

# GOOGLE ANALYTICS

Google analytics provides an outstanding amount of data to help you discover how your website, campaigns and content are performing. The five report categories below are just the surface. You can find more in-depth information and videos on [searchenginejournals.com](http://searchenginejournals.com).

## Real time



You'll be able to see exactly how your site is performing in "real time" - in the last 5 minutes! Location, traffic sources, content and events are areas

## Audience



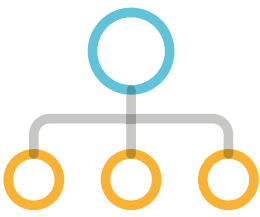
Use this section to gather information to better target your audience and make the most out of your advertising. Demographics, interests, geo, behavior and technology can all be seen to help you create relevant and engaging content at the right time.

## Acquisition



This report provides details on how your audience finds your site and what they do when they're on there. Google Ads, Search Console, Social, and campaigns reports can all be pulled here to let you know how they are performing and help with ROI reports.

## Behavior



This area helps you discover where your site may not be performing as intended by providing data about how the users are interacting on your site, content viewed and even how fast the pages load.

## Conversions



All about completed actions. You can find out how many people signed up for emails, made a purchase, and you can set goals to track as well.