MEASURESCHOOL

Google Analytics Questions Guide

Audience

1. Where (countr, city) do visitors come from?
2. What devices are they using to browse the website?
3. What browser is most popular?
4. What age and gender are the visitors?
5. How often users return to your website?
6. What is the split between first time visitors and returning visitors?

Acquisition

1. Where do Users come from?
2. What are the keywords that are mostly used to enter your website?
3. Which traffic sources are most useful regarding your goals?
4. Which traffic sources are most useful for your website engagement?
5. When a user comes from organic search results, which keywords does he use?
6. Through which social networks do your visitors come from?
7. Which websites refer traffic to your website?

Behaviour

1. What are the pages your user visit most frequently?
2. What pages are used to enter your website?
3. What pages are used to exit your website?
4. On average, how deep to users go into your website?
5. How do your visitors flow through your website?

Conversions

1. Which goals get reached most frequently?
2. What is your sites conversion rate?
3. What paths do the user take to get to those goals?
4. What traffic sources do users come from that convert on your site?