

# Google Analytics

## 2024 Report



The Children's  
**Movement**  
of Florida



Google Analytics is a free tool that helps users understand how people interact with their website or app. It provides insights into visitor behavior, traffic sources, and performance.



## Examples of available data

- **Number of total and unique users within a time frame**
- **Web traffic per page**
- **Comparisons**
  - **Direct vs Organic traffic**
  - **Technology (Number of web users vs mobile vs tablet)**
- **Monthly trends**
- **Demographics (location)**



**17 K**

**Active Users**

**17 K**

**Unique Users**

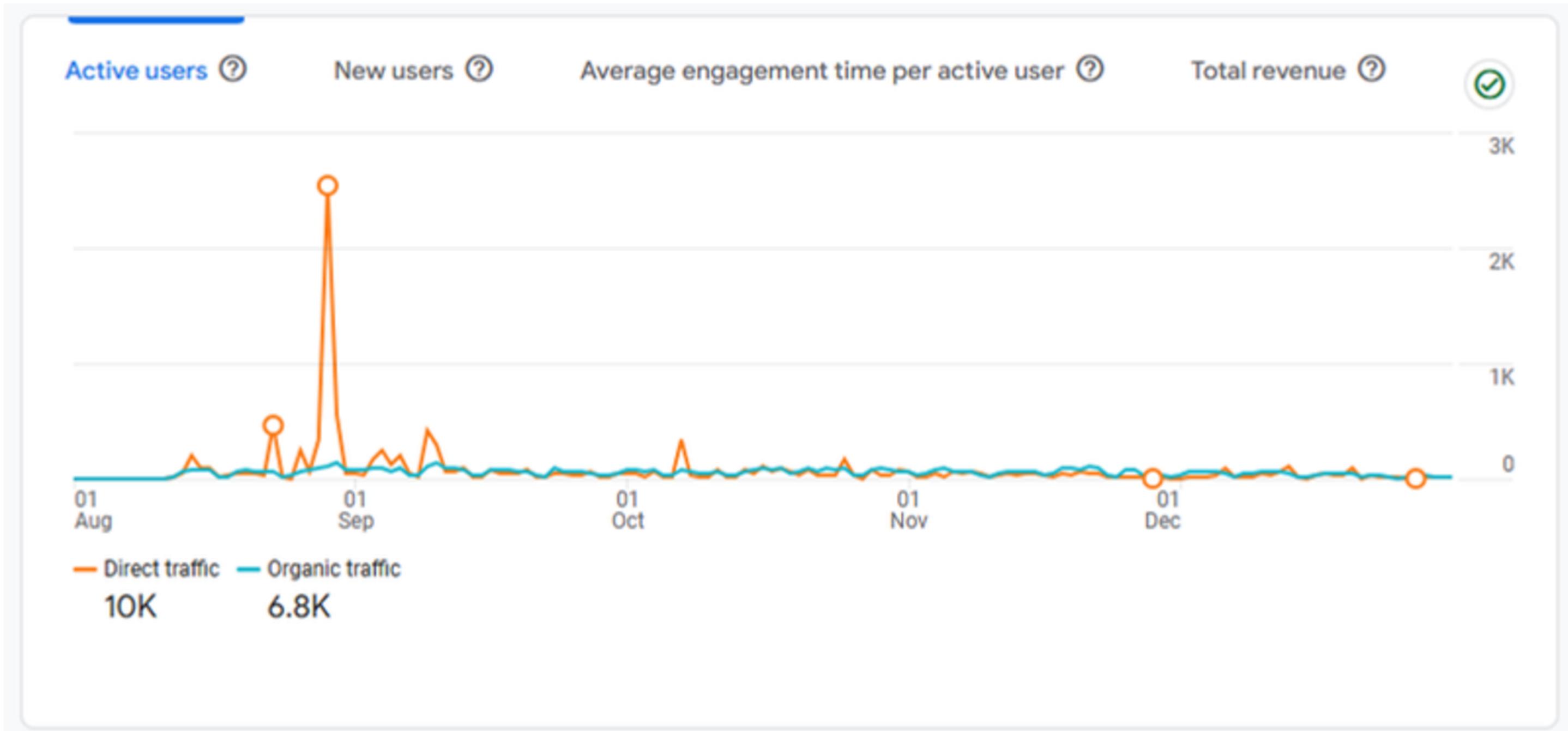


## Top Pages

- **The Children's Movement of Florida (Landing Page) ( 4.8 K views)**
- **2024 Voter Guide ( 4.5 K views)**
- **Built to Thrive Summit 2024 ( 4.3K views)**
- **The Future Call ( 1.3K views)**
- **ReadingPals ( 1.3K views)**
- **David Lawrence Jr. ( 1K views)**
- **Bosses for Babies ( 843 views)**

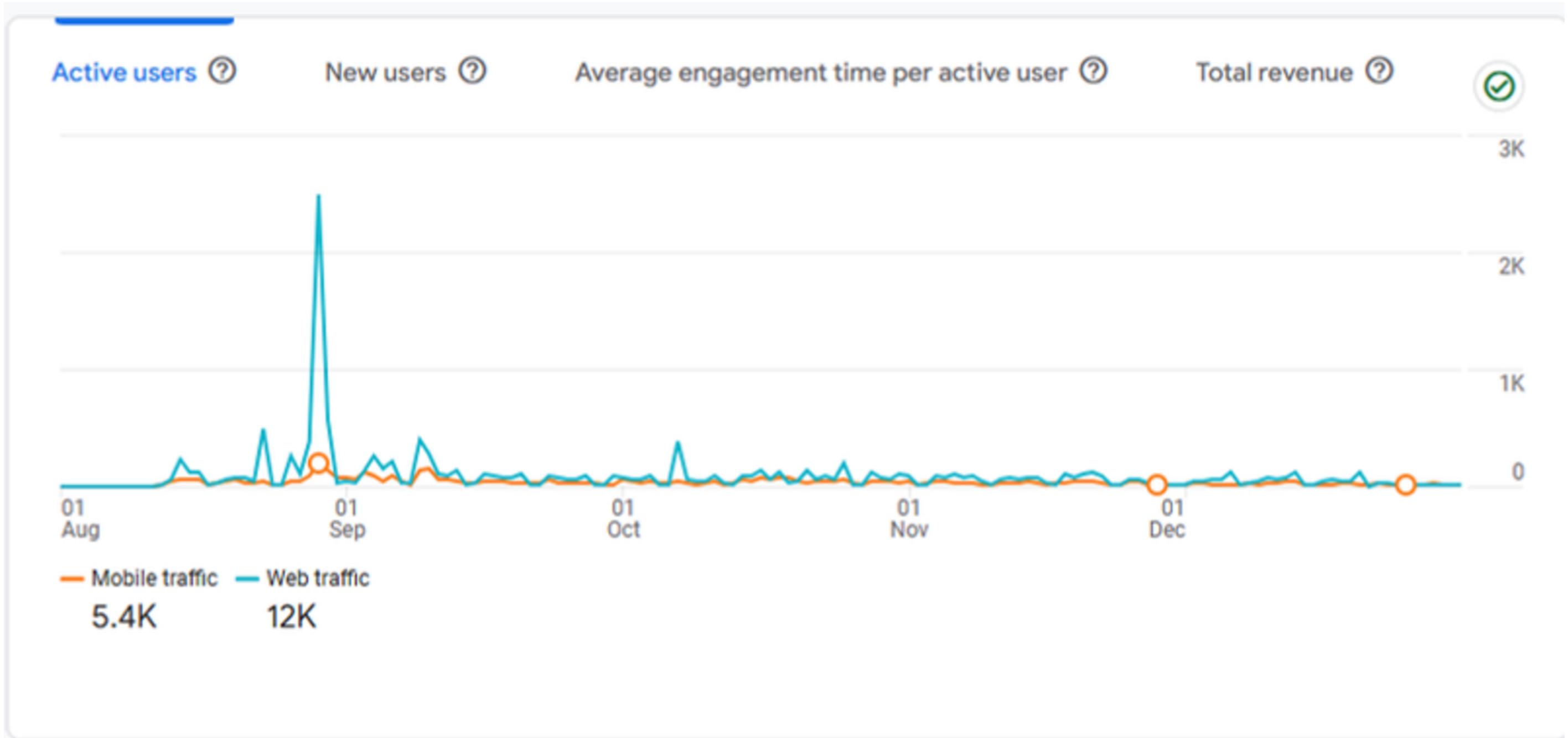
**44 s**  
**Avg Time**

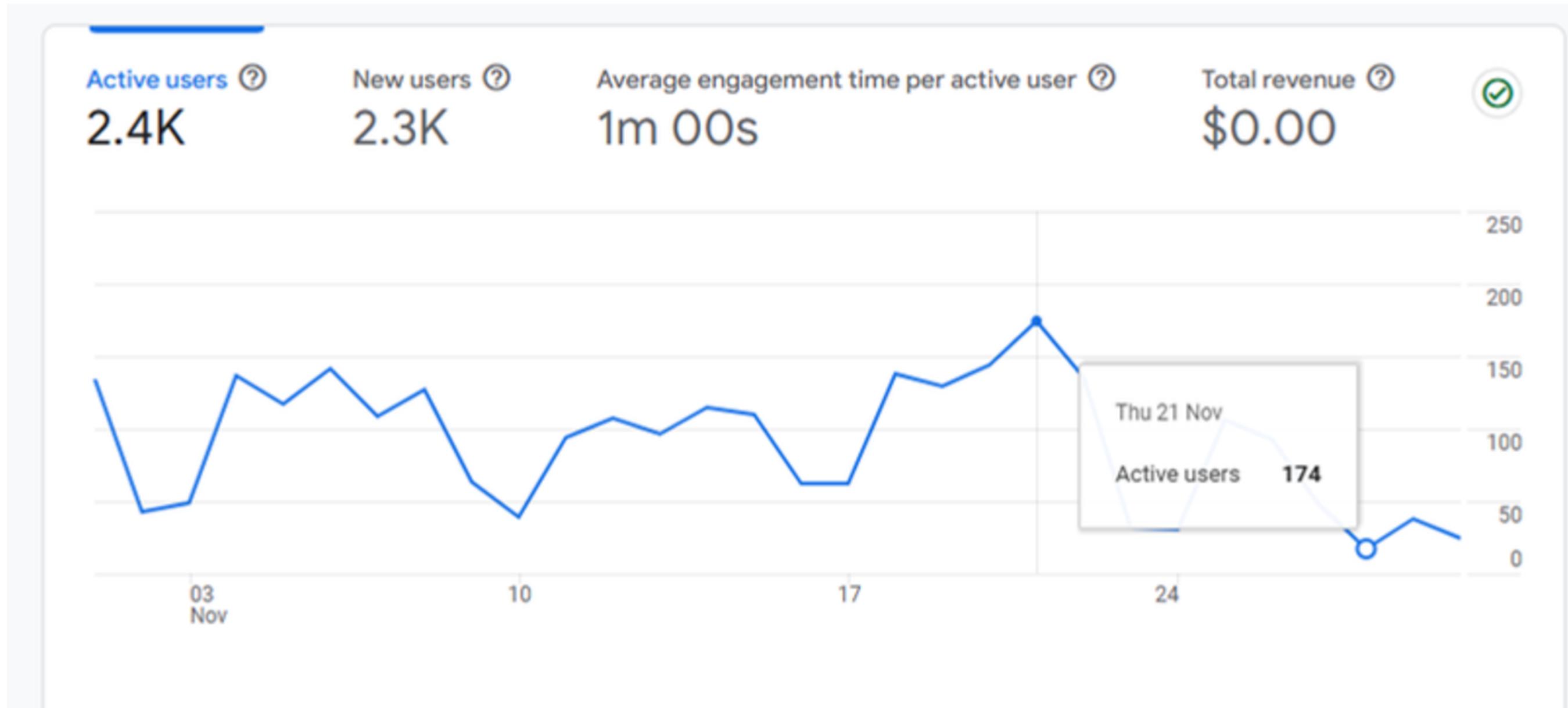
# Google Analytics Comparison

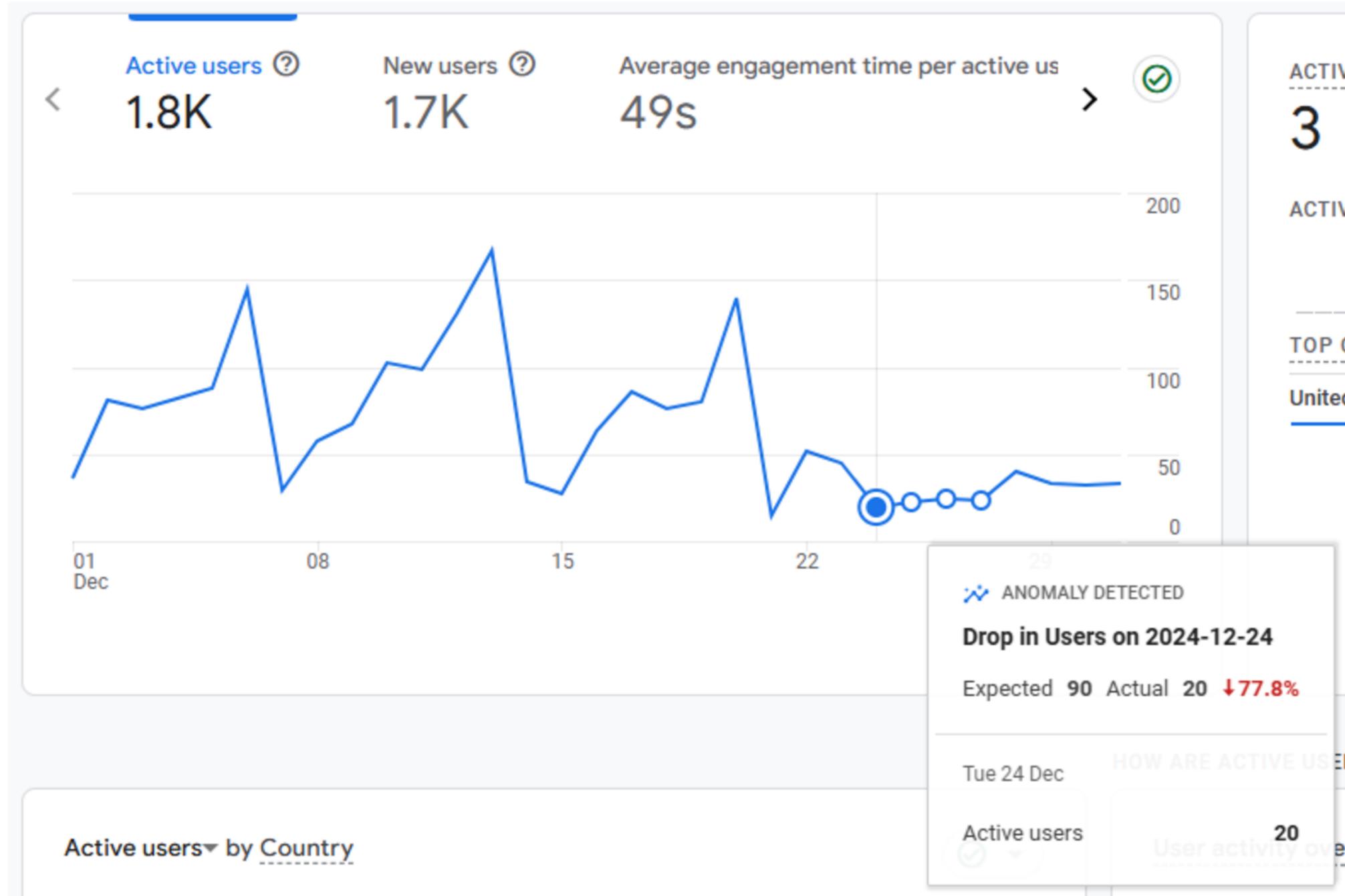


# Google Analytics

## Comparison

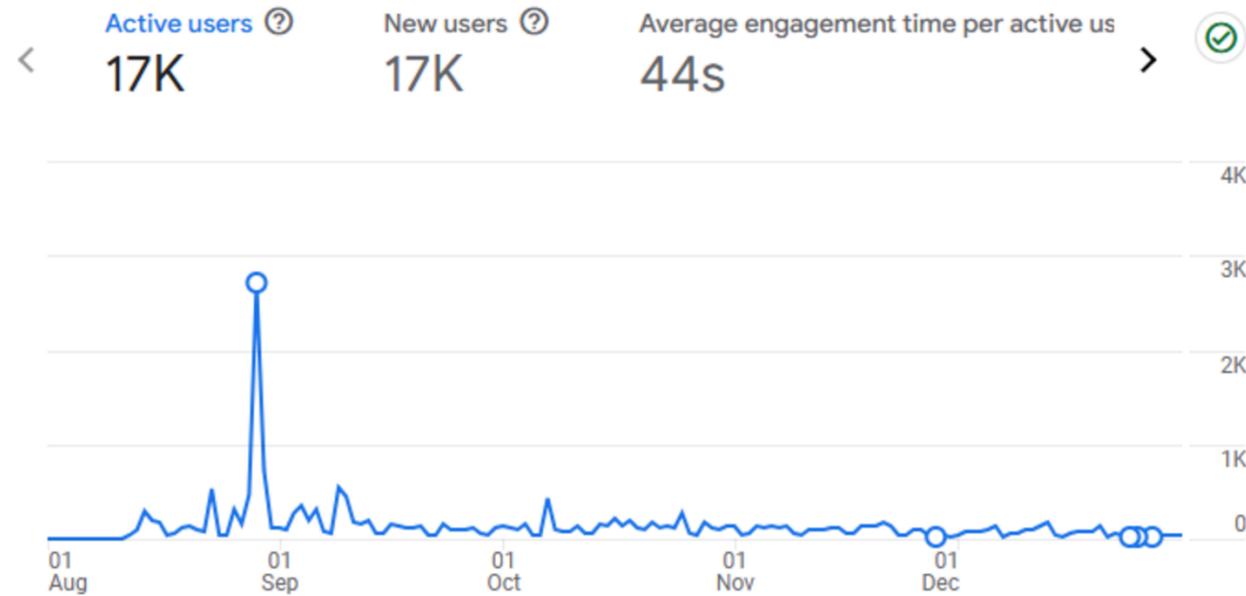






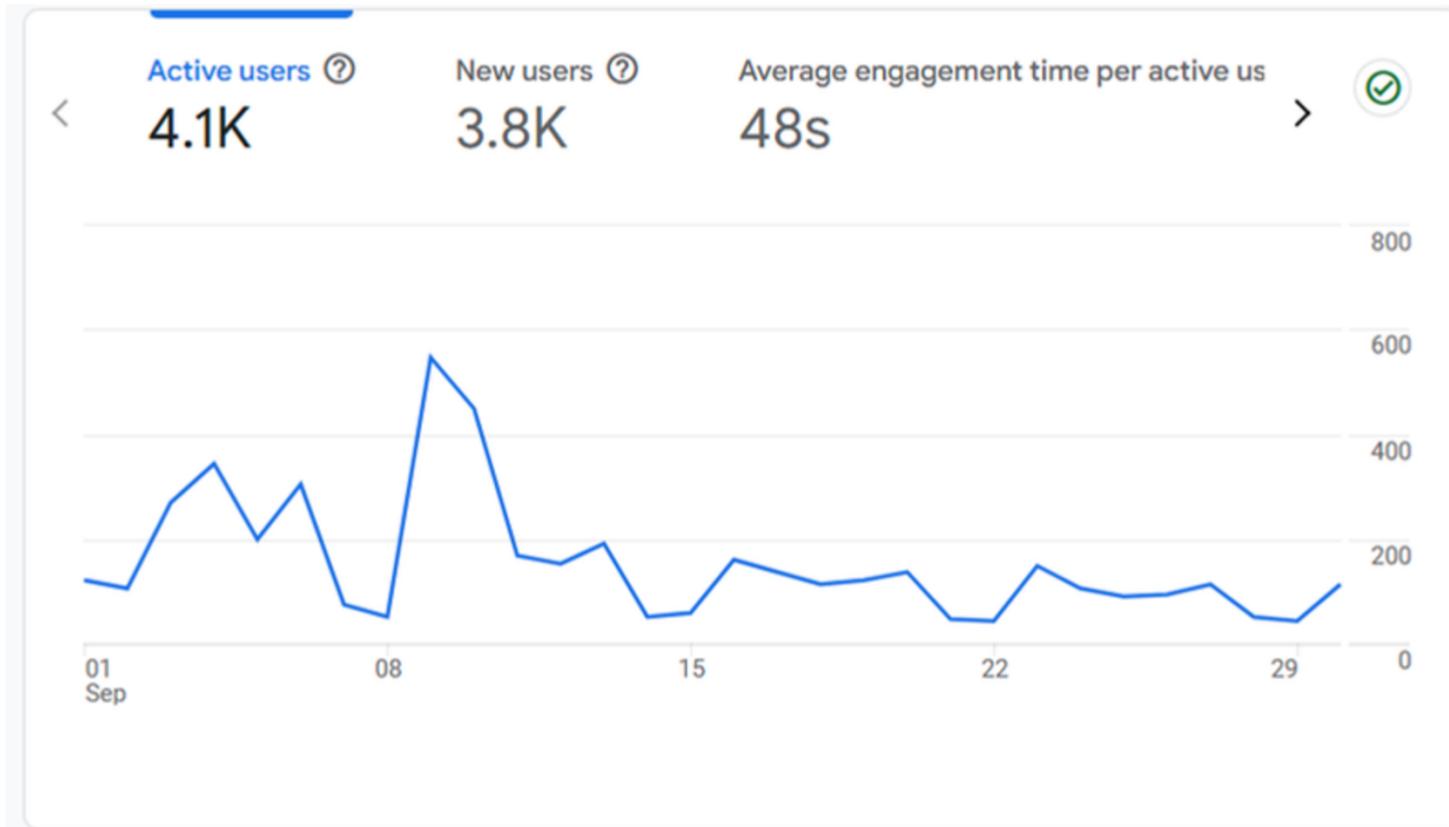
# The Children's Movement of Florida

# Google Analytics Analysis



Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user
Total	8,922 100% of total	6,049 100% of total	1.47 Avg 0%	25s Avg 0%
1 2024 Voter Guide   The Children's Movement of Florida	2,695	2,515	1.07	11s
2 Built to Thrive Summit   The Children's Movement of Florida	2,260	1,945	1.16	16s
3 The Children's Movement of Florida   The Children's Movement of Florida	821	496	1.66	21s
4 The Future Call   The Children's Movement of Florida	399	316	1.26	14s
5 ReadingPals   The Children's Movement of Florida	222	146	1.52	49s

Voter Guide - Alexa Sent by Heidi Travis Aug 29, 2024 2:55 PM	24,718	18.47%	9.64%	0.00%	\$0.00	4.75%	0.15%	▼
The Future Call Invitation - Kissha Balla... Sent by Heidi Travis Aug 28, 2024 10:31 AM	1,088	39.25%	21.05%	0.00%	\$0.00	2.76%	0.28%	▼
You're Invited - Varnessa! Roadmap 20... Sent by Varnessa McCray Aug 28, 2024 8:00 AM	39	46.15%	38.46%	7.69%	\$0.00	0.00%	0.00%	▼
You're Invited - Varnessa! Day on the Hill Sent by Varnessa McCray	12	41.67%	25.00%	0.00%	\$0.00	0.00%	0.00%	▼



## Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
<a href="#">Built to Thrive Summit   The Children...</a>	1.9K
<a href="#">The Children's Movement of Florida  ...</a>	1.1K
<a href="#">2024 Voter Guide   The Children's M...</a>	413
<a href="#">ReadingPals   The Children's Movem...</a>	376
<a href="#">David Lawrence Jr.   The Children's ...</a>	352
<a href="#">ReadingPals: Where We Are   The Ch...</a>	278
<a href="#">Florida's Early Learning Roadmap   T...</a>	241

## Summit Invitation Last Call

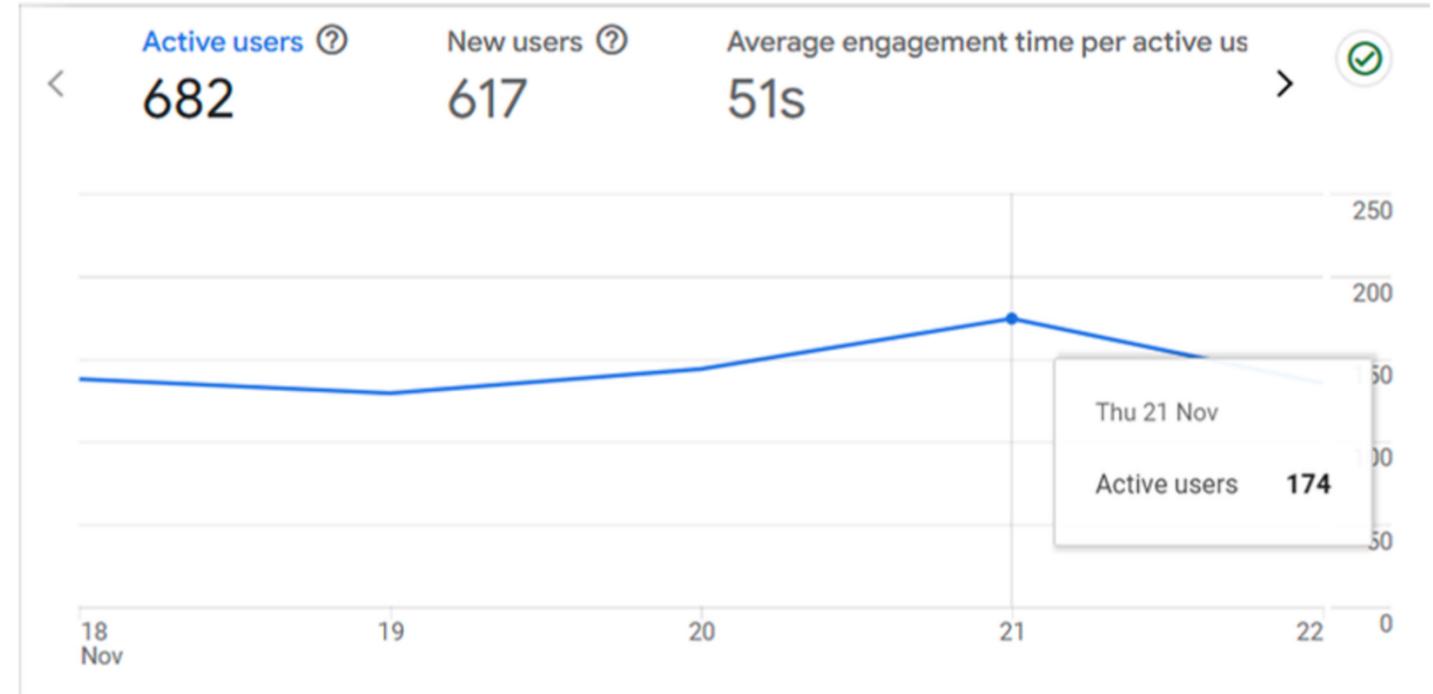
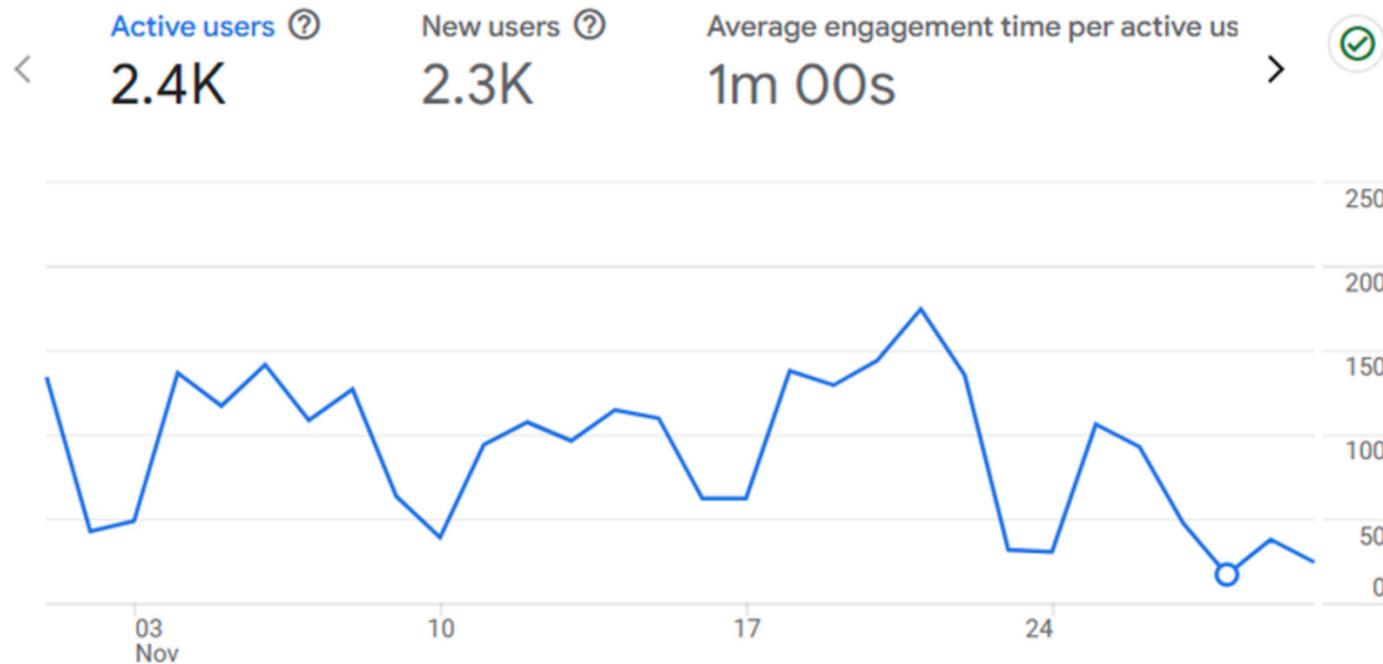
Sent by Heidi Travis  
Sep 9, 2024 12:17 PM

24,556    19.35%    0.82%    0.00%    \$0.00    4.32%    0.13%



# The Children's Movement of Florida

# Google Analytics Analysis



GMD 2024 - Rocio Sent by Heidi Travis Nov 21, 2024 8:16 AM	22,763	9.83%	1.45%	0.00%	\$0.00	4.43%	0.25%	▼
GMD 2024 Dave Sent by Heidi Travis Nov 21, 2024 12:01 AM	22,802	8.68%	0.81%	0.00%	\$0.00	5.03%	0.17%	▼
GMD 2024 - Varnessa's EA mail Sent by Heidi Travis Nov 20, 2024 12:29 PM	22,862	10.66%	1.42%	0.00%	\$0.00	4.51%	0.22%	▼



## **With this data we can:**

### **1. Track user engagement with The Movement website**

- Yearly, monthly and/or weekly tracking. We can set goals for year, quarter, etc.

### **2. Track the effectiveness of email/social media campaigns driving traffic to the site**

- We can create a window of time to monitor email/social media campaigns (A few days before, during, and a few days after)

### **3. Assess effectiveness of messaging across all initiatives**

- We can compare traffic and engagement with each page to draw conclusions about how effective our website is at generating interest per initiative.

### **4. Identity flow of traffic across the platform to identify our own “seasons”**

- This will require several years of monitoring to identify our natural patterns of activity and engagement