Duke ProComm Course Outline
Google Analytics: Putting Web Metrics to Work

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Class Two

Recap

- Website: https://sites.duke.edu/procommwebmetrics
- Shared Google account: procommwebmetrics@gmail.com (ask for password)

Behavior

- What are people doing on my site?
- How much traffic does my site get?
- Which pages are most popular?
- Which page do people first visit on my site?
- Are they actually reading my content?
- Why are people leaving my site?
- Is anyone visiting this specific page?
- Is anyone clicking this specific link?

Goals and Conversions

Audience

- Who is on my site?
- What are their demographics (including interest, location, and language)?
- How many people view my site on a phone?
- Do certain browsers or screen sizes matter?
- Do our visitors come back, or are they mostly new?
- How are we doing compared to other websites?