



City of Lawrence

Analytics Report: Aug 1 - Aug 31 (compared to last year)

Audience Overview

Aug 1, 2015 - Aug 31, 2015: ● Sessions
Aug 1, 2014 - Aug 31, 2014: ● Sessions



Sessions: +15.79% (92,174 vs 79,605)

A session is the period time a user is actively engaged with your website, app, etc.

Users: +15.27% (55,920 vs 48,512)

Users that have had at least one session within the selected date range. Includes both new and returning users.

Pageviews: +14.53% (219,080 vs 191,292)

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

Pages/Session: -1.09% (2.38 vs 2.40)

Average number of pages viewed during a session. Repeated views of a single page are counted.

Avg. Session Duration: -2.26% (2:18 vs 2:21)

The average length of a Session.

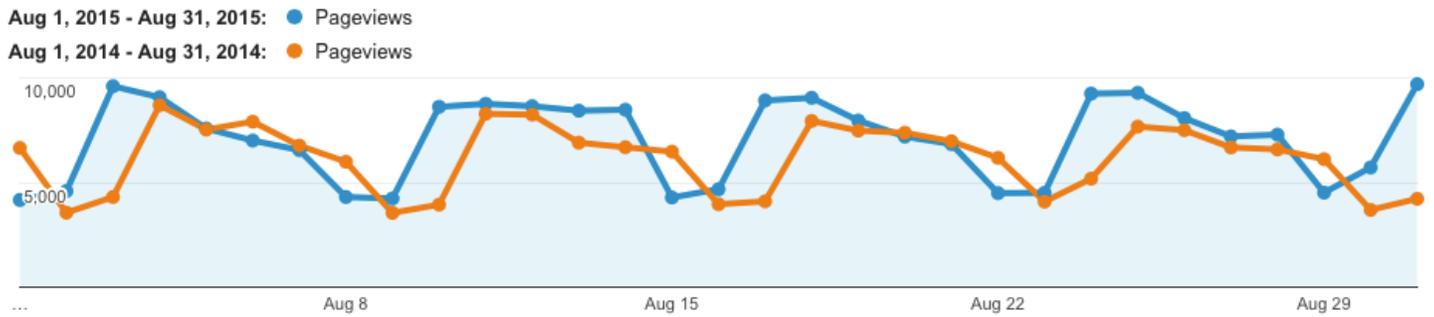
Bounce Rate: 5.08% (49.78% vs 47.37%)

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

% New Sessions: +1.79% (44.04% vs 43.27%)

An estimate of the percentage of first time visits.

Behavior Overview



Unique Pageviews: +14.53% (219,080 vs 191,292)

Unique Pageviews is the number of visits during which the specified page was viewed at least once. A unique pageview is counted for each *page URL + page Title* combination.

Avg. Time on Page: -0.22% (01:40 vs 01:40)

The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

Bounce Rate: 5.08% (49.78% vs 47.37%)

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

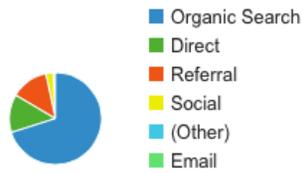
% Exit: +1.09% (41.97% vs 41.52%)

%Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

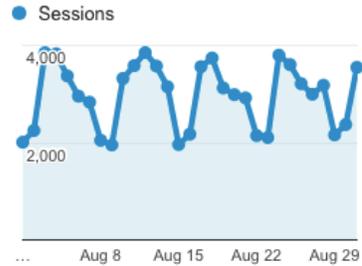
Acquisition Overview

Top Channels

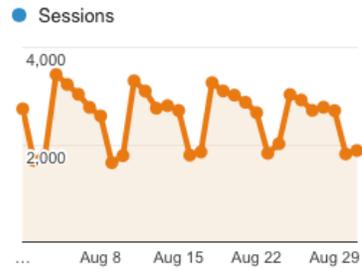
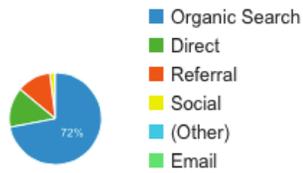
Aug 1, 2015 - Aug 31, 2015



Sessions



Aug 1, 2014 - Aug 31, 2014



	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	15.79% ↑	1.79% ↑	17.86% ↑	5.08% ↑	1.09% ↓	2.26% ↓
1 Organic Search	12.76% ↑			5.53% ↑		
2 Direct	10.32% ↑			0.72% ↓		
3 Referral	27.29% ↑			7.90% ↑		
4 Social	74.48% ↑			0.98% ↓		
5 (Other)	207.84% ↑			22.98% ↓		
6 Email	1,200.00% ↑			176.92% ↑		