

## *Radiant Website Design, Ltd.* It's a new day for your business

### How to measure who is visiting your website

Google has a free tool that they are giving away to any website owner. It's called Google Analytics. You'll need to set up an account by giving Google your email address and a password. They will then give you several lines of code that you will need to give to whomever makes updates to your website. Once in place, it will start tracking your website and give you a wealth of information such as:

#### Who is visiting your website?:

- Where are they located in the world?
- Are they here the first time or have they returned?
- How many pages did they look at? And which particular ones?
- How long did they stay?

#### How did they get to your site?:

- Did they type in your address (.com) directly?
- Did they click a link from another site?
- What words did they search for to find you?

#### Technical stuff like:

- Are the majority of people still using their desktop or laptop computers or have some started viewing your site on their phones?
- What browsers are they using? You want to make sure your



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site looks and works the same on all.

- What size screen are people looking at your site with?

If you need any help getting started with *Google Analytics* (or anything else on your site), give me a call at (847) 924-4154.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: It's 11:00 p.m. Do you know what your bounce rate is?

Until we *Geek* again,

Cathy Gazzolo, the "Artistic Geek"

Creating websites that are easy to use and easy to find.