

WEBSITE ANALYTICS REPORT Rev: 01

1. OVERVIEW

This report provides a summary of the key information (for us) from Google Analytics, of the iU3A website.

2. WEBSITE SOFTWARE

London Region of U3As (LRU3A) uses the generic SiteBuilder software provided (fee) by the Third Age Trust. SiteBuilder has a limited integral analytics capability.

Under the ADMIN MENU you can see the following menu and the dropdown under the UTILITIES button.

As indicated it only provides Page Visits ('hits'). There is no further drill down available (unlike eg Google Analytics).

It does automatically register and track what your pages are. So if you add a new page it will automatically appear on the Page Visits report.

ADMIN MENU
[COLOURS](#)
[BUTTONS](#)
[CUSTOMISATION](#)
[EXTRAS](#)
[EDITORS](#)

UTILITIES
[Help](#)
[Page visits](#)
[Site profile](#)
[Bulk file management](#)
[Tidy up](#)
[Group / Page List](#)
[Group Contacts](#)

MAIN MENU
[VIEW FULL SITE](#)
(in a new window)

[LOG OUT](#)

3. AVAILABLE DATA

The software will summarise and show you hits (visits) to each page – per month. It only keeps the data on a rolling 12 month basis. If you want to hold the data over a longer period you need to copy it of into for example, MS Excel.

The report in SiteBuilder looks like:

Monthly Page Visits							
Page	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20
Front Page	2263	2046	3162	2689	1616	1063	1159
WELCOME	376	337	382	374	300	192	262
London U3As	1101	1052	1653	1372	760	304	437
Events	1370	814	1380	2986	867	254	604
Contacts	217	182	265	258	158	108	180
LINKS	19	42	19	27	31	27	28
Gallery	1		1				
Delegates	246	154	252	258	174	173	150
Learning	316	286	424	371	233	144	175
Sharing	175	146	339	310	284	256	258
The London	364	324	530	430	219	176	176

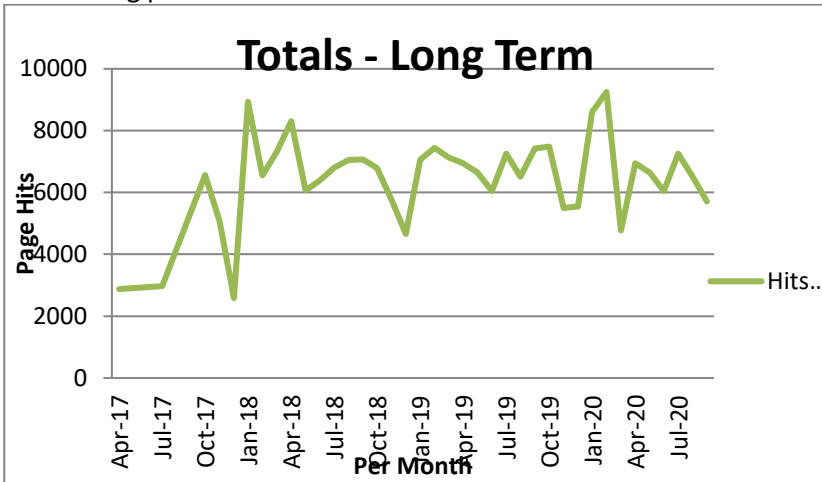
4. ANALYTICAL REPORTING

While the form and extent of data input is limited you can still obtain some useful information such as visit trends to the website over the year. Or the popularity of one page versus other pages. You will need to have copied the source data into Excel to allow you to do this.

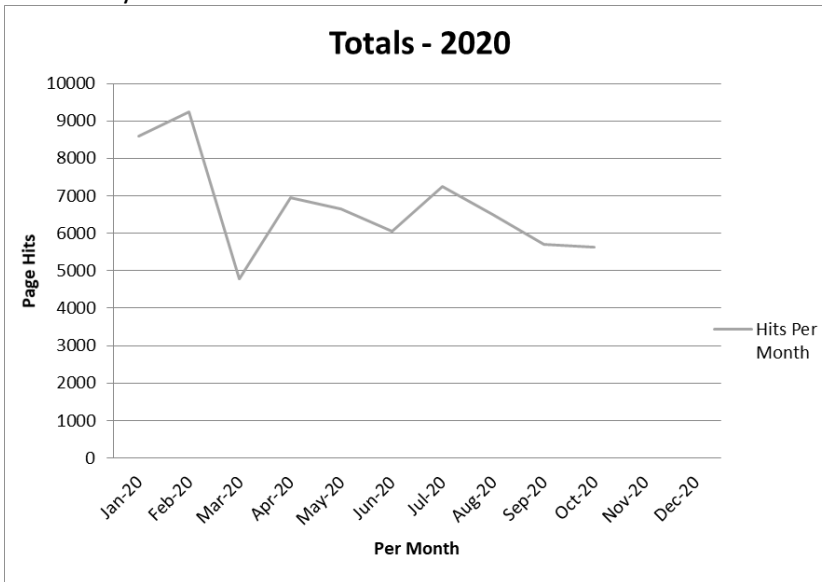
Examples of the trending reports you can then create are shown in the next Section.

5. EXAMPLE TREND GRAPHS

Over a long period:



Over one year:



Example of just one page:



Multiple page comparisons:

