

5 Minute Checkup

Quick Wins for Busy Teams Who Don't Use GA Every Day

You don't need to be a data analyst to get value from Google Analytics. This 5-minute check-up gives you just enough insight to answer three simple questions: Who's coming to our site? What are they doing? Is it working?

Run this once a month—or whenever you need to sound informed in a meeting.

Step 1: How many people visited the site?

Where to look:

→ Reports > Reports Snapshot

→ Look at Users and Sessions in the last 30 days

Notes: *(What's the trend? Up, down, same? Any surprising spikes?)*

Step 2: What are the top pages people are visiting?

Where to look:

→ Reports > Engagement > Pages and Screens

→ Sort by Views or Average Engagement Time

Notes: *(Any surprises? Are your key pages showing up here?)*

Step 3: Where are visitors coming from?

Where to look:

→ Reports > Acquisition > Traffic Acquisition

→ Look at Default Channel Grouping (Organic Search, Email, Social, etc.)

Notes: *(What's driving most traffic? Any channels underperforming?)*