

Top Analytics to Track Checklist

For a new or existing business, there are several types of analytics that are important to track in order to establish a strong foundation, continued growth and make data-driven decisions.

- ❑ **Users.** GA4 tags each unique customer who visits your website with an ID so that when they visit your site from different devices they will still be counted as one unique visitor. This increases accuracy of your website performance.
- ❑ **Sessions.** This refers to the volume of visits to your site. Each visit will be one session. So, if a user visits first from their phone, then a tablet you will have received 2 sessions. This helps you keep track of the sources that provide the most attention to your website such as search engine, social media, etc.
- ❑ **Average Session Duration.** This helps you track how long a visitor stays on your page. Use it for each landing page so you can optimize them accordingly.
- ❑ **Percentage of New Sessions.** By analyzing how many new visitors vs return visitors, you can gauge whether your website needs more features to keep potential customers coming back.
- ❑ **Event Count.** This metric denotes the number of times users trigger a specific event. This helps you understand your users' needs and serve them in a better way.
- ❑ **Conversions.** Probably the most important metric you need to track, conversions (previously known as goals), is the completed goal you want your customer to achieve. This could be a thank you page after they have purchased your product.
- ❑ **Total Views.** This metric tracks the total number of times your website got views.

- **Views by Page.** The views by page metric shows you the number of views of each specific page you have on your website. This helps you know exactly which page gets more views, so you know what type of content your prospective customer wants to see.

- **Lead Generation Cost** (Cost per Visit). If you do any advertising with Google Ads you want to track your lead generation cost metrics. This is the amount of money you need to get a lead from Google Ads.

- **Lifetime Value.** This metric measures the lifetime value of a customer that visits your website. This data helps you estimate how much money you can spend to get a new customer.