

PARADIGM'S HINTS & TIPS

AS PART OF OUR MARKETING MONTH

GOOGLE ANALYTICS

What is it? It's a great free tool which gives you the ability to monitor your websites performance and visitors. The tool is great for understanding which pages are the most popular, the bounce rates for each page (or the entire website) and understanding more about the visitors who come to your website, which is key!



HOW CAN I USE IT?

So, you have your website, but want to know who's visiting and what your visitor patterns are like at different times, dates or months. With Google Analytics, you are able to amend all data so you can build up a comprehensive analytics report. For example, you can compare data from February 2023 to March 2023.



WHY SHOULD I USE IT?

Being aware of this information will put you in a better position to understand more about your customers, and subsequently enhance your communications with them. For example, if there is certain information you need to communicate, you can position this on a more popular page. If you notice a certain page has lower traffic, you can drive your marketing activities towards to increase the numbers. Making these changes will help enhance your website to be the best it can be.



IS THERE ANYTHING ELSE?

Building a great website takes time, but it can get there! With the help of Google Analytics, and paying attention to the information it provides, you can increase your website traffic. Take time to explore Google Analytics and the immense information it can provide. Here is a [great beginner course](#) that you might find helpful to get started.



REMEMBER: BEING AWARE OF WHICH PAGES HAVE LOWER TRAFFIC WILL HELP YOU IN THE FIRST STAGES OF STRATEGY PLANNING

