



Google Analytics: Turn Data Into Actionable Insights

| Key Questions to Ask | Insights | Actions |
|---|----------|---------|
| Audience | | |
| Age, Gender, Interests & Behaviour Report | | |
| What is the age range and gender of your best converting customers? | | |
| What are the categories of interests your visitors have? (upsells, cross sells etc.) | | |
| Geo Report (Location & Language) | | |
| What are your primary markets in terms of # of visitors (sessions)? | | |
| Do you have any locations which have an above average conversion rate? | | |
| Technology Report (Browser & OS) | | |
| Do any browsers have high bounce rates or lower than expected conversion rates? | | |
| Mobile Traffic Report | | |
| What percentage of your visitors come on mobile devices? | | |
| Do any devices have high bounce rates or lower than expected conversion rates? | | |
| Acquisition | | |
| Acquisition Overview Report | | |
| Does the traffic overview report reflect your marketing investment in these traffic source | | |
| Do you need to better record where you're investing my marketing time/money? | | |
| Source/Medium Report | | |
| Which traffic sources you could potentially grow? e.g. low-medium traffic but high conversion rate compared to average | | |
| Custom Report: Best Days to Post | | |
| What day and hour of the day do you get peak traffic? (post at this time!) | | |
| Behaviour | | |
| Landing Pages Report | | |
| Which landing pages have a higher bounce rate compared to average? (get rid or rework these by looking at good performing landing pages) | | |
| All Pages Report | | |
| Which pages have a higher av. time on page compared to site average? (this content is popular so make more of it!) | | |
| Exit Pages Report | | |
| Which pages have a high % exit rate? (Get ideas to optimise these by looking at good pages with low % exit rates) | | |
| Conversion | | |
| Goal Report | | |
| Are conversion rates higher or lower than expected? | | |
| What incentives & pages have contributed the most conversions | | |