## Accessing Your Analytics

* Go to <https://analytics.google.com/analytics/web/>
* Sign in with your Google account (does not have to be a Gmail account)

## Home Page

* This is the Home Page for Google Analytics, this shows you how many people are on the website at that time and has links to more detailed information.
* The menu highlighted in the yellow box allows you to switch between different “views”
	+ Master View – all data from users accessing the website from inside and outside the library.
	+ External Traffic – data from users accessing the website from outside the library.
	+ Raw Data – a backup of all data from the website.
* The red boxes highlights the links to the [Audience Overview page.](#_Audience_Overview)
* The green box highlights the link to the [Behavior Overview page.](#_Behavior_Overview)



## Audience Overview

* The Audience Overview, in red, has information on how many people access your website.
* The yellow box below highlights a drop-down menu that lets you change the date range for the data displayed.
* Each dot on the graph shows you how many people were on the website that day. Simply hover the mouse over a dot (highlighted in purple)
* Below the graph (highlighted in green) shows how many users have accessed the website during the timeframe set above.



## Behavior Overview

* The Behavior Overview, in red, has information on what pages people accessing your website are looking at.
* In the image below, the green box indicates the list of pages that people have accessed and how many times they have been viewed.
	+ The “/” page is your homepage.

