companylogo

Content Overview

Sample Report

This is a sample report created from the Content Overview Template. We've added a cover page. In Megalytic, you can add a formatted cover page to any report. Formatting options include:

- Bullets
- Line Numbering
- Multiple Fonts
- etc.

You can also include formatted text in comments that can be inserted anywhere in the report.

Most Visited Pages

From 06/02/2014 until 08/31/2014

Page Path	Pageviews	Avg Time on Page	Bounce Rate (%)	Exit Rate (%)
/culture ███████	912,060	00:09:04	73.93%	86.51%
/money███████	725,639	00:04:20	89.99%	89.25%
/	671,678	00:01:38	52.59%	46.08%
/culture███████	373,964	00:05:02	75.42%	74.48%
/culture ██████	310,102	00:04:09	89.84%	88.08%
███████	297,826	00:05:10	81.03%	79.13%
███████	285,974	00:05:48	70.72%	70.38%
██████	270,896	00:05:54	70.61%	70.22%
/world███████	253,704	00:03:05	91.20%	89.36%
/world███████	248,594	00:09:27	83.17%	80.34%
Entire Site	**15,135,242**	**00:03:01**	**75.71%**	**60.64%**

Most visited pages, ranked by how often the page was viewed. Additional metrics provide insight into how engaging the content is.

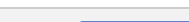Pageviews - The number of times the page was viewed.
Avg Time on Page - The average amount of time that users spend on the page.
Bounce Rate - The percentage of users who entered the website on the page, and immediately left, without viewing any other pages.
Exit Rate - The percentage of users who viewed the page and then left the website.

Most Engaging Pages

From 06/02/2014 until 08/31/2014

Avg Time on Page	Page Title	Pageviews
00:14:56	This ██████ $1.35	24,958
00:12:38	The South ███████	79,961
00:11:32	███████	38,460
00:10:22	██████ have become the ██████	22,097
00:09:30	Why the ██████████	96,923
00:09:24	██████ Marked for Death █████	225,884
00:08:51	███████████	907,992
00:08:35	███████████	24,064
00:08:24	The World ██████	36,261
00:07:57	██████ Police Car██	54,906
Entire Site	**00:03:48**	**10,225,682**

Pages ranked by the Avg Time on Page provides an idea of which content users find most engaging. Total Pageviews is shown in the second column to provide an indication of the total contribution of the page.

Landing Page Summary

From 06/02/2014 until 08/31/2014

Landing Page	Sessions	New Sessions (%)	Avg Session Duration	Pages / Session	Bounce Rate (%)
/ ▋▋▋▋▋▋	842,273	79.74%	00:01:33	1.27	74.02%
/money ▋▋▋▋	684,987	81.34%	00:00:40	1.2	90.02%
/	418,053	60.36%	00:03:25	2.97	52.59%
▋▋▋▋▋▋	325,434	78.47%	00:02:16	1.66	75.45%
/culture ▋▋▋▋	279,641	74.98%	00:00:38	1.18	89.85%
▋▋▋▋▋▋	262,603	86.40%	00:01:51	1.52	81.10%
/world ▋▋▋▋	239,937	95.74%	00:02:39	1.71	70.82%
▋▋▋▋▋▋	238,623	70.52%	00:02:16	1.51	70.67%
/world ▋▋▋▋	234,910	90.10%	00:00:29	1.21	91.23%
/world ▋▋▋▋	215,068	71.18%	00:02:26	1.45	83.25%
Entire Site	9,183,915	78.23%	00:01:57	1.65	75.71%

Landing pages ranked by the number of sessions (visits) starting on the page. Additional metrics provide insight into how effective the landing page is.

Sessions - The number of sessions (visits) starting on the page.
New Sessions (%) - The percentage of sessions from new users landing on the page. A higher percentage indicates that the page is effective at attracting new users to the site.
Avg Session Duration - The average amount of time that users who landed on the page spent viewing the site.
Pages / Session - The average number of pages viewed by users who landed on the page. A higher number indicates that the landing page engaged the visitor and they were interested in viewing additional pages.
Bounce Rate - The percentage of users landed on the page and left the site without viewing any other pages. A high bounce rate indicates that users were not engaged by the content on the landing page, perhaps because it is not what they were looking for.

Top 5 Pages over Time

Weekly from 06/02/2014 until 08/31/2014
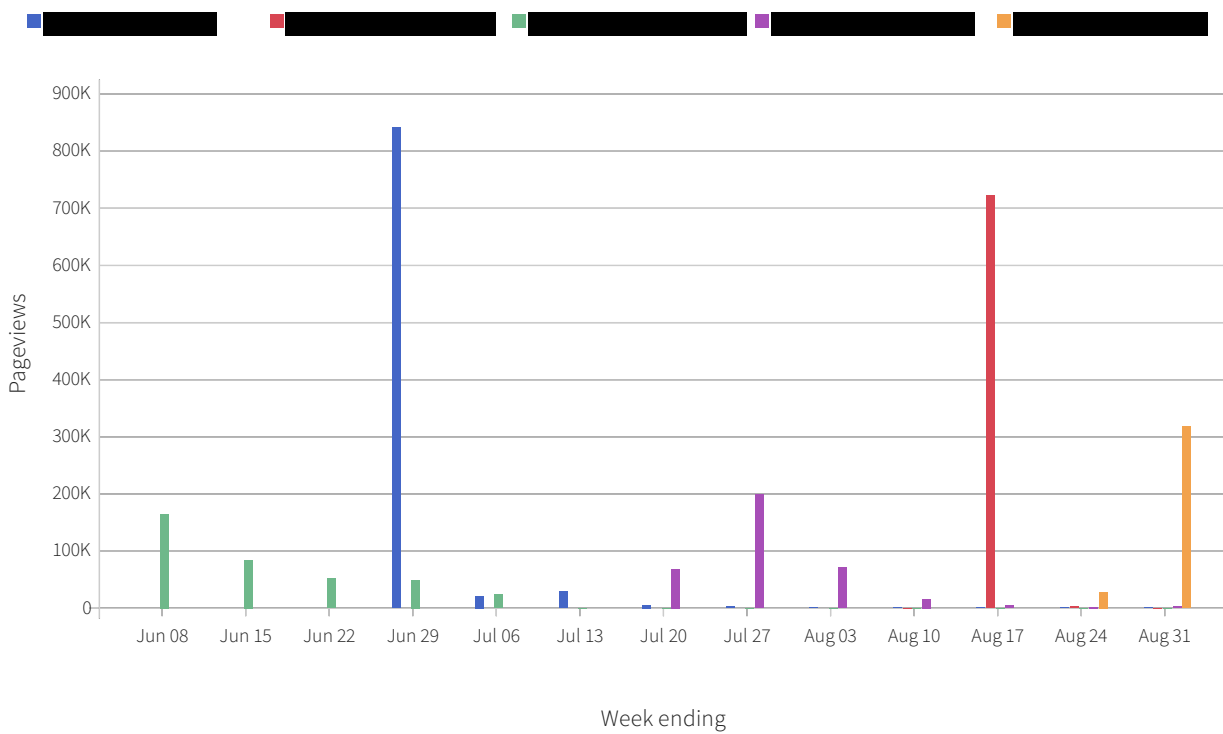
Tracks the top 5 stories, in terms of pageviews, over time. You can see when a page peaked in popularity, and when other content took its place.

Content Engagement by Referral Source

From 06/02/2014 until 08/31/2014

Avg Session Duration	Source	Sessions
00:06:08	██████████	42,509
00:04:30	apartmenttherapy.com	5,451
00:03:52	cosmopolitan.com	3,721
00:03:07	nymag.com	5,557
00:03:00	huffingtonpost.com	10,779
00:02:54	███████	46,200
00:02:53	█████	5,912
00:02:45	hsrd.yahoo.com	194,260
00:02:39	businessinsider.com	5,014
00:02:27	█████	30,232
Entire Site 00:01:28		2,860,753

The referral sources sending the visitors who are most engaged with the site's content - as measured by the Avg Session Duration. The second column shows the total Sessions from the referral source to provide an idea of the size of the traffic contribution.

Content Engagement by Social Network

From 06/02/2014 until 08/31/2014

Avg Session Duration	Social Network	Sessions
00:02:17	Tumblr	3,276
00:02:06	Google+	3,184
00:01:53	Digg	72,812
00:01:40	Twitter	101,507
00:01:34	Blogger	3,607
00:01:28	Facebook	1,215,227
00:00:33	reddit	298,023
Social Traffic 00:01:20		1,697,636

The social networks sending the visitors who are most engaged with the site's content - as measured by the Avg Session Duration. The second column shows the total Sessions from the social network to provide an idea of the size of the traffic contribution.

Content Engagement by Device Type

From 06/02/2014 until 08/31/2014
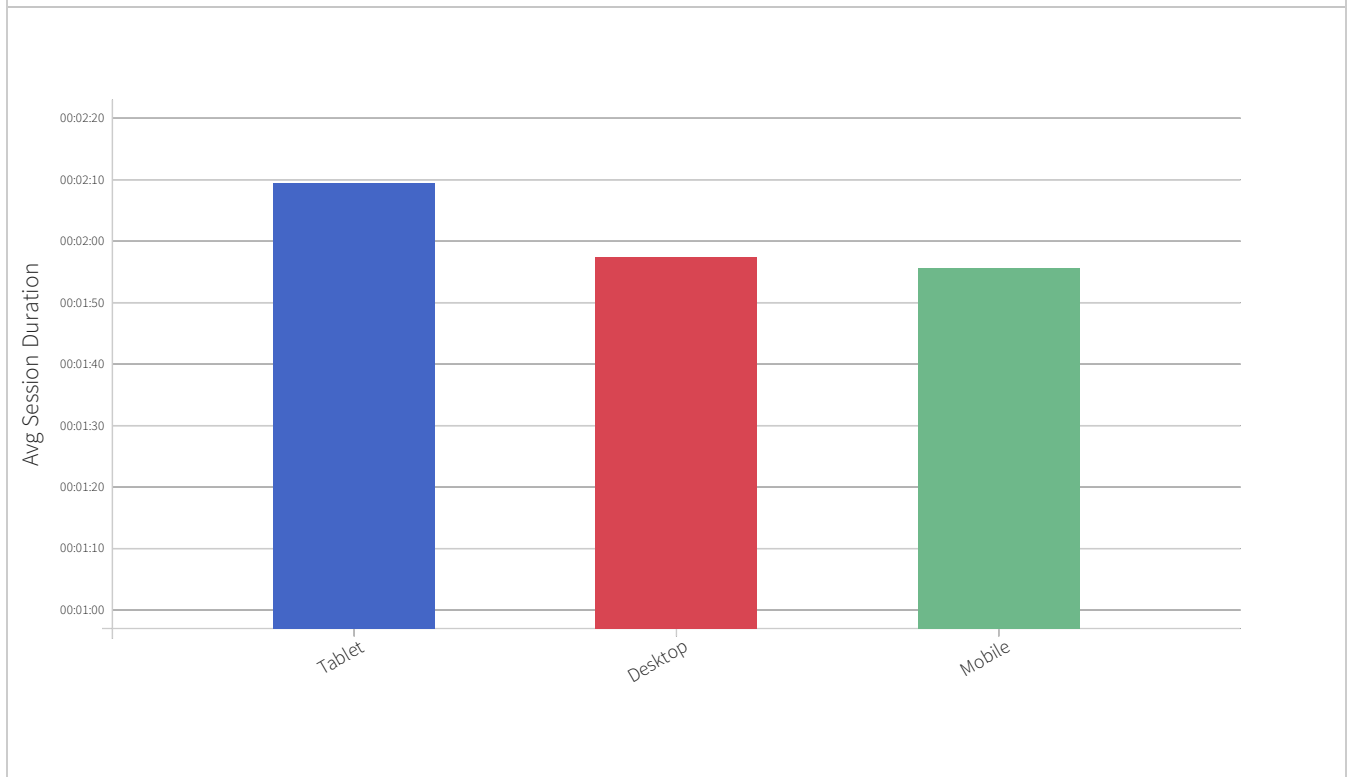
The Avg Session Duration broken down by Desktop, Tablet, and Mobile. Provides an idea of how well the site visitors are engaging with content on different platforms.