



## Google Analytics Worksheet

**YOUR URL** \_\_\_\_\_ **DATE** \_\_\_\_\_

### GENERAL DASHBOARD QUESTIONS

Look at your dashboard and answer the following questions:

How many visitors came to your site in the last 30 days? \_\_\_\_\_

What was the bounce rate for those visitors? \_\_\_\_\_

How long did the average visitor stay on your site? \_\_\_\_\_

How many pages did the average user look at when s/he did visit? \_\_\_\_\_

### AUDIENCE > DEMOGRAPHICS > LOCATION QUESTIONS

Look at your map overlay report and answer the following questions:

Where did most of your clicks come from? \_\_\_\_\_

Which city had the most clicks for your site? \_\_\_\_\_

### AUDIENCE QUESTIONS

Look at your audience report and answer the following questions:

How many new visitors did you have to your site in the last 30 days? \_\_\_\_\_

How many returning visitors did you have to your site in the last 30 days? \_\_\_\_\_

Do you have any visitors with a high level of loyalty? \_\_\_\_\_

What was the longest amount of time anyone spent on your site? \_\_\_\_\_

What was the depth of the deepest visits? \_\_\_\_\_

What browser and OS did most people use to see your site? \_\_\_\_\_

What was the most used screen resolution? \_\_\_\_\_



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### TRAFFIC SOURCES QUESTIONS

Look at your traffic sources and answer the following questions:

What was your top traffic source? \_\_\_\_\_

Do you have any referring sites (sites that link to you)? \_\_\_\_\_

What search engine did most people use to find your site? \_\_\_\_\_

What was the top keyword that people used to find your site? \_\_\_\_\_

### CONTENT QUESTIONS

Look at your content report and answer the following questions:

What was the content most viewed in the last thirty days? \_\_\_\_\_

What was the top landing page? \_\_\_\_\_

What was the top exit page? \_\_\_\_\_

### ANALYZE THE DATA

Now take what you have learned and come up with a strategy for your site. Use the space below or write a paragraph or two on a separate piece of paper:

What can you do to drive more traffic to your site? \_\_\_\_\_

\_\_\_\_\_

How can you attract more repeat visitors? \_\_\_\_\_

\_\_\_\_\_

How can you get people to stay longer on your site? \_\_\_\_\_

\_\_\_\_\_

Have you cultivated enough incoming links? \_\_\_\_\_

\_\_\_\_\_