

REPORT

Standard monthly analytics report

SITE
UGA CAES - All Sites Included

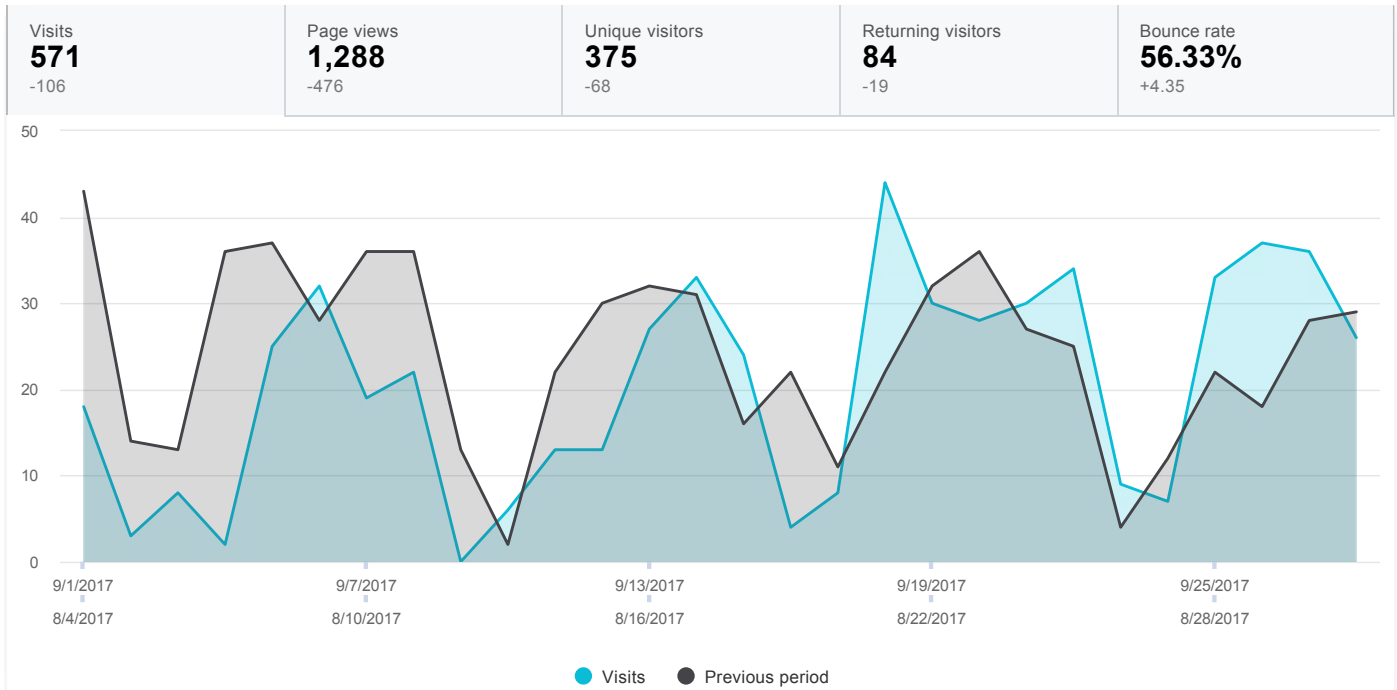
GROUP
Extension - Clarke County

An overview of how visitors view and behave on the site and an insight into what they are looking for.

From page view and visitor figures, through to country demographics, referrers and behavior tracking from the most popular page on the site - keep track of visitor activity.

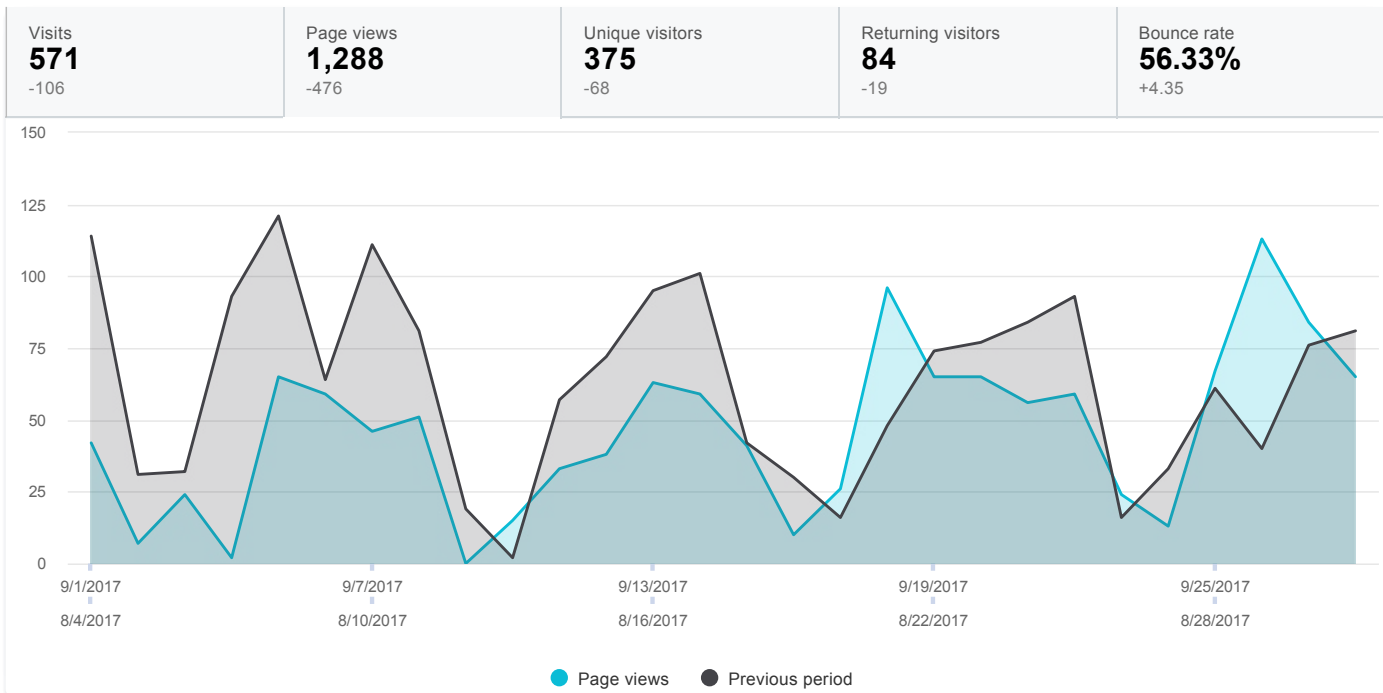
Visits

Brief statistical and visual overview of visitor figures. The graph details visit patterns across the time period selected.

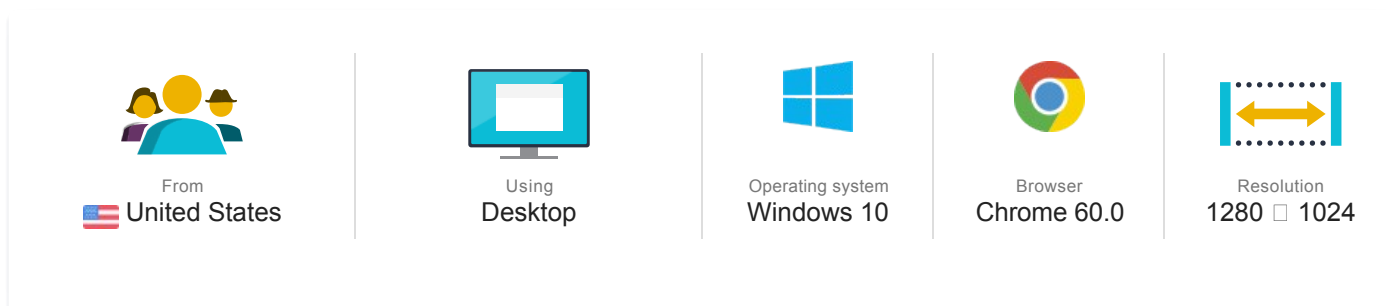


Page views

Brief statistical and visual overview of visitor figures. The graph details page view patterns across the time period selected.



Visitor Summary



Countries

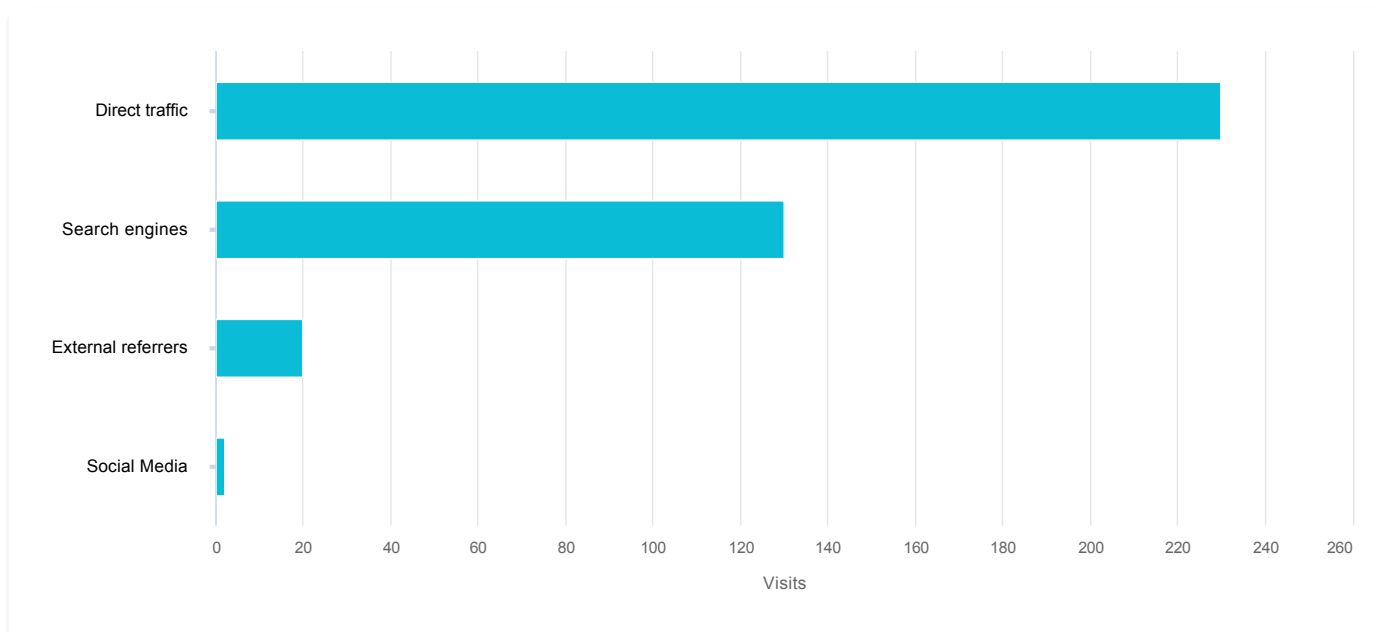
Overview of visitor origin, including % out of the total number of visitors. Each country is identified with a country flag and name. The bounce rate is also provided, and a high bounce rate for a specific country could indicate that you do not cater for that specific audience or the pages by which visitors are entering your site are not relevant.

Country	Visits % of total	Bounce rate
United States	559 97.9 %	55.50 %
China	3 0.5 %	100 %
Philippines	2 0.4 %	100 %
Benin	1 0.2 %	100 %
Cote D'Ivoire	1 0.2 %	0 %
Israel	1 0.2 %	0 %
Nigeria	1 0.2 %	100 %
New Zealand	1 0.2 %	100 %
Thailand	1 0.2 %	100 %
Ukraine	1 0.2 %	100 %

Devices (Table)

Device	Visits % of total	Bounce rate
Desktop	450 78.8 %	52.08 %
Mobile	104 18.2 %	75.64 %
Tablet	17 3.0 %	41.67 %

Traffic Sources



External Referring Domains

External referring domain	Visits % of total	Bounce rate	Referring pages
http://botgarden.uga.edu	11 1.9 %	54.55 %	1
http://www.libs.uga.edu	3 0.5 %	66.67 %	1
http://4-h.org	3 0.5 %	33.33 %	1
http://www.athensclarkecounty.com	2 0.4 %	50.00 %	2
http://m.facebook.com	1 0.2 %	100 %	1
http://us8.campaign-archive1.com	1 0.2 %	0 %	1
http://l.facebook.com	1 0.2 %	100 %	1

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External search terms

Search terms that have been used across all search engines and referred visitors to the site. The number of entry pages reached through each search term is also displayed.

External search term	Visits % of total	Bounce rate	Pages
Not provided	156 27.3 %	44.19 %	13
uga snap-ed	1 0.2 %	0 %	1

Entry pages

Entry pages are the first pages visitors come to when they enter the site. For each entry page, you can see the number of visits that started on this page, what % of total visits have this page as the entry page and the bounce rate.

The Bounce rate is the percentage of single-page visits the page has received – i.e. when a visitor has entered the site on this page and then left the site again without visiting another page. A high bounce rate (over 50%) can indicate that the pages by which visitors are entering your site are not relevant, however when looking at the bounce rate it is important to understand the purpose of every page located on your website.

Title	Entries % of total	Visits % of total	Bounce rate
Athens-Clarke County http://extension.uga.edu/county-offices/clarke.html	282 70.0 %	421 73.7 %	53.90 %
4-H Youth Development Athens-Clarke County http://extension.uga.edu/county-offices/clarke/4-h-youth-development.html	30 7.4 %	61 10.7 %	46.67 %
Athens Area Master Gardener Association Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/athens-area-master-gardener-association.html	19 4.7 %	31 5.4 %	63.16 %
Athens Area Master Gardener Extension Volunteer Program Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/master-gardener-extension-volunteer-program.html	18 4.5 %	38 6.7 %	77.78 %
Agriculture & Natural Resources Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources.html	15 3.7 %	74 13.0 %	53.33 %
Supplemental Nutrition Assistance Program Education (SNAP-Ed) Athens-Clarke County http://extension.uga.edu/county-offices/clarke/family-and-consumer-sciences/SNAP-Ed.html	10 2.5 %	17 3.0 %	50.00 %
Contact Us Athens-Clarke County http://extension.uga.edu/county-offices/clarke/contact-us.html	6 1.5 %	76 13.3 %	83.33 %
Family & Consumer Sciences Athens-Clarke County http://extension.uga.edu/county-offices/clarke/family-and-consumer-sciences.html	4 1.0 %	44 7.7 %	75.00 %
Master Gardener Class Agenda Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/master-gardener-extension-volunteer-program/master-gardener-class-agenda.html	4 1.0 %	10 1.8 %	50.00 %
Project Achievement Athens-Clarke County http://extension.uga.edu/county-offices/clarke/4-h-youth-development/project-achievement.html	4 1.0 %	15 2.6 %	75.00 %

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Most popular pages

The most popular pages based on the number of page views.

If the Quality Assurance service is also utilized, the report will benefit from the integration between this service and Analytics.

This integration enables for a page score to be calculated. A page score is accredited to each page found during the crawl, and ranges from 0-10. The inclusion of the page score enables you to immediately see if any of your popular pages contain broken links or misspellings.

#	Title	Page views % of total	Visits % of total	Average page views per visit
1	Athens-Clarke County http://extension.uga.edu/county-offices/clarke.html	563 43.7 %	421 73.7 %	1.34
2	Contact Us Athens-Clarke County http://extension.uga.edu/county-offices/clarke/contact-us.html	114 8.9 %	76 13.3 %	1.50
3	Agriculture & Natural Resources Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources.html	87 6.8 %	74 13.0 %	1.18
4	4-H Youth Development Athens-Clarke County http://extension.uga.edu/county-offices/clarke/4-h-youth-development.html	87 6.8 %	61 10.7 %	1.43
5	Family & Consumer Sciences Athens-Clarke County http://extension.uga.edu/county-offices/clarke/family-and-consumer-sciences.html	65 5.0 %	44 7.7 %	1.48
6	Athens Area Master Gardener Association Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/athens-area-master-gardener-association.html	62 4.8 %	31 5.4 %	2.00
7	Athens Area Master Gardener Extension Volunteer Program Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/master-gardener-extension-volunteer-program.html	45 3.5 %	38 6.7 %	1.18
8	Newsletters, 4-H Forms & Other Information Athens-Clarke County http://extension.uga.edu/county-offices/clarke/4-h-youth-development/newsletters--4-h-forms---other-information.html	36 2.8 %	24 4.2 %	1.50
9	Project Achievement Athens-Clarke County http://extension.uga.edu/county-offices/clarke/4-h-youth-development/project-achievement.html	28 2.2 %	15 2.6 %	1.87
10	Supplemental Nutrition Assistance Program Education (SNAP-Ed) Athens-Clarke County http://extension.uga.edu/county-offices/clarke/family-and-consumer-sciences/SNAP-Ed.html	21 1.6 %	17 3.0 %	1.24
11	Unknown http://extension.uga.edu/content/dam/extension-county-offices/clarke-county/master-gardener-association/9-17-garden-dirt	16 1.2 %	8 1.4 %	2.00
12	Our Impact Athens-Clarke County http://extension.uga.edu/county-offices/clarke/about.html	14 1.1 %	10 1.8 %	1.40
13	Master Gardener Class Agenda Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/master-gardener-extension-volunteer-program/master-gardener-class-agenda.html	10 0.8 %	10 1.8 %	1.00
14	4-H Judging Teams Athens-Clarke County http://extension.uga.edu/county-offices/clarke/4-h-youth-development/4-h-judging-teams.html	10 0.8 %	9 1.6 %	1.11
15	sept2017-ms http://extension.uga.edu/content/dam/extension-county-offices/clarke-county/4-h/sept2017-ms.pdf	9 0.7 %	6 1.1 %	1.50
16	sept-for-web http://extension.uga.edu/content/dam/extension-county-offices/clarke-county/4-h/sept-for-web.pdf	8 0.6 %	7 1.2 %	1.14
17	2018master-gardener-application http://extension.uga.edu/content/dam/extension-county-offices/clarke-county/master-gardener-class/2018master-gardener-application.pdf	7 0.5 %	7 1.2 %	1.00
18	Athens-Clarke County Master Naturalist Program Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/athens-clarke-county-master-naturalist-program.html	7 0.5 %	6 1.1 %	1.17
19	Athens-Clarke County Master Composter Program Athens-Clarke County http://extension.uga.edu/county-offices/clarke/agriculture-and-natural-resources/athens-clarke-county-master-composter-program.html	6 0.5 %	6 1.1 %	1.00
20	2017-gardening-class-schedule http://extension.uga.edu/content/dam/extension-county-offices/clarke-county/anr/2017-gardening-class-schedule.pdf	6 0.5 %	5 0.9 %	1.20

Behavior tracking - most popular page

An overview of how visitors reach the most popular page, and where they go afterwards. The online feature enables users to expand each element to really get a clear picture of visitor behavior on the site, and to see detailed behavior patterns for all pages.



Glossary

- **Visits:**

A visit is defined as a series of page requests from the same uniquely identified visitor with a time of no more than 30 minutes between each page request.

- **Page Views:**

How many times a certain page is accessed during the selected period. A valid visitor seeing a page on the website results in one page view.

- **Unique visitors:** The total number of unique visitors during the selected period.

- **Returning visitors:** A returning visitor is a user that has visited your website during the period selected, who has also visited your website at least one time prior to this period. Please, treat this metric with caution and look at trending rather than absolute values. Cookies are specific to browser and device which means that if a returning visitor is using a different browser or device, or has deleted or never accepted the cookie, then they will be seen as a new visitor even if that is not the case.

- **Bounce rate:**

Bounce rate is calculated from single-page visits (visits where users have only seen one page) divided by the number of entries on the site.

- **Referrers:** External sites and search terms that have referred visitors to the site.

- **Entry page:**

The 1st page a visitor sees after being referred to the site. Entry pages can also be referred to as entry pages.

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