

DATA ANALYTICS

Starter Cheat Sheet & Checklist



WEBSITE ANALYTICS

- **Traffic:**
 - **Users:** Total number of visitors to your website.
 - **Sessions:** Individual visits to your website.
 - **Traffic Sources:** Where visitors come from (Direct, Organic Search, Organic Social, Referral).
- **Engagement:**
 - **Pageviews:** Number of pages viewed per session.
 - **Average Session Duration:** How long visitors stay on average.
 - **Bounce Rate:** Percentage of visitors leaving after one page.
- **Conversions:**
 - **Goals:** Track specific actions (e.g., purchases, signups, downloads).
 - **Conversion Rate:** Percentage of visitors achieving a goal.

CHECKLIST

- Install **Google Analytics** on your website if you don't have it (it's free!)
- Identify which channels **drive the most traffic** (*Google, social media, referrals*) and double down on what's working.
- Faster sites keep users engaged longer. Use tools like **Google PageSpeed** Insights to check your speed.
- Keep your **bounce rate low** (under 50%) by making sure your homepage and landing pages provide value within the first few seconds. Include strong CTAs and compelling visuals.



SOCIAL MEDIA ANALYTICS

- **Reach:** Number of unique people who saw your content.
- **Engagement:**
 - Likes, Comments, Shares: Measures user interaction.
 - Click-Through Rate (CTR): Percentage of people clicking on your links.
- **Follower Growth:** Track your audience expansion.
- **Top Performing Posts:** Identify which posts get the most reach, engagement, and clicks so you can replicate the strategy.

CHECKLIST

- Use insights to determine when your **audience is most active**
- If people aren't clicking, **tweak your captions**, images, or call-to-action (CTA).
- Try videos, carousels, and interactive content (polls, quizzes) to **see what resonates best**.
- Share **user-generated content** and hop on trending topics to increase reach.



EMAIL MARKETING ANALYTICS

- **Delivery Rate:** Percentage of emails successfully delivered.
- **Open Rate:** Percentage of recipients who open your email.
- **Click-Through Rate (CTR):** Percentage of openers clicking on your links.
- **Unsubscribe Rate:** Percentage of recipients unsubscribing.

CHECKLIST

- Keep subject lines **short, personalized, and curiosity-driven**. Example: "You won't believe what we found for you..."
- Provide value** in every email. Balance promotional content with educational, entertaining, or exclusive insights.



ADVERTISING ANALYTICS

- **Impressions:** Number of times your ad is displayed.
- **Click-through-rate (CTR):** Number of times users click on your ad.
- **Cost-per-Click (CPC):** Average cost for each ad click.
- **Conversions:** Track specific actions driven by your ad (e.g., sales, leads).
- **Return on Ad Spend (ROAS):** Revenue generated from ad spend.

CHECKLIST

- Maximize ROAS** by focusing on audiences that have already engaged with your brand (retargeting).
- If your **CTR is low**, test different headlines, CTAs, and ad placements.
- Leverage existing customer data to target new, similar users**. with lookalike audiences.