

**Monitoring of on line
media....Are you really
read?**

Are you read?

How do you know it?

Do you need to know it? For which purpose?

- For creation of editor's strategy**
- For advertisers**

Should you use free or paid monitoring service?

- Do you have a paid service in Albania?**
- Google Analytics.**

Editor's strategy

- ❑ You **know which articles and topics** are popular.
- ❑ You **know when** (months/seasons, **days, hours**) you are read and how much.
- ❑ **You know from which websites the readers came.**
 - Pattern of reading was changed. Readers are looking for information, topic, not for specific (your) medium.
 - You can do the promotion on the most important websites (RSS channels, links, articles with links..).
- ❑ You have an information about your readers (sociological research): age, education, city where they live, occupation.

Google Analytics

- Free but professional service and easy to use.**
 - You can begin with the first (home) page with the most important indicators. Later you can start to do more complex analyses.

- Used by on line media worldwide, the outputs are comparable.**

- Does not provide a socio-demo information about your readers.

Google Analytics

What can you measure?

The really basic things are:

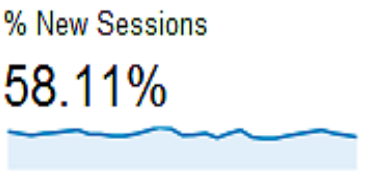
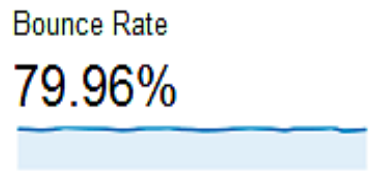
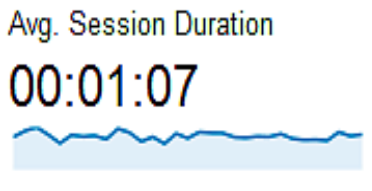
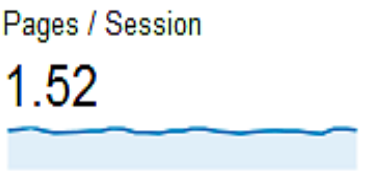
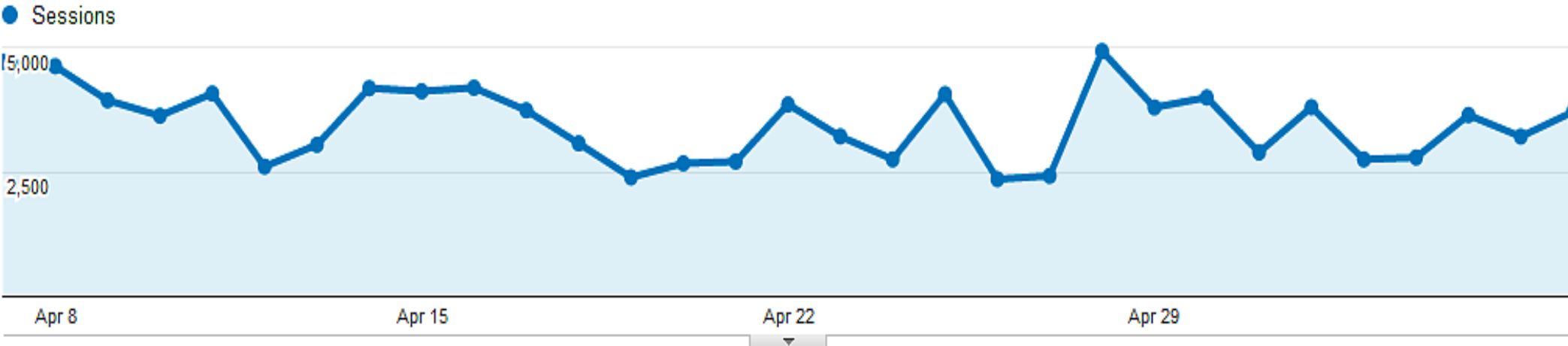
- Unique visitors.
- Number of visits.
- Number of pageviews.
- From which website they came.
- Length of their visit.
- How many percent of the visitors left immediately.
- Traffic (months, days, hours...): when readers visit your site

Monitoring...

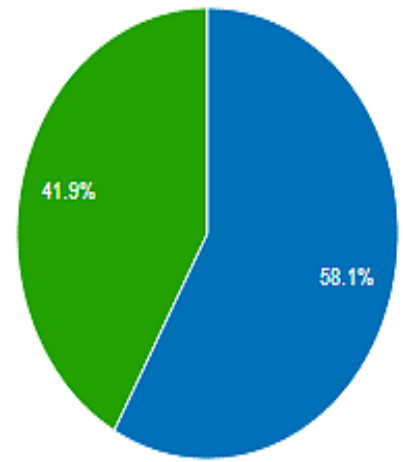
Overview

Sessions vs. Select a metric

Hourly Day Week Month



■ New Visitor ■ Returning Visitor



Right now

26

active users on site

NEW RETURNING



Pageviews

Per minute

15

10

5

-26 min -21 min -16 min -11 min -6 min ...

Per second

1.5

1

0.5

-60 sec -45 sec -30 sec -15 sec

Top Referrals:

	Source	Active Users ↓
1.	novinky.cz	6
2.	recgroup.cz	1
3.	search.tb.ask.com	1

Top Social Traffic:

	Source	Active Users ↓
1.	Facebook	2

Top Keywords:

Top Active Pages:

	Active Page	Active Users	Percentage
1.	/cz/zpravodajstvi/zpravy/...unsku-pri-lecbe-nemocnych	4	15.38%
2.	/	2	7.69%
3.	/cz/publicistika/priroda/...u-jeho-uskali-a-nebezpeci	1	3.85%
4.	/cz/publicistika/priroda/...obavany-lykozrout-smrkovy	1	3.85%
5.	/cz/publicistika/rozhovor/...pozorovatelnami-ze-brehu	1	3.85%
6.	/cz/zelena-domacnost/rady...ktery-roste-u-vaseho-domu	1	3.85%
7.	/cz/zelena-domacnost/rady...kouri-ze-sousedova-kominu	1	3.85%
8.	/cz/zelena-domacnost/rady/...at-nam-pradlo-perou-rasy	1	3.85%

Monitoring...

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	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	107,752	58.11%	62,614	79.96%	1.52	00:01:07
1 ■ Organic Search	43,873	<div style="width: 50%;"><div style="width: 50%;"></div></div>		81.04%	<div style="width: 80%;"><div style="width: 80%;"></div></div>	
2 ■ Referral	36,312	<div style="width: 40%;"><div style="width: 40%;"></div></div>		80.85%	<div style="width: 90%;"><div style="width: 90%;"></div></div>	
3 ■ Direct	13,845	<div style="width: 10%;"><div style="width: 10%;"></div></div>		69.63%	<div style="width: 85%;"><div style="width: 85%;"></div></div>	
4 ■ Social	13,720	<div style="width: 10%;"><div style="width: 10%;"></div></div>		84.58%	<div style="width: 95%;"><div style="width: 95%;"></div></div>	
5 ■ Email	2	<div style="width: 0%;"><div style="width: 0%;"></div></div>		100.00%	<div style="width: 100%;"><div style="width: 100%;"></div></div>	

Monitoring...

<input type="checkbox"/>	Source ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		50,032 % of Total: 46.43% (107,752)	43.74% Site Avg: 58.11% (-24.72%)	21,885 % of Total: 34.95% (62,614)	81.87% Site Avg: 79.96% (2.39%)	1.44 Site Avg: 1.52 (-5.58%)	00:00:58 Site Avg: 00:01:07 (-13.35%)
<input type="checkbox"/>	1. novinky.cz	27,511 (54.99%)	35.57%	9,786 (44.72%)	83.72%	1.39	00:00:44
<input type="checkbox"/>	2. facebook.com	6,804 (13.60%)	49.18%	3,346 (15.29%)	85.05%	1.37	00:01:08
<input type="checkbox"/>	3. l.facebook.com	4,600 (9.19%)	55.17%	2,538 (11.60%)	83.35%	1.38	00:01:09
<input type="checkbox"/>	4. m.facebook.com	1,687 (3.37%)	59.28%	1,000 (4.57%)	86.66%	1.24	00:00:57
<input type="checkbox"/>	5. ekolist.cz	1,065 (2.13%)	0.28%	3 (0.01%)	47.89%	2.24	00:02:35
<input type="checkbox"/>	6. obrazky.cz	973 (1.94%)	90.65%	882 (4.03%)	82.94%	1.26	00:00:36
<input type="checkbox"/>	7. google.cz	520 (1.04%)	78.08%	406 (1.86%)	86.92%	1.25	00:00:36
<input type="checkbox"/>	8. cs.wikipedia.org	453 (0.91%)	81.02%	367 (1.68%)	83.00%	1.48	00:00:57
<input type="checkbox"/>	9. seznam.cz	390 (0.78%)	9.74%	38 (0.17%)	64.87%	1.86	00:01:51
<input type="checkbox"/>	10. lm.facebook.com	372 (0.74%)	65.59%	244 (1.11%)	83.60%	1.30	00:00:54

Monitoring...

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http://ekolist.cz - http://ekolist.cz

ekolist.cz

Home **Reporting** Customization Admin

Plot Rows Secondary dimension Sort Type: Default

advanced     

	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		164,027 % of Total: 100.00% (164,027)	142,014 % of Total: 100.00% (142,014)	00:02:08 Site Avg: 00:02:08 (0.00%)	107,750 % of Total: 100.00% (107,750)	79.96% Site Avg: 79.96% (0.00%)	65.69% Site Avg: 65.69% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. / 	16,323 (9.95%)	12,336 (8.69%)	00:01:32	11,453 (10.63%)	43.01%	41.18%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /cz/zpravodajstvi/zpravy 	3,410 (2.08%)	2,499 (1.76%)	00:00:59	836 (0.78%)	35.41%	24.31%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /cz/zelena-domacnost/rady-a-navody/co-je-tohl-e-za-kytku-s-urcovanim-rostlin-pomuze-nova-aplikace-staci-poslat-fotku 	3,306 (2.02%)	2,837 (2.00%)	00:02:27	2,529 (2.35%)	83.08%	77.47%	\$0.00 (0.00%)
<input type="checkbox"/>	4. /cz/zpravodajstvi/zpravy/do-cech-se-po-sto-letech-vraci-vlci-potvrdil-to-snimek-z-fotopasti 	2,654 (1.62%)	2,461 (1.73%)	00:02:49	2,195 (2.04%)	89.61%	83.16%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /cz/publicistika/priroda/jak-je-to-s-odpadnutymi-ocasky-jesterek-a-pulcu 	2,407 (1.47%)	2,294 (1.62%)	00:03:26	1,962 (1.82%)	89.96%	83.38%	\$0.00 (0.00%)
<input type="checkbox"/>	6. /cz/zelena-domacnost/rady-a-navody/jak-promenit-rumiste-v-prirodni-zahradu-aneb-co-nam-rekne-plevel 	2,169 (1.32%)	1,910 (1.34%)	00:03:00	1,549 (1.44%)	77.60%	65.05%	\$0.00 (0.00%)
<input type="checkbox"/>	7. /cz/zelena-domacnost/rady-a-navody/postavte-si-hotylek-pro-cmelaky-a-vcely-samotarky 	2,161 (1.32%)	1,174 (0.83%)	00:02:29	1,117 (1.04%)	64.28%	51.13%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /cz/zelena-domacnost/rady-a-navody/sedm-nejcastejsich-omylu-pri-trideni-odpadu 	2,100 (1.28%)	1,929 (1.36%)	00:06:04	1,757 (1.63%)	86.17%	80.90%	\$0.00 (0.00%)
<input type="checkbox"/>	9. /cz/zelena-domacnost/rady-a-navody/velikonoc-e-pro-chlapy-jak-na-prirodni-barveni-vajicek 	1,987 (1.21%)	1,882 (1.33%)	00:03:53	1,819 (1.69%)	93.73%	91.09%	\$0.00 (0.00%)
<input type="checkbox"/>	10. /cz/publicistika/nazory-a-komentare/csop-jaro-jak-myslivci-morduji-nejzacnejsi-ceske-orchidej 	1,939 (1.18%)	1,786 (1.26%)	00:04:35	1,285 (1.19%)	90.43%	77.88%	\$0.00 (0.00%)

Conclusions

The monitoring of your website will help you:

- To offer to your readers content they are interested in.**
- To offer the content **in the right time** (you can ensure that long and complicated article will be read by more readers).
- To increase the number of your readers.
- To change design of your website to motivate people to stay longer and read more articles.**
- To do your promotion with higher efficiency and cheaper.

Thank you!

Thank you for your attention.

If you have any additional question, do not hesitate to ask me.

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