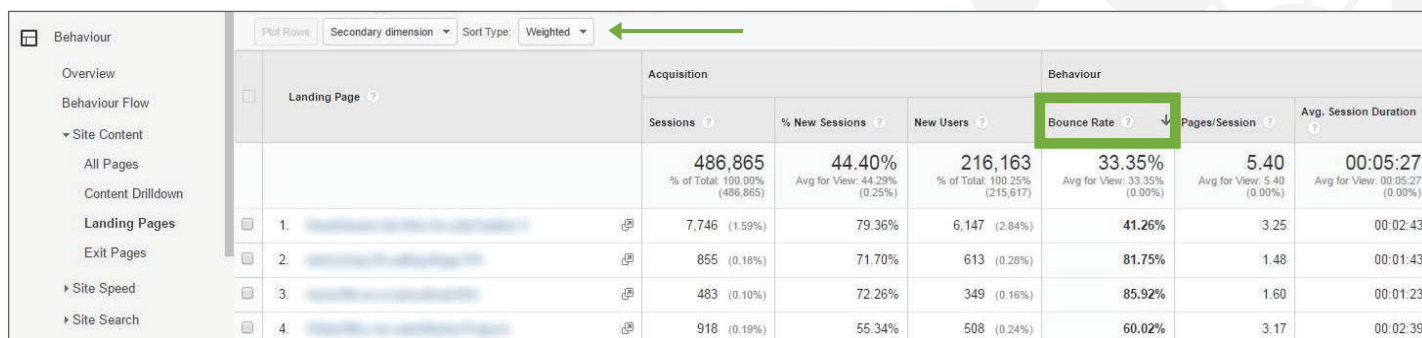


3 WAYS TO IMPROVE YOUR TRAFFIC AND CONVERSIONS USING GOOGLE ANALYTICS

IMPROVE POOR PERFORMING CONTENT

- Go to **Behaviour > Site Content > Landing Pages**
- Click on **Bounce Rate** to order by highest bounce rate first
This will show all the pages with 100% bounce rate at the top but the ones at the top will most likely all have around 1 visit. To resolve this..
- Order by **Weighted Sort**
This will return the pages that are driving traffic but have high bounce rates



Behaviour		Acquisition			Behaviour		
Landing Page		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
		486,865 % of Total: 100.00% (486,865)	44.40% Avg for View: 44.29% (0.25%)	216,163 % of Total: 100.25% (215,617)	33.35% Avg for View: 33.35% (0.00%)	5.40 Avg for View: 5.40 (0.00%)	00:05:27 Avg for View: 00:05:27 (0.00%)
1.		7,746 (1.59%)	79.36%	6,147 (2.84%)	41.26%	3.25	00:02:43
2.		855 (0.18%)	71.70%	613 (0.28%)	81.75%	1.48	00:01:43
3.		483 (0.10%)	72.26%	349 (0.16%)	85.92%	1.60	00:01:23
4.		918 (0.19%)	55.34%	508 (0.24%)	60.02%	3.17	00:02:39

You can now prioritize these for improvement. Why are so many people bouncing and what can you do to these pages to improve that metric?

USE AUDIENCE DATA FOR SOCIAL ADS

Go to the following menu items in Analytics:

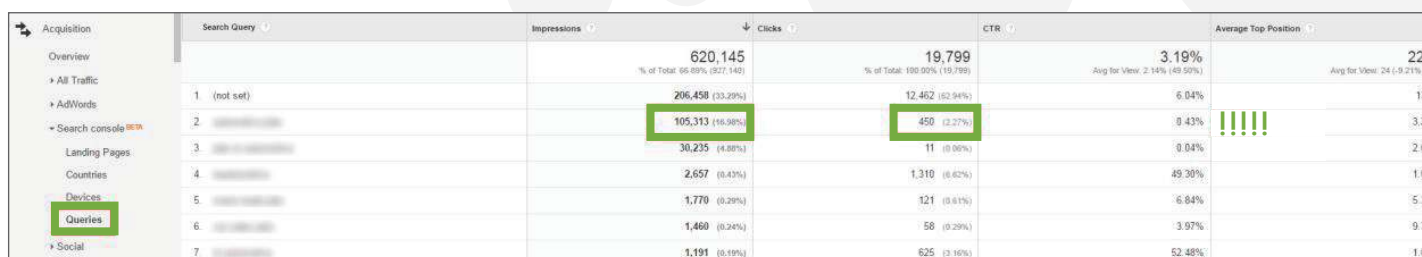
- Audience > Demographics > Age**
- Audience > Demographics > Gender**
- Audience > Geo > Language**
- Audience > Geo > Location**

Look at the conversion rate column for your main Goal and look for the highest converting.

Create social ads with this data in mind. For example, if people in the 18–24 age range convert highly, target that age range with ads.

USE 'QUERIES' TO FIND META DATA IMPROVEMENT OPPORTUNITIES

- Go to **Acquisition > Search Console > Queries**
- If it's not already, link this up with your website's Search Console
- Start by looking for keywords with high impressions but a CTR of less than 5%
- Work on improving the **Title Tags** and **Meta Descriptions** of those pages to improve click through rates



Search Query	Impressions	Clicks	CTR	Average Top Position
(not set)	620,145 % of Total: 66.00% (527,140)	19,799 % of Total: 100.00% (19,799)	3.19% Avg for View: 2.14% (49.50%)	22 Avg for View: 24 (-9.27%)
1. (not set)	206,450 (33.29%)	12,462 (61.94%)	6.04%	13
2. (not set)	105,313 (16.38%)	450 (2.27%)	0.43%	3.2
3. (not set)	30,235 (4.88%)	11 (0.36%)	0.04%	2.6
4. (not set)	2,657 (0.43%)	1,310 (8.62%)	49.30%	1.0
5. (not set)	1,770 (0.29%)	121 (6.81%)	6.84%	5.3
6. (not set)	1,460 (0.24%)	58 (0.29%)	3.97%	9.7
7. (not set)	1,191 (0.19%)	625 (3.16%)	52.48%	1.0

The screenshot above is a perfect example of something that needs to be worked on. A highly searched term, ranking in the top 3, often position 1. However, despite getting 105,000 impressions, the click through rate is just 0.43%

Why aren't people clicking this result? Time to start testing new title tags and meta descriptions.

