
Website Analytics: Template



Hi, I'm Yesenia.

I am a digital skills teacher and web developer.

I elevate ambitious nonprofit professionals by teaching you how to use the technology tools of modern marketing.

I can teach you how to use website analytics, redesign your website, or improve your online marketing results.

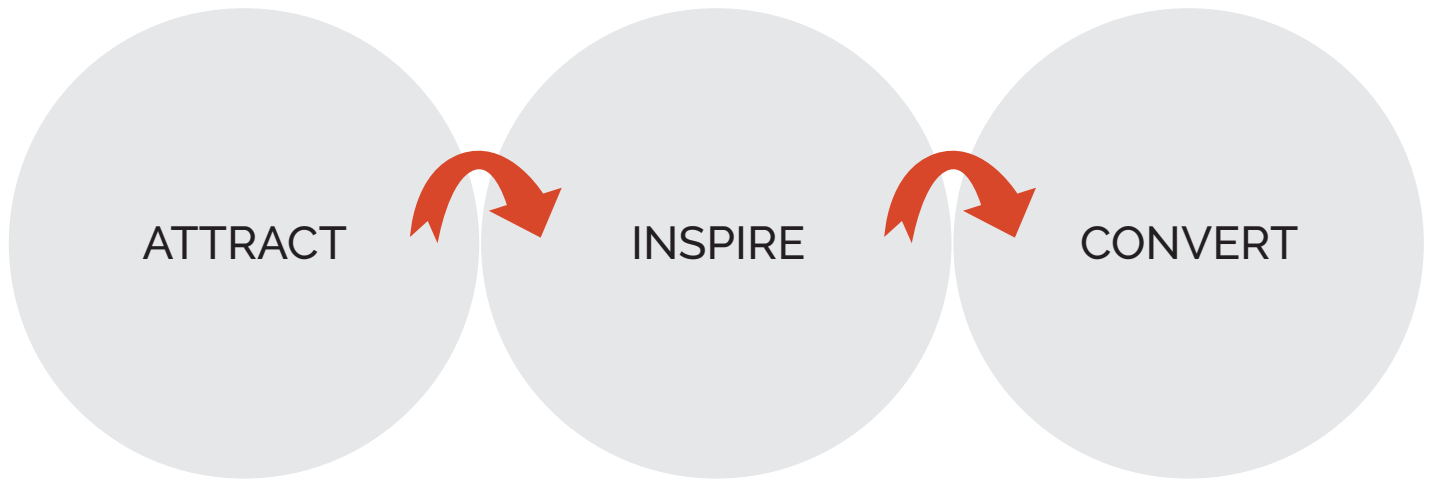
My SmartCause Method for building websites is especially designed for the way nonprofits collaborate, make decisions, and grow.

I won the Lifetime Achievement Award from the Nonprofit Technology Network (NTEN) for my work teaching digital skills to nonprofit professionals.

You can reach me at yesenia@smartcausedigital.com

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Attract

How many people found this website during this quarter?

Ex: January, February, March

How did website traffic this quarter compare to the previous quarter?

Ex: October, November, December

How did website traffic in this quarter compare to the same time last year?

Ex: January 2023, February 2023, March 2023

How did people find this website?

How has traffic acquisition changed compared to previous quarters?

What did people type into Google to find this website?

Which pages came up the most in Google search results?

Which social media sites brought the most traffic to this website?

What other websites sent the most visitors to this website?

Inspire

Which pages drew in the most traffic from social media?

Which are the most popular landing pages?

Which were the most popular pages overall?

Which are the most likely exit pages?

Convert

Which conversions were the most successful?

How did people who completed a conversion find this website?