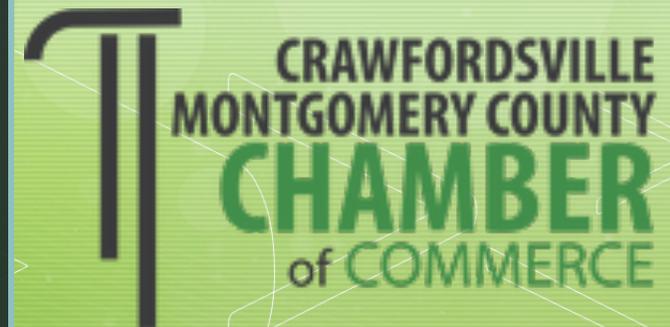


Google Analytics: The Basics

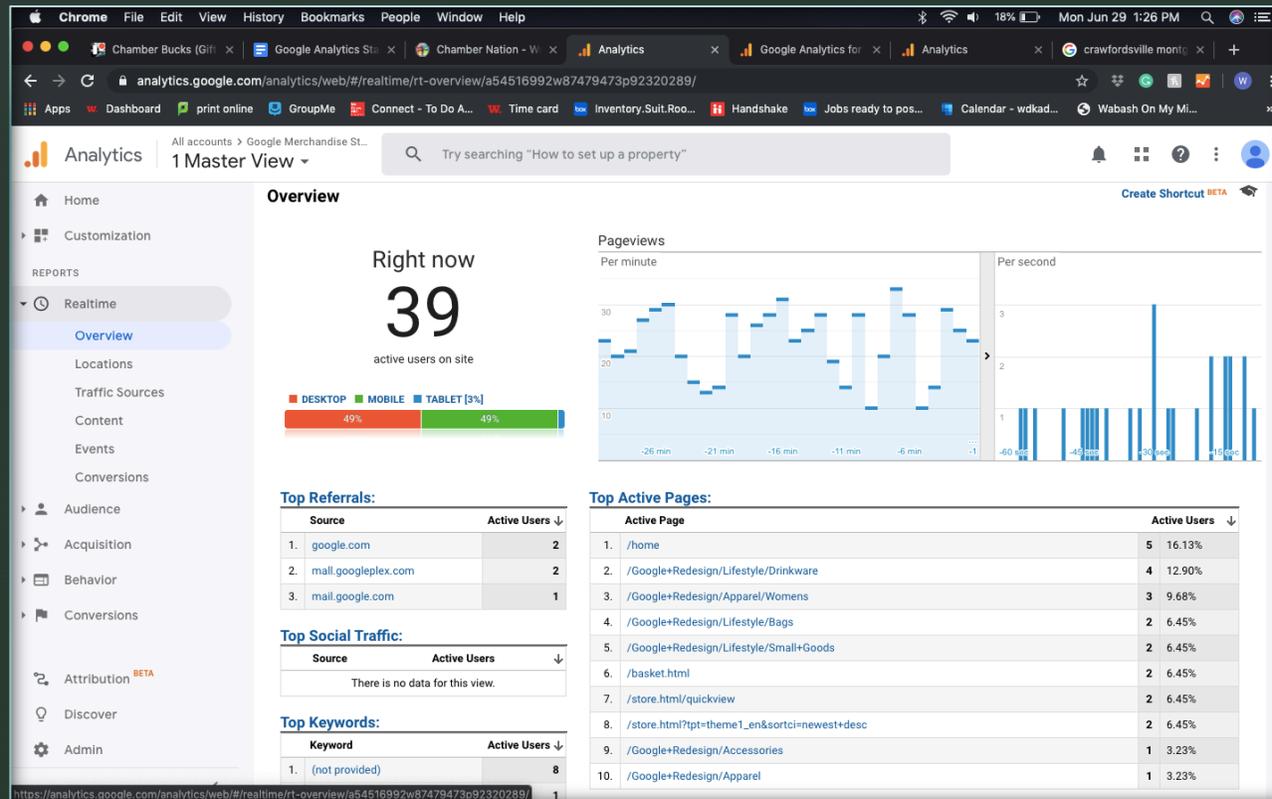




What Will We Cover?

- What does google analytics allow me to learn about my website/business?
 - How can we better navigate google analytics?
- 

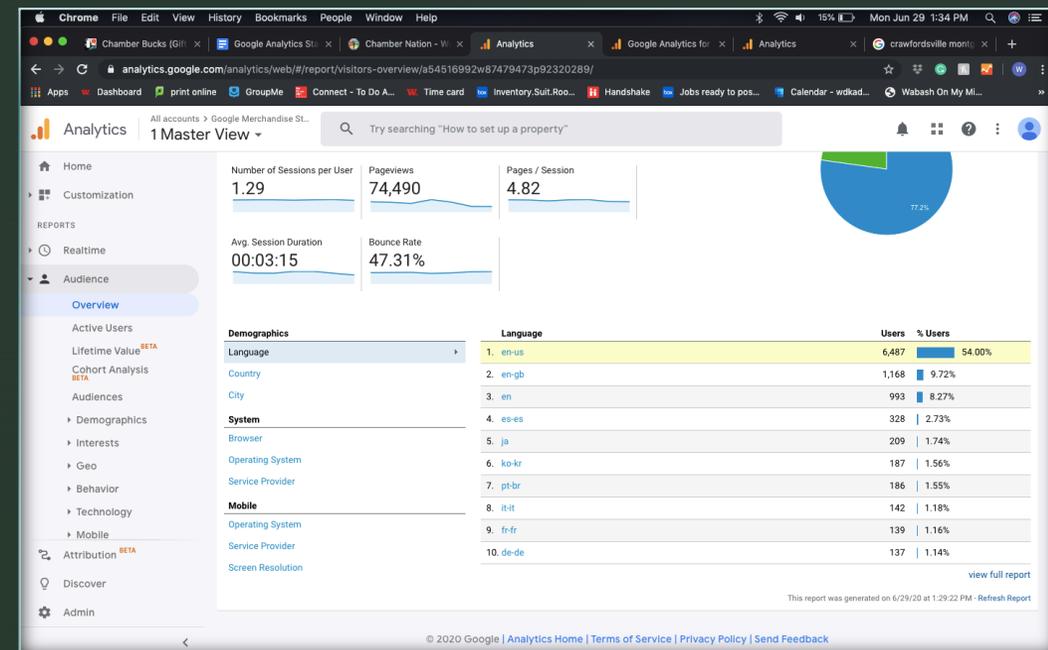
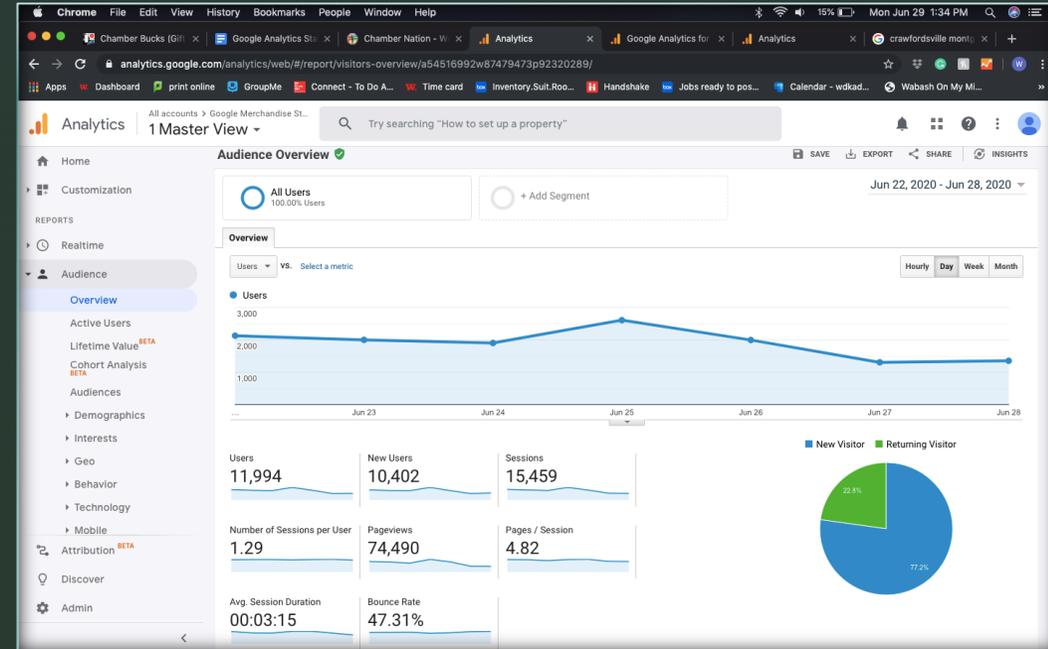
Real Time Reports



- Real time reports show the traffic to your website happening in real time.
- "Overview" shows you how many active users, top pages, top referrals, top social traffic, active locations, and top key words.
- This can be used to track what is going on right now.

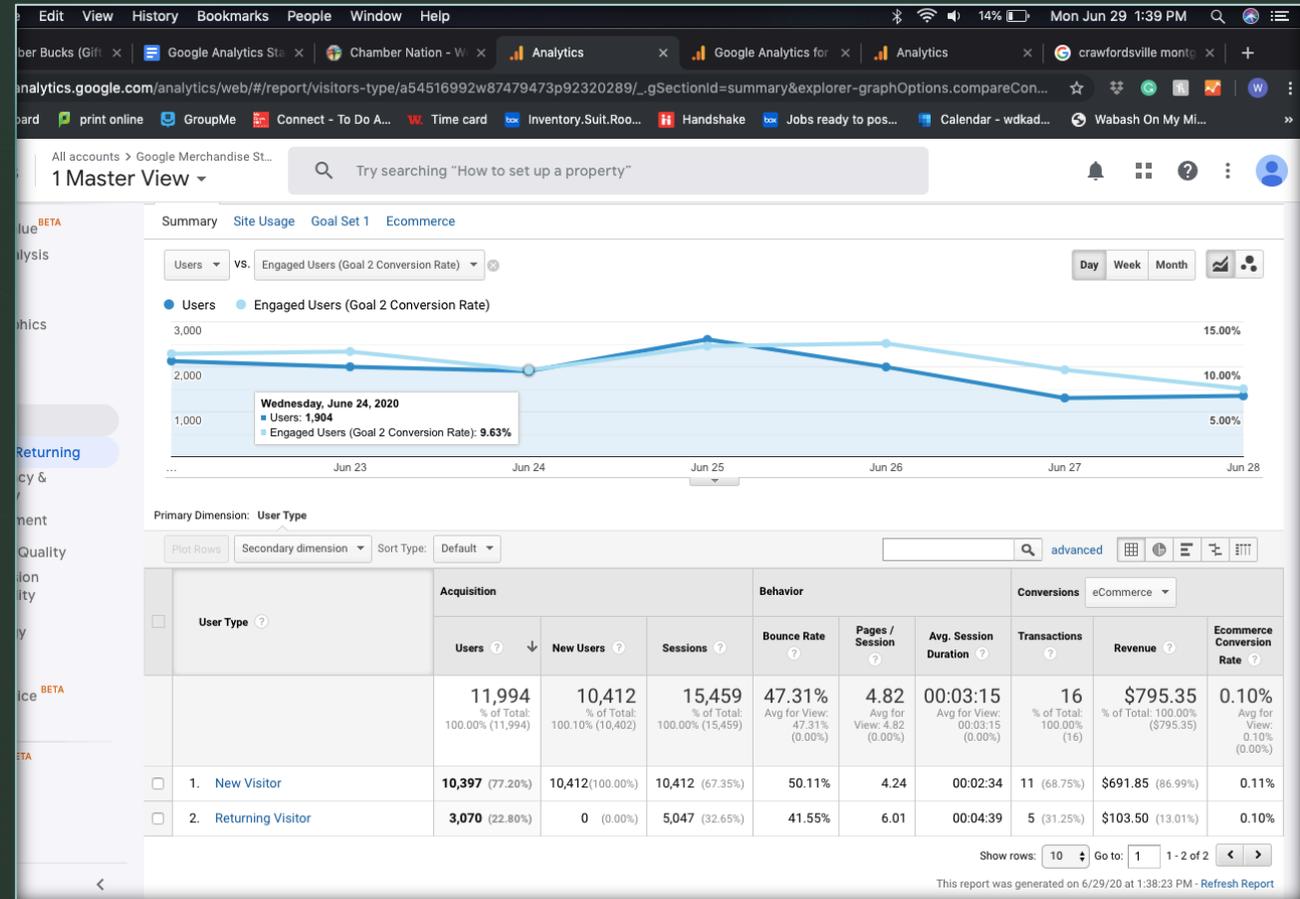
Audience Reports

- Audience reports can show both active users and users of all time. You can also select date ranges to display a specific range of date such as different quarters or years.
- This shows how many total users you have had as well as how sessions many pageviews and.
- At the bottom of the page you can view some demographics such as language and location.

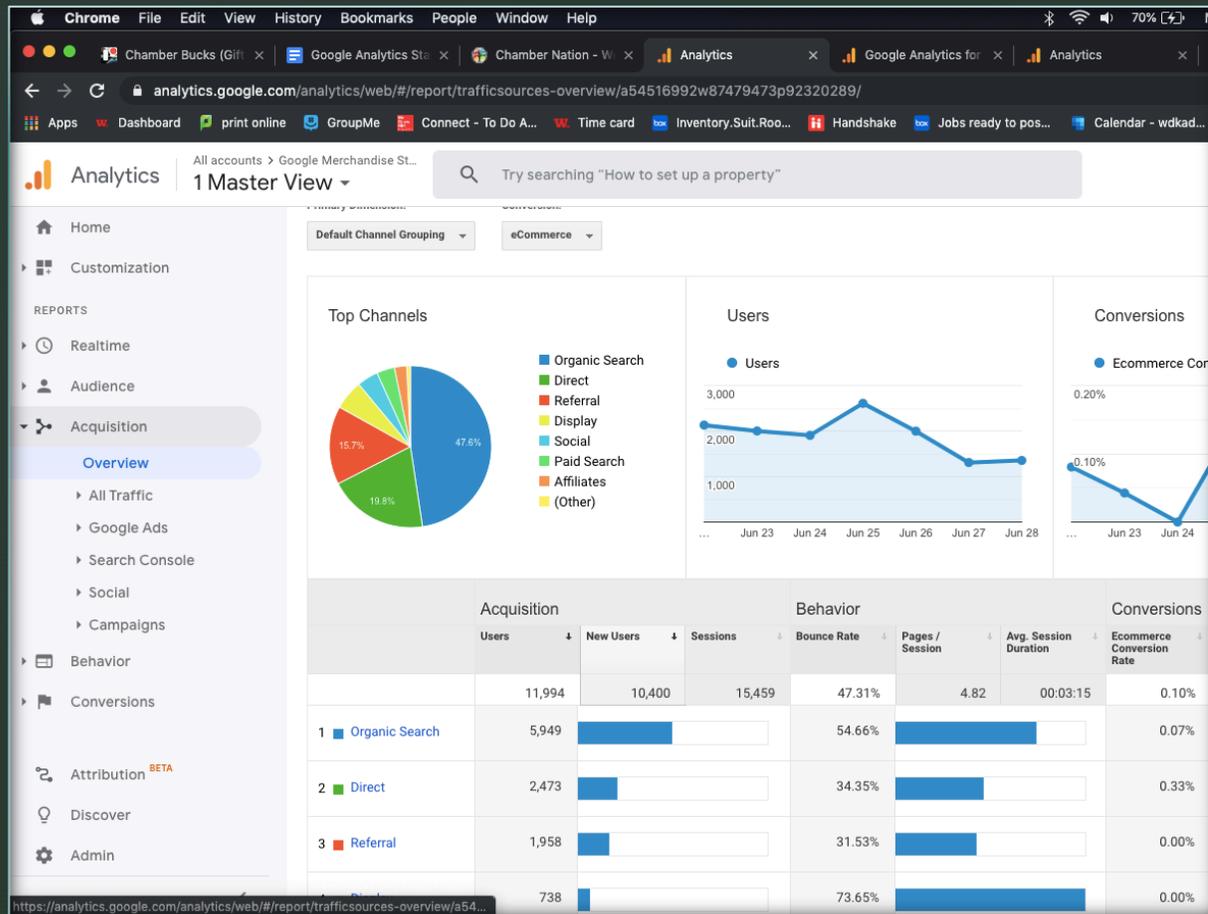


Audience Reports

- Also under the Audiences tab in the left-hand side you can view reports on Behavior which can be used to see new vs returning visitors as well as other information on these users such as amount of pages visited and how much they spend in the online store.
- Also use engagement to track popular pages



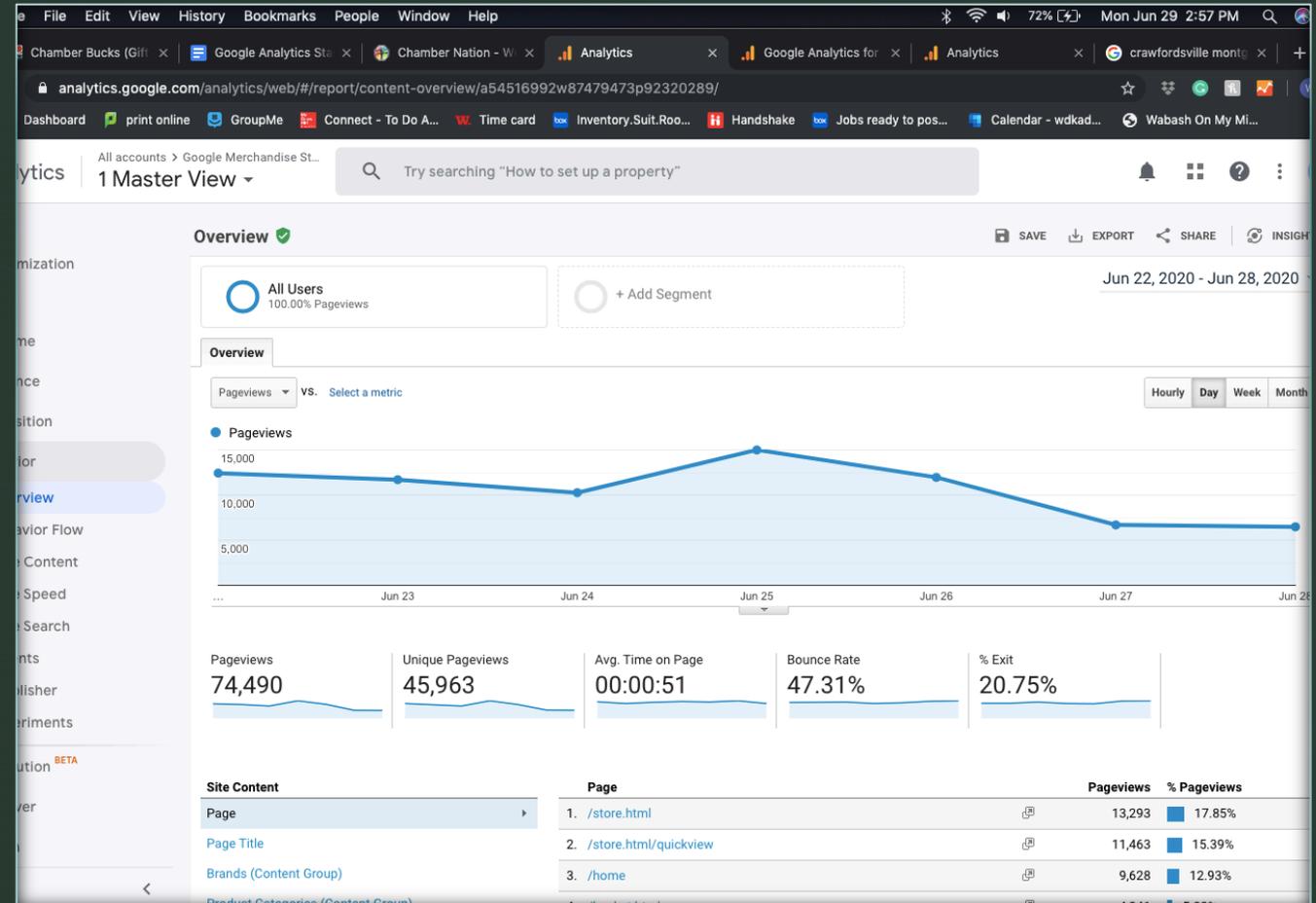
Acquisition Reports



- Acquisition reports shows you which avenues people reached your website through.
- Shows which ad campaigns are working better than other
- Can be used to target certain markets or finding areas in which could use some extra attention.
- Shows where people are coming from

Behavior Reports

- Shows where people are navigating to on your website.
- What pages see the most traffic and which ones could use some extra views.
- Also shows average time on each page.



For Further Analysis techniques

- Consider watching the following videos to greater understand what all of this data can mean for your business.
- https://www.youtube.com/watch?v=ywqDRj9nEjQ&feature=emb_title
- https://www.youtube.com/watch?v=Bsc_7WEcgRE&feature=emb_title
- https://www.youtube.com/watch?v=t7unUhwwN7I&feature=emb_title