

GOOGLE ANALYTICS CHECKLIST



Lilach Bullock
Generate leads that convert

Google Analytics is one of the most effective tools for analysing your website traffic.



Ensure you take this data and turn it into insights that have a real impact on your business and increase your revenue!

1 ANNOTATIONS

Have you added annotations to your overviews to explain any sudden changes in traffic?

2 BROWSER OVERVIEW

Have you studied the browser overview? Does your site display correctly on the devices your customers are using?

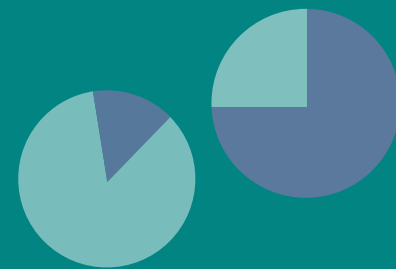


3 TRAFFIC SOURCES

Have you established the sources of your website traffic?

4 MULTIPLE TRAFFIC SOURCES

Have attempted to diversify your sources of traffic sources?



5 POPULAR CONTENT

Have you identified your most popular pages and established a content strategy to produce more content on these topics?

6 GOALS

Have you set up goals?

7 CUSTOM REPORTS

Have you set up custom reports?



8 ALERTS

Have you set up alerts?

9 KEYWORDS

Have you identified the keywords which produce most traffic and added them to your website?

10 LONG STAY KEYWORDS

Have you identified your long-stay keywords and added them to your website?



11 OPTIMUM TIMING

Have you identified the days you receive the most traffic and planned your publishing schedule around this?

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