Google analytics

Google Analytics reports and insights contains a wealth of information about your site, your visitors and where they came from. All this information can be used to find new customers and increase conversions.

What is Google Analytics?

Google Analytics is a free website analytics platform that offers a wealth of insights that improve the understanding of your website audience, their acquisition, behaviour, and profitability.

Why you need Google Analytics to grow your ecommerce store?

Setting up google analytics helps you answer importnat questions about visitor behaviour, like:

- What are the most-visited products and pages on your website?
- On average, how much time are people spending on a particular page?
- Which pages on your website drive the most revenue for your business?
- How valuable is traffic from search engines vs. social media ads?
- Which marketing campaigns or channels are bringing in low-quality traffic that leaves without taking further action?
- How many of your visitors are new vs. returning?
- What percentage of visitors add a product to their cart and what percentage of those people actually complete checkout?
- What are the most popular devices your website is viewed on?

The answers to these questions and more can be found in Google Analytics and we can use them in our marketing strategy and website design.

Imagine you've been driving traffic to your product page for a month but have yet to make a single sale. You want to know why so you can make the right changes.

Important Google Analytics reports for ecommerce

- **Real-time**: shows you what's happening on your site right now, including how many active visitors are on it, where they're from, and what pages they're on.
- **Acquisition reports** give you a historical view of the marketing channels, campaigns, and locations you're "acquiring" your traffic, conversions, and revenue from.
- **Engagement reports** show how visitors are interacting with your website, your most popular pages, and what events they're triggering (e.g., scrolling to the bottom or clicking Add to Cart").
- **Monetization reports** tell you how your website properties are making money, from number of purchasers to revenue generated.

- **Retention** tells you how many returning visitors your website is getting and offers insights related to their engagement and purchasing behavior.
- **Demographics** breaks behavioral data down by country, city, language, age, and gender of your visitors.
- **Tech** displays information about the devices, browsers, and screen sizes users are browsing your website with.

Real-time report

The Real-time report is where you can monitor website traffic in real time. It'll show you who is on your site at that very moment, which channels they came from, geographic "hot spots" for traffic visualized on a world map, and what pages they're actively browsing.

What can you do with this information?

Get a live view of traffic on your site during a big sale (e.g., Black Friday Cyber Monday).

Monitor the immediate effects from an email campaign, influencer post, or other anticipated spike in traffic.

Acquisition reports (traffic source)

Acquisition reports provide insight about **where** your ecommerce store's visitors, conversions, and revenue are coming from over time.

There are three acquisition reports. Acquisition overview offers a high-level summary of traffic generating activities and results.

User acquisition report breaks down new first-time users by channel within a given timeframe, and the **Traffic acquisition** report does the same for all traffic from both new and returning users.

These reports will show you several key metrics for each source of traffic:

- **Users** are the number of individual active users who have visited your site.
- **Sessions** are the number of instances where a user has started browsing your website, which can include viewing multiple pages.
- **Engaged sessions** are the number of sessions that lasted **longer than 10 seconds**, or had a conversion event, or had two or more screen or page views.
- **Average engagement time** per session reflects the average session duration that users were actively engaged.
- **Engaged sessions per user** is the number of engaged sessions that were triggered by a user on average.
- **Events per session** shows you how many events (e.g., viewing a page, clicking a button) were triggered per session on average.
- **Engagement rate** reflects the percentage of sessions that turned into engaged sessions.
- **Event count** shows the total number of events triggered by users on your site.

- **Conversions** shows the total number of times users triggered conversion-specific events.
- **Total revenue** is the sum of all your monetization streams tracked in Google Analytics.

In Session source, , you can see the domain names of websites that are linking to your store and driving referral traffic.

What can you do with this information?

- Know which channels (such as direct, organic, email newsletters, CPC promotions etc.) are driving traffic and sales so you can focus on the channels that are most effective for you.
- Understand what other websites are linking to you and the volume of traffic they're driving so you can easily see where other opportunities may exist.
- Know how different channels are driving engaged traffic, conversions, and revenue for your business.

Engagement reports

The Engagement reports section is designed to help you improve the content on your site and analyze how visitors are reacting to it.

The following are some key engagement metrics to keep an eye on to know how engaged are the users of your website and individual pages:

- **Views** are the number of times a page has been loaded and viewed on a screen (this includes the same user refreshing the page).
- **Average engagement time** shows the duration a user spends on average on your website or individual pages. If it's particularly low on a page where you'd want it to be high (e.g., your About page), it might be an indication that you're either driving irrelevant traffic or visitors were confused by the content and left.
- **Unique scrolls** are the number of unique users who made it at least 90% to the bottom of the page.
- **Even count** is the number of events users triggered on the page

What can you do with this information?

- Create a better user experience for your visitors, such as investing more in hooking their attention toward the top of your page, or making the content shorter or easier to navigate if users aren't scrolling through.
- Analyze the engagement on specific pages down to the specific traffic sources on that page.
- See how engaged your user base is over time, based on their daily, weekly, or monthly activity.

Ecommerce purchases report

This report lets you learn more about what visitors buy on your site, including information about:

- Which products they buy and in what quantity, and the revenue generated by those products
- Revenue generated for each purchase
- Cart abandonment rate (by looking at purchase journey reporyt)
- Conversion rate (by looking at purchase journey report)

What can you do with this information?

- Identify which products sell well and are best suited for your customer base.
- Diagnose cart abandonment rate and conversion rate
- Measure the revenue per transaction and the number of products per transaction and decide whether to offer better quantity discounts, or eliminate shipping costs if customers meet a minimum dollar amount.