

Brief Instructions on How to Read and Understand the Google Analytics Dashboard

Google Analytics Dashboard under **Site Usage**.

Visits. Tells you how many visits there were to your page. A visit is defined as a page view when that user has viewed no other page on your site in the past half hour.

Pageviews. Tells how many times the pages on your site have been viewed.

Pages/Visit. Tells how many pages, on average, users view when they come to your site.

Bounce Rate. Tells what percentage of users left after viewing only one page on your site.

Avg. Time on Site. Shows how long each user spent on your site.

New Visits. This shows you what percentage of your users have not visited your site before.

The **Visitors Overview graph** shows how many visitors have come to your site. This number is usually lower than the Visits statistic, sometimes much lower, because some visitors may visit your site a number of times each month.

The **Map Overlay World** map shows from where your site visitors were located.

The **Traffic Sources Overview** pie-chart gives a graphical representation of how your visitors arrived at your site. *Direct Traffic* means they typed in the www.dutchercreekgolf.com website address; *Search Engine* means the site visitor arrived at your site via use of a search engine; *Referring Site* mean the site visitor clicked on a hyperlink from another site.

The **Content Overview** show the top-five viewed pages by site visitors:

Pages. The slant-bar “/” indicates viewing the index or homepage. Each page is designated by its filename.

Pageviews. This tells you how many times each page was viewed by a site visitor

%Pageviews. Tells you, by percentage, how many times each page was viewed.

