



G J SCOTT
MEDIA MANAGEMENT

JOE BLOG WEBSITE

MAY 2018

Glossary

Session

- A group of interactions 1 user takes within a given time frame on a website or blog. Google Analytics, by default considers this time frame to be 30 minutes.
- Whatever the user does on the website / blog in the time frame (be it browse pages, search, purchase) before they leave is considered 1 Session.

Pages per Session

- The average number of Pages viewed during a Session.
- The more “Pages per session” means that users are more engaged and exploring more of the website / blog.

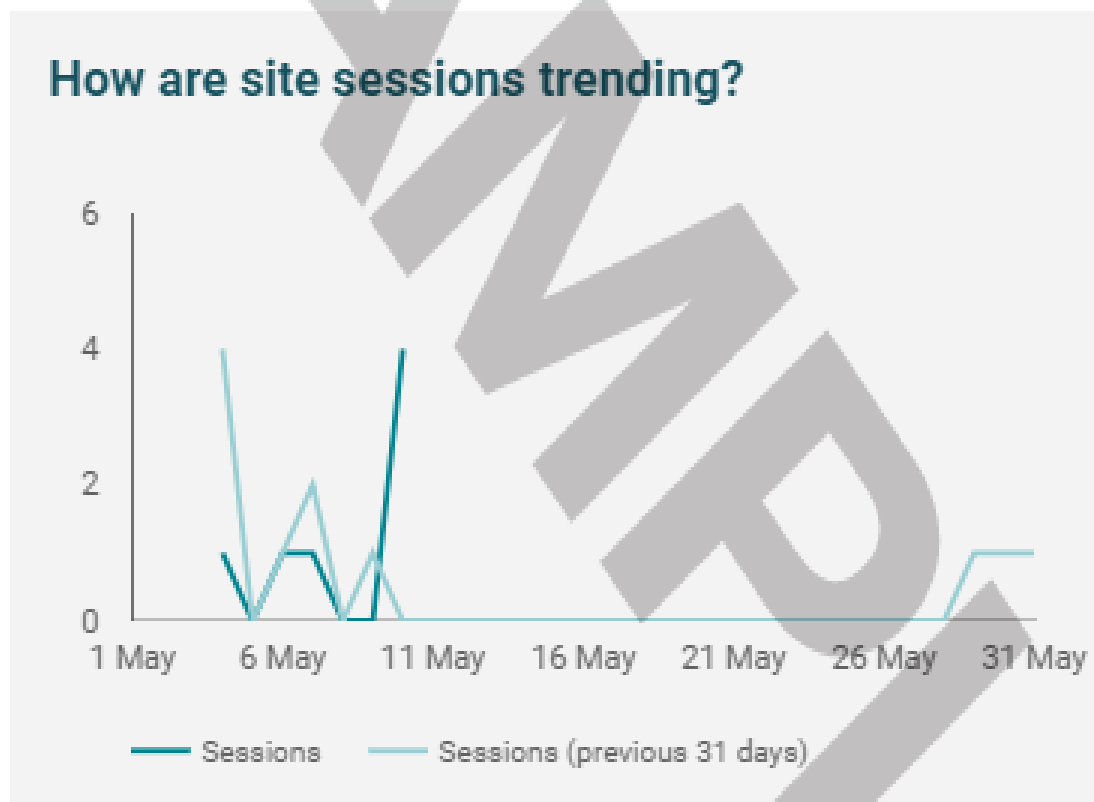
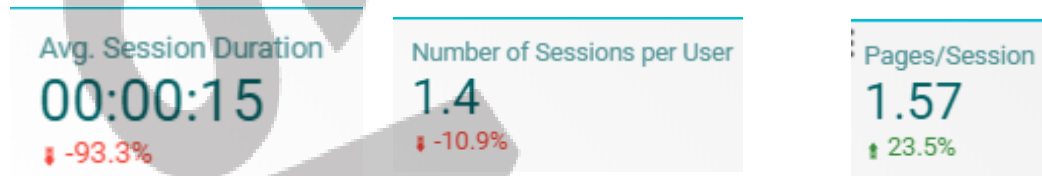
Bounce Rate

- The percentage of single page visits.
- The number of visits in which a person leaves your website / blog from the landing page without browsing further.
- A 35% or below Bounce rate is optimum.

Google Analytic Channels / Sources

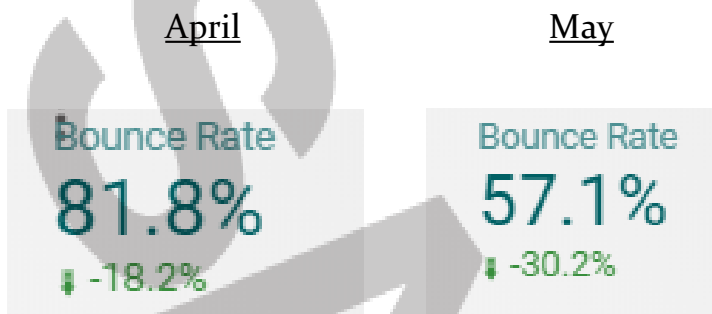
- Social
 - Visits directed to the website / blog from Social Networks (eg: Facebook, Twitter, Instagram, etc).
- Referral
 - Where users clicked a link from another site, excluding major Search Engines.
- Direct
 - Indicates visits where users navigated directly to the URL.
 - Can include visits where the source is unknown. For example, if the link clicked is a Bitlink or an Email link.
- Organic Searches
 - A method for entering one or several search terms as a single string of text into a search engine
- Backlinking
 - Incoming links to a webpage. When a webpage links to any other page.
 - A major metric for the ranking of a website on all major Search Engines (Google, Bing, Yahoo)

Sessions



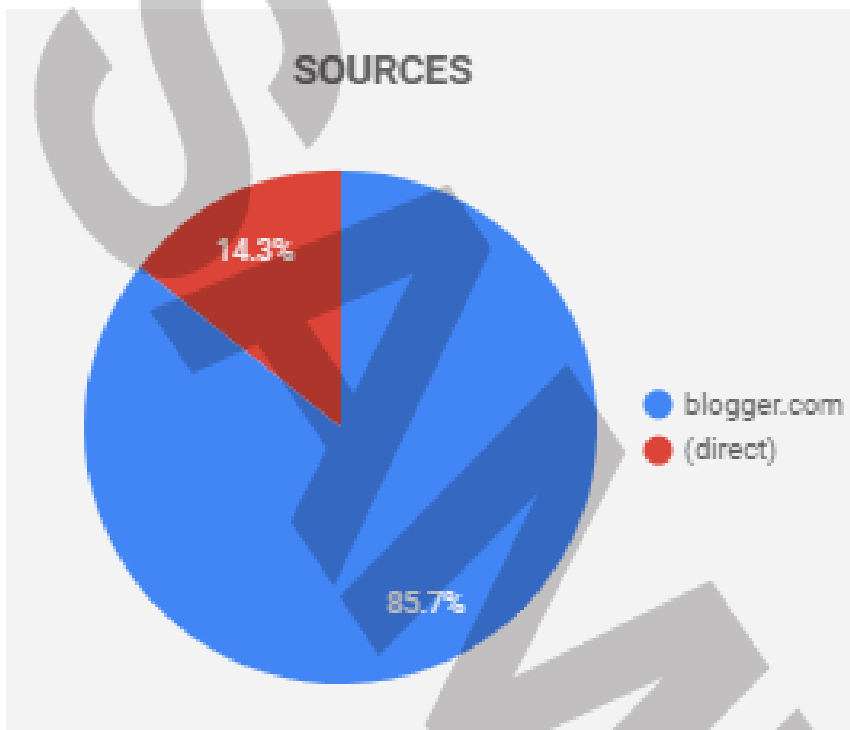
In this section, GJ Scott Media Management will do comparisons on month to month results and outline suggestions as to how to improve your site.

Bounce Rate



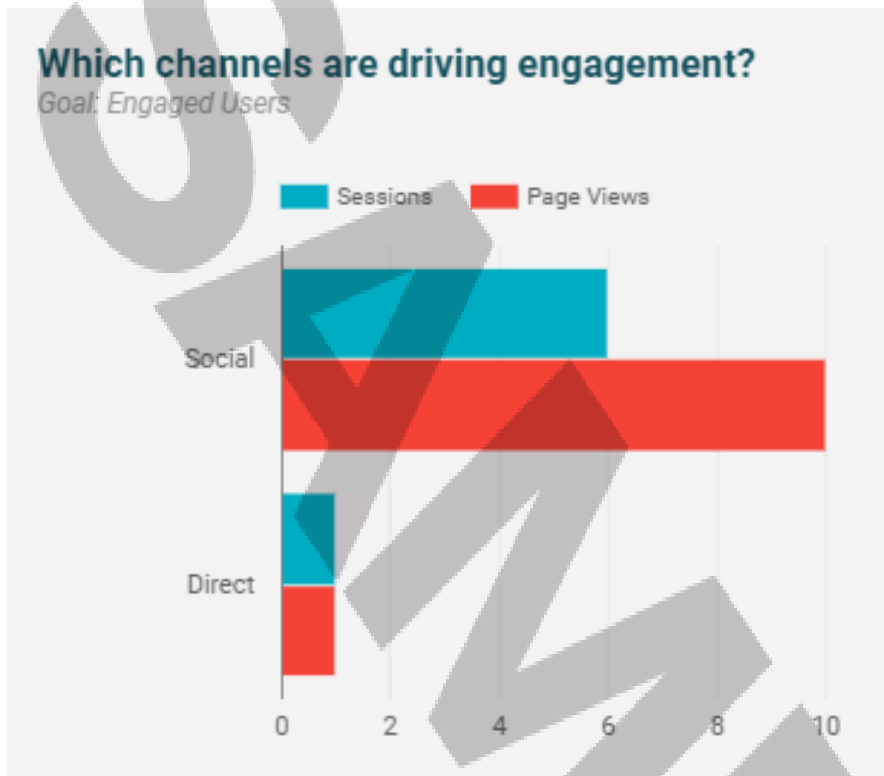
In this section, GJ Scott Media Management will compare month on month increases and decreases of Bounce Rate. Suggestions will be made as to how to better the Bounce Rate of your site. Should the Bounce Rate be good, suggestions will be given as to how to maintain it.

Sources



In this section, GJ Scott Media Management will compare month on month what sources traffic is coming from. The four Top Performers will be listed. Suggestions will be made as how to diversify traffic from Sources and increase traffic from current Sources.

Channels



In this section, GJ Scott Media Management will compare month on month which channels are driving engagement to your site. Conversion rates will be noted between Sessions and Page views. Suggestions will be made as how to increase traffic from Channels to your site.

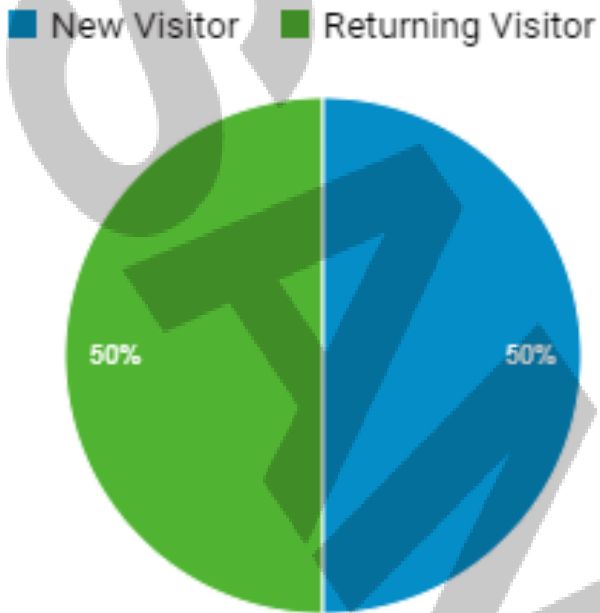
Channels are a combined visual representation of all sources.

Top 5 Countries by Sessions / Page Views



In this section, GJ Scott Media Management will note the Top five countries listed in Sessions and Page View to your site. Suggestions will be made as to how to use this information in further Marketing Strategies.

Audience



In this section, GJ Scott Media Management will note the breakdown of the Audience visiting your site. Included in the analysis will be a breakdown of Gender, Age analysis, Technology used and Interests.