

# Care For The Aging - Guide to Analytics

Updated Monday, March 11, 2019

Below is a guide intended for the state affiliates of carefortheaging.org.



## 1. Log into site.

## 2. Go to Dashboard

If not directed to the Dashboard after logging in, click on Dashboard from sidebar.

## 3. Three Analytics Widgets

There are three widgets, CFTA Analytics, Google Analytics, and Form Analytics.

The screenshot shows a dashboard with three main widgets. The CFTA Analytics widget displays: Total Users (7), Total Searches (26), Total Form Submissions (1032), Users Logged In Last 30 Days (1), and Searches In Last 30 Days (26). The Google Analytics Dashboard widget shows: Last 30 Days (dropdown), Pageviews (dropdown), a link to get data, and metrics for Visits (0), Pageviews (0), Pages / Visit (0), Bounce Rate (0%), Avg. Time on Site (00:00:00), and % of New Visits (0). The Forms widget shows a table with columns Title, Unread, and Total, and a row for 'Start Your New Career' with 1026 unread and 1028 total forms. There is also a 'View All Forms' button.

## 4. CFTA Analytics

CFTA Analytics widget contains a quick overview of the site's total number of registered users, total amount of form submissions, total amount of portal searches conducted, number of users that have logged in within last 30 days, and total number of portal searches performed within last 30 days.

This is a close-up of the CFTA Analytics widget. It features a title 'CFTA Analytics' at the top right. Below the title are five data boxes: Total Users (6), Total Searches (258), Total Form Submissions (1032), Users Logged In Last 30 Days (1), and Searches In Last 30 Days (258). At the bottom left is an 'Export data' button.

## 5. Export CFTA Analytics Data

Within the widget, there is a button labeled “Export data.” This will create a CSV that will be downloaded to your local computer. The CSV data will contain all data points within the widget and also more. It contains data for between last 30 to 60 days, between last 60 to 90 days and between last 90 to 120 days.

Timeframe	Logged In Users	Searches Completed	Submissions Entered
Overall	6	258	1032
Last 30 Days	1	258	7
Between 60 and 30 Days	2	0	7
Between 90 and 60 Days	0	0	1
Between 120 and 90 Days	0	0	6

## 6. Google Analytics

This will provide insight to the websites visitors, like where they came from, what device they use, etc. There is a lot of information available in Google Analytics, please let us know if you have any trouble accessing it outside of the dashboard preview.

## 7. Form Analytics

This is a very high level overview of how many form submissions your site has been receiving on the most popular form.

Title	Unread	Total
<a href="#">Start Your New Career</a>	1026	1028

[View All Forms](#)

