

## Using the Dealer E Process Monthly Site Session Comparison Tool

The Comparison Tool defaults to the “Total Sessions” view. The distribution of site traffic varies greatly by device, so there are also tabs at the bottom of the Excel Workbook for:

- Desktop Sessions
- Mobile Sessions
- Tablet Sessions

Enter your website’s actual monthly sessions (previously “visits”) in the **yellow cells**.

**Lines 8 and 21** show the percentage change month to month.

**Line 9** shows the percentage change to the same month in the previous year.

**Lines 6 and 19** show what the data would have been if the month were an average month.

**Lines 7 and 20** show what the data would have been if the month had only 28 days.

**Lines 12-14 and 25-27** are the constants derived from over 9,000,000 data points. *(You do not need to understand these to use the tool, but they are provided to deliver full transparency).*

**Lines 12 and 25** show each month’s weighting based on the number of days in the month and the types of days occurring 5 times (if any). An average day across 2014 and 2015 is equal to 100.

- The January 2014 number of 3,117.1 shows that month is equal to 31.171 days. January had 31 days, but the extra days were Wednesday, Thursday, and Friday. These days have more visits than average.
- March 2014 also has 31 days but is equivalent to a 30.759 day month because it has an extra Saturday, Sunday, and Monday. Monday is a good day for site traffic, but Saturday and Sunday are the slowest days for overall site sessions.

*This tool was developed using data collected from Google Analytics, the automotive retail standard. Google Analytics eliminates as many visits from spiders and bots as possible. The tool can be used for data from other sources; however, there may be problems with the raw data because of automated site visitation not filtered out of the monthly totals.*

