

## ***Analytics – What’s important?***

Having all the data can provide you with plenty of useful information, but its value comes from the actions you take in response to this information. For this reason, it’s important to select the specific data that could have the greatest positive impact on your business.

If you are new to Analytics, start by focusing on just one piece of data each month so you have time to make changes based on this information.

Once you have monitored this data and the impact of changes you make in response to this data, to the point when you feel your website is optimised in this particular area, you can just keep a check on this each month and add other data to your list.

## ***What’s important to me?***

Look back at the previous worksheets in this section to identify the three areas of most significance to your business from the list below from the list below:

- Referred Source
- Keywords
- Bounce Rate
- Time on Site
- Visits
- Entry & Exit pages
- Goals and Goal Conversions
- Techie data

Now time to identify the actions you will take:

What data will you measure?

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What information are you looking for?

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If you are familiar with Analytics, start with the area you have collected data for, (ideally over several months, so you have a picture of trends rather than just figures) but have yet to action.

