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| --- | --- | --- |
| **Part 1 - Metrics** | **Yes/No** | **# Missing** |
| a) All metrics (a – n) are listed\*\*\* |  |  |
| b) Each metric has a value |  |  |
| c) Each metric has a 1 sentence explanation |  |  |
| **Part 2 - Narrative** |  |
| 1. 2 – 3 sentence paragraph analyzing the most important metric to the   student’s new site |  |
|  |  |  |
| **Evaluation Guidelines** |  |  |
| Pass-High   * All metrics are reported on and the definitions are correct * 2 – 3 sentence explanation of what the student determines as the most important metric |  |  |
| Pass   * Up to 2 metrics incorrect/missing * 2 – 3 sentence explanation of what the student determines as the most important metric |  |  |
| Fail   * >2 metrics incorrect/missing * 2 – 3 sentence narrative missing |  |  |
| **\*\*\* Please refer to the Answer Key below when evaluating this assignment.** |  |  |

**Learn IT! #5 | Digital Identity Management: Analysis**

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| --- | --- | --- |
| **Metric** | **Value** | **Explanation** |
| Sessions | 37 | **GA definition:** Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.  **Found under:** Audience / Overview |
| Users | 3 | **GA definition:** Users that have had at least one session within the selected date range. Includes both new and returning users.  **Found under:** Audience / Overview |
| Pageviews | 41 | **GA definition:** Pageviews is the total number of pages viewed. Repeated views of a single page are counted.  **Found under:** Audience / Overview |
| Pages / Session | 1.11 | **GA definition:** Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.  **Found under:** Audience / Overview |
| Avg. Session Duration | 00:01:44 | **GA definition:** The average length of a Session.  **Found under:** Audience / Overview |
| Bounce Rate | 91.89% | **GA definition:** Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).  **Found under:** Audience / Overview |
| % New Users | 8.11% | **GA definition:** An estimate of the percentage of first time visitors.  **Found under:** Audience / Overview |
| Organic Search | 5 | **From:** [**http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html**](http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html)  Visitors referred by an unpaid search engine listing, e.g. a Google.com search  ---------  **From:** Campaigns and traffic sources (Google Analytics Help): Processing search engine (organic) referrals Search engine referral data is processed by comparing the hostname and query parameter of the [document referrer](https://support.google.com/analytics/bin/answer.py?hl=en_US&answer=6205762#dr) field to a list of known search engines and their query parameters. The first known search engine that matches both the hostname and query parameter of the document referrer value is used to set the report dimension values.  ----------  **From:** Default Channel Grouping channel definitions (Google Analytics Help):  Medium exactly matches organic  -------------  **From:** Traffic Source Dimensions (Google Analytics Help):  **Medium:** Every referral to a website also has a medium. Possible medium include: “organic” (unpaid search), “cpc” (cost per click, i.e. paid search), “referral” (referral), “email” (the name of a custom medium you have created), “none” (direct traffic has a medium of “none”).  ------------  **Found under:** Acquisition / All Traffic / Channels |
| Direct | 0 | **From:** [**http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html**](http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html)  Visitors who visited the site by typing the URL directly into their browser. 'Direct' can also refer to the visitors who clicked on the links from their bookmarks/favorites, untagged links within emails, or links from documents that don't include tracking variables (such as PDFs or Word documents).  --------  **From:** Campaigns and traffic sources (Google Analytics Help):  **Processing direct traffic**  A session is processed as direct traffic when no information about the referral source is available, or when the referring source or search term has been configured to be ignored. Learn [about referrer and search term exclusions](https://support.google.com/analytics/bin/answer.py?hl=en_US&answer=6205762#exclusions).  -----------  **From:** Default Channel Grouping channel definitions (Google Analytics Help):  Source exactly matches Direct AND Medium exactly matches (not set) OR Medium exactly matches (none)  ------------  **Found under:** Acquisition / All Traffic / Channels |
| Referral | 32 | **From:** [**http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html**](http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html)  Visitors referred by links on other websites. (Links that have been tagged with campaign variables won't show up as [referral] unless they happen to have been tagged with utm\_medium=referral. )  --------  **From:** Campaigns and traffic sources (Google Analytics Help): Processing search engine (paid) referrals A session will be processed as a paid search referral when custom campaign parameters or AdWords / DoubleClick click IDs are used in the ad's destination URL and are sent to Google Analytics in the [document location](https://support.google.com/analytics/bin/answer.py?hl=en_US&answer=6205762#dl) field.  If custom campaign parameters or click IDs are not used, the session may be processed as organic instead.  ----------  **From:** Default Channel Grouping channel definitions (Google Analytics Help):  Medium exactly matches referral  ------------  **Found under:** Acquisition / All Traffic / Channels |
| Social | 0 | **From:** [**https://support.google.com/analytics/answer/1191184?hl=en**](https://support.google.com/analytics/answer/1191184?hl=en)  Traffic from any of approximately 400 social networks (that are not tagged as ads).  ---------  **From:** Campaigns and traffic sources (Google Analytics Help): Processing social network referrals Social network referral data is processed by comparing the hostname set in the [document referrer](https://support.google.com/analytics/bin/answer.py?hl=en_US&answer=6205762#dr) field to a list of known social networks. The first known social network that contains the hostname string will be used to populate the source dimension in reports.  -------------  **From:** Default Channel Grouping channel definitions (Google Analytics Help):  Social Source Referral exactly matches Yes OR Medium matches regex ^(social|social-network|social-media|sm|social network|social media)$  ------------  **Found under:** Acquisition / All Traffic / Channels |
| Unique Pageviews | 37 | **GA definition:** Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each *page URL + page Title* combination.  **Found under:** Behavior / Overview |
| Avg. Time on Page | 00:16:04 | **GA definition:** The average amount of time users spent viewing a specified page or screen, or set of pages or screens.  **Found under:** Behavior / Overview |
| % Exit | 90.24% | **GA definition:** %Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).  **Found under:** Behavior / Overview |
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