



# 10 Key website analytics to measure

Our handy checklist highlights how you can help improve your website's performance using key web analytics metrics. By understanding what data to track, some potential tools to use and how to act on the insights, you can optimise your website to boost user engagement, conversions, and business growth.

The tools below are designed to give you some ideas. Most of the providers' tools listed will cover multiple metrics, so please look at the links and choose your provider and tool depending on your needs and budget.

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## Metrics & Tools



### Click-through rate (CTR)

- **What it measures:** How many people click your online ads or links
- **Potential tools:** [Google Analytics](#), [Search Console](#), [Microsoft Advertising](#)
- **Possible action:** If your CTR is low, revamp your graphics and calls to action for a clearer message and better results



### Sessions

- **What it measures:** How many visitors come to your website
- **Potential tools:** [Contentsquare](#), [FullStory](#)
- **Possible action:** Are sessions growing? Monitor trends to understand your website traffic



### New vs. returning Visitors

- **What it measures:** If your visitors are fresh faces or familiar friends
- **Potential tools:** [HubSpot](#), [Adobe Analytics](#)
- **Possible action:** Attract newcomers with informative content and entice returning visitors with special offers or in-depth resources



## Bounce rate

- **What it measures:** Visitors who leave your site after looking at one page
- **Potential tools:** [Hotjar](#), [Pingdom](#)
- **Possible action:** Analyse pages with high bounce rates to make sure the content is relevant, loads quickly, and is easy to navigate



## Average session duration

- **What it measures:** How long visitors stay on your website
- **Potential tools:** [Crazy Egg](#), [Databox](#)
- **Possible action:** Look at your content structure and flow. Consider adding great visuals or internal links to encourage visitors to explore more of your site



## Page views

- **What it measures:** How many pages visitors look at during each session
- **Potential tools:** [Heap](#), [Clicky](#)
- **Possible action:** Analyse pages with high and low page views. Promote high-performing content and optimise low-performing pages for a better user experience



## Top performing pages

- **What it measures:** Which pages grab the most attention
- **Potential tools:** [Google Analytics](#), [Similarweb](#)
- **Possible action:** Identify your top pages (and your competition's) to see what makes them successful. Add those elements to your other content to create a winning website strategy



## Exit pages

- **What it measures:** Where visitors leave your website
- **Potential tools:** [HubSpot](#), [Hotjar](#)
- **Possible action:** Analyse pages with high exit rates to find out where visitors lose interest or struggle to navigate. Make sure CTAs are clear or streamline the checkout process



## Traffic source

- **What it measures:** Where your visitors come from – social media, search engines, banner ads, etc
- **Potential tools:** [CrazyEgg](#), [SEMrush](#)
- **Possible action:** Find out how visitors find your site and which gives you the best results. Focus your marketing efforts on the ones that give you the best return for your spend



## User demographics

- **What it measures:** Your visitors' age, gender, area, interests, etc
- **Potential tools:** [Google Analytics](#), [Hotjar](#)
- **Possible action:** Tailor your website content and offerings to attract your ideal customer profile

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## Remember...

it's important to regularly review your website analytics data to track trends and identify areas for improvement.