

Google Analytics Report

August 2018

Supplied by:



On the website:

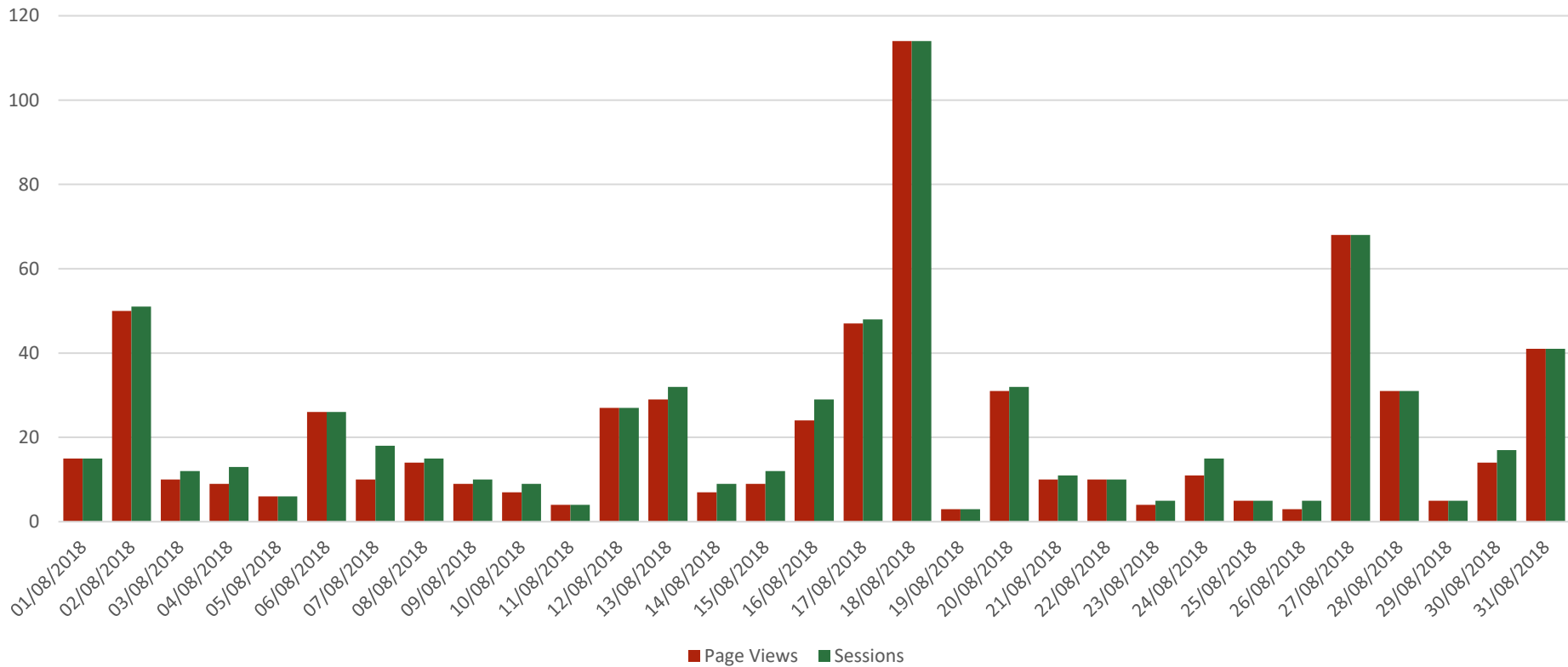
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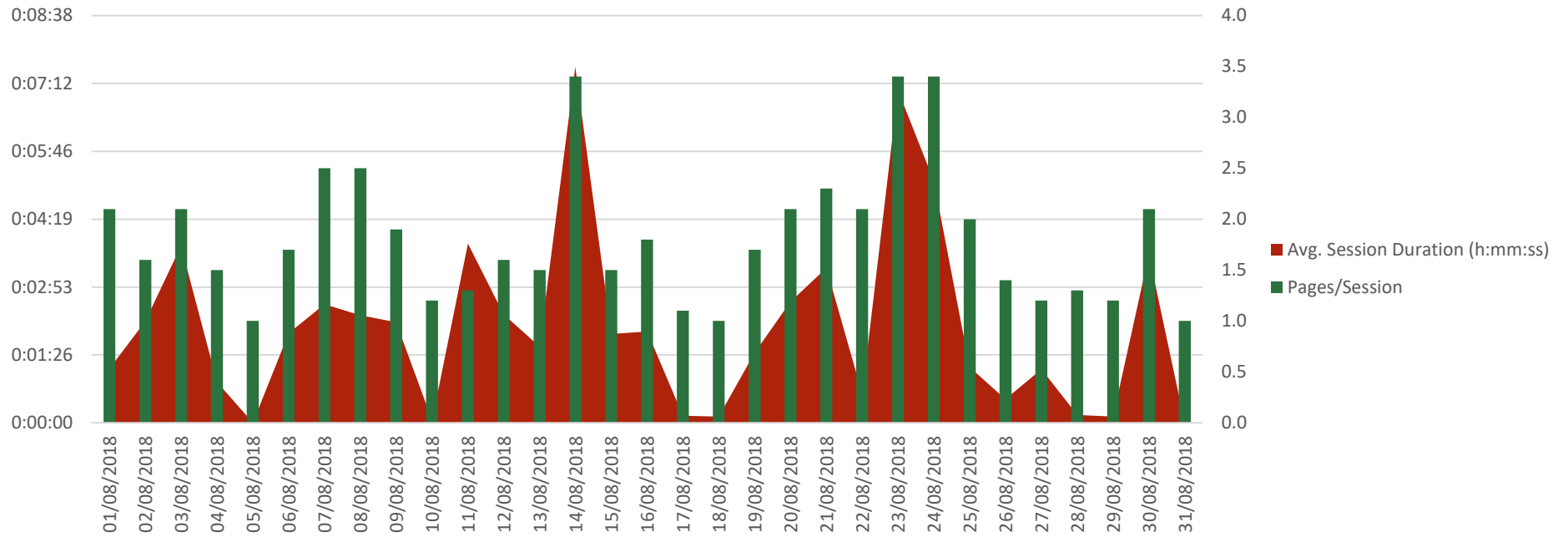
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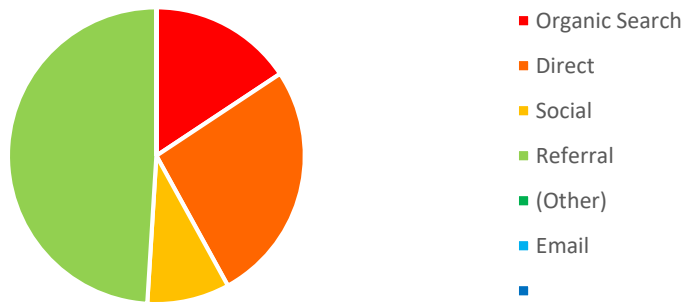
Page Views & Sessions - August 2018



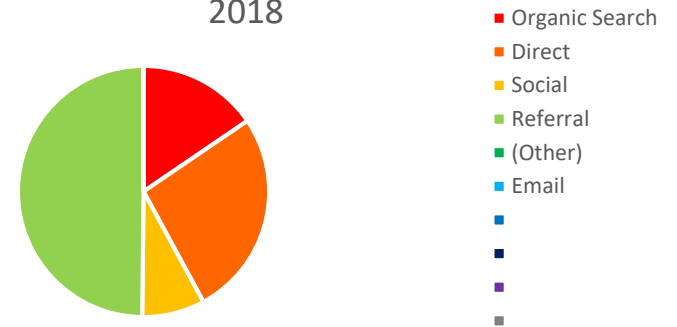
Ave Session Duration & Pages/Session - August 2018



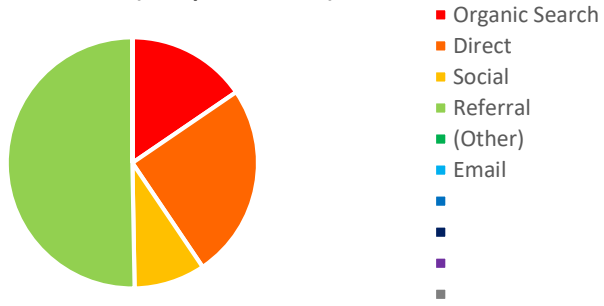
Acquisition of Users - Breakdown for Aug 2018



Acquisition of New Users - Breakdown for Aug 2018

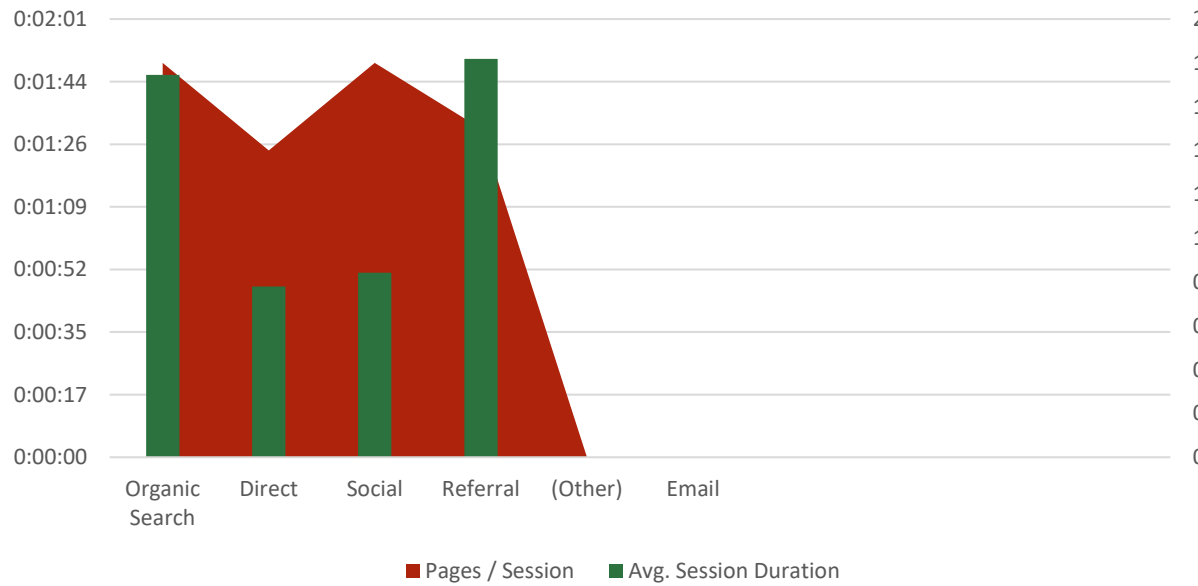


Sessions - Breakdown for Aug 2018
(Acquisitions)

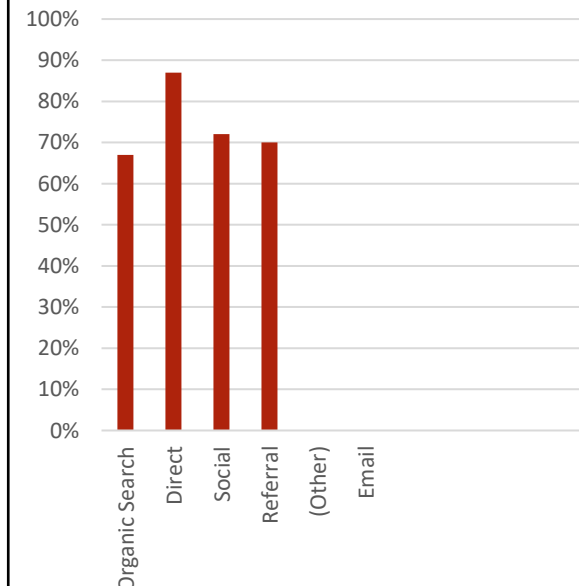


Acquisition Source	Users	New Users	Sessions
Organic Search	96	92	108
Direct	161	158	175
Social	55	48	64
Referral	300	296	351
(Other)			
Email			

Pages / Session and Avg. Session Duration - Breakdown for Aug 2018 (Acquisitions)



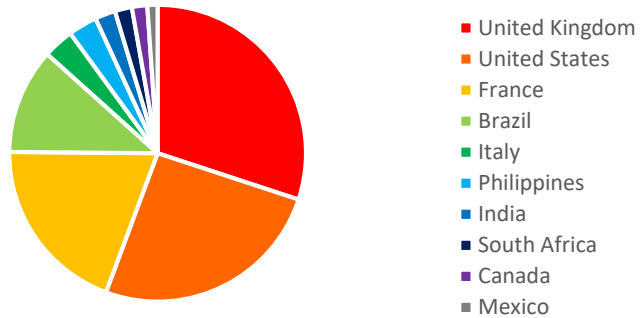
Acquisition Bounce Rate - Breakdown for Aug 2018



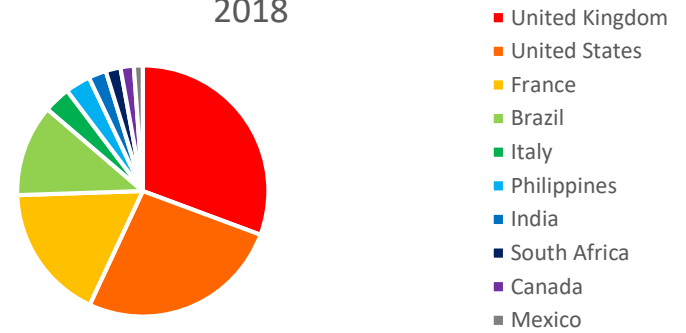
Statistics by Location of User

This is based on the top countries for each month. The countries in the top 10 may change from month to month, but the overall top 10 will show on the annual report.

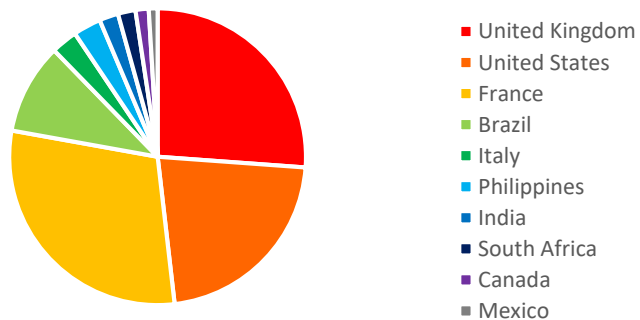
Location of Users - Breakdown for Aug 2018



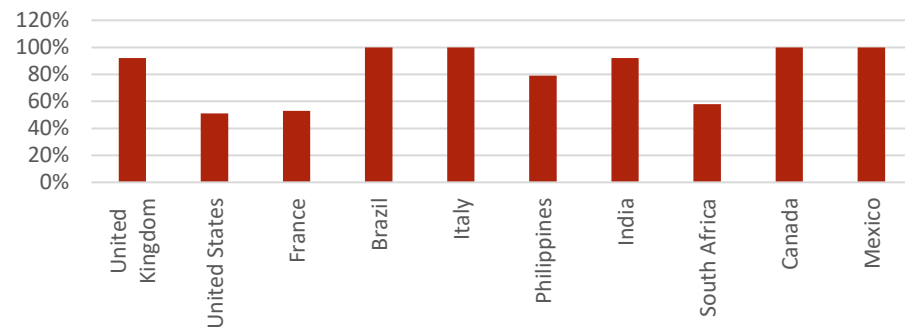
Location of New Users - Breakdown for Aug 2018



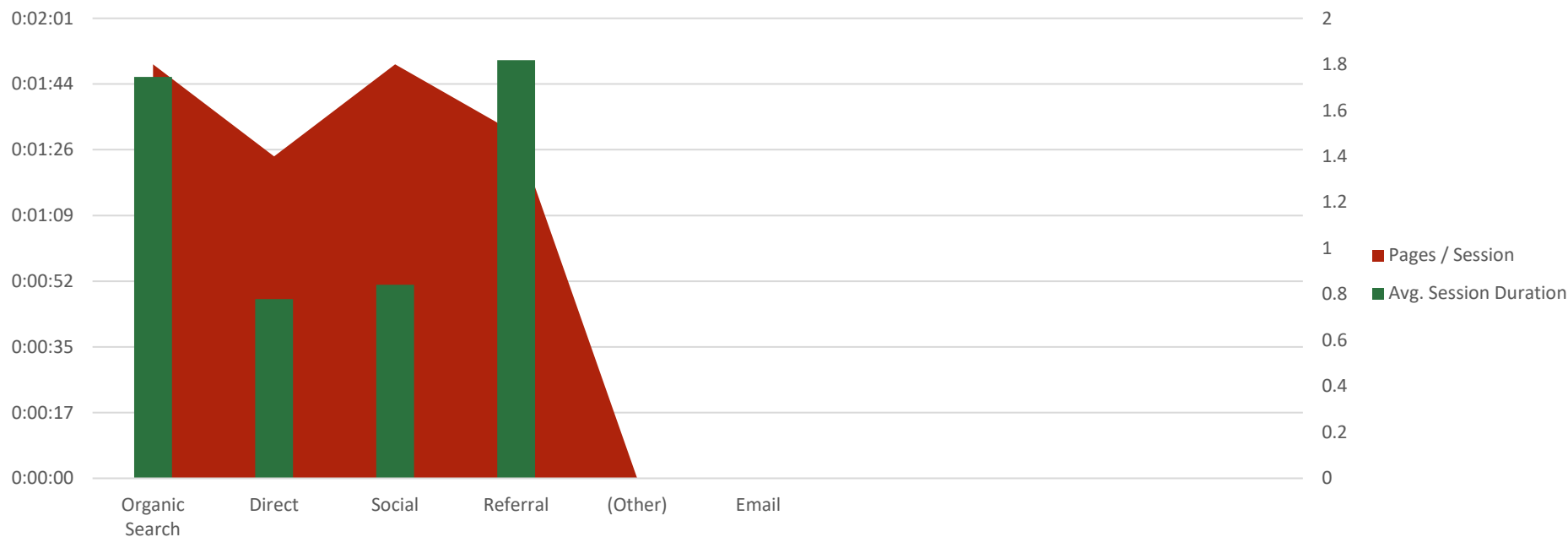
Sessions - Breakdown for Aug 2018 (Location)



Location Bounce Rate - Breakdown for Aug 2018



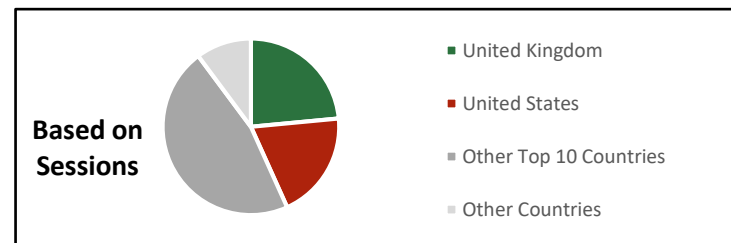
Pages / Session and Avg. Session Duration - Breakdown for Aug 2018 (Acquisitions)



Top 10 Locations	Users	New Users	Sessions
United Kingdom	162	161	164
United States	138	138	138
France	105	92	186
Brazil	62	62	62
Italy	18	18	18
Philippines	17	17	19
India	12	12	13
South Africa	10	10	12
Canada	9	9	9
Mexico	6	6	6

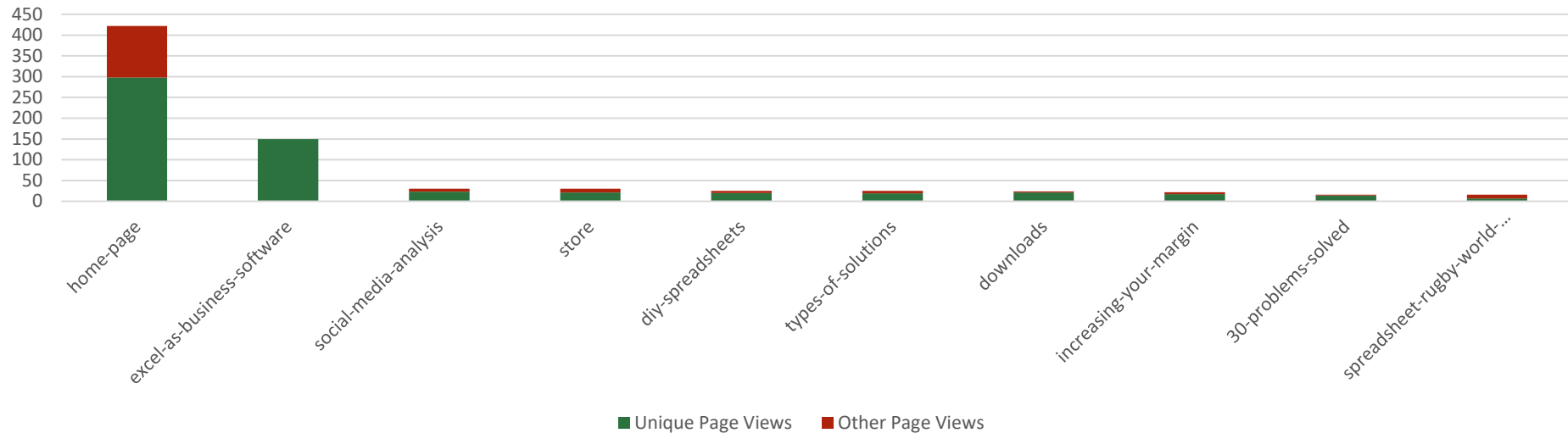
Your Selected Countries to Monitor	
1	United Kingdom
2	United States

Please advise if you wish to change either of the monitored countries



Statistics of 10 Top Site Pages

Unique Page Views and Other Page Views - Breakdown of Top 10 Web Pages for Aug 2018

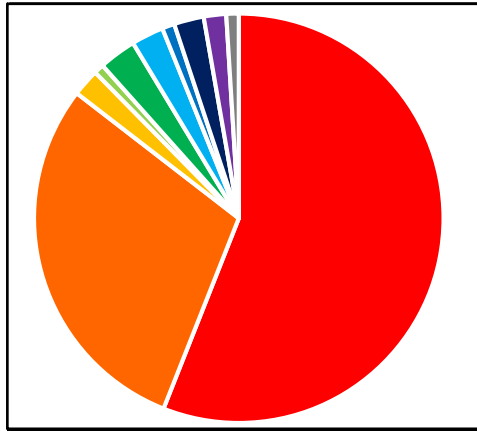


Top 10 Web Pages	Page Views	Unique Page Views	Avg. Time on Page	Page Views	Bounce Rate	% Exit
home-page	422	298	0:02:44	285	51%	54%
excel-as-business-software	150	150	0:00:00	150	100%	100%
social-media-analysis	30	23	0:06:30	11	82%	53%
store	30	21	0:02:31	4	75%	30%
diy-spreadsheets	25	20	0:02:35	15	80%	64%
types-of-solutions	25	19	0:04:36	13	62%	52%
downloads	24	21	0:02:15	5	80%	54%
increasing-your-margin	22	17	0:01:38	12	58%	59%
30-problems-solved	16	14	0:01:36	9	89%	50%
spreadsheet-rugby-world-cup-game	16	7	0:01:59	5	40%	44%

Entrances - Breakdown for Top 10 Pages for

Avg. Time on Page - Breakdown for Aug

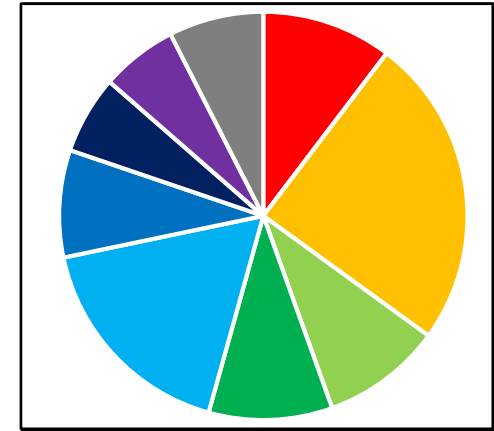
Aug 2018



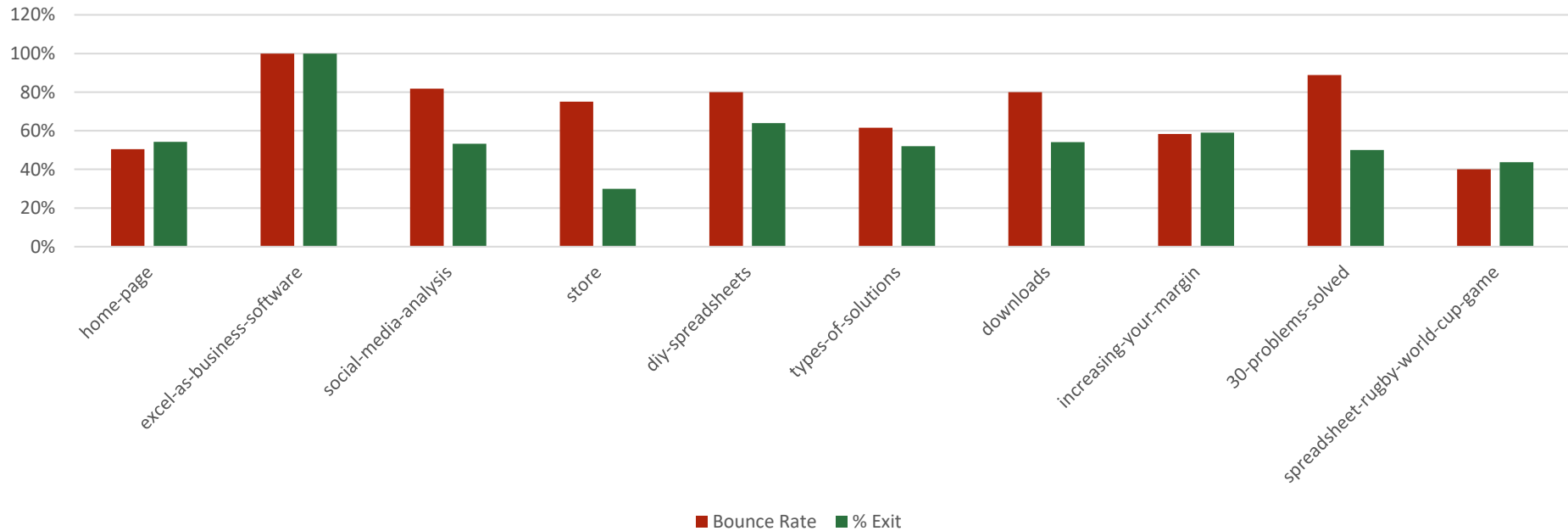
Colour Key for Both Charts

■	home-page
■	excel-as-business-software
■	social-media-analysis
■	store
■	diy-spreadsheets
■	types-of-solutions
■	downloads
■	increasing-your-margin
■	30-problems-solved
■	spreadsheet-rugby-world-cup-game

2018 (Top 10 Pages)

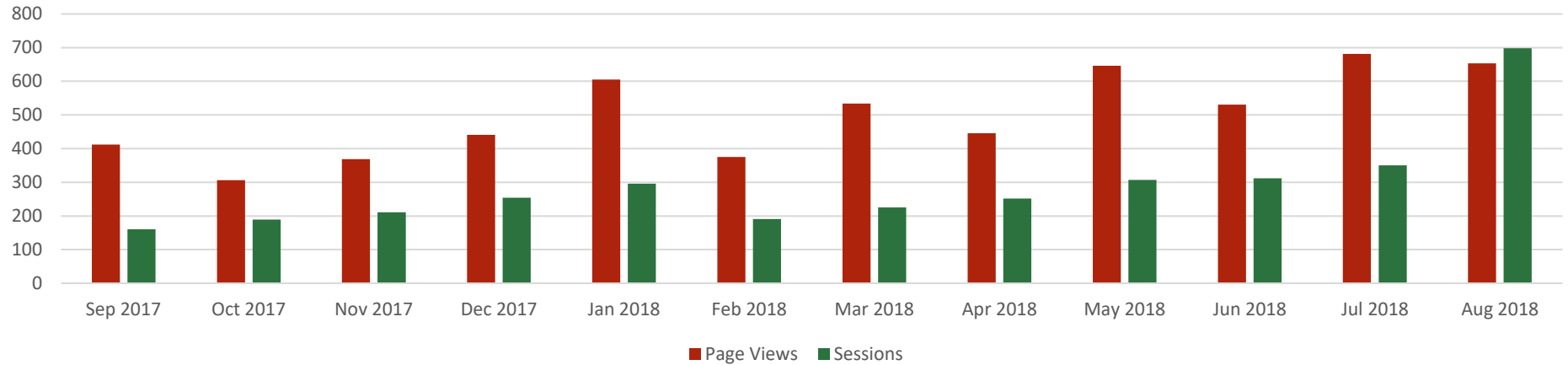


Bounce Rate and % Exit - Breakdown for Aug 2018 (top 10 Pages)

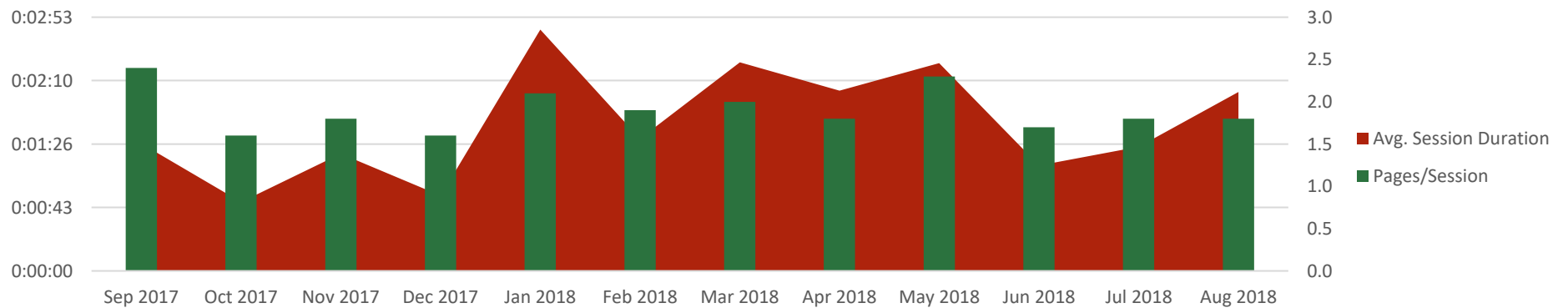


Statistics for Previous 12 Months (where data has been collected)

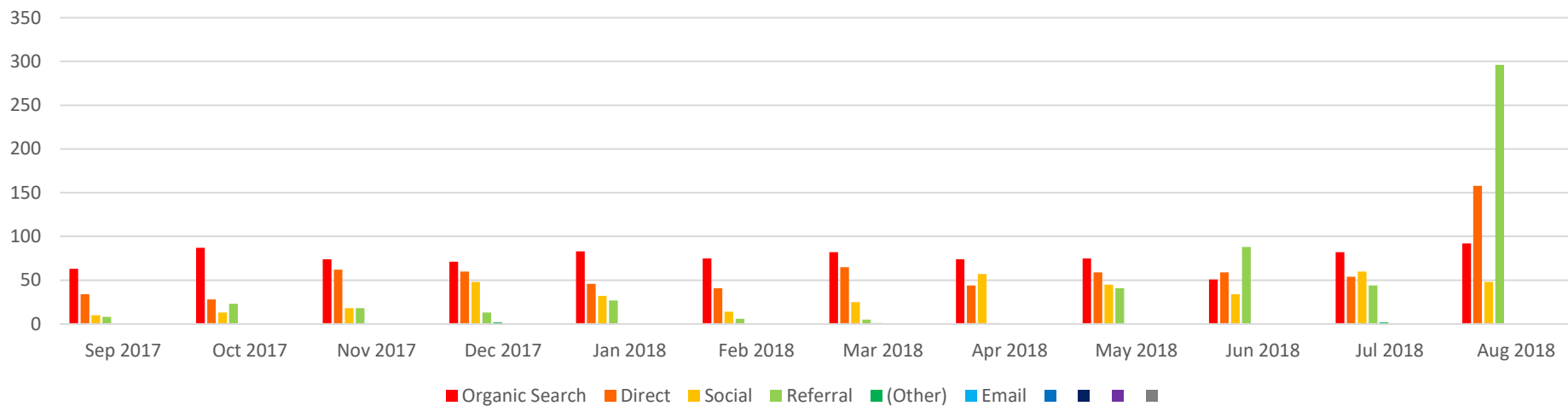
Comparison over a 12 Month Period - Total Page Views & Sessions



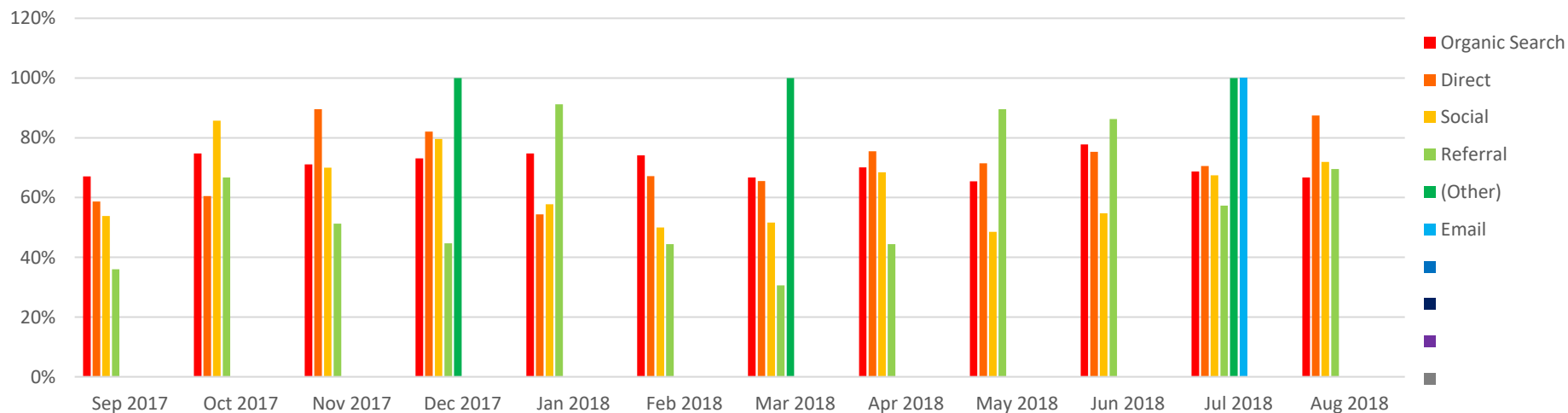
Comparison over a 12 Month Period - Ave. Session Duration & Pages/Session



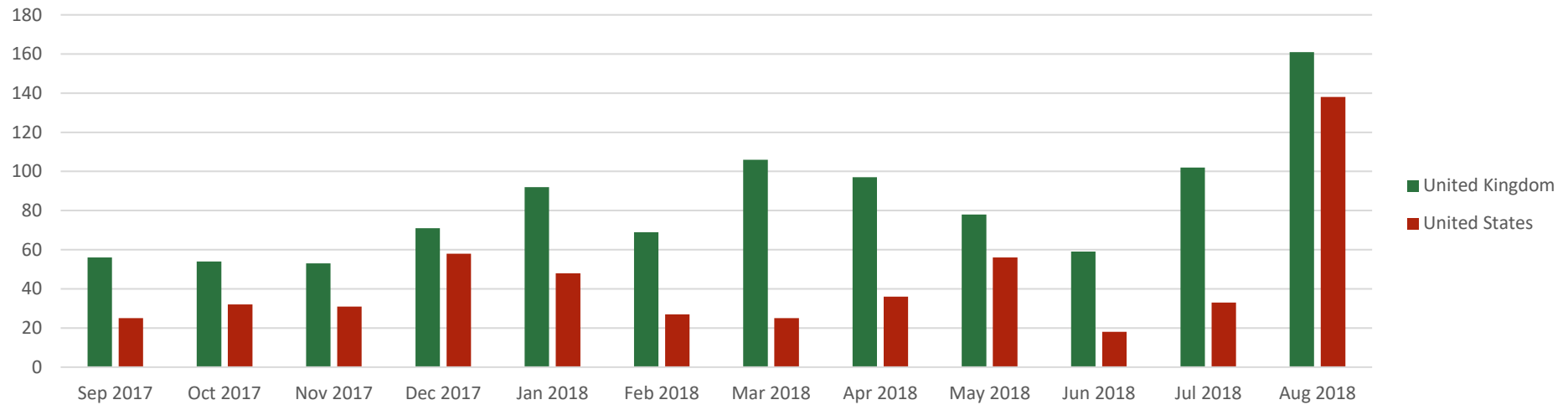
Comparison over a 12 Month Period - New Users by Acquisition



Comparison over a 12 Month Period - Bounce Rate by Acquisition

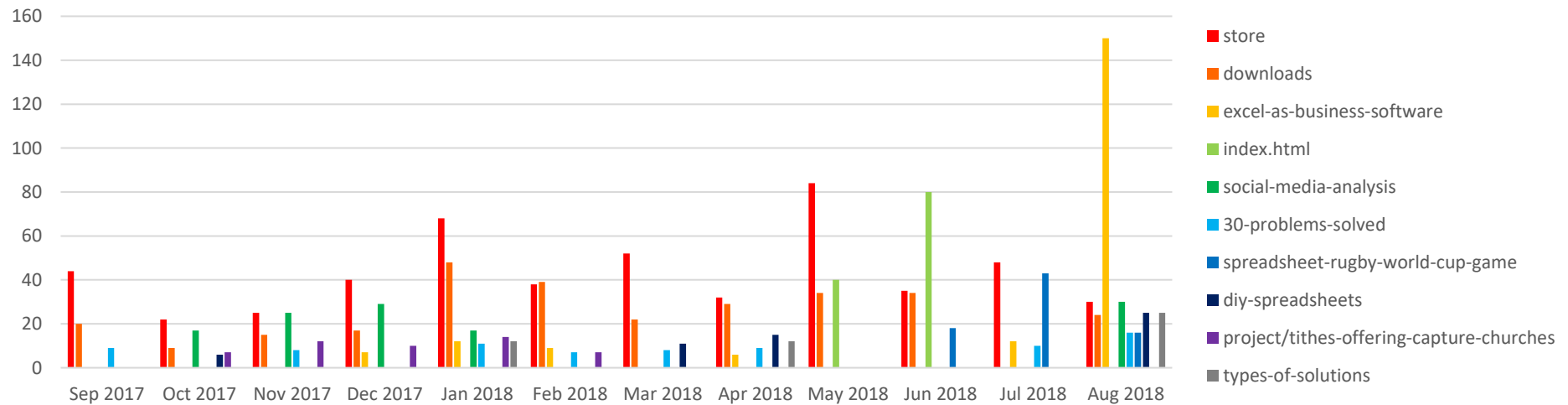


New Users Over a 12 Month Period - United Kingdom and United States

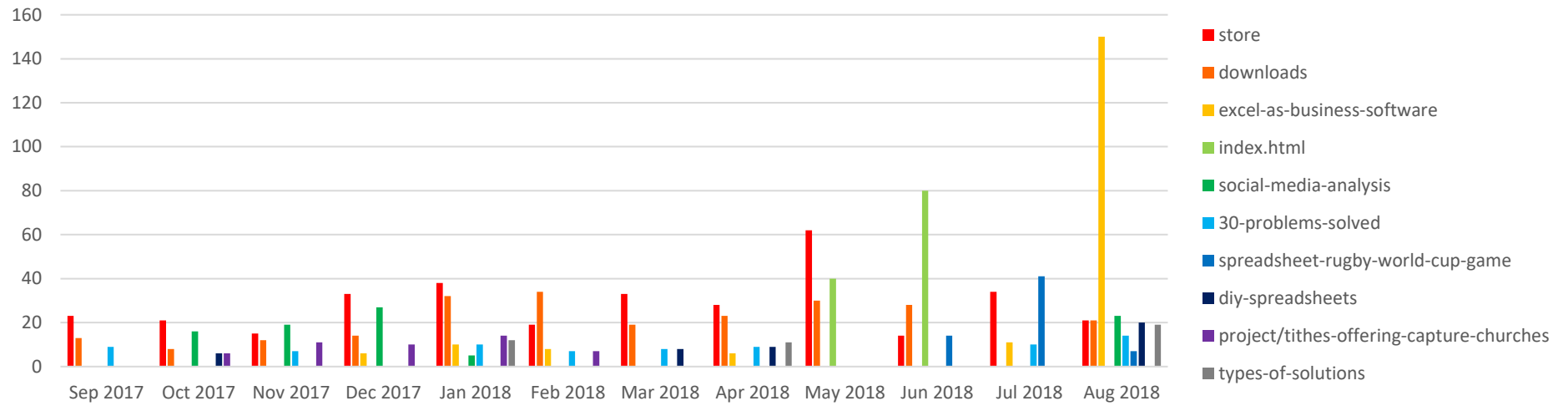


Any months where data was captured, but the selected country was NOT in the top 10 list, the value will show as 0.

Top 10 Pages (Exc. Home Page) Comparison over a 12 Month Period - Page Views

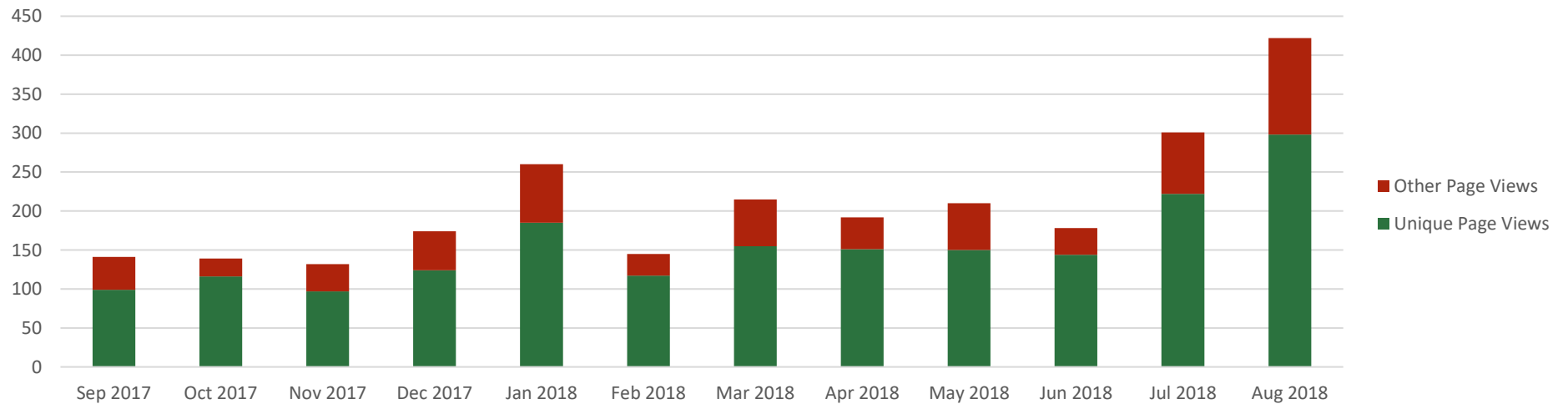


Top 10 Pages (Exc. Home Page) Comparison over a 12 Month Period - Unique Page Views



The top 10 pages are determined by the top 10 over the 12 month period, but each month will only show a value if that page was in the top 10 for that individual month.

Home Page Views Comparison over a 12 Month Period - Unique Page Views v Other Page Views

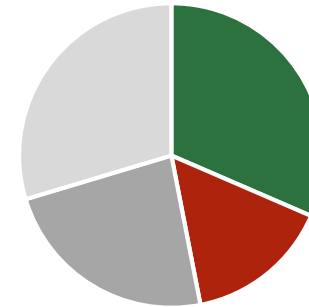


Pageviews per Month



■ Sep 2017 ■ Oct 2017 ■ Nov 2017 ■ Dec 2017 ■ Jan 2018 ■ Feb 2018
■ Mar 2018 ■ Apr 2018 ■ May 2018 ■ Jun 2018 ■ Jul 2018 ■ Aug 2018

Annual Breakdown of Chosen Locations -
Based on Users and Sessions



■ United Kingdom ■ United States ■ Other Top 10 Countries ■ Other Countries

Terms used on this spreadsheet

Acquisition

You can understand how people find your website. This shows you how users find your site, and gives you an idea as to what type of website they would have come from to find your website.

Average Session Duration

If you had two users, one that spent 3 minutes on your website and another that spent 1 minute, then you would have an average session duration of 2 minutes. Google Analytics does not count time for the last page viewed during a session. This means that average session duration will tend to be less than it actually is.

Bounce

A bounce is reported when a user's session only contains a single pageview. The name comes from the fact that someone comes to your website and they 'bounce' away and leave after only viewing one page.

Bounce Rate

Bounce rate is the percentage of sessions with a single pageview. This may or may not be good or bad, depending on the layout of your website. If people can find all they need on one page, this is not an issue.

Entrance

The first page that someone views during a session is known as an entrance.

Exit

The last page that someone views during a session is known as an exit. The page they 'exit' your website from.

New User

People that visit your website for the first time in the selected date range. This is based on stored cookies, so if someone clears their cookies, they will show as a new user the next time they visit.

Organic

Organic refers to people clicking on a free link from a search results page. For example, people clicking through to your website from a free result on a Google search results page.

Other Pageview

Pageviews which are not unique. Returning visitors who have come back to your site. This is based on cookies stored on their devices.

Pageview

A pageview is reported when a page has been viewed by a user on your website. Each new page they visit, will show as another pageview.

Pageview / Session

Shows how many pageviews in each session on average.

Referral

A referral is reported when a user clicks through to your website from another third-party website.

Session

A single visit to your website, consisting of one or more pageviews. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction, for example, viewing another page.

Social

Social appears as a marketing channel) in the Acquisition reports which automatically includes traffic coming from social media, including Twitter and Facebook.

Unique Pageviews

Counts a page once even if it was viewed multiple times within a single session. For example, if someone landed on your homepage, then viewed the 'about us' page and then navigated back to your homepage, the homepage would have 1 unique pageview (even though the page was viewed twice during the session).

User

An individual person browsing your website. Each user can visit your website multiple times. This is based on cookies, so if the same person views your site from 2 different devices, it will show as 2 users.

This report has been generated from data extracted from your Google Analytics data. It is only as accurate as the exported data.

Please keep in mind the layout and intention of your website when viewing this data. What is good for someone else, may not be good for you.

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