

Analytics for SharePoint® Intranet Spaces

As businesses look to improve internal communications, many are turning to Microsoft SharePoint to empower and connect their employees and partners.



Microsoft SharePoint delivers the foundation for driving internal communications, collaboration and content sharing efficiencies. As a central exchange for content, processes, expertise and cooperation, SharePoint is a vital component to company success.

To ensure that SharePoint delivers as expected, it is critical for users and admins to have access to effective measurement and reporting. Webtrends offers the leading measurement solution for SharePoint 2010, 2013 and Office 365, delivering the user-specific metrics needed to assess ROI, drive migration strategies and validate enterprise social in a SharePoint environment.

1. Key Metrics

Sessions, Page Views, Views Per Session, New Users, Visitors, Average Daily User Duration

2. Engagement Specific Metrics

Active Users, Document Actions, Newsfeeds, Searches, Social Actions

3. Widgets

Top SharePoint Sites, Top Publishers, Top Documents, Web Parts

SharePoint® Space–Intranet: Space Dashboard



Profile Metrics: Sessions, Page Views, Views per Session, New Users, Visitors, Average Daily User Duration

Content

	Sessions	Page Views	Views per Session	Avg Session Duration	Total Session Duration	Avg View Time (Sec)	Bounce Rate	Single Page View Sessions	Entry Page Sessions	Successful Searches	Unsuccessful Searches	Document Downloads	Document Creation	Document Upload	Document Share	Document Follow	Document Alerts Set	Document Contribution Actions	List Contributor Actions	List Item Follow	List Item Alert	List Item Creations	List Item Attach File	List Item Edit	Social Action Post	Social Contributor Actions	Social Action Like	Social Action Reply
Active Documents by Site	•			•	•							•	•	•	•	•	•											
Breadcrumbs: SharePoint Sites	•	•	•	•																								
Breadcrumbs: Users	•	•	•	•																								
Custom List Activity by Department	•	•	•	•	•	•													•	•	•	•	•	•				
Custom List Items by List Name	•	•	•	•	•														•	•	•	•	•	•				
Custom Lists by User	•	•	•	•	•														•	•	•	•	•	•				
Documents: Departments	•	•	•	•	•	•	•	•	•				•					•										
Documents: Managers	•	•	•	•	•	•	•	•	•				•					•										
Documents: Offices	•	•	•	•	•	•	•	•	•				•					•										
Most Active Lists by Site	•	•		•	•														•	•	•	•	•	•				
Most Popular Countries by Site	•	•		•	•		•	•	•									•	•						•			
Most Popular Pages by Site	•	•		•	•		•	•	•	•	•			•			•	•	•		•	•	•	•	•	•	•	•
On-Site Searches	•	•	•	•			•	•	•	•	•																	
On-Site Searches: Not Found											•																	
On-Site Searches: SharePoint Sites	•	•	•	•						•	•																	
On-Site Searches: Users	•	•	•	•						•	•																	
Pages: Next	•	•																										
Pages: Previous	•	•																										
Site Pages	•	•	•			•	•	•	•																			



Engagement

	Sessions	Page Views	Views per Session	Avg Session Duration	Total Session Duration	Bounce Rate	Single Page View Sessions	Entry Page Sessions	Successful Searches	Unsuccessful Searches	Document Downloads	Document Creation	Document Upload	Document Share	Document Follow	Document Alerts Set	Document Contribution Actions	Document Action Clicks	List Contributor Actions	List Item Follow	List Item Alert	List Item Creations	List Item Attach File	List Item Edit	Social Action Deletes	Newsfeed Follows	Social Action Post	Social Contributor Actions	Social Action Like	Social Action Reply	Social Action Unlike	Social Action Clicks
Active Users by Department	•	•		•	•	•	•	•	•	•							•	•									•					
Active Users by Manager	•	•	•	•	•	•	•	•									•	•									•					
Active Users by Office	•	•	•	•	•	•	•	•	•	•							•	•									•					
Contributing Users by Site	•	•	•	•	•	•	•	•									•	•									•					
Custom List Actions by User	•	•		•	•				•	•							•	•	•	•	•	•	•				•					
Document Actions by User	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•		•								•					
Document Changes by User	•			•	•						•	•	•	•	•	•	•															
Most Active Sites by Webpart	•	•		•	•	•	•	•																								
Most Active Users by City	•	•		•	•	•	•	•	•	•							•	•									•					
Active Users by Newsfeed	•			•	•																			•	•	•	•	•	•			
Most Active Offices	•	•	•	•	•	•	•	•									•	•									•					
Most Active Users by Site	•	•		•	•	•	•	•	•	•							•	•									•					
Most Active Webparts by Page	•	•		•	•	•	•	•																								
Most Active Webparts by Site	•	•		•	•				•	•	•		•			•	•		•		•	•	•	•			•	•	•	•		
Newsfeed Actions by User	•	•		•	•	•	•	•	•	•							•	•						•	•	•	•	•	•	•		
On-site Searches by Users	•	•		•	•			•	•																							
Social Actions by Feed	•			•	•																										•	
Webpart Activity by Users	•	•		•	•																											



People

	Sessions	Page Views	Views per Session	Avg Session Duration	Total Session Duration	Users	Active Sessions	Bounce Rate	Single Page View Sessions	Entry Page Sessions	Clickthroughs	Daily Users	Weekly Users	Monthly Users	Quarterly Users	Yearly Users	Unsuccessful Searches	Document Download	Document Upload	
Domains: Organizations	•	•	•	•																
Downloaded Documents by User	•			•	•													•		
Geo: Cities	•	•	•	•																
Geo: Countries	•	•	•	•																
Geo: Drilldown	•	•	•	•																
Geo: Languages	•	•	•	•																
Geo: Regions	•	•	•	•																
Key Metrics		•					•	•	•	•	•	•	•	•	•	•	•	•	•	
Sessions: Depth	•																			
Sessions: Duration	•	•	•																	
Time: Daily Server Activity	•	•																		
Time: Hourly Server Activity	•	•																		
Uploaded Documents by User	•			•	•															•
Users: New + Returning	•	•	•	•							•	•	•	•	•	•	•	•	•	
Sessions: Frequency						•														

Technology

	Sessions	Page Views	Views per Session	Avg Session Duration
Browsers: Flash	•	•	•	•
Browsers: JavaScript Versions	•	•	•	•
Browsers: OS	•	•	•	•
Browsers: Resolutions	•	•	•	•
Browsers: Silverlight	•	•	•	•
Browsers: Versions	•	•	•	•
Mobile: Browsers	•	•	•	•
Mobile: Devices + Browsers	•	•	•	•



Traffic

	Sessions	Page Views	Views per Session	Avg Session Duration	Bounce Rate	Single Page View Sessions	Entry Page Sessions
Referrers: Names	•	•	•	•	•	•	•
Referrers: Pages (Initial)	•	•	•	•	•	•	•

Events

	Sessions	Page Views	Views per Session	Avg Session Duration	Total Session Duration	Avg View Time (Sec)	Bounce Rate	Single Page View Sessions	Entry Page Sessions	Document Downloads	Document Creation	Document Upload	Document Share	Document Follow	Document Alerts Set	Document Contribution Actions	Document Action Clicks
Announcements: Conversion Pages	•	•	•														
Announcements: IDs	•	•	•	•					•								
Announcements: Landing Pages	•	•	•														
Most Active Documents	•		•	•	•				•	•	•	•	•	•	•	•	
Most Active Document Types	•		•	•	•				•	•	•	•	•	•	•	•	•
Document Actions Across Sites	•			•	•					•	•	•	•	•	•	•	
Promotions: Clickthroughs	•	•	•	•	•	•	•	•	•		•			•		•	
Promotions: CTR	•	•	•	•	•	•	•	•	•		•			•		•	
Promotions: Impressions	•	•	•	•	•	•	•	•	•		•			•		•	