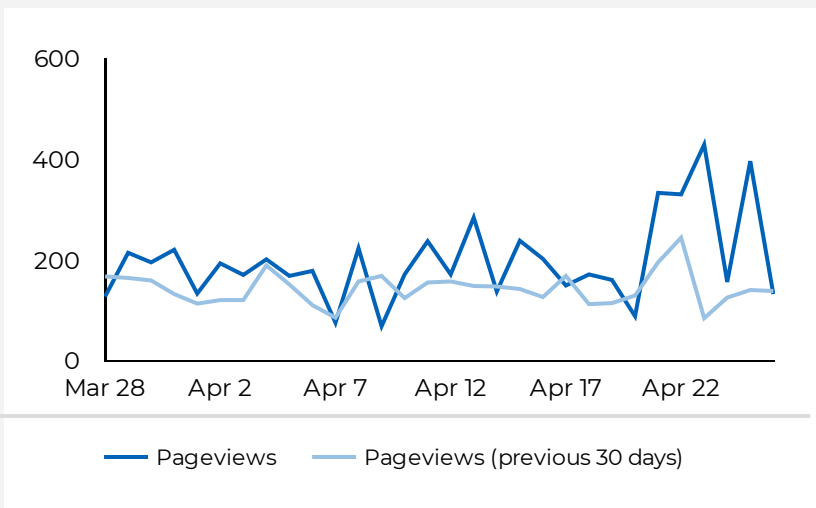
Pageviews (Pages visited)  
**5,979**  
↑ 38.6%

Bounce (left from same page)  
**72.7%**  
↓ -12.1%

Time on Page  
**40:32:51**  
↑ 7.8%

The bounce rate should be 60% or less. If it is high you are either misleading visitors or not giving them somewhere to go. If the time on page is 2 - 3 minutes don't worry about the bounce rate.

How are page views trending?



What pages are getting the most views?

Goal: Lead people to important pages with cross-linking.

Page	Pageviews	Bounce Rate
/	3,115	75.06%
/sunflair-solar-oven-access...	574	65.57%
/solar-oven-recipes/	207	56.25%
/product/deluxe-solar-oven...	183	55%
/product/mini-solar-oven-k...	141	35.71%
/turmeric-ginger-cinnamo...	123	75.79%
/product/standard-solar-ov...	113	83.33%
/hearty-sun-bread/	92	60.34%
/sunflair-retailers/	79	100%
/sunflair-solar-oven-access...	77	45.28%

What keywords were used to find you?

Keyword	Users	Pageviews
bulgur wheat solar ov...	1	2
wapi sunflair	1	1
hard cooked eggs in s...	1	1

Where are people coming from?

Organic, Referral, Paid & Social are examples of Medium.

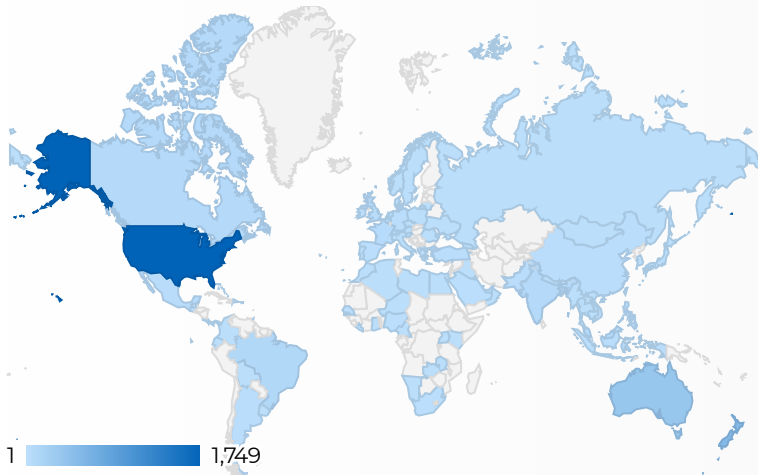
Source/Medium	Pageviews
google/cpc	2,842
google/organic	1,900
(direct)/(none)	536
tinyhouseblog.com/referral	127
bing/organic	114
thetinylife.com/referral	80
yahoo/organic	60
facebook.com/referral	44

What type of device are people using?

Bounce rate can tell you if your design needs modifying..

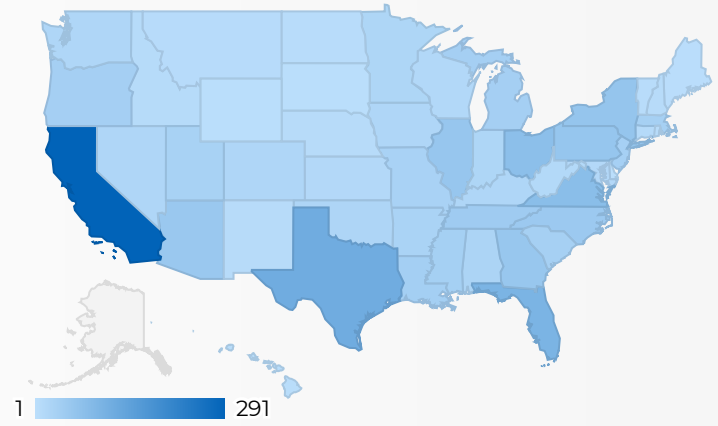
Device Category	Users	Bounce R...
mobile	2,214	77.36%
desktop	547	60.13%
tablet	170	53.51%

## What are the top locations?



Country	Sessions	Pageviews
United States	1,749	
New Zealand	509	
Australia	330	
Brazil	83	
Malaysia	61	
India	61	
Canada	58	
Singapore	38	
France	38	

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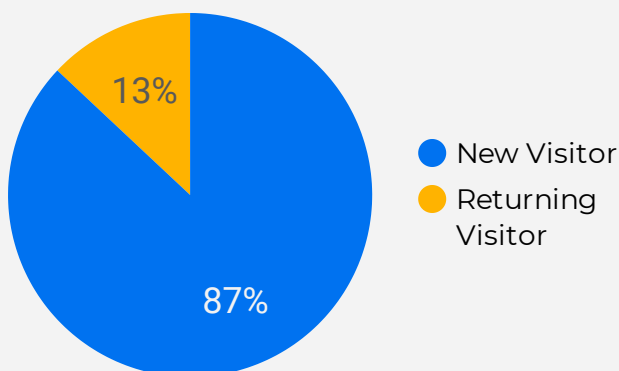


Region	Sessions	Pageviews
California	291	
Auckland	239	
Texas	149	
Victoria	118	
(not set)	109	
Florida	101	
New South Wales	94	
Virginia	77	
Ohio	75	

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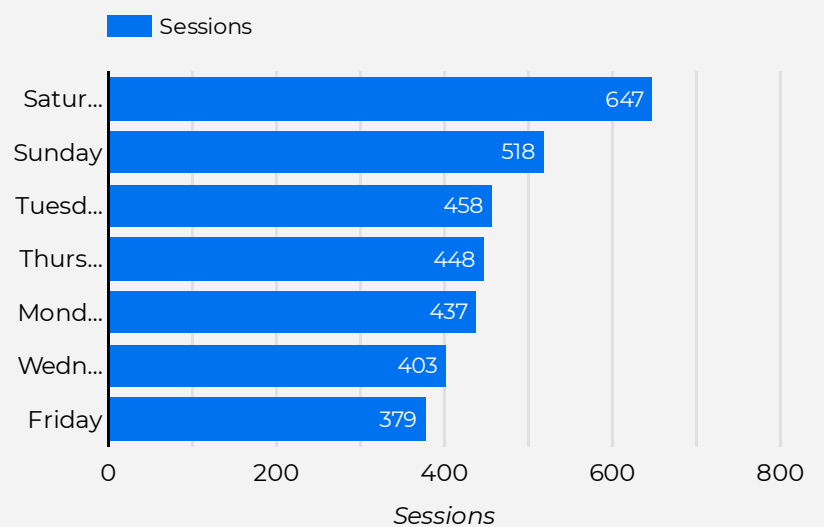
## New vs. Returning Visitors

Returning visitors tell you you are producing information people find helpful.



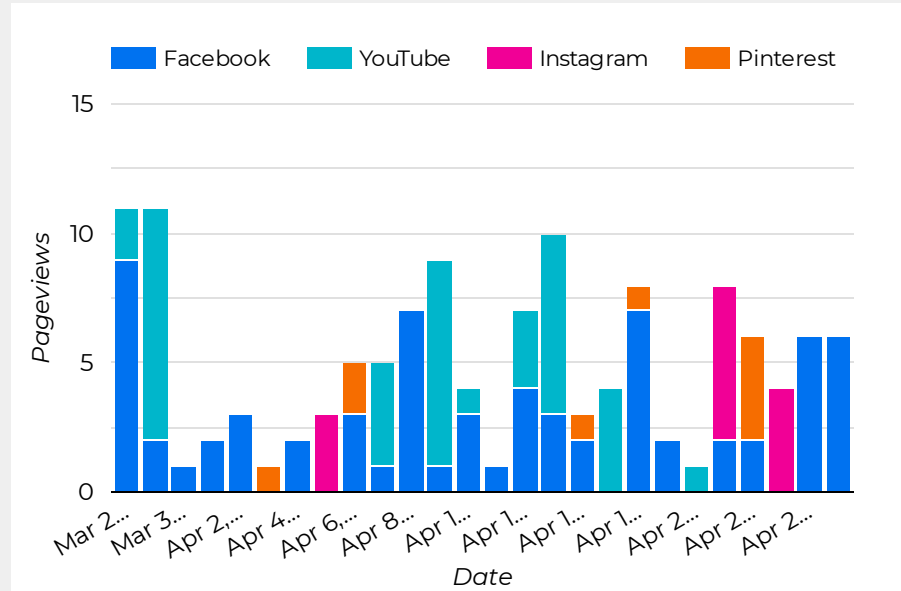
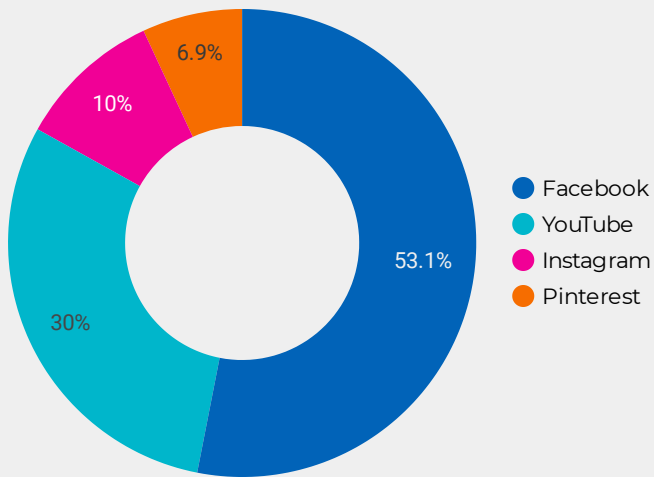
## Sessions by Day of the Week

This can help you time information going out to your website visitors.



## Which social network channels are driving traffic to your website?

The bar chart can show how this data is trending.



Transactions  
**1**

Ecommerce Conversion Rate  
**0.03%**

Revenue  
**\$139.99**

Avg. Order Value  
**\$139.99**

## Where is your product revenue coming from?

Find out what platform and devices are driving revenue for your website and take advantage of those funnels.

Source / Medium	Product Revenue
1. bing/organic	\$139.99

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Device Category	Sessions	Product Revenue
mobile	2,478	\$0
desktop	627	\$139.99
tablet	185	\$0

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City	Ecommerce Conversion Rate
Eden Prairie	25%
Mount Lebanon	0%
Akre	0%
Houston	0%
Hampton	0%
Troy	0%
Coamo	0%
Nashville	0%
Formiga	0%
Palembang	0%

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