



# Questions for Google Analytics

|  |   |
|--|---|
| <b>How are we doing overall?</b>   |   |
| You'll find the following information in the Audience > Overview page.<br>You can change the time period using the date fields top left.   |   |
| How many people visited my website in the last year/quarter/month?<br>How does it compare to the previous year/quarter/month?  |   |
| How many people visited each month for the last year? How does that compare to last year?  |   |
| What were the peaks and troughs in traffic and do they coincide with any marketing activities?   |   |
| Is my organic traffic increasing or decreasing?<br>(Organic = people visiting as a result of searching on Google/similar ie everything except: links on other websites, social media, paid online advertising)   |   |
| <b>How are we doing and what's happening (in more detail)?</b>   |   |
| <b>Here are some other areas you'll want to investigate:</b>   | <b>Where will I find this?</b>                                |
| What has caused them to visit (how successful are our comms channels)?   | Acquisition>Overview: Top Channels                            |
| Of these, which specifically (eg Facebook, Twitter, a particular website)?   | Social>Network referrals OR Acquisition>Referrals             |
| What words are people searching for that directs them to our site?   | Campaigns>Organic keywords                                    |
| What were the pages that people landed on first (where are our comms or people's searches driving them)?   | Behaviour>Behaviour flow                                      |
| What were the most popular pages (what content are people most interested in)?   | Behaviour>Site content  |
| Did they get what they needed in a visit to one page and then leave OR did they visit one page and realise it wasn't for them?   | Audience>Overview   |
| <b>Other questions:</b><br>How many pages your visitors went to on average in each visit/session (is your site encouraging people to look around)?<br>What proportion are new or returning visitors?<br>How many times did they visit on average (sessions per user)?<br>What were the bounce rates for specific pages?<br>Were they on mobile, tablet or desktop? | Audience>Overview<br><br><br><br><br>Audience>Mobile>Overview |

Is there anything else you've found that you need to do or include that's not listed here? Is anything missing? Do contact us - we'd be interested to hear your tips and experiences.

© Writing Services 2018 We've written this briefing sheet for clients and colleagues: please ask if you'd like to share it. We'll say yes, but it's nice to know if it's being shared! Email [anita@writing-services.co.uk](mailto:anita@writing-services.co.uk).