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| **Google Analytics for Government** |
| Weekly Report Template |
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| *Making sense of your Google Analytics data can be a daunting task. Sarah Kaczmarek partnered with the Howto.gov team to provide a weekly (or biweekly) report template to help you present your metrics in a meaningful and engaging way. The weekly report is designed to showcase key website and social media metrics.* |
| *To save time, create a dashboard for your website metrics by logging into your account and adding this* [*dashboard configuration*](https://www.google.com/analytics/web/permalink?uid=sQfobz4_RUOqF5jnVjX1-A)*. View your new dashboard under the Home tab.*    **Sarah Kaczmarek**  Analyst, U.S. Government Accountability Office  Email: [kaczmareks@gao.gov](mailto:kaczmareks@gao.gov), Phone: 202-512-8590,  Online: [www.SarahKaczmarek.com](http://www.SarahKaczmarek.com), Twitter: [@StudioSarah](https://twitter.com/studiosarah)  *\*All views are those of Sarah Kaczmarek.*  \*All views and opinions expressed are those of Sarah Kaczmarek. |
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Agency.gov Weekly Report

(Sun – Sat Month Year)

### Notable This Week:

* Include any website pages that had a spike in traffic this week.
* Include mentions of mobile traffic and social media referrals accounting for a greater than normal percentage of website traffic.
* Include milestone metrics. For example, when you cross a certain number of Twitter followers.

### Agency.gov Website Metrics (note if you exclude internal traffic):

* **Number of** people visited the site during this period (% change)
* These people generated **number of** visits to the site (some came more than once).
* **Number of** pages were viewed
* The average user visited **number of** pages
* The average visit lasted **amount of time**
* X% came from a web search, Y% directly (typed it in, used a bookmark, or clicked an email link), and Z% through links on other sites (A% of which were from social media site.) *[ Calculate % from social media, by taking Social Source Referral visits divided by total visits, times 100]*
* **Number of** visits came from a mobile device (X% of all visits) *[ Calculate % from mobile, by taking Mobile visits divided by total visits, times 100]*

### Key Social Media Metrics (include all applicable):

**Twitter**

* **Number of** followers (% change from previous week). *[Found by looking at @usgao’s twitter page, and calculating the % change in excel.]*
* **Number of** retweets, mentions, favorites, and amplification. *[Found on* [*www.OhMyGov.com*](http://www.OhMyGov.com)*.]*

**Facebook**

* **Number of** Likes. *[Found by clicking See All Insights on the page-->Export Data-->Leave page level data selected and set the date range-->Report the number from the last row in column H “Lifetime Total Likes”.]*
* **Number of** unique people saw or content. *[Found in the same spreadsheet, last row in column P “Weekly Total Reach”.]*

**Flickr**

* **Number of** weekly views *[Found on Flickr’s ‘metrics’ graph at the top of the main page. Go to You--> Your Stats. Add up views for each day to calculate weekly views.]*
* **Number of** lifetime views *[Found on same metrics page.]*