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

VERVIEW

25.682

USERS

23.463 **NEW USERS**

28.577 SESSIONS

1.06

OF SESSIONS

PER USER

00:00:35

AVG SESSION

PAGE VIEWS

32,506

PGS PER SESSION

1.14

88.13% **BOUNCE RATE**

DURATION

HOME PAGE OVERVIEW

A BRIEF LOOK AT YOUR VISITS, USERS AND TRAFFIC











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









Allow you to track specific user interactions on your site. Examples

ACQUISITION OVERVIEW

TOP CHANNELS - SOCIAL



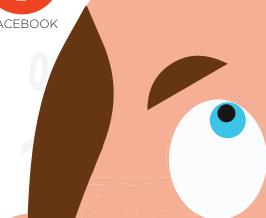
TWITTER

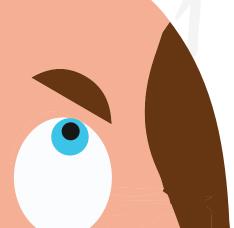












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