

## Google Analytics guide

Google Analytics is a web program that can help LPCs to analyse their visitor traffic and paint a picture of their website's audience. It allows you to track the routes people take to reach the site and the devices they use to get there. You can also learn what people are looking for and what they find interesting which will help you tailor your site content for maximum impact.

### Getting started

Before you can begin, you will need to [create your Google Analytics account](#) and link it to your website using a [web tracking code](#). Once this has been completed, you will need to input your Google Analytics ID to the admin area of your LPC website by navigating to **Settings > Google Analytics** in the dashboard menu.

Once the Google Analytics program has begun collecting data for your LPC website, you will be able to view and analyse the information by logging into your account. [You can use this guide to familiarise yourself with the program's layout.](#)

### Key terms:

*Acquisition:* where your website users come from.

*Medium:* the general category of the source (see below), e.g. organic search, web referral or email campaign.

*Session:* the total continuous period of time a user is active on your website.

*Source:* the origin of your website traffic, such as a search engine (e.g. Google) or another website.

Now you are set up and know the basics, we'll show you the kind of information Google Analytics can tell you about your LPC website.

## Behaviour reports

### Site Content reports

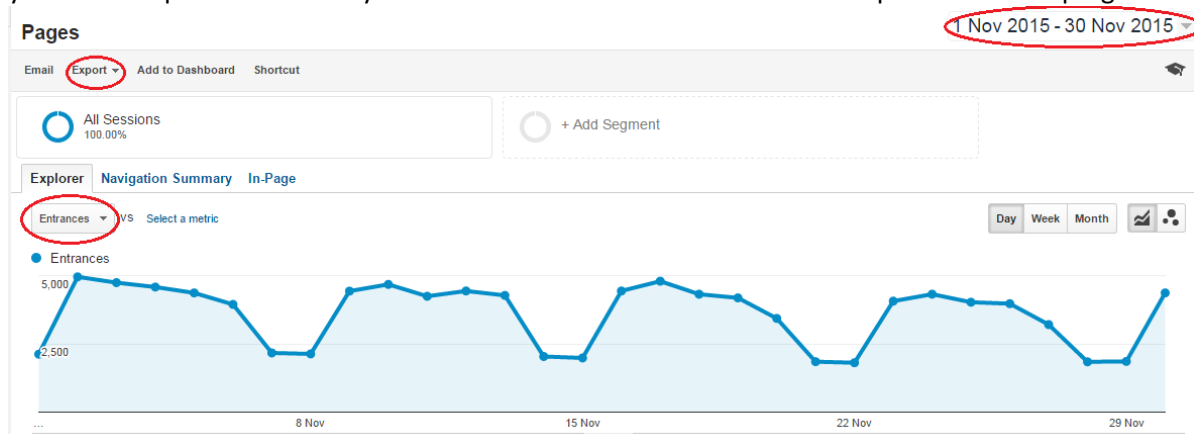
This data reveals how many people have looked at certain pages on your website and for how long. This helps you to identify which of your pages are the most (and least) popular.

To access the Site Content reports, select **Behaviour > Site Content > All Pages** from the left-hand menu.

The first table you see will look like the image opposite, but you can re-order the pages according to unique page views or average time spent on the page, or you can use the search box to find specific pages. It may also be useful to use the 'Page Title' option so you more easily recognise your webpages.

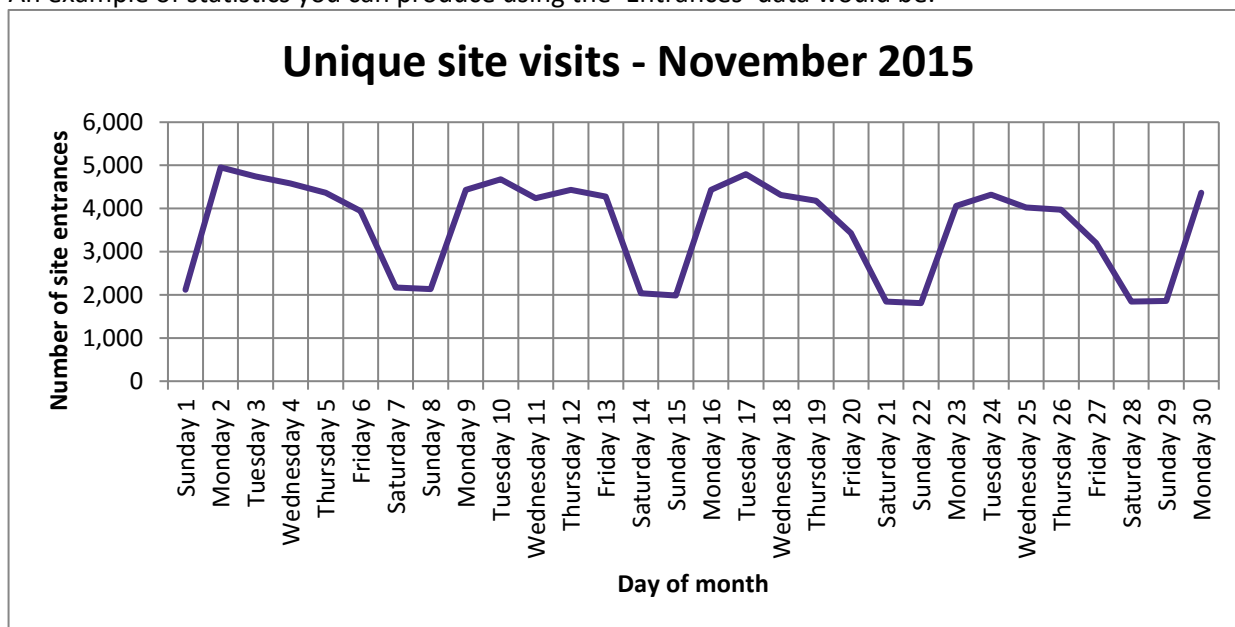
| Page  | Page Views      | Unique Page Views | Avg. Time on Page | Entrances        | Bounce Rate    |
|---|-----------------|-------------------|-------------------|------------------|----------------|
| /   | 270,726 (8.24%) | 211,063 (8.73%)   | 00:01:46 (0.00%)  | 107,542 (15.90%) | 58.37% (0.00%) |
| /dispensing-supply/supply-chain/generic-shortages/  | 9,034 (3.34%)   | 7,672 (3.63%)     | 00:03:27          | 5,730 (5.33%)    | 79.01%         |
| /services-commissioning/advanced-services/murs/   | 8,908 (3.29%)   | 5,077 (2.41%)     | 00:01:24          | 3,199 (2.97%)    | 38.61%         |
| /services-commissioning/advanced-services/flu-vaccination-service/                          | 5,342 (1.97%)   | 3,390 (1.61%)     | 00:00:47          | 1,830 (1.70%)    | 26.12%         |
| /services-commissioning/advanced-services/nms/  | 5,317 (1.96%)   | 3,174 (1.50%)     | 00:01:52          | 1,913 (1.78%)    | 48.72%         |
| /dispensing-supply/dispensing-controlled-drugs/controlled-drug-prescription-forms-validity/ | 5,292 (1.95%)   | 4,232 (2.01%)     | 00:03:26          | 3,229 (3.00%)    | 69.71%         |
| /dispensing-supply/receiving-a-prescription/patient-charges/exemptions/                     | 4,689 (1.73%)   | 3,807 (1.80%)     | 00:02:29          | 3,432 (3.19%)    | 73.63%         |

By using the 'Export' button at the top of the screen (above the graph), you can then use this information to create your own graphs with the help of an Excel spreadsheet. You should use the dropdown menu to determine the data you are to export and ensure you have the amended to the desired date period in the top right corner.



The screenshot shows a dashboard interface. At the top right, a date range '1 Nov 2015 - 30 Nov 2015' is highlighted with a red circle. Below it, an 'Export' button is also highlighted with a red circle. The dashboard includes sections for 'Pages', 'All Sessions' (100.00%), and 'Explorer' with tabs for 'Navigation Summary' and 'In-Page'. A dropdown menu is set to 'Entrances'.

An example of statistics you can produce using the 'Entrances' data would be:



### In-Page Analytics

With In-Page Analytics, you can make a visual assessment of how users interact with your web pages. This helps you to see how visitors are navigating your website. You won't necessarily need or want to produce any statistics from this data, but it's a really valuable tool for understanding how others use your site.

The [Page Analytics Chrome Extension](#) allows those who use the Google Chrome web browser to see this information on-screen when they click a button whilst on their website and logged in to Google Analytics.

### Acquisition reports

#### Traffic reports

These reports provide a window on how you acquire users by detailing where they have come to your site from. The Default Channel Grouping is a rule-based grouping of the most common sources of traffic, allowing you to quickly check the performance of each of your traffic channels; but you can obtain further information by selecting one or more of the other options available.

To access the Traffic reports, select **Acquisition > All Traffic > Channels** from the left-hand menu.

The first table you see will look like the image opposite, but you can choose to view other options displayed across the top; for example, Source/Medium.

Primary Dimension: Default Channel Grouping **Source/Medium** Source Medium Other ▾

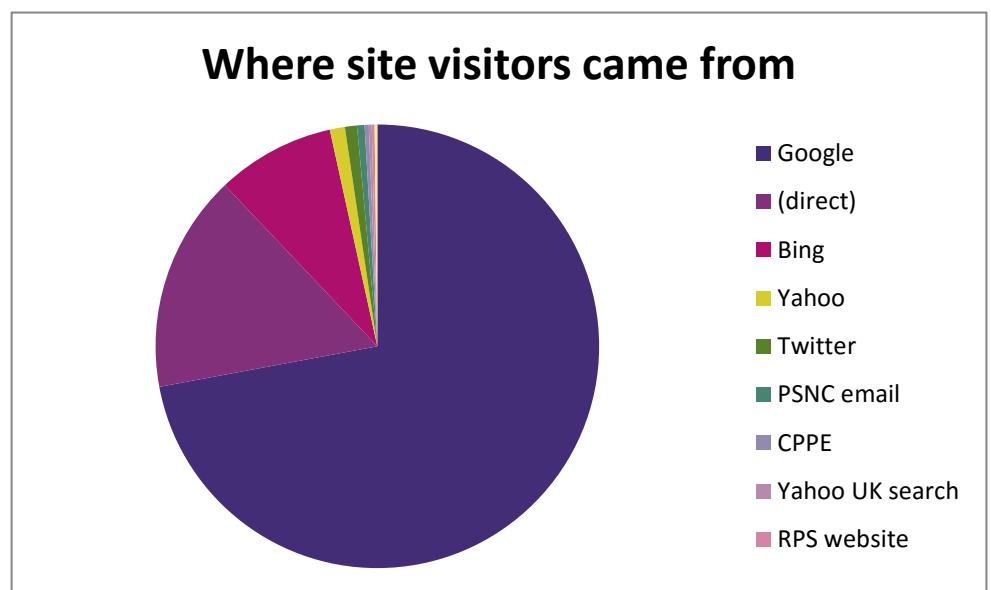
Plot Rows Secondary dimension ▾ Sort Type: Default ▾

| Default Channel Grouping                   | Acquisition                                 |   |   |
|--|---|---|---|
|  | Sessions ? ↓                                | % New Sessions ?                          | New Users ?                               |
|  | 107,545<br>% of Total: 100.00%<br>(107,545) | 43.96%<br>Avg for View: 43.93%<br>(0.07%) | 47,281<br>% of Total: 100.07%<br>(47,248) |
| <input type="checkbox"/> 1. Organic Search | 84,380 (78.46%)                             | 43.19%                                    | 36,447 (77.09%)                           |
| <input type="checkbox"/> 2. Direct         | 16,299 (15.16%)                             | 54.41%                                    | 8,869 (18.76%)                            |
| <input type="checkbox"/> 3. Referral       | 4,979 (4.63%)                               | 31.47%                                    | 1,567 (3.31%)                             |
| <input type="checkbox"/> 4. Social         | 1,146 (1.07%)                               | 25.39%                                    | 291 (0.62%)                               |
| <input type="checkbox"/> 5. Email          | 577 (0.54%)                                 | 13.86%                                    | 80 (0.17%)                                |
| <input type="checkbox"/> 6. (Other)        | 164 (0.15%)                                 | 16.46%                                    | 27 (0.06%)                                |

| Source/Medium ?                                    | Acquisition                                 |  |
|--|---|--|
|  | Sessions ? ↓                                |  |
|  | 107,545<br>% of Total: 100.00%<br>(107,545) |  |
| <input type="checkbox"/> 1. google / organic       | 74,077 (68.88%)                             |  |
| <input type="checkbox"/> 2. <b>(direct)</b> (none) | 16,299 (15.16%)                             |  |
| <input type="checkbox"/> 3. bing / organic         | 8,858 (8.24%)                               |  |
| <input type="checkbox"/> 4. yahoo / organic        | 1,124 (1.05%)                               |  |
| <input type="checkbox"/> 5. <b>t.co</b> referral   | 899 (0.84%)                                 |  |

If you do then look at the Source/Medium table, it will look similar to the image opposite. It is worth being aware of some common terms that may appear here; for example, (*direct*) means the user either typed in your URL directly into their address bar or used a saved bookmark, and *t.co* means someone has posted the link on Twitter.

By using the 'Export' button at the top of the screen (above the graph), you can then use this information to create your own graphs with the help of an Excel spreadsheet. An example of statistics you can produce using this data would be:



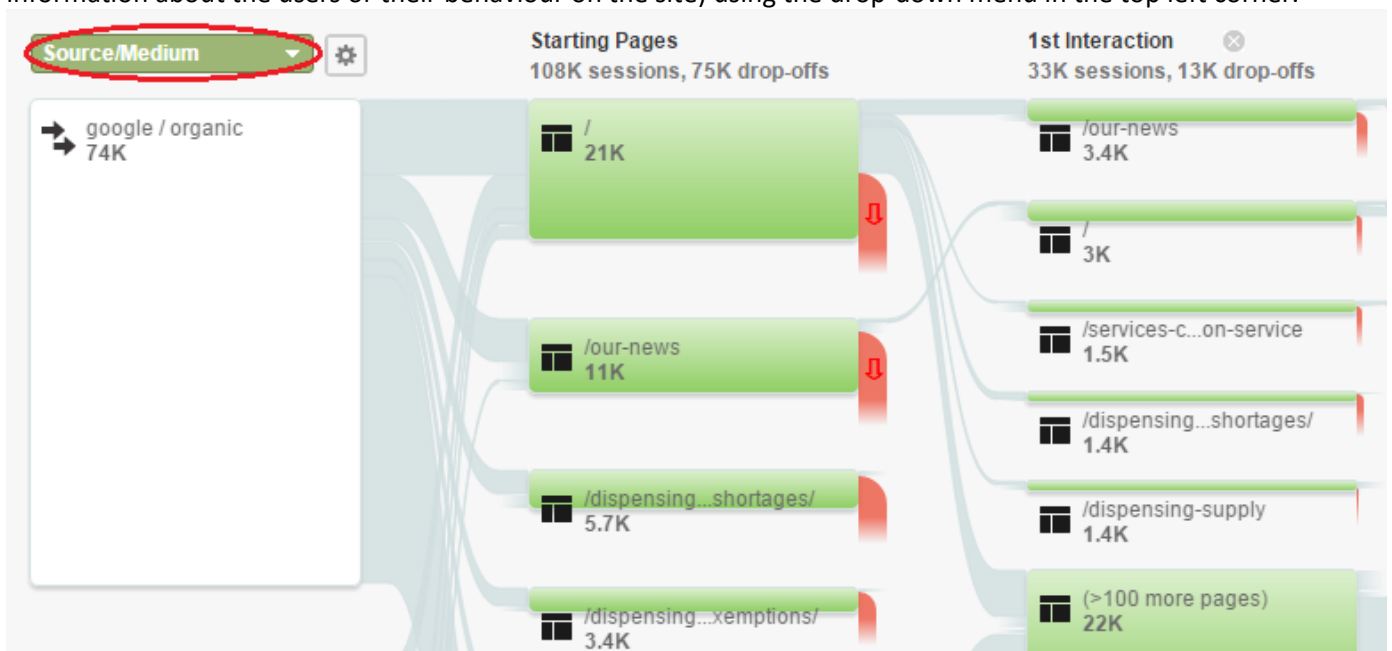
## Audience reports

### Users Flow reports

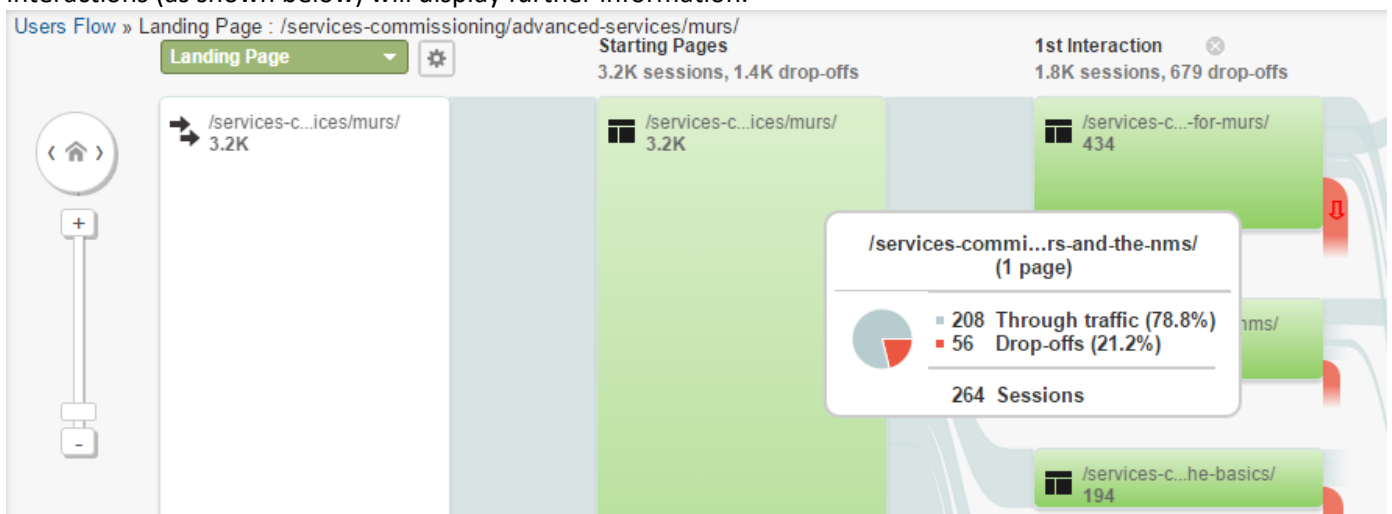
Users Flow reports are a graphical representation of the paths users took through your site, from the source, through the various pages, and where along their paths they exited your site. The Users Flow reports let you compare volumes of traffic from different sources, examine traffic patterns through your site, and troubleshoot the effectiveness of your site. It can give an indication of which pages are most popular, or how people are finding certain things on your website.

To see the Users Flow reports, select **Audience > Users Flow** from the left-hand menu.

The first chart you see will look similar to the image below, but you can choose to view different variables (such as information about the users or their behaviour on the site) using the drop-down menu in the top left corner.



You can also isolate specific paths by selecting one of those in the left-hand column. Hovering over the different interactions (as shown below) will display further information.



These reports can help you check how easily users are finding your pages and whether they are following the sequence you would expect to ensure they are getting all the necessary details relating to a certain topic.

## Technology reports

Understanding the different ways visitors view your website lets you fine tune current versions, and plan for the future. For example, PSNC uses this information to make sure its site is fully functional in current browsers, but also to stay abreast of the extent to which users are migrating away from desktop to mobile browsers and apps, and plans its development accordingly.

To access the Technology reports, select **Audience > Technology > Browser & OS** from the left-hand menu.

The first table you see will look like the image below, but you can choose to view other options displayed across the top; for example, Screen Resolution.

Primary Dimension: [Browser](#) [Operating System](#) [Screen Resolution](#) [Screen Colours](#) [Flash Version](#) [Other](#) ▼

Plot Rows  Secondary dimension ▼ Sort Type: [Default](#) ▼

|                          | Browser ?                            | Acquisition  |  |  |
|--------------------------|--------------------------------------|--|--|--|
|                          |                                      | Sessions ? ↓   | % New Sessions ?   | New Users ?  |
|                          |                                      | <b>107,545</b><br><small>% of Total: 100.00% (107,545)</small> | <b>43.96%</b><br><small>Avg for View: 43.93% (0.07%)</small> | <b>47,281</b><br><small>% of Total: 100.07% (47,248)</small> |
| <input type="checkbox"/> | 1. <a href="#">Chrome</a>            | <b>43,517</b> (40.46%)   | 42.29%   | <b>18,405</b> (38.93%)                                       |
| <input type="checkbox"/> | 2. <a href="#">Internet Explorer</a> | <b>32,332</b> (30.06%)   | 38.82%   | <b>12,552</b> (26.55%)                                       |
| <input type="checkbox"/> | 3. <a href="#">Safari</a>            | <b>21,267</b> (19.77%)   | 53.36%   | <b>11,349</b> (24.00%)                                       |

## Mobile reports

As your users migrate to mobile devices, understanding which devices they use, the input methods they use to interact with your content, and the screen sizes on which they're viewing your content lets you tweak current versions, and helps PSNC plan for future development.

To access the Mobile reports, select **Audience > Mobile > Overview** from the left-hand menu.

The first table you see will look like the image below, but you can choose to view specific mobile devices from the additional option that appears in the left-hand menu.

Primary Dimension: Device Category

|                          |            | Acquisition  |  |  |
|--------------------------|------------|--|--|--|
| Device Category ?        |            | Sessions ?   | % New Sessions ?   | New Users ?  |
|                          |            | <b>107,545</b><br><small>% of Total: 100.00% (107,545)</small> | <b>43.96%</b><br><small>Avg for View: 43.93% (0.07%)</small> | <b>47,281</b><br><small>% of Total: 100.07% (47,248)</small> |
| <input type="checkbox"/> | 1. desktop | <b>80,160</b> (74.54%)   | 38.66%   | 30,989 (65.54%)  |
| <input type="checkbox"/> | 2. mobile  | <b>18,981</b> (17.65%)   | 60.89%   | 11,558 (24.45%)  |
| <input type="checkbox"/> | 3. tablet  | <b>8,404</b> (7.81%)   | 56.33%   | 4,734 (10.01%)   |

### Next steps

Now you know what Google Analytics can tell you about your LPC website, you may also wish to [customise your dashboards, receive alerts or even get monthly performance reports sent to you by email](#). And, if your LPC has the capacity to further explore its capabilities, you can find out what else is available and how to access it from the [Google Analytics Help Center](#).

---

If you have queries on this PSNC Briefing or you require more information please contact [Melinda Mabbutt, Communications Officer](#).