

## **Experiment – 5: Use Google analytics tools to implement the Traffic Sources.**

Do you want to know how to track website traffic with Google Analytics? If you use Google Analytics to see your website traffic, you'll get to see all kinds of data like how your visitors found your site, how long they spent on your site, and what pages they viewed.

When you know how your visitors found you, whether through Google search, social media, or other channel, you can make impactful decisions to help you grow your traffic.

### **Why Track Website Traffic with Google Analytics?**

As a marketer, there are many benefits to being able to see your website traffic and where it came from. Here are some reasons for tracking your traffic:

- **Better Understand Your Visitors** – Tracking your traffic sources in Google analytics can help you identify your unique visitors' geographic location and which channels they use, so you can better understand them and their user behavior, provide targeted messages, and make improvements to your SEO strategies
- **Measure Your Marketing Campaigns** – If a campaign is built around driving traffic or completing actions on your website, then you can measure its effectiveness
- **Focus on Channels for Best Results** – By identifying which channel performed the best in getting visitors to your site, you can focus on it more to get even better results
- **Find New Content Topics** – People from different channels might be interested in specific topics, so you can discover new content ideas by checking your traffic sources and engagement rate for each page, then using that traffic data to perform keyword research
- **Identify Traffic Gaps on Your Site** – You can identify which channel doesn't perform well in attracting visitors, so you can optimize it.

### **How to Track Your Website Traffic in WordPress?**

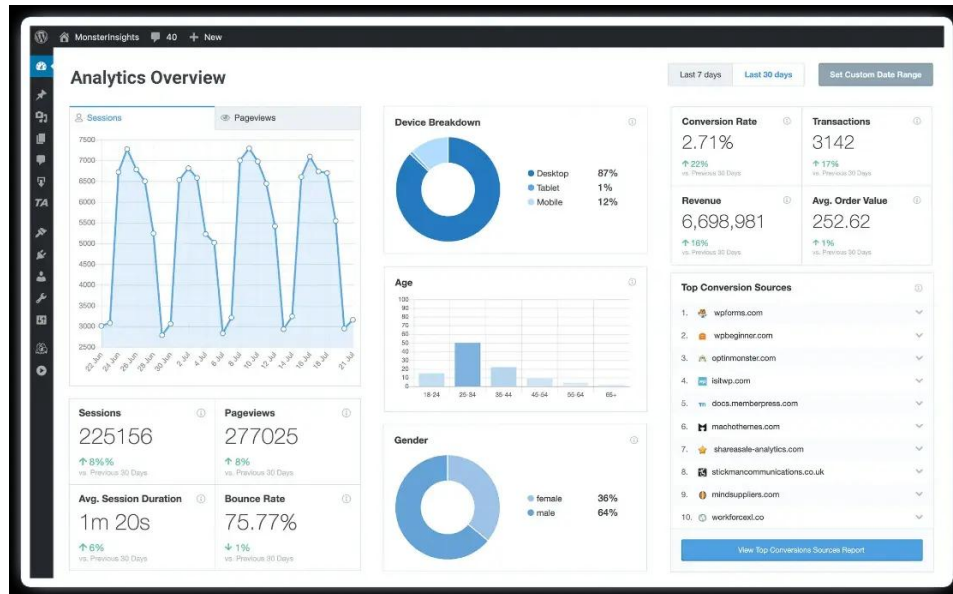
When it comes to using Google Analytics, many users find it overwhelming. That's because it requires some code for setting it up on your WordPress site.

Plus, you'll have to be an Analytics expert to find the right report and get the traffic data that you need for making decisions.

So, a much easier way of viewing your traffic sources, pageviews, and other engagement metrics in WordPress is through MonsterInsights.

It's the best WordPress plugin for Google Analytics and it makes using Analytics very easy. You don't have to worry about hiring a developer or someone who knows analytics.

The plugin helps add Google Analytics to your website and then displays the most useful reports right inside your WordPress dashboard.



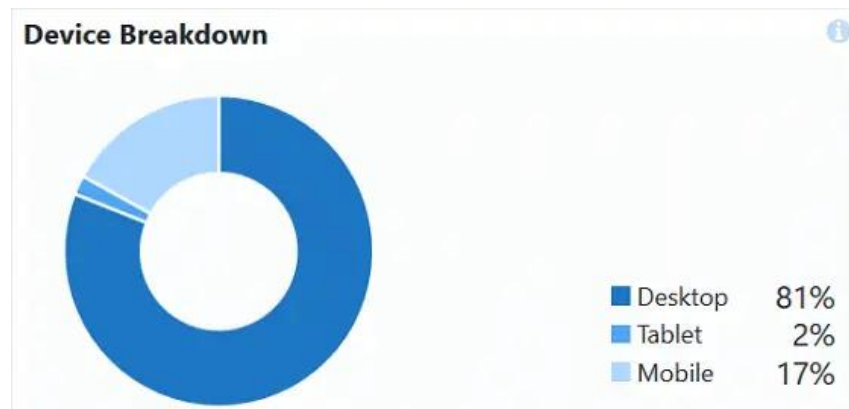
Once you've installed MonsterInsights on your website, you can see where your traffic is coming from. Let's look at a few of the reports that you can use to track website traffic.

## Overview Report











To start, go to **Insights » Reports » Overview**. Here you can see a traffic overview report and the overall performance of your website.













If you scroll down, you can see the **Device Breakdown** report that shows which device your visitors use to view your website.



In the Overview report, you can also view the **Top 10 Countries** that your users are from. Using this report, you can create campaigns, messages, and content according to different regions.

Top 10 Countries			
1.	 United States	147453	
2.	 India	127662	
3.	 United Kingdom	114114	
4.	 Australia	106440	
5.	 Canada	76436	
6.	 Germany	53896	
7.	 Netherlands	23054	
8.	 Brazil	12615	
9.	 Spain	8595	
10.	 France	7592	
<a href="#">View Countries Report</a>			

And next to countries, you can see the Top 10 Referrals report. This shows websites that send the most traffic to your site, including social media networks. You can form partnerships with these sites and continue to grow your traffic.

Top 10 Referrals <span>(i)</span>		
1.	 wpbeginner.com	38532
2.	 wpforms.com	22567
3.	 isitwp.com	18566
4.	 seedprod.com	15561
5.	 rafflepress.com	12328
6.	 exactmetrics.com	9256
7.	 optinmonster.com	8251
8.	 syedbalkhi.com	6141
9.	 weeblytowp.com	4122
10.	 yoast.com	2108
<a href="#">View All Referral Sources</a>		

Wondering how to see page views on Google Analytics? At the bottom of the Overview report, we can find your top posts and pages.

Top Posts/Pages <span>(i)</span>		
1.	Home	29,752
2.	Pricing	27,534
3.	SeedProd is Now Part of the Awesome Motive Family	24,073
4.	[Case Study] 6 Ways WPBeginner Uses MonsterInsights to Grow Their Business	23,095
5.	30 Easy Ways to Make Money With OptinMonster	22,792
6.	WPForms Hits 6,000 5-Star Reviews — Giveaway Time!	22,661

## Source/Medium Report

Where exactly is your traffic coming from? With the Source/Medium report, you can see which channels are sending visitors your way. Plus, you'll see data for each channel like engaged sessions, conversion rate, and revenue.

	Source / Medium ▲	Sessions ▲	Engaged Sessions ▲	Pages / Sessions ▲	Purchases ▲	Conversion Rate ▲	Revenue ▲
1.	google/o rganic	22	15	12	23	42%	80
2.	google/c pc	24	17	19	28	16%	83
3.	pinterest. com/refe rral	19	19	17	10	73%	70
4.	(direct)/ (none)	26	29	13	15	30%	61
5.	drip/emai l	26	24	30	13	14%	92

## Search Console Report

Now, if your site gets some organic traffic, you should know which keywords your site is ranked for. To find that out, MonsterInsights offers a Search Console Report.

It shows the top 50 Google search terms for your website along with clicks, impressions, CTR (click-through-rate), and average position (keyword ranking).

Overview	Publishers	Search Console	eCommerce	Dimensions	Forms	Real-Time
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Search Console Report					Last 7 days	Last 30 days	Set Custom Date Range
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Top 50 Google Search Terms						
Terms	Clicks	Impressions	CTR	Avg. Position		
1. Best Google Analytics plugin?	183463	3706401	50.27%	1.2		
2. How to get better analytics?	113956	1840312	62.83%	1.1		
3. Best stats for WordPress	113904	4073822	50.23%	1.2		
4. Add Google Analytics to WordPress	231034	239080	43.45%	1.4		
5. How to add Google Analytics to WordPress	92942	938305	45.79%	1.1		
6. What is Google Analytics	52918	9243962	56.59%	1.3		

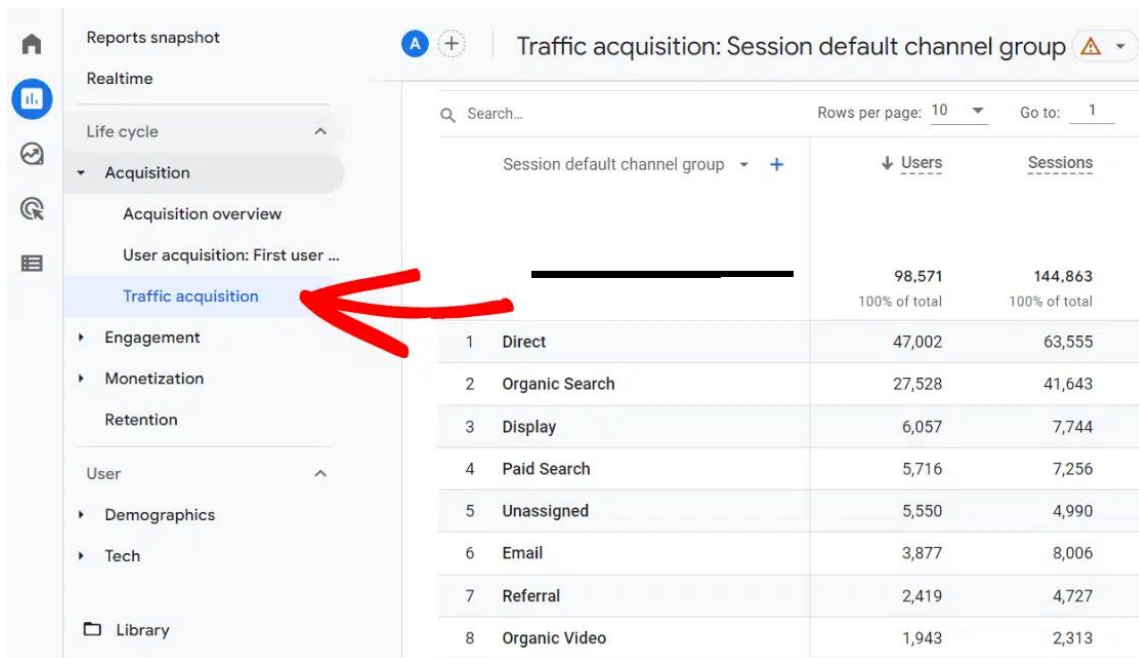
## How to Track Website Traffic in Google Analytics?

MonsterInsights offers user-friendly reports inside your dashboard, so you don't have to leave your site. But what if you want to see where traffic is coming from in Google Analytics?

There are many reports that you can use to see website traffic statistics in Analytics. Having said that, it's very easy to get lost.

To help you find the data that matters, you can start by logging in to your Google Analytics account.

You can start by navigating to **Acquisition » Traffic Acquisition**:



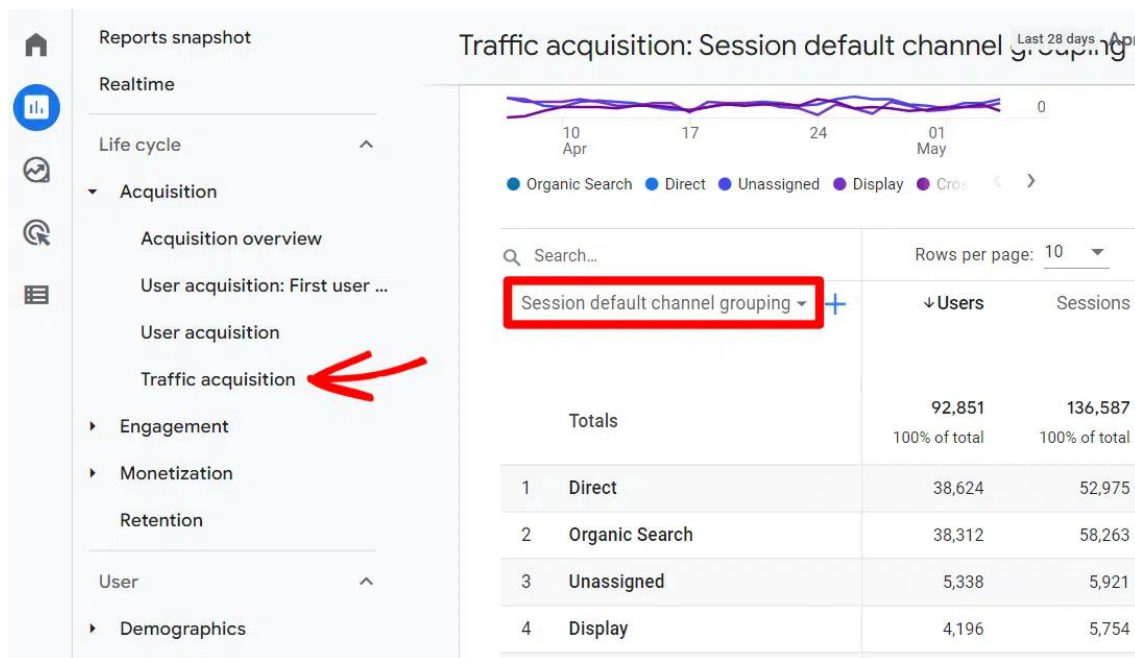
The screenshot shows the Google Analytics interface. On the left sidebar, the 'Acquisition' menu is expanded, and 'Traffic acquisition' is highlighted with a red arrow. The main content area displays the 'Traffic acquisition: Session default channel group' report. The report shows a table with columns for 'Session default channel group', 'Users', and 'Sessions'. The data is as follows:

Session default channel group	Users	Sessions
Direct	47,002	63,555
Organic Search	27,528	41,643
Display	6,057	7,744
Paid Search	5,716	7,256
Unassigned	5,550	4,990
Email	3,877	8,006
Referral	2,419	4,727
Organic Video	1,943	2,313

In this Google Analytics web traffic report, you can see which channels are driving the most traffic to your website. For instance, you can see the number of visitors from organic searches.

You'll also be able to see how much traffic is getting referred from other sites, how much direct traffic you're getting, and more.

To get a deeper look at exactly where your traffic is coming from, click the Session default channel group dropdown:



From there, select Session source/medium:

**Traffic acquisition: Session source / medium** Last 28 days Nov 17 - Dec 14, 2022

Search... Rows per page: 10 Go to: 1 1-10 of 33

Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session
	98,282 100% of total	144,454 100% of total	87,731 100% of total	1m 30s Avg 0%
1 (direct) / (none)	47,002	63,555	38,083	1m 28s
2 google / organic	22,949	35,847	25,565	1m 44s
3 google / cpc	13,471	17,167	8,795	0m 44s
4 (not set)	5,547	4,985	171	1m 27s
5 Newsletter_November_2022_2 / email	3,587	6,952	5,305	2m 39s
6 baidu / organic	1,808	1,870	1,210	0m 14s
7 youtube.com / referral	1,736	2,036	1,105	0m 33s

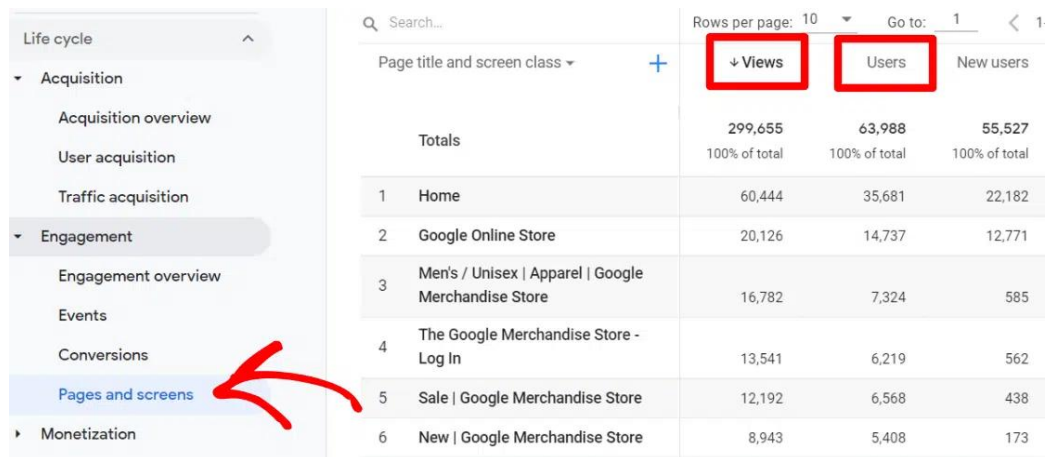
Now, you can see which search engines contributed to your organic traffic, which sites sent you referral traffic, and more.

Now that you know how to see where traffic is coming from for your overall website, what if you want to use Google Analytics to find traffic for specific pages?

## Google Analytics Traffic Sources for a Specific Page?

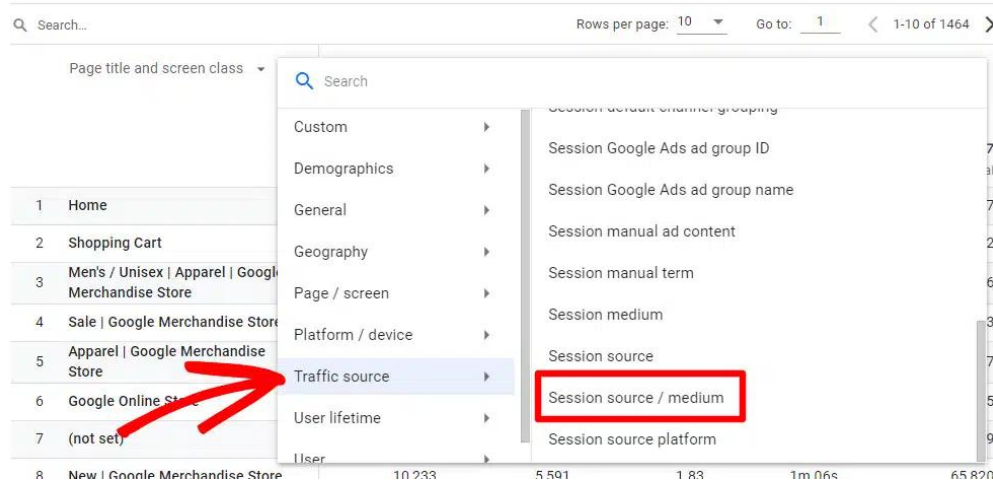


To find site traffic sources and other web traffic analytics for a specific page in Google Analytics 4, navigate to Engagement » Pages and Screens. In the table, you'll see both Views and Users, so you can see how many views each page got, and how many users completed those views.



Page title and screen class		↓ Views	Users	New users
Totals		299,655	63,988	55,527
		100% of total	100% of total	100% of total
1	Home	60,444	35,681	22,182
2	Google Online Store	20,126	14,737	12,771
3	Men's / Unisex   Apparel   Google Merchandise Store	16,782	7,324	585
4	The Google Merchandise Store - Log In	13,541	6,219	562
5	Sale   Google Merchandise Store	12,192	6,568	438
6	New   Google Merchandise Store	8,943	5,408	173

To add source/medium to the report, click the **plus icon** above the Totals column. In the dropdown, choose **Traffic source** then **Session source / medium**.



Page title and screen class	Session source / medium	Views	Users	New users	Views per user
1 Home	(direct) / (none)	25,584	16,342	12,709	1.57
2 Shopping Cart	google / organic	21,992	11,753	5,991	1.87
3 Men's / Unisex   Apparel   Google Merchandise Store	google / organic	12,470	8,804	7,341	1.42
4 Sale   Google Merchandise Store	(direct) / (none)	6,880	3,278	582	2.10
5 Apparel   Google Merchandise Store	google / organic	6,572	2,969	2	2.21
6 Google Online Store					
7 (not set)					
8 New   Google Merchandise Store					

Now, you have a table of your pages by source/medium and views:

Page title and screen class	Session source / medium	↓ Views	Users	New users	Views per user
Totals		299,655	63,988	55,527	4.68
		100% of total	100% of total	100% of total	Avg 0%
1 Home	(direct) / (none)	25,584	16,342	12,709	1.57
2 Home	google / organic	21,992	11,753	5,991	1.87
3 Google Online Store	google / organic	12,470	8,804	7,341	1.42
4 Men's / Unisex   Apparel   Google Merchandise Store	(direct) / (none)	6,880	3,278	582	2.10
5 Men's / Unisex   Apparel   Google Merchandise Store	google / organic	6,572	2,969	2	2.21



To change this table to view your landing pages by source/medium, scroll over the the **Event count** column. Click the down arrow next to **All Events** and select **first\_visit**.

Q Search...	Rows per page: 10 Go to: 1 1-10 of 5286					
Page title and screen class	Session source / medium	Page time	Unique user scrolls	↓ Event count All events	Conversions All events	Total revenue
Totals		14s	108,198	55,527	62,942	\$128,786.97
1 Home	(direct) / (none)	20s	4,382	12,709	12,709	\$0.00
2 Home	google / organic	29s	4,142	5,991	5,991	\$0.00
3 Home	(not set) / (not set)	25s		179		\$0.00
4 Men's / Unisex   Apparel   Google Merchandise Store	(direct) / (none)	30s	2,852	3,071	3,070	\$0.00
5 Google Online Store	google / organic	38s	1,309	1,978	1,978	\$0.00

Then, click the **Event count** column title to sort by landing page visit events. Now you have your landing page visits report by source/medium.

Q Search...	Rows per page: 10 Go to: 1 1-10 of 5286					
Page title and screen class	Session source / medium	Page time	Unique user scrolls	↓ Event count first_visit	Conversions All events	Total revenue
Totals		14s	108,198	55,527	62,942	\$128,786.97
1 Home	(direct) / (none)	20s	4,382	12,709	12,709	\$0.00
2 Google Online Store	google / organic	38s	7,952	7,341	7,341	\$0.00
3 Home	google / organic	29s	4,142	5,991	5,991	\$0.00
4 Google Online Store	(direct) / (none)	36s	2,852	3,071	3,070	\$0.00
5 Google Online Store	baidu / organic	38s	1,309	1,978	1,978	\$0.00