

## TREW Marketing Blog | The Data You Want To Know From Analytics

### Get In-Depth Statistics About Your Site

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Many people who aren't highly invested in the marketing spectrum are unaware of the benefits of knowing web data and analytics. In fact, even though [Forbes](#) called 2014 "The Year of Digital Marketing Analytics," it also noted, "thirty-seven percent of companies surveyed said that they desperately needed staff with serious data chops."

With this in mind, let's talk about [Google Analytics](#), the top web analytics platform that allows you to gain insight into how visitors find and use your site. When beginning to track web data, these are the metrics that you want to dive into first: web overview metrics (visits, page views, time spent on site), the source of traffic, and what viewers are doing once they arrive at your site.

Here are some of the most useful reports to start to really analyzing your web traffic:



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### **Audience Overview**

**Step 1:** When opening Analytics, set the time frame that you want to view data from. Typical practices would be to view the past week, month, or quarter. From here, you'll be able to generate an overview of your audience.

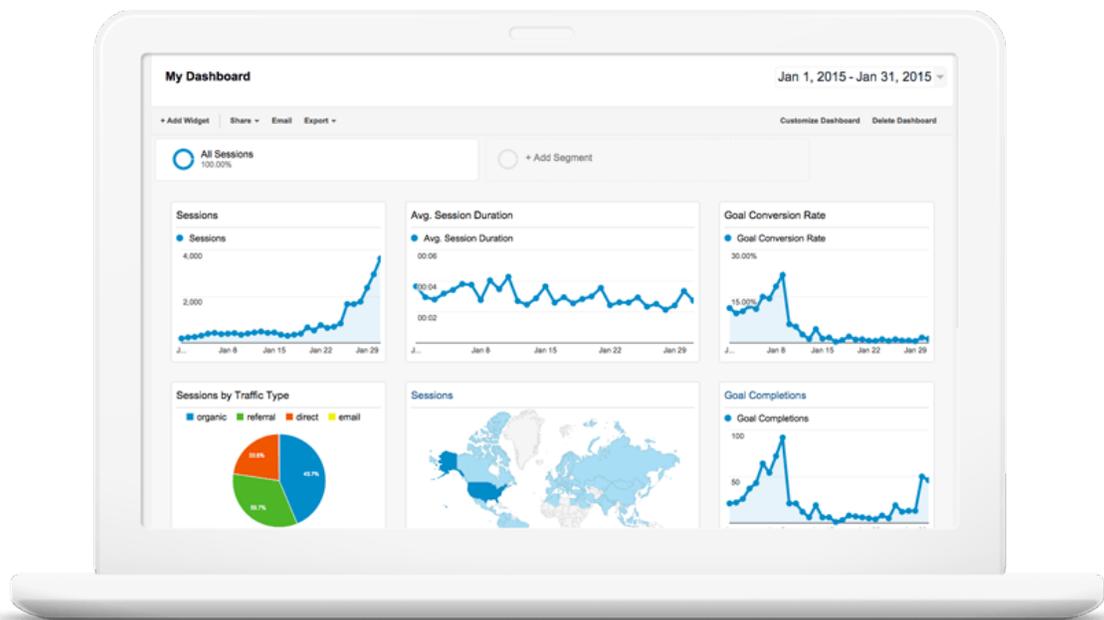
**Step 2:** Simply head to the Audience tab and click Overview.

**Step 3:** You will then instantly see data, including sessions, users, and pageviews. A session is a group of interactions that take place on your website within a given time frame, and you can instantly see the number of sessions for your selected time period. In the same area, you can find [pageviews](#) (the total number of pages viewed), pages per session (the average number of pages viewed during a session), average session duration (the average length of a session), and bounce rate (the percentage of single-page visits). Getting all of this information on one page is exactly why we recommend starting with the Overview.

## Acquisition

Social media is a huge part of marketing today. It was recently reported that [31% of referral traffic](#) comes from social media. Even with this knowledge, it can be very useful to know exactly how much traffic comes from social media, referrals, organic searching, direct, and email. The Acquisition section of Google Analytics shows exactly this data, providing a view of the channels that lead visitors to your website. Simply click All Traffic under this category and you get all of this information at your fingertips. On this page, you can see how many visitors come to your site from different sources:

- Social media
- Searches on Google (called organic)
- Typing in your URL (called direct)
- Website (called referral)



## In-Page Analytics

[In-Page Analytics](#) allows you to get a visual assessment of how users interact with the webpage. Just head to the Behavior tab and click In-Page Analytics to access the tool. Then you can directly see your selected webpage and where the largest

percentage of clicks go, such as clicking the About page on your site or a featured image. You can also see a [color scale](#) that applies different colors to bubbles of different values with a given color legend key.

Now you can really get a grasp on what marketing people mean when they discuss the importance of metrics and analytics in the digital spectrum. Using Google Analytics you can really work wonders for improving the user experience on your website, as well as [leads and conversions](#). With these metrics, you can visualize exactly how visitors are interacting with your website content as well as where they come from.

If you're looking for other ways to improve your website, [download our e-book on how to evaluate your B2B technical website](#).