

# 2018 BLOG TRAFFIC WORKBOOK

Track and analyze  
your blog traffic  
using the  
same Excel  
workbook I use!



The screenshot shows an Excel spreadsheet with a table of contents for a 2018 blog traffic workbook. The spreadsheet is titled "2018 Blog Traffic Workbook.xlsx" and is displayed in a window with a red background. The table of contents is organized into several sections:

- JANUARY**
- ALL TRAFFIC**
- WEB TRAFFIC - 2018**
- AUDIENCE**
- Acquisition**
- Direct Sessions**
- Social Sessions**
- Referral Sessions**
- Organic Search**
- Google Plus**
- SOCIAL LIVES/FOLLOWS**
- Facebook**
- Twitter**
- Pinterest**
- Google Plus**
- Instagram**

The spreadsheet also includes a "SITE CONTENT: ALL PAGES" section and a "Normal View" section at the bottom. The spreadsheet is displayed in a window with a red background.