

The purpose of this dashboard is to provide you with key insights into where traffic comes to your web site and how your users interact on your web site.

Website Metrics Summary

Returning Users

163

↑ 15.6%

New Users

104

↑ 44.4%

Unique Pageviews

466

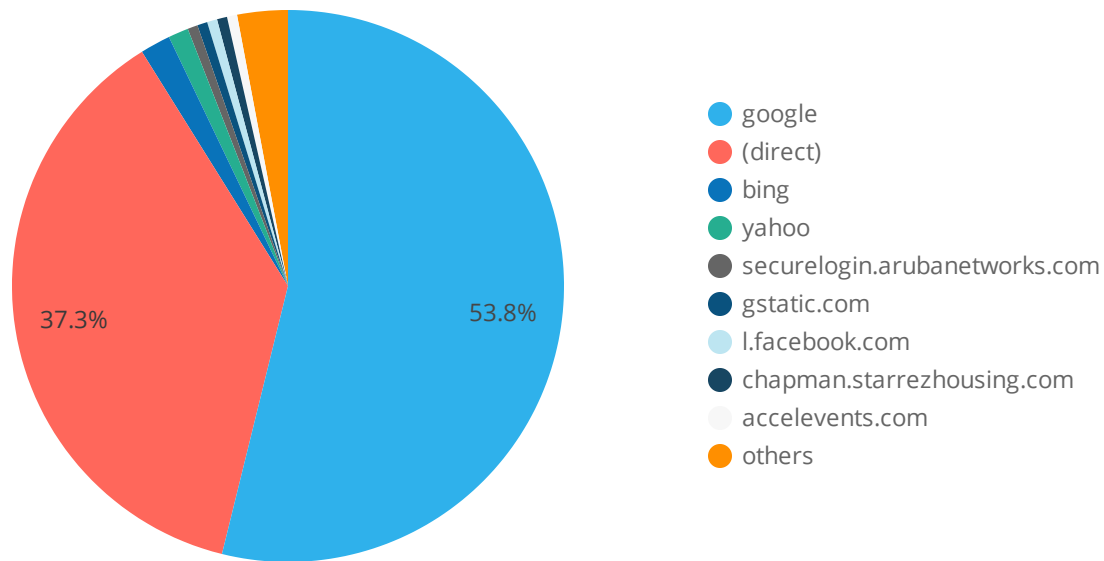
↓ -10.6%

Avg. Time on Page

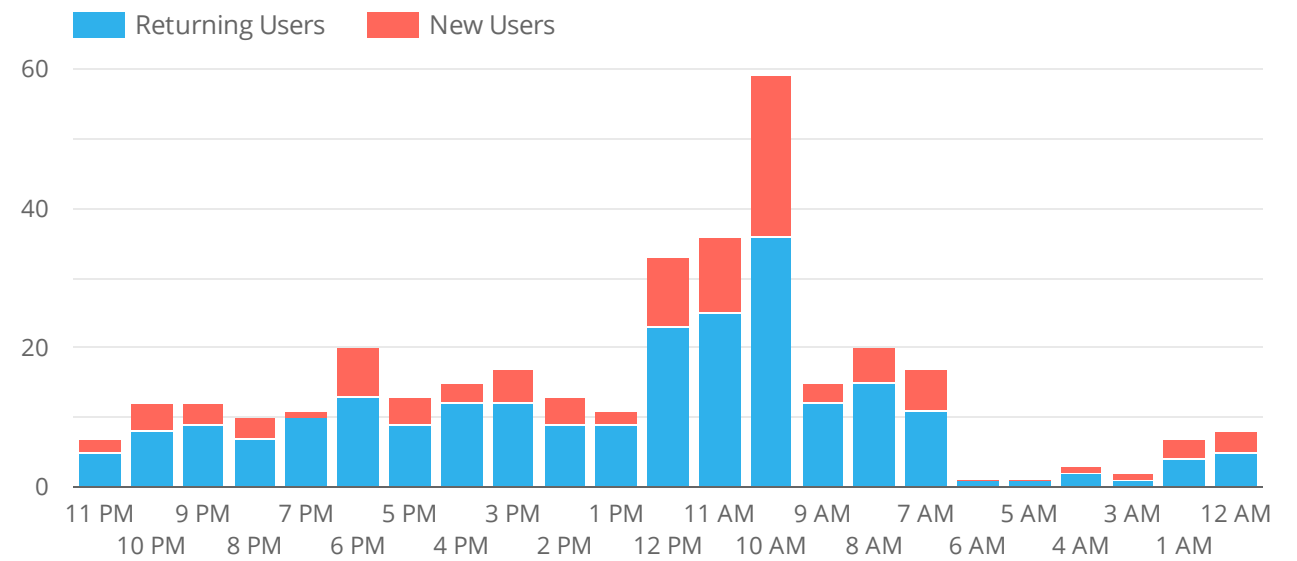
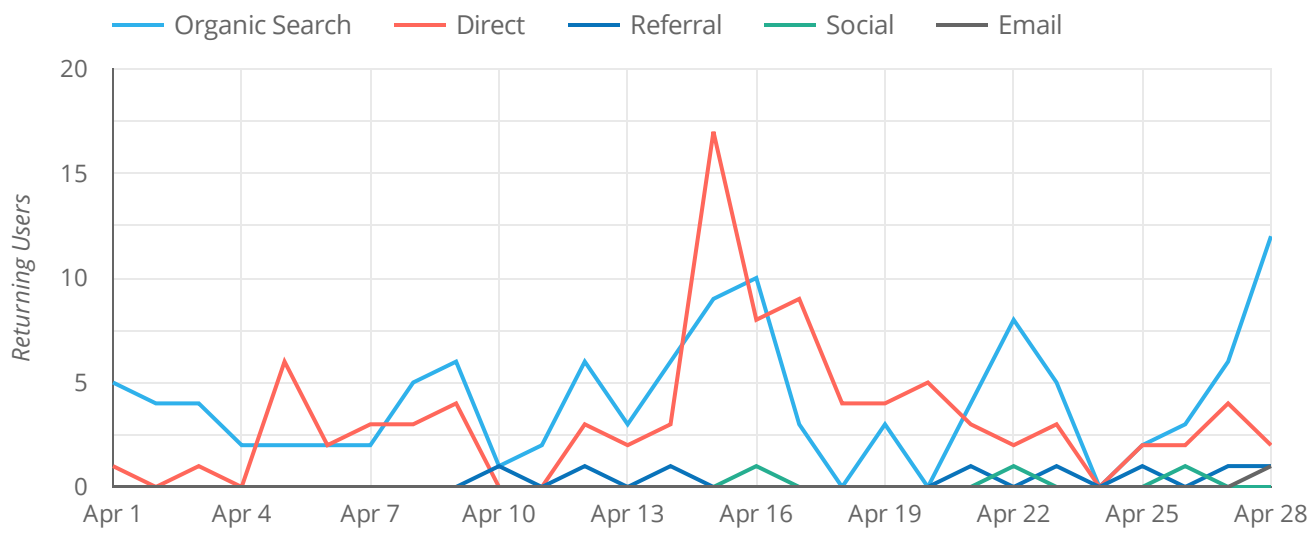
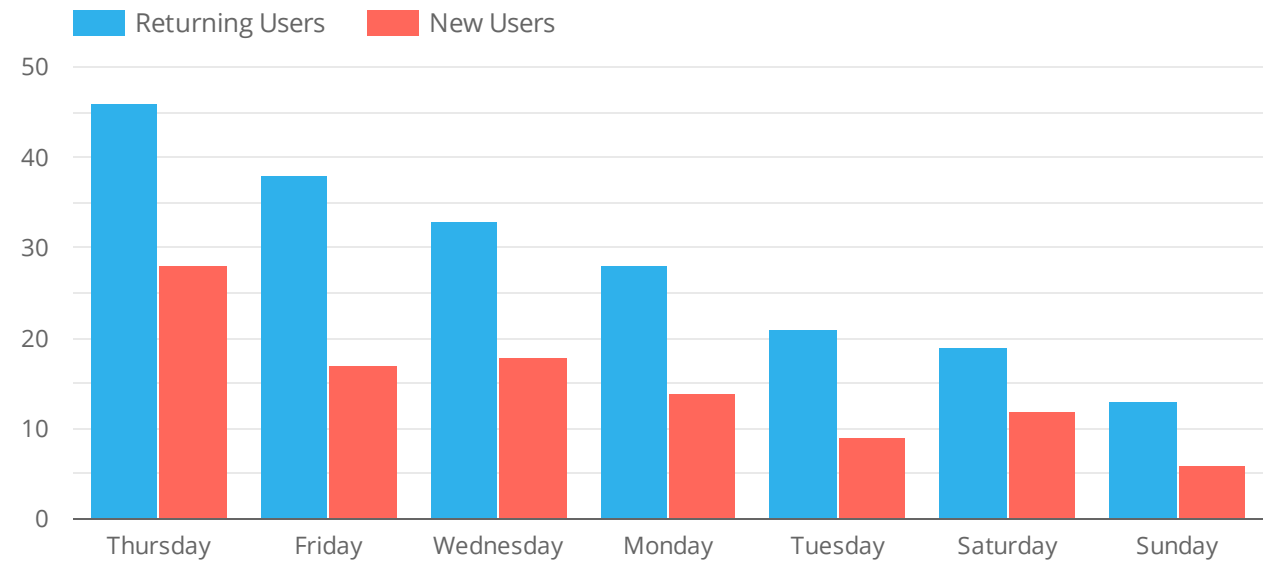
00:01:18

↑ 21.7%

Where is traffic coming from?



When are users most active?

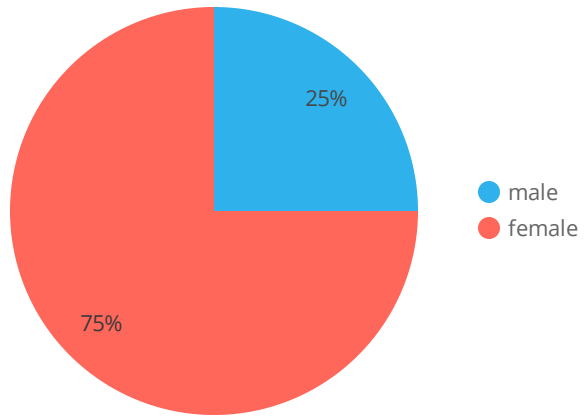


Top Pages Performance by Users | www.Chapman.edu/faculty-staff/human-resources/

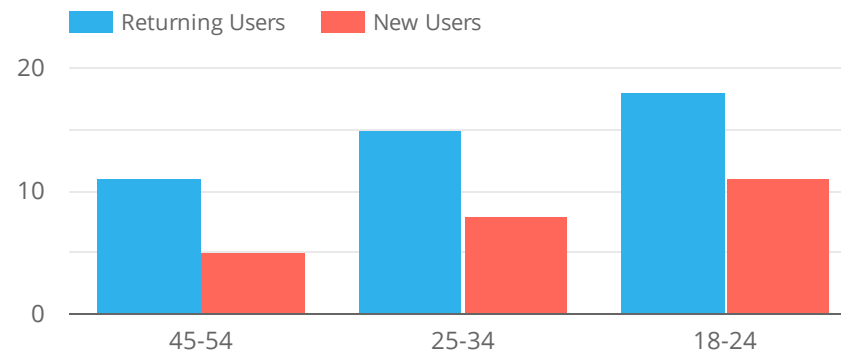
Page URL	Returning Users	New Users	Unique Pageviews	Pageviews	Avg. Time on Page
/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/index.aspx	67	42	142	530	00:01:28
/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/covid-19-resources.aspx	49	21	54	126	00:01:31
/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/transition-programs/oclp1.aspx	14	7	15	32	00:00:24
/education/centers-and-partnerships/thompson-policy-institute/transition-	14	0	16	36	00:01:31
Grand total	163	104	466	1,352	00:01:18

Who is Your Audience

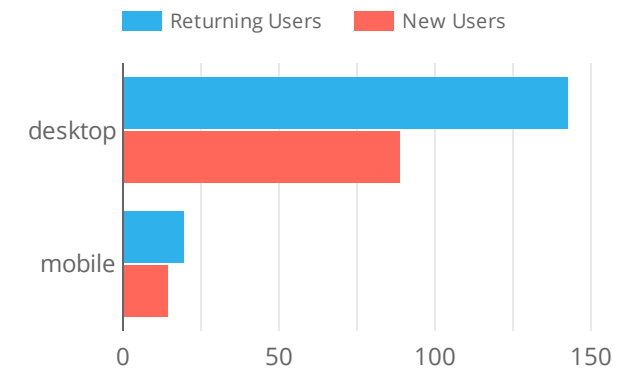
Demographics: Gender (Returning Users)



Demographics: Age range of users

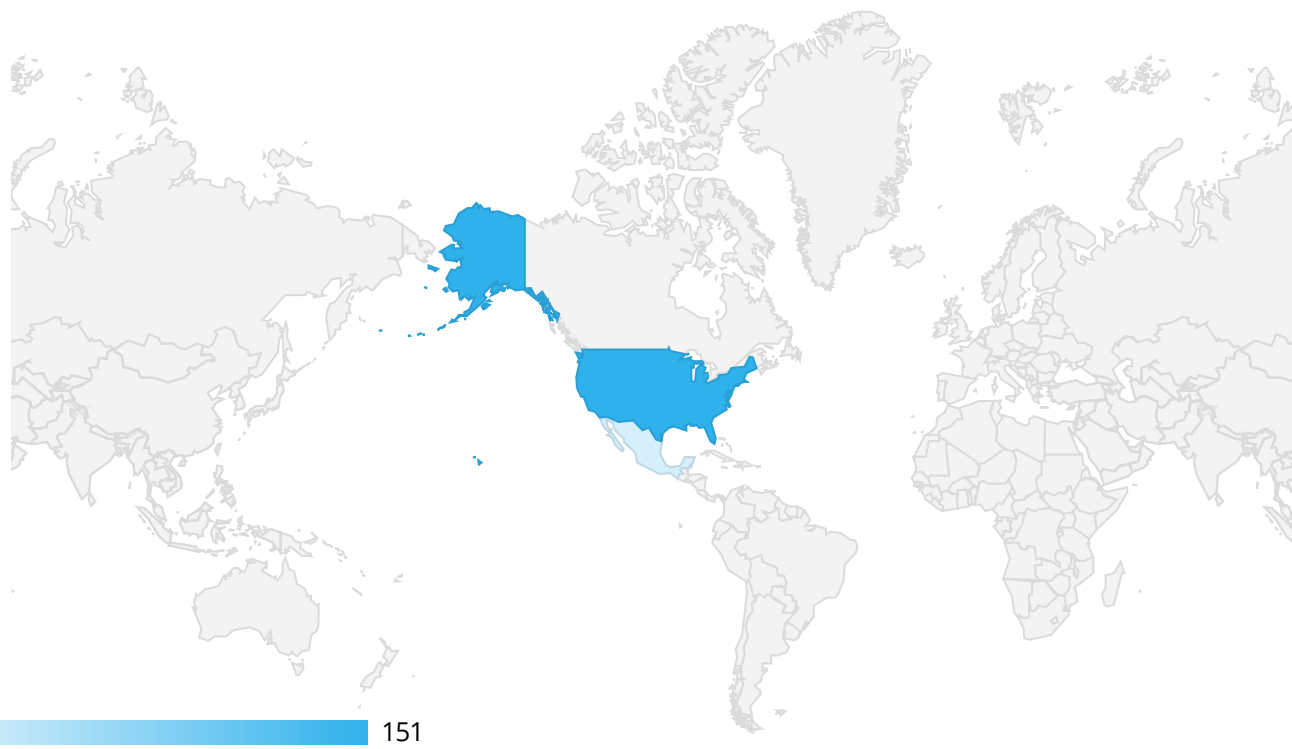


What devices are people using?

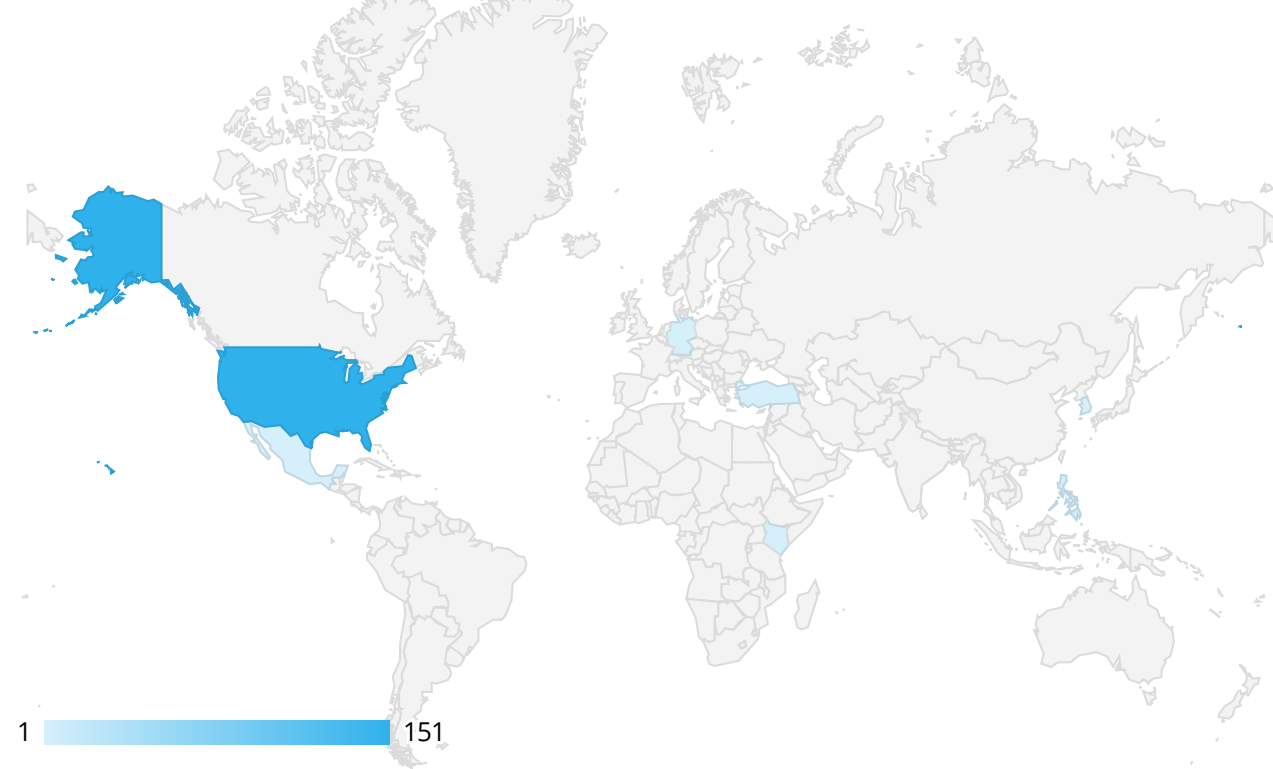


Where do they live?

International View







National View



Page	City	State	Returning Users	New Users	Avg. Time on Page
1. /education/centers-and-partnersh...	Orange	California	9	4	00:00:39
2. /education/centers-and-partnersh...	Orange	California	7	0	00:02:22
3. /education/centers-and-partnersh...	Irvine	California	6	4	00:01:38
4. /education/centers-and-partnersh...	Los Angeles	California	5	2	00:00:10
5. /education/centers-and-partnersh...	Buena Park	California	5	3	00:02:19
6. /education/centers-and-partnersh...	Buena Park	California	4	0	00:03:53
7. /education/centers-and-partnersh...	Buena Park	California	4	0	00:00:32
8. /education/centers-and-partnersh...	Huntington Beach	California	4	1	00:02:14
9. /education/centers-and-partnersh...	Buena Park	California	4	0	00:01:22
10. /education/centers-and-partnersh...	Buena Park	California	3	0	00:00:40
11. /education/centers-and-partnersh...	Irvine	California	3	0	00:00:31
Grand total			163	104	00:01:18





Customer Behaviors Tracking Analytics

Buttons' Clicks Tracking

	Button Name Link to URL	Actions	Category	Total Clicks ▾
1.	https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/index.aspx	External Link Click	Navigation	29 
2.	https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/stakeholder-resources/families.aspx	External Link Click	Navigation	21 
3.	https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/stakeholder-resources/individuals-with-disabilities.aspx	External Link Click	Navigation	18 
4.	https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/transition-	External Link Click	Navigation	18 
			Grand total	1,406




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Links' Clicks Tracking

	Click Text URL Destination	Category	All Users ▾	
1.	Section Nav Other Resources https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/other-resources/index.aspx	Navigation Link Click	9 	
2.	Section Nav Stakeholder Resources https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/stakeholder-resources/index.aspx	Navigation Link Click	8 	
3.	Section Nav Transition Programs https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/transition-initiative/transition-programs/index.aspx	Navigation Link Click	8 	
4.	Section Nav Resources for COVID-19 https://www.chapman.edu/education/centers-and-	Navigation Link Click	6 	
			Grand total	47

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File Downloads Tracking

	File Download URL Destination	Category	All Users ▾	
1.	https://www.chapman.edu/education/centers-and-partnerships/thompson-policy-institute/_files/section1_transitionplanning/iep_individualtransitionplan/2018fallthe_edge.pdf-tpl.pdf	Downloads	1 	
2.	https://docs.google.com/viewer?url=https%3A%2F%2Fwww.chapman.edu%2Feducation%2Fcenters-and-partnerships%2Fthompson-policy-institute%2F_files%2Fsection1_transitionplanning%2Fiep_individualtransitionplan%2Fstudent-led-ieps-updated.docx	Downloads	1 	
3.	https://docs.google.com/viewer?url=https%3A%2F%2Fwww.chapman.edu%2Feducation%2Fcenters-and-partnerships%2Fthompson-policy-institute%2F_files%2Fsection1_transitionplanning%2Ftransition-accessment%2Fiatr_inventory_of_daily_living-	Downloads	1 	
			Grand total	6

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[See details](#) Apr 1, 2021 - Apr 28, 2021 [See details](#) [See details](#)

- 1. Source:** Select to view your data from source(s) sending traffic to your website.
- 2. Date range:** Click on this option to select your date range of the report. Please be noted that the bigger in date range the longer time to retrieve data to show on the report.
- 3. Medium:** is how or the way of users to visit to your web pages.
- 4. Device Category:** allow you to find out what devices your users used to visit your web pages.

Page #1: Summary - Based Metrics

Returning Users

are visitors who has been to your website before and has initiated another session using the same browser on the same device.

New Users

A 'new user' is a visitor who has never been to your site before and is initiating their first session on your site. A high percentage of new users may be a good sign that your new marketing campaign is producing results by drawing in new visitors. New Users also helps indicate which stories, web pages, channel or time is most effective in bringing new people to our content.

Unique Pageviews

A unique pageview aggregates pageviews that are generated by the same user during the same session. A unique pageview is counted for each page URL + page Title combination.

Pageviews

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

Avg. Time on Page

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

Where is traffic coming from?

The **pie chart** is to show your traffic has to come from where, whether that's people visiting your site from Google, Facebook, or from email newsletter.

The **stacked area line chart** to present and compare your channels which include Organic Search, Social, Direct, Referral, Email...

When are users most active?

These stacked column bar charts are to show you date and time which returning users and new users visit your site most.

Top Pages performance by Users

This table shows you web pages most visited by Users with also present Source, Medium, Unique Pageviews, and Average Time on Page

Page #2: Who's your audience

Demographics: Gender + Age + Devices

Demographics data provides information about the age, gender and devices which shows you how many returning users and new users have been visiting your website by mobile, desktop and tablet.

Where do they live? International vs national views

This map shows you all of your users in the date range you have selected.

National Views | Table

This table shows you the top web pages, which you can sort by City, State to show quantity of Returning Users, New Users, and Average time they spent on page.

Page #3: Customer Behaviors Tracking Analytics

These tables are showing:

- 1 - Buttons' clicks tracking on your web pages
- 2 - Videos' click tracking on your web pages
- 3 - Links' clicks tracking on your web pages
- 4 - Contact link clicks tracking on your web pages
- 5 - File download tracking on your web pages

Page #4: Instructions