

Google Analytics Recap

- Google Analytics is a great tool from Google that allows you to track your website's visitors.
 - Use Google Analytics to get insights into your audiences: demographics, interests, devices used and many other useful statistics.
 - See what the most performing traffic sources are and formulate a strategy to grow those channels.
 - Always have a goal in mind when analysing Google Analytics – try and set up a goal that's relevant to your business and easy to measure, such as a quote or contact form submission.
- 