

# An Introduction to Online Analytics and How It Can Help Grow Your Optical Business



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## Accreditation and Testing

### Accreditation:

NACOR Course # 110.424 2 RF (BC/AB/SK/MB/NB/NS/NL) 1 RF (PE)  
BC Continuing Competencies: 4.3, 4.4

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### Test Information:

- You will have one (1) opportunity to score a 70% or higher mark.
- You will receive your certificate after a few days of completion.
- The quiz will be at the end of the document with a direct link for you to take it.
- Feel free to use this document during the quiz.

## The Optical Group

A special thank you to The Optical Group for giving me the confidence to write this and allowing me to learn and continue to grow in the world of media.



## Why Are Analytics Important To Your Optical Business?

Over the last few years analytics have grown into a more necessary component of building an online presence for your business. Analytics allow you to view how successful your pages are by allowing you to see your growth and decline. It allows you to see where your user base is going and what they are interacting with. You can then use this data to continue in the direction of where you want your growth to be.

When most people hear analytics, they usually think of complex numbers. While at times it can be intimidating, with this guide you will be shown how to look at these numbers, understand them and help grow your business with them.



## Key Words

First we will look at some Key Words that you will see brought up frequently in this write up these include...

**Impressions** – The total amount a post was seen.

**Engagements** – How many times a user interacted with your page. For example a like, share or comment on Facebook and a reply, like or retweet on Twitter. There are other ways of engagements but these are some of the most common.

**Profile Visits** – How many times a user viewed your profile.

**Mentions** – On Twitter this is when someone uses the @ key followed by your business page name, for example @opticaltoronto. On Facebook it is nearly the same, start with an @ and the persons name or page. You will then be given the person or page to click on in a drop down menu, select the desired one, they will then be highlighted in a light blue. For example when someone types @opticaltoronto they will then see a drop down list, they will click on Optical Toronto and the text will then appear in light blue meaning you will mention them and they will receive a notification that you have mentioned them.

**Followers** – How many people follow your page.

## Twitter

So, lets begin with viewing your social media analytics. First we will cover the popular platform Twitter!

### Twitter (Newest Version)

To begin go to your business homepage on Twitter and make sure you are signed in, from your Twitter homepage look to the far left and you will see a listing with 'Home' 'Explore' 'Notifications' etc. You will want to go to the bottom of that list and click 'More' from there a new list will appear, click on 'Analytics' located in the middle of the list.

### Twitter (Older Version)

Go to your business homepage on Twitter and make sure you are signed in, from your Twitter homepage look to the top right of the page and you will see your icon it will be to the right of 'search twitter' and to the left of 'tweet'. Click on your logo.

Once you have clicked on your logo at the top right a new drop down menu will appear, you will find analytics just underneath 'Twitter Ads' and will have a bar graph beside to accompany it. From there click on 'Analytics' Once you have clicked on it a new tab will appear with all your information available.

## Breaking It Down

Now let's begin with Twitter analytics!

At the very top of the page you will see several different selections. These include – Home, Tweets, Audiences, Events and More. Lets go over these one at a time.

### Home

This will send you to the main page of Twitter Analytics. On the home page you will find a large amount of statistics for you to look over, this includes a 28-day summary going over how well your tweets performed. Included are how many tweets you have posted, tweet impressions, profile visits, mentions and followers. Along with this you will see a percentage in either green or red showing you how well these categories did in comparison to other 28 day summaries. Green means an increase and Red means a decrease.

Along with this you will get a breakdown every month of your top performing tweet, top performing mention, top follower and top media tweet.

It will then include a total of how many tweet's, tweet impressions, profile visits, mentions and new followers you have gained. You will see this for every month as you continue to scroll down.

### Tweets

Once you have made yourself accustom to the home page of analytics scroll back up to the top of the page and look at the top bar you will see the 'Tweets' button, it will be located to the right of 'Home'.

Click on that to be sent to the next page we will review.

This will send you to a page that has a bar graph which will display how well all your tweets have been performing. You will also see how many impressions you have and you will have a detailed graph to accompany your total numbers.

Usually this graph will be a breakdown of the past 28 days, you can adjust this to your liking by clicking on the link titled 'Last 28 Days' then from there you can adjust the dates any way you would like, then the bar graph will adjust to what you have selected. Underneath this graph you will see your tweets over the last 28 days, if you have adjusted the graph above you will see the tweets here from the selected time periods. The first thing you will see is 'Tweets' which is the default page. Beside that you will see 'Top Tweets' as you can imagine this will then show you the top tweets that you have made over the past 28 days, how Twitter will organize this is by the amount of impressions that the tweets have received. Beside top tweet you will see 'Tweets and Replies' This page is also simple, it will show you all of your tweets and all of the tweets that you have replied to over the past 28 days. Next to this option is 'Promoted' this will only show you the ads that you have paid to promote through Twitter Ads.

Throughout all of this you will have seen beside your tweet, 'impressions' 'engagements' and 'engagement rate'. These are some of the keywords we covered earlier on, the reason these are so important is because it will give you a very clear breakdown of how well your tweets have been doing. You will also see the option to 'Promote' these tweets by paying money and having them shown to a specific audience.

On the far right under 'Engagements' it will give you another breakdown of your engagement rate. This will give you a percentage total of how frequently someone has engaged with your tweet over the last 28 days.

'Link Clicks' - is the total number of times someone has clicked on one of the links in your tweets.

'Retweets' - This will show you the total number of times people have retweeted your tweets.

'Likes' - How many times people have liked your tweets.

'Replies' - The total number of people who have replied to your tweets.

Under each of these categories you will see an average number of times someone has done one of these a day.

Back at the top beside 'Last 28 Days' you will see the ability to 'Export Data'. This will give you the opportunity to download an even more specific breakdown of how your tweets are performing. This will download as an Excel file and categorize everything for you into separate columns. This is a much more

advanced way of looking at your totals, this will even show you the 'Tweet ID' of the tweets you post, which is a specific number for each tweet, the 'permalinks' and even the time that you posted. There will be categories in this spreadsheet that you can't traditionally find on the typical Twitter Analytics page, this includes 'detail expands' 'hashtag clicks' and 'app installs' which will help you if you are promoting an app and many other categories.

All the categories you will be able to see are:

'Tweet ID' 'tweet permalink' 'tweet text' 'time' 'impressions' 'engagement's' 'engagement rate' 'retweets' 'replies' 'likes' 'user profile clicks' 'URL clicks' 'Hashtag Clicks' 'Detail Expands' 'Permalink Clicks' 'App Opens' 'App Installs' 'Follows' 'Email Tweet' 'Dial Phone' 'Media Views' 'Media Engagements' and 'Promoted'

So, if any of these interest you and you would like to know your totals for any of the categories above, feel free to download this data.



## Audiences

Clicking on Audiences on the top bar you will be taken to the audiences insight page. This page will give you a break down of your followers. The first selection you will see underneath the audiences insight title is a drop down selection. By default it will be 'your followers' you will also have the options for 'all Twitter users' and 'your organic audience'.

We will be going over the default selection 'your followers' but feel free to play around with the other options.

You will quickly learn that Twitter users are obsessed with dogs.

Underneath you will see an overview with the 'Top Interests' of you followers and more than likely it will in fact be dogs.

You will see a bar graph as well, this will show you your growth of followers and to the right of that you will see a small description of your follower pattern, this will include your current audience size and how it compared to your follower amount 30 days ago.

You will see a breakdown under that of your male to female follower ratio along with further interests that your followers have along with the percentage of your audience that enjoys those interests.

If you continue to scroll down you will see a device categories breakdown which will show you which devices your followers use and the percentage total.

You will also see the countries and regions that your followers are from.

## Events

Clicking on the 'Events' section will give you a breakdown of the most popular events on Twitter. At the top you will see 'Overview' 'Events' 'Sports' 'Movies' and 'Reoccurring trends' For example you may see Mother's Day 2019 or Graduation 2019. You will see above these something like "Holiday" "Entertainment" or "Other". You will also see the date of the event along with the amount of Tweets, Total Reach and Impressions. Along with these you will see a heat-map showing where these events are most popular.

You can also click on “View Details” within the event box for a further breakdown. This will include Male and Female breakdown, age and percentage of countries who talked about this event the most and what devices were most used to talk about this event.

At the top next to ‘Overview’ you will see ‘Events’. This will give you the opportunity to see a list view of all of the popular events. You will see a breakdown of category, location, start date and audience size. Three drop down boxes will give you the option to be more precise with what you are looking for, clicking on the ‘Jump to date’ box will allow you to select dates and see what events were popular during that period of time. Clicking on the ‘All event types’ box will allow you to choose which of the categories to only show, you can choose between ‘Entertainment’ ‘Holidays’ ‘Conferences’ ‘Politics’ and ‘Other’. The next selection box is ‘All locations’ simply this will show you which countries you would like to isolate and see which events are most popular there.

Next to the ‘Events’ subcategory is ‘Sports’. This will show you what is popular in the sports world right now. This page is nearly identical to the ‘Events’ page.

Next to ‘Sports’ is ‘Movies’. This shows all of the popular movies right now but only shows the ‘Title’ and ‘Start date and duration’ so it is not as detailed as the ‘Events’ and ‘Sports’ pages.

Beside ‘Sports’ is ‘Recurring Trends’. On this page it shows which hashtags are popular and keep coming back periodically, such as #FBF which is ‘Flashback Friday’ and #TBT which stands for ‘Throwback Thursday’.

### [More](#)

Clicking on ‘More’ will give you three options ‘Videos’ ‘App Manager’ and ‘Conversion Tracking’

‘Videos’ shows you your video activity over the last 28 days, this can be adjusted by clicking on ‘28 days’. You will also see the ability to ‘Export Data’ for a further breakdown.

The first bit of information you will see is the amount of views over the time period selected. Scrolling down you will see the videos that you have published over this time period. It will be selectable by ‘All Videos’ and ‘Promoted Videos’.

You will see your videos and to the right of the video your views and completion rate, completion rate is how many people watched the video until its end.

On the far right you will see 'Trends' which will include the total amount of minutes played and under that on average how long each person watched your videos per day. Included also is a graph with how many people started your videos, watched 25%, 50%, 75% and 100%. You can scroll over each one of these to see the exact number of how many people watched that time period.

App Manager - This page shows you your Apps that you have created. This write up will not be covering this information as we are not creating or promoting any Apps.

Conversion Tracking - This can be a very important part of tracking where your audience is coming from. Since this is an introduction to analytics I recommend visiting the [business.twitter.com](http://business.twitter.com) website and searching 'conversion tracking' this will give you an extensive breakdown and a 'how to' on setting this up.



## Facebook

Facebook also has its own way of checking analytics and following along with how your page is performing.

On the main Facebook page look to the top right in the blue bar, it will be an arrow pointing downwards right beside a question mark. Click on that and a new drop down menu will appear, with this you will see 'Your Pages' with your business located right underneath that. Once you have clicked on your page and are now on your business homepage look to the white bar just underneath the blue bar we were just using. You will see multiple different selections, we are going to be looking at 'Insights' that will be located to the right of 'notifications' click on that and we will now see the analytics page for your business on Facebook.

On the insights page you will be in the 'Overview' section. The first thing you will see is a list of all the areas we will be covering this includes 'Overview' 'Promotions' 'Followers' 'Likes' 'Reach' 'Page Views' 'Page Previews' 'Actions on Page' 'Posts' 'Events' 'Videos' 'Stories' 'People' 'Local' and 'Messages'

Before we begin this section keep in mind Facebook's Overview page and side panel at times will cover the same material. For example clicking on 'Page Views' in the Overview section will send you to the same page as clicking it on the left panel. So if this is the case I will indicate that you can click on either and get to the same page.

## Overview

The overview sections gives you a very easy to read and basic rundown of what is going on with you page. To the right of Page Summary at the top of your page you will see the default overview is set to seven day. This can always be changed for an extended period look at how your page has performed. You will have 4 options to choose from, seven days, 28 days, yesterday or today. For this section we will be looking at the default seven days. Most sections include a small graph to show you the amount of views by day, so you can accurately see which days you have been most popular throughout your set timeline. These sections also include a percentage to show you how well your page has done in comparison to the last set amount of time. Since we will be covering the default seven days it compares this last seven days to the previous seven so you can see if you page has grown, decreased or stayed the same.

To the right of Page Summary and 'Last 7 Days' is 'Export Data' which you may remember Twitter had as well. 'Export Data' will give you an opportunity to download important information about your page.

On the overview page the first section that is detailed by Facebook is the 'Actions on Page' section. Facebook defines this as "The number of clicks on your Page's contact info and call-to-actions button." We will review this in further detail later on because this is one of the more detailed pages Facebook Insights has to offer, it is also shown, as others are as well, on the left sidebar. We will cover this when we go over the sidebar.

Page Views- Next to the 'Actions on Page' section you will see 'Page Views' this is self explanatory and will tell you how many people have viewed your page. This includes both logged in and logged out users.

Page Previews – This is how many people hovered over your Page name or profile picture to take a look at more information. This information comes up as a pop up when they hover over you with their mouse.

Page Likes – This will show you how many new 'Likes' your page has gotten over the last set amount of time, since we will be covering the default amount it will be seven days. So for example it may show you a large '2' this means you have gained two new likes this week.

**Post Reach** – This is how many people saw your post pop up on their screen. So when someone is scrolling through Facebook and sees your post, this increases by 1. This is not how many people liked, commented or shared your post this is just how many people saw it.

**Recommendations** – Simply put, this is how many times someone recommended your page.

**Page Engagements** – This is how many people Liked, Commented or Shared your post.

**Responsiveness** – There are two different numbers here, the first you will see is the percentage of messages you reply to and the second is response time, this is how quickly your page took to reply to a message, based on the top 90% of response times in Messenger.

**Videos** – This is how many times people viewed your videos, in order to gain one view it must have been viewed for at least three seconds, if the video is less than three seconds it must be viewed nearly to completion.

**Page Followers** – This is how many people have followed your page.

**Orders** – How many times someone has ordered something from your online store and your total earnings.

For more context 'Likes' and 'Follows' are different, if someone 'Likes' your page they will automatically Follow you as well, but if they choose to just Follow it does not show that they Like your page. A person can also 'Like' the page and select to 'unfollow'. So it shows that they like the page but are not receiving the news posts in their timeline.

Continuing to scroll down you will see 'Your 5 Most Recent Posts'

This as stated in the title will show you the last five posts that you have made with detailed information about them. From right to left it will show:

**Published** – This is the date that it was posted for your audience to see

**Type** – This will tell you what your post was. Was it a status update? A photo? Hovering over the icon will let you know.

**Targeting** – This will show you who your post was shared with. The default option is public so everyone can see it.

**Reach** – This is how many total people saw this post on their feed.

**Engagement** – In this section you will see two different bars, one coloured blue and the other is red. The blue is how many people clicked on your post to view it and the red is how many people ‘Liked’ ‘Shared’ or ‘Commented’.

**Orders** – If you have a shop setup on your Facebook page this is the number of orders you have received in the specified time.

If you continue to scroll down to the bottom of the page you will see ‘Pages to Watch’ this will show you pages that Facebook views as similar to yours and you can compare the performance of your page and the recommended pages. If you decide to click on the ‘Watch’ button you will be able to see how there page grows in comparison to your own and it will keep that page saved on the insights home page for you to scroll down and view whenever you would like. It will compare and show you a breakdown of ‘Page Likes’ ‘Page Likes From Last Week’ ‘Posts This Week’ and ‘Engagement This Week’. You can track as many of these pages as you would like. This can help you by seeing what other pages are doing to help grow there audience and you can implement your own strategy that follows suit if you feel necessary. You can also follow along and see what you should NOT be doing, the analytics will show in red and this will help you understand what you may want to avoid.



## Left Hand Bar

Ads (Or Previously known as promotions) – On the left sidebar underneath 'Overview' you will see 'Ads' this is the next section we will briefly go over.

Clicking on Ads will bring you to a new page called Ads Centre this is used for paid advertising. Clicking on 'Promote' will bring up a new menu that will contain many different selections to help with growing your page on Facebook including 'Boost Post' and 'Promote Your Page'. Since this write up is only covering analytics we will not go over this page as this is used for advertising and will be covered in another document.

Followers – The next section we will cover is 'Followers'. This section gives you an in depth overview of the people who are following your page.

At the very top of this page you will see an adjustable scale for dates you wish to go in depth with, you can select '1W' which will show you one week, '1M' which will show you one month and '1Q' which will show you one quarter or the previous 3 months. You can either use the adjustable scale or use the manual selection in the calendar to set your preferred dates.

Underneath the adjustable dates and times you will see a graph that depicts your followers growth this will show you how many followers you had on each day. You can scroll over top of each date to see the exact number of followers on the matching date. At the top you will see your current number of your followers.

The first of the last two graphs at the bottom of the page are 'Net Followers' and the description for this is "Net followers shows the number of new followers minus the number of 'unfollows' and 'Where Your Page Follows Happen' which is explained as 'The number of times your Page was followed, broken down by where it happened.'

The next section on the left menu is 'Likes'. This follows the same style as the previous page, an adjustable time period scale, 'Net Likes' and 'Where Your Page Likes Happened.'

The next three on the sidebar 'Reach' 'Page Views' and 'Page Previews' have already been covered, as stated before some on this left hand bar will direct you to the same page as clicking them in 'Overview'.

Actions on Page – At the top of this page you will see the ability to click on an adjustable time to allow you to choose the period that you would like to view. The below sections go into detail about what people are interacting with when on your page. The first graph is 'Total Actions on Page' this shows you four different things that Facebook has tracked to show you what potential customers are clicking on including 'Get Directions Clicks' 'Website Clicks' 'Phone Number Clicks' and 'Action Button Clicks'

The next Graph shows 'People Who Clicked Action Button' 'By Age and Gender' 'By Country' 'By City' and 'By Device'. Unlike the previous chart you can actually click on each one of these to see a specific graph.

The following graph is 'People Who Clicked on Get Directions' again followed by 'By Age and Gender' 'By Country' 'By City' and 'By Device'.

The next one follows the previous style as well 'People Who Click on Phone Number' followed once again by 'By Age and Gender' 'By Country' 'By City' and 'By Device'.

The final chart is 'People Who Clicked Website' followed by 'By Age and Gender' 'By Country' 'By City' and 'By Device'.

In conclusion these graphs are a fantastic way to truly understand your audience and maximize what you want to do moving forward with your online business page. Are most of the potential customers Female aged 20-30 using an iPhone? Or are they 40-50 year old Males using a desktop? Also going right down to what Country and City they are coming from to see your page? All of this gives you a possibility to capitalize on potential customers. This has the best payoff by then creating an AD and aiming at the audience that currently clicks on your page and trying to grow even more that way or trying to create a new audience and exposing what you are trying to sell to different people who you feel like will be interested. This is all within your hands and gives you many new ways to unlock potential business opportunities.

Posts – To begin, this page needs to be bookmarked if you plan on advertising on Facebook. It is the pinnacle of what analytics can achieve, lets discuss why.

First you will see multiple graphs on your page, at the very top you will see 'When Your Fans Are Online' accompanied by a graph with a weeks worth of information. Under each bar in the graph is a day and the graph is shown to be exactly what the title states, 'When your Fans are Online'. Each day has a total number, simply put the Sunday graph may say 140 at the top of the bar. This is how many people who like your page where logged in on Sunday. As you hover over each days bar the second graph, which is located underneath the first, will change. This second graph is the exact time of the day they where signed in. So you may see, the most activity from users who 'Like' your page may be Sundays at 1:00pm.

If you hover off of one of the bars you will see the second graph change again this is the average of all the days of the last week put together. You can then hover over the second graph and see all of the average numbers.

Lets scroll back up to the top of the page. You will see beside 'When Your Fans Are Online' there are two other options you can click on. Click on 'Post Types' to the right of 'When Your Fans Are Online' and we will cover that next.

Once you have clicked on 'Post Types' new information will show on your page. You will see 'Type' 'Average Reach' and 'Average Engagement' each category will give you specifics. For example if you make posts on your page with photos under 'Type' you will see photo. Next to that under 'Average Reach' you will see a bar with a number next to it, that number will show you the amount of people who saw your post, also known as 'Reach'. The last category has two bars, the blue signifies how many people clicked on your post known as 'Post Clicks' and the red which is how many people liked, commented, shared and more this is known as 'Engagements'. Under that you will see 'All Posts Published' which gives you a breakdown the same way 'When Your Fans Are Online' did.

The last selection on this page beside 'Posts Types' is 'Top Posts From Pages You Watch'. We covered this briefly before but lets go into a little more depth.

At first you wont have any information here but you can add pages that interest you and you can see how your page compares. You will see a big blue button saying 'Add Pages' click on this and you will have the opportunity too add pages that interest you. Search an interest and click '+ Watch Page'. Once you have added the page or pages you want to add close that window and you will see

knew information including 'Page' the page that you follow, 'Published' the day and time the post was published 'Posts This Week' which is the posts this page has made over the week and 'Engagement' how many people who liked, shared, commented and more. Looking over other pages is also a good idea to learn what type of posts get the most attention and what types don't as you can since it does show the engagement. Under that is once again, 'All Posts Published' which we covered before.

Events – Going back to the left hand bar the next we will cover is 'Events' clicking on this will open a new tab. This new page gives you the option to create events that you are going to host soon. This page is great if you are having something special coming up like a grand opening or a big sale. Click the big blue button that says 'Create Event' go through that information and fill it out and click publish. Just like that you have set up a new event that people can respond too. Once you publish your event you will be given a good amount of analytical information that you can go over to keep track of everything about the event. Scroll down after publishing and you will see 'Events' the information you can see include: 'Event' which is the event you are hosting, 'Budget Spent' this is if you decide to advertise the event on Facebook. 'Reach' how many people saw your event posted. 'Responses' which is how many people are interested in your event. The final one is 'Ticket Clicks' which is how many people clicked on getting tickets if you have decided to sell tickets for this event, you can change 'Ticket Clicks' by clicking on it, a new menu will appear and you will have the option to click and see 'Tickets Sold' instead if you prefer this.

You can continue to scroll down and you will see 'Past Events' which will show you the information of the older events you have hosted. This also gives you the same analytics as mentioned above such as 'Reach' and 'Responses', so you can go back and see how your current event post is comparing to past events. Once you have completed viewing this page close this tab and go back to your insights page.

Videos- Moving on to the 'Videos' section on the left hand bar. Once you have opened this page you will see at the top a new Facebook option called a 'Watch Party' where you can watch videos in real time with viewers and discuss them. Simply click 'Start Watch Party' and fill out the options. This is a great way to discuss topics in real time with your fans.

Moving on down from that you will be greeted with a 'Video Insights' timeline where you can change the date on when you would like to see the analytics of your videos.

Right under that is 'Performance' you will see 'Minutes Viewed' this is a great way to see how many total minutes users have watched your videos and beside that is '3-Second Video Views' this calculates how many people watched your videos for at least 3 seconds, that way people scrolling through your page won't count on this and instead it counts the people who scroll and actually stop to watch your video.

Now you can click on either 'Minutes Viewed' or '3-Second Video Views' and compare the time viewed in comparison to the past, this helps to see if people are more interested in your videos from the past or now. You can also change the '3-Second Video Views' to show organic or paid views, this all depends if you advertised a video.

At the bottom of your page is 'Top Videos' which breaks down your most popular videos you have uploaded to your page.

Stories – Back on the left hand bar, stories is a newer feature to Facebook and allows you to add a clip to your page for 24 hours but in this stories page it will save here for 28 days for you to view. 'Stories Insights' gives you a breakdown on how your stories are performing once you post them to your page, remember these types of post don't last forever. You can click on 'Add Column' to customize how you would like to see your insights and how they are performing. There are a lot of options Facebook gives you in this menu so feel free to configure this in any way if you are interested in using this.

Stories are videos or pictures with talking or captions on them, they are a great way to advertise if an event is upcoming over the next day, say a large sale or if a new product has arrived. It's a great visual tool for your audience. For example, show your audience a brand new product that has arrived at your store with a fun caption or a price. But remember they only last 24 hours and disappear.

People – This is another major component of insights it gives you a great breakdown of all of the people who have viewed your content.

When you first click on 'People' you will see two categories you can click on 'Your Fans' and 'Your Followers'. You begin on 'Your Fans' Facebook states this as "The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate." with that being said lets begin, you will see a graph with Woman and Men and the age range as well. First you will see a percentage breakdown, for example your demographic could be 45% men and 55% woman and with that you will see a percentage breakdown of age. This page again can help you better understand the full demographic of the users who are interested in your page. Underneath this page is a list of countries and languages once again in a percentage breakdown for both. People who advertise love this page because it helps aim an ad at a target demographic, it helps them understand who would be most likely to interact with your page.

Messages – This begins with 'Message Insights and a set date that you can change. Under that is 'Messaging Connections' and 'Block Rate'.

'Messaging Connections' is how many people your page can contact in Messenger, which is Facebook's way of communicating with people.

'Block Rate' is how many blocked communications you have had over the set amount of time.

To the bottom of this is 'New Messaging Connections', 'New Blocked Connections' and 'New Reported Connections'. First is 'New Messaging Connections' which is the number of new people your page added as connections. 'New Blocked Connections' is the number of people who blocked a Messenger connection with your page and lastly 'New Reported Connections' is the amount of people who reported a messaging connection with your page.

Facebook states that some of these we covered in 'Messages' is still under development and may change.

Finally we have 'Orders' which we have previously covered.

## In Conclusion

In conclusion by understanding and applying analytics you can use it to help continue growth or help grow in some areas you may not have been successful in before hand. It will give you an insight into key demographics which can help to help attract potential customers and with that you have an opportunity for business. With analytics at your fingertips you have countless ways of attracting new customers.

## Testing

[CLICK HERE FOR THE QUIZ](#)

If the link doesn't work use this URL:

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