

How to Use Website Analytics to Improve Your Online Performance

When I first started working with small business owners on their digital marketing, many of them had a common blind spot. They had invested time and money into building a nice-looking site, but they had almost no idea what happened after a visitor landed on it. They knew they were getting "some traffic," but they could not tell me which traffic sources actually brought in leads or why visitors were leaving without taking action. That is where a solid understanding of website analytics changes everything.

I have spent years helping clients set up and interpret their analytics data. The goal is never just to collect numbers. The goal is to use those numbers to make smarter decisions about design, content, and marketing spend. When done right, website analytics becomes the compass that guides every improvement you make.

Start with the Core Metrics That Matter

One of the biggest mistakes I see is people opening Google Analytics and feeling overwhelmed by the dashboard. There are dozens of reports, hundreds of dimensions, and a seemingly endless list of KPIs. But you do not need to look at everything at once. You need to focus on the metrics that connect directly to your business goals.

For most service-based businesses, the most important metrics include page views, session duration, and bounce rate. Page views tell you how much content people are consuming. Session duration gives you a sense of engagement. Bounce rate shows you how many people leave after viewing only one page. A high bounce rate is not always bad, it depends on the page. A blog post might have a high bounce rate because someone read the whole thing and left satisfied. But a landing page with a high bounce rate usually means the page failed to capture interest or match the visitor's intent.

I worked with a local consultancy that had a bounce rate over 80 percent on their homepage. They were frustrated because they were getting decent traffic from organic search. The problem was that the homepage was a generic company overview with no clear call to action. Visitors landed, scanned for about ten seconds, and left. After we redesigned the homepage to feature a specific offer and a clear conversion funnel, the bounce rate dropped to 55 percent and leads increased by 40 percent within two months.



Bronze Plan

- ✓ **Updates; troubleshooting issues**
Update the WordPress core, plugins, integrations and themes and ensure that everything works as planned and solve any issues that arise.
- ✓ **Backups**
Perform automatic and/or manual backups on a regular schedule. Backups will be used to restore website if needed.
- ✓ **Additional Development Rate**
Any additional development needs will be charged at a discounted rate of \$85/hr



Silver Plan

(+ all Bronze Plan services)

- ✓ **Security Updates**
Monitor threats and attacks, and set up security to prevent them. Perform security fixes and restore backups as needed. You could include SSL certificates.
- ✓ **Monthly Site Audit**
Complete site audit from SEMrush. Monitor speed issues, 404 errors, broken links, etc. and solve issues or make suggestions about how to resolve them. Testing function of forms, checkout process, SEO and page speed.
- ✓ **1 hour of content updates**
Updates to content, such as images, text, headlines, videos. This cannot roll over.
- ✓ **Additional Development Rate**
Any additional development needs will be charged at a discounted rate of \$80/hr



Gold Plan

(+ Silver Plan services)

- ✓ **Competitor analysis from SEMrush**
A competitor analysis can help you:
 - See what your competition is doing on their website
 - See what keywords your competitors are ranking for
 - See what keywords your competitors are paying for in ads
 - See where you stand against your competitors based on digital KPIs
- ✓ **Monthly Strategy Session**
Strategy Session with digital marketing team (30 min session monthly). We are going to look at conversions, user experience issues, site, Google algorithm changes, updates, content analysis.
- ✓ **Up to 5 hours of content updates**
Updates to content, such as images, text, headlines, videos. This cannot roll over.
- ✓ **Additional Development Rate**
Any additional development needs will be charged at a discounted rate of \$75/hr



Platinum Plan

(+ all Gold Plan services)

- ✓ **Ongoing Monthly Activities**
 - Fix SEMrush Website/App Audit Errors, Warnings, & Notices (KPI target: SEO Audit Report above 85%)
 - Custom KPI dashboard
 - Google Analytics Tracking & Monitoring
 - Google Search Console – Monitoring Errors & Warnings, GSC XML Sitemap Submission, quarterly Search Engine submissions
 - Citation audits & disavow
 - Backlink audits & disavow
- ✓ **Content Marketing/Promotion Monthly**
 - 5 hours of off-page SEO backlinks (with or without content; we use any content you may have such as videos, content articles, podcasts, music, pdf, press releases, etc.) to publish it on industry or similar content websites. Each backlink takes 30 min for our team to build and verify.
 - Document & PDF Sharing (up to 10 pages of new content/documents)
 - Article Promotion (up to 3 articles)
- ✓ **Monthly Reporting**
 - Search Engine Rank Report
 - SEMrush reporting as needed
 - Strategy Meeting (1 hour session, 1 per month)
- ✓ **Additional Development Rate**
Any additional development needs will be charged at a discounted rate of \$70/hr

Understand Where Your Traffic Comes From

Your traffic sources tell you which channels are working and which are not. Google Analytics breaks this down into organic search, paid search, social media, direct traffic, and referral

traffic. But you need to go deeper. That is where UTM parameters become essential. By tagging your links with UTM parameters, you can see exactly which post, ad, or email campaign drove the most valuable visits.

For example, one client was spending heavily on Facebook ads but saw almost no conversions from that channel. Their organic search traffic, on the other hand, had a much higher click-through rate and conversion rate. The data was clear: they should shift budget from paid social to SEO and content marketing. Without proper tracking, they would have kept guessing.

Use User Segmentation to See the Full Picture

Not all visitors are the same. Someone coming from a Google search for "affordable web design" has a different intent than someone who clicks a retargeting ad after visiting your pricing page twice. That is where user segmentation becomes powerful. You can create segments based on behavior, geography, device, or traffic source, and then analyze each group separately.

I once helped a SaaS company segment their users by whether they had visited the pricing page more than once. The segment of repeat visitors had a much lower bounce rate and a much higher conversion rate when they saw a demo request button. We used that insight to create a retargeting campaign specifically for that segment, and the cost per acquisition dropped by 25 percent.

Segmentation also helps you identify problems. If mobile users have a significantly higher bounce rate than desktop users, you probably have a mobile usability issue. If a specific landing page has very low session duration for traffic from a particular ad, then the ad copy likely promises something the page does not deliver.

Track the Full Journey with Goal Flow and Event Tracking

Getting people to your site is only half the battle. You also need to understand the path they take once they arrive. The Goal Flow report in Google Analytics shows you the sequence of pages visitors go through before completing a goal, such as filling out a contact form or making a purchase. This helps you spot where people drop off in the conversion funnel.

Event tracking takes this a step further. Instead of just tracking page views, you can track specific actions: button clicks, video plays, form submissions, and file downloads. I set up event tracking for an e-commerce client to see how many people clicked "Add to Cart" versus how many actually completed the purchase. The data showed that 30 percent of users who added items to their cart never made it past the checkout page. That was a clear signal to simplify the checkout process and add trust signals, which boosted the conversion rate by 18 percent.



Leverage A/B Testing and Heatmaps for Real Improvements

Data tells you what is happening, but it does not always tell you why. That is where A/B testing and heatmaps come in. A/B testing lets you compare two versions of a page or element to see which one performs better. Heatmaps show you where people click, scroll, and spend the most time.

I ran an A/B test for a client on their primary call-to-action button. The original said "Get Started" and the variation said "Book a Free Consultation." The variation increased the click-through rate by 12 percent. That might not sound huge, but over thousands of visitors, that translated into dozens more leads per month.

Heatmaps are especially useful for identifying friction points. I worked with a nonprofit whose donation page had a very low conversion rate. The heatmap showed that most people scrolled straight past the donation form and stopped at a paragraph about their mission. We moved the donation form above that paragraph and added a progress bar showing how close they were to their goal. Donations increased by 35 percent.

Use Attribution Models to Give Credit Where It Is Due

One of the hardest questions in digital marketing is: which channel actually drove the sale? The last-click attribution model, which is the default in most analytics tools, gives all the credit to the final touchpoint before a conversion. But that is rarely the full story. A visitor might first find you through an organic search, then come back via a retargeting ad, then finally convert after clicking an email link. Without a proper attribution model, you would undervalue the earlier touchpoints.

I recommend looking at a multi-touch attribution model, even if it is just a simple linear model that gives equal credit to every interaction. This gives you a more accurate picture of which channels truly contribute to revenue and helps you allocate your budget more effectively.

Real-Time Data Helps You React Quickly

Real-time data is not just a novelty. It can help you monitor the immediate impact of a campaign, a press mention, or a social post. I once had a client who launched a limited-time offer on a Tuesday morning. Within two hours, the real-time data showed a spike in traffic and a corresponding increase in page views, but the conversion rate was flat. We quickly realized the offer page had a broken form. We fixed it within 30 minutes, and the campaign still hit its goal. Without real-time data, that error might have gone unnoticed until the campaign ended.

Build a Dashboard That Tells a Story

Once you have chosen your KPIs, set up a dashboard that displays them clearly. The goal of a dashboard is not to show every number. The goal is to answer a few key questions at a glance: Are we getting more traffic? Are visitors engaging? Are they converting? A good dashboard includes session duration, bounce rate, traffic sources, conversion rate, and a few goal-specific metrics like form submissions or e-commerce revenue.



I help clients create dashboards that they can check in five minutes each morning. The most successful ones use a weekly or monthly review to spot trends, not just daily fluctuations. They compare week-over-week and month-over-month data to understand whether changes are seasonal or the result of real improvements.

Putting It All Together

[Website analytics](#) is not a one-time setup. It is an ongoing practice of asking questions, gathering data, and making changes. You do not need to be a data scientist to benefit from it. You just need to start with the metrics that matter to your business, segment your audience to see different behaviors, track the full conversion funnel with Goal Flow and event tracking, and use tools like A/B testing and heatmaps to test your assumptions.

I have seen businesses double their leads and revenue simply by paying attention to what the data was already telling them. The information is already there, sitting in your analytics dashboard. The question is whether you are using it to guide your decisions or just letting it collect digital dust.