



[Knowledge Base](#) > [Website](#) > [Blogging](#) > [FAQ: How Can I Check Blog Post Traffic?](#)

FAQ: How Can I Check Blog Post Traffic?

Mavilyn Carlos - 2026-07-24 - [Blogging](#)

If you're looking to see how much traffic a specific blog post on your website is getting, Google Analytics is the perfect tool for the job! Follow these simple steps to find out who's reading your content and how it's performing.

Step 1: Log In to Google Analytics

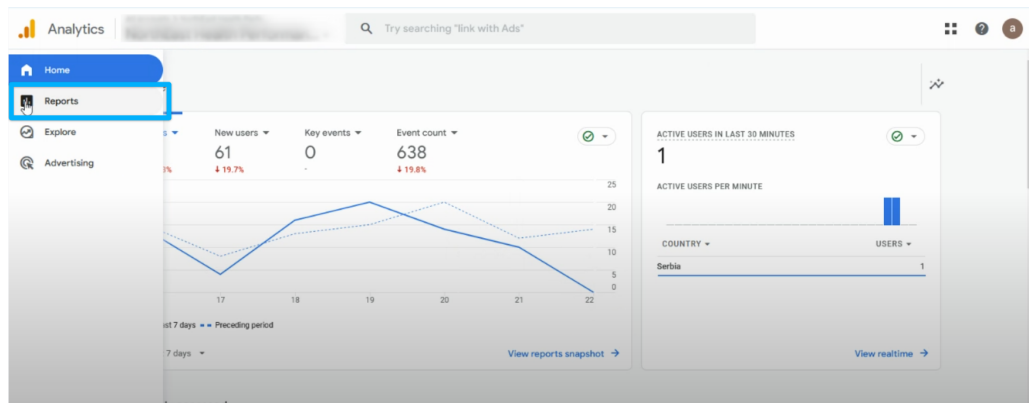
Head over to analytics.google.com and log in with your credentials.

Learn more about how we attach Google Analytics to your website and which email address to use in [this Help Article](#).

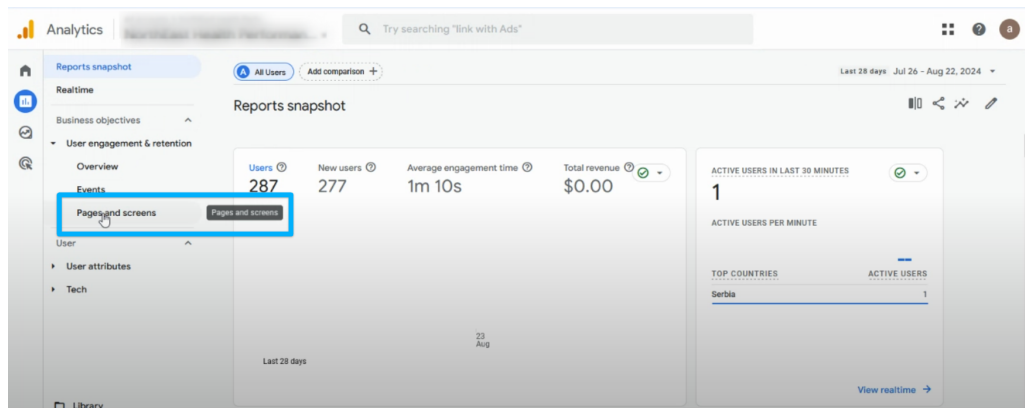
Step 2: Navigate to the Right Report

Once you're in, you'll land on your Google Analytics dashboard. To check traffic for a specific blog post, you need to navigate to the **Reports** section. Here's how:

1. In the left-hand menu, click **Reports**.

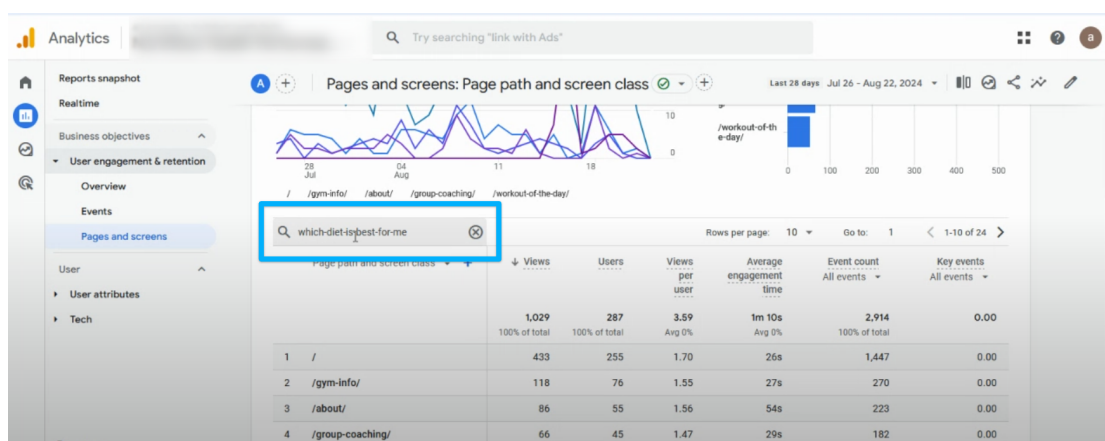


2. Then, click **Pages and Screens**.



Step 3: Search for Your Blog Post

Now, you'll see a list of pages on your website along with their performance metrics. To find the specific blog post you're interested in, use the search bar above the table. Enter the URL slug of your blog post (the part that comes after your domain name, like `/my-awesome-blog-post`).



Step 4: Analyze Your Data

Once you find your blog post in the list, click on it to view detailed analytics. Here, you'll see key metrics such as:

- **Views:** The total number of times the page was viewed.
- **Users:** How many unique visitors have viewed the page.
- **Views per user:** The average number of views per unique visitor.
- **Average Engagement Time:** How long, on average, visitors are spending on your blog post.
- **Events Count:** The number of interactions users have with specific elements on your website. These interactions can include button clicks, video plays, form submissions, downloads, and more.

These metrics will give you a good idea of how your content is performing. If people are spending a lot of time on your page, it's a good sign they're finding your content valuable!

That's It!

And there you have it! With these steps, you can easily check the traffic to any specific blog post on your website using Google Analytics. Knowing how your content is performing is a great way to understand your audience better and create more of what they love. Happy analyzing!

If you need help accessing your Google Analytics account, please contact our Support team at **hello@usekilo.com**.

- Tags
- [Website](#)