

A misty mountain landscape with dense evergreen forests. The foreground is dominated by dark, silhouetted trees. In the background, several layers of mountain ranges are visible, each progressively lighter and more hazy than the last, creating a sense of depth and atmosphere. The sky is a pale, uniform color, suggesting a clear or slightly overcast day.

WEBSITE TRACKING AND MEASUREMENT

Understand your audience
by collecting analytics.

OVERVIEW

How to interpret data 

Google Tag Manager

Google Analytics

Microsoft Clarity

Google Search Console

Bing Webmaster Tools

Interpreting Website Data



Traffic volume

How many people visited your site over any given period of time?



Traffic sources

Where are your site visitors coming from?



Conversation rate

How often are site visitors accomplishing your primary goal?



Bounce rate

How often do people immediately leave the site after they land on it?



Average session duration

How much time are they spending on your site?

Traffic Sources

Organic Search

Google, Bing, DuckDuckGo

58%

Direct Traffic

(unknown)

23%

Organic Social

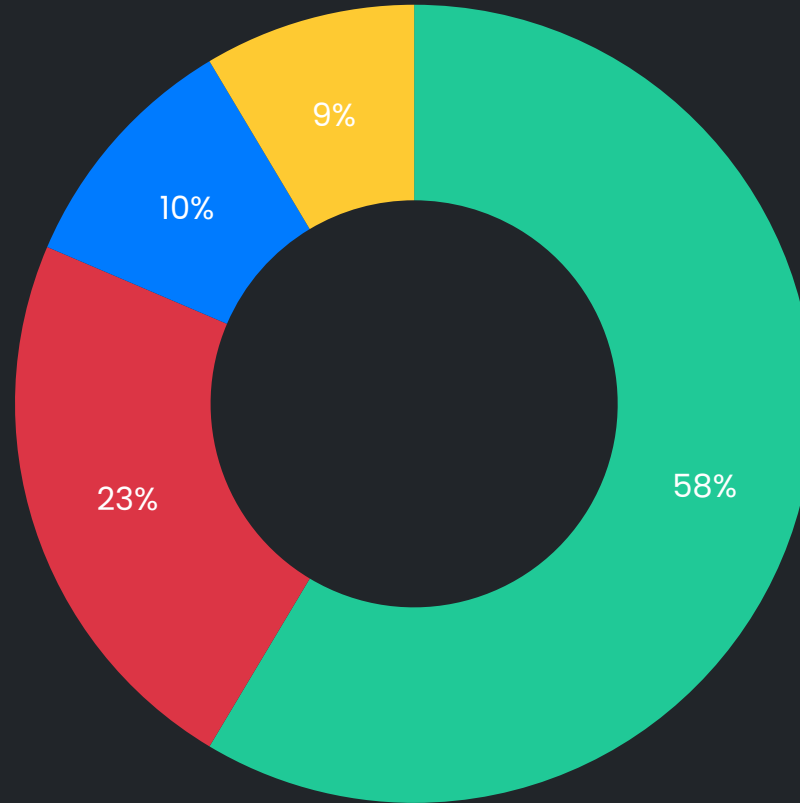
Twitter, YouTube, LinkedIn

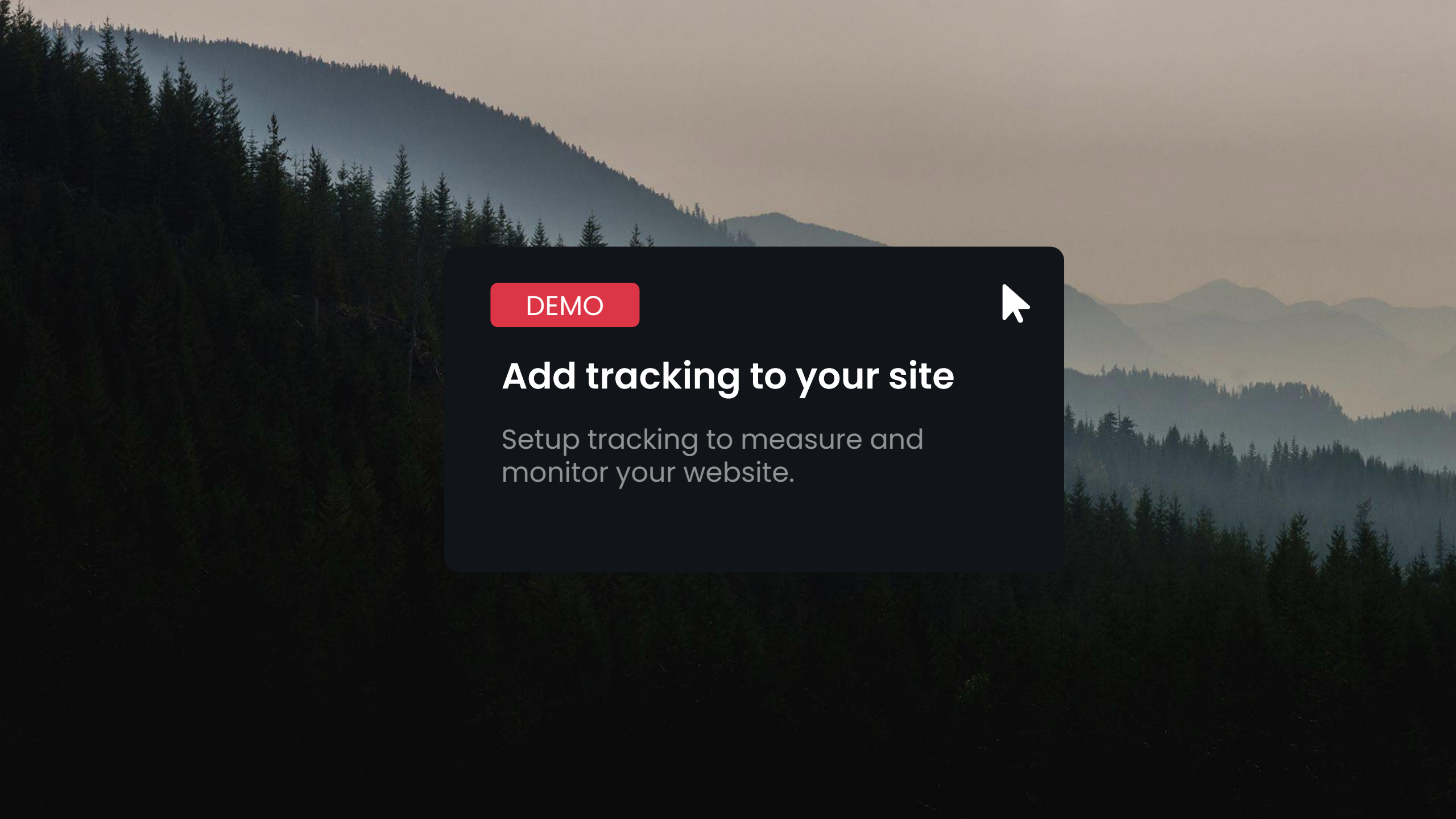
10%

Referral Traffic

example.com, example.org

9%





DEMO



Add tracking to your site

Setup tracking to measure and monitor your website.

A scenic landscape photograph featuring a dense forest of evergreen trees in the foreground, with misty, rolling mountains in the background under a soft, hazy sky.

THANK YOU