



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

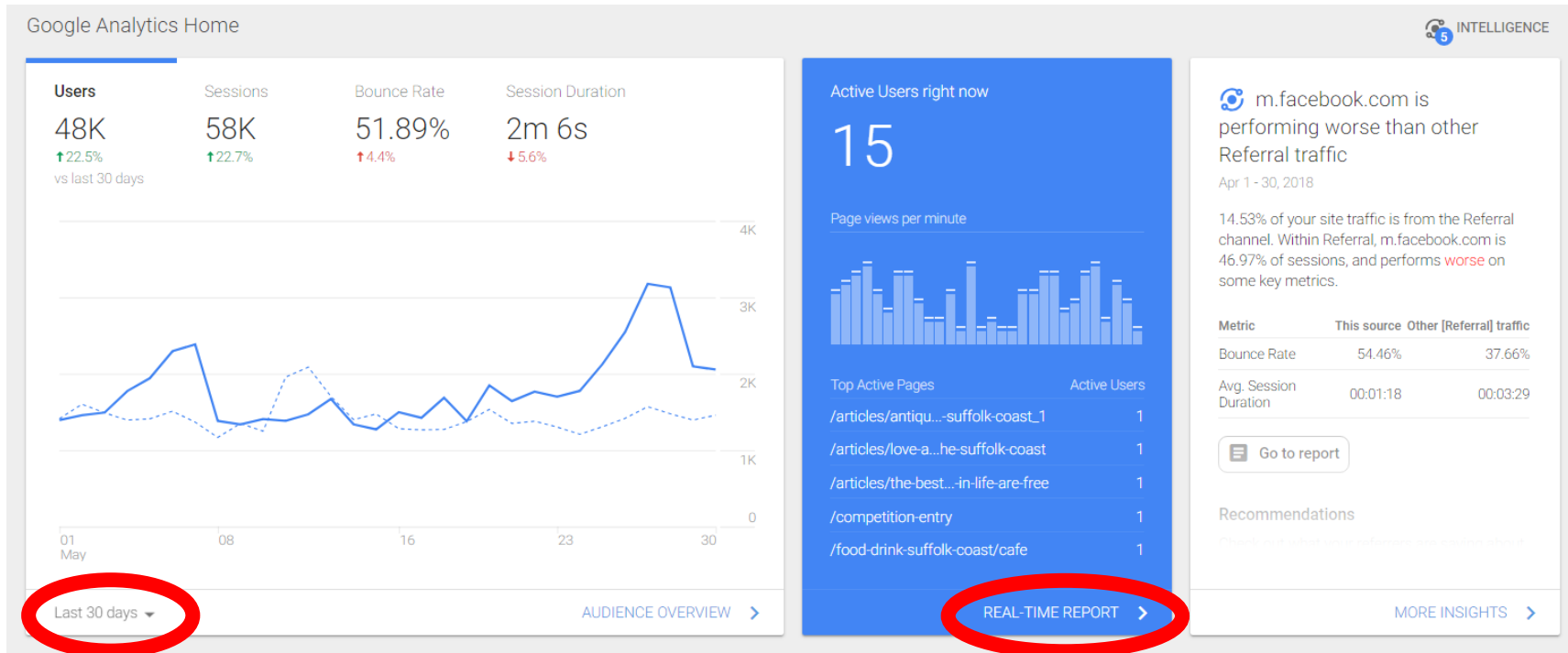


The home screen

Your Audience

Right now

Tips



Users – individuals coming to the website

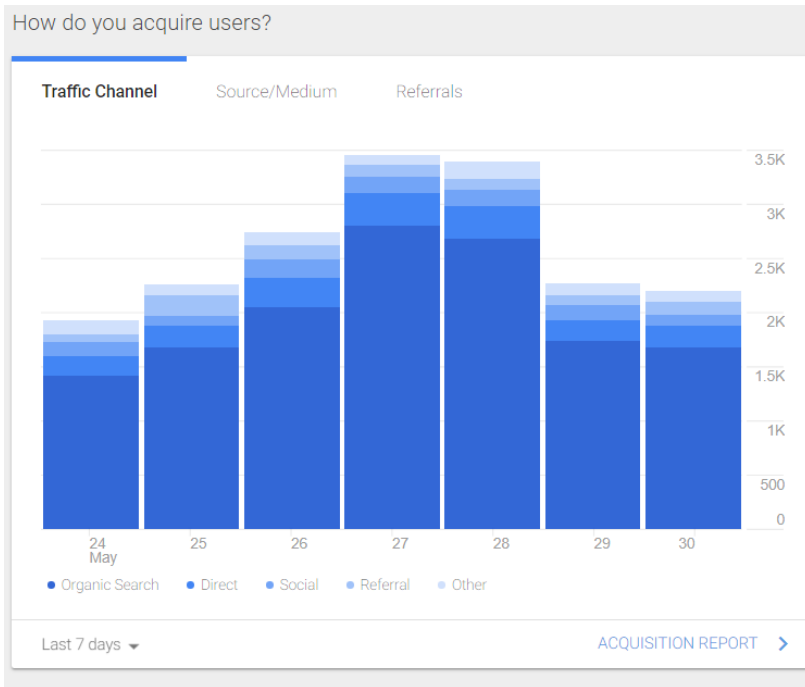
Sessions – individuals and returning users

Bounce rate – coming to the page and leaving that page

Session Duration – time on site

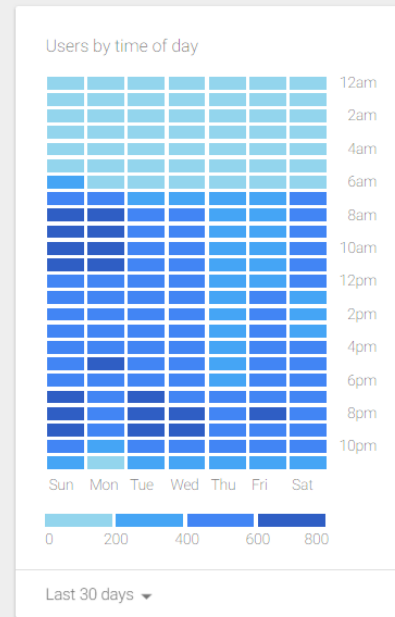
The home screen

Audience acquisition



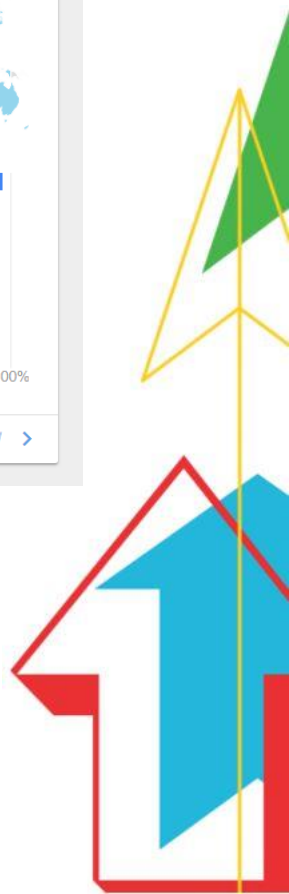
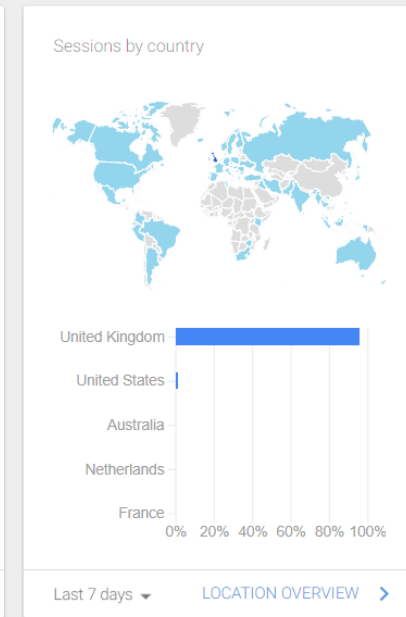
Timings

When do your users visit?



Location

Where are your users?



The home screen

Pages visited

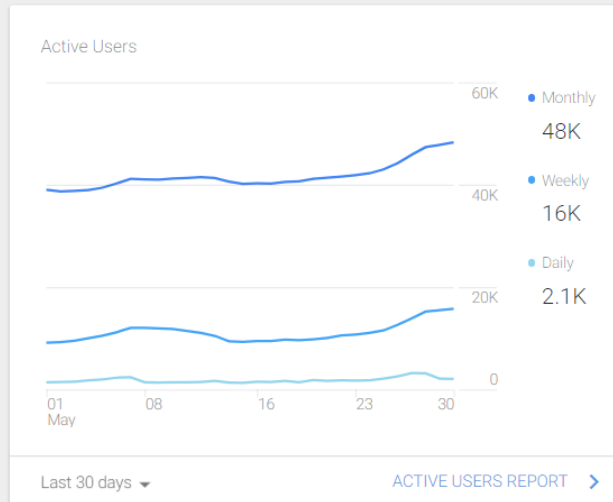
What pages do your users visit?

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 ▾ [PAGES REPORT >](#)

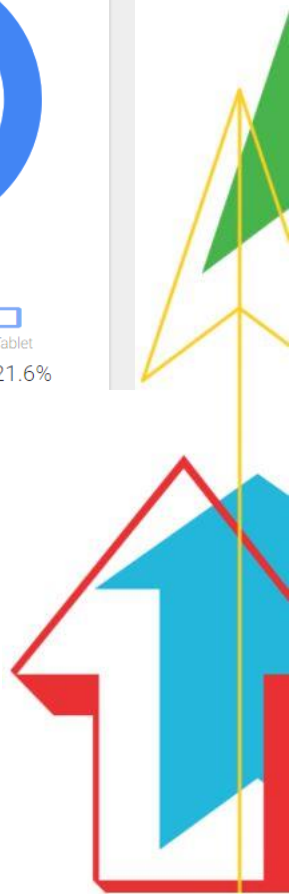
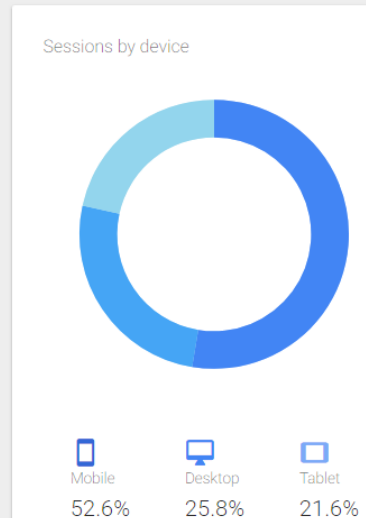
Trends

How are your active users trending over time?



Device use

What are your top devices?



As easy as 1, 2, 3!

Level 2



Right now

All Web Site Data ▾

Search reports and help

HOME

CUSTOMISATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOUR

CONVERSIONS

All Web Site Data ▾

Search reports and help

HOME

CUSTOMISATION

Reports

REAL-TIME

Overview

Traffic Sources

Content

Events

Overview

Right now
16
active users on site



Top Referrals:

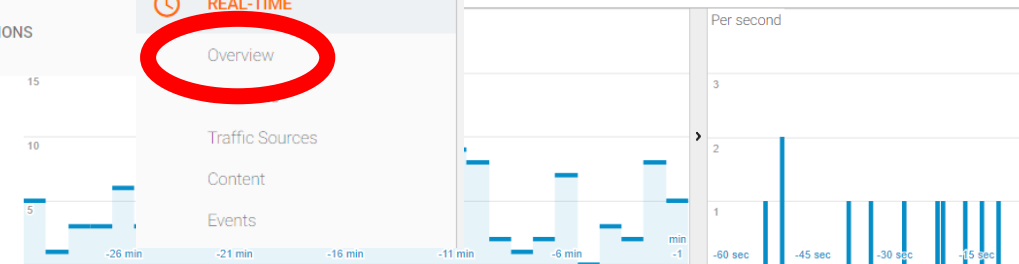
Source	Active Users ↓
1. visitsuffolk.com	1

Top Social Traffic:

Source	Active Users ↓
There is no data for this view.	

Top Keywords:

Keyword	Active Users ↓
1. (not provided)	10

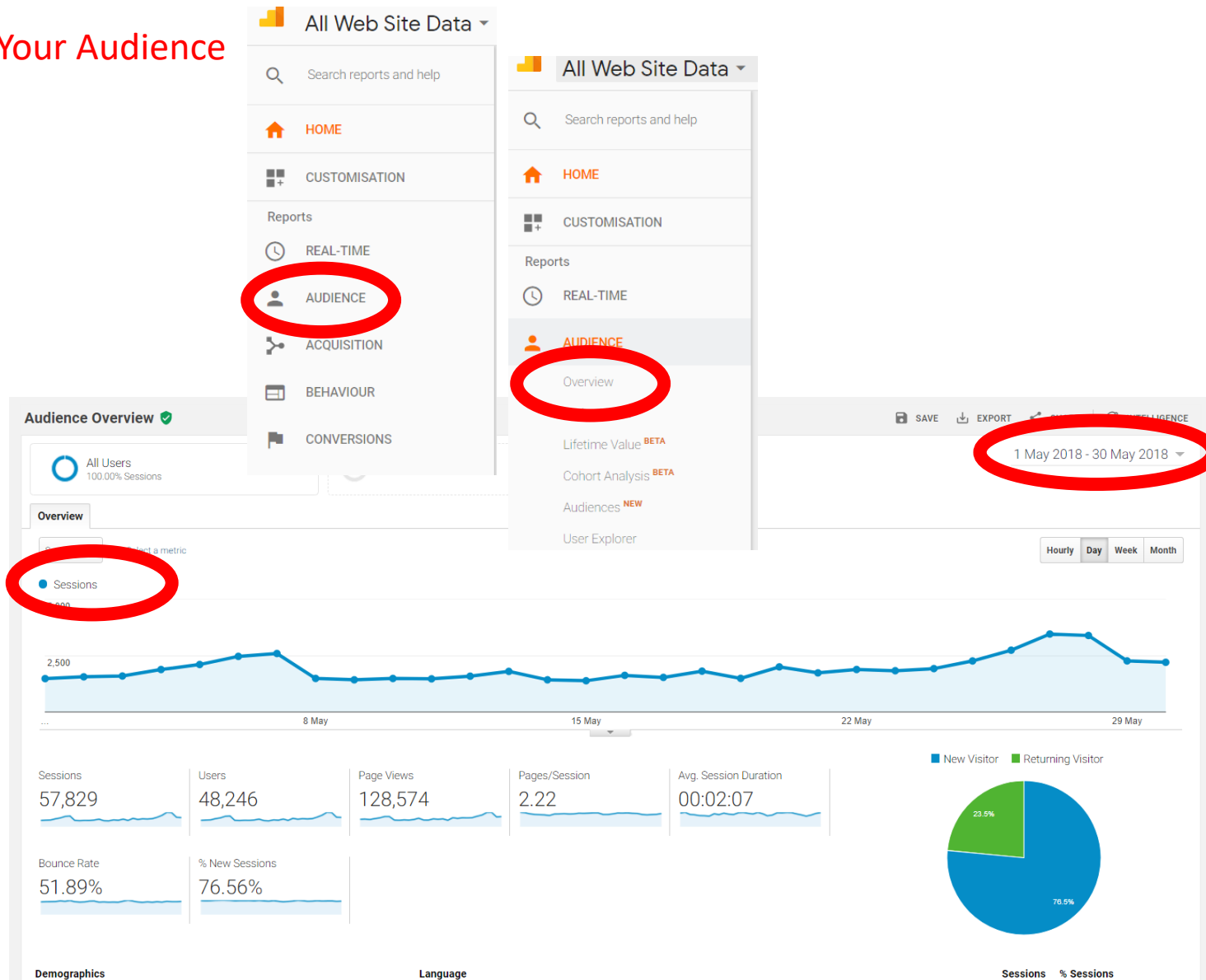


Top Active Pages:

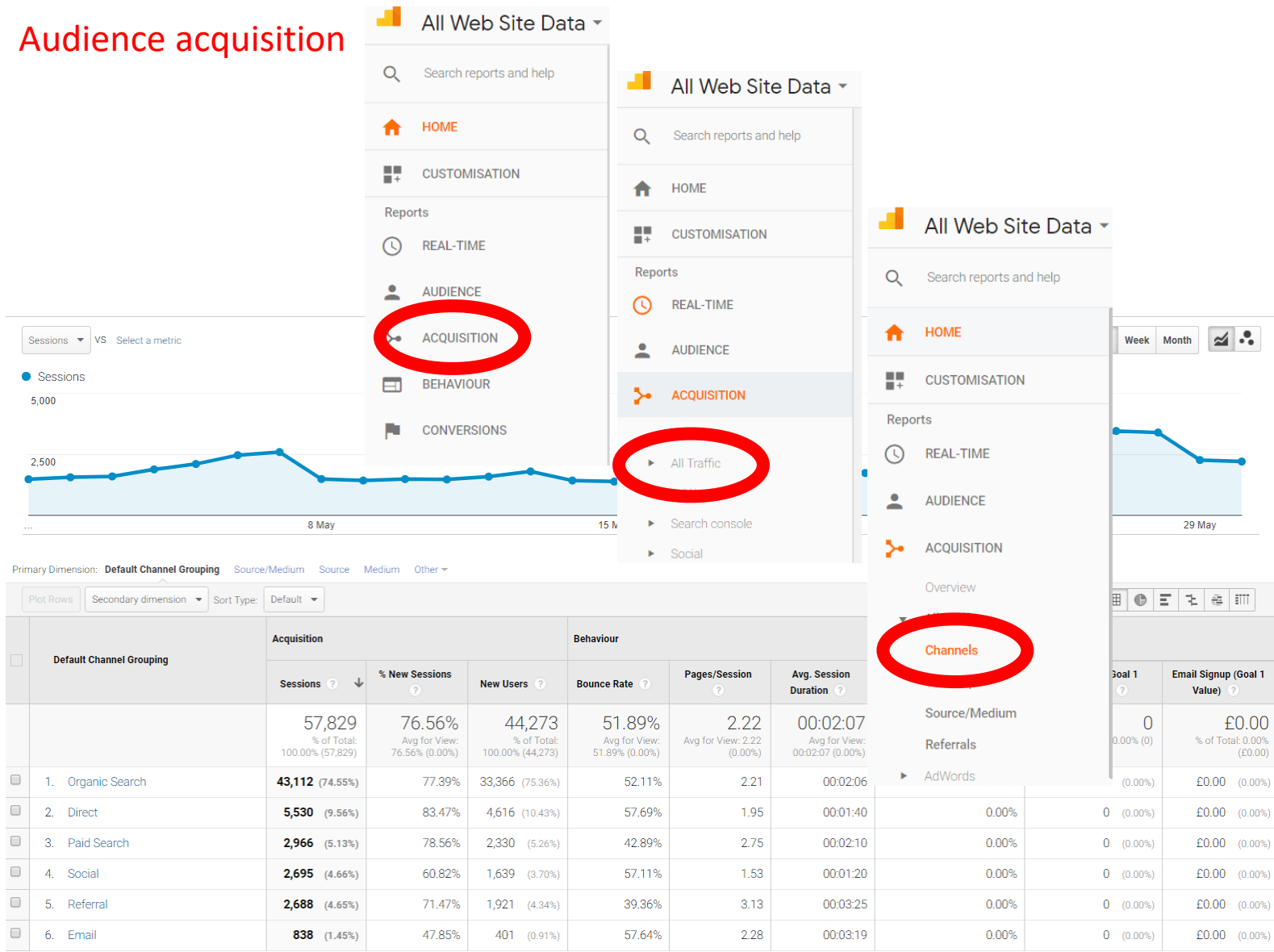
Active Page	Active Users ↓
1. /things-to-do	2 12.50%
2. /articles/slaughter-in-southwold-crime-festival	1 6.25%
3. /suffolk-coast-towns-and-villages/aldeburgh	1 6.25%
4. /suffolk-coast-towns-and-villages/beccles	1 6.25%
5. /suffolk-coast-towns-and-villages/bungay	1 6.25%
6. /suffolk-coast-towns-and-villages/felixstowe	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%



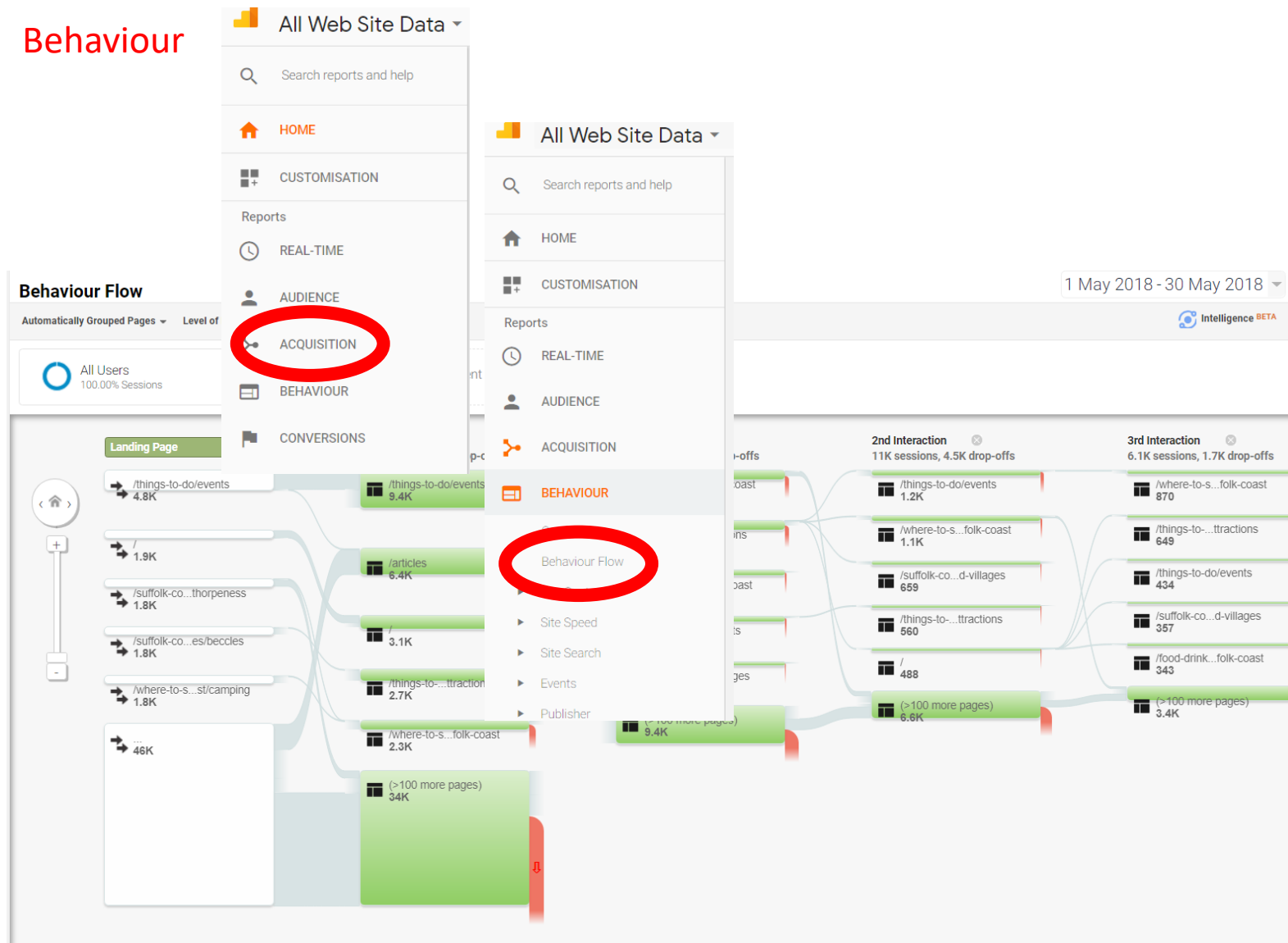
Your Audience



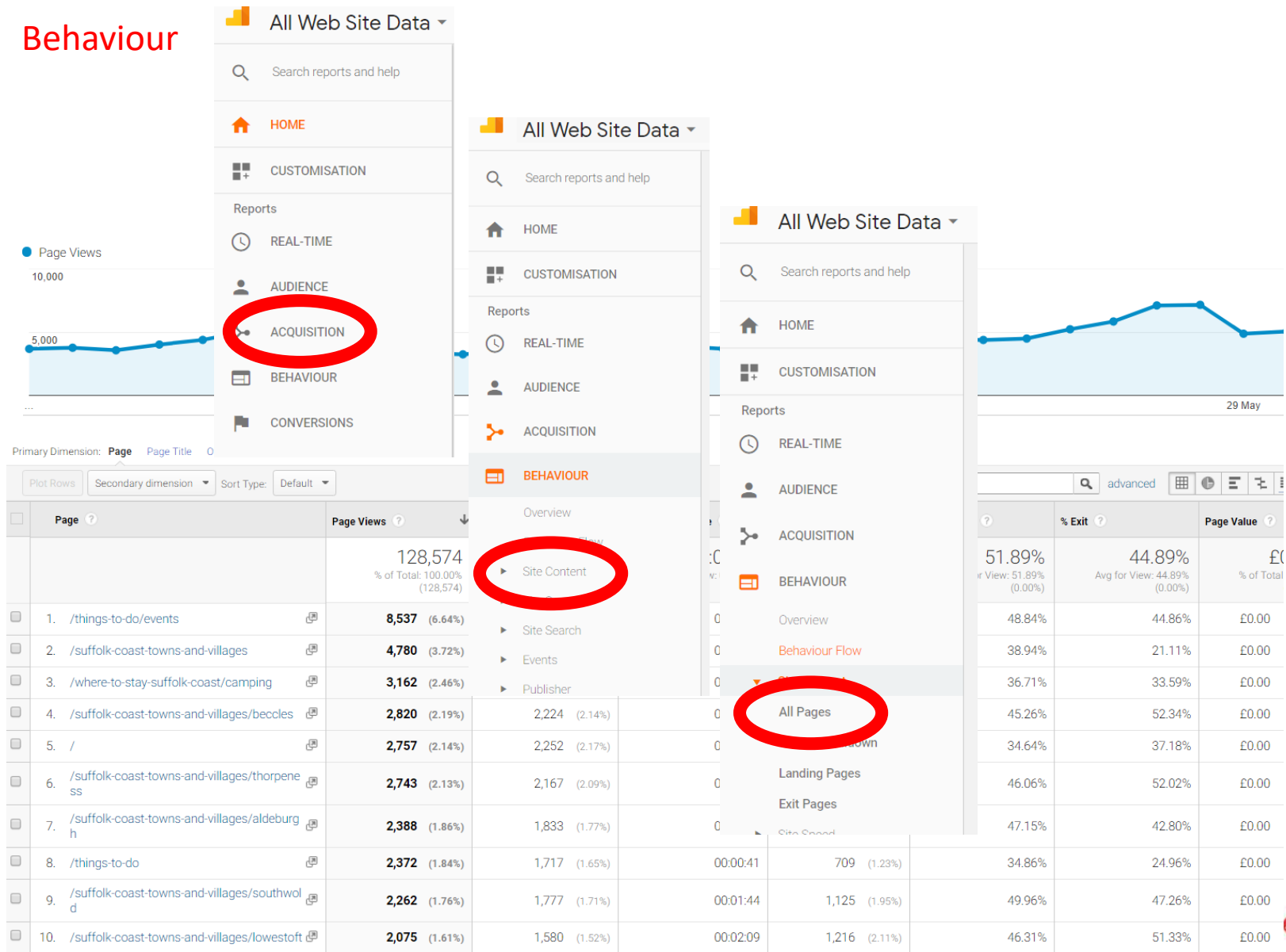
Audience acquisition



Behaviour



Behaviour

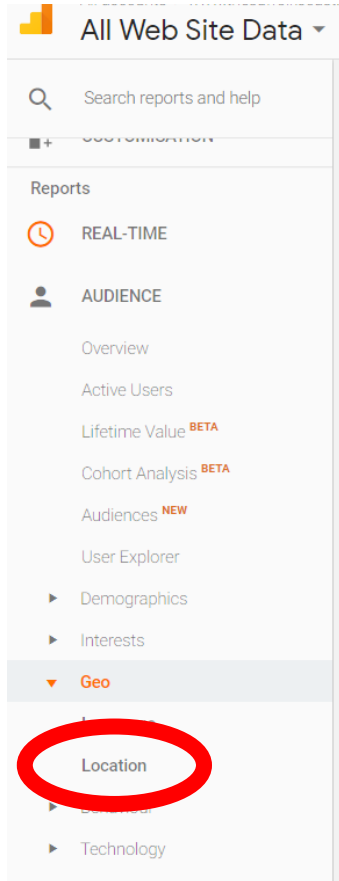
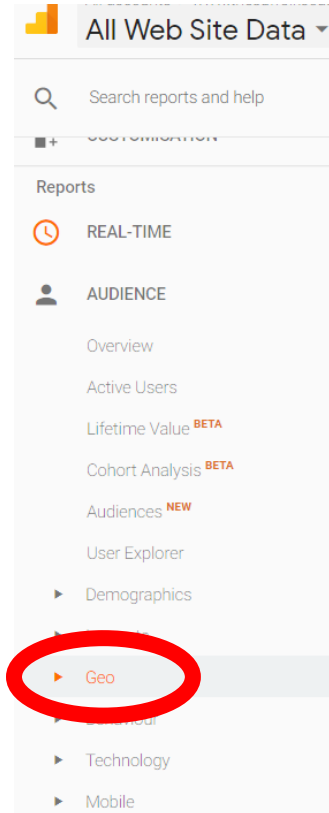
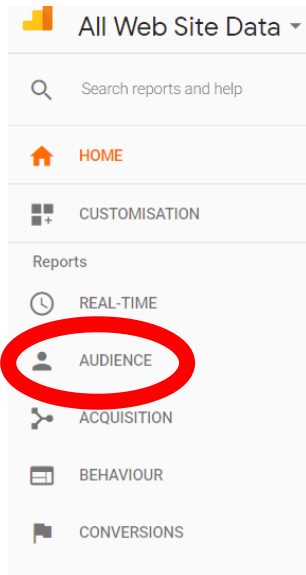


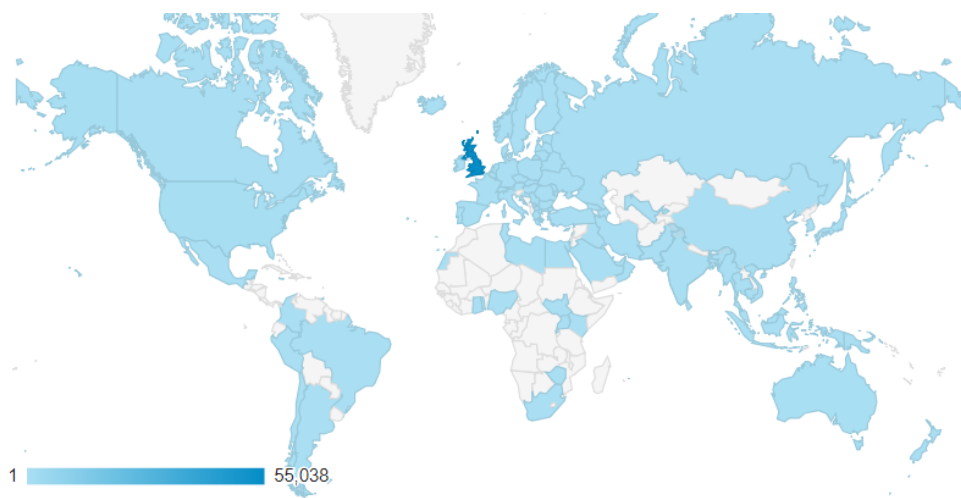
As easy as 1, 2, 3!

Level 3



Where do they come from?





Primary Dimension: **Country** City Continent Sub Continent

Secondary dimension

Country ?	Acquisition			Behaviour			Conversions Goal 1: Email Signup	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Email Signup (Goal 1 Conversion Rate) ?	Email Sign Completion ?
	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 T
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	962 (1.66%)	93.76%	902 (2.04%)	77.65%	1.55	00:00:51	0.00%	
3. Australia	211 (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%	





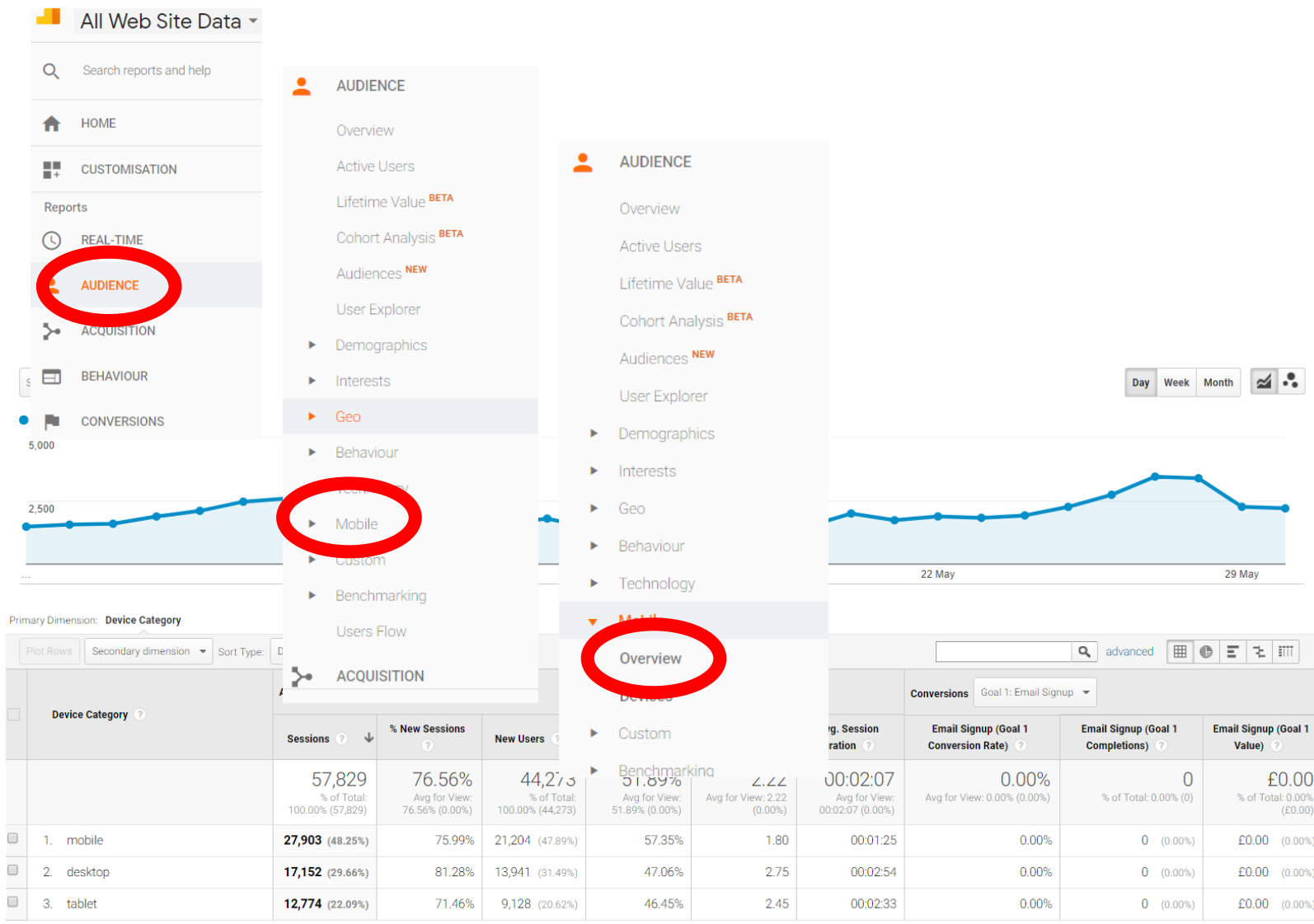
Primary Dimension: [Country](#) **[City](#)** [Continent](#) [Sub Continent](#)

Secondary dimension ▼

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



Does my website target the right platform?



A stylized graphic featuring a red outline of a house with a blue arrow pointing upwards inside it. To the right, there is a yellow outline of a tree with a green triangle representing its foliage.

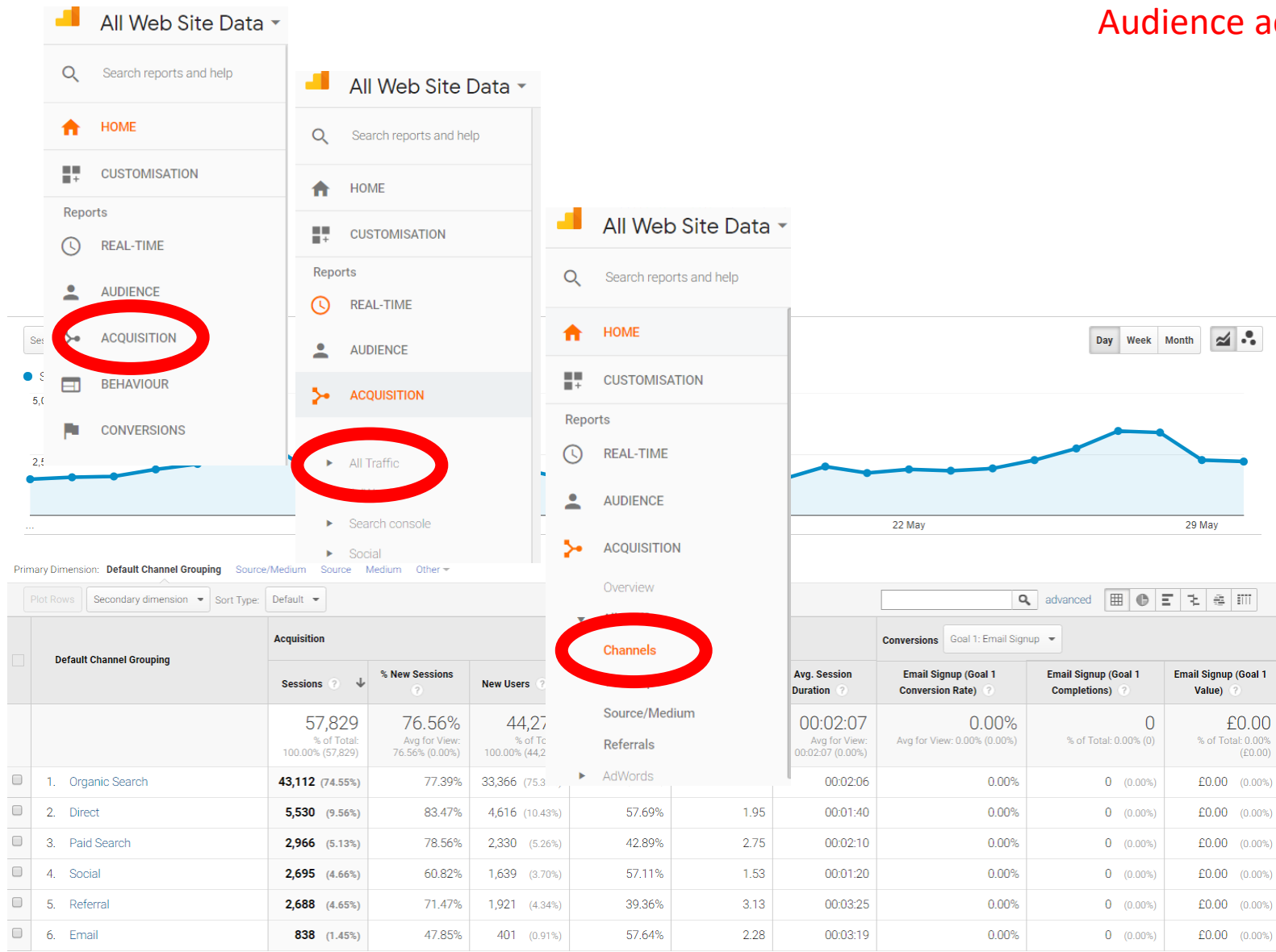
Does my website target the right platform?

The screenshot displays the Google Analytics 'All Web Site Data' interface. The left sidebar shows the navigation menu with 'AUDIENCE' highlighted. The main content area shows the 'AUDIENCE' menu with 'Technology' and 'Browser & OS' highlighted. A table of browser and OS data is visible on the right.

Browser	Percentage	Pages/Session	Avg. Session Duration	Email Signup Conversion Rate		
1. Safari	73.39%	1,696 (3.83%)	56.77%	2.08	00:01:39	
2. Chrome	79.76%	1,419 (3.21%)	46.82%	2.86	00:02:45	
3. Internet Explorer	81.74%	1,222 (2.76%)	46.02%	2.78	00:03:15	
4. Samsung Internet	64.35%	872 (1.97%)	57.86%	1.37	00:00:56	
5. Edge	70.10%	661 (1.49%)	56.31%	1.66	00:01:34	
6. Firefox	70.59%	492 (1.11%)	49.50%	2.49	00:02:24	
7. Safari (in-app)	85.60%	107 (0.24%)	55.20%	2.23	00:01:26	
8. Android Webview						
9. Amazon Silk						
10. Opera						



Audience acquisition



Audience acquisition

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behaviour			Conversion
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Engagement
		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
<input type="checkbox"/>	1. Organic Search	43,112 (74.55%)	77.39%	33,366 (75.36%)	52.11%	2.21	00:02:06	
<input type="checkbox"/>	2. Direct	5,530 (9.56%)	83.47%	4,616 (10.43%)	57.69%	1.95	00:01:40	
<input type="checkbox"/>	3. Referral	2,966 (5.13%)	78.56%	2,330 (5.26%)	42.89%	2.75	00:02:10	
<input type="checkbox"/>	4. Social	2,695 (4.66%)	60.82%	1,639 (3.70%)	57.11%	1.53	00:01:20	
<input type="checkbox"/>	5. Email	2,688 (4.65%)	71.47%	1,921 (4.34%)	39.36%	3.13	00:03:25	
<input type="checkbox"/>	6. Email	838 (1.45%)	47.85%	401 (0.91%)	57.64%	2.28	00:03:19	

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



Compare against the social platforms!

Social Network ?	Acquisition			Behaviour			Conversion
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Engagement
	2,695 % of Total: 4.66% (1,029)	60.82% Avg for View: 76.56% (-20.56%)	1,639 % of Total: 3.70% (44,273)	57.11% 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	2,429 (90.13%)	61.55%	1,495 (91.21%)	56.36%	1.52	00:01:22	
2. Twitter	238 (8.83%)	51.68%	123 (7.50%)	63.03%	1.64	00:00:57	
3. Pinterest	9 (0.33%)	66.67%	6 (0.37%)	77.78%	1.22	00:00:18	
4. Instagram Stories	8 (0.30%)	100.00%	8 (0.49%)	100.00%	1.00	00:00:00	
5. Instagram	6 (0.22%)	83.33%	5 (0.31%)	33.33%	2.00	00:00:38	
6. Google+	3 (0.11%)	100.00%	0 (0.00%)	33.33%	3.00	00:17:24	
7. Blogger	1 (0.04%)	100.00%					
8. LinkedIn	1 (0.04%)	100.00%					

Reach

2 May – 29 May

63,895

People reached +10%



All Web Site Data

Search reports and help

HOME

CUSTOMISATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOUR

CONVERSIONS

1. m.facebook.com

2. visitsuffolk.com

3. loquax.co.uk

4. facebook.com

5. uk.search.yahoo.com

6. t.co

7. youandyourwedding.co.uk

8. duckduckgo.com

9. hitched.co.uk

10. search.bt.com

All Web Site Data

Search reports and help

HOME

CUSTOMISATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

All Traffic

Search console

Social

All Web Site Data

Search reports and help

HOME

CUSTOMISATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

Channels

Treemaps

Source/Medium

Referrals

Behaviour			Conversion Rate
Bounce Rate	Pages/Session	Avg. Session Duration	Conversion Rate
48.24%	2.33	00:02:23	Avg
Avg for View: 51.89% (-7.03%)	Avg for View: 2.22 (4.84%)	Avg for View: 00:02:07 (12.71%)	
57.69%	1.47	00:01:11	
28.60%	4.44	00:04:56	
35.85%	1.18	00:01:09	
47.55%	1.80	00:02:19	
38.49%	2.67	00:03:03	
62.23%	1.66	00:00:58	
78.57%	1.36	00:00:16	
51.82%	2.70	00:02:23	
80.73%	1.62	00:00:23	
38.89%	3.31	00:03:01	



Some other very useful tools

Google My Business

