

# DIGITAL IDENTITY MANAGEMENT

## *Temple Community Platform*

### Learn IT! 2: Part 5 of the assignment

#### Part 5 – Analysis

Visit Google Analytics at <http://www.google.com/analytics/> and identify the values for the following metrics. Create a table in a Word document with the metrics in one column and the values in the second column.

Sessions	Organic Search
Users	Direct
Pageviews	Referral
Pages / Session	Social
Avg. Session Duration	Unique Pageviews
Bounce Rate	Avg. Time on Page
% New Sessions	% Exit

Add a third column with one sentence explanations of the above metrics. Below the table, write a short two to three sentence analysis in which you identify and explain which of the above metrics are the most important for a new site.

#### Part 5 - Deliverables

Complete the Word document as specified above. Your document header should have your name, TUA number, 9-digit TUID, and the title, Learn IT 2: Digital Identity Management, Part 5.

Save the document as a PDF using the naming convention of LastName\_FirstName\_LearnIT1.PDF (File Save As... PDF). Email the document to 2101\_Fa.eo59d2kzuwy15imq@u.box.com. One page max!