



Understanding Website Performance & User Behavior.

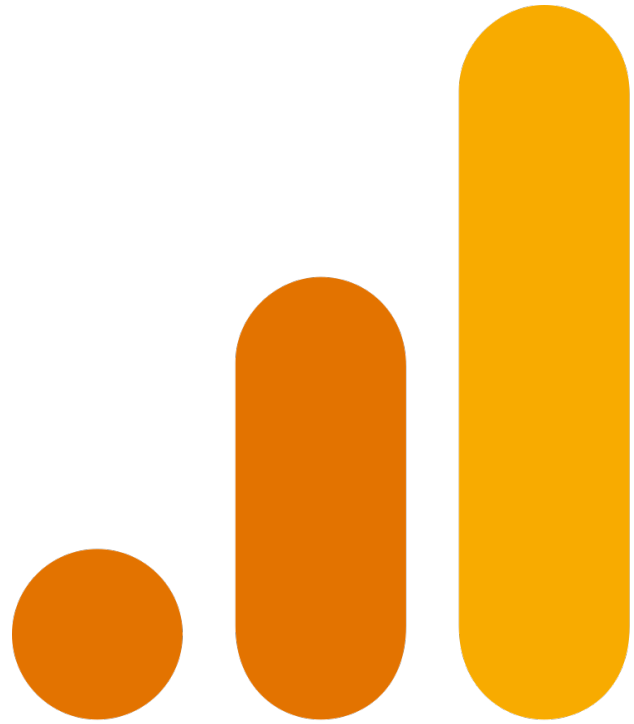
WITH SEARCH CONSOLE, GOOGLE ANALYTICS, AND HOTJAR.

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Google Search Console

Search Console: Your Website's Presence in Google

- What is Search Console?
- Key Features of Search Console:
 - Search Performance
 - Indexing Status
 - Sitemaps and Crawling
 - Mobile Usability
 - Security Issues
- Benefits of Using Search Console



Google
Analytics

Google Analytics: Unveiling Insights for Website Success

- What is Google Analytics?
- Key Features of Google Analytics:
 - Website Traffic
 - Audience Analysis
 - Behavior Flow
 - Conversion Tracking
 - E-commerce Tracking (if applicable)
- Why Google Analytics is Crucial for Website Owners

hotjar

 hotjar

Hotjar: Understanding User Behavior



- What is Hotjar?
- Key Features of Hotjar:
 - Heatmaps
 - Visitor Recordings
 - Feedback and Surveys
 - Funnel Analysis
- How Hotjar Helps Improve User Experience

Google Search Console



Google Analytics

hotjar

 hotjar

The Power of Integration



- The Synergy of Search Console, Google Analytics, and Hotjar
 - Real-Life Examples of Combined Insights
 - How to Utilize the Data for Website Improvements

Conclusion

- Recap of the Three Tools: Search Console, Google Analytics, and Hotjar
 - Emphasize the Importance of Understanding Website Performance and User Behavior
- Encourage the Audience to Utilize These Tools for Their Websites

Q&A (Optional)

