

University of San Diego

WEBSITE DATA REVIEW

MEETING AGENDA

Introductions

USD Web 2.0 Redesign Initiative

Google Analytics Overview

Data Studio Dashboard

Homepage Performance

Questions?

USD WEB 2.0 REDESIGN INITIATIVE

Research and Discovery

- **Data review, surveys, competitive analysis**

Defining 2.0 goals

- **Target audience, content strategy, site structure**
- **Incorporate USD Design System**

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GOOGLE ANALYTICS OVERVIEW

DATA REVIEW GOAL

Provide current site metrics to help craft data driven design and content strategy for USD Web 2.0

- **Audience:** Who is visiting the site?
- **Acquisition:** How did they get to the site? Where did they come from?
- **Behavior:** What did they do on the site?

GOOGLE DATA STUDIO

- **Custom dashboard created to provide a snapshot of website data**
- **Take a closer look at how the site performed in 2018**
- **Interactive tool that you will be able change filters according to your needs**

COMMON TERMS TO KNOW

USERS

Users is the number of new and returning people who visit your site during a set period of time.

In order for Google Analytics to determine which traffic belongs to which user, a unique identifier associated with each user is sent with each hit.



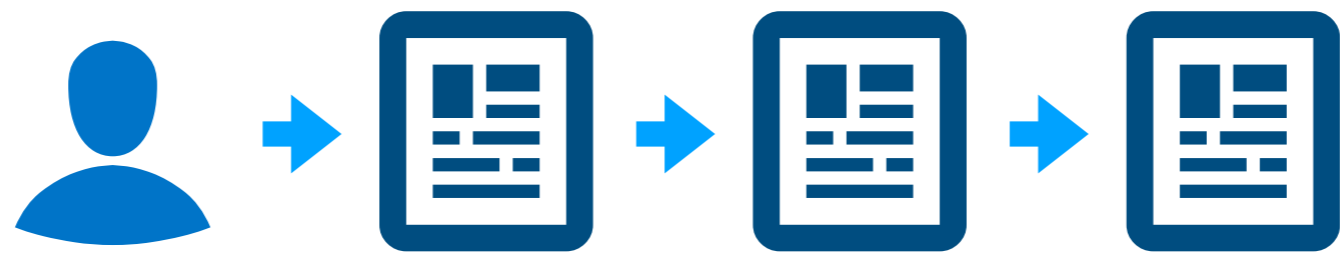
NEW
RETURNING
ACTIVE

GENDER
AGE
LOCATION

DEVICE
OPERATING SYSTEM

PAGEVIEW

A pageview is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.



SESSION

A session is a group of user interactions with your website that take place within a given time frame. For example a single session can contain multiple pageviews, events, social interactions, and ecommerce transactions.

By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session



BOUNCE RATE

A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.



EXIT RATE

***Exit rate* represents the percentage of users who click away to a different site from a particular page, after having visited any number of pages on your site during that session.**

