

USING GOOGLE ANALYTICS TO GET STATISTICS ON USER ACCESS TO READING LISTS AND READING LIST TITLES ON TALIS ASPIRE

Google Analytics is an application that generates detailed statistics on visitors to a website. It is mainly aimed at companies marketing their products online, for them to monitor their website usage. Therefore, not all functions and options offered by the application are necessarily going to be relevant for gathering statistical information on the usage of Talis lists.

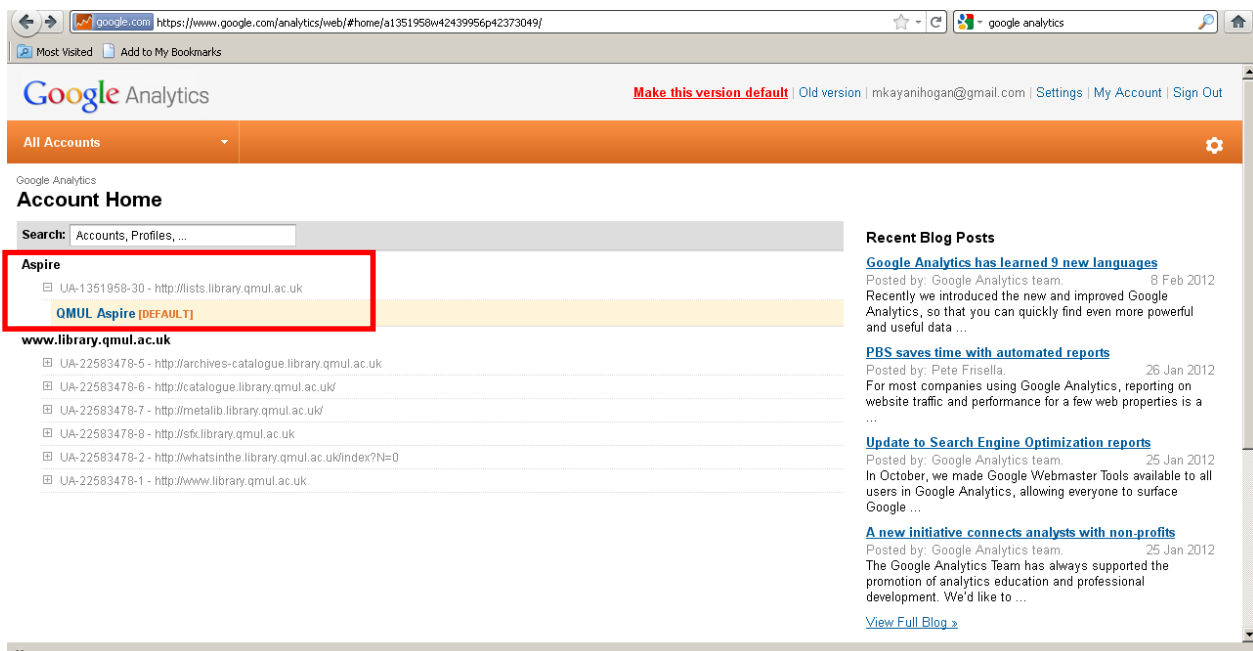
For Talis, Google Analytics can be used to get intelligence on users who access Talis as well as the number of visitors to individual reading lists, including number of clicks on titles. User intelligence contains information such as access points (from which county/city), operating systems and networks, or even the type of computer or brand of mobile phone that is used to access Talis.

However, what we are mostly interested in is how many users access Talis reading lists, which reading lists from which modules are accessed most, and which resources on these lists users are interested in most. We cannot prove usage of resources, naturally; we can only look at number of clicks on a title, gather information on how many times a resource page is viewed, and make assumptions.

Setting up access for the first time

In order to use Google Analytics, one needs to have a Google account. This will automatically give one access to Google Analytics which will initially contain nothing.

Once you get a Google account, you need to ask the relevant ITS person in the Library or our contact person from Talis to be added to Talis Aspire in Google Analytics. Once this is done and you receive confirmation, **QMUL Aspire** will appear in your Google Analytics home page next time you log in at <http://www.google.com/analytics/>.



The screenshot shows the Google Analytics interface. At the top, there's a navigation bar with the Google Analytics logo, a search bar, and links for 'Make this version default', 'Old version', 'mkayanihogan@gmail.com', 'Settings', 'My Account', and 'Sign Out'. Below this is a section for 'All Accounts' with a dropdown menu. The main content area is titled 'Account Home' and includes a search bar for 'Accounts, Profiles, ...'. Under the 'Aspire' section, a list of accounts is shown, with 'QMUL Aspire [DEFAULT]' highlighted in a yellow box and a red border. Below this, there's a list of accounts for 'www.library.qmul.ac.uk' with various UA IDs and URLs. On the right side, there's a 'Recent Blog Posts' section with three entries: 'Google Analytics has learned 9 new languages', 'PBS saves time with automated reports', and 'Update to Search Engine Optimization reports'. Each entry includes the author, date, and a brief description.

Getting started with Talis Aspire statistics

Once you follow the **QMUL Aspire** link, you will see three tabs at the top of the page. You will be taken by default to the **Standard Reporting** tab and to the **Visitors Overview** page. Here you have access to Talis visitor figures and their behaviour for the past month. Using the calendar gadget, date range can be changed to cover another time period.

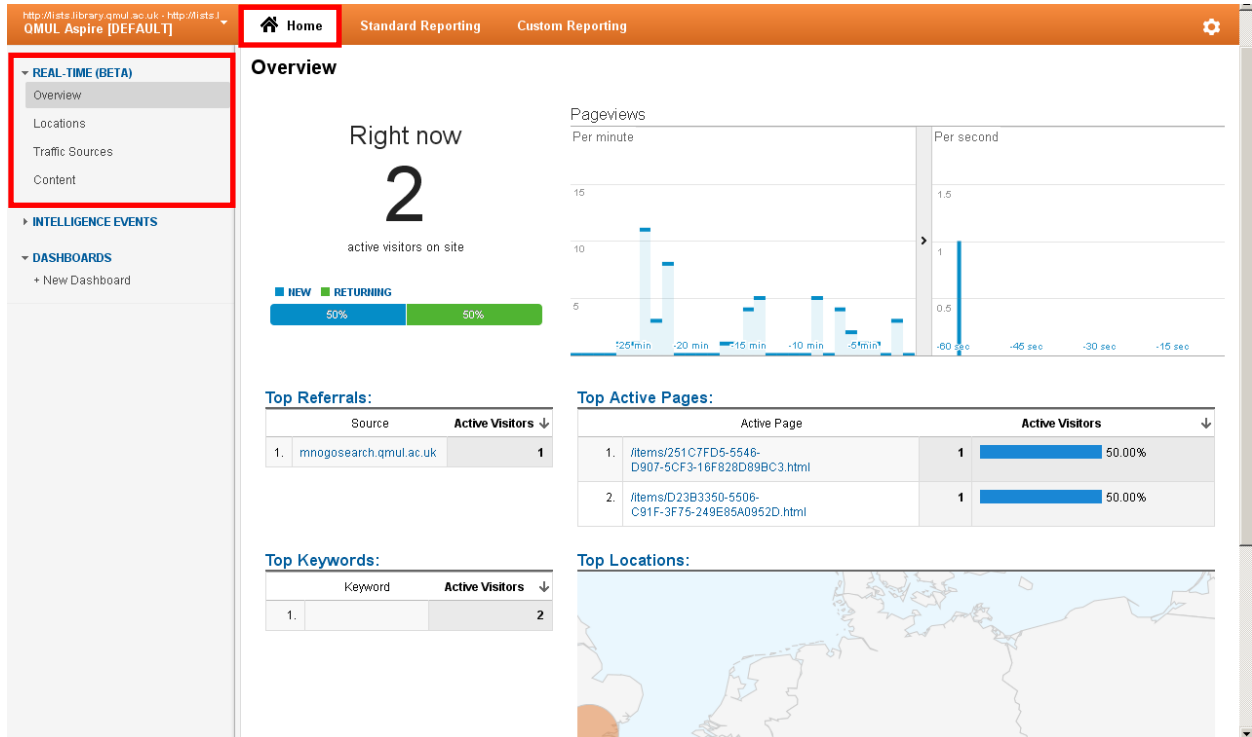
Note tools available in the main frame: links to get detailed information on user **Demographics**, the **System** used for access, and **Mobile** access information. There is also a **view full report** option at the bottom of the page.

In the left navigation pane, there are options for gathering even more detailed information on visitors to Talis Aspire and its contents by using tools such as **AUDIENCE**, **TRAFFIC SOURCES**, **CONTENT**, etc. **CONTENT** is the one we will use most for our information gathering.

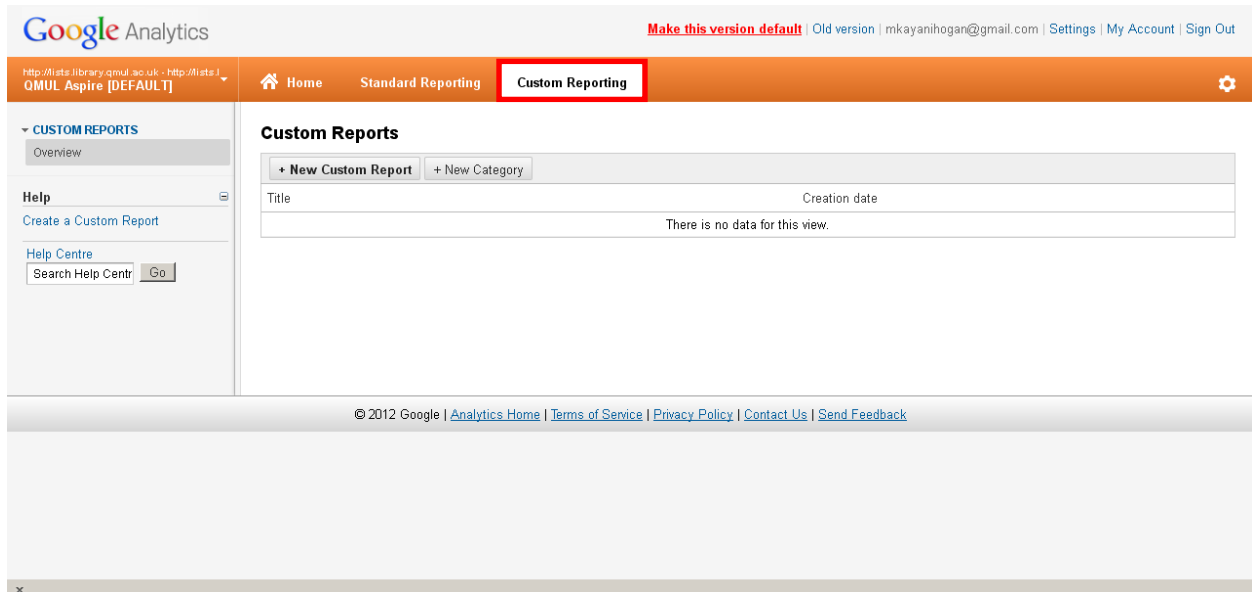
The screenshot displays the Google Analytics Standard Reporting interface for the 'Visitors Overview' report. The left-hand navigation pane is highlighted with a red box, showing options for AUDIENCE, ADVERTISING, TRAFFIC SOURCES, CONTENT, and CONVERSIONS. The main content area features a line chart showing visitor trends from January 10, 2012, to February 9, 2012. Below the chart, a summary box indicates that 2,648 people visited the site, with key metrics such as 4,323 visits, 19,718 pageviews, and a 44.34% bounce rate. A pie chart illustrates the visitor composition: 47.70% new visitors (2,062 visits) and 52.30% returning visitors (2,261 visits). The bottom section, 'Demographics', is also highlighted with a red box and includes a table for language distribution.

Language	Visits	% Visits
en-us	2,334	53.99%
en-gb	1,550	35.85%
en	100	2.31%
ru-ru	78	1.80%
zh-cn	40	0.93%
it	27	0.62%
ru	19	0.44%
es	18	0.42%
zh-tw	18	0.42%
nl	15	0.35%

Under the **Home** tab, the **REAL-TIME** tool accessed from the left navigation pane might be of interest as the **Overview** gives intelligence on live user activity in Talis and which pages users are visiting.



The **Custom Reporting** tab contains any special reports set up by you.



Note: This user manual only covers the basic features of Google Analytics relevant to obtaining Talis Aspire reading lists data. If you are interested in various other functions and options in Google Analytics, check its information pages at <https://support.google.com/analytics/?hl=en-GB>.

Gathering reading lists data

If you want to get figures for pages users viewed in Talis during a chosen period, go to **CONTENT** in the left navigation pane and expand it. Select **Site Content** and expand it; then select **Pages** (these pages can be reading list pages or item pages – Analytics does not discriminate). Choose **Page Title** in the main frame to view titles of pages instead of web links that are not going to make much sense. You will see a mixture of lists and items in ranking order by the number of time they have been viewed by visitors. Reading list **'Introduction to Film Studies'** is fourth in the rank for our chosen period, for example. If you want more detailed information on visitors and what they looked at, click on the reading list link.

The screenshot displays the Google Analytics 'Pages' report for the period from 1 Sep 2011 to 13 Feb 2012. The left-hand navigation pane shows the 'CONTENT' section expanded, with 'Pages' selected. The main content area shows site usage metrics and a line chart of pageviews over time. Below the chart is a table of page titles ranked by pageviews.

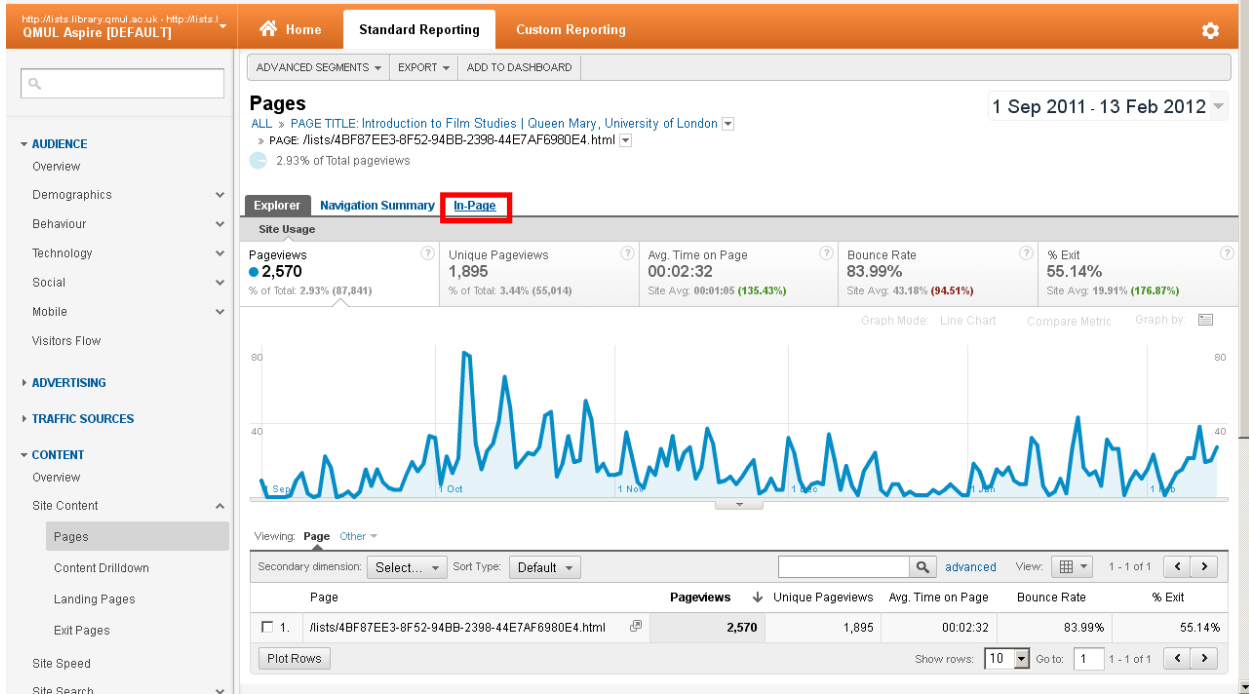
Site Usage Metrics:

- Pageviews: 87,787 (100.00% of Total pageviews)
- Unique Pageviews: 54,982 (100.00% of Total)
- Avg. Time on Page: 00:01:05 (Site Avg: 00:01:05 (0.00%))
- Bounce Rate: 43.18% (Site Avg: 43.18% (0.00%))
- % Exit: 19.92% (Site Avg: 19.92% (0.00%))

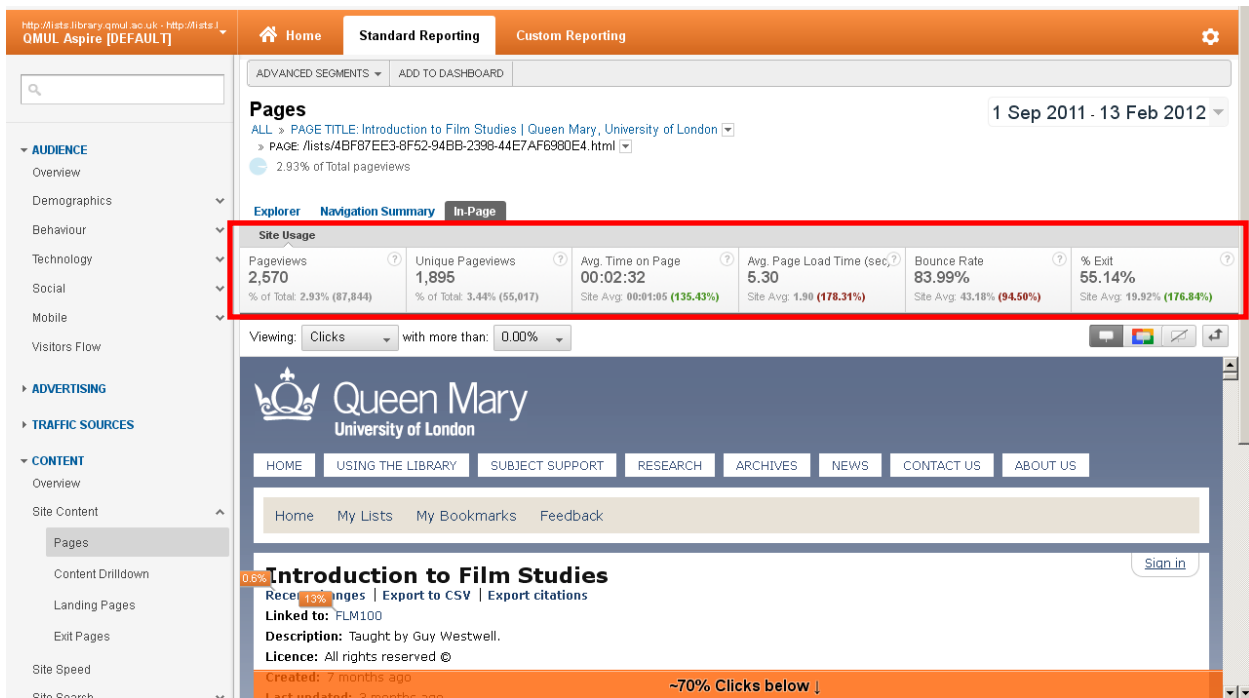
Pageviews Table:

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. Queen Mary, University of London Queen Mary, University of London	6,757	3,705	00:00:37	26.36%	17.69%
2. Search Queen Mary, University of London	4,886	3,551	00:00:16	26.67%	6.30%
3. Medicine in Society Year 1 Queen Mary, University of London	4,135	2,158	00:01:02	34.70%	25.58%
4. Introduction to Film Studies Queen Mary, University of London	2,758	1,950	00:02:30	83.87%	51.49%
5. Add this item to your bookmarks Queen Mary, University of London	2,702	2,293	00:01:41	30.30%	2.48%
6. Theories of State, Economy and Society Queen Mary, University of London	2,692	1,153	00:01:40	70.54%	30.27%
7. Manually add a new bookmark Queen Mary, University of London	2,250	1,675	00:01:49	29.25%	3.87%
8. My Lists Queen Mary, University of London	1,704	643	00:00:37	13.04%	7.04%
9. Introduction to Film Studies (FLM100) Queen Mary, University of London	1,511	1,173	00:00:33	4.87%	8.87%
10. GEP Medicine in Society Queen Mary, University of London	1,180	851	00:00:59	76.60%	57.20%
11. My Bookmarks Queen Mary, University of London	1,096	300	00:01:26	12.50%	4.38%
12. A Century of Extremes: Germany since 1890 Queen Mary, University of London	1,013	390	00:01:50	31.45%	14.91%
13. Shakespeare: Week-by-week list Queen Mary, University of London	883	535	00:02:06	64.11%	45.53%
14. Contemporary Hollywood Cinema Queen Mary, University of London	879	533	00:01:42	58.99%	38.91%
15. Environment, Nature and Society Queen Mary, University of London	872	353	00:01:22	27.27%	19.84%
16. The Hussites: Reform, Revolution and Apocalypse in the Fifteenth Century Queen Mary, University of London	827	146	00:01:26	29.41%	4.96%
17. Tell us about yourself Queen Mary, University of London	780	726	00:00:39	0.00%	6.15%
18. Theories of State, Economy and Society (POL245) Queen Mary, University of London	644	500	00:00:16	4.39%	4.81%
19. Reinventing Britain Queen Mary, University of London	632	290	00:01:55	66.87%	28.32%
20. All lists Queen Mary, University of London	502	131	00:00:42	33.33%	4.98%
21. Biological & Chemical Sciences Queen Mary, University of London	333	173	00:00:37	29.81%	24.02%

Then click on **In-page** for details.



You will then be taken to the reading list page. At the top, there is detailed information on the number of visitors for this list and their behaviour. The bubbles in the list represent clicks on particular segments of the reading list.



You can also come here from **In-Page Analytics**, again under the **CONTENT** section in the left navigation pane. When you click on **In-Page Analytics**, you will see the Talis home page opening in Google Analytics and the number of clicks on the homepage segments if any. Search for your reading list as normal.

The screenshot shows the Google Analytics interface for 'Standard Reporting'. The left-hand navigation pane has 'CONTENT' highlighted with a red box. The main content area displays 'In-Page Analytics' for the page '/index.html'. A search bar is visible with the text 'Introduction to film studies' and a 'Search' button, both highlighted with a red box. The top navigation bar includes links for 'HOME', 'USING THE LIBRARY', 'SUBJECT SUPPORT', 'RESEARCH', 'ARCHIVES', 'NEWS', 'CONTACT US', and 'ABOUT US'. The 'Site Usage' table shows the following data:

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
1,218 % of Total: 6.18% (19,718)	725 % of Total: 5.62% (12,900)	00:00:41 Site Avg: 00:01:01 (-33.74%)	2.21 Site Avg: 1.82 (21.63%)	31.12% Site Avg: 44.34% (-29.81%)	23.07% Site Avg: 21.92% (5.23%)

Once you find your list and go in, select your date range from the calendar if required (default is the period covering the last one month). You will get relevant in-page data covering your selected period.

The screenshot shows the Google Analytics interface for 'Standard Reporting'. The date range '1 Sep 2011 - 10 Feb 2012' is highlighted with a red box. The main content area displays 'In-Page Analytics' for the page '/lists/4BF87EE3-8F52-94BB-2398-44E7AF6980E4.html'. The 'Site Usage' table shows the following data:

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
2,486 % of Total: 2.86% (86,809)	1,852 % of Total: 3.41% (54,252)	00:02:32 Site Avg: 00:01:04 (136.25%)	5.01 Site Avg: 1.76 (185.16%)	84.06% Site Avg: 43.01% (95.43%)	55.71% Site Avg: 19.76% (181.92%)

The main content area shows 'Introduction to Film Studies' with a table of contents and a list of 177 items. The table of contents is highlighted with a red box. The list of items is grouped by 'Section | Type' with a '4.0%' change indicator. The 'Essential reading and viewing' section is highlighted with a red box. The bottom of the page shows a snippet of text: 'Introduction to Film (New York: WW Norton, 2010, 3rd Edition). ~66% Clicks below copies of both of these texts but there is often a large'.

Gathering reading list title data

Start scrolling down the list. When you hover over the percentage bubbles, you will see the actual number of clicks. An essential print resource below has been clicked on **23** times between September and February from the reading list's main page, for example.

In-Page Analytics 1 Sep 2011 - 10 Feb 2012

ALL → PAGE: /lists/4BF87EE3-8F52-94BB-2398-44E7AF6980E4.html
2.86% of Total pageviews

Site Usage

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
2,486 % of Total: 2.86% (86,809)	1,852 % of Total: 3.41% (54,252)	00:02:32 Site Avg: 00:01:04 (136.25%)	5.01 Site Avg: 1.76 (185.16%)	84.06% Site Avg: 43.01% (95.43%)	55.71% Site Avg: 19.76% (181.92%)

Viewing: Clicks with more than: 0.00%

Clicks
2.1% | 23 Clicks

Links to: /items/GB503F9B-6335-E201-5001-8DEFF87... (items)

2.1%
Looking at movies: an introduction to film - Barsam, Richard Meran, Monahan, Dave, Gocsik, Karen M., c2010
Book | Essential | Read 'Precinema', pp. 415-417.

0.8%
Inventing Entertainment: the Early Motion Pictures and Sound Recordings of the Edison Companies
Website | Essential | The site run by the Library of Congress has a brilliant collection of early American cinema. Follow the Motion Picture link and view as widely in this resource as you can.

Recommended reading and viewing (6 items)

0.8%
A history of narrative film - Cook, David A., c2004
Book | Recommended | Read 'Origins', pp. 1-15

~57% Clicks below ↓

You can go further into a title to see how many times the resource page has been viewed, because users might not arrive there only by clicking on the title from the main reading list page. This resource page has been viewed **34** times, for example as opposed to the 23 clicks cited on the main page above.

Google Analytics Make this version default | Old version | mkayanihogan@gmail.com | Settings | My Account | Sign Out

http://lists.library.qmul.ac.uk - http://lists.library.qmul.ac.uk [DEFAULT]

Home Standard Reporting Custom Reporting

Site Usage

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
34 % of Total: 0.04% (86,821)	28 % of Total: 0.05% (54,261)	00:01:32 Site Avg: 00:01:04 (43.50%)	0.00 Site Avg: 1.76 (-100.00%)	100.00% Site Avg: 43.01% (132.48%)	23.53% Site Avg: 19.76% (19.07%)

Viewing: Clicks with more than: 0.00%

Looking at movies: an introduction to film
Sign In to copy to My Bookmarks | Export citation
Read 'Precinema', pp. 415-417.

Book 12%

Author(s) Barsam, Richard Meran, Monahan, Dave, Gocsik, Karen M.
Date c2010
Publisher W.W. Norton & Co
Place of Publication New York
Edition 3rd ed
ISBN-10 0393115402, 0393932796, 0393934632, 0393935094
ISBN-13 9780393115406, 9780393932799, 9780393934632, 9780393935097

My Notes
To add a personal study note to this item please Sign In

This item appears on... 85%

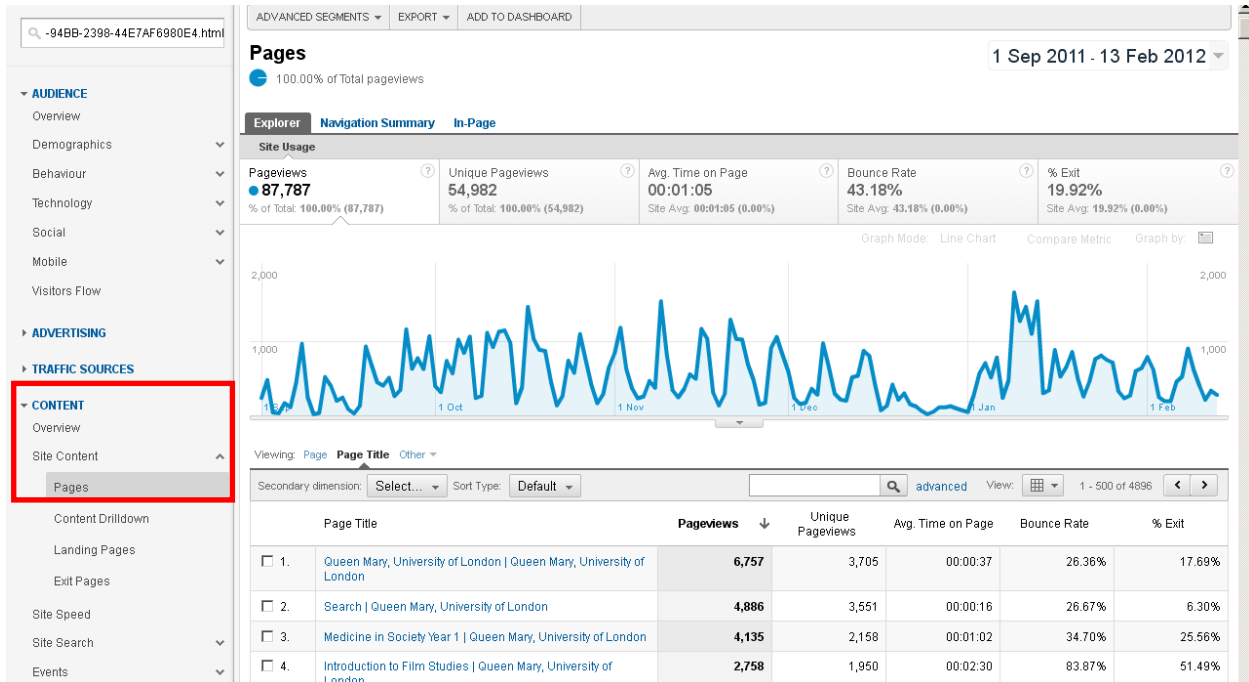
List: Introduction to Film Studies
Section: Essential reading and viewing
Next item: Inventing Entertainment: the Early Motion Pict...
Previous item: The Story of Film: An Odyssey - 4oD - Channel 4

Library availability

Collection	Shelf Mark	Availability
MAINLIB	PN1994 BAR (ONEDAYLOAN) LOOKING	7 copies (Teaching Collection)
MAINLIB	PN1994 BAR (ONEDAYLOAN) WRITING	7 copies (Teaching Collection)
MAINLIB	PN1994 BAR/LOO (DVDLOAN)	7 copies (DVDs lent)

View in library catalogue

Sometimes an item can appear multiple times in a list, or it might be on other reading lists as well. Getting the ultimate page view statistics for an item that has been clicked-on, therefore, is best done from **CONTENT/Site Content/Pages** in the left navigation pane and then by selecting **Page Title** in the main frame, same as finding out about visitor numbers to reading lists themselves.

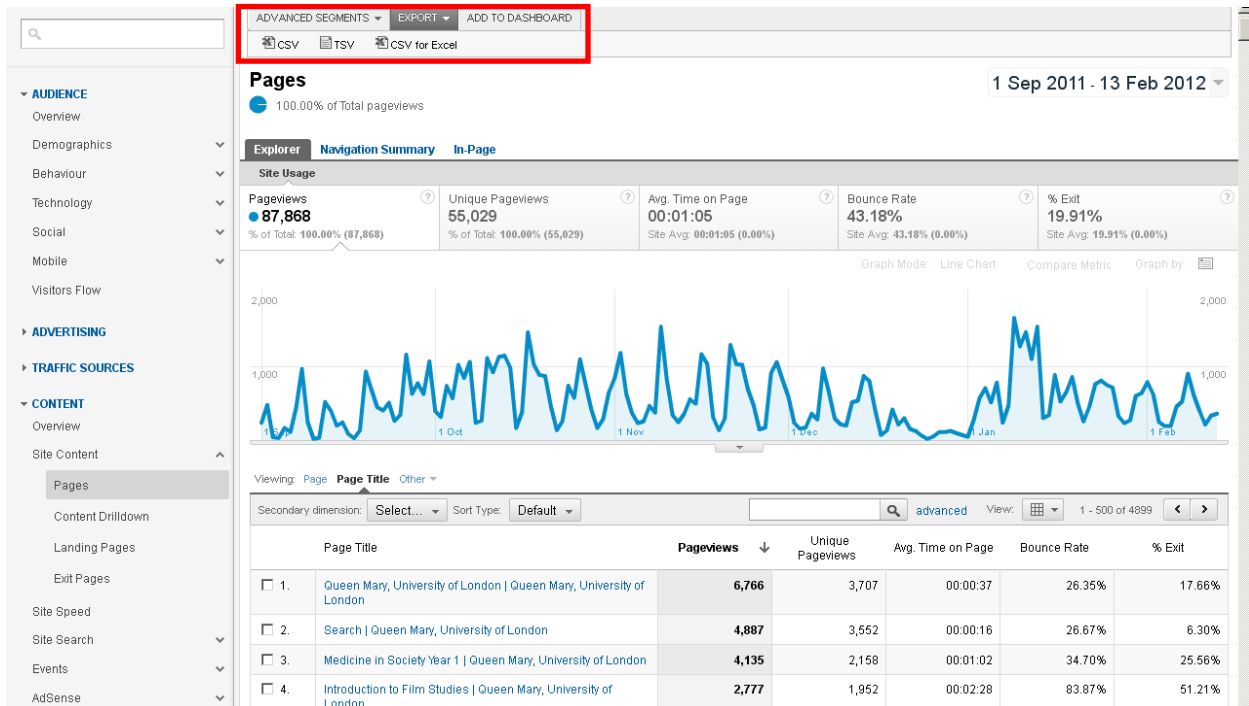


Then it is a matter of finding our item in the list. As you can see, our title has been viewed **174** times as opposed to the figures we got previously because this particular title exists multiple times in the reading list with a different chapter to be read each time. It can also be on another reading list. Therefore, the total viewing figures are quite high here.

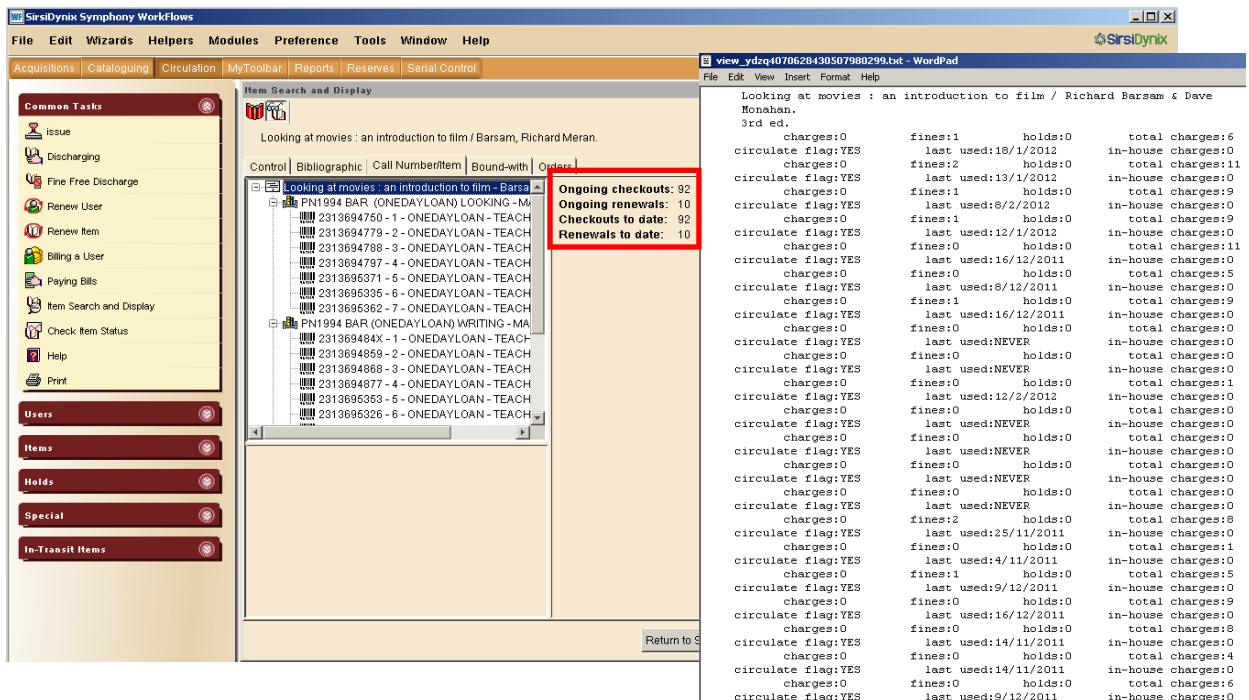
<input type="checkbox"/>	35. Logout Queen Mary, University of London	237	182	00:01:48	42.86%	53.16%
<input type="checkbox"/>	36. All Reviews Queen Mary, University of London	226	100	00:01:34	12.50%	5.75%
<input type="checkbox"/>	37. Quality of care for elderly residents in nursing homes and elderly people living at home: controlled observational study Queen Mary, University of London	221	153	00:02:05	57.14%	15.38%
<input type="checkbox"/>	38. Rooting out age discrimination Queen Mary, University of London	218	155	00:02:14	0.00%	10.09%
<input type="checkbox"/>	39. Preventing type 2 diabetes - population and community interventions Queen Mary, University of London	208	129	00:02:05	25.00%	36.06%
<input type="checkbox"/>	40. Reading Theory and Interpretation: Approaches to the Study of English Literature Queen Mary, University of London	203	105	00:01:15	46.94%	20.20%
<input type="checkbox"/>	41. Evolution Queen Mary, University of London	202	118	00:00:42	0.00%	13.37%
<input type="checkbox"/>	42. Create a new list Queen Mary, University of London	191	97	00:01:01	0.00%	2.62%
<input type="checkbox"/>	43. Treating obesity in individuals and populations Queen Mary, University of London	186	131	00:02:11	42.86%	19.35%
<input type="checkbox"/>	44. Electronic Engineering & Computer Science Queen Mary, University of London	178	87	00:00:36	54.55%	18.54%
<input type="checkbox"/>	45. DRA323 Madness and Theatricality Queen Mary, University of London	176	57	00:00:54	57.14%	10.23%
<input type="checkbox"/>	46. Biochemistry Queen Mary, University of London	175	134	00:01:58	33.33%	29.14%
<input type="checkbox"/>	47. Looking at movies: an introduction to film Queen Mary, University of London	174	116	00:02:01	42.86%	29.31%
<input type="checkbox"/>	48. Age Concern UK Queen Mary, University of London	173	134	00:01:02	50.00%	16.76%
<input type="checkbox"/>	49. Bandolier Summary about Back Pain Queen Mary, University of London	169	125	00:01:32	44.44%	27.22%

Exporting data and getting information on actual item usage

Some data can also be exported into an Excel sheet using the **EXPORT** tool whenever it is available on the screen. In the new version of Analytics the option of emailing PDF reports is not available anymore.

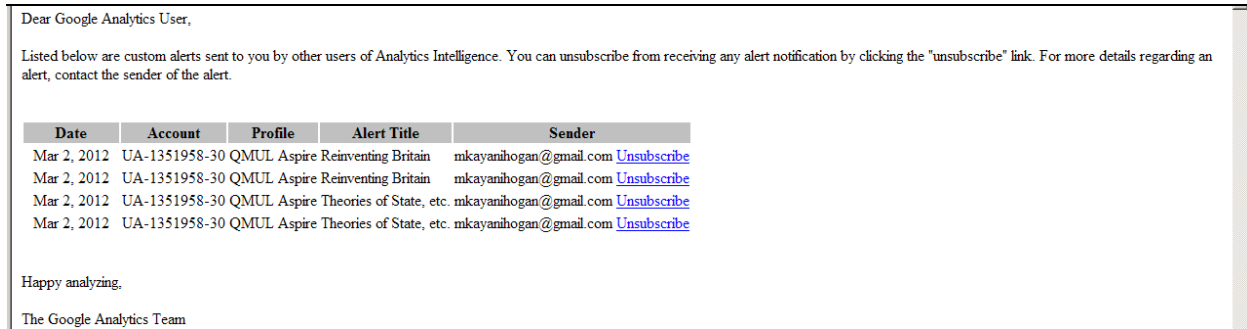


As for finding out item usage statistics, this needs to be done from the LMS by checking **usage** for the title or by running reports to get usage statistics.



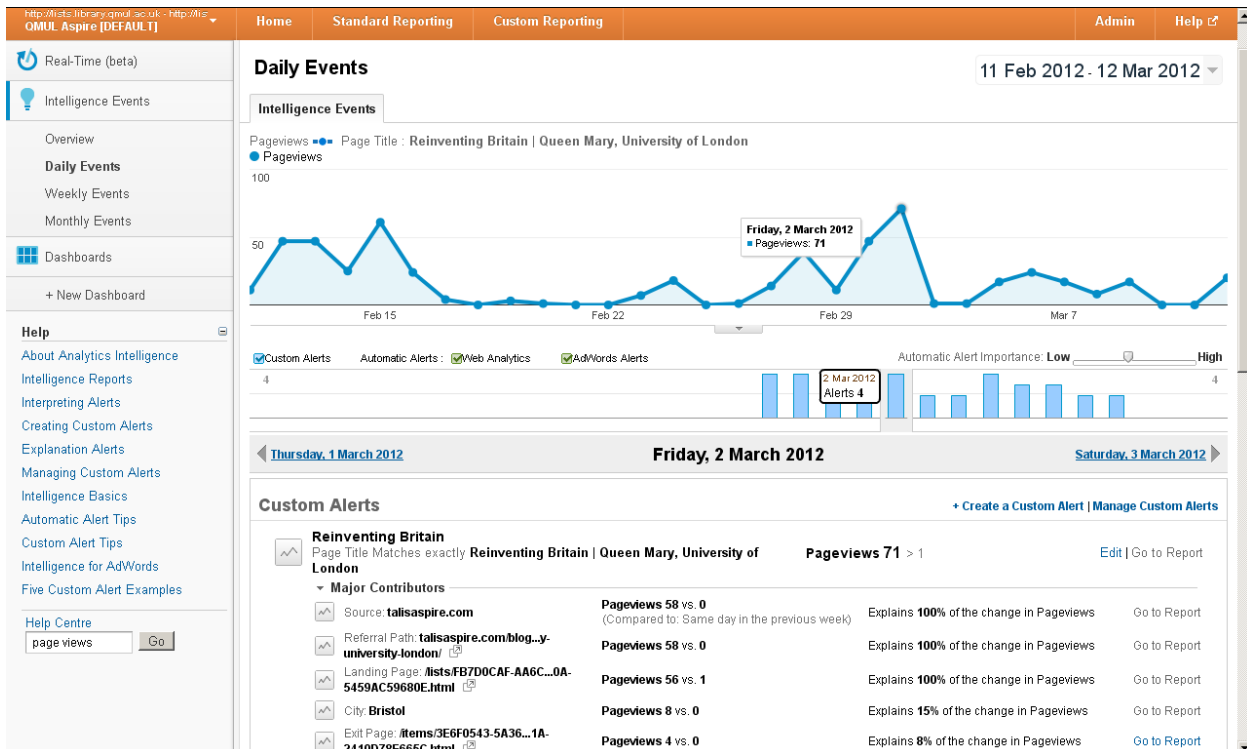
Setting up custom alerts for specific reading lists or reading list titles

You can set custom alerts to monitor the usage of specific reading lists or titles in lists. However, data does not get emailed to you. You only receive an email alert as the one below, meaning that visitor numbers to a particular page (reading list or an item in a reading list) exceeded the alert limit you set for your chosen period.



When you get the email, you need to go to the Analytics web site to see the actual data under the **Home** tab. When in this tab, in the left navigation pane you go to **Intelligence Events** and then **Daily Events** or **Weekly Events** or **Monthly Events** (whichever one you set).

Below is a report on daily page views of a reading list for the 2nd of March 2012. On this date, the list has been viewed **71** times: a sudden peak in viewing figures. An important piece of intelligence here is that **58** of these views have been via a Talis blog (the list had been selected the list of the week recently) and some of them are from other cities, meaning that these visitors were most probably from external institutions rather than our own users.



In order to set up a custom alert to monitor a particular reading list (or reading list title), go to the **Home** tab in Google Analytics. Then go to **Intelligence Events** in the left navigation pane and, depending on the frequency with which you would like to receive email alerts, select one of the options: **Daily Events** or **Weekly Events** or **Monthly Events**.

The screenshot shows the Google Analytics interface. The top navigation bar includes 'Home', 'Standard Reporting', and 'Custom Reporting'. The left sidebar has 'Intelligence Events' selected. The main content area displays a 'My Dashboard' with various analytics charts and a table of time on site by country.

Country/Territory	Visits	Avg. Time on Site
United Kingdom	3,418	00:03:09
United States	113	00:02:30
India	28	00:05:51
Canada	20	00:00:46
China	18	00:00:17
Germany	17	00:01:48
Norway	16	00:00:00
France	15	00:02:22

Once you select the desired event (alert) frequency, in the screen that comes up click on **Create a Custom Alert**.

The screenshot shows the 'Weekly Events' page in Google Analytics. The 'Intelligence Events' sub-menu is open, and 'Weekly Events' is selected. The main area displays a line chart for 'Visits' and a section for 'Custom Alerts' with a red box around the '+ Create a Custom Alert' button.

A form will come up. Fill it as below if you would like to monitor a reading list (or a reading list item):

- **Alert name:** same as the reading list (or the reading list item) to make it identifiable in the email alert if multiple lists (or items) will be monitored
- **Apply to:** leave as it is since you do not want to monitor anything else such as the library catalogue or the archives if you have access to their data
- **Period:** if you change your mind regarding alert frequency, you can amend it from here
- **Send me an email when this alert triggers:** you must tick this option; by default the alert will go to your Google email account but you can include your QMUL email too or any other email address/s
- **This applies to:** open the drop-down box and select **Page Title** under **Content**
- **Condition:** choose as appropriate from the drop-down box; if copying and pasting reading list title (or item title from a reading list), you can leave the default option **Matches exactly**
- **Value:** paste/enter reading list title (or item title); as soon as you enter a value here, options will appear and you can select one (beware of module names since they will have the same name as list names)
- **Alert me when:** select **Pageviews** under **Site usage** from the drop-down list
- **Condition:** select **Is greater than** or as appropriate from the drop-down list
- **Value:** enter you figure

You have set up an alert that will be triggered when this particular reading list (or reading list item) is viewed more times during your chosen period (a day/a week/a month) than the figure you entered in the last **Value** field, and you will get an email alert when this happens.

Click on **Save Alert**.

The screenshot shows the Google Analytics interface with a 'Weekly Events' report for the period '11 Feb 2012 - 12 Mar 2012'. A 'Create an Alert' dialog box is open, allowing the user to configure an alert. The dialog includes the following fields and options:

- Alert name:** Environment, Nature an
- Apply to:** QMUL Aspire and 0 other profiles
- Period:** Week
- Send me an email when this alert triggers. Also include m.kayani-hogan@qmul.ac.uk
- Alert Conditions:**
 - This applies to: Page Title
 - Condition: Matches exactly
 - Value: Environment, Nature an
- Alert me when:** Pageviews
- Condition:** Is greater than
- Value:** 10

Buttons for 'Save Alert' and 'Cancel' are located at the bottom of the dialog.

You will be returned to the original screen. In order to view your new alert or make any changes to it, click on **Manage Custom Alerts** at the bottom.

The screenshot shows the Google Analytics 'Weekly Events' dashboard. The top navigation bar includes 'Home', 'Standard Reporting', 'Custom Reporting', 'Admin', and 'Help'. The left sidebar contains 'Real-Time (beta)', 'Intelligence Events', 'Dashboards', and 'Help'. The main content area is titled 'Weekly Events' and shows a line chart for 'Visits' from Feb 8 to Feb 29. Below the chart, there are sections for 'Custom Alerts' and 'Automatic Alerts'. A red box highlights the 'Manage Custom Alerts' link in the 'Custom Alerts' section.

Your new alert will be at the top of the list. To edit it follow the link. You also have the option of deleting it.

The screenshot shows the Google Analytics 'Custom Alerts' management page. The top navigation bar includes 'Home', 'Standard Reporting', 'Custom Reporting', 'Admin', and 'Help'. The left sidebar contains 'Help', 'Profiles', 'Assets', and 'Help Centre'. The main content area is titled 'Custom Alerts' and shows a list of custom alerts for the profile 'QMUL Aspire'. The first alert is 'Environment, Nature and Society' with a 'Week' period. The second and third alerts are 'Reinventing Britain' with a 'Day' period. A red box highlights the 'delete' link for the first alert.

Note: If you are interested in deciphering Google Analytics terminology that appears in various reports, there is a dictionary at <http://support.google.com/analytics/bin/topic.py?hl=en&topic=1006229&parent=1726904&ctx=topic>.

Glossary

Explanations of some basic terms (as taken from Google Analytics support pages) are provided below.

% New Visits

The percentage of visits from first-time visits (from people who had never visited your site before).

Bounce Rate

The Bounce Rate is the percentage of bounced visits to your site. A bounce is calculated as a single-page view or single-event trigger in a session or visit. The following situations qualify as bounces:

- A user clicks on a link deep into your site sent by a friend, reads the information on the page, and closes the browser.
- A user comes to the home page, looks around for a minute or two, and immediately leaves.
- A user comes directly to a reference page on your site from a web search, leaves the page available in the browser while completing other tasks in other browser windows and the session times out.

Count of Visits

Each time a user visits your site, there is a counter applied to their visit that increments with each new session by that visitor. For example, if Visitor A visits your site for the first time in January, their session count is 1. If that visitor then returns in February, their session count will be 2, and so on for each subsequent visit.

Medium

In the Traffic Sources reports, medium indicates the means by which a visitor to a site received the link to that site. Examples of mediums are organic and cpc (cost-per-click) in the case of search engine links, and referral in the case of referring links from websites.

Pages/Visit

The Pages/Visit (Average Page Depth) metric displays the average number of pages viewed per visit to your site. Repeated views of a single page are counted in this calculation. This metric is useful both as an aggregate total as well as when it is viewed with other dimensions, such as country, visitor type, or mobile operating system.

Pageviews

A pageview is an instance of a page being loaded by a browser. The Pageviews metric is the total number of pages viewed; repeated views of a single page are also counted.

Source

In Analytics, a source is an origin of a traffic. Examples of sources are the Google search engine, the name of a newsletter, or the name of a referring website.

Visitor Type

Analytics records two types of visitors:

- **New Visitors**—The first time a browser accesses your site, Google Analytics records the visitor as new. This is done by checking to see if the `_utma` cookie for your domain exists on the browser. If it does not, the visit is considered a first-time visit.
- **Returning Visitors**—Google Analytics records a visitor as returning when the `_utma` cookie for your domain exists on the browser accessing your site.

Visitors

There is of course no way to know if a single person is using different browsers to visit your site. In this case each browser a person uses actually counts as a distinct visitor in Analytics. There is also no way to know if two people are sharing the same browser on the same user profile, and this activity would be tracked as activity from one visitor.

Visits

This metric is a count of sessions that have been active on your site for the selected date range.

Clicks vs. Visits

There is an important distinction between *clicks* (such as in your *AdWords Campaigns* reports) and *visits* (such as in your *Visitors* reports). The *Clicks* column in your reports indicates how many times your advertisements were clicked by visitors, while *Visits* indicates the number of unique sessions initiated by your visitors. There are several reasons why these two numbers may not match:

- A visitor may click your ad multiple times. When one person clicks on one advertisement multiple times in the same session, AdWords records multiple clicks while Analytics recognizes the separate pageviews as one visit. This is a common behavior among visitors engaging in comparison shopping.
- A user may click on an ad, and then later, during a different session, return directly to the site through a bookmark. The referral information from the original visit is retained in this case, so the one click results in multiple visits.
- A visitor may click on your advertisement, but prevent the page from fully loading by navigating to another page or by pressing the browser's *Stop* button. In this case, the Analytics tracking code is unable to execute and send tracking data to the Google servers. However, AdWords still registers a click.
- To ensure more accurate billing, Google AdWords automatically filters invalid clicks from your reports. However, Analytics reports these clicks as visits to your website in order to show the complete set of traffic data.

Visits vs. Visitors

Analytics measures both *visits* and *visitors* in your account. *Visits* represent the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

The initial session by a user during any given date range is considered to be an additional *visit* and an additional *visitor*. Any future sessions from the same user during the selected time period are counted as additional *visits*, but not as additional *visitors*.

Pageviews vs. Unique Pageviews

A *pageview* is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a visitor clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

A *unique pageview*, as seen in the *Content Overview* report, aggregates pageviews that are generated by the same user during the same session. A *unique pageview* represents the number of sessions during which that page was viewed one or more times.