

Google Analytics for Nonprofits Worksheet

Step 1: Where Are Visitors Coming From?

Use the Acquisition report to identify your top traffic sources.

Traffic Source	Sessions	Bounce Rate	Engagement (Time/Pageviews)

Step 2: What Pages Are People Visiting?

Check the Behavior report to learn which pages are most popular.

Page URL	Pageviews	Avg. Time on Page	Bounce Rate

Step 3: What Devices Are Visitors Using?

Go to the Audience > Tech > Tech Details section to find out which devices people use to view your site.

Device Type	Users	Avg. Engagement Time	Bounce Rate

Step 4: Action Plan

Based on what you learned, list 1-2 actions you'll take to improve your website or marketing strategy.

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