



Questions for Google Analytics

How are we doing overall?	
You'll find the following information in the Audience > Overview page. You can change the time period using the date fields top left.	
How many people visited my website in the last year/quarter/month? 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? (Organic = people visiting as a result of searching on Google/similar ie everything except: links on other websites, social media, paid online advertising)	
How are we doing and what's happening (in more detail)?	
Here are some other areas you'll want to investigate:	Where will I find this?
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
Other questions: How many pages your visitors went to on average in each visit/session (is your site encouraging people to look around)? What proportion are new or returning visitors? How many times did they visit on average (sessions per user)? What were the bounce rates for specific pages? Were they on mobile, tablet or desktop?	Audience>Overview 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.

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