



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example

Google Analytics to a Website

Define specific actions you want users to take on your website, such as making a purchase or filling out a contact form. Set up goals and e-commerce tracking in Google Analytics to monitor these conversions.

Identify where your website traffic is coming from. Google Analytics can show you whether visitors are finding your site through search engines, social media, referrals, or direct visits. This can guide your marketing efforts.

Understand your mobile audience. Check how your website performs on different devices and screen sizes. Optimize your site for mobile users based on this data.

Analyze how users interact with your website. Track metrics like average time spent on the site, bounce rate, and the most popular pages. Use this data to enhance user experience.

Determine which content is popular and engaging. Analyze which blog posts, articles, or videos receive the most views and engagement. Use this information to create more of what your audience enjoys.

Understand your audience demographics such as age, gender, location, and interests. Tailor your content and marketing strategies to match the interests of your core audience.

Google Analytics provides real-time data about the users currently on your site. Use this feature to monitor the immediate impact of marketing campaigns or social media posts.

Use Google Analytics to run A/B tests on your website. Test different versions of landing pages, CTAs, or other elements to see which performs better. This data-driven approach can significantly improve your site's effectiveness.

If your website has a search functionality, track what users are searching for. This can give you insights into what your visitors are looking for and whether they are finding it easily on your site.

Start by creating a Google Analytics account and adding the tracking code to your website. This will collect data on user visits, page views, and more.

Define and track specific goals like form submissions, product purchases, or newsletter sign-ups. This helps you measure the success of your website.

Create custom reports to track specific metrics relevant to your business. Also, set up alerts to get notifications when certain metrics reach a specific threshold, enabling you to react promptly to any significant changes.