

Analytics for Small Business Owners

Purpose: Learn how to track your website and ad performance using **free tools**, so you can make smart marketing decisions.

Step 1: Track Your Website with Google Analytics

Why: See how many people visit your website, where they come from, and which pages they like the most.

How to Set It Up:

1. Go to Google Analytics and click “**Start Measuring.**”
2. Enter your business name, website URL, and basic info.
3. Copy the **tracking code** Google gives you.
4. Paste it on your website:
 - **Wix:** Settings → Tracking & Analytics → New Tool → Google Analytics
 - **Squarespace:** Settings → Advanced → External Services → Google Analytics ID

Check Your Data:

- Go to “**Realtime**” to see visitors right now.
- Look at “**Acquisition**” to see where visitors come from (Google, social media, ads).
- Look at “**Engagement**” to see which pages people like most.

Action Tip: Focus your efforts on the pages or campaigns that are most popular.

Step 2: Track Your Social Ads with Meta (Facebook & Instagram)

Why: Learn which social media ads are working and which are not.

How to Set It Up:

1. Go to Meta Business Suite and create an account.
2. Add your Facebook/Instagram pages.
3. Start a small ad campaign.
4. Go to **Ads Manager** to see results.

What to Watch:

- **Impressions:** How many people saw your ad
- **Clicks:** How many people clicked on your ad
- **CTR (Click-Through Rate):** % of people who clicked after seeing it
- **Conversions:** How many people took an action you wanted (like buying or signing up)

Action Tip: If an ad gets lots of views but few clicks → change the image or text.

Step 3: Make Simple Decisions from Data

1. Find which channels bring the most visitors (Google, Facebook, Instagram, email).
2. Spend more time and money on what works.
3. Fix or stop what doesn't work.
4. Check your data **every week**.

Step 4: Free Tools That Help

Tool	Why It Helps
Google Analytics	Tracks website traffic
Meta Ads Manager	Tracks social media ad performance
Google Data Studio	Shows website + ad data in one dashboard (optional)
Bitly	Short links you can track clicks from emails/social posts

Step 5: Easy Workflow

1. Install Google Analytics and Meta Pixel on your website.
2. Run your ads and post online content.
3. Look at your dashboards weekly:
 - Which pages or ads are popular?
 - Which are not?
4. Adjust your marketing: spend time/money on what works.

Step 6: Keep it Simple

- You **don't need to know everything**—just the numbers that matter:
 - How many people visit your website
 - How many click on your ads
 - Which pages/products are popular
- Use the data to **make small changes** weekly.

✓ Quick Checklist for Beginners

- Google Analytics installed
 - Meta Pixel installed for Facebook/Instagram ads
 - Weekly check of traffic and clicks
 - Adjust marketing based on what works
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