



GET FOUND

with fuse

Google Analytics Cheat Sheet

Learn some Google Analytics basic lingo. Overall, some recent changes: As nicely stated by [PNMG](#): *"Visits" are now called "Sessions" and "Unique Visitors" are now called "Users."* What?

So, instead of having the old terms on your graphs and reports, you'll have "sessions" and "users."

If you're starting off new, here's a positive! You don't have to get used to the change. Just remember sessions and users and what they indicate. Complete descriptions are below this



graphic:

- **Session data:** There are several ways GA calculates what defines a session. The Analytics help page tells us it can be time based, including your end of day, campaign change, after 30 minutes of inactivity, or at midnight. It can also be defined by other factors that can get kind of complex.

The 30-minute session reset can even be adjusted, as 30 minutes is just the default. See the help page [here](#) for full disclosure and options. This term is important to understand because all the other calculations of your data refer back to the number of sessions. (It does get easier from here.)

- **Users:** See? Easy! This is the number of peeps visiting your site for the selected time period. I usually view mine by month, but when you start off, you will probably look at ALL of them at first as you gorge on the data. It's okay, it's carb free.
- **Pageviews:** How many pages were looked at by those users. Page views, really, just crammed into one word. Sneaky.
- **Pages/Session:** The average number of pages each user visits while on your site. It's "pages per session" disguised as something techy, or division, or who knows. Just don't let it freak you out.

- **Avg. Session Duration:** This is just what it sounds like. The average time a user is on your site. See? Easy.
- **Bounce Rate:** This is a VERY IMPORTANT one to know. Your goal should always be to have a low bounce rate. A bounce is when a user enters your site via one page and leaves via the SAME page. So, if the user is not going anywhere and navigating your site, it's an indicator to Google that you're not a good fit for their search. (And that's not necessarily true! What if all they needed was your address and phone so they could book you? Just keep it in mind.) So, since Google has made a high bounce rate bad, we have to try to figure out how to avoid that. "But Fuse, what is an ideal bounce rate?" I don't have an exact number for you. All sites are different. With blogs, bounces are common (the person comes to read the daily blog post and leaves). But anything over 70% should be seriously looked at. Think of factors like site speed, website structure, how easy it is to navigate, and other factors. The ideal goal for a bounce rate for me is 30%.

5. Further exploring Google Analytics dashboard and what really matters. (These sections are found in the left sidebar.)

Real Time. This has the little clock icon by it. I love this feature, especially for a big launch or announcement. You get to see if folks are on your site in real time. An overview of it will show you any search keywords, and which page they are on. Traffic Sources shows you where these visitors

came from, so you can see if it is organic (Google) or a referral (a website).

Audience. It's got that little icon with 3 people next to it, similar to the facebook friend requests icon. Find it? This will show you the main information as in the photo above: summary of visits, returning, bounce rate and such. It's got a ton of subsections under it. I only look at the Users Flow subsection because I prefer the private dashboard visual layout, which will show me all the info I need.

Users Flow, though, is a cool graph showing how folks navigate through my website. It's so cool to see which are the top pages they visit and where am I losing them. It can get a little intimidating and technical, but check it out to see if you find any patterns in the pages they are going to.

You can also use a heat map service, which is more detailed in showing you how users are navigating your website. (See #7 below, under paid services.)

Acquisition. You'll see this has two arrows next to it. This is a pretty visual section which shows me where my visitors are coming from. Is it organic (Google), direct (they had the actual URL and typed it in directly), or referral (they linked via a site, or you were mentioned on the site they came from). The Social subsection is interesting because it shows if your traffic is coming from Pinterest. It also has a User Flow subsection to see the pattern of, let's say, just Pinterest users.

And I love the landing pages because it shows which pages folks are coming and going to, let's

say Pinterest is where most are going to, so looking at those, that will give me ideas of blog posts and more content to create for my audience.

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