Variable	Statistic	Coding / value
STATE_NAME	State name	From Drop down list
FIPS CODE	FIPS Code	Auto-populated from state name selection, range of 1-78
DATE	Month and year of statistic data	MM/dd/YYYY- From Drop down list
TOTAL_SESSION	Total number of sessions (or visits)	range of 0 - ???, Blank if no data available
TOTAL_VISITOR	Total number of visitors	range of 0 - ???, Blank if no data available
TOTAL_PAGEVIEW	Total page views for all site pages, summed	range of 0 - ???, Blank if no data available
POP_CP_ASTHMA	Total number of page views for content pages within ASTHMA (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_MI	Total number of page views for content pages within MYOCARDIAL INFARCTION (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_CO	Total number of page views for content pages within CARBON MONOXIDE POISONING (NCDM Content Area)	range of 0 - ???, Blank if no data available

POP_CP_HS	Total number of page views for content pages within HEAT STRESS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_AIR	Total number of page views for content pages within AIR POLLUTANTS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_WATER	Total number of page views for content pages within DRINKING WATER CONTAMINANTS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_BD	Total number of page views for content pages within BIRTH DEFECTS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_CANCER	Total number of page views for content pages within CANCER (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_CHILDBLL	Total number of page views for content pages within CHILDHOOD BLOOD LEAD LEVELS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_CP_RBO	Total number of page views for content pages within REPRODUCTIVE HEALTH OUTCOMES (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_ASTHMA	Total number of page views for data queries within ASTHMA (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_MI	Total number of page views for data queries within MYOCARDIAL INFARCTION (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_CO	Total number of page views for data queries within CARBON MONOXIDE POISONING (NCDM Content Area)	range of 0 - ???, Blank if no data available

POP_DQ_HS	Total number of page views for data queries within HEAT STRESS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_AIR	Total number of page views for data queries within AIR POLLUTANTS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_WATER	Total number of page views for data queries within DRINKING WATER CONTAMINANTS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_BD	Total number of page views for data queries within BIRTH DEFECTS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_CANCER	Total number of page views for data queries within CANCER (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_CHILDBLL	Total number of page views for data queries within CHILDHOOD BLOOD LEAD LEVELS (NCDM Content Area)	range of 0 - ???, Blank if no data available
POP_DQ_RBO	Total number of page views for data queries within REPRODUCTIVE HEALTH OUTCOMES (NCDM Content Area)	range of 0 - ???, Blank if no data available
UNIQUE_VISITORS	Total number of unique visitors	range of 0 - ???, Blank if no data available
OUTSIDE_VISITORS	Number of out-of-state/city visitors	range of 0 - ???, Blank if no data available
TOP_OS_1	Top platforms/operating systems used to explore portal -1st	From Drop down list, Select Unavailable option if data not available and Other if OS not in the list

TOP_OS_2	Top platforms/operating systems used to explore portal -2nd	From Drop down list, Select Unavailable option if data not available and Other if OS not in the list
TOP_OS_3	Top platforms/operating systems used to explore portal -3rd	From Drop down list, Select Unavailable option if data not available and Other if OS not in the list
TOP_REFSITE_1	Top referring sites - 1st	website, Enter Unavailable if data not available
TOP_REFSITE_2	Top referring sites - 2nd	website, Enter Unavailable if data not available
TOP_REFSITE_3	Top referring sites - 3rd	website, Enter Unavailable if data not available
TOP_TERMPHRASE_1	Top relevant search terms or search phrases leading visitors to site -1st	Enter Unavailable if data not available
TOP_TERMPHRASE_2	Top relevant search terms or search phrases leading visitors to site -2nd	Enter Unavailable if data not available
TOP_TERMPHRASE_3	Top relevant search terms or search phrases leading visitors to site -3rd	Enter Unavailable if data not available

Standardized Web Statistics - Codebook

Format	Statistic Type
Text	Required
numeric	Required
date format	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric   Required

numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
numeric	Required
enumeration	Required

enumeration	Required
enumeration	Required
text	Required
text	Required
text	Required
text	Required
text	Required
text	Required

Definition	Topic
State Name or City Name	Identifier
Federal Information Processing Standards (FIPS) are numeric codes used to identify states and counties, as assigned by the National Institute of Standards and Technology (NIST).	Identifier
Last day of the month including the year corresponding to the monthly timeframe of the collected data	Identifier
Sessions are the individual periods of time (also known as "visits") that visitors spend on your site. One session is the record of a single visitor browsing a website during a given time period. This can include multiple page views, or events. In general, sessions end at midnight on the day a session was initiated or after 30 minutes of inactivity.	Overall Usage
A visitor is a person who goes to a website. More precisely, a visitor is the uniquely identified client that is generating page views within a defined time period (i.e. during one month).	Overall Usage
Page views are the amount of times visitors arrive on individual pages of your website. If a user reloads a page, that action will be counted as an additional page view. If a visitor navigates to a different page and then returns to the original page, a second page view will be recorded as well.	Overall Usage
	Popular Content
	Popular Content
	Popular Content

This statistic is the number of page views (not data queries) related to NCDM topics. Counts should be grouped by topic areas. Example: Count page views for all asthma content area pages and sum together to get a total for the content area. The more granular the information reported, the better.

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

This statistic is the number of page views for data queries (not content pages) grouped by NCDM topic areas. For example: Count all the page views that included a query of cancer data and sum together to get a total number of page views for the topic area.

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Popular Content

Unique visitors are individual (non-duplicate) visitors to a site over the course of a specific time period. This data is determined by cookies that are stored in visitor browsers. When a user visits your site for the first time, a new visit and unique visitor are both recorded. If the same user returns to the site after their initial visit, only a new visit is added.

Reach

This statistic asks for the number of visitors that are located outside of each recipients' jurisdiction (i.e., city or state). For example, Google Analytics determines locations from visitors' IP addresses and where internet service providers assign those ranges.

Reach

This statistic asks for the first most popular operating system most used by visitors to access your website. List: ["Windows", "OS X" "Android", "iOS", "Linux", "other"]
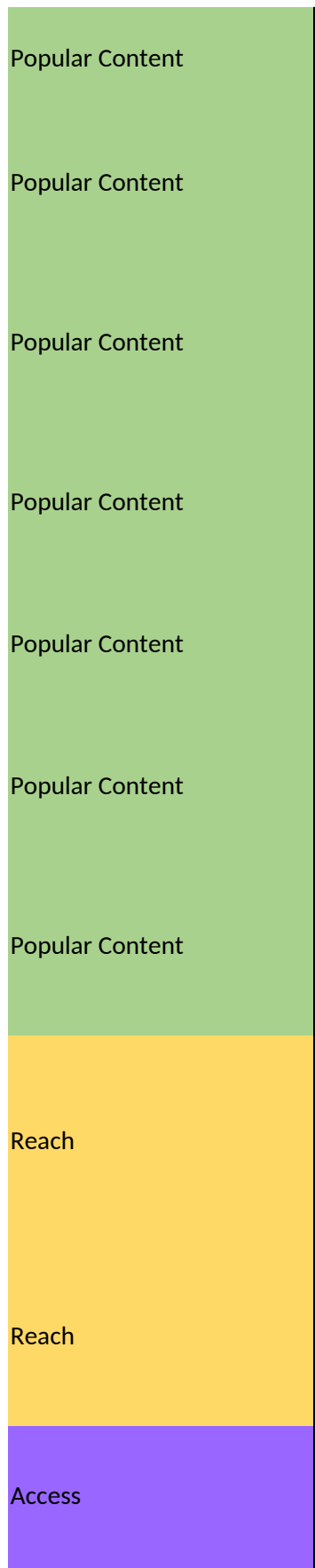
Access

This statistic asks for the second most popular operating system most used by visitors to access your website. List: ["Windows", "OS X" "Android", "iOS", "Linux", "other"]	Access
This statistic asks for the Third most popular operating system most used by visitors to access your website. List: ["Windows", "OS X" "Android", "iOS", "Linux", "other"]	Access
Other websites that refer or send visitors to your website are called referring sites. This statistic asks for the first most occurring website, not search engines(Google/Google.com, Bing, Yahoo search, AOL, Duckduckgo, etc..) or social networks (Facebook, Youtube, whatapps, Instagram, Tiktok, etc..), which drive the most visitors to your website.	Access
Other websites that refer or send visitors to your website are called referring sites. This statistic asks for the second most occurring website, not search engines or social networks, which drive the most visitors to your website.	Access
Other websites that refer or send visitors to your website are called referring sites. This statistic asks for the third most occurring website, not search engines or social networks, which drive the most visitors to your website.	Access
This statistic asks for the first most common terms (eliminating words such as "and" or "the") or phrases (e.g. "childhood lead") entered into search engines that led visitors to your website.	Access
This statistic asks for the second most common terms (eliminating words such as "and" or "the") or phrases (e.g. "childhood lead") entered into search engines that led visitors to your website.	Access
This statistic asks for the third most common terms (eliminating words such as "and" or "the") or phrases (e.g. "childhood lead") entered into search engines that led visitors to your website.	Access

STATE_NAME	FIPS_CODE	DATE	TOTAL_SESSION
Iowa	19	8/31/21	456
Iowa	19	9/30/21	45
Iowa	19	10/31/21	29
Iowa	19	11/30/21	6
Iowa	19	12/31/21	568
Iowa	19	1/31/22	29
Iowa	19	2/28/22	6
Iowa	19	3/31/22	678
Iowa	19	4/30/22	29
Iowa	19	5/31/22	79
Iowa	19	6/30/22	165
Iowa	19	7/31/22	29

TOTAL_VISITOR	TOTAL_PAGEVIEW	POP_CP_ASTHMA	POP_CP_MI
123	1067	5	0
21	2039	65	2
32	1467	10	2
2	2319	5	0
21	1237	4	1
32	3450	10	2
1	6719	5	0
21	2437	4	1
32	1250	10	2
15	4319	5	0
21	4537	3	1
32	4550	10	2

TOTAL_VISITOR	TOTAL_PAGEVIEW	POP_CP_ASTHMA	POP_CP_MI

POP_CP_CO	POP_CP_HS	POP_CP_AIR	POP_CP_WATER
0	0	4	4
1	1	3	102
2	2	6	96
0	0	4	4
1	1	3	103
	2	6	1396
0	0	4	4
1	1	3	54
2	2	6	1396
0	0	4	4
1	1	3	0
2	2	6	1396

POP_CP_BD	POP_CP_CANCER	POP_CP_CHILDBLL	POP_CP_RBO
4	4	1	315
0	56	2	263
617	79	6	501
4	4	1	315
0	16	2	263
617	79	6	501
4	4	1	315
		2	263
617	79	6	501
4	4	1	315
76	0	2	263
617	79	6	501

POP_CP_BD	POP_CP_CANCER	POP_CP_CHILDBLL	POP_CP_RBO

POP_DQ_ASTHMA	POP_DQ_MI	POP_DQ_CO	POP_DQ_HS
282	486	10	0
307	392	24	1
297	504	28	0
282	486	10	12
307	392	24	1
297	504	28	0
282	486	10	0
307	392	24	1
297	504	28	0
282	486	10	0
307	392	24	1
297	504	28	0

POP_DQ_ASTHMA	POP_DQ_MI	POP_DQ_CO	POP_DQ_HS
282	486	10	0

POP_DQ_AIR	POP_DQ_WATER	POP_DQ_BD	POP_DQ_CANCER
133	147	63	30
64	127	0	0
72	218	72	35
133	147	63	30
64	127	45	63
72	0	72	35
133	147	63	30
64	127	40	63
72	218	72	0
133	147	63	30
64	127	30	63
72	218	72	35

POP_DQ_CHILDBLL	POP_DQ_RBO	UNIQUE_VISITORS	OUTSIDE_VISITORS
65	67	5	12
48	105	14	16
67	65	10	20
65	34	5	12
54	105	14	16
76	43	10	20
65	32	5	12
46	105	14	16
0	32	10	20
65		5	12
112	105	14	16
342	0	10	20

TOP_OS_1	TOP_OS_2	TOP_OS_3	TOP_REFSITE_1
Windows	iOS	Unavailable	dph.georgia.gov
Other	Android	Chrome OS	cdc.gov
Unavailable	iOS	Android	epa.gov
Windows	Unavailable	Unavailable	dph.georgia.gov
Other	Android	Chrome OS	cdc.gov
Unavailable	iOS	Android	epa.gov
Windows	iOS	Unavailable	dph.georgia.gov
Other	Android	Chrome OS	cdc.gov
Unavailable	iOS	Android	epa.gov
Windows	iOS	Unavailable	dph.georgia.gov
Other	Android	Chrome OS	cdc.gov
Unavailable	iOS	Android	epa.gov

TOP_REFSITE_2	TOP_REFSITE_3	TOP_TERMPHRASE_1	TOP_TERMPHRASE_2
Direct Traffic	dph.georgia.gov	environmental health	CDC Tracking
Direct Traffic	epa.gov	washington county health	Unavailable
Direct Traffic	hhs.gov	rabies	Iowa environment health
Direct Traffic	dph.georgia.gov	environmental health	CDC Tracking
Direct Traffic	epa.gov	washington county health	Unavailable
Direct Traffic	dph.georgia.gov	rabies	Iowa environment health
Direct Traffic	epa.gov	environmental health	CDC Tracking
Direct Traffic	epa.gov	washington county health	Unavailable
Direct Traffic	dph.georgia.gov	rabies	Iowa environment health
Direct Traffic	epa.gov	environmental health	CDC Tracking
Direct Traffic	epa.gov	washington county health	Unavailable
Direct Traffic	dph.georgia.gov	rabies	Iowa environment health

TOP_TERMPHRASE_3
Unavailable
carbon monoxide
health
Unavailable
carbon monoxide
health
Unavailable
carbon monoxide
health
Unavailable
carbon monoxide
health

STATE_NAME	FIPS_CODE	DATE	TOTAL_SESSION
	#N/A	8/31/21	
	#N/A	9/30/21	
	#N/A	10/31/21	
	#N/A	11/30/21	
	#N/A	12/31/21	
	#N/A	1/31/22	
	#N/A	2/28/22	
	#N/A	3/31/22	
	#N/A	4/30/22	
	#N/A	5/31/22	
	#N/A	6/30/22	
	#N/A	7/31/22	

TOTAL_VISITOR	TOTAL_PAGEVIEW	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_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

Tip: Create a custom

Variable
DATE
TOTAL_SESSION
TOTAL_VISITOR
TOTAL_PAGEVIEW
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

Google Analytics Help

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, select a full month as timeframe
Audience => Overview: Sessions
Audience => Overview: Users
Audience => Overview: Pageviews
Behavior => Overview; Behavior => SiteContent => Content Drilldown
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 => Overview => New Users
Audience => Location
Audience => Technology=>Browser & OS
Audience => Technology=>Browser & OS
Audience => Technology=>Browser & OS
Acquisition => All Traffic => Source/Medium
Acquisition => All Traffic => Source/Medium
Acquisition => All Traffic => Source/Medium
Acquisition => Search Console => Queries (Search query)
Acquisition => Search Console => Queries (Search query)
Acquisition => Search Console => Queries (Search query)

Last Update 08/11/2022

8/11/2022 **Total variables changed from 36 t**

Metrics Added:

METRICS
FIPS_CODE

8/17/2020

Total variables changed from 53

Metrics Removed:

METRICS
AVG_PPV
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

Variable Updated

VARIABLES
STATE_NAME

Validation rules implemented on columns

8/1/2019

A.

AVG_PPV

B.

8/2/2018

Initial Release

o 37

REASON FOR ADDING	NUMBER OF METRICS
Added as additional identifier for states.	1

to 36 (2 variables identifier and 34 traffic metrics all mandatory)

REASON FOR REMOVING	NUMBER OF METRICS
No need to have in the data collection template, it is a calculated Metrics and is available in data visualization tool	1
Had >=50% of missing data	16

REASON FOR UPDATE
Useful to identify Recipients data, no need to have date associated to it as in earlier version

Average number of pages viewed per **visitor (**was **visit)**   range of 0 - ???

Column F in the STATSDATA tab modified to add optional formual calculation of Col E/Col D (TOTAL_PA(

OPTIONAL OR REQUIRED?
Required, auto-populated field based on STATE_NAME selection.

OPTIONAL OR REQUIRED?
Required
Optional

| 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** |

GEVIEW/TOTAL_VISITOR)