1-Aug-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.

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. In other words, to interpret these numbers, you will need to put them into the context of the specific goals and targets you have for your website.

<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>

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1Q17 | 2Q17 | Change |
| Sessions | 6,116 | 5,829 | down 5% |
| Pageviews | 19,155 | 17,919 | down 6% |
| Users | 4,671 | 4,547 | down 3% |
| Pages per Session | 3.13 | 3.07 | down 2% |
| Average Session Duration | 00:01:56 | 00:01:58 | up 2% |
| % Bounce Rate | 46% | 47% | up 1% |
| % New Sessions | 73% | 74% | up 1% |
| % Mobile | 45% | 46% | up 1% |

**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) – 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

**Top 10 Pages (by Pageviews) – 2Q17**

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