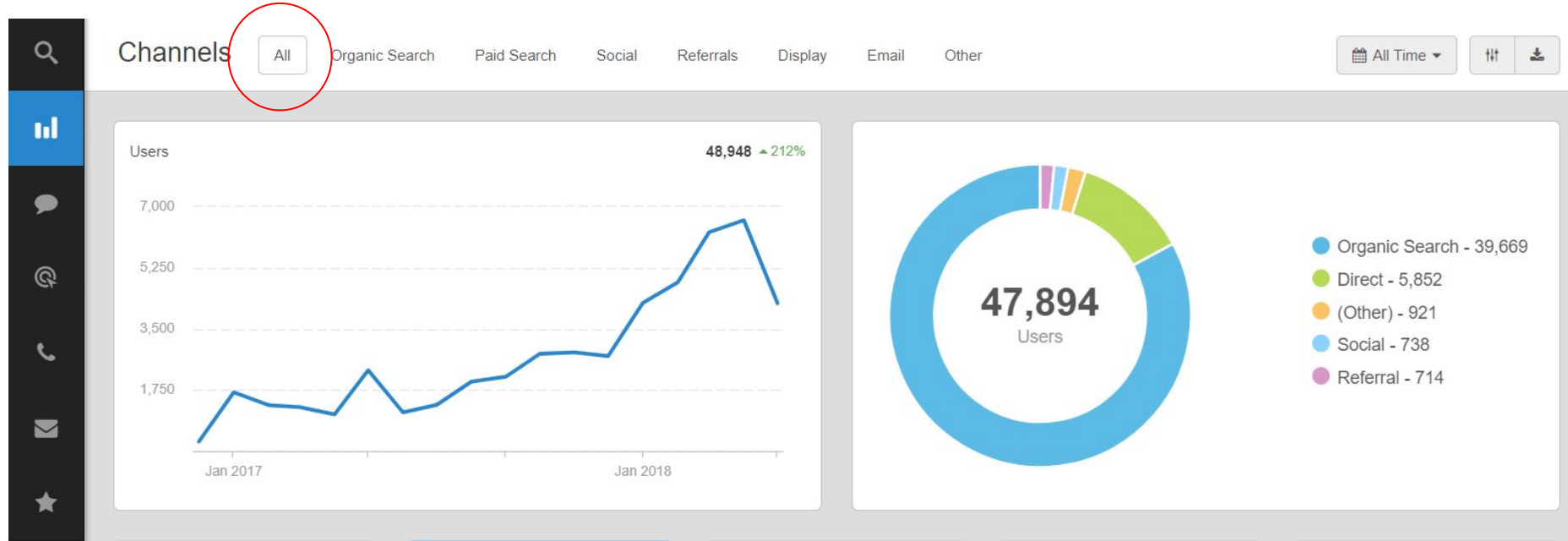# Google Analytics Channels
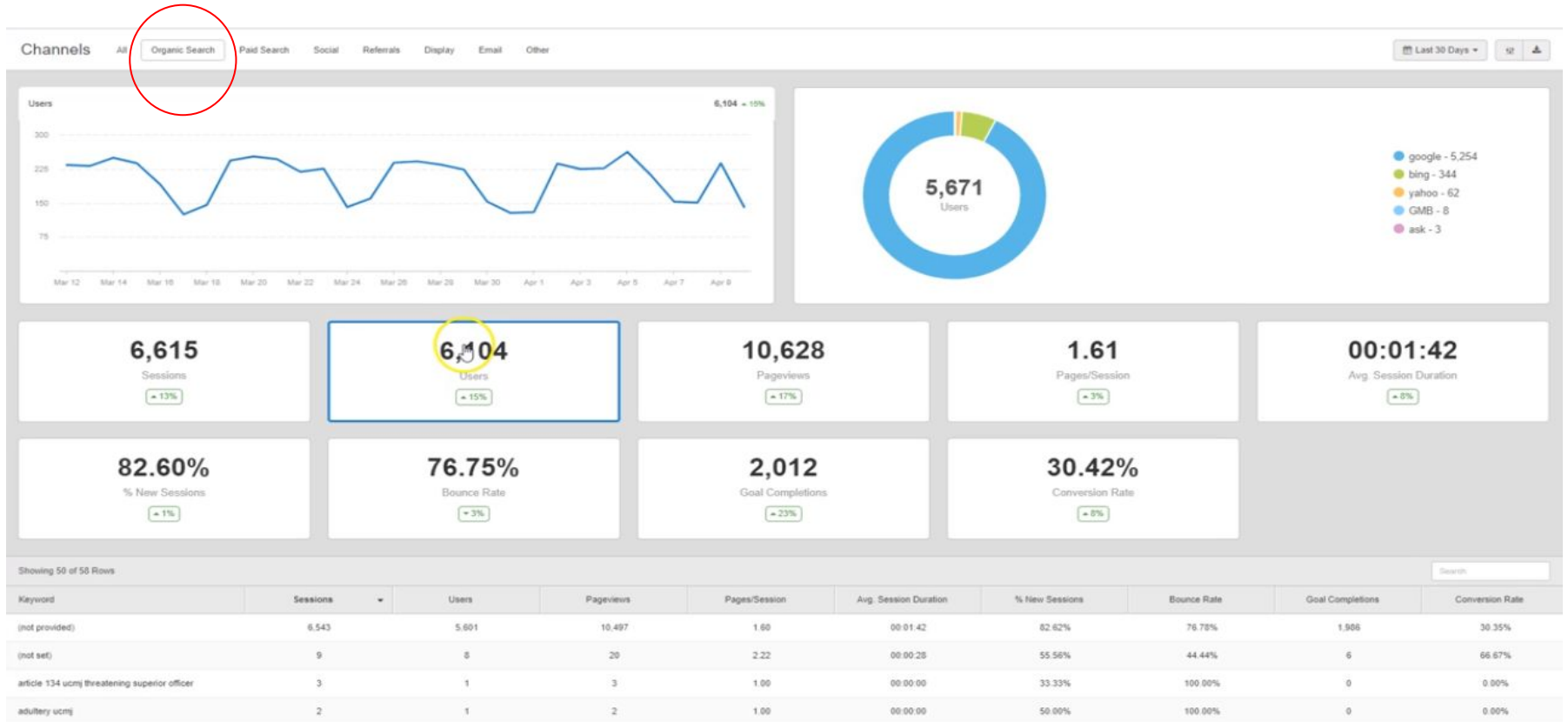
The Benefits of Isolating Channels

# View Your Channels



The default to Google Analytics is to view **All of your channels**, but isolating each channel will help you to determine what traffic is strong and weak, traffic loss, traffic opportunities, & more.
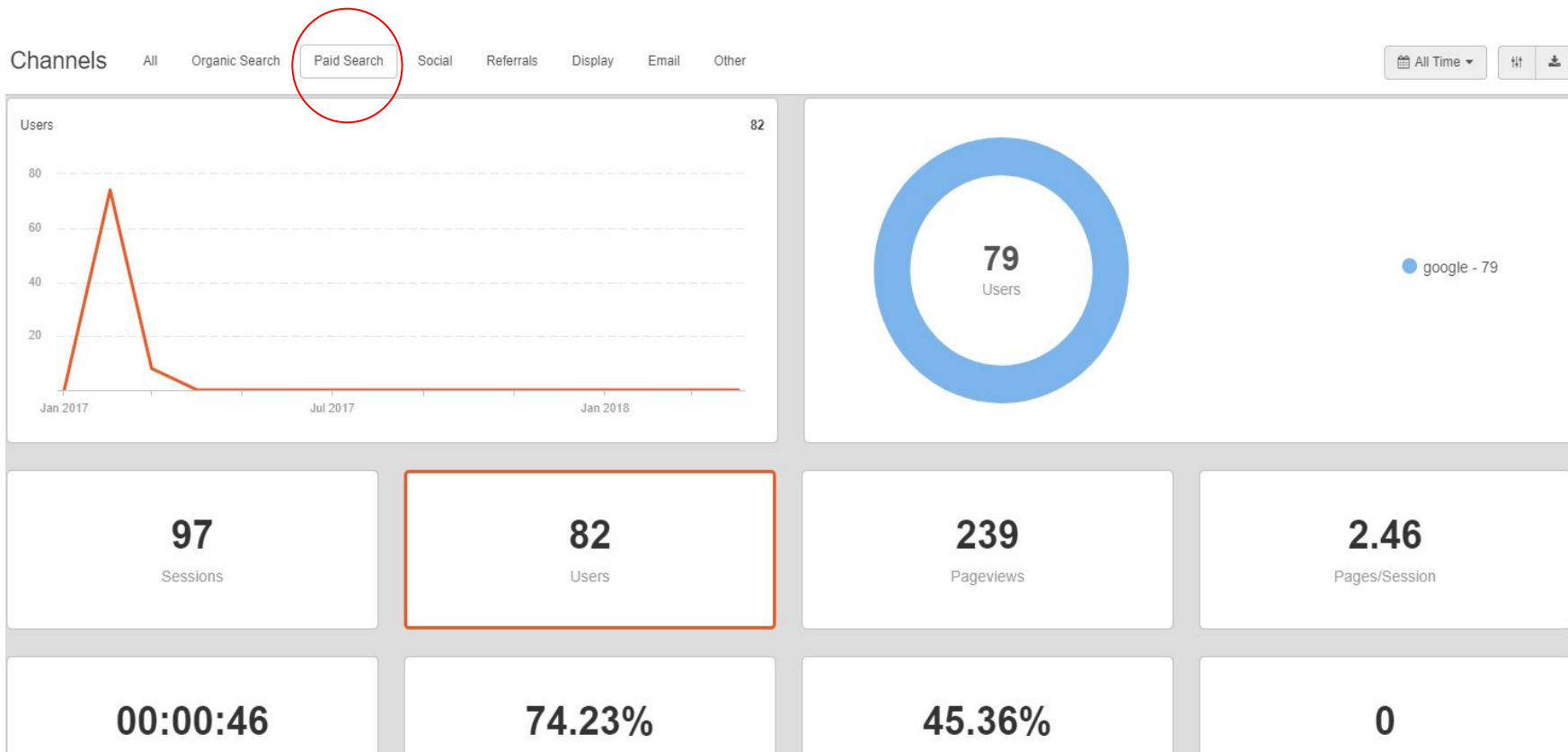
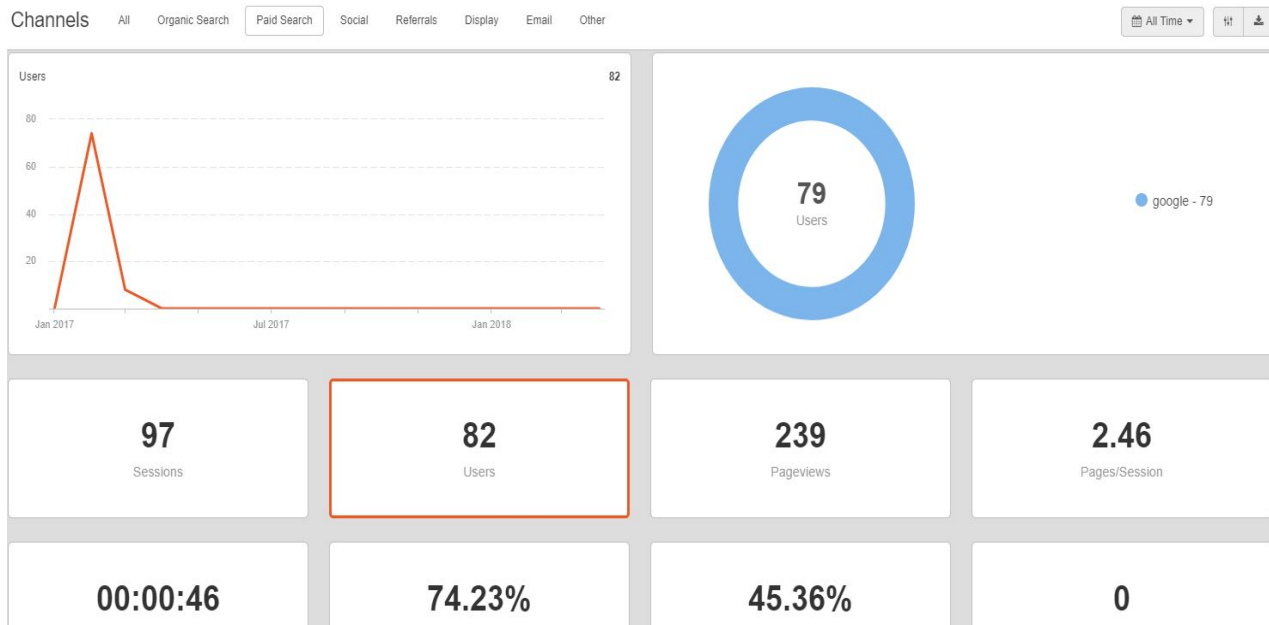# Organic Search Data

# Organic Search Data

By isolating the organic search data, you will be able to see the amount of traffic, a time duration of traffic, sources of traffic, and more.
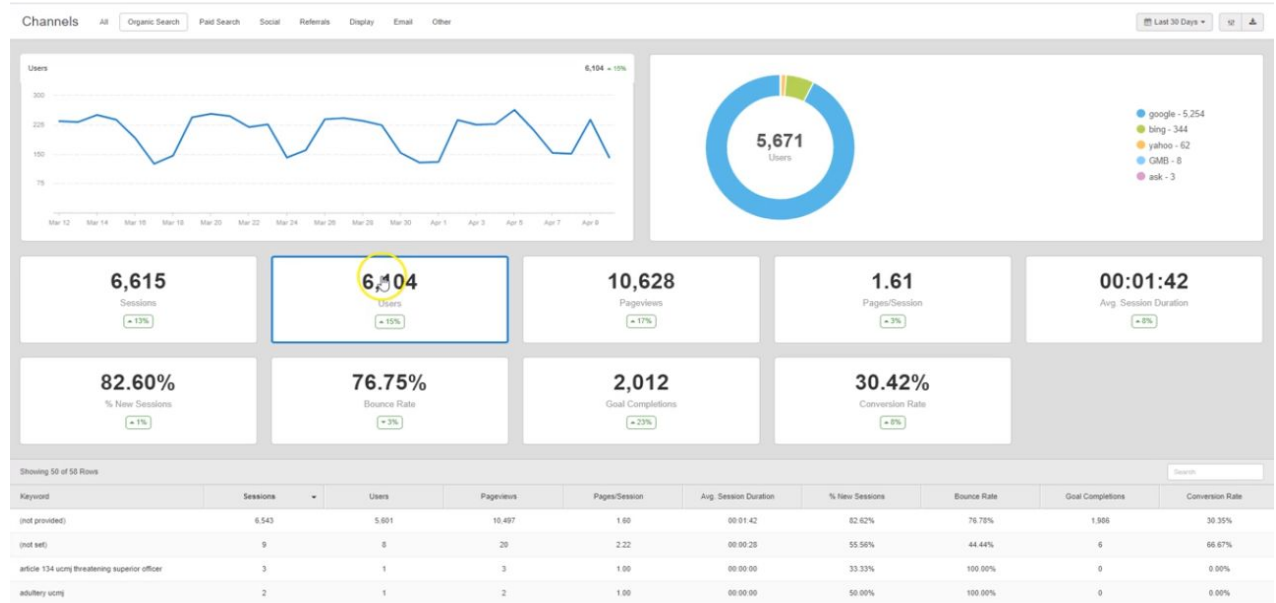
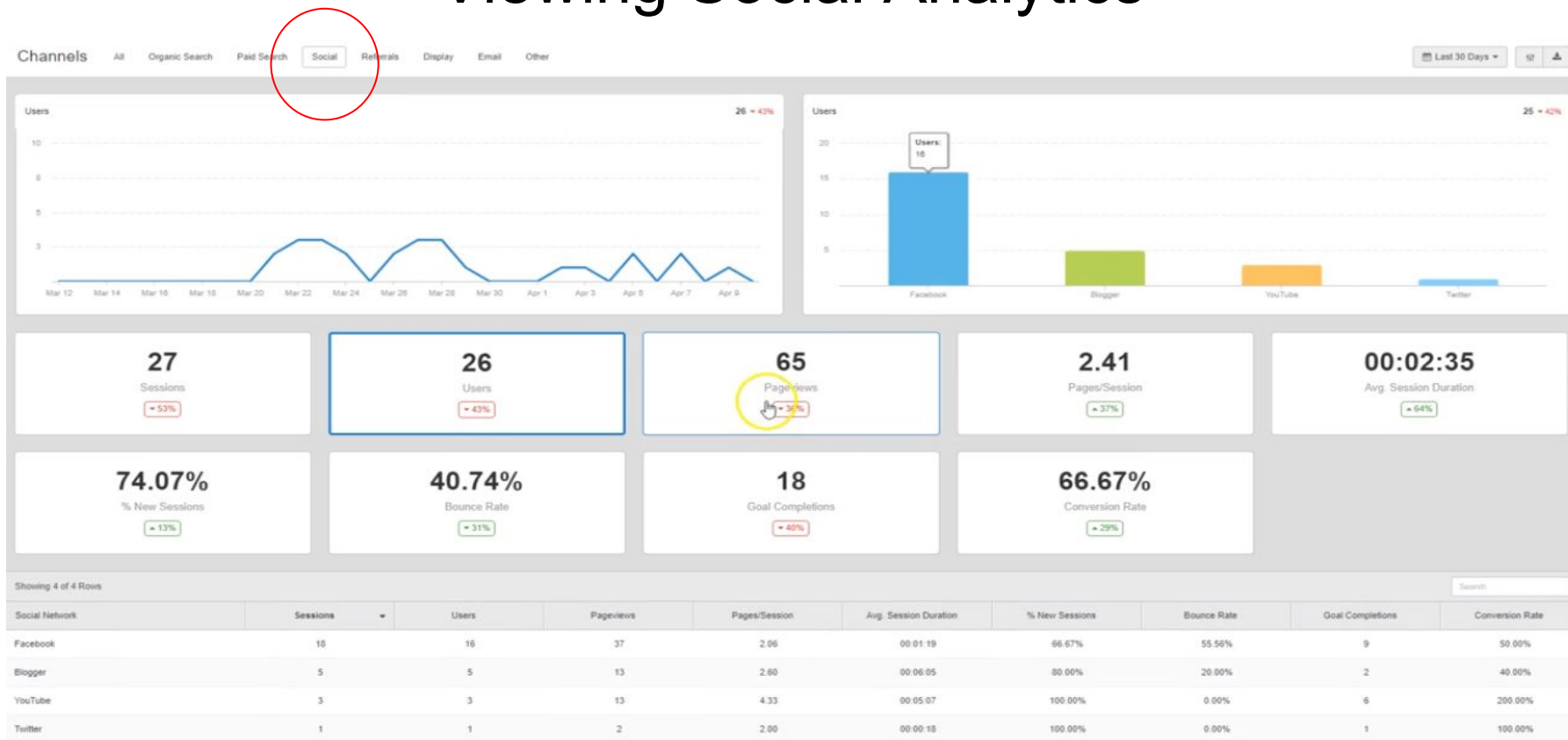# View Paid Search Analytics

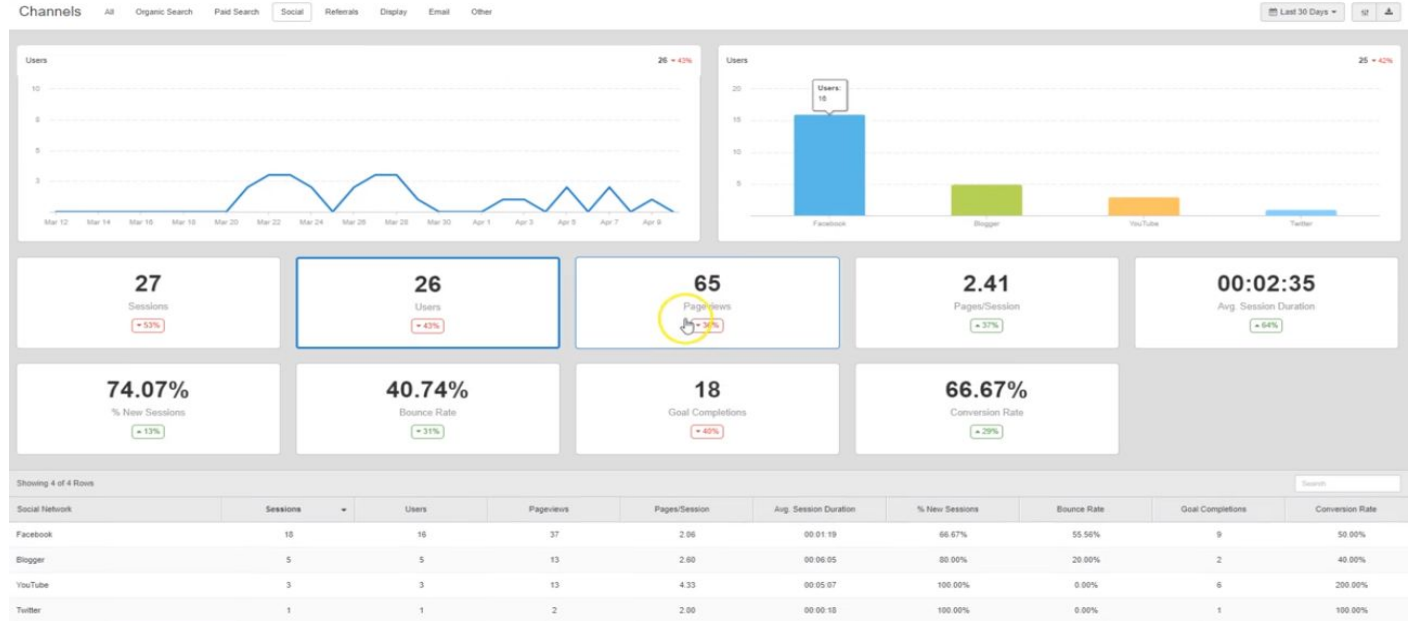# View Paid Search Analytics



When you isolate the paid search data, you will be able to see the amount of traffic, a time duration of traffic, bounce rate, and more.

# Viewing Social Analytics

# Viewing Social Analytics

If you isolate the social analytics data, you will be able to see the amount of users, a time duration of traffic, goal completions, bounce rate, and more.

# Viewing Referrals
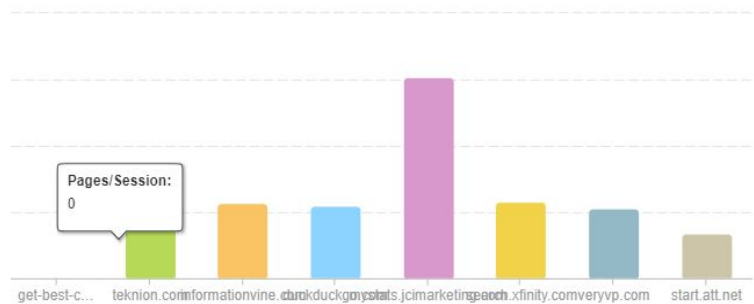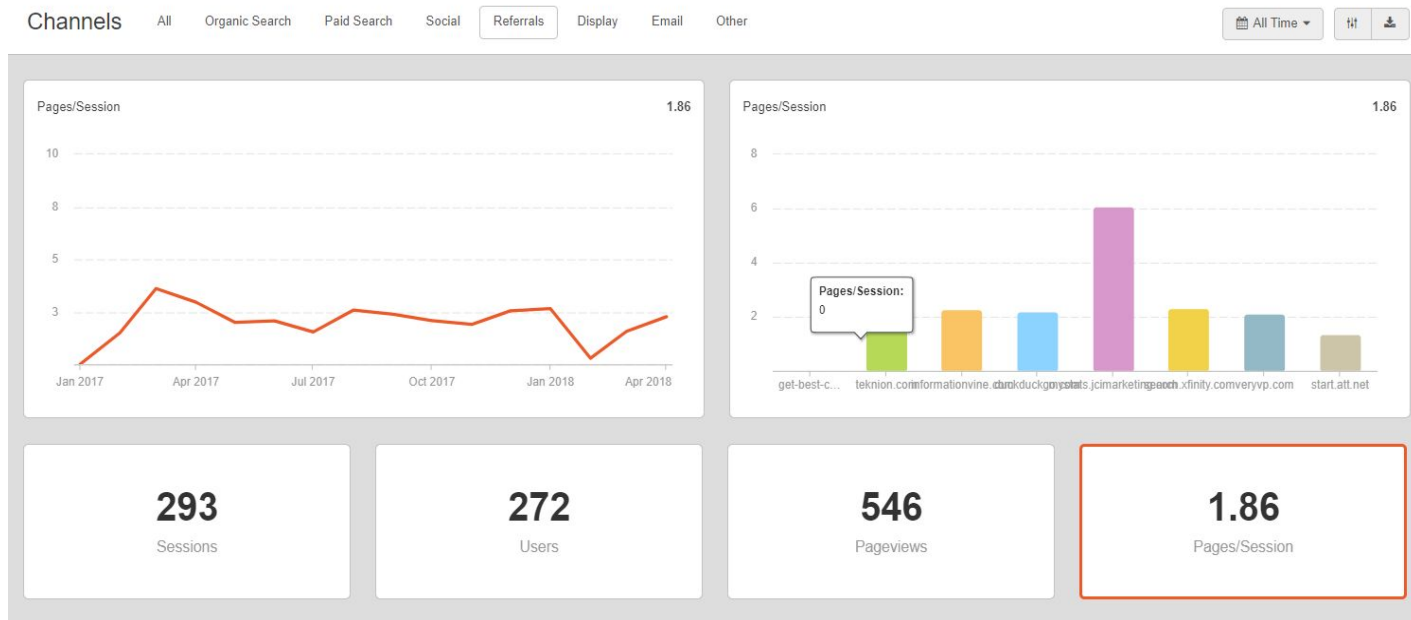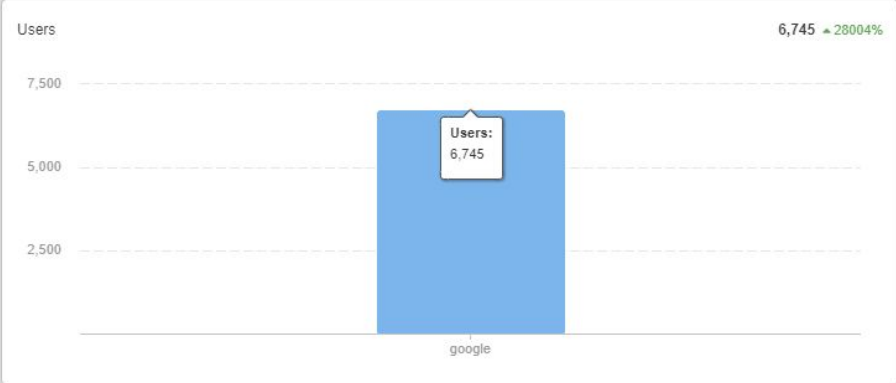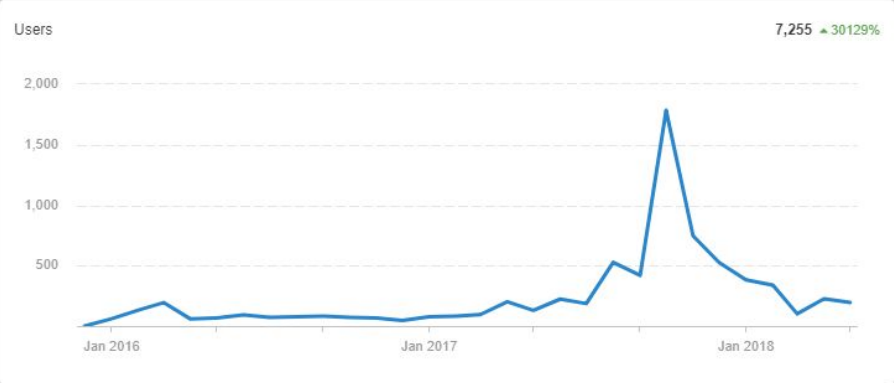
# Viewing Referrals



When you isolate the referral channel, you will be able to see the amount of pageviews, a time duration of traffic, sessions, and more.

# View Display Analytics

# View Display Analytics

If you isolate the display analytics channel, you will be able to see the amount of pageviews, a time duration of traffic, sessions, and more.
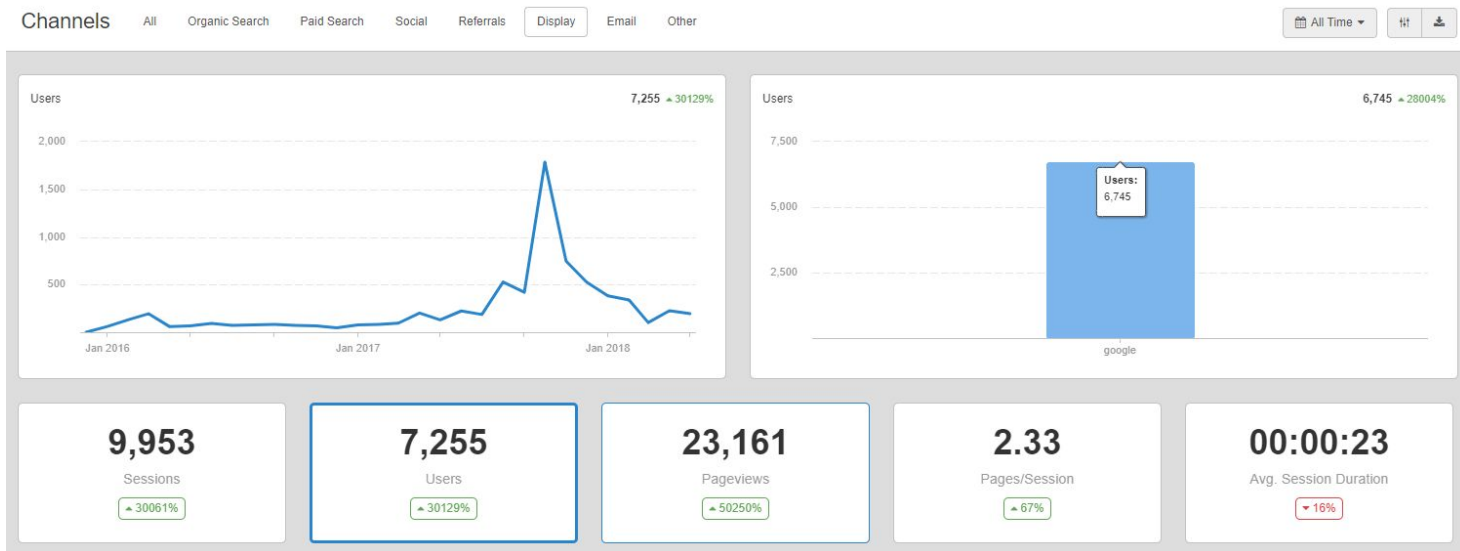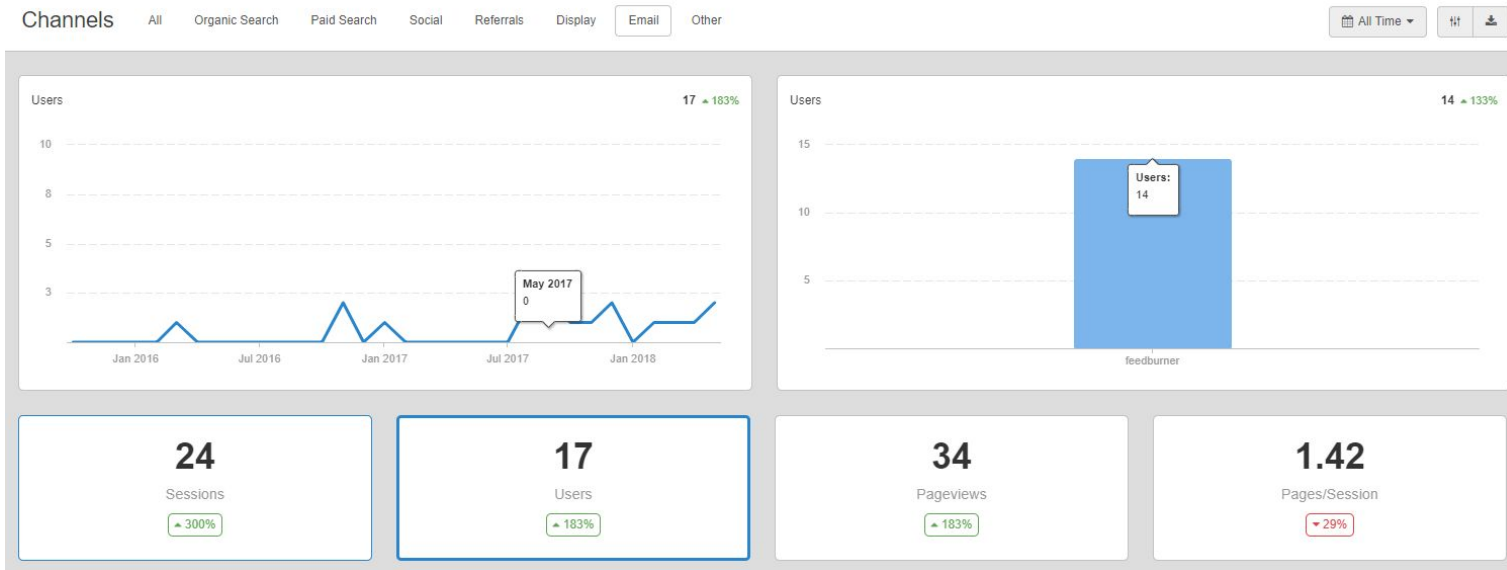
# View Email Analytics

# View Email Analytics



If you isolate the email analytics channel, you will be able to see the amount of pageviews, a time duration of traffic, pages/sessions, and more.

# View Other
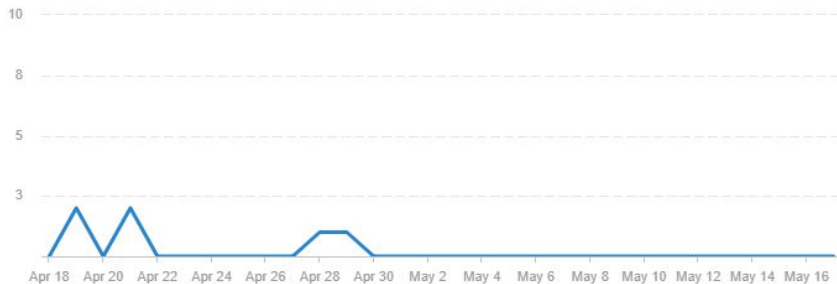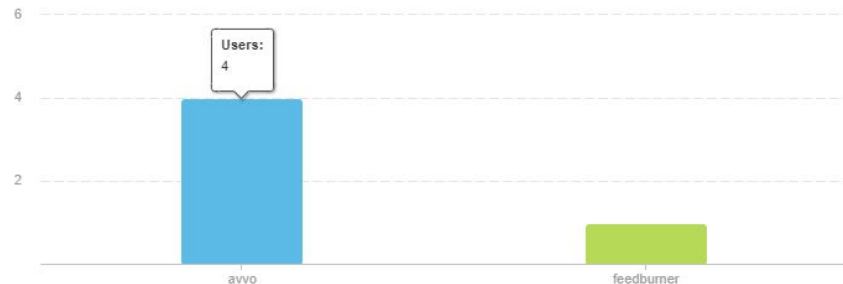
# View Other
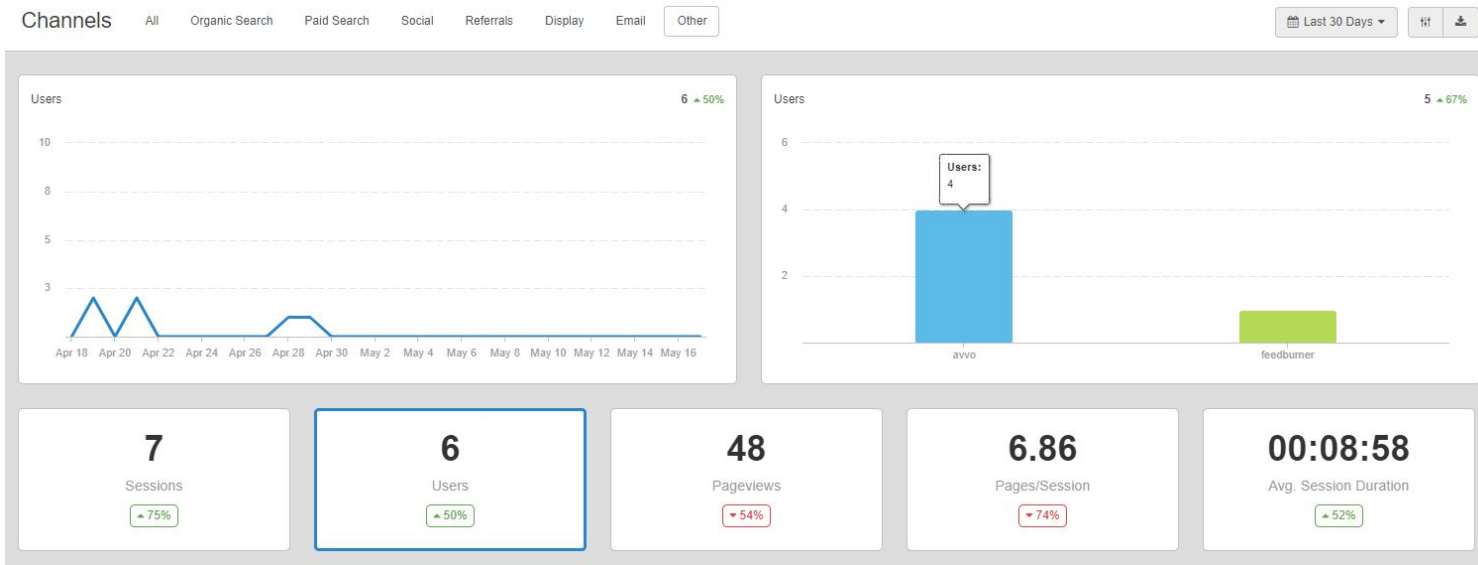


When you isolate the "other" analytics channel, you will be able to see the amount of pageviews, a time duration of traffic, pages/sessions, and more.