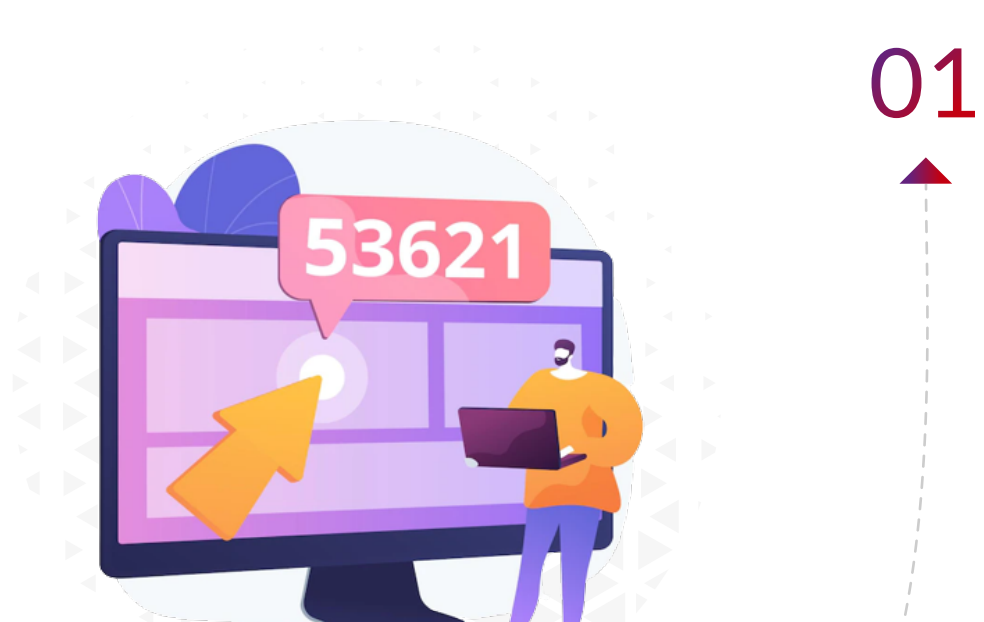




# How to use your Analytics to get maximum results

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01

## Overall traffic

If you're tracking anything at all, your overall traffic should be it. It's essential to understand how many individual people have landed on your site. Using this data you can then test different content, campaigns, events etc. to see how these changes drive more people to your pages.

### We suggest

Installing an analytics tool will help you identify how many visitors are on your site at any given period. Make sure you have a good analytics tool installed. We recommend Google Analytics 4 which is free and powerful. Watch our [GA4 webinar in partnership with Builtvisible here](#).

## 02 Conversions

Use conversion tracking to understand the return on investment of your marketing activity. Conversions can be a mixture of on and offline events, so it's important your entire marketing ecosystem is linked up so this metric can be assessed holistically.

### We suggest

When positive action is taken on your site, whether this is a lead form completion, or transaction, these all need to be tracked. Conduct an audit of all of your touchpoints and assess where sales are most likely to occur. Have a [chat with one of our experts to find out the first steps to do this](#).



## 03 Average time spent on site

## Average time spent on site

Understanding how long a visitor spends on your site can not only help you establish the quality of your content, but also the relevance of the source from which they have found your site.

### We suggest

Digging into this data helps you check you're spending budget in the correct places to get the best return on investment. Compare sources against each other, for example two ads with different messaging to see how long visitors spend on the page. The longer they stay, the more relevant this content is for them.

## 04 Average page views per visit

Tracking the number of pages visitors look through can help you understand your users' experience and journey as they navigate through your site.

### We suggest

Check through your pages, how many Calls to Action (CTAs) are there? Are they clear? Help your visitors navigate through your site by showing them exactly where the logical and relevant next step will be in their journey. You can also test different content to see whether this improves the time on site.



## 05 Organic traffic through unpaid search

## Organic traffic through unpaid search

It's important to track your organic traffic to understand the quality of your Search Engine Optimisation (SEO) and other off page activities. The better your SEO, the easier it will be for your potential customers to find you.

### We suggest

Take a look at where your organic traffic is coming from. Start with the highest and best quality referral source to see what you're doing well. Then have a look at some of the lower performing sources and note what you could do differently, or if you could invest that budget in a better performing source.

## 06 Keyword rankings

Keyword rankings are important to track efforts put into on-page SEO. The aim of all SEO is to rank first on search engines so that potential customers see you first. With only around 6% of traffic navigating to page 2, it's vital you're optimising your site to appear as high as possible.

### We suggest

Start small. Assess which words you're already ranking for, and then select some important keywords where you'd like your brand to rank more highly. Create a content strategy around these keywords to show search engines that you are authoritative on this topic. [Speak to our experts about optimising your on-page SEO](#).



## 07 Bounce rate

## Bounce rate

Bounce rate is the percentage of visitors who view just one page on your site. It can help you understand how relevant the page is to the user, and how your page works as a gateway to the rest of your site.

### We suggest

The goal here is to encourage users to read through other parts of your website. You can run A/B tests on certain web pages, changing the content topics, image placement and colours, to name just a small few, and see how this affects the bounce rate.

## 08 Backlinks

Backlinks help to build authority, especially if the links come from a respected source. You can track backlinks with tools like Moz, or use analytics software like Google Analytics 4 to see where referrals are coming from.

### We suggest

Building backlinks is a long term process, but can land you impressive results. Try to collaborate with partners on shared content, guest post on other sites, or create quality, sharable resources that other sites can use.

