



# Matomo Reports Overview

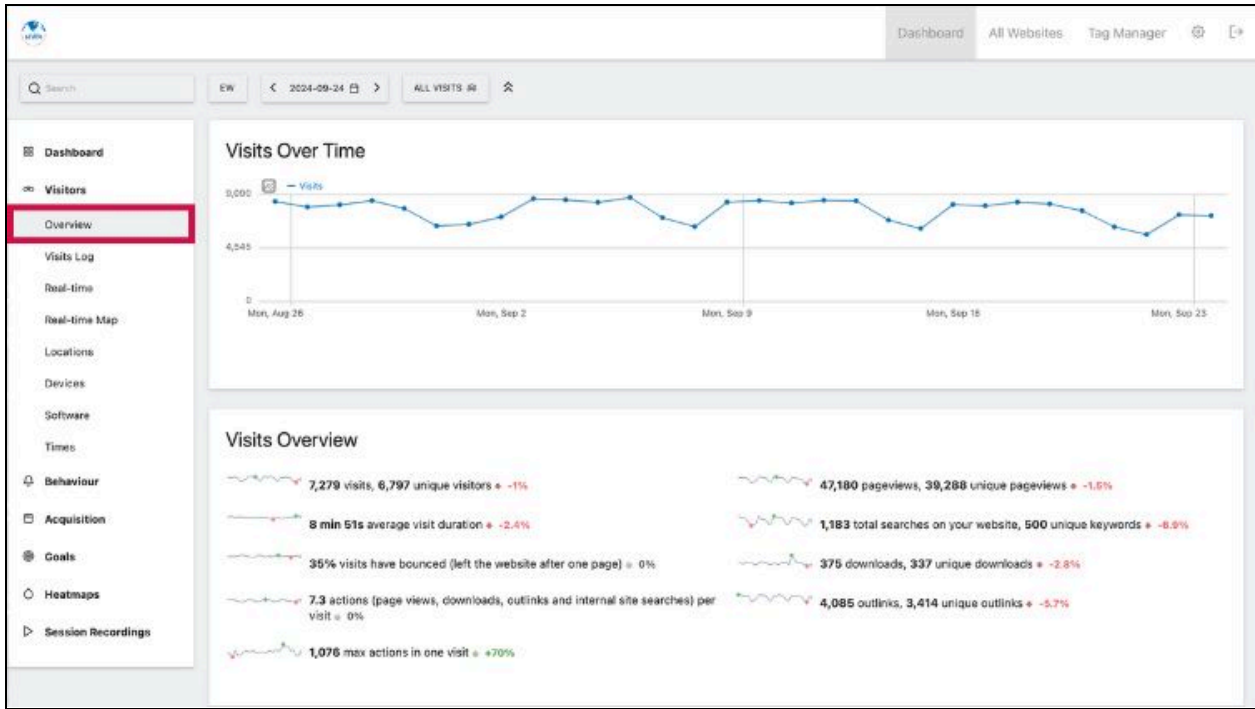
September 20, 2024

# Matomo Reports Overview

The Matomo Dashboard consists of several key sections that provide comprehensive insights into your website's performance. Each section offers a variety of tools and reports to help you understand visitor behavior, track marketing efforts, and measure success. Below is an outline of these sections and what they offer.

## Visitors

The **Visitors** section provides a detailed view of the traffic and behavior of visitors on your website. It includes multiple sub-reports that help you analyze visitor interactions and trends.



## Overview

- **Description:** Provides a high-level summary of visitor statistics on your website.
- **Key Metrics:** Includes total visits, unique visitors, average visit duration, bounce rate, and more.

- **Visualization:** Displays trends and patterns over time with graphs and charts, helping to identify peak periods of activity and general traffic trends.

## Visits Log

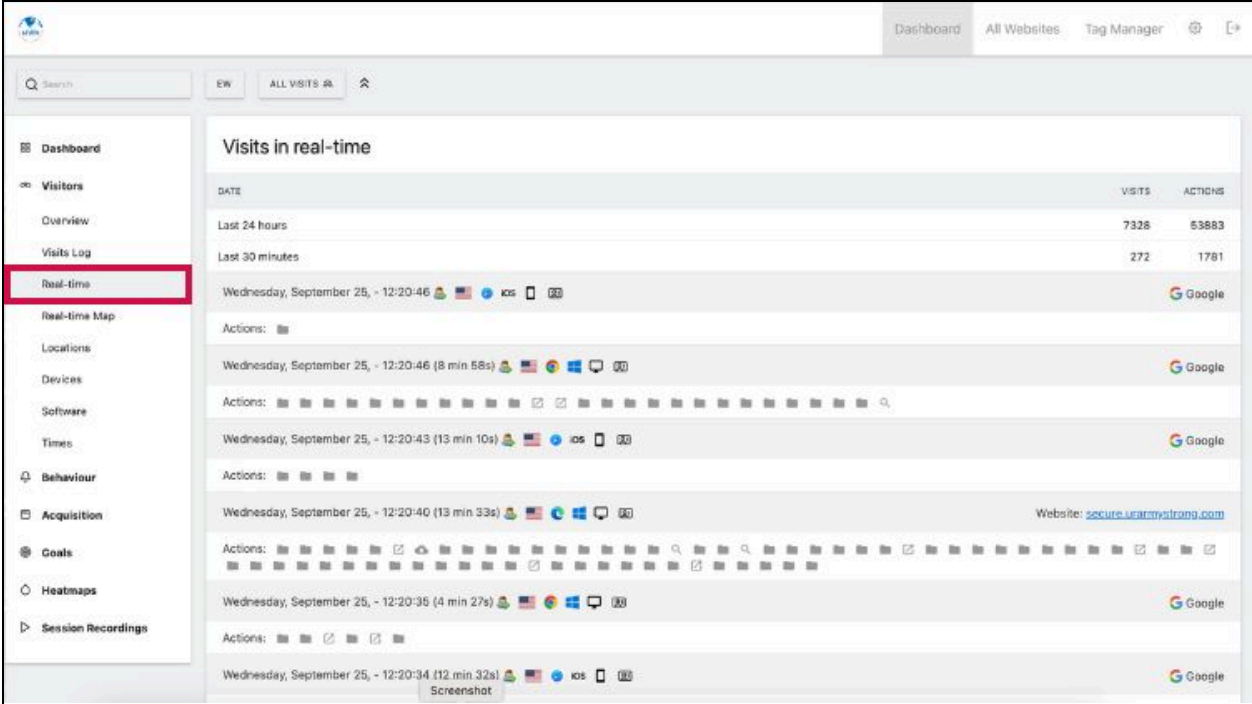
- **Description:** Displays a comprehensive log of individual visits, showing detailed information about each visitor's interaction with the website.
- **Data Included:** Visit time, visited pages, time spent on each page, referrer source, and user actions (e.g., clicks, downloads).
- **Use Case:** Useful for understanding specific user behavior and tracking how visitors navigate through the website.

The screenshot displays a web analytics dashboard with a sidebar on the left containing navigation items: Dashboard, Visitors (Overview, Visits Log, Real-time, Real-time Map, Locations, Devices, Software, Times), Behaviour, Acquisition, Goals, Heatmaps, and Session Recordings. The 'Visits Log' section is active, showing two entries:

- Wednesday, September 25, 2024 - 00:00:00:** IP: 172.29.0.0, United States, Google. 1 Action: Airport Shuttle & Airport Vehicle Transportation Service :: Camp Zama :: US Army MWR.
- Tuesday, September 24, 2024 - 23:27:09:** IP: 172.29.0.0, United States, Google. 35 Actions - 32 min 46s. Actions include: View Event :: Norwegian Foot March :: Ft. Bliss :: US Army MWR; MWR Tours :: Stuttgart :: US Army MWR; View Event :: Command Family Readiness Representative (CFRR) Academy :: Ft. Carson :: US A...; Army library programs; View Event :: Oktoberfest Weekend at Edelweiss Lodge and Resort :: Kaiserslautern :: US Army...; Garmisch - US Army MWR; USAG Bavaria MWR | Serving Grafenwoehr and Vilseck; and Contact Us :: Grafenwoehr :: US Army MWR.

# Real-time

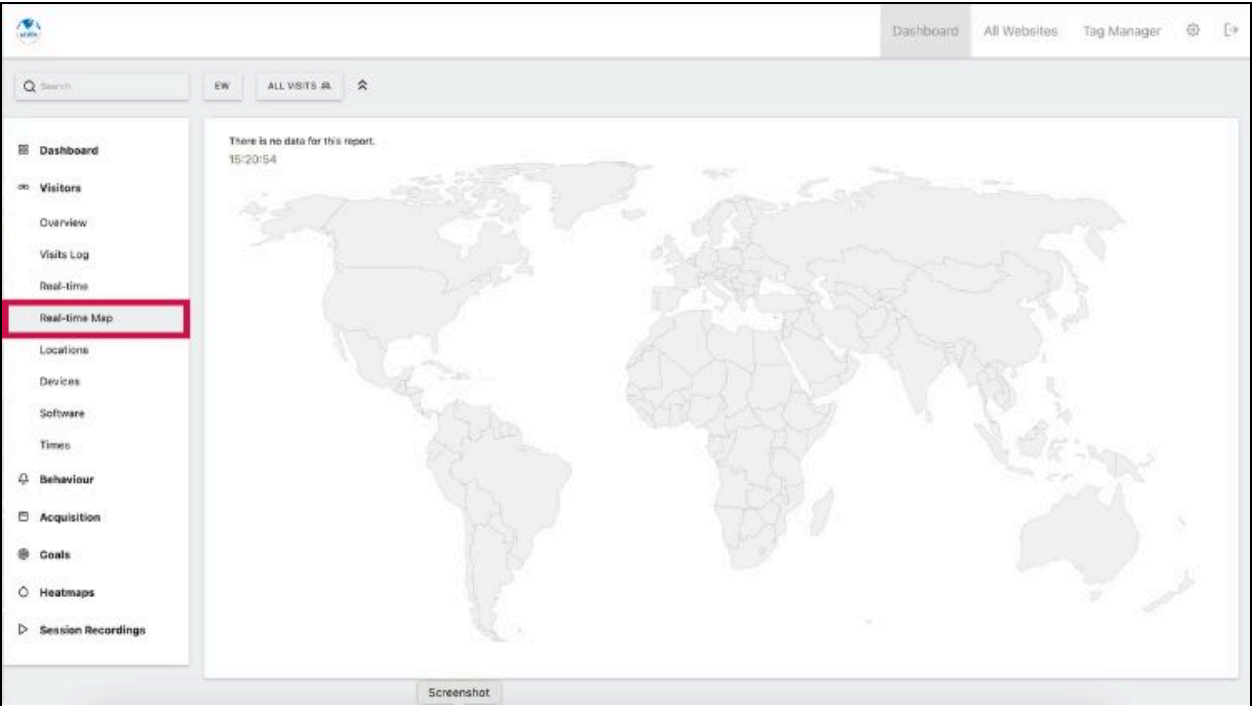
- **Description:** Shows current activity on the website in real-time.
- **Data Included:** Active users, pages being viewed, and actions being taken at any given moment.
- **Use Case:** Useful for monitoring live traffic, especially during marketing campaigns or events.



# Real-time Map

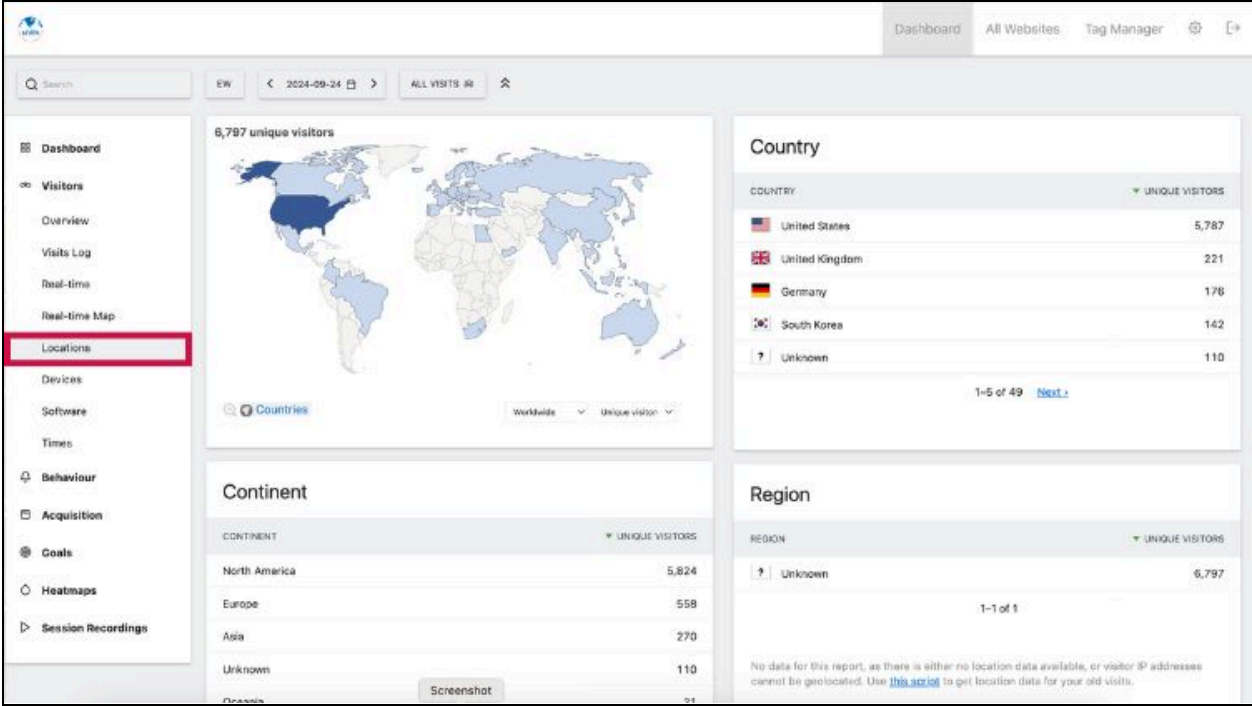
- **Description:** Provides a geographical visualization of where your visitors are currently located.
- **Data Included:** Real-time data on a world map, including the number of visitors and their locations.
- **Use Case:** Helps identify global reach and monitor region-specific traffic patterns.

\*Available if there is enough traffic



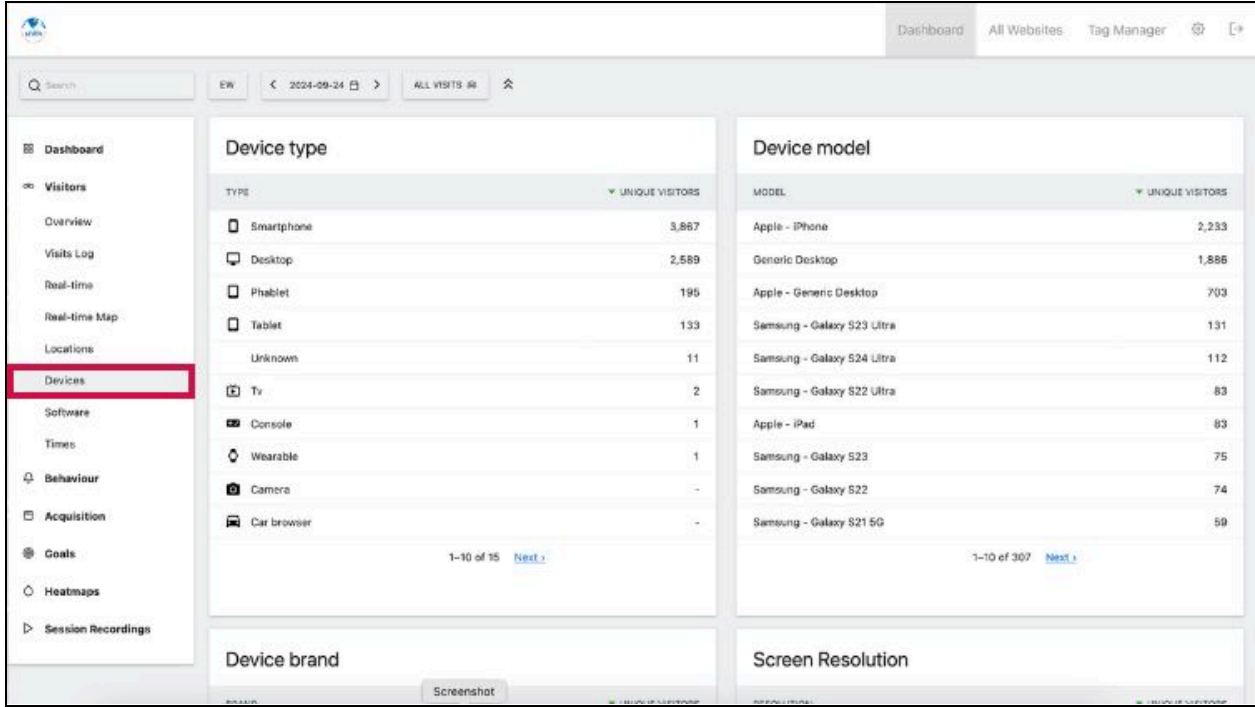
# Locations

- **Description:** Details the geographical distribution of your visitors.
- **Data Included:** Information on countries, regions, and cities from which the website is accessed.
- **Use Case:** Assists in understanding where your audience is coming from and in tailoring content or marketing efforts to specific regions.



# Devices

- **Description:** Breaks down the types of devices used to access your website (e.g., desktops, smartphones, tablets).
- **Data Included:** Insights into device models, brands, and operating systems.
- **Use Case:** Useful for optimizing your website's design and functionality for the most commonly used devices.



# Software

- **Description:** Displays the software and browser information used by visitors, such as browser types, versions, and operating systems.
- **Use Case:** Helps ensure compatibility and identify potential issues users might face based on their software environment.

The screenshot shows a web analytics dashboard with a sidebar on the left and a main content area. The sidebar includes sections for Dashboard, Visitors, Overview, Visits Log, Real-time, Real-time Map, Locations, Devices (highlighted with a red box), Software, Times, Behaviour, Acquisition, Goals, Heatmaps, and Session Recordings. The main content area is divided into four panels: Device type, Device model, Device brand, and Screen Resolution. The Device type panel shows a table with columns for TYPE and UNIQUE VISITORS. The Device model panel shows a table with columns for MODEL and UNIQUE VISITORS. The Device brand and Screen Resolution panels are partially visible at the bottom.

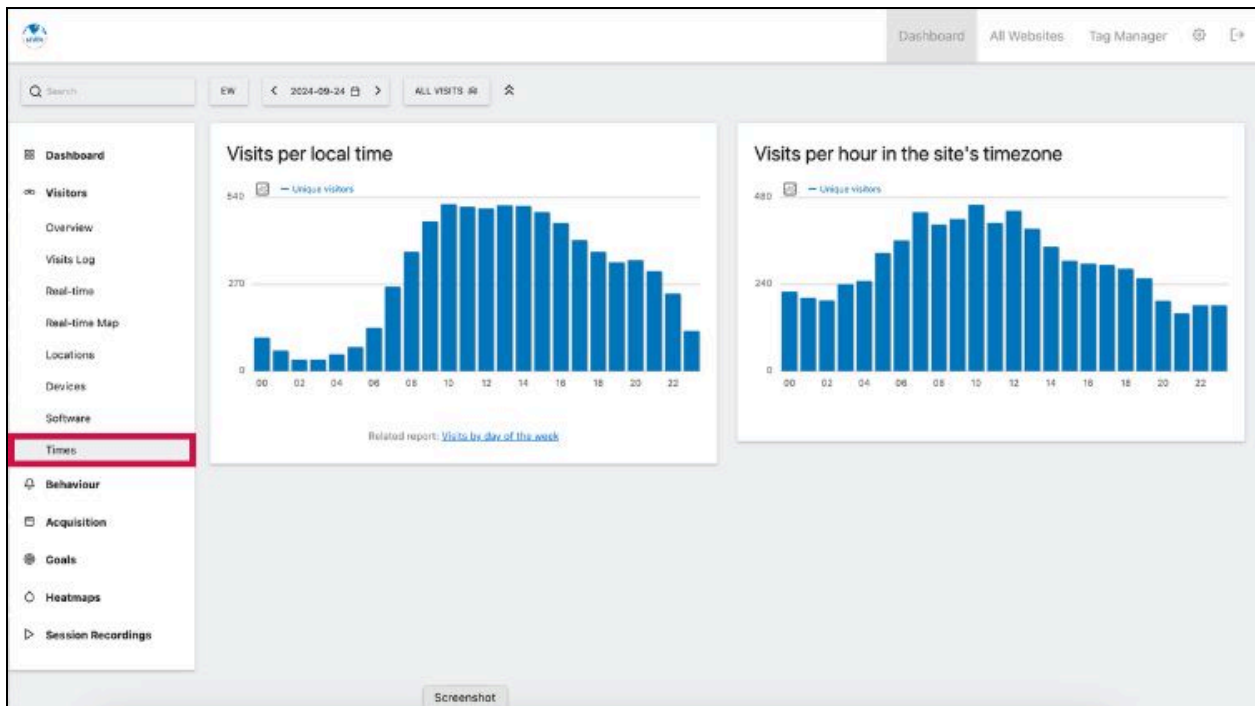
TYPE	UNIQUE VISITORS
Smartphone	3,867
Desktop	2,589
Phablet	195
Tablet	133
Unknown	11
Tv	2
Console	1
Wearable	1
Camera	-
Car browser	-

MODEL	UNIQUE VISITORS
Apple - iPhone	2,233
Generic Desktop	1,886
Apple - Generic Desktop	703
Samsung - Galaxy S23 Ultra	131
Samsung - Galaxy S24 Ultra	112
Samsung - Galaxy S22 Ultra	83
Apple - iPad	83
Samsung - Galaxy S23	75
Samsung - Galaxy S22	74
Samsung - Galaxy S21 5G	50



# Times

- **Description:** Shows the times of day and days of the week when your website receives the most traffic.
- **Use Case:** Useful for scheduling content updates, marketing campaigns, and understanding visitor behavior patterns.



# Behavior Reports

The **Behavior Reports** section offers detailed insights into how users interact with your website, helping you understand user flow and content performance. Below is a breakdown of each menu item within this section:

## Pages

- **Description:** Displays detailed statistics for each page on your website, including page views, unique views, average time spent, and bounce rate.
- **Use Case:** Identifies popular pages and provides insights into user preferences and content effectiveness.

PAGE URL	PAGEVIEWS	% UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
/programs	22,957	19,298	37%	00:01:30	21%	5.41s
/index	5,448	3,897	31%	00:01:18	17%	4.74s
/calendar	4,232	3,685	37%	00:01:38	18%	7.65s
/happenings	3,072	2,463	38%	00:01:27	22%	4.78s
/categories	2,251	1,938	19%	00:00:41	7%	4.38s
/calendar	1,149	960	22%	00:00:43	9%	3.88s
/directory	922	836	39%	00:01:07	17%	4.02s
/calendar?date=10	863	794	10%	00:00:31	5%	3.06s
/directory	823	676	29%	00:00:41	12%	4.24s
/view-event	728	673	51%	00:01:36	21%	3.53s
/categories	403	339	8%	00:00:23	2%	1.93s
/happenings	314	270	12%	00:00:36	5%	2s
/contact-us	303	250	45%	00:01:08	22%	9.28s
/employment	263	214	39%	00:01:57	28%	4.76s

# Entry Pages

- **Description:** Shows the first pages that visitors land on when entering your site.
- **Use Case:** Helps you understand which pages attract users initially and optimize these pages to reduce bounce rates.

The screenshot shows a web analytics dashboard with a sidebar on the left and a main content area. The sidebar has a menu with 'Entry pages' highlighted in a red box. The main content area displays a table titled 'Entry pages' with the following columns: 'ENTRY PAGE URL', 'ENTRANCES', 'BOUNCES', 'BOUNCE RATE', and 'AVG. PAGE LOAD TIME'. The table lists various pages with their corresponding metrics.

ENTRY PAGE URL	ENTRANCES	BOUNCES	BOUNCE RATE	AVG. PAGE LOAD TIME
programs	3,844	1,470	37%	5.41s
/index	927	289	31%	4.74s
calendar	654	239	37%	7.65s
happenings	619	195	38%	4.76s
categories	205	38	19%	4.38s
/calendar	129	29	22%	3.88s
directory	127	50	39%	4.02s
view-event	110	56	51%	3.53s
/directory	82	18	29%	4.24s
/employment	57	22	39%	4.76s
/uchecreekcampground	55	13	24%	7.39s
calendar?date=10	52	5	10%	3.06s
/destin	40	19	48%	4.98s
/CSGC	25	4	16%	3.31s

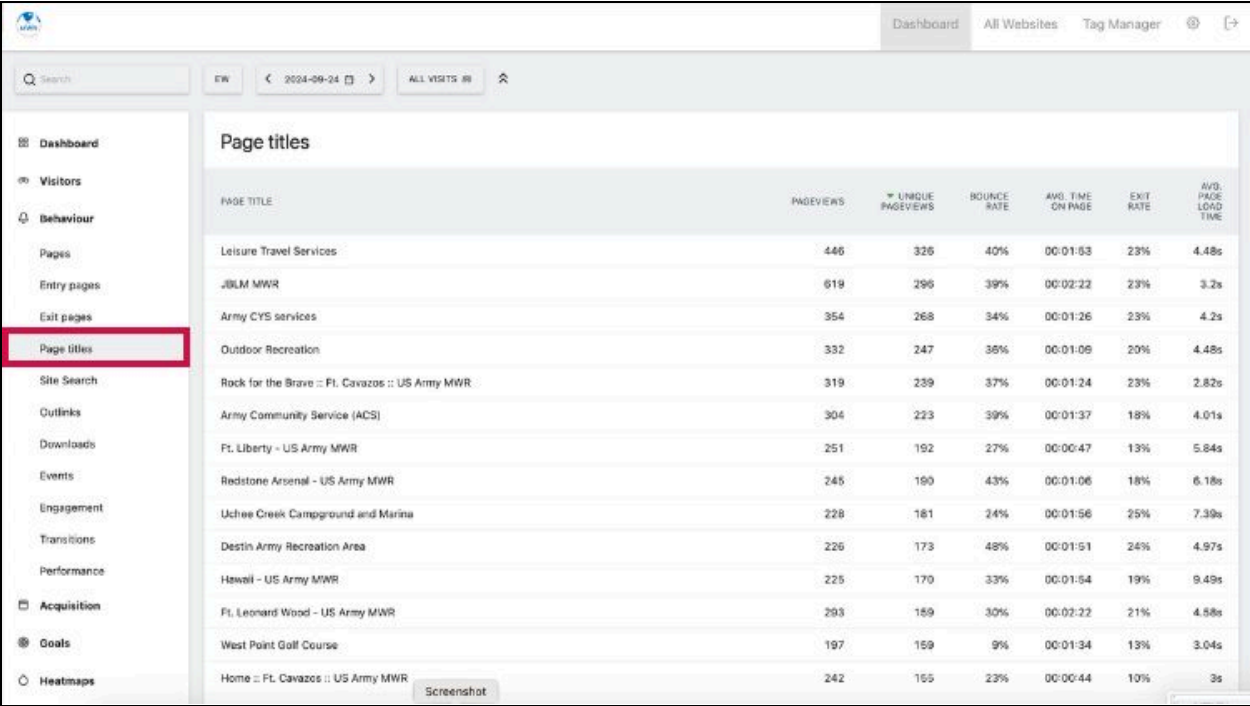
# Exit Pages

- **Description:** Highlights the pages where visitors leave your website.
- **Use Case:** Useful for identifying potential issues or content that may not be engaging enough to retain visitors.

EXIT PAGE URL	EXITS	UNIQUE PAGEVIEWS	EXIT RATE	AVG. PAGE LOAD TIME
programs	4,118	19,296	21%	5.41s
calendar	680	3,085	18%	7.65s
/index	650	3,897	17%	4.74s
happenings	552	2,463	22%	4.76s
categories	144	1,936	7%	4.38s
directory	142	836	17%	4.02s
view-event	140	673	21%	3.53s
/calendar	88	960	9%	3.88s
/directory	81	876	12%	4.24s
/employment	55	214	26%	4.76s
/contact-us	54	260	22%	9.28s
/uchecreekcampground	45	181	25%	7.39s
/destin	42	172	24%	4.98s
calendar?date=10	37	794	5%	3.06s

# Page Titles

- **Description:** Analyzes visitor interactions based on the titles of pages rather than URLs, providing a more intuitive way to understand content performance.
- **Use Case:** Useful for comparing the performance of pages with similar content or themes.



The screenshot shows the Google Analytics 'Page titles' report. The left sidebar has 'Page titles' highlighted in red. The main content area displays a table with the following data:

PAGE TITLE	PAGEVIEWS	* UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
Leisure Travel Services	446	326	40%	00:01:53	23%	4.48s
BLM MWR	619	296	39%	00:02:22	23%	3.2s
Army CYS services	354	268	34%	00:01:26	23%	4.2s
Outdoor Recreation	332	247	35%	00:01:09	20%	4.48s
Rock for the Brave :: Ft. Cavazos :: US Army MWR	319	239	37%	00:01:24	23%	2.82s
Army Community Service (ACS)	304	223	39%	00:01:37	18%	4.01s
Ft. Liberty - US Army MWR	251	192	27%	00:00:47	13%	5.84s
Redstone Arsenal - US Army MWR	245	190	43%	00:01:06	18%	6.18s
Uchee Creek Campground and Marina	228	181	24%	00:01:56	25%	7.39s
Destin Army Recreation Area	226	173	48%	00:01:51	24%	4.97s
Hawaii - US Army MWR	225	170	33%	00:01:54	19%	9.49s
Ft. Leonard Wood - US Army MWR	203	169	30%	00:02:22	21%	4.58s
West Point Golf Course	197	159	9%	00:01:34	13%	3.04s
Home :: Ft. Cavazos :: US Army MWR	242	155	23%	00:00:44	10%	3s

# Site Search

- **Description:** Tracks what users search for within your website's search bar.
- **Use Case:** Provides insights into user intent and content gaps that you may need to address.

The screenshot displays a website analytics dashboard with a sidebar on the left containing navigation items: Dashboard, Visitors, Behaviour, Site Search (highlighted), Outlinks, Downloads, Events, Engagement, Transitions, Performance, Acquisition, Goals, Heatmaps, and Session Recordings.

### Site Search Keywords

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
tickets	12	1.2	0%
Auction	9	1.3	0%
Hotel	8	1	0%
Tickets	7	1.1	0%
MWR	6	1	0%
Bingo	5	1.2	20%
Gym	5	2.2	0%
Playground	5	1	0%
Auto	4	1	0%
disney	4	1	0%

1-10 of 600 [Next >](#)

### Search Keywords with No Results

There is no data for this report.

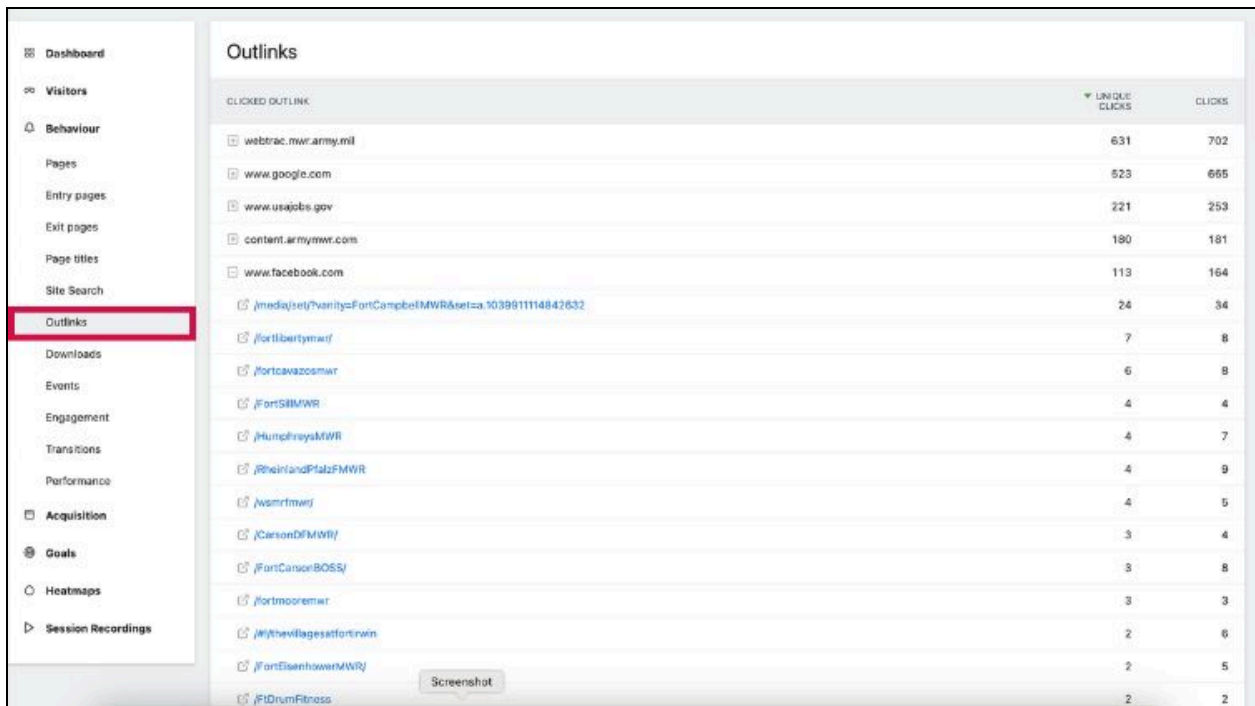
[Screenshot](#)

### Pages Following a Site Search

DESTINATION PAGE	CLICKED IN SEARCH RESULTS	PAGEVIEWS	AVG. PAGE LOAD TIME
<a href="#">programs</a>	360	22,967	5.41s
<a href="#">directory</a>	96	922	4.02s
<a href="#">/index</a>	86	5,448	4.74s
<a href="#">calendar</a>	80	4,232	7.65s
<a href="#">happenings</a>	53	3,072	4.76s
<a href="#">categories</a>	42	2,251	4.38s
<a href="#">/directory</a>	36	823	4.24s
<a href="#">/calendar</a>	15	1,149	3.88s
<a href="#">view-event</a>	15	726	3.53s
<a href="#">/categories</a>	14	403	1.93s
<a href="#">/contact-us</a>	8	303	9.28s
<a href="#">calendar?date=10</a>	6	863	3.06s
<a href="#">/happenings</a>	5	314	2s
<a href="#">/ACS</a>	5	68	3.69s
<a href="#">/employment</a>	4	263	4.76s
<a href="#">/search?query=</a>	4	44	1.54s
<a href="#">/destin</a>	3	225	4.98s

# Outlinks

- **Description:** Shows the links clicked by visitors that lead them away from your site to other external domains.
- **Use Case:** Helps you understand which external resources are of interest to your audience.



CLICKED OUTLINK	UNIQUE CLICKS	CLICKS
<a href="#">webtrac.mwr.army.mil</a>	631	702
<a href="#">www.google.com</a>	523	665
<a href="#">www.usajobs.gov</a>	221	253
<a href="#">content.armymwr.com</a>	190	181
<a href="#">www.facebook.com</a>	113	164
<a href="#">/media/set/?vanity=FortCampbellMWR&amp;set=1038911114842632</a>	24	34
<a href="#">/fortlibertymwr/</a>	7	8
<a href="#">/fortcavazosmwr</a>	6	8
<a href="#">/FortSillMWR</a>	4	4
<a href="#">/HuntzFryeMWR</a>	4	7
<a href="#">/RheinlandPfalzFMWR</a>	4	9
<a href="#">/wsmrtmwr/</a>	4	5
<a href="#">/CarsonDFMWR/</a>	3	4
<a href="#">/FortCarsonBOSS/</a>	3	8
<a href="#">/fortmooremar</a>	3	3
<a href="#">/W/theVillagesatfortrwn</a>	2	6
<a href="#">/FortEisenhowerMWR/</a>	2	5
<a href="#">/FIDrumFitness</a>	2	2

# Downloads

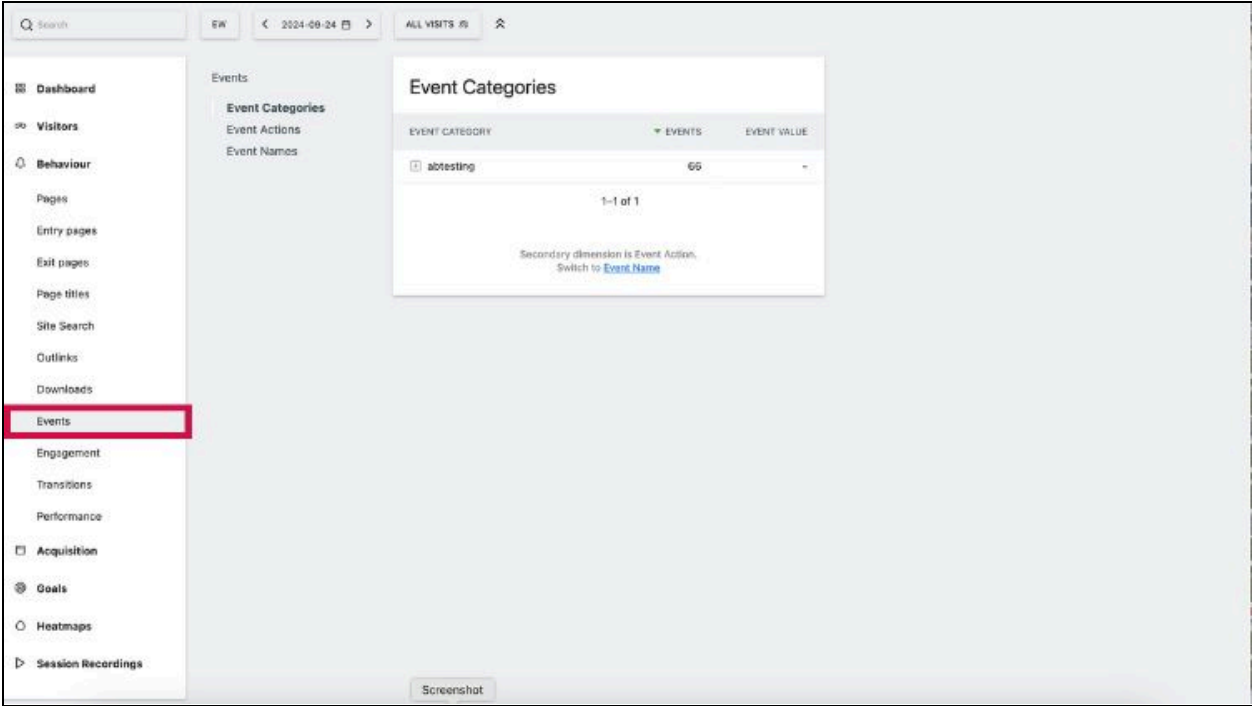
- **Description:** Tracks how often files (e.g., PDFs, images) are downloaded from your website.
- **Use Case:** Useful for understanding the effectiveness of downloadable resources.

DOWNLOAD URL	UNIQUE DOWNLOADS	DOWNLOADS
casey.armymwr.com	76	88
/application/files/8217/1280/0986/Warriors_Club_Delivery_Menu_15_April_2024.pdf	35	43
/application/files/8816/904/4138/Impact_Zone_Delivery_Menu_1_July_2023.pdf	17	17
/application/files/8416/9345/8003/Casey_Golf_Delivery_Menu_Aug_2023.pdf	16	19
/application/files/6017/0113/1247/IT_Delivery_Menu_6_Nov_2023.pdf	8	9
humphreys.armymwr.com	32	40
drum.armymwr.com	29	29
picasiny.armymwr.com	22	22
elisenhower.armymwr.com	18	25
sll-www.army.mil	13	18
stewartthunter.armymwr.com	13	16
belvoir.armymwr.com	12	12
grafenwoehr.armymwr.com	12	12
redstone.armymwr.com	12	12
stuttgart.armymwr.com	11	11
home.army.mil	9	9
jblm.armymwr.com	9	9
bluegrass.armymwr.com	7	7



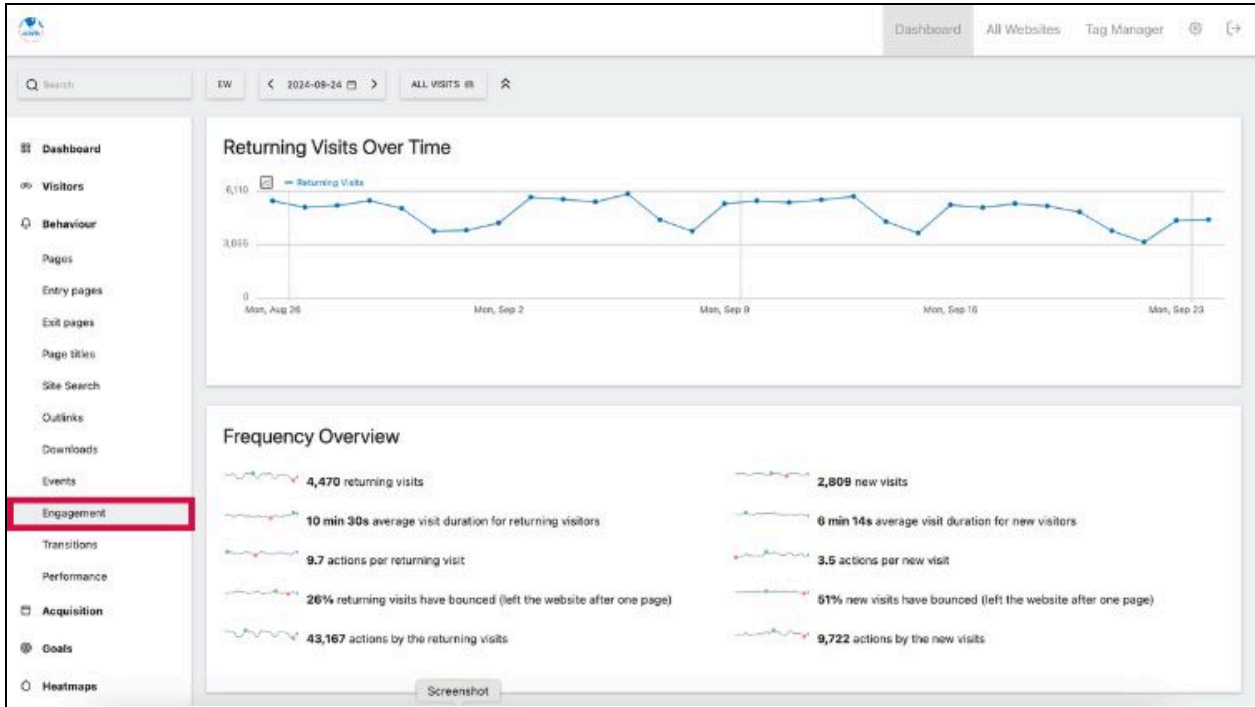
# Events

- **Description:** Monitors specific interactions on your site, such as button clicks, video plays, or form submissions.
- **Use Case:** Allows you to track custom interactions and measure user engagement beyond page views.



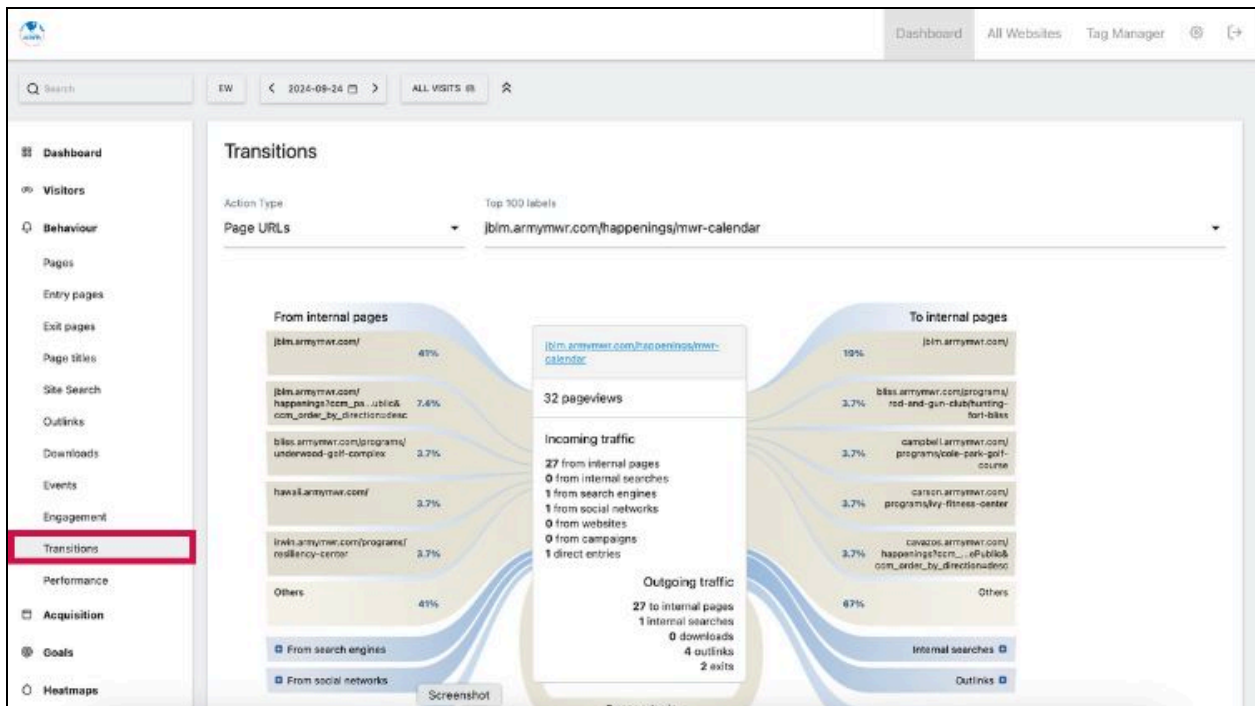
# Engagement

- **Description:** Provides insights into how users are engaging with your content, such as scroll depth, media consumption, and more.
- **Use Case:** Useful for measuring how effectively your content holds user attention.



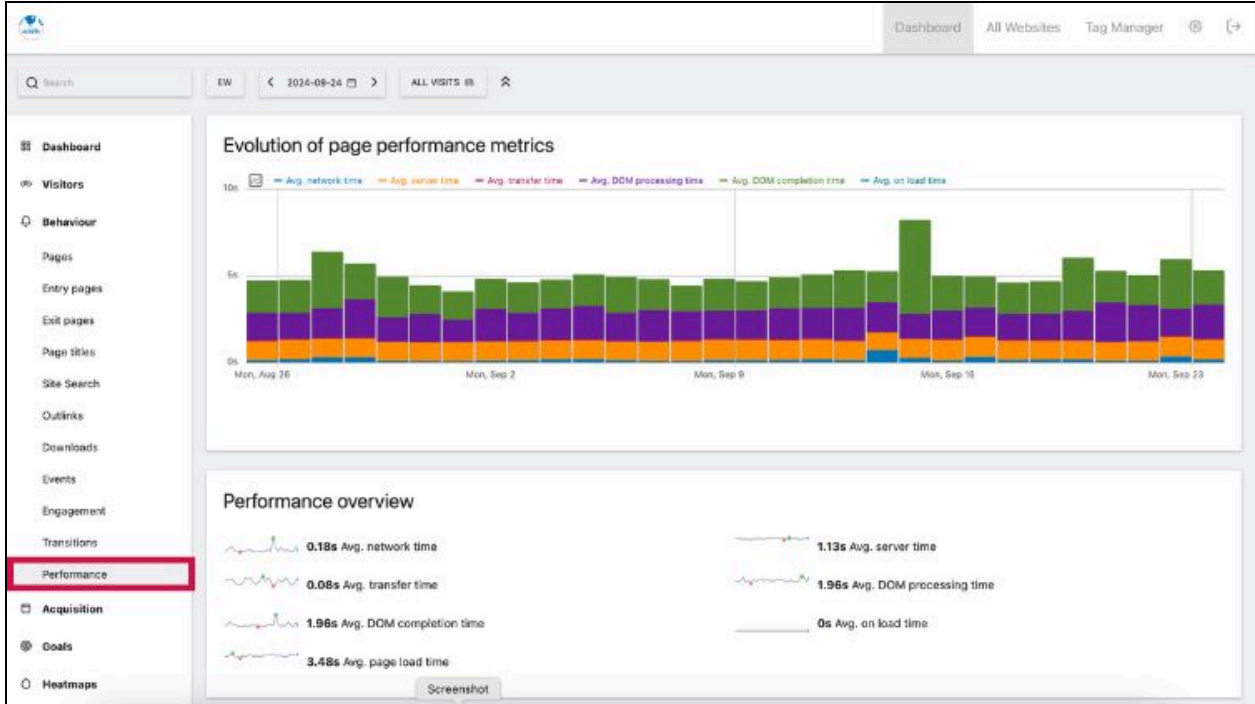
# Transitions

- **Description:** Visualizes the flow of user navigation from one page to another, showing entry and exit points for each page.
- **Use Case:** Helps in understanding user paths and optimizing site navigation to improve user experience.



# Performance

- **Description:** Offers metrics on how your website's performance (e.g., page load times) affects user experience.
- **Use Case:** Useful for identifying technical issues and improving site speed to enhance user satisfaction.



# Acquisition Reports

The **Acquisition Reports** section provides comprehensive insights into how visitors find and access your website. It helps you understand the effectiveness of various marketing channels, search engines, social media, and campaigns in driving traffic to your site. Below is a breakdown of each menu item within this section:

## Overview

- **Description:** Offers a high-level summary of all the traffic sources that bring visitors to your website.
- **Key Metrics:** Displays metrics such as total visits, unique visitors, bounce rate, and goal conversions, broken down by channel (e.g., Direct, Organic Search, Social Media).
- **Use Case:** Provides a quick snapshot of which channels are performing well and contributing the most to your website's traffic and conversions.

## All Channels

- **Description:** Provides detailed information about each traffic source, including organic search, direct visits, social media, referral websites, and paid campaigns.
- **Key Metrics:** Shows visits, conversions, and engagement metrics for each channel.
- **Use Case:** Helps compare the performance of different traffic sources, allowing you to focus your marketing efforts on the most effective channels.

## Search Engines & Keywords

- **Description:** Focuses on traffic coming from search engines and provides insights into the keywords used by visitors to find your website.
- **Subsections:**
  - **Search Engines:** Lists the search engines (e.g., Google, Bing) sending traffic to your site.
  - **Keywords:** Displays the specific keywords that visitors used to reach your site, helping you understand search behavior and optimize for relevant terms.
- **Use Case:** Ideal for optimizing your website's SEO strategy by identifying high-performing keywords and understanding how users find your site through search engines.

## Websites

- **Description:** Shows the referral sites that send traffic to your website.
- **Key Metrics:** Includes the number of visits, bounce rate, and conversions attributed to each referring site.
- **Use Case:** Useful for identifying partnerships or affiliates that drive traffic to your site and for understanding which external sites are most beneficial for your website's performance.

## Social Networks

- **Description:** Details traffic originating from social media platforms.
- **Key Metrics:** Tracks visits, engagement, and conversions from different social networks like Facebook, Twitter, LinkedIn, and Instagram.
- **Use Case:** Allows you to assess the impact of your social media marketing efforts and identify the platforms that generate the most traffic and conversions.

## Campaigns

- **Description:** Provides insights into the performance of your marketing campaigns, including email, PPC, and other online advertising efforts.
- **Key Metrics:** Shows visits, conversions, and engagement metrics for each campaign. It includes UTM-tagged links, helping you track specific campaigns accurately.
- **Use Case:** Use this report to evaluate the success of your marketing campaigns and make data-driven decisions for future campaigns.

## Campaign URL Builder

- **Description:** A tool within Matomo that allows you to create custom URLs with UTM parameters for tracking marketing campaigns.

- **How to Use:** Enter details like the campaign source, medium, and name to generate a custom URL.
- **Use Case:** Useful for tracking specific marketing activities and understanding the impact of different channels on your website traffic and conversions.

## Troubleshooting

If you need assistance with Matomo, the **IMCOM G9 Help Desk HQ** is your primary resource. You can submit a support ticket through the official SharePoint portal at:

[IMCOM G9 Help Desk](#)