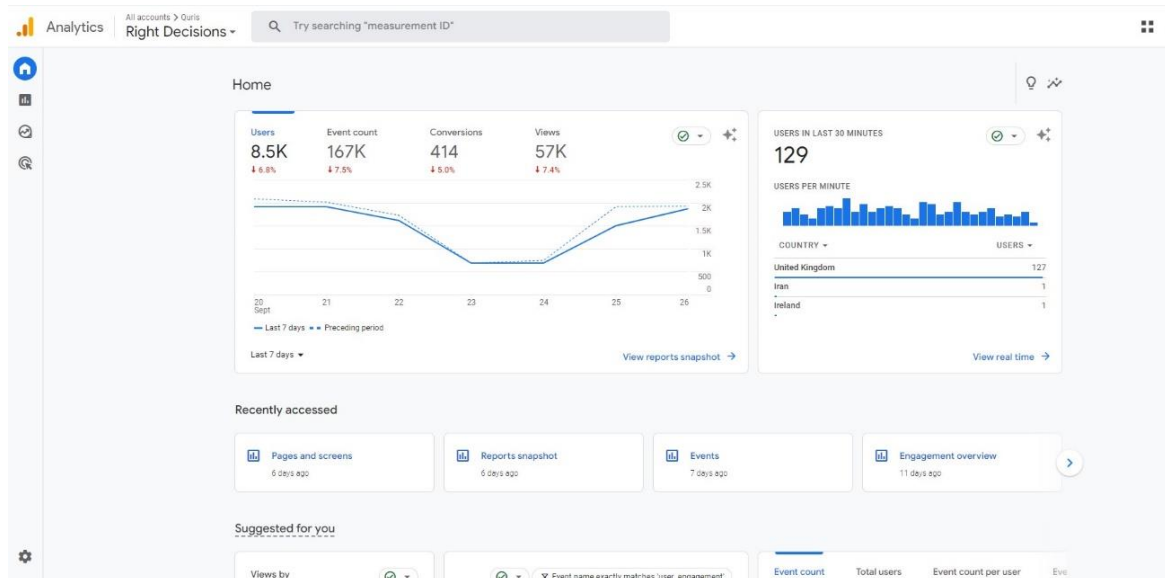


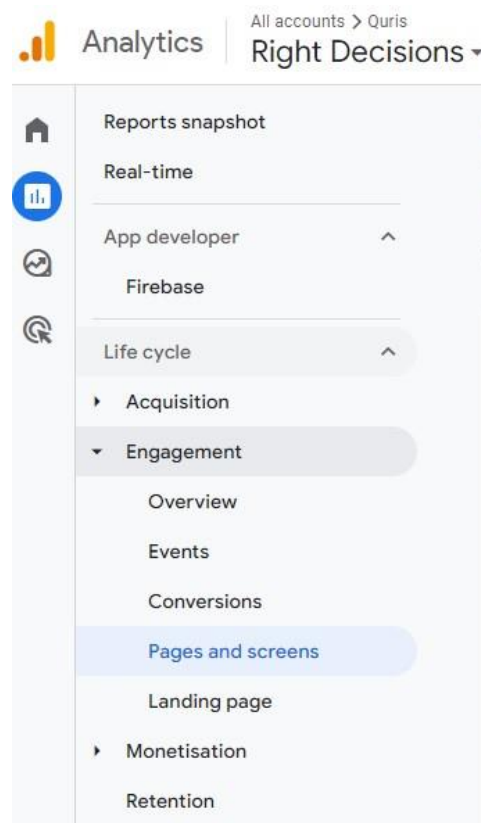
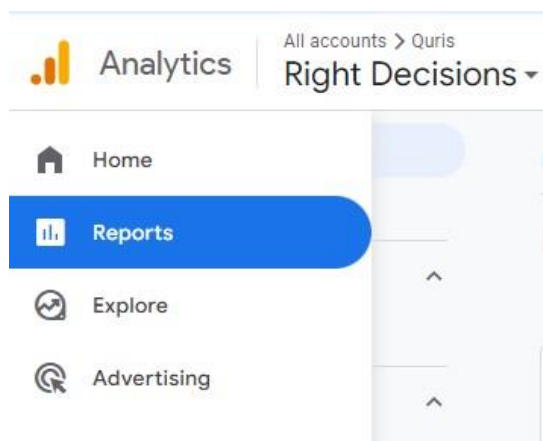
Google Analytics Guide – Usage Stats Reports

Getting to the Page Screen

1. Open Google Analytics in your browser (Chrome is usually easiest for this) and log in to your Google Account.
2. Once in Google Analytics, make sure you are in your QURIS account and on the Right Decisions App. The home page should then look like this:



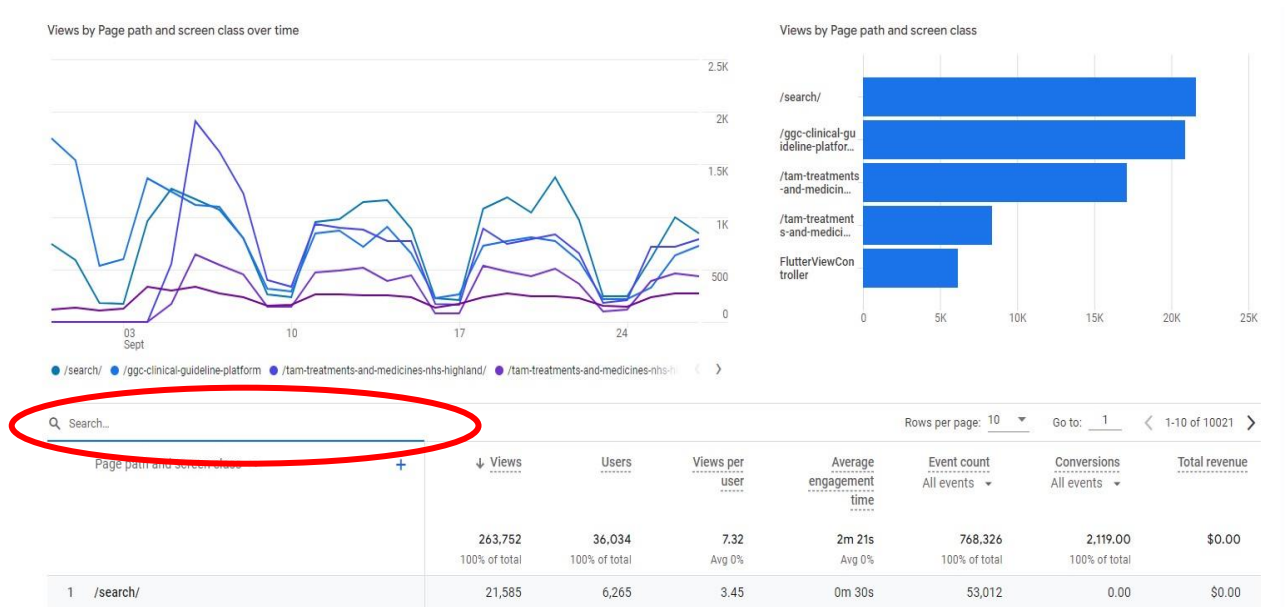
3. Then go into the reports tab on the left hand side and down to Life Cycle – Engagement – Pages and Screens



Filtering

Once you are on the pages and screens page, by default it will show you the results for all the pages on the RDS site, and the graph will show the top five pages for the whole site. To narrow it down so it only shows your toolkit, there are two ways to do this.

1. For a quick and easy glance at the top page hits, you can filter by pasting the toolkit URL into the search bar at the top of the table below the graph:

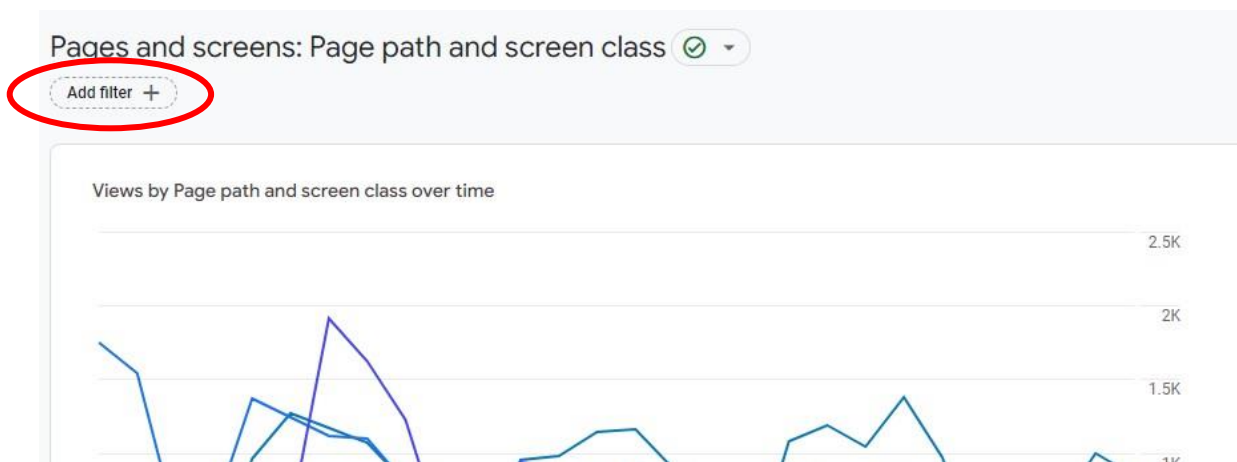


This will then show the results for all the pages in that toolkit in the table below.

/preventing-infection-in-social-care-settings/								Rows per page: 10	Go to: 1	1-10 of 29
Page path and screen class		Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue		
		712 0.27% of total	171 0.47% of total	4.16 Avg -43.11%	1m 37s Avg -30.98%	1,783 0.23% of total	0.00 0% of total	\$0.00		
1	/preventing-infection-in-social-care-settings/	175	80	2.19	0m 24s	483	0.00	\$0.00		
2	/preventing-infection-in-social-care-settings/standard-infection-control-precautions/	105	47	2.23	0m 24s	245	0.00	\$0.00		
3	/preventing-infection-in-social-care-settings/potential-infection-risks/	88	58	1.52	0m 30s	191	0.00	\$0.00		
4	/preventing-infection-in-social-care-settings/video-introduction/	75	56	1.34	0m 31s	197	0.00	\$0.00		
5	/preventing-infection-in-social-care-settings/norovirus-scenario-and-related-sicps/	38	27	1.41	0m 28s	91	0.00	\$0.00		
6	/preventing-infection-in-social-care-settings/potential-infection-risks/faeces-urine-vomit-and-or-blood/	31	21	1.48	0m 48s	71	0.00	\$0.00		
7	/preventing-infection-in-social-care-settings/additional-resources/	28	24	1.17	0m 35s	76	0.00	\$0.00		
8	/preventing-infection-in-social-care-settings/standard-infection-control-precautions/hand-hygiene/	28	18	1.56	1m 07s	72	0.00	\$0.00		
9	/preventing-infection-in-social-care-settings/feedback-questions/	19	15	1.27	0m 13s	48	0.00	\$0.00		
10	/preventing-infection-in-social-care-settings/contents/	17	15	1.13	0m 14s	41	0.00	\$0.00		

Please note: the table underneath only shows 10 results at a time, but there is an arrow in the top corner of the table where it will show you how many results there are in total and if there are more than 10 you can move on to the next page using the arrows, or you can change how many results you see per page there too.

2. To filter so that it shows the results for your toolkit in the graph as well as the table, you can do so by going to the top of the page, and next to the Pages and Screens: page path and screen class title, you will see an icon that says “add filter +”:



When you click on this, a toolbar will open on the right side of the page entitled “Build Filter”. There you set the conditions for the filter. For example, if you want to see the results for the Preventing infection in social care settings toolkit, you should enter the following conditions:

Dimension – Page / Screen – Page Path and Screen class

Then

Match Type – Contains


Then

Value - preventing-infection-in-social-care-settings/

(you will need to paste this in exactly as the URL is shown on the website or it won't come up)

← Build filter ×

CONDITIONS (BUILD UP TO FIVE)

Dimension 

Page path and screen class

Match Type ⓘ

contains

Value

preventing-infection-in-social-ca

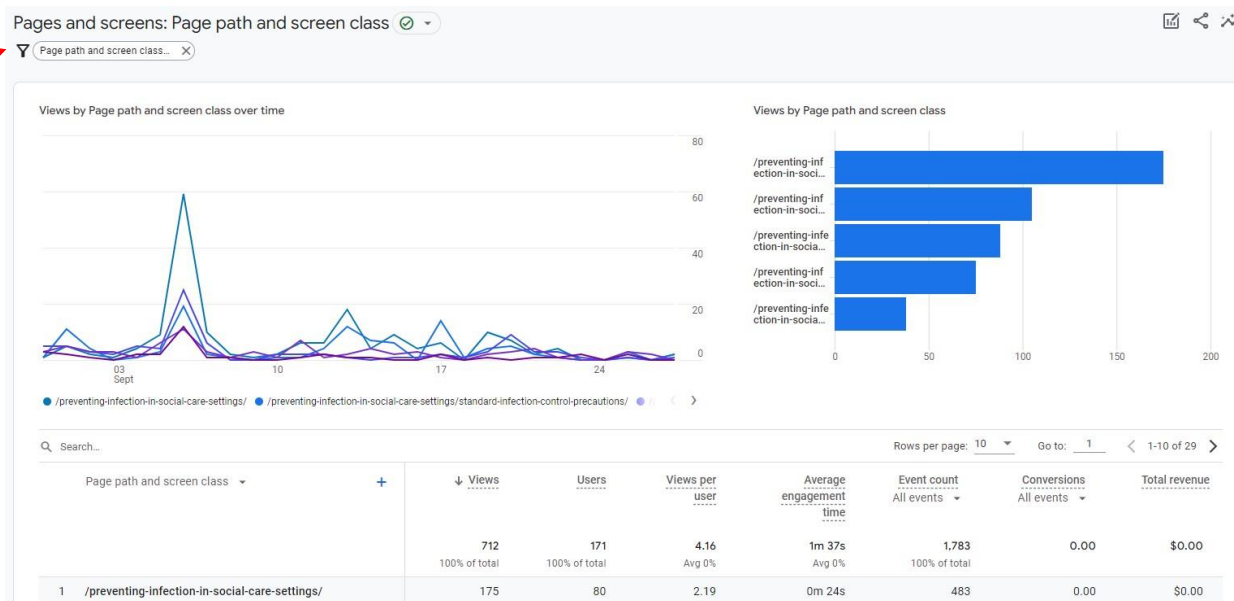
+ Add new condition

SUMMARY

Page path and screen class contains 'preventing-infection-in-social-care-settings/'

Apply

Once these are entered you click “Apply”, and then it will show you the statistics of all pages/subpages under that toolkit, and it should show them in the graph as well.



Using this method of filtering, you can change the filters any time by clicking on it at the top of the page, and you can add more than one condition if you want specific data.

Examples:

- If you just want to see the results of the main toolkit page and not all the subpages, you can click on the filter you have just made and change the Match type to “Exactly Matches” rather than “contains”, re-enter the URL into the value and click apply.
- If you want to see the usage of that particular toolkit but you only want to see them for one of the apps (eg. IOS), you just click on the “Add new condition” option underneath the current filter, then fill in the conditions as follows:

The screenshot shows a "Build filter" dialog box. It has a title bar with a back arrow and a close button. Inside, there's a section titled "CONDITIONS (BUILD UP TO FIVE)". Below this, there's a form with three fields: "Dimension" (set to "Page path and screen class"), "Match Type" (set to "contains"), and "Value" (set to "preventing-infection-in-social-ca"). At the bottom, there's a red button labeled "+ Add new condition".

Dimension – Platform / Device – Operating System

Then

Match Type – Exactly Matches

Then

Value – iOS

(you will see the values shown as a drop down so you can pick Windows, IOS, Android etc... based on your needs)

Then

Apply

This will then show results that match both those criteria.

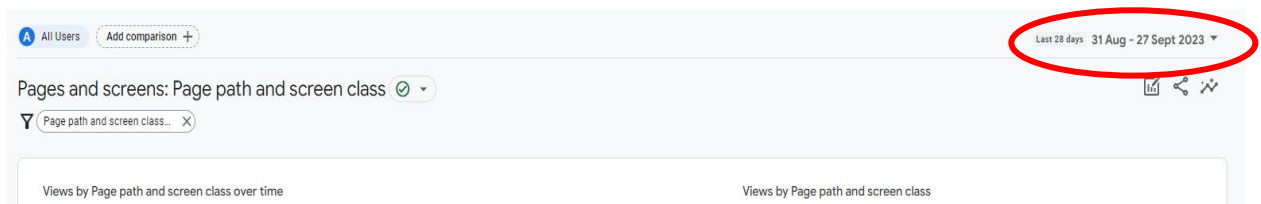
You can add up to 5 conditions in this method of filtering, so you can make your results as specific as you need.

The screenshot shows the 'Build filter' dialog in Google Analytics. It has a title bar with a back arrow and a close 'X' button. The main area contains two filter conditions stacked vertically, separated by an 'AND' connector. Each condition has a 'Dimension' dropdown, a 'Match Type' dropdown with a help icon, and a 'Value' input field. The first condition is: Dimension 'Page path and screen class', Match Type 'contains', Value 'preventing-infection-in-social-care-settings/'. The second condition is: Dimension 'Operating system', Match Type 'exactly matches', Value 'iOS'. Below the conditions is a '+ Add new condition' button. At the bottom, there is a 'SUMMARY' section showing a preview of the filter logic: 'Page path and screen class contains 'preventing-infection-in-social-care-settings/' AND Operating system exactly matches 'iOS''. An 'Apply' button is located at the bottom right.

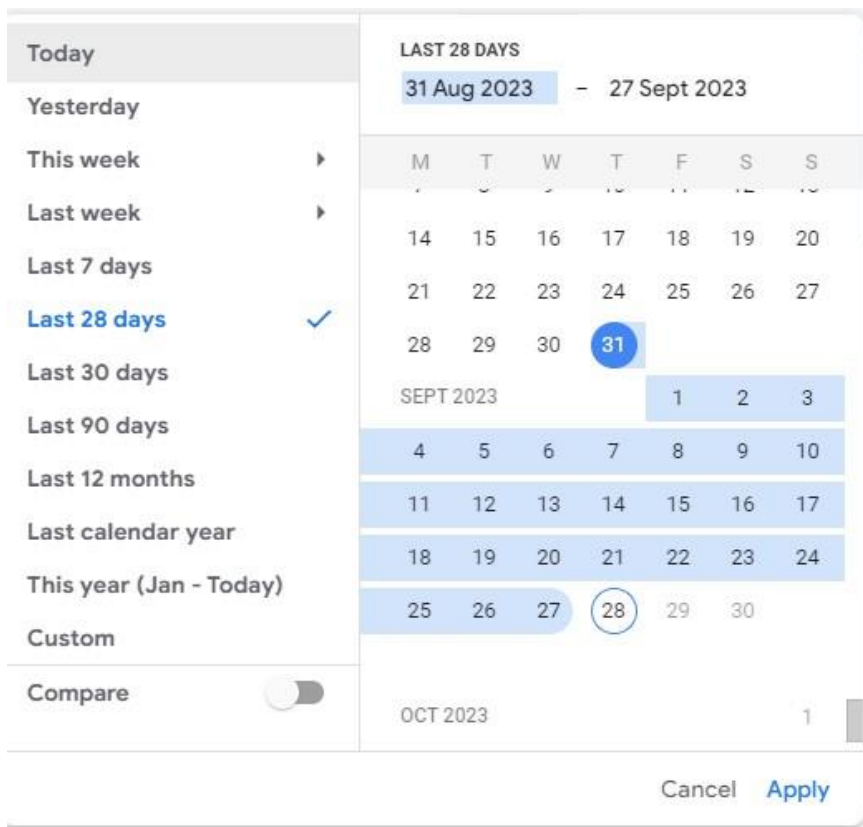
Changing the date range

By default, Google Analytics will show you the results of page usage for the last 28 days, dated back from today's date.

If you want to change this range ie. To see results from the last calendar month or the last 6 months, you can change this by scrolling up to the top of the screen, and in the top right corner you should see a date range with an arrow next to it as shown below:



Click on the arrow next to the date range and this will bring up a calendar, and there you can select the date range you would like to see. On the left side it will have options you can choose from for ease, or if the option you want is not there you can click “custom” at the bottom and then use the calendar to select your own dates.



Once you have selected the date range you want, click apply and this should change the results in the below table to represent the range you have chosen.