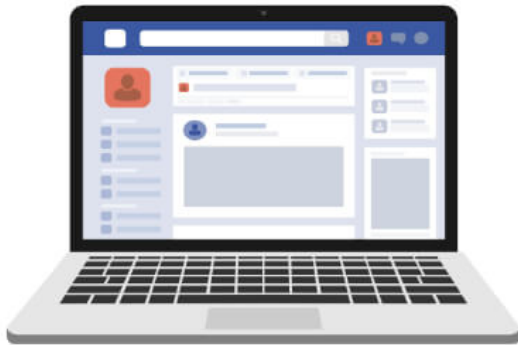


# MonsterInsights

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## MonsterInsights Blog

Hints, tips, tutorials and resources.



### How to Easily Track Your Facebook Users in Google Analytics

Last updated on January 2, 2019 by Lindsay Liedke

Want to learn how to track Facebook users in Google Analytics? Knowing how many people come to your website from Facebook, and how they behave once on your website, is crucial to optimizing your site for more traffic and higher conversions.



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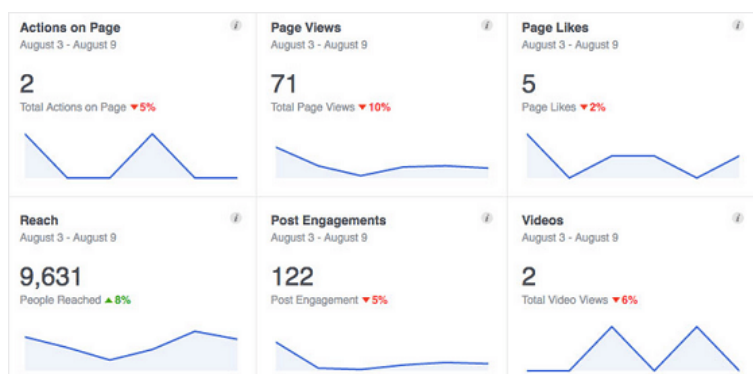
In this article, we'll show you how to easily track Facebook users in Google Analytics.

## Why Track Facebook Users in Google Analytics?

You want to track Facebook users in Google Analytics so you can see what's happening once people land on your website from Facebook. This is in addition to viewing Facebook Insights to see what people are doing while on your Facebook page.

With [over 1.4 billion daily active users](#), Facebook is an ideal place to reach a wide audience base that is sure to be interested in what you have to offer. But since the announcement earlier this year [that Facebook will focus more on family and friends](#) moving forward, businesses have found that reaching their target audience on Facebook is harder than ever.

As a result, tracking user behavior becomes even more important if you want to capitalize on the reach potential Facebook has.



Facebook Insights focuses on activity that happens on your Facebook page:

- Actions on page

tips and resources

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- Pageviews
- Page likes
- Reach
- Page followers
- Video use
- Post engagement

But what about what happens **after a Facebook user clicks on a link and lands on your website?**

Without knowing what your Facebook audience is doing once they visit your website, you can't possibly know whether your content marketing efforts are working.

That's why you should track your Facebook users in Google Analytics to see what happens after they engage with your Facebook page.

If you haven't set up a Google Analytics account, check out our helpful guides on [why your business needs Google Analytics](#) and [how to set up Google Analytics for WordPress](#).

## 1. Traffic Source Overview

The easiest way to find out how many Facebook users are coming to your website from Facebook is to go to **Acquisition » All Traffic » Channels** in your Google Analytics account.

How to Add  
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Custom Event  
Tracking in  
WordPress

How to Track Links  
and Button Clicks  
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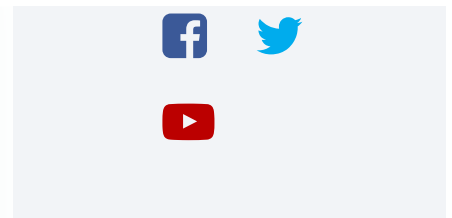
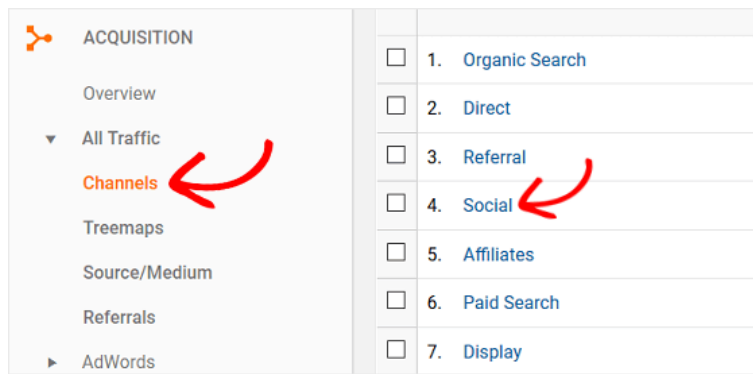
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Here, you'll see a [list of traffic sources](#) bringing people to your website such as organic search, [direct traffic](#), referrals, and paid search.

Click on **Social** to see a breakdown of social media networks bringing traffic to your site, including Facebook.

<input type="checkbox"/>	1. YouTube	1,827 (91.26%)	1,746 (93.02%)	1,955 (90.22%)
<input type="checkbox"/>	2. Facebook	61 (3.05%)	52 (2.77%)	79 (3.65%)
<input type="checkbox"/>	3. Quora	46 (2.30%)	33 (1.76%)	47 (2.17%)
<input type="checkbox"/>	4. reddit	27 (1.35%)	25 (1.33%)	27 (1.25%)
<input type="checkbox"/>	5. Google Groups	22 (1.10%)	4 (0.21%)	34 (1.57%)
<input type="checkbox"/>	6. Twitter	8 (0.40%)	8 (0.43%)	9 (0.42%)
<input type="checkbox"/>	7. wikiHow	5 (0.25%)	5 (0.27%)	5 (0.23%)
<input type="checkbox"/>	8. VKontakte	4 (0.20%)	2 (0.11%)	9 (0.42%)
<input type="checkbox"/>	9. LinkedIn	2 (0.10%)	2 (0.11%)	2 (0.09%)

Here you'll see a general overview of what's happening on your website on all social media networks. You can also compare this data to your website as a whole.

For example, you'll see how many people come from each social media platform, the number of sessions they initiate, and important data like [bounce rate](#), pages/sessions, average sessions duration, and metrics related to eCommerce transactions if this applies to your website.

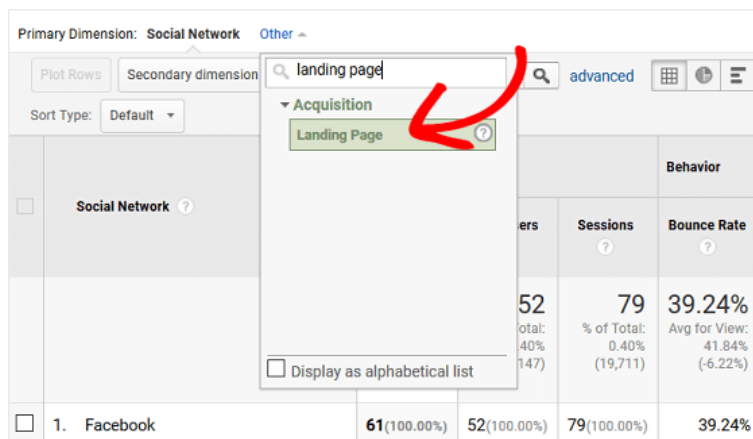
## 2. Facebook Users and Landing Pages

Once you've found the breakdown of the different social media platforms, click on **Facebook** to see only the Facebook data.

In addition, you can change the Primary Dimension in this view to "Landing Pages."

This will show you which landing pages your Facebook users are landing on as they arrive from your Facebook page.

Click on **Other** near **Primary Dimension** and enter "Landing Page" into the search box until the option appears.



The screenshot shows the Google Analytics interface with the 'Primary Dimension' set to 'Social Network'. A dropdown menu is open, showing 'Acquisition' and 'Landing Page'. A red arrow points to 'Landing Page'. The table below shows data for Facebook.

Primary Dimension	Sessions	Bounce Rate
1. Facebook	61(100.00%)	39.24%

Click on **Landing Page**.

Now you'll be able to see which landing pages your Facebook users are landing on when they visit your site.

Landing Page	Acquisition			Behavior			Conversions		eCommerce
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	61 % of Total: 0.38% (15,964)	52 % of Total: 0.40% (13,147)	79 % of Total: 0.40% (19,711)	39.24% Avg for View: 41.84% (-6.22%)	3.09 Avg for View: 4.43 (-30.33%)	00:04:46 Avg for View: 00:02:40 (78.26%)	0.00%	0 % of Total: 0.00% (327)	\$0.00 % of Total: 0.00% (\$48,686.86)
1. /home	37 (54.41%)	31 (59.62%)	47 (59.49%)	34.04%	3.11	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /google+redesign/apparel/headgear	15 (22.06%)	9 (17.31%)	16 (20.25%)	43.75%	2.50	00:08:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /google+redesign/drinkware	3 (4.41%)	2 (3.85%)	3 (3.80%)	33.33%	5.33	00:12:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /google+redesign/apparel/mens	2 (2.94%)	1 (1.92%)	2 (2.53%)	0.00%	5.50	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /google+redesign/lifestyle/fun/menlibu+sunglasses.and	2 (2.94%)	2 (3.85%)	2 (2.53%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /esearch.html	1 (1.47%)	1 (1.92%)	1 (1.27%)	0.00%	3.00	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /basket.html	1 (1.47%)	1 (1.92%)	1 (1.27%)	0.00%	5.00	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /google+redesign/apparel/mens/menst+shirts	1 (1.47%)	1 (1.92%)	1 (1.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /google+redesign/bags/backpacks/google+alpine+style+backpack.and	1 (1.47%)	1 (1.92%)	1 (1.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /google+redesign/bags/google+packable+bag+black	1 (1.47%)	1 (1.92%)	1 (1.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

You'll also see the Google Analytics metrics for each so you can decide [which landing pages are converting the most](#), and which ones need improvements.

If you don't have an eCommerce shop, you can still monitor how many Facebook users come to your website. All you have to do is change the **Conversions** category.

Here, you can change the category based on the [goals in Google Analytics you've created](#) for your website, such as form conversions, to see what your Facebook users are doing on your website as it relates to your site's overall goals.

Conversions

Goal 1: Form Conversions

All Goals

✓ Goal 1: Form Conversions

Goal 2: Test

Goal 3: Destination Goal Example

Goal 4: Duration Goal Example

Goal 5: Pages/Visit Goal Example

Session	Form Conversion (Goal 1 Conversion Rate)	Conversions (Value)
00:00:02 Avg for View: 42 (-96.43%)	0 Avg for View: (-1)	\$0.00 Total: 0.00% (\$0.00)
00:00:02	0.00%	\$0.00 (0.00%)

Adding to that, you can use MonsterInsights, [the best Google Analytics plugin on the market today](#), and the

[Forms add-on](#) to track form views, submissions, and conversions.

This is especially great if you use the most user-friendly WordPress contact form plugin around, [WPForms](#).

### 3. Social Acquisition

The last place to look for a wealth of data about your Facebook users is under **Acquisition » Social**.

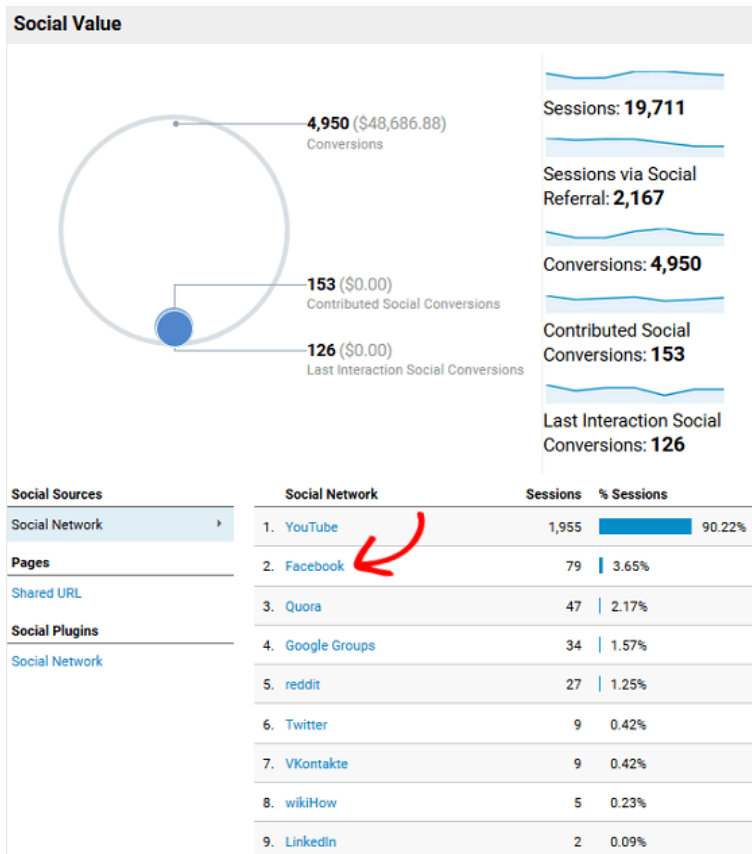
From there, you have several categories that are driving traffic to your website from Facebook.

You should focus on these three:

1. Network Referrals
2. Landing Pages
3. Conversions

You may or may not have traffic from all categories coming from Facebook, but it's worth a look.

To start, let's take a look at the **Overview** section.



Here you'll see which percentage of Facebook users are coming to your site versus other popular social platforms. You'll also notice data like the number of total sessions, session referrals, the number of conversions, and more.

Next, check out the category **Network Referrals**.

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. YouTube	1,955 (90.22%)	4,829 (86.87%)	00:01:08	2.47
2. Facebook	79 (3.65%)	244 (4.39%)	00:04:46	3.09
3. Quora	47 (2.17%)	93 (1.67%)	00:00:56	1.98
4. Google Groups	34 (1.57%)	197 (3.54%)	00:03:59	5.79
5. reddit	27 (1.25%)	75 (1.35%)	00:00:38	2.78
6. Twitter	9 (0.42%)	25 (0.45%)	00:00:51	2.78
7. VKontakte	9 (0.42%)	53 (0.95%)	00:04:20	5.89
8. wikiHow	5 (0.23%)	21 (0.38%)	00:01:18	4.20
9. LinkedIn	2 (0.09%)	22 (0.40%)	00:07:50	11.00

Here you'll see where your site's traffic originates from and their behavior once they land on your website.



Next up is **Landing Pages**, which we talked about earlier. Again, this section will show you the landing pages your Facebook users are clicking on in Facebook.

Lastly, if you click on the **Conversions** category, you'll see each social network and the number of conversions each has. In addition, you'll see the value those conversions have brought you if you've assigned your goals conversion values.

Social Network ?	Conversions ?	Conversion Value ?
	155 % of Total: 3.13% (4,950)	\$0.00 % of Total: 0.00% (\$48,686.88)
1. YouTube	122 (78.71%)	\$0.00 (0.00%)
2. Google Groups	13 (8.39%)	\$0.00 (0.00%)
3. Quora	8 (5.16%)	\$0.00 (0.00%)
4. Facebook	5 (3.23%)	\$0.00 (0.00%)
5. VKontakte	4 (2.58%)	\$0.00 (0.00%)
6. LinkedIn	3 (1.94%)	\$0.00 (0.00%)

And there you have it! You now know how to easily track Facebook users in Google Analytics. Plus, you now know a little more about your Facebook users and what they do once they're on your website.

If you currently run Facebook ads and want to find out how they're doing, be sure to check out our helpful tutorial on [tracking Facebook ads in Google Analytics](#).

And, of course, if you want to improve your ad campaigns, and make sure Google doesn't record inaccurate conversions, be sure to check out the [MonsterInsights Referral Tracking addon](#), as well as [how to set up marketing tracking in Google Analytics](#) so you'll always know what's going on with your social media ad campaigns.

And don't forget to follow us on [Twitter](#) and [Facebook](#) for more helpful Google Analytics tips.



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