

10 Google Analytics Tools Your Business Should Be Using



Google Analytics offers a wide range of tools to measure traffic, visitor engagement, social media activity and more.

Credit: Google Analytics image via Google

Google Analytics is the ultimate free tool for measuring website performance. But are you getting the most out of it? Using basic features to gauge traffic is definitely useful, but Google Analytics also offers a plethora of advanced metrics that provide key insights in measuring the success of your website.

In addition to providing traffic numbers and reports, Google Analytics delivers a trove of other useful information for businesses. Advanced metrics can tell business owners if audiences are engaging with their site, ways in which social media marketing is driving traffic, how long visitors stay on website pages and more. Ultimately, this data reveals the effectiveness of your marketing efforts and how they translate into meeting your website goals.

In “Top 10 Things Your Association Should Measure in Google Analytics,” author DJ Muller, president and founder of WebLink International, provides detailed tips

on how to better navigate and take advantage of all that Google Analytics has to offer. This free eBook uncovers advanced Google Analytics tools that create a better picture of how a website is performing and why website owners should use them. Here are the top 10 Google Analytics tools your business should be using: [How to DIY Your SEO]

1. Audience location

The audience location metric allows you to target your marketing more effectively by determining the geographical areas that you are reaching. Understanding the location of your website traffic will help you to establish whether or not you are reaching your targeted audience as well as reveal emerging audiences. This in turn allows you to adjust your marketing strategy accordingly, saving you and your staff time and money.

2. Audience engagement

The audience engagement metric provides you with insights in respect to the length of time a visitor stays on any given Web page before accessing another page. Essentially, this metric will allow you to see how much time a visitor spends on each page and how many pages they visit. With this information, you will be able to measure how effectively you are keeping your audience's attention and subsequently make the necessary changes, such as providing calls to action on the landing page to specific Web pages.

3. Mobile traffic behavior

With mobile device Internet searches having almost doubled from 2012 to 2013, creating a mobile website and measuring its traffic behavior are a must to maximize your opportunities. This metric will unveil how the mobile market is affecting your association's website traffic and will serve as an indicator with respect to customer experience on your site.

4. Traffic sources

Traffic source metrics indicate how people are finding your website. As people have the ability to reach your website via direct links, social media, referrals and organic searches, this metric will help you determine your strengths as well as what avenues you can further exploit to increase traffic to your webpage.

5. Social media traffic

Coinciding with traffic source metrics, social media traffic metrics will give you more sophisticated reporting on traffic directly related to your social media marketing efforts. With this information, you will be able to gauge how well you are promoting your Web page via Twitter, Facebook, Google+, LinkedIn and other social media platforms.

6. Site content trends

Site content trends allow you to measure the performance from all your Web pages over a period of time, displaying specific trends in your site content. Completing a year-over-year comparison will reveal content that trends during certain seasons, around annual events or with specific posts and promotions. This information will help you maximize your site traffic by indicating what type of content to post at different times.

7. Page bounce rates

A “bounce” occurs when someone navigates to a page and then immediately leaves that page. Landing page bounce rates indicate the success or failure of individual pages and provide you with the opportunity to pinpoint areas of your site that need improvement. If a page has a high bounce rate, you need to re-evaluate the page’s contents.

8. Site search behavior

The site search behavior metric measures your visitors’ intent by indicating how many of your site visits included search activity. From this metric, you will learn if your site is missing any key information that your audience is seeking.

9. Events

The events metric helps determine on-page activities by displaying the activity from users scrolling through the page. Specifically, this metric will give you greater insight into user engagement, help you to test the best placement of calls to action and, ultimately, help you drive higher conversions.

10. Funnel visualization

Using the funnel visualization metric, you can measure your strategy's effectiveness based on specific goals. By establishing goals that indicate a path of how you want your users to respond when interacting with your website, you can see the percentage of visitors converting step by step throughout the funnel. Put simply, with funnel visualization, you can tell if your users are responding according to your goals, and if not, where the process broke down.

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