Finna Classroom report

Period: 2019-10-01 - 2020-07-31

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Introduction

This report presents data for the service https://finna.fi/Content/luokkahuone during the period from 2019-10-01 to 2020-07-31

Due to limitations in how tracking has been configured in Matomo certain types of data is very time consuming to generate. Therefore the report also suggests some improvements that should be implemented in Matomo.

The key activity is to set up a proper url structure so that content in an educational package can be tracked more easily by simply looking at the url structure. In the current dataset used for this report, every individual page needs to be mapped to a package manually. This is almost impossible to do since content is also added, moved and removed over time.

I also strongly recommend to purchase the plugin called custom reports that will give users a better possibility to create ready made filters for specific groups of pages etc.

Startpage
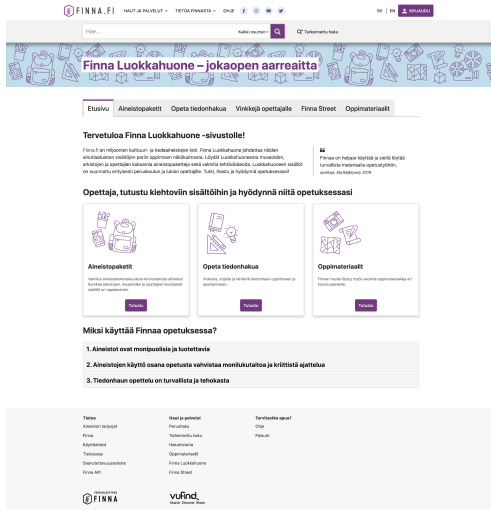
The startpage for Finna Classroom works as a navigation hub that helps users to reach the classroom content.

For the report period the amount of Unique pageviews (Number of unique browsers) was **15.656** and the page was viewed **33931** times. Out of Unique pageviews 10.513 (or 67%) started their visit on the startpage of Finna Classroom. This means that most users found this resource from another source.

The avg generation time was 0.19 seconds which is a very good number from a Usability perspective.

PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. GENERATION TIME
/Content/luokkahuone	28,676	15,658	47%	00:00:47	51%	0.19s

[Link to the data](#)

Entry pages

ENTRY PAGE URL	▼ ENTRANCES	BOUNCES	BOUNCE RATE
/Content/luokkahuone	10,513	4,898	47%

Link to the data

Visitor statistics

This statistic is based on the users that visited on /Content/luokkahuone

Devices

Device type

TYPE	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
🖥 Desktop	58.6% 9,180	257,760	28.1	16 min 26s	23%
📱 Smartphone	33.7% 5,271	30,750	5.8	3 min 15s	45%
📱 Tablet	6.9% 1,076	14,308	13.3	7 min 32s	32%
📱 Phablet	0.7% 116	448	3.9	1 min 49s	43%
Unknown	0.1% 10	36	3.6	2 min 58s	60%
📺 Tv	0% 2	55	27.5	10 min 0s	0%
Totals	**15,655**	**303,357**	**19.4**	**11 min 16s**	**31%**

Trend

Device type

TYPE	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
1. 🖥 Desktop					
March 1 – July 31, 20...	64.6% (-41.5%) 3,388	63,999	18.9	16 min 14s	25%
October 1, 2019 – Fe...	55.7% 5,792	193,761	33.5	16 min 33s	22%
2. 📱 Smartphone					
March 1 – July 31, 20...	28.8% (-59.9%) 1,509	12,589	8.3	4 min 20s	40%
October 1, 2019 – Fe...	36.1% 3,762	18,161	4.8	2 min 49s	47%
3. 📱 Tablet					
March 1 – July 31, 20...	6.3% (-56%) 329	4,664	14.2	7 min 16s	31%
October 1, 2019 – Fe...	7.2% 747	9,644	12.9	7 min 39s	33%
4. 📱 Phablet					
March 1 – July 31, 20...	0.4% (-77.9%) 21	73	3.5	1 min 11s	33%
October 1, 2019 – Fe...	0.9% 95	375	3.9	1 min 58s	45%
5. 📺 Tv					
March 1 – July 31, 20...	0% (+0%) 1	21	21	9 min 25s	0%
October 1, 2019 – Fe...	0% 1	34	34	10 min 34s	0%
Totals	**5,248**	**81,346**	**15.5**	**12 min 11s**	**30%**

Returning Visitors
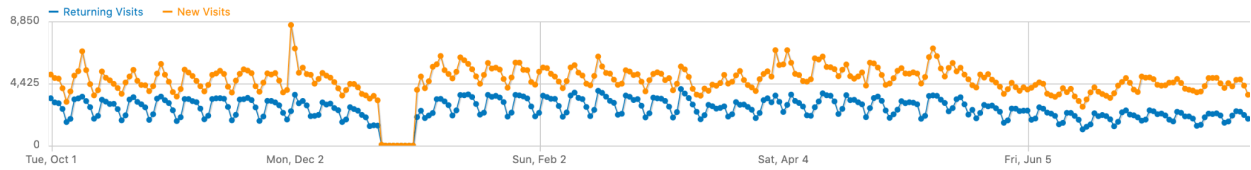
The ratio between new and returning visitors seems to be pretty stable over time for the period.
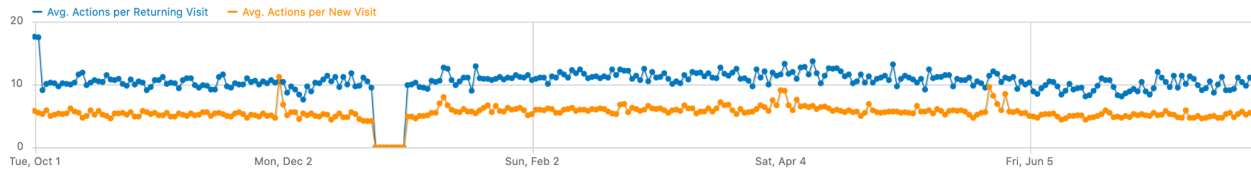
However the avg amount of actions is a lot higher for returning visitors. returning visitors ≈ 10
new visitors ≈ 5
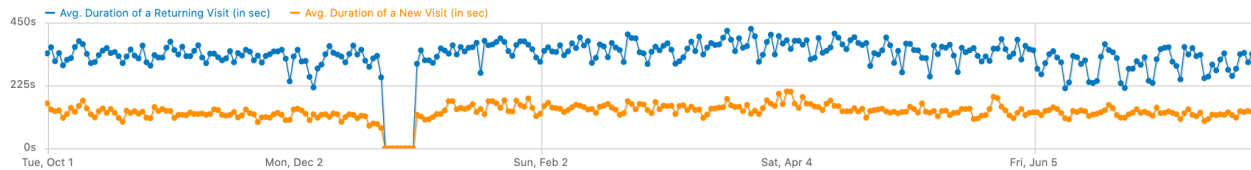
The average visit duration is also a lot higher for returning visitors (5 min 44sek) than for new visitors (2 min 15 sek).

VISIT NUMBER ▲	VISITS	% VISITS
1 visit	1,406,407	64%
2 visits	270,473	12%
3 visits	112,718	5%
4 visits	63,645	3%
5 visits	41,867	2%
6 visits	30,194	1%
7 visits	23,130	1%
8 visits	18,542	1%
9-14 visits	64,758	3%
15-25 visits	50,896	2%
26-50 visits	45,410	2%
51-100 visits	31,179	1%
101-200 visits	18,522	1%
201+ visits	15,480	1%
Totals	**2,193,221**	**100%**

Looking at the **number of visits** for different users tells us that 64% only visited once. 12 % twice etc.

Days since last visit

DAYS SINCE LAST VISIT ▲	VISITS
New visits	64% 1,404,414
0 days	35.9% 787,509
1 day	0% 759
2 days	0% 163
3 days	0% 75
4 days	0% 62
5 days	0% 41
6 days	0% 36
7 days	0% 27
8-14 days	0% 57
15-30 days	0% 35
31-60 days	0% 15
61-120 days	0% 5
121-364 days	0% 17
365+ days	0% 6
Totals	**2,193,221**

Looking into **days since last** visit tells us that visitors Visits per number of pages

Visit duration - pages

VISIT DURATION ▲	VISITS
1 page	19.5% 427,494
2 pages	38.5% 844,566
3 pages	6.4% 140,360
4 pages	7% 152,925
5 pages	3.7% 81,715
6-7 pages	6.1% 133,570
8-10 pages	5.1% 111,485
11-14 pages	3.8% 82,569
15-20 pages	3.1% 68,739
21+ pages	6.8% 149,798

This one is pretty interesting. There are 149.000 visits (7% of total) with more than 21 pageviews.

Quite a few sessions really engage on the site. The number is pretty high so this can not only be internal visitors.

Browsers

Browsers

BROWSER	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	CONVERSION RATE
Chrome	33.1% 5,179	141,393	27.3	10 min 7s	23%	0%
Mobile Safari	15.1% 2,358	15,384	6.5	3 min 46s	44%	0%
Firefox	13.7% 2,145	32,242	15	12 min 2s	19%	0%
Chrome Mobile	12.8% 2,004	14,891	7.4	4 min 14s	43%	0%
Unknown	8.2% 1,281	5,003	3.9	1 min 43s	48%	0%
Safari	4.9% 768	10,507	13.7	8 min 21s	27%	0%
Internet Explorer	4.2% 658	69,903	106.2	1 hours 36 min	21%	0%
Microsoft Edge	3.7% 576	6,818	11.8	7 min 0s	32%	0%
Samsung Browser	2.1% 335	3,039	9.1	5 min 22s	38%	0%
Chrome Mobile i...	0.9% 147	1,838	12.5	6 min 3s	34%	0%
Totals	**15,655**	**303,357**	**19.4**	**11 min 16s**	**31%**	**0%**

Browser trends

Browsers

BROWSER	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	CONVERSION RATE
1. Chrome						
March 1 – July 31, 2020	40% (-32%) 2,097	30,492	14.5	9 min 50s	25%	0%
October 1, 2019 – February 29, 2020	29.6% 3,082	110,901	36	10 min 18s	22%	0%
2. Firefox						
March 1 – July 31, 2020	13.1% (-52.6%) 690	9,015	13.1	9 min 41s	21%	0%
October 1, 2019 – February 29, 2020	14% 1,455	23,227	16	13 min 9s	19%	0%
3. Chrome Mobile						
March 1 – July 31, 2020	12.2% (-53.3%) 638	6,912	10.8	5 min 35s	33%	0%
October 1, 2019 – February 29, 2020	13.1% 1,366	7,979	5.8	3 min 36s	48%	0%
4. Mobile Safari						
March 1 – July 31, 2020	11.2% (-66.6%) 590	4,003	6.8	3 min 18s	42%	0%
October 1, 2019 – February 29, 2020	17% 1,768	11,381	6.4	3 min 55s	44%	0%
5. Safari						
March 1 – July 31, 2020	5.9% (-31.9%) 311	3,374	10.8	7 min 39s	30%	0%
October 1, 2019 – February 29, 2020	4.4% 457	7,133	15.6	8 min 49s	25%	0%
6. Unknown						
March 1 – July 31, 2020	5.6% (-69.9%) 296	1,241	4.2	1 min 40s	58%	0%
October 1, 2019 – February 29, 2020	9.5% 985	3,762	3.8	1 min 44s	45%	0%
7. Microsoft Edge						
March 1 – July 31, 2020	4% (-43.1%) 209	2,574	12.3	7 min 29s	31%	0%
October 1, 2019 – February 29, 2020	3.5% 367	4,244	11.6	6 min 43s	33%	0%
8. Internet Explorer						
March 1 – July 31, 2020	2.6% (-73.2%) 139	20,406	146.8	2 hours 56 min	24%	0%
October 1, 2019 – February 29, 2020	5% 519	49,497	95.4	1 hours 15 min	20%	0%
9. Samsung Browser						
March 1 – July 31, 2020	2.6% (-31.7%) 136	1,348	9.9	6 min 0s	29%	0%
October 1, 2019 – February 29, 2020	1.9% 199	1,691	8.5	4 min 57s	44%	0%
10. Chrome Mobile iOS						
March 1 – July 31, 2020	1% (-46.9%) 51	670	13.1	7 min 9s	29%	0%
October 1, 2019 – February 29, 2020	0.9% 96	1,168	12.2	5 min 28s	36%	0%
Totals	**5,248**	**81,346**	**15.5**	**12 min 11s**	**30%**	**0%**

Education packages

A general overview of the packages start pages

Path	Page Title	Unique Pageviews	Pageviews	Avg. time on page	Avg. generation time
/Content/vanhat-ammatit	Vanhat ammatit	2647	3769	0:01:09	1.08s
/Content/siirtolaisuus-valtameren-yli	1900-luvun alun siirtolaisuus valtamerten yli	2056	3097	0:01:04	1.01s
/Content/entisaikojen-leikit	Entisaikojen leikit	1887	2327	0:00:42	0.45s
/Content/esihistorian-huippuesineet	Esihistorian huippuesineitä Kansallismuseossa	1598	2412	0:01:10	0.37s
/Content/suomalainen-muotoilu	Suomalainen muotoilu	1495	1974	0:01:15	1s
/Content/mainoskuvastoa	Mainoskuvastoa	1339	1896	0:01:19	0.79s
/Content/talvisota	Puolustusvoimien talvisodan valokuva-aineistoa	1106	1616	0:01:15	0.82s
/Content/esihistorian-mysteeriesineet	Esihistorian mysteeriesineitä Kansallismuseossa	997	1282	0:01:12	0.36s
/Content/suomi-vanhoissa-kartoissa	Suomi vanhoissa kartoissa	941	1240	0:00:55	0.36s
/Content/jatkosota	Puolustusvoimien jatkosodan valokuva-aineistoa	898	1335	0:01:40	1.19s
/Content/kontio	Kontio kuvakulttuurissamme	890	1206	0:01:11	0.83s
/Content/meri-ihminen	Meri ja ihminen	754	966	0:01:24	1.23s
/Content/sisallissota-paakaupunkiseudulla	Sisällissota pääkaupunkiseudulla	661	903	0:01:56	0.94s
/Content/kolttasaamelaisten-historiaa	Kolttasaamelaisten historiaa	600	775	0:01:22	1.01s
/Content/lapin-sota	Puolustusvoimien Lapin sodan valokuva-aineistoa	516	774	0:00:45	0.72s
/Content/bernhard-astrom	Bernhard Åströmin elämää 1900-luvun alun Suomessa	415	531	0:01:23	0.46s
/Content/suojeluskuntatoiminta-suomessa	Suojeluskuntatoiminta Suomessa	359	457	0:01:07	0.4s
/Content/tyolaisvaesto	Työläisväestö ryhtyy	333	377	0:00:25	0.31s

	sivistämään itseään			
/Content/pienteollisuus-suomessa	Pienteollisuus Suomessa 1930-luvulta 1980-luvulle	312	351	0:01:01	0.67s
/Content/sosialismi	Sosialismin aatteen levitystyö ja vaalijulisteiden propaganda	290	346	0:00:51	0.29s
/Content/tyolaiset	Työläiset mukaan vaikuttamaan Suomen asioihin	265	342	0:00:41	0.36s
/Content/kuuntele-suomenruotsia	Kuuntele suomenruotsalaisia murteita sekä puhekieltä	261	381	0:01:24	0.55s

A link to the data for this report

https://finna-matomo-1.csc.fi/index.php?module=CoreHome&action=index&idSite=1&period=day&date=today#?idSite=1&period=range&date=2019-10-01,2020-07-31&segment=&category=General_Actions&subcategory=General_Pages

Vanhat ammatit

/Content/vanhat-ammatit

From Internal Pages

finna.fi/Content/luokkahuone	60%
finna.fi/Content/luokkahuone? utm_content=1	5.6%
finna.fi/Content/luokkahuone? lng=sv	1.8%
finna.fi/Record/hkm. HKMS000005:km0000mhz8/ AjaxTab	1.7%
finna.fi/Record/musketti.M012: HK10000:4217/AjaxTab	1.3%
Others	30%

🔵 From Internal Search
🔵 From Search Engines
🔵 From Social Networks
🔵 From Websites

/Content/vanhat-ammatit

3,769 pageviews

Incoming traffic
- **2,047** from internal pages
- **70** from internal searches
- **869** from search engines
- **59** from social networks
- **167** from websites
- **0** from campaigns
- **273** direct entries

Outgoing traffic
- **1,933** to internal pages
- **111** internal searches
- **6** downloads
- **8** outlinks
- **1,443** exits

282 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	31%
finna.fi/Content/luokkahuone? utm_content=1	3.4%
finna.fi/Record/hkm. HKMS000005:km0000mhz8/ image	3.2%
finna.fi/Record/hkm. HKMS000005:km002z79/ image	3.1%
finna.fi/Record/musketti.M012: HK10000:4217/image	2.8%
Others	57%

Internal Searches 🔵
Downloads 🔵
Outlinks 🔵
Exits

From Search Engines

vanhoja ammatteja	36%
vanhat ammatit	18%
esitelmä ammatista	9.1%
muuttuneet ammatit	9.1%
Others	27%

From Social Networks

| Facebook | 100% |

From Websites

helsinki.fi/fi/uutiset/koulutus-kasvatus-ja-oppiminen/ etaopetusta-helpottavia-	28%
classroom.google.com/c/ NjA2MTIwNDMwNTJa/a/ NzczNTkxNzAyNzFa/details	13%
classroom.google.com/c/ Mzg4NjU0MTAyODJa/a/ NjMzMTYwMTcyNzBa/details	5.4%
classroom.google.com/u/0/w/ NjA2MTIwNDMwNTJa/t/all	4.2%
classroom.google.com/u/0/c/ NjA2MTIwNDMwNTJa/a/ NzczNTkxNzAyNzFa/details	3.6%
Others	47%

Subpages

We could also find 7257 pageviews in total for the section (since subpages are reported with the same page title as the start page. This means we have at least 3488 visits to subpages. The real amount is higher since this number only shows some of the items linked to from the start page.

PAGE TITLE	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Vanhat ammatit | Finna.fi	4,586	1,780	70%	00:00:55
Vanhat ammatit (usea oppiaine; peruskoulu) | Finna.fi	2,671	852	61%	00:00:46

1900-luvun alun siirtolaisuus valtamerten yli

/Content/siirtolaisuus-valtameren-yli

From Internal Pages

finna.fi/Content/luokkahuone	**53%**
finna.fi/Content/luokkahuone?utm_content=1	**2.9%**
finna.fi/Content/luokkahuone?lng=sv	**2.3%**
finna.fi/	**1.8%**
finna.fi/Record/musketti.M012:HK6773:24/AjaxTab	**1.4%**
Others	**39%**

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites

/Content/siirtolaisuus-valtameren-yli

3,097 pageviews

Incoming traffic

1,394 from internal pages
146 from internal searches
1,048 from search engines
4 from social networks
77 from websites
0 from campaigns
161 direct entries

Outgoing traffic

1,481 to internal pages
250 internal searches
194 downloads
145 outlinks
1,106 exits

260 page reloads

To Internal Pages

25%	finna.fi/Content/luokkahuone
4.7%	finna.fi/Record/musketti.M012:HK6773:24/image
4.1%	finna.fi/
2.8%	finna.fi/Record/kavi.elonet_elokuva_108723/image
1.8%	finna.fi/Record/musketti.M012:SMM32013:18/image
62%	Others

Internal Searches ➕
Downloads ➕
Outlinks ➕
Exits

From Search Engines

https://www.finna.fi/content/siirtolaisuus-valtameren-yli	**31%**
pukeutuminen 1910	**6.3%**
miksi suomalaiset lähtivät siirtolaisiksi amerikkaan	**6.3%**
ameriikkaan 1900 luvun alussa	**6.3%**
Others	**50%**

From Social Networks

Twitter	**50%**
Facebook	**50%**

From Websites

optima.discendum.com/learning/id652/bin/launch_link?filename=1455487&ws=	**27%**
peda.net/outokumpu/outokummun-lukio/oppiaineet2/historia/s2vto/	**12%**
classroom.google.com/c/NjE5NzE3MzY3MzZa/m/NjE5NzE3MzY3NTJa/details	**6.5%**
classroom.google.com/w/NjE5NzA0NDY2MDVa/t/all	**6.5%**
classroom.google.com/c/NjE5NzA0NDY1MDJa/m/NjE5NzA0NDY1MDha/details	**6.5%**
Others	**42%**

Subpages

We could also find 6191 pageviews in total for the section (since subpages are reported with the same page title as the start page. This means we have at least 3096 visits to subpages.

PAGE TITLE	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
1900-luvun alun siirtolaisuus valtamerten yli | Finna.fi	5,259	1,703	58%	00:00:44
1900-luvun alun siirtolaisuus valtamerten yli (historia; yläkoulu, lukio) | Finna.fi	932	343	55%	00:00:55

Entisaikojen leikit

/Content/entisaikojen-leikit

From Internal Pages

finna.fi/Content/luokkahuone	72%
finna.fi/Content/luokkahuone?utm_content=1	9.2%
finna.fi/Content/luokkahuone?lng=sv	3%
finna.fi/Record/sls.SLS+450_SLS+450_av_1	1.2%
finna.fi/Content/luokkahuone?lng=fi	1.1%
Others	13%

- From Internal Search
- From Search Engines
- From Social Networks
- From Websites

/Content/entisaikojen-leikit

2,327 pageviews

Incoming traffic

1,909 from internal pages
11 from internal searches
60 from search engines
200 from social networks
30 from websites
0 from campaigns
76 direct entries

Outgoing traffic

1,757 to internal pages
30 internal searches
0 downloads
21 outlinks
499 exits

41 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	45%
finna.fi/Record/sls.SLS+450_SLS+450_av_1/image	7.9%
finna.fi/Content/luokkahuone?utm_content=1	5.4%
finna.fi/Record/sls.SLS+445_SLS+445_11/image	3.2%
finna.fi/Record/sls.SLS+445_SLS+445_18/image	2.8%
Others	36%

- Internal Searches
- Outlinks
- Exits

From Search Engines

No data

From Social Networks

| Facebook | 100% |

From Websites

classroom.google.com/c/MTg0MDAwNTA2ODZa/a/OTU5MzYyMjQ1OTVa/details	27%
classroom.google.com/u/1/c/MTg0MDAwNTA2ODZa/a/OTU5MzYyMjQ1OTVa/details	13%
finna.fi/Content/luokkahuone	10%
android-app://com.google.android.gm	6.7%
finna.fi/Content/luokkahuone	6.7%
Others	37%

Subpages

We could also find 3376 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 1049 visits to subpages.

PAGE TITLE	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Entisaikojen leikit (historia, liikunta; peruskoulu) | Finna.fi	2,032	1,136	65%	00:00:40
Entisaikojen leikit | Finna.fi	1,344	711	64%	00:00:38

Esihistorian huippuesineitä Kansallismuseossa

/Content/esihistorian-huippuesineet

From Internal Pages

finna.fi/Content/luokkahuone	65%
finna.fi/Content/luokkahuone?utm_content=1	4.1%
finna.fi/Record/musketti.M012:KM29:1/AjaxTab	3.1%
finna.fi/Content/esihistorian-mysteeriesineet	2.4%
finna.fi/Content/luokkahuone?lng=sv	2.1%
Others	23%

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites
➕ From Campaigns

/Content/esihistorian-huippuesineet

2,412 pageviews

Incoming traffic
- **1,693** from internal pages
- **34** from internal searches
- **38** from search engines
- **1** from social networks
- **110** from websites
- **1** from campaigns
- **308** direct entries

Outgoing traffic
- **1,648** to internal pages
- **44** internal searches
- **2** downloads
- **138** outlinks
- **493** exits

227 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	39%
finna.fi/Record/musketti.M012:KM29:1/image	9.3%
finna.fi/Content/esihistorian-mysteeriesineet	5%
finna.fi/Record/musketti.M012:KM13200:5a/image	4.1%
finna.fi/Record/musketti.M012:KM6292:1/image	3.6%
Others	39%

Internal Searches ➕
Downloads ➕
Outlinks ➕
Exits

From Search Engines

kansallismuseo esineet haku	100%

From Social Networks

Facebook	100%

From Websites

classroom.google.com/c/MjM5MTIxMzU2NTha/a/Njk5MTY4MDg3NDBa/details	13%
classroom.google.com/c/Mzc1MzM0ODI1OTIa/a/NjE3NzU0NTY1NDIa/details	12%
heryk.fi/mod/assign/view.php?id=15827	11%
classroom.google.com/u/1/c/MjM5MTIxMzU2NTha/a/Njk5MTY4MDg3NDBa/details	9.1%
heryk.fi/mod/assign/view.php?id=15175	8.2%
Others	47%

Subpages

We could also find 4077 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 1665 visits to subpages.

PAGE TITLE	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Esihistorian huippuesineitä Kansallismuseossa (usea op…	1,682	814	36%	00:00:52
Esihistorian huippuesineitä Kansallismuseossa | Finna.fi	2,395	739	32%	00:00:58

Suomalainen muotoilu

/Content/suomalainen-muotoilu

From Internal Pages

finna.fi/Content/luokkahuone	**69%**
finna.fi/Content/luokkahuone?utm_content=1	**4.9%**
finna.fi/Content/luokkahuone?lng=sv	**1.7%**
finna.fi/Record/raami.urn:nbn:fi-aalto:w...4A4-1180-E470-C42E-12D6F6FD0EEC/AjaxTab	**1%**
finna.fi/	**0.9%**
Others	**22%**

- From Internal Search
- From Search Engines
- From Social Networks
- From Websites
- From Campaigns

/Content/suomalainen-muotoilu

1,974 pageviews

Incoming traffic

1,442 from internal pages
21 from internal searches
231 from search engines
39 from social networks
17 from websites
2 from campaigns
165 direct entries

Outgoing traffic

1,232 to internal pages
49 internal searches
35 downloads
1 outlinks
637 exits

56 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	**37%**
finna.fi/	**3.7%**
finna.fi/Content/luokkahuone?utm_content=1	**2.6%**
finna.fi/Record/raami.urn:nbn:fi-aalto...FD9AFE4A4-1180-E470-C42E-12D6F6FD0EEC	**1.5%**
finna.fi/Content/luokkahuone?lng=sv	**1.4%**
Others	**53%**

- Internal Searches
- Downloads
- Outlinks
- Exits

From Search Engines

https://www.finna.fi/content/suomalainen-muotoilu	**50%**
suomalainen muotoilu	**13%**
finna luokkahuone	**13%**
maija isolan taideteoksia	**13%**
Others	**13%**

From Social Networks

Facebook	**100%**

From Websites

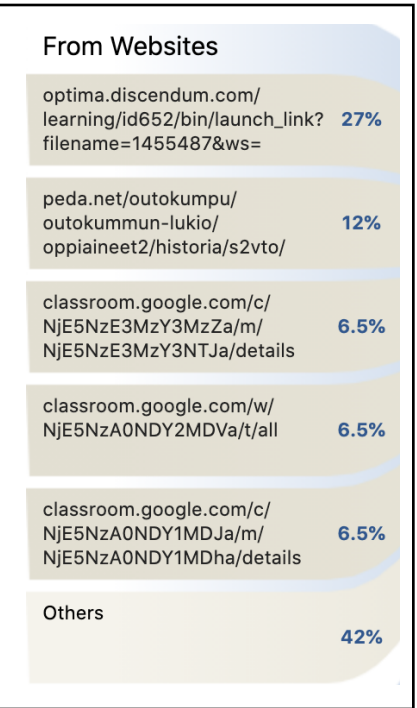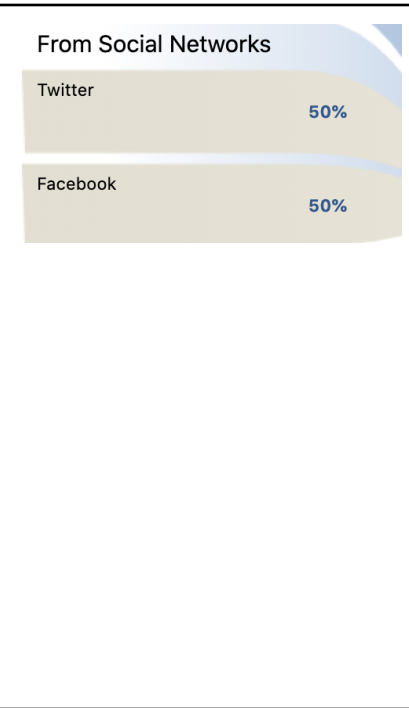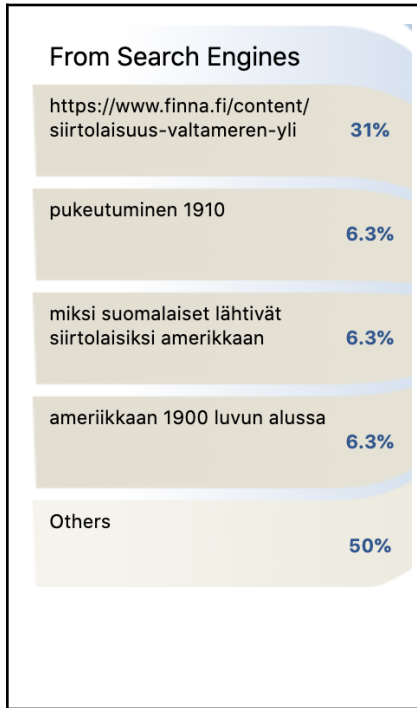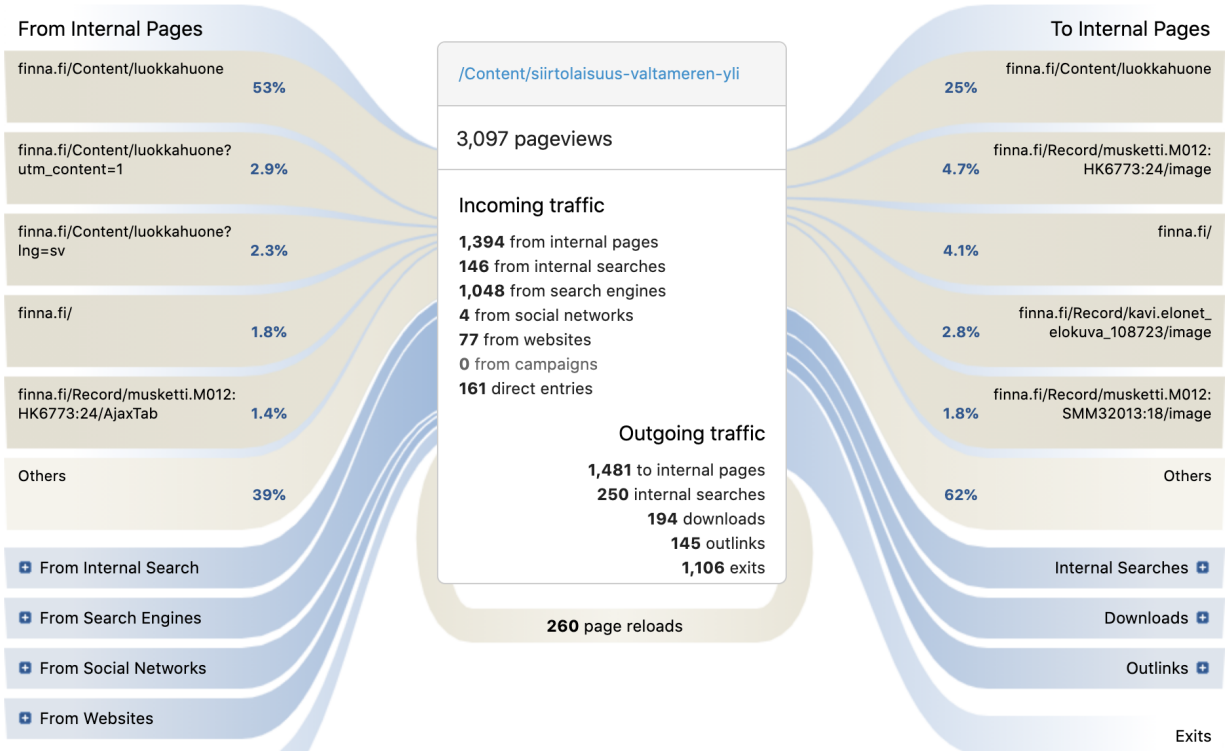|	
classroom.google.com/u/0/c/NzM2ODU1Njk0MjVa/a/NjczNzYzNzkyNTRa/details	**29%**
forssanmuseo.fi/ajankohtaista/?newsid=585&newstitle=Inspiraatiota+ja+materiaaleja+k	**18%**
finna.fi/Content/luokkahuone	**5.9%**
scoop.it/topic/oppitori	**5.9%**
posti.turku.fi/owa	**5.9%**
Others	**35%**

Subpages

We could also find 3428 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 1454 visits to subpages.

PAGE TITLE	▲ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Suomalainen muotoilu | Finna.fi	1,645	751	68%	00:00:56
Suomalainen muotoilu (kuvataide; yläkoulu) | Finna.fi	1,783	715	49%	00:00:59

Mainoskuvastoa

/Content/mainoskuvastoa

From Internal Pages

finna.fi/Content/luokkahuone	69%
finna.fi/Content/luokkahuone?utm_content=1	4.9%
finna.fi/Content/luokkahuone?lng=sv	1.7%
finna.fi/Record/raami.urn:nbn:fi-aalto:w...4A4-1180-E470-C42E-12D6F6FD0EEC/AjaxTab	1%
finna.fi/	0.9%
Others	22%

- ⊞ From Internal Search
- ⊞ From Search Engines
- ⊞ From Social Networks
- ⊞ From Websites
- ⊞ From Campaigns

/Content/suomalainen-muotoilu

1,974 pageviews

Incoming traffic

1,442 from internal pages
21 from internal searches
231 from search engines
39 from social networks
17 from websites
2 from campaigns
165 direct entries

Outgoing traffic

1,232 to internal pages
49 internal searches
35 downloads
1 outlinks
637 exits

56 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	37%
finna.fi/	3.7%
finna.fi/Content/luokkahuone?utm_content=1	2.6%
finna.fi/Record/raami.urn:nbn:fi-aalto...FD9AFE4A4-1180-E470-C42E-12D6F6FD0EEC	1.5%
finna.fi/Content/luokkahuone?lng=sv	1.4%
Others	53%

- Internal Searches ⊞
- Downloads ⊞
- Outlinks ⊞
- Exits

From Search Engines

visuaalisia keinoja	60%
verbin modukset entisajan mainoksissa	20%
miten sotien ruokapula vaikutti ruokakulttuuriin	20%

From Social Networks

Facebook	100%

From Websites

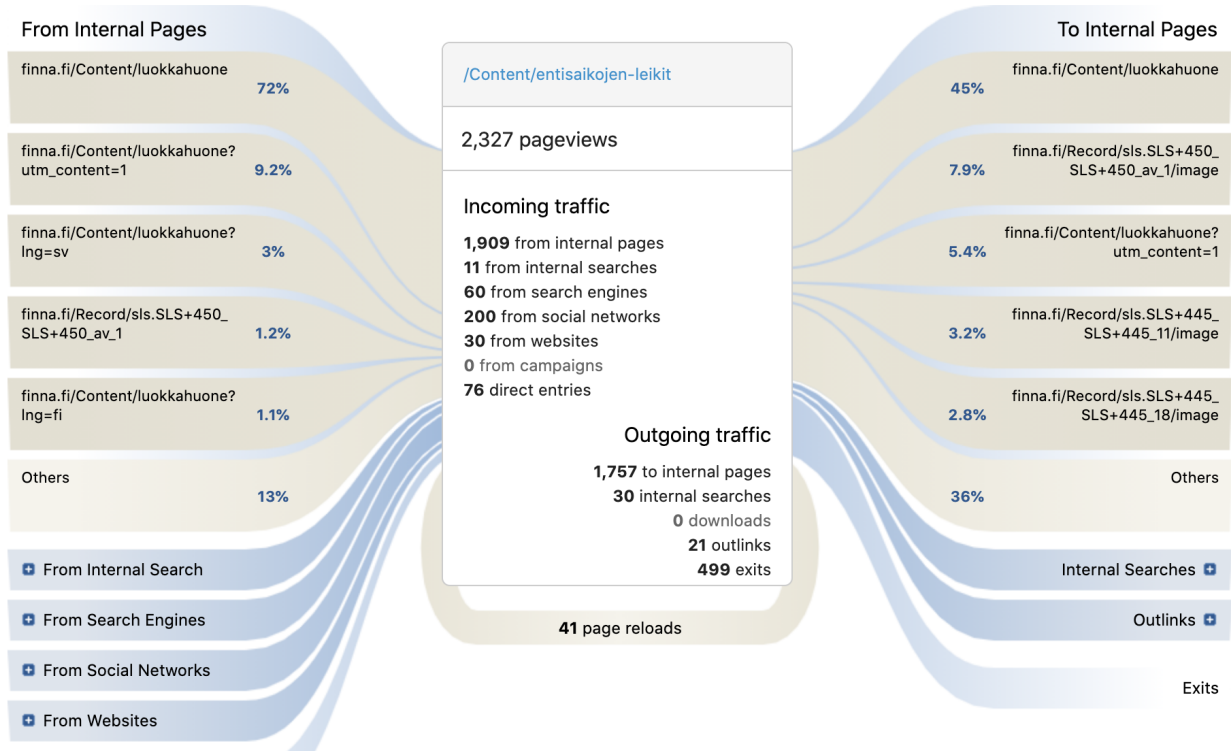|	
classroom.google.com/c/NjExMzI2ODEzMDZa/a/NjUzNjc2ODIyOTZa/details	15%
classroom.google.com/c/NDA0NDQ1NTIwNjRa/a/NzI0MDEzODMyMTda/details	10%
classroom.google.com/c/NjYwODA4NTQwNTda	8.6%
classroom.google.com/c/NjYwNjUzNzQ0MjFa	7.6%
classroom.google.com/u/1/c/NjExMzI2ODEzMDZa/a/NjUzNjc2ODIyOTZa/details	6.7%
Others	51%

Subpages

We could also find 5138 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 3164 visits to subpages.

PAGE TITLE	▲ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Mainoskuvastoa	Finna.fi	5,138	1,338	49%	00:00:56

Puolustusvoimien talvisodan valokuva-aineistoa

/Content/talvisota

From Internal Pages

finna.fi/Content/luokkahuone	58%
finna.fi/Content/luokkahuone?utm_content=1	3.6%
finna.fi/	1.6%
finna.fi/Content/luokkahuone?lng=sv	1.5%
finna.fi/Record/sa-kuva.sa-kuva-110970/AjaxTab	1.3%
Others	34%

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites

/Content/talvisota

1,615 pageviews

Incoming traffic

1,078 from internal pages
40 from internal searches
259 from search engines
38 from social networks
55 from websites
0 from campaigns
59 direct entries

Outgoing traffic

1,058 to internal pages
100 internal searches
0 downloads
4 outlinks
373 exits

84 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	24%
finna.fi/Record/sa-kuva.sa-kuva-105711	6.4%
finna.fi/Record/sa-kuva.sa-kuva-111632/image	4.1%
finna.fi/	2.8%
finna.fi/Content/luokkahuone?utm_content=1	1.8%
Others	61%

Internal Searches ➕
Outlinks ➕
Exits

From Search Engines

finna talvisota	11%
sormuskeräys	11%
talvisota	11%
tk kuvaajat	11%
Others	58%

From Social Networks

Facebook	100%

From Websites

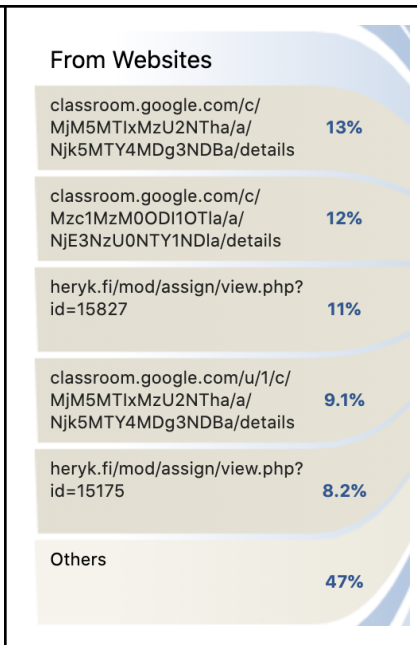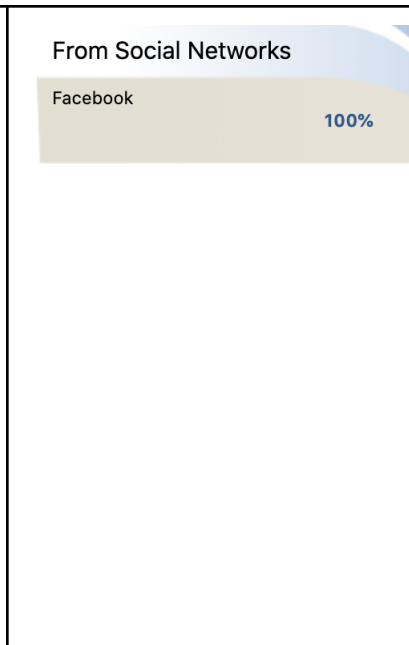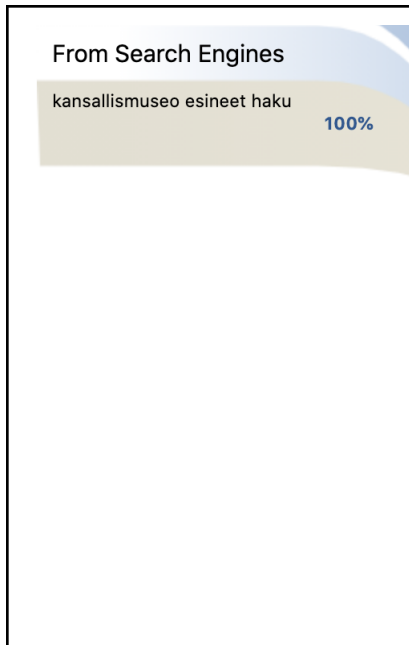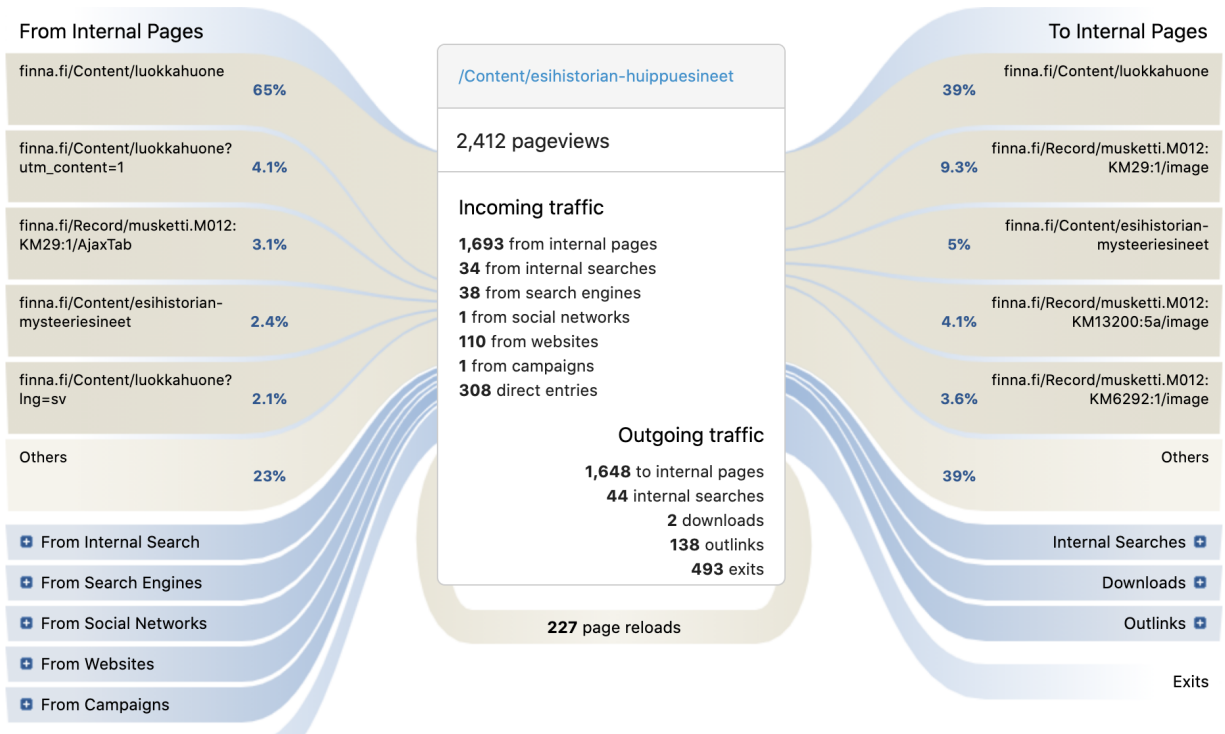|	
lukio-vanha.edu.turku.fi/course/view.php?id=3335	55%
moodle.tampere.fi/course/view.php?id=2571	27%
peda.net/jao/schildtin_lukio/opiskelu/oppiaineet/historia/hish/lea-savón/4jk2/	5.5%
app.tabletkoulu.fi/sections/view/8448/50284	1.8%
lukio-vanha.edu.turku.fi	1.8%
Others	9.1%

Subpages

We could also find 1310 pageviews in total for the section (since subpages are reported with the same page title as the start page), however the number seems a bit too low so we suspect some inconsistency in the structure or naming of titles here.

PAGE TITLE	▲ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Puolustusvoimien talvisodan valokuva-aineistoa | Finna.fi	1,310	486	49%	00:01:01

Esihistorian mysteeriesineitä Kansallismuseossa

/Content/esihistorian-mysteeriesineet

From Internal Pages

finna.fi/Content/luokkahuone	66%
finna.fi/Content/esihistorian-huippuesineet	7.4%
finna.fi/Content/luokkahuone?utm_content=1	4.1%
finna.fi/Content/luokkahuone?lng=sv	3.1%
finna.fi/FeedContent/news-f... etuksessa+ja+tiedonhaussa+	3%
Others	16%

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites

/Content/esihistorian-mysteeriesineet

1,282 pageviews

Incoming traffic

1,104 from internal pages
20 from internal searches
37 from search engines
1 from social networks
14 from websites
0 from campaigns
90 direct entries

Outgoing traffic

955 to internal pages
28 internal searches
208 downloads
15 outlinks
283 exits

16 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	49%
finna.fi/Record/musketti.M012:KM28013:7096/image	6.4%
finna.fi/Content/esihistorian-huippuesineet	4.3%
finna.fi/	3.5%
finna.fi/Record/musketti.M012:KM38387:1/image	3.5%
Others	33%

Internal Searches ➕
Downloads ➕
Outlinks ➕
Exits

From Search Engines

suomi kivikausi mysteeri	100%

From Social Networks

Facebook	100%

From Websites

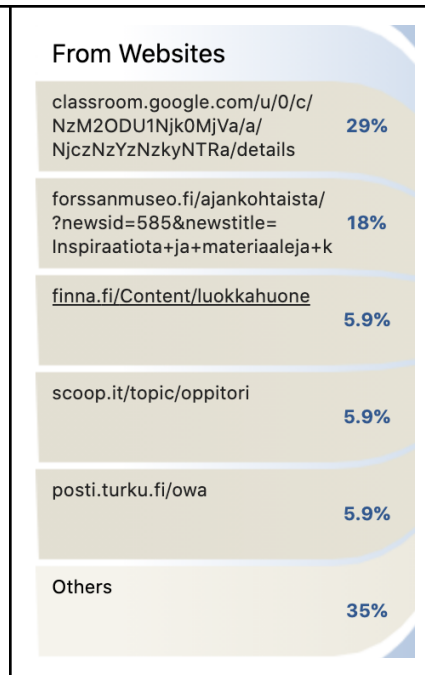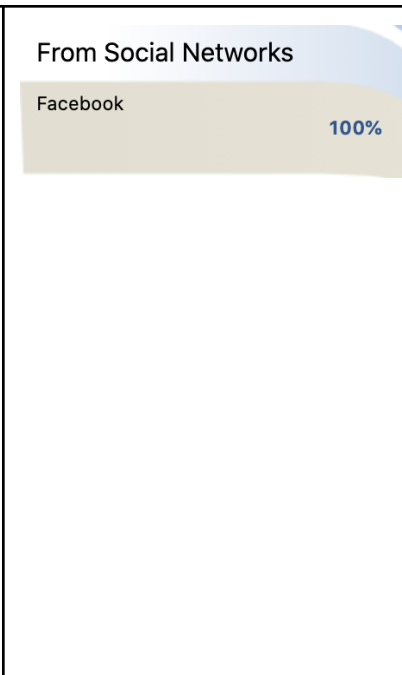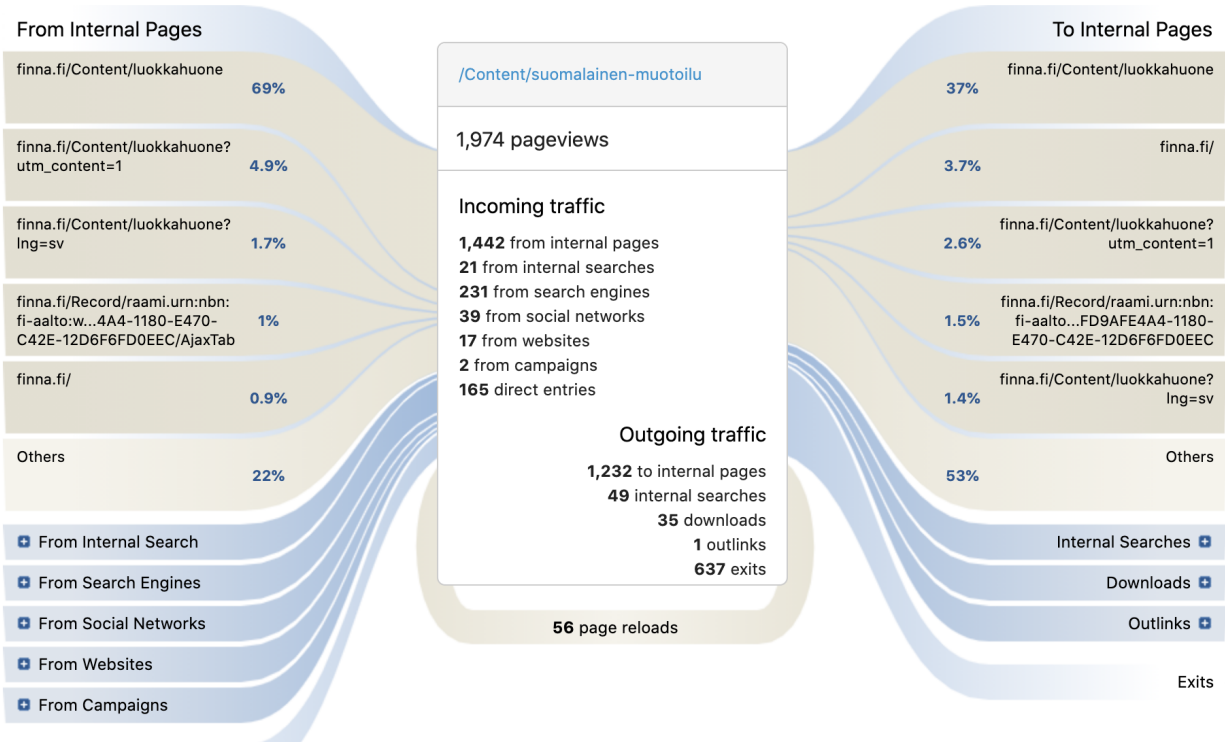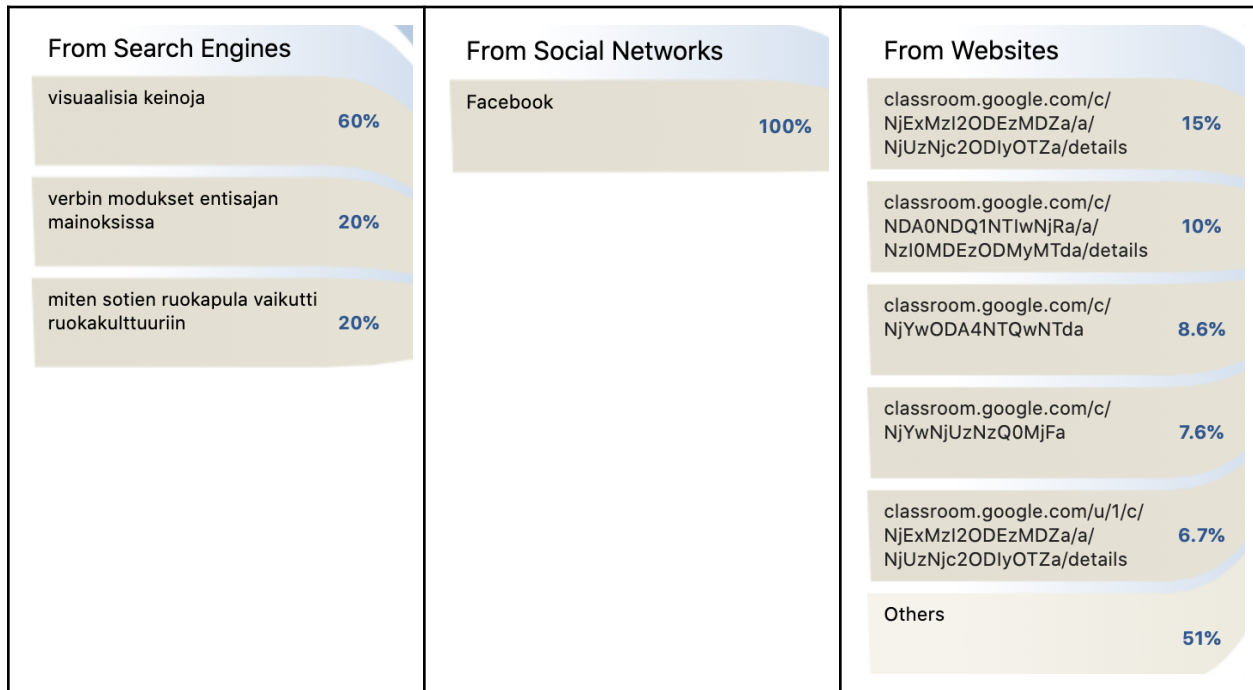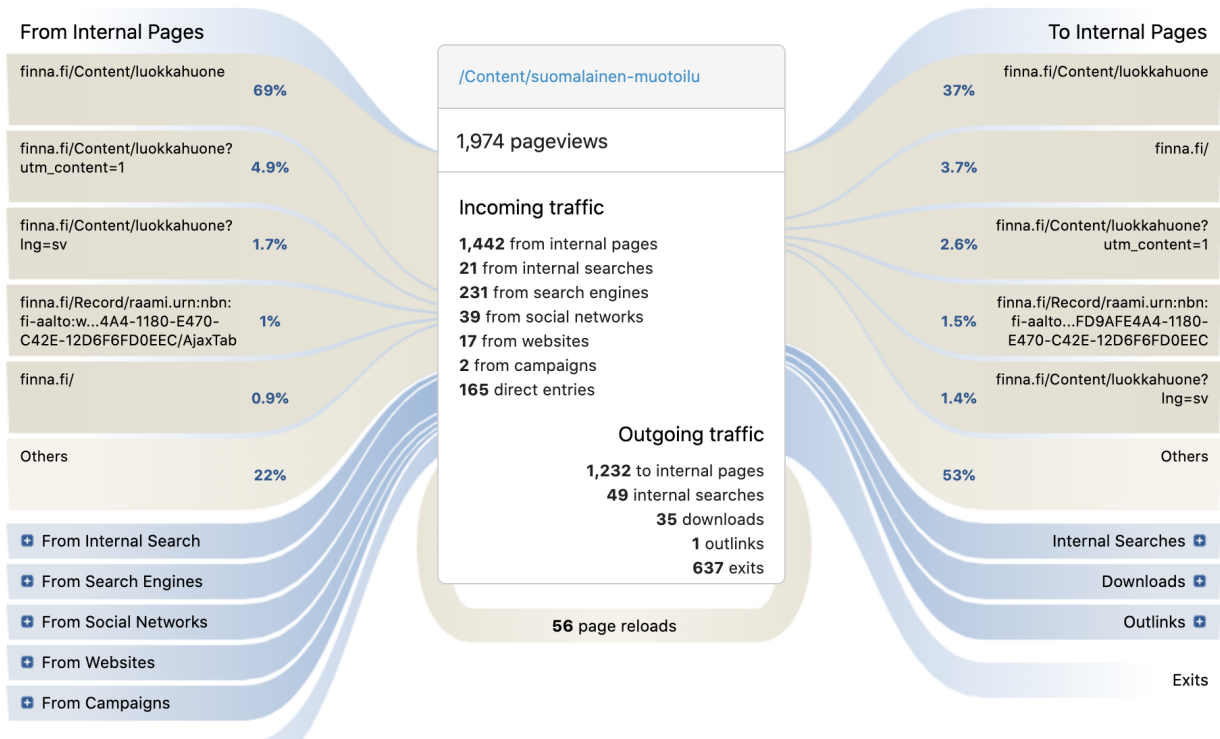|	
kansalliskirjasto.fi	21%
classroom.google.com/w/NjAwMTg3NjlwMjFa/t/all	14%
sukututkijanloppuvuosi.blogspot.com	7.1%
classroom.google.com/u/2/w/NjAwMTg3NjlwMjFa/t/all	7.1%
sttinfo.fi/tiedote/hyodynna-finnafi-hakupalvelua-etaopetuksessa-ja-	7.1%
Others	43%

Subpages

We could also find 1836 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 554 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Esihistorian mysteeriesineitä Kansallismuseossa (usea o...	968	505	57%	00:01:09
Esihistorian mysteeriesineitä Kansallismuseossa	Finna.fi	868	466	46%	00:00:53

Suomi vanhoissa kartoissa

/Content/suomi-vanhoissa-kartoissa

From Internal Pages

finna.fi/Content/luokkahuone	73%
finna.fi/Content/luokkahuone?utm_content=1	5%
finna.fi/Record/doria.10024_147788/image	3.2%
finna.fi/Content/luokkahuone?lng=sv	1.8%
finna.fi/Record/doria.10024_147788/AjaxTab	1.8%
Others	15%

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites

/Content/suomi-vanhoissa-kartoissa

1,240 pageviews

Incoming traffic

929 from internal pages
14 from internal searches
59 from search engines
62 from social networks
9 from websites
0 from campaigns
98 direct entries

Outgoing traffic

916 to internal pages
29 internal searches
0 downloads
10 outlinks
226 exits

69 page reloads

To Internal Pages

37%	finna.fi/Content/luokkahuone
17%	finna.fi/Record/doria.10024_147788/image
5.3%	finna.fi/Record/doria.10024_104957/image
4.1%	finna.fi/Record/doria.10024_123053/image
3.5%	finna.fi/Record/doria.10024_87744/image
33%	Others

Internal Searches ➕
Outlinks ➕
Exits

From Search Engines

paikannimet vanhoissa kartoissa	50%
karttamerkit vanhoissa kartoissa	50%

From Social Networks

Facebook	81%
Instagram	11%
Twitter	8.1%

From Websites

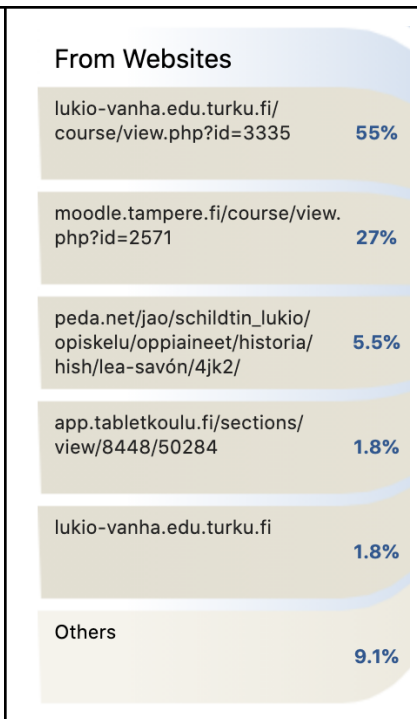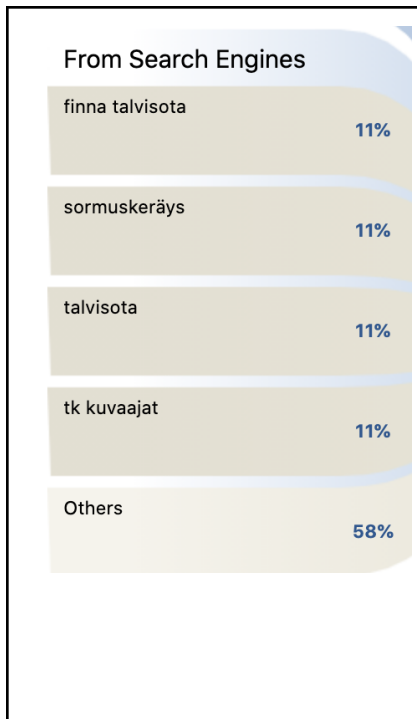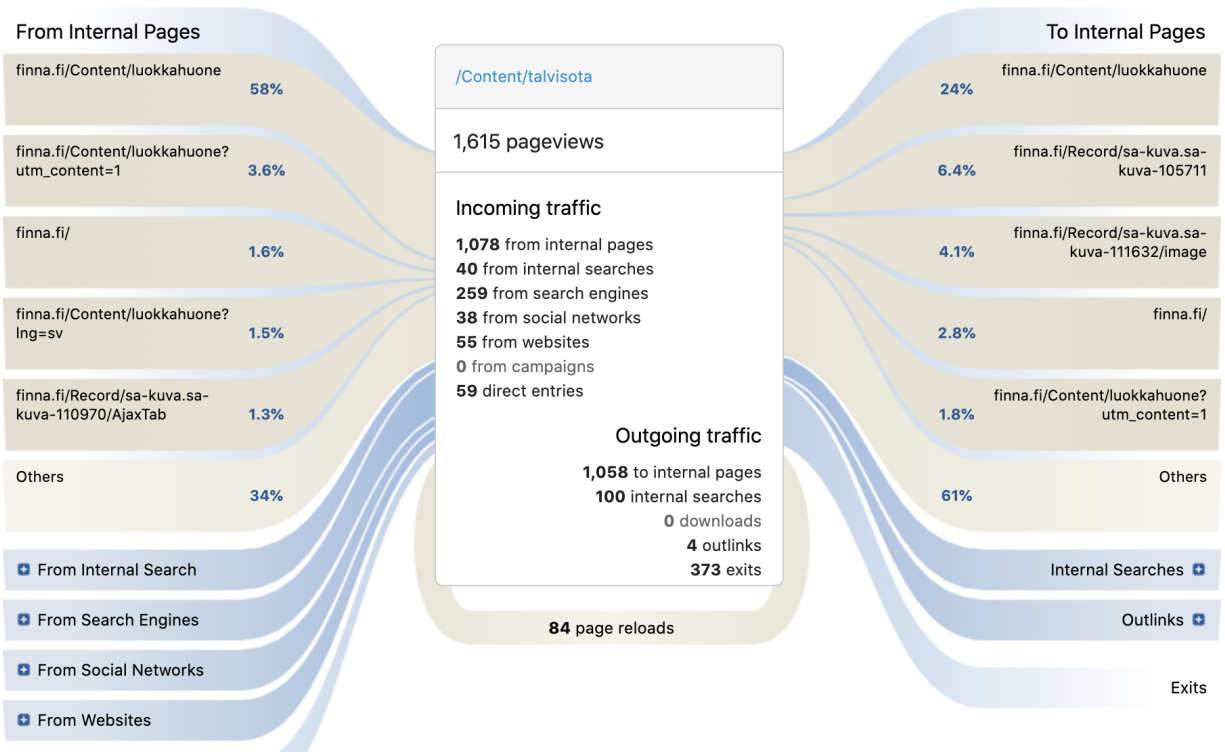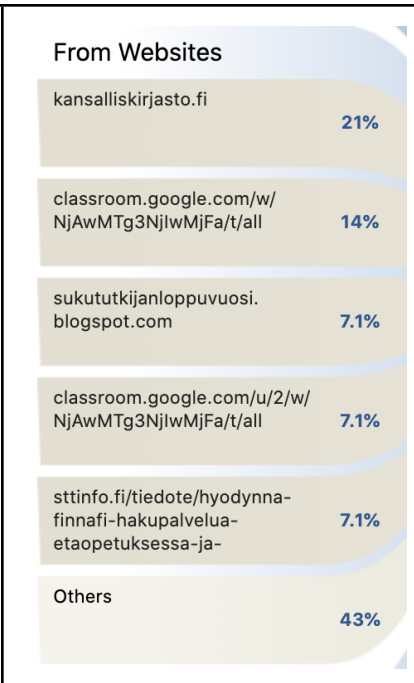|	
classroom.google.com/c/Mzk3NjA3NjEzODNa/a/NTk2ODc3MDY1Mzla/details	44%
kiwi.fi/display/Finna/Esimerkki+opetussuunnitelmasta:+historia	22%
kiwi.fi/display/finnapro/Seuranta	11%
classroom.google.com/u/1/c/Mzk3NjA3NjEzODNa/a/NTk2ODc3MDY1Mzla/details	11%
blog.edu.turku.fi/karttanyt/oppiaineet/historia	11%

Subpages

We could also find 2000 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 760 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Suomi vanhoissa kartoissa (historia; alakoulu, lukio)	Fi...	1,050	486	46%	00:00:52
Suomi vanhoissa kartoissa	Finna.fi	950	437	40%	00:01:04

Puolustusvoimien jatkosodan valokuva-aineistoa

/Content/jatkosota

From Internal Pages

finna.fi/Content/luokkahuone	58%
finna.fi/	3.7%
finna.fi/Content/luokkahuone?utm_content=1	2%
finna.fi/Record/sa-kuva.sa-kuva-49205/AjaxTab	1.7%
finna.fi/content/jatkosota	1.5%
Others	33%

- From Internal Search
- From Search Engines
- From Social Networks
- From Websites

/Content/jatkosota

1,328 pageviews

Incoming traffic

- **787** from internal pages
- **62** from internal searches
- **144** from search engines
- **7** from social networks
- **10** from websites
- **0** from campaigns
- **214** direct entries

Outgoing traffic

- **728** to internal pages
- **204** internal searches
- **0** downloads
- **16** outlinks
- **295** exits

101 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	26%
finna.fi/Record/sa-kuva.sa-kuva-49205	7.7%
finna.fi/Record/sa-kuva.sa-kuva-156273	6%
finna.fi/	3.3%
finna.fi/Record/sa-kuva.sa-kuva-74195	2.9%
Others	54%

- Internal Searches
- Outlinks
- Exits

From Search Engines

finna jatkosota	40%
ryti puhe pommitukset	20%
jatkosota	20%
sota-ajan sähkösanomia	20%

From Social Networks

Twitter	100%

From Websites

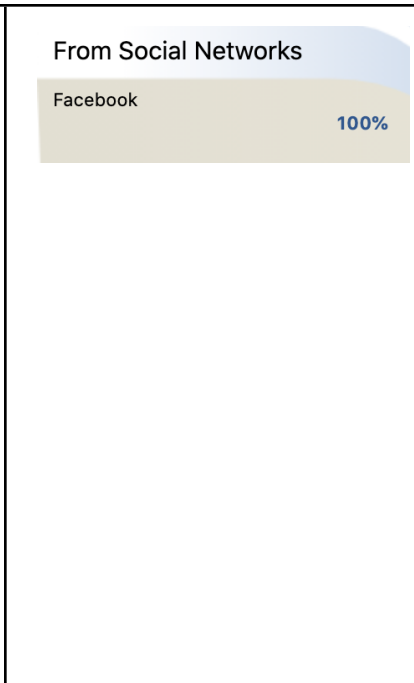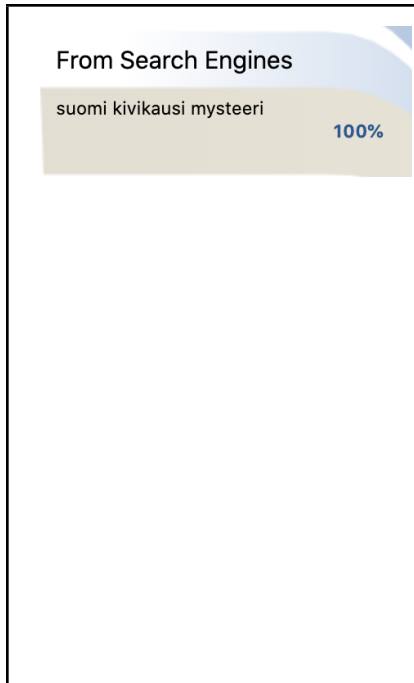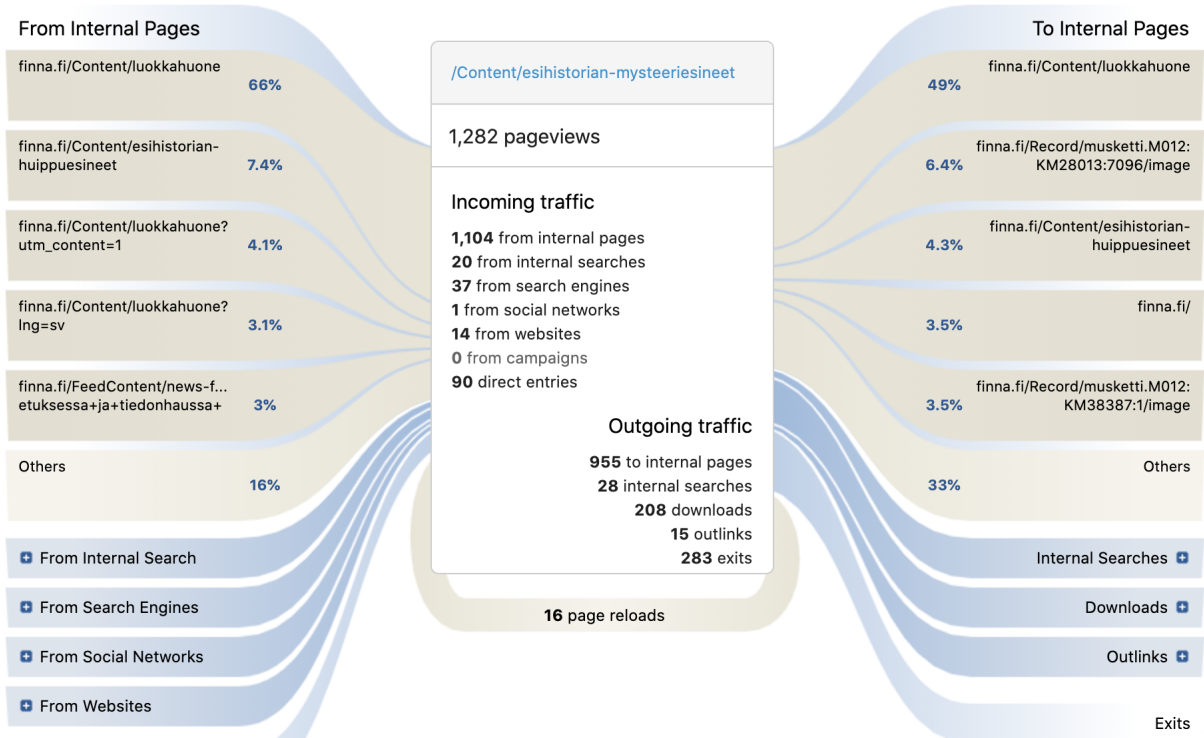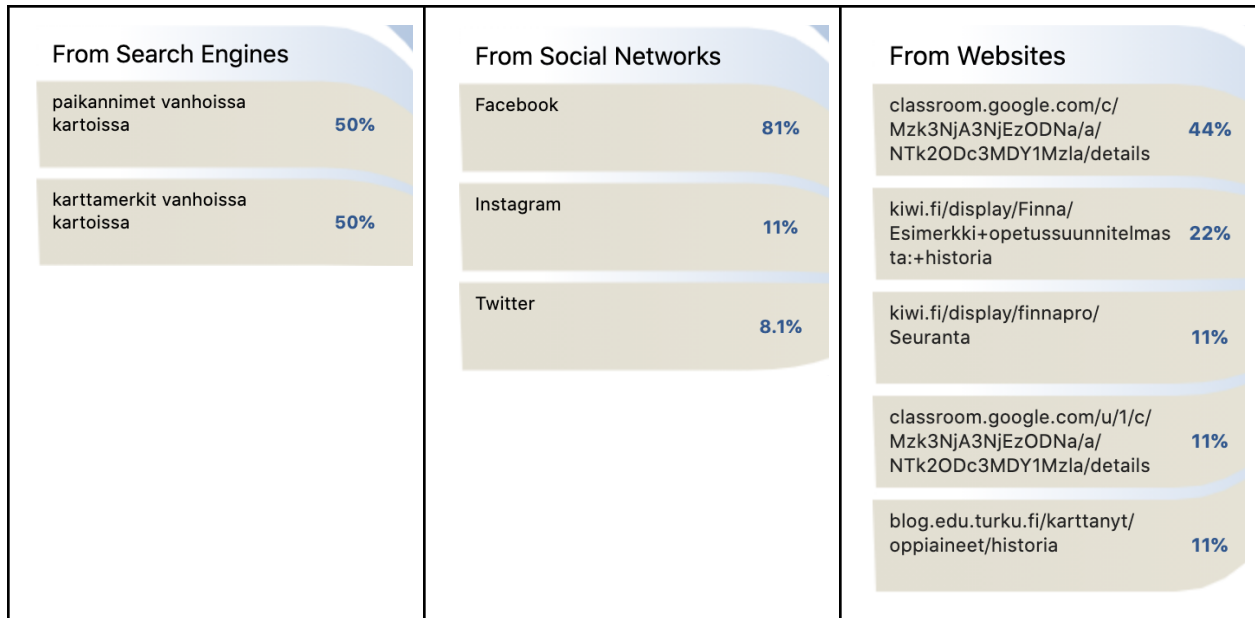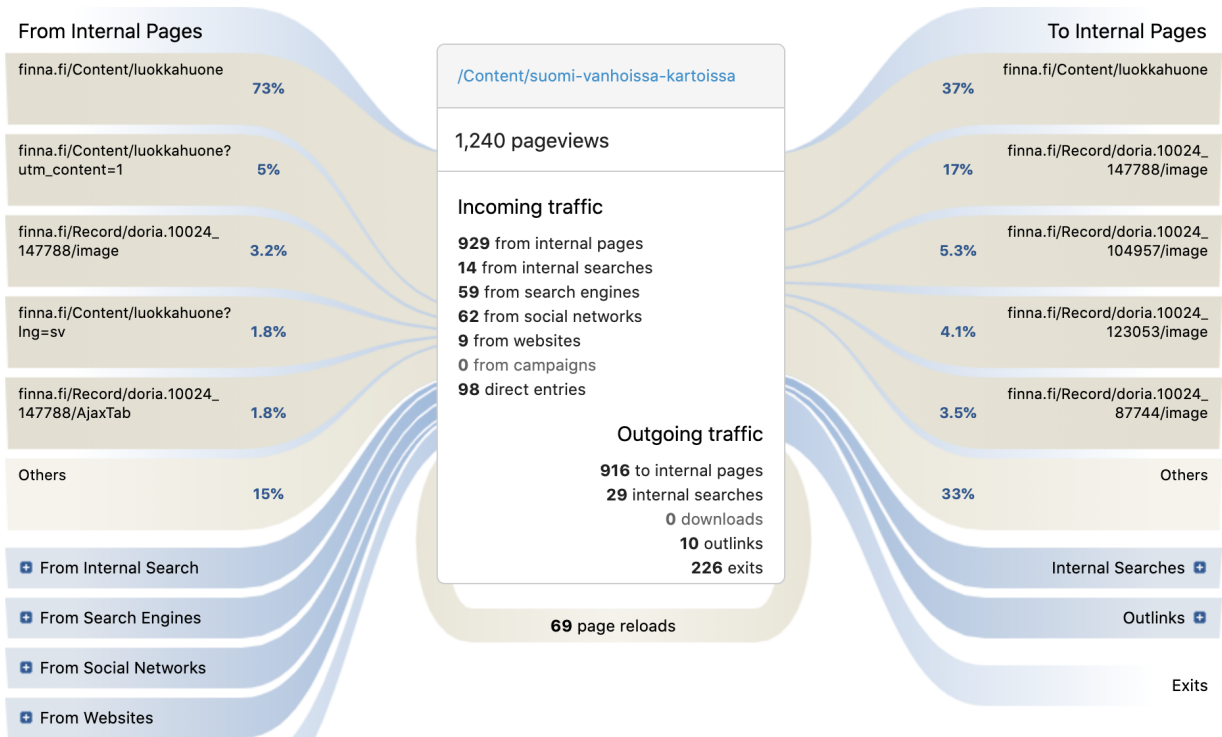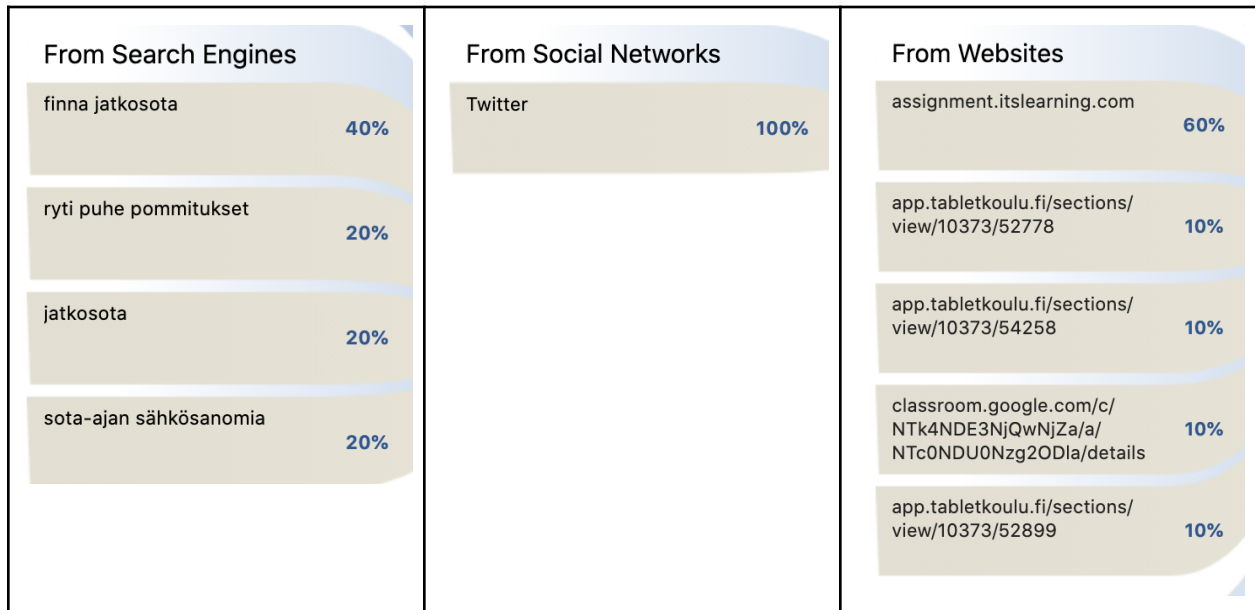|	
assignment.itslearning.com	60%
app.tabletkoulu.fi/sections/view/10373/52778	10%
app.tabletkoulu.fi/sections/view/10373/54258	10%
classroom.google.com/c/NTk4NDE3NjQwNjZa/a/NTc0NDU0Nzg2ODla/details	10%
app.tabletkoulu.fi/sections/view/10373/52899	10%

Subpages

We could also find 944 pageviews in total for the section (since subpages are reported with the same page title as the start page).

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Puolustusvoimien jatkosodan valokuva-aineistoa	Finna.fi	944	483	47%	00:01:25

Kontio kuvakulttuurissamme

/Content/kontio

From Internal Pages

finna.fi/Content/luokkahuone	68%
finna.fi/Content/luokkahuone?utm_content=1	3.4%
finna.fi/FeedContent/news-f... etuksessa+ja+tiedonhaussa+	2.5%
finna.fi/Content/luokkahuone?lng=sv	2%
finna.fi/Content/mainoskuvastoa	1.7%
Others	23%

⊞ From Internal Search
⊞ From Search Engines
⊞ From Social Networks
⊞ From Websites

/Content/kontio

1,206 pageviews

Incoming traffic

- **895** from internal pages
- **10** from internal searches
- **7** from search engines
- **5** from social networks
- **86** from websites
- **0** from campaigns
- **137** direct entries

Outgoing traffic

- **804** to internal pages
- **26** internal searches
- **16** downloads
- **1** outlinks
- **313** exits

63 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	41%
finna.fi/Record/nurmes.M011-492422/image	3.6%
finna.fi/	3.5%
finna.fi/Content/luokkahuone?utm_content=1	2.2%
finna.fi/Record/lusto.M011-418934/image	2.1%
Others	48%

Internal Searches ⊞
Downloads ⊞
Outlinks ⊞
Exits

From Search Engines

No data.

From Social Networks

Facebook	60%
Twitter	20%
Pinterest	20%

From Websites

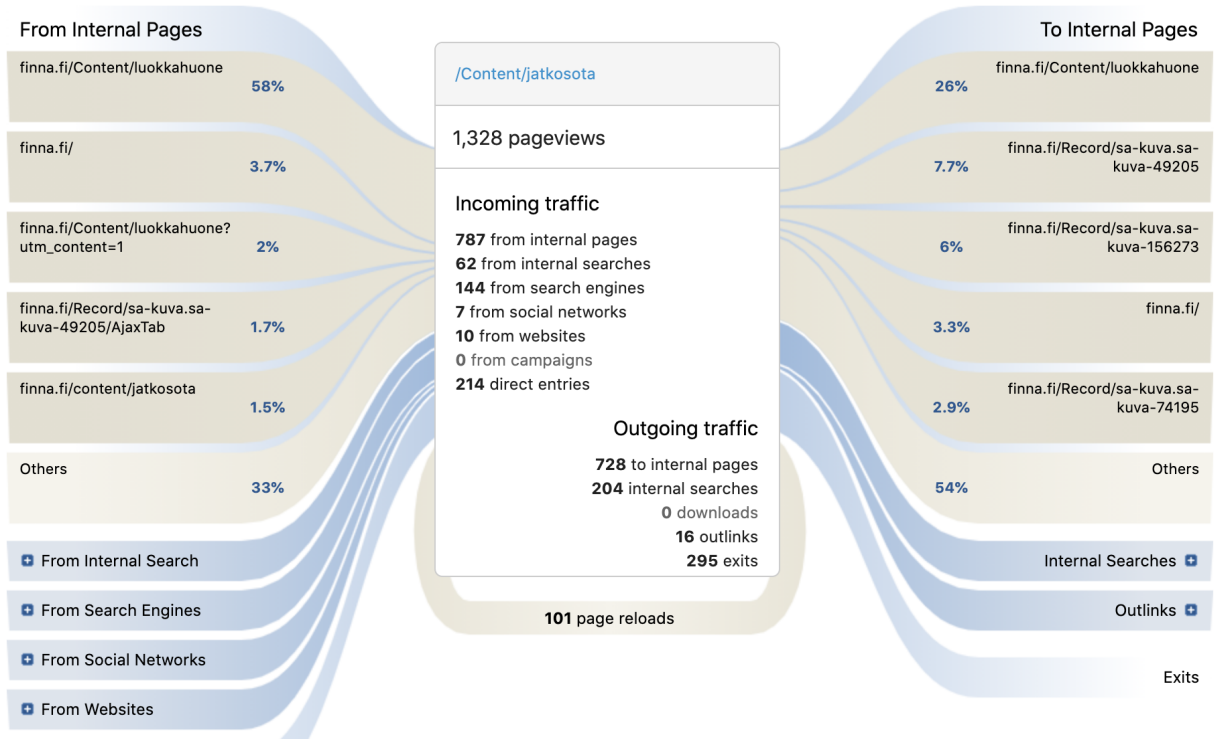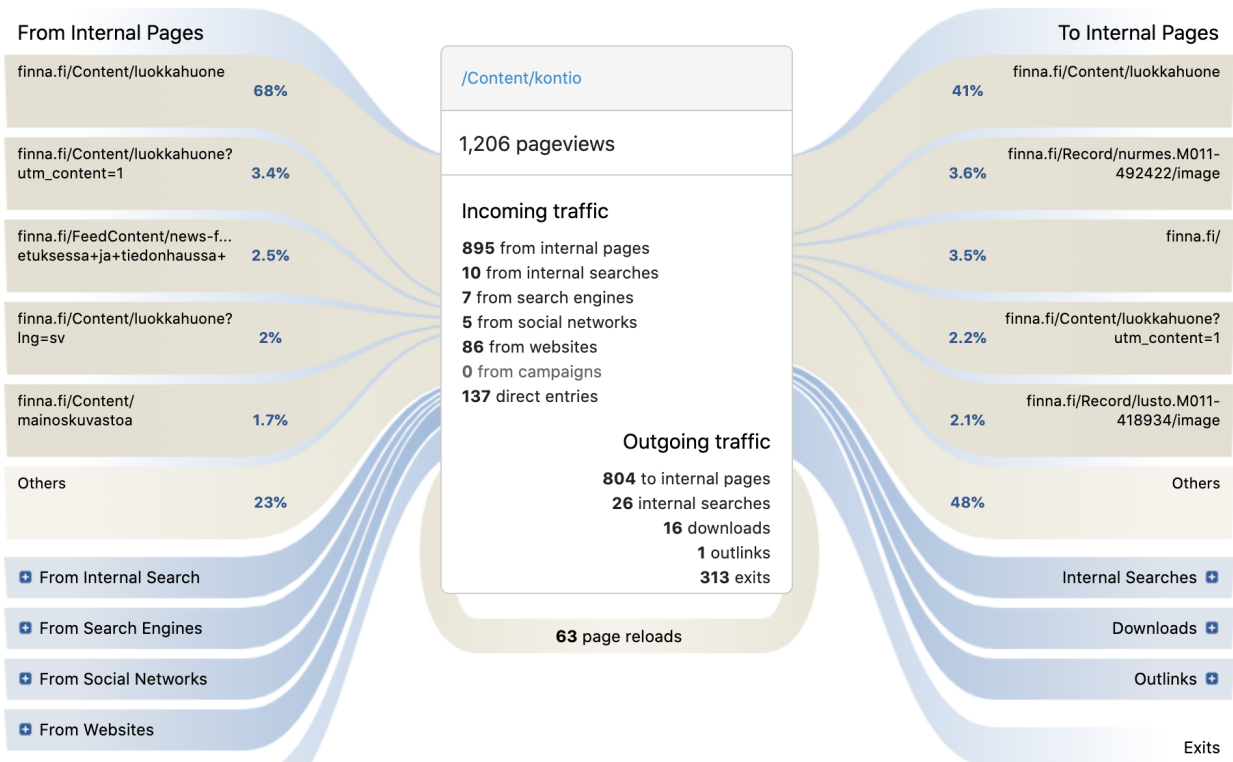|	
app.tabletkoulu.fi/sections/view/11172/52670	16%
app.tabletkoulu.fi/sections/view/11172/52672	13%
classroom.google.com/c/NTQ4NDYyNTM2ODha/a/OTMyNTc2MTUzMDJa/details	13%
classroom.google.com/u/0/c/NTQ4NDYyNTM2ODha/a/OTMyNTc2MTUzMDJa/details	12%
classroom.google.com/u/2/c/NTQ4NDYyNTM2ODha/a/OTMyNTc2MTUzMDJa/details	4.7%
Others	42%

Subpages

We could also find 2341 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 1135 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Kontio kuvakulttuurissamme (kuvataide; yläkoulu) | Finn…	1,438	478	57%	00:00:51
Kontio kuvakulttuurissamme | Finna.fi	862	379	67%	00:01:02
Kontio kuvakulttuurissamme (kuvataide, yläkoulu) | Finn…	41	17	100%	00:00:58

Meri ja ihminen

/Content/meri-ihminen

From Internal Pages

finna.fi/Content/luokkahuone	76%
finna.fi/Content/luokkahuone?utm_content=1	3.5%
finna.fi/Content/luokkahuone?lng=sv	3%
finna.fi/Content/luokkahuone?lng=fi	1.2%
finna.fi/Content/vanhat-ammatit	0.8%
Others	15%

- From Internal Search
- From Search Engines
- From Social Networks
- From Websites

/Content/meri-ihminen

966 pageviews

Incoming traffic

- **769** from internal pages
- **18** from internal searches
- **36** from search engines
- **3** from social networks
- **37** from websites
- **0** from campaigns
- **46** direct entries

Outgoing traffic

- **645** to internal pages
- **44** internal searches
- **3** downloads
- **41** outlinks
- **221** exits

56 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	50%
finna.fi/	5.3%
finna.fi/Content/luokkahuone?utm_content=1	2.8%
finna.fi/Record/ekm.urn:nbn:fi-ekmhttp...B26-809A-C346-C924-6231FCA559B2/image	2.2%
finna.fi/Content/luokkahuone?lng=sv	1.9%
Others	38%

- Internal Searches
- Downloads
- Outlinks
- Exits

From Search Engines

finna meri	50%
sumen meri historia	50%

From Social Networks

Facebook	100%

From Websites

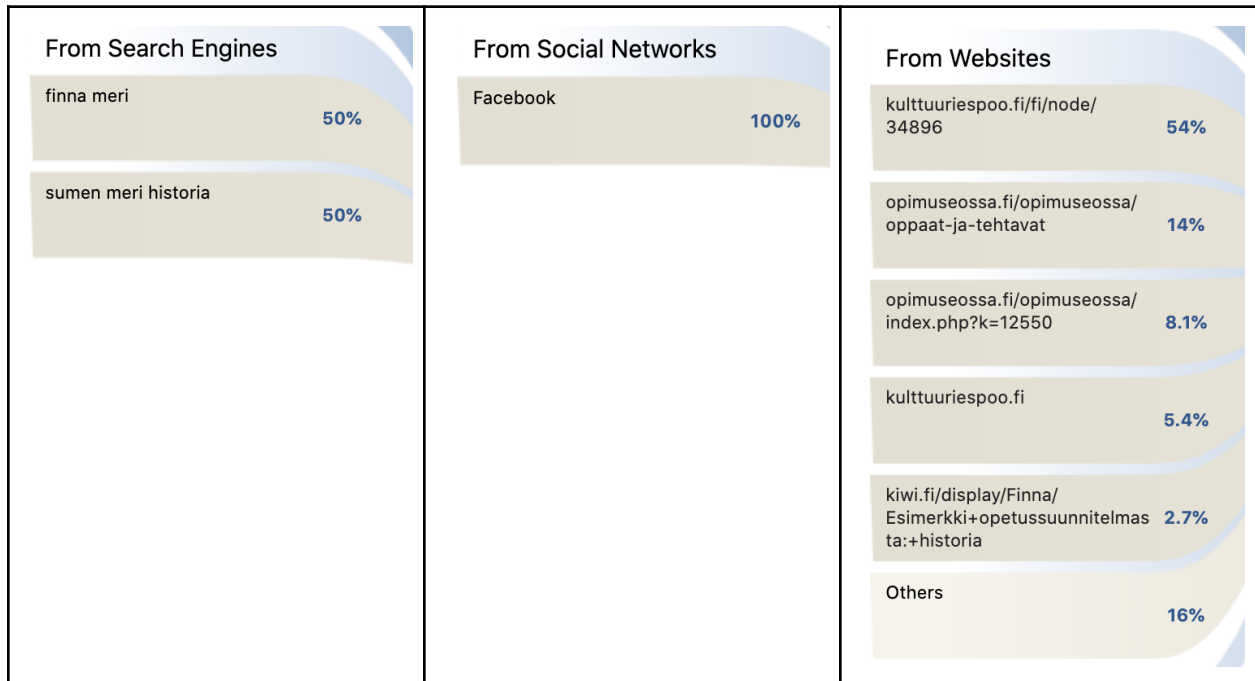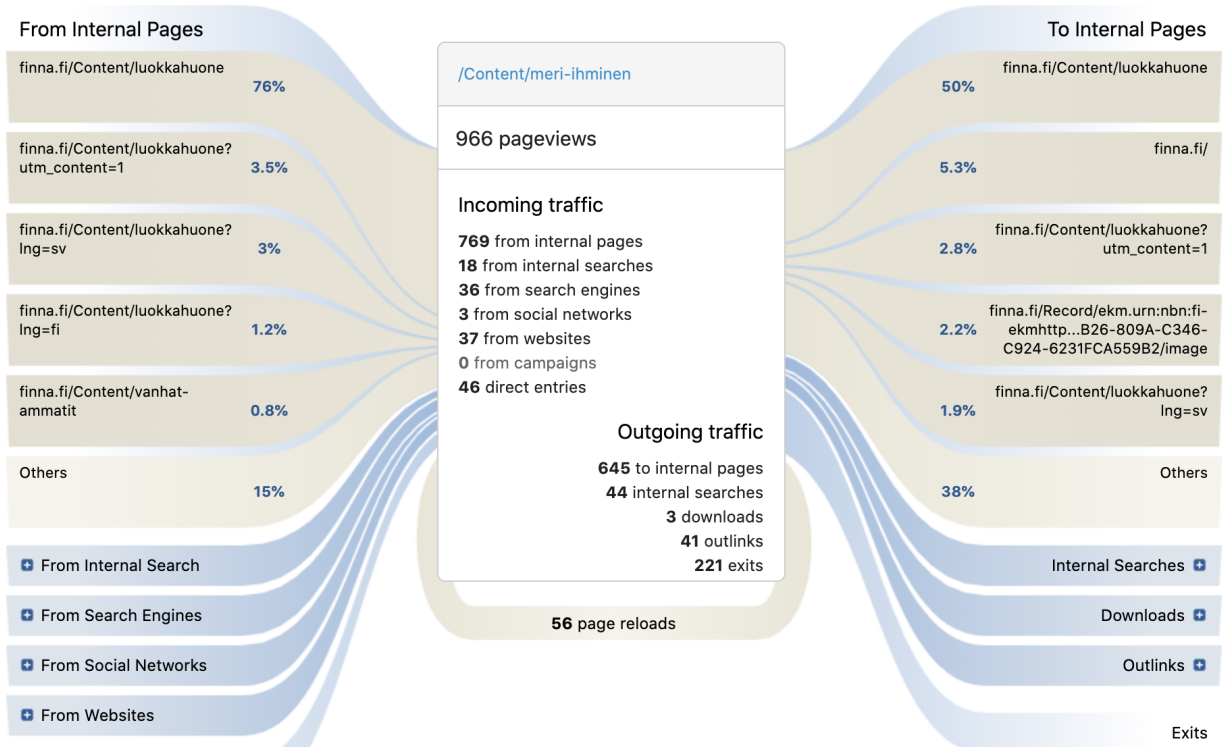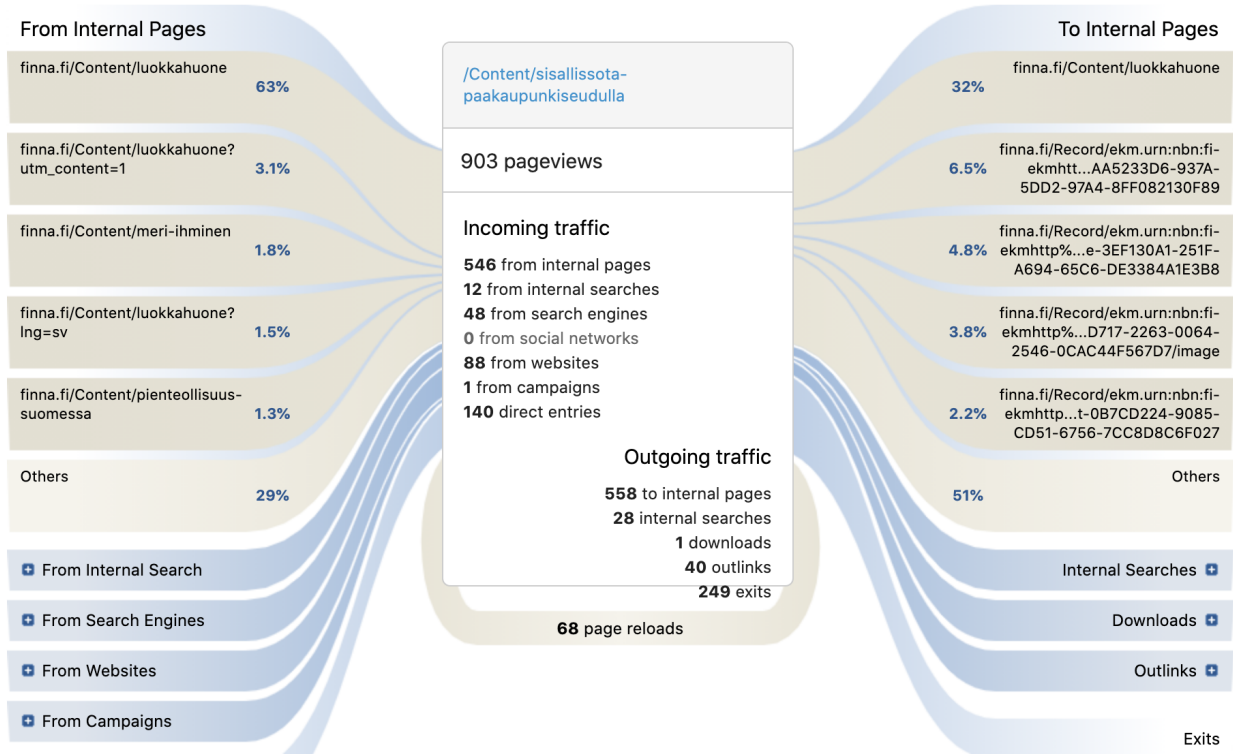|	
kulttuuriespoo.fi/fi/node/34896	54%
opimuseossa.fi/opimuseossa/oppaat-ja-tehtavat	14%
opimuseossa.fi/opimuseossa/index.php?k=12550	8.1%
kulttuuriespoo.fi	5.4%
kiwi.fi/display/Finna/Esimerkki+opetussuunnitelmasta:+historia	2.7%
Others	16%

Subpages

We could also find 1376 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 410 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Meri ja ihminen (usea oppiaine; alakoulu, yläkoulu, lukio...	693	382	54%	00:00:58
Meri ja ihminen	Finna.fi	671	352	51%	00:01:20
Itämeri ja ihminen	Vaski-kirjastot	Finna.fi	12	6	0%	00:00:29

Sisällissota pääkaupunkiseudulla

/Content/sisallissota-paakaupunkiseudulla

From Internal Pages

finna.fi/Content/luokkahuone	**63%**
finna.fi/Content/luokkahuone?utm_content=1	**3.1%**
finna.fi/Content/meri-ihminen	**1.8%**
finna.fi/Content/luokkahuone?lng=sv	**1.5%**
finna.fi/Content/pienteollisuus-suomessa	**1.3%**
Others	**29%**

🔘 From Internal Search
🔘 From Search Engines
🔘 From Websites
🔘 From Campaigns

/Content/sisallissota-paakaupunkiseudulla

903 pageviews

Incoming traffic

546 from internal pages
12 from internal searches
48 from search engines
0 from social networks
88 from websites
1 from campaigns
140 direct entries

Outgoing traffic

558 to internal pages
28 internal searches
1 downloads
40 outlinks
249 exits

68 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	**32%**
finna.fi/Record/ekm.urn:nbn:fi-ekmhtt...AA5233D6-937A-5DD2-97A4-8FF082130F89	**6.5%**
finna.fi/Record/ekm.urn:nbn:fi-ekmhttp%...e-3EF130A1-251F-A694-65C6-DE3384A1E3B8	**4.8%**
finna.fi/Record/ekm.urn:nbn:fi-ekmhttp%...D717-2263-0064-2546-0CAC44F567D7/image	**3.8%**
finna.fi/Record/ekm.urn:nbn:fi-ekmhttp...t-0B7CD224-9085-CD51-6756-7CC8D8C6F027	**2.2%**
Others	**51%**

Internal Searches 🔘
Downloads 🔘
Outlinks 🔘
Exits

From Search Engines

No data

From Social Networks

No data

From Websites

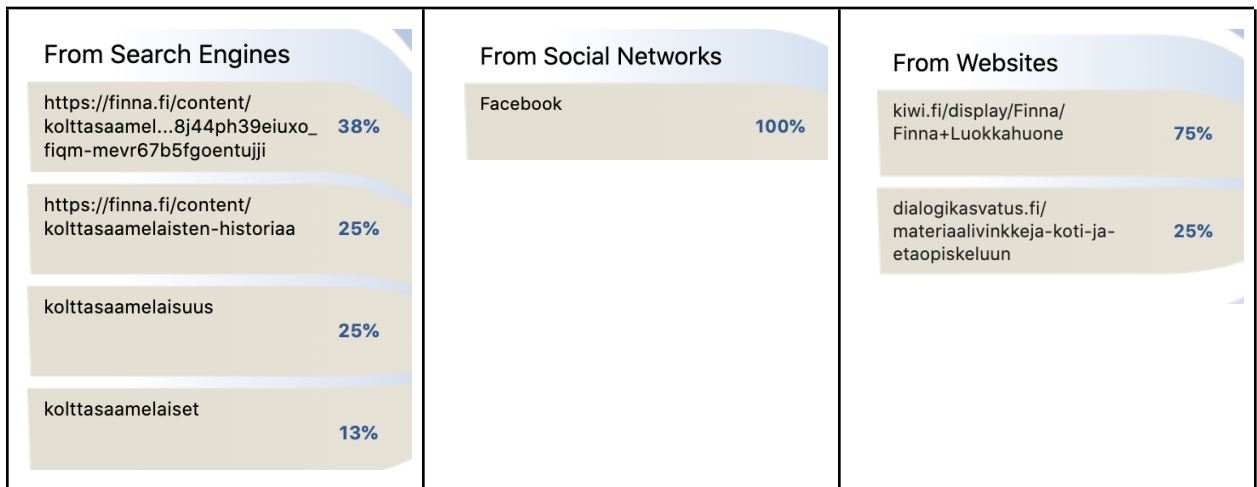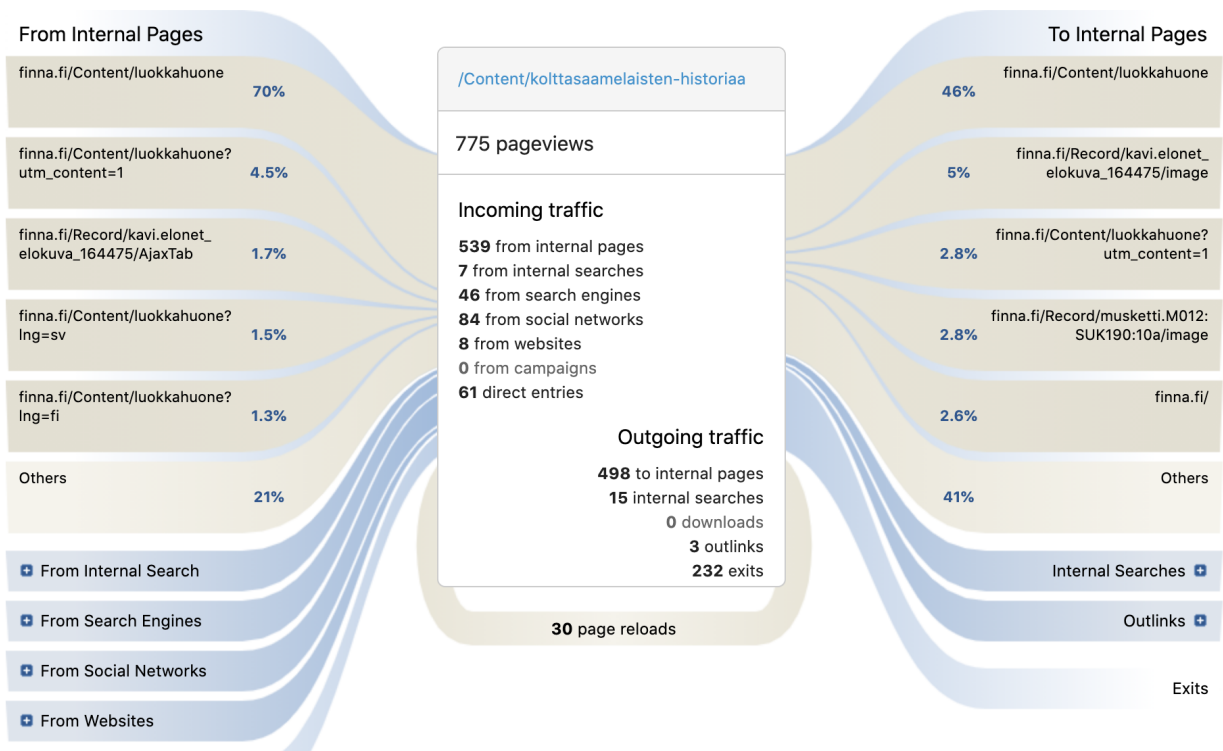|	
kulttuuriespoo.fi/fi/node/34896	**27%**
classroom.google.com/u/1/c/MzgyNzM5ODU2Mjla/a/MzkxNDUyNzI4NTBa/details	**15%**
classroom.google.com/u/0/c/MjQyMDI2OTk1OTRa/a/NjI0NTU1MjEwMjda/details	**8%**
classroom.google.com/c/MjQyMDI2OTk1OTRa/a/NjI0NTU1MjEwMjda/details	**6.8%**
classroom.google.com/c/MzgyNzM5ODU2Mjla/a/MzkxNDUyNzI4NTBa/details	**5.7%**
Others	**38%**

Subpages

We could also find 1437 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 534 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Sisällissota pääkaupunkiseudulla (historia; yläkoulu, luki...	772	303	30%	00:01:05
Sisällissota pääkaupunkiseudulla | Finna.fi	685	350	55%	00:01:41

Kolttasaamelaisten historiaa

/Content/kolttasaamelaisten-historiaa

From Internal Pages

finna.fi/Content/luokkahuone	70%
finna.fi/Content/luokkahuone?utm_content=1	4.5%
finna.fi/Record/kavi.elonet_elokuva_164475/AjaxTab	1.7%
finna.fi/Content/luokkahuone?lng=sv	1.5%
finna.fi/Content/luokkahuone?lng=fi	1.3%
Others	21%

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites

/Content/kolttasaamelaisten-historiaa

775 pageviews

Incoming traffic

539 from internal pages
7 from internal searches
46 from search engines
84 from social networks
8 from websites
0 from campaigns
61 direct entries

Outgoing traffic

498 to internal pages
15 internal searches
0 downloads
3 outlinks
232 exits

30 page reloads

To Internal Pages

46%	finna.fi/Content/luokkahuone
5%	finna.fi/Record/kavi.elonet_elokuva_164475/image
2.8%	finna.fi/Content/luokkahuone?utm_content=1
2.8%	finna.fi/Record/musketti.M012:SUK190:10a/image
2.6%	finna.fi/
41%	Others

Internal Searches ➕
Outlinks ➕
Exits

From Search Engines

https://finna.fi/content/kolttasaamel...8j44ph39eiuxo_fiqm-mevr67b5fgoentujji	38%
https://finna.fi/content/kolttasaamelaisten-historiaa	25%
kolttasaamelaisuus	25%
kolttasaamelaiset	13%

From Social Networks

Facebook	100%

From Websites

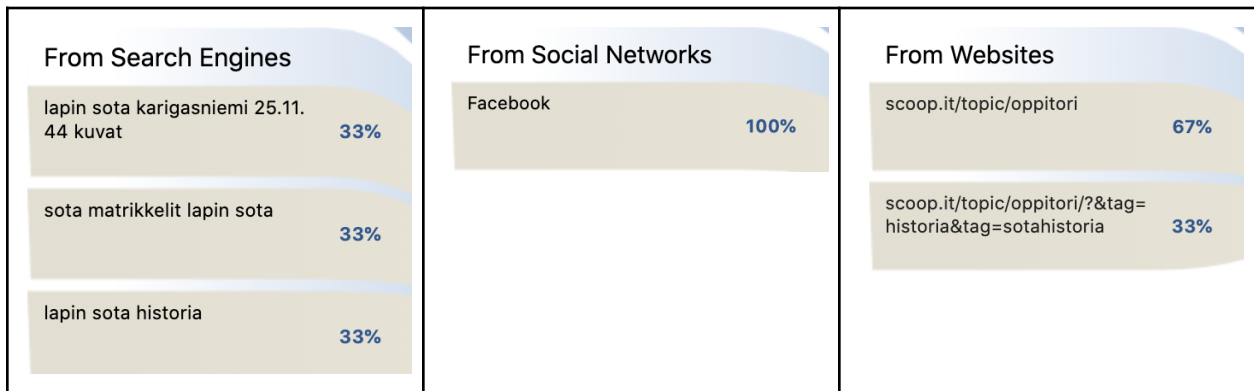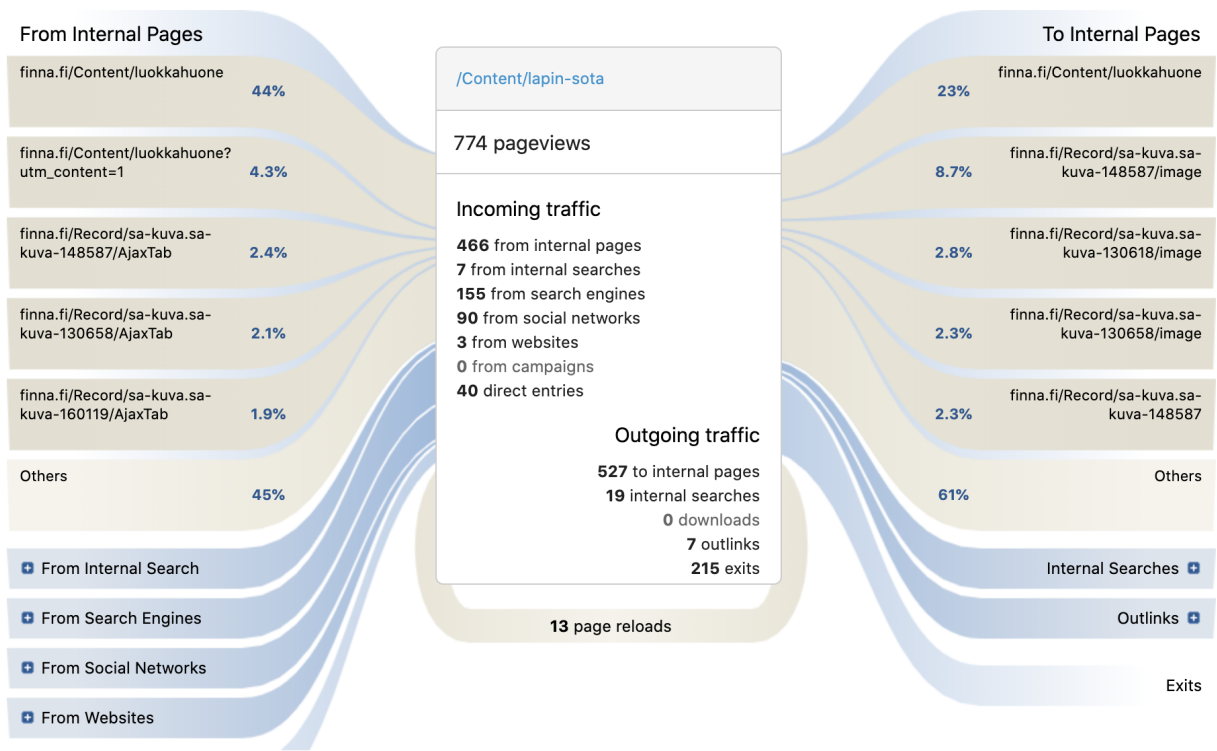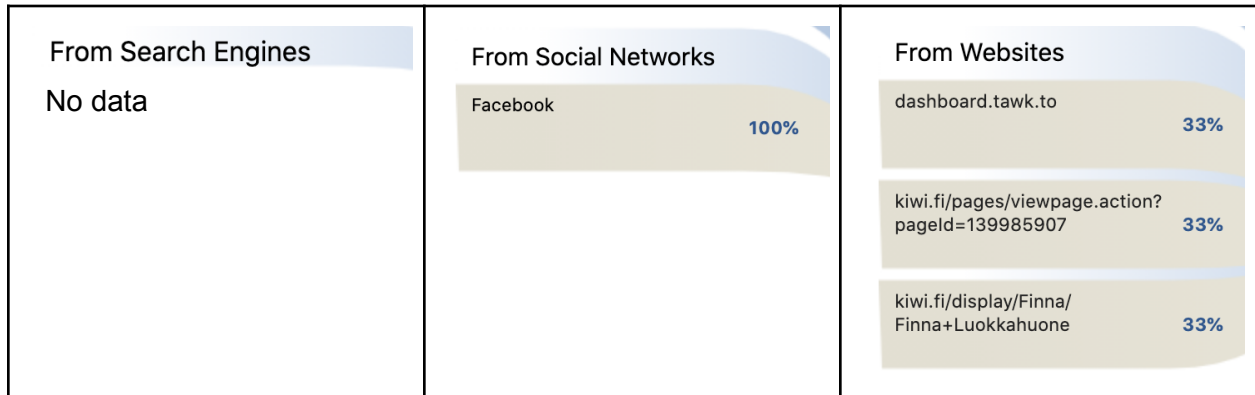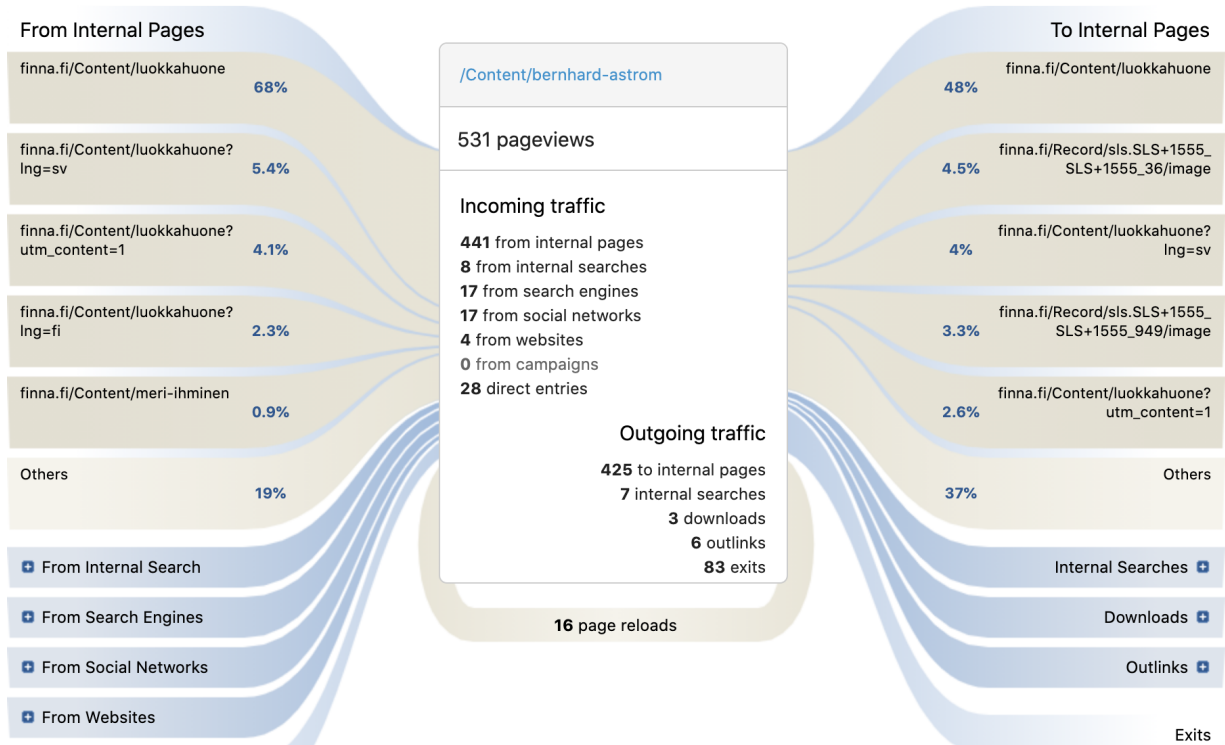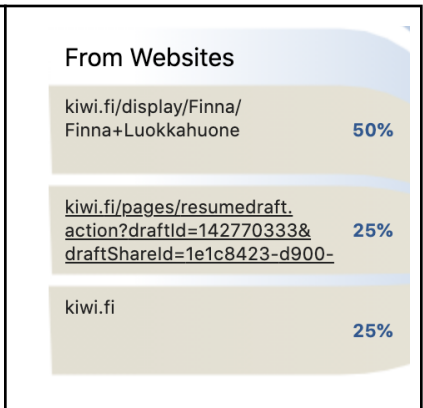|	
kiwi.fi/display/Finna/Finna+Luokkahuone	75%
dialogikasvatus.fi/materiaalivinkkeja-koti-ja-etaopiskeluun	25%

Subpages

We could also find 1842 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 1067 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Kolttasaamelaisten historiaa | Finna.fi	1,842	618	62%	00:00:47

Puolustusvoimien Lapin sodan valokuva-aineistoa

/Content/lapin-sota

From Internal Pages

finna.fi/Content/luokkahuone	44%
finna.fi/Content/luokkahuone?utm_content=1	4.3%
finna.fi/Record/sa-kuva.sa-kuva-148587/AjaxTab	2.4%
finna.fi/Record/sa-kuva.sa-kuva-130658/AjaxTab	2.1%
finna.fi/Record/sa-kuva.sa-kuva-160119/AjaxTab	1.9%
Others	45%

➕ From Internal Search
➕ From Search Engines
➕ From Social Networks
➕ From Websites

/Content/lapin-sota

774 pageviews

Incoming traffic

466 from internal pages
7 from internal searches
155 from search engines
90 from social networks
3 from websites
0 from campaigns
40 direct entries

Outgoing traffic

527 to internal pages
19 internal searches
0 downloads
7 outlinks
215 exits

13 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	23%
finna.fi/Record/sa-kuva.sa-kuva-148587/image	8.7%
finna.fi/Record/sa-kuva.sa-kuva-130618/image	2.8%
finna.fi/Record/sa-kuva.sa-kuva-130658/image	2.3%
finna.fi/Record/sa-kuva.sa-kuva-148587	2.3%
Others	61%

Internal Searches ➕
Outlinks ➕
Exits

From Search Engines

lapin sota karigasniemi 25.11. 44 kuvat	33%
sota matrikkelit lapin sota	33%
lapin sota historia	33%

From Social Networks

Facebook	100%

From Websites

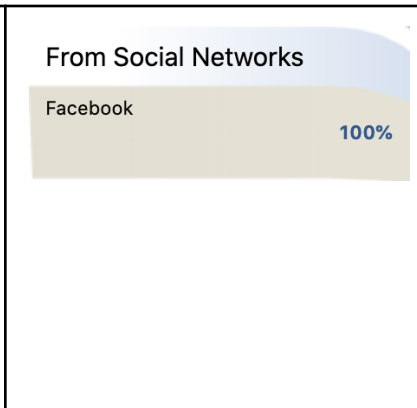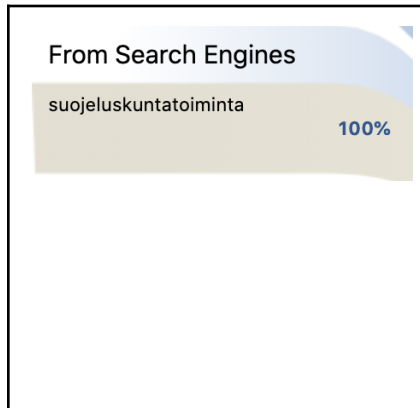|	
scoop.it/topic/oppitori	67%
scoop.it/topic/oppitori/?&tag=historia&tag=sotahistoria	33%

Subpages

We could also find 1310 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 536 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Puolustusvoimien Lapin sodan valokuva-aineistoa | Finn...	1,310	329	46%	00:00:29

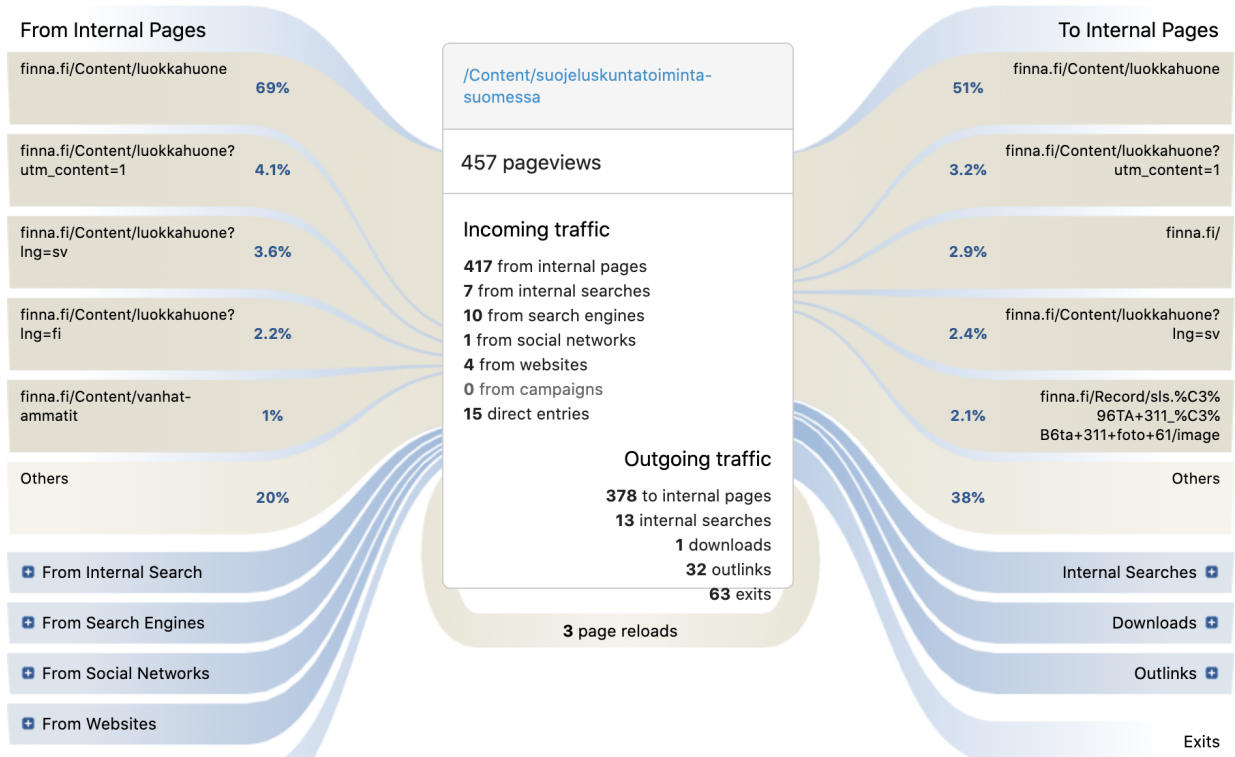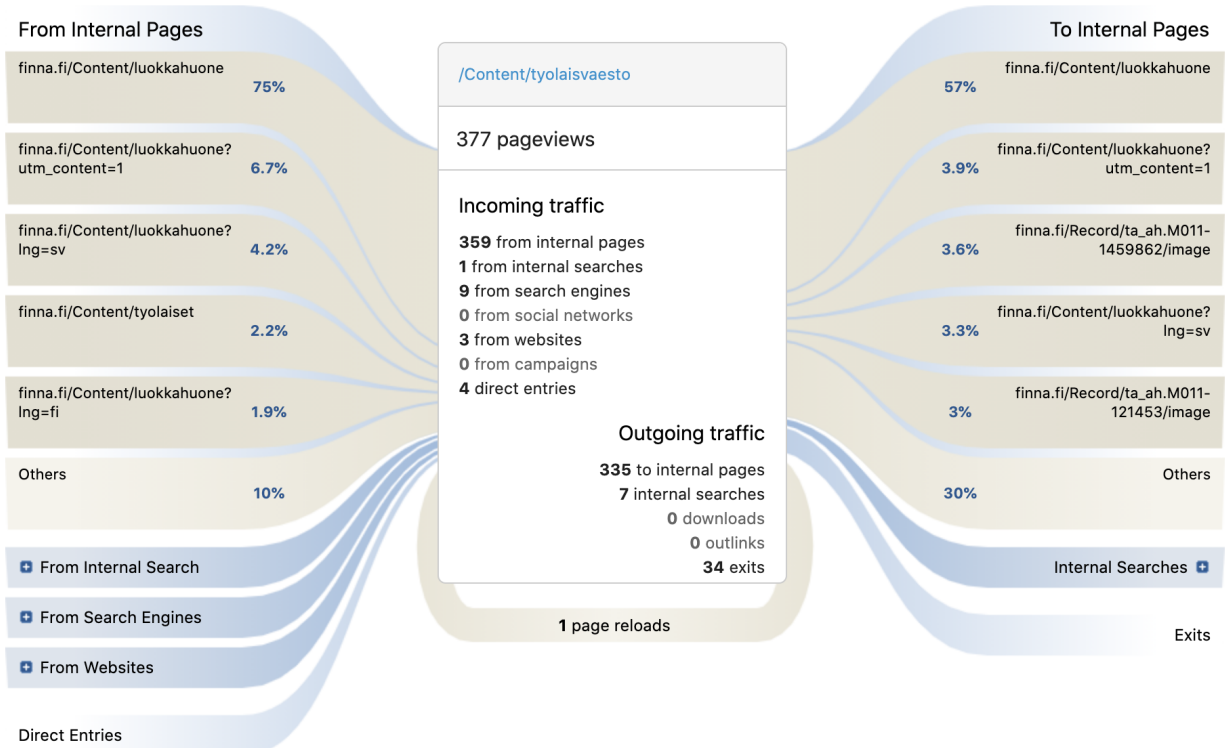# Bernhard Åströmin elämää 1900-luvun alun Suomessa

/Content/bernhard-astrom

From Internal Pages

finna.fi/Content/luokkahuone	68%
finna.fi/Content/luokkahuone?lng=sv	5.4%
finna.fi/Content/luokkahuone?utm_content=1	4.1%
finna.fi/Content/luokkahuone?lng=fi	2.3%
finna.fi/Content/meri-ihminen	0.9%
Others	19%

- From Internal Search
- From Search Engines
- From Social Networks
- From Websites

/Content/bernhard-astrom

531 pageviews

Incoming traffic

441 from internal pages
8 from internal searches
17 from search engines
17 from social networks
4 from websites
0 from campaigns
28 direct entries

Outgoing traffic

425 to internal pages
7 internal searches
3 downloads
6 outlinks
83 exits

16 page reloads

To Internal Pages

48%	finna.fi/Content/luokkahuone
4.5%	finna.fi/Record/sls.SLS+1555_SLS+1555_36/image
4%	finna.fi/Content/luokkahuone?lng=sv
3.3%	finna.fi/Record/sls.SLS+1555_SLS+1555_949/image
2.6%	finna.fi/Content/luokkahuone?utm_content=1
37%	Others

- Internal Searches
- Downloads
- Outlinks
- Exits

From Search Engines

No data

From Social Networks

Facebook	100%

From Websites

dashboard.tawk.to	33%
kiwi.fi/pages/viewpage.action?pageId=139985907	33%
kiwi.fi/display/Finna/Finna+Luokkahuone	33%

Subpages

We could also find 1001 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 470 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Bernhard Åströmin elämää 1900-luvun alun Suomessa (...	662	243	54%	00:00:47
Bernhard Åströmin elämää 1900-luvun alun Suomessa |...	339	143	65%	00:01:08

Suojeluskuntatoiminta Suomessa

/Content/suojeluskuntatoiminta-suomessa

From Internal Pages

finna.fi/Content/luokkahuone	69%
finna.fi/Content/luokkahuone?utm_content=1	4.1%
finna.fi/Content/luokkahuone?lng=sv	3.6%
finna.fi/Content/luokkahuone?lng=fi	2.2%
finna.fi/Content/vanhat-ammatit	1%
Others	20%

⊞ From Internal Search
⊞ From Search Engines
⊞ From Social Networks
⊞ From Websites

/Content/suojeluskuntatoiminta-suomessa

457 pageviews

Incoming traffic

417 from internal pages
7 from internal searches
10 from search engines
1 from social networks
4 from websites
0 from campaigns
15 direct entries

Outgoing traffic

378 to internal pages
13 internal searches
1 downloads
32 outlinks
63 exits

3 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	51%
finna.fi/Content/luokkahuone?utm_content=1	3.2%
finna.fi/	2.9%
finna.fi/Content/luokkahuone?lng=sv	2.4%
finna.fi/Record/sls.%C3%96TA+311_%C3%B6ta+311+foto+61/image	2.1%
Others	38%

Internal Searches ⊞
Downloads ⊞
Outlinks ⊞
Exits

From Search Engines

suojeluskuntatoiminta	100%

From Social Networks

Facebook	100%

From Websites

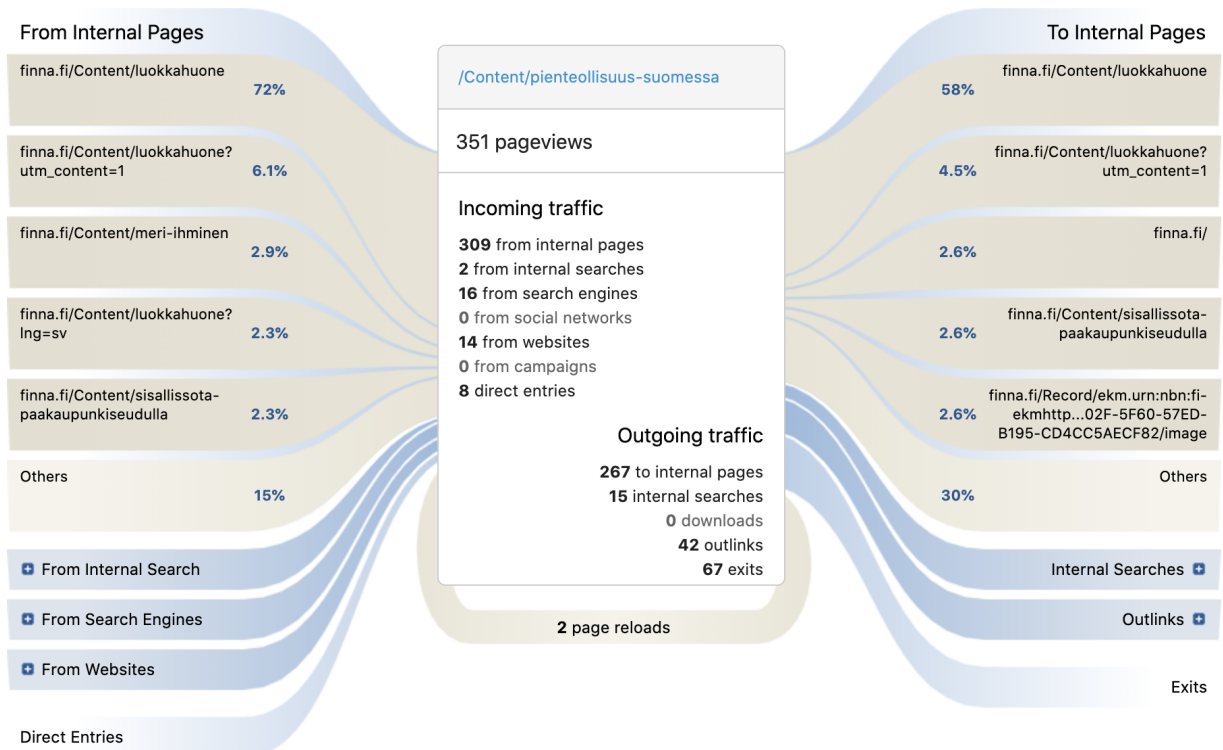|	
kiwi.fi/display/Finna/Finna+Luokkahuone	50%
kiwi.fi/pages/resumedraft.action?draftId=142770333&draftShareId=1e1c8423-d900-	25%
kiwi.fi	25%

Subpages

We could also find 581 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 124 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Suojeluskuntatoiminta Suomessa (historia; yläkoulu, luki...	329	194	76%	00:00:41
Suojeluskuntatoiminta Suomessa	Finna.fi	252	142	38%	00:01:21

Työläisväestö ryhtyy sivistämään itseään

/Content/tyolaisvaesto

From Internal Pages

finna.fi/Content/luokkahuone	75%
finna.fi/Content/luokkahuone?utm_content=1	6.7%
finna.fi/Content/luokkahuone?lng=sv	4.2%
finna.fi/Content/tyolaiset	2.2%
finna.fi/Content/luokkahuone?lng=fi	1.9%
Others	10%

➕ From Internal Search
➕ From Search Engines
➕ From Websites

Direct Entries

/Content/tyolaisvaesto

377 pageviews

Incoming traffic

359 from internal pages
1 from internal searches
9 from search engines
0 from social networks
3 from websites
0 from campaigns
4 direct entries

Outgoing traffic

335 to internal pages
7 internal searches
0 downloads
0 outlinks
34 exits

1 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	57%
finna.fi/Content/luokkahuone?utm_content=1	3.9%
finna.fi/Record/ta_ah.M011-1459862/image	3.6%
finna.fi/Content/luokkahuone?lng=sv	3.3%
finna.fi/Record/ta_ah.M011-121453/image	3%
Others	30%

Internal Searches ➕

Exits

From Search Engines

No data

From Social Networks

No data

From Websites

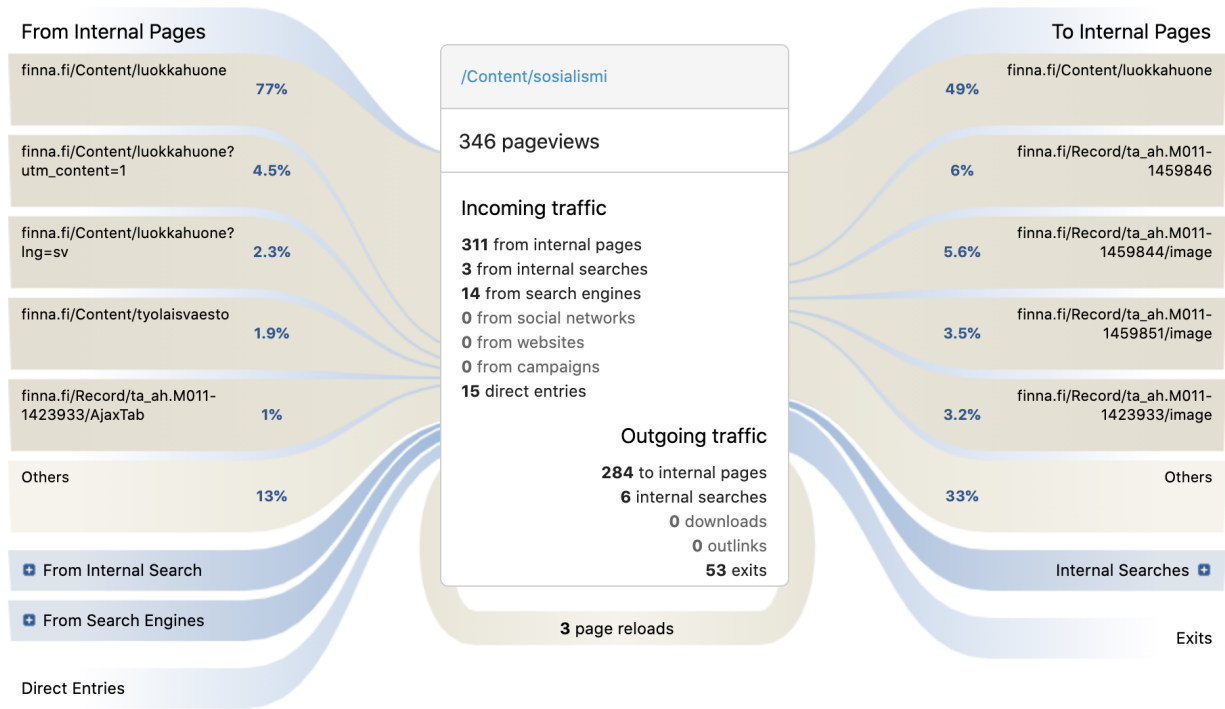| app.tabletkoulu.fi/sections/view/8438/44690 | 33% |
| finna.fi/Content/luokkahuone | 33% |
| kiwi.fi/display/Finna/Esimerkki+opetussuunnitelmasta:+historia | 33% |

Subpages

We could also find 501 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 124 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Työläisväestö ryhtyy sivistämään itseään (histor ⤬ ▤ ∿	350	0% 206	25%	00:00:20
Työläisväestö ryhtyy sivistämään itseään	Finna.fi	151	0% 106	46%	00:00:23

Pienteollisuus Suomessa 1930-luvulta 1980-luvulle

/Content/pienteollisuus-suomessa

From Internal Pages

finna.fi/Content/luokkahuone	72%
finna.fi/Content/luokkahuone?utm_content=1	6.1%
finna.fi/Content/meri-ihminen	2.9%
finna.fi/Content/luokkahuone?lng=sv	2.3%
finna.fi/Content/sisallissota-paakaupunkiseudulla	2.3%
Others	15%

➕ From Internal Search
➕ From Search Engines
➕ From Websites

Direct Entries

/Content/pienteollisuus-suomessa

351 pageviews

Incoming traffic

309 from internal pages
2 from internal searches
16 from search engines
0 from social networks
14 from websites
0 from campaigns
8 direct entries

Outgoing traffic

267 to internal pages
15 internal searches
0 downloads
42 outlinks
67 exits

2 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	58%
finna.fi/Content/luokkahuone?utm_content=1	4.5%
finna.fi/	2.6%
finna.fi/Content/sisallissota-paakaupunkiseudulla	2.6%
finna.fi/Record/ekm.urn:nbn:fi-ekmhttp...02F-5F60-57ED-B195-CD4CC5AECF82/image	2.6%
Others	30%

Internal Searches ➕
Outlinks ➕
Exits

From Search Engines

No data

From Social Networks

No data

From Websites

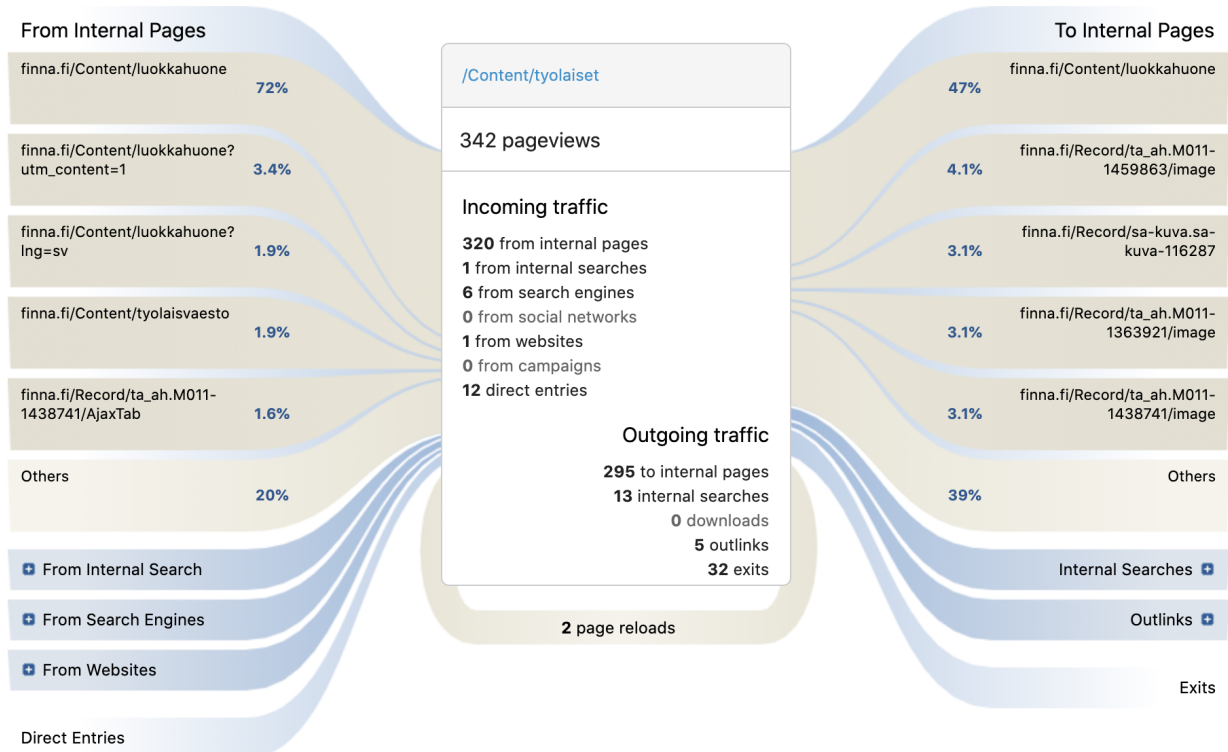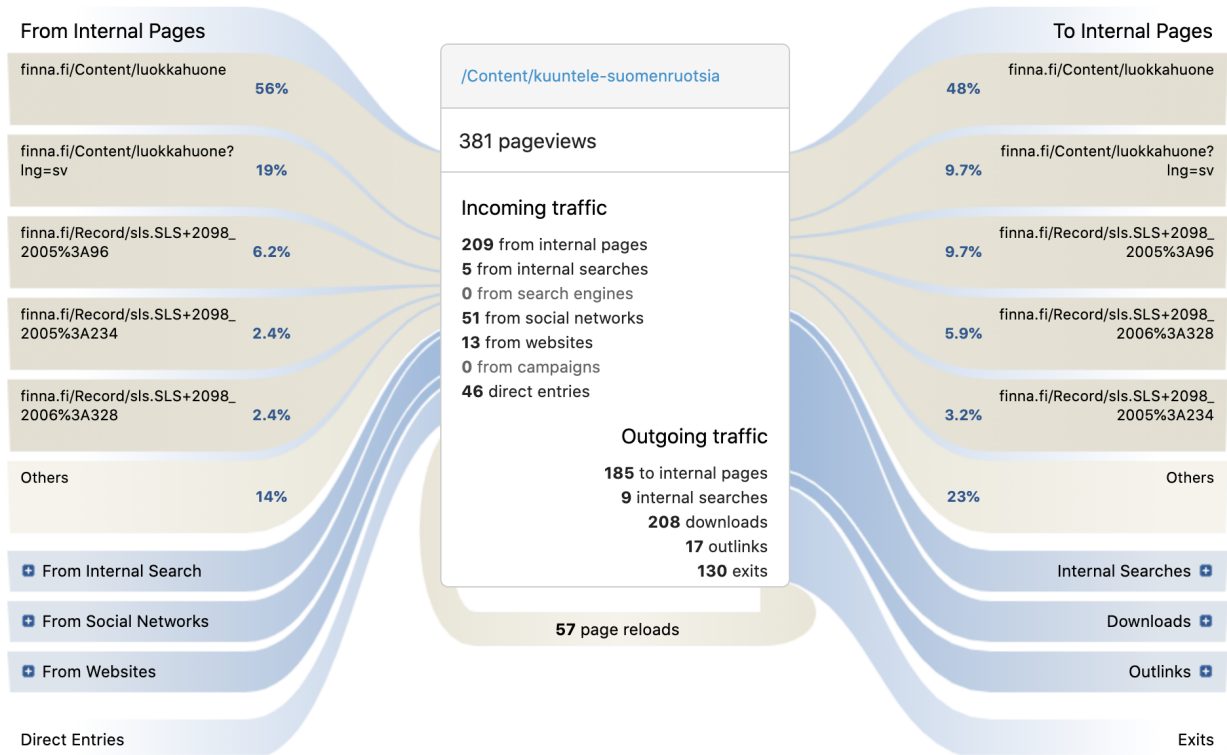|	
kulttuuriespoo.fi/fi/node/34896	50%
espoo.fi	14%
scoop.it/topic/oppitori/p/4111457702/2019/10/14/pienteollisuus-suomessa-	7.1%
kulttuuriespoo.fi/fi/node/34896?fbclid=IwAR2mAjbR8s0t0Z-	7.1%
kulttuuriespoo.fi/fi/node/34896?fbclid=IwAR2Zyy6bE_sY9_4_	7.1%
Others	14%

Subpages

We could also find 581 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 230 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Pienteollisuus Suomessa 1930-luvulta 1980-luvulle | Fin...	319	148	61%	00:00:39
Pienteollisuus Suomessa 1930-luvulta 1980-luvulle (his...	262	154	67%	00:00:35

Sosialismin aatteen levitystyö ja vaalijulisteiden propaganda

/Content/sosialismi

From Internal Pages

finna.fi/Content/luokkahuone	**77%**
finna.fi/Content/luokkahuone?utm_content=1	**4.5%**
finna.fi/Content/luokkahuone?lng=sv	**2.3%**
finna.fi/Content/tyolaisvaesto	**1.9%**
finna.fi/Record/ta_ah.M011-1423933/AjaxTab	**1%**
Others	**13%**

⊞ From Internal Search

⊞ From Search Engines

Direct Entries

/Content/sosialismi

346 pageviews

Incoming traffic

311 from internal pages
3 from internal searches
14 from search engines
0 from social networks
0 from websites
0 from campaigns
15 direct entries

Outgoing traffic

284 to internal pages
6 internal searches
0 downloads
0 outlinks
53 exits

3 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	**49%**
finna.fi/Record/ta_ah.M011-1459846	**6%**
finna.fi/Record/ta_ah.M011-1459844/image	**5.6%**
finna.fi/Record/ta_ah.M011-1459851/image	**3.5%**
finna.fi/Record/ta_ah.M011-1423933/image	**3.2%**
Others	**33%**

Internal Searches ⊞

Exits

From Search Engines	From Social Networks	From Websites
No data	No data	No data

Subpages

We could also find 518 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 172 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Sosialismin aatteen levitystyö ja vaalijulisteiden propaga...	323	177	53%	00:00:35
Sosialismin aatteen levitystyö ja vaalijulisteiden propaga...	195	97	67%	00:00:52

Työläiset mukaan vaikuttamaan Suomen asioihin

/Content/tyolaiset

From Internal Pages

finna.fi/Content/luokkahuone	72%
finna.fi/Content/luokkahuone?utm_content=1	3.4%
finna.fi/Content/luokkahuone?lng=sv	1.9%
finna.fi/Content/tyolaisvaesto	1.9%
finna.fi/Record/ta_ah.M011-1438741/AjaxTab	1.6%
Others	20%

➕ From Internal Search
➕ From Search Engines
➕ From Websites

Direct Entries

/Content/tyolaiset

342 pageviews

Incoming traffic

320 from internal pages
1 from internal searches
6 from search engines
0 from social networks
1 from websites
0 from campaigns
12 direct entries

Outgoing traffic

295 to internal pages
13 internal searches
0 downloads
5 outlinks
32 exits

2 page reloads

To Internal Pages

47%	finna.fi/Content/luokkahuone
4.1%	finna.fi/Record/ta_ah.M011-1459863/image
3.1%	finna.fi/Record/sa-kuva.sa-kuva-116287
3.1%	finna.fi/Record/ta_ah.M011-1363921/image
3.1%	finna.fi/Record/ta_ah.M011-1438741/image
39%	Others

Internal Searches ➕
Outlinks ➕
Exits

From Search Engines	From Social Networks	From Websites
No data	No data	kiwi.fi/display/Finna/Esimerkki+opetussuunnitelmasta:+historia **100%**

Subpages

We could also find 508 pageviews in total for the section (since subpages are reported with the same page title as the start page). This means we have at least 166 visits to subpages.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Työläiset mukaan vaikuttamaan Suomen asioihin (histori...	299	155	38%	00:00:38
Työläiset mukaan vaikuttamaan Suomen asioihin | Finna.fi	178	92	33%	00:00:36
Työläiset mukaan vaikuttamaan Suomen asioihin (histori...	31	10	0%	00:00:48

Kuuntele suomenruotsalaisia murteita sekä puhekieltä

/Content/kuuntele-suomenruotsia

From Internal Pages

finna.fi/Content/luokkahuone	56%
finna.fi/Content/luokkahuone?lng=sv	19%
finna.fi/Record/sls.SLS+2098_2005%3A96	6.2%
finna.fi/Record/sls.SLS+2098_2005%3A234	2.4%
finna.fi/Record/sls.SLS+2098_2006%3A328	2.4%
Others	14%

➕ From Internal Search
➕ From Social Networks
➕ From Websites

Direct Entries

/Content/kuuntele-suomenruotsia

381 pageviews

Incoming traffic

209 from internal pages
5 from internal searches
0 from search engines
51 from social networks
13 from websites
0 from campaigns
46 direct entries

Outgoing traffic

185 to internal pages
9 internal searches
208 downloads
17 outlinks
130 exits

57 page reloads

To Internal Pages

finna.fi/Content/luokkahuone	48%
finna.fi/Content/luokkahuone?lng=sv	9.7%
finna.fi/Record/sls.SLS+2098_2005%3A96	9.7%
finna.fi/Record/sls.SLS+2098_2006%3A328	5.9%
finna.fi/Record/sls.SLS+2098_2005%3A234	3.2%
Others	23%

Internal Searches ➕
Downloads ➕
Outlinks ➕

Exits

From Search Engines

No data

From Social Networks

Facebook	100%

From Websites

classroom.google.com/c/NTM4NTAzMjEwNDFa/a/MTI0MTMxNTMwNDgw/details	46%
classroom.google.com/u/1/c/NTM4NTAzMjEwNDFa/a/MTI0MTMxNTMwNDgw/details	15%
classroom.google.com/u/0/c/NTM4NTAzMjEwNDFa/a/MTI0MTMxNTMwNDgw/details	15%
epost.sahd.ax/gw/webacc/258c374fcb0dfd31960e95367799f6e6747c760a0b4755f61b	7.7%
epost.sahd.ax/gw/webacc/deef6c807e64c5448b748baf365b29ef1297b95358eaa04870	7.7%
Others	7.7%

Subpages

We could also find 310 pageviews in total for the section (since subpages are reported with the same page title as the start page). This page does not include images only interviews and these are not reported as sub pages so the number is not accurate at all.

PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
Kuuntele suomenruotsalaisia murteita sekä puhekieltä	...	310	219	51%	00:01:26

Package interactions

Add list to Favorite

This feature was used 277 times during the period and 78 different lists were saved.
The data could not be compared to previous periods, since it was not tracked the same way. A 9 lists were used more than 10 times, but most of the lists (53) added were only used 1 or 2 times. There are also several lists that were never added.

This is ID´s of the most saved lists, again here it would really help with better metadata (for example a valid title for lists describing them would make it easier to create understandable reports). If the title sent was something like: **"Add to list - Haaveilu, suunnittelu ja muistelu - id: 883718"** we could create more human friendly reports in Matomo.

List ID	Times added
762421	19
810641	19
762419	17
705451	16
707487	14
705493	12
762416	12
702774	11
704024	10
703789	9
702991	8
705661	7
703629	7
747458	7
704690	6
761914	6
741863	5
Others	82
Sum	**277**

Link to data for the period

https://finna-matomo-1.csc.fi/index.php?module=CoreHome&action=index&idSite=1&period=day&date=today#?idSite=1&period=range&date=2019-10-01,2020-07-31&segment=&category=General_Actions&subcategory=General_Pages&filter_pattern_recursive=%2FList%2F......%2Fsave

Image downloads

4225 image downloads were made, but it is hard to map them towards individual packages though since there is no matching meta-data.

Link to data for the period

https://finna-matomo-1.csc.fi/index.php?module=CoreHome&action=index&idSite=1&period=day&date=today#?idSite=1&period=range&date=2019-10-01,2020-07-31&segment=&category=General_Actions&subcategory=General_Pages&filter_pattern_recursive=Save%24

Feedback dialogue

The feedback dialogue was opened 2900 times, but it is hard to map them towards individual packages though since there is no matching meta-data. Again adding better human readable urls or titles would make reporting easier.

Link to data for the period

https://finna-matomo-1.csc.fi/index.php?module=CoreHome&action=index&idSite=1&period=day&date=today#?idSite=1&period=range&date=2019-10-01,2020-07-31&segment=&category=General_Actions&subcategory=General_Pages&filter_pattern_recursive=Feedback%24

Traffic sources

How do users find the Content?

Entry pages

20673 visits started on the packe start pages. (sub pages not included due to lacking url structure).

Urls	Sum visits
/content/vanhat-ammatit	2653
/content/siirtolaisuus-valtameren-yli	2062
/content/entisaikojen-leikit	1888
/content/esihistorian-huippuesineet	1602
/content/suomalainen-muotoilu	1497
/content/mainoskuvastoa	1341
/content/talvisota	1106
/content/esihistorian-mysteeriesineet	997
/content/suomi-vanhoissa-kartoissa	949
/content/jatkosota	917
/content/kontio	892
/content/meri-ihminen	754
/content/sisallissota-paakaupunkiseudulla	662
/content/kolttasaamelaisten-historiaa	600
/content/lapin-sota	516
/content/bernhard-astrom	415
/content/suojeluskuntatoiminta-suomessa	359
/content/tyolaisvaesto	333
/content/pienteollisuus-suomessa	312
/content/sosialismi	290
/content/tyolaiset	265
/content/kuuntele-suomenruotsia	263
Sum	**20673**

Traffic from external sources

Learning platforms (Are teachers using the packages?)

A lot of traffic to the site comes from different learning platforms. I found 3 examples listed below (there are probably more of these platforms).

Note: This data refers to the whole site not just the educational packages.

Some of these sources generate really engaged visitors that spend a lot of time on the site.

Moodle

There are 50 unique Moodle (Open Source is a Learning Platform) installations that link to the packages and this has generated 22983 visits in total. [Link to the data](#).
These visits generated 1.000.395 Actions or 43,53 actions per visit.
A great source of traffic and prof of usage from teachers and students.

Google classroom

1631 visits that generated 12,73 actions per visit.

Optima learning platform

440 visits that generated 8.66 actions per visit.

What are Actions in Matomo?

An 'Action' in Matomo (Piwik) is counted whenever a visitor:
- visits a Page,
- clicks on a Download or on an external link,
- when a visitor searches on your website search engine,
- whenever an event is tracked

Campaigns

There was a campaign named luokkahuone 2019 running during November that generated 2,548 visits.

luokkahuone2019
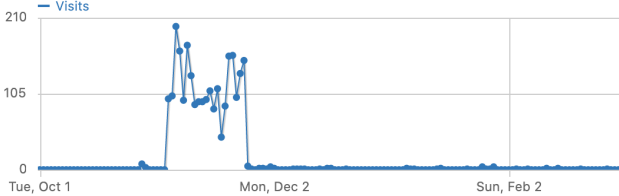
Recommendations for the future

To be able to get the full potential of you need to extend the functionality with premium plugins, below are my suggestions.
https://matomo.org/docs/premium-features/

Buy premium plugins to Matomo

Prio 1: Custom reports and Media Analytics, FormAnalytics
Prio 2: Funnels, UserFeedback, HeatMaps & Session Recordings

*Digitalist are resellers of plugins and we also offer maintained Matomo as a service with all premium plugins included.

URL Structure

The best way would be to add a better url structure so that items would belong to packages in the URL
Instead of having the url of just
/ruokalistojen-kertomaa
You should add the parent:
/**luokkahuone**/ruokalistojen-kertomaa

This would give you a better collection of stats for the whole **luokkahuone package.**

Unfortunately you can't add individual items to the url structure (since they can live in many places) so instead of pageviews you should start to track the usage of items with events and add meta-data so that you know from which package each item was opened. (see examples in the tracking section below).

Tracking suggestions and examples

I recommend starting to start implementing tracking through Matomos TagManager.

There is a good guide here:
https://matomo.org/docs/tag-manager/

I also encourage you to start tracking in parallel with your current tracking, you can create a new web property in your Matomo server and start tracking new data into that property while you are learning.

I would focus on getting as much metadata in as possible from the luokkahuone section.

I actually created a small set up of scripts that you could use to get started with.

To use the scripts follow these steps

1. Create a new web property on https://piwik.finna.fi/
2. Enable Matomo Tag Manager
3. Import the script (sent by mail) to the TagManager Container for the newly created website.
4. Publish a new version.
5. Testrun the code in your web browser (example found here). https://digitalist-se.github.io/UserFeedbackDocs/tag-manager-basics.html
6. If you are able to get data in, you can then install the tagmanager code into the code of your website (and you will start collecting data).

In the example above I created the following tracking:

Event Category
elementOpen - {{PageTitle}}

Event Action
{{sectionTitle}} - {{elementTitle}}

Event Name
{{ClickDestinationUrl}}

itemClick events (tracks clicks on element (open in modal)

We collect data according to the patterns of data to the left. All items within brackets {{}} are variables that I collect with Javascript in Matomo, so that they work on every page with the same CMS template.

Note: The code implemented only tracks when someone open the modal, I did not implement tracking of clicke in the modal so this just works as a starting point of understanding how tracking works and could be implemented.
Suggested events to start implementing are:

saveList -
Open item in modal (navigate with arrows below)

downloadItem
addItemToFavorites

clickShowPictureInfo
clickWhatDoesThisMean
clickMore (in modal)
clickShowFullRecord

For all the events above you want to make sure that you collect the item info and also try to collect the (last education package the user visited) so for example when someone cluck addItemToFavorites we would collect something like:

EventCategory: addItemToFavorites
EventAction: {{packageName}} - {{itemName}}
EventName: {{itemName}} - {{pageURL}}

Or clickWhatDoesThisMean
EventCategory: clickWhatDoesThisMean
EventAction: {{packageName}} - {{itemName}}
EventName: {{itemName}} - {{pageURL}}

Having this structure will make it possible to set up goals, funnels(when you purchase plugin funnelks) and reports (when you purchase the plugin Custom reports) to display quite customized reports.