Measuring User Statistics

KEY CONSIDERATIONS

CONSIDERATIONS FOR PLANNING

As you begin progress monitoring for user engagement, consider these reflection questions.

What is the objective of your dashboard/website?

What do you want to know about your users?

What versions of web traffic are you interested in measuring?

Are you interested in measuring **web traffic** actively or passively, or both?

What types of **web analytics** are you interested in utilizing?

WEB TRAFFIC REPORTING TOOLS

What versions of web traffic are available to you?

Based on what is available, what version(s) of web traffic do you want to use for progress monitoring?

What versions of web traffic are you interested in measuring?

Investigate what web traffic reporting tools are available in your Dashboard(s). You may need to reach out to your vendor(s) to learn more about reporting capabilities.

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Web Traffic

Pageviews vs. Unique Pageviews

- Measurement for traffic on one specific page on your website
- **Pageviews** measure the total number of times anyone visits a specific page, incl. when a user lands on the page, clicks reload on the page, or returns to the webpage
- **Unique pageviews** measure the number of different users who visit a specific page. Multiple visits by one user is only counted once.

Total Visits vs. Unique Visitors

- Measurement for traffic on your website
- **Total visits** measure the total number of times anyone visits any page on your website, incl. when a user lands on any page, clicks reload on any page, or returns to any page on the website
- **Unique visitors** measure the number of different users who visit any page on your website. Multiple visits by one user is only counted once.

Session vs. Length of Stay

- Measurement for interaction
- **Sessions** measure the number of times a user visits your website. Every pageview, click, interaction, makes up one session.
- **Length of stay** measures the duration that a user spends during a session

File Downloads

Measures the number of downloads from a specific webpage

Visitor Characteristics

Using login authentication allows for measurement of visitor demographics

WEB TRAFFIC Measurement

Passive

Data collection method to capture website traffic flow

Snapshots (weekly, monthly, annual)
Short-term trends (Aug. to Sept.)
Long-term trends (Aug. '22 to Aug. '23)

Active

Data collection method to capture user opinions & perspectives

Qualitative (feedback surveys, login surveys)