

Skillful Google Analytics Worksheet
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analytics.google.com
Username: gfic@unc.edu
Password: GAPractice9

Note: For all practice questions go to “Funding Information Portal – Filtered.” Make sure to set the dates to October 1, 2016 and December 31, 2016.

Practice Questions

I. Audience

What is the bounce rate for users in Georgia?

How many pageviews did returning users view who visited the site two weeks to 30 days apart?

What is the primary browser for desktop visitors?

Advanced: What percentage of sessions in the United States came from a .edu network?

Advanced: What are the average pages per session of non-educational users?

II. Acquisition

Which channel has a higher percent of new sessions: organic search or direct?

Which website refers the most visitors to the site?

What is the second most common landing page from social media referrals?

Advanced: What is the most common exit page for Google searchers?

III. Behavior

How many sessions from direct traffic began at the proposal writing page as a landing page?

How many sessions from Chapel Hill made it to their 2nd interaction?

Do direct traffic or google searches have a higher percentage of drop-offs on their starting pages?

Advanced: Is this website being used more by students or faculty?