



# HOW TO MEASURE THE VALUE OF YOUR WEBSITE WITH GOOGLE ANALYTICS

## Three metrics to see your website's marketing value

Your dental practice's website is the heart of your online marketing strategy. Just as you check your own blood pressure and heart health, you need to measure your website to keep it strong. A powerful website will keep doing its job, driving your online marketing success.

Google Analytics (GA) is an online analysis tool that can help you understand how well your website is doing. You can measure how many returning visitors you get versus new visitors, what website pages are the most popular, and much more.

Because it offers so many different measurements, GA can seem overwhelming. For starters, focus on just three essential metrics: Behavior, Acquisitions and Audience.

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## GETTING STARTED

First, you must open a Google Analytics account and add GA to your website. The tool is free, so all you need is basic information like your website URL to get your GA code snippet. Highlight and copy the entire snippet of code once you are ready to add it to your website. (You can access this snippet of code anytime in your GA settings.)

If you have a Business Plan website with WordPress.com, install the Google Analytics plugin created by MonsterInsights (the plugin trusted by WordPress). Once installed, go to the settings of this plugin on your WordPress dashboard and add your snippet of code. You can also add your GA code to WiX, Squarespace and most templated websites. If your practice has a

custom-built website, ask your site developer to add your GA code.

It may take a day or two for your website to start recording data. After that, you can use the following GA metrics to check your online marketing health.

## BEHAVIOR: MOST POPULAR PAGES

The Behavior metric shows the most popular pages on your website. By default, your homepage will always be at the top of the list. Pay attention to the top three to five pages on the list.

On the left menu in GA, click Behavior > Site Content > All Pages. Then, adjust the time frame on the upper right corner of the page so you can see the specific days you want to measure.

As you look at your top pages, consider these important details:

- Pageviews and unique pageviews: unique pageviews give you an idea of how many different visitors have seen a page.
- Average time on page: if the time is more than 1 minute and 30 seconds, your visitors are truly reading your content.
- Bounce rate: how often are visitors on the page for only 0 seconds? Ideally, your bounce rate percentage should be under 50 percent.

Your more popular pages probably don't need many content updates because clearly something is working. You may want to add patient testimonials to these pages, since they have a good chance of being viewed.

## ACQUISITIONS: WHERE VISITORS COME FROM

The Acquisitions metric lets you know which social networks drive visitors to your website and work best for your dental practice. You can also learn about other channels bringing traffic to your website such as: paid search if you're running Google Ads, referral websites if other websites are linking to yours, or email if you're sending email campaigns.

On your GA navigation, click Acquisitions > All Traffic > Channels. You'll see a list of channels bringing the most traffic to your site. Click on a specific channel

like Social to get data that can help you decide which social networks need your attention. The bounce rate can also tell you which channel is working the best for your practice.

## AUDIENCE: KNOW YOUR VISITORS

The Audience metric helps you understand who your website visitors are. On your GA navigation, click Audience > Behavior > New vs Returning. This list shows how you should adjust your online content. For example, your website may be mostly returning visitors, while your social media pages may be mostly new visitors.

While in the Audience tab, explore the Demographics, Interests, and Geo subtabs to really get to know your web visitors. This information can help inspire future promotions or incentives for online visitors to become in-person visitors at your dental office.

**Find out how to improve your website and online marketing. Talk to your Account Executive about the eServices offered by Henry Schein One that fit the needs of your dental practice.**

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