Some things are not tracked (better than nothing)

GA & Extension

Evaluation - traffic

Start small

- hit, bounce rate, time on site, frequency
- pages/visit goal

Review log data

- where your visitors are coming from
- device

- if you're targeting, a site and

- keywords

- how your visitors find your website

So what should be reported?

- Not always straightforward

1. Unique hits / unique visitors

2. Segmentation

3. Conversion rate & goals

Trends

Conclusion

A whole lot better than nothing

Other Google Products:

- Website Optimizer
- Content Experiments
- Analytics Features
- remarketing
- engagement

Some are not tracked

- conversion
- goals

Mac vs. Mac

Report - see what to

### Trends

- 2

- 2