

How should I interpret my Google Analytics reports?

Google Analytics does a wonderful job of “crunching the numbers” for your visitor statistics, compiling them into a meaningful format, and displaying them as readable charts and graphs. But what do these numbers mean to you? And how should you act on them?

What Data Is Important?

Google Analytics provides a massive amount of data on the visits to your website - most of which is beyond what a small to medium sized business could hope to review on a regular basis. So it's important to determine what's important, and what can be skipped.

When you go to your GA, you are looking at your Dashboard, or an overview of several types of data about your site. Look to the left column for links to more detailed data.

These types of data are usually important:

Visitors and Visits

We always strive to get as many eyeballs on your website as possible, so the number of visitors and visits to your website is a good indicator of your online marketing and search engine optimization efforts. Ideally you would have a good blend of return visitors and new visitors.

Site Usage

Once a visitor gets to your website; that is the moment their visit starts. Ideally we want to make sure they don't turn around and leave immediately (measured by the Bounce Rate), that they stay on your site for a long time and that they visit a number of different pages during their visit.

Traffic Sources

This information can be very useful when determining how visitors are finding your site. It includes **Direct Traffic** (people that came directly to your site, presumably by either typing in your web address or having your site bookmarked), **Referring Sites** (people that followed a link from another site to your site), and **Search Engines** (people that found your site on a search engine).

Content

Once visitors get to your website, are they looking at the pages you want them to see? The content overview tells you exactly which pages are being viewed, ranked by the number of views.

Some of my favorite links to explore:

- Audience > Overview – is the default view.
- Audience > Geo > Location – you can also sort by Country, State and City
- Audience > Users Flow – a flow chart of which page people came to your site and where they dropped off
- Behavior > Overview – will give you the visits by page. See how popular each page is

Want to make your site more popular? [Here are some tips](#)