

GOOGLE ANALYTICS REPORTING

FROM PMW

Google Analytics is the best analytics platform for tracking your website performance. It is one of the many free tools that Google provides to help you understand what your site visitors are doing.

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GOOGLE ANALYTICS

The Google Analytics platform gathers a broad range of data about your site and how visitors use it. Some of the most common data collected from your site include:

- How many visitors your pages get
- Where visitors come to your pages from
- How those visitors progress through your site
- What visitors do on your pages
- How visitors interact with elements on your pages
- How long visitors spend on your pages
- At what stage of a visit users leave your site

You will receive a monthly Google Analytics report on the first of every month. This report will go over your overall website traffic month over month.

This report will help you analyze your marketing efforts, site performance, and SEO.

1

ANALYTICS FOR MARKETING

Google Analytics can help you gain vital insights to help improve your marketing. The data collected can help answer a variety of questions about your marketing efforts.

- How much traffic is driven to your site by different marketing channels?
- Which websites refer the most visitors?
- Where do your site visitors live?
- What is the conversion rate of visitors from different channels?

The answer to those questions will help you better tailor your marketing efforts. They can show you the channels to invest in and those to move away from. They can also help you better define your target audience, amongst many other helpful insights.

2

ANALYTICS TO IMPROVE SITE PERFORMANCE

Learn about your site and those people who use it! In this area, the questions which the platform helps you answer are even more abundant!

- Which of your pages get the most traffic?
- Where on your site, do visitors leave?
- How quickly do your site's pages load?

These kinds of insights give you practical ways forward for improving your site performance. For example, if your blog posts are getting the most traffic, that could tell you producing more and promoting them well could help boost traffic even further.

3

ANALYTICS FOR YOUR SEO

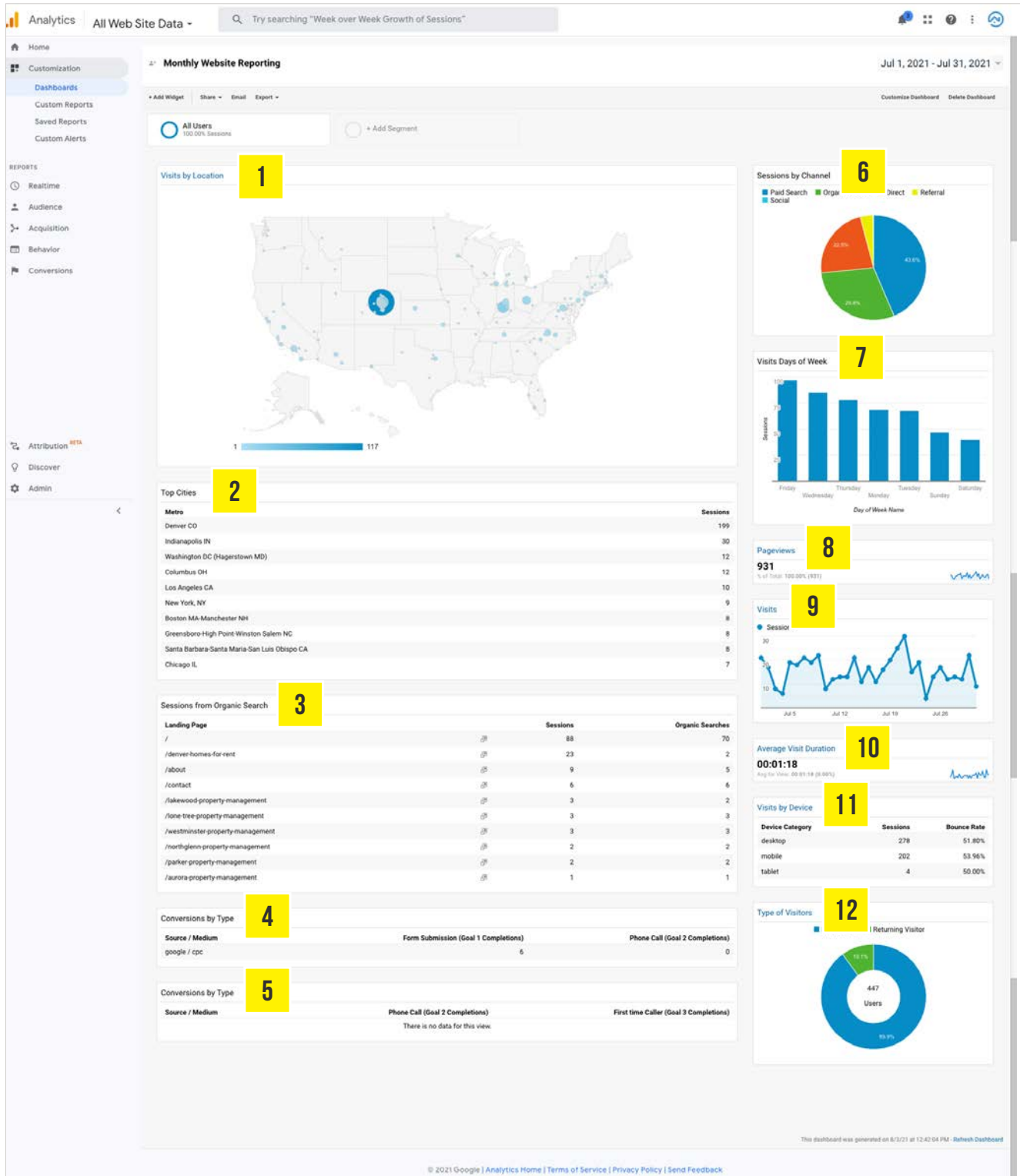
Analytics help answer an array of questions on how users find and interact with your site.

- How much search traffic is your site getting?
- Which of your landing pages get the most traffic?
- What search queries do visitors use to find your site?
- What's your site's bounce rate for visitors from different sources?

With SEO, information is power! The more you know about your site visitors and your target audience, the better. Google Analytics is a platform that provides a plethora of data.

HOW DO I READ MY GOOGLE ANALYTICS REPORT?

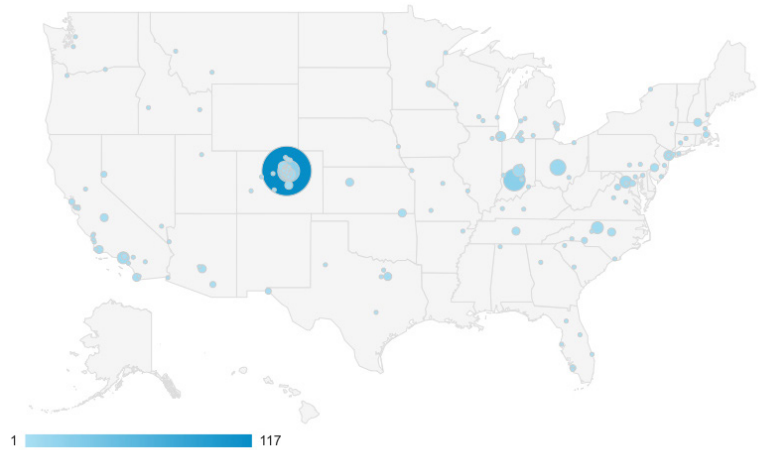
Analytics can be an extremely useful tool if you know how to read the report! Check out this breakdown of a few of the most useful Google Analytics metrics and how you can use them to improve your website.



01 VISITS BY LOCATION

Visits by Location is the total number of sessions within the date range. A session is the period of time a user is actively engaged with your website.

Visits by Location



Top Cities

Metro	Sessions
Denver CO	199
Indianapolis IN	30
Washington DC (Hagerstown MD)	12
Columbus OH	12
Los Angeles CA	10
New York, NY	9
Boston MA-Manchester NH	8
Greensboro-High Point-Winston Salem NC	8
Santa Barbara-Santa Maria-San Luis Obispo CA	8
Chicago IL	7

02 TOP CITIES

Top Cities is where users are actively engaging with your website. Where the user is physically located – not the cities you service.

03 SESSIONS FROM ORGANIC SEARCH

Sessions (when a user is actively engaged on your website) and what specific landing pages they are active on. A landing page is the first page the user “lands on” when they visit your website.

Sessions from Organic Search

Landing Page	Sessions	Organic Searches
/	88	70
/denver-homes-for-rent	23	2
/about	9	5
/contact	6	6
/lakewood-property-management	3	2
/lone-tree-property-management	3	3
/westminster-property-management	3	3
/northglenn-property-management	2	2
/parker-property-management	2	2
/aurora-property-management	1	1

04 CONVERSIONS BY TYPE

Source/Medium is where your conversions came from. The form Submission (Goal 1 Completions) are the number of forms submitted from your website. Goal 2 is how many completed (answered) phone calls you are receiving from your website. Please note, your phone calls will only be tracked if you have call tracking set up through PMW.

Conversions by Type		
Source / Medium	Form Submission (Goal 1 Completions)	Phone Call (Goal 2 Completions)
google / cpc	6	0

05 CONVERSIONS BY TYPE

Source/Medium is the source of where the conversion came from. Goal 2 is phone calls from your website, and Goal 3 is first-time callers from your website.

Conversions by Type		
Source / Medium	Phone Call (Goal 2 Completions)	First time Caller (Goal 3 Completions)
There is no data for this view.		

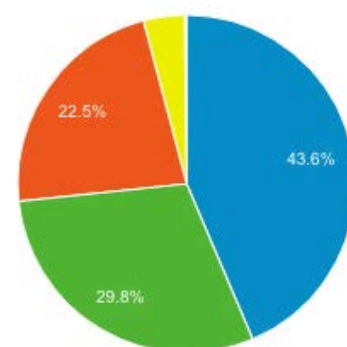
06 SESSIONS BY CHANNEL

Sessions by Channel are broken down into a pie chart showing where your sessions, when a user is actively engaged on your website, are coming from. Channels are broken down into Organic Search, Direct, Social, Paid Search, or Referral.

Please note not all data may be shown. If users have security restrictions set to prevent Google from tracking the source, they will be excluded from the data.

Sessions by Channel

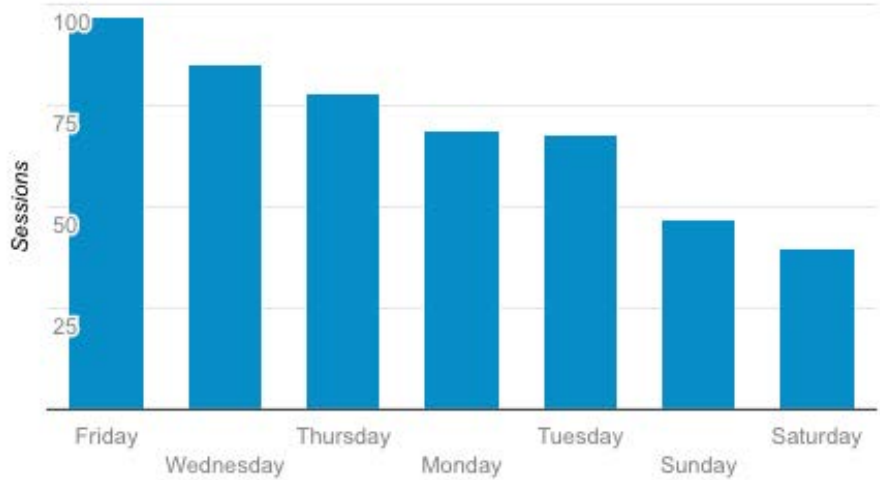
■ Paid Search
 ■ Organic Search
 ■ Direct
 ■ Referral
 ■ Social



07 VISITS DAYS OF WEEK

Days of the week your website receives traffic. Please note, these days are not in weekly order.

Visits Days of Week



08 PAGE VIEWS

The total number of pages on your website that are viewed.

Pageviews

931

% of Total: 100.00% (931)



Visits

● Sessions



09 VISITS | SESSIONS

Each visit by a person can consist of multiple page views. And a single person may have multiple visits over days or months. Once a website visitor closes the browser, the visit is considered over. Google Analytics focuses heavily on visits.

10 AVERAGE VISIT DURATION

The average time a user has visited and has been active on your site. The goal for average visit duration for the real estate (Google doesn't separate Property Management) industry is 2 minutes on site.

Average Visit Duration

00:01:18

Avg for View: 00:01:18 (0.00%)



11 VISITS BY DEVICE

Visits by device breaks down what type of device users are utilizing to access your site. The chart is then broken down further to show how many sessions per device and the bounce rate per device.

A bounce occurs when a website visitor only views a single page on a website. If the user interacts with a single page, scrolls, clicks, watches a video or completes a form, it is not counted as a bounce.

While there is no industry standard bounce rate, the lower the bounce rate the better. Keep in mind, standard content pages, think your homepage or service pages will have a much lower bounce rate vs blog posts will often have a higher bounce rate.

Visits by Device

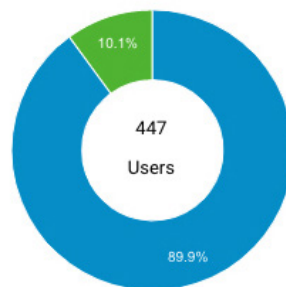
Device Category	Sessions	Bounce Rate
desktop	278	51.80%
mobile	202	53.96%
tablet	4	50.00%

12 TYPE OF VISITORS

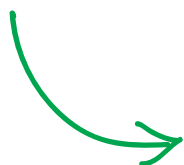
New visitors vs Returning visitors.

Type of Visitors


■ New Visitor ■ Returning Visitor



Reviewing your analytics will help you understand your site's performance, help you hone in on your target audience, where to target your marketing efforts, and how to improve the overall performance of your website.



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If you have any questions accessing
your Google Analytics Account or
need help granting PMW access,
please contact customer support!

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