

WHAT AM I LOOKING AT?

HOW TO USE GOOGLE ANALYTICS FOR YOUR WEBSITE



DATE RANGES

CHECK YOUR ANALYTICS AGAINST ANOTHER TIME PERIOD

A/B TESTING

THIS WEEK VS. LAST WEEK

THIS MONTH VS. LAST MONTH

APRIL 2019 VS. APRIL 2018

POSTING/CONTENT/AD CHANGES, BEFORE & AFTER

3 IMPORTANT TABS

HOME PAGE

AUDIENCE OVERVIEW

ACQUISITION OVERVIEW

AUDIENCE OVERVIEW

25,682
USERS

23,463
NEW USERS

28,577
SESSIONS

1.06
OF SESSIONS PER USER

32,506
PAGE VIEWS

1.14
PGS PER SESSION

00:00:35
AVG SESSION DURATION

88.13%
BOUNCE RATE

ACQUISITION OVERVIEW

TOP CHANNELS - SOCIAL

PINTEREST

LINKEDIN

FACEBOOK

YOUTUBE

SNAPCHAT

TWITTER

HOME PAGE OVERVIEW

A BRIEF LOOK AT YOUR VISITS, USERS AND TRAFFIC

USERS

The visitors that view your site.

SESSIONS

Each visit to your site in its entirety.

BOUNCE RATE

Percentage of visitors who leave after only one page.

DURATION

Average length of time spent on your website

TRAFFIC CHANNELS

1. REFERRALS

Visits that came to your site from sources outside of its search engine such as paid advertising.

2. SOCIAL MEDIA

Visits that came to your site from social media outlets and posts.

3. DIRECT

Visits that came to your site by typing your URL directly into the HTML bar.

4. ORGANIC SEARCH

Visits that came to your site from search engine results.

ACTIVE USERS

People that are currently visiting your site in real time.

USER RETENTION

Repeat visitors that keep coming back to your site.

YOUR USERS

TIME OF DAY

When is your site visited

DEVICES

How is your site visited

COUNTRY

Where is your site visited

PAGES

What part of your site is visited

GOALS

Allow you to track specific user interactions on your site. Examples include: form submissions, button clicks, ebook downloads, and more.

CONTACT US:

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