







Who?	Know what type of people are looking at your website
Where?	See where they are coming from, understand your audience
What?	Understand what your audience is looking at and what is popular
How?	Learn how they find your web site and on what platform
Why?	Learn to use the analytics to increase the effectiveness of your website and business





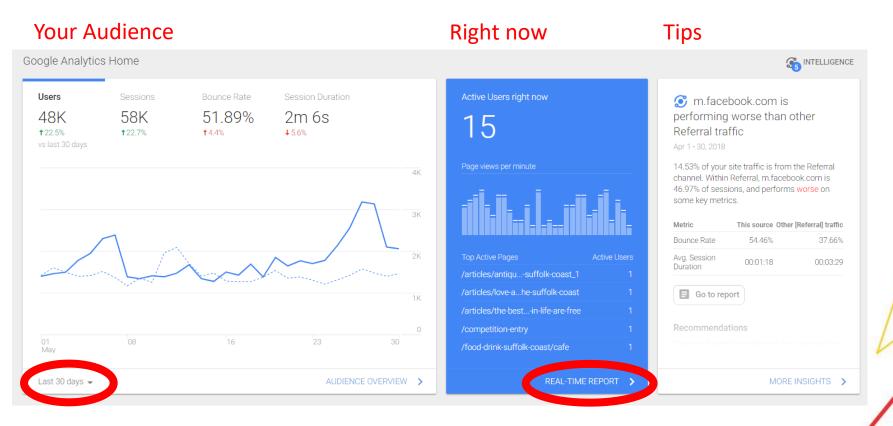
# As easy as 1, 2, 3!

Level 1





## The home screen



Users – individuals coming to the website Sessions – individuals and returning users Bounce rate – coming to the page and leaving that page Season Duration – time on site





## The home screen

### Audience acquisition

### Timings

### Location







## The home screen

## Pages visited

#### What pages do your users visit?

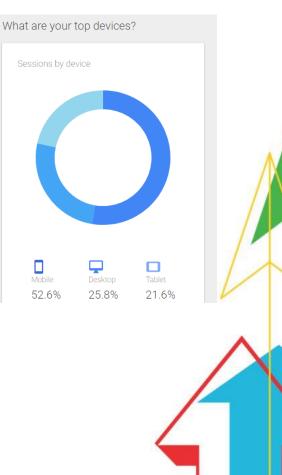
Page	Page Views	Page Value
/things-to-do/events	3,641	£0.00
/suffolk-coast-towns-and-villages	1,456	£0.00
/competition-entry	1,184	£0.00
/things-to-do/events/framlingham-gala-fest	855	£0.00
/	819	£0.00
/things-to-do	809	£0.00
/suffolk-coast-towns-and-villages/beccles	804	£0.00
/things-to-do/events/this-week	768	£0.00
/where-to-stay-suffolk-coast/camping	753	£0.00
/suffolk-coast-towns-and-villages/aldeburgh	748	£0.00
Last 7 days 👻	PAGE	S REPORT

## Trends

#### How are your active users trending over time?



## Device use





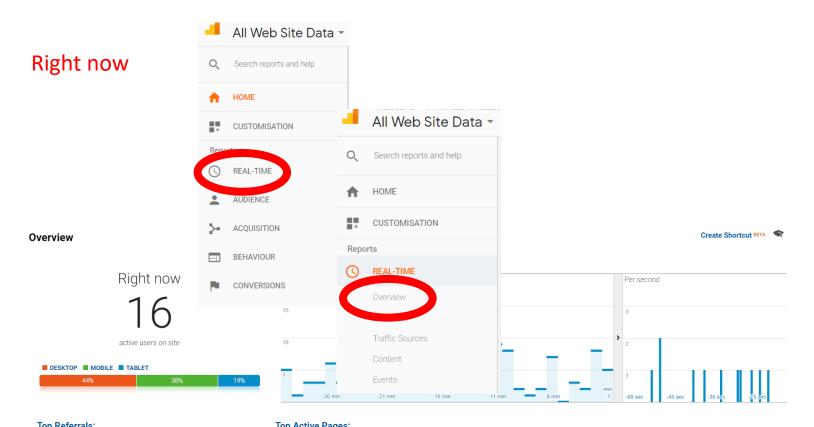


# As easy as 1, 2, 3!

Level 2







#### **Top Referrals:**

	Source	Active Users 🗸
1.	visitsuffolk.com	1

#### **Top Social Traffic:**

Source Active Users

#### There is no data for this view.

#### **Top Keywords:**

		Keyword	Active Users 🕁
1	ι.	(not provided)	10

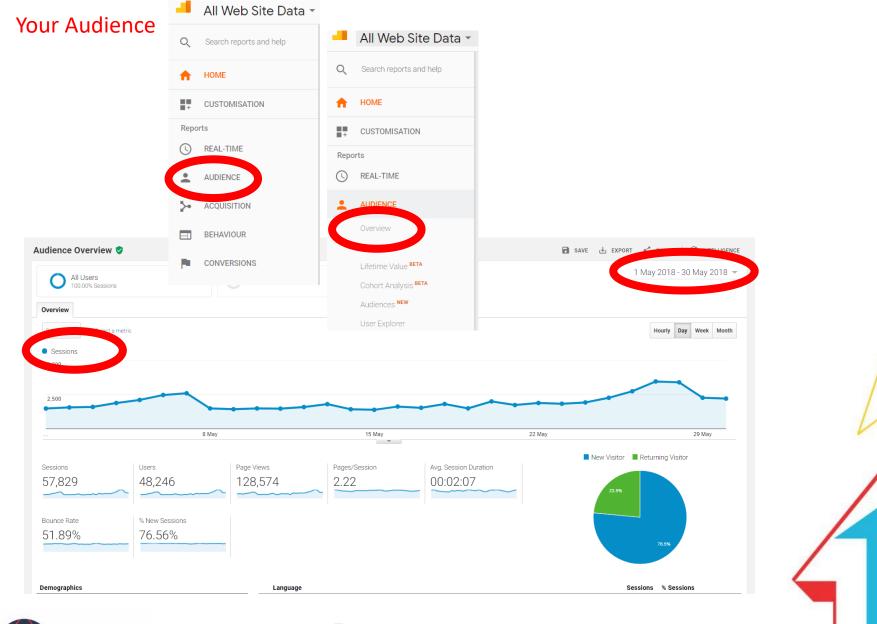
 $\mathbf{\Psi}$ 

TOP	Active Pages.			_
	Active Page		Active Users	,
1.	/things-to-do	2	12.50%	
2.	/articles/slaughter-in-southwold-crime-festival	1	6.25%	
3.	/suffolk-coast-towns-and-villages/aldeburgh	1	6.25%	
4.	/suffolk-coast-towns-and-villages/beccles	1	6.25%	
5.	/suffolk-coast-towns-and-villages/bungay	1	6.25%	
6.	/suffolk-coast-towns-and-villages/felixstowe	1	6.25%	
7.	/suffolk-coast-towns-and-villages/leiston	1	6.25%	
8.	/suffolk-coast-towns-and-villages/lowestoft	1	6.25%	
9.	/things-to-do/attractions/oulton-dayboats	1	6.25%	
10.	/things-to-do/events	1	6.25%	

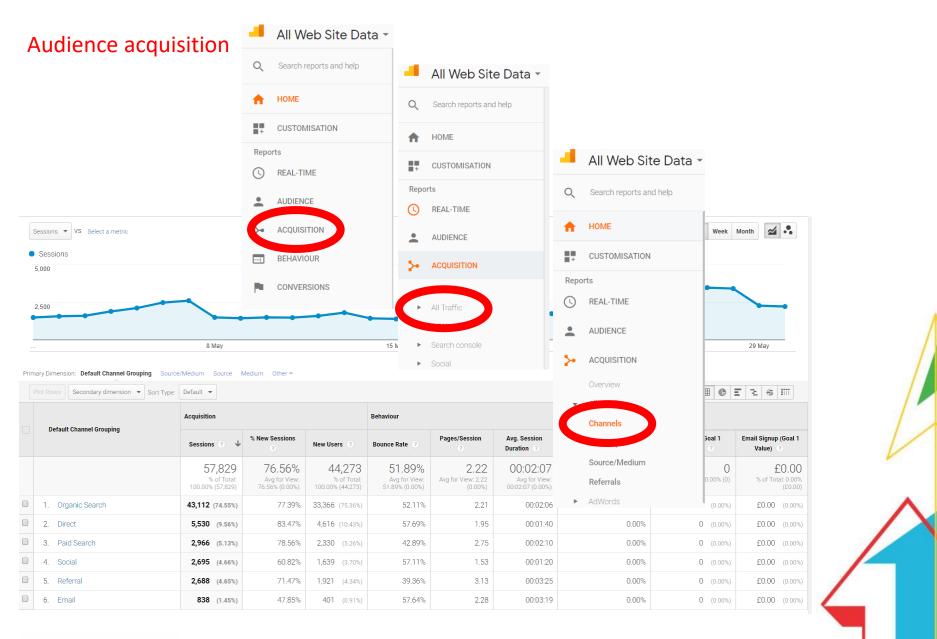
Ψ





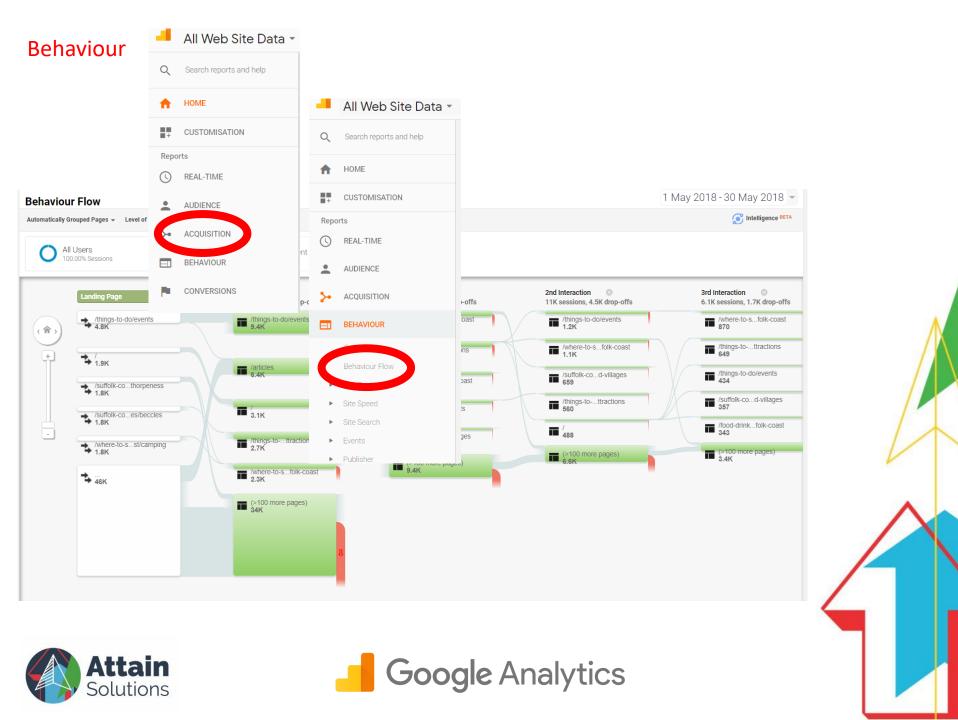












Behaviour		Site Data 🝷						
	Q Search report	rts and help	- All Web Site Dat	ta 🔹				
		TION	Q Search reports and help					
<ul> <li>Dana \ 6 una</li> </ul>	Reports		А НОМЕ	-	All Web Site Data	-		
Page Views 10,000	AUDIENCE		CUSTOMISATION	Q	Search reports and help			
5,000		N	Reports	<b>^</b>	HOME			
	BEHAVIOUR	1	AUDIENCE		CUSTOMISATION			
 Primary Dimension: Page Page Title		NS		Rep	REAL-TIME			29 May
Plot Rows Secondary dimension			BEHAVIOUR		AUDIENCE		advanced	0 E 2 !
Page ?	Ρ	age Views 🕐 🗸 🗸	Overview		ACQUISITION	9	% Exit 🕜	Page Value 🕜
		128,574 % of Total: 100.00% (128,574)	Site Content	:C	BEHAVIOUR	51.89% r View: 51.89% (0.00%)	44.89% Avg for View: 44.89% (0.00%)	£( % of Total
1. /things-to-do/events	ی	<b>8,537</b> (6.64%)	<ul> <li>Site Search</li> </ul>	C	Overview	48.84%	44.86%	£0.00
2. /suffolk-coast-towns-and	d-villages 🖉	<b>4,780</b> (3.72%)	<ul> <li>Events</li> </ul>	C	Behaviour Flow	38.94%	21.11%	£0.00
3. /where-to-stay-suffolk-co	oast/camping 🖉	<b>3,162</b> (2.46%)	<ul> <li>Publisher</li> </ul>	0		36.71%	33.59%	£0.00
4. /suffolk-coast-towns-and	d-villages/beccles 🖉	<b>2,820</b> (2.19%)	2,224 (2.14%)	a	All Pages	45.26%	52.34%	£0.00
5. /	(R)	<b>2,757</b> (2.14%)	2,252 (2.17%)	C	awm.	34.64%	37.18%	£0.00
6. /suffolk-coast-towns-and ss	d-villages/thorpene 🚇	<b>2,743</b> (2.13%)	2,167 (2.09%)	a	Landing Pages Exit Pages	46.06%	52.02%	£0.00
7. /suffolk-coast-towns-and	d-villages/aldeburg	<b>2,388</b> (1.86%)	1,833 (1.77%)	0	Cito Crood	47.15%	42.80%	£0.00
8. /things-to-do	ත	<b>2,372</b> (1.84%)	1,717 (1.65%)	00:00:41	709 (1.23%)	34.86%	24.96%	£0.00
9. /suffolk-coast-towns-and d	d-villages/southwol @	<b>2,262</b> (1.76%)	<b>1,777</b> (1.71%)	00:01:44	1,125 (1.95%)	49.96%	47.26%	£0.00
0 10. /suffolk-coast-towns-and	d-villages/lowestoft 🖉	<b>2,075</b> (1.61%)	1,580 (1.52%)	00:02:09	1,216 (2.11%)	46.31%	51.33%	£0.00



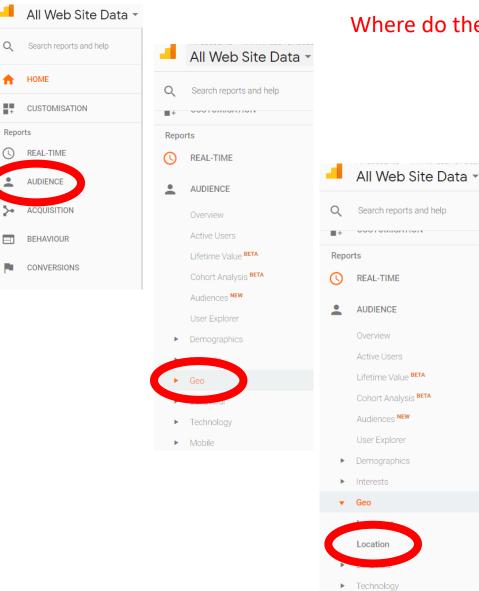


# As easy as 1, 2, 3!

Level 3







## Where do they come from?







Primary Dimension: <b>suntry</b> City Corv. nt	1 Sub Continent		55,038					
Secondary dimension 🔻								Q adv
	Acquisition			Behaviour			Conversions Goal 1: Email Signu	р 💌
Country 🥐	Sessions 🕐 🔸	% New Sessions	New Users ?	Bounce Rate (	Pages/Session	Avg. Session Duration (?)	Email Signup (Goal 1 Conversion Rate)	Email Sign Completi
	57,829 % of Total: 100.00% (57,829)	76.56% Avg for View: 76.56% (0.00%)	44,273 % of Total: 100.00% (44,273)	51.89% Avg for View: 51.89% (0.00%)	2.22 Avg for View: 2.22 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	% of 1
1. 🔡 United Kingdom	55,038 (95.17%)	75.98%	41,816 (94.45%)	51.25%	2.23	00:02:07	0.00%	
2. 📑 United States	<b>962</b> (1.66%)	93.76%	902 (2.04%)	77.65%	1.55	00:00:51	0.00%	
3. 🔛 Australia	<b>211</b> (0.36%)	87.68%	185 (0.42%)	55.92%	2.57	00:02:17	0.00%	
4. 🔳 Germany	151 (0.26%)	82.78%	125 (0.28%)	49.01%	2.81	00:03:25	0.00%	



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0	14,079





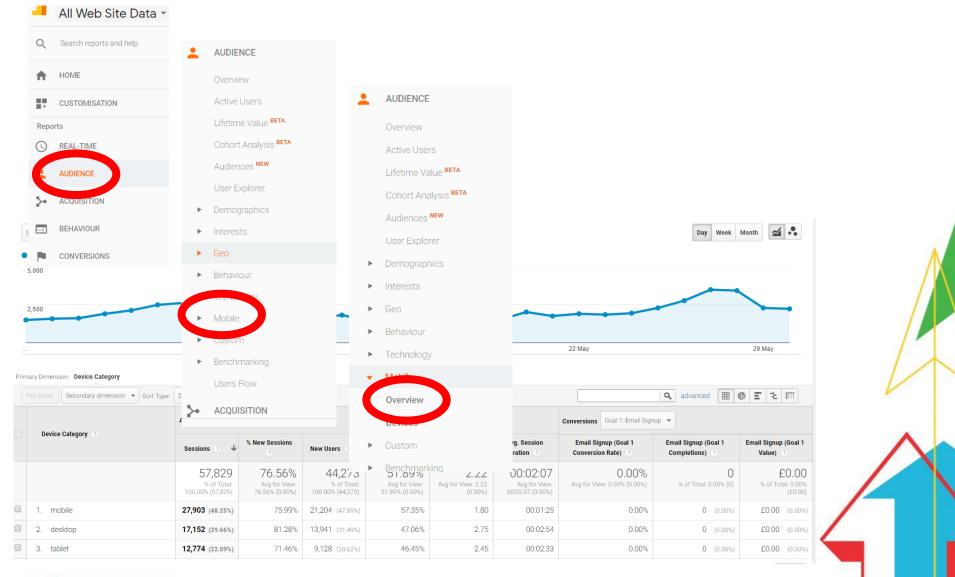
Primary Dimension: Country City Continent Sub Continent

Secondary dimension 📼

	Acquisition			Behaviour	Conversions Goa		
City ?	Sessions 🤉 🗸	% New Sessions	New Users ?	Bounce Rate 🥐	Pages/Session	Avg. Session Duration	Email Signu Conversion R
	57,829 % of Total: 100.00% (57,829)	76.56% Avg for View: 76.56% (0.00%)	44,273 % of Total: 100.00% (44,273)	51.89% Avg for View: 51.89% (0.00%)	2.22 Avg for View: 2.22 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	Avg for View:
1. London	14,079 (24.35%)	77.05%	10,848 (24.50%)	53.20%	2.15	00:01:55	
2. Ipswich	<b>4,514</b> (7.81%)	73.06%	3,298 (7.45%)	55.18%	2.00	00:02:04	
3. Norwich	<b>2,865</b> (4.95%)	76.09%	2,180 (4.92%)	53.93%	1.99	00:01:53	
4. (not set)	<b>2,175</b> (3.76%)	75.13%	1,634 (3.69%)	52.23%	2.24	00:02:10	
5. Lowestoft	<b>2,166</b> (3.75%)	71.05%	1,539 (3.48%)	56.37%	1.94	00:01:52	
6. Colchester	<b>2,114</b> (3.66%)	72.61%	1,535 (3.47%)	51.84%	2.22	00:02:20	
7. Cambridge	<b>1,189</b> (2.06%)	78.13%	929 (2.10%)	50.13%	2.42	00:02:12	
8. Saxmundham	<b>982</b> (1.70%)	62.22%	611 (1.38%)	52.75%	1.94	00:01:51	
9. Bury Saint Edmunds	<b>823</b> (1.42%)	77.04%	634 (1.43%)	54.07%	2.08	00:01:45	
0. Chelmsford	<b>753</b> (1.30%)	72.11%	543 (1.23%)	48.61%	2.37	00:02:28	



## Does my website target the right platform?





## Does my website target the right platform?

Q	Search reports and help	:	AUDIEN	Œ										
♠	HOME		Overview	r										
	CUSTOMISATION		Active Us	sers		-	AUDIENCE							
Rep	ports		Lifetime	Value BETA	-		Overview							
0	REAL-TIME	-	Cohort A	nalysis <sup>BETA</sup>	_		Active Users			22 May				29
	AUDIENCE		Audience	NEW			Lifetime Value <sup>BETA</sup>							
	evice		User Exp	lorer	C	D	Cohort Analysis BETA							
≻	ACQUISITION pe:	•	Demogra	phics			Audiences NEW				٩	advanced		B
	BEHAVIOUR	•	Interests				User Explorer			Conversions Goal 1: Email Sign	iup 👻			
P	CONVERSIONS	•	Geo		Use	•	Demographics		Avg. Session Duration	Email Signup (Goal 1 Conversion Rate) 🕜		Signup (Go pletions)	al 1 ?)	Ema
			Behaviou	ır V	30 iota	)			00:01:46 Avg for View: 00:02:07 (-15.95%)	0.00% Avg for View: 0.00% (0.00%)	٩	6 of Total: 0.0	<b>0</b> 00% (0)	
1.	Apple iPhone	•	Mobile		)6	(	Geo		00:01:20	0.00%		0	(0.00%)	
2.	Apple iPad	×	Custom		13		Behaviour		00:02:37	0.00%		0	(0.00%)	
З.	(not set)	►	Benchma	arking	58	•	Technology		00:01:33	0.00%		0	(0.00%)	
4.	Samsung SM-G930F Galaxy S7		Users Flo	W	27	•	Mobile		00:01:29	0.00%		0	(0.00%)	
5.	Samsung SM-G950F Galaxy S8	5.	ACQUISI	TION	99				00:01:36	0.00%		0	(0.00%)	
6.	Samsung SM-G920F Galaxy S6				38		Devices		00:01:29	0.00%		0	(0.00%)	
7.	Samsung SM-G935F Galaxy S7 Edge	52	<b>29</b> (1.30%)	79.96%	423	Þ	Ouston		00:01:10	0.00%		0	(0.00%)	
8.	Samsung SM-A520F Galaxy A5 (2017)	49	<b>3</b> (1.21%)	77.08%	380	•	Benchmarking		00:01:33	0.00%		0	(0.00%)	
9.	Samsung SM-J320FN Galaxy J3 Duos	38	<b>35</b> (0.95%)	76.10%	293	(0.97%)	49.87%	2.07	00:01:23	0.00%		0	(0.00%)	
10.	Samsung SM-A320FL Galaxy A3 2017	31	<b>13</b> (0.77%)	74.76%	234	(0.77%)	52.08%	1.95	00:01:29	0.00%		0	(0.00%)	



All Web Site Data 🔹



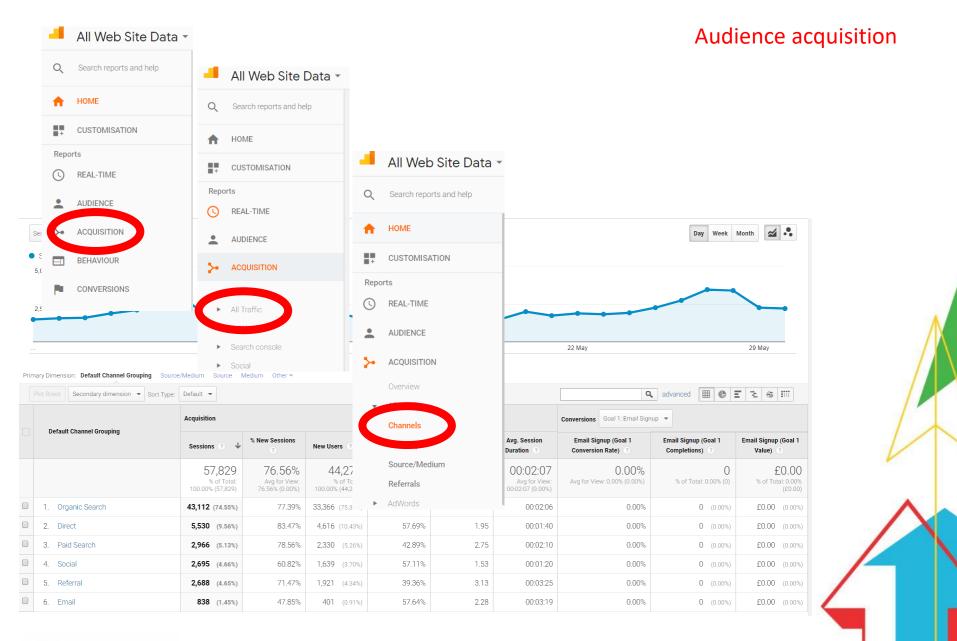
## Does my website target the right platform?

		<b>.</b>	AUDIENCE							
A	HOME	1	Overview		- AU	DIENCE				
+ Repo	CUSTOMISATION		Active Users Lifetime Value <sup>BE</sup>	TA	Ove	erview tive Users	5 May			22 May
0	REAL-TIME AUDIENCE	n iting	Cohort Analysis Audiences <sup>NEW</sup> User Explorer	BETA	Col	etime Value <sup>BETA</sup> hort Analysis <sup>BETA</sup>				
≻	ACQUISITION	•	Demographics			diences <sup>NEW</sup> er Explorer	iour			Conversions Go
	BEHAVIOUR	•	Interests Geo		lew	mographics erests	ce Rate 🧿	Pages/Session	Avg. Session Duration ?	Email Signup Conversion Ra
		Č	Technology		→ Geo A ► Beh 76.5	naviour	51.89% Avg for View: .89% (0.00%)	2.22 Avg for View: 2.22 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	Avg for View: 0.
	1. Safari	×	Witcome		Bro	owser & OS	52.74%	2.03	00:01:54	
	2. Chrome	•					50.88%	2.42	00:02:21	
	3. Internet Explorer	•			► Mo	bile	49.59%	2.53	00:02:23	
	4. Samsung Internet		Users Flow		73.39%	1,696 (3.83%)	56.77%	2.08	00:01:39	
	5. Edge	>-	ACQUISITION		79.76%	1,419 (3.21%)	46.82%	2.86	00:02:45	
	6. Firefox		1,495	(2.59%)	81.74%	1,222 (2.76%)	46.02%	2.78	00:03:15	
	7. Safari (in-app)		1,355	(2.34%)	64.35%	872 (1.97%)	57.86%	1.37	00:00:56	
	8. Android Webview		943	(1.63%)	70.10%	661 (1.49%)	56.31%	1.66	00:01:34	
	9. Amazon Silk		697	(1.21%)	70.59%	492 (1.11%)	49.50%	2.49	00:02:24	
	10. Opera		125	(0.22%)	85.60%	107 (0.24%)	55.20%	2.23	00:01:26	



All Web Site Data 🔹









## Audience acquisition

	Acquisition			Behaviour			
Default Channel Grouping	Sessions 🤊 🤟	% New Sessions	New Users 🕜	Bounce Rate 🕜	Pages/Session	Avg. Session Duration	E
	57,829 % of Total: 100.00% (57,829)	76.56% Avg for View: 76.56% (0.00%)	<b>44,273</b> % of Total: 100.00% (44,273)	51.89% Avg for View: 51.89% (0.00%)	2.22 Avg for View: 2.22 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	Av
1. Organic Search	43,112 (74.55%)	77.39%	33,366 (75.36%)	52.11%	2.21	00:02:06	
2. Direct	<b>5,530</b> (9.56%)	83.47%	4,616 (10.43%)	57.69%	1.95	00:01:40	
3. DeithCoarch	<b>2,966</b> (5.13%)	78.56%	2,330 (5.26%)	42.89%	2.75	00:02:10	
4. Social	<b>2,695</b> (4.66%)	60.82%	1,639 (3.70%)	57.11%	1.53	00:01:20	
5. Neverial	<b>2,688</b> (4.65%)	71.47%	1,921 (4.34%)	39.36%	3.13	00:03:25	
6. Email	<b>838</b> (1.45%)	47.85%	401 (0.91%)	57.64%	2.28	00:03:19	

	Acquisition			Behaviour			
Social Network 🕜	Sessions 🕐 🎍	% New Sessions	New Users ?	Bounce Rate	Pages/Session	Avg. Session Duration ?	Er Co
	<b>2,695</b> % of Total: 4.66% (57,829)	60.82% Avg for View: 76.56% (-20.56%)	<b>1,639</b> % of Total: 3.70% (44,273)	<b>57.11%</b> Avg for View: 51.89% (10.05%)	1.53 Avg for View: 2.22 (-31.07%)	00:01:20 Avg for View: 00:02:07 (-36.81%)	Avg
1. Facebook	<b>2,429</b> (90.13%)	61.55%	1,495 (91.21%)	56.36%	1.52	00:01:22	
2. Twitter	<b>238</b> (8.83%)	51.68%	123 (7.50%)	63.03%	1.64	00:00:57	
3. Pinterest	<b>9</b> (0.33%)	66.67%	6 (0.37%)	77.78%	1.22	00:00:18	
4. Instagram Stories	<b>8</b> (0.30%)	100.00%	8 (0.49%)	100.00%	1.00	00:00:00	
5. Instagram	<b>6</b> (0.22%)	83.33%	5 (0.31%)	33.33%	2.00	00:00:38	
6. Google+	<b>3</b> (0.11%)	0.00%	0 (0.00%)	33.33%	3.00	00:17:24	
7. Blogger	1 (0.04%)	100.00%	1 (0.06%)	100.00%	1.00	00:00:00	
8. LinkedIn	1 (0.04%)	100.00%	1 (0.06%)	100.00%	1.00	00:00:00	



## Compare against the social platforms!

	Acquisition			Behaviour			
Social Network 🕜	Sessions 🥑 🗸	% New Sessions	New Users 🕜	Bounce Rate 🥜	Pages/Session	Avg. Session Duration ?	En Coi
	<b>2,695</b> % of Total: 4.66%	60.82% Avg for View: 76.56% (-20.56%)	<b>1,639</b> % of Total: 3.70% (44,273)	<b>57.11%</b> Avg for View: 51.89% (10.05%)	1.53 Avg for View: 2.22 (-31.07%)	00:01:20 Avg for View: 00:02:07 (-36.81%)	Avç
1. Facebook	2,429 (90.13%)	61.55%	1,495 (91.21%)	56.36%	1.52	00:01:22	
2. Twitter	<b>238</b> (8.83%)	51.68%	123 (7.50%)	63.03%	1.64	00:00:57	
3. Pinterest	<b>9</b> (0.33%)	66.67%	<mark>6 (</mark> 0.37%)	77.78%	1.22	00:00:18	
4. Instagram Stories	<b>8</b> (0.30%)	100.00%	8 (0.49%)	100.00%	1.00	00:00:00	
5. Instagram	<b>6</b> (0.22%)	83.33%	5 (0.31%)	33.33%	2.00	00:00:38	
6. Google+	<b>3</b> (0.11%)	00%	0 (0.00%)	33.33%	3.00	00:17:24	
7. Blogger	<b>1</b> (0.04%)	100.0 %					
8. LinkedIn	<b>1</b> (0.04%)	100.00%	Rea	ach			i
			63	ay – 29 May <b>3,895</b> ple reached			
			7	$\bigwedge$		$\approx$	$\hat{}$





	4	All Web Site Data 👻											
	Q	Search reports and help	4	All Web S	ite Data -								
	A	HOME	Q	Search reports	and help		All We	b Site	Data				
	+	CUSTOMISATION	♠	HOME									
	Repo	REAL-TIME		CUSTOMISATIC	N	Q	Search re	ports and	help				
	$\smile$		Reports		A	НОМЕ							
1	ż	AUDIENCE	REAL-TIME										
	~	ACQUISITION	•	AUDIENCE		Repo	orts			Behaviour			Conve
		BEHAVIOUR	×	ACQUISITION		• ن	REAL-TIN	E		Bounce Rate 🕜	Pages/Session	Avg. Session Duration 🕜	Ei Co
		CONVERSIONS		All Traffic		•	AUDIENC	E		48.24%	2.33	00:02:23	
						1 >-	ACQUISIT	ION		Avg for View: 51.89% (-7.03%)	Avg for View: 2.22 (4.84%)	Avg for View: 00:02:07 (12.71%)	Avç
)	1.	m.facebook.com		Search console Social			Overview			57.69%	1.47	00:01:11	
)	2.	visitsuffolk.com		888	(16.50%)	•	All Traffic			28.60%	4.44	00:04:56	
)	3.	loquax.co.uk		357	(6.63%)		Treemaps			35.85%	1.18	00:01:09	
)	4.	facebook.com		347	(6.45%)		0	dium		47.55%	1.80	00:02:19	
)	5.	uk.search.yahoo.com		239	(4.44%)		Referrals			38.49%	2.67	00:03:03	
)	6.	t.co		233	(4.33%)		51.50%	120	(3.37%)	62.23%	1.66	00:00:58	
)	7.	youandyourwedding.co.uk		140	(2.60%)		93.57%	131	(3.68%)	78.57%	1.36	00:00:16	
)	8.	duckduckgo.com		110	(2.04%)		72.73%	80	(2.25%)	51.82%	2.70	00:02:23	
)	9.	hitched.co.uk		109	(2.02%)		94.50%	103	(2.89%)	80.73%	1.62	00:00:23	
D	10.	search.bt.com		72	(1.34%)		79.17%	57	(1.60%)	38.89%	3.31	00:03:01	





Some other very useful tools

Google My Business



## 🕏 KWFinder



