

GOOGLE ANALYTICS TOOL AND SOLUTION FOR YOUR BUSINESS

Do you wish to boost your site? However, confused regarding where to begin from.

Don't worry the solution is to, begin with information and data rather than creating changes in keeping with your want, use the particular client behavior. The rage at which people are using the internet caters to near about 40 million sites plus and also that uses Google Analytics but still, many users are as clueless as you are. So today I'll break down the most appropriate statistics and recommendations that will help you improve your website's performance and conversion rate.

- **Market Competition**

The first key step is to check the benchmarks tab, this gives an overview of how you are doing compared to others in the same industry.

Although this data is not accurate because not all of your competitors may be using Google analytics at least something is better than nothing as it provides a general perspective on how your site is doing.

- **Visitors Belonging**

We might think that maybe all of our customers belong to the local market but this may not be the case. To find this, go to the audience in the sidebar and then click on Geo, and then location. The map overlay feature in the country view is of no direct use as it doesn't provide any insight into your visitors. However, narrowing this to the city level will give more apt and precise information about the audience. Just select on City underneath the map

- **Actual Buyers**

You can use Google Analytics data to find out who is buying, who is just window shopping, or who is browsing and then leaving. This can be done by using cookies or referrer information to keep a check on all of these activities.

- **Customer Engagement**

One of the best ways to increase sales is to get more traffic and customer engagement and another way would be to control how many

and how quickly people leave the website. The percentage of people who only browse the first page of the site and not further is called Bounce Rate

You can also check the time on site and page which tells you how long people stay on it and If people aren't staying then you should modify and make it more attractive so that customer engagement tends to increase

- **Traffic Generation**

The referring websites give a better idea of how people are getting to your websites. While the search engines might be a huge source of traffic for some sites, others might see referrals from other types of sites. Suppose you suddenly get a burst of traffic from a website you have never heard of so it becomes the need of the hour to check it out and all the similar websites.

- **Compatibility with Right Browsers**

You may be an advanced computer user but your targeted customers maybe not. It is very important to get the hang of the browsers your customers are using so that it becomes easy to determine the functioning and visibility of the website. Currently, Chrome dominates the world.

Example:- If 30%of your users are visiting explorer but your website is not compatible with it then you might be losing a lot of potential customers

- **Rank On Google**

It is essential to figure out the keywords that drive traffic but have you tried to increase your ranking for those keywords? If suppose a keyword is driving a lot of traffic but it is shown on page two of Google then try to get it on page 1.

Improve your on-page SEO by linking pages, including images, mentioning the keywords again and again, or signing up for Google Ads

Now you've got an idea of what steps to take to improve your business website. Looking through the data can be fun but you need to find the most important parts to work on. Whether you use Google analytics as

an active tool or a passive tool you can always refer back and evaluate your performance