



Google Analytics

First: Does your website have Google Analytics connected to it? If so, do you have access to your Analytics dashboard? If you do, log in to analytics.google.com and find the following points.

SESSION: Behavior > Overview > Bounce Rate

What is the bounce rate for the home page of your website? _____

An average bounce rate is 41-55% (26-40% is excellent). If your bounce rate is high (>70%), it could be for many reasons— slow-loading times, too many intrusive advertisements, auto-playing content, etc.

SOURCES: Acquisition > Social > Network Referrals

Which social network do people get to you from the most? _____

Whichever platform is bringing in the most users for you—make use of that! Is it Yelp? Offer a special for Yelp check-ins.

DEMOGRAPHICS: Audience > Demographics > Age

What age bracket is using your website the most? _____

Find out tools that that age bracket uses the most. If it's millennials, use Instagram. If it's 50+, consider advertising on platforms like AARP.

TRAFFIC: Behavior > Overview > Page

What is the most visited page on your website? _____

Do you have a call to action on that page? Make the most of the visits to that page by converting those visits to actions (emailing, calling, visiting, etc.)

TECHNOLOGY: Audience > Technology > Browser & OS

What browser do people use most to access your website? _____

TECHNOLOGY: Audience > Mobile > Overview

What screen size are people viewing your website on most often? _____

Does your website provide a good user experience on that browser and device? Are your calls to action easily visible on that screen size?