

# GOOGLE ANALYTICS REPORT

## CYRYX COLLEGE – ONLINE

Reports for measuring website and page(s) performance & acquisition patterns.

Contents:

- 1. Browser Report**  
Custom Report showing conversions per browser and segmenting the report by device (mobile, desktop, tablet).
- 2. Visitor Acquisition Analysis Report**  
Key metrics that reveal the efficiency and performance of each stream of traffic to a website.
- 3. Customer Behavior Report**  
Reveals how behavior varies between new and returning users in terms of overall traffic, conversion patterns.
- 4. Mobile Performance Report**  
Report understands how well your site is optimized for mobile and the gaps for improvement.
- 5. Site Diagnostics – Page Timing Report**  
Important to know which pages are taking extra long to load and has a high bounce rate.
- 6. Hours & Day Report**  
Shows which day of the week and what time of the day the website / pages receives the most traffic.
- 7. Referring Sites Report**  
Identifies the referring websites that provide the most value to Cyryx website.
- 8. Content Efficiency Report**  
Identifies which pages are performing the best and which needs optimization.
- 9. Traffic Acquisition from Social Media Report**  
Report shows which social media channels are driving the most traffic to the website. Shows the goal conversion rate and goal value which will tell which social media site we should pay more attention to.
- 10. SEO – Referring Pages Report**  
For link building efforts and keeping the track of the referral links.
- 11. SEO – Insights for Google Organic Report**
- 12. Keyword Analysis Report**