

Web analytics is the collection and the analysis of what's happening on your website. It's covering everything from what your visitors are doing, where they come from, what content they like, and a whole lot more.

3 KEY THINGS TO GRASP WEB ANALYTICS

AUDIENCE DATA

Get to know your audience with the audience dashboard in Google Analytics and find out the number of visits, the new vs. returning visitor ratio, the demographics of your visitors or what device they are on (desktop vs. mobile).

AUDIENCE ACQUISITION

Discover where your visitors come from. Find out which channel (Paid Search, Socials, Direct, Referral, Organic Search, Email, ...) brings you the most traffic.

AUDIENCE BEHAVIOR

Analyse which pages perform the most by looking at the number of visits per page, the time spent on page, the average pages visited per session and of course the bounce rate.

DOs & DON'Ts

DO regularly check on your website traffic on Google Analytics and try to identify the reason for any drastic changes in data charts.

DO systematically check key indicators such as number of visitors or bounce rate after every modification applied on your online campaigns or website.

DO compare your data to the previous period. Usually the same time as last year is a good way to analyse your current performance.

DON'T just look at your KPIs in Google Analytics dashboard. Make sure your analysis leads to a decision to improve your online initiatives. The key to being successful lies in finding ways to be constantly improving!

DON'T get overwhelmed by all the information available in Google Analytics. If you just started with web analytics, select 3 or 4 KPIs (eg.: Number of users, Bounce rate, Pages per session and Time Spend per session) as a starting point and increase your KPIs once you become comfortable with it.

DON'T forget to segment your analysis to deep dive into the data. A popular way of segmenting your data is per device: Desktop users vs Mobile users. It usually gives good insights!