A black and blue logo with a star

Description automatically generated

**Google Analytics**

**Here are some of the key metrics you can use to monitor your web activity:**

**Acquisition Channels**: Where the visitor has found your site. For example, organically through search engines, via social media, or paid ads.

**Average Session Duration**: The average amount of time a user spends on your site during a session.

**Bounce Rate**: The percentage of visitors who leave your site after viewing only one page.

**Conversion Rate**: The percentage of visitors who complete a desired action, for example, making a purchase.

**Event Count:** The number of times specific tracked events, for example, clicks or downloads, occur on your site.

**New vs. Returning Users**: Whether it is the visitors first time on the site or whether they have visited your website before.

**Page views**: The total number of pages viewed by users. This counts repeated views of a single page.

**Pages per Session**: The average number of pages viewed during a single session.

**Sessions**: A session is the total time a user spends on your site in a single visit.

**Users**: The number of unique visitors who have interacted with your site.

You should use this data to consider the following key questions:

**How are users finding my site?**

* Is there a specific social media channel which is directing high volumes of users to my website?
* Are there any social media channels which are not leading to website visits or conversions?
* Are my audience finding the website through paid ads?
* Are users finding my site through review sites and are these being monitored?

**Who are my audience?**

* Are my site visitors new or returning customers?
* How will this affect my social media content?
* Do my audience use mobile devices or desktop?
* Where do my audience live? Are they local or travelling? Does this impact my social media voice?

**What content should I post?**

* Are there specific pages on my website which are leading to high conversions? Is there a pattern in this, for example events pages?
* Which pages are users spending more time on and which have high bounce rates? Is there a pattern, and what can be improved to improve bounce rates?
* Should high performance pages be made into posts for social media?