Explore Your Analytics

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

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

_____

_____

_____

_____

_____

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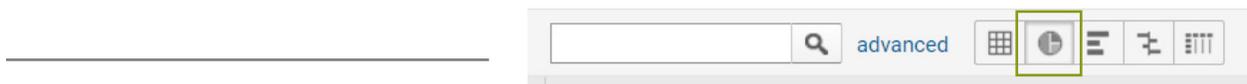
_____

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

_____

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

_____

_____

_____

_____

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

_____

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

_____

_____

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?

_____

_____