

Explore Your Analytics

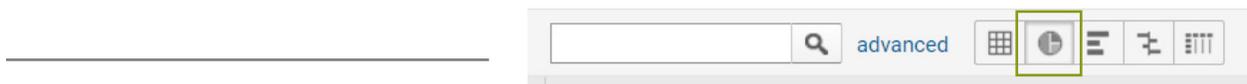
Login to Google Analytics for your site: analytics.google.com

What are your **top 5 viewed pages**?



A screenshot of the Google Analytics navigation menu. The 'BEHAVIOR' section is expanded, showing 'Overview', 'Behavior Flow', 'Site Content', 'All Pages' (highlighted with a yellow box), 'Content Drilldown', and 'Landing Pages'. To the right of the menu are five horizontal lines for taking notes.

What **percentage** of total visits are in the 10 most popular?



A screenshot of the Google Analytics search bar. The search bar is empty, and the word 'advanced' is displayed. To the right of the search bar are several icons: a grid, a pie chart (highlighted with a yellow box), a list, a refresh, and a settings icon.

How does that **compare** to the next 10-20 pages?

What are your **top 5 Search Landing Pages**?

The screenshot shows the Google Analytics 'ACQUISITION' menu on the left. The 'Channels' option is highlighted with a green box. In the center, a list of acquisition channels is shown, with '1. Organic Search' highlighted by a green box. On the right, the 'Primary Dimension' is set to 'Keyword', and 'Landing Page' is selected as a secondary dimension, also highlighted with a green box.

What **percentage** of search visits are in the 10 most popular?

The screenshot shows the search bar at the top of the Google Analytics interface. The search icon (magnifying glass) is highlighted with a green box.

How do these pages **relate** to the top **search Keywords**? (Are search engines directing traffic to the best pages?)

The screenshot shows the Google Analytics interface with 'Keyword' selected as the primary dimension, highlighted with a green box. The secondary dimension is set to 'Landing Page'.

Look at your **top 50 internal site search terms**.

-  BEHAVIOR
- Overview
- Behavior Flow
- ▶ Site Content
- ▶ Site Speed
- ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages

What **percentage** of search visits are in the 10 most popular?



Write down the most **common search phrases**.

How do these terms **relate** to the top pages?
