

AGM 2016 - Parish website, Usage Details (Google Analytics)

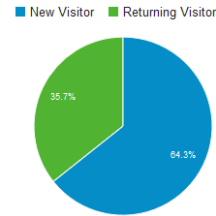
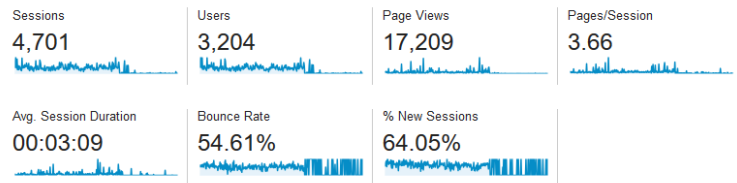
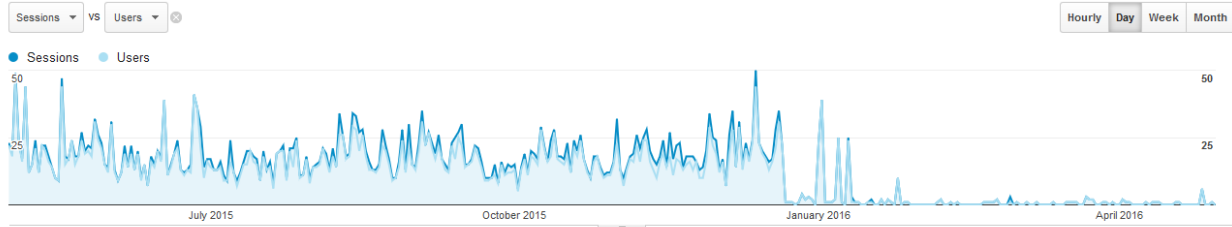
The spreadsheet (separate file) and the graphs / tables following the details of usage over past years.

I'm no authority on what these figures really mean, especially in terms of naturally expected increases. If any readers have some advice for me please get in contact via web@holyspiritparish.org.au

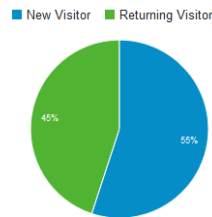
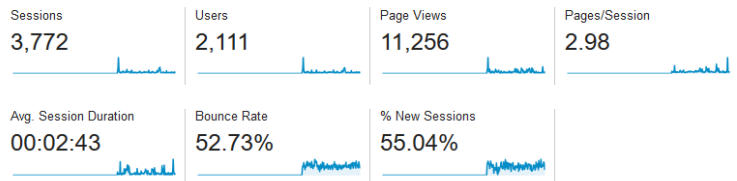
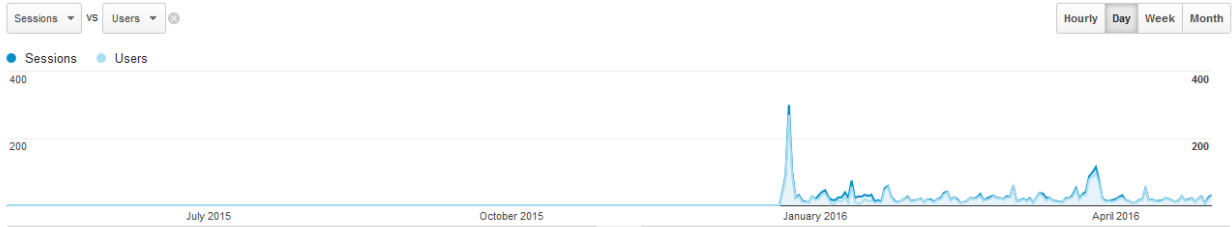
01/05/2015 – 30/04/2016

Web Site Usage / Peak Usage

Holy Spirit Parish

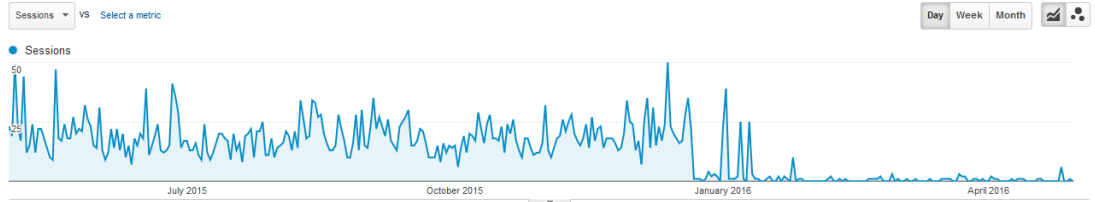


Ringwood North (CAM)



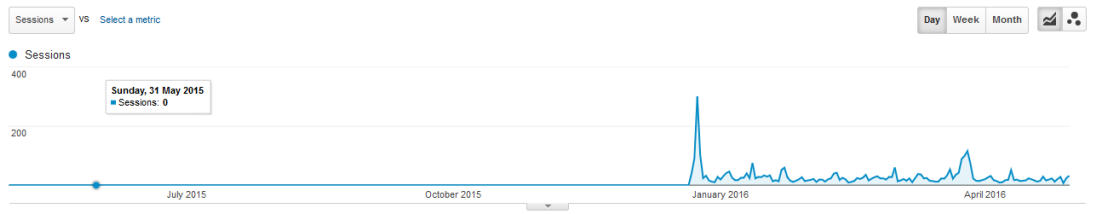
Device Usage

Holy Spirit Parish



| Device Category | Acquisition | | | Behaviour | | | Conversions | | |
|-----------------|---|---|---|---|---|---|---|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 4,701 <small>100.00% (4,701)</small> | 64.31% <small>Avg for View: 64.05% (0.40%)</small> | 3,023 <small>100.40% (3,011)</small> | 54.61% <small>Avg for View: 54.61% (0.00%)</small> | 3.66 <small>Avg for View: 3.66 (0.00%)</small> | 00:03:09 <small>Avg for View: 00:03:09 (0.00%)</small> | 0.00% <small>Avg for View: 0.00% (0.00%)</small> | 0 <small>% of Total: 0.00% (0)</small> | US\$0.00 <small>% of Total: 0.00% (US\$0.00)</small> |
| 1. desktop | 2,662 (56.63%) | 69.38% | 1,847 (61.10%) | 54.62% | 4.56 | 00:04:12 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 2. mobile | 1,245 (26.48%) | 60.00% | 747 (24.71%) | 59.36% | 2.19 | 00:01:17 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 3. tablet | 794 (16.89%) | 54.03% | 429 (14.19%) | 47.10% | 2.97 | 00:02:31 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |

Ringwood North (CAM)



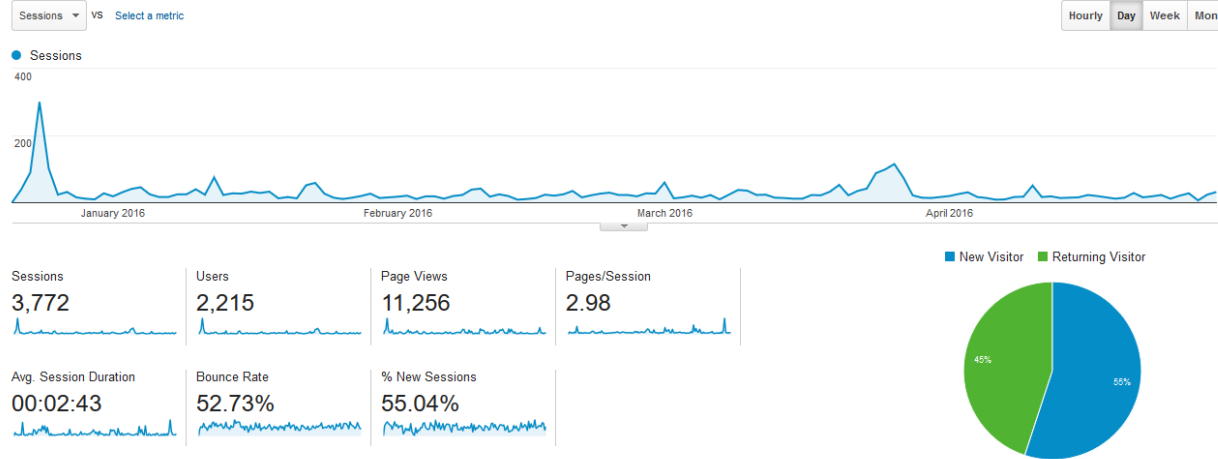
| Device Category | Acquisition | | | Behaviour | | | Conversions | | |
|-----------------|---|---|---|---|---|---|---|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 3,772 <small>100.00% (3,772)</small> | 55.04% <small>Avg for View: 55.04% (0.00%)</small> | 2,076 <small>100.00% (2,076)</small> | 52.73% <small>Avg for View: 52.73% (0.00%)</small> | 2.98 <small>Avg for View: 2.98 (0.00%)</small> | 00:02:43 <small>Avg for View: 00:02:43 (0.00%)</small> | 0.00% <small>Avg for View: 0.00% (0.00%)</small> | 0 <small>% of Total: 0.00% (0)</small> | US\$0.00 <small>% of Total: 0.00% (US\$0.00)</small> |
| 1. desktop | 1,785 (47.32%) | 53.22% | 950 (45.76%) | 51.82% | 4.05 | 00:04:01 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 2. mobile | 1,307 (34.65%) | 57.38% | 750 (36.13%) | 55.93% | 1.93 | 00:01:24 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |
| 3. tablet | 680 (18.03%) | 55.29% | 376 (18.11%) | 48.97% | 2.19 | 00:01:52 | 0.00% | 0 (0.00%) | US\$0.00 (0.00%) |

21/12/2015 – 30/04/2016

Web Site Usage comparison since the change over Holy Spirit Parish



Ringwood North (CAM)

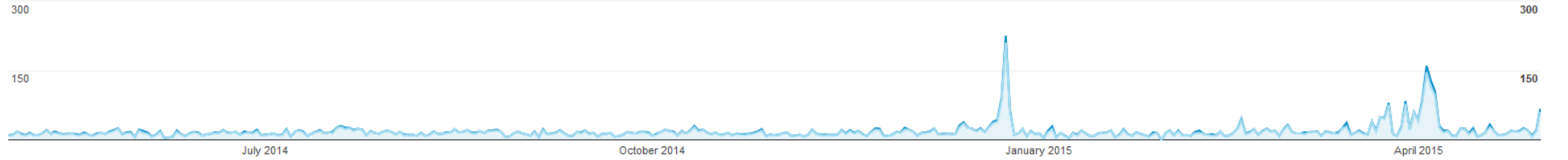


01/05/2014 – 30/04/2015

Sessions vs. Users

Hourly Day Week Month

● Sessions ● Users



Sessions
6,782

Users
4,989

Pageviews
18,345

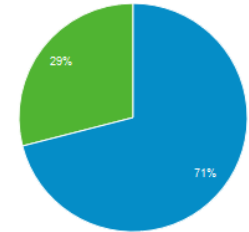
Pages / Session
2.70

Avg. Session Duration
00:01:37

Bounce Rate
60.65%

% New Sessions
70.94%

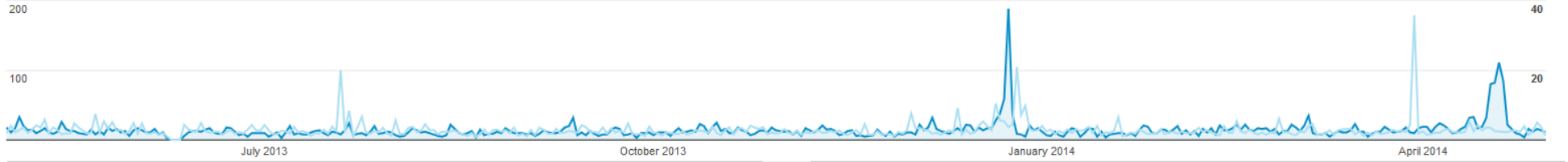
■ New Visitor ■ Returning Visitor



Sessions VS. Pages / Session

Day Week Month  

Sessions Pages / Session



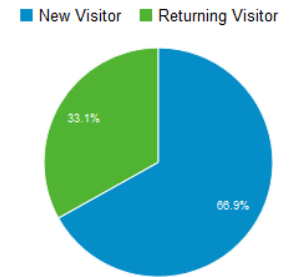
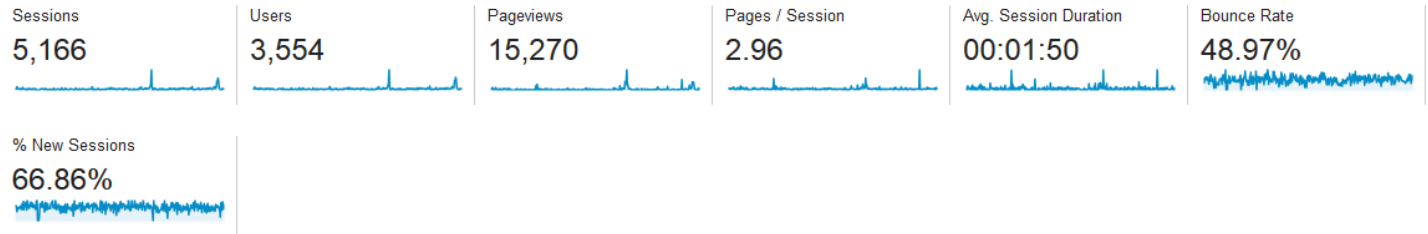
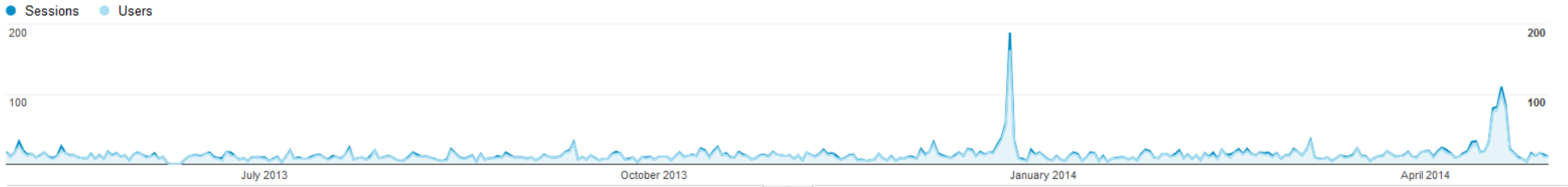
Primary Dimension: Device Category

| | | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------|------------|--|--|--|--|--|--|--|--|--|
| Device Category | | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | | 5,166 <small>% of Total: 100.00% (5,166)</small> | 66.90% <small>Avg for View: 66.86% (0.06%)</small> | 3,456 <small>% of Total: 100.06% (3,454)</small> | 48.97% <small>Avg for View: 48.97% (0.00%)</small> | 2.96 <small>Avg for View: 2.96 (0.00%)</small> | 00:01:50 <small>Avg for View: 00:01:50 (0.00%)</small> | 0.00% <small>Avg for View: 0.00% (0.00%)</small> | 0 <small>% of Total: 0.00% (0)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| <input type="checkbox"/> | 1. desktop | 2,725 (52.75%) | 72.44% | 1,974 (57.12%) | 46.75% | 3.33 | 00:02:13 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 2. mobile | 1,461 (28.28%) | 61.74% | 902 (26.10%) | 53.59% | 2.33 | 00:01:08 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| <input type="checkbox"/> | 3. tablet | 980 (18.97%) | 59.18% | 580 (16.78%) | 48.27% | 2.85 | 00:01:46 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

01/05/2013 - 30/04/2014

Sessions vs. Users

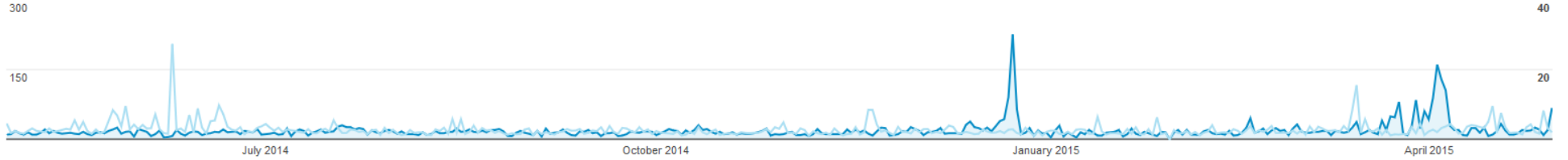
Hourly Day Week Month



Sessions VS. Pages / Session

Day Week Month

Sessions Pages / Session



Primary Dimension: Device Category

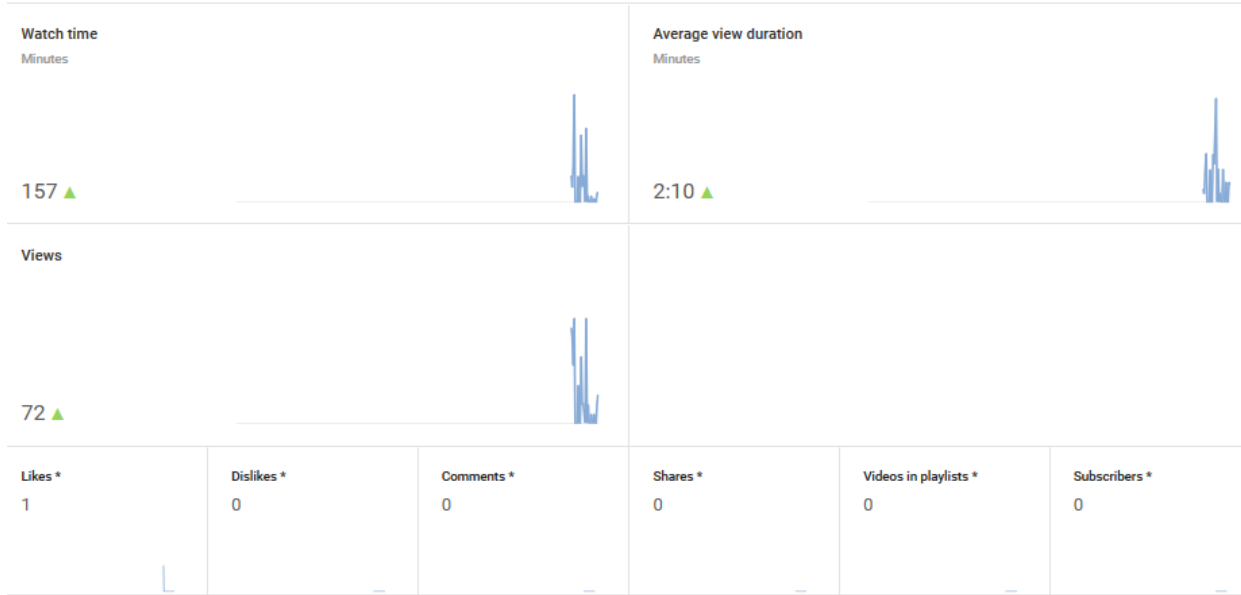
Plot Rows Secondary dimension Sort Type: Default

advanced

| Device Category | Acquisition | | | Behavior | | | Conversions | | |
|-----------------|---|---|---|---|---|---|---|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 6,782 <small>% of Total: 100.00% (6,782)</small> | 71.00% <small>Avg for View: 70.94% (0.08%)</small> | 4,815 <small>% of Total: 100.08% (4,811)</small> | 60.65% <small>Avg for View: 60.65% (0.00%)</small> | 2.70 <small>Avg for View: 2.70 (0.00%)</small> | 00:01:37 <small>Avg for View: 00:01:37 (0.00%)</small> | 0.00% <small>Avg for View: 0.00% (0.00%)</small> | 0 <small>% of Total: 0.00% (0)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. desktop | 3,553 (52.39%) | 79.51% | 2,825 (58.67%) | 62.88% | 3.01 | 00:01:54 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. mobile | 1,835 (27.06%) | 66.32% | 1,217 (25.28%) | 56.89% | 2.30 | 00:01:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. tablet | 1,394 (20.55%) | 55.45% | 773 (16.05%) | 59.90% | 2.47 | 00:01:37 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

YouTube Channel 01/05/2014 – 30/04/2015

1 May 2014 – 30 Apr 2015



Top 10 Videos [Browse all content](#)

| Video | ↓ Watch time (minutes) | ↓ Views | ↓ Likes* | ↓ Comments* |
|---|------------------------|---------|----------|-------------|
| Good Friday 2015 04 03 | 102 65% | 29 40% | 0 | 0 |
| Mass of the Last Supper, Holy Thursday 201... | 36 23% | 30 42% | 1 | 0 |
| Easter Saturday Vigil Mass, 2015 04 04 | 18 12% | 12 17% | 0 | 0 |
| Unidentified video | 0 0.2% | 1 1.4% | 0 | 0 |

YouTube Channel 01/05/2015 – 30/04/2016

1 May 2015 – 30 Apr 2016

