### Duke ProComm: Google Analytics Basic Report

**Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

##### **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| Metric | Past Month | Past 3 Months |
| Sessions |  |  |
| Users |  |  |
| Pageviews |  |  |
| Pages / Session |  |  |
| Average Session Duration |  |  |
| Bounce Rate |  |  |
| % New Sessions |  |  |
| Top 3 Pages  (by pageviews) |  |  |
| New vs. Returning Visitors | New:  Returning: | New:  Returning: |
| Top Browsers |  |  |
| Top Device Category  (mobile, desktop, tablet) |  |  |
| Top Channels |  |  |
| Top Referral Sources |  |  |
| Top Landing Pages |  |  |