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DASHBOARDS AND CUSTOM REPORTS

Metrics: a few popular definitions

- **Sessions** - Visits to your site.
- **Users** - Unique visitors to your site.
- **Pageviews** - Individual times a page is viewed.
- **Pages / Session** - Average number of pages viewed per visit.
- **Avg. Session Duration** - Average time a person spends on their visit to your site
- **Bounce Rate** - A bounce is when someone comes to your site and leaves after the first page. Bounce rate is the % of visitors that leave without visiting a second page.
- **Page / Page Title** - Pages people are viewing on the site.
- **Landing page** - Pages people are entering the site through.
- **City / Country** - Which cities or countries people are viewing your site from?
- **Device** - Find out if people are visiting via mobile, tablet or desktop
- **Screen size** - Are people viewing your site on a giant screen or something smaller?
- **Goals** - Are you tracking specific events?
- **Value** - Have you set value to specific goals on your site?

Weekly Dashboard

Apr 25, 2018 - May 1, 2018
Compare to: Apr 25, 2017 - May 1, 2017

All Users
+0.00% Sessions

Total Visits

Apr 25, 2018 - May 1, 2018

1,173

% of Total: 100.00% (1,173)

Apr 25, 2017 - May 1, 2017

837

% of Total: 100.00% (837)

% New Visits

Apr 25, 2018 - May 1, 2018

65.05%

Avg for View: 65.05% (0.00%)

Apr 25, 2017 - May 1, 2017

70.97%

Avg for View: 70.97% (0.00%)

Traffic Drivers

Source / Medium	Sessions	Avg. Session Duration
(direct) / (none)		
Apr 25, 2018 - May 1, 2018	535	00:01:49
Apr 25, 2017 - May 1, 2017	379	00:01:35
% Change	41.16%	13.91%
google / organic		
Apr 25, 2018 - May 1, 2018	456	00:02:52
Apr 25, 2017 - May 1, 2017	387	00:01:40
% Change	17.83%	72.13%
bing / organic		
Apr 25, 2018 - May 1, 2018	81	00:02:41
Apr 25, 2017 - May 1, 2017	29	00:02:27
% Change	179.31%	9.52%
yahoo / organic		
Apr 25, 2018 - May 1, 2018	39	00:03:40
Apr 25, 2017 - May 1, 2017	20	00:04:49
% Change	95.00%	-23.96%

Most Popular Pages

Page Title	Pageviews	Avg. Time on Page
The Town of Discovery Bay - Live where you play		
Apr 25, 2018 - May 1, 2018	460	00:00:48
Apr 25, 2017 - May 1, 2017	359	00:00:41
% Change	28.13%	16.94%
Board of Directors - The Town of Discovery Bay		
Apr 25, 2018 - May 1, 2018	164	00:00:48
Apr 25, 2017 - May 1, 2017	59	00:00:38
% Change	177.97%	26.33%
Water Services - The Town of Discovery Bay		
Apr 25, 2018 - May 1, 2018	130	00:00:53
Apr 25, 2017 - May 1, 2017	73	00:01:40
% Change	78.08%	-47.23%
About Discovery Bay - The Town of Discovery Bay		
Apr 25, 2018 - May 1, 2018	122	00:01:16
Apr 25, 2017 - May 1, 2017	85	00:00:42
% Change	43.53%	78.12%
Agendas & Minutes - The Town of Discovery Bay		
Apr 25, 2018 - May 1, 2018	121	00:00:33
Apr 25, 2017 - May 1, 2017	38	00:00:21
% Change	218.42%	51.84%

Traffic from Social Networks

Social Network	Sessions
Facebook	
Apr 25, 2018 - May 1, 2018	12
Apr 25, 2017 - May 1, 2017	0
% Change	100.00%
Twitter	
Apr 25, 2018 - May 1, 2018	0
Apr 25, 2017 - May 1, 2017	1
% Change	-100.00%

Top Landing Pages

Landing Page	Entrances	Bounce Rate
/		
Apr 25, 2018 - May 1, 2018	356	24.44%
Apr 25, 2017 - May 1, 2017	275	31.27%
% Change	29.45%	-21.85%
/about-discovery-bay		
Apr 25, 2018 - May 1, 2018	69	73.91%

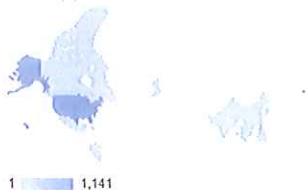
Apr 25, 2018 - May 1, 2018	16	00:00:15	Apr 25, 2017 - May 1, 2017	33	60.61%
			% Change	109.09%	21.96%
Apr 25, 2017 - May 1, 2017	1	00:00:00	/header-link/employment		
% Change	1,500.00%	100.00%	Apr 25, 2018 - May 1, 2018	67	43.28%
			Apr 25, 2017 - May 1, 2017	35	68.57%
			% Change	91.43%	-36.88%
			/water-services		
			Apr 25, 2018 - May 1, 2018	64	23.44%
			Apr 25, 2017 - May 1, 2017	40	27.50%
			% Change	60.00%	-14.77%
			/home-owner-associations		
			Apr 25, 2018 - May 1, 2018	39	69.23%
			Apr 25, 2017 - May 1, 2017	38	65.79%
			% Change	2.63%	5.23%
			/welcome-xpress-bill-pay		
			Apr 25, 2018 - May 1, 2018	37	29.73%
			Apr 25, 2017 - May 1, 2017	22	18.18%
			% Change	68.18%	63.51%
			/living-here		
			Apr 25, 2018 - May 1, 2018	36	22.22%
			Apr 25, 2017 - May 1, 2017	42	21.43%
			% Change	-14.29%	3.70%
			/agendas-minutes		
			Apr 25, 2018 - May 1, 2018	26	42.31%
			Apr 25, 2017 - May 1, 2017	16	31.25%
			% Change	62.50%	35.38%
			/post/paws-parade		
			Apr 25, 2018 - May 1, 2018	25	92.00%
			Apr 25, 2017 - May 1, 2017	0	0.00%
			% Change	100.00%	100.00%
			/community-center		
			Apr 25, 2018 - May 1, 2018	23	34.78%
			Apr 25, 2017 - May 1, 2017	22	31.82%
			% Change	4.55%	9.32%

Town of Discovery Bay Baseline Stats, Top Content, and Ac...

Apr 25, 2018 - May 1, 2018

All Users
100.00% Sessions

Sessions



Pages / Session

2.87

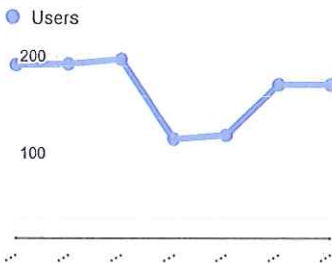
Avg for View: 2.87 (0.00%)

Average Time on Page

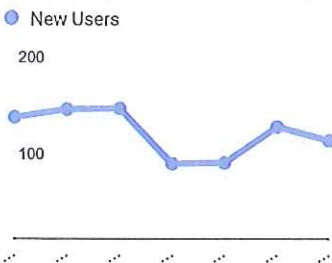
00:01:14

Avg for View: 00:01:14 (0.00%)

Users



New Users



Top Content

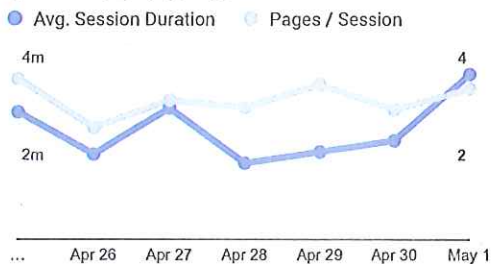
Page	Sessions	Avg. Time on Page
/	356	00:00:48
/header-link/employment	76	00:06:48
/about-discovery-bay	69	00:01:17
/water-services	64	00:00:53
/home-owner-associations	39	00:02:02
/welcome-xpress-bill-pay	37	00:03:55
/living-here	36	00:00:14
/agendas-minutes	26	00:00:33
/post/paws-parade	25	00:03:47
/community-center	23	00:00:35

Bounce Rate

41.26%

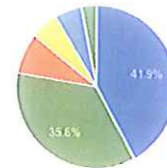
Avg for View: 41.26% (0.00%)

Avg. Session Duration and Pages / Session



Sessions by Browser

Chrome Safari
Internet Explorer Edge
Firefox Other



Page/Page Title

Page Title	Avg. Time on Page
Town of Discovery Bay Board Policies - The Town of Discovery Bay	00:19:45
November 2016 Meetings - The Town of Discovery Bay	00:18:45
Town of Discovery Bay Water and Wastewater Rate Studies and Rates - The Town of Discovery Bay	00:11:08
April 2018 Board Meeting - The Town of Discovery Bay	00:09:19
Public Transit - The Town of Discovery Bay	00:08:58
Mission, Vision, Goals, and Value Statement - The Town of Discovery Bay	00:08:10
October 2017 Meetings - The Town of Discovery Bay	00:08:05
Employment - The Town of Discovery Bay	00:06:33
Annual Audit Information - The Town of Discovery Bay	00:06:33
May 2016 Meetings - The Town of Discovery Bay	00:06:31

Content Analysis Dashboard

Apr 25, 2018 - May 1, 2018

All Users
100.00% Sessions

Pageviews by Page Title

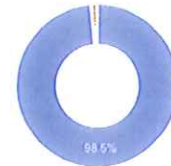
Page Title	Pageviews
The Town of Discovery Bay - Live where you play	460
Board of Directors - The Town of Discovery Bay	164
Water Services - The Town of Discovery Bay	130
About Discovery Bay - The Town of Discovery Bay	122
Agendas & Minutes - The Town of Discovery Bay	121
Employment - The Town of Discovery Bay	120
Living Here - The Town of Discovery Bay	86
Welcome to XPress Bill Pay - The Town of Discovery Bay	82
Water Meter Installation Payment Option Update - The Town of Discovery Bay	80
Stay Informed - Sign up Today! - The Town of Discovery Bay	69

Avg. Time on Page by Page Title

Page Title	Avg. Time on Page
Town of Discovery Bay Board Policies - The Town of Discovery Bay	00:19:45
November 2016 Meetings - The Town of Discovery Bay	00:18:45
Town of Discovery Bay Water and Wastewater Rate Studies and Rates - The Town of Discovery Bay	00:11:08
April 2018 Board Meeting - The Town of Discovery Bay	00:09:19
Public Transit - The Town of Discovery Bay	00:08:58
Mission, Vision, Goals, and Value Statement - The Town of Discovery Bay	00:08:10
October 2017 Meetings - The Town of Discovery Bay	00:08:05
Employment - The Town of Discovery Bay	00:06:33
Annual Audit Information - The Town of Discovery Bay	00:06:33
May 2016 Meetings - The Town of Discovery Bay	00:06:31

Pageviews by Country / Territory

United States Taiwan
Canada Hong Kong
South Korea Peru Other



Pageviews by City

Brentwood San Francisco
Antioch San Jose
Walnut Creek Discovery Bay
Other



Visits and % New Visits by Landing ...

Landing Page	Sessions	% New Sessions
/	356	61.24%
/about-discovery-bay	69	84.06%
/header-link/employment	67	46.27%
/water-services	64	59.38%
/home-owner-associations	39	84.62%
/welcome-xpress-bill-pay	37	43.24%
/living-here	36	94.44%
/agendas-minutes	26	61.54%
/post/paws-parade	25	88.00%
/community-center	23	52.17%

Exits and Pageviews by Page

Page	Exits	Pageviews
/	153	460
/header-link/employment	93	119
/about-discovery-bay	71	121
/welcome-xpress-bill-pay	51	74
/water-services	40	129
/home-owner-associations	39	58
/recreation-programs-registration	37	59
/post/water-meter-installation-payment-option-update	31	60
/post/paws-parade	30	38
/post/contact-us	29	51