The Importance of Google Analytics for Your Website

BY RANDALL GRAHAM – Special to The Charlotte/Triangle/Triad Construction News

Most businesses have a website…but can they tell how well it’s performing? How many, or even who has visited your site in the last week? Your site may look good to you and your employees, but how effective is it in delivering your message and keeping customers/viewers on your site. I’ve got some good news and some great news. Good News = Google Analytics. Great News = IT’S FREE!!

In a nutshell, Google Analytics will allow you to see how visitors found your site and how they navigate through it.

How visitors navigate through your site: One of the coolest things about Google Analytics is that it provides you with tons of data for anything and everything you would ever care to know. When designing your website, it’s always important to keep in mind what your customers want to see. Too often sites are created with the company, not the actual customer, in mind. In looking through the data Google Analytics provides, it shows you exactly what pages within your website viewers are going to more frequently...a key indicator for which ones you should highlight on your site. To learn more about Google Analytics visit www.google.com/analytics. To educate yourself more on the advantages and how to get the most out of your analytics visit www.google.com/analytics/education.html

Make sure when you are designing or redesigning your site, you use this data to enhance the experience of the viewer.

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