

# Google Analytics

## Understanding the Basics

- ☐ Page Views
- ☐ Visits
- ☐ Visitors
- ☐ Bounce Rate

## Marketing Reports

- ☐ Map Overlay
- ☐ Referrals
- ☐ Organic Search
- ☐ Tag cloud

## Page Reports

- ☐ Top Pages
- ☐ In Page Analytics
- ☐ Visitors
- ☐ Bounce Rate

## Social Reports

- ☐ Sources
- ☐ Pages
- ☐ Social Flow
- ☐ Engagement

## Techie Reports

- ☐ Mobile Devices
- ☐ Real-Time Traffic
- ☐ Browser/OS
- ☐ Site Speed

## Administrative

- ☐ Email Reports
- ☐ Custom Alerts
- ☐ Adding Users
- ☐ Filters

Want to Learn More?

- <http://www.google.com/analytics/features/index.html>
- <http://analytics.blogspot.com/>

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