

Understanding your SOS Dashboard

Every week you will received a simple Dashboard that gives you feedback on how your web site is performing. Here are some notes on how to interpret all those crazy graphs and what you can do with the results.

Sessions vs. Users.

You will have more Sessions than Users. Sessions is the number of visits to your site in the time frame of the report (one week). Users are the number of unique visitors. If a User visits your site and is inactive (gets distracted, etc) and then revisits within 30 minutes they only get counted once. If that same user visits on Monday and revisits on Tuesday, that is two sessions. WHAT THIS MEANS: More Sessions is good. More Users is the goal.

Sessions by Social Network.

This chart tells you the social media platform (Linkedin, etc) that drove the most traffic to your site in the time frame of the report (one week). WHAT THIS MEANS: this tells you which social media platform is working best for you at that time. More attention there (thanking followers, asking questions, personal updates, etc.) will get you the best results.

Unique Page Views.

This chart shows the 10 top traffic pages on your site. "Unique Pageviews" is the number of unique visitors to that page, "Pageviews" is the total times that page was visited in that timeframe.

Sessions and Goal.

This chart shows the 10 top traffic blog pages on your site. This isn't a perfect list: you will see "/" (which is usually your home page). But if you look at the words after the "/" you can usually tell what blog post that is.

If we were able, we have set you up with a "goal". In the language of Google, a "Goal" is when your "success" page (the page the visitors go to after opting into your site) is used.

WHAT THIS MEANS: This is one of the most important clues to what people find valuable on your site. If you can, write more content about those topics. Also our SOS team will be giving extra attention every month to the top three posts.