

GOOGLE ANALYTICS CHEAT SHEET

Sign up for Google Analytics using this [link](#).

Exclude Yourself

- Click HOME in the sidebar of GA.
- In Master View (far right column) add a filter
- Label the filter Exclude Internal Traffic
- Add your I.P to the address box. Save.

Who is Visiting Your Website

- In the left sidebar click Audience > Overview to see who is visiting your website
- Audience > GEO to see where visitors are from
- Audience > Mobile to see what device they use

How People Get To Your Website

- Acquisition > Overview
- Direct = Direct search for your website
- Organic = Searched for something and were directed to you
- Referral = Visitors were referred to you from another site.
- Acquisition > Social > Overview shows your social media traffic

What your visitors are interested in

- Behaviour > Overview = what brought visitors to your site
- Behaviour > Flow > Site Content > All Pages = which pages receive the most traffic. Concentrate on these and replicate.
- Behaviour > Site Content > Exit Pages shows the page your visitors were on when they left your site

Pinterest Analytics

- Acquisition > All Traffic > Referrals > Pinterest - Highlight pin and right click to choose copy. Paste in a new tab search bar to see which pins bring traffic to your website.
- Acquisition > Social > Network Referrals > Pinterest: Check URL's for individual pages that are getting traffic from Pinterest