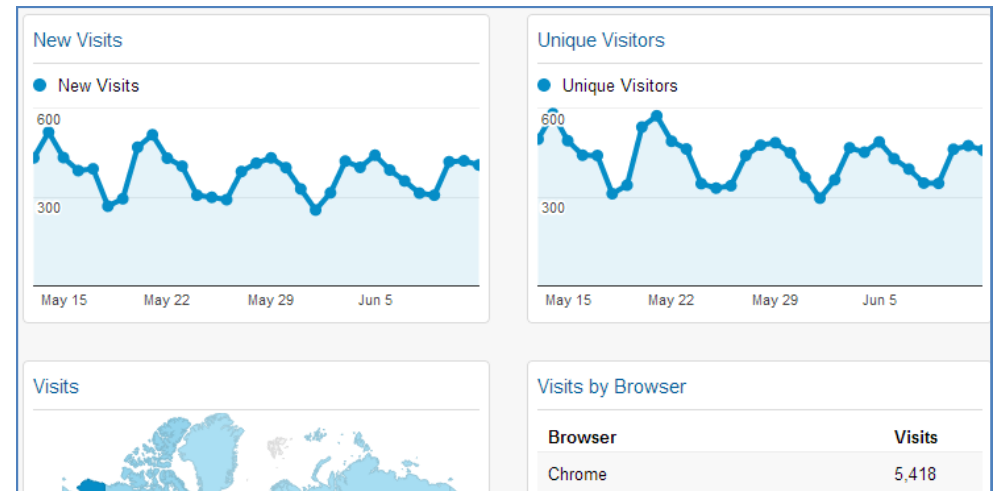


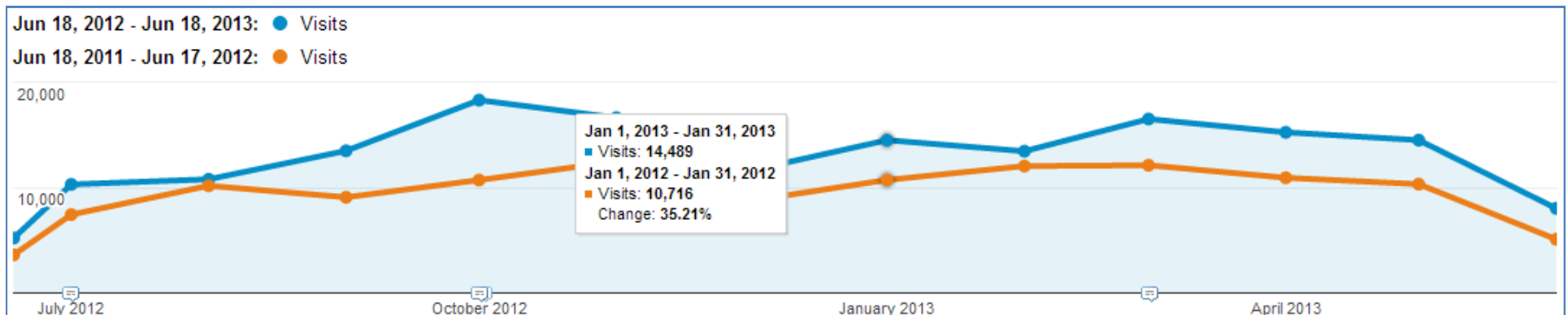
What is the Purpose of Google Analytics?

Google Analytics (GA) allows you to track trends in your journal's use over weeks, months, and years. It provides you with hard data to support examination of your journal's progress and growth over time.

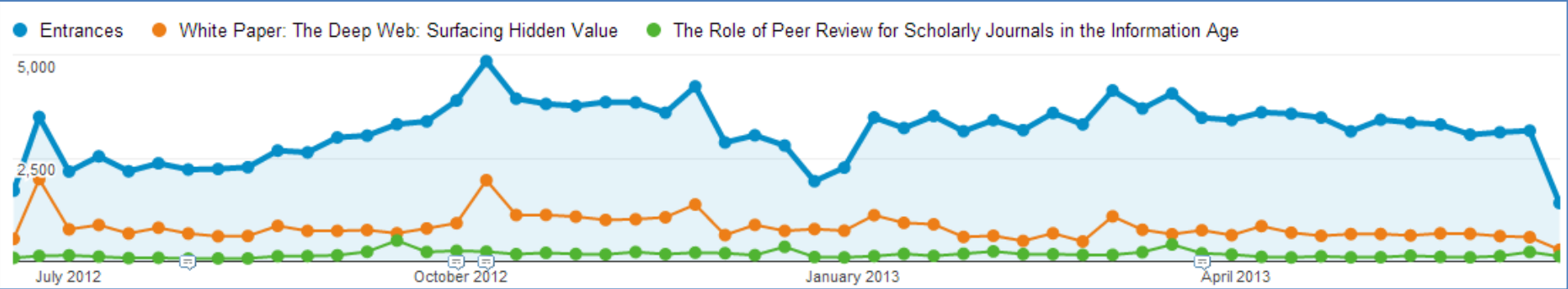


GA provides you with a useful (and free) alternative to Impact Factors and other scholarly metrics, and gives you the tools with which you may demonstrate accountability to funding organizations, authors, and anyone else.

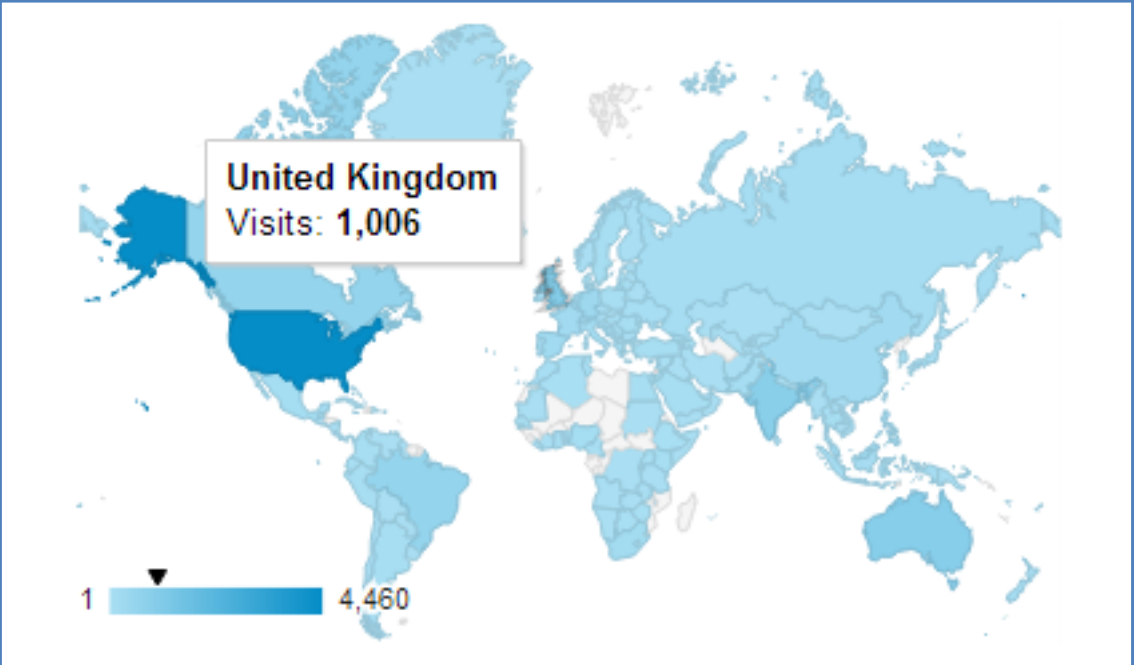
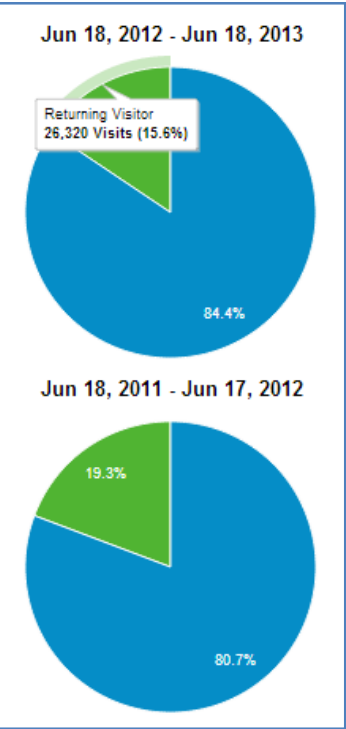
GA will show if your journal is being visited more or less often than usual:



It can show you which of your articles are being viewed most often, and how often are they seeing PDF or EPUB downloads:



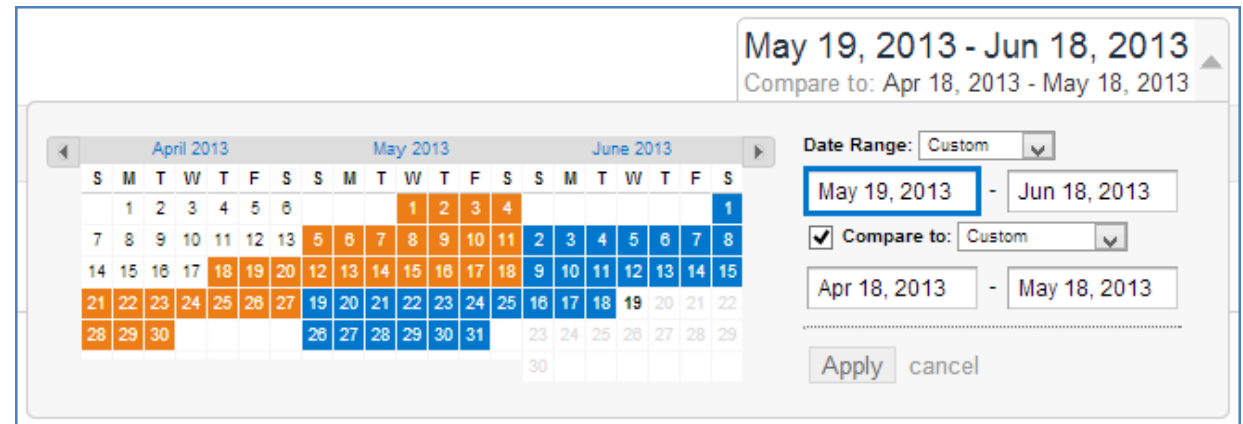
It will let you know if your journal is pulling in more new visitors than last year:



GA will keep track of where your visitors are coming from and where they are not coming from. Is there a target demographic that you are failing to connect with?

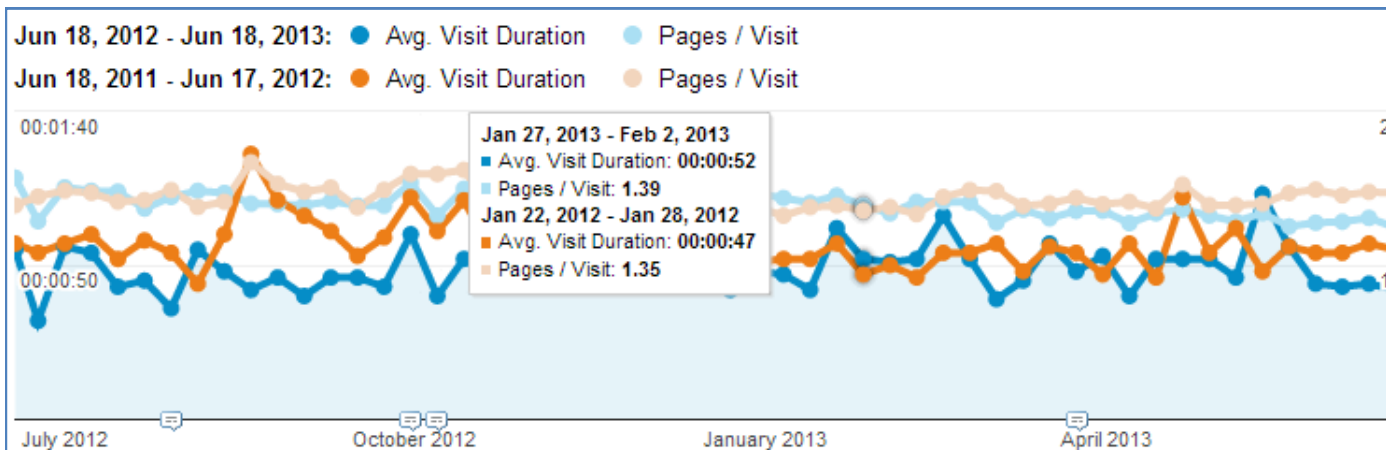
By working with custom date ranges and data comparison tools, you can evaluate reader response to particular issues or volumes.

GA provides you with the ability to make evidence-based decisions about special issues, experimental features, or any proposed policy changes.



Is readership above or below average after the release of a special issue?

How often are users viewing the new feature that debuted last issue as compared to the other items in the journal?



journal?

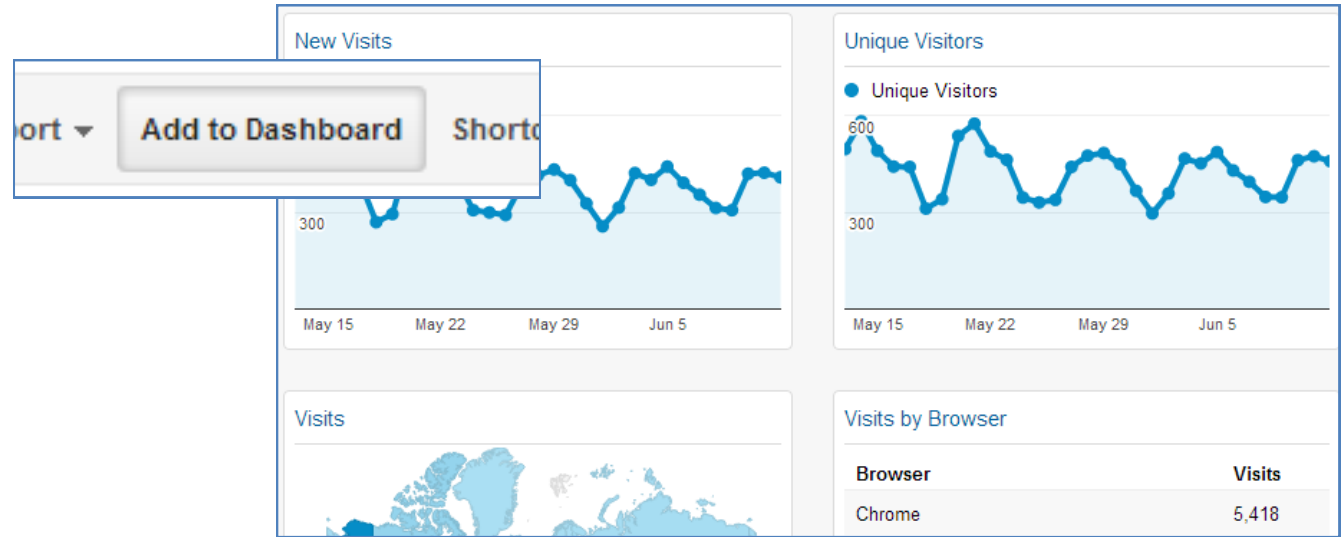
Do readers respond positively or negatively to a provisional change in publication frequency?

Would a permanent change benefit the journal?

These questions can all be addressed using GA.

GA also provides you with tools to keep you informed on your own schedule:

Create a custom Dashboard that only shows the information you want it to.



The screenshot shows the 'Email Report: Audience Overview' dialog box. It includes fields for 'From', 'To', and 'Subject' (Google Analytics: Audience Overview). The 'Attachments' section shows a PDF icon and the text 'AUDIENCE OVERVIEW'. The 'Frequency' dropdown is set to 'Weekly', and the 'Day of Week' is set to 'M' (Monday). The 'ADVANCED OPTIONS' section is expanded, showing a list of frequency options: Once, Daily, Weekly, Monthly, and Quarterly. The 'Email' button is highlighted.

Turn any GA report into an automatic email report in a variety of formats, including PDF and XLSX. Set them up to be delivered weekly, monthly, or quarterly to you, select members of your editorial staff, or anyone you choose...

The screenshot shows the 'Export' dropdown menu with the following options: CSV, TSV, TSV for Excel, Excel (XLSX) (highlighted), Google Spreadsheets, and PDF.

...Or export the page on-demand for an upcoming meeting, or for use in your own data analysis.

