

# Website Traffic

The Suncorp Website Traffic Widget displays the daily total site traffic over the past week.

## About this Widget

The Website Traffic Widget is designed to track the total number of visits, as well as the number of unique and repeat visits, to your website. It also displays the average time people are spending there. It can help you:

- ✔ Identify the value of your website to potential and existing customers.
- ✔ Provide valuable insights around your search engine optimisation (SEO) and whether you have the correct words embedded in search results to attract the right customers.
- ✔ Monitor the effectiveness of the terms/process/quantity of your call to action to enable customers to make a transaction, quote or enquiry.

## Data essentials

For an accurate view, Google Analytics needs to be set up and linked correctly.

## Making the most of your Widget

Follow the set up instructions for Google Analytics [here](#)

## Troubleshooting

You can access the Google Analytics Help Centre [here](#)