



Know your Website Analytics

Most businesses/owners know they should be looking at website analytics, but many don't know which metrics actually matter. Modern analytics platforms provide hundreds of data points, and it's easy to get distracted by vanity metrics that don't directly impact revenue.

The goal of website analytics isn't simply to generate reports—it's to understand how visitors behave, identify opportunities and improve your website's ability to generate leads and sales. How you are using your website is also going to matter.

Understanding analytics can help you get the most out of your advertising efforts and your website. It will also help you define the purpose of your website and how you can monetize that traffic.

In this resource we will identify the metrics that are most useful, state benchmarks and identify actions that may improve traffic.

Before we start, take a moment to jot down what is the purpose of your current website. Is it to:

- Generate Online sales
- Generate phone calls
- Bookings
- Live Chats
- Generate Quotes
- Get Form Submissions

If your site is not doing one of these things, it's not creating measurable revenue for your business.

Your website should function as a revenue-generating asset—not just an online brochure.





Here are the website analytics a business owner may want pay attention to and practical ways to improve performance.

1

Traffic Volume

What it measures:

The number of visitors coming to your website. Most analytics will break visit by the following types of traffic.

- Unique Visitors: Counts the number of distinct people. If one person visits a website 5 times in a week, they count as 1 unique visitor.
- Visits (or Sessions): Counts the total number of individual browsing sessions. If that same person visits the site 5 times, it counts as 5 visits.
- Pageviews: Counts every individual page loaded. If the person clicks through 10 pages across those 5 visits, it counts as 10 pageviews.

Why traffic matters:

Traffic is the fuel that drives online growth. Without visitors, you can't generate leads, appointments, sales, or inquiries.

Benchmarks:

Traffic benchmarks vary significantly by industry and business size. Rather than comparing yourself to other companies, focus on achieving consistent month-over-month growth.

How to Improve:

- Publish helpful, SEO-optimized content regularly. Blogs and Informational articles are great for this. These features are becoming more important as consumers use AI platforms for searches instead of browsers.
- Improve your Google Business Profile. Make sure you have good keywords and that you are using those same keywords on your website, posts and online ads.
- Invest in local SEO. If you have a tight budget, there are things you can do to improve your SEO like fixing missing linked information, utilizing strong keywords, include partner links or backlinks on your site, increase positive google reviews. That way you are not wasting your SEO budget on the simple things in your control. Save your SEO money for the hard stuff.
- Build backlinks from reputable websites
- Run targeted paid advertising campaigns
- Increase social media promotions. Make sure you are always linking your social media posts back to your website.



2 Traffic Sources

What it measures:

How did the visitor get to your website. Not to be confused with Traffic by Location, which is the location of the visitors IP address. Traffic by Location is only useful if you are advertising in multiple markets or have an online sales site.

Common source channels include:

- Organic Search (Google, Bing)
- Direct Traffic
- Social Media
- Referral Traffic - Backlinks, partnerships, shared posts
- Email Marketing
- Paid Advertising/Paid Search - SEO, Google ads, etc

Why it matters:

Understanding traffic sources reveals which marketing efforts are producing results.

Benchmarks:

While the benchmark varies by industry and your promotional efforts, generally successful businesses similar to range:

- Organic Search: 40–60%
- Direct Traffic: 30–50%
- Referral Traffic: 5–15%
- Social Media: 5–15%
- Email Marketing: 5–10%
- AI Platforms: 1 – 5%

How to Improve:

If organic traffic is low:

- Improve SEO
- Create content targeting customer questions
- Check website speed. Optimize if needed.

If referral traffic is low:

- Build partnerships
- Seek media mentions
- Participate in industry directories

If email traffic is low:

- Grow your subscriber list
- Send more valuable content
- Improve email frequency and segmentation

Note

This metric can be one of the strongest indicators of which promotions were successful. Make sure your website has a role in your advertising.



3

Conversion Rate

What it measures:

The percentage of visitors who complete a desired action.

Examples include:

- Filling out a contact form
- Requesting a quote
- Booking an appointment
- Making a purchase
- Calling your business

Why it matters:

This is often the most important website metric because it directly impacts revenue.

Benchmarks:

- Average website conversion rate: 2–5%
- Strong performing website: 5–10%
- High-performing landing pages: 10–20%+

How to Improve:

- Simplify forms - Make sure the forms is linked to a frequently monitored email address. You should respond promptly to any inquiry from your contact form.
- Add stronger calls-to-action in your ads/promotions
- Check page load speed. Slow loading pages cost you customers and money.
- Include customer reviews and testimonials
- Clarify your value proposition
- Use landing pages designed for specific campaigns. Send visitors to the direct page on your site. Do not expect them to dig for the information. If they go exploring on their own it's because your content is compelling and you have piqued their interest.

4

Bounce Rate

What it measures:

The percentage of visitors who leave after viewing only one page.

Why it matters:

A high bounce rate can indicate visitors aren't finding what they expected.

Benchmarks:

- Excellent: Below 40%
- Good: 40–55%
- Average: 55–70%
- Concerning: Above 70%

Note: Some pages like FAQ pages naturally have higher bounce rates because users find the answer they need and leave.

How to Improve:

- Match page content to search intent
- Improve page design
- Speed up load times
- Add internal links and backlinks
- Include compelling next steps
- Make content easier to read

5

Average Engagement Time



What it measures:

How long visitors actively engage with your content.

Why it matters:

Engaged visitors are more likely to trust your business and convert.

Benchmarks:

- Less than 1 minute: Poor
- 1–2 minutes: Average
- 2–4 minutes: Good
- 4+ minutes: Excellent

How to Improve:

- Create more useful content
- Use strong videos and visuals
- Break up long text with headings, bullet points, etc
- Add a FAQs page
- Improve readability

6

Pages Per Session

What it measures:

How many pages a visitor views during a visit.

Why it matters:

More page views generally indicate stronger interest and engagement.

Benchmarks:

- Under 1.5 pages: Poor
- 1.5–2.5 pages: Average
- 2.5–4 pages: Good
- 4+ pages: Excellent

How to Improve:

- Add internal links (Internal links are hyperlinks that connect one page of a website to another page on the same website)
- Feature more related content.
- Improve navigation menus
- Create clear customer journeys
- Use "related services" and "recommended articles" (Backlinks)

7 Website Speed



What it measures:

How quickly pages load.

Why it matters:

Speed affects user experience, conversions, and search rankings.

Benchmarks:

- Excellent: Under 2 seconds
- Good: 2–3 seconds
- Average: 3–5 seconds
- Poor: Over 5 seconds

How to Improve:

- Compress images
- Use modern image formats
- Upgrade hosting
- Minimize plugins
- Enable caching
- Use a content delivery network (CDN)

8 Mobile Performance

What it measures:

How visitors behave on mobile devices compared to desktop users.

Why it matters:

For many businesses, more than 60% of website traffic comes from mobile devices.

How to Improve:

- Use responsive design
- Increase button sizes
- Simplify forms
- Improve mobile navigation
- Test pages on multiple devices



Final Thoughts

Your website should function as a revenue-generating asset—not just an online brochure. By focusing on the right metrics and taking action on what the data reveals, you can turn your website into one of your most effective business growth tools. Spending 15 minutes a month looking at your traffic, conversion, and engagement metrics will help you to make stronger advertising decisions and turn clicks into revenue.