



TOP METRICS TO MONITOR IN GOOGLE ANALYTICS

SESSIONS:

refers to a group of interactions that take place on your website within a given time frame.

USERS:

is somebody who has at a least one session within a selected date range. Users are classified as new and returning.

BOUNCE RATE:

when a user only visits one page of your website before leaving your site on the page they entered on.

ENGAGEMENT:

how long visitors are spending on your site and what content is most popular.

TRAFFIC & REFERRALS:

knowing where the visitors on your site are coming from as it will let you know which platforms are most effective.