

# Content Drilldown: The Best Feature You're Not Using — Analytics 101

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Google Analytics is packed with features and reporting tools. All of them can provide valuable insights into your website and your business. However, if you're not an Analytics professional and instead looking to DIY your business' digital marketing efforts, understanding the basics of Analytics can go a long way.

One of the most useful and underutilized tools within Analytics is the Content Drilldown. This feature is an extension of the [Behavior Overview](#) that gives you detailed information about individual pages on your site.

If you haven't already, make sure to get a handle on the [vocabulary you need](#) and understand [how to read](#) Behavior Overview reports before moving on to the Content Drilldown.

## How To Access Content Drilldown

You'll have to click around a bit to access the Content Drilldown. When you open your Analytics console, scroll down to the "Reports" section and select "Behavior."

Once the drop down menu appears, select “Site Content.” Then, click on “Content Drilldown.” Your drilldown menu will appear on the right.

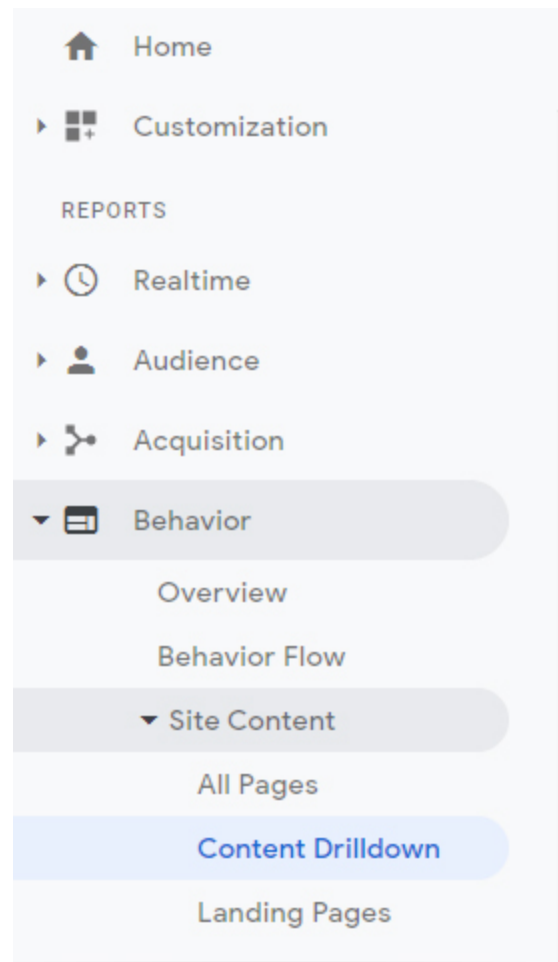


Image courtesy of David Straughan/Google Analytics.

## Using Trend Lines in Content Drilldown

This section of the Content Drilldown works identically to the [Behavior Overview](#) report. Trend lines give you a visualization of how a certain metric has performed over time. You can choose from pre-defined units of time like Day, Week, or Month or create a custom time period.

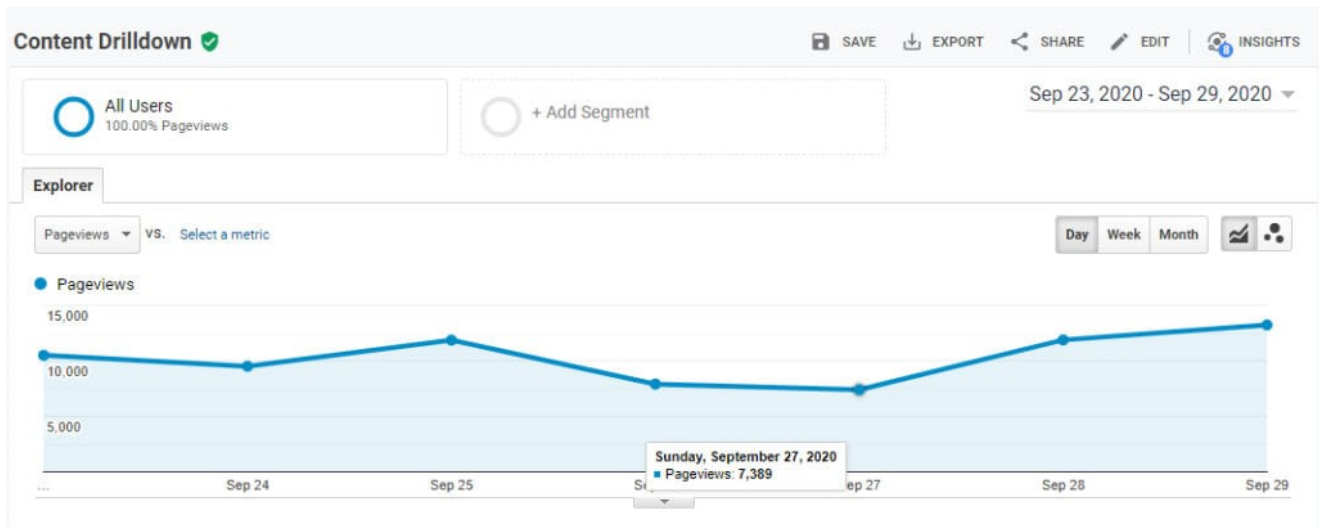


Image courtesy of David Straughan/Google Analytics.

You can also choose which metric you want to view. This is helpful when you want to see how changes to your content strategy or paid campaigns affects performance.

In addition, you can add a second metric to compare two of them over that same span of time. Just as with Behavior Overview, you can select %Exit, Average Time on Page, Bounce Rate, Pageviews, and Unique Pageviews.

Comparing two metrics can give you deeper insights into your content's performance. For example, a rise in unique pageviews is probably a good thing. However, if that rise is coupled with a rising %Exit (exit rate) or a falling Average Time on Page, that means these new views aren't interacting much with your site and therefore aren't doing much for your business.

## Reading the Content Section

The next section of the Content Drilldown is where it becomes especially useful. By default, you will see data for your top 10 performing pages presented in chart form. You can increase the amount of pages shown by toggling the "Show rows" input.

Page path level 1 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	72,236 % of Total: 100.00% (72,236)	43,255 % of Total: 100.00% (43,255)	00:00:49 Avg for View: 00:00:49 (0.00%)	39.89% Avg for View: 39.89% (0.00%)	18.29% Avg for View: 18.29% (0.00%)
1. /google+redesign/	45,733 (63.31%)	26,951 (62.31%)	00:00:43	42.53%	14.81%
2. /home	7,713 (10.68%)	6,202 (14.34%)	00:01:32	36.08%	35.01%
3. /basket.html	4,384 (6.07%)	2,154 (4.98%)	00:01:32	30.42%	28.12%
4. /store.html/	3,569 (4.94%)	717 (1.66%)	00:00:16	27.27%	3.81%
5. /store.html	3,315 (4.59%)	1,945 (4.50%)	00:00:42	39.85%	15.38%
6. /signin.html	1,937 (2.68%)	1,573 (3.64%)	00:00:55	34.42%	23.28%
7. /asearch.html	1,681 (2.33%)	1,047 (2.42%)	00:00:48	41.75%	21.83%
8. /asearch.html/	1,032 (1.43%)	447 (1.03%)	00:00:21	33.33%	6.59%
9. /store-policies/	722 (1.00%)	643 (1.49%)	00:01:40	81.03%	52.77%
10. /myaccount.html?mode=billingaddress	422 (0.58%)	300 (0.69%)	00:00:25	0.00%	9.95%

Show rows: 10 Go to: 1 1 - 10 of 41 < >

Image courtesy of David Straughan/Google Analytics.

In chart view, you can reorganize the chart by selecting a metric to organize by. By default, they will be organized by Pageviews. You might, however, want to see which of your pages has the lowest Bounce Rate, or the highest Average Time on Page. Simply select the metric you want, and Analytics will reorganize the chart.

In addition to chart view, Analytics also gives you different options for visualizing your data. You will find these options at the upper right-hand side of the content section, just above the top of the chart.

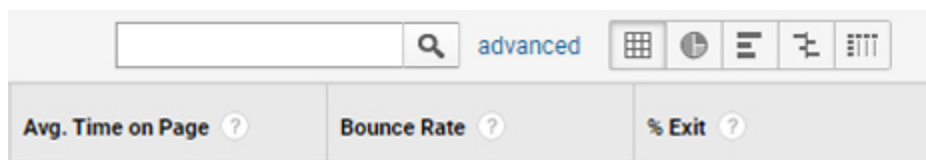


Image courtesy of David Straughan/Google Analytics.

Different visualizations are useful for different analyses. For example, a pie chart gives you a graphic way to see what percentage of a certain metric each page accounts for. The comparison view, on the other hand, can show you how certain content is performing in comparison to the site average.

## Content Section – Detail View

Finally, you can select individual pages to learn more details about them. To do that, simply click on the link to whichever page you want to analyze.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	4,384 % of Total: 6.07% (72,236)	2,154 % of Total: 4.98% (43,255)	00:01:32 Avg for View: 00:00:49 (86.74%)	30.42% Avg for View: 39.89% (-23.73%)	28.12% Avg for View: 18.29% (53.81%)
1. /basket.html	4,384(100.00%)	2,154(100.00%)	00:01:32	30.42%	28.12%

Show rows:  Go to:  1 - 1 of 1 < >

Image courtesy of David Straughan/Google Analytics.

Once you click, Analytics will take you to a new view of that specific content tree. If the page you clicked on has multiple other sub-categories, you'll see a breakdown of those pages. If not, you may see the different inbound links that got people to that page.

From this detailed view, you can analyze where your traffic is coming from to specific pages and how users are interacting with that page once they're there. Use a combination of metrics to assess the quality of your traffic and the content that brought them there.

## How Content Drilldown Data Can Help You Make Decisions

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The biggest insights Content Drilldown can give you are about which content is popular, which content keeps people on the site, and which content turns people away.

Once you have this information, you can make a number of business decisions. If certain content performs well on average, look for common factors as to why. Is the content more interesting? Are paid social campaigns sending people there? Does the content cater to a specific audience?

While you can go much deeper into your data analysis, Content Drilldown gives you plenty to go on for your DIY digital marketing campaign.

### Comments are closed.

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Whether you're looking for vintage second-hand items or fresh designs right off the rack, there is a multitude of businesses to purchase your wardrobe from in North Carolina. We've gathered a list of 25 Black-owned businesses where you can find your clothing and accessories while supporting the African American community.

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