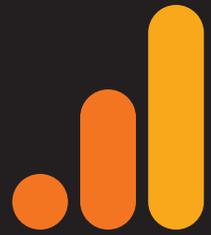


Introduction to Google Analytics



Google Analytics Overview

- Website analytics are online tools that allow you to track and monitor your website's performance. They tell you how many people visit your website, how they find your website, and what they do once they are on your website.
- Google Analytics is one of the more popular (and free) ways to track your website's performance.

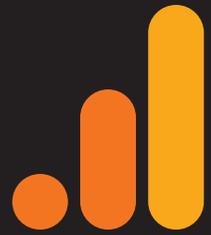
Key Opportunities

- Identify and track the metrics that make sense for YOUR business.
- Review your analytics regularly (monthly). We recommend having at least one month of data available before you start tracking your metrics.
- Be ready to keep learning.
 - Google makes constant improvements to their platform.
 - Google's latest offering: Google Analytics 4 (GA4) is available now to use and will become the standard for Google Analytics come July 2023.
 - Take advantage of online resources to help you grow, such as Google Analytics Academy, Google Skillshop and LinkedIn Learning.

Execution

- Create a Google Analytics account and add the tracking code to your website.
 - [How to Add Google Analytics to a Website in 2022 from WebsiteBuilderExpert.](#)
 - [Upgrading to GA4 from DreamHost.](#)
- Create reports by using Google Analytics' built-in dashboards or data studio, or by creating your own spreadsheet. Reports are helpful to have so you have an easy, at-a-glance way to look back at your metrics and performance over time.
- Understanding the Data:
 - When you are reviewing your metrics, you'll want to ask yourself questions about what does the data mean, and what is it telling you.
 - Sample questions to ask:
 - If there is an increase in traffic, what led to this?
 - What pages or content on your website is garnering the most traffic?
 - Are key metrics increasing or decreasing over time? Are you able to identify any factors leading to this?
 - How do site users engage with your website? How do they access your website? Where do they live?
 - What are the top referring websites to your website?
 - What are the top social media platforms that refer traffic to your website?
 - It is helpful to set benchmarks and KPIs to help track your website metrics over time. You want these goals to be attainable, easy to measure and relevant to your business with key tactics in place to help you achieve these goals.

Introduction to Google Analytics



- **Key Metrics**

- **Audience:** About your site users
 - **Users:** People who visit your website
 - **New Users vs. Returning Users:** New user is a first-time website visitor and return users have been to your website before
 - **Sessions:** Total number of website visits (users can have more than one session)
 - **Pageviews:** Total number of website pages viewed
 - **Average Session Duration:** Average session length
 - **Number of Sessions per User:** Average number of times a user visited your website in the given time period
 - **Pages/Session:** Average number of pages viewed per site visit
 - **Bounce Rate:** The percentage of single-page sessions in which there was no interaction with the page
- **Acquisition:** How users get to your website
 - **Organic Search:** Users who came to your website through an online search
 - **Note on keywords:** Due to privacy, Google doesn't track all searches
 - **Direct:** Users who came directly to your website by typing in the URL
 - **Referral:** Websites that led users to your website
 - **Social:** Social media websites that led users to your website
 - **Paid Search:** Search ads that led users to your website
 - **Other:** Catch all for any other websites that led users to your website
- **Behavior and Engagement:** What users do on your website
 - **Pages and Screens:** The pages on your website that users view and how many views these pages have
 - You can search pages by keyword to filter down more easily
 - **Site Speed:** How fast your website loads for specific web browsers or website pages
 - **Site Search:** You can connect your website's search function to your Google Analytics to track what site visitors search