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Learning how to use Google Analytics is vital if you're looking to grow your business. Are you looking to improve your visitors' experience when they come to your website? Do you want to give them the information they desire each and every time? Since most visitors come and go and don't leave comments, it's hard to get a read on how you can provide them with a better experience. However, Google Analytics is a powerful tool to help you understand how to improve your website by closely reviewing the statistics associated with your landing and exit pages. You may now be wondering how to use Google Analytics to make the correct changes.

Landing pages are the exact pages that visitors come to upon first arriving at your site. You can determine exactly which pages these are by accessing Google Analytics through their interactive dashboard and navigating to Content - then Top Landing Pages. Here you will see Entrances, which states how many unique visitors came to this site through a certain page. Bounces indicate how many visitors click away from the site immediately after coming to the entrance page. The Bounce Rate calculates the percentage of unique visits against bounces.

These indicators will give you a fundamental understanding of how to use Google Analytics to improve your landing page figures. Keep in mind that it doesn't matter how many visitors come to your site through search engines or other traffic if they aren't sticking around to read your content or learn more about your site. Focus on the trends you see on your Top Landing pages section and attempt to make adjustments to your page's content or effectiveness in an effort to keep traffic on your site longer, reducing your bounce rate. Minor adjustments in content will increase the chances of visitors moving onto other pages since your content is worthy of additional interest, which will decrease the exit rate.

The exit rate goes hand in hand with exit pages. If you learn how to use Google Analytics effectively to pinpoint your exit pages, you can lower your overall exit rate. The top exit pages are the pages in which visitors leave from your website most frequently. They can be chalked up to pages with broken links, unattractive pages, poor information, popups, delays and other external factors.

By navigating in Google Analytics to Content, then Top Exit Pages, you will understand where visitors are exactly leaving your site so you can address this and make changes accordingly. The resulting report in Google Analytics will show you what pages visitors leave from. If you notice that the exit page is ironically the same as your entrance page, identify that visitors are coming and going from only one page and are not staying long enough to get value from other pages on your site. In particular, if this page is your home page, consider making changes immediately as chances are that they aren't viewing other parts of your site. Consequently, if you are seeing a large amount of exits from the page in which you want visitors to leave your site, then you are in a position to avoid making too many tweaks to your site's content.

The key is to make changes to your chosen landing and exit page in small segments to determine what change made the difference. Learning how to use Google Analytics to identify desired landing and exit page changes is instrumental in getting visitors to spend more time on your site.

Understanding Google Analytics helps business owners fine tune their webpages for maximum effectiveness. Learn more at WorkHorse WebPages or let us analyze your analytics data and help increase conversions.

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[Don Miguel](#) - About Author:

After 12 years in I.T. I decided to become a full time Internet Marketer and SEO Consultant. I use Article Marketing as the main source of traffic to my website and utilize a similar strategy for my clients.

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