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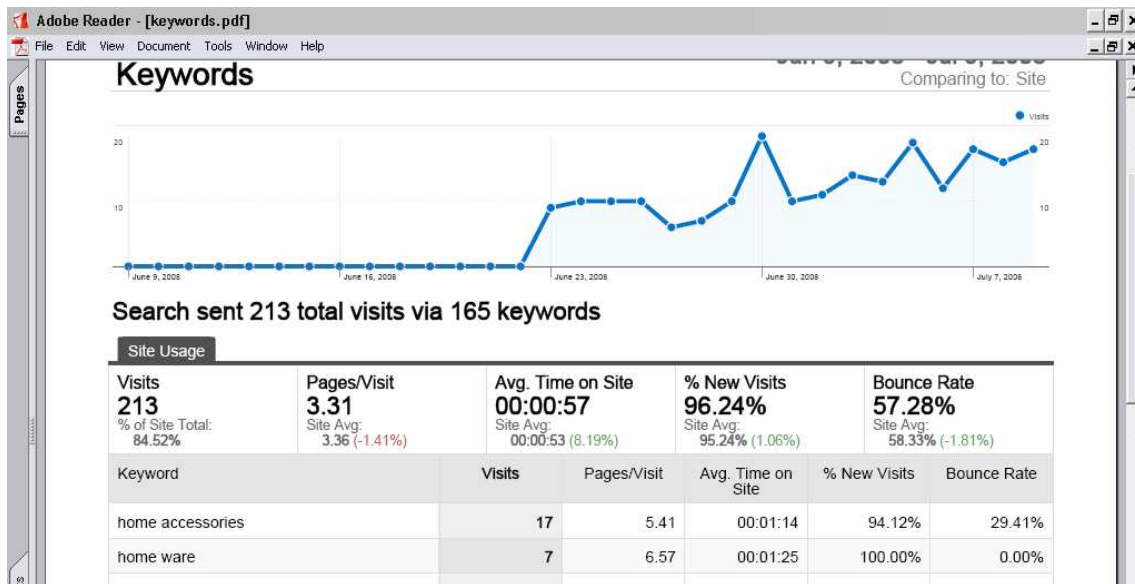
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## Monthly Web Statistics Reporting

### Google Analytics

At the beginning of every month you will get two analytics reports emailed to your inbox. These are automated monthly reports about visitors to your web site so you can see what visitors are looking for and where they are coming from.

1. The **traffic sources** file shows how users got to your site, generally most are from google, some are from other search engines and some typed in the web site address into their browser.
2. The **keywords** file shows what users typed into search engines in order to reach your site. If a product name, for example, is typed in then it may not be the home page that the visitor is taken to, rather the page that shows the product searched for.



[Each file shows a summary of the site usage:](#)

**Visits** is the number of different visitors. If you went on the site in the morning and again in the afternoon and looked at all the pages this would count as only one visit.

The **bounce rate** is the number of visitors that leave the site after just looking at the first page.

[What does google\[referral\] mean?](#)

Not all referrals from Google.com domains come through organic search or AdWords ad listings. Referrals may come from a variety of sources, including Google Groups posts,

base.google.com listings, or static pages on related Google sites. Such visits are tagged as [referral] instead of [organic] or [cpc].

### Why does Google Analytics report different values than some other web analytics solutions?

Different web analytics products may use a variety of methods to track visits to your website. Therefore, it is normal to see discrepancies between reports created by various products. However, we generally believe that the best way to think of metrics across different web analytics programs is think in terms of trends, as opposed to numbers by themselves.

One example is to compare related metrics, such as pageviews (eg. 15% of traffic went to page x). In addition, the comparison of data over time could be valuable - information such as "conversions increased by 20% over the past 3 months," or "our site gained 10% more pageviews in the month of March." In most cases, you'll notice that different analytics solutions, though different in numbers, will generally depict the same trends.

#### **Clicks vs. Visits**

There is an important distinction between clicks (such as in your AdWords Campaigns reports) and visits (in your Search Engines and Visitors reports report). The clicks column in your reports indicates how many times your advertisements were clicked by visitors, while visits indicates the number of unique sessions initiated by your visitors. There are several reasons why these two numbers may not match:

A visitor may click your ad multiple times. When one person clicks on one advertisement multiple times in the same session, AdWords will record multiple clicks while Analytics recognizes the separate pageviews as one visit. This is a common behavior among visitors engaging in comparison shopping.

A user may click on an ad, and then later, during a different session, return directly to the site through a bookmark. The referral information from the original visit will be retained in this case, so the one click will result in multiple visits.

A visitor may click on your advertisement, but prevent the page from fully loading by navigating to another page or by pressing their browser's Stop button. In this case, the Analytics tracking code is unable to execute and send tracking data to the Google servers. However, AdWords will still register a click.

To ensure more accurate billing, Google AdWords automatically filters invalid clicks from your reports. However, Analytics reports these clicks as visits to your website in order to show the complete set of traffic data.

#### **Visits vs. Visitors**

Analytics measures both visits and visitors in your account. Visits represent the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.

The initial session by a user during any given date range is considered to be an additional visit and an additional visitor. Any future sessions from the same user during the selected time period are counted as additional visits, but not as additional visitors.

#### **Pageviews vs. Unique Pageviews**

A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview will be recorded as well.

A unique pageview, as seen in the Top Content report, aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.