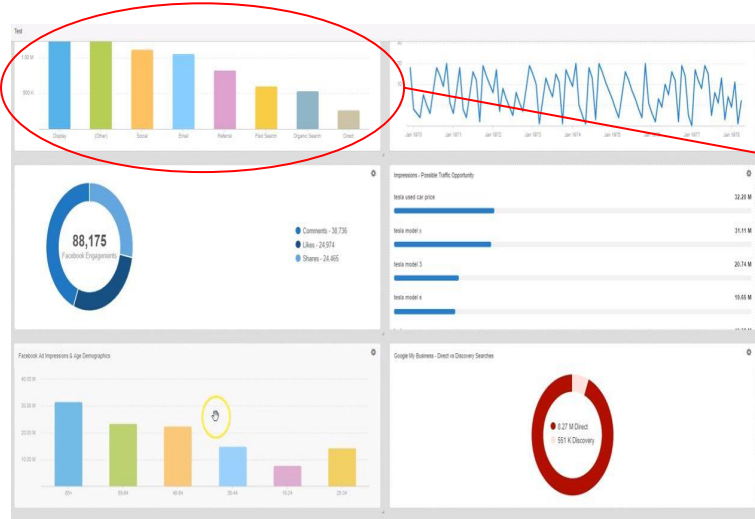


Google Analytics

Viewing it & What Metrics Matter

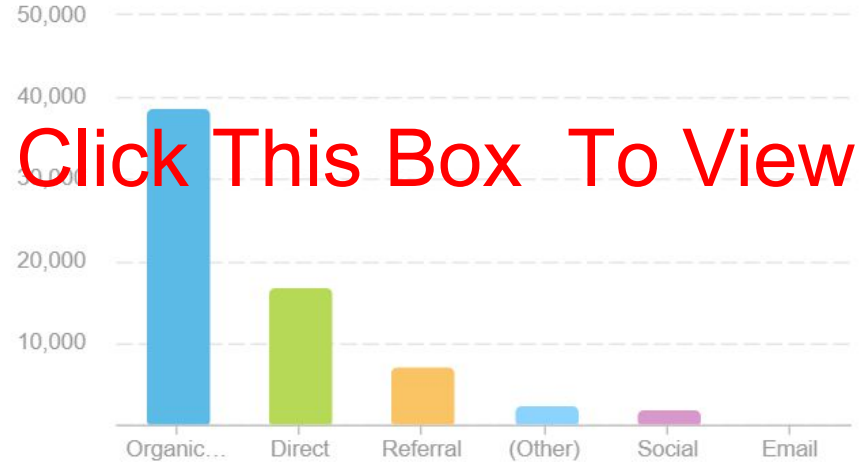
Where To Find Google Analytics in Your Dashboard



Analytics - Unique Visitors & Areas of Inbound Traffic

67,693

Click This Box To View



Selection Your Options

Channels

All

Organic Search

Paid Search

Social

Referrals

Display

Google Analytics is defaulted to All, but you can isolate data by category, including **Organic**, **Paid**, **Social**, **Referrals**, and **Display**, **Email**, and **Other**

You can also filter the results by a duration of time, including All Time, Last 7 Days, Last 30 Days, Current Month, and custom.

📅 All Time ▼

Today

Last 7 Days

Last 30 Days

This Month

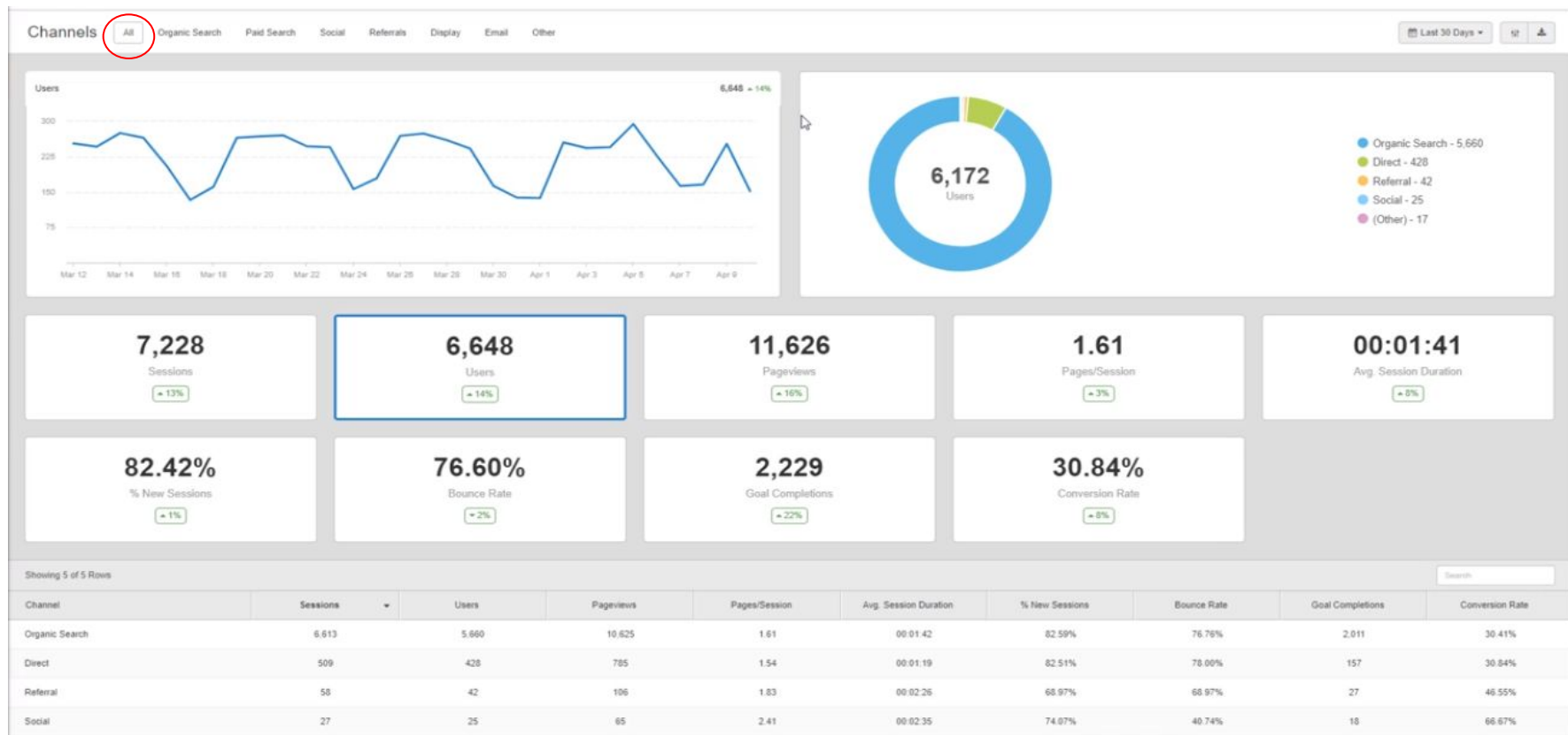
All Time

< Custom

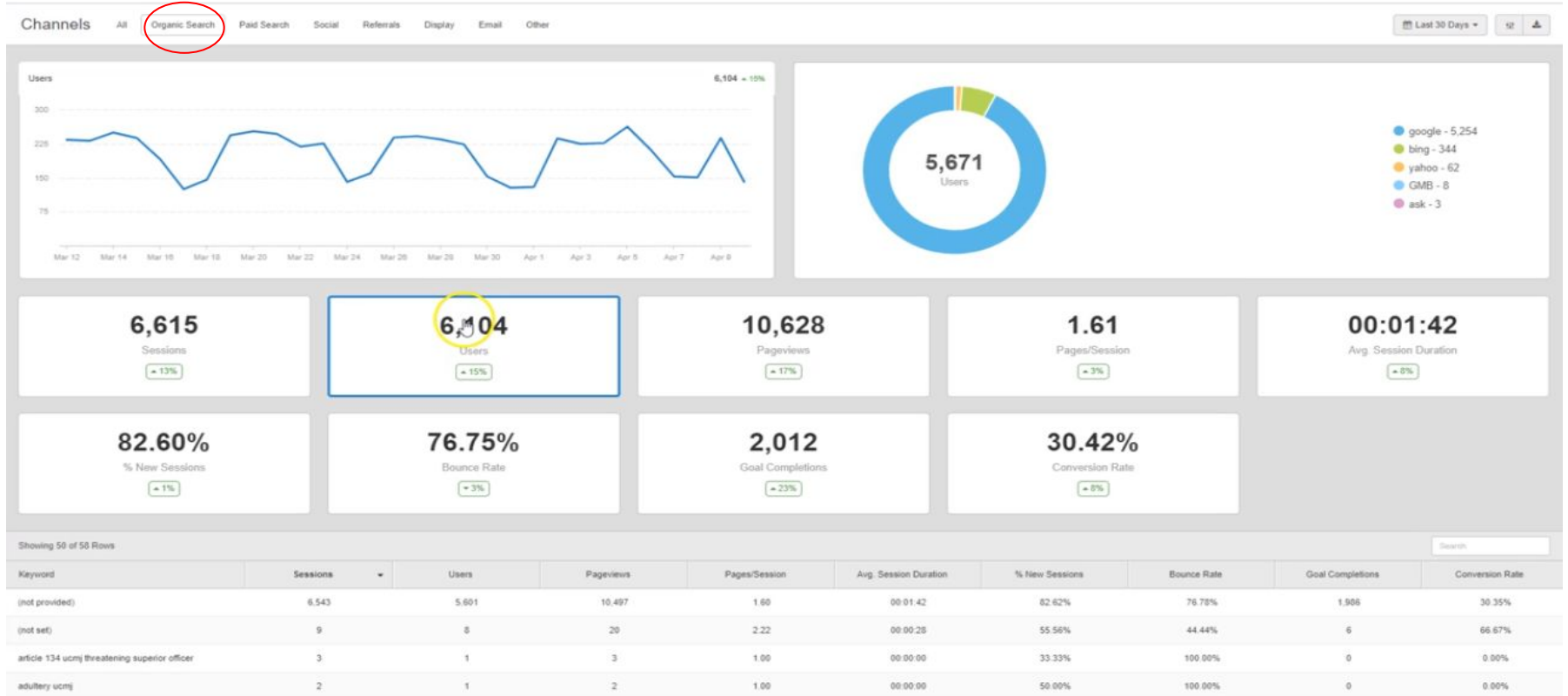
Compare to Previous



Viewing the All the Data



Organic Search Data



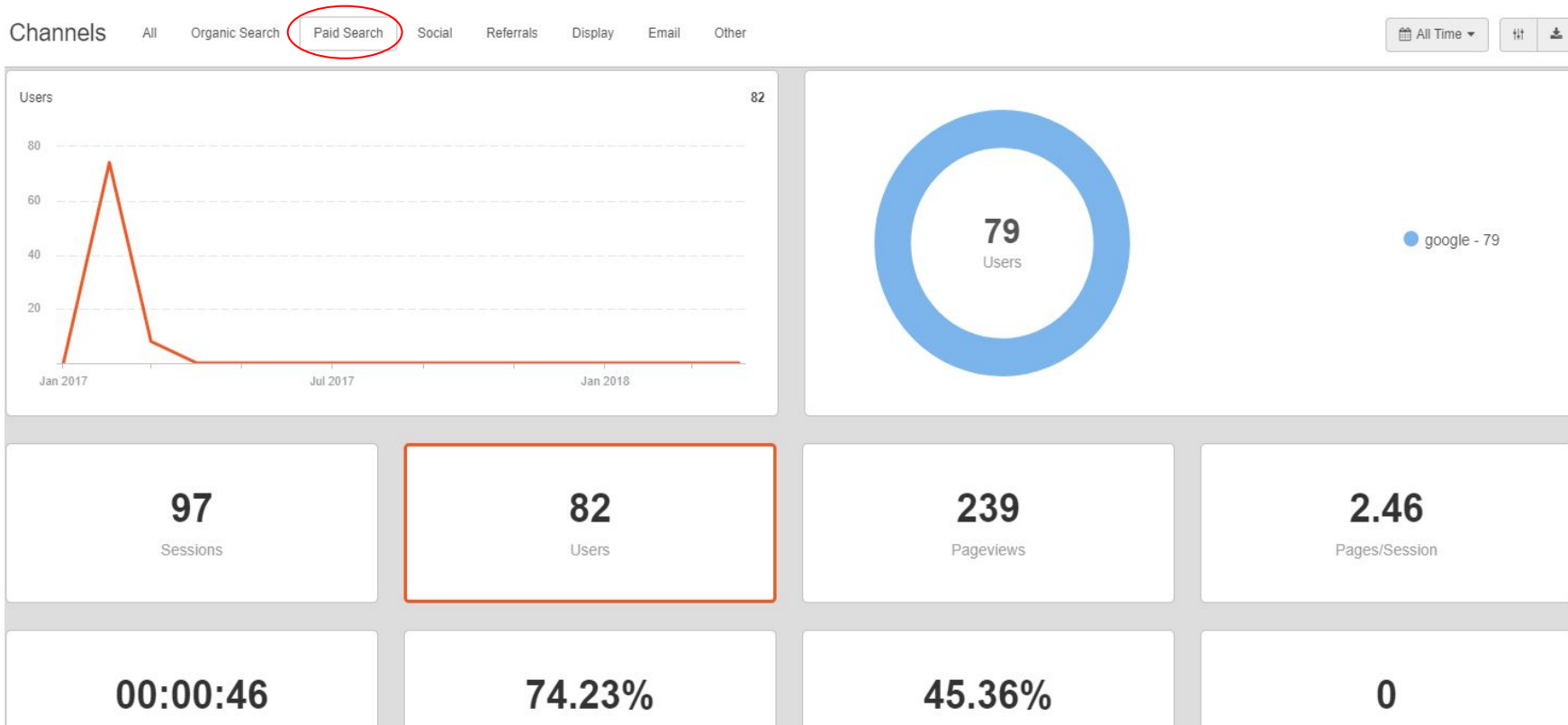
Defining Organic Search Terms

- **Sessions:** user interactions (page views, social interactions, events) with your website that take place inside a time frame.
- **Pages/sessions:** Average pages viewed per session.
- **Bounce Rate:** It is a measure of the average amount of times a user enters a landing page and leaves it without further interaction on your site.
- **Pageviews:** how many times users click on a web page. These are not unique; if a user refreshes a page, it will count as 2 views.

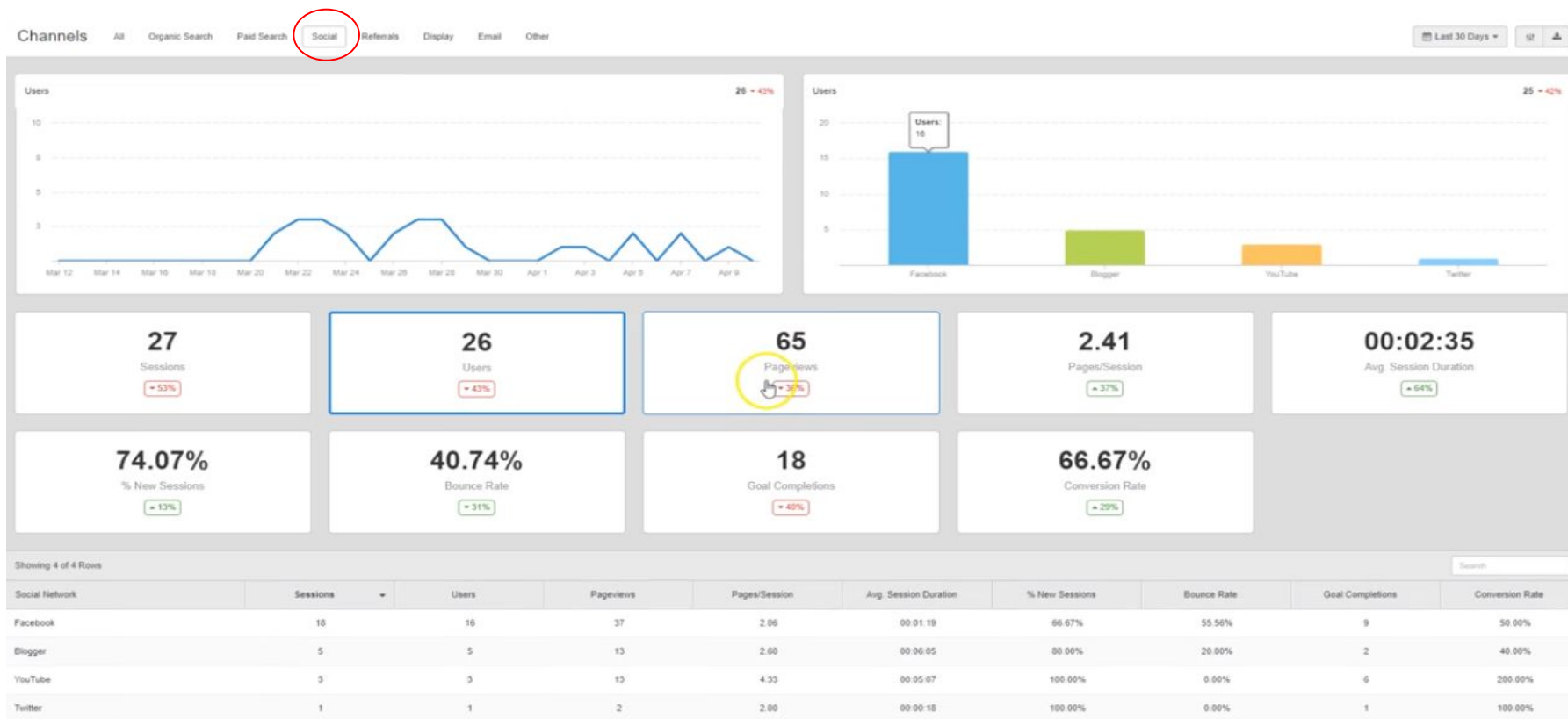


Google Analytics

View Paid Search Analytics



Viewing Social Analytics



Referrals

Channels

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

All Time ▾



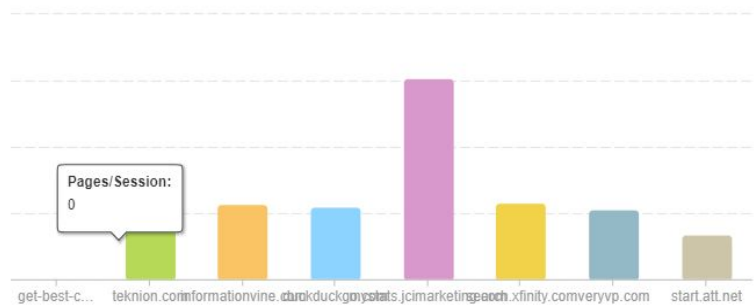
Pages/Session

1.86



Pages/Session

1.86



293

Sessions

272

Users

546

Pageviews

1.86

Pages/Session