

# Seo-Social-Marketing.com

## Google Analytics

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July 08, 2014



# GA June 6-July6

## 104 Sessions

The screenshot shows the Google Analytics interface for the period Jun 6, 2014 - Jul 6, 2014. The main content area displays a table with the following data:

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
SEO-Social-Marketing.com				
SEO-Social-Marketing (UA-39817158-1)				
All Web Site Data	104	00:03:46	20.19%	159.62%

This table was generated on 7/7/14 at 8:55:20 PM - Refresh Table

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# Compare to May 1-May 31 51 Sessions

## Upgrade to Universal Analytics



Universal Analytics is out of beta, and everyone can upgrade!

All Google Analytics features, including the Premium Service Level Agreement and DoubleClick based features like Remarketing, are supported in Universal Analytics.

Upgrade your property! Click [Admin](#) to get started.

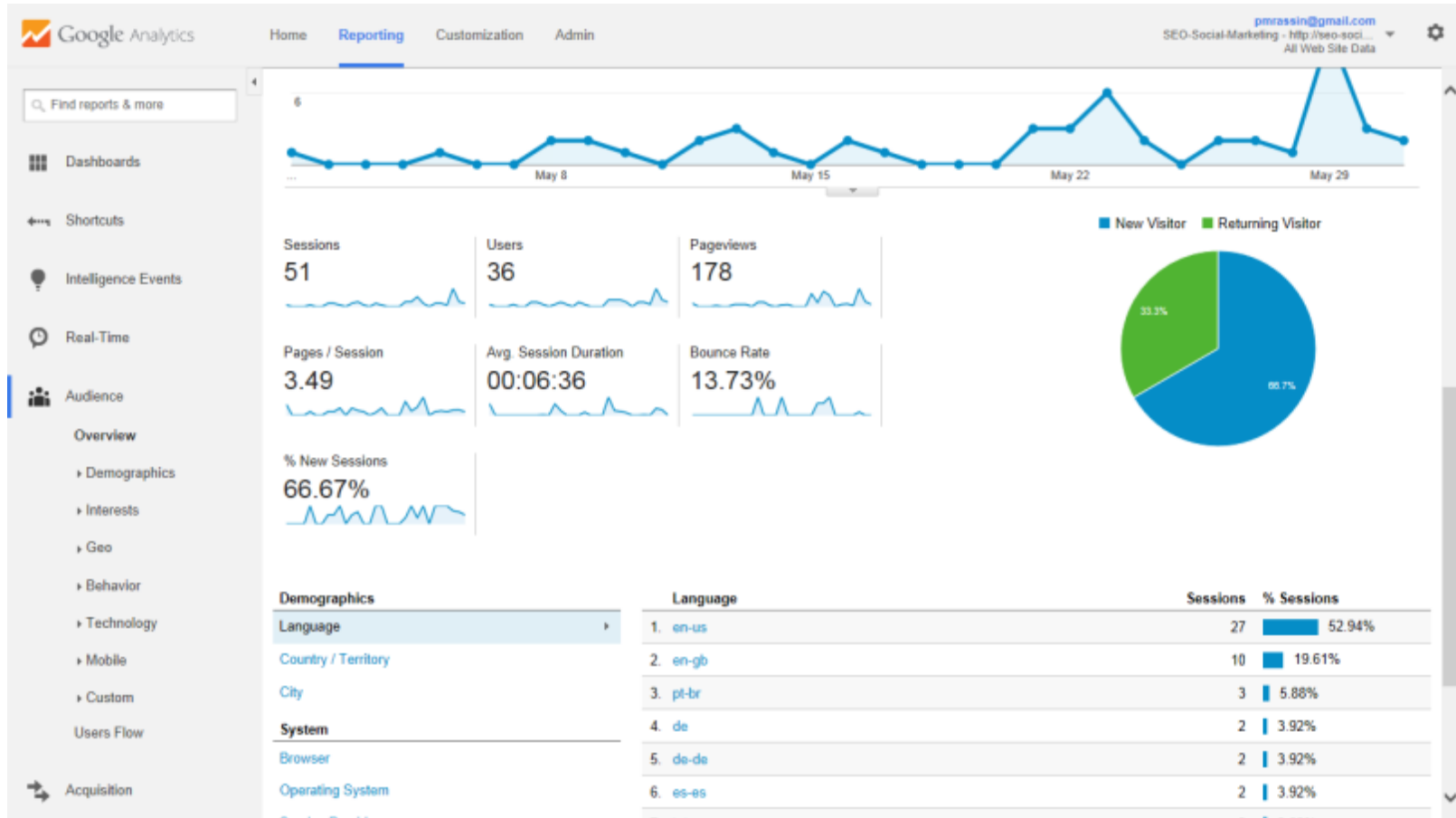
May 1, 2014 - May 31, 2014

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
☆  SEO-Social-Marketing.com				
☆  SEO-Social-Marketing (UA-39817158-1)				
☆  All Web Site Data	51	00:06:36	13.73%	164.71%

This table was generated on 7/7/14 at 9:58:55 PM - [Refresh Table](#)

# Compare to May 1-May 31

## 51 Sessions & 178 page views

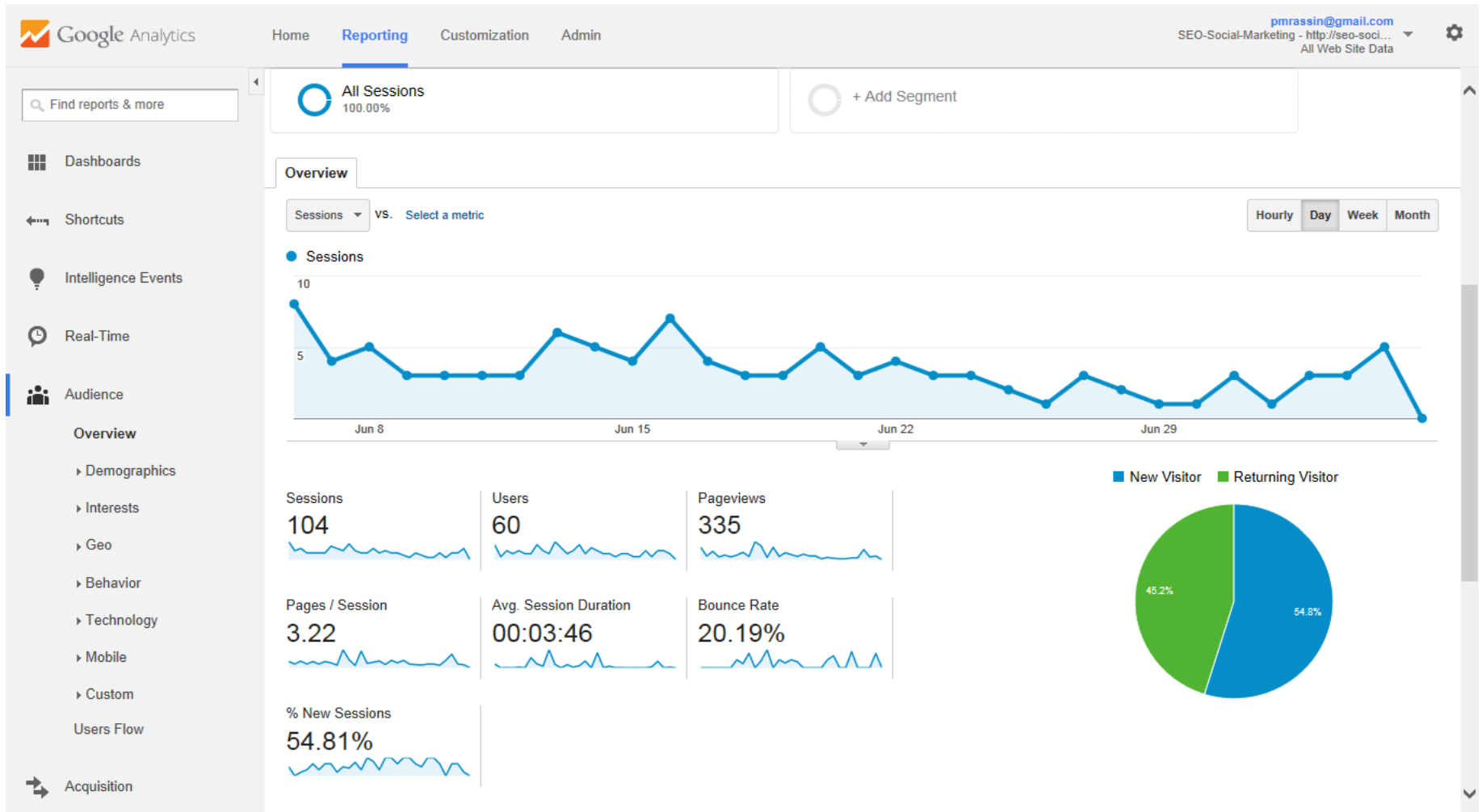


# Change of Strategy

- What different strategy has been used to increase the session views by double?
- How many new visitors vs returning visitors have visited the site?
- How different is the bounce rate from May to June?
  - **May:** Total of 13.73%    New: 14.71 %    Ret: 11.76 %
  - **June:** Total of 20.19%    New: 15.79 %    Ret: 25.53%

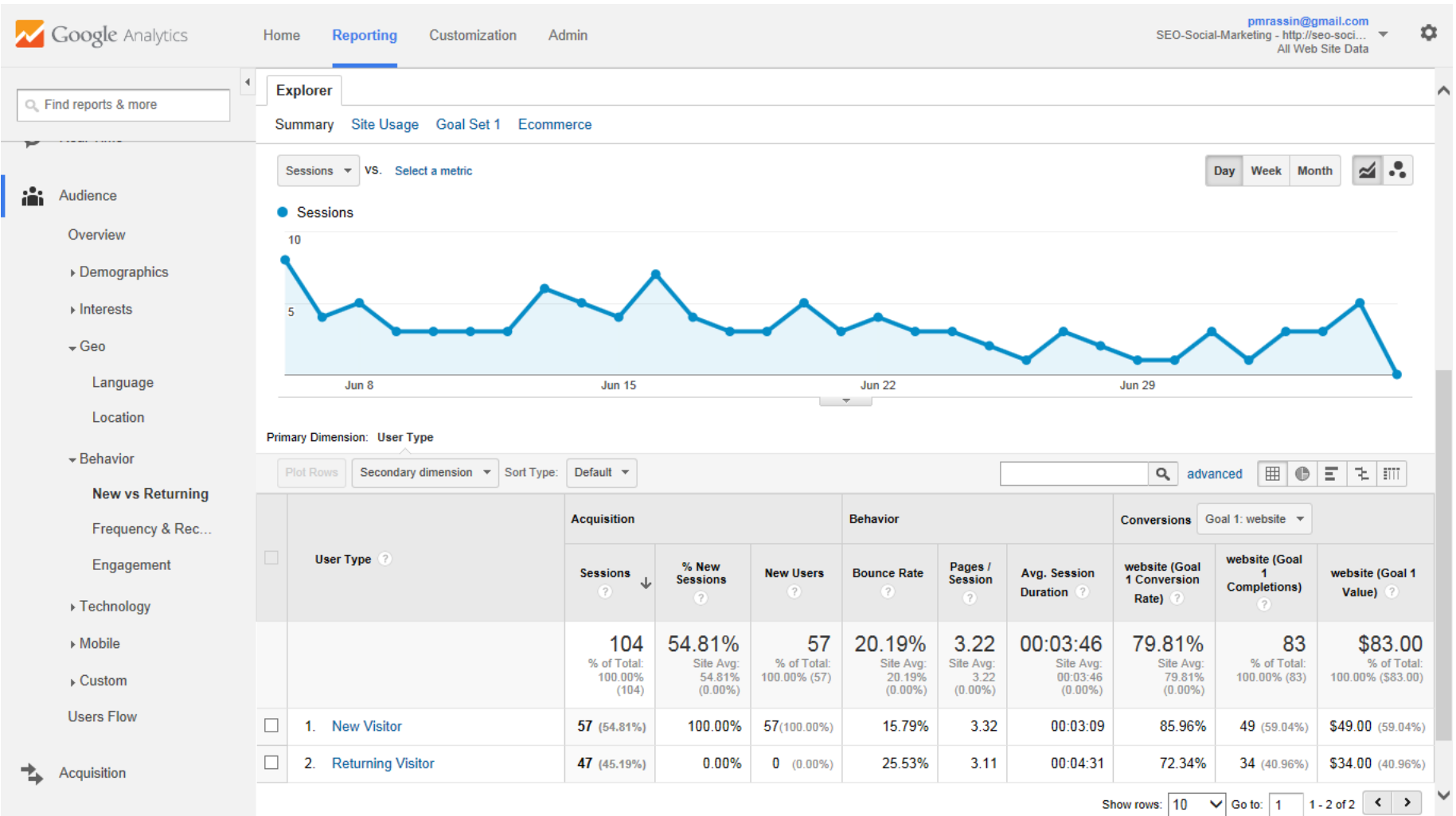
# GA June 6-July6

## 104 sessions & 334 page views



# New vs Returning Visitors

## June 6 - July 6



# Worldwide Visitors

## June 6-July6

Google Analytics Home **Reporting** Customization Admin pmrassin@gmail.com  
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Primary Dimension: **Country / Territory** City Continent Sub Continent Region

Find reports & more Secondary dimension advanced

Country / Territory ?	Acquisition			Behavior			Conversions Goal 1: website		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	website (Goal 1 Conversion Rate) ?	website (Goal 1 Completions) ?	website (Goal 1 Value) ?
	104 % of Total: 100.00% (104)	54.81% Site Avg: 54.81% (0.00%)	57 % of Total: 100.00% (57)	20.19% Site Avg: 20.19% (0.00%)	3.22 Site Avg: 3.22 (0.00%)	00:03:46 Site Avg: 00:03:46 (0.00%)	79.81% Site Avg: 79.81% (0.00%)	83 % of Total: 100.00% (83)	\$83.00 % of Total: 100.00% (\$83.00)
1.  United States	78 (75.00%)	41.03%	32 (56.14%)	24.36%	3.53	00:04:48	75.64%	59 (71.08%)	\$59.00 (71.08%)
2.  Brazil	9 (8.65%)	100.00%	9 (15.79%)	0.00%	2.00	00:00:05	100.00%	9 (10.84%)	\$9.00 (10.84%)
3.  India	5 (4.81%)	100.00%	5 (8.77%)	20.00%	2.60	00:00:58	80.00%	4 (4.82%)	\$4.00 (4.82%)
4.  Spain	4 (3.85%)	100.00%	4 (7.02%)	0.00%	2.00	00:00:02	100.00%	4 (4.82%)	\$4.00 (4.82%)
5.  Argentina	1 (0.96%)	100.00%	1 (1.75%)	0.00%	5.00	00:01:22	100.00%	1 (1.20%)	\$1.00 (1.20%)
6.  Canada	1 (0.96%)	100.00%	1 (1.75%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.  Germany	1 (0.96%)	0.00%	0 (0.00%)	0.00%	5.00	00:10:31	100.00%	1 (1.20%)	\$1.00 (1.20%)
8.  Italy	1 (0.96%)	100.00%	1 (1.75%)	0.00%	2.00	00:00:02	100.00%	1 (1.20%)	\$1.00 (1.20%)
9.  Moldova	1 (0.96%)	100.00%	1 (1.75%)	0.00%	2.00	00:00:02	100.00%	1 (1.20%)	\$1.00 (1.20%)
10.  Mexico	1 (0.96%)	100.00%	1 (1.75%)	0.00%	2.00	00:00:03	100.00%	1 (1.20%)	\$1.00 (1.20%)

Show rows: 10 Go to: 1 1 - 10 of 12

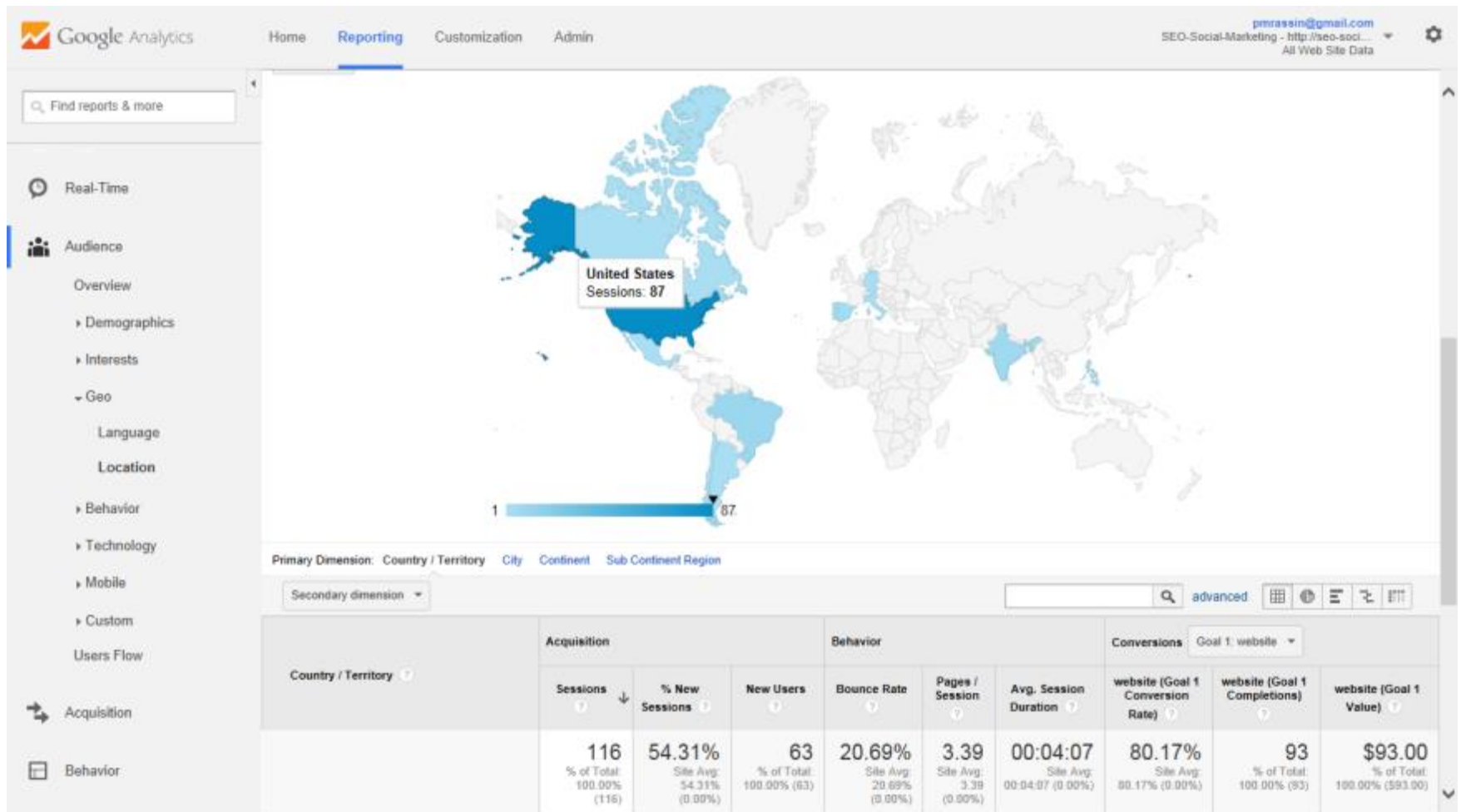
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# Worldwide Visitors-Map

## June 6-July6



# Worldwide Visitors

## May 1-May 31

Google Analytics Home Reporting Customization Admin pmrassin@gmail.com SEO-Social-Marketing - http://seo-soci... All Web Site Data

Primary Dimension: [Country / Territory](#) [City](#) [Continent](#) [Sub Continent Region](#)

Find reports & more  Secondary dimension

Country / Territory ?	Acquisition			Behavior			Conversions <a href="#">Goal 1: website</a>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	website (Goal 1 Conversion Rate) ?	website (Goal 1 Completions) ?	website (Goal 1 Value) ?
	51 % of Total: 100.00% (51)	66.67% Site Avg: 66.67% (0.00%)	34 % of Total: 100.00% (34)	13.73% Site Avg: 13.73% (0.00%)	3.49 Site Avg: 3.49 (0.00%)	00:06:36 Site Avg: 00:06:36 (0.00%)	82.35% Site Avg: 82.35% (0.00%)	42 % of Total: 100.00% (42)	\$42.00 % of Total: 100.00% (\$42.00)
1. <a href="#">United States</a>	31 (60.78%)	48.39%	15 (44.12%)	12.90%	3.52	00:08:31	80.65%	25 (59.52%)	\$25.00 (59.52%)
2. <a href="#">Iran</a>	5 (9.80%)	80.00%	4 (11.76%)	0.00%	3.40	00:10:42	80.00%	4 (9.52%)	\$4.00 (9.52%)
3. <a href="#">Brazil</a>	3 (5.88%)	100.00%	3 (8.82%)	33.33%	1.67	00:00:02	100.00%	3 (7.14%)	\$3.00 (7.14%)
4. <a href="#">Italy</a>	3 (5.88%)	100.00%	3 (8.82%)	0.00%	2.00	00:00:02	100.00%	3 (7.14%)	\$3.00 (7.14%)
5. <a href="#">Germany</a>	2 (3.92%)	100.00%	2 (5.88%)	50.00%	5.50	00:05:39	50.00%	1 (2.38%)	\$1.00 (2.38%)
6. <a href="#">United Kingdom</a>	2 (3.92%)	100.00%	2 (5.88%)	50.00%	10.00	00:03:38	50.00%	1 (2.38%)	\$1.00 (2.38%)
7. <a href="#">Argentina</a>	1 (1.96%)	100.00%	1 (2.94%)	0.00%	2.00	00:00:03	100.00%	1 (2.38%)	\$1.00 (2.38%)
8. <a href="#">Mexico</a>	1 (1.96%)	100.00%	1 (2.94%)	0.00%	2.00	00:00:01	100.00%	1 (2.38%)	\$1.00 (2.38%)
9. <a href="#">Malaysia</a>	1 (1.96%)	100.00%	1 (2.94%)	0.00%	2.00	00:00:04	100.00%	1 (2.38%)	\$1.00 (2.38%)
10. <a href="#">Portugal</a>	1 (1.96%)	100.00%	1 (2.94%)	0.00%	2.00	00:00:03	100.00%	1 (2.38%)	\$1.00 (2.38%)

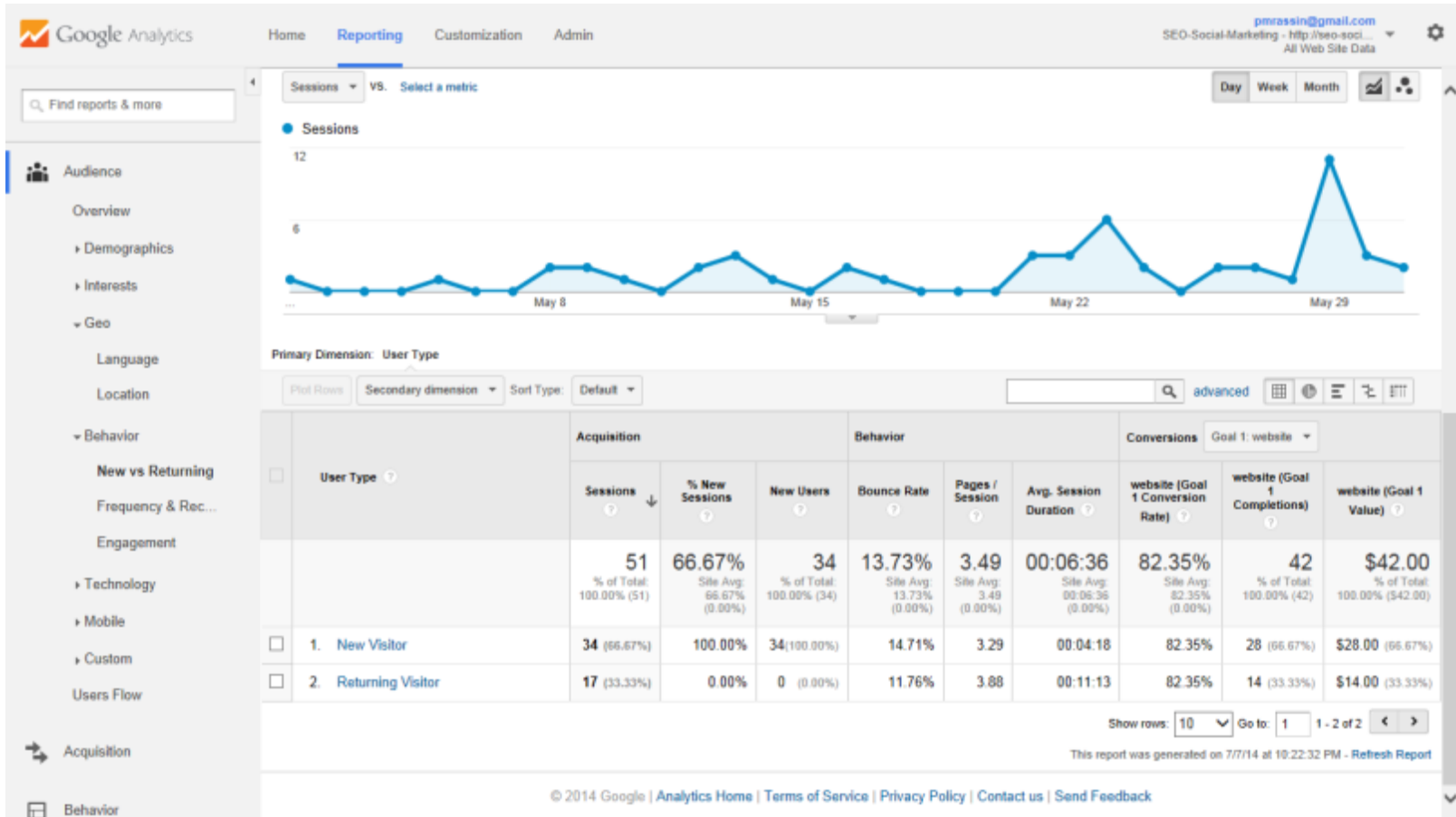
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# New vs Returning Visitors

## May 1 – May 30



# Worldwide Visitors - Map

## May 1-May 31

