



Using analytics to drive traffic

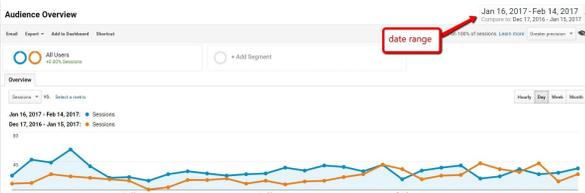
Web

Options within analytics

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

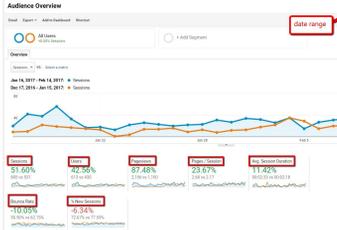
COMPARE DATES

- This week versus last week
- This month versus last month
- The past 30 days versus the same 30 day period 1 year ago



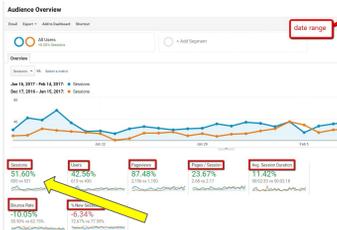
AUDIENCE OVERVIEW

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



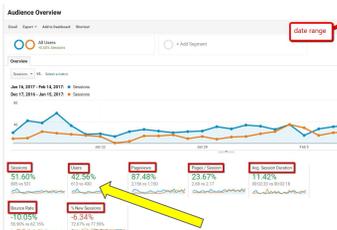
Total sessions

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



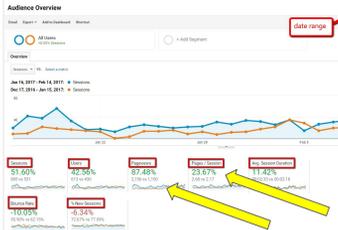
Total users

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.

Default Channel Grouping	Visitation			Behavior			Conversion		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Conversion Rate (Goal 1)	Goal Conversion Rate (Completed)	Conversion Value (Goal 1)
1. Organic Search	27.37% ▲	2.83% ▲	80.98% ▲	15.03% ▲	14.67% ▲	3.12% ▲	4.67% ▲	21.43% ▲	0.00%
Jan 16, 2017 - Feb 14, 2017	201 (44.0%)	94.0%	189 (10.9%)	46.2%	2.57	00:00:00	8.4%	17 (100.0%)	\$5.88 (100%)
Dec 17, 2016 - Jan 15, 2017	191 (39.0%)	76.6%	151 (10.9%)	37.7%	2.91	00:02:36	4.7%	9 (54.1%)	\$5.88 (100%)
% Change	6.3%	6.3%	11.9%	22.7%	-11.64%	-99.6%	79.4%	88.8%	0.0%
2. Referral	143 (30.7%)	95.7%	136 (10.1%)	75.6%	1.48	00:00:18	0.0%	0 (0.0%)	\$5.88 (100%)
Jan 16, 2017 - Feb 14, 2017	94 (20.0%)	94.6%	89 (10.1%)	71.2%	1.58	00:00:24	0.0%	0 (0.0%)	\$5.88 (100%)
Dec 17, 2016 - Jan 15, 2017	49 (9.7%)	96.8%	47 (10.1%)	79.8%	1.38	00:00:12	0.0%	0 (0.0%)	\$5.88 (100%)
% Change	75.6%	1.8%	75.2%	7.8%	-1.6%	-93.4%	0.0%	0.0%	0.0%
3. Direct	85 (18.0%)	65.2%	59 (10.1%)	62.3%	1.95	00:04:07	0.0%	0 (0.0%)	\$5.88 (100%)
Jan 16, 2017 - Feb 14, 2017	79 (16.6%)	77.6%	54 (10.1%)	65.7%	2.22	00:01:56	0.0%	0 (0.0%)	\$5.88 (100%)
Dec 17, 2016 - Jan 15, 2017	6 (1.2%)	71.4%	4 (10.1%)	65.7%	2.22	00:01:56	0.0%	0 (0.0%)	\$5.88 (100%)
% Change	21.4%	-11.8%	7.4%	-6.0%	-12.2%	246.4%	-100.0%	-100.0%	0.0%
4. Social	4 (0.8%)	75.0%	3 (1.1%)	75.0%	1.25	00:00:07	0.0%	0 (0.0%)	\$5.88 (100%)
Jan 16, 2017 - Feb 14, 2017	4 (0.8%)	100.0%	3 (1.1%)	0.0%	0.0%	00:00:00	0.0%	0 (0.0%)	\$5.88 (100%)
Dec 17, 2016 - Jan 15, 2017	0 (0.0%)	100.0%	0 (0.0%)	0.0%	0.0%	00:00:00	0.0%	0 (0.0%)	\$5.88 (100%)

Direct

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

3. Direct	85 (18.0%)	65.2%	59 (10.1%)	62.3%	1.95	00:04:07	0.0%	0 (0.0%)	\$5.88 (100%)
Jan 16, 2017 - Feb 14, 2017	79 (16.6%)	77.14%	54 (10.1%)	65.7%	2.22	00:01:56	0.0%	0 (0.0%)	\$5.88 (100%)
Dec 17, 2016 - Jan 15, 2017	6 (1.2%)	71.4%	5 (10.1%)	65.7%	2.22	00:01:56	0.0%	0 (0.0%)	\$5.88 (100%)
% Change	21.4%	-11.8%	7.4%	-6.0%	-12.2%	246.4%	-100.0%	-100.0%	0.0%

MOST VISITED PAGES

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

Page	Views	Engaged Views	Engaged Views %	Time on Page (sec)	Time on Page (min)	% Change
Jan 16, 2017 - Feb 15, 2017	286,074,945	88,027,015	30.77%	196,047,930	30.27%	0.00%
Jan 17, 2017 - Jan 15, 2017	288,277,892	88,227,824	30.63%	198,050,068	30.45%	0.00%
% Change	0.8%	0.0%	-0.1%	1.0%	-0.2%	0.0%
Jan 16, 2017 - Feb 15, 2017	189,174,612	58,117,522	30.72%	131,057,090	30.14%	0.00%
Jan 17, 2017 - Jan 15, 2017	79,103,280	24,110,292	30.48%	57,000,000	30.17%	0.00%
% Change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jan 16, 2017 - Feb 15, 2017	84,011,992	26,017,192	30.97%	57,994,800	31.00%	0.00%
Jan 17, 2017 - Jan 15, 2017	90,011,992	27,017,192	30.01%	63,000,000	30.00%	0.00%
% Change	0.0%	0.0%	-0.0%	0.0%	-0.0%	0.0%
Jan 16, 2017 - Feb 15, 2017	40,011,992	13,017,192	32.53%	26,994,800	32.53%	0.00%
Jan 17, 2017 - Jan 15, 2017	40,011,992	13,017,192	32.53%	26,994,800	32.53%	0.00%
% Change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jan 16, 2017 - Feb 15, 2017	40,011,992	13,017,192	32.53%	26,994,800	32.53%	0.00%
Jan 17, 2017 - Jan 15, 2017	40,011,992	13,017,192	32.53%	26,994,800	32.53%	0.00%
% Change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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?
