



Understanding referral traffic and engagement metrics in Google Analytics

Google Analytics tracks and reports the traffic coming to your website.

Looking at the referral traffic helps you understand where the traffic to your website is coming from. More importantly, the engagement metrics help you understand the quality of that traffic.

Here's how you can find your referral traffic and engagement metrics: (view image on next page)

1. Open your Google Analytics account
2. Click on Reporting (top navigation)
3. Change the date to the timeframe you'd like to review (ie: September 1, 2015 to current date)
4. Click on Acquisition (left navigation)
5. Open All Traffic > Referrals

It's important you look beyond the quantity of visits **to the engagement and quality of the visitors per channel.**

Bounce rate: Look for sources with the lowest bounce rates.

This is the % of people that stay on your website and engage with you. For example, a bounce rate of 80% means 80% of the people from that particular source leave your website without looking at a 2nd page. Meaning they are likely not very interested in what you offer. The lower the bounce rate, the better the referral partner.

Pages/Session: The average number of pages seen per session. It is a sign of how curious people are about what you offer. A higher average indicates a more interested (better qualified) lead.

Time on site: Look for sources with a higher time on site.

This metric is the average time visitors from a particular source spend browsing your website. The higher the time on site, the more engaged that audience is with your content and what you have to offer. Remember that this is an average, one user may spend 30 seconds, while another may spend 20 minutes.

Click on Reporting tab

Enter time frame

The screenshot shows the Google Analytics interface for the 'Referral Traffic' report. The 'Reporting' tab is selected in the top navigation bar. The time frame is set to 'Sep 1, 2015 - Jun 13, 2016'. The left sidebar shows the 'Acquisition' menu with 'All Traffic' and 'Referrals' highlighted. The main content area features a line chart showing sessions over time and a table of engagement metrics. A red box highlights the 'Behavior' section of the table, which includes columns for Bounce Rate, Pages / Session, and Avg. Session Duration.

Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	55,426 <small>% of Total: 4.02% (1,377,592)</small>	72.94% <small>Avg for View: 72.99% (-0.07%)</small>	40,426 <small>% of Total: 4.02% (1,005,481)</small>	60.91% <small>Avg for View: 54.66% (11.43%)</small>	3.22 <small>Avg for View: 3.04 (5.92%)</small>	00:02:52 <small>Avg for View: 00:03:20 (-13.83%)</small>	38.10% <small>Avg for View: 51.88% (-26.57%)</small>	21,117 <small>% of Total: 2.95% (714,763)</small>	\$6,500.00 <small>% of Total: 7.83% (\$83,060.00)</small>
1.	10,710 (19.32%)	84.85%	9,087 (22.48%)	74.71%	1.65	00:00:56	13.41%	1,436 (6.80%)	\$3,020.00 (46.46%)
2.	5,176 (9.34%)	71.60%	3,706 (9.17%)	56.84%	3.34	00:02:47	59.29%	3,069 (14.53%)	\$20.00 (0.31%)

Engagement metrics

To learn more about how to use Google Analytics for your school, check out our webinar:

Google Analytics: Overview & Basic Customization:

<http://www.ourkidsmedia.com/marketing/private-school/webinars/google-analytics-overview-basic-customization-schools>