Tips for Accessing and Using the GA4 Website Analytics Dashboard *Released 6/20/23*

There are two ways to access the new GA4 website analytics dashboard.

- Log into the MyExtension portal. You can access the MyExtension link from the bottom of any page of the website.
    - Scroll to the Intranet Quick Links section on the bottom left and click on Extension Web Statistics link.

- Log into the Extension website. You can access the website login from the bottom of any page of the website even if you are not a website editor.
    - Find the Analytics tab on the ribbon. If you don't see Analytics, click on the "Manage" button and the Analytics tab should appear.

What the terms mean.

Information about your users
- **Total Users**: The number of unique user IDs that triggered some type of event (an interaction with your page).
- **User Engagement**: The length of time that your page was in the foreground of a user's screen or your webpage was active.
- **Average Time Per User**: The total length of time users were on your page (user engagement), divided by the total number of users. This gives you an idea how long an average user is staying on your page or site.
- **Engagement Rate**: The percentage of users who stayed on a page 10 seconds or longer, clicked a link, downloaded a file, or visited another page on the site.
- **Bounce Rate**: This reflects the percentage of users who came to a specific page and left your site without visiting another page or staying on your page longer than 10 seconds. A high bounce rate isn't necessarily bad; it could be that they came to your site looking for specific information, found it, and left happy. Our goal, though, is to encourage them to browse related content.

Information about sessions
- **Page Path**: The part of the URL that comes after https://extension.illinois.edu.
- **Views/Page Views**: The number of times your page loads. Repeated views by the same screen user may be counted multiple times during one session.
- **Session**: A session includes all the pages a user visits in one setting and all user activity (clicking a link, downloading a file). After 30 minutes of inactivity on your site, the session ends. If the user returns to the site later, it's a new session.
- **Engaged Sessions**: The number of sessions where users stayed on a page 10 seconds or longer, clicked a link, downloaded a file, or visited another page on the site.
- **Session Start**: The number of sessions that began on that specific page.
- **First Visit**: The very first page an identified user visited on an Extension website (assuming they did not mask their viewing history).
- **Event**: An event is triggered each time an interaction occurs, such as when a user loads a page, clicks a link, submits a form, downloads a file.
- **File Download**: The number of times users clicked a link leading to a downloadable file.

Information about sources
A source indicates where the traffic originated, such as Google, a direct link, or another website.

- **Device Brand**: The brand name of the mobile device.
- **Device Category**: The type of device used by the user to view the website, including mobile, desktop, or tablet.

For each search, define the time frame.

- Choose one of the pre-set time periods or select specific dates using the calendar view.
- The data is only available from December 15, 2021 and forward. For earlier data, refer to the previous data dashboard at go.illinois.edu/ExtensionWebStats.

How to find the information you need.

What are my all-time top blogs?

- Go to the Sessions Page.
- Adjust the time frame for the period you want to view. *For time frames longer than one year, switch time series view from Date to Year Month before selecting date range (to cut down on load time).*
- Choose "Contains" from the page URL drop down.
- Enter the portion of the blog's home page URL that follows extension.illinois.edu.
    - For example, to see the top blogs for The Garden Scoop blog, enter /blogs/garden-scoop

MARKETING TIP: Edit your top 20 blogs:
- Verify you have a "Main Article Image" sized 730x400.
- Check your hyperlinks and add links to related content.
- Check the "Parent Blog" status.
- Improve the formatting by adding "Image Text Rows," "Image Rows," or Image Galleries.

How many users accessed a webpage/blog/event page?

- Go to the Users Page.
- Adjust the time frame for the period you want to view. *For time frames longer than one year, switch time series view from Date to Year Month before selecting date range (to cut down on load time).*
- Choose "Contains" from the page URL drop down.
- Enter the portion of the page URL that follows extension.illinois.edu.
    - For example, to see how many users accessed the selling food page on the food website, enter /food/selling-food

MARKETING TIP: Focus on these stats:
- How much time did the average user stay on the page? Was that your expectation in creating the page? If short, can you improve the content of the page to keep the reader on the page?
- If your bounce rate is high, try adding links to related content that keep the reader engaged with Extension websites.
- If your engagement rate is low, try adding downloads, links, or photo galleries.

How are people finding my page?

- Go to the Source page.
- Adjust the time frame for the period you want to view.
- Choose "Contains" from the page URL drop down.
- Enter the portion of the page URL that follows extension.illinois.edu. This could be a set of pages: /blogs/good-growing or a specific page: /blogs/good-growing/2020-05-15-how-grow-sweet-corn

MARKETING TIP: By narrowing the date in your search, you can determine if specific marketing efforts resulted in an increase of user traffic.
- "Read More" links in emails will show up as "Direct" source and allow you to measure the success of your email marketing to some extent.

What data is available specifically about my unit website?

This data includes all the pages of your website, excluding blogs, events, and press releases.

- Go to the Unit Metrics Page.
- Select your unit only from the Unit Field dropdown.
- Adjust the time frame for the period you want to view. *For time frames longer than one year, switch time series view from Date to Year Month before selecting date range (this reduces on load time and ensures that no dates are cut off).*
- Sort specific pages of your site in order of views, sessions, or engaged sessions.
    - **Views**: Indicates the number of pages that were accessed on your site.
    - **Sessions**: Indicates the number of visits that began on your site. A session might include several page visits.
    - **Engaged sessions**: Indicates visits where the user did some type of action while on the page, such as download, click a link, visit another page.
    - **Source**: Shows you how users found any page on your unit website.
    - **Session Start**: Shows how many users started on a specific page when they accessed your site, compared to all the views that page had. This can help you determine if your page navigation makes sense or needs tweaks.
    - **File Download**: Shows the total number of clicks on a link leading to a downloadable file.