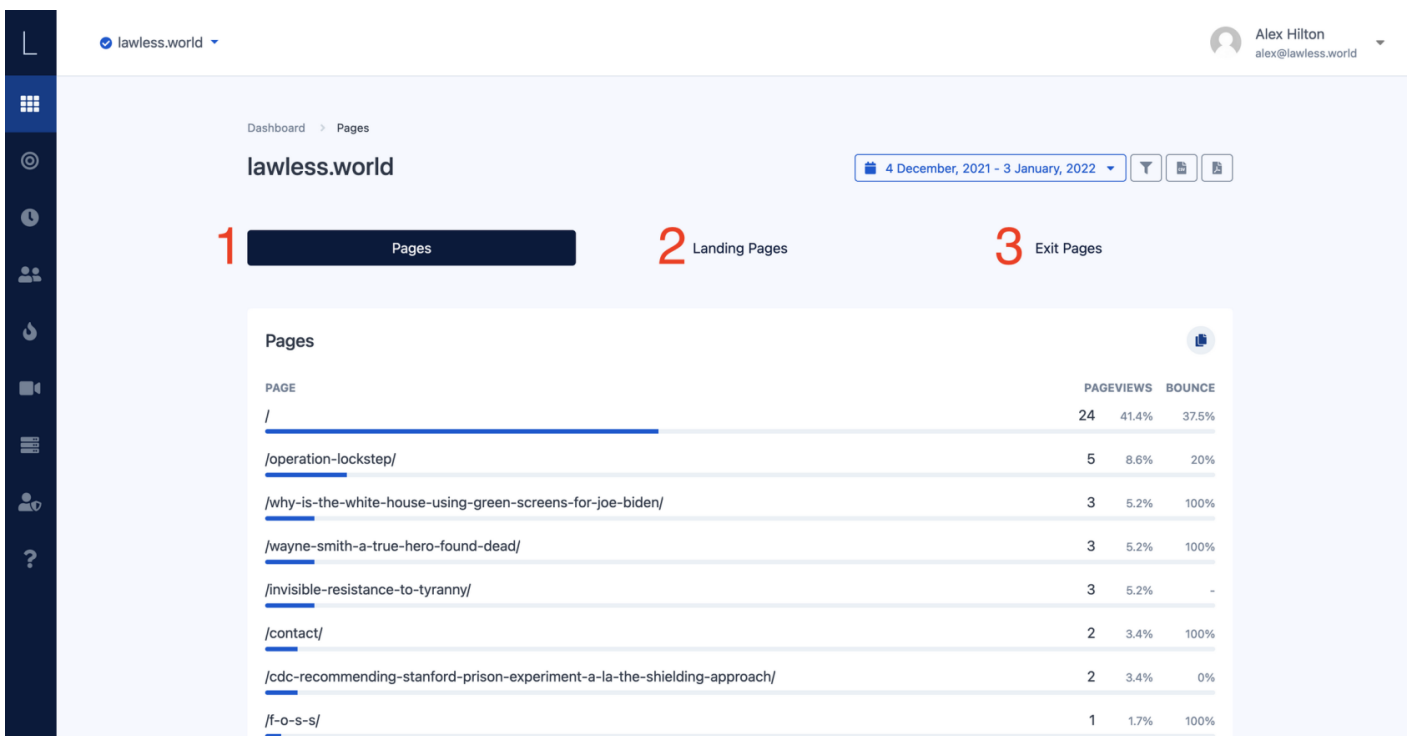


Widgets

Within the Dashboard Section I will cover each of the Widgets on the Dashboard Page as each widget dives deeper than initially realized. Being that this is where the meat of the data resides the widgets listed below have their own sections. I wasn't joking when I said the dashboard is simple but powerful!

Pages

The pages widget will show you the overview of 3 visitor page types that is set from the date filters on the dashboard page (Alternatively you can edit what date range you want to select from any page.) Each widget will give you the % for Page views and the bounce rate (bounce rate is the percentage that users leave your site from on that specific page.)



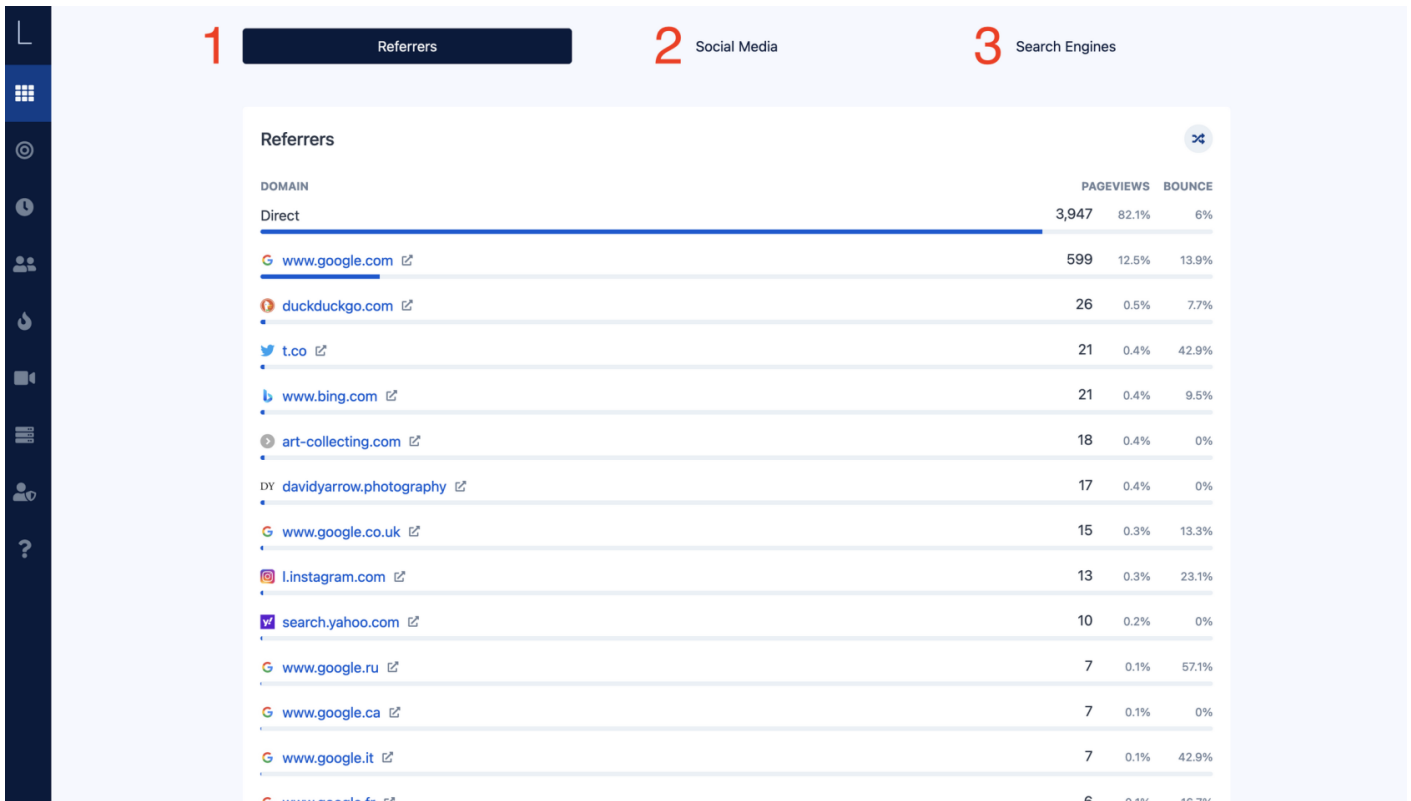
The screenshot shows the GA4 dashboard for lawless.world. The 'Pages' widget is active, displaying a table of pageviews and bounce rates for various pages. The table is as follows:

PAGE	PAGEVIEWS	BOUNCE
/	24	41.4% 37.5%
/operation-lockstep/	5	8.6% 20%
/why-is-the-white-house-using-green-screens-for-joe-biden/	3	5.2% 100%
/wayne-smith-a-true-hero-found-dead/	3	5.2% 100%
/invisible-resistance-to-tyranny/	3	5.2% -
/contact/	2	3.4% 100%
/cdc-recommending-stanford-prison-experiment-a-la-the-shielding-approach/	2	3.4% 0%
/f-o-s-s/	1	1.7% 100%

1. Pages - this gives you an overview of the pages on your site that are most viewed to least viewed and is the default tab selected once selecting the view more option on the dashboard.
2. Landing pages - this gives you the overview of what pages your visitors are landing on when first coming to your site
3. Exit Pages - Exit pages are just that, the page that your visitors exit your site on

Referrers

Understanding where and how your visitors are getting to your website is important for any business to understand. The dashboard widget 'Referrers' gives you a high level overview of three different aspects and they can be accessed by clicking any of the tabs at the top of the page. Just like the 'Pages' widget gives you page views and bounce rate %'s, so does this widget (and all other widgets.)



1. Referrers - this allows you to view the general website from which your visitor came to your site. Clicking the name of the site will hyperlink you to their site as well.
2. Social Media - Social Media sites which have referred visitors to your website.
3. Search Engines - Search engines which have referred visitors to your website.

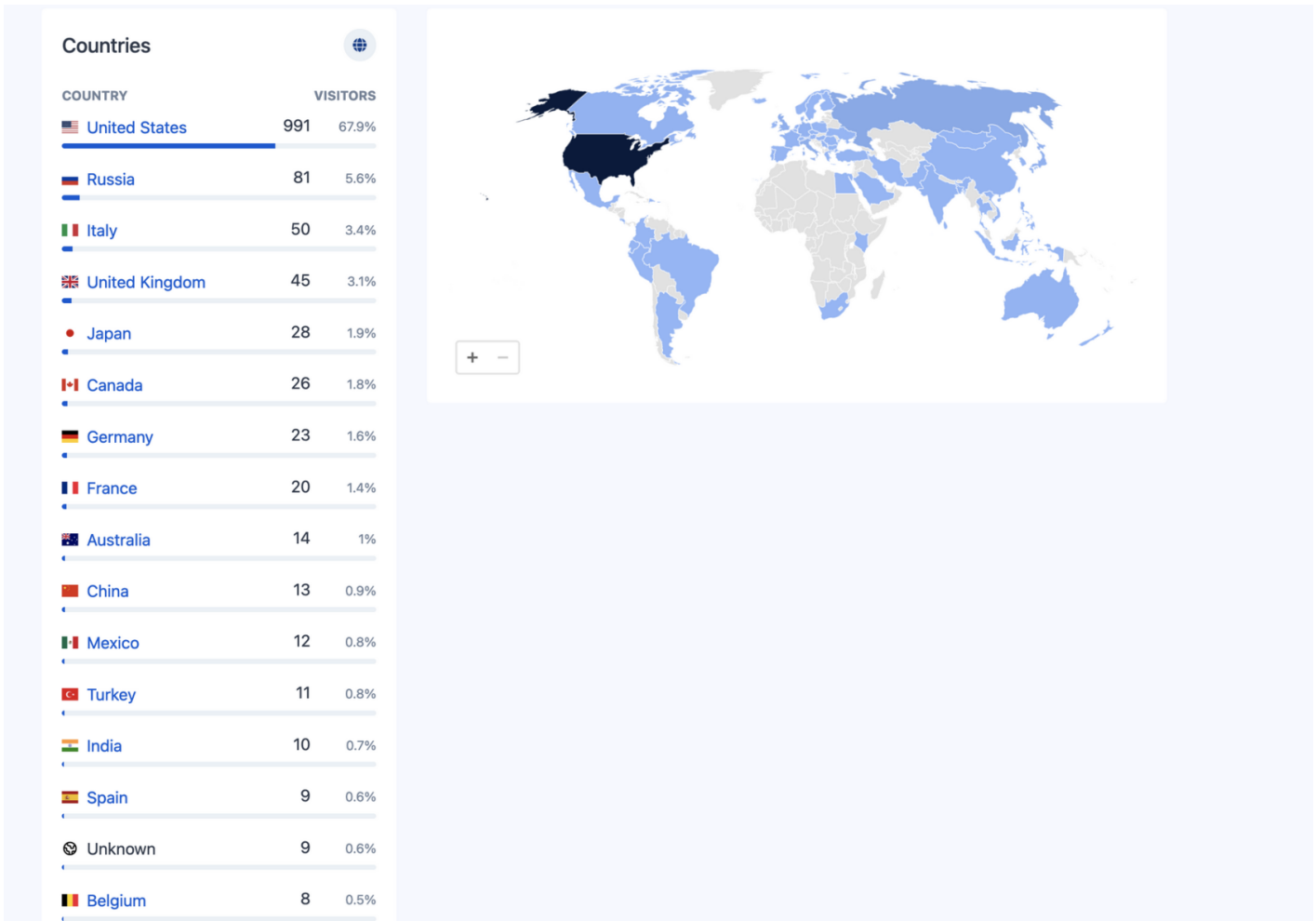
Countries

The country widget on the dashboard page gives you an overview of both the country and the city that your visitor arrived to you from. Different from other widgets on the dashboard page, when you click the corresponding countries name you want to view, it will give you a popup of the cities from where your visitors derived from.

Unlike other widgets, there are no corresponding tabs on the countries page itself however you are shown an interactive map. When hovering or clicking the country you want to get quick stats on (on a mobile phone) will show you a quick view of how many visitors you have from each country.

Clicking the name of the country will give you an breakdown of visitors by city.

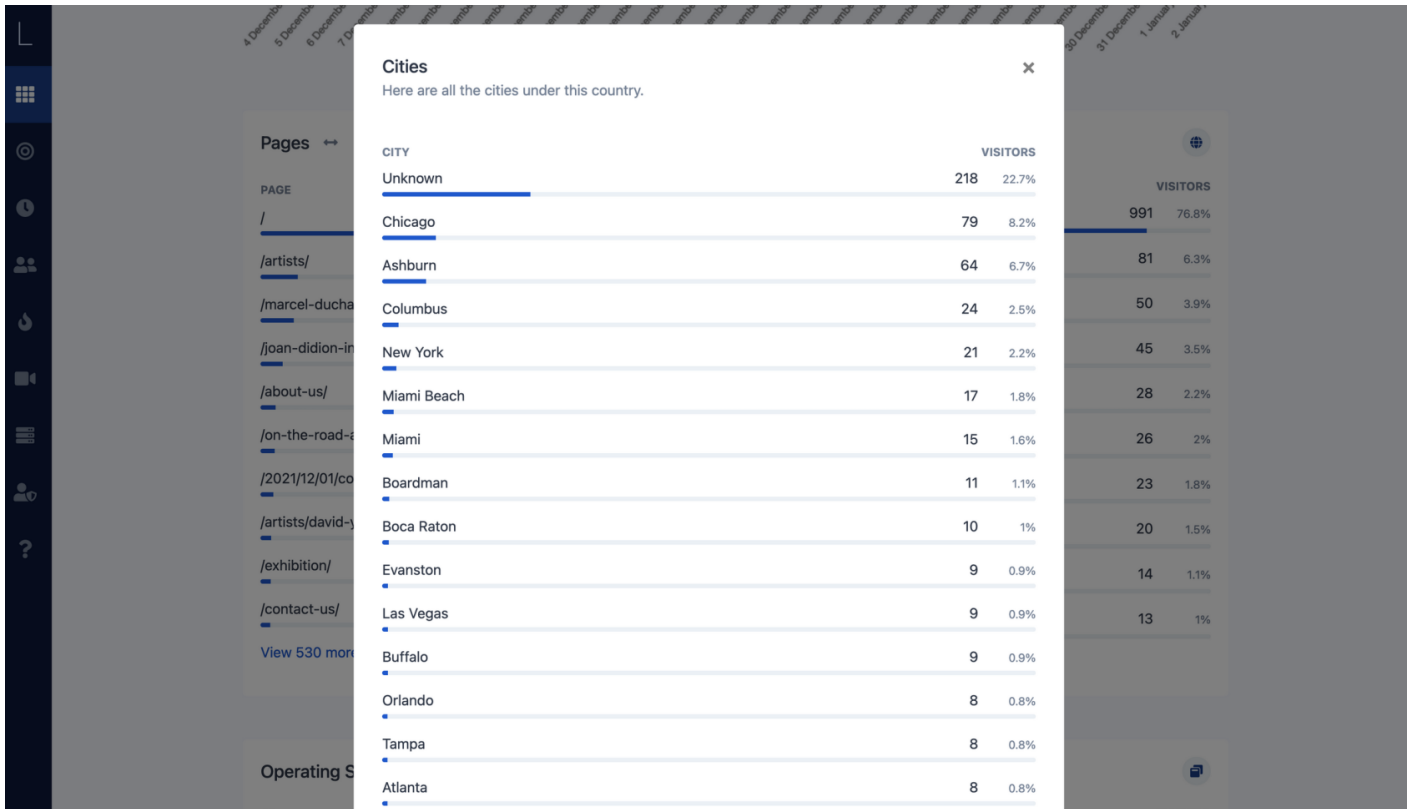
Country Page



Country page also gives you analytics for the city your users come from

City overview

Cities can be viewed by clicking the country name on the dashboard page or by clicking the name on the dashboard widget itself.



If your visitor has "DNT" (Do Not Track) enabled then there will be no analytics for them on your site

UTM's

"UTM" stands for "Urchin tracking module." Which to give you some more background, Urchin Software Corporation was acquired by Google in 2005, and this is basically what we now know as Google Analytics.

In a nutshell, UTM codes are bits of text you can add to a link that tell your Lawless Analytics account more information about each link.

This is what an example of a UTM link looks like;

[https://analytics.lawless.world/landing-page?
utm_source=chaos&utm_medium=email&utm_campaign=march2012](https://analytics.lawless.world/landing-page?utm_source=chaos&utm_medium=email&utm_campaign=march2012)

The link above may not look like much, but it answers 3 Essential Questions.

1. Where is the traffic coming from?
2. How is it getting to me?
3. Why is it coming to me?

In the widget when going to the page, you will see a list of all UTM's that have logged on the system.

UTMs



UTM	PAGEVIEWS
NWS	28 100%

Clicking the hyperlink will you the information you need regarding your UTM.

UTMs



UTM	PAGEVIEWS
NWS	28 100%

UTMs



Here are all the medium & campaign UTMs under this UTM source.

MEDIUM / CAMPAIGN	PAGEVIEWS	BOUNCE
NEWSLETTER / GLP	28 100%	32.1%

Screen Resolutions

Screen resolutions will give you a quick overview of the sizes of screens your users view your website from and for web development, it's a crucial piece of information to understand so you can build accordingly. In the image below, you can see how many different types of screen sizes there are and in web development, there is truly no "one size fits all" when dealing with visitors to your site or app.

Screen Resolutions



RESOLUTION	VISITORS
800x600	174 11.6%
414x896	141 9.4%
390x844	125 8.4%
375x812	119 8%
1440x900	98 6.6%
1920x1080	92 6.2%
428x926	66 4.4%
375x667	53 3.5%
1366x768	39 2.6%
2560x1440	29 1.9%
768x1024	28 1.9%
1536x864	28 1.9%
414x736	24 1.6%
1280x1696	23 1.5%
412x915	21 1.4%
1680x1050	20 1.3%
810x1080	17 1.1%

Browser Language

Browser language is just that, the language that your visitors are coming to your site using. So for example, if you are a US based firm, but everyone coming to your site is speaking Russian, it may make sense to hire a Russian speaking individual.

Browser Languages



LANGUAGE	VISITORS	
English	1,150	79.3%
Russian	80	5.5%
Italian	48	3.3%
Spanish, Castilian	38	2.6%
Japanese	28	1.9%
German	22	1.5%
French	20	1.4%
Turkish	7	0.5%
Indonesian	6	0.4%
Portuguese	6	0.4%
Chinese	6	0.4%
Polish	5	0.3%
Dutch, Flemish	5	0.3%
Danish	5	0.3%
Korean	4	0.3%
Moldovan, Moldavian, Romanian	3	0.2%

Operating Systems

To see a view of the operating systems your users access your site, this is a handy widget.

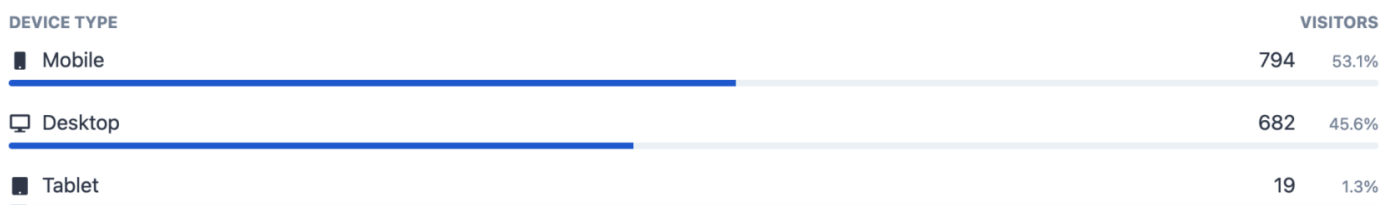


Devices

The devices widget gives you a quick overview of the three device types that can visit your site or app.

1. Mobile
2. Desktop
3. Tablet

Devices



Browsers

The browsers widget tells you which web browser was used during their visit to your site.

Browsers



BROWSER	VISITORS	
Chrome	666	44.7%
Safari	603	40.5%
Firefox	83	5.6%
Edge	41	2.8%
Google Search	35	2.3%
Samsung Internet	19	1.3%
Instagram	13	0.9%
Opera	6	0.4%
Firefox Mobile	5	0.3%
Internet Explorer	5	0.3%
Yandex Browser	4	0.3%
MIUI Browser	3	0.2%
UC Browser	3	0.2%
Opera Mobile	2	0.1%
Silk	1	0.1%
Facebook	1	0.1%

Revision #7

Created 6 September 2023 14:04:12 by Ed Teach

Updated 6 September 2023 14:28:01 by Ed Teach