

# 3 Reasons Your Products Aren't Selling

To identify which of the reasons from the video, "3 Reasons Your Products Aren't Selling", apply to your business, take a closer look at your website stats. This worksheet will guide you through important information provided by Google Analytics.

## 1. TRAFFIC SOURCES

### KEYWORDS

From the REPORTING tab select ACQUISITION > SEARCH CONSOLE > QUERIES.

This report provides the keywords people are searching to find your website. Do these keywords describe your product? Do they apply specifically to your product (narrow)? Or could visitors be searching for an entirely different product (broad)?

*Example: Your product is personalized dog collars. A narrow search is "dog collars" and "personalized dog gifts." A broad search is "pet supplies." People searching "pet supplies" could be looking for cat toys, bird food or miniture treasure chests for aquariums.*

From the REPORTING tab select ACQUISITION > SEARCH CONSOLE > LANDING PAGES.

This report will show you on which pages people are entering your website. Click one of the landing pages to view which keywords were used to arrive at a specific page. Are the search results directing customers to pages that sell products they are searching for?

Use Google's Keyword Planner available in AdWords (no ad spending required) to find narrow keywords. Use these keywords and phrases in the titles of your website pages and in your website copy to improve SEO.

**Narrow Keywords:**

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## SOCIAL MEDIA

From the REPORTING tab select ACQUISITION > SOCIAL > OVERVIEW.

This report provides which social media platforms are driving the most traffic to your website. Explore NETWORK REFERRALS, LANDING PAGES and CONVERSIONS to understand who your visitors are.

For additional information such as age, gender and location, utilize the insights available within each social media platform.

**What have you learned about your visitors?**

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## SOURCES DRIVING SIGNIFICANT TRAFFIC

From the REPORTING tab select ACQUISITION > ALL TRAFFIC > REFERRALS.

This report details the sources driving traffic to your website. Sort the report by clicking on "Sessions." Review the "Transactions" and "Revenue" for each source. Are the sources that drive the most traffic resulting in sales?

**Which sources are driving traffic that result in sales? What do you know about those visitors? What other sites with similar visitors are you aware of that you could promote your products on?**

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## 2. BOUNCE RATE

From the REPORTING tab select BEHAVIOR > SITE CONTENT > ALL PAGES.

Review the "Average Time on Page" column for each of your product pages. Are visitors viewing your pages long enough to learn all about your products?

Review the "Bounce Rate" column for each product pages as well. Bounce rate is the percentage of people who only visited that one page on your website. If most are leaving from the same page they entered on, they aren't finding what they are looking for on your website.

**What content can you add to capture visitor's attention better?**

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## 3. VISITOR PATH

From the REPORTING tab select BEHAVIOR > BEHAVIOR FLOW.

This report provides a chart of the path visitors take through your website, from what page they exit your website and how many pages they visit before exiting.

From the REPORTING tab select BEHAVIOR > IN-PAGE ANALYTICS.

Select "Show Color" to view which links visitors are clicking on from product pages. Do most visitors click on your return policy from your product page? Do they click back to the product page to purchase after viewing the return policy or exit the site? Follow their train of thought.

**What pages are most visitors exiting from? What may be causing visitors to leave your site without purchasing?**

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