

Goals of google analytics

Business



Traffic Sources:

GA helps you to understand Traffic source generators like how many times Yahoo, Google or Bing generated traffic to your web site, which keyword used more often to bring a user to your website. Through traffic sources, you will come to know which activity will be the best practice for attracting visitors towards your site. The results will help you to identify your preferred way to drive your target audience towards your site. It will guide you to exert more effort on either social networking website like Facebook, LinkedIn, etc, blogs, or through emails (direct traffic).

Tracking Goals:

You can set your goals which serve as conversions for your web site and funnels are the path which you want to take by the user to achieve goals. You can calculate your goal conversion metrics by creating one or more goals. Goals and funnels can be set by setting the name of the goal, defining funnel (by specifying pages up to ten), and by setting the value of the goals. GA goals section offer reports about total conversion (daily or hourly), conversion rate (percentage of visits), reverse goal path (the navigational path to the selected goal and their conversions), goal value, goal abandoned funnels, and funnel visualization

Content Information:

It helps a user to identify the importance of your site content by visitors trends. Which page attracted most of your traffic? by reading which content your visitor could not stay anymore on your site? Specially click pattern spells out the importance of hyperlinks posted by you on your web page. Page click pattern could be helpful for you to generate more traffic by increasing more content related to keywords or links with higher click rates.

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Visitors Overview:

Visitors detailed information can be learned here. Visitors from which network locations, unique views, page view, time on site, map overlays, etc.