Read Google Analytics

One question matters for a practice: where do your inquiries actually come from? Three steps, once a month: channels, inquiries, one decision.

BEFORE YOU START **One key event for every inquiry**

You need the generate_lead key event from the Analytics setup lesson. Without it, Analytics can only count visits, and visits aren't inquiries. Send yourself a test inquiry and check it counts.

generate_lead set up and counting (date of test) _____

1 · CHANNELS **Where people arrive from**

Reports → Acquisition → Traffic acquisition. Date: last 28 days. Each row is a channel.

Examples: Direct: typed your address, or Analytics can't tell (includes some AI apps) · Organic Search: Google and other search engines, including AI Overviews and AI Mode · AI Assistant: ChatGPT and similar tools · Also Email, Paid Search, Organic Social, Referral

Total sessions (28 days) _____

Top 3 channels by sessions _____

2 · INQUIRIES **Judge every channel by inquiries, not visits**

Scroll the table right, past the engagement columns. Under Key events and Event count, click the small arrow that says All events, and choose generate_lead. Small numbers are a signal, not proof: check the last 3 months before you move money or time.

Top channel for inquiries this month _____

A channel with visits but no inquiries _____

Same pattern over the last 3 months? (yes / no) _____

3 · ONE DECISION **Change one thing**

Do more of what's working, where inquiries come for the least effort. Organic Search bringing inquiries: keep improving the service pages people land on. A paid channel with visits but no inquiries: pause it, or fix the page it sends people to, before you spend more.

Channel _____

What I changed _____

Date changed · compare again on _____

HABITS **Keep it honest**

Once a month, send yourself a test inquiry and check the key event still fires. Never look for individual people in these reports: you're counting routes, not clients.

Monthly test inquiry counted (date) _____

CHECK **This month**

Date checked _____

Next check (about one month from now) _____

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