Apr 1, 2019 - Jun 30, 2019

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Advanced Analytic Reports for [redacted]

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What is this?

Data should do good and look good. We've put together this dashboard to help your nonprofit interact with important web data that will help you drive impact.

Every month you will receive this report along with your usual maintenance report.

What if I have questions?

Tweet us @amdeellc or send us a message here.

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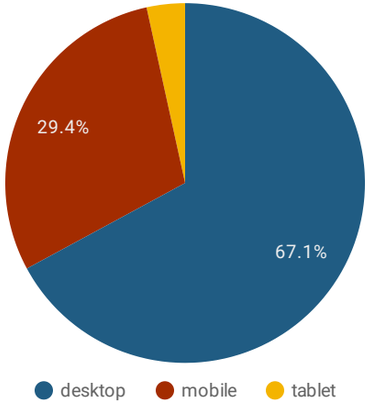
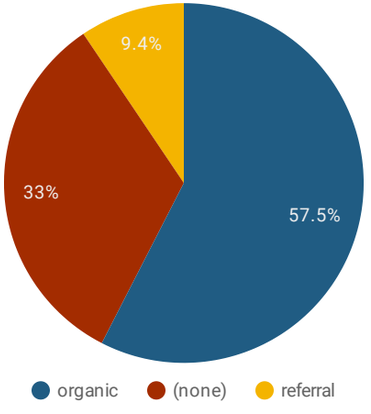
Advanced Analytics Overview

Apr 1, 2019 - Jun 30, 2019

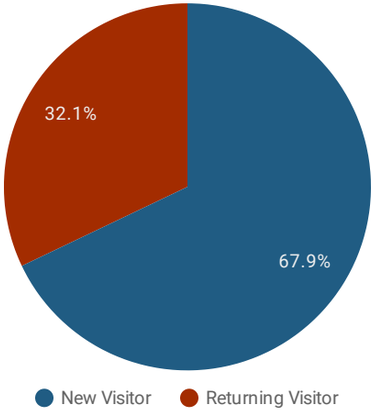
All Device Types by pageview



All Traffic Sources by pageview



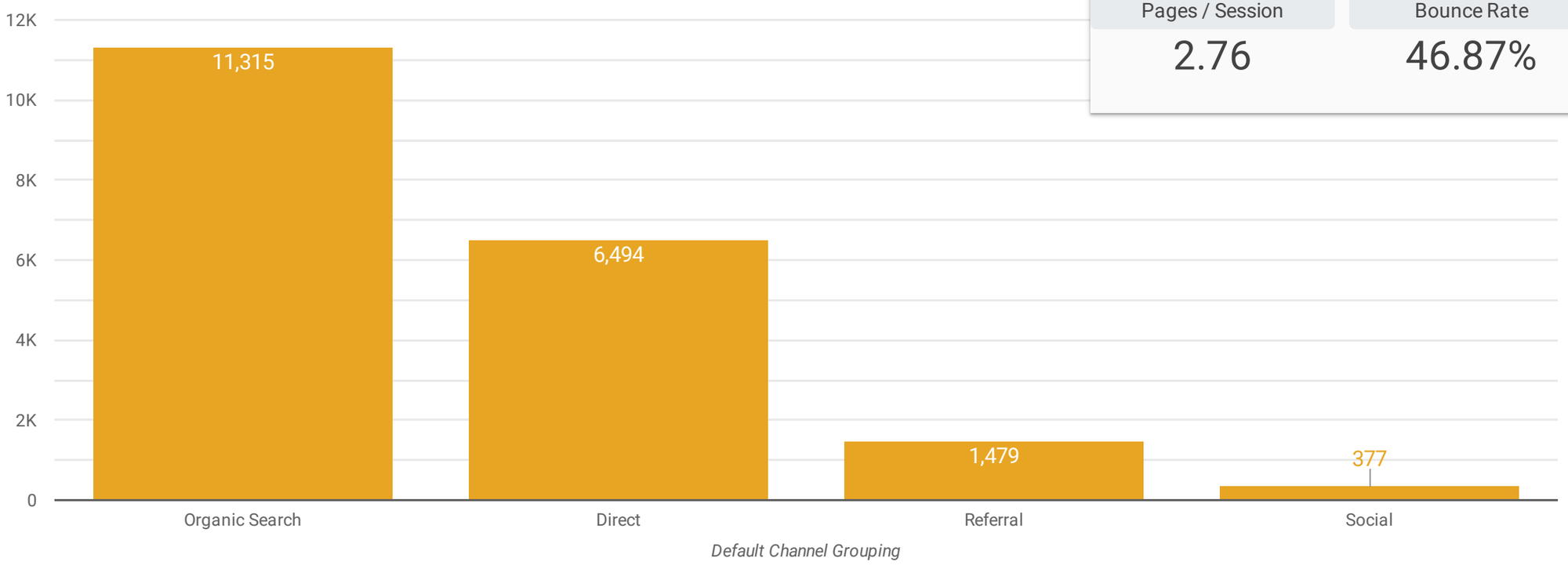
All Visitors by pageview



General Metrics

Pageviews	Users
19,665	5,163
% of New Users	**Sessions**
93.57%	7,137
Avg. Session Duration	**% New Sessions**
02:12	67.69%
Pages / Session	**Bounce Rate**
2.76	46.87%

All Visitors by Channel



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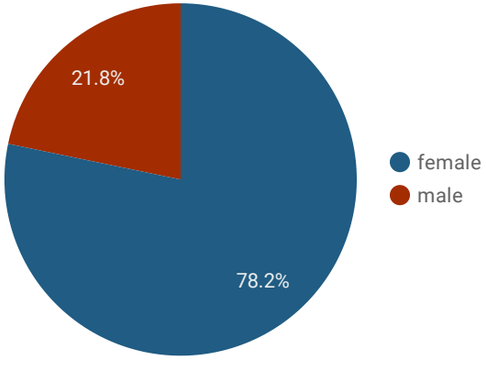
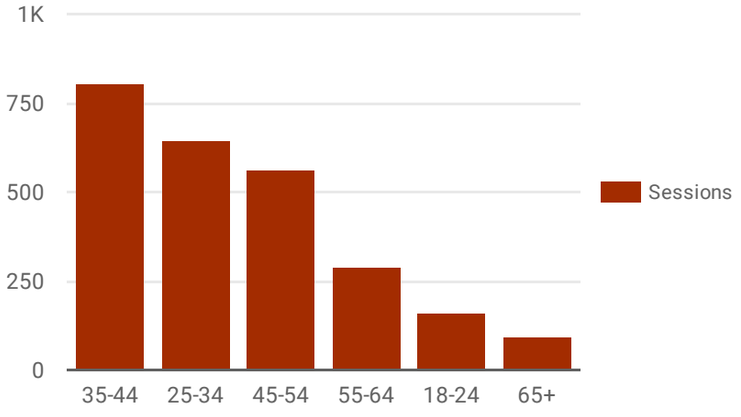
Who's Your Audience?

Apr 1, 2019 - Jun 30, 2019

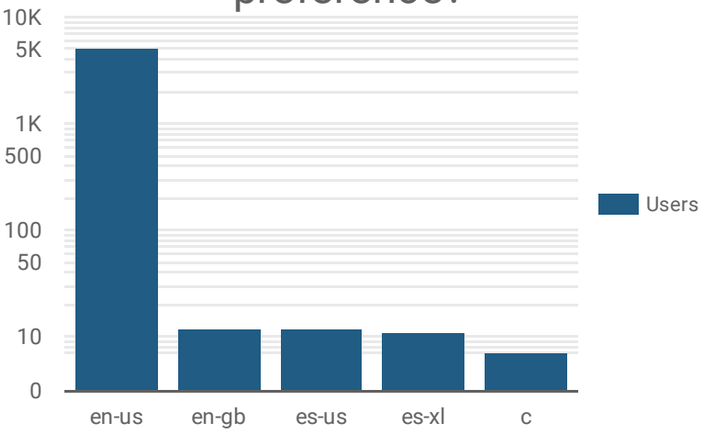
What's the gender split?



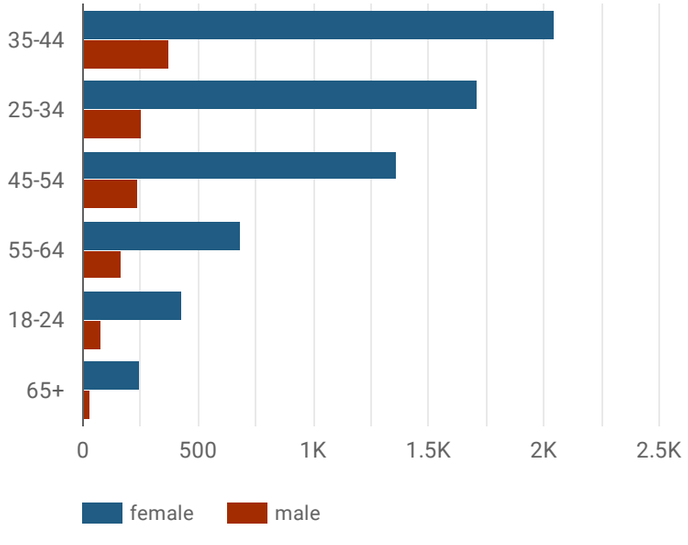
How old are the users?



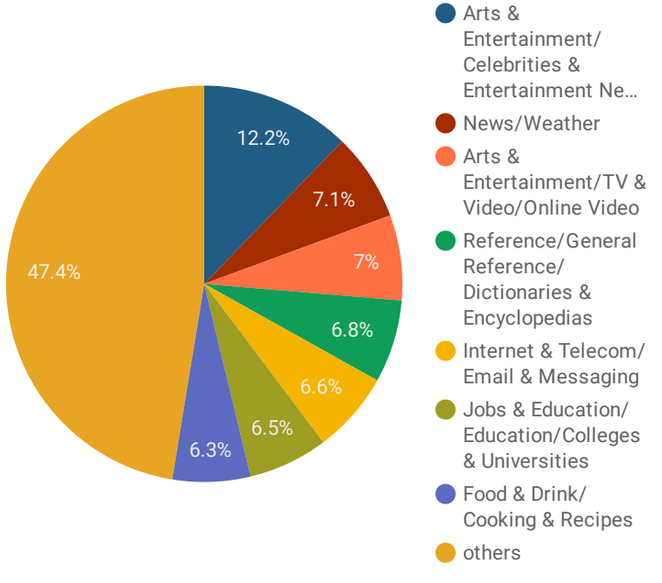
What is their language preference?



What's the breakdown of gender and age on pageviews?

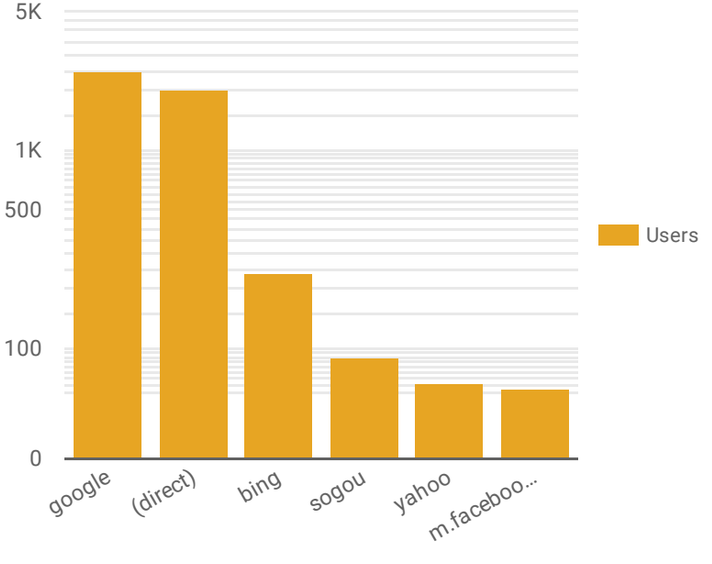


What are some areas of interest? **



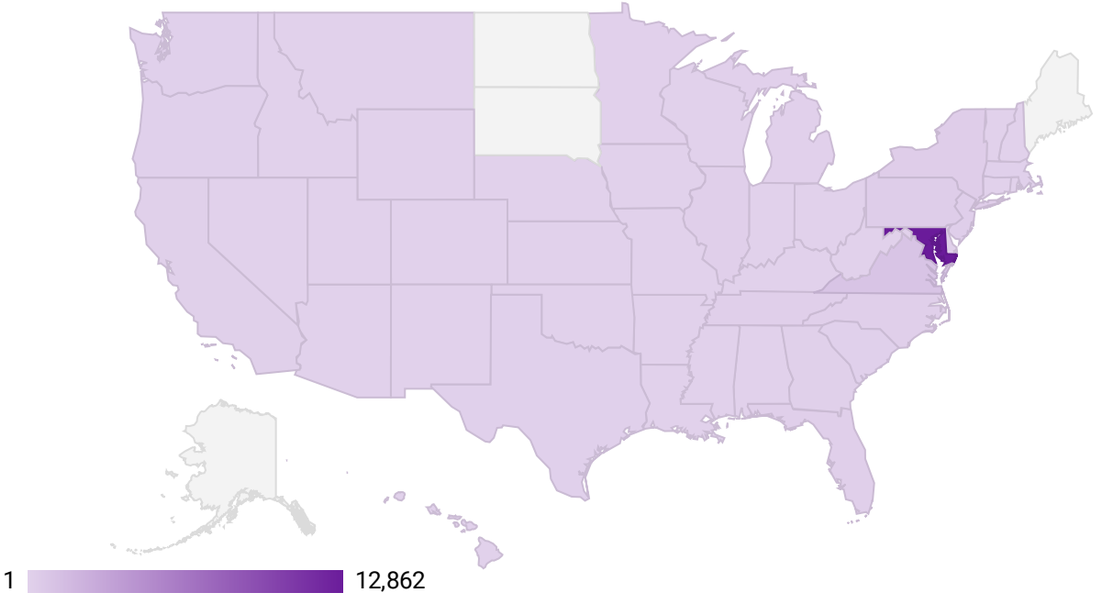
** This is the search engine's best guess

Where are they referred from?

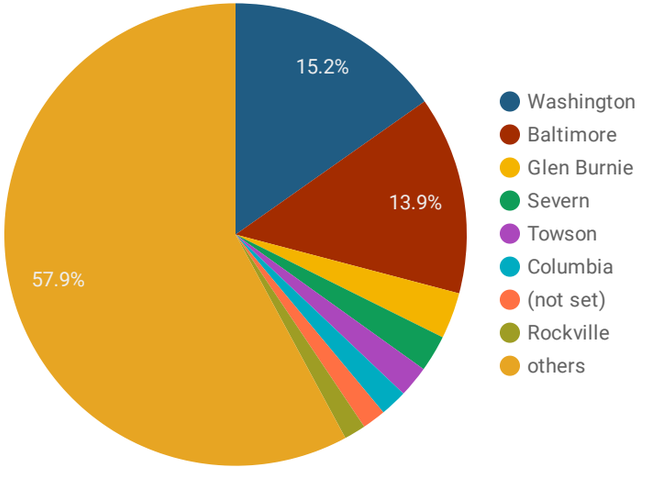


	Region	City	Pageviews	Users ▼
1.	District of Columbia	Washington	2,990	805
2.	Maryland	Baltimore	2,726	632
3.	Virginia	Ashburn	141	119
4.	Maryland	Columbia	364	97
5.	New York	New York	202	92
6.	Maryland	Towson	429	86
7.	Maryland	Glen Burnie	636	83
8.	Maryland	Rockville	298	76
9.	Virginia	Tysons	224	76
10.	(not set)	(not set)	87	71
11.	Maryland	Catonsville	287	65
12.	Oregon	Boardman	62	62
13.	Maryland	Gaithersburg	223	60
14.	Virginia	Arlington	165	60
15.	Maryland	Severna Park	180	60
16.	Maryland	Owings Mills	200	58
17.	Maryland	Severn	503	57
18.	Maryland	Ellicott City	185	55
19.	Maryland	Silver Spring	274	55
20.	Maryland	Frederick	160	54
21.	Maryland	Bethesda	223	47
22.	Maryland	Bowie	151	43
23.	Maryland	(not set)	157	42
24.	Maryland	Salisbury	137	40
25.	Maryland	Saint Charles	164	39

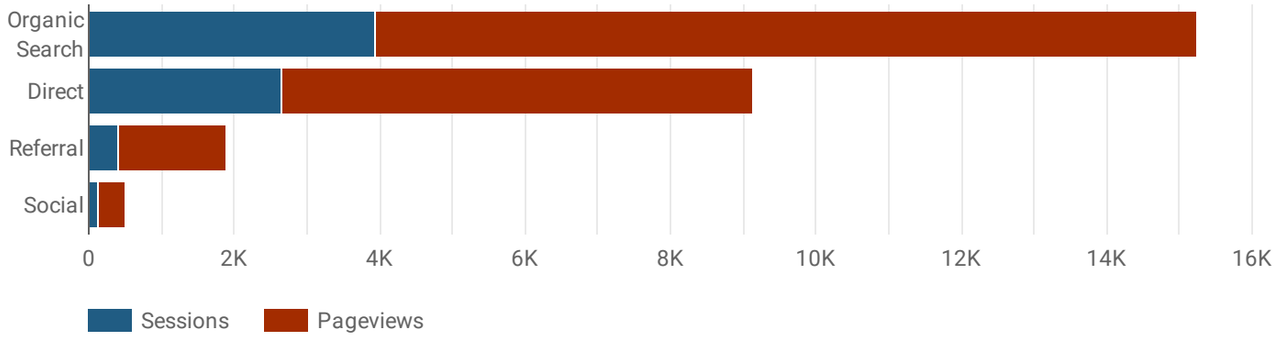
What are the top regions by page views?



Users by City



Which channels are driving engagement?



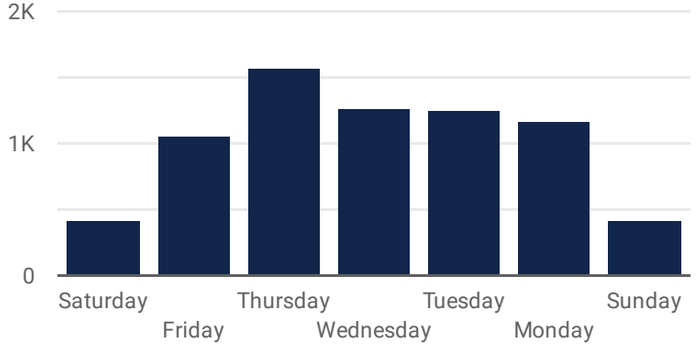
General Metrics

Pages/ Session	% New Sessions
2.76	67.69%
Avg Session Duration	**Avg Time on Page**
02:12	01:15
Bounces	**Bounce Rate**
3.3K	46.87%
Entrances	**Hits**
7,130	21,399

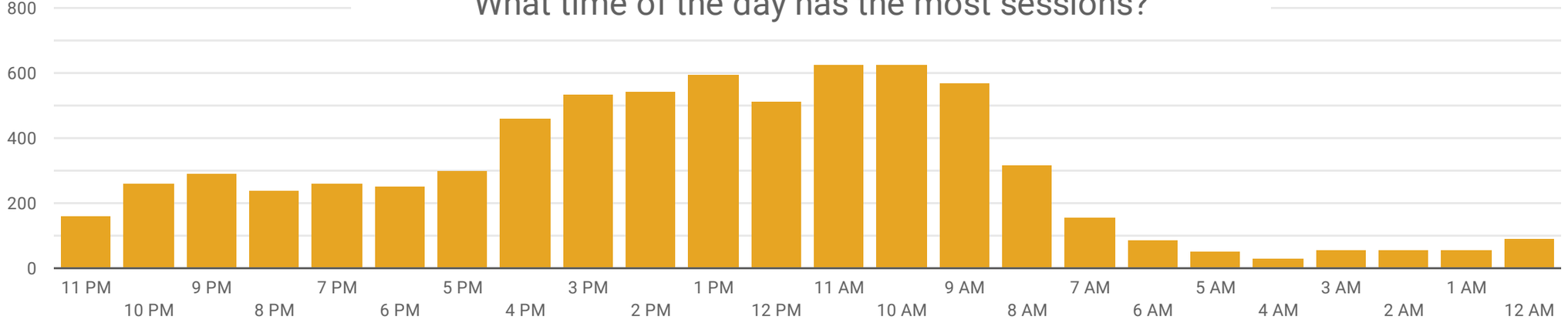
What are the top 5 pages they leaving from?

	Exit Page	Users
1.		8
2.		2
3.		3
4.		9
5.		5

What days of the week have the most sessions?



What time of the day has the most sessions?



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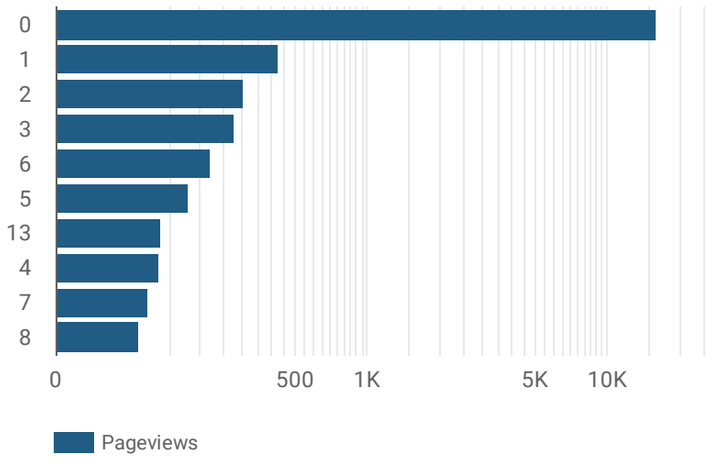
Returning Engagement

Apr 1, 2019 - Jun 30, 2019

	Default Channel...	Full Referrer	Users
1.	Organic Search		573
2.	Direct		354
3.	Organic Search		59
4.	Organic Search		17
5.	Referral		12
6.	Referral		10
7.	Referral		6
8.	Social		6
9.	Social		4
10.	Referral		3
11.	Organic Search		3

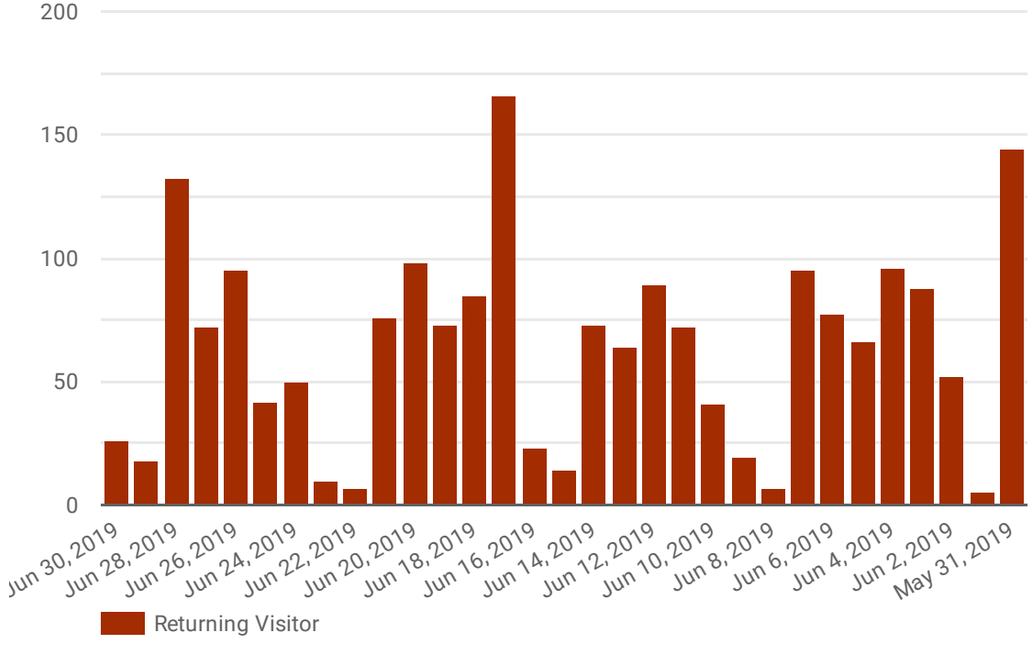
How frequently do they return to your site?



General Metrics

Pageviews	Users
19,665	5,163
New Users	**Sessions Per User**
4,831	1.38
Avg. Session Duration	**% New Sessions**
02:12	67.69%

How many pageviews returning users see?



How many active users over the past 30 days?

Event Category	Event Action	Users	Total Events ▾	Unique Events
download	click	593	1,221	1,113
outbound	click	171	257	237
telephone	call	35	50	43
email	send	2	6	2
	Grand total	**5,163**	**1,534**	**1,395**

General Metrics

Total Events	Sessions with Event
1,534	862

	Event Label	Total Events ▾	Sessions
1.	https:/	183	167
2.	https:/	124	114
3.	https:/	76	69
4.	https:/	74	63
5.	https:/	73	63
6.	https:/	64	59
7.	https:/	56	54
8.	https:/	51	46
9.	https:/	46	45
10.	https:/	40	38
11.	http://	40	38
12.	https:/	37	35
13.	https:/	28	27
14.	https:/	23	20
15.	https:/	23	22
16.	https:/	21	20
17.	https:/	20	20
18.	http://	19	16
19.	https:/	19	15
20.	https:/	19	18

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Events & Downloads

Apr 1, 2019 - Jun 30, 2019

Event Label	Event Category	Page	Total Events	Unique Events
[redacted]	download	[redacted]	183	167
	download		95	86
	download		64	60
	download		60	57
	download		55	52
	download		50	45
	download		48	46
	download		46	45
	download		45	44
	download		25	23
	download		22	21
	outbound		22	21
	download		21	20
	download		20	19
	download		20	20
	outbound		17	16
	outbound		16	14
	download		15	14
	download		15	13
	download		15	14
	download		15	13
	outbound		14	13

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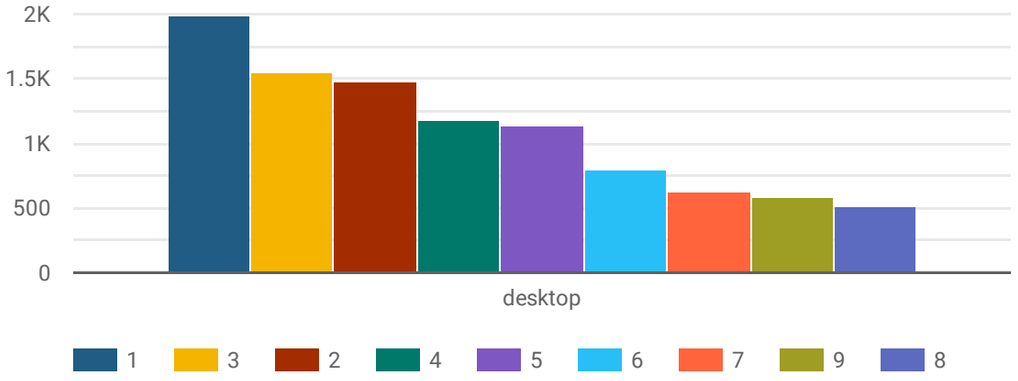
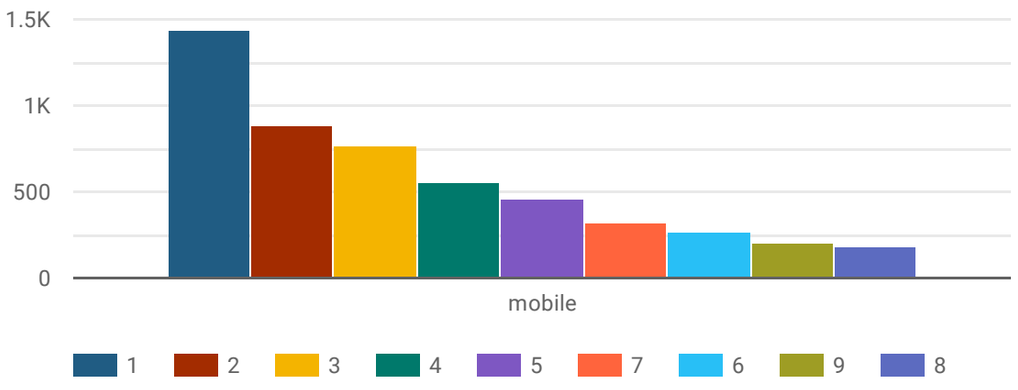
Most Popular Pages

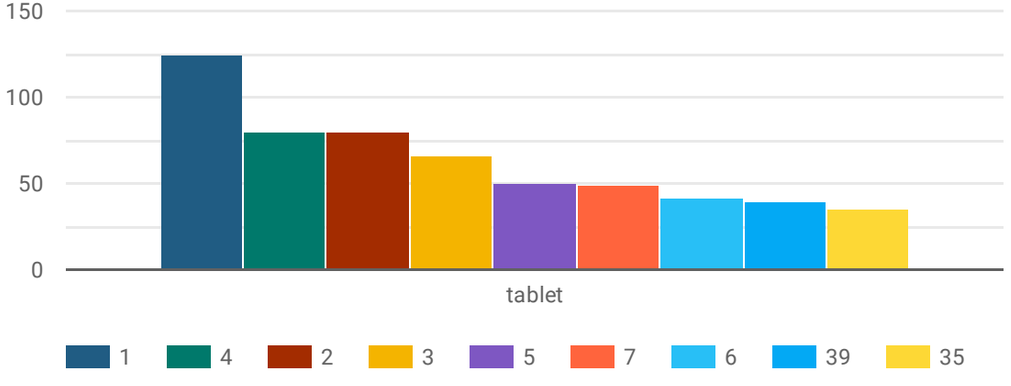
Apr 1, 2019 - Jun 30, 2019

	Page	Pageviews
1.	[redacted]	5,664
2.		2,174
3.		1,993
4.		1,427
5.		1,405
6.		990
7.		691
8.		552
9.		353
10.		284
11.		249
12.		136
13.		112
14.		106
15.		87
16.		73
17.		67
18.		66
19.		50
20.		46
21.		46
22.		45
23.		45
24.		45
25.		42
26.		40

Pageviews of Page Depth by Device Type







General Metrics

Entrances	% Exit
7,130	36.26%
Entrances / Pageview	**% New Sessions**
36.3%	67.7%

What are the most common second pages?

Second Page	Sessions
	739
	633
	503
	344
	303
	263
	152
	112
	106
	36
	16
	14
	14
	13
	9

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Landing and Exit Pages

Apr 1, 2019 - Jun 30, 2019

Landing Page	Pageviews	Sessions
[redacted]	576	389
	442	233
	365	144
	358	138
	333	168
	272	112
	213	95
	211	28
	151	78
	145	38

Exit Page	Pageviews	Sessions
[redacted]	2,115	559
	2,043	663
	1,756	507
	1,322	375
	1,064	293
	798	460
	691	183
	467	65
	348	140
	215	35

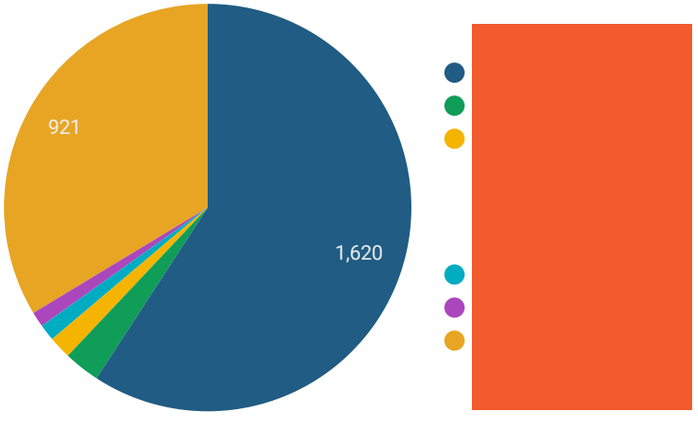
General Metrics

Exits	% Exits
7,130	36.26%

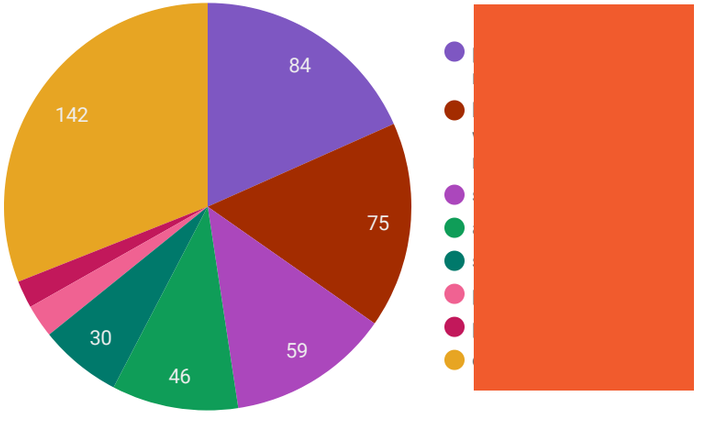
Landing Page	Page path level 1	Page path level 2	Page path level 3	Pageviews
[redacted]	[redacted]	[redacted]	/	220
			/	80
			/	66
			/	62
			/	58
			/	45
			/	45
			/	41
			/	33
			/	33
			/	33

	Keyword	Organic Search...	Sessions	Users
1.	[redacted]	2,404	3,468	2,554
2.		9	3,207	2,394
3.		59	59	59
4.		55	84	58
5.		46	46	46
6.		30	30	30
7.		9	12	9
8.		6	7	7
9.		5	9	7
10.		5	8	7
11.		3	10	6
12.		3	5	3
13.		2	2	2
14.		1	2	2
15.		2	2	2
16.		2	6	2
17.		2	2	2
18.		1	1	1
19.		1	1	1
20.		1	1	1
21.		1	2	1
22.		1	1	1
23.		1	1	1
24.		1	1	1
25.		1	1	1
26.		1	1	1
27.		1	1	1

What are the top organic landing pages?



What are the top keywords?



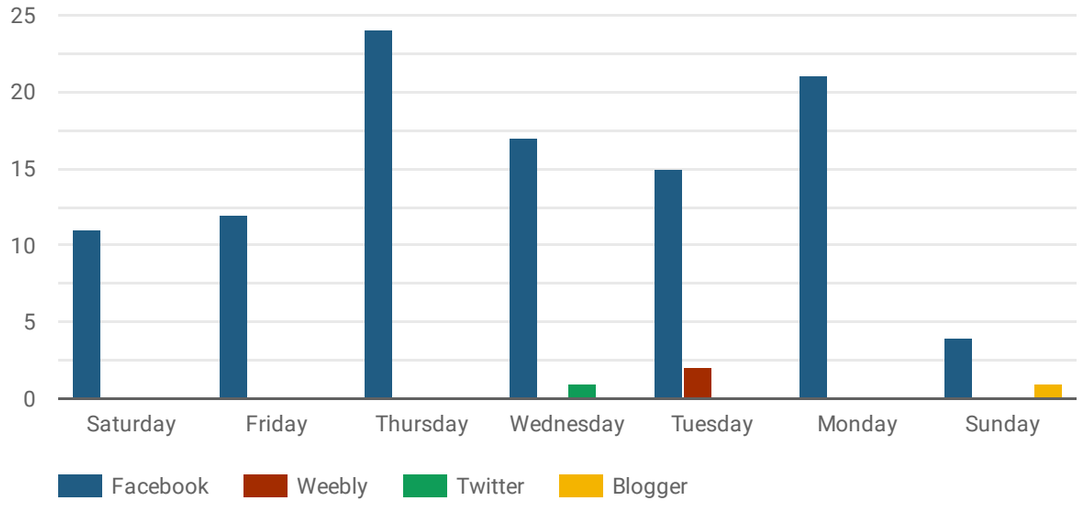
Which social networks send traffic?

Social Network	Users	Sessions ▾
(not set)	5,072	7,005
Facebook	95	127
Weebly	2	2
Twitter	1	2

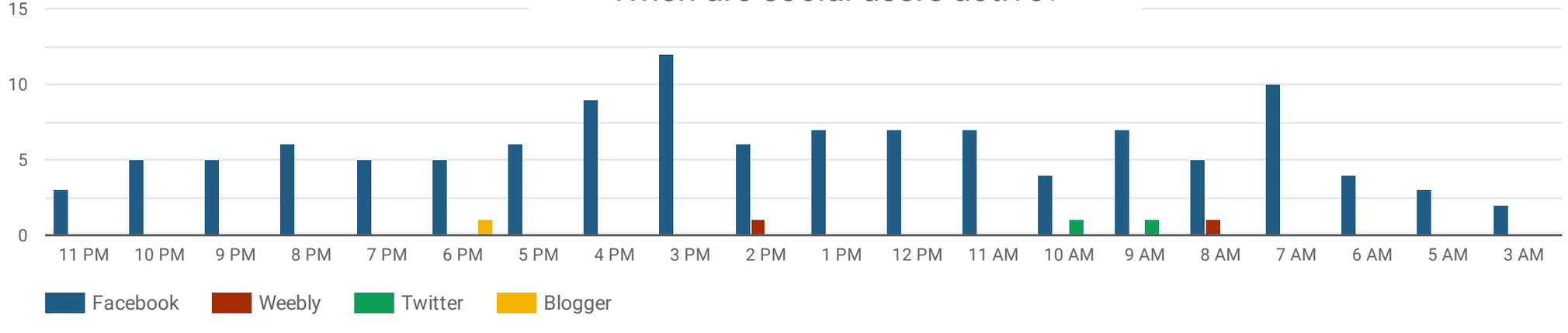
Where do they go?

Social Network	Landing Page	Sessions	Users ▾
Facebook		53	49
Facebook		5	5
Facebook		2	2
Facebook		2	2
Facebook		2	2
Facebook		2	2
Weebly		2	2
Facebook		1	1
Facebook		1	1
Facebook		1	1
Facebook		1	1

Which day is most popular for social?



When are social users active?



Page Load Time (ms)
579.8K
17.9%

Avg. Page Load Time (sec)
2.9
42.1%

Page Load Sample
200.0
-17.0%

Avg. Document Content Loaded Time (sec)
2.2
69.6%

Avg. Domain Lookup Time (sec)
0.0
220.0%

Avg. Server Connection Time (sec)
0.1
42.9%

Page Download Time (ms)
4.4K
-27.2%

Avg. Page Download Time (sec)
0.0
-12.3%

Speed Metrics Sample
200.0
-17.0%

Server Response Time (ms)
79.0K
-39.0%

Server Connection Time (ms)
13.9K
18.6%

DOM Latency Metrics Sample
200.0
-17.0%

Domain Lookup Time (ms)
3.5K
165.6%

Avg. Server Connection Time (sec)
0.1
42.9%

Redirection Time (ms)
15.3K
-10.8%

Avg. Redirection Time (sec)
0.1
7.5%

Avg. Server Response Time (sec)
0.4
-26.6%

Document Content Loaded Time (ms)
433.0K
40.8%

Document Interactive Time (ms)
432.8K
40.8%