

This was written in 2015 for a firm's employees; Google Analytics may have changed since then.

How to get info about pages and visitors in Google Analytics:

1) In the left-hand column, go to Behavior, then Site Content, then All Pages. It should give you a list of all the pages and the stats.

2) You can also look at Content Drilldown to get info about individual pages.

3) If you can't find the Site Content or Content Drilldown options, search for "content" in the search box on top and it will show you where to go to get the info.

4) To find out where visitors came from, go to Overview, then All Traffic, then Channels for general source information.

5) If you want more detailed information, go to Source/Medium. That will list Facebook, etc.