

# 15

## Google Analytics Data Points Your Business Must Be Checking to Make Accurate Strategic Marketing Decisions



Launch Google Analytics in your browser. If you have never set up Google Analytics on your site, [You can click here to see a step by step guide from Google.](#)

Eventually, you'll want to take time to customize the Home section. In the meantime, you can use several of the left menu items. It is important that you understand those to customize the Home section dashboard.

1. Click on the **Audience** section and navigate to the overview page.
2. Set the date range in the top right. Remember you can set a comparison date range if you like. This is very helpful to be able to see trends.
3. Look at the graph. Ask questions. What caused the dips and spikes in traffic? What did we do that we could replicate again? Was there a profit or customer increase associated with the spikes? Remember you can change the time measurement on the right from hours, to days, to weeks, to months.
4. Note the number of users. This is the individuals who have visited your page.
5. Note the sessions. This is the number of times those users have visited your site.

6. Note the time spent on the site and remember this is an average of all your users. Ask questions. What can I do to increase this? Does a lower dwell time mean my site visitors are not really the right target audience? Are my ad targets wrong or my keywords off the mark?
7. Note the bounce rate. This is the percentage of users who land on your site for mere seconds and are gone. Remember that many of your home page hits are likely spam traffic which will cause a higher bounce rate. You'll want to look at the exit pages to see where you are losing visitors. When you check the individual page visits (see below) note the bounce rate for the home page. You could theoretically subtract that from the over—all bounce rate and get more accurate view of bounce rate.
8. Check the locations the visits are coming from. Is this where you want your traffic coming from? If not, how can you strategically work to change the geo-fencing around your traffic?
9. You'll want to note other factors here as well. Average session duration, pageviews, and more. Most of these are self-explanatory. Remember to draw conclusions and jot them down to review and adjust strategy.
10. Click on the **Acquisition** section and navigate to overview.
11. Note the top channels your traffic came from. Ask questions. What did I do to bring traffic from these channels? What could I do more of? What do I need to do less of? Did I post more to social media? Did I send emails with links? What strategy is working to bring traffic? What is lagging?
12. Click on the **Behavior** section and navigate to the site content section and then all pages. Note your top pages pulling in visitors. Are they pages that would indicate new visitors who are learning about you? Are they product pages? Are they price pages? What can you do to make sure these pages are totally awesome since they are gaining so much traffic? What can you do to raise the traffic to pages lower on the list?
13. Note the landing pages. These are pages where traffic landed initially on your site even before they came to your home page. These should be used for ads, offers and to reach specific groups. These often can be article posts that you've advertised from your blog. Ask questions. What caused a high traffic on this page? Should I do more advertising to that page? Did I spend a lot on ads and yet the traffic is low? How should I change my content to match the most popular articles in my blog?
14. Note the exit pages. These are the last pages your user visited before leaving your site. See what the top 5-7 are. Ask questions. What should I do on this page to keep users

on my site? Should I add a call to action (CTA)? Should I add more or better content to engage the user?

15. There are many many other sections you can learn to glean data from. You can learn the search terms people are using to find your site. You can see the traffic patten flow on your site and so much more. I encourage you to use Google Analytics to make better strategic decisions about your digital marketing.

If we can be of help to you, please don't hesitate to contact me at [Mike@PurposeLaunch.com](mailto:Mike@PurposeLaunch.com)

Click for more help...

## The Fuel Tank

Fill up for free on ideas, best practices and resources in our weekly online digest of articles



## Visit the Launch Library

Free resources for the DIY folks or those who want to learn more.

