Modern Campus

Viewing and Interpreting Site Analytics

Introduction

Modern Campus provides Google Analytics to help you determine how people are accessing your content. Analytics help you determine if you are providing your audience the correct content based on your sites trends. The Google Analytics tool is embedded into all Modern Campus sites and is available to all users who have access to Modern Campus. This document will step you through how to view and interpret analytics results.

Adding Page Analytics

1. After you have logged into Modern Campus and navigated to the page you wish to view analytics on, click the **Show Gadgets** icon, located in the top right corner.
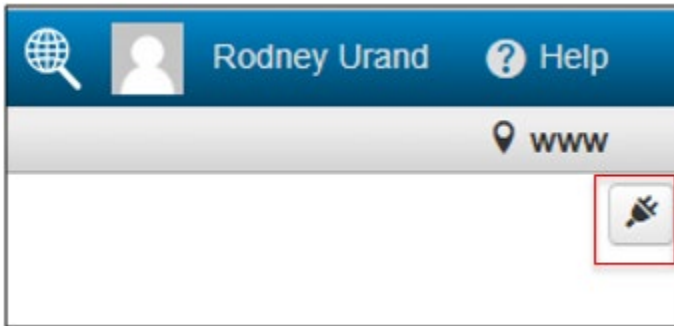

Figure 1

2. The **Gadgets** panel will appear. Click the **Choose Gadgets** icon to reveal the available gadgets for the site.
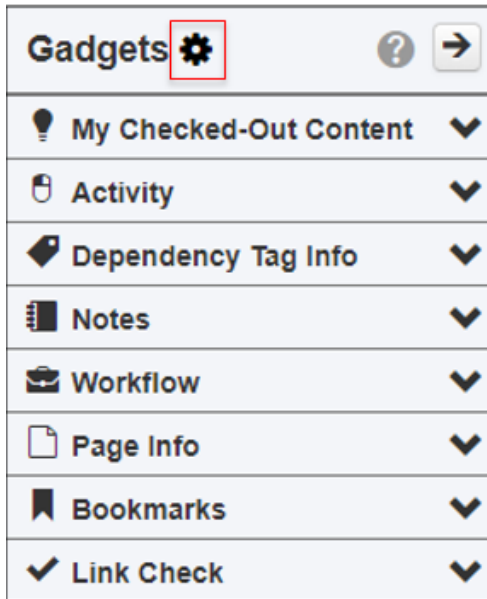

Figure 2

3. The **Manage Sidebar** window will appear. Scroll down until you locate **Page Analytics**.
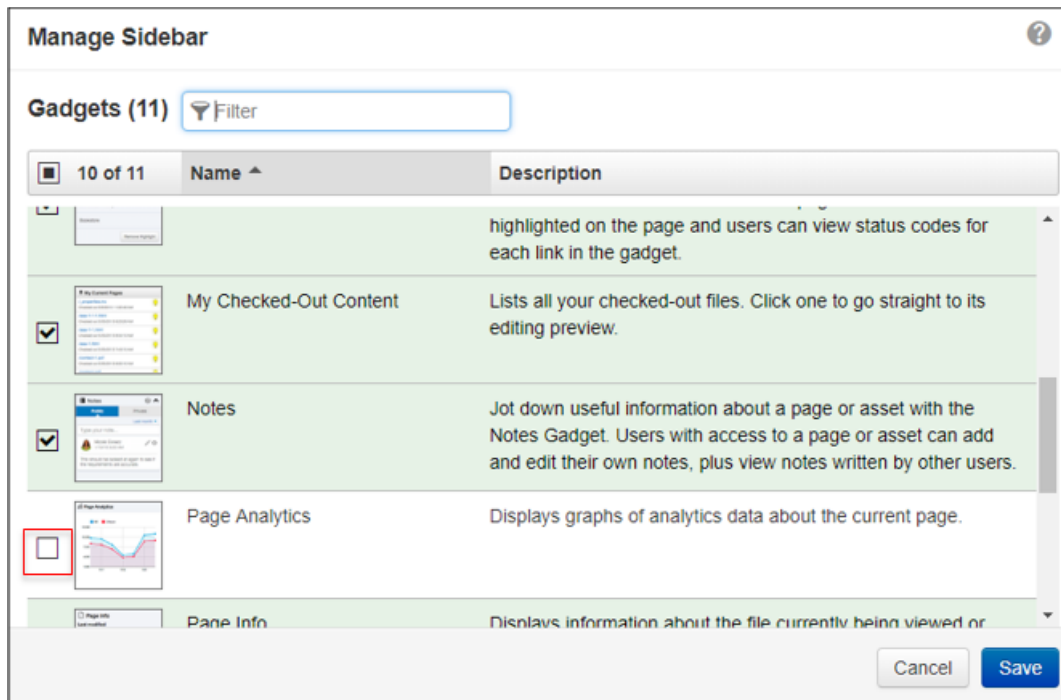

Figure 3

4. Click in the checkbox beside **Page Analytics** and then click **Save**. The **Page Analytics** gadget will now appear on the sidebar.

Viewing Page Analytics

Now that Page Analytics has been added to the Gadgets panel, you can use the tool to view trends and statistics.

1. From the **Gadgets** panel, click the toggle arrow to expand the **Page Analytics** section.

2. The **Page Analytics** section will provide an overview of the number of visitors to the page in a date range. In addition, it will state how long visitors remain on the page.
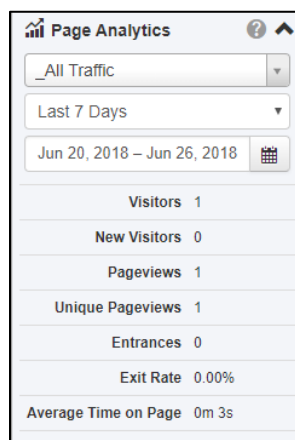

Figure 4

3. From the **Profile Selector** dropdown, select **_All Traffic** (it should be selected by default).

Note: The **_All Traffic** selector will provide analytics for the page selected. There are other items available on the selector, but you need only choose **_All Traffic.**

4. From the **Date** dropdown, choose a pre-selected date range. Alternatively, you may select **Custom** and choose your own dates in the calendar field below the dropdown.

5. After choosing a profile, data range and type and calendar range, you may view more detail. Click on one of the categories within the Page Analytics view and a comprehensive **Page Analytics** window will appear

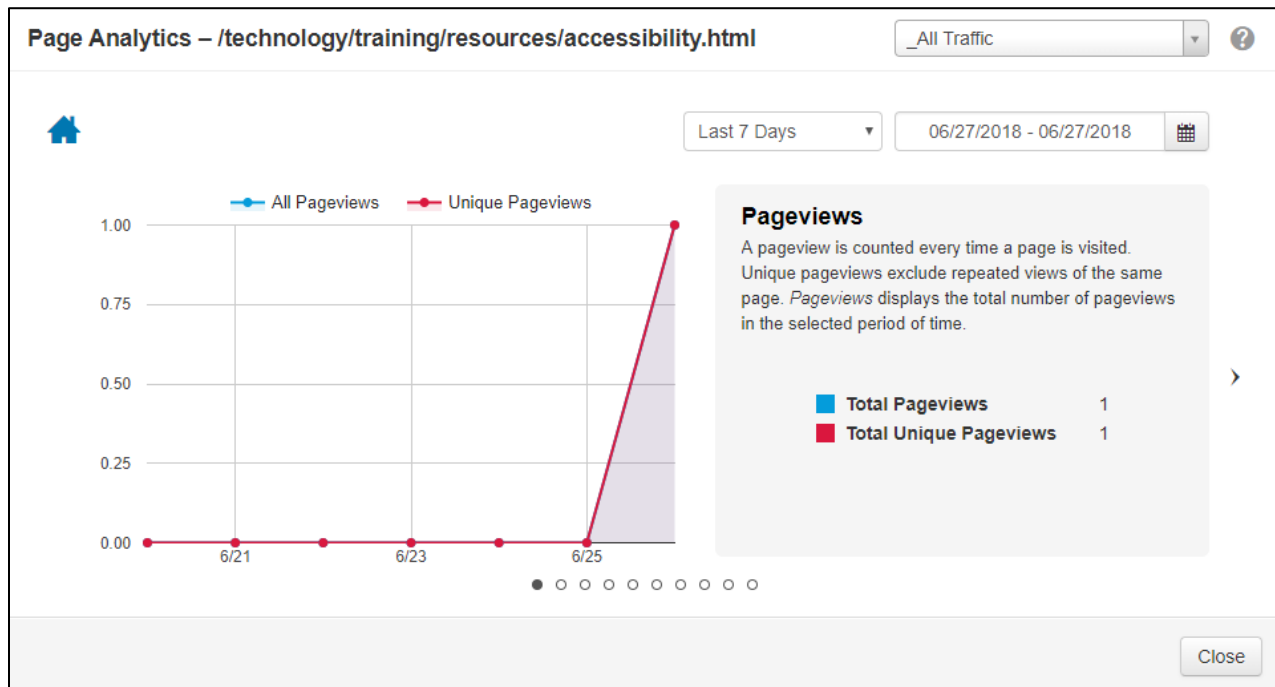 **Note:** You will see a hand icon appear if there is additional information available to you.

Figure 5

Interpreting Analytics

1. The following metrics and their definitions are available to you

   a. **Visitors**: This count reflects the total number of visitors to your site.

   b. **New Visitors**: This count reflects the number of new visitors to your site(stored by website cookie on a browser).

   c. **Entrances**: This is the number of entries by visitors into the pages of your website.

   d. **Pageviews**: This is the number of times a page has been visited, regardless of user.

   e. **Unique Pageviews**: This is the number of times a page has been visited by just one person without repeated return visits. This eliminates people constantly clicking on the page to trick the analytics model into thinking a page is more popular than it is.

   f. **New Users**: This number tracks visitors to your page from a browser that has not previously visited the page – typically considered a new user unless they cleared their browser cache.

   g. **Average Time Per Visit**: This calculates how long a user stays on each page and is helpful in determining if you have appropriate and engaging content. The total time of all visitors is then calculated and the average time per page is then shown.

h. **Bounce Rate**: A bounce rate indicates how many times a user visited just a single page without viewing additional pages. It could be an indication that your content was not what they were looking for or it could mean that they found the information right away. You would have to inspect that further to determine which option this is.

i. **Exit Rate**: This calculates the percentage of times a page was the last page viewed before leaving a site. A good structured site would have a low exit rate on the home page and a high exit rate on the final page.

j. **New vs. Returning Users**: A cookie is saved on each user's browser to help determine if they are a returning user or a new user. This metric is helpful to determine trends and help you position your page marketing correctly. For example, if you get a lot of returning users and not a lot of new users, that page could serve more as a repository of information and additional pages used for fresh new content.

The remaining metrics are self-explanatory including: Users by Country, Users by State, Visits by Browser, Visits by OS and Visits by ISP (Internet Service Provider).