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Session 3: Digital Analytics
Description

Session three will focus on providing participants with knowledge and strategies surrounding digital analytics. Participants will gain an understanding of how to understand their customers through the data they produce by tracking and reporting on all kinds of data from their users; learn how to use various analytic tools and platforms that are useful for getting an insight into how people use websites; and identify key performance indicators (KPIs) for their online users.

Learning Outcomes

On completion of session three, participants will be able to:

- Understand the importance of digital analytics in understanding online consumers
- Navigate the various digital analytics tools i.e. google analytics
- Get an insight into online user behaviour and
- Identify KPIs for their websites or apps

Indicative Syllabus			
Topic	**Methodology**	**Activities**	**Resources**
1) Understanding how digital analytics helps business organisations 2) Google Analytics Basics 3) Using Goal Conversion and Funnels to define and measure your website success 4) Using Segmentation to understand user behaviour and identify viable target segments 5) Identifying Key Performance Indicators 6) Examples of big questions about your site that google analytics can answer	**Online Lectures** on the various topics, supported by learning-by-doing activities	Participants will be expected to take the online lectures and the associated learning-by-doing activities sequentially.	Brian Clifton (2012) Advanced Web Metrics with Google Analytics 3rd Edition, Sybex. Brian Clifton (2015) Successful Analytics ebook 1: Gain Business Insights By Managing Google Analytics. Analytics Academy https://analytics.google.com/analytics/academy/

1. How will digital analytics help your business?

If your company conducts online business activities, you can use digital/Google analytics to answer the following questions, among others:

What has been happening on your business website? Digital/Google analytics can collect, analyse, and report aggregate data about which pages a website visitor visits -- and in what order, for instance, which will help you measure pages and campaigns and analyse all kinds of site behaviour.

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For example, what pages did visitors/customers view on the website? What products did customers purchase? What was the average time spent on the website? What sources did they come from? What key words or campaign produced clicks?

What are the measurable outcomes for your company? Your website may have attracted a huge number of visitors; what are the outcomes for your company then? Digital/Google analytics could help you focus specifically on measuring outcomes, that is, connecting online customer behaviour to, for example, increased revenue, reduced cost, and/or improved customer satisfaction.

What might be the best business strategy? Using digital/Google analytics via Google Optimize, you can run tests/experiments live on your website's content with various ideas. You can identify the best business strategy by letting your data guide you to understand quickly how your website can be improved; testing your website's content to learn what works best for your visitors; customizing your website experience to suit each type of audience; and converting more visitors into customers.

However, digital/Google analytics can report only what it can capture on your website; what your customers wanted but did not see on your website was not recorded. Thus, voice of customers is very important and you can get direct feedback from customers on your website through surveys, usability testing, and more. Based on both digital analytics and voice of customers, you have a better chance to develop a winning business strategy.

What decisions can you make based on digital analytics? Knowledge without action is meaningless. The purpose of digital/Google analytics is to give you the knowledge from which you can make informed decisions such as acquisition of visitors, measurement of performance, analysis of trends, testing to improve, and others.

For further information, please watch the following videos:

Why digital analytics?

>https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/1

How Google Analytics works

>https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/2

2. Google Analytics Basics

Google Analytics is a free digital analytics service offered by Google. With Google Analytics, you can collect and analyse data to get a better understanding of how your customers find and interact with your websites and mobile apps.

1) Google Analytics platform

Google Analytics collects data from the Analytics platform consisting four main parts: Collection, Configuration, Processing, and Reporting. All four parts work together to help you gather, customize and analyse your data.

Collection. Google Analytics uses a simple model to organize the data you collect. There are three components to this data model -- users, sessions and interactions (hits).

- **A user** is a visitor to your website or app,

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- **A session** is the time a user spends there, and
- **A hit** is an interaction that is what a user does while the user is there, which results in data being sent to Analytics.

A website or app session is made up of individual hits. For example, a user might visit your homepage and then leave right away. This session would have one hit -- a page view. In another session, a user might visit your homepage, watch a video, and make a purchase. That session includes three hits. You can now see that each hit that Google Analytics tracks belongs to a session, and each session is associated with a user.

Processing data and applying your configuration settings. During processing, there are four major transformations that happen to the data. You can control parts of these transformations using Google Analytics' configuration settings. First, Google Analytics organizes the hits you've collected into users and sessions. Second, data from other sources can be joined with data collected. For example, you can configure Google Analytics to import data from Google AdWords, other Google Tools, or even non-Google systems. Third, Google Analytics processing will modify your data according to any configuration rules you've added. These configurations tell Google Analytics what specific data to include or exclude from your reports, or change the way the data's formatted. Finally, the data goes through a process called "aggregation." During this step, Google Analytics prepares the data for analysis by organizing it in meaningful ways and storing it in database tables. This way, your reports can be generated quickly from the database tables whenever you need them.

Reporting. After Google Analytics has finished processing, you can access and analyse your data using the reporting interface, which includes easy-to-use reporting tools and data visualisations.

2) Opening a Google Analytics account

To start collecting basic data from a website, you need to do the following:

a) Create or sign in to your Google Analytics account. Go to google.com/analytics. Then either to create an account, click ***Start for free*** or to sign in to your account, Click ***Sign in to Analytics***.

b) Set up a property in your Google Analytics account. A property represents your website or app, and is the collection point in Analytics for the data from your site or app.

c) Set up a reporting view in your property. **Views** let you create filtered perspectives of your data; for instance, all data from your company's current marketing promotion, all data except from your internal IP addresses, or all data associated with a specific sales region.

d) Follow the instructions during the Google Analytics sign-up process to add the tracking code (an example of the code is provided below: the highlighted snippet) to your website so you can collect data in your Analytics property.

Tracking ID
Website Tracking

Global Site Tag (gtag.js)
This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the ***config*** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```

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If you have built your site using a template or content management system, simply adding the code to your master template or header file. If not, you may need to copy and paste into your HTML manually.

Google Analytics setup

https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/3

How to set up views with filters

https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/4

3) Managing your Google Analytics account

Once you have created your Google Analytics account, you will be able to configure your account, properties, and views to determine access to your data and which data is available. For example, you can
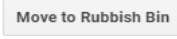
a) Add an account to your Google Analytics Account if you have edit permission to add accounts to an existing Google Analytics Account:

- Sign in to your Google Analytics Account. Click ⚙ **Admin** at the bottom of any Analytics page.

- From the dropdown in *Account* column, click **+ Create Account** .
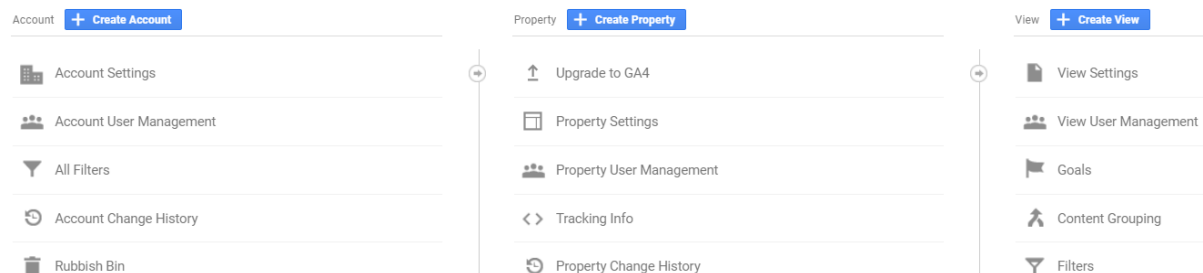
- Select **Web site** or **Mobile app**.

- Follow the rest of instructions …

b) Delete a Google Analytics account:

- Remove the Analytics tracking code from all your web pages/app .

- Click ⚙ **Admin** at the bottom of any Analytics page.

- Use the **Account menu** to select the account you want to delete.

- Click 🏢 **Account Settings** .

- Click **Move to Rubbish Bin** to **Delete** this account.

c) Add a new user:

- Click ⚙ **Admin** .

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- Use the menus at the tops of the columns to select the account, property, or view you want.

- To add a user at the account level, click ![icon] Account User Management , at the property or view level, click ![icon] Property User Management or ![icon] View User Management in the appropriate column.

- Follow the rest of instructions …

For further information, please watch the following videos:

Navigating Google Analytics

> https://analytics.google.com/analytics/academy/course/6/unit/2/lesson/1

Understanding overview reports

> https://analytics.google.com/analytics/academy/course/6/unit/2/lesson/2

3. Using Goal Conversion and Funnels to define and measure your website success

1) The importance of Goal conversion and Funnels

Collecting data is only the first step in understanding the visitor performance of your website or app. **Goals** measure how well your site or app fulfils your target objectives. A goal represents a completed activity such as making a purchase or submitting a contact information form, called a **conversion**, that contributes to the success of your business.

Defining goals is probably the single most important step of your configuration process because it enables you to define success. An obvious goal for an e-commerce site is the completion of a transaction. However, even without e-commerce, your website goals, such as for example, the completion of a feedback form, a subscription request, leaving a comment on a blog post, downloading a PDF white paper, viewing special-offers page, or clicking a link. Goal conversions are the de facto way to ascertain whether your website is engaging with your visitors. They are your success metrics. Without this information, it's almost impossible to evaluate the effectiveness of your online business and marketing campaigns.

Also consider that goals don't have to include the full conversion of a visitor into a customer. For example, for most visitors arriving on your website or app, it is unlikely they will instantly convert, so the page needs to persuade them to go deeper-that is, get them one step closer to your goal. You can gain insight into this by using additional goals to measure the building of relationships with your visitors.

A **funnel** specifies the path a visitor takes to reach a goal. It acts like a sieve, qualifying visitors along the way. You can use funnels to visualise and optimise the completion rate of a series of steps in your site or app. For instance, you may create a funnel that contains the steps necessary to create an account, and then track the completion rate of each step. You might discover that there is a specific stage of the account-creation flow where users abandon the process. Gain insight using a funnel and then make the necessary changes to your site or app to improve retention.

2) The Goal Setup Process

To setup a new goal

- Sign in to Google Analytics.

- Click ⚙ Admin , and navigate to the desired view.

- In the *VIEW* column, click 🚩 Goals .
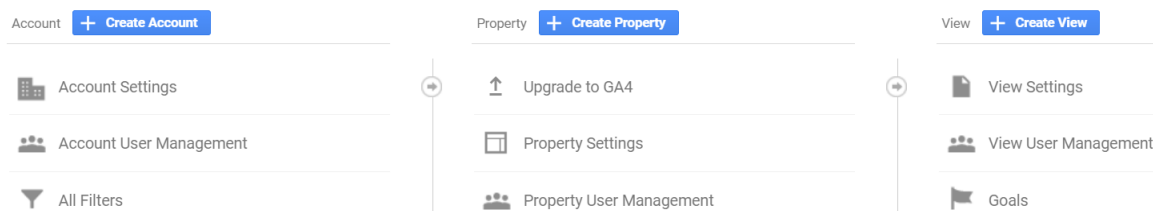
- *Click +* **+ NEW GOAL** or **Import from Gallery** to create a new goal, or click an existing goal to edit its configuration.

You have two basic options for creating goals:

- using a goal template

  - ➢ Select a Template from ⊙ Template .
  - ➢ Click **Continue** to set up your goal.

- creating custom goals

  - ➢ Select ⊙ Custom then **Continue** .
  - ➢ Then select a goal Type.
  - ➢ Click **Continue** again to set up your goal.

- Adding a Goal Funnel.

If you are using the goal type URL Destination, you have the option to add a funnel. Use this if you have a well-defined path that you expect visitors to take on their way to your goal URL. A checkout process is an obvious e-commerce example, though you may also have funnels for non-e-commerce goals, such as subscription sign-up. However, not all conversions are achieved by visitors following a clearly defined linear path. For example, if there are many paths to achieve a PDF download, then analysing this with a funnel would be pointless at best and misleading at worst. It would make sense to define the goal without a funnel.

For further information, please watch the following video:

How to measure Custom Campaigns

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Use Goals to measure business objectives

https://analytics.google.com/analytics/academy/course/6/unit/4/lesson/3

4. Using Segmentation to understand user behaviour and identify viable target segments

1) Introduction

A segment is a subset of your Analytics data. For example, of your entire set of users, one segment might be users from a particular country or city. Another segment might be users who purchase a particular line of products or who visit a specific part of your site.

Segments allow you to analyse those subsets of data so you can examine and respond to the component trends in your business. For example, if you find that users from a particular geographic region are no longer purchasing a line of products in the same volume as they normally have, you can see whether a competing business is offering the same types of products at lower prices. If that turned out to be the case, you could respond by offering a loyalty discount to those users that undercuts your competitor's prices.

You can also use segments as the basis for audiences. For example, you might create a segment of users who visit your organic food pages, and then target just those users (your audience) with a remarketing campaign that is focused on the new items that you are adding to those pages.
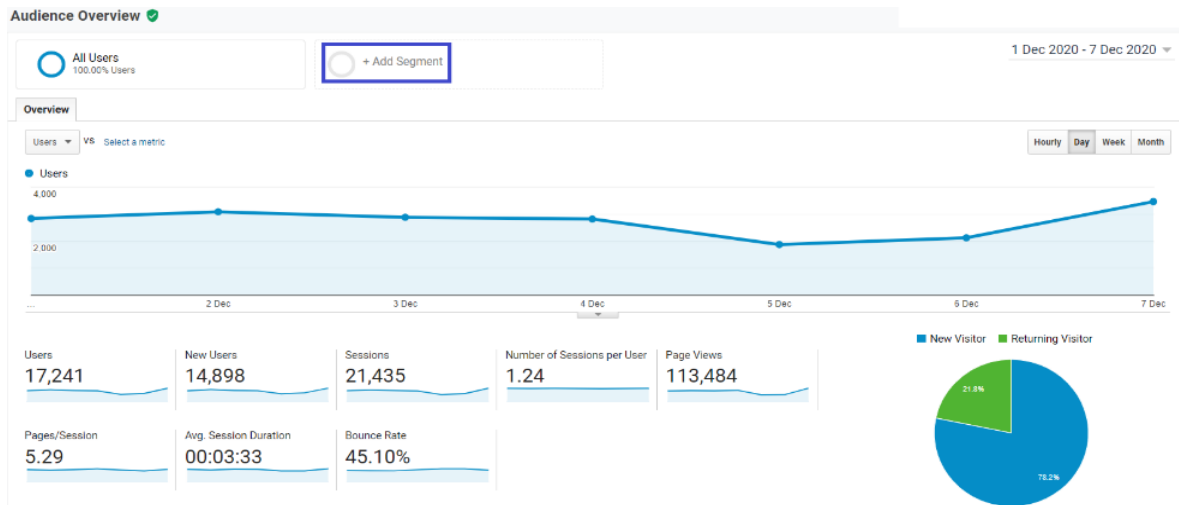
A segment is made up of one or more filters that isolate subsets of users, sessions, and hits. For example, subsets of users may include those users who have previously purchased; users who added items to their shopping carts, but didn't complete a purchase. Subsets of sessions may include all sessions originating from Campaign A, or all sessions during which a purchase occurred. Subsets of hits may include all hits in which revenue was greater than €15.

2) Building new segments using Segment Builder

To create a segment:

a) Sign in to your Analytics account.

b) Open the **View** whose data you want to analyse.

c) Open **Reports**. You can start with any report.

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d) Click + Add Segment...

...to open the segments list.

e) Click **+ NEW SEGMENT** ...

...to open the segment builder.

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f) Enter a name for the segment.

g) Use the options in the different categories to configure the filters you want for your segment.

You can use the segment builder to configure the individual filters that together constitute a segment. You then apply segments to your reports so you can see that specific data. As shown above, the segment builder lets you create the component filters of a segment based on dimensions and metrics choosing among *Demographics, Technology, Behaviour, Date of First Session, Traffic Sources, Enhanced E-Commerce, Conditions*, and *Sequences*.

h) When you have finished configuring filters, you can preview and test the segment.

Click Preview to see how the segment affects the current report. If you don't see the information you want in the report, you can continue to edit the segment, and then preview again.

i) When you're satisfied that the segment includes exactly the data you want, click Save to close the segment builder and apply the segment to your reports.

3) Profile Segments: Segmenting Visitors Using Filters

Within Google Analytics, you can also use filters to provide a dedicated profile to segment your visitors. Profile filters are applied to the information coming into your account to manipulate the final data in order to provide specialised profiles (reports). By filtering, you gain a better understanding of visit types. For example, you may want to remove visits to your website from your own employees because the number of such visits can be significant, especially if your website is set as the default home page in their browsers. In ad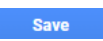dition, profile filters can provide dedicated segment reports about for example a specific market. To segment your visitors into separate profiles, you apply filters to the data. Filters are applied on new data only. That is, a profile filter cannot affect historical data, and it is not possible to reprocess your old data through the new filter.

Best Practice Tip: Keep a Profile without Filters. Always keep raw data intact. That is, keep your original profile and apply new filters to a duplicate profile in your account. That way, if you make a mistake in applying a new profile, you always have the original profile to fall back on.

You can **create filters** at the view level that apply only to that view, and you can manage account-level filters that have been applied to the view (Edit permission is required to create filters).

a) **Create a filter at the account level**

- Sign in to Google Analytics.
- Click **Admin**, and navigate to the account in which you want to create the filter.
- In the *ACCOUNT* column, click ▼ All Filters .
- Click **+ ADD FILTER** . (If this button is not visible, you do not have the necessary permission.)
- Enter a name for the filter.
- Select Predefined to select from the predefined filter types.
- Select Custom to construct a custom filter.
- From the *Available views* list, select the views to which you want to apply the filter, then click Add.
- Click **Save** .

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Filter Type

Predefined | Custom

Select filter type ▾ | Select source or destination ▾ | Select expression ▾

Apply Filter to Views

Available Views
All Web Site Data

Add »
« Remove

Selected views

Save | Cancel

b) **Create a filter at the view level**

Similarly, you can create a filter at the view level

c) **Change the filter order for a view**

By default, view filters are applied to the data in the order in which the filters were added. So, if there are existing filters for a view, your new filter is applied after them. Follow the instructions to change the filter order for a view, below.

- Sign in to Google Analytics.
- Select the **Admin** tab and navigate to the **view in which you want to create the filter**.
- In the *VIEW* column, click ▽ Filters .
- Click Assign Filter Order , select the filter you want to move, then click ↑ Move up or ↓ Move down . Click Save when you are finished.
- If you want to remove a filter from the view, click remove in the row for that filter.

For further information, please watch the following videos:

Segment data for insight

https://analytics.google.com/analytics/academy/course/7/unit/3/lesson/1

Analyse data by channel

https://analytics.google.com/analytics/academy/course/7/unit/3/lesson/2

Analyse data by audience

https://analytics.google.com/analytics/academy/course/7/unit/3/lesson/3

5. Identifying Key Performance Indicators (KPIs)

By now you understand what Google Analytics can do, how to set up Google Analytics, how to navigate its interface, and how to use segmentation to understand user behaviour and identify

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viable target segments. The next step is to provide key performance indicators (KPIs) to appraise the state of your business, thereby enabling you to focus on the parts of your online strategy that are most effective at for example increasing visitors, leads, conversions, and revenue for your business**.**

1) How to find a KPI

Preparing KPIs consists of defining objectives and key results (OKRs). With KPIs, you turn OKRs into actual metrics that are available to you.

The art of building and presenting KPI report depends on being able to distil website visitor data into metrics that align with your OKRs. For small organisations, having a report of 10 KPIs aligning with 10 OKRs is usually sufficient. KPIs should align with business goals such as a specific action you want website visitors to take. In many cases, this will be a revenue-impacting action, like contacting you for a quote if you're a service provider. KPIs should correspond to trackable metrics in Google Analytics.

2) The attributes of a good KPIs

A Good KPI has following attributes:

- **Available and Measurable.** You can use only those metrics as KPIs which are available to you in the first place. KPIs should be based on monetary values where possible; if not, use a ratio, percentage or average rather than the raw number.

- Hugely **business bottom-line impacting.** If a KPI/metric does not greatly impact the business bottom-line then it is not a good KPI.

- **Relevant.** If your KPI is hugely business bottom-line impacting then it is got to be relevant to your business objectives.

- **Instantly useful.** If your KPI is hugely business bottom-line impacting then it is got to be instantly useful. That is, you can quickly take actions on the basis of the insight you get from your KPI.

- **Timely.** Your KPI should be available to you in a timely manner so that you can take timely decisions.

3) KPIs for e-commerce sites

There are many ecommerce KPIs that you can track, but the following a few are the most important KPIs that are important for most websites.

- **Website traffic** is probably one of the most obvious key performance indicators. Generally speaking, the more traffic your site gets, the better chance you have at turning those visitors into buying customers. Increasing website traffic is often a goal for ecommerce websites. Traffic not only leads to purchases, but also a general awareness of your brand.

- **Referral traffic** is used to describe visitors to your site that come from direct links on other websites rather than directly from searches. Referral traffic can help you determine which sources are sending the most visitors to your site. This information can be extremely valuable in determining where you should focus more – for example, on organic search or additional PPC ads – or which relationships you should nurture. If your referrals from other websites are

low or non-existent, this may be a sign that your current marketing or link building campaigns aren't working well.

- **Conversion rate** is the percentage at which your website visitors convert into actual customers. This is an extremely important KPI for all ecommerce stores. A high conversion rate indicates that you are successfully convincing a lot of visitors to buy your products or services, while a lower rate signifies that not as many customers are ready to buy, that perhaps your traffic isn't targeted enough, that your products are priced very high, and/or that many of your customers choose to buy products in the store rather than on your website.

- **Bounce rate** refers to the percentage of visitors who leave your site after arriving on it. A very high bounce rate may indicate that a majority of your visitors aren't finding what they want when they visit your site. Google takes your website's bounce rate into consideration when deciding how to rank you for certain keywords, so you should watch this KPI very closely.

- **Time to purchase** tells you approximately how long it took for visitors to your site to change into actual customers. If you sell expensive products, you probably won't see any impulse buys. On the other hand, if you sell inexpensive products, you're likely to see many purchases falling within the 1-2 visits range. Knowing your average time to purchase can help you make really smart decisions about your marketing. For example, you may want to set up a special email marketing campaign to send detailed information to shoppers. On the other hands, general sale or new product emails will work well for stores with lots of impulse shoppers.

- **Cart abandon rate** refers to the percentage of shoppers who add items to their cart or basket on your site, but never actually go through with a purchase. A cart is usually abandoned because of cost of product(s), cost of shipping, checkout requirements such as signing up for an account or using a specific payment method, complicated checkout processes, or user error. By tracking this KPI very closely, you can identify problems with your checkout process before they start to cause significant problems for your business

- **Cost per conversion**, or CPC, is the amount you pay to turn a visitor into a buyer. It can help you make smarter decisions about how much your products should be sold for, what you should pay for advertising, and even how you should market your business online. So, it's worth doing some work to figure out what your CPC really is. Knowing this metric can help you be more profitable than your competitors, and that may just give you the edge you need to succeed.

4) **KPIs for non-e-commerce sites**

Non-e-commerce sites are either lead generation sites or pure content sites, where visitors come for the sake of consuming content and they leave without any business transactions. The following KPIs could be useful for non-e-commerce sites.

- **Visitor Loyalty** is the frequency of visits on your website for a specific time period. The relevant Google metric is "average visits per visitor". Compare your performance over period and ensure that you are making progress in achieving the predefined percentage of web traffic. It will help you know about the characteristics of your visitors.

- **Recency** is the number of repeated visits on your website. It is up to you to decide your goals regarding the recency of visitors. The greater the recency of visits, the better for your site. If

you create incentives for repeated visitors, then sure you can enjoy success and measure your success.

- **Length of Visit** refers to the quality of visits during a reporting period depending on how long each visit lasts. Suppose your site could increase this KPI, then take measures to convert more visits into a successful one by engaging your customers.

- **Depth of Visit** refers to the number of pages consumed by your visitor in the reporting time period. It helps you to have a broad picture of your customer experience and to improve your goals and measure success.

- **Conversions** refer to the valuable actions such as site registrations, viewed contact us, survey participation actions that you may want your users to take. It is highly recommended to measure these conversions.

Thus, these are the important KPIs to be noted in a non-e-commerce site. If you give importance to them then you could not only dream success but also experience it.

All the above KPIs will definitely help you to increase the quality of traffic to your site and make it a better performing site with increased number of visitors who are loyal to you.

6. Examples of big questions about your site that Google Analytics can answer

Google Analytics is a great tool. It's free, it's reliable, and it's filled with useful information about your website or app. Once you understand how to use Google Analytics, you could use it to answer important questions about your site or app. A few examples are provided below.

1) **What are my Demographic Majorities, Niche Demographics, or Failing Demographics?**

For most websites, there will be a **bias** towards a particular gender or age group. For example, a home and garden website will typically have older users and a technology website will generally have more male users. Such demographic characteristics play a vital role in consumer's purchase decision process. Thus, it is important for businesses to understand how demographic factors affect potential customers' behaviour and needs, so they could inform their business decision-making.

It's important to understand your **most important demographic** in terms of volume and/or conversions, so you could focus on your key customer group. However, you don't always have to target the **biggest demographic** on your website. In fact, there have been hundreds of very successful businesses online that cater for a **niche**. Before targeting a specific niche, the important thing to measure is the percentage of people within that niche. So, you can decide whether it's worth focussing on them. You may spot a gap in the market but there might not be enough people in that niche to make it worthwhile.

When comparing different demographics, if there are **significant differences** in important metrics such as conversion rates then you can try and address the issue by thinking about why a certain group isn't performing. When you spot an underperforming or **Failing demographic,** you may want to think about why they may be put off by the offer available to them and what sort of situation they are currently in.

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You can use **Segment Builder** to identify, for example, **Demographic Majorities, Niche Demographics, or Failing Demographics.** In addition to age, gender, you can target ad groups and reach people based on who they are, their interests and habits, what they're actively researching, or how they have interacted with your business. Audience targeting can boost your campaign's performance by reaching people browsing websites, using apps, or watching videos. For example, you can segment your visitors in terms of age, gender, language, and

- Using **"affinity audiences"** to reach as many people as possible and drive awareness of your products. With affinity audiences, you could reach, for example, *green living enthusiasts, foodies, cooking enthusiasts, family-focused, health & fitness buffs, shoppers*, among others;
- Using **"location-based targeting"** to search for country, cities, and/or even street addresses;
- Using **"topic"** to target one ad to multiple pages about certain topics at once. Topic targeting lets you reach a broad range of pages on the Display Network.

2) What traffic sources are sending traffic to my website?

It's one thing to know how many people are visiting your site, and another thing to know how they are getting there. This information can be found pretty easily: Sign in to **Google Analytics > Acquisition > Channels.**

This report will give you a top-level view of where your traffic is coming from based on channel type. Take a close look at both acquisition details, and the associated behaviour for each channel. Some channels may provide a large amount of traffic, with little action. Don't necessarily assume that the largest channel is the best. One thing to pay close attention to is the bounce rate, which should be as low as possible.

To get a more detailed view of your traffic sources, you should take a look at your **Acquisition > Referrals** report. This will show you specific landing pages and sites that are linking to your site.

One of the major traffic drivers that we can easily influence every month is traffic coming from various social networks, which can be found under **Acquisition > Social**.

For a deeper look at how social visitors interact with your content, visit '**Acquisition > Social > Landing Pages**.' This will show you what content is most popular on social media. You would also like to check **Acquisition > Social > User flow and conversions** to identify if the traffic is contributing.

3) How does this compare to where I thought my traffic was coming from?

We may make big assumptions about where our traffic is coming from, and more importantly, the quality of that traffic. It is important to confirm these assumptions with data or the above analysis so that we don't sell ourselves short.

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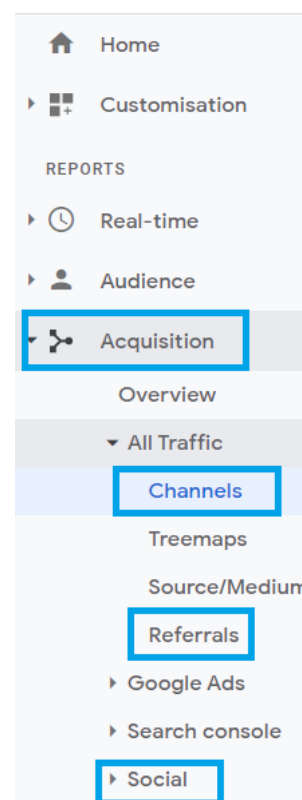
4) Where are your biggest opportunities for traffic growth?

Ultimately, every website wants more traffic. If you see that one channel is bringing good traffic with high engagement, then you might want to double your posting efforts, or work to increase the number of fans on your page.

5) How do new visitors come to my site, and why do they leave?

For websites that are mainly about content, it is important to understand what content is consuming by visitors when they come to the sites. Under **Behaviour > Site Content > Landing Pages**, Google will provide you with a breakdown of your key landing pages and site sections.

Top Landing Pages show you the pages most frequently used as the start point for visitors coming through to your site. This report is great as it allows you to see where people start their journey and the effectiveness of each of these pages as a kick off point towards your website goals.
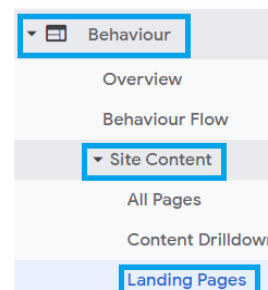
6) Are my landing pages generating adequate visitor engagement? Which landing pages should be rewritten or redesigned?

Bounce Rate tells you the percentage of traffic in which the person left your site or app after viewing only a single page. Normally, a high bounce rate is a sign that the offsite information that caused people to click through to your site doesn't match what they find on the landing page. If you can make the landing page more relevant, you'll keep more users and gain more value from your traffic. You can examine this by going to **Site Content > Landing Pages**, then click the **Bounce Rate** column to sort the landing pages according to **Bounce Rate**, highest to lowest.

Landing Page		Acquisition			Behaviour
		Sessions	% New Sessions	New Users	Bounce Rate ↓
		23,361 % of Total: 100.00% (23,361)	69.51% Avg for View: 69.40% (0.16%)	16,239 % of Total: 100.16% (16,213)	47.32% Avg for View: 47.32% (0.00%)
1.	/basket.html+	2 (0.01%)	100.00%	2 (0.01%)	100.00%
2.	/eco/organic+basic+t-shirt.axd	1 (0.00%)	0.00%	0 (0.00%)	100.00%
3.	/eco/organic+cotton+infant+bodysuit+-+white.axd	1 (0.00%)	100.00%	1 (0.01%)	100.00%

7) Do I need a mobile site?

Have you been wondering if you need a mobile version of your website? Find out by looking under the **Audience** menu. There you will find a **Mobile** option where you can see all the way down to a specific device and the percentage of your total visits that are from a mobile device.

The key on this screen is looking at **the average time on site and the bounce rate**. If your average time on site is lower and the bounce rate is higher than your overall numbers, then you'll know that you're **losing that much of your mobile traffic**.