19-May-2017

Below are a few metrics about traffic, engagement, and audience on the Department of Obstetrics and Gynecology website, from Google Analytics. The Biocommunications website has additional information about the terminology, and we also provide averages from the 70+ websites we track, for comparison.

It can be difficult to interpret these numbers in the absence of specific goals and targets for your website. To determine if these numbers are good, bad, or need to change, you need to know what you want your website to accomplish, plus a little bit about your audience or different audience groups.

<http://biocom.arizona.edu/support/website-analytics-and-goals>

<http://biocom.arizona.edu/support/google-analytics-summary-stats>

<http://biocom.arizona.edu/support/google-analytics-terminology>

|  |  |  |  |
| --- | --- | --- | --- |
|  | 4Q16 | 1Q17 | Change |
| Sessions | 5,127 | 6,116 | up 19% |
| Pageviews | 16,181 | 19,155 | up 18% |
| Users | 3,976 | 4,671 | up 17% |
| Pages per Session | 3.16 | 3.13 | essentially unchanged |
| Average Session Duration | 00:02:05 | 00:01:56 | down 7% |
| % Bounce Rate | 46% | 46% | unchanged |
| % New Sessions | 72% | 73% | essentially unchanged |
| % Mobile | 45% | 45% | unchanged |

**Sessions** - A session is the period time a particular user is actively engaged with your website.

**Pageviews** - The total number of pages viewed. Repeated views of a single page are counted.

**Users** - Users who have initiated at least one session during the date range.

**Pages / Session** - (Average Page Depth) is the average number of pages viewed during a session. Repeated views of the same page are counted.

**Avg. Session Duration** - The average length of a session.

**Bounce Rate** - The percentage of single-page sessions in which there was no interaction with the page.

**New Sessions** - An estimate of the percentage of first-time visits.

**Mobile** - The percentage of sessions that were not from a desktop computer.

**Top 10 Pages (by Pageviews) – 4Q16**

1. home
2. /faculty/faculty-directory
3. /residency-program/current
4. /residency-program
5. /contact
6. /for\_women
7. /clinic-locations
8. /specialties
9. /clinics/university-arizona-medical-center-pantano-physician-offices
10. /residency-program/application

**Top 10 Pages (by Pageviews) – 1Q17**

1. home
2. /faculty/faculty-directory
3. /for\_women
4. /residency-program
5. /contact
6. /clinic-locations
7. /specialties
8. /clinics/university-arizona-medical-center-pantano-physician-offices
9. /specialties/general-obstetrics-gynecology