

Pagecloud Analytics

Pagecloud Analytics provides insight into your users' behavior on your website, including the pages they visit, how long they stay on a page, and where they come from! This data can be used to inform decisions about your website design, content strategy, marketing campaigns, and more.

Website analytics also helps to identify areas of a website that may need improvement, such as areas that have a high bounce rate or low conversion rate.

Let's take a look at the analytics available in your Pagecloud Analytics dashboard.

Overview

Your analytics overview gives you a snapshot of your site visits, user sessions, and total page views. You can set your analytics view to display the data over a **7 day**, **15 day**, or **30 day** period based on your local time zone.

In your overview you can see a chart displaying data of your total visitors, page views, and duration for the selected period.

Pagecloud analytics is GDPR compliant and does not use cookies to track your users.

Total visitors

The number of people that have visited your website, also known as "Unique Visitors". Pagecloud doesn't use cookies, as such, a unique visitor is a visitor that has visited your site within a 24hr time frame. If they visit your site on multiple days, they are considered new visitors.

Page views

The total number of pages that have been viewed during your selected time period.

Duration

Average duration of a visit to your website. Duration is calculated by the durations for all visits divided by the total visits.

Visitors

Get a snapshot of where your visitors are located and what devices they use to view your website.

Location

View the top countries and cities where your users are located. You can also filter by any country to understand the top cities.

Device type

View the types of devices your visitors are using to access your website.

Engagement

Understand how visitors are engaging with your website.

Top pages

View your most popular pages during your selected time period. Organize your top pages by most to fewest views during your current period.

Insights

Bounce rate: The percentage of visitors who land on your website then navigate away after viewing only 1 page. Generally, a bounce rate under 40% is considered good.

Pages per visit: The average amount of pages viewed in one visit.

Events

Events track actions being performed on your website by your users. Pagecloud provides default events for your site:

Button click: The number of button clicks on your website for the selected period

Form submission: The number of form submissions on your website for the selected period

Scroll to bottom of page: The number of times your visitors have scrolled to the bottom of your pages for the selected period

Internal link clicks: The number of link clicks that are internal to your website for the selected period

External link clicks: The number of link clicks that are external to your website for the selected period

Acquisition

Understand how your visitors are getting sent to your website! Acquisition can help you get a sense of how your visitors find you, and where you need to continue your marketing efforts.

Channel

Channels represent the ways in which your visitors are coming to your website. This can include social media, search engines, email, etc.

Socials

View which social media platforms send the most visitors to your website.

Top referrals

The most popular incoming links to your website from other sources. View the website name or URL.

Campaigns

The name given to a marketing initiative such as Summer Sale, Newsletter etc. The value comes from the Campaigns parameter used on incoming links that include UTM codes

Sort your campaigns by:

- **Source:** The specific website the visitor came from, for example, [Facebook.com](https://www.facebook.com)
- **Medium:** The channel the visitor has come from, for example, Social.

Site

Additional site analytics can give you insight into important information about your Pagecloud website.

Published pages

View the amount of available pages you can publish

Blog posts

View the amount of available blog posts you can publish

Broken links

Find out if you have any links that lead to a 404 error. You can [manage bad URLs by setting up a redirect](#).