

Form Approved  
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Exp. Date 04/30/2020

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viewing instructions, searching existing data/information sources, gathering  
ct or sponsor, and a person is not required to respond to a collection of  
ct of this collection of information, including suggestions for reducing this  
0853).

Variable	Statistic	Coding	Format
MM/YYYY	Month and year of statistic data	MM/YYYY	date format
TOTAL_SESSION	Total number of sessions (or visits)	range of 0 - ???	numeric
TOTAL_VISITOR	Total number of visitors	range of 0 - ???	numeric
TOTAL_PAGEVIEW	Total page views for all site pages, summed	range of 0 - ???	numeric
AVG_PPV	Average number of pages viewed per visitor	range of 0 - ???	numeric, 2 decimal places
POP_CP_ASTHMA	Total number of page views for content pages within ASTHMA (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_MI	Total number of page views for content pages within MYOCARDIAL INFARCTION (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_CO	Total number of page views for content pages within CARBON MONOXIDE POISONING (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_HS	Total number of page views for content pages within HEAT STRESS (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_AIR	Total number of page views for content pages within AIR POLLUTANTS (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_WATER	Total number of page views for content pages within DRINKING WATER CONTAMINANTS (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_BD	Total number of page views for content pages within BIRTH DEFECTS (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_CANCER	Total number of page views for content pages within CANCER (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_CHILDBLL	Total number of page views for content pages within CHILDHOOD BLOOD LEAD LEVELS (NCDM Content Area)	range of 0 - ???	numeric
POP_CP_RBO	Total number of page views for content pages within REPRODUCTIVE HEALTH OUTCOMES (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_ASTHMA	Total number of page views for data queries within ASTHMA (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_MI	Total number of page views for data queries within MYOCARDIAL INFARCTION (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_CO	Total number of page views for data queries within CARBON MONOXIDE POISONING (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_HS	Total number of page views for data queries within HEAT STRESS (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_AIR	Total number of page views for data queries within AIR POLLUTANTS (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_WATER	Total number of page views for data queries within DRINKING WATER CONTAMINANTS (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_BD	Total number of page views for data queries within BIRTH DEFECTS (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_CANCER	Total number of page views for data queries within CANCER (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_CHILDBLL	Total number of page views for data queries within CHILDHOOD BLOOD LEAD LEVELS (NCDM Content Area)	range of 0 - ???	numeric
POP_DQ_RBO	Total number of page views for data queries within REPRODUCTIVE HEALTH OUTCOMES (NCDM Content Area)	range of 0 - ???	numeric
UNIQUE_VISITORS	Total number of unique visitors	range of 0 - ???	numeric
OUTSIDE_VISITORS	Number of out-of-state/city visitors	range of 0 - ???	numeric
TOP_OS_1	Top platforms/operating systems used to explore portal -1st		enumeration
TOP_OS_2	Top platforms/operating systems used to explore portal -2nd		enumeration
TOP_OS_3	Top platforms/operating systems used to explore portal -3rd		enumeration
TOP_REFSITE_1	Top referring sites - 1st	website	text
TOP_REFSITE_2	Top referring sites - 2nd	website	text
TOP_REFSITE_3	Top referring sites - 3rd	website	text
TOP_TERMphrase_1	Top relevant search terms or search phrases leading visitors to site -1st		text
TOP_TERMphrase_2	Top relevant search terms or search phrases leading visitors to site -2nd		text
TOP_TERMphrase_3	Top relevant search terms or search phrases leading visitors to site -3rd		text
POP_CP_NON_NAME1	Name of non-NCDM Content Area on content pages -1st		text
POP_CP_NON_COUNT1	Number of page views for top non-NCDM Content Areas on content pages -1st	range of 0 - ???	numeric
POP_CP_NON_NAME2	Name of non-NCDM Content Area on content pages -2nd		text
POP_CP_NON_COUNT2	Number of page views for top non-NCDM Content Areas on content pages -2nd	range of 0 - ???	numeric
POP_CP_NON_NAME3	Name of non-NCDM Content Area on content pages -3rd		text
POP_CP_NON_COUNT3	Number of page views for top non-NCDM Content Areas on content pages -3rd	range of 0 - ???	numeric
POP_DQ_NON_NAME1	Name of non-NCDM Content Area on data queries -1st		text
POP_DQ_NON_COUNT1	Number of page views for top non-NCDM Content Areas on data queries -1st	range of 0 - ???	numeric
POP_DQ_NON_NAME2	Name of non-NCDM Content Area on data queries -2nd		text
POP_DQ_NON_COUNT2	Number of page views for top non-NCDM Content Areas on data queries -2nd	range of 0 - ???	numeric
POP_DQ_NON_NAME3	Name of non-NCDM Content Area on data queries -3rd		text
POP_DQ_NON_COUNT3	Number of page views for top non-NCDM Content Areas on data queries -3rd	range of 0 - ???	numeric
VISITOR_AFF_1	Top visitor affiliations -1st		text
VISITOR_AFF_2	Top visitor affiliations -2nd		text
VISITOR_AFF_3	Top visitor affiliations -3rd		text
GOVT_VISITORS	Number of visitors from state/city governmental domain	range of 0 - ???	numeric

**Metric**

MM\_YYYY

TOTAL\_SESSION

<name\_date\_submitter1> ex. Iowa\_June16\_RobWalker

<name\_date\_submitter2>

<name\_date\_submitter3>

<name\_date\_submitter4>

<name\_date\_submitter5>

<name\_date\_submitter6>

<name\_date\_submitter7>

<name\_date\_submitter8>

<name\_date\_submitter9>

<name\_date\_submitter10>

<name\_date\_submitter11>

<name\_date\_submitter12>

**QC NOTES**

QC KEY (QC row or individual cell)

-1 = Counts Approximated

-2 = Data Unavailable

TOTAL\_VISITOR TOTAL\_PAGEVIEW AVG\_PPV POP\_CP\_ASTHMA POP\_CP\_MI POP\_CP\_CO

#DIV/0!  
#DIV/0!  
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#DIV/0!  
#DIV/0!



POP\_CP\_HS POP\_CP\_AIR POP\_CP\_WATER POP\_CP\_BD POP\_CP\_CANCER POP\_CP\_CHILDBLL



POP\_CP\_RBO POP\_DQ\_ASTHMA POP\_DQ\_MI POP\_DQ\_CO POP\_DQ\_HS POP\_DQ\_AIR



POP\_DQ\_WATER POP\_DQ\_BD POP\_DQ\_CANCER POP\_DQ\_CHILDBLL POP\_DQ\_RBO





UNIQUE\_VISITORS   OUTSIDE\_VISITORS   TOP\_OS\_1   TOP\_OS\_2   TOP\_OS\_3   TOP\_REFSITE\_1



TOP\_REFSITE\_2 TOP\_REFSITE\_3 TOP\_TERMphrase\_1



TOP\_TERMphrase\_2

TOP\_TERMphrase\_3

POP\_CP\_NON\_NAME1



POP\_CP\_NON\_COUNT1 POP\_CP\_NON\_NAME2 POP\_CP\_NON\_COUNT2 POP\_CP\_NON\_NAME3



POP\_CP\_NON\_COUNT3 POP\_DQ\_NON\_NAME1 POP\_DQ\_NON\_COUNT1 POP\_DQ\_NON\_NAME2



POP\_DQ\_NON\_COUNT2

POP\_DQ\_NON\_NAME3

POP\_DQ\_NON\_COUNT3

VISITOR\_AFF\_1



VISITOR\_AFF\_2 VISITOR\_AFF\_3 GOVT\_VISITORS



<b>Metric</b>	<b>MM_YYYY</b>	<b>TOTAL_SESSION</b>	<b>TOTAL_VISITOR</b>	<b>TOTAL_PAGEVIEW</b>
<i>Iowa_Dec2016_Rwalker</i>	Dec-16	500	200	1,000
<i>Iowa_Jan2017_Rwalker</i>	Jan-17	550	220	1,100
<i>Iowa_Feb2017_Rwalker</i>	Feb-17	600	230	1,050

**QC NOTES**

**QC KEY**

-1 = Counts Approximated

-2 = Data Unavailable



AVG_PPV	POP_CP_ASTHMA	POP_CP_MI	POP_CP_CO	POP_CP_HS	POP_CP_AIR	POP_CP_WATER
5.00	50	33	45	75	45	12
5.00	25	45	95	85	85	21
4.57	55	12	23	65	65	31
	-1	-1	-1	-1	-1	-1

POP_CP_BD	POP_CP_CANCER	POP_CP_CHILDBLL	POP_CP_RBO	POP_DQ_ASTHMA	POP_DQ_MI
-2	50	33	45	50	33
-2	25	45	95	25	45
-2	55	12	23	55	12
-2	-1	-1	-1		

POP_DQ_CO	POP_DQ_HS	POP_DQ_AIR	POP_DQ_WATER	POP_DQ_BD	POP_DQ_CANCER
45	75	45	12	-2	50
95	85	85	21	-2	25
23	65	65	31	-2	55
				-2	-2

POP_DQ_CHILDBLL	POP_DQ_RBO	UNIQUE_VISITORS	OUTSIDE_VISITORS	TOP_OS_1	TOP_OS_2
33	-2	200		100 Widows	OS X
45	-2	220		100 Widows	OS X
12	-2	230		100 Widows	OS X
-2	-2	-1		-1	

TOP_OS_3	TOP_REFSITE_1	TOP_REFSITE_2	TOP_REFSITE_3
IOS	cdc.gov	google.com	county.gov
IOS	cdc.gov	yahoo.com	county.gov
IOS	epa.gov	google.com	county.gov

TOP\_TERMphrase\_1

public health data  
water quality  
earth day

TOP\_TERMphrase\_2

environmental health  
washington county health  
rabies



TOP_TERMphrase_3	POP_CP_NON_NAME1	POP_CP_NON_COUNT1
water quality	climate change	100
carbon monoxide	climate change	100
health	climate change	125
		-1

POP_CP_NON_NAME2	POP_CP_NON_COUNT2	POP_CP_NON_NAME3	POP_CP_NON_COUNT3
radon		25 private water	15
private water		30 radon	15
radon		25 private water	10
		-1	-1



POP_DQ_NON_NAME1	POP_DQ_NON_COUNT1	POP_DQ_NON_NAME2	POP_DQ_NON_COUNT2
climate change		100 radon	25
climate change		100 private water	30
climate change		125 radon	25
	-1		-1

POP_DQ_NON_NAME3	POP_DQ_NON_COUNT3	VISITOR_AFF_1	VISITOR_AFF_2	VISITOR_AFF_3
private water		15 State university	Local Gov	Hospital
radon		15 State university	Local Gov	Hospital
private water		10 State university	Local Gov	Hospital
	-1			

GOVT\_VISITORS

200

200

200

-1

Tip: Create a custc

Variable
MM_YYYY
TOTAL_SESSION
TOTAL_VISITOR
TOTAL_PAGEVIEW
AVG_PPV
POP_CP_ASTHMA
POP_CP_MI
POP_CP_CO
POP_CP_HS
POP_CP_AIR
POP_CP_WATER
POP_CP_BD
POP_CP_CANCER
POP_CP_CHILDBLL
POP_CP_RBO
POP_DQ_ASTHMA
POP_DQ_MI
POP_DQ_CO
POP_DQ_HS
POP_DQ_AIR
POP_DQ_WATER
POP_DQ_BD
POP_DQ_CANCER
POP_DQ_CHILDBLL
POP_DQ_RBO
UNIQUE_VISITORS
OUTSIDE_VISITORS
TOP_OS_1
TOP_OS_2
TOP_OS_3
TOP_REFSITE_1
TOP_REFSITE_2
TOP_REFSITE_3
TOP_TERMphrase_1
TOP_TERMphrase_2
TOP_TERMphrase_3
POP_CP_NON_NAME1

POP\_CP\_NON\_COUNT1

POP\_CP\_NON\_NAME2

POP\_CP\_NON\_COUNT2

POP\_CP\_NON\_NAME3

POP\_CP\_NON\_COUNT3

POP\_DQ\_NON\_NAME1

POP\_DQ\_NON\_COUNT1

POP\_DQ\_NON\_NAME2

POP\_DQ\_NON\_COUNT2

POP\_DQ\_NON\_NAME3

POP\_DQ\_NON\_COUNT3

VISITOR\_AFF\_1

VISITOR\_AFF\_2

VISITOR\_AFF\_3

GOVT\_VISITORS

# Google Analytics Help

om report to get the monthly report from Google Analytics in one step: Customization => Custom Reports

## Where to find in Google Analytics

Normally at Google Analytics, you can select the time span on the top right.

Audience => Overview: Sessions

Audience => Overview: Users

Audience => Overview: Pageviews

Audience => Overview: Pages / Session

Behavior => Overview; Behavior => SiteContent => Content Drilldown

Behavior => Overview; Behavior => SiteContent => Content Drilldown

Behavior => Overview; Behavior => SiteContent => Content Drilldown

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Behavior => Overview; Behavior => SiteContent => Content Drilldown

Behavior => Overview; Behavior => SiteContent => Content Drilldown

Audience => New Users

Audience => Location

Audience => Browser & OS

Audience => Browser & OS

Audience => Browser & OS

Acquisition => Source/Medium

Acquisition => Source/Medium

Acquisition => Source/Medium

Acquisition => Search Console => Queries (might need setup)

Acquisition => Search Console => Queries (might need setup)

Acquisition => Search Console => Queries (might need setup)

Behavior => Overview; Behavior => SiteContent => Content Drilldown



Last Update 8/1/2019

8/2/2018

Intial Release

8/1/2019

AVG_PPV	Average number of pages viewed per <b>visitor (was visit)</b> range of 0 - ???
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A.

B. Column F in the STATSDATA tab modified to add optional formu



numeric, 2 decimal places:Required

The average number of pages viewed per **VISITOR** (was session) to your website. Calculated by dividing total number of page views by **TOTAL\_VISITORS** (was total number of visits). In formula: **TOTAL\_PAGEVIEW/TOTAL\_VISITOR**

ial calculation of Col E/Col D (TOTAL\_PAGEVIEW/TOTAL\_VISITOR)