RDS Google Analytics

An Introduction

What do get from GA?

Google Analytics is our main form of analysis on how the RDS toolkits are received and how often they are used.

We can gather the following information through the GA account we have set up:

- Website statistics
- Mobile app statistics
- Page views - total and broken down by page
- Page users – total and broken down by page
- Event interactions – MS forms, document downloads, app feature interactions
- Location demographics – where in the world people access the RDS site

Common GA terms

▶ **User:** A person who interacts with an app or site whose activities you measure with Google Analytics.

a user is defined by GA when it detects a new device accessing the website/app and it assigns it a new IP address. From then on when this IP address accesses the site, it is counted as the same user. This gives us a more accurate representation of number of people.

▶ **Event:** An event allows you to measure a specific interaction or occurrence on your website or app.

For example, you can use an event to measure when someone loads a page, clicks a link, or completes a purchase, or to measure system behavior, such as when an app crashes or an impression is served.

▶ **Page path:** Page path is the part of a page URL that comes after the domain (e.g., 'www.google.com') and before the query strings (e.g., '?query=1').

In most cases this will be your toolkit title or a variant of.