Lesson no. 8 – View Google Analytics Data

View Google Analytics data

Once you start getting in Google Analytics data, you can start learning about your website traffic. Each time you log in to Google Analytics, you will be taken to your Audience Overview report. Alternatively, if you have more than one website, you will be taken to your list of websites to choose from, and then taken to the Audience Overview report for that website.

This is the first of over 50 reports that are available to you in Google Analytics. You can also access these reports by clicking on the Reporting link at the top.