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Google Analytics Report

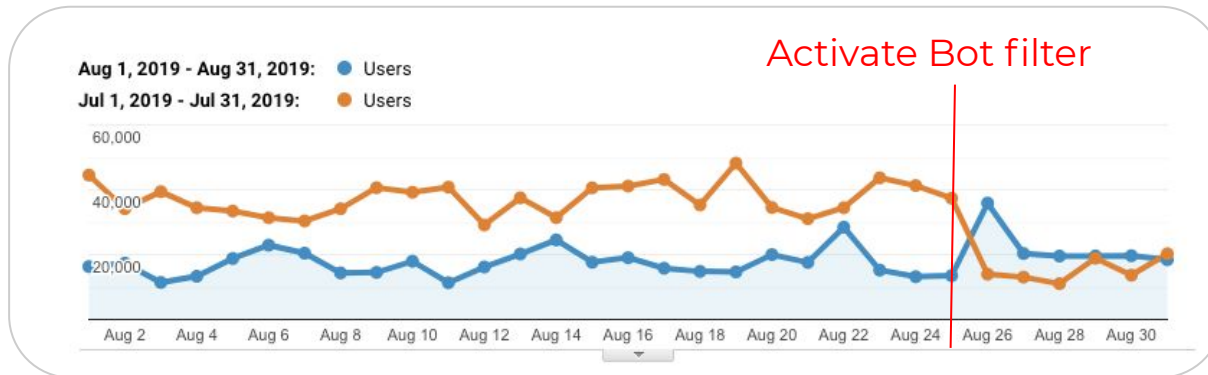
August 1~August 31

Weichun Chou 9/17/2019

Bot filter remove near 45% of the bot users from report in August

We suspected that part of the users are bots, and enabled the bot filter function on July 25. As it turns out, the amount of user decrease from **1M** to **0.56M**.

The curve dropdown on the date we activated the filter

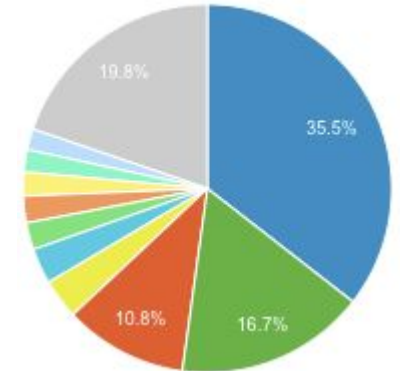


More China, Germany and Australia Users

We have significant growth on the foreign visitors.

Top 5 Countries	August	July	% Change
United States	199,640 (35.5%)	535,286	-62.70%
China	93,576 (16.7%)	77,397	20.90%
Germany	60,860 (10.8%)	45,411	34.02%
Australia	19,676 (3.5%)	10,604	85.55%
United Kingdom	17,512 (3.12%)	18,296	-4.29%

Aug 1, 2019 - Aug 31, 2019



Beijing is the city that has the most users

Beijing has 15% of the total user. However, regarding the low session duration, I don't think the user visit the website. I assumes that there's a Chinese scholar search engine in Beijing, from where people in China download the PDFs directly.

City ?	Country ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		566,427 % of Total: 100.00% (566,427)	558,496 % of Total: 100.01% (558,467)	596,262 % of Total: 100.00% (596,262)	4.71% Avg for View: 4.71% (0.00%)	0.11 Avg for View: 0.11 (0.00%)	00:00:08 Avg for View: 00:00:08 (0.00%)
1. Beijing	🇨🇳 China	85,584 (15.24%)	84,647 (15.16%)	84,718 (14.21%)	0.12%	<0.01	<00:00:01
2. New York	🇺🇸 United States	33,194 (5.91%)	33,265 (5.96%)	33,697 (5.65%)	1.24%	0.03	00:00:03
3. (not set)	🇩🇪 Germany	22,990 (4.09%)	22,973 (4.11%)	22,978 (3.85%)	0.04%	<0.01	<00:00:01
4. Ashburn	🇺🇸 United States	21,642 (3.85%)	21,584 (3.86%)	21,587 (3.62%)	0.42%	<0.01	<00:00:01
5. Sydney	🇦🇺 Australia	15,499 (2.76%)	15,480 (2.77%)	15,534 (2.61%)	1.73%	0.02	00:00:02
6. (not set)	🇺🇸 United States	13,518 (2.41%)	13,375 (2.39%)	13,605 (2.28%)	2.98%	0.06	00:00:05
7. Lagos	🇳🇮 Nigeria	12,693 (2.26%)	12,667 (2.27%)	12,706 (2.13%)	1.06%	0.02	00:00:02
8. Kyiv	🇺🇦 Ukraine	10,967 (1.95%)	10,829 (1.94%)	31,334 (5.26%)	0.05%	<0.01	00:00:01
9. (not set)	(not set)	10,314 (1.84%)	10,209 (1.83%)	10,286 (1.73%)	1.52%	0.03	00:00:04
10. Austin	🇺🇸 United States	9,839 (1.75%)	9,516 (1.70%)	12,076 (2.03%)	11.51%	0.68	00:00:31

Austin has the most users that actually visits the site

If we exclude users who have 0 pageview (a.k.a users who download PDF from some scholar search engine), we can see Austin has the most visitors and they tend to stay longer.

City ?	Country ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
0 pageview		57,986 % of Total: 10.04% (577,332)	56,505 % of Total: 9.84% (574,291)	67,524 % of Total: 11.32% (596,262)	80.64% Avg for View: 9.05% (790.70%)	1.88 Avg for View: 0.21 (790.70%)	00:01:04 Avg for View: 00:00:12 (451.26%)
1. Austin	🇺🇸 United States	3,531 (5.89%)	2,934 (5.19%)	4,588 (6.79%)	58.85%	3.42	00:01:43
2. Houston	🇺🇸 United States	1,049 (1.75%)	951 (1.68%)	1,204 (1.78%)	71.18%	2.33	00:01:28
3. Chicago	🇺🇸 United States	993 (1.66%)	969 (1.71%)	1,023 (1.52%)	95.31%	1.08	00:00:13
4. (not set)	🇺🇸 United States	919 (1.53%)	871 (1.54%)	983 (1.46%)	82.60%	1.72	00:00:54
5. New York	🇺🇸 United States	884 (1.47%)	839 (1.48%)	993 (1.47%)	82.28%	2.26	00:01:37
6. London	🇬🇧 United Kingdom	791 (1.32%)	743 (1.31%)	903 (1.34%)	82.61%	1.78	00:01:15
7. Dallas	🇺🇸 United States	671 (1.12%)	628 (1.11%)	756 (1.12%)	79.23%	2.06	00:00:59
8. (not set)	🇮🇷 Iran	615 (1.03%)	570 (1.01%)	738 (1.09%)	76.56%	2.50	00:01:26
9. Melbourne	🇦🇺 Australia	607 (1.01%)	588 (1.04%)	676 (1.00%)	86.24%	1.27	00:00:53
10. Sydney	🇦🇺 Australia	530 (0.88%)	501 (0.89%)	599 (0.89%)	88.98%	1.24	00:00:46

Unpaywall is a raising chrome extension for scholarly articles

While the majority people still uses Chrome or Safari. It's surprising that the users from **Unpaywall** (<https://unpaywall.org/>) increase 126% in the past month.

Top 5 Browser	August	July	% Change
Chrome	269,855 (48.08%)	215,632 (21.14%)	25.15%
Safari	166,414 (29.65%)	200,268 (19.63%)	-16.90%
Firefox	54,667 (9.74%)	51,472 (5.05%)	6.21%
Internet Explorer	17,045 (3.04%)	15,065 (1.48%)	13.14%
Unpaywall	12,511 (2.23%)	5,545 (0.54%)	125.63%

More users returned in August

There were 8,656 returning visitors in August. The number increase 1.32%.


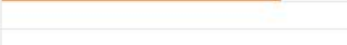










1. New Visitor	
Aug 1, 2019 - Aug 31, 2019	564,784 (98.49%)
Jul 1, 2019 - Jul 31, 2019	1,023,265 (99.17%)
% Change	-44.81%
2. Returning Visitor	
Aug 1, 2019 - Aug 31, 2019	8,656 (1.51%)
Jul 1, 2019 - Jul 31, 2019	8,543 (0.83%)
% Change	1.32%

More users coming from search engines in August

People who come from search engine increase by 7.4% in August. However, people from Referral (such as Google Scholar) decreased by 9.56%

The most popular keywords are **liwc** and **the magic of thinking big pdf**

Notes: LIWC - Linguistic Inquiry and Word Count

		Acquisition		
		Users	New Users	Sessions
		44.69% ↓	45.04% ↓	43.51% ↓
1	Direct	54.95% ↓		
2	Referral	9.56% ↓		
3	Organic Search	7.43% ↑		
4	Social	19.63% ↑		
5	(Other)	400.00% ↑		
6	Email	75.00% ↓		

The Top 5 PDFs downloaded



Top 5 PDFs	Download
The conspiracy of free trade: Anglo-American relations and the ideological origins of American globalization, 1846-1896	11,280
Obasanjo: Nigeria And The World	9,959
THE Magic of Thinking Big by David Schwartz	5,479
Start up gym business plan	4,485
Piano quintet in Eb major, op. 44 by Robert Schumann : transcribed for clarinet quartet and piano	3,944

Suggestion

- August is the first full month after we enabled the bot filter. It's hard to tell the changes are the result of the filter or other things. I think in September we can see more insight of the site.