



INTRODUCTION

Google Analytics tracks visitors on your website, and gives you useful data to help improve their experience and your bottom line. Do not spend more money on your website until you know more about what your visitors are actually doing!

THE MOST IMPORTANT METRICS

- Most popular pages
- Time spent on site
- Where the visitor came from
- What device the visitor was using

USEFUL APPLICATIONS

- Track advertisement effectiveness by measuring traffic sent.
- Discover how many of your users are on mobile, vs desktop.
- See which search engine or social network sends the most traffic.
- Identify problems by inspecting bounce rates - visitors that leave immediately.
- Track conversions such as purchases or lead forms.
- Segment paid traffic and organic traffic to determine value.
- Identify websites that are linking to your content.
- View what search terms visitors used to find your site.
- Identify what geographical region visitors reside.

DATA OVERLOAD

Google Analytics tracks so much data it can be overwhelming to all but seasoned pros. Focus on what is important to your business, and what data will help you make decisions about investments in advertising and website development.

