Google Analytics for Websites

The Google Analytics tab in the top tool bar of your website will allow you to view the Google Analytics for your website. Login to your website and select the Google Analytics tab (Other top tool bar tabs include Content and Structure).

Once the Google Analytics reports are loaded you will have the following tabs: Traffic Overview, Top Pages, Referrers, Devices, and Locations.

![Example of Traffic Overview](image-url)
Traffic Overview
The graph illustrates the value per user for the metrics over a period of time, in increments of days, months, quarterly, yearly, or all time.

The table has the value per user over a period of time grouped by Users, Sessions, and Views.

Users - The Users metrics show how many users engaged with your site.

Views - A pageview is recorded every time a page is viewed. Or, more technically, a pageview is recorded every time the Google Analytics pageview tracking method is executed. When a visitor hits the back button, a pageview is recorded. When a visitor hits refresh, a pageview is recorded.

Session - A session is defined as a group of interactions one user takes within a given time frame on your website. Google Analytics defaults that time frame to 30 minutes. Meaning whatever a user does on your website (e.g. browses pages, downloads resources, purchases products) before they leave equals one session.

Top Pages
You can set the Time Period for a Month, Quarter, Year or All Time. This will then generate a report of the Top Pages based on number of Views.
You can set the Time Period for a Month, Quarter, Year or All Time. This will then generate reports based on where the traffic on your website has been referred to you.

Every referral to a web site has an origin, or source. Possible sources include: “google” (the name of a search engine), “facebook.com” (the name of a referring social network site), “spring_newsletter” (the name of one of your newsletters), and “direct” (users that typed your URL directly into their browser, or who had bookmarked your site).

**Source** – The origin, or source the viewer used to connect to your website.

**Referrer** - When someone clicks on a hyperlink on another website and it links them to your website, Analytics tracks the click as a referral. This list shows where viewers have found links to your website.

**Social Network** – What Social Networks are linking viewers to your website.

**Search Engine Keyword** – What keyword have viewers used to find your website by searching in a browser. What is (not provided) - in 2010, Google announced that it would no longer provide the keyword data as a result personalizing our search experiences based on our behavior, and this change has been implemented in the interest of protecting the privacy of the searcher.
You can set the Time Period for a Month, Quarter, Year or All Time.

**Type** – What type of devices are viewers using to look at your website? This shows you if they are using a desktop (which includes laptops), mobile device (such as smart phones) or a tablet.

**Browser** – Lists the web browser viewers are using to visit your website.

**Operating System** – Lists the Operating System viewers are using.

**Mobile Device** – Has a list of what Mobile Device viewers are using.
Locations

You can set the Time Period for a Month, Quarter, Year or All Time.

The Locations tab has information about where viewers are from geographically by City and Region.
Ohioline

The Ohioline website has an additional tab: Fact Sheets. The Fact Sheets tab allows you to see the Fact Sheets in order by number of Views and to search for Fact Sheets by ID and key words.

You can set the Time Period for a Month, Quarter, Year or All Time.

Search – You can type in an ID or key word to find information about a Fact Sheet or group of Fact Sheets. When you select Enter (on your keyboard) it will reset the list to the default list.

Agronomic Crops Network

On the Agronomic Crops Network website you can select to view the Google Analytics for the Agronomic Crops Network website or the CORN Newsletter. Make your selection then click the Go button.