

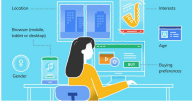
4 THINGS YOU NEED TO KNOW BEFORE USING Google Analytics



THIS INFOGRAPHIC WILL COVER THE BASICS OF GOOGLE ANALYTICS THAT YOU NEED TO KNOW BEFORE YOU START USING THE POWERFUL TOOL.

What Data Does it Track?

Audience Demographics



Audience Engagement



Traffic Source



Website's Performance



How to Set up Your Account

- Go to Google Analytics homepage
- Create a new account name
- Fill in your website name
- Fill in your website URL
- Select your industry category
- Select your Country and Time zone
- Add other users to the User Management section
- Wait for a Global Site Tag
- Copy and paste the code to the header of each webpage that you want to track
- You're all set with a new report of your website traffic in the Real Time Reports section

Understanding Google Analytics Dashboard

Home
Overview of your GA account. You can manage your account, create new accounts, and view reports for all accounts.

Reports
View reports for all accounts. You can view reports for all accounts, and you can filter reports by account, date range, and more.

Customization
You can customize your dashboard to show the reports and charts that you want to see. You can also create custom reports and dashboards.

Admin
Manage your account settings, including user management, account settings, and more.

Metrics That Matter

- Sessions**
The total number of sessions that your website has received. A session is defined as a user's interaction with your website.
- Session Duration**
The average amount of time that users spend on your website during a session.
- Users**
The number of unique users that visit your website during a given time period.
- Pagesviews**
The number of times that users view pages on your website.
- Conversions**
The number of times that users complete a goal on your website.
- Bounce Rate**
The percentage of users that visit your website and then leave without interacting with the page.