

?

15 MINUTE

GOOGLE ANALYTICS GAUNTLET





15 MINUTE

GOOGLE ANALYTICS GAUNTLET

Alright, set a timer. Grab your coffee. Let's do this. Here are the four key areas to check.

MINUTES 1-4: THE OVERALL TRAFFIC HEALTH CHECK

WHERE TO GO: Reports > Acquisition > Traffic acquisition

First up, you need the bird's-eye view. Think of this as the vitals check at the doctor's office. You want to know if the patient (your website) is alive and kicking, or if we need to call in the specialists.

SET YOUR DATE RANGE: At the top right, change the date range to "Last 30 days" and set the comparison to "Previous period." This shows you how you're performing this month compared to last month. Context is everything.

LOOK AT THE BIG NUMBERS: Check the "Users" and "Sessions" metrics. Are the numbers trending up, down, or staying flat? A steady increase is fantastic. A sudden drop is a red flag that something might be broken (technical issue, anyone?) or a marketing channel has dried up. A big spike could mean a piece of content went viral or a campaign absolutely took off.

CHECK YOUR CHANNELS: Look at the table below the graph. This shows you exactly where your traffic is coming from. The main channels you'll see:

- Organic Search: People finding you on Google. This is pure gold.
- Direct: People typing your URL directly. They already know you exist.
- Paid Search: Clicks from your Google Ads campaigns.
- Organic Social: Visitors from your social media profiles.
- Referral: Clicks from links on other websites.

WHAT TO ASK YOURSELF: Are my overall traffic numbers growing? Which channel is my MVP, bringing in the most users? Is there a channel that's suddenly underperforming, and if so, why?

MINUTES 5-8: WHO IS YOUR AUDIENCE, REALLY?

WHERE TO GO: Reports > Demographics > Demographic details and Tech > Tech details

You have a picture in your head of your ideal customer. Clean mental image, right? Well, let's see if reality matches your vision. Understanding who is **actually** visiting your site is fundamental to creating marketing that resonates instead of just making noise.

CHECK DEMOGRAPHICS: In the Demographic details report, you can see the age, gender, and location of your audience. Are you attracting those 25-34-year-old professionals you were targeting, or is your site a surprise hit with the 55-64 crowd? Is your traffic coming from your target city, or are you inexplicably popular halfway across the world?

CHECK THEIR TECH: Flip over to the Tech details report. Change the primary dimension from "Browser" to "Device category." This shows you if people are visiting on Desktop, Mobile, or Tablet.

Here's the thing: in most industries today, mobile traffic is dominant. Like, really dominant. If your site looks terrible on a phone, you're losing a massive chunk of your potential audience before they even read your first headline.

WHAT TO ASK YOURSELF: Are my overall traffic numbers growing? Which channel is my MVP, bringing in the most users? Is there a channel that's suddenly underperforming, and if so, why?

MINUTES 9-12: FIND YOUR STARS AND YOUR SLACKERS

WHERE TO GO: Reports > Engagement > Pages and screens

Not all pages on your website are created equal. Some are workhorses, drawing in traffic and keeping users engaged. Others? Well, let's just say they're not pulling their weight. This report shows you which pages are your greatest hits and which are total duds.

IDENTIFY TOP PAGES: By default, this report is sorted by "Views." These are your most popular pages. Often, your homepage takes the #1 spot, but look at what else made the list. Is it a specific blog post? A service page? A product landing page? This reveals what your audience is most interested in.

LOOK AT ENGAGEMENT TIME: The "Average engagement time" metric is absolutely crucial. It tells you how long people are actually sticking around to consume your content. A popular page with low engagement time might have a misleading title or fail to deliver on its promise. A page with high engagement time? That's a winner. It means the content is genuinely resonating.

SPOT THE EXITS: Change the sort order to “Exits.” An exit happens when a user leaves your site from that specific page. High exits on a “Thank You” or confirmation page are totally normal and expected. High exits on a key service page or in the middle of a checkout process? That’s a five-alarm fire you need to address immediately.

WHAT TO ASK YOURSELF: What content is attracting the most attention? Where are people spending the most time? Are there any critical pages causing users to bail before they convert?

MINUTES 13-15: TURN INSIGHTS INTO ACTION

Okay, you just absorbed a whole lot of information. Now comes the most important part: what do you actually do with all this data? This is where you connect the dots and turn numbers into next steps.

IS TRAFFIC DOWN? Look at which channel dropped. Did you stop running ads? Did a referring site remove your link? Did Google change its algorithm? (*It’s always changing its algorithm.*)

IS A BLOG POST GETTING TONS OF ORGANIC TRAFFIC? Write more on that topic! Create a follow-up post, develop a downloadable guide, shoot a video. Double down on what’s already working instead of reinventing the wheel.

IS EVERYONE VISITING ON MOBILE, BUT YOUR MOBILE BOUNCE RATE IS SKY-HIGH? It’s time to call a web developer. Your mobile experience needs serious work, and it’s costing you conversions.

DOES A KEY SERVICE PAGE HAVE LOW ENGAGEMENT TIME? The content is probably boring, confusing, or just not what users expected when they clicked. Time for a rewrite that actually speaks to your audience.

READY TO TURN BIG NUMBERS INTO BIG WINS?

At fuze32, we don’t just glance at this data during our coffee break. We live in it. We use these insights (plus a hundred other data points) to build and refine powerful marketing engines for your business. We take the “what” from Google Analytics and provide the “so what” and “now what.” The actionable strategies that turn clicks into customers and data into actual dollars in your bank account.