Using analytics to drive traffic
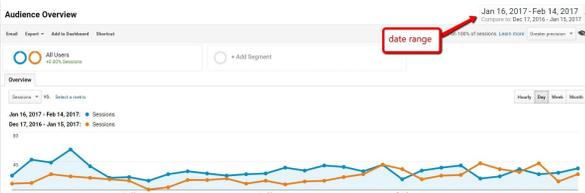
Web

Options within analytics

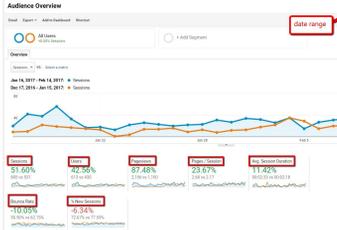In the Google report interface, you can select different reports to review

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COMPARE DATES

This week versus last week

This month versus last month

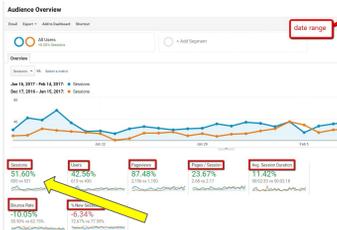The past 30 days versus the same 30 day period 1 year ago

AUDIENCE OVERVIEW

As soon as you log into Google Analytics, you will automatically see your website traffic audience overview.
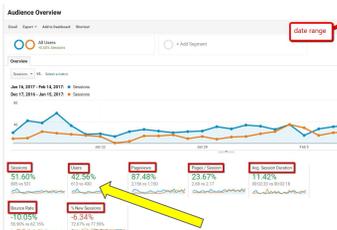

Total sessions

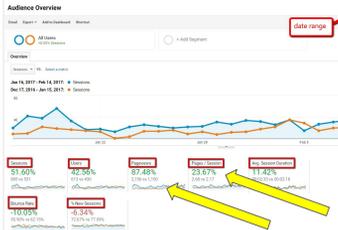An increase will be shown in green and a decrease in total sessions will be shown in red.

Total users

Green reflects an increase in numbers, while red shows a decrease in users.

Page Views and Average Pages per

More is better

Average session duration

Usually you would be looking for an increase (green) because that means more time is being spent on your site reading your content or simply browsing.

If you've recently reorganized your site to make it easier to find popular pages, you may see a decrease in time on site — that would be a good sign that visitors are finding what they want faster.

BOUNCE RATE

You'll want to see bounce rate decrease.

A **bounce** is when a visitor comes to your site and leaves without visiting a second page before exiting.

Decreasing bounce rate is green while increasing bounce rate is red.

Average website bounce rate is 50%, but the lower the bounce rate the better.

Percentage of new sessions

The more new sessions the better: that means more people, who've never been to your site before, are visiting your website.

ACQUISITION

The best view is Acquisition > All Traffic > Channels.

Direct

This is when a visitor types in your website URL to go directly to your website.

Social Network

This is when a visitor is on one of your social networks and then links over to your site. This is why it's important that you leverage social networks to link people to your website.

Referral

This is when a visitor arrives at your site from another website (through a link).

DEVICE

Understanding the device that your site is accessed from helps you ensure the user experience is positive for all devices that drive traffic to your site.

MOST VISITED PAGES

To see what are the most popular pages in your Google Analytics dashboard easily, go to Behavior > Site Content > All Pages.

Think, Write, Pair, Share

What key information do you want to see from the Analytics?

Why is knowing this important?

Use your own Analytics report

Analyze (collect responses as exit ticket):

What is going well?

What key takeaways do you see?

What changes to your website might you make?

What changes to your coverage might you make?