BeachAlytics makes it easy for website's to use information collected from Google Analytics to generate more leads & online sales!!! Discover how different factors work together and impact your site's goal. Do more of what works, less or what doesn't.

1 - Double down marketing on best performing channels.

2 - Increase your site's conversion rate, eliminating drop off points.

**Direct Traffic**
Traffic that comes direct to the site (Typed into the url bar, Used a bookmark)

Email
Email traffic will usually show up as Direct Traffic, but can be specially tracked.

Referral Traffic
Traffic from other websites (Social Media, partner sites)

Organic Search
Traffic from search engine results page (Google, Yahoo)

Paid Advertisements
Links from paid advertisements (Search Engine Ads, Banner Ads)

Landing Pages

Sales Funnel

Confirmation Page
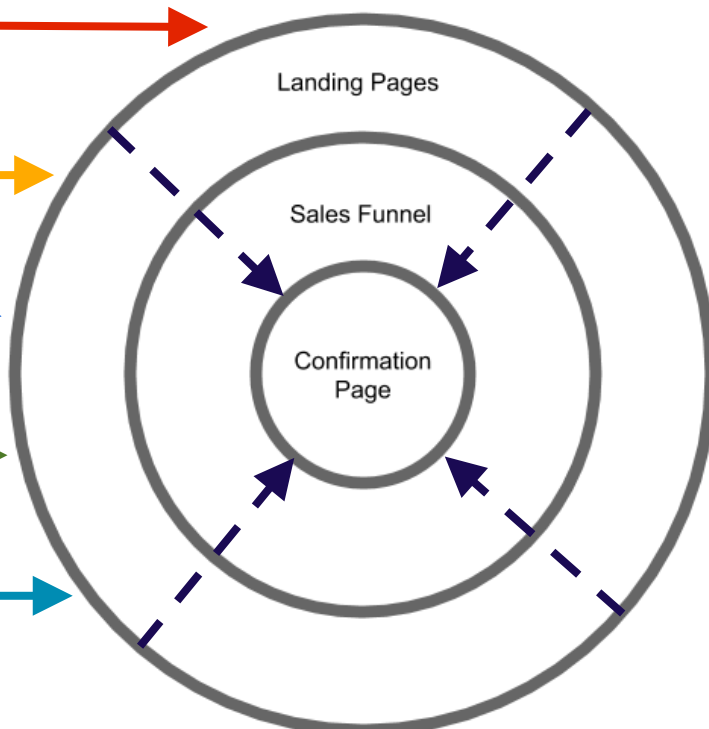
3 - Use data to track progress, see what's working and what's not working.

	Landing Page Visits	Sales Funnel Visits*	Sales** (#)	Revenue ($)
Direct				
Email				
Referral				
Organic Search				
Paid Ads				
Overall Total				

*The sales funnel represents the pages a user goes through to complete the site's goal.

**Sales are calculated by the number of visits to the confirmation page. This page is loaded directly after a sale. (1 conf. page visit = 1 sale)

How to Put Your Data to Work . . .

Email - Discover which email audiences spend the most on your site. Compare sent messages.
Referral Traffic - Find out how many sales are a result of social media & links from other sites.
Organic Search - Learn how Google affects your site, don't get bogged down with confusing details.
Paid Advertisements - Stop spending money on ads that don't lead to purchases! Focus budget into ads that produce.