

#CTAConf

Data-Driven Empathy

7 Sources of Your Audience's Hopes and Fears

Andy Crestodina

@crestodina

Why I Analytics

Press esc to exit full screen

日本代表は100人から
ゴールを奪えるか？

KYOKUGEN



KYOKUGEN

KYOKUGEN



日本代表 vs 小学生100人



SHOE SHINE

We see
1.2 billion more people
Sharing access to
stable and clean power.
Emerson
EMERSON
IT SOLVED

WEST SIDE STORY
MAY 1 - JUNE 2 | WestSideStory.com





Google Analytics A Breakthrough

From Zero to
Business Impact

SHIRAZ ASIF
MAN

WILEY

www.orbitmedia.com/blog/abc

The screenshot shows a dark-themed blog post header for 'Data-Driven Empathy' by Andy Crestodina. The header includes the Orbit Media Studios logo, navigation links (PORTFOLIO, WEB SERVICES, ABOUT, BLOG, EVENTS, CONTACT), and social sharing icons. Below the header, there is a profile picture of Andy Crestodina and a video player. The video player shows a search results page for 'THE ROAD' with a search query 'That letter, word or phrase before it? That's the query parameter!' highlighted in a red box. A red arrow points from a text box to this search query.

Orbit Media Studios

PORTFOLIO WEB SERVICES ABOUT BLOG EVENTS CONTACT

Data-Driven Empathy

ANALYTICS | NO COMMENTS

SHARE THIS f t in + 13

BY ANDY CRESTODINA

THE ROAD LESS TRIP That letter, word or phrase before it? That's the query parameter!

SEARCH RESULTS

PAGES

4 RESULTS FOR HAWAII

33:14

Everything we're about to cover

Which blog posts are getting seen the most?



“We publish content. It’s in a directory.”



“We don’t publish content”

- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages
 - Site Speed
 - Site Search
 - Events
 - Publisher
 - Experiments
- Conversions
- Discover
- Admin

Plot Rows Secondary dimension Sort Type: Default

blog

Filter for "blog"

Page	Pageviews	Unique	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	83		04:37	272,870	85.53%	85.05%	<\$0.01
			Avg for View: (36.67%)	% of Total: 91.34% (298,739)	Avg for View: 83.42% (2.53%)	Avg for View: 78.53% (8.30%)	% of Total: 47.00% (\$0.01)
1. /blog/how-to-write-testimonials-examples/	32,328 (10.17%)	30,500 (10.32%)	00:06:04	30,329 (11.11%)	90.89%	93.42%	<\$0.01 (12.88%)
2. /blog/website-footer-design-best-practices/	24,739 (7.78%)	23,200 (7.85%)	00:05:41	22,960 (8.41%)	86.37%	89.79%	<\$0.01 (24.30%)
3. /blog/what-is-google-tag-manager-and-why-use-it/	24,143 (7.59%)	23,138 (7.83%)	00:09:59	23,037 (8.44%)	89.54%	94.97%	<\$0.01 (32.49%)
4. /blog/improve-google-rankings/	19,413 (6.10%)	18,363 (6.21%)	00:06:43	18,251 (6.69%)	85.25%	90.01%	<\$0.01 (47.45%)
5. /blog/perfect-profile-pictures-9-tips-plus-some-research/	16,789 (5.28%)	15,905 (5.38%)	00:07:26	15,883 (5.82%)	90.26%	94.34%	<\$0.01 (4.30%)
6. /blog/website-navigation/	11,111 (3.49%)	10,257 (3.47%)	00:06:07	10,017 (3.67%)	84.72%	87.08%	<\$0.01 (38.31%)
7. /blog/seo-best-practices/	10,818 (3.40%)	9,854 (3.33%)	00:04:22	9,475 (3.47%)	79.62%	81.61%	<\$0.01 (58.95%)
8. /blog/media-pitch-examples/	10,761 (3.38%)	10,072 (3.41%)	00:08:48	10,055 (3.68%)	90.31%	93.32%	<\$0.01 (18.66%)
9. /blog/	7,774 (2.44%)	5,842 (1.98%)	00:01:14	3,115 (1.14%)	46.03%	32.17%	\$0.05 (921.26%)
10. /blog/google-analytics-url-builder/	7,423 (2.33%)	6,931 (2.34%)	00:02:12	6,534 (2.39%)	67.25%	67.91%	<\$0.01 (56.70%)
11. /blog/how-to-market-an-event/	6,255 (1.97%)	5,881 (1.99%)	00:07:43	5,862 (2.15%)	89.68%	92.13%	<\$0.01 (23.24%)
12. /blog/web-design-standards/	5,937 (1.87%)	5,512 (1.86%)	00:06:06	5,191 (1.90%)	83.35%	86.61%	<\$0.01 (37.20%)
13. /blog/web-design-tips/	5,199 (1.63%)	4,746 (1.61%)	00:06:56	4,473 (1.64%)	83.19%	84.98%	<\$0.01 (79.20%)

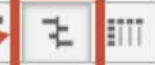
Secondary dimension

Sort Type:

Default

blog

advanced



Switch to the "comparison" view

Pageviews
(compared to site average)

318,026

% of Total: 83.60% (380,392)

Rank	Page	Pageviews	% of Total
1.	/blog/how-to-write-testimonials-examples/	52,528	15,462.93%
2.	/blog/website-footer-design-best-practices/	24,739	11,809.53%
3.	/blog/what-is-google-tag-manager-and-why-use-it/	24,143	11,522.61%
4.	/blog/improve-google-rankings/	19,413	9,245.56%
5.	/blog/perfect-profile-pictures-9-tips-plus-some-research/	16,789	7,982.35%
6.	/blog/website-navigation/	11,111	5,248.92%
7.	/blog/seo-best-practices/	10,818	5,107.86%
8.	/blog/media-pitch-examples/	10,761	5,080.42%
9.	/blog/	7,774	3,642.46%
10.	/blog/google-analytics-url-builder/	7,423	3,473.49%
11.	/blog/how-to-market-an-event/	6,255	2,911.20%
12.	/blog/web-design-standards/	5,937	2,758.11%
13.	/blog/web-design-tips/	5,199	2,402.84%
14.	/blog/remove-from-your-site/	5,001	2,307.52%
15.	/blog/ways-to-improve-your-website/	4,245	1,943.57%

3 Tips for top content (All Pages report)

1. Is everything on these pages up to date?
2. Could you enhance any of these with video?
3. Do these have good internal links and CTAs?

0:30 orbitmedia.com/blog/abc

What phrases does this page rank for?



“We rank and have Search Console connected.”



“We don’t get traffic from search.”



This report requires Search Console integration to be enabled.

Set up Search Console data sharing

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics

Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates in search results. These could be pages that people click on more often.
- Identify search queries (keywords) for which your site has good clickthrough rates. These are queries for which your pages get a lot of traffic from search engines.

Google Search Console is not connected!

Search Console not connected?

Search Google for
“How to set up Google Analytics”

You'll find an Orbit Media article...

This post has a video and
step-by-step instructions

The screenshot shows a Google search for "how to set up google analytics". The search results include:

- A Beginners Tour of Google Analytics - bluehost.com**
www.bluehost.com/
Make blogging beautiful with a personalized template and free custom domain. 1-Click WordPress install. Free SSL. Enhanced cPanel. Free Domain. Types: Shared Hosting, WordPress Hosting, VPS Hosting, Dedicated Hosting, eCommerce, Domain Registration.
Domains · Pick Your Plan · WordPress Web Hosting · Launch Your Website Now
- Get started with Analytics - Analytics Help - Google Support**
<https://support.google.com/analytics/answer/>
Get started with Analytics. Create or sign in to your Analytics account. Go to google.com/analytics. Set up a property in your Analytics account. Set up a reporting view in your property. Follow the instructions to add the tracking code to your website so you can collect data in your Analytics property.
- Videos**
 - Google Analytics Setup Guide** (14:40) by WP Smackdown, YouTube - Jan 13, 2017
 - HOW TO SET UP YOUR GOOGLE ANALYTICS ACCOUNT** (8:48) by Digitool, YouTube - May 15, 2018
 - Google Analytics Setup Guide** (7:18) by Loves Data, YouTube - Mar 26, 2018
- Set up a property - Analytics Help - Google Support**
<https://support.google.com/analytics/answer/>
Set up a property. Properties are where you send data and set up reporting views. You can add up to 50 properties to each Analytics account. To raise this limit, ...
About Google Analytics ... · About properties · Edit a property
- How to Set Up Google Analytics in 5 Simple Steps - Hootsuite Blog**
<https://blog.hootsuite.com/how-to-set-up-google-analytics/>
Mar 19, 2019 - Knowing how to set up Google Analytics will help you access a wealth of information about your website's visitors and where they are coming ...
- How to Set Up Google Analytics: The Complete Guide (with video)**
<https://www.orbitmedia.com/blog/how-to-setup-google-analytics/>
Here are step-by-step instructions on how to setup Google Analytics: A complete tutorial with video shows goal, filters, funnels and campaign tracking code.
- How to Setup Google Analytics Correctly - Analytics for Humans ...**
<https://medium.com/analytics-for-humans/setting-up-google-analytics-c->
Aug 25, 2017 - To use Google Analytics, you must set it up correctly, and we have found it to be one of the biggest obstacles preventing small and medium ...
- Google Analytics 101: How to Set Up Google Analytics | CXL**
<https://conversionxl.com/all-things-data-driven-marketing/>
Apr 16, 2019 - A proper Google Analytics setup is essential. Find out how to structure your

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
 - Overview
 - ▶ All Traffic
 - ▶ Google Ads
 - ▼ Search Console
 - Landing Pages**
 - Countries
 - Devices
 - Queries
 - ▶ Social
 - ▶ Campaigns
- ▶ Behavior
- ▶ Discover
- ▶ Admin

Landing Page ?	Acquisition					Behavior			Conversions
	Views	Percentage of Total	Average Session Duration	Bounce Rate	Pages / Session	Goal Completions			
	(22,334,868)	100.00% (222,069)	View: 0.99% (0.00%)	Average Session Duration: 32 (0.00%)	76.56% (299,438)	9,239	84.88% Avg for View: 83.42% (1.75%)	1.22 Avg for View: 1.27 (-3.97%)	767 % of Total: 49.81% (1,540)
1. /blog/perfect-profile-pictures-9-tips-plus-some-research/	2,936,924 (13.15%)	15,156 (6.82%)	0.52%	9.4	14,610 (6.37%)	90.23%	1.06	3 (0.39%)	
2. /blog/improve-google-rankings/	2,519,610 (11.28%)	15,975 (7.19%)	0.63%	40	16,921 (7.38%)	86.00%	1.13	46 (6.00%)	
3. /blog/seo-best-practices/	1,588,312 (7.11%)	7,819 (3.52%)	0.49%	50	8,388 (3.66%)	79.89%	1.28	27 (3.52%)	
4. /blog/what-is-google-tag-manager-and-why-use-it/	1,457,373 (6.53%)	21,043 (9.48%)	1.44%	10	21,947 (9.57%)	90.13%	1.06	42 (5.48%)	
5. /	1,339,050 (6.00%)	4,300 (1.94%)	0.32%	37	5,305 (2.31%)	44.41%	2.90	161 (20.99%)	
6. /blog/google-analytics-url-builder/	763,549 (3.42%)	5,622 (2.53%)	0.74%	21	5,601 (2.44%)	66.90%	1.42	9 (1.17%)	
7. /blog/how-to-write-testimonials-examples/	676,362 (3.03%)	29,394 (13.24%)	4.35%	9.6	27,917 (12.18%)	91.16%	1.08	14 (1.83%)	
8. /blog/web-design-tips/	603,720 (2.70%)	3,423 (1.54%)	0.57%	42	3,789 (1.65%)	84.93%	1.24	15 (1.96%)	
9. /blog/website-competitive-analysis-tools/	538,881 (2.41%)	2,196 (0.99%)	0.41%	44	2,215 (0.97%)	73.86%	1.25	10 (1.30%)	
10. /blog/how-to-research-keywords-tips/	436,320 (1.95%)	200 (0.09%)	0.05%	47	440 (0.19%)	74.32%	1.30	0 (0.00%)	

Click to "drill down" on the page

- ▶ Realtime
- ▶ Audience
- ▼ Acquisition
 - Overview
 - ▶ All Traffic
 - ▶ Google Ads
 - ▼ Search Console
 - Landing Pages
 - Countries
 - Devices
 - Queries
 - ▶ Social
 - ▶ Campaigns
- ▶ Behavior
- ▶ Discover
- ▶ Admin

Search Query ?	Acquisition				Behavior			Conversions	
	Impressions ? ↓	Clicks ?	CTR ?	Average Position ?	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value
	2,936,924 % of Total: 13.15% (22,334,868)	15,156 % of Total: 6.82% (222,069)	0.52% Avg for View: 0.99% (-48.10%)	9.4 Avg for View: 32 (-70.79%)	14,610 % of Total: 4.88% (299,438)	90.23% Avg for View: 83.42% (8.16%)	1.06 Avg for View: 1.27 (-16.44%)	3 % of Total: 0.19% (1,540)	\$3.0 % of Total: 0. (1,540)
1. profile picture	435,222 (19.09%)	722 (8.83%)	0.17%	8.1					
2. profile pic	155,966 (6.84%)	511 (6.25%)	0.33%	6.2					
3. profile pictures	117,428 (5.15%)	118 (1.44%)	0.10%	8.4					
4. profile photo	49,153 (2.16%)	112 (1.37%)	0.23%	6.9					
5. whatsapp dp	48,855 (2.14%)	11 (0.13%)	0.02%	10					
6. profile pics	37,903 (1.66%)	39 (0.48%)	0.10%	7.3					
7. dp images	28,365 (1.24%)	6 (0.07%)	0.02%	6.3					
8. dp pic	27,462 (1.20%)	10 (0.12%)	0.04%	4.9					
9. profile picture ideas	26,857 (1.18%)	1,101 (13.47%)	4.10%	1.1					
10. best profile picture	23,962 (1.05%)	110 (1.35%)	0.46%	7.7					
11. dp image	22,397 (0.98%)	12 (0.15%)	0.05%	5.5					

It ranks this high...
for these phrases...

3 Tips for almost-high-ranking-content

1. Reconsider the primary keyphrase (title tag and H1)
2. Make sure that the article incorporates all of these phrases
3. Add detail, length, answers, statistics, contributor quotes and examples to articles that rank, but don't rank #1 yet

2:30 orbitmedia.com/blog/abc

source: [Blog Optimization](#)

They're Searching For It On Your Site



“I have a search tool on my website!”



“My site doesn't have a search box...”

THE ROAD

LESS TRAVELED®

Life Changing Travel™

CONTACT US

SAVE MY SPOT

Search Site



2019 TRAVEL PROGRAMS

PROGRAMS BY TYPE

WHO WE ARE

THE RLT EXPERIENCE

WHY RLT?

REQUEST A CATALOG



“

All I can say is that it honestly changed my life

EXPLORE 2019 TRAVEL PROGRAMS ->



ADMIN

USER

Account

+ Create Account

www.theroadlesstraveled.com ▾

🏢 Account Settings

👤 User Management

🎯 All Filters

🕒 Change History

🗑️ Trash Can

Property

+ Create Property

https://www.theroadlesstraveled.com ▾

🏠 Property Settings

👤 User Management

⏪ Tracking Info

PRODUCT LINKING

📄 Google Ads Linking

📄 AdSense Linking

📄 Ad Exchange Linking

📄 All Products

View

+ Create View

The Road Less Traveled (default view) ▾

📄 View Settings

👤 User Management

🚩 Goals

👤 Content Grouping

🎯 Filters

📄 Channel Settings

🛒 Ecommerce Settings



ADMIN USER



View [+ Create View](#)

The Road Less Traveled (default view)

[View Settings](#)

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view [?](#)

Site Search Settings

Site search Tracking [?](#) optional

ON

Turn "Site search Tracking" on

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL [?](#)

Site search categories optional

OFF

[Save](#)

[Cancel](#)



ADMIN USER



View [+ Create View](#)

The Road Less Traveled (default view)

[View Settings](#)

User Management

Goals

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Site search categories optional

OFF

[Save](#)

[Cancel](#)

Now enter the "Query parameter"

SEARCH RESULTS

PAGES

4 RESULTS FOR *HAWAII*

Teen Travel Programs in **Hawaii**

ADVENTURE AHEAD A rainbow, or two, or more, at nearly every turn. An exotic landscape of arches, grottos and sea caves forged long ago by fiery volcanoes. Sapphire waters of the Pacific Ocean teeming with spinner dolphins and the state fish, whose name is nearly unpronounceable. Surf's up! And The Road Less Traveled is on top of the wave. In **Hawaii**, natural...

Teen Travel in North America

The Road Less Traveled programs take students outside to seek adventure, find challenges, make friends, build community and understand the world in a different way. In North America, we visit the famous woods, waters, valleys, and mountains of California, we camp under the stars and have close encounters with wolves in Colorado on 5280' and Call of the Wild, dive...

2019 Availability Update

Programs are FILLING RAPIDLY... Don't miss an opportunity to experience A summer TO remember...Forever. Summer will be here before you know it! If your program of choice is closed or on hold, there is a waitlist available! If you are interested in one of the closed or on hold programs, fill out an application with your first-choice trip and we will contact you with...

When you search for a phrase, it appears here in the URL

SEARCH RESULTS

PAGES

4 RESULTS FOR HAWAII

Teen Travel Programs in Hawaii

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That letter, word or phrase before it?
That's the query parameter!

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PAGES

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ADMIN USER



View [+ Create View](#)

The Road Less Traveled (default view)

[View Settings](#)

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view ?

Site Search Settings

Site search Tracking ? optional

ON

Query parameter

Use commas to separate up to 5 parameters (case sensitive)

search_term

Strip query parameters out of URL ?

Site search categories optional

OFF

[Save](#)

[Cancel](#)

In this case, it's "search_term"



ADMIN USER



View [+ Create View](#)

The Road Less Traveled (default view)

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

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Linked Google Ads Accounts

Google Ads accounts linked to this view [?]

Site Search Settings

Site search Tracking [?] optional

ON

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL [?]

Site search categories optional

OFF

Click "Save" :)

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▶ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▶ Site Search
 - Overview
 - Usage
 - Search Terms
 - Search Pages
 - ▶ Events
 - ▶ Publisher
 - Experiments
- ▶ Conversions
- Discover
- Admin

Secondary dimension Sort Type: Default

Advanced Filter ON

Search Term [?]	Total Unique Searches [?] ↓	Results Pageviews / Search [?]	% Search Exits [?]	% Search Refinements [?]	Time after Search
	9,399 % of Total: 69.03% (13,615)	1.22 Avg for View: 1.22 (-0.26%)	13.17% Avg for View: 11.30% (16.60%)	22.21% Avg for View: 20.68% (7.39%)	00 Avg for View
1. bonaire	114 (1.21%)	1.11	1.75%	24.41%	
2. packing list	102 (1.09%)	1.20	20.59%	20.49%	
3. colorado	94 (1.00%)	1.38	8.51%	17.69%	
4. tanzania	94 (1.00%)	1.20	2.13%	17.70%	
5. tuition	90 (0.96%)	1.24	3.33%	18.75%	
6. ecuador	85 (0.90%)	1.21	3.53%	18.45%	
7. peru	84 (0.89%)	1.18	3.57%	17.17%	
8. iceland	80 (0.85%)	1.09	2.50%	13.79%	
9. guatemala	74 (0.79%)	1.22	1.35%	24.44%	
10. price	71 (0.76%)	1.14	9.86%	25.93%	
11. alaska	68 (0.72%)	1.16	11.76%	15.19%	
12. cuba	62 (0.66%)	1.34	12.90%	10.84%	
13. jobs	62 (0.66%)	1.15	12.90%	11.27%	
14. taiwan	50 (0.53%)	1.26	2.00%	22.22%	
15. prices	47 (0.50%)	1.13	10.64%	30.19%	

Search Term ?	Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search
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7. peru	84 (0.89%)	1.18	3.57%	17.17%	
8. iceland	80 (0.85%)	1.09	2.50%	13.79%	
9. guatemala	74 (0.79%)	1.22	1.35%	24.44%	
10. price	71 (0.76%)	1.14	9.86%	25.93%	
11. alaska	68 (0.72%)	1.16	11.76%	15.19%	
12. cuba	62 (0.66%)	1.34	12.90%	10.84%	
13. jobs	62 (0.66%)	1.15	12.90%	11.27%	
14. taiwan	50 (0.53%)	1.26	2.00%	22.22%	
15. prices	47 (0.50%)	1.13	10.64%	30.19%	

These are the phrases people are searching for on your website



- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - ▶ Events
 - ▶ Publisher
 - Experiments
- ▶ Conversions
- Discover
- Admin

Secondary dimension: Sort Type: Default

Recommended

▼ Commonly used

- Device Category
- Source
- Medium
- Source / Medium
- Campaign
- Landing Page
- Page

Display as alphabetical list

Click here to add a secondary dimension

	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search
1. tuition	102 (1.09%)	1.20	13.17% <small>View: 11.30% (16.60%)</small>	22.21% <small>Avg for View: 20.68% (7.39%)</small>	00 <small>Avg for View: 00</small>
2. ecuador	85 (0.90%)	1.21	1.75%	24.41%	
3. peru	84 (0.89%)	1.18	20.59%	20.49%	
4. iceland	80 (0.85%)	1.09	8.51%	17.69%	
5. guatemala	74 (0.79%)	1.22	2.13%	17.70%	
6. price	71 (0.76%)	1.14	3.33%	18.75%	
7. alaska	68 (0.72%)	1.16	3.53%	18.45%	
8. cuba	62 (0.66%)	1.34	2.50%	17.17%	
9. jobs	62 (0.66%)	1.15	1.35%	24.44%	
10. taiwan	50 (0.53%)	1.26	9.86%	25.93%	
11. prices	47 (0.50%)	1.13	11.76%	15.19%	
12. taiwan	50 (0.53%)	1.26	12.90%	10.84%	
13. jobs	62 (0.66%)	1.15	12.90%	11.27%	
14. taiwan	50 (0.53%)	1.26	2.00%	22.22%	
15. prices	47 (0.50%)	1.13	10.64%	30.19%	

Advanced Filter ON ✕

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - ▶ Events
 - ▶ Publisher
 - Experiments
- ▶ Conversions
- Lightbulb Discover
- Gear Admin

Secondary dimension: exit Sort Type: Default Advanced Filter ON

	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search
	9,399 <small>% of Total: 69.03% (13,615)</small>	1.22 <small>Avg for View: 1.22 (-0.26%)</small>	13.17% <small>Avg for View: 11.30% (16.60%)</small>	22.21% <small>Avg for View: 20.68% (7.39%)</small>	00 <small>Avg for View</small>
1. exit	114		1.75%	24.41%	
2. exit page	102		20.59%	20.49%	
3. exit screen	94		8.51%	17.69%	
4. tuition	94 (1.00%)	1.20	2.13%	17.70%	
5. ecuador	90 (0.96%)	1.24	3.33%	18.75%	
6. peru	85 (0.90%)	1.21	3.53%	18.45%	
7. iceland	84 (0.89%)	1.18	3.57%	17.17%	
8. guatemala	80 (0.85%)	1.09	2.50%	13.79%	
9. price	74 (0.79%)	1.22	1.35%	24.44%	
10. alaska	71 (0.76%)	1.14	9.86%	25.93%	
11. cuba	68 (0.72%)	1.16	11.76%	15.19%	
12. jobs	62 (0.66%)	1.34	12.90%	10.84%	
13. taiwan	62 (0.66%)	1.15	12.90%	11.27%	
14. prices	50 (0.53%)	1.26	2.00%	22.22%	
15. prices	47 (0.50%)	1.13	10.64%	30.19%	

Search: exit

Recommended

More dimensions

- ▼ Behavior
 - Exit Page** ?
 - Exit Screen ?

Display as alphabetical list

Search for "exit"
Select "Exit Page"

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - ▶ Events
 - ▶ Publisher
 - Experiments
- ▶ Conversions
- ▶ Discover
- ▶ Admin

Secondary dimension: Exit Page ▼ Sort Type: Default ▼

Advanced Filter ON ✕

Search Term ?	Exit Page ? ✕	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time on Page ?
		7,849 % of Total: 57.65% (13,615)	1.21 Avg for View: 1.22 (-0.67%)	13.04% Avg for View: 11.30% (15.45%)	23.18% Avg for View: 20.68% (12.09%)	
1. bonaire	/bonaire	60 (0.76%)	1.07	0.00%	6.25%	
2. tanzania	/africa-tanzania	52 (0.66%)	1.02	0.00%	0.00%	
3. guatemala	/guatemala	42 (0.54%)	1.10	0.00%	8.70%	
4. ecuador	/ecuador	34 (0.43%)	1.21	0.00%	2.44%	
5. peru	/Peru	30 (0.38%)	1.10	0.00%	9.09%	
6. colorado	/colorado-call-of-the-wild	24 (0.31%)	1.38	0.00%	9.09%	
7. packing list	/search-results?searchSubmit=Go	24 (0.31%)	1.21	91.67%	10.34%	
8. iceland	/europe-iceland	23 (0.29%)	1.04	0.00%	20.83%	
9. taiwan	/taiwan	20 (0.25%)	1.35	0.00%	3.70%	
10. Bonaire	/bonaire	19 (0.24%)	1.05	0.00%	5.00%	
11. colorado	/colorado-5280	19 (0.24%)	1.21	0.00%	0.00%	
12. alaska	/alaska	16 (0.20%)	1.44	0.00%	0.00%	
13. peru	/peru	16 (0.20%)	1.00	0.00%	0.00%	
14. aloha	/Hawaii	15 (0.19%)	1.00	0.00%	0.00%	
15. bon bini	/bonaire	15 (0.19%)	1.00	0.00%	6.67%	

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - ▶ Events
 - ▶ Publisher
 - Experiments
- ▶ Conversions
- 💡 Discover
- ⚙️ Admin

Secondary dimension: Exit Page

Sort Type: Default

Advanced Filter ON

Search Term	Exit Page	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements
		7,849 % of Total: 57.65% (13,615)	1.21 Avg for View: 1.22 (-0.67%)	13.04% Avg for View: 11.30% (15.45%)	23.18% Avg for View: 20.68% (12.09%)
1. bonaire	/bonaire	60 (0.76%)	1.07	0.00%	6.25%
2. tanzania	/africa-tanzania	52 (0.66%)	1.02	0.00%	0.00%
3. guatemala	/guatemala				0%
4. ecuador	/ecuador				4%
5. peru	/Peru	30 (0.38%)	1.10	0.00%	9.09%
6. colorado	/colorado-call-of-the-wild	24 (0.31%)	1.38	0.00%	9.09%
7. packing list	/search-results?searchSubmit=Go	24 (0.31%)	1.21	91.67%	10.34%
8. iceland	/europe-iceland	23 (0.29%)	1.04	0.00%	20.83%
9. taiwan	/taiwan	20 (0.25%)	1.35	0.00%	3.70%
10. Bonaire	/bonaire	19 (0.24%)	1.05	0.00%	5.00%
11. colorado	/colorado-5280	19 (0.24%)	1.21	0.00%	0.00%
12. alaska	/alaska	16 (0.20%)	1.44	0.00%	0.00%
13. peru	/peru	16 (0.20%)	1.00	0.00%	0.00%
14. aloha	/Hawaii	15 (0.19%)	1.00	0.00%	0.00%
15. bon bini	/bonaire	15 (0.19%)	1.00	0.00%	6.67%

This is what they're aren't finding!



What page did they search from?
That could be a clue...

- ▶ 🕒 Realtime
- ▶ 👤 Audience
- ▶ 🔗 Acquisition
- ▼ 📄 Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms
 - Search Pages
 - ▶ Events
 - ▶ Publisher

Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Avg. Search Depth ?
	1,688 <small>% of Total: 100.00% (1,688)</small>	2.23 <small>Avg for View: 2.23 (0.00%)</small>	16.65% <small>Avg for View: 16.65% (0.00%)</small>	10.17% <small>Avg for View: 10.17% (0.00%)</small>	00:02:59 <small>Avg for View: 00:02:59 (0.00%)</small>	3.75 <small>Avg for View: 3.75 (0.00%)</small>
1. opt out	83 (4.92%)	2.29	2.41%	1.05%	00:03:32	4.39
2. opt-out form	38 (2.25%)	2.32	0.00%	1.14%	00:03:19	4.68
3. locations	33 (1.95%)	2.06	12.12%	7.35%	00:01:30	3.55
4. opt out form	30 (1.78%)	2.77	0.00%	1.20%	00:04:38	6.20
5. careers	22 (1.30%)	2.18	0.00%	0.00%	00:00:58	2.77
6. boxes	18 (1.07%)	1.94	27.78%	8.57%	00:01:14	3.00
7. [blurred]	14 (0.83%)	3.71	7.14%	0.00%	00:02:27	5.14
8. [blurred]	12 (0.71%)	2.08	16.67%	8.00%	00:04:53	4.92
9. [blurred]	11 (0.65%)	3.09	0.00%	5.88%	00:06:13	7.45
10. forms	10 (0.59%)	2.00	20.00%	20.00%	00:00:54	1.80
11. invoice	10 (0.59%)	1.80	30.00%	0.00%	00:02:22	3.40
12. [blurred]	9 (0.53%)	2.33	0.00%	0.00%	00:01:12	4.78
13. healthcare	8 (0.47%)	2.62	0.00%	4.76%	00:19:31	13.00

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - ▶ Events
 - ▶ Publisher

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	1,688 % of Total: 100.00% (1,688)	2.23 Avg for View: 2.23 (0.00%)	16.65% Avg for View: 16.65% (0.00%)	10.17% Avg for View: 10.17% (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	3.75 Avg for View: 3.75 (0.00%)
1. opt out	83 (4.92%)	2.20	2.41%	1.05%	00:03:32	4.39
2. opt-out form	38 (2.25%)				03:19	4.68
3. locations	33 (1.95%)				01:30	3.55
4. opt out form	30 (1.78%)	2.77	0.00%	1.20%	00:04:38	6.20
5. careers	22 (1.30%)	2.18	0.00%	0.00%	00:00:58	2.77
6. boxes	18 (1.07%)	1.94	27.78%	8.57%	00:01:14	3.00
7. [blurred]	14 (0.83%)	3.71	7.14%	0.00%	00:02:27	5.14
8. [blurred]	12 (0.71%)	2.08	16.67%	8.00%	00:04:53	4.92
9. [blurred]	11 (0.65%)	3.09	0.00%	5.88%	00:06:13	7.45
10. forms	10 (0.59%)	2.00	20.00%	20.00%	00:00:54	1.80
11. invoice	10 (0.59%)	1.80	30.00%	0.00%	00:02:22	3.40
12. [blurred]	9 (0.53%)	2.33	0.00%	0.00%	00:01:12	4.78
13. healthcare	8 (0.47%)	2.62	0.00%	4.76%	00:19:31	13.00

A lot of people are looking for "opt out" information...

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▶ Behavior
- ▶ Site Content
- ▶ Site Speed
- ▶ Site Search
- ▶ Events
- ▶ Publisher

start

Recommended

More dimensions

- Behavior
 - Start Page

Display as alphabetical list

Let's see where they're doing this search...

	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	1,688 <small>% of Total: 100.00% (1,688)</small>	2.23 <small>Avg for View: 2.23</small>	16.65% <small>Avg for View: 16.65%</small>	10.17% <small>Avg for View: 10.17%</small>	00:02:59 <small>Avg for View: 00:02:59 (0.00%)</small>	3.75 <small>Avg for View: 3.75 (0.00%)</small>
1. careers	83 (4.92%)			5%	00:03:32	4.39
2. boxes	38 (2.25%)			4%	00:03:19	4.68
3. access notifi	33 (1.95%)	2.06	12.12%	7.35%	00:01:30	3.55
4. filebridge	30 (1.78%)	2.77	0.00%	1.20%	00:04:38	6.20
5. notific	22 (1.30%)	2.18	0.00%	0.00%	00:00:58	2.77
6. forms	18 (1.07%)	1.94	27.78%	8.57%	00:01:14	3.00
7. invoice	14 (0.83%)	3.71	7.14%	0.00%	00:02:27	5.14
8. omnirim	12 (0.71%)	2.08	16.67%	8.00%	00:04:53	4.92
9. healthcare	11 (0.65%)	3.09	0.00%	5.88%	00:06:13	7.45
10. forms	10 (0.59%)	2.00	20.00%	20.00%	00:00:54	1.80
11. invoice	10 (0.59%)	1.80	30.00%	0.00%	00:02:22	3.40
12. omnirim	9 (0.53%)	2.33	0.00%	0.00%	00:01:12	4.78
13. healthcare	8 (0.47%)	2.62	0.00%	4.76%	00:10:31	13.00

- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - ▶ Events
 - ▶ Publisher

Search Term ?	Start Page ?	Search its ?	% Search Refinements ?	Time after Search ?	Av Se De	
		1,688 % of Total: 100.00% (1,688)	2.23 Avg for View: 2.23 (0.00%)	16.65% Avg for View: 16.65% (0.00%)	10.17% Avg for View: 10.17% (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)
1. opt out	[blurred]	34 (2.01%)	1.03	0.00%	0.00%	<00:00:01
2. locations	[blurred]	14 (0.83%)	1.00	0.00%	0.00%	00:00:18
3. careers	[blurred]	10 (0.59%)	1.00	0.00%	0.00%	00:00:02
4. opt out	[blurred]	9 (0.53%)	1.11	0.00%	0.00%	<00:00:01
5. opt-out form	[blurred]	9 (0.53%)	1.00	0.00%	0.00%	<00:00:01
6. opt out	[blurred]	8 (0.47%)	1.00	12.50%	0.00%	00:00:00
7. boxes	[blurred]	7 (0.41%)	1.00	14.29%	0.00%	00:00:00
8. opt out	[blurred]	7 (0.41%)	1.00	0.00%	0.00%	00:00:00
9. opt out form	[blurred]	7 (0.41%)	1.29	0.00%	0.00%	00:00:00
10. [blurred]	[blurred]	6 (0.36%)	1.00	0.00%	0.00%	<00:00:01

These are the pages that are unsatisfying!

1. [opt out](#)

4. [opt out](#)
5. [opt-out form](#)
6. [opt out](#)

8. [opt out](#)
9. [opt out form](#)

Maybe we're calling it the wrong thing...

Build-O-Matic Equipment

Diggers, Dozers and Dump Trucks

[Construction Equipment](#)

[Resources](#)

[About](#)

[Contact](#)

Construction Equipment Resources

(Add picture)

[Excavation & Earthmoving >](#)

(Add picture)

[Paving & Roads >](#)

(Add picture)

[Lifting & Hauling >](#)

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search
	3,316 % of Total: 81.16% (4,086)	1.46 Avg for View: 1.46 (-0.04%)	19.99% Avg for View: 19.97% (0.12%)	15.87% Avg for View: 14.82% (7.13%)	00:04:38 Avg for View: 00:04:36 (0.83%)
1. bulldozers	69				00:05:39
2. Bulldozers	37				00:03:24
3. 314 safety	20 (0.60%)	1.90	20.00%	7.89%	00:07:07
4. megalifter pro	20 (0.60%)	2.10	40.00%	4.76%	00:04:20
5. cranes	20 (0.60%)	1.20	25.00%	4.17%	00:04:23
6. bob davidson	19 (0.57%)	1.32	26.32%	8.00%	00:04:52

Visitors want to get to these topics faster



4 Tips from the Search Terms report

1. Search for each phrase yourself. Find it?
2. Your page isn't ranking? Optimize it!
3. You don't have a page? Create it!
4. Adjust your navigation. Help visitors find things faster

Source: [Site Search SEO, Orbit Media](#)

5:00 orbitmedia.com/blog/abc

Is the site working well in every browser?



“We’ve got some pretty fancy programming...”



“The site is really just a set of pages.”

Audience

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology**
- Browser & OS**
- Network
- Mobile
- Cross Device BETA
- Discover
- Admin

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other

Plot Rows Secondary dimension Sort Type: Default advanced

		Acquisition			Behavior			Conversions	
Browser ?		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Contact form thank you page (Goal 1 Conversion Rate) ?	Contact form thank you page (Goal 1 Completions) ?
		20,685 <small>% of Total: 100.00% (20,685)</small>	19,786 <small>% of Total: 100.05% (19,776)</small>	25,859 <small>% of Total: 100.00% (25,859)</small>	56.99% <small>Avg for View: 56.99% (0.00%)</small>	2.62 <small>Avg for View: 2.62 (0.00%)</small>	00:01:35 <small>Avg for View: 00:01:35 (0.00%)</small>	0.39% <small>Avg for View: 0.39% (0.00%)</small>	102 <small>% of Total: 100.00% (102)</small>
<input type="checkbox"/>	1. Chrome	11,389 (55.40%)	11,071 (55.95%)	14,389 (55.64%)	52.69%	2.90	00:01:51	0.40%	58 (56.86%)
<input type="checkbox"/>	2. Safari	4,772 (23.21%)	4,623 (23.37%)	5,956 (23.03%)	62.22%	2.20	00:01:20	0.34%	20 (19.61%)
<input type="checkbox"/>	3. Internet Explorer	1,606 (7.81%)	1,494 (7.55%)	2,167 (8.38%)	71.20%	2.10	00:00:55	0.23%	5 (4.90%)
<input type="checkbox"/>	4. Edge	772 (3.76%)	710 (3.59%)	1,016 (3.93%)	41.14%	3.55	00:02:23	0.98%	10 (9.80%)
<input type="checkbox"/>	5. Firefox	744 (3.62%)	732 (3.70%)	852 (3.29%)	54.11%	2.81	00:01:39	0.70%	6 (5.88%)
<input type="checkbox"/>	6. Safari (in-app)	693 (3.37%)	581 (2.94%)	848 (3.28%)	66.51%	1.52	00:00:34	0.12%	1 (0.98%)
<input type="checkbox"/>	7. Android Webview	156 (0.76%)	151 (0.76%)	167 (0.65%)	70.66%	1.52	00:00:40	0.60%	1 (0.98%)
<input type="checkbox"/>	8. Samsung Internet	137 (0.67%)	135 (0.68%)	164 (0.63%)	62.20%	2.38	00:01:04	0.00%	0 (0.00%)
<input type="checkbox"/>	9. Mozilla	88 (0.43%)	88 (0.44%)	88 (0.34%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
<input type="checkbox"/>	10. MSN Browser	67 (0.32%)	67 (0.34%)	67 (0.26%)	95.50%	1.00	00:00:01	0.00%	0 (0.00%)

- Audience
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Browser & OS**
 - Network
 - Mobile
 - Cross Device BETA
 - Discover
 - Admin

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other

Plot Rows Secondary dimension Sort Type: Default

advanced

		Acquisition			Behavior			Conversions	
Browser		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact form thank you page (Goal 1 Conversion Rate)	Contact form thank you page (Goal 1 Completions)
		20,685 <small>% of Total: 100.00% (20,685)</small>	19,786 <small>% of Total: 100.05% (19,776)</small>	25,859 <small>% of Total: 100.00% (25,859)</small>	56.99% <small>Avg for View: 56.99% (0.00%)</small>	2.62 <small>Avg for View: 2.62 (0.00%)</small>	00:01:35 <small>Avg for View: 00:01:35 (0.00%)</small>	0.39% <small>Avg for View: 0.39% (0.00%)</small>	102 <small>% of Total: 100.00% (102)</small>
1.	Chrome	11,389 (55.40%)	11,071 (55.95%)	14,389 (55.64%)	52.69%	2.90	00:01:51	0.40%	58 (56.86%)
2.	Safari	4,772 (23.21%)	4,623 (23.37%)	5,956 (23.03%)	62.22%	2.20	00:01:20	0.34%	20 (19.61%)
3.	Internet Explorer	1,606 (7.81%)	1,494 (7.55%)	2,167 (8.38%)	71.20%	2.10	00:00:55	0.23%	5 (4.90%)
4.	Edge	772 (3.76%)	710 (3.59%)	1,016 (3.92%)	41.14%	3.55	00:02:23	0.98%	10 (9.80%)
5.	Firefox	744 (3.62%)	732 (3.70%)	852 (3.29%)	54.11%	2.81	00:01:39	0.70%	6 (5.88%)
6.	Safari (in-app)			8 (3.28%)	66.51%	1.52	00:00:34	0.12%	1 (0.98%)
7.	Android Webview			7 (0.65%)	70.66%	1.52	00:00:40	0.60%	1 (0.98%)
8.	Samsung Internet			4 (0.63%)	62.20%	2.38	00:01:04	0.00%	0 (0.00%)
9.	'Mozilla	88 (0.43%)	88 (0.44%)	88 (0.34%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

The bounce rate for users of each browser

Secondary dimension

Sort Type:

Default



advanced



	Browser	Users	Bounce Rate (compared to site average)
		20,685 % of Total: 100.00% (20,685)	56.99% Avg for View: 56.99% (0.00%)
1.	Chrome	11,389	-7.55%
2.	Safari	4,772	9.18%
3.	Internet Explorer	1,606	24.94%
4.	Edge	772	-27.81%
5.	Firefox	744	-5.06%
6.	Safari (in-app)		0%
7.	Android Webview		98%
8.	Samsung Internet		
9.	'Mozilla	88	75.47%
10.	UC Browser	67	67.61%

Are users of these browsers having a tough time?

Show rows:

10

Go to:

1

1 - 10 of 29



Some problems are very expensive

- Audience
- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Browser & OS**
- Network
- Mobile
- Cross Device BETA
- Custom
- Benchmarking
- Discover
- Admin

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Browser	Acquisition			Behavior			Conversions <small>eCommerce</small>			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate	
	214,577 <small>% of Total: 100.00% (214,577)</small>	198,995 <small>% of Total: 100.04% (198,916)</small>	306,541 <small>% of Total: 100.00% (306,541)</small>	37.28% <small>Avg for View: 37.28% (0.00%)</small>	3.03 <small>Avg for View: 3.03 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small>	5,508 <small>% of Total: 100.00% (5,508)</small>	\$48,403,379.74 <small>% of Total: 100.00% (\$48,403,379.74)</small>	1.80% <small>Avg for View: 1.80% (0.00%)</small>	
1. Chrome	125,965 (59.36%)	119,459 (60.03%)	183,583 (59.89%)	38.07%	3.03	00:02:47	2,707 (49.15%)	\$21,291,596.89 (43.99%)	1.47%	
2. Safari	28,627 (13.49%)	27,607 (13.87%)	37,230 (12.15%)	37.56%	2.75	00:02:04	861 (15.63%)	\$6,929,624.98 (14.32%)	2.31%	
3. Internet Explorer	26,073 (12.29%)	22,795 (11.46%)	37,776 (12.32%)	33.82%	3.29	00:02:59	1,197 (21.73%)	\$16,667,702.91 (34.43%)	3.17%	
4. Edge	13,031 (6.14%)	11,426 (5.74%)	21,292 (6.95%)	37.28%	3.03	00:02:44	1,197 (21.73%)	\$16,667,702.91 (34.43%)	1.65%	
5. Firefox	11,349 (5.35%)	10,698 (5.38%)	17,962 (5.86%)	37.28%	3.03	00:02:44	1,197 (21.73%)	\$16,667,702.91 (34.43%)	2.15%	
6. Samsung Internet	2,520 (1.19%)	2,461 (1.24%)	3,465 (1.13%)	36.00%	3.03	00:02:44	1,197 (21.73%)	\$16,667,702.91 (34.43%)	0.14%	
7. Safari (in-app)	1,274 (0.60%)	1,210 (0.61%)	1,370 (0.45%)	84.00%	3.03	00:02:44	1,197 (21.73%)	\$16,667,702.91 (34.43%)	0.00%	
8. Opera	948 (0.45%)	924 (0.46%)	1,233 (0.40%)	62.21%	2.09	00:01:34	1 (0.02%)	\$150.45 (0.00%)	0.08%	
9. Mozilla Compatible Agent	644 (0.30%)	641 (0.32%)	650 (0.21%)	99.08%	1.00	00:00:01	0 (0.00%)	\$0.00 (0.00%)	0.00%	
10. Mozilla	387 (0.18%)	387 (0.19%)	387 (0.13%)	99.48%	1.00	<00:00:01	0 (0.00%)	\$0.00 (0.00%)	0.00%	

One browser has a much lower conversion rate...

Show rows: 10 Go to: 1 1 - 10 of 45

This report was generated on 8/19/19 at 3:48:29 PM - [Refresh Report](#)

Secondary dimension

Sort Type:

Default



advanced



	Browser	Users	Ecommerce Conversion Rate (compared to site average)
		214,577 % of Total: 100.00% (214,577)	1.80% Avg for View: 1.80% (0.00%)
1.	Chrome	125,965	-17.94%
2.	Safari	28,627	28.71%
3.	Internet Explorer	26,073	76.35%
4.	Edge	13,031	-8.25%
5.	Firefox	11,349	19.60%
6.	Samsung Internet		
7.	Safari (in-app)		
8.	Opera		
9.	Mozilla Compatible Agent		
10.	'Mozilla		

Why are the conversion rates so far below average for these two (newer) browsers?

Show rows:

10

Go to:

1

1 - 10 of 45



Primary Dimension: **Browser Version** Other

Secondary dimension

Sort Type: Default



advanced



	Browser Version	Users	Ecommerce Conversion Rate (compared to site average)
		38,636 <small>% of Total: 59.26% (65,198)</small>	1.51% <small>Avg for View: 2.02% (-25.19%)</small>
1.	75.0.3770.142	15,527	19.14%
2.	76.0.3809.100	9,808	19.23%
3.	57.0.2987.133	4,827	-80.94%
4.	75.0.3770.143	1,530	-96.53%
5.	75.0.3770.100	1,202	7.46%
6.	76.0.3809.87	996	137.12%
7.	76.0.3809.89	996	-100.00%
8.	76.0.3809.111	729	-84.91%
9.	75.0.3770.101	301	-63.28%
10.	74.0.3729.169	247	-56.80%

Show rows: 10 Go to: 1 1 - 10 of 273

This report was generated on 8/21/19 at 10:42:55 PM - [Refresh Report](#)

Browser Version ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	38,636 % of Total: 59.26% (65,198)	34,287 % of Total: 60.26% (56,898)	52,343 % of Total: 59.88% (87,415)	39.78% Avg for View: 38.96% (2.11%)	2.99 Avg for View: 3.01 (-0.56%)	00:02:42 Avg for View: 00:02:40 (1.30%)	792 % of Total: 44.80% (1,768)	\$6,348,111.95 % of Total: 42.67% (\$14,876,475.23)	1.51% Avg for View: 2.02% (-25.19%)
1. 75.0.3770.142	15,527 (38.24%)	12,428 (36.25%)	21,579 (41.23%)	30.38%	3.33	00:03:13	38 (2.27%)	\$1,075 (50.16%)	1.80%
2. 76.0.3809.100	9,808 (24.16%)	7,617 (22.22%)	13,137 (25.10%)	30.86%	3.40	00:03:18	237 (29.92%)	\$1,909,148.05 (30.07%)	1.80%
3. 57.0.2987.133	4,827 (11.89%)	4,826 (14.08%)	4,854 (9.27%)	98.87%	1.05	00:00:02	14 (1.77%)	\$96,743.95 (1.52%)	0.29%
4. 75.0.3770.143	1,530 (3.77%)	1,436 (4.19%)	1,903 (3.64%)	40.67%	2.67	00:01:47	1 (0.13%)	\$55.32 (0.00%)	0.05%
5. 75.0.3770.100	1,202 (2.96%)	983 (2.87%)	1,722 (3.29%)	31.30%	3.20	00:03:27	28 (3.54%)	\$59,648.17 (0.94%)	1.63%
6. 76.0.3809.87	996 (2.45%)	764 (2.23%)	1,310 (2.50%)	31.60%	3.37	00:03:31	47 (5.93%)	\$292,619.71 (4.61%)	3.59%
7. 76.0.3809.89	996 (2.45%)	929 (2.71%)	1,201 (2.29%)	39.97%	2.72	00:01:54	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. 76.0.3809.111	729 (1.80%)	680 (1.98%)	876 (1.67%)	35.96%	2.73	00:01:45	2 (0.25%)	\$1,191.22 (0.02%)	0.23%
9. 75.0.3770.101	301 (0.74%)	286 (0.83%)	360 (0.69%)	34.72%	3.08	00:02:38	2 (0.25%)	\$1,385.76 (0.02%)	0.56%
10. 74.0.3729.169	247 (0.61%)	223 (0.65%)	306 (0.58%)	42.48%	2.56	00:02:26	2 (0.25%)	\$8,135.32 (0.13%)	0.65%

WTF??

0.05%

Browser ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	214,577 % of Total: 100.00% (214,577)	198,995 % of Total: 100.04% (198,916)	306,541 % of Total: 100.00% (306,541)	37.28% Avg for View: 37.28% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:44 Avg for View: 00:02:44 (0.00%)	5,508 % of Total: 100.00% (5,508)	\$48,403,379.74 % of Total: 100.00% (48,403,379.74)	1.80% Avg for View: 1.80% (0.00%)
1. Chrome	125,965 (59.36%)	119,459 (60.03%)	183,583 (59.89%)	38.07%	3.03	00:02:47	2,707 (49.15%)	\$21,291,596.89 (43.99%)	1.47%
2. Safari	28,627 (13.49%)	27,607 (13.87%)	37,230 (12.15%)	37.56%	2.75	00:02:04	861 (15.63%)	\$6,929,624.98 (14.32%)	2.31%
3. Internet Explorer	26,073 (12.29%)	22,795 (11.46%)	37,7				1,197 (21.73%)	\$16,667,702.91 (34.43%)	3.17%
4. Edge	13,031 (6.14%)	11,426 (5.74%)	21,2	Fixing this issue should generate around \$20M per year in revenue...			351 (6.37%)	\$1,356,762.46 (2.80%)	1.65%
5. Firefox	11,349 (5.35%)	10,698 (5.38%)	17,9				386 (7.01%)	\$2,151,137.13 (4.44%)	2.15%
6. Samsung Internet	2,520 (1.19%)	2,461 (1.24%)	3,4				5 (0.09%)	\$6,404.92 (0.01%)	0.14%
7. Safari (in-app)	1,274 (0.60%)	1,210 (0.61%)	1,370 (0.45%)				84.23%	1.25	00:00:19
8. Opera	948 (0.45%)	924 (0.46%)	1,233 (0.40%)	62.21%	2.09	00:01:34	1 (0.02%)	\$150.45 (0.00%)	0.08%
9. Mozilla Compatible Agent	644 (0.30%)	641 (0.32%)	650 (0.21%)	99.08%	1.00	00:00:01	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. 'Mozilla	387 (0.18%)	387 (0.19%)	387 (0.13%)	99.48%	1.00	<00:00:01	0 (0.00%)	\$0.00 (0.00%)	0.00%

Questions to ask your Browser / OS reports

1. Do some browsers have higher bounce rates than others?
2. Do some browser (or browser versions) have lower conversion rates than others?

10:00 orbitmedia.com/blog/abc

How well is our navigation working?



“We have lots of things in our nav menu.”



“Our navigation has just a few items.”

Transform your information management

Records storage, shredding | Digital document management | Governance

SHOW ME HOW ACCESS CAN HELP

Offsite Storage >

Scanning & Conversion >

Software Solutions >

Secure Destruction >

Offsite storage for cost effective management of your records

Securely store your records at one of our convenient

OFFSITE STORAGE

Records Management

FileBRIDGE Records

Offsite Media Vault

Underground Vaults

Regulatory Compliance

Project Management

Information Governance
Solutions

SCANNING & CONVERSION SERVICES

Document Scanning and
Imaging

Digital Transformation

SOFTWARE FOR DOCUMENT MANAGEMENT

CartaHR

CartaAP

SECURE DESTRUCTION

Shredding

Hard Drive Destruction

Secure Chain of Custody

DATA BREACH RESPONSE

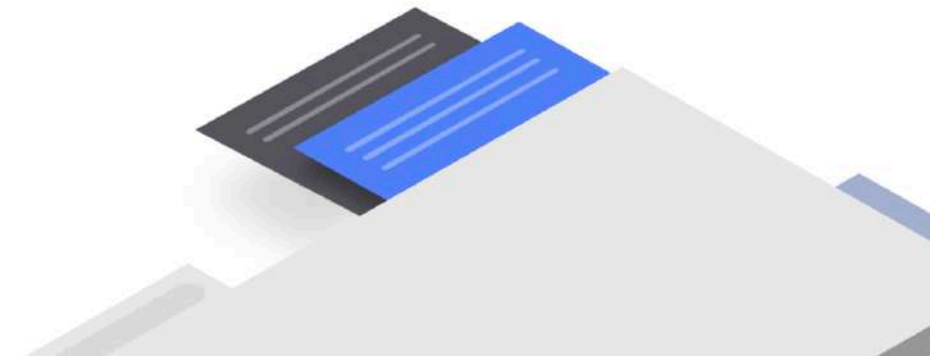
Data Breach Preparation













Managed Recovery Services

Business Credential
Monitoring

Offsite storage for cost effective management of your records

Securely store your records at one of our convenient



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	23,091 % of Total: 100.00% (23,091)	19,904 % of Total: 100.00% (19,904)	00:02:44 Avg for View: 00:02:44 (0.00%)	14,918 % of Total: 100.00% (14,918)	19.72% Avg for View: 19.72% (0.00%)	64.61 Avg for View: 64.61% (0.00%)
1. / 	8,452 (36.60%)	7,342 (36.89%)	00:03:59	7,142 (47.88%)	12.39%	70.2
2. /features 	1,573 (6.81%)	1,166 (5.86%)	00:02:32	425 (2.85%)	11.11%	42.0
3. /pricing 	1,217 (5.27%)	969 (4.87%)	00:00:58	152 (1.02%)	27.33%	30.7
4. /blog/ 	882 (3.82%)	848 (4.26%)	00:09:26	847 (5.68%)	10.73%	94.4
5. /contact-us 	725 (3.14%)	666 (3.35%)	00:01:40	260 (1.74%)	66.92%	60.9
6. /support 	546 (2.36%)	455 (2.29%)	00:01:20	81 (0.54%)	27.91%	32.7
7. /careers 	512 (2.22%)	475 (2.39%)	00:02:39	188 (1.26%)	44.15%	70.7
8. /blog/ 	505 (2.19%)	445 (2.24%)	00:01:24	191 (1.28%)	49.74%	44.7
9. /blog/ 	457 (1.98%)	421 (2.12%)	00:08:18	421 (2.82%)	11.88%	91.9
10. /about-us 	450 (1.95%)	351 (1.76%)	00:01:16	44 (0.29%)	48.94%	33.1
11. /get-my-free-trial 	432 (1.87%)	364 (1.83%)	00:01:19	163 (1.09%)	85.89%	52.0
12. /blog/ 	408 (1.77%)	384 (1.93%)	00:06:55	384 (2.57%)	8.83%	90.4

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	23,091 % of Total: 100.00% (23,091)	19,904 % of Total: 100.00% (19,904)	00:02:44 Avg for View: 00:02:44 (0.00%)	14,918 % of Total: 100.00% (14,918)	19.72% Avg for View: 19.72% (0.00%)	64.61% Avg for View: 64.61% (0.00%)
1. /					12.39%	70.2%
2. /features					11.11%	42.0%
3. /pricing					27.33%	30.7%
4. /blog/	882 (3.82%)	848 (4.26%)	00:09:26	847 (5.68%)	10.73%	94.4%
5. /contact-us	725 (3.14%)	666 (3.35%)	00:01:40	260 (1.74%)	66.92%	60.9%
6. /support	546 (2.36%)	455 (2.29%)	00:01:20	81 (0.54%)	27.91%	32.7%
7. /careers	512 (2.22%)	475 (2.39%)	00:02:39	188 (1.26%)	44.15%	70.7%
8. /blog/	505 (2.19%)	445 (2.24%)	00:01:24	191 (1.28%)	49.74%	44.7%
9. /blog/	457 (1.98%)	421 (2.12%)	00:08:18	421 (2.82%)	11.88%	91.9%
10. /about-us	450 (1.95%)	351 (1.76%)	00:01:16	44 (0.29%)	48.94%	33.1%
11. /get-my-free-trial	432 (1.87%)	364 (1.83%)	00:01:19	163 (1.09%)	85.89%	52.0%
12. /blog/	408 (1.77%)	384 (1.93%)	00:06:55	384 (2.57%)	8.83%	90.4%

Click on a page to "drill down"



Pages

ALL » PAGE: /

Email Export Add to Dashboard Shortcut

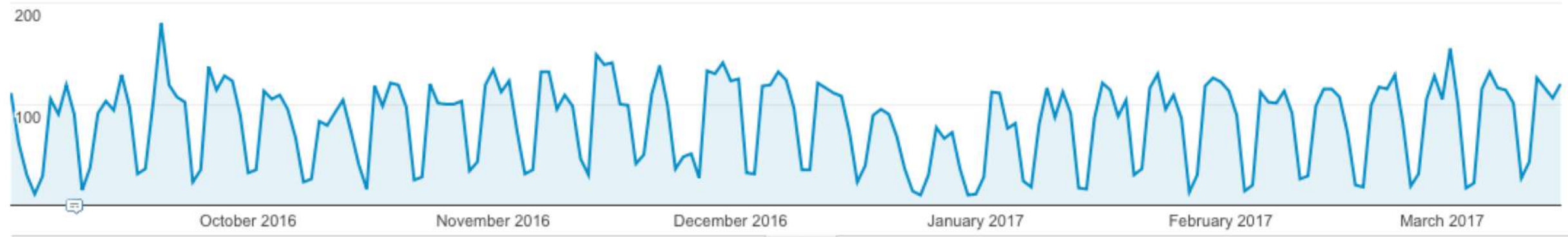
This report is based on 100% of sessions. [Learn more](#) Greater precision

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

Search bar with 'advanced' button and view icons

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	16,192 % of Total: 36.27% (44,649)	13,992 % of Total: 36.53% (38,302)	00:04:01 Avg for View: 00:02:40 (50.44%)	13,622 % of Total: 46.99% (28,991)	13.65% Avg for View: 22.17% (-38.46%)	70.61% Avg for View: 64.93% (8.74%)	\$0.00 % of Total: 0.00% (\$0.26)
1. /	16,192 (100.00%)	13,992 (100.00%)	00:04:01	13,622 (100.00%)	13.65%	70.61%	\$0.00 (0.00%)

Pages

ALL » PAGE: /

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	16,192 % of Total: 36.27% (44,649)	13,992 % of Total: 36.53% (38,302)	00:04:01 Avg for View: 00:02:40 (50.44%)	13,622 % of Total: 46.99% (28,991)	13.65% Avg for View: 22.17% (-38.46%)	70.61% Avg for View: 64.93% (8.74%)	\$0.00 % of Total: 0.00% (\$0.26)
1. /	16,192(100.00%)	13,992(100.00%)	00:04:01	13,622(100.00%)	13.65%	70.61%	\$0.00 (0.00%)

Group pages by: Ungrouped ▾

Current Selection: / ▾

Show rows: 10 ▾

Entrances Sep 1, 2016 - Mar 16, 2017: 84.13%

Previous Pages Sep 1, 2016 - Mar 16, 2017: 15.87%

Exits Sep 1, 2016 - Mar 16, 2017: 70.61%

Next Pages Sep 1, 2016 - Mar 16, 2017: 29.39%



Previous Page Path		Pageviews	% Pageviews
/features		236	22.04%
/pricing		136	12.70%
/contact-us		98	9.15%
/support		86	8.03%
/get-my-free-trial		81	7.56%
/careers		71	6.63%
/blog/		65	6.07%
/about-us		62	5.79%
/predictable		14	1.31%
/blog/denist-ediscovery/		12	1.12%

Search:

Next Page Path		Pageviews	% Pageviews
/features		718	22.02%
/pricing		577	17.70%
/contact-us		405	12.42%
/careers		364	11.17%
/about-us		356	10.92%
/get-my-free-trial		254	7.79%
/support		218	6.69%
/blog/		101	3.10%
/predictable		38	1.17%
/whitepapers		23	0.71%

Search:



5 Questions to ask your Navigation Summary

1. Any *small links* getting clicked a lot?
2. Any *big buttons* getting missed?
3. Are calls to action effective?
4. What gets clicked the most in the main nav?
5. What *never* gets clicked in the main nav?

11:00 orbitmedia.com/blog/abc

“Everything you remove from a page makes everything that’s left more prominent”

Which social networks do my visitors like?



“We have social icons and use GTM!”



“We’re not active on social media.”

Since 2001, the Orbit web design and development team has been creating custom sites and managing tricky integrations. We're content management experts and work closely with web strategists and project managers to create your perfect site.

TALK TO CHRIS

4043 N RAVENSWOOD AVE, SUITE 316, CHICAGO, IL 60613

773.348.4581

CONTACT

START A PROJECT

SEE OUR WORK

Which of these gets clicked the most?

LEARN ABOUT OUR B-CORP VALUES

Join over 16,000 people who receive bi-weekly web marketing tips.

Email Address

SIGN ME UP

By signing up you are agreeing to our [Privacy Policy](#).



ACCOUNTS

WORKSPACE

VERSIONS

ADMIN

GTM-KK4SZJ

Workspace Changes: 0

PUBLISH



Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

Tags

NEW

Name ▲

Type

Firing Triggers

Last Edited

[Zoho CRM Tag](#)

Custom HTML

All Pages

2 months ago

Go to the Tags section, then click NEW

Tag Configuration

Give your tag a descriptive name.
Click to choose a tag type



Choose a tag type to begin setup...

[LEARN MORE](#)

Triggering

Tag Configuration

Tag type



Tracking ID

UA-2263284-3

**Enter your Analytics Tracking ID
Select "Event" as the Track Type**

Track Type

- Page View
- ✓ Event
- Transaction
- Social
- Timing
- Decorate Link
- Decorate Form

Event Tracking Parameters

Category

link

Type "link" into the Category field

Action

click

Type "click" into the Action field

Label

Click URL

Event

Page Hostname

Page Path

Page URL

Referrer

New Variable...

Click here to set "Click URL" as the label



Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

Variables 1

Folders

Built-In Variables ?

2

CONFIGURE

Name ▲

Click URL

Event

Page Hostname

Page Path

Page URL

Referrer

User-Defined Variables



Configure Built-In Variables ?



Debug Mode

Clicks



Click Element



Click Classes



Click ID



Click Target

3




Click URL



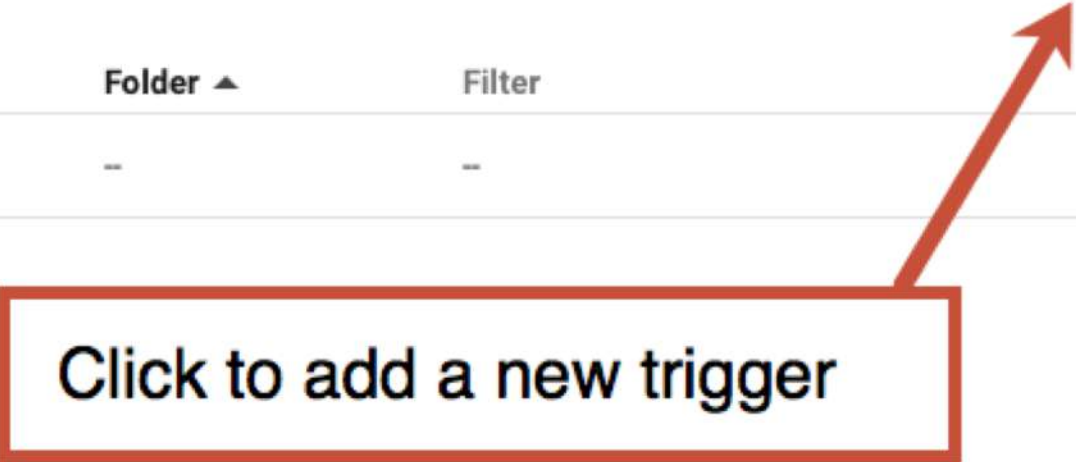
Click Text

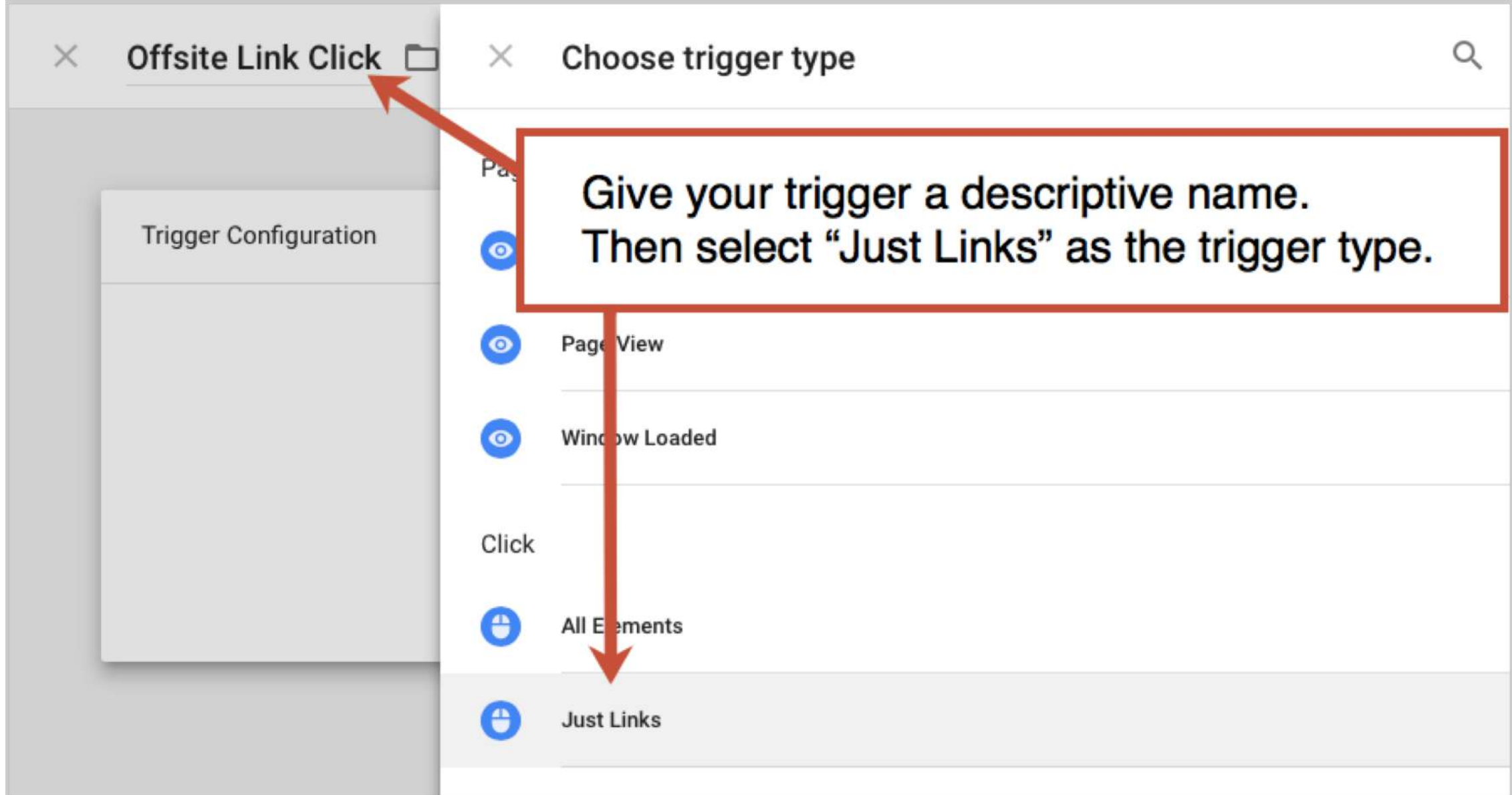
1. Go to the Variables section
2. Click "Configure"
3. Check the box for "Click URL"

Choose a trigger

Name	Type	Folder ▲	Filter
 All Pages	Page View	--	--

Click to add a new trigger







Trigger Configuration

Trigger type



Click - Just Links



Wait for Tags ?

Check Validation ?

This trigger fires on

All Link Clicks

Some Link Clicks

Set the trigger to fire only when the click URL doesn't contain your domain.

Fire this trigger when an Event occurs and all of these conditions are true

Click URL



does not contain



orbitmedia.com



References to this Trigger



Offsite Link Event Tracker

Tag

Current Workspace
Default Workspace >

Search

- Overview
- Tags**
- Triggers
- Variables
- Folders

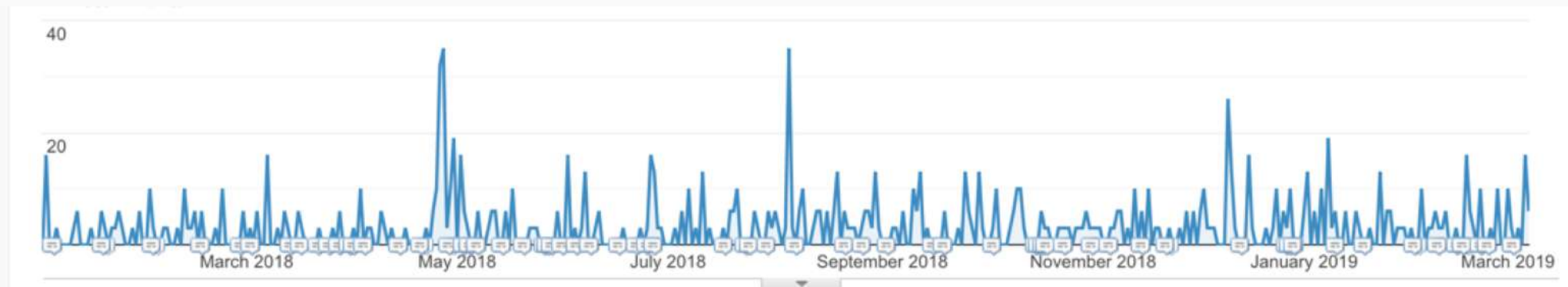
Tags

NEW

Don't forget to publish!

Name ▲	Type	Trigger	Folder	Last Edited
GA - Event - Offsite Link	Universal Analytics	Offsite Link Click	Google Analytics	2 months ago
GA - Event - Track All Link Clicks	Universal Analytics	Link - Any Link Click	Unfiled items	2 months ago
GA - Universal Analytics	Universal Analytics	All Pages	Google Analytics	2 months ago
Script - Zoho CRM Tag	Custom HTML	All Pages	Unfiled items	2 months ago

- Audience
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - Overview
 - Top Events
 - Pages
 - Events Flow
 - Publisher
 - Experiments
- Conversions

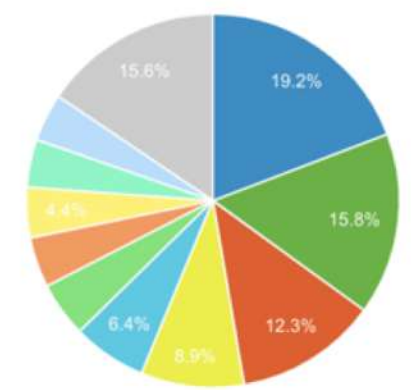


Primary Dimension: **Event Action** **Event Label**

Plot Rows Secondary dimension Sort Type: Default

Event Label	Total Events	Total Events
	1,399 % of Total: 0.25% (556,501)	1,399 % of Total: 0.25% (556,501)
1. http://www.linkedin.com/company/orbit-media-studios-inc.	269	19.20%
2. https://www.facebook.com/orbitmediastudios	221	15.77%
3. http://twitter.com/orbiteers	173	12.35%
4. https://www.contentjam.com/	125	8.92%
5. https://theroadlesstraveled.com/	90	6.42%
6. https://www.cushingco.com/	67	4.78%
7. https://www.federalistwines.com/	61	4.35%
8. https://www.youtube.com/Orbitmedia	61	4.35%
9. http://www.cabotcheese.coop/	58	4.14%

Here is the answer



Since 2001, the Orbit web design and development team has been creating custom sites and managing tricky integrations. We're content management experts and work closely with web strategists and project managers to create your perfect site.

TALK TO CHRIS

4043 N RAVENSWOOD AVE, SUITE 316, CHICAGO, IL 60613

773.348.4581

CONTACT

START A PROJECT

SEE OUR WORK

Certified



Orbit is a proud member of the Chicago community. We strive to educate and collaborate with like-minded businesses to make a difference environmentally and socially. Let's collaborate.

Join over 16,000 people who receive bi-weekly web marketing tips.

Email Address

SIGN ME UP

By signing up you are agreeing to our [Privacy Policy](#).

31%

24%

37%

8%



[About Us](#)

[Partners](#)

[Testimonials](#)

[Internet Marketing Services](#) ▾

[Training](#)

[Articles](#)

[Contact](#)



Speak to a true internet marketing specialist today...

Contact **Joe** Today!





Call for your free consultation: 312.445.3766

About Us

Partners

Testimonials

There's no way all of these
are getting clicked...



Speak to a true internet marketing specialist today...

Contact **Joe** Today!



Tips from your social icon click through rates

1. Remove icons that don't get clicked
2. Get active on the networks that get clicked the most

16:30 orbitmedia.com/blog/abc

Which of my pages is unsatisfying?



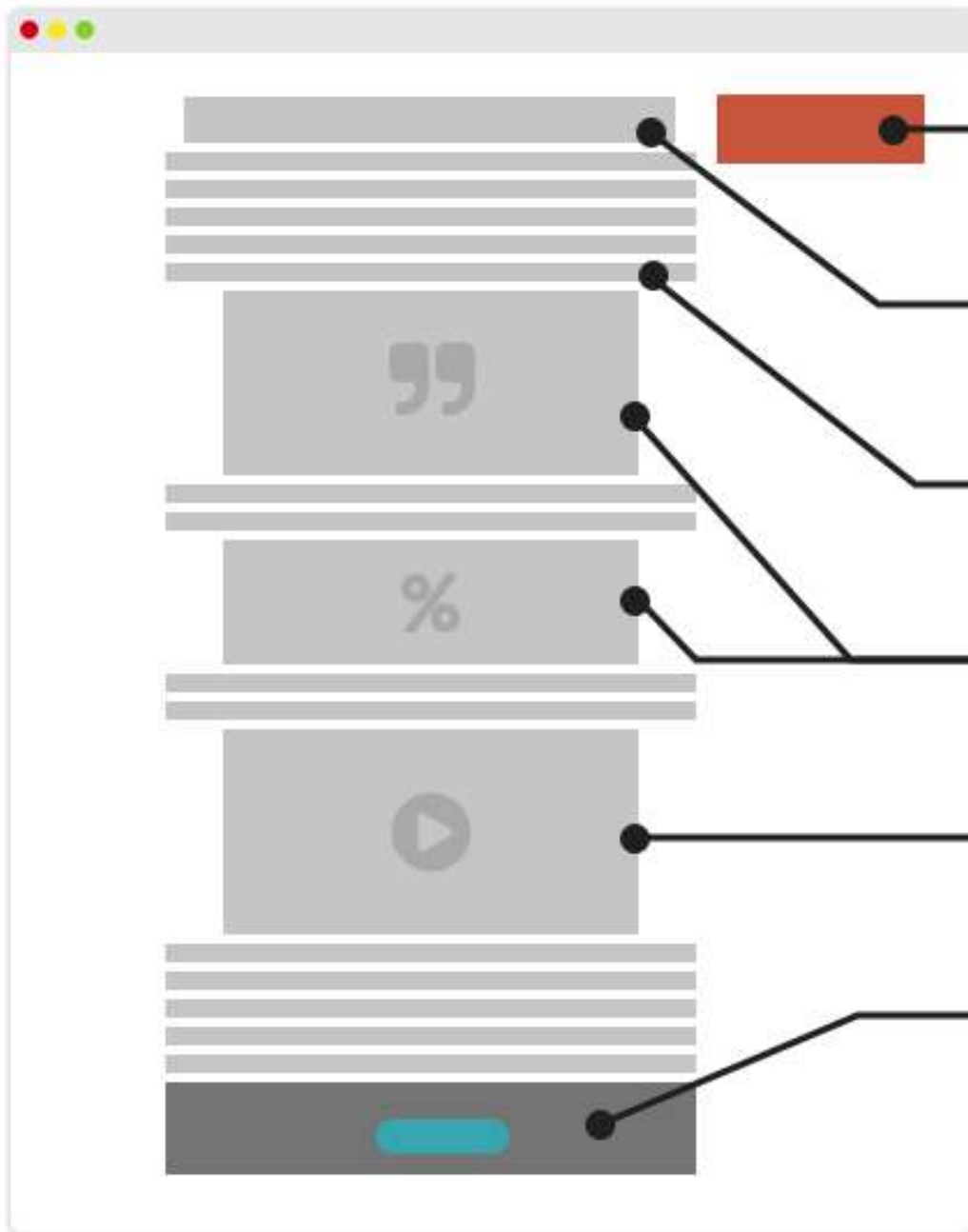
“We have an FAQ page in the main nav.”



“Our site doesn’t have an FAQ page.”

Anatomy of a conversion





Quick contact information

Descriptive header

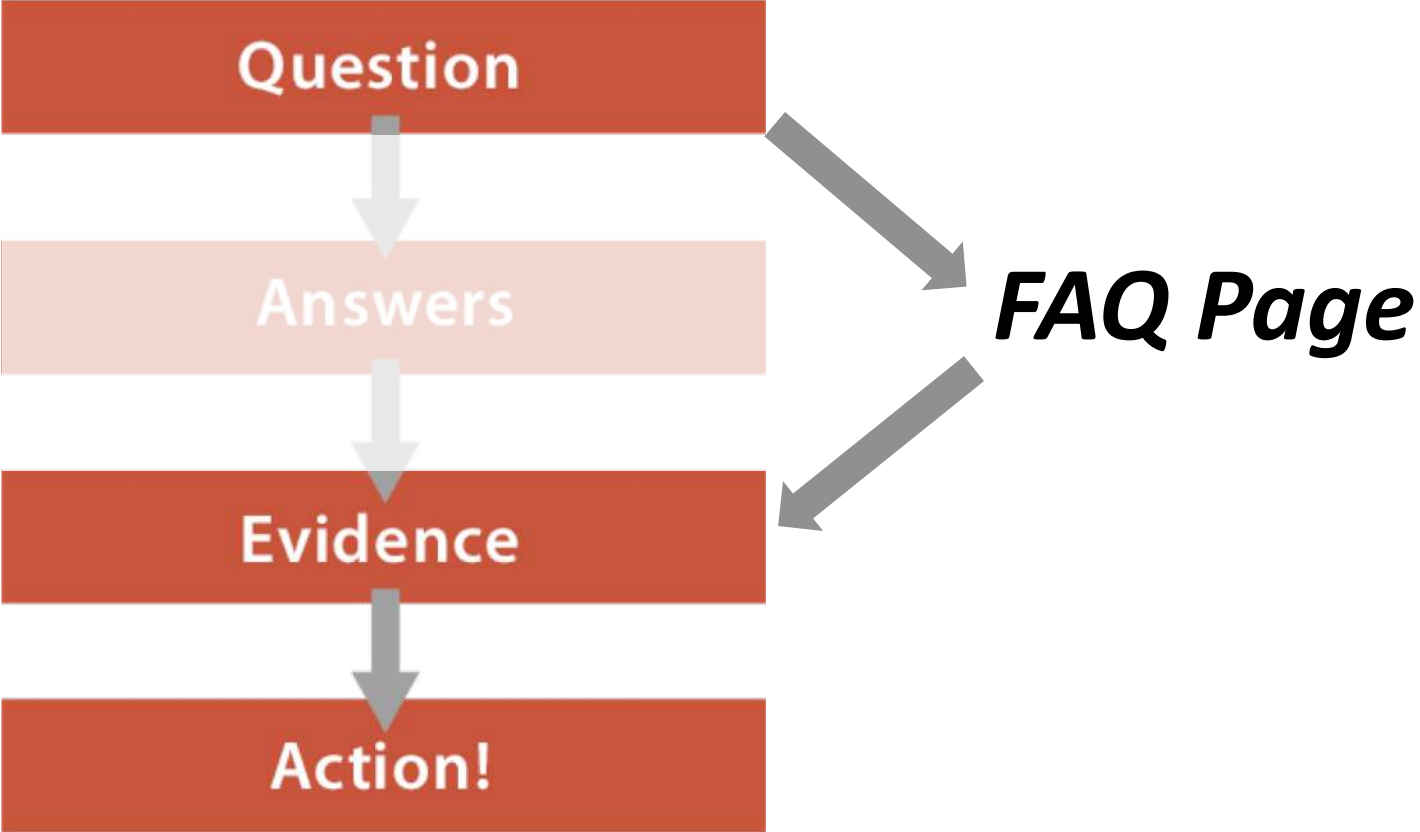
Answers to key questions

Supportive evidence

Answers to key questions

Call to action

Out of context answers

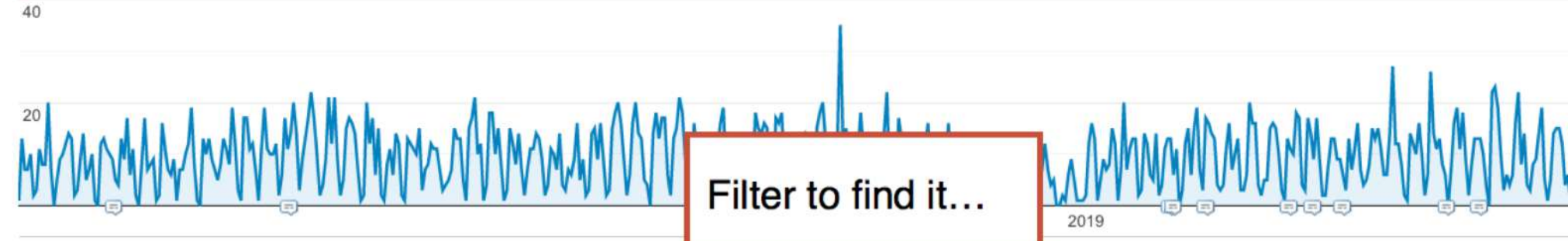


- ▶ Realtime
- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▼ Site Content
 - All Pages**
 - Content Drilldown
 - Landing Pages
 - Exit Pages
 - ▶ Site Speed
 - ▶ Site Search
 - ▶ Events
- 💡 Discover
- ⚙️ Admin

Explorer **Navigation Summary**

Pageviews ▼ vs. [Select a metric](#)

● Pageviews



Primary Dimension: **Page** Page Title Content Grouping: none ▾ Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

faq advanced

	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
		5,587 % of Total: 0.11% (5,128,882)	4,956 % of Total: 0.13% (3,887,725)	00:01:21 Avg for View: 00:01:15 (8.14%)	335 % of Total: 0.02% (1,621,265)	61.81% Avg for View: 36.26% (70.45%)
1.	/faq	5,445 (97.46%)	4,859 (98.04%)	00:01:18	301 (89.85%)	61.81%

...then click to drill down

All Users
0.11% Pageviews

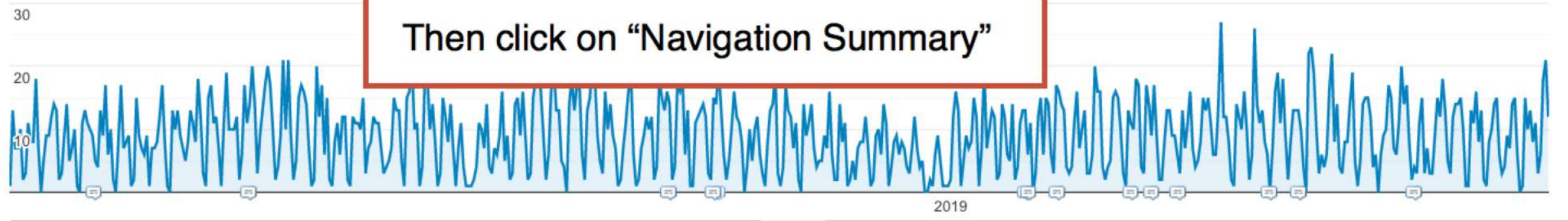
+ Add Segment

Explorer **Navigation Summary**

Pageviews VS. Select a metric

Day Week Month [Chart Icon] [List Icon]

Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid Icon] [Refresh Icon] [List Icon] [Filter Icon] [Columns Icon]

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	5,445 % of Total: 0.11% (5,128,882)	4,859 % of Total: 0.12% (3,887,725)	00:01:18 Avg for View: 00:01:15 (4.79%)	301 % of Total: 0.02% (1,621,265)	61.81% Avg for View: 36.26% (70.46%)	23.51% Avg for View: 31.61% (-25.63%)	\$20.39 % of Total: 4.52% (450.77)
1. [redacted] customerservi ce/faq	5,445(100.00%)	4,859(100.00%)	00:01:18	301(100.00%)	61.81%	23.51%	\$20.39(100.00%)

Group pages by:

Ungrouped

Current Selection:

/faqs

Show rows: 10

Entrances Aug 8, 2017 - Aug 14, 2019: 11.24%

Exits Aug 8, 2017 - Aug 14, 2019: 21.95%

Previous Pages Aug 8, 2017 - Aug 14, 2019: 88.76%

Next Pages Aug 8, 2017 - Aug 14, 2019: 78.05%



Previous Page Path

Pageviews % Pageviews

Next Page Path

Pageviews % Pageviews

Previous Page Path	Pageviews	% Pageviews
...com/	147	17.67%
.../digital-asset-management/introduction	111	13.3%
.../marketing-operations/introduction	61	7.3%
.../digital-asset-management	22	2.6%
.../search-results	19	2.28%
.../distributed-marketing/introduction	17	2.04%
...digital-asset-management/disclaimer-notice	12	1.44%
...marketing-operations	12	1.44%
.../marketing-operations/rest-api/api-basics	12	1.44%
.../marketing-operations/using-external-reporting-tools/report-distribution	12	1.44%

These are the pages that are frustrating your visitors... 😡



Next Page Path	Pageviews	% Pageviews
...	76	10.41%
...	73	10.00%
...	64	8.77%
...	38	5.21%
...	24	3.29%
...	18	2.47%
...	10	1.37%
...	9	1.23%
...	9	1.23%
...	9	1.23%

Search:

Search:

Questions to ask your FAQ's Previous Page Path

1. Are the FAQ questions missing from these pages?
2. Are there other questions these visitors are likely asking?

13:00 orbitmedia.com/blog/abc

How are they using this FAQ page?



“Our FAQ page has clickable questions.”



“Our FAQ page is just a tall page of text.”

The limits of Analytics...

Hello, Hotjar!



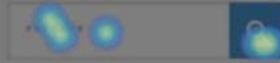
Barge Cruising FAQs

Below are some of the most frequently asked questions about all things barge cruising. If you have any further questions, please email us at ladies@bargeladies.com or call us at 1-800-888-0001.

- Who are the barge ladies?
- What do the barge ladies do?
- What exactly is a barge cruise?
- What is a typical day of barge cruising?
- What are typical meals on a barge cruise?
- Where do I meet the barge, and how do I depart from it?
- When can I make a reservation?
- What is the duration of a barge cruise?
- Can the barge accommodate dietary restrictions?
- Can I travel with a serious health problem?
- What if I have a medical emergency during the cruise?
- How fast do barges travel? Will we see a lock?
- Can I travel with a pet?
- What should I pack for my barge cruise?

Frequently Asked Questions

SEARCH THE FAQs



Support

How can we help you? Please see our most frequently asked questions below for more information.

I forgot my password and don't know my name.

You can reset your password by clicking the LOG IN button in the top corner of the screen. After being directed to the next screen, select For Password Reset, enter your username/email address and hit RESET. This will send an automatic email to your inbox with instructions to reset your password. If you don't know your user name, contact our customer service department at 1-800-451-4511 or call 416-736-5700.

What features are available if I sign up for an account?

+ How do I search for my Quote?

Can I order on a credit card?

+ What is the difference between Express Checkout and Go To Cart?

+ Why does my order show different shipping dates?

What items can I cut on my own?

How can I sort for items that I can cut in the catalog?

People really do ask these questions!

Frequently Asked Questions

SEARCH THE FAQs



Support

How can we help you? Please see our most frequently asked questions below for more information.

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What features are available if I sign up for an account?

+ How do I search for my Quote?

Can I order on a credit card?

+ What is the difference between Express Checkout and Go To Cart?

+ Why does my order show different shipping dates?

What items can I cut on my own?

How can I sort for items that I can cut in the catalog?

No one really cares about these questions





Get a little shine!
SHOE HOSPITAL
Get a little shine!
SHOE SHINE \$6 | BOOTS \$8
Mon - Fri 9am - 7:30pm & Sat - Sun 9am - 4pm

SHOE HOSPITAL



Get a little Shine!

Got a little time?



SHOE SHINE \$6 | BOOTS \$8

Mon - Fri 6am - 7:30pm & Sat - Sun 9am - 4pm

Tips from your FAQ page heatmap

1. Reorder the questions, putting top Qs at the top
2. Remove the FAQs that aren't really frequently asked
3. *Answer top questions on relevant pages*

15:15 orbitmedia.com/blog/abc

The limits of Hotjar...

Hello, eye tracking!

About 14,600,000 results (0.76 seconds)

YMCA of Metro Chicago | Join Online Today and Save

www.ymcachicago.org/

Join YMCA online today and attend variety of Group Exercise Classes for Free. No hidden fees. No contracts. Program discounts. Free group exercise class. Amenities: Cardio/Strength Equipment, Pool & Gym, Basketball Court, Child Care & Education.

Chicago - 14 locations nearby

Contact Us

We're here to help
please submit your comments

Childcare & Education

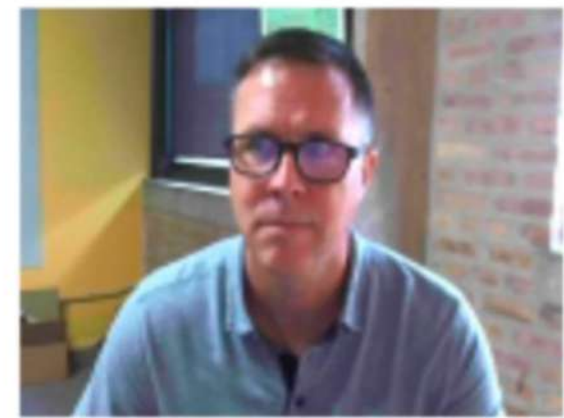
Early Head Start & Head Start
Infant, Preschool and School Age

Join YMCA today!

No contracts, no hidden fees
Free Group Exercise Classes

Group Exercise Schedule

Most classes are free
with paid membership!



YMCA of Metro Chicago | Chicago, IL

<https://www.ymcachicago.org/>

This year, the Conagra Brands Foundation has partnered with the Kelly Hall YMCA to make a significant impact on hunger and food insecurity in Chicago's ...

Search ymcachicago.org

Jobs

YMCA OF METRO CHICAGO > Jobs
... Our staff contribute to ...

About Us

The mission of the YMCA of Metro
Chicago is to develop strong ...

Y locations

Programs & Schedules

OK. Sign your daughter up for swimming at the Irving Park location.

YMCA Employees

The following links are for YMCA of
Metropolitan Chicago ...

YMCA of Metro Chicago

YMCA of Metro Chicago. YMCA OF
METRO CHICAGO > Online ...

	Email Link	Contact Form
Can store a backup in a database	No	Yes
Leads to a thank you page with additional content	No	Yes
Sends an auto-response email with additional content	Mostly No	Yes
Can ask specific questions	No	Yes
Can route message depending on answers	No	Yes
Can route message to multiple people	No	Yes
Works on any computer, no email software necessary	No	Yes
Increases spam	Yes	No



YMCA OF METRO CHICAGO

Swimming

- Infant/Toddler (ages 6-36m)
- Preschool (ages 3-5)
- School Age (ages 5-12)
- Group Adult
- **Swim Teams**
- Training & Certification
- Water Fitness Classes
- Water Safety Tips

Swim Teams

YMCA swim teams offer developmental instruction, age-group training, advanced condition... in-depth technique and skill analysis. The Y participates in the Chicago District Swim Con... the Windy City Conference, which includes YMCA teams and USA teams in the Chicagolan

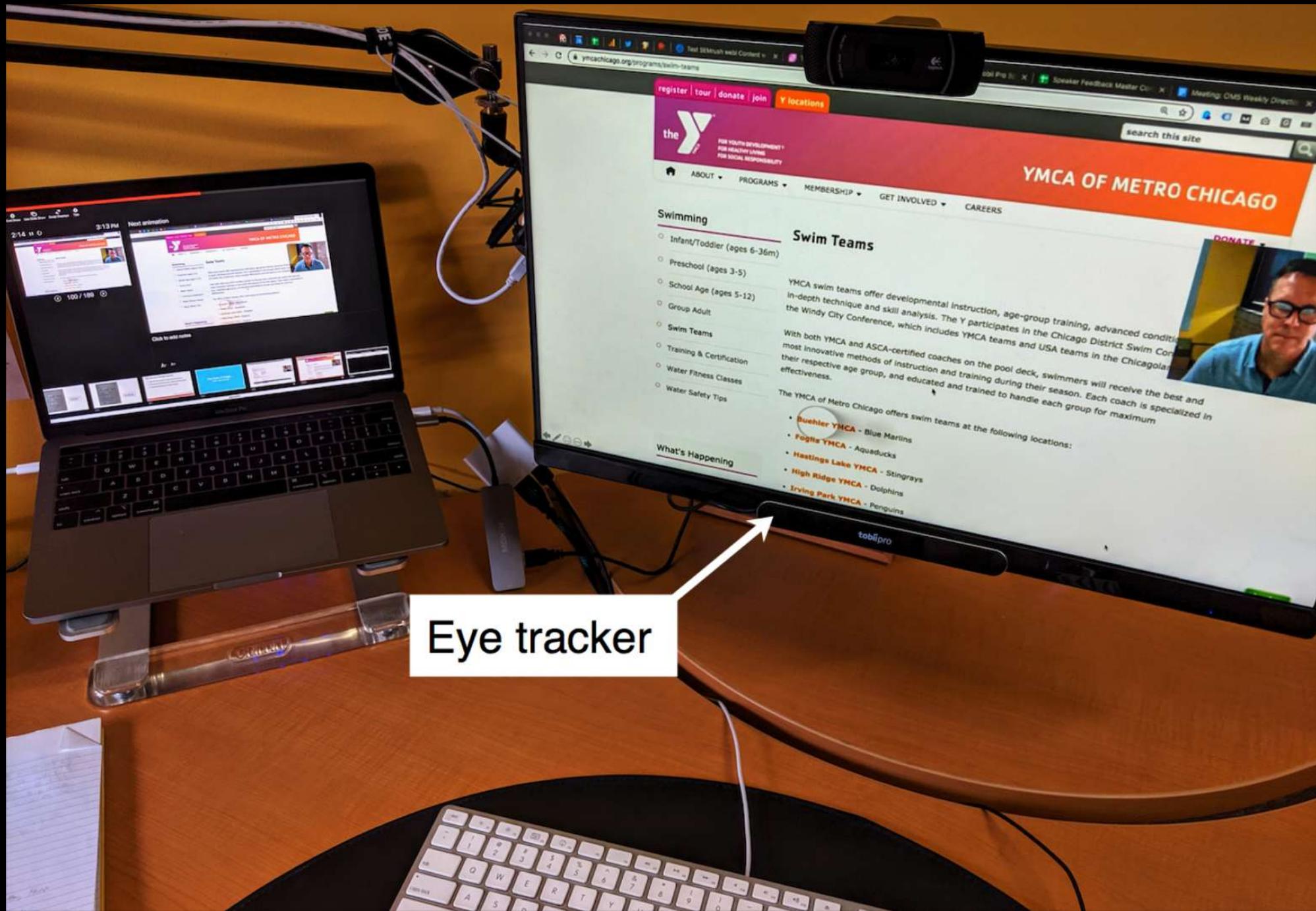
With both YMCA and ASCA-certified coaches on the pool deck, swimmers will receive the best and most innovative methods of instruction and training during their season. Each coach is specialized in their respective age group, and educated and trained to handle each group for maximum effectiveness.

The YMCA of Metro Chicago offers swim teams at the following locations:

- **Buehler YMCA** - Blue Marlins
- **Foglia YMCA** - Aquaducks
- **Hastings Lake YMCA** - Stingrays
- **High Ridge YMCA** - Dolphins
- **Irving Park YMCA** - Penguins



What's Happening



Eye tracker

register | tour | donate | join | Y locations

the Y FOR YOUTH DEVELOPMENT FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

search this site

YMCA OF METRO CHICAGO

ABOUT | PROGRAMS | MEMBERSHIP | GET INVOLVED | CAREERS

Swimming

- Infant/Toddler (ages 6-36m)
- Preschool (ages 3-5)
- School Age (ages 5-12)
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- Foglia YMCA - Aquaducks
- Hastings Lake YMCA - Stingrays
- High Ridge YMCA - Dolphins
- Irving Park YMCA - Penguins

What's Happening

Google Analytics

On-site

Hotjar Recordings

On-site

Eye Tracking

Anywhere

Google Analytics

On-site

Pageviews
(and events)

Hotjar Recordings

On-site

Pageviews
Clicks
Mouse movements

Eye Tracking

Anywhere

Pageviews
Clicks
Mouse movements
Eye movement
Video / Audio

Google Analytics

Hotjar Recordings

Eye Tracking

On-site

On-site

Anywhere

Pageviews
(and events)

Pageviews
Clicks
Mouse movements

Pageviews
Clicks
Mouse movements
Eye movement
Video / Audio

"All visitors"

Random sample

Focus group

Google Analytics

Hotjar Recordings

Eye Tracking

On-site

On-site

Anywhere

Pageviews
(and events)

Pageviews
Clicks
Mouse movements

Pageviews
Clicks
Mouse movements
Eye movement
Video / Audio

"All visitors"

Random sample

Focus group

Free

\$89/month

\$10,000

How are those videos performing?



“I embed YouTube videos and use GTM!”



“I’m planning to do more with video...”

Type of Video

Goals and Metrics



Type of Video

Goals and Metrics

Social Media Videos

Native w/in social networks

Exploring

social engagement
and website traffic

Content Marketing Videos

Blog posts (YouTube)

**Looking for help
and Information**

website engagement
(bounce rate, time on page,
subscribers)

Conversion Videos

Home, about, service pages,
landing pages

**Considering
your offer**

website conversion rate

How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics

ANALYTICS | SEO & CONTENT MARKETING | [131 COMMENTS](#)

SHARE THIS       306



BY ANDY CRESTODINA

SEO is slow. It can take years to build up the authority of a domain and the rankings of pages. Search engine optimization is the slowest form of marketing I know. It really is.

But there's one big shortcut.

This post is a step-by-step guide to improving your Google rankings quickly. It's the only fast SEO tactic that I know of. If you've never done it before, there may be huge opportunities to improve your Google rankings. The key is in your Analytics.



Embedded YouTube video

Update: Since this video, Google Analytics changed the name of the "Search Engine Optimization" report. The "Queries" data is now under Acquisition > Search Console > Queries instead of "Search Engine Optimization."

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Built-In Variables ⓘ



Configure

Name ↑

Type

Click Classes

Click Element

Click ID

Data Layer Variable

Click Target

Data Layer Variable

Click Text

Auto-Event Variable

Click URL

Data Layer Variable

Event

Custom Event

Form Classes

Data Layer Variable

Form Element

Data Layer Variable

Form ID

Data Layer Variable

Form Target

Data Layer Variable

Let's add some new built-in variables

← Tag Manager All accounts > Orbit Media
www.orbitmedia.com ▾

Workspace Versions Admin

CURRENT WORKSPACE
Default Workspace > Built-In Variables ⓘ

Search

Overview
Tags
Triggers
Variables
Folders
Templates

Click Element
Click ID
Click Target
Click Text
Click URL
Event
Form Classes
Form Element
Form ID
Form Target

Turn all of these on...

× Configure Built-In Variables ⓘ

Videos

- Video Provider
- Video Status
- Video URL
- Video Title
- Video Duration
- Video Current Time
- Video Percent
- Video Visible

Scrolling

- Scroll Depth Threshold
- Scroll Depth Units
- Scroll Direction

Visibility

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Triggers

🔍 New

Name ↑	Event Type	Filter	Folder	Tags	Last Edited
All DOM Ready Events	DOM Read				2 years ago
Call Click Trigger	Just Links				a year ago
Cookie Consent - Marketing	Custom Event		Unfiled items	1	a year ago
Cookie Consent - Preferences	Custom Event		Unfiled items	0	a year ago
Cookie Consent - Statistics	Custom Event		Unfiled items	3	a year ago
Custom Event	Custom Event		Unfiled items	0	2 years ago
GA - Event - Track all links trigger	Just Links	Page URL matches RegEx orbi... Click URL contains /portfolio/	Unfiled items	0	3 years ago
Link - Any Link Click	Just Links	Cookiebot.consent.statistics c...	Unfiled items	1	a year ago
Offsite Link Click	Just Links	Click URL does not contain orb... Cookiebot.consent.statistics c...	Google Analytics	1	a year ago

Next let's make the trigger

Trigger Configuration

Give it a meaningful name



Choose a trigger type to begin setup...

[Learn More](#)

Workspace

CURRENT WO

Default Wo

Search

Over

Tags

Trigg

Varia

Folde

Temp

Trigger Configuration

Choose a trigger

[Learn](#)



User Engagement

 Element Visibility

 Form Submission

 Scroll Depth

 **YouTube Video**

Other

 Custom Event

 History Change

 JavaScript Error

 Timer

 Trigger Group



Search



YouTube Video

Save



Capture

- Start
- Complete
- Pause, Seeking, and Buffering
- Progress

Percentages

25, 50, 75, 100



percent

Time Thresholds

Advanced

- Add JavaScript API support to all YouTube videos

Enable this trigger on:

DOM Ready (gtm.dom)

This trigger fires on

- All Videos
- Some Videos

Check all the boxes

Set to percentages
or time thresholds

References to this Trigger

Capture

- Start
- Complete
- Pause, Seeking, and Buffering
- Progress ?

Percentages

25, 50, 75, 100 percent

Time Thresholds

Advanced

- Add JavaScript API support to all YouTube videos ?

Enable this trigger on: ?

DOM Ready (gtm.dom)

This trigger fires on

- All Videos
- Some Videos

Save your new trigger...

References to this Trigger

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

Name ↑ Type Firing Triggers Folder Last Edited

Cookie Consent	Custom HTML	All Pages		ear ago
Facebook Tracking Pixel	Custom HTML	Cookie C		ear ago
GA - Event - Call Click	Google Analytics: Universal Analytics	Call Click Trigger	Unfiled items	a year ago
GA - Event - Offsite Link	Google Analytics: Universal Analytics	Offsite Link Click	Google Analytics	a year ago
GA - Event - Track All Link Clicks	Google Analytics: Universal Analytics	Link - Any Link Click	Unfiled items	a year ago
GA - Event - YouTube	Google Analytics: Universal Analytics	YouTube Video	Unfiled items	10 days ago
GA - Universal Analytics	Google Analytics: Universal Analytics	Cookie Consent - Statistics	Google Analytics	a year ago
SCHEMA - Services - Service Orphan Pages	Custom HTML	SCHEMA - Services Orphans Check	Unfiled items	a year ago

New

Make a new tag!

Tag Configuration

Give it a meaningful name



Choose a tag type to begin setup...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

- Workspace
- CURRENT WO
- Default Wo
- Search
- Over
- Tags
- Trigg
- Varial
- Folde
- Temp



Tag Configuration

Choose a tag type
[Learn](#)

Triggering

Choose a trigger type
[Learn](#)

Featured

 **Google Analytics: Universal Analytics**
Google Marketing Platform

 **Google Analytics: App + Web Configuration**
Google Marketing Platform

BETA

 **Google Analytics: App + Web Event**
Google Marketing Platform


BETA

 **Google Ads Conversion Tracking**
Google Ads

 **Google Ads Remarketing**
Google Ads

 **Floodlight Counter**
Google Marketing Platform

 **Floodlight Sales**
Google Marketing Platform

 **Conversion Linker**
Google

 **Google Optimize**
Google Marketing Platform

 **Google Surveys Website Satisfaction**

Track Type

Event

Event Tracking Parameters

Category

Video view

Category: "Video view"

Action

{{Video Title}}

Action, Label and Value:
Use the built-in variables

Label

{{Video Status}}

Value

{{Video Percent}}

Non-Interaction Hit

True

Don't mess up your bounce rate!

Google Analytics Settings

Select Settings Variable...

Video view

Action

{{Video Title}}

Label

{{Video Status}}

Value

{{Video Percent}}

Non-Interaction Hit

True

Google Analytics Settings ?

Pull a trigger!

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)



GA



Name

Type

Folder ↑

Filter



All DOM Ready Events

DOM Ready

Unfiled items

--



All Pages

Page View

--

--



Call Click Trigger

Just Links

Unfiled items

Click URL contains tel:



Cookie Consent - Marketing

Custom Event

Unfiled items

--



Cookie Consent - Preferences

Custom Event

Unfiled items

--



Cookie Consent - Statistics

Custom Event

Unfiled items

--



Custom Event

Custom Event

Unfiled items

--



GA - Event - Track all links trigger

Just Links

Unfiled items

Page URL matches RegEx orbitmedia.co...

Click URL contains /portfolio/



Link - Any Link Click

Just Links

Unfiled items

Cookiebot.consent.statistics contains true



Page View - non-blog

Unfiled items

Page URL does not contain blog



SCHEMA - Services Orphans C

Unfiled items

Service Page check equals true



SCHEMA - Services Parent

Page View

Unfiled items

Page URL contains /services/



YouTube Video

YouTube Video

Unfiled items

--



Offsite Link Click

Just Links

Google Analytics

Click URL does not contain orbitmedia.co...

Cookiebot.consent.statistics contains true



There it is!



Category

Video view

Action

{{Video Title}}

Label

{{Video Status}}

Value

{{Video Percent}}

Non-Interaction Hit

True

Google Analytics Settings ?

Save your new tag...

Triggering

Firing Triggers



YouTube Video

YouTube Video



Add Exception

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

Name ↑

Type

...and submit your container

Last Edited

Cookie Consent

Custom HTML

All Pages

Unfiled items

a year ago

Facebook Tracking Pixel

Custom HTML

Cookie Consent - Statistics

Unfiled items

a year ago

GA - Event - Call Click

Google Analytics:
Universal Analytics

Call Click Trigger

Unfiled items

a year ago

GA - Event - Offsite Link

Google Analytics:
Universal Analytics

Offsite Link Click

Google Analytics

a year ago

GA - Event - Track All Link Clicks

Google Analytics:
Universal Analytics

Link - Any Link Click

Unfiled items

a year ago

GA - Event - YouTube

Google Analytics:
Universal Analytics

YouTube Video

Unfiled items

10 days ago

GA - Universal Analytics

Google Analytics:
Universal Analytics

Cookie Consent - Statistics

Google Analytics

a year ago

SCHEMA - Services - Service Orphan
Pages

Custom HTML

SCHEMA - Services Orphans
Check

Unfiled items

a year ago

SCHEMA - Services - Service Parent
Pages

Custom HTML

SCHEMA - Services Parent

Unfiled items

a year ago

How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics

ANALYTICS | SEO & CONTENT MARKETING | 131 COMMENTS

SHARE THIS      306



BY ANDY CRESTODINA

SEO is slow. It can take years to build up the authority of a domain and the rankings of pages. Search engine optimization is the slowest form of marketing I know. It really is.

But there's one big shortcut.

This post is a step-by-step guide to improving your Google rankings quickly. It's the only fast SEO tactic that I know of. If you've never done it before, there may be huge opportunities to improve your Google rankings. The key is in your Analytics.



Now we'll know when people play this!

Update: Since this video, Google Analytics changed the name of the "Search Engine Optimization" report. The "Queries" data is now under Acquisition > Search Console > Queries instead of "Search Engine Optimization."

Let's make a segment of video viewers

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior**
 - Overview
 - Behavior Flow
 - Site Content**
 - All Pages
 - Content Drilldown
 - Landing Pages**
 - Exit Pages
 - Site Speed
 - Site Search
 - Events
- Discover
- Admin

Landing Pages ✓

All Users
100.00% Entrances

+ Add Segment

Aug 10, 2019 - Aug 26, 2019

Explorer Entrance Paths

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce



Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default advanced

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Lead (Goal 1 Conversion Rate)	Contact Lead (Goal 1 Completions)	Co (Go
	59,737 % of Total: 100.00% (59,737)	81.77% Avg for View: 81.74% (0.04%)	48,845 % of Total: 100.04% (48,827)	83.75% Avg for View: 83.75% (0.00%)	1.26 Avg for View: 1.26 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)	0.14% Avg for View: 0.14% (0.00%)	84 % of Total: 100.00% (84)	100.0

- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages
 - Site Speed
 - Site Search
 - Events
 - Discover
 - Admin

Landing Pages ✓

Aug 10, 2019 - Aug 26, 2019

All Users

Choose segment from list

+ NEW SEGMENT Import from gallery Share segments

View Search segments ?

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input type="checkbox"/> ★ 5-Plus Seconds	Mar 14, 2018	Mar 14, 2018	Actions ▾
System	<input checked="" type="checkbox"/> Create a new segment			Actions ▾
Custom	<input type="checkbox"/> ★ Blog Landers	Jan 5, 2019	Jan 5, 2019	Actions ▾
Shared	<input type="checkbox"/> ★ Blog Readers	Apr 24, 2018	Apr 24, 2018	Actions ▾
Starred	<input type="checkbox"/> ★ Bounced Sessions			Actions ▾
Selected	<input type="checkbox"/> ★ Converters			Actions ▾
	<input type="checkbox"/> ★ Direct Traffic			Actions ▾
	<input type="checkbox"/> ★ Email Visitors	May 16, 2018	May 16, 2018	Actions ▾
	<input type="checkbox"/> ★ Euros	Sep 13, 2018	Sep 13, 2018	Actions ▾

Apply Cancel



All Users
100.00% Entrances



+ Add Segment

Aug 10, 2019 - Aug 26, 2019

Segment Name



Save

Cancel

Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions

Filter Sessions Include

Ad Content

contains

- OR AND

Summary



100.00%
of users

Users

-

Sessions

-

100.00% of sessions

No Filters

The only kind of segments I make!



Now let's make segments for video watchers...

The screenshot shows a user segmentation tool interface. At the top left, there is a selection for 'All Users' (100.00% Users) and a '+ Add Segment' button. The date range is set to 'Aug 8, 2019 - Aug 19, 2019'. The main area is titled 'Video Watchers' and includes 'Save', 'Cancel', and 'Preview' buttons. A 'Segment is visible in any View' toggle is also present. The left sidebar lists various filters: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, and an 'Advanced' section with 'Conditions' and 'Sequences'. The central 'Conditions' panel is active, showing a filter for 'Sessions' with an 'Include' dropdown. The filter is configured as 'Event Category' contains 'Video view'. A red box highlights the 'Include when...' text above the filter, and another red box highlights the filter configuration itself with the text 'Event Category...contains... Video view'. The right sidebar shows a 'Summary' section with a circular gauge indicating '0.84% of users' (297 users) and '0.72% of sessions' (296 sessions). Below the summary, the 'Conditions' section lists the active filter: 'Event Category: contains "Video view"'. The bottom right corner features the 'Orbit Media Studios' logo.

Now let's make segments for *and non-watchers*

The screenshot shows a user segmentation tool interface. At the top left, there is a selection for 'All Users' (100.00% Users) and a '+ Add Segment' button. The date range is set to 'Aug 8, 2019 - Aug 19, 2019'. The segment name 'Video No-Watchers' is highlighted in a red box. Below the name are 'Save', 'Cancel', and 'Preview' buttons. A red box labeled 'Exclude when...' points to the 'Exclude' dropdown in the condition builder. The condition builder shows 'Event Category' selected in the 'Filter' dropdown, 'contains' in the operator dropdown, and 'Video view' in the text input field. A red box labeled 'Event Category...contains...Video view' points to these three elements. The right sidebar shows a 'Summary' section with a donut chart indicating '99.45% of users' and 'Users 35,127'. Below that, it shows 'Sessions 40,961' and '99.28% of sessions'. At the bottom of the sidebar, the 'Conditions' section lists 'Event Category: contains "Video view"'. The interface also includes a left sidebar with categories like Demographics, Technology, Behavior, Date of First Session, Traffic Sources, and Advanced (Conditions, Sequences).



Video No-Watchers
4.33% Entrances

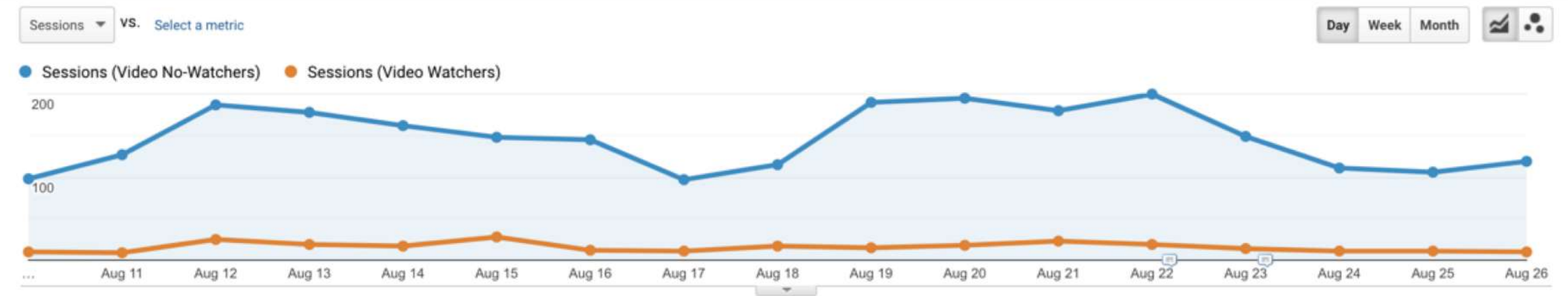


Video Watchers
0.47% Entrances

+

Explorer Entrance Paths

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce



Primary Dimension: Landing Page Source Keyword Other

Plot Rows Secondary dimension: Source / Medium Sort Type: Default

Landing Page	Source / Medium	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Video No-Watchers		2,507 <small>% of Total: 4.32% (57,980)</small>	83.41% <small>Avg for View: 81.79% (1.98%)</small>	2,091 <small>% of Total: 4.41% (47,420)</small>	86.92% <small>Avg for View: 83.77% (3.75%)</small>	1.12 <small>Avg for View: 1.26 (-11.06%)</small>	00:00:46 <small>Avg for View: 00:00:54 (-14.50%)</small>	0.20% <small>Avg for View: 0.53% (-62.70%)</small>	5 <small>% of Total: 1.61% (310)</small>	\$5.00 <small>% of Total: 1.61% (\$310.00)</small>
Video Watchers		269 <small>% of Total: 0.46% (57,980)</small>	91.45% <small>Avg for View: 81.79% (11.81%)</small>	246 <small>% of Total: 0.52% (47,420)</small>	73.98% <small>Avg for View: 83.77% (-11.69%)</small>	1.30 <small>Avg for View: 1.26 (2.99%)</small>	00:02:32 <small>Avg for View: 00:00:54 (179.93%)</small>	0.00% <small>Avg for View: 0.53% (-100.00%)</small>	0 <small>% of Total: 0.00% (310)</small>	\$0.00 <small>% of Total: 0.00% (\$310.00)</small>

10% of visitors watch

Landing Page ?	Source / Medium ?	Acquisition			Behavior			Conversions All Goals ▾	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
Video No-Watchers		2,507 % of Total: 4.32% (57,980)	83.41% Avg for View: 81.79% (1.98%)	2,091 % of Total: 4.41% (47,420)	86.92% Avg for View: 83.77% (3.75%)	1.12 Avg for View: 1.26 (-11.06%)	00:00:46 Avg for View: 00:00:54 (-14.50%)	0.20% Avg for View: 0.53% (-62.70%)	5 % of Total: 1.61% (310)
Video Watchers		269 % of Total: 0.46% (57,980)	91.45% Avg for View: 81.79% (11.81%)	246 % of Total: 0.52% (47,420)	73.98% Avg for View: 83.77% (-11.69%)	1.30 Avg for View: 1.26 (2.99%)	00:02:32 Avg for View: 00:00:54 (179.93%)	0.00% Avg for View: 0.53% (-100.00%)	0 % of Total: 0.00% (310)

Watchers are less likely to bounce

Landing Page ?	Source / Medium ?	Acquisition			Behavior			Conversions <input type="button" value="All Goals"/>	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
Video No-Watchers		2,507 % of Total: 4.32% (57,980)	83.41% Avg for View: 81.79% (1.98%)	2,091 % of Total: 4.41% (47,420)	86.92% Avg for View: 83.77% (3.75%)	1.12 Avg for View: 1.26 (-11.06%)	00:00:46 Avg for View: 00:00:54 (-14.50%)	0.20% Avg for View: 0.53% (-62.70%)	5 % of Total: 1.61% (310)
Video Watchers		269 % of Total: 0.46% (57,980)	91.45% Avg for View: 81.79% (11.81%)	246 % of Total: 0.52% (47,420)	73.98% Avg for View: 83.77% (-11.69%)	1.30 Avg for View: 1.26 (2.99%)	00:02:32 Avg for View: 00:00:54 (179.93%)	0.00% Avg for View: 0.53% (-100.00%)	0 % of Total: 0.00% (310)

They spend 2.5x more time on the page

Landing Page ?	Source / Medium ?	Acquisition			Behavior			Conversions		All Goals ▾
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	
Video No-Watchers		2,507 % of Total: 4.32% (57,980)	83.41% Avg for View: 81.79% (1.98%)	2,091 % of Total: 4.41% (47,420)	86.92% Avg for View: 83.77% (3.75%)	1.12 Avg for View: 1.26 (-11.06%)	00:00:46 Avg for View: 00:00:54 (-14.50%)	0.20% Avg for View: 0.53% (-62.70%)	5 % of Total: 1.61% (310)	
Video Watchers		269 % of Total: 0.46% (57,980)	91.45% Avg for View: 81.79% (11.81%)	246 % of Total: 0.52% (47,420)	73.98% Avg for View: 83.77% (-11.69%)	1.30 Avg for View: 1.26 (2.99%)	00:02:32 Avg for View: 00:00:54 (179.93%)	0.00% Avg for View: 0.53% (-100.00%)	0 % of Total: 0.00% (310)	

5 Questions to ask your video play event reports

1. Where do videos perform best? On-site or YouTube?
2. Could other high-bounce/low time-on-page pages use videos?
3. Could we improve the play-rate? (better thumbs)

19:45 orbitmedia.com/blog/abc

Great video thumbnails have two things...



Human face

Great video thumbnails have two things...



Human face

Headline



- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- Liked videos

MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows
- Gaming

FILTER



How to Get Higher Google Rankings in 2019 [New Checklist]

Brian Dean 346K views • 1 year ago

Want higher Google rankings in 2019? Then make sure to check out this new case study. In today's video you'll see how my SEO ...

CC



How to Rank for a Keyword in Google (Even the Tough Ones!)

The Deep End • 19K views • 8 months ago

Ranking for profitable keywords will help your business grow. But how can it be done? In this video I'll show you my exact method ...



SEO For Beginners: 3 Powerful SEO Tips to Rank #1 on Google in 2019

Neil Patel 1.2M views • 1 year ago

SEO For Beginners: 3 Powerful SEO Tips to Rank #1 on Google in 2019 Are you new to SEO and want to rank #1 on google this ...

CC



How to Improve Your Google Rankings Fast: 9 Steps to Rank Higher Using Analytics

Orbit Media Studios 285K views • 4 years ago

SEO is slow. It can take years to build up the authority of a domain and the rankings of pages. Search engine optimization is the ...



Video SEO - How to Rank #1 in YouTube (Fast!)

Brian Dean 856K views • 2 years ago

This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos ...

CC

Segments. So useful...

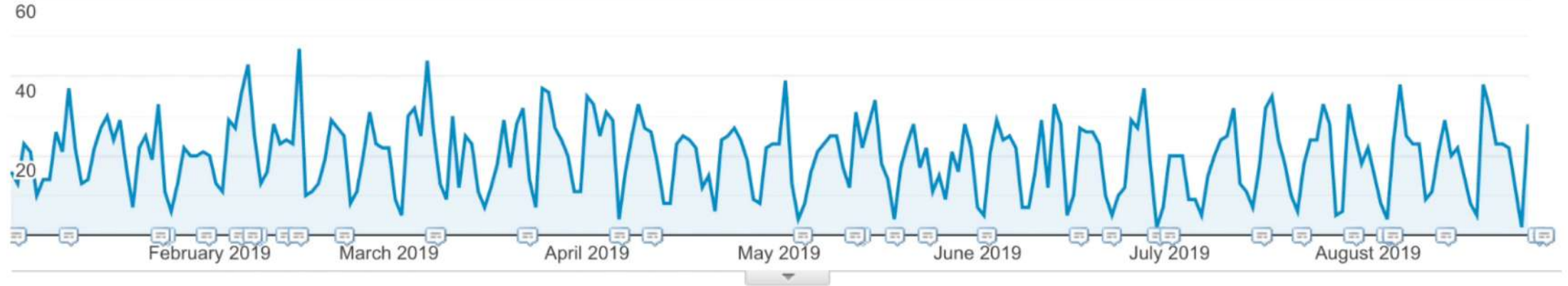


Overview

Goal Completions ▼ vs. [Select a metric](#)

Hourly **Day** Week Month

● Goal Completions



Goal Completions

4,744



Goal Value

\$4,744.00



Goal Conversion Rate

0.51%



Total Abandonment Rate

65.16%



Contact Lead (Goal 1 Completions)

1,193



Newsletter Subscriber from Blog or Footer (Goal 2 Completions)

1,417



Employment Application Form (Goal 4 Completions)

36



Newsletter Subscriber From Contact Thank You Page (Goal 7 Completions)

155



Newsletter subscriber from sticky blog footer (Goal 13 Completions)

Request Andy to Speak (Goal 17 Completions)

Which articles inspire visitors to subscribe?



“We have content and email sign up CTAs.”



“We don’t have a blog or newsletter.”

Conversions > Goals > Reverse Goal Path

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Completions
1. /sticky-newsletter-thank-you/	/blog/blogging-statistics/	(entrance)	(not set)	95 (3.60%)
2. /sticky-newsletter-thank-you/	/blog/website-footer-design-best-practices/	(entrance)	(not set)	74 (2.80%)
3. /sticky-newsletter-thank-you/	/blog/improve-google-rankings/	(entrance)	(not set)	70 (2.65%)
4. /sticky-newsletter-thank-you/	/blog/web-design-standards/	(entrance)	(not set)	67 (2.54%)
5. /sticky-newsletter-thank-you/	/blog/website-competitive-analysis-tools/	(entrance)	(not set)	61 (2.31%)
6. /sticky-newsletter-thank-you/	/blog/how-to-write-testimonials-examples/	(entrance)	(not set)	55 (2.08%)
7. /sticky-newsletter-thank-you/	/blog/email-signup-forms/	(entrance)	(not set)	52 (1.97%)
8. /sticky-newsletter-thank-you/	/blog/web-design-tips/	(entrance)	(not set)	52 (1.97%)
9. /sticky-newsletter-thank-you/	/blog/how-to-market-an-event/	(entrance)	(not set)	46 (1.74%)
10. /sticky-newsletter-thank-you/	/blog/seo-best-practices/	(entrance)	(not set)	42 (1.59%)
11. /sticky-newsletter-thank-you/	/blog/website-navigation/	(entrance)	(not set)	40 (1.51%)
12. /sticky-newsletter-thank-you/	/blog/website-launch-checklist/	(entrance)	(not set)	37 (1.40%)
13. /sticky-newsletter-thank-you/	/blog/what-is-google-tag-manager-and-why-use-it/	(entrance)	(not set)	37 (1.40%)
14. /sticky-newsletter-thank-you/	/blog/content-marketing-metrics-to-track/	(entrance)	(not set)	33 (1.25%)
15. /sticky-newsletter-thank-you/	/blog/google-analytics-url-builder/	(entrance)	(not set)	30 (1.14%)

Behavior > Site Content > All Pages

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

Experiments

Conversions

Discover

Admin


Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	590,962 % of Total: 100.00% (590,962)	541,910 % of Total: 100.00% (541,910)	00:03:26 Avg for View: 00:03:26 (0.00%)	465,490 % of Total: 100.00% (465,490)	83.41% Avg for View: 83.41% (0.00%)	78.77% Avg for View: 78.77% (0.00%)	\$0.01 % of Total: 100.00% (\$0.01)
1. /blog/how-to-write-testimonials-examples/	48,653 (8.23%)	46,003 (8.49%)	00:06:00				
2. /blog/website-footer-design-best-practices/	38,742 (6.56%)	36,267 (6.69%)	00:05:30				
3. /blog/what-is-google-tag-manager-and-why-use-it/	37,009 (6.26%)	35,465 (6.54%)	00:10:00				
4. /blog/improve-google-rankings/	30,532 (5.17%)	28,867 (5.33%)	00:06:40				
5. /blog/perfect-profile-pictures-9-tips-plus-some-research/	25,176 (4.26%)	23,893 (4.41%)	00:07:15	23,856 (5.12%)	90.39%	94.47%	<\$0.01 (2.76%)
6. /	22,019 (3.73%)	19,043 (3.51%)	00:01:49	16,323 (3.51%)	49.23%	48.77%	\$0.03 (206.83%)
7. /blog/website-navigation/	17,474 (2.96%)	16,018 (2.96%)	00:05:44	15,652 (3.36%)	84.54%	86.53%	<\$0.01 (17.01%)
8. /blog/seo-best-practices/	16,688 (2.82%)	15,174 (2.80%)	00:04:21	14,590 (3.13%)	79.36%	81.35%	<\$0.01 (27.21%)
9. /blog/media-pitch-examples/	16,477 (2.79%)	15,441 (2.85%)	00:08:36	15,416 (3.31%)	90.28%	93.45%	<\$0.01 (7.49%)
10. /blog/	12,011 (2.03%)	9,050 (1.67%)	00:01:15	4,790 (1.03%)	47.05%	32.44%	\$0.05 (422.43%)
11. /blog/google-analytics-url-builder/	11,749 (1.99%)	10,976 (2.03%)	00:02:14	10,341 (2.22%)	66.84%	67.73%	<\$0.01 (27.08%)
12. /blog/how-to-market-an-event/	9,929 (1.68%)	9,328 (1.72%)	00:07:42	9,296 (2.00%)	89.72%	92.18%	<\$0.01 (8.85%)

The unique pageviews to each of those pages

ORBIT MEDIA STUDIOS

	A	B	C	D	E
1	Page	Pageviews	Newsletter Subs	Conversion Rate	
2	/blog/email-signup-forms/	4,098	39	0.95%	
3	/blog/free-seo-advice/	3,367	27	0.80%	
4	/blog/blogger-trends/	6,434	49	0.76%	
5	/blog/how-to-start-a-blog/	2,400	18	0.75%	
6	/blog/great-writing-higher-search-rankings/	2,354	14	0.59%	
7	/blog/web-content-checklist-17-ways-to-publish-better-c	2,818	13	0.46%	
8	/blog/questions-to-ask-your-homepage/	4,157	19	0.46%	
9	/blog/how-to-research-keywords-tips/	5,190	21	0.40%	
10	/blog/social-media-seo/	4,065	15	0.37%	
11	/blog/lead-generation-website-practices/				
12	/blog/remove-from-your-site/				
13	/blog/writing-headlines/				
14	/blog/increase-conversion-rate/				
15	/blog/email-into-high-ranking-articles/				
16	/blog/neuromarketing-web-design/				
17	/blog/how-to-setup-google-analytics/				
18	/blog/seo-best-practices/	18,697	52	0.28%	
19	/blog/what-to-blog-about/	8,707	24	0.28%	
20	/blog/content-promotion-strategy/	3,318	9	0.27%	
21	/blog/ways-to-improve-your-website/	14,681	37	0.25%	
22	/blog/content-marketing-mission-statement/	3,621	9	0.25%	
23	/blog/increase-website-traffic/	7,667	19	0.25%	

Move everything into a spreadsheet and manually do the calculation... 



Untitled spreadsheet

File Edit View Insert Format Data Tools Add-ons Help

100% \$ % .0 .00 123

fx

	A	B	C
1			
2			
3			
4			
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7			
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10			
11			
12			
13			
14			
15			

Grid view icons: Grid, Split, Full Screen, Print, Download, Zoom

G	H	I

Do more with Sheets

Looking for even more Sheets features? Get a few add-ons.

Document add-ons

Get add-ons...

Manage add-ons...


Add-ons

All

Search add-ons

Flubaroo

Google Analytics



Access all of your Google Analytics data in Google Spreadsheets.

+ FREE

YetAnotherMailMerge

Yet Another Mail Merge

Power Tools

Power Tools
569,800 users

Template Gallery

Template Gallery



Conversion Rate Per Post

File Edit View Insert Format Data Tools

Add-ons

Help

All changes saved in Drive

100% \$ % .0 .00 123

fx

- Document add-ons
- Google Analytics
- Get add-ons...
- Manage add-ons...

- Create new report
- Run reports
- Schedule reports
- Help

	A	B	C		I
1					
2					
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5					
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7					
8					
9					
10					
11					
12					
13					
14					
15					



Conversion Rate Per Post Demo

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

SHARE

100% \$ % .0 .00 123 Arial 10 B I S A

	A	B	C	D	E	F	G	H
1								
2								
3								
4								
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6								
7								
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12								
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16								
17								
18								
19								
20								

Name of the report? **Conversions**

Where to get the data? **Account**

Property

View

Which metric? **Goal Completions**

Which dimension? **Goal Previous Step**

Create a new report

1) Name your report

Name
Conversions

2) Select a view

Account
OrbitMedia.com

Property
https://www.orbitmedia.com

View
Orbit Media

3) Choose configuration options

Metrics
x Goal Completions [Metrics Reference](#)

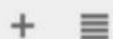
Dimensions
x Goal Previous Step - 1 [Dimensions Reference](#)



100% \$ % .0 .00 123 Arial 10 B I S A

fx

	A	B	C	D	E	F
1	Configuration Options	Your Google Analytics Reports				
2	Report Name	Conversions				
3	View ID	4239547				
4	Start Date	150daysAgo				
5	End Date	yesterday				
6	Metrics	ga:goalCompletionsAll				
7	Dimensions	ga:goalPreviousStep1				
8	Order					
9	Filters					
10	Segments					
11	Limit	10000				
12	Spreadsheet URL					
13	Skip Report			https://develo...dsheet-add-on		
18		For help with this add-on:	https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on			
19						
20						
21						
22						





100% \$ % .0 .00 123

- Document add-ons
- Google Analytics
- Supermetrics
- Get add-ons...
- Manage add-ons...

- Create new report
- Run reports
- Schedule reports
- Help

	A	B	E	F
1	Configuration Options	Your Google An		
2	Report Name	Conversions		
3	View ID	4239547		
4	Start Date	150daysAgo		
5	End Date	yesterday		
6	Metrics	ga:goalCompletionsAll		
7	Dimensions	ga:goalPreviousStep1		
8	Order			
9	Filters			
10	Segments			
11	Limit	10000		
12	Spreadsheet URL			
13	Skip Report			
18		For help with this add-on: https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on		

100% \$ % .0 .00 123 Arial 10 ... Create a new report

	A	B	C	D
1	Configuration Options			
2	Report Name			
3	View ID			
4	Start Date			
5	End Date			
6	Metrics			
7	Dimensions			
8	Order			
9	Filters			
10	Segments			
11	Limit			
12	Spreadsheet URL			
13	Skip Report			
18				
19				
20				
21				
22				
23				

Name of the report? **Pageviews**

Where to get the data?
Account

Property

View

Which metric? **Unique Pageviews**

Which dimension? **Page**

1) Name your report

Name

2) Select a view

Account

Property

View

3) Choose configuration options

Metrics

[Metrics Reference](#)

Dimensions

[Dimensions Reference](#)

Report Configuration



Navigation and formatting toolbar including undo, redo, print, zoom (100%), currency, percentage, decimal, thousand separator, font (Arial), size (10), bold, italic, strikethrough, underline, background color, grid, text wrap, text color, fill color, and other tools.

fx

	A	B	C	D	E	F
1	Configuration Options	Your Google Analytics Reports				
2	Report Name	Conversions	Pageviews			
3	View ID	4239547	4239547			
4	Start Date	150daysAgo	150daysAgo			
5	End Date	yesterday	yesterday			
6	Metrics	ga:goalCompletionsAll	ga:pageviews			
7	Dimensions	ga:goalPreviousStep1	ga:pagePath			
8	Order					
9	Filters					
10	Segments					
11	Limit	10000	10000			
12	Spreadsheet URL					
13	Skip Report					
18		For help with this add-on: https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on				
19						
20						
21						
22						



Report Configuration

Conversions

Sheet1





100% \$ % .0 .00 123 Arial 12 B I S A

Pageviews

Report Status

2 reports completed successfully

Conversions
Pageviews

OK

	A	B	C	D	E
1	Pageviews				
2	Last Run On	2019-01-22 6:38			
3	View Name	Orbit Media			
4	Total Results Found	5255			
5	Total Results Returned	5255			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Pageviews			
12		697702			
13					
14	Results Breakdown				
15	Page	Pageviews			
16	/	27255			
17	/ -	1			
18	/ website (the "Service	1			
19	/?_scpsug=crawled,5824054,SeJ plGIBa89rcTspmW9W	1			



	A	B	C	D	E
1	Conversions				
2	Last Run On	2019-01-22 6:10:24			
3	View Name	Orbit Media			
4	Total Results Found	419			
5	Total Results Returned	419			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Goal Completions			
12		3240			
13					
14	Results Breakdown				
15	Goal Previous Step - 1	Goal Completions			
16	(entrance)	331			
17	(not set)	0			
18	/	103			
19	/?fbclid=IwAR17_OPsXjvv_ShnWcpW7bbrdyhfTCdWFRLTyM3yTnhiHtJRObnLsOT_hck	1			
20	/?s=2010	0			
21	/?s=2010\	0			



Report Configuration ▾

Conversions ▾

Sheet1 ▾

	A	B	C	D	E
1	Conversions				
2	Last Run On	2019-01-22 6:14:39			
3	View Name	Orbit Media			
4	Total Results Found	235			
5	Total Results Returned	235			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Goal Completions			
12			3240		
13					
14	Results Breakdown				
15	Goal Previous Step - 1	Goal Completions			
16	(entrance)		331		
17	/		103		
18	/?fbclid=IwAR17_OPsXjvv_ShnWcpW7bbrdyhfTCdWFRLTyM3yTn hIHtJRObnLsOT_hck		1		
19	/about/		18		
20	/about/b-corp/		2		
21	/about/careers/		4		

All of the pages from which people converted

The number of those conversions



A

B

C

D

E

Pageviews

Last Run On 2019-01-22 6:38:09

View Name Orbit Media

Total Results Found 5255

Total Results Returned 5255

Contains Sampled Data No

Totals For All Results

Pageviews

697702

All of the pages on the website

The number of unique pageviews to each

Results Breakdown

Page **Pageviews**

/ 27255

/ - 1

/ website (the "Service 1

/?_scpsug=crawled,5824054,SeJ
pIGIBa89rcTspmW9W 1

/?_scpsug=crawled,6267976,SeJ
pIGIBa89rcTspmW9W 2

/?d_utk=1c609801-5ca6-4961-98
5-201901-0 1



Report Configuration

Pageviews

Conversions

Sheet1

fx

	A	B	C	D	E	F	G
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

Create a new tab...
"Conversion Rate Per Post"



fx =Pageviews!A16

A

B

C

D

E

F

G

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

Page

/

/ -

/ website (the "Service

/?_scpsug=crawled,5824054,SeJ

/?_scpsug=crawled,6267976,SeJ

/?d_utk=1c609801-5ca6-4961-98

/?fbclid=IwAR0-ynCMQndM4tVlpC

/?fbclid=IwAR02dOYct2pmWM3C

/?fbclid=IwAR05nmmBK6UbGnnll

/?fbclid=IwAR0LBkdjaZYZUm3NC

/?fbclid=IwAR0SWNzX2xFdyevly:

/?fbclid=IwAR17_OPsXjvv_ShnW

/?fbclid=IwAR1Ax5a8XJVzVawkz:

/?fbclid=IwAR1eL_QAkCqd8HDfV

/?fbclid=IwAR1iFPNKnE51TxjV5C

/?fbclid=IwAR1Yj8inuNea2R71pP

/?fbclid=IwAR20-4tEh7M-4M5-

=Pageviews!A16

Bring in the pages
from the Pageviews tab

+ ☰

Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾

Occ ▾



fx

	A	B	C	D	E	F	G
1							
2	Page	Pageviews					
3	/						
4	/ -						
5	/ website (the "Service						
6	/?_scpsug=crawled,5824054,SeJ						
7	/?_scpsug=crawled,6267976,SeJ						
8	/?d_utm=1c609801-5ca6-4961-98						
9	/?fbclid=IwAR0-ynCMQndM4tVlpC						
10	/?fbclid=IwAR02dOYct2pmWM3C						
11	/?fbclid=IwAR05nmmBK6UbGnnll						
12	/?fbclid=IwAR0LBkdjaZYZUm3NC						
13	/?fbclid=IwAR0SWNzX2xFdyevly						
14	/?fbclid=IwAR17_OPsXjvv_ShnW						
15	/?fbclid=IwAR1Ax5a8XJVzVawkz						
16	/?fbclid=IwAR1eL_QAkCqd8HdfV						
17	/?fbclid=IwAR1iFPNKnE51TxjV5C						
18	/?fbclid=IwAR1Yj8inuNea2R71pP						
19	/?fbclid=IwAR00-t-Fb7M-ME-						

Make a column for "Pageviews"

+ ☰ Conversions ▾ Pageviews ▾ Conversion Rate Per Post ▾ Oc ◀ ▶ ☆

fx

=Pageviews!B16



=Pageviews!B16
Bring in the pageviews from the Pageviews tab

	A	B	C	F	G
1					
2	Page	Pageviews			
3	/	27266			
4	/ -	1			
5	/ website (the "Service	1			
6	/?_scpsug=crawled,5824054,SeJl	1			
7	/?_scpsug=crawled,6267976,SeJl	2			
8	/?d_utm=1c609801-5ca6-4961-98a	1			
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1			
10	/?fbclid=IwAR02dOYct2pmWM3C	1			
11	/?fbclid=IwAR05nmmBK6UbGnnll	2			
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1			
13	/?fbclid=IwAR0SWNzX2xFdyevly	1			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1			
16	/?fbclid=IwAR1eL_QAkCqd8HdfV	1			
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1			
18	/?fbclid=IwAR1Yi8inuNea2R71nP	1			

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page			
3	/	27266					
4	/ -	1					
5	/ website (the "Service	1					
6	/?_scpsug=crawled,5824054,SeJl	1					
7	/?_scpsug=crawled,6267976,SeJl	2					
8	/?d_utm=1c609801-5ca6-4961-98d	1					
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1					
10	/?fbclid=IwAR02dOYct2pmWM3C	1					
11	/?fbclid=IwAR05nmmBK6UbGnnll	2					
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1					
13	/?fbclid=IwAR0SWNzX2xFdyevly:	1					
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1					
15	/?fbclid=IwAR1Ax5a8XJVzVawkz:	1					
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1					
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1					
18	/?fbclid=IwAR1Yi8inuNea2R71nP	1					

Make a new column for
"Converting Page"



Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾

Occ



fx =Conversions!A16

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page			
3	/	27266		(entrance)			
4	/ -						
5	/ website (the "Service			7_OPsXjvv_ShnV			
6	/?_scpsug=crawled,582						
7	/?_scpsug=crawled,626						
8	/?d_utm=1c609801-5ca6						
9	/?fbclid=IwAR0-ynCMQ			/employment-appl			
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/			
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/about/content-chemistry/			
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/team-bios/			
13	/?fbclid=IwAR0SWNzX2xFdyevly	1		/association-web-design/			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1		/blog-newsletter-thank-you-page			
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/blog/			
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpgH_GsC			
18	/?fbclid=IwAR1Yi8inuNea2R71nP	1		/bloa/10-things-to-make-vour-blc			

=Conversions!B16
Bring in the conversions from the Conversions tab

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page	Conversions		
3	/	27266		(entrance)			
4	/ -	1		/			
5	/ website (the "Service			<jvv_Shnl			
6	/?_scpsug=crawled,5824054,SeJl						
7	/?_scpsug=crawled,6267976,SeJl						
8	/?d_utm=1c609801-5ca6-4961-98c	1		/about/careers/			
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1		/about/careers/employment-appl			
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/			
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/about/content-chemistry/			
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/team-bios/			
13	/?fbclid=IwAR0SWNzX2xFdyevlyz	1		/association-web-design/			
14	/?fbclid=IwAR17_OPsXjvv_Shnl	1		/bank-website-design/			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1		/blog-newsletter-thank-you-page			
16	/?fbclid=IwAR1eL_QAkCqd8HdfV	1		/blog/			
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpgH_GsC			
18	/?fbclid=IwAR1Yi8inuNea2R71nP	1		/blog/10-things-to-make-your-blc			

Make a new column for "Conversions"



fx =Conversions!B16

=Conversions!B16
Bring in the conversions from the Conversions tab

	A	B	C	D	E	F	G
1							
2	Page	P			Conversions		
3	/				331		
4	/ -				104		
5	/ website (the "Service				1		
6	/?_scpsug=crawled,5824054,SeJl	1	/about/		18		
7	/?_scpsug=crawled,6267976,SeJl	2	/about/b-corp/		2		
8	/?d_utm=1c609801-5ca6-4961-98a	1	/about/careers/		4		
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1	/about/careers/employment-appl		22		
10	/?fbclid=IwAR02dOYct2pmWM3C	1	/about/chicago-cause/		1		
11	/?fbclid=IwAR05nmmBK6UbGnnll	2	/about/content-chemistry/		16		
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/team-bios/		5		
13	/?fbclid=IwAR0SWNzX2xFdyevly:	1	/association-web-design/		1		
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1	/bank-website-design/		1		
15	/?fbclid=IwAR1Ax5a8XJVzVawkz:	1	/blog-newsletter-thank-you-page		1		
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1	/blog/		425		
17	/?fbclid=IwAR1iFPNKneE51TxjV5C	1	/blog/?fbclid=IwAR2MpgH_GsC		1		
18	/?fbclid=IwAR1Yi8inuNea2R71nP	1	/bloa/10-things-to-make-your-blc		2		

	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions	Pageviews		
3	/	27266	/blog/blogging-statistics/	100			
4	/-	1	/about/careers/employment-appl	22			
5	/ website (the "Service	1		1			
6	/?_scpsug=crawled,5824054,SeJl	1		425			
7	/?_scpsug=crawled,6267976,SeJl	2		3			
8	/?d_utm=1c609801-5ca6-4961-98t	1	/blog/author-websites/	3			
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1	/about/content-chemistry/	16			
10	/?fbclid=IwAR02dOYct2pmWM3C	1	/about/chicago-cause/	1			
11	/?fbclid=IwAR05nmmBK6UbGnnll	2	/blog/blogger-trends/	5			
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/b-corp/	2			
13	/?fbclid=IwAR0SWNzX2xFdyevlyz	1	/association-web-design/	1			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1	/bank-website-design/	1			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1	/blog-newsletter-thank-you-page	1			
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1	/	104			
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpghH_GsC	1			

Make a new column for "Pageviews"

+ ☰ ▼
Conversions ▼
Pageviews ▼
Conversion Rate Per Post ▼
◀ ▶
🌟 Explore

fx =VLOOKUP(D3,A\$3:B\$1000,2,0)

	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions	Pageviews		
3	/	27266	/blog/blogging-statistics/	100		1	
4	/ -						
5	/ website (the "Ser						
6	/?_scpsug=crawled						
7	/?_scpsug=crawled						
8	/?d_utk=1c609801						
9	/?fbclid=IwAR0-yn						
10	/?fbclid=IwAR02dC						
11	/?fbclid=IwAR05nr						
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/b-corp/		2		
13	/?fbclid=IwAR0SWNzX2xFdyevly	1	/association-web-design/		1		
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1	/bank-website-design/		1		
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1	/blog-newsletter-thank-you-page		1		
16	/?fbclid=IwAR1eL_QAkCqd8HdfV	1	/		104		
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpghH_GsC		1		
18							

=VLOOKUP(D3,A\$3:B\$1000,2,0)

Show the pageviews (data from column B) when the page (data from column A) matches the converting page (from column C)

fx

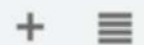
	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page	Conversions	Pageviews	
3	/	27266		/blog/blogging-statistics/	100	1	
4	/ -	1		/about/careers/employment-appl	22	103	
5	/ website (the "Service	1		/?fbclid=IwAR17_OPsXjvv_ShnV	1	1	
6	/?_scpsug=crawled,5824054,SeJl	1		/blog/	425	12885	
7	/?_scpsug=crawled,6267976,SeJl	2		/blog/author/andycrestodina/	3	92	
8	/?d_utm=1c609801-5ca6-4961-98k	1		/blog/author-websites/	3	280	
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1		/about/content-chemistry/	16	1667	
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/	1	937	
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/blog/blogger-trends/	5	618	
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/b-corp/	2	388	
13	/?fbclid=IwAR0SWNzX2xFdyevly:	1		/association-web-design/	1	318	
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/	1	828	
15	/?fbclid=IwAR1Ax5a8XJVzVawkz:	1		/blog-newsletter-thank-you-page	1	982	
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/	104	27266	
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC	1	1	
18	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC	1	1	

+ ☰ ▼
Conversions ▼
Pageviews ▼
Conversion Rate Per Post ▼
◀ ▶
Explore



	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page	Conversions	Pageviews	Conversion Rate
3	/	27266		/blog/blogging-statistics/	100		1
4	/ -	1		/about/careers/employment-appl	22		103
5	/ website (the "Service	1		/?fbclid=IwAR1			1
6	/?_scpsug=crawled,5824054,SeJl	1		/blog/		12885	
7	/?_scpsug=crawled,6267976,SeJl	2		/blog/author/an		92	
8	/?d_utk=1c609801-5ca6-4961-98c	1		/blog/author-websites/	3	280	
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1		/about/content-chemistry/	16	1667	
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/	1	937	
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/blog/blogger-trends/	5	618	
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/b-corp/	2	388	
13	/?fbclid=IwAR0SWNzX2xFdyevlyc	1		/association-web-design/	1	318	
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/	1	828	
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1		/blog-newsletter-thank-you-page	1	982	
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/	104	27266	
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC	1		1

Make a new column for
"Conversion Rate"



Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾



Explore

fx =E6/F6

=E3/F3
**Divide the conversions
by the pageviews**

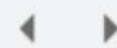
	A	B	C	D	E	F	G
1							
2	Page			Page	Conversions	Pageviews	Conversion Rate
6	/?_scpsug=crawled,582				425	12885	3.30%
7	/?_scpsug=crawled,626			/andycrestodina/	3	92	3.26%
8	/?d_utm=1c609801-5ca			-websites/	3	280	1.07%
9	/?fbclid=IwAR0-ynCMQn			/about/content-chemistry/	16	1667	0.96%
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/blog/blogger-trends/	5	618	0.81%
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/b-corp/	2	388	0.52%
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/	104	27266	0.38%
18	/?fbclid=IwAR1Yj8inuNea2R71pP	1		/about/	18	5634	0.32%
24	/?fbclid=IwAR2cNox7ocz16mEDC	1		/blog/blog-keywords/	4	1332	0.30%
26	/?fbclid=IwAR2I-2LJ_mKQwiJZssl	1		/blog/blog-optimization/	4	1344	0.30%
28	/?fbclid=IwAR2ru36CnP8GovzW3	1		/about/careers/	4	1766	0.23%
29	/?fbclid=IwAR3Kh_KCNmSTHS00	1		/blog/10-things-to-make-your-blc	2	1016	0.20%
30	/?fbclid=IwAR3RTWqFPnrF-bt-RV	1		/blog/blog-image-best-practices/	9	5092	0.18%
31	/?FORM=UCIAST&pname=shenn	1		/about/team-bios/	5	3020	0.17%
32	/?p=123	1		/blog/add-tags-blog/	2	1653	0.12%



Conversions

Pageviews

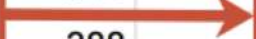
Conversion Rate Per Post



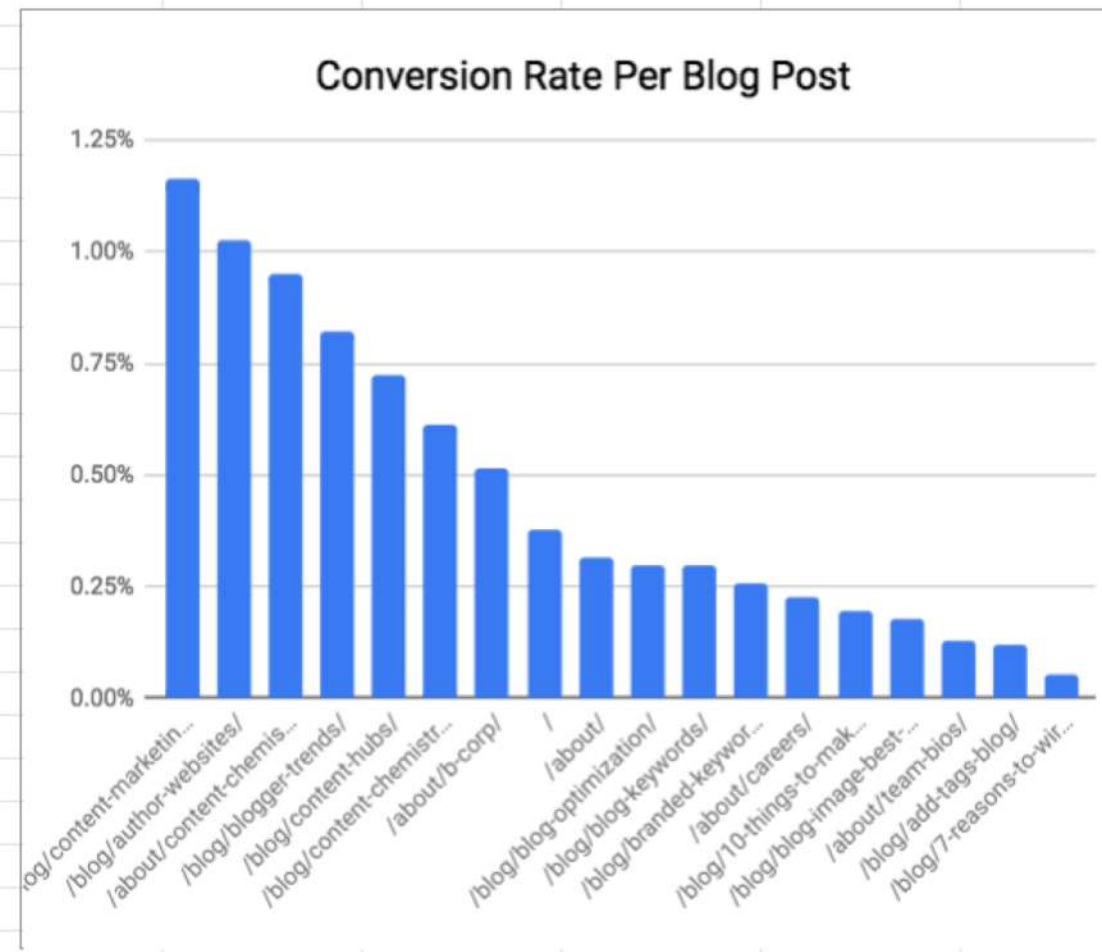
Explore

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page	Conversions	Pageviews	Conversion Rate
6	/?_scpsug=crawled,5824054,SeJ	1		/blog/	425	12885	3.30%
7	/?_scpsug=crawled,6267976,SeJ	2		/blog/author/andycrestodina/	3	92	3.26%
8	/?d_utm=1c609801-5ca6-4961-98c	1		/blog/author-websites/	3	280	1.07%
9	/?fbclid=IwAR0-ynCMQndM4tVlpC	1		/about/content-chemistry/	16	1667	0.96%
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/blog/		618	0.81%
12	/?fbclid=IwAR0LBkdjaZYZUm3NG	1		/about		388	0.52%
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/		27266	0.38%
18	/?fbclid=IwAR1Yj8inuNea2R71pP	1		/about		5634	0.32%
24	/?fbclid=IwAR2cNox7ocz16mEDD	1		/blog/		1332	0.30%
26	/?fbclid=IwAR2I-2LJ_mKQwiJZssl	1		/blog/		1344	0.30%
28	/?fbclid=IwAR2ru36CnP8GovzW3	1		/about/careers/	4	1766	0.23%
29	/?fbclid=IwAR3Kh_KCNmSTHS0C	1		/blog/10-things-to-make-your-blc	2	1016	0.20%
30	/?fbclid=IwAR3RTWqFPnrF-bt-RV	1		/blog/blog-image-best-practices/	9	5092	0.18%
31	/?FORM=UCIAST&pname=shenn	1		/about/team-bios/	5	3020	0.17%
32	/?p=123	1		/blog/add-tags-blog/	2	1653	0.12%

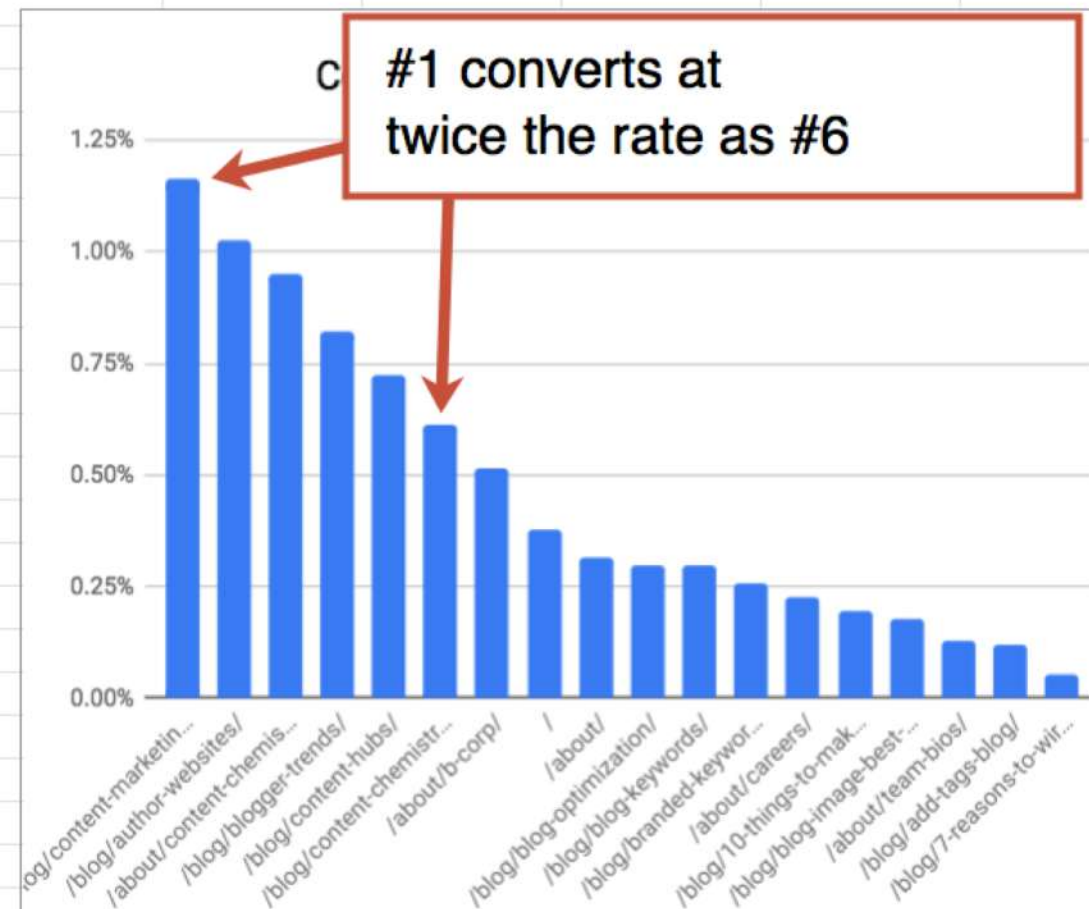
The conversion rate for every page on your website! 😊



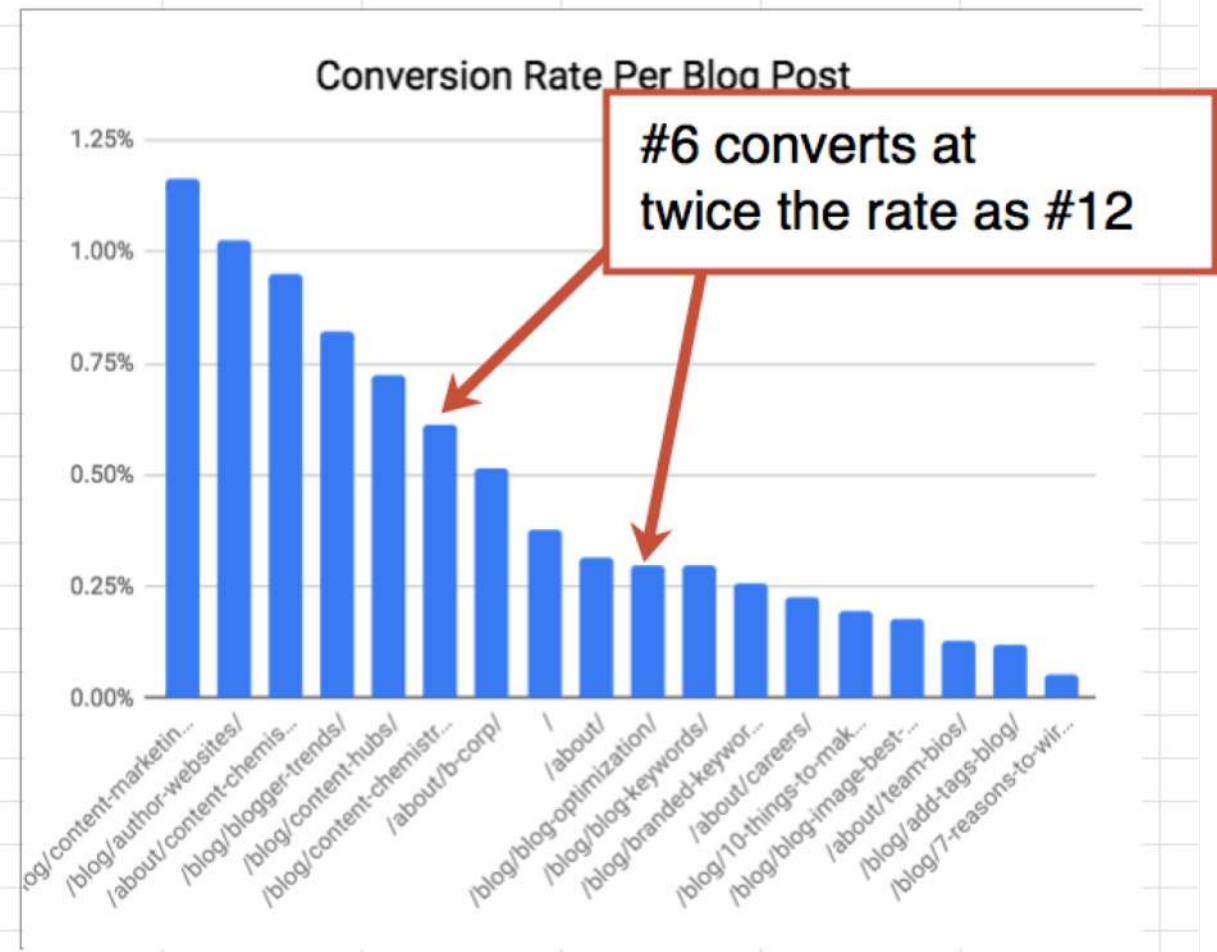
Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Converting Page	Conversions	Pageviews	Conversion Rate
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/blog/author/andycrestodina/	3	95	3.16%
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/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
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/	104	27447	0.38%
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/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
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/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%

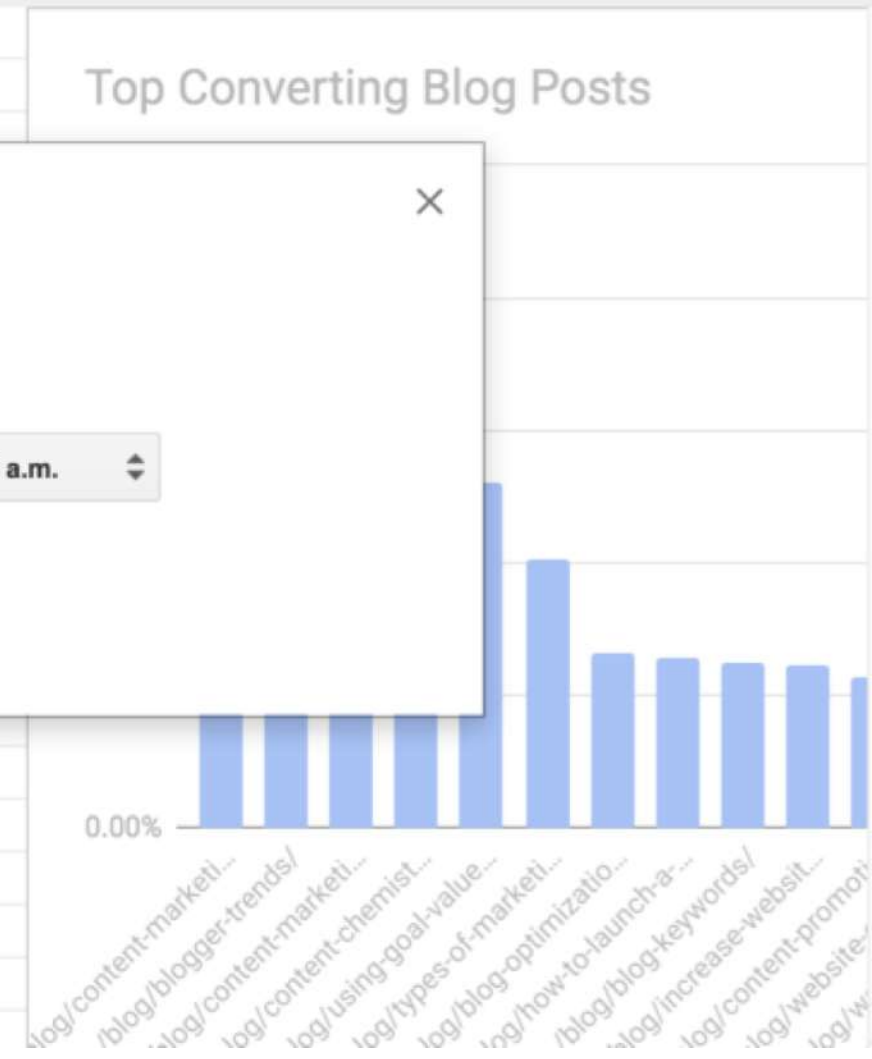




Yay!

	C	D	E	F	G	H	I	J	K
1									
2		Converting Page	Conversions	Pageviews	Conversion Rate				

930	/blog/	432	10107	4.27%
938	/blog/content-marketing-audit/	8	673	1.19%
943	/blog/blogger-trends/	5	529	0.95%
947	/blog/content-ma			
950	/blog/content-ch			
951	/blog/using-goal			
955	/blog/types-of-m			
966	/blog/blog-optim			
967	/blog/how-to-lau			
968	/blog/blog-keyw			
969	/blog/increase-w			
970	/blog/content-pr			
973	/blog/website-co			
974	/blog/ways-to-improve-your-website/	23	9635	0.24%
975	/blog/social-media-post-examples-checklist/	14	6082	0.23%
976	/blog/improve-google-rankings/	50	21804	0.23%
981	/blog/how-to-market-an-event/	24	13559	0.18%
983	/blog/blog-image-best-practices/	8	4727	0.17%
985	/blog/what-to-put-on-your-homepage/	15	9647	0.16%
993	/blog/website-navigation/	25	21654	0.12%



Schedule Reports

Enable reports to run automatically.

Schedule reports to run **every week** on **Monday** between **4 a.m. - 5 a.m.**

Save **Cancel**

3 Questions to ask your new calculated metric

1. Are we promoting our top-converting content?
2. Can we publish more on high-performance topics?
3. Are the high-traffic pages guiding visitors to high-converting pages?

Source: [Find Your Top Performing Content](#)

26:45 orbitmedia.com/blog/abc

The other reason to use data...

to have better meetings!

Beware the HiPPO*



***Highest Paid Person's Opinion**

Crossing the Line

From beginner... to advanced... to expert

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
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 - Site Speed
 - Site Search
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- Conversions
- Discover
- Admin

Pages SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Pageviews Users Who Subscribe 1.29% Pageviews

Explorer Navigation Summary



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension: Source / Medium Sort Type: Default Advanced Filter ON

Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
All Users		13,139 % of Total: 1.14% (1,156,318)	12,064 % of Total: 1.14% (1,057,956)	00:05:36 Avg for View: 00:03:20 (67.53%)	11,416 % of Total: 1.27% (898,823)	83.45% Avg for View: 82.94% (0.62%)	85.45% Avg for View: 77.73% (9.93%)	\$0.01 % of Total: 90.36% (\$0.01)
Users Who Subscribe		192 % of Total: 0.02% (1,156,318)	118 % of Total: 0.01% (1,057,956)	00:03:32 Avg for View: 00:03:20 (6.06%)	87 % of Total: 0.01% (898,823)	0.00% Avg for View: 82.94% (-100.00%)	24.32% Avg for View: 77.73% (+68.71%)	\$0.95 % of Total: 7,879.94% (\$0.01)
1. /blog/blogging-statistics/	google / organic							
All Users		5,919 (45.05%)	5,525 (45.80%)	00:05:40	5,244 (45.94%)	86.36%	88.12%	<\$0.01 (48.52%)
Users Who Subscribe		44 (22.92%)	24 (20.34%)	00:02:58	15 (17.24%)	0.00%	20.45%	\$0.91 (100.00%)
2. /blog/blogging-statistics/	(direct) / (none)							

- Home
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Pages SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Pageviews Users Who Subscribe 1.29% Pageviews

Explorer Navigation Summary



Beginners mostly click here

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension: Source / Medium Sort Type: Default

Advanced Filter ON

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Pages SAVE EXPORT SHARE INSIGHTS

All Users 100.00% Pageviews Users Who Subscribe 1.29% Pageviews
 Jan 1, 2019 - Aug 17, 2019

Advanced users click much more in here



Primary Dimension: Page Page Title
 Secondary dimension: Source / Medium Sort Type: Default

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True experts click a lot in these places

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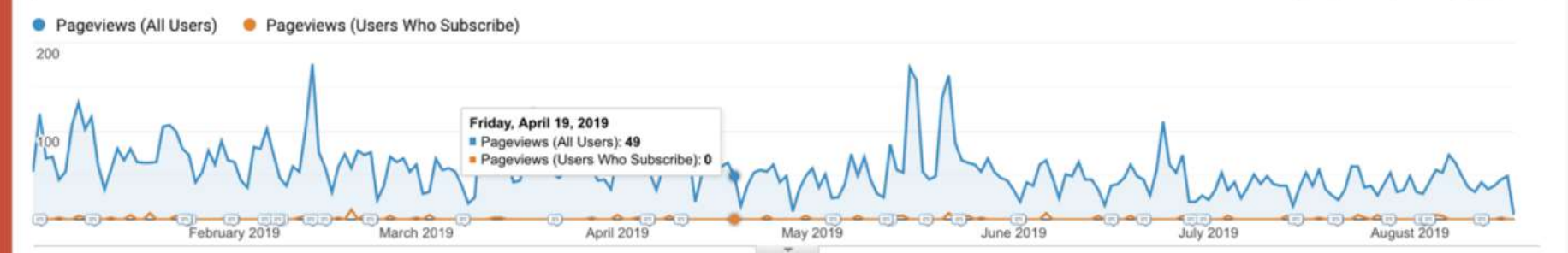
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 Jan 1, 2019 - Aug 17, 2019

Explorer Navigation Summary

Pageviews vs. Select a metric
 Day Week Month



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Final Tip!





Search



Andy Crestodina

Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.

Add profile section

More...

Skills & Endorsements

Add a new skill



Analytics · 99



Endorsed by Lisa Morrell, who is highly skilled at this

Show off your new skills!

Public Speaking · 88



Endorsed by 16 of Andy's colleagues at Orbit Media Studios



Endorsed by 6 people who know Public Speaking

Content Strategy · 99+



Endorsed by Andrew Davis and 23 others who are highly skilled at this



Endorsed by 10 of Andy's colleagues at Orbit Media Studios

Industry Knowledge

Conversion Optimization · 90

SEO · 99+

Digital Marketing · 99+

Content Marketing · 99+

Social Media · 99+

Email Marketing · 99+

Online Marketing · 99+

Marketing Strategy · 99+

— THANK YOU!

And don't forget the video...

www.orbitmedia.com/blog/abc

