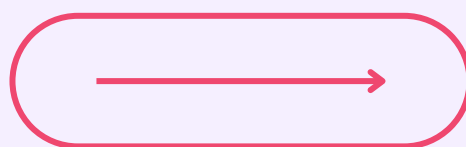




# How to Track Visits To Your About Us Page



# 1. Access Google Analytics (GA4)

Go to:

[Google Analytics 4](#)

Sign in using the Google account connected to your website.

- If you do not know which account was used or have the logins, speak to whoever built your website or search search old emails for “Google Analytics”

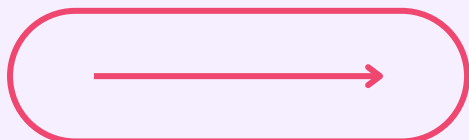


# 2. Select Your Website

Once logged in:

- look at the top-left corner
- choose your website from the dropdown list

You are now inside your website analytics.

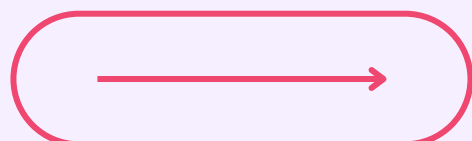


# 3. Sift Through The Dashboard

GA4 can feel overwhelming because it shows lots of data you probably do not need.

For now, focus on just 3 things:

1. Visitors
2. Key pages visited
3. Enquiries/actions taken



# 4. See How Many Site Visitors You Get

In the left menu go to:

Reports → Acquisition → Traffic acquisition

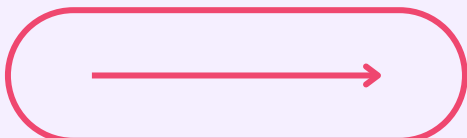
Look for:

- Users
- Sessions

This tells you:

- how many people visited
- where they came from (Google, social media, email etc.)

Do not obsess over traffic volume alone.



# 5. See If People Visit Your About Us Page

Go to:

Reports → Engagement → Pages and screens

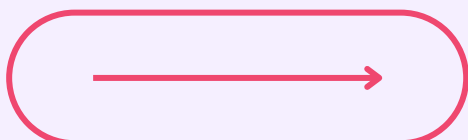
At the top:

- use the search box
- type “about” (or equivalent to how you define this page)

You will now see:

- how many times the About Us page was viewed

This is a useful trust signal.



# 6. What Else?

You can do this for other key page that you have on your website.

You can also set up GA4 to track how people use your calculators or contact you via your forms.

If this is not set up, then again speak to whoever built your website.

