

HOW TO CHECK WEBSITE TRAFFIC ON GOOGLE ANALYTICS

Have You Ever Thought Where Your website Visitors Come From?

If you are like one of many website owners the idea of digging deep into your analytics would be so overwhelming but would it be great to know how these visitors found your website.

Understanding where your website visitors are coming from is an important part of understanding the website's visibility and how your current digital marketing efforts are square measure operating.

Once you understand your website traffic sources you'll begin to understand the digital selling channel and you might be able to leverage it to assist your website to deliver additional results for your business or organization.

To get started look into website traffic sources in Google analytics .click on the Acquisition link in the Reports menu (on the left side of the dashboard) and then click on overview. The top channel pie chart at the highest of the report shows the odds of users that visited your website from every channel throughout the period.

HOW DOES IT REALLY WORK?

When you install Google Analytics tracking code with no extra customization, website traffic is grouped into one of several predefined channels. This provides a useful way to get a high-level view of where your website viewer's square measures come back from.

This is often the data given within the acquisition>summary report. As always, there is more to it but we will keep it simple!

Let's perforate the channel definitions, what kind of visitors get included, and what you can get to know about those visitors.

✓ **ORGANIC SEARCH**

The visitors directly click on the link to your website that appears on the search engine results page. There's a good probability that the viewers were trying to find one specific thing this could be either a product you sell or a service you offer.

✓ **PAID SEARCH**

They clicked on a link to your website that appears as a paid ad on the search engine result page. You will only be able to see this if you are paying to run search advertising on your website. You will find more by clicking on the Acquisition> Campaigns> Paid Keywords report to see which keywords boosted these paid advertising visits.

✓ **E-Mail**

They clicked on a link to your website in the affiliate email campaign that you sent. They are already signed to your email list so they are the return visitors to your website. These visitors were the result of you sending an email campaign with engaging content that readers clicked on one in every link to come to your website.

✓ **SOCIAL**

They clicked on the link to your website from a social networking site like Facebook, Twitter, or Instagram. They are the casual browsers unlike the organic ones as they were most likely scrolling their feed on a social media platform and stumbled on a link to your website, either from a post you created or from a post that another user created that links to your website. Google Analytics is aware of the amount of time we all spend on social media these days that it's worth pulling this data out into a separate channel.

✓ **REFERRAL**

They clicked on a link to your website from another website and this. Depending on the context, it's worth looking at the list of other websites that are referring visitors to your sites. It can become really valuable if you can encourage other high-quality websites to link to your website.

✓ **DIRECT**

The direct channel serves as the bucket for visitors as it captures visits that entered the URL of your website directly into the browser and landed directly to your website without visiting another website first. They are the keen visitors who remembered your website URL and actively choose to navigate directly to your website.

If you are investing in paid advertising. It is necessary to develop a method for pursuing the impact of your advertising spend in Google Analytics. This will involve learning more about setting up custom URLs to use in advertising campaigns that will ensure Google analytics can properly attribute paid traffic to the correct channels.

