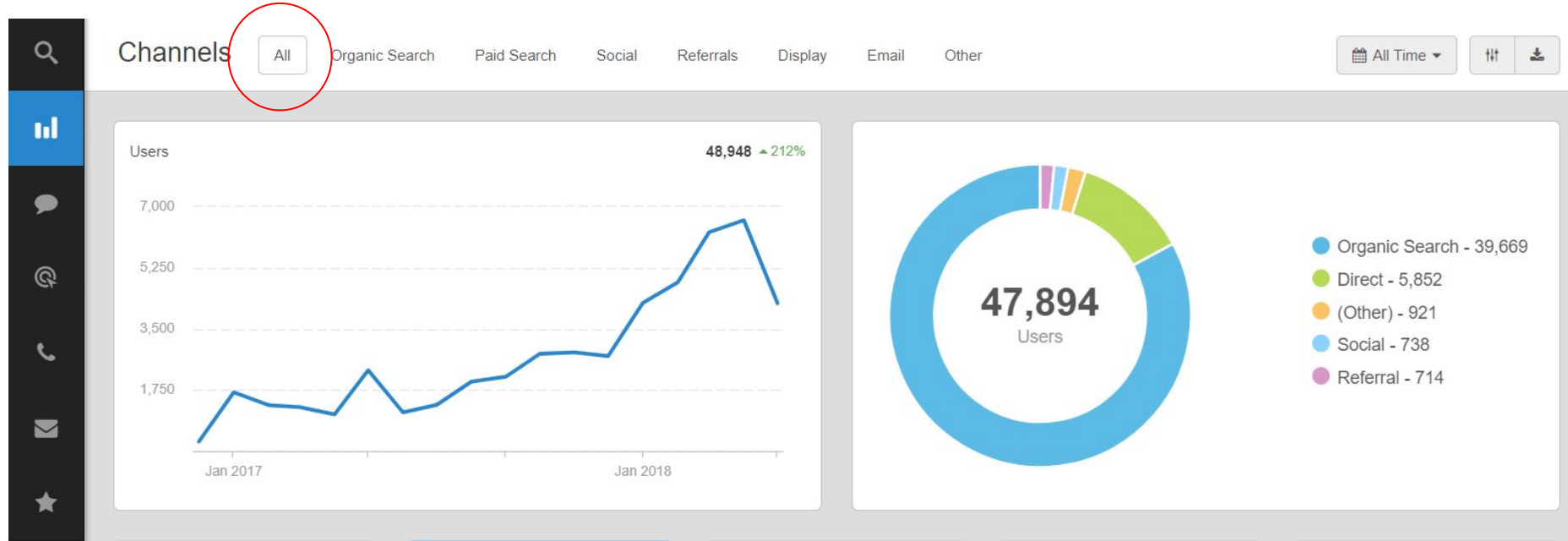


Google Analytics Channels

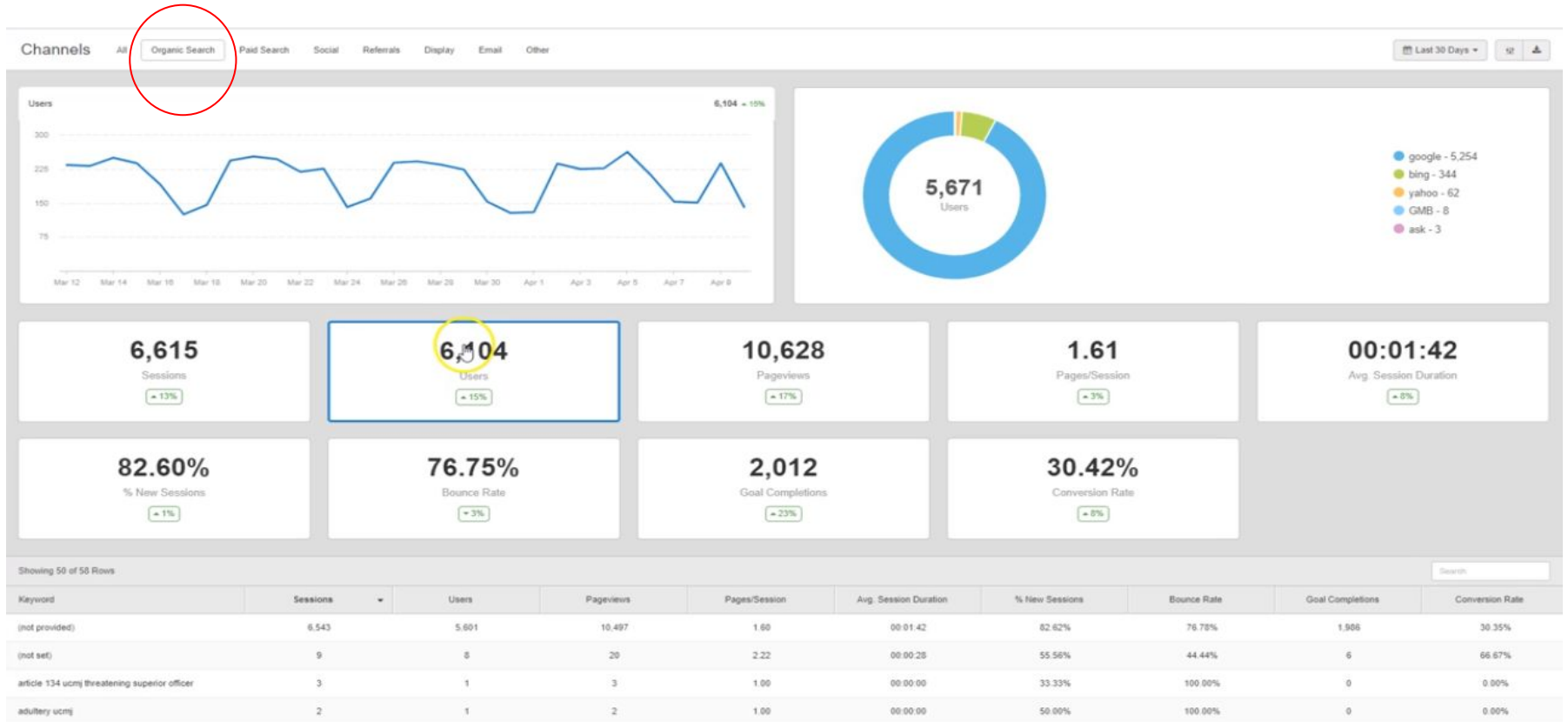
The Benefits of Isolating Channels

View Your Channels



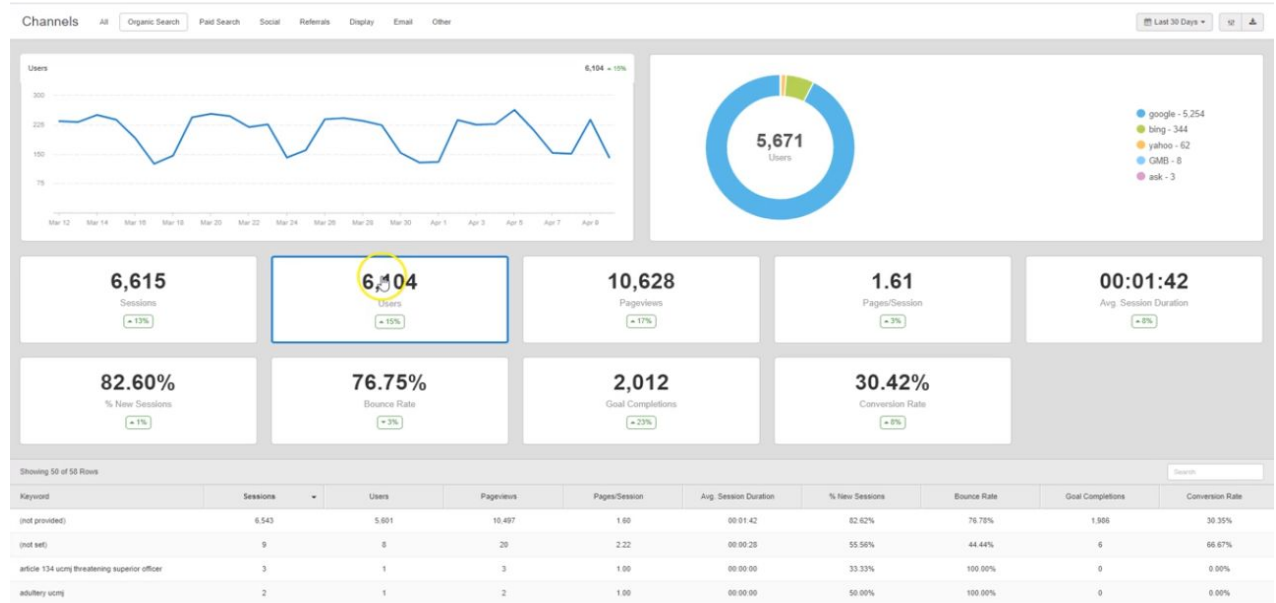
The default to Google Analytics is to view **All of your channels**, but isolating each channel will help you to determine what traffic is strong and weak, traffic loss, traffic opportunities, & more.

Organic Search Data

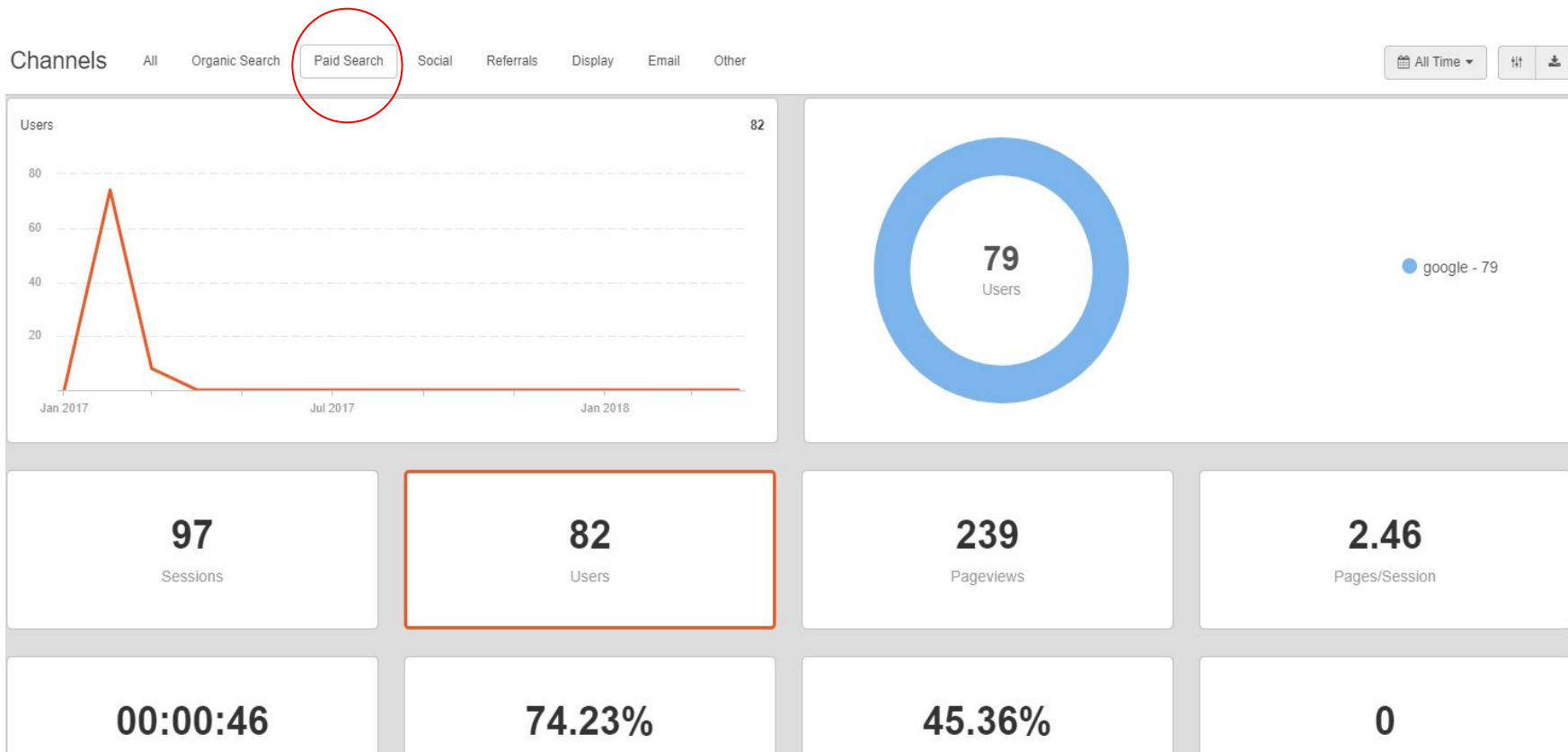


Organic Search Data

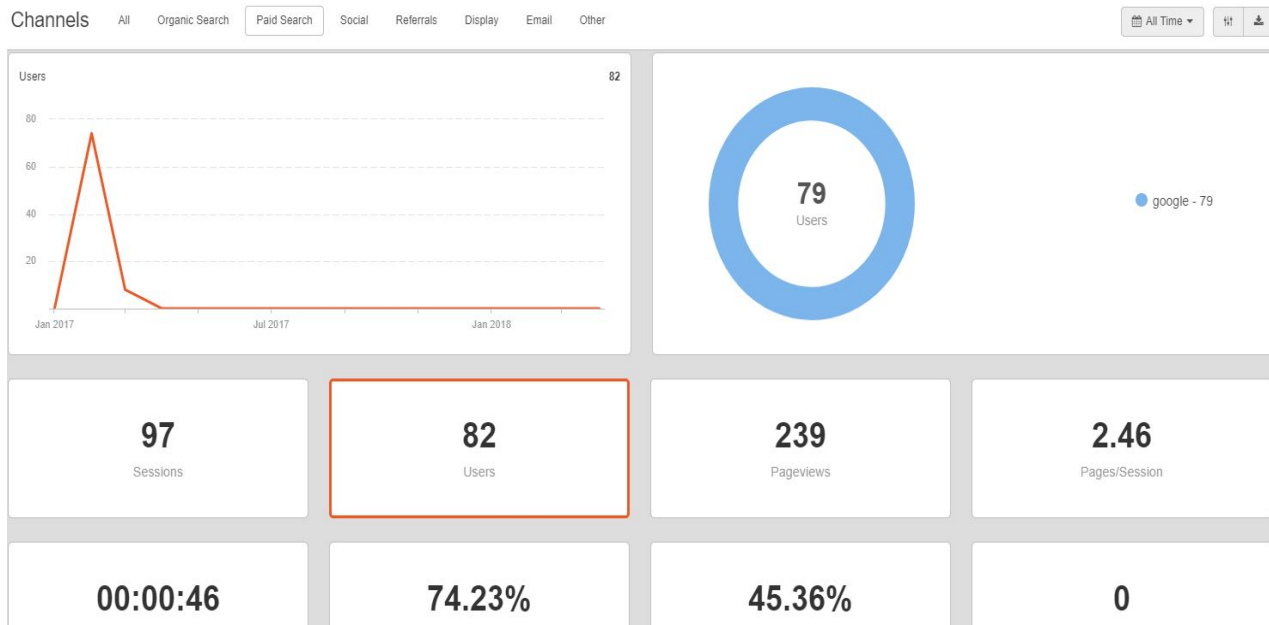
By isolating the organic search data, you will be able to see the amount of traffic, a time duration of traffic, sources of traffic, and more.



View Paid Search Analytics

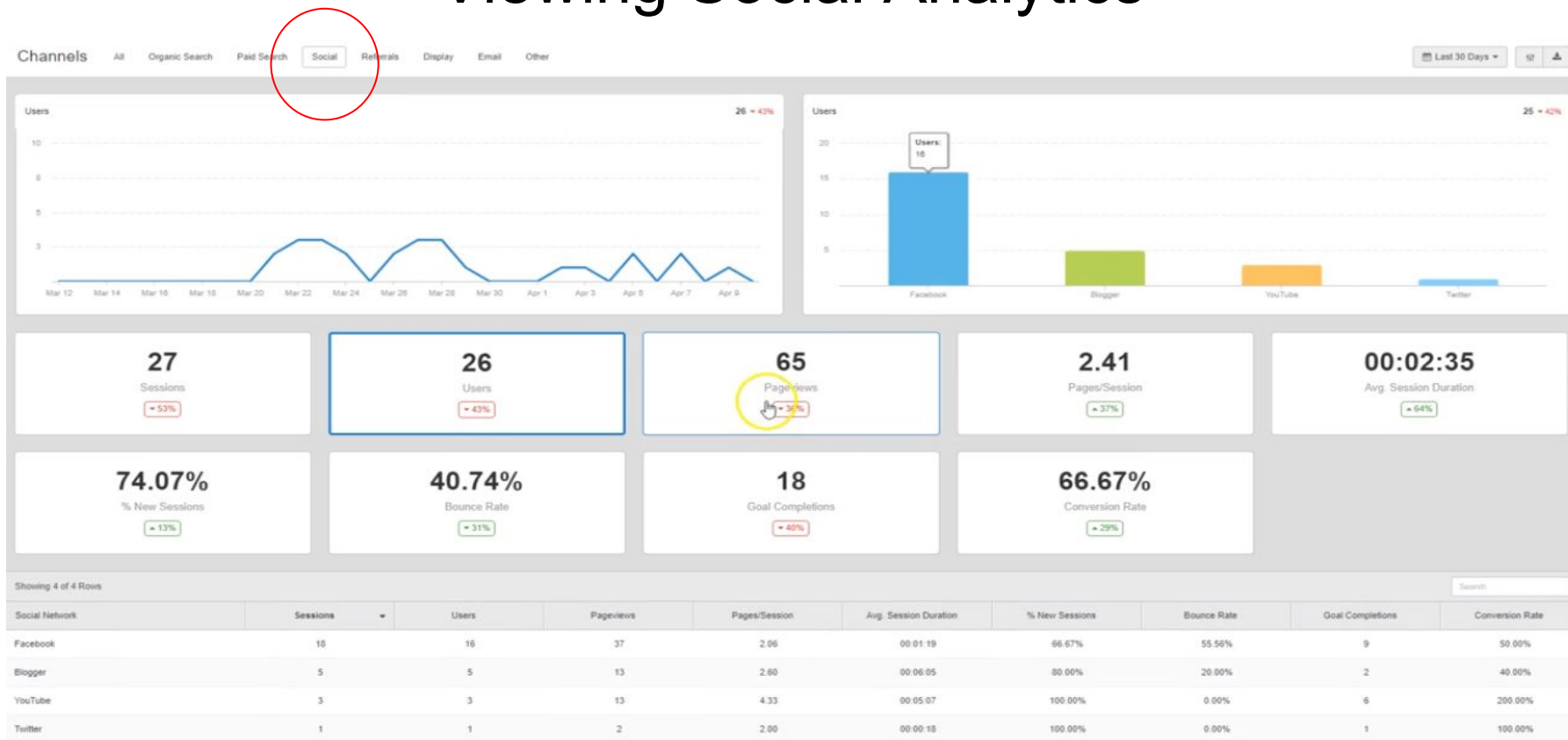


View Paid Search Analytics



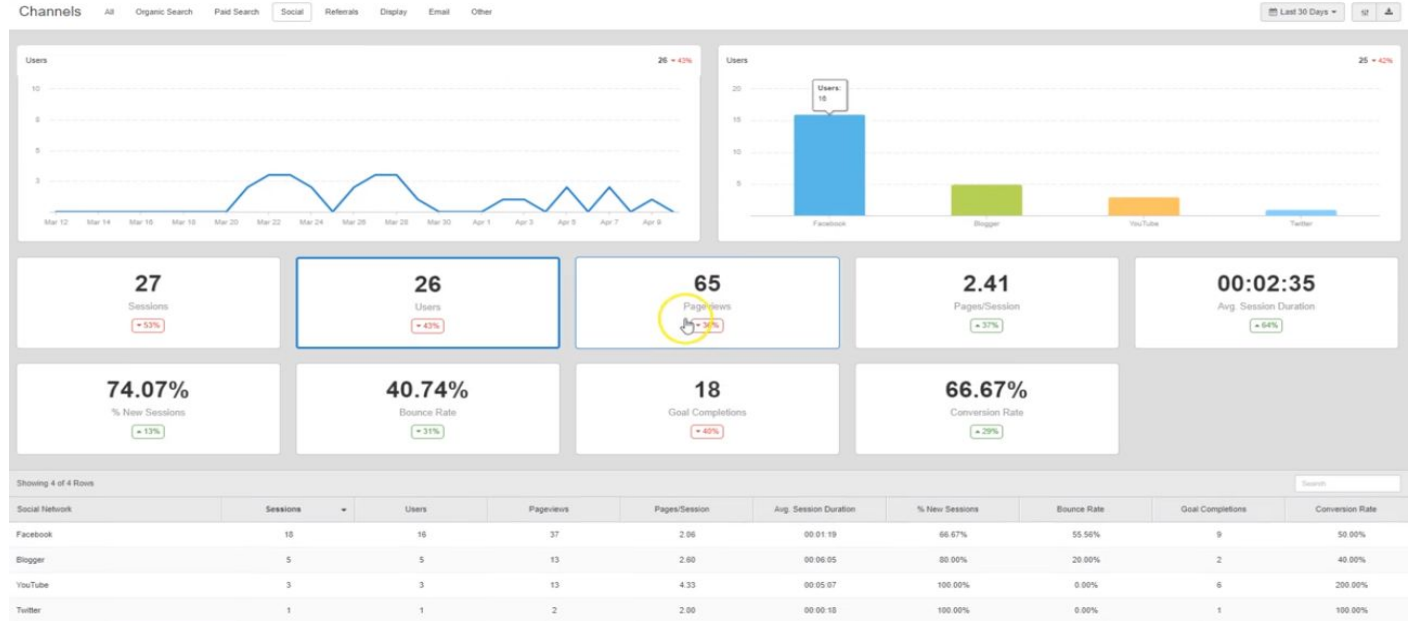
When you isolate the paid search data, you will be able to see the amount of traffic, a time duration of traffic, bounce rate, and more.

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

Channels

[All](#)[Organic Search](#)[Paid Search](#)[Social](#)[Referrals](#)[Display](#)[Email](#)[Other](#)[All Time](#)

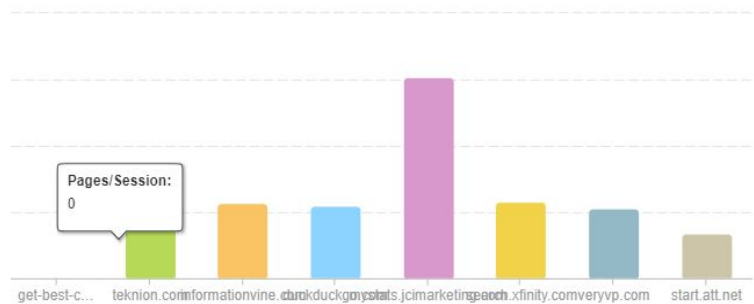
Pages/Session

1.86



Pages/Session

1.86



293

Sessions

272

Users

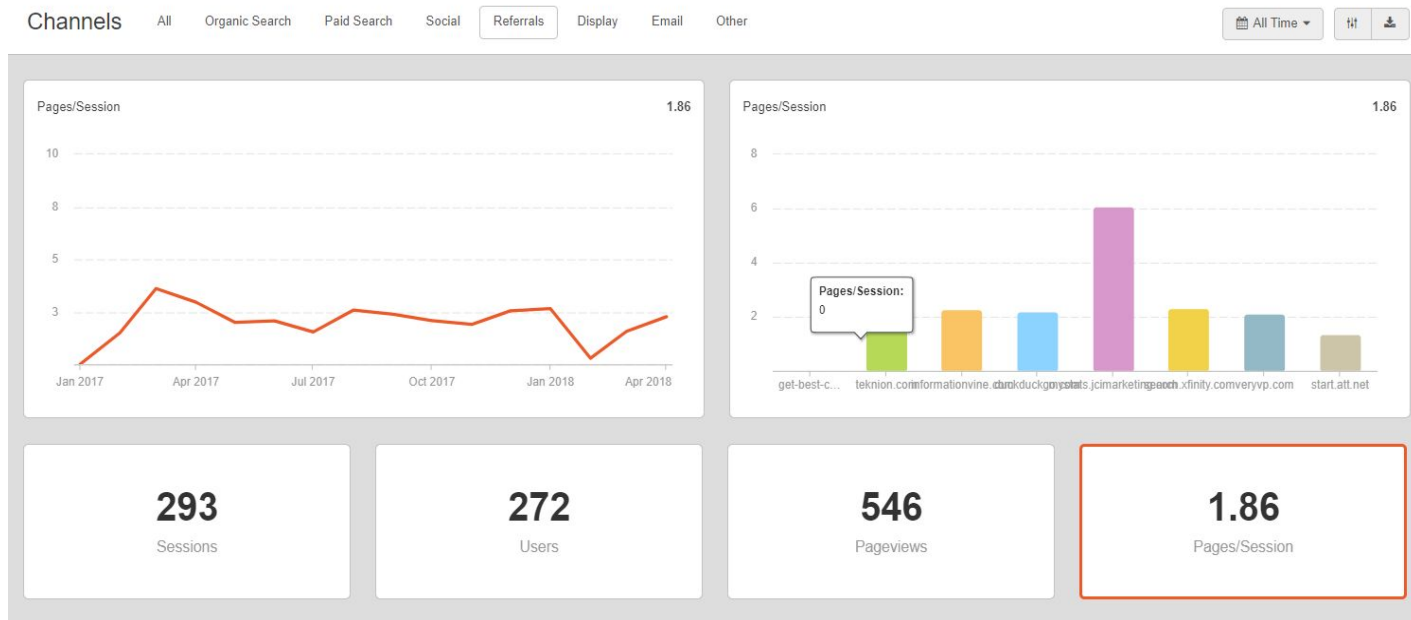
546

Pageviews

1.86

Pages/Session

Viewing Referrals

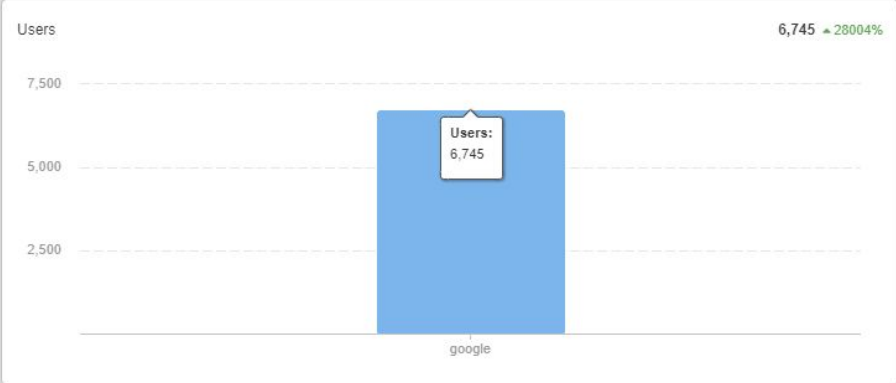
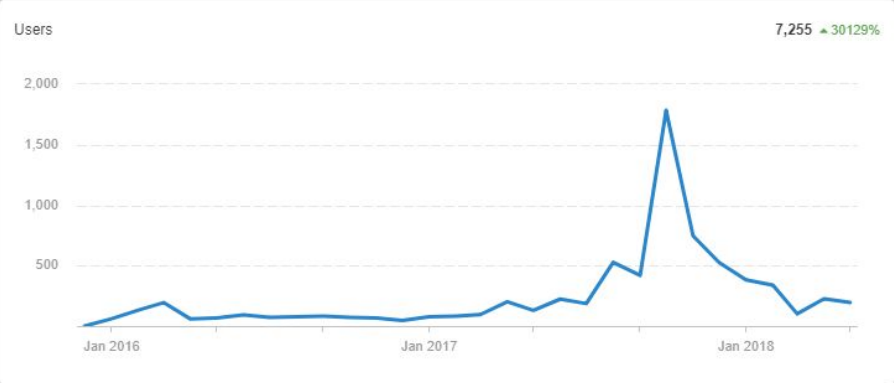


When you isolate the referral channel, you will be able to see the amount of pageviews, a time duration of traffic, sessions, and more.

View Display Analytics

Channels All Organic Search Paid Search Social Referrals **Display** Email Other

All Time



9,953
Sessions
▲ 30061%

7,255
Users
▲ 30129%

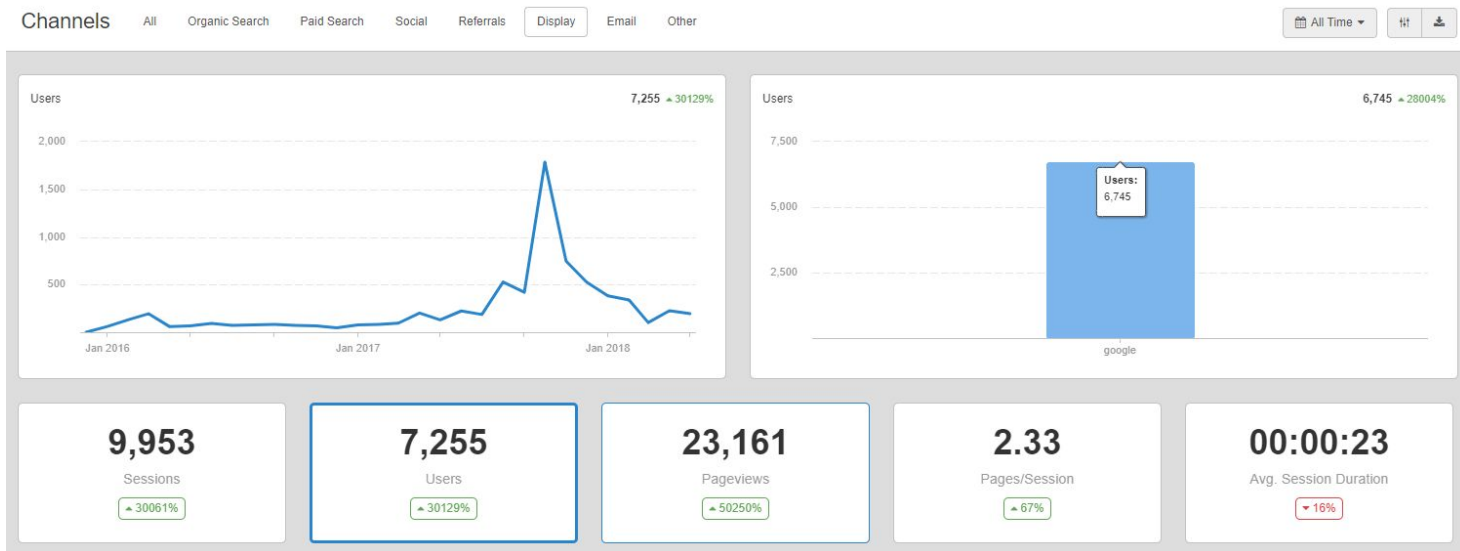
23,161
Pageviews
▲ 50250%

2.33
Pages/Session
▲ 67%

00:00:23
Avg. Session Duration
▼ 16%

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

Channels

All

Organic Search

Paid Search

Social

Referrals

Display

Email

Other

All Time

👤

📄

Users

17 ▲ 183%



Users

14 ▲ 133%



24

Sessions

▲ 300%

17

Users

▲ 183%

34

Pageviews

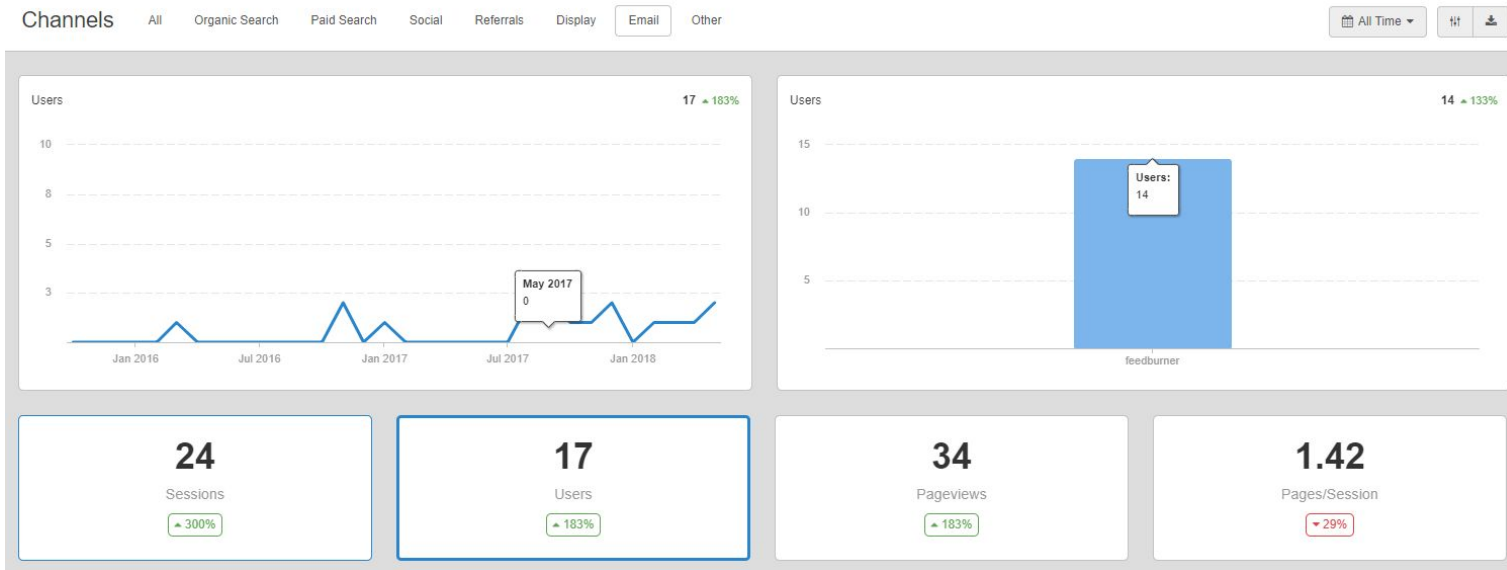
▲ 183%

1.42

Pages/Session

▼ 29%

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

Channels

All

Organic Search

Paid Search

Social

Referrals

Display

Email

Other

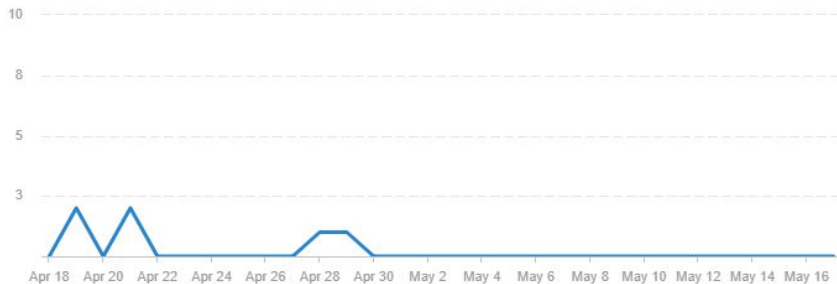
Last 30 Days

🔍

📄

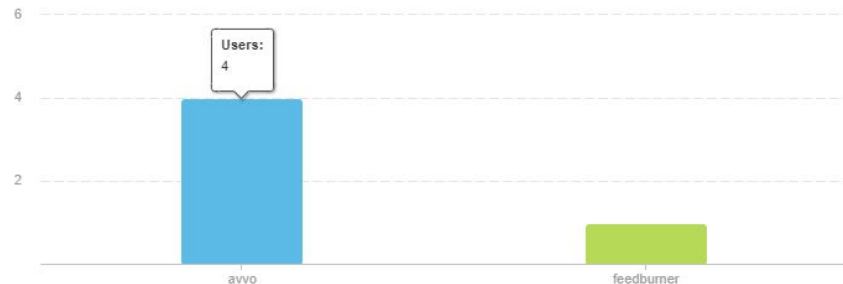
Users

6 ▲ 50%



Users

5 ▲ 67%



7

Sessions

▲ 75%

6

Users

▲ 50%

48

Pageviews

▼ 54%

6.86

Pages/Session

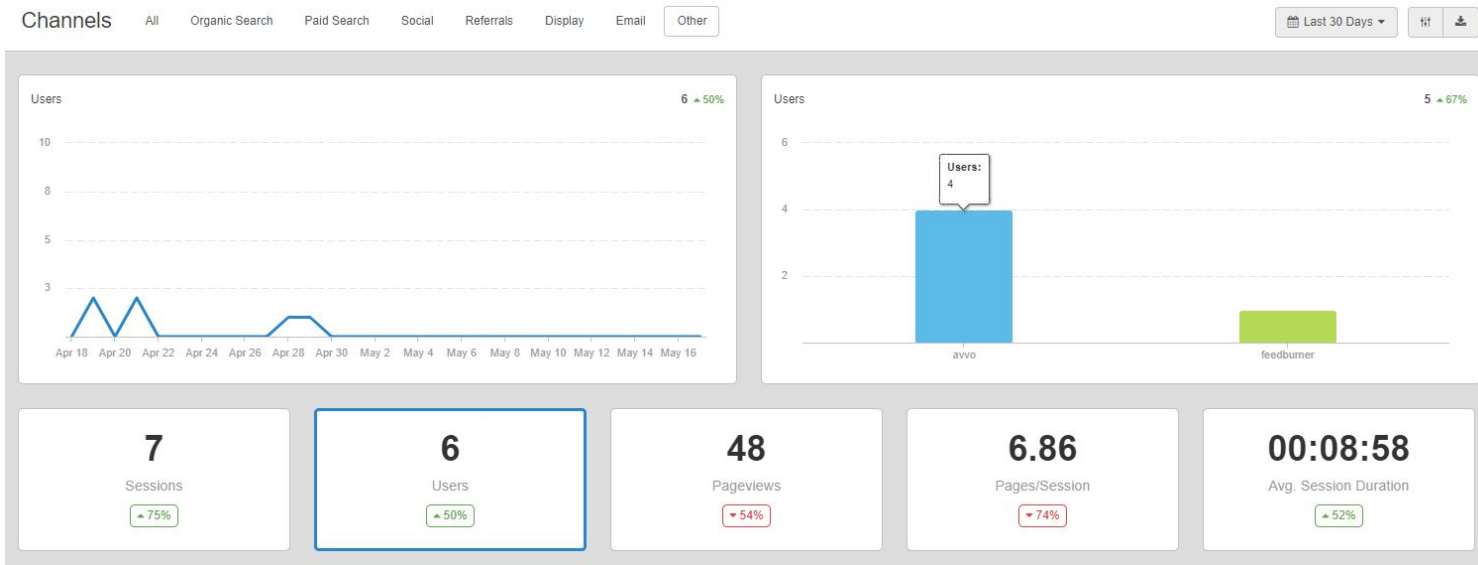
▼ 74%

00:08:58

Avg. Session Duration

▲ 52%

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.