

What is Google Analytics?

Google Analytics is a service which aims to provide you with insights into the full visitor experience. Allowing you to track visitor traffic to your website from various sources (i.e. search engines & social media) Google Analytics helps you to analyse your audience and their needs.

Landing Page

Quite simply, the page where a user begins their visit.

Bounce Rate

Bounce Rate is the percentage of visitors to a single page on your website. A high bounce rate would suggest some design and usability issues or simply that the user found what they needed on a single page.

You can use Google Analytics to analyse specific data such as traffic source and adjust factors such as layout and navigation to improve your current bounce rate.

Unique Sessions

This is the total number of pages viewed, including repeated views of a single page, loaded through a browser. The information retrieved also allows you to view the path a user took to get to your website.

Engagement

This tool will measure the length of time a user engages with your site and how many pages they have viewed.

Depending on the target of a site the duration for visits will vary. Understanding a page visit in terms of time allows you to make necessary changes.

For example if people spend too long on a check out page then it would suggest that it is unnecessarily complicated. Or not long enough on a blog page would indicate that the content is not engaging.

Percentage of New Visits

As the heading suggests this report tells you the percentage of new visitors to your site.

It is essential when considering both organic and paid search traffic that the percentage is high, otherwise it's not working!

Setting Goals

You can use this tool on Google Analytics to measure how well you meet your objectives. Each time a user completes a set goal, either through your web page or app, it is logged into your analytics.

Google Analytics suggests that there are 4 main types of goals you should set.

1. Destination: Specific location visits
2. Duration: Visits lasting longer than a specified time
3. Pages/screens per visit: Visits to a specific number of pages or screens.
4. Event: An action defined as an event such as social recommendation, video play and ad click.

Traffic Sources

This tool allows you to understand the origins of traffic to your website. With such insight you can make decisions about where to focus all your site-optimisation efforts.

There are 3 types of traffic sources:

1. Direct: These are the most popular URLs (usually the ones you can remember), those which often appear in auto-completion and pages which are bookmarked the most.
2. Referral: The domains which refer traffic to you, how much they refer and the most popular pages.
3. Search: This shows both organic and paid search traffic coming through search engines.

Exit Page

The last page viewed when a user's session ends.

Want to know more?

To understand more about how Google Analytics works and help you get the full benefit of this useful tool to improve your website performance contact us for a free no obligation chat.

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