

Google Analytics

1. Log in to Google Analytics
2. On the side bar on the left side of the screen click on 'Behaviour'
3. Then from the drop down menu click 'All pages'
4. The display will change to show your top 10 posts from the last 30 days
5. You can then click on individual posts to see their referral path. Once you click on a post there's a little box above the post that will say 'secondary dimension'. Click the little arrow and type 'full referrer' into the search bar.
6. Click on 'full referrer' and the display will show you where that post's traffic came from. Cool, huh?

From here you can figure out where your traffic for that particular post is coming from. So if one of your posts gets 100 hits from Facebook and another gets 10 hits from Facebook, you can assume that the post with 11 hits is more popular and probably got clicked on more. Increase those type of post.

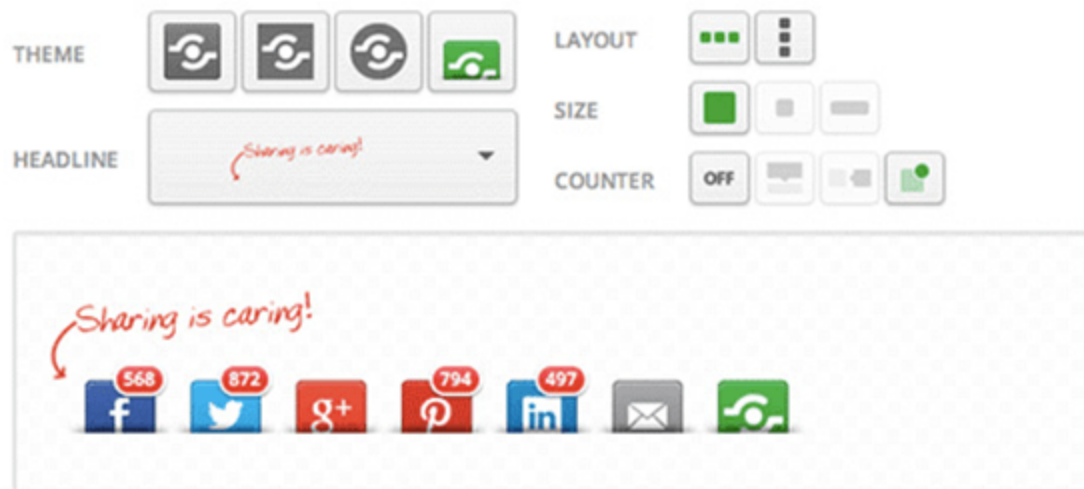
If you have wordpres use this gude to install google anyltics:

<https://premium.wpmudev.org/blog/create-google-analytics-plugin/>

If you have wix use this guide to install google analytics:
<https://support.wix.com/en/article/adding-your-google-analytics-code-to-your-site>

Social media analytics

Kate from SBB, told me about a social media tracker which deems to be helpful when tracking traffic source. You can install a plugin like *Shareholic* which shows how many times your post has been shared.



You can also use *co-schedule* which shows your social media share within a calendar.

Girl Develop It (GDI) Calendar Automation

Aug 21 - Oct 2, 2016

MON	TUE	WED	THUR	FRI
22	23 12:30 [Webinar] How to Start Your Own Tech Meetup	24	25 12:13 [Podcast] Why User Experience Matters	26
29 12:05 [Girl Develop It] Tech Tailgate Promotion	30 11:50p How to Build a Website from Scratch Uncategorized	31	Sep 1 8:02 The NEXT phase of web design Uncategorized	2
5 Add graphics/video to email 9 Labor Day	6 Add graphics/video to email 12:04 [Email] Tech Tailgate #2 ✓ 100%	7 12:04 [Email] Tech Tailgate #2 ✓ 100%	8 12:03 [Email] Tech Tailgate #3 ✓ 50% 8p Tech Tailgate!	9
12	13	14 12:05 The Best Way to Learn Code Uncategorized	15 12:13 [Podcast] HTML & Coding 101	16
19	20	21	22 12 Girl Develop It - Ebook Publish Day!	23
26	27	28	29	30

MacBook