AGM 2015 - Parish website, Usage Details (Google Analytics)

The following tables show the details of the last 12 month with the previous 12 (I'm no authority on what these figures really mean, especially in terms of natural expected increases) and compares the years.

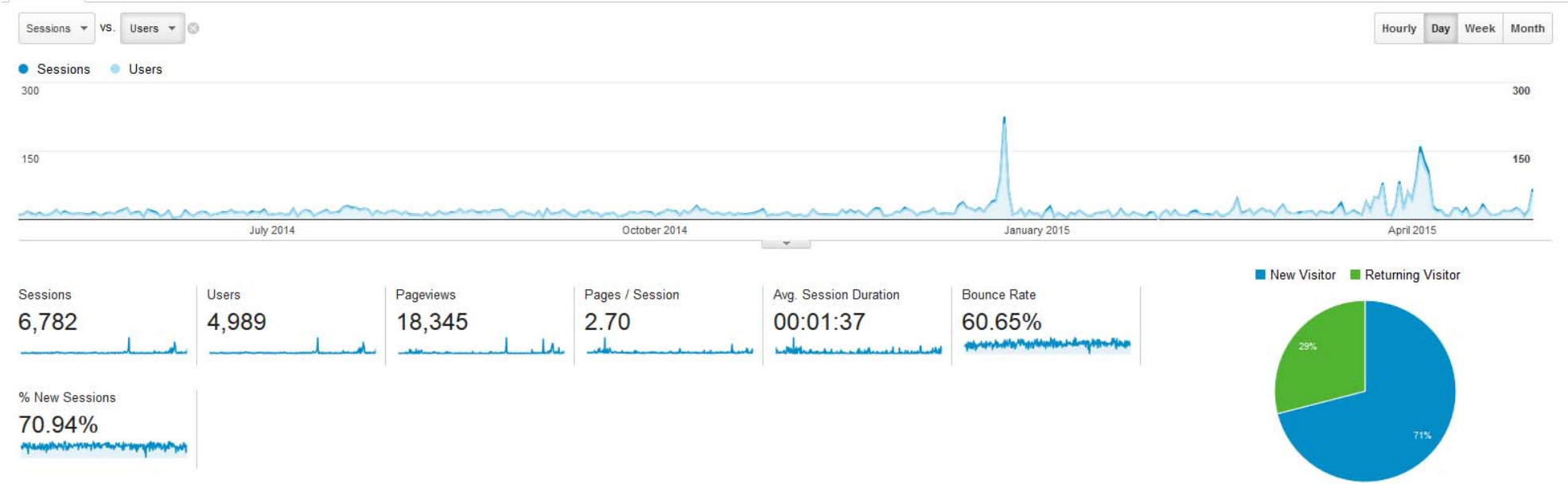
	Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate	%New Sessions
Metric	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1/5/13 - 30/4/14	6,782	4,989	18,345	2.70	00:01:37	60.65%	70.94%
1/5/14 - 30/4/15	5,166	3,554	15,270	2.96	00:01:50	48.97%	66.86%
Change between years	↑ 31%	↑ 40%	↑ 20%	↓ -9%	↓ -12%	↑ 24%	↑ 6%

Metric	Description
1	Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.
2	Users that have had at least one session within the selected date range. Includes both new and returning users.
3	Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
4	Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
5	The average length of a Session.
6	Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).
7	An estimate of the percentage of first time visits.

	1/5/13 - 30/4/14	1/5/14 - 30/4/15	Change
Desktop	52.75%	52.39%	↓ -0.36%
Mobile	28.28%	27.06%	↓ -1.22%
Tablet	18.97%	20.55%	↑ 1.58%

Peak Dates 2 years ago		Sessions	Users	Peak Dates last year		Sessions	Users	Sessions	Users
24/12/2013	Christmas Eve	188	163	24/12/2014	Christmas Eve	225	210	↑ 19.68%	↑ 28.83%
19/04/2014	Easter Saturday	111	101	3/04/2015	Good Friday	160	146	↑ 44.14%	↑ 44.55%

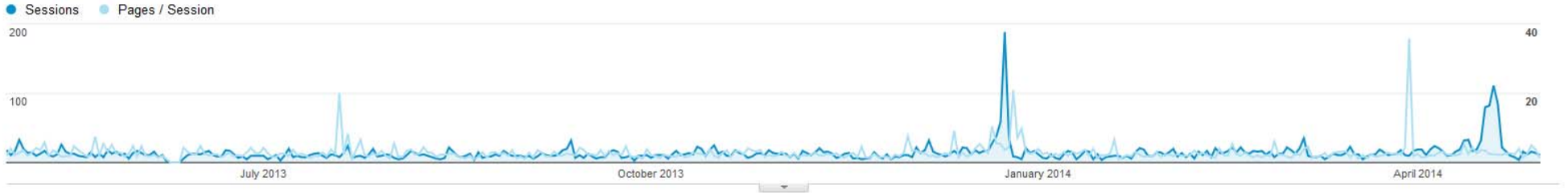
01/05/2014 – 30/04/2015



Summary Site Usage Ecommerce

Sessions vs. Pages / Session

Day Week Month

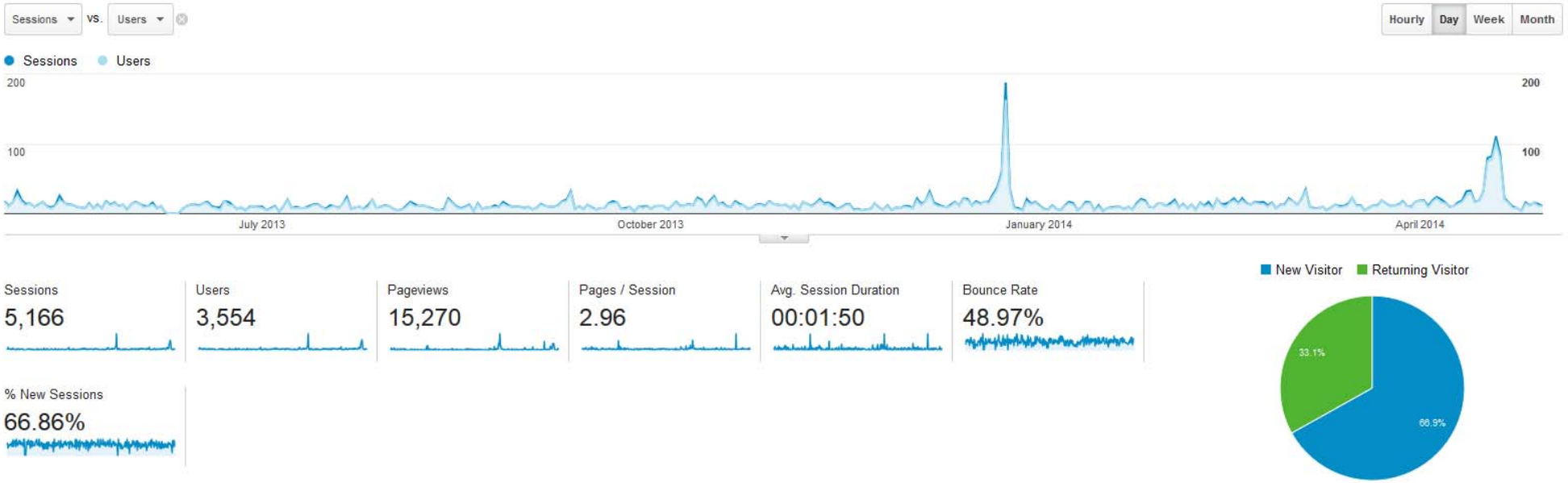


Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default advanced

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,166 % of Total: 100.00% (5,166)	66.90% Avg for View: 66.86% (0.06%)	3,456 % of Total: 100.06% (3,454)	48.97% Avg for View: 48.97% (0.00%)	2.96 Avg for View: 2.96 (0.00%)	00:01:50 Avg for View: 00:01:50 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. desktop	**2,725** (52.75%)	72.44%	1,974 (57.12%)	46.75%	3.33	00:02:13	0.00%	0 (0.00%)	$0.00 (0.00%)
2. mobile	**1,461** (28.28%)	61.74%	902 (26.10%)	53.59%	2.33	00:01:08	0.00%	0 (0.00%)	$0.00 (0.00%)
3. tablet	**980** (18.97%)	59.18%	580 (16.78%)	48.27%	2.85	00:01:46	0.00%	0 (0.00%)	$0.00 (0.00%)

01/05/2013 - 30/04/2014



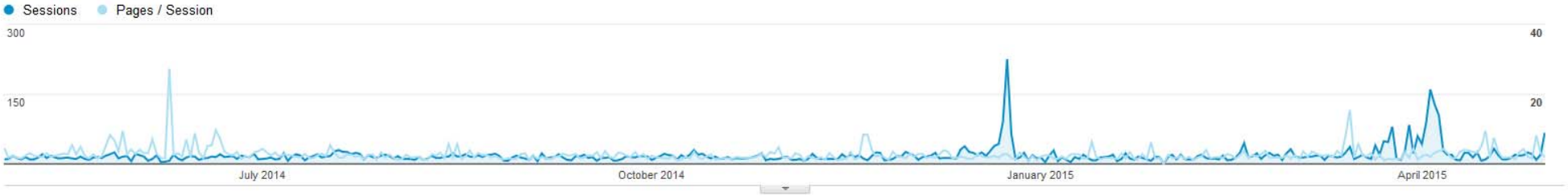
Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
5,166	3,554	15,270	2.96	00:01:50	48.97%

% New Sessions
66.86%

Summary Site Usage Ecommerce

Sessions vs. Pages / Session

Day Week Month



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default advanced

	Device Category	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		6,782 % of Total: 100.00% (6,782)	71.00% Avg for View: 70.94% (0.08%)	4,815 % of Total: 100.08% (4,811)	60.65% Avg for View: 60.65% (0.00%)	2.70 Avg for View: 2.70 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
☐	1. desktop	**3,553** (52.39%)	79.51%	2,825 (58.67%)	62.88%	3.01	00:01:54	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	2. mobile	**1,835** (27.06%)	66.32%	1,217 (25.28%)	56.89%	2.30	00:01:07	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	3. tablet	**1,394** (20.55%)	55.45%	773 (16.05%)	59.90%	2.47	00:01:37	0.00%	0 (0.00%)	$0.00 (0.00%)

YouTube Channel 03/04/2015 – 07/05/2015 (Lifetime)

Holy Spirit Parish

Created: Apr 3, 2015 • Videos: 3 • Lifetime views: 73

CHANNEL

Lifetime (Apr 3, 2015 – May 7, 2015)

Performance

VIEWS
73 ▲

ESTIMATED MINUTES WATCHED
158 ▲

AVERAGE VIEW DURATION
2:10 ▲

Engagement

LIKES
1 ▲

DISLIKES
0 ●

COMMENTS
0 ●

SHARES
0 ●

VIDEOS IN PLAYLISTS
0 ●

SUBSCRIBERS
0 ●

Top 10 Videos

Browse all content

Video	Views	Estimated minutes watched	Likes
Good Friday 2015 04 03	30 (41%)	104 (65%)	0
Mass of the Last Supper, Holy Thursday 2015...	30 (41%)	36 (23%)	1
Easter Saturday Vigil Mass, 2015 04 04	12 (16%)	18 (12%)	0

Holy Spirit Parish

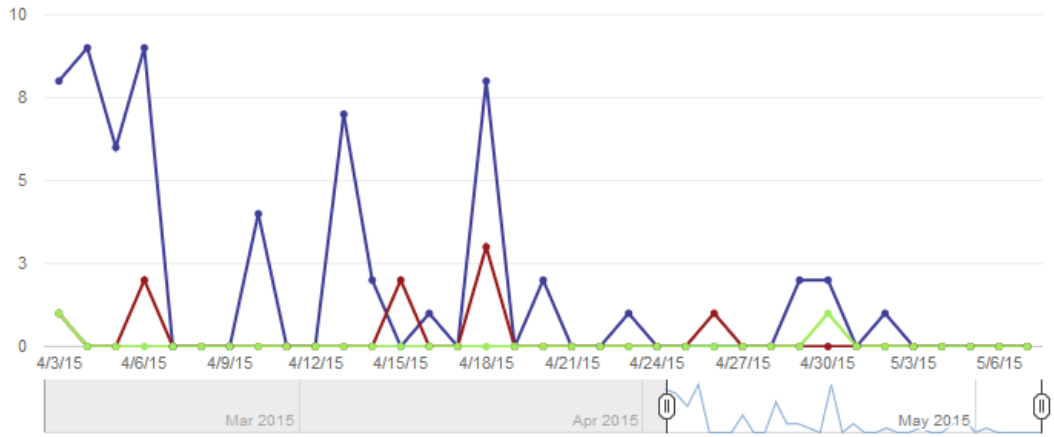
Created: Apr 3, 2015 • Videos: 3 • Lifetime views: 73

CHANNEL

Lifetime (Apr 3, 2015 – May 7, 2015)

VIEWS	ESTIMATED MINUTES WATCHED
73	158

More metrics ▾ | Daily ▾ | ☐ Show growth | ☐ Show totals | ☐ Show as % of totals



Device type | Operating system

Device type	Views	Estimated minutes watched	Average view duration
Computer	62 (85%)	119 (75%)	1:55
Tablet	9 (12%)	35 (22%)	3:55
Mobile phone	2 (2.7%)	4 (2.4%)	1:56