

# Explore Your Analytics


Login to Google Analytics for your site: [analytics.google.com](https://analytics.google.com)

What are your **top 5 viewed pages**?



The image shows a screenshot of the Google Analytics navigation menu. The 'BEHAVIOR' section is expanded, and 'All Pages' is highlighted with a yellow box. To the right of the menu are five horizontal lines for taking notes.

What **percentage** of total visits are in the 10 most popular?



The image shows a screenshot of the Google Analytics toolbar. It includes a search box, the word 'advanced', and several icons. The 'Compare' icon (two overlapping circles) is highlighted with a yellow box.

How does that **compare** to the next 10-20 pages?

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What are your **top 5 Search Landing Pages**?

The screenshot shows the Google Analytics interface. On the left, the 'ACQUISITION' menu is expanded, with 'Channels' highlighted. In the center, a list of acquisition channels is shown, with the top five items highlighted: 1. Organic Search, 2. Direct, 3. Referral, and 4. Social. On the right, the 'Landing Page' filter is applied to the primary dimension.

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What **percentage** of search visits are in the 10 most popular?

The screenshot shows the Google Analytics search bar with the 'advanced' filter selected.


How do these pages **relate** to the top **search Keywords**? (Are search engines directing traffic to the best pages?)

The screenshot shows the Google Analytics interface with 'Keyword' selected as the primary dimension.

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Look at your **top 50 internal site search terms**.

-  BEHAVIOR
- Overview
- Behavior Flow
- ▶ Site Content
- ▶ Site Speed
- ▼ Site Search
  - Overview
  - Usage
  - Search Terms**
  - Search Pages

What **percentage** of search visits are in the 10 most popular?



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Write down the most **common search phrases**.

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How do these terms **relate** to the top pages?

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