

Tracking Your Stats to Increase Traffic

While your main concern right now may be worrying about how many visitors your website is getting. Have you thought about tracking your statistics to your site's pages? There is an easy tool that allows you to do just this. It is part of Google Analytics and is called In Page Analytics. You should be using Google Analytics on every site you own, it can be installed by adding a snippet of code to your site, or by using a handy Wordpress plugin.

If you start monitoring your traffic you will be able to tell which pages are visited frequently, how long people stay on a page and more interesting statistics. Then by taking this information and making changes you can easily increase your traffic.

Other areas that the In Page Analytics can help you with are seeing if your website page layout is working for you. For example are you getting the results you had hoped for? Plus you can see which content your visitors are seeing, and you will discover what it is they are looking for. You will also have the ability to see how your visitors navigate your site, which links are clicked on and if your images are working for you!

Chrome has an extension for In Page Analytics that you can download from the Chrome Web Store. This extension will then allow you to load a page that you are currently tracking with Google Analytics and provides you with valuable information. This information is displayed in a scorecard graphic at the top of your page and includes:

1. Metrics – page views, time spent on pages, bounce rates, and exit percentages
2. Real time visits – the number of actual visitors you get in real time
3. In Page Clicks – shows the number and places where your visitors click

This information shows you exactly what pages are working for you on your site. While you may have designed to website to look pretty, it may not be actually

working for you at all. By taking this In Page information and making changes you will end up with a webpage that gives people what they are looking for. This means that overall you will receive more targeted traffic and this results in more subscribers to your list, more buyers, more commenters and just more readers to your website or blog.

If you haven't thought much about how tracking your statistics can help then hopefully this article has shown you why you should start tracking sooner rather than later.