

Blog Traffic Explosion

HOMEWORK 2.3
VISITOR ACTIVITY

Blog Traffic Explosion

MODULE 2 // SEARCH ENGINE OPTIMIZATION

Homework 2.3

- ❑ Sign up for Google Analytics.

<https://analytics.google.com>

- ❑ Connect your website to Google Analytics

<https://support.google.com/analytics/answer/1008015?hl=en>

- ❑ Analyse your website's bounce rate and session duration.
- ❑ Track your website's bounce rate and session duration over time as you update your site to improve user experience.
- ❑ Use Google's PageSpeed Insights to determine if changes need to be made to improve your site's page load time.
<https://developers.google.com/speed/pagespeed/insights/>
- ❑ Make necessary changes to improve your site's page load time.