



Website Analytics Overview

Background

- No website analytics tracking prior to November 1st, 2018
- Currently, the Town uses Google Analytics
- Staff are not experts in analyzing Google Analytics

**All data presented is for the period of:
November 1st, 2018 – May 16th, 2019**

Definitions

- **New Users:** The number of first-time users during the selected date range.
- **Users:** The number of new and returning people who visit your site during a set period of time.
- **Sessions:** A session is the period time a user is actively engaged with your website. The default time frame is 30 minutes. Assuming this default time frame, user interactions with no more than 30 minutes between them are in the same session; wait more than 30 minutes between user interactions, and a new session starts.
- **Page Views:** A pageview is an instance of a page being loaded (or reloaded) in a browser.
- **Bounce Rate:** The number of users that enter your site, then leave after viewing just a single page.

New Users vs. Users

The first time a person visits your site, a Google Analytics cookie will be set and a unique identifier will be assigned to them. This will help distinguish the person as a “new user”. When the same user visits your site at a later time, they will be counted as a “returning user”.

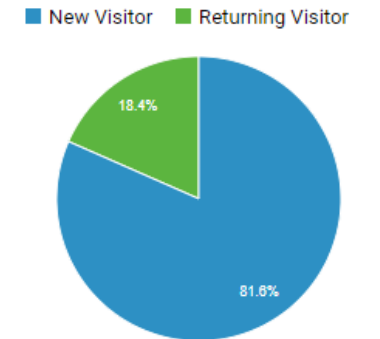
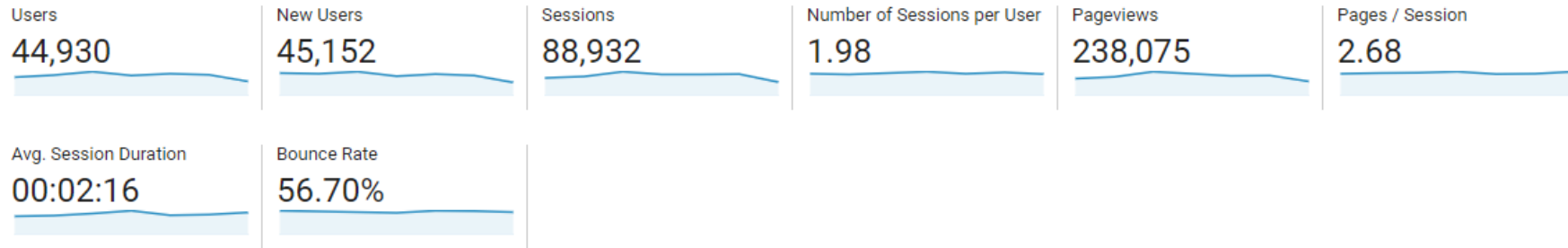
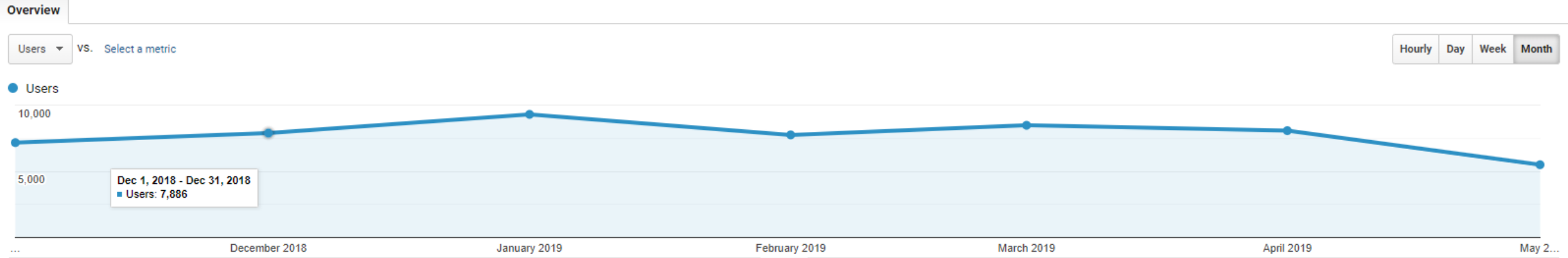
However, there are instances where that same person could still be counted as a new user, even if they already visited your site. If they access your site on a different device or through a different browser than they used the first time, they will receive a new unique identifier for that browser. For example:

- If a user visits your site through their work laptop, they will be cookie'd and assigned a unique identifier, and counted as a new user.
- If they then head home and visit your site again on their home computer, they will be cookie'd on that computer as well, and receive a new unique identifier. They will also be counted as a new Google Analytics user again.

Additionally, if a user clears their cookies at any point and re-visits your site, they will be counted as a new user, even if they had previously visited your site from the same device or browser.

Source: <https://blog.quiet.ly/insights/understanding-google-analytics-users/>


















Overview – Full Website








Average Monthly Users: $44,930 / 8.5 = 5,285$ users

Average Daily Users: $44,930 / 197 = 228$





Demographics- Country

Country	Users	% Users
1.  Canada	40,159	 88.48%
2.  United States	2,898	 6.38%
3.  India	839	 1.85%
4.  United Kingdom	153	 0.34%
5.  Australia	152	 0.33%
6.  Philippines	117	 0.26%
7.  Mexico	78	 0.17%
8.  Pakistan	78	 0.17%
9.  South Korea	77	 0.17%
10.  China	66	 0.15%

Demographics- City

City	Users	% Users
1. Toronto	9,649	 19.18%
2. The Blue Mountains	8,412	 16.72%
3. Collingwood	6,005	 11.94%
4. Oshawa	2,066	 4.11%
5. (not set)	1,816	 3.61%
6. Mississauga	1,393	 2.77%
7. Owen Sound	1,248	 2.48%
8. Hamilton	1,024	 2.04%
9. Barrie	890	 1.77%
10. Ashburn	739	 1.47%

Demographics- Operating System

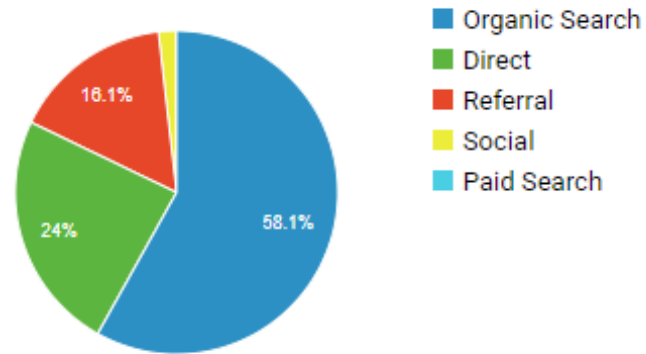
Operating System	Users	% Users
1. Windows	17,345	 38.18%
2. iOS	17,254	 37.98%
3. Android	5,339	 11.75%
4. Macintosh	4,246	 9.35%
5. (not set)	386	0.85%
6. Linux	376	0.83%
7. Chrome OS	340	0.75%
8. BlackBerry	129	0.28%
9. Tizen	5	0.01%
10. Windows Phone	3	0.01%

Website- Most Visited Pages

<input type="checkbox"/>	Page [?]	Pageviews [?]	Unique Pageviews [?]	Avg. Time on Page [?]	Entrances [?]	Bounce Rate [?]
		238,075 % of Total: 100.00% (238,075)	186,078 % of Total: 100.00% (186,078)	00:01:21 Avg for View: 00:01:21 (0.00%)	88,932 % of Total: 100.00% (88,932)	56.70% Avg for View: 56.70% (0.00%)
<input type="checkbox"/>	1. /	41,377 (17.38%)	35,144 (18.89%)	00:00:41	33,817 (38.03%)	46.48%
<input type="checkbox"/>	2. /search.cfm	12,704 (5.34%)	6,395 (3.44%)	00:00:36	363 (0.41%)	27.55%
<input type="checkbox"/>	3. /index.cfm	6,844 (2.87%)	4,505 (2.42%)	00:00:41	2,148 (2.42%)	17.97%
<input type="checkbox"/>	4. /employment-opportunities.cfm?is=27	5,740 (2.41%)	4,930 (2.65%)	00:02:37	3,198 (3.60%)	81.55%
<input type="checkbox"/>	5. /council.cfm?is=27	5,686 (2.39%)	4,375 (2.35%)	00:00:15	236 (0.27%)	6.36%
<input type="checkbox"/>	6. /solid-waste.cfm	4,877 (2.05%)	4,170 (2.24%)	00:03:27	3,472 (3.90%)	80.50%
<input type="checkbox"/>	7. /a-z-listing.cfm	4,406 (1.85%)	3,198 (1.72%)	00:00:29	140 (0.16%)	57.86%
<input type="checkbox"/>	8. /staff-directory.cfm	4,137 (1.74%)	3,126 (1.68%)	00:02:11	1,550 (1.74%)	57.42%
<input type="checkbox"/>	9. /employment-opportunities.cfm	3,259 (1.37%)	2,945 (1.58%)	00:01:49	2,570 (2.89%)	84.36%
<input type="checkbox"/>	10. /agendas-minutes-reports.cfm?is=27	3,217 (1.35%)	2,577 (1.38%)	00:04:25	504 (0.57%)	62.50%
<input type="checkbox"/>	11. /public-skating.cfm	2,361 (0.99%)	1,860 (1.00%)	00:01:01	1,666 (1.87%)	48.74%
<input type="checkbox"/>	12. /council-meeting-live-stream.cfm?is=27	2,318 (0.97%)	1,418 (0.76%)	00:04:52	368 (0.41%)	57.07%
<input type="checkbox"/>	13. /newsroom.cfm?is=27	2,286 (0.96%)	1,740 (0.94%)	00:02:19	308 (0.35%)	68.83%
<input type="checkbox"/>	14. /community-events-calendar.cfm	1,976 (0.83%)	1,375 (0.74%)	00:00:55	286 (0.32%)	59.79%
<input type="checkbox"/>	15. /agendas-minutes-reports.cfm	1,829 (0.77%)	1,517 (0.82%)	00:02:57	586 (0.66%)	64.51%
<input type="checkbox"/>	16. /council-calendar.cfm?is=27	1,721 (0.72%)	1,096 (0.59%)	00:00:20	148 (0.17%)	4.73%
<input type="checkbox"/>	17. /zoning-information.cfm	1,644 (0.69%)	1,411 (0.76%)	00:04:01	898 (1.01%)	66.93%
<input type="checkbox"/>	18. /council-calendar.cfm	1,597 (0.67%)	1,091 (0.59%)	00:00:31	236 (0.27%)	17.37%
<input type="checkbox"/>	19. /departments.cfm?is=27	1,545 (0.65%)	1,137 (0.61%)	00:00:18	45 (0.05%)	17.78%
<input type="checkbox"/>	20. /town-hall.cfm?is=27	1,513 (0.64%)	1,109 (0.60%)	00:00:25	118 (0.13%)	17.80%

Website- Traffic Sources

Top Channels



	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	40,705	41,053	80,252	56.80%	2.66	00:02:15
1 ■ Organic Search	24,647	<div style="width: 50%;"><div style="background-color: blue; height: 10px;"></div></div>		51.72%	<div style="width: 50%;"><div style="background-color: blue; height: 10px;"></div></div>	
2 ■ Direct	10,185	<div style="width: 25%;"><div style="background-color: blue; height: 10px;"></div></div>		51.76%	<div style="width: 50%;"><div style="background-color: blue; height: 10px;"></div></div>	
3 ■ Referral	6,815	<div style="width: 15%;"><div style="background-color: blue; height: 10px;"></div></div>		86.06%	<div style="width: 80%;"><div style="background-color: blue; height: 10px;"></div></div>	
4 ■ Social	760	<div style="width: 2%;"><div style="background-color: blue; height: 10px;"></div></div>		46.42%	<div style="width: 40%;"><div style="background-color: blue; height: 10px;"></div></div>	



Website- Organic Sources







<input type="checkbox"/>	Keyword [?]	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		27,228 % of Total: 60.60% (44,930)	26,064 % of Total: 57.73% (45,152)	50,053 % of Total: 56.28% (88,932)	51.73% Avg for View: 56.70% (-8.78%)	2.83 Avg for View: 2.68 (5.55%)	00:02:27 Avg for View: 00:02:16 (8.03%)
<input type="checkbox"/>	1. (not provided)	26,058 (94.14%)	24,962 (95.77%)	47,704 (95.31%)	51.97%	2.82	00:02:27
<input type="checkbox"/>	2. town of the blue mountains	132 (0.48%)	88 (0.34%)	252 (0.50%)	28.97%	3.50	00:02:52
<input type="checkbox"/>	3. town of blue mountains	130 (0.47%)	100 (0.38%)	257 (0.51%)	47.47%	2.98	00:02:22
<input type="checkbox"/>	4. (not set)	68 (0.25%)	61 (0.23%)	86 (0.17%)	48.84%	3.01	00:02:03
<input type="checkbox"/>	5. town of blue mountains ontario	31 (0.11%)	19 (0.07%)	52 (0.10%)	30.77%	4.50	00:04:17
<input type="checkbox"/>	6. town of blue mountain	25 (0.09%)	18 (0.07%)	32 (0.06%)	40.62%	2.94	00:01:54
<input type="checkbox"/>	7. amazon	22 (0.08%)	22 (0.08%)	22 (0.04%)	95.45%	1.05	<00:00:01
<input type="checkbox"/>	8. the blue mountains ontario	18 (0.07%)	17 (0.07%)	25 (0.05%)	40.00%	3.80	00:03:06
<input type="checkbox"/>	9. town of the blue mountains jobs	14 (0.05%)	10 (0.04%)	32 (0.06%)	78.12%	1.34	00:00:11
<input type="checkbox"/>	10. blue mountain	11 (0.04%)	10 (0.04%)	16 (0.03%)	56.25%	3.12	00:02:57
<input type="checkbox"/>	11. blue mountains ontario	11 (0.04%)	10 (0.04%)	13 (0.03%)	69.23%	2.23	00:00:33
<input type="checkbox"/>	12. town of the blue mountains ontario	11 (0.04%)	7 (0.03%)	14 (0.03%)	28.57%	3.36	00:01:15
<input type="checkbox"/>	13. the town of the blue mountains	10 (0.04%)	3 (0.01%)	11 (0.02%)	9.09%	4.82	00:02:56
<input type="checkbox"/>	14. town of blue mountains municipality	9 (0.03%)	9 (0.03%)	12 (0.02%)	33.33%	3.42	00:03:58
<input type="checkbox"/>	15. the blue mountains	8 (0.03%)	6 (0.02%)	9 (0.02%)	33.33%	3.67	00:01:25
<input type="checkbox"/>	16. town of blue mountains jobs	8 (0.03%)	6 (0.02%)	11 (0.02%)	72.73%	2.55	00:00:31
<input type="checkbox"/>	17. blue mountains	7 (0.03%)	6 (0.02%)	7 (0.01%)	57.14%	3.00	00:02:15
<input type="checkbox"/>	18. the town of blue mountains	7 (0.03%)	5 (0.02%)	17 (0.03%)	11.76%	5.18	00:09:39
<input type="checkbox"/>	19. The Blue Mountains, Ontario	6 (0.02%)	6 (0.02%)	7 (0.01%)	28.57%	3.14	00:01:47
<input type="checkbox"/>	20. town of blue mountains careers	6 (0.02%)	4 (0.02%)	11 (0.02%)	81.82%	2.00	00:03:12

Website- Referral

<input type="checkbox"/>	Source [?]	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		7,362 % of Total: 16.39% (44,930)	7,046 % of Total: 15.61% (45,152)	13,238 % of Total: 14.89% (88,932)	85.82% Avg for View: 56.70% (51.35%)	1.55 Avg for View: 2.68 (-42.02%)	00:00:49 Avg for View: 00:02:16 (-63.78%)
<input type="checkbox"/>	1. 10.11.10.1:4106	5,421 (73.01%)	5,369 (76.20%)	9,836 (74.30%)	95.85%	1.15	00:00:16
<input type="checkbox"/>	2. 192.168.6.1:4106	300 (4.04%)	292 (4.14%)	520 (3.93%)	98.65%	1.02	00:00:02
<input type="checkbox"/>	3. ca.search.yahoo.com	191 (2.57%)	162 (2.30%)	299 (2.26%)	40.47%	3.21	00:02:36
<input type="checkbox"/>	4. en.wikipedia.org	101 (1.36%)	93 (1.32%)	109 (0.82%)	48.62%	3.01	00:02:29
<input type="checkbox"/>	5. en.m.wikipedia.org	92 (1.24%)	86 (1.22%)	103 (0.78%)	47.57%	2.72	00:01:18
<input type="checkbox"/>	6. bluemountainvillage.ca	84 (1.13%)	43 (0.61%)	146 (1.10%)	57.53%	2.67	00:03:01
<input type="checkbox"/>	7. collingwood-bluemountain.com	77 (1.04%)	64 (0.91%)	116 (0.88%)	68.10%	2.84	00:03:12
<input type="checkbox"/>	8. bluemountainsreview.ca	64 (0.86%)	33 (0.47%)	156 (1.18%)	48.08%	3.83	00:04:26
<input type="checkbox"/>	9. thebluemountainslibrary.ca	62 (0.84%)	47 (0.67%)	70 (0.53%)	84.29%	1.30	00:00:14
<input type="checkbox"/>	10. auctionsontario.ca	61 (0.82%)	61 (0.87%)	68 (0.51%)	69.12%	1.66	00:00:17
<input type="checkbox"/>	11. mah.gov.on.ca	59 (0.79%)	55 (0.78%)	78 (0.59%)	38.46%	3.45	00:02:40
<input type="checkbox"/>	12. duckduckgo.com	51 (0.69%)	50 (0.71%)	60 (0.45%)	41.67%	3.70	00:02:53
<input type="checkbox"/>	13. ca.indeed.com	44 (0.59%)	42 (0.60%)	49 (0.37%)	81.63%	1.45	00:00:48
<input type="checkbox"/>	14. news.google.com	44 (0.59%)	37 (0.53%)	87 (0.66%)	70.11%	1.61	00:00:36
<input type="checkbox"/>	15. ontariomunicipaljobs.com	43 (0.58%)	43 (0.61%)	57 (0.43%)	38.60%	2.07	00:00:29
<input type="checkbox"/>	16. centraleastontario.cioc.ca	37 (0.50%)	22 (0.31%)	69 (0.52%)	56.52%	2.62	00:02:15
<input type="checkbox"/>	17. webmail.bell.net	32 (0.43%)	25 (0.35%)	113 (0.85%)	53.98%	2.58	00:01:56
<input type="checkbox"/>	18. grey.ca	22 (0.30%)	10 (0.14%)	27 (0.20%)	81.48%	1.41	00:00:32
<input type="checkbox"/>	19. thornburypaper.ca	21 (0.28%)	12 (0.17%)	42 (0.32%)	50.00%	3.17	00:01:44
<input type="checkbox"/>	20. int.search.tb.ask.com	20 (0.27%)	20 (0.28%)	31 (0.23%)	29.03%	4.00	00:02:24

Website- Social Traffic

Social Network	Sessions	% Sessions
1. Twitter	1,086	 52.57%
2. Facebook	952	 46.08%
3. LinkedIn	13	0.63%
4. TripAdvisor	9	0.44%
5. Wikia	3	0.15%
6. Blogger	1	0.05%
7. Google+	1	0.05%
8. Pinterest	1	0.05%

Shared URL	Sessions	% Sessions
1. www.thebluemountains.ca/	568	 27.49%
2. www.thebluemountains.ca/employment-opportunities.cfm?is=27	120	 5.81%
3. thebluemountains.ca/	108	 5.23%
4. www.thebluemountains.ca/index.cfm	102	 4.94%
5. www.thebluemountains.ca/cannabis.cfm	67	 3.24%
6. www.thebluemountains.ca/newsroom.cfm?is=27	57	 2.76%
7. www.thebluemountains.ca/agendas-minutes-reports.cfm?is=27	49	2.37%
8. www.thebluemountains.ca/council-meeting-live-stream.cfm?is=2	40	1.94%
9. www.thebluemountains.ca/cannabis.cfm?fbclid=IwAR0gEWvXmv3lO7uLewlyVpSYs4sExz28ki4qYBwtOgSLWbd7pnpHDES3Yz8	38	1.84%
10. www.thebluemountains.ca/human-resources.cfm?is=3	34	1.65%

Website- Bounce Rate

Bounce Rate: The number of users that enter your site, then leave after viewing just a single page.

Bounce Rate

56.80%



Bounce rate would be the number of people who came into your shop, briefly looked around, and then made a beeline for the exit without a second thought.

In website terms, these are the visitors who hit the Back button or close their tabs after your site loaded, without having interacted with it. A lot of factors could be at play here, including:

- Slow website load speed testing visitors' patience.
- Poor navigation options making it difficult for visitors to find what they want.
- Shoddy design giving the wrong impression.

What is the standard bounce rate for a municipal website?

The average bounce rate across the web is approximately 40.5%, which may seem like quite a high number – but to be fair, people on the internet have relatively small attention spans.

Source: Yoast.com (SEO Expert Website)

Website- Exit Pages

Exit Pages: When you visit a site and view a few pages, your exit page is the last one you view. The rate at which each page serves as an exit page is not to be confused with its bounce rate. While the two values are related, they are not the same.

A high exit rate suggests that a particular page is losing visitors. Every user *will* exit at some point, but the better the overall experience, the longer they'll stay. Source: Yoast.com (SEO Expert Website)

<input type="checkbox"/>	Page ?	Exits ?	↓	Pageviews ?	% Exit ?
		80,252 % of Total: 100.00% (80,252)		213,412 % of Total: 100.00% (213,412)	37.60% Avg for View: 37.60% (0.00%)
<input type="checkbox"/>	1. /	16,269 (20.27%)		37,647 (17.64%)	43.21%
<input type="checkbox"/>	2. /solid-waste.cfm	3,386 (4.22%)		4,487 (2.10%)	75.46%
<input type="checkbox"/>	3. /employment-opportunities.cfm?is=27	3,285 (4.09%)		4,386 (2.06%)	74.90%
<input type="checkbox"/>	4. /employment-opportunities.cfm	2,511 (3.13%)		3,099 (1.45%)	81.03%
<input type="checkbox"/>	5. /staff-directory.cfm	1,764 (2.20%)		3,724 (1.74%)	47.37%
<input type="checkbox"/>	6. /agendas-minutes-reports.cfm?is=27	1,605 (2.00%)		2,935 (1.38%)	54.68%
<input type="checkbox"/>	7. /search.cfm	1,388 (1.73%)		11,352 (5.32%)	12.23%
<input type="checkbox"/>	8. /public-skating.cfm	1,134 (1.41%)		2,358 (1.10%)	48.09%
<input type="checkbox"/>	9. /index.cfm	938 (1.17%)		6,197 (2.90%)	15.14%
<input type="checkbox"/>	10. /public-transit.cfm	929 (1.16%)		1,135 (0.53%)	81.85%

Questions?