

Lesson 9: Website Sales Funnels & Conversion Optimization



Questions:

Do you have Google analytics installed?

Do you use Google tag manager?

Do you know what your bounce rate is?

Do you know how many pages people visit?

Do you know what links people click onsite?

Do you know what pages convert?

Do you know how many are repeat visitors?

Do you know \$ value of each Social channel?

Do you know which audiences convert best?

Do you know how to set this tracking up?

If you do not have answers to these questions we can help guide you through the process of measuring all of these factors.