



The University of Texas at Austin  
**Texas ScholarWorks**  
*University of Texas Libraries*



# Google Analytics Report

June 1 ~ July 31

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Weichun Chou 8/8/2019



# Direct Download

## 95% of the user directly download the files from other channels

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- There's websites such as **google scholar** where the users can find the links to the file. The users download the file from that website without actually visiting Texas SchalarWorks.
- I excluded users that has 0 pageview, and found that there are 5% users remains, which means that only 5% of the users enter the website.



# Traffic Bots

# Some users are suspected to be traffic bots

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## Who are they?

- Some cities has large traffic comparing to their population size. Ex. Quincy, WA has 20% of the total traffic.
- These users don't have a source, browser, device, OS, language or location data.
- They comes from suspicious network that mentioned in GA forum.

## They're behaviors:

- They do not come from google search or any other channel, they directly download the files by URL.

# Suggestion

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- I suggest that we enable the “**Filtering Bots**” function in the GA admin panel.
- Also, if the large bots traffic does harm to the server, I suggest that we block their IP or use protection programs.

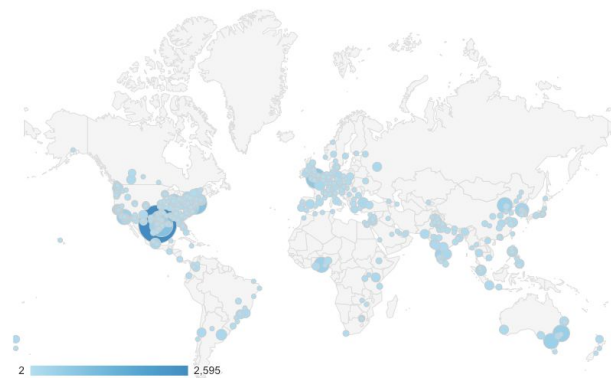


# Visitor Report

The report of people who enter the website.

# 43% of the users comes from the United States

Country	Users	Users
<b>exclu BOT</b>	<b>49,887</b> % of Total: 5.15% (968,328)	<b>49,887</b> % of Total: 5.15% (968,328)
1.  United States	21,663	43.26%
2.  United Kingdom	2,460	4.91%
3.  India	2,433	4.86%
4.  China	1,564	3.12%
5.  Australia	1,423	2.84%
6.  Germany	1,354	2.70%
7.  Canada	1,340	2.68%
8.  Brazil	835	1.67%
9.  Japan	791	1.58%
10.  South Korea	729	1.46%



















# Texas people stay longer.




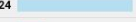






































City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
exclu BOT	49,887 % of Total: 5.15% (968,322)	47,406 % of Total: 4.80% (986,674)	57,141 % of Total: 5.67% (1,007,076)	80.93% Avg for View: 4.63% (1,647.94%)	1.92 Avg for View: 0.11 (1,647.94%)	00:01:06 Avg for View: 00:00:07 (843.83%)
1. (not set)	4,479 (8.93%)	4,270 (9.01%)	5,281 (9.24%)	80.27%	1.92	00:01:15
2. Austin	2,595 (5.17%)	2,166 (4.57%)	3,378 (5.91%)	60.57%	3.71	00:01:58
3. Houston	872 (1.74%)	801 (1.69%)	1,019 (1.78%)	73.41%	2.52	00:01:42
4. New York	839 (1.67%)	808 (1.70%)	913 (1.60%)	86.20%	1.87	00:00:31
5. London	692 (1.38%)	663 (1.40%)	754 (1.32%)	87.40%	1.53	00:00:58
6. Sydney	472 (0.94%)	447 (0.94%)	530 (0.93%)	87.17%	1.21	00:01:04
7. Dallas	458 (0.91%)	439 (0.93%)	512 (0.90%)	73.63%	2.11	00:01:18
8. Beijing	441 (0.88%)	414 (0.87%)	497 (0.87%)	85.51%	1.56	00:00:48
9. Los Angeles	439 (0.88%)	410 (0.86%)	507 (0.89%)	85.80%	1.43	00:01:01
10. Melbourne	431 (0.86%)	416 (0.88%)	489 (0.86%)	88.96%	1.19	00:00:31

# Engagement

1. Most of the user leaving the site after viewing 1-3 pages.
2. More engaging users stay around 10 minutes

exclu BOT	Sessions	Pageviews
	<b>57,614</b> % of Total: 5.72% (1,007,076)	<b>110,384</b> % of Total: 100.00% (110,384)

Session Duration ?	Sessions ?	Pageviews ?
<b>0-10 seconds</b>	<b>47,476</b> 	<b>48,442</b> 
<b>11-30 seconds</b>	<b>1,828</b> 	<b>4,600</b> 
<b>31-60 seconds</b>	<b>1,568</b> 	<b>5,001</b> 
<b>61-180 seconds</b>	<b>2,550</b> 	<b>11,981</b> 
<b>181-600 seconds</b>	<b>2,229</b> 	<b>16,784</b> 
<b>601-1800 seconds</b>	<b>1,520</b> 	<b>13,363</b> 
<b>1801+ seconds</b>	<b>310</b> 	<b>10,111</b> 

Page Depth ?	Sessions ?	Pageviews ?
<1	0 	0 
1	46,624 	46,624 
2	5,017 	10,035 
3	2,156 	6,467 
4	810 	3,239 
5	654 	3,272 
6	362 	2,174 
7	253 	1,768 
8	244 	1,955 
9	172 	1,547 
10	122 	1,222 
11	104 	1,139 
12	97 	1,168 
13	97 	1,265 
14	70 	986 
15	75 	1,118 
16	62 	994 
17	46 	774 
18	31 	559 
19	48 	905 
20+	561 	23,173 

# 88% of the visitors are first-time visitors



# 60% of the visitors come from google search

1. 11% comes from direct visit  
(bookmark or enter the URL)
2. Google scholar is the most popular referral source (8%)

Source / Medium ?	Acquisition
	Users ? ↓
<b>exclu BOT</b>	<b>49,891</b> % of Total: 5.15% (968,165)
1. <a href="#">google / organic</a>	<b>31,009</b> (60.89%)
2. <a href="#">(direct) / (none)</a>	<b>5,731</b> (11.25%)
3. <a href="#">scholar.google.com / referral</a>	<b>4,098</b> (8.05%)
4. <a href="#">bing / organic</a>	<b>890</b> (1.75%)
5. <a href="#">utexas.edu / referral</a>	<b>511</b> (1.00%)
6. <a href="#">scholar.google.co.uk / referral</a>	<b>342</b> (0.67%)
7. <a href="#">oatd.org / referral</a>	<b>327</b> (0.64%)
8. <a href="#">yahoo / organic</a>	<b>306</b> (0.60%)
9. <a href="#">t.co / referral</a>	<b>240</b> (0.47%)
10. <a href="#">scholar.google.de / referral</a>	<b>234</b> (0.46%)

# There's not a search keywords that stands out

Most of the visitors' keyword is (not provided) or (not set). We can probably see more information if we integrated with Google Search Console

Keyword ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<b>exclu BOT</b>	<b>49,887</b> % of Total: 5.15% (968,171)	<b>47,801</b> % of Total: 4.84% (986,678)	<b>57,541</b> % of Total: 5.71% (1,007,076)	<b>80.93%</b> Avg for View: 4.63% (1,648.11%)	<b>1.92</b> Avg for View: 0.11 (1,647.92%)	<b>00:01:06</b> Avg for View: 00:00:07 (843.76%)
1. (not provided)	<b>30,439</b> (60.40%)	<b>29,093</b> (60.86%)	<b>33,714</b> (58.59%)	<b>82.30%</b>	<b>1.82</b>	<b>00:00:57</b>
2. (not set)	<b>18,070</b> (35.85%)	<b>16,987</b> (35.54%)	<b>21,759</b> (37.81%)	<b>78.38%</b>	<b>2.10</b>	<b>00:01:22</b>
3. amazon	<b>27</b> (0.05%)	<b>27</b> (0.06%)	<b>27</b> (0.05%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
4. <a href="https://repositories.lib.utexas.edu/handle/2152/24821">https://repositories.lib.utexas.edu/handle/2152/24821</a>	<b>12</b> (0.02%)	<b>10</b> (0.02%)	<b>14</b> (0.02%)	<b>85.71%</b>	<b>1.21</b>	<b>00:00:14</b>
5. <a href="#">0_99b21565d1-4940cb4968-43116775</a>	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
6. 3d printing of ceramics	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
7. ibn khaldun contribution to sociology	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
8. operational plan models and methods	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>6</b> (0.01%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>

# Most of the User doesn't visit the home page

Most of them enter an item page and leave the website.



# Page Ranking 1-5

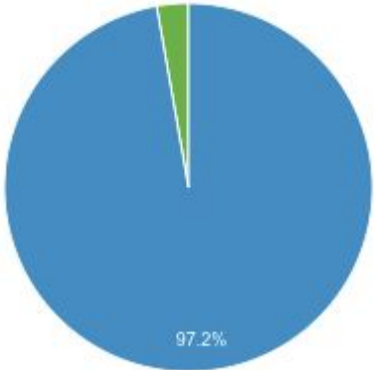
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1. Home (2%)
2. Collection: [UT Electronic Theses and Dissertations](#) (1.5%)
3. Search result page (0.9%)
4. Item: [A sociological analysis of Ibn Khaldun's theory : a study in the sociology of knowledge](#) (0.9%)
5. Collection: [Texas Adopted Textbook List](#) (0.5%)
6. Item: [Urban planners, economic development planners, and economic growth](#) (0.5%)

# Site Search Term

There's only 3% of people used in-site search bar.

■ Visits Without Site Search ■ Visits With Site Search



Search Term	Total Unique Searches	% Total Unique Searches
1. iton 77	48	1.11%
2. air core transformer	39	0.90%
3. Rtlm	10	0.23%
4. Weimer	10	0.23%
5. Arabic dialects	8	0.19%
6. "social media"	6	0.14%
7. 0371	6	0.14%
8. Azagra	6	0.14%
9. carrie holland	6	0.14%
10. rock physics inversion	6	0.14%



# There's more visitors in weekdays

Weekend only has half the visitors. It make sense because people rest on weekend.



# Which Device get used most frequently?

80% desktop, 15% mobile, 5% tablet

Operating System ?	Device Category ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<b>exclu BOT</b>		<b>50,090</b> % of Total: 5.17% (968,109)	<b>48,046</b> % of Total: 4.87% (986,677)	<b>57,825</b> % of Total: 5.74% (1,007,076)	<b>80.94%</b> Avg for View: 4.63% (1,647.51%)	<b>1.92</b> Avg for View: 0.11 (1,647.27%)	<b>00:01:06</b> Avg for View: 00:00:07 (840.15%)
1. Windows	desktop	<b>29,247</b> (58.66%)	<b>28,204</b> (58.70%)	<b>34,271</b> (59.27%)	<b>80.40%</b>	<b>2.01</b>	<b>00:01:09</b>
2. Macintosh	desktop	<b>9,722</b> (19.50%)	<b>9,198</b> (19.14%)	<b>11,003</b> (19.03%)	<b>80.61%</b>	<b>1.99</b>	<b>00:00:56</b>
3. Android	mobile	<b>4,137</b> (8.30%)	<b>4,074</b> (8.48%)	<b>4,667</b> (8.07%)	<b>84.94%</b>	<b>1.49</b>	<b>00:00:53</b>
4. iOS	mobile	<b>3,395</b> (6.81%)	<b>3,313</b> (6.90%)	<b>3,945</b> (6.82%)	<b>82.66%</b>	<b>1.59</b>	<b>00:01:01</b>
5. iOS	tablet	<b>1,174</b> (2.35%)	<b>1,147</b> (2.39%)	<b>1,407</b> (2.43%)	<b>75.34%</b>	<b>1.95</b>	<b>00:02:00</b>
6. Linux	desktop	<b>927</b> (1.86%)	<b>875</b> (1.82%)	<b>1,135</b> (1.96%)	<b>79.47%</b>	<b>1.81</b>	<b>00:00:46</b>
7. (not set)	desktop	<b>405</b> (0.81%)	<b>405</b> (0.84%)	<b>422</b> (0.73%)	<b>96.45%</b>	<b>1.07</b>	<b>00:00:48</b>
8. Chrome OS	desktop	<b>376</b> (0.75%)	<b>368</b> (0.77%)	<b>430</b> (0.74%)	<b>79.30%</b>	<b>1.62</b>	<b>00:00:57</b>
9. Android	tablet	<b>231</b> (0.46%)	<b>229</b> (0.48%)	<b>279</b> (0.48%)	<b>82.08%</b>	<b>1.52</b>	<b>00:02:19</b>

# Suggestion

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- Integrate with the google search console to get more information about people's search behavior because 60% of the users comes from google search.
- “Download” is the most important event in this website. I suggested that we monitor the download traffic more closely.