

Template of Monitoring of SEAFDEC Websites

*All data can be obtained by Google Analytics

Audience Overview

Month	No. of Users	No. of New Users	No. of Sessions	Sessions/ User	Page Views	Pages/ Session	Ave.Time/ Session (Min.)	Bounce rate (%)
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								
Total								

***No. of users:** The number of users who initiated at least one session during the month

***No. of new users:** The number of new users who initiated a session for the first time during the month

***Session:** The period when the user is actively engaged in the SEAFDEC website/webpage

***Bounce rate:** The percentage of single-page sessions in which there was no interaction with the SEAFDEC website/webpage

Acquisition Overview

Year 2020	No. of Users
Organic Search	
Direct	
Referral	
Social	

All Pages Viewed (Top 20)

Rank	Title and URL	No. of Page views	Ave.Time/page (Min.)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			

18			
19			
20			

**How to get the data: Behavior>>>Site Content>>>All Pages*

Keywords Searched (Top 20 Searches)

Rank	Keywords from Google	No. of Impression	Ave. Ranking	No. of Clicks
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

***No. of clicks:** The number of times that the URL of SEAFDEC website/web page was clicked in the results page of Google search

***No. of impressions:** The number of times that the URL of SEAFDEC website/webpage appeared in the results page of the Google search

***Ave. ranking:** The average ranking of the SEAFDEC website/webpage in the results page of Google search

**How to get the data: Acquisition>>>Search Console>>>Queries*

Facebook

Month	No. of Followers	No. of Likes	No. of Shares
January			
February			
March			
April			
May			
June			
July			
August			
September			
November			
December			
Total			

Youtube

Month	No. of Subscribes	No. of Views
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January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		