



Predicting Time-Bound User Needs

Using Google Analytics

We adapt to change
all of the time

- **Road Closures**
- Snow Storms
- Sporting Events
- Moving Days
- Commencement



Photo by Bryce Richter / UW-Madison

- Road Closures
- **Snow Storms**
- Sporting Events
- Moving Days
- Commencement



Photo by Jeff Miller / UW-Madison

- Road Closures
- Snow Storms
- **Sporting Events**
- Moving Days
- Commencement



Photo by Jeff Miller / UW-Madison

- Road Closures
- Snow Storms
- Sporting Events
- **Moving Days**
- Commencement



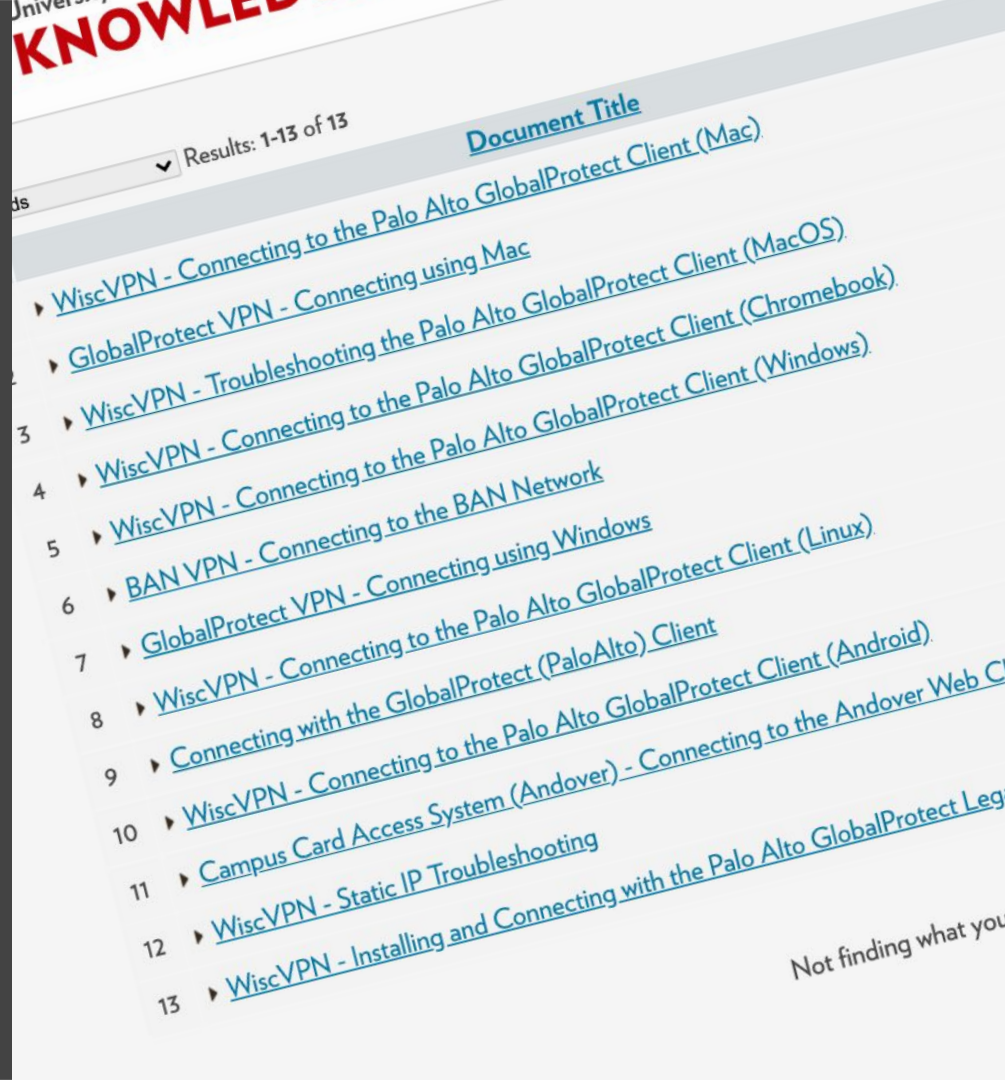
- Road Closures
- Snow Storms
- Sporting Events
- Moving Days
- **Commencement**



Photo by Jeff Miller / UW-Madison

When we adapt to
change, we ask questions

Often, we find
our answers in
KB articles



What can we learn about our
articles from Google Analytics?

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- I build and consult on websites and digital projects
- Learned Google Analytics in 2015 while working in advertising
- Provide consultation and training on Google Analytics-related topics



Follow along with these slides
using the **All Pages** report
in Google Analytics



Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Attribution BETA

Pages



All Users

+0.00% Pageviews

Explorer

Navigation Summary

Pageviews

VS. Select a metric

Mar 23, 2020 - Mar 29, 2020: ● Pageviews

Mar 22, 2021 - Mar 28, 2021: ● Pageviews

Show: All | Starred
Mar 23, 2020

Mar 24

In response to the Covid-19 pandemic, UW-Madison begins fully remote instruction

Primary Dimension: Page Page Title Other

Plot Rows

Secondary dimension: Page

Sort Type:

Default

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

SAVE

EXPORT

SHARE

INSIGHTS

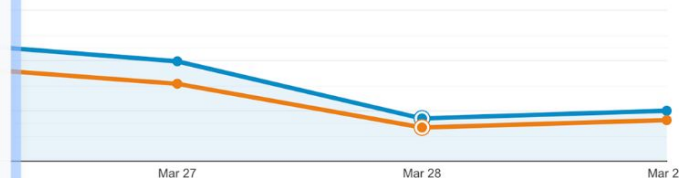
Mar 23, 2020 - Mar 29, 2020

Compare to: Mar 22, 2021 - Mar 28, 2021

Day

Week

Month



+ Create new annotation

Let's start by choosing
a specific date

March 23, 2020, In response to the
Covid-19 pandemic, UW–Madison
begins fully remote instruction

We can use the **date picker**
to filter our report to this date

All Users
+0.00% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews VS. Select a metric

Mar 16, 2020 - Mar 22, 2020: ● Pageviews

Mar 23, 2020 - Mar 29, 2020: ● Pageviews

Date Range: Custom

Mar 16, 2020 - Mar 22, 2020

☒ Compare to: Custom

Mar 23, 2020 - Mar 29, 2020

Apply cancel

Mar 16, 2020 - Mar 22, 2020
Compare to: Mar 23, 2020 - Mar 29, 2020

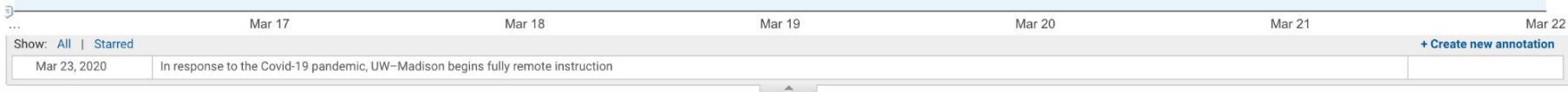
Date Range: Custom

Mar 16, 2020 - Mar 22, 2020

☒ Compare to: Custom

Mar 23, 2020 - Mar 29, 2020

Apply cancel



Next, let's use an **annotation** to mark this date on our timeline



All Users
100.00% Pageviews



+ Add Segment

Mar 17, 2020 - Mar 29, 2020 ▼

Explorer

Navigation Summary

Pageviews ▼

VS. [Select a metric](#)

Day

Week

Month



● Pageviews



Show: [All](#) | [Starred](#)

[+ Create new annotation](#)

Mar 23, 2020

In response to the Covid-19 pandemic, UW-Madison begins fully remote instruction



All Users
100.00% Pageviews



+ Add Segment

Mar 17, 2020 - Mar 29, 2020 ▼

Explorer

Navigation Summary

Show: All | Starred

Pageviews ▼

vs. Select a...

Mar 23, 2020

In response to the Covid-19 pandemic, UW-Madison begins fully remote instruction

Week

Month



● Pageviews



Show: All | Starred

Mar 23, 2020

In response to the Covid-19 pandemic, UW-Madison begins fully remote instruction

+ Create new annotation



All Users
100.00% Pageviews



+ Add Segment

Mar 17, 2020 - Mar 29, 2020

Explorer

Navigation Summary

Pageviews VS. Select a metric

Pageviews

+ Create new annotation

Day Week Month



Show: All | Starred

Mar 23, 2020

In response to the Covid-19 pandemic, UW-Madison begins fully remote instruction

+ Create new annotation

KB article URLs follow
a simple pattern

Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

✕

edit



☐ Page

Pageviews

Contribution to total: Pageviews ▾

☐ 1.  kb.wisc.edu/helpdesk/index.php

☐ 2.  kb.wisc.edu/helpdesk/page.php?id=40874

☐ 3.  kb.wisc.edu/index.php

☐ 4.  kb.wisc.edu/helpdesk/internal/index.php

☐ 5.  kb.wisc.edu/helpdesk/98878

☐ 6.  kb.wisc.edu/ohr/policies/page.php?id=98958

☐ 7.  kb.wisc.edu/page.php?id=90370

☐ 8.  kb.wisc.edu/page.php?id=58779

☐ 9.  kb.wisc.edu/page.php?id=15141

☐ 10.  kb.wisc.edu/page.php?id=69772

Show rows: 10 ▾

Go to: 1

1 - 10 of 19011



We can filter out pages that aren't articles using the **advanced filter**

Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾



advanced



Page

Pageviews ▾



Pageviews

Contribution to total:

Pageviews ▾



1.  kb.wisc.edu/helpdesk/index.php



2.  kb.wisc.edu/helpdesk/page.php?id=40874



3.  kb.wisc.edu/index.php



4.  kb.wisc.edu/helpdesk/internal/index.php



5.  kb.wisc.edu/helpdesk/98878



6.  kb.wisc.edu/ohr/policies/page.php?id=98958



7.  kb.wisc.edu/page.php?id=90370



8.  kb.wisc.edu/page.php?id=58779



9.  kb.wisc.edu/page.php?id=15141



10.  kb.wisc.edu/page.php?id=69772



advanced



Show rows:

10 ▾

Go to:

1

1 - 10 of 19011



Primary Dimension: **Page** [Page Title](#) [Other](#) ▼

Plot Rows

Secondary dimension ▼

Sort Type:

Default ▼

Advanced Filter ON

X

edit



Include ▼

Page ▼

Matching RegExp

^.*\d\$



and

+ Add a dimension or metric ▼

Include ▼

Page ▼

Matching RegExp

^.*\d\$

Apply

cancel

☐ Page

Pageviews ▼



Pageviews

Contribution to total:

Pageviews ▼

- ☐ 1. kb.wisc.edu/helpdesk/index.php
- ☐ 2. kb.wisc.edu/helpdesk/page.php?id=40874
- ☐ 3. kb.wisc.edu/index.php
- ☐ 4. kb.wisc.edu/helpdesk/internal/index.php



^.*\d\$

Primary Dimension: **Page** [Page Title](#) [Other](#) ▼

Plot Rows

Secondary dimension ▼

Sort Type: Default ▼

Advanced Filter ON

X

edit



Include ▼

Page

Matching RegExp

^.*\d\$



and

+ Add a dimension or metric ▼

Include ▼

Page

Matching RegExp

^.*\d\$

Apply

cancel

☐ Page

Pageviews ▼



Pageviews

Contribution to total:

Pageviews ▼

- ☐ 1. kb.wisc.edu/helpdesk/index.php
- ☐ 2. kb.wisc.edu/helpdesk/page.php?id=40874
- ☐ 3. kb.wisc.edu/index.php
- ☐ 4. kb.wisc.edu/helpdesk/internal/index.php



Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

Advanced Filter ON

edit



<input type="checkbox"/>	Page		Pageviews	Contribution to total: Pageviews ▾
<input type="checkbox"/>	1. kb.wisc.edu/helpdesk/page.php?id=40874	kb.wisc.edu/helpdesk/page.php?id=40874		
<input type="checkbox"/>	2. kb.wisc.edu/helpdesk/98878	kb.wisc.edu/helpdesk/98878		
<input type="checkbox"/>	3. kb.wisc.edu/ohr/policies/page.php?id=98958	kb.wisc.edu/ohr/policies/page.php?id=98958		
<input type="checkbox"/>	4. kb.wisc.edu/page.php?id=90370	kb.wisc.edu/page.php?id=90370		
<input type="checkbox"/>	5. kb.wisc.edu/page.php?id=58779	kb.wisc.edu/page.php?id=58779		
<input type="checkbox"/>	6. kb.wisc.edu/page.php?id=15141	kb.wisc.edu/page.php?id=15141		
<input type="checkbox"/>	7. kb.wisc.edu/page.php?id=69772	kb.wisc.edu/page.php?id=69772		
<input type="checkbox"/>	8. kb.wisc.edu/helpdesk/page.php?id=3238	kb.wisc.edu/helpdesk/page.php?id=3238		
<input type="checkbox"/>	9. kb.wisc.edu/mfa/page.php?id=81983	kb.wisc.edu/mfa/page.php?id=81983		
<input type="checkbox"/>	10. kb.wisc.edu/helpdesk/page.php?id=6454	kb.wisc.edu/helpdesk/page.php?id=6454		

Show rows: 10 ▾ Go to: 1 1 - 10 of 19011 < >

What articles are these?

Where are the titles?

Let's use a **secondary dimension**
to add page titles to our report

Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

Advanced Filter ON

✕

edit



<input type="checkbox"/>	Page	Pageviews ▾	↓	Pageviews	Contribution to total: Pageviews ▾
<input type="checkbox"/>	1. kb.wisc.edu/helpdesk/page.php?id=40874				
<input type="checkbox"/>	2. kb.wisc.edu/helpdesk/98878				
<input type="checkbox"/>	3. kb.wisc.edu/ohr/policies/page.php?id=98958				
<input type="checkbox"/>	4. kb.wisc.edu/page.php?id=90370				
<input type="checkbox"/>	5. kb.wisc.edu/page.php?id=58779				
<input type="checkbox"/>	6. kb.wisc.edu/page.php?id=15141				
<input type="checkbox"/>	7. kb.wisc.edu/page.php?id=69772				
<input type="checkbox"/>	8. kb.wisc.edu/helpdesk/page.php?id=3238				
<input type="checkbox"/>	9. kb.wisc.edu/mfa/page.php?id=81983				
<input type="checkbox"/>	10. kb.wisc.edu/helpdesk/page.php?id=6454				

Secondary dimension ▾



Show rows: 10 ▾

Go to: 1

1 - 10 of 19011



Primary Dimension: **Page** **Page Title** Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

Advanced Filter ON

✕

[edit](#)



<input type="checkbox"/>	Page
<input type="checkbox"/>	1. kb.wisc.edu/page.php?id=10874
<input type="checkbox"/>	2. kb.wisc.edu/page.php?id=98958
<input type="checkbox"/>	3. kb.wisc.edu/page.php?id=69772
<input type="checkbox"/>	4. kb.wisc.edu/helpdesk/page.php?id=3238
<input type="checkbox"/>	5. kb.wisc.edu/mfa/page.php?id=81983
<input type="checkbox"/>	6. kb.wisc.edu/helpdesk/page.php?id=6454
<input type="checkbox"/>	7. kb.wisc.edu/page.php?id=69772
<input type="checkbox"/>	8. kb.wisc.edu/helpdesk/page.php?id=3238
<input type="checkbox"/>	9. kb.wisc.edu/mfa/page.php?id=81983
<input type="checkbox"/>	10. kb.wisc.edu/helpdesk/page.php?id=6454

Recommended

More dimensions

▼ Behavior

Page Title

☐ Display as alphabetical list

Recommended

More dimensions

▼ Behavior

Page Title

Contribution to total: **Pageviews** ▾



Show rows: **10** ▾

Go to: **1**

1 - 10 of 15876



Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension: Page Title ▾

Sort Type:

Default ▾

Advanced Filter ON

edit

<input type="checkbox"/>	Page	Page Title	Pageviews
<input type="checkbox"/>	1. kb.wisc.edu/helpdesk/page.php?id=40874	Safari (iOS) - Enabling and disabling pop-up blocker	
<input type="checkbox"/>	2. kb.wisc.edu/helpdesk/98878	Technology for working remotely	
<input type="checkbox"/>	3. kb.wisc.edu/ohr/policies/page.php?id=98958	COVID-19 Pandemic Employee Work Location and Leave Policy	
<input type="checkbox"/>	4. kb.wisc.edu/page.php?id=90370	WiscVPN - Overview	
<input type="checkbox"/>	5. kb.wisc.edu/page.php?id=58779	Bootting to the Boot Menu and BIOS	
<input type="checkbox"/>	6. kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies	
<input type="checkbox"/>	7. kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your UW-Madison Account	
<input type="checkbox"/>	8. kb.wisc.edu/helpdesk/page.php?id=3238	NetID - Login Problems	
<input type="checkbox"/>	9. kb.wisc.edu/mfa/page.php?id=81983	MFA-Duo - Lost or Forgotten Device / Broken Device - Cannot Login	
<input type="checkbox"/>	10. kb.wisc.edu/helpdesk/page.php?id=...	...	

Safari (iOS) - Enabling and disabling pop-up blocker

Technology for working remotely

COVID-19 Pandemic Employee Work Location and Leave Policy

WiscVPN - Overview

Bootting to the Boot Menu and BIOS

Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies

How do we compare one
dimension to another?

Let's take a look at **pivot tables**

Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension: Page Title ▾

Sort Type:

Default ▾

Advanced Filter ON

✕

edit



<input type="checkbox"/>	Page	Page Title	Pageviews ▾ ↓	Pageviews	Contribution to total: Pageviews ▾
<input type="checkbox"/>	1. kb.wisc.edu/helpdesk/page.php?id=40874	Safari (iOS) - Enabling and disabling pop-up blocker			
<input type="checkbox"/>	2. kb.wisc.edu/helpdesk/98878	Technology for working remotely			
<input type="checkbox"/>	3. kb.wisc.edu/ohr/policies/page.php?id=98958	COVID-19 Pandemic Emergency and Leave Policy			
<input type="checkbox"/>	4. kb.wisc.edu/page.php?id=90370	WiscVPN - Overview			
<input type="checkbox"/>	5. kb.wisc.edu/page.php?id=58779	Bootting to the Boot Menu and BIOS			
<input type="checkbox"/>	6. kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies			
<input type="checkbox"/>	7. kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your UW-Madison Account			
<input type="checkbox"/>	8. kb.wisc.edu/helpdesk/page.php?id=3238	NetID - Login Problems			
<input type="checkbox"/>	9. kb.wisc.edu/mfa/page.php?id=81983	MFA-Duo - Lost or Forgotten Device / Broken Device - Cannot Login			
<input type="checkbox"/>	10. kb.wisc.edu/helpdesk/page.php?id=3238	NetID - Login Problems			



Primary Dimension: **Page** Page Title Other ▾

Plot Rows

Secondary dimension: Page Title ▾

Sort Type:

Default ▾

Advanced Filter ON

✕

edit



<input type="checkbox"/>	Page	Page Title	Pageviews ▾	↓	Pageviews	Contribution to total: Pageviews ▾
<input type="checkbox"/>	1. kb.wisc.edu/helpdesk/page.php?id=40874	Safari (iOS) - Enabling and disabling pop-up blocker				
<input type="checkbox"/>	2. kb.wisc.edu/helpdesk/98878	Technology for working remotely				
<input type="checkbox"/>	3. kb.wisc.edu/ohr/policies/page.php?id=98958	COVID-19 Pandemic Emergency and Leave Policy				
<input type="checkbox"/>	4. kb.wisc.edu/page.php?id=90370	WiscVPN - Overview				
<input type="checkbox"/>	5. kb.wisc.edu/page.php?id=58779	Bootting to the Boot Menu and BIOS				
<input type="checkbox"/>	6. kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies				
<input type="checkbox"/>	7. kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your UW-Madison Account				
<input type="checkbox"/>	8. kb.wisc.edu/helpdesk/page.php?id=3238	NetID - Login Problems				
<input type="checkbox"/>	9. kb.wisc.edu/mfa/page.php?id=81983	MFA-Duo - Lost or Forgotten Device / Broken Device - Cannot Login				
<input type="checkbox"/>	10. kb.wisc.edu/helpdesk/page.php?id=3238	NetID - Login Problems				



Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Metro ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 5 of 222



	Page	Page Title
1.	kb.wisc.edu/helpdesk/page.php?id=40874	Safari (iOS) - Enabling and disabling pop-up blocker
2.	kb.wisc.edu/helpdesk/98878	Technology for working remotely
3.	kb.wisc.edu/ohr/policies/page.php?id=98958	COVID-19 Pandemic Employee Work Location and Leave Policy
4.	kb.wisc.edu/page.php?id=90370	WiscVPN - Overview
5.	kb.wisc.edu/page.php?id=58779	Booting to the Boot Menu and BIOS
6.	kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies
7.	kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your WiscMedia Account

Pivot by:

Metro ▾

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Metro ▾

Pivot metrics:

Pageviews ▾

Select... ▾

Columns: 1 - 5 of 222



		Total	1. Madison WI	2. (not set)	3. Milwaukee WI	4. Chicago IL	5. Minneapolis-St. Paul MN
Page	Page Title ⓘ	Pageviews ↓	Pageviews	Pageviews	Pageviews	Pageviews	Pageviews
1.	kb.wisc.edu/helpdesk/page.php?id=40874 ⓘ	Safari (iOS) - Enabling and disabling pop-up blocker					
2.	kb.wisc.edu/helpdesk/98878 ⓘ	Technology for working remotely					
3.	kb.wisc.edu/helpdesk/98878 ⓘ	1. Madison WI	2. (not set)	3. Milwaukee WI	4. Chicago IL	5. Minneapolis-St. Paul MN	
4.	kb.wisc.edu/helpdesk/98878 ⓘ	Pageviews	Pageviews	Pageviews	Pageviews	Pageviews	
5.	kb.wisc.edu/page.php?id=58779 ⓘ	Booting to the Boot Menu and BIOS					
6.	kb.wisc.edu/page.php?id=15141 ⓘ	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies					
7.	kb.wisc.edu/page.php?id=69772 ⓘ	Logging in to Adobe Creative Cloud with Your Wisc.edu Account					

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Pivot by: Day of Week Name ▾

Pivot metrics: Pageviews ▾

Select... ▾

Advanced Filter ON



edit



Columns: 1 - 5 of 222



Search

Day Index ?

Day of the month ?

Day of Week ?

Day of Week Name ?

Days Since Last Session ?

Default Channel Grouping

Destination Page ?

Destination URL ?

☒ Display as alphabetical list



Day Index ?

Day of the month ?

Day of Week ?

Day of Week Name ?

Days Since Last Session ?

Default Channel Grouping

Destination Page ?

Destination URL ?

☒ Display as alphabetical list

	P		
1.	kt		
	a		
2.	kt		
	8		
3.	kt		
	s/		
4.	kt		
	=		
5.	kb.wisc.edu/page.php?id=58779		Booting to the Boot Menu and BIOS
6.	kb.wisc.edu/page.php?id=15141		Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies
7.	kb.wisc.edu/page.php?id=69772		Logging in to Adobe Creative Cloud with Your

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Day of Week Name ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 5 of 7



		Total	1. Monday	2. Tuesday	3. Wednesday	4. Thursday	5. Friday
Page	Page Title ⓘ	Pageviews ↓	Pageviews	Pageviews	Pageviews	Pageviews	Pageviews
1. kb.wisc.edu/helpdesk/page.php?id=40874 ⓘ	Safari (iOS) - Enabling and disabling pop-up blocker						
2. kb.wisc.edu/helpdesk/98878 ⓘ	Technology for working remotely						
3. kb.wisc.edu/helpdesk/page.php?id=90370 ⓘ							
4. kb.wisc.edu/helpdesk/page.php?id=58779 ⓘ	Bootling to the Boot Menu and BIOS						
6. kb.wisc.edu/helpdesk/page.php?id=15141 ⓘ	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies						
7. kb.wisc.edu/helpdesk/page.php?id=69772 ⓘ	Logging in to Adobe Creative Cloud with Your UW-Madison Account						

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by:

Operating System ▾

Pivot metrics:

Pageviews ▾

Select... ▾

Columns: 1 - 5 of 10



		Total			
		Pageviews			
			3. iOS	4. Android	5. Chrome OS
			Pageviews	Pageviews	Pageviews
1.	kb.wisc.edu/page.php?id=58779	Internet Explorer 9, 10 and 11 (Win) - Enabling and pop-up blocker			
2.	kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies			
3.	kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your UW-Madison Account			
4.	kb.wisc.edu/page.php?id=58779	Booting to the Boot Menu and BIOS			
5.	kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies			
6.	kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your UW-Madison Account			

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Operating System ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 5 of 10



		Total	1. Windows	2. Macintosh	3. iOS	4. Android	5. Chrome OS
Page	Page Title ⓘ	Pageviews ↓	Pageviews	Pageviews	Pageviews	Pageviews	Pageviews
1.	kb.wisc.edu/helpdesk/page.php?id=40874 ⓘ	Safari (iOS) - Enabling and disabling pop-up blocker					
2.	kb.wisc.edu/helpdesk/98878 ⓘ	Technology for working remotely					
3.	kb.wisc.edu/s/page.php?id=90370 ⓘ		1. Windows	2. Macintosh	3. iOS	4. Android	5. Chrome OS
4.	kb.wisc.edu/s/page.php?id=90370 ⓘ		Pageviews	Pageviews	Pageviews	Pageviews	Pageviews
5.	kb.wisc.edu/page.php?id=58779 ⓘ	Bootling to the Boot Menu and BIOS					
6.	kb.wisc.edu/page.php?id=15141 ⓘ	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies					
7.	kb.wisc.edu/page.php?id=69772 ⓘ	Logging in to Adobe Creative Cloud with Your UW-Madison Account					

Pivot tables provide greater
context to our analysis

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Pivot by: Default Channel Grouping ▾

Pivot metrics: Pageviews ▾

Select... ▾

Advanced Filter ON



edit



Columns: 1 - 4 of 4



		Total
	Page Title	Pageviews
1.	kb.wisc.edu/page.php?id=15141	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies
2.	kb.wisc.edu/page.php?id=69772	Logging in to Adobe Creative Cloud with Your UW-Madison Account

-
- Day of the month
 - Day of Week
 - Day of Week Name
 - Days Since Last Session
 - Default Channel Grouping
 - Destination Page
 - Destination URL
 - Device Category
- ☒ Display as alphabetical list

-
- Day of the month
 - Day of Week
 - Day of Week Name
 - Days Since Last Session
 - Default Channel Grouping
 - Destination Page
 - Destination URL
 - Device Category
- ☒ Display as alphabetical list

2. Organic Search	3. Direct	4. Social
Pageviews	Pageviews	Pageviews

Primary Dimension: **Page** Page Title Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Default Channel Grouping ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 4 of 4



		Total	1. Referral	2. Organic Search	3. Direct	4. Social
Page	Page Title ⓘ	Pageviews ↓	Pageviews	Pageviews	Pageviews	Pageviews
1.	kb.wisc.edu/helpdesk/page.php?id=40874 ⓘ	Safari (iOS) - Enabling and disabling pop-up blocker				
2.	kb.wisc.edu/helpdesk/98878 ⓘ	Technology for working remotely				
3.	kb.wisc.edu/e.php?id=98878 ⓘ		1. Referral	2. Organic Search	3. Direct	4. Social
4.	kb.wisc.edu/370 ⓘ		Pageviews	Pageviews	Pageviews	Pageviews
5.	kb.wisc.edu/page.php?id=58779 ⓘ	Booting to the Boot Menu and BIOS				
6.	kb.wisc.edu/page.php?id=15141 ⓘ	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies				
7.	kb.wisc.edu/page.php?id=69772 ⓘ	Logging in to Adobe Creative Cloud with Your UW-Madison Account				

Primary Dimension: **Page** **Page Title** **Other** ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Default Channel Grouping ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 4 of 4



		Total	1. Referral	2. Organic Search	3. Direct	4. Social
Page	Page Title ⓘ	Pageviews ↓	Pageviews	Pageviews	Pageviews	Pageviews
1. kb.wisc.edu/helpdesk/page.php?id=40874 ⓘ	Safari (iOS) - Enabling and disabling pop-up blocker	2,741	95	107	2,539	0
2. kb.wisc.edu/helpdesk/98878 ⓘ	Technology for working remotely	1,925	1,267	133	521	4
3. kb.wisc.edu/ohr/policies/page.php?id=98958 ⓘ	COVID-19 Pandemic Employee Work Location and Leave Policy	1,702	1,246	69	384	3
4. kb.wisc.edu/page.php?id=90370 ⓘ	WiscVPN - Overview	1,423	1,307	24	92	0
5. kb.wisc.edu/page.php?id=58779 ⓘ	Booting to the Boot Menu and BIOS	1,321	28	153	228	912
6. kb.wisc.edu/page.php?id=15141 ⓘ	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies	1,318	214	556	520	28
7. kb.wisc.edu/page.php?id=69772 ⓘ	Logging in to Adobe Creative Cloud with Your UW-Madison Account	1,304	729	141	427	7

Primary Dimension: **Page** **Page Title** **Other** ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON

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Pivot by: Default Channel Grouping ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 4 of 4

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		Total	1. Referral	2. Organic Search	3. Direct	4. Social
Page	Page Title ⓘ	Pageviews ↓	Pageviews	Pageviews	Pageviews	Pageviews
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Primary Dimension: **Page** [Page Title](#) [Other](#) ▾

Secondary dimension: [Page Title](#) ▾

Sort Type: [Default](#) ▾

Advanced Filter ON



[edit](#)



Pivot by: [Default Channel Grouping](#) ▾

Pivot metrics: [Pageviews](#) ▾

[Select...](#) ▾

Columns: 1 - 4 of 4



		Total	1. Referral	2. Organic Search	3. Direct	4. Social
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Primary Dimension: **Page** **Page Title** Other ▾

Secondary dimension: Page Title ▾

Sort Type: Default ▾

Advanced Filter ON



edit



Pivot by: Default Channel Grouping ▾

Pivot metrics: Pageviews ▾

Select... ▾

Columns: 1 - 4 of 4




		Total	1. Referral	2. Organic Search	3. Direct	4. Social
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3. kb.wisc.edu/ohr/policies/page.php?id=98958 ⓘ	COVID-19 Pandemic Employee Work Location and Leave Policy	1,702	1,246	69	384	3
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5. kb.wisc.edu/page.php?id=58779 ⓘ	Bootting to the Boot Menu and BIOS	1,321	28	153	228	912
6. kb.wisc.edu/page.php?id=15141 ⓘ	Internet Explorer 9, 10 and 11 (Win) - Clearing Cache and Cookies	1,318	214	556	520	28
7. kb.wisc.edu/page.php?id=69772 ⓘ	Logging in to Adobe Creative Cloud with Your UW-Madison Account	1,304	729	141	427	7

Lastly, let's compare this data
with other dates

Pages

 SAVE

 EXPORT


 SHARE


 INSIGHTS


 All Users
+0.00% Pageviews

 + Add

Explorer **Navigation Summary**


Pageviews  VS. [Select a metric](#)

Mar 23, 2020 - Mar 29, 2020:  Pageviews

Mar 16, 2020 - Mar 22, 2020:  Pageviews



Primary Dimension: **Page** [Page Title](#) [Other](#) 

Secondary dimension: [Page Title](#) 

Sort Type: [Default](#) 

Advanced Filter ON

 [edit](#)

Date Range: [Custom](#) 

[Mar 23, 2020](#) - [Mar 29, 2020](#)

☒ Compare to: [Custom](#) 

[Mar 16, 2020](#) - [Mar 22, 2020](#)


[Apply](#) [cancel](#)

Mar 23, 2020 - Mar 29, 2020

Compare to: Mar 16, 2020 - Mar 22, 2020 

Date Range: [Custom](#) 

[Mar 23, 2020](#) - [Mar 29, 2020](#)

☒ Compare to: [Custom](#) 

[Mar 16, 2020](#) - [Mar 22, 2020](#)

[Apply](#) [cancel](#)



Primary Dimension: **Page** [Page Title](#) [Other](#)

Secondary dimension: [Page Title](#)

Sort Type: [Default](#)

Advanced Filter ON

[edit](#)

[Grid](#) [Chart](#) [Table](#) [Filter](#) [Print](#)

Pivot by: [Default Channel Grouping](#)

Pivot metrics: [Pageviews](#)

[Select...](#)

Columns: 1 - 4 of 4

[<](#) [>](#)

		Total	1. Referral	2. Organic Search	3. Direct	4. Social
Page	Page Title	Pageviews		Pageviews	Pageviews	Pageviews
1. kb.wisc.edu/helpdesk/page.php?id=40874	Safari (iOS) - Enabling and disabling pop-up blocker					
Mar 23, 2020 - Mar 29, 2020		2,777	140	109	2,570	0
Mar 16, 2020 - Mar 22, 2020		7	18	141	610	0
% Change		261.2%	677.78%	-22.70%	321.31%	0.00%
2. kb.wisc.edu/helpdesk/98878	Technology for working remotely					
Mar 23, 2020 - Mar 29, 2020		1,923	1,239	140	539	5
Mar 16, 2020 - Mar 22, 2020		688	606	18	63	1
% Change		179.51%	104.46%	677.78%	755.56%	400.00%
3. kb.wisc.edu/ohr/policies/page.php?id=98958	COVID-19 Pandemic Employee Work Location and Leave Policy					
Mar 23, 2020 - Mar 29, 2020		1,753	1,290	75	387	1

Where do we go from here?

Identify which articles are having
an impact on real-world events

Promote timely information on
our communication channels

Take proactive steps to update
articles prior to peak usage periods

Let's reach
new heights



Photo by Jeff Miller / UW-Madison

Questions?