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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_ASTMHA	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

[illegible]

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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
	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	Popular Content

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

The treemap displays the hierarchical distribution of content types. The top-level categories are 'Popular Content' (green), 'Reach' (yellow), and 'Access' (purple). Each of these categories is further subdivided into smaller, unlabeled segments, indicating a detailed breakdown of the data.

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The treemap displays the following categories and their relative sizes:

- Popular Content (Green):** The largest category, occupying the top half of the visualization. It is subdivided into several smaller segments.
- Reach (Yellow):** The second largest category, occupying the middle section. It is also subdivided into smaller segments.
- Access (Purple):** The third largest category, occupying the bottom section. It is subdivided into the smallest segments.

The treemap displays the hierarchical distribution of content types. The top-level categories are 'Popular Content' (green), 'Reach' (yellow), and 'Access' (purple). Each category is further subdivided into smaller, unlabeled segments, indicating a detailed breakdown of the data.

The treemap displays the hierarchical distribution of content types. The top section, colored green, represents 'Popular Content'. The middle section, colored yellow, represents 'Reach'. The bottom section, colored purple, represents 'Access'. Each of these three main categories is further divided into several smaller, unlabeled sub-segments, indicating a detailed breakdown of each content type.

The treemap displays the hierarchical distribution of content types. The top-level categories are 'Popular Content' (green), 'Reach' (yellow), and 'Access' (purple). Each category is further subdivided into smaller, unlabeled segments, indicating a detailed breakdown of the data.

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The treemap displays the hierarchical distribution of content types. The top section, colored green, represents 'Popular Content'. The middle section, colored yellow, represents 'Reach'. The bottom section, colored purple, represents 'Access'. Each of these main categories is further divided into multiple smaller, unlabeled segments, indicating a detailed breakdown of the data.

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.

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Access
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	

POP_CP_CO	POP_CP_HS	POP_CP_AIR	POP_CP_WATER
	0	0	4
	1	1	3
	2	2	6
	0	0	4
	1	1	3
		2	6
	0	0	4
	1	1	3
	2	2	6
	0	0	4
	1	1	3
	2	2	6

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_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_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_TERM

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
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POP_CP_CO	POP_CP_HS	POP_CP_AIR	POP_CP_WATER
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POP_DQ_ASTHMA	POP_DQ_MI	POP_DQ_CO	POP_DQ_HS
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POP_DQ_CHILDBLL	POP_DQ_RBO	UNIQUE_VISITORS	OUTSIDE_VISITORS
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TOP_OS_1	TOP_OS_2	TOP_OS_3	TOP_REFSITE_1
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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

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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 to 37
	Metrics Added:
	METRICS
	FIPS_CODE

8/17/2020

Total variables changed from 53 to 64
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
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8/1/2019

AVG_PPV

A.

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 formula calculation of Col E/Col D (TOTAL_PAC

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
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GEVIEW/TOTAL_VISITOR)