

Landing Page and Bounced Analysis

Part II

Landing Pages

Analysing the entry pages provides insights about which entry page is used by most of the users as landing page. This gives the business to focus on the most used landing page for enhancing the content to improve the performance of the page.

The most viewed website pages can be identified by ranking them by sessions.

Bounce Rate

Bounce rate is the percentage of visitors to a given website that leave the site after viewing only a single page.

A high bounce rate can be interpreted to mean either that the content is not relevant to its target market or that the site is not attracting its target market effectively.

Bounce rate is single-page sessions divided by all sessions. The bounce rate analysis also indicates the performance of the channels. If the source of the website from a particular channels is giving a high bounce rate, the marketing team can take a look at that particular channel to reduce the bounce rate.

Measurements

The measurements:

- Landing page sessions
- Bounced sessions
- Average bounce rate
- The number of views of different landing pages.

Categories:

- Month and Year
- UTM Source
- UTM Campaign

The Landing Pages are:

- Home
- Lander_1
- Lander_2
- Lander_3
- Lander_4
- Lander_5

The filters used are Year, UTM Source and UTM Campaign, The matrix contains values of all measurements. The next slide contains different dashboards when we select different combination of the values in the filters.

Bounced Analysis

Year
☐ Select all
☐ 2012
☐ 2013
☐ 2014
☐ 2015

UTM Source
☐ Select all
☐ bsearch
☐ gsearch
☐ NULL
☐ socialbook

UTM Campaign
☐ Select all
☐ brand
☐ desktop_targ...
☐ nonbrand
☐ NULL
☐ pilot

Rectangular Strip

month_description	Total Landing Page	Total Bounced Sessions	Average Bounced Rate	Home Page	Lander_1 Page	Lander_2 Page	Lander_3 Page	Lander_4 Page	Lander_5 Page
01 -- January	34209	15311	0.46	10513	3126	7850	6518	0	6202
02 -- February	23479	11832	0.50	5645	2837	6563	5130	3304	0
03 -- March	23902	11616	0.48	7719	706	7749	4249	3479	0
04 -- April	29139	13542	0.45	10285	0	12335	3917	2602	0
05 -- May	30085	13648	0.43	10779	0	15049	4257	0	0
06 -- June	30116	13664	0.44	10245	743	15131	3997	0	0
07 -- July	32248	14342	0.44	10094	2059	14845	5250	0	0
08 -- August	33790	14850	0.44	8632	5300	9966	5813	0	4079
09 -- September	35756	16042	0.46	9205	5629	10168	6456	0	4298
10 -- October	40412	18037	0.44	10649	6895	11377	6851	0	4640
11 -- November	54237	24512	0.45	11540	12213	10467	8584	0	11433
12 -- December	54583	24026	0.45	14687	8066	9670	8947	0	13213
Total	421956	191422	0.45	119993	47574	131170	69969	9385	43865

Bounced Analysis

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 ☐ 2015

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 ☐ NULL
 ☐ socialbook

UTM Campaign
☒ Select all
 ☐ brand
 ☐ desktop_targ...
 ☐ nonbrand
 ☐ NULL
 ☐ pilot

Rectangular Snip

month_description	Total Landing Page	Total Bounced Sessions	Average Bounced Rate	Home Page	Lander_1 Page	Lander_2 Page	Lander_3 Page	Lander_4 Page	Lander_5 Page
01 -- January	514	205	0.40	514	0	0	0	0	0
02 -- February	379	162	0.43	379	0	0	0	0	0
03 -- March	354	150	0.41	354	0	0	0	0	0
04 -- April	407	163	0.39	407	0	0	0	0	0
05 -- May	470	206	0.45	470	0	0	0	0	0
06 -- June	478	185	0.41	478	0	0	0	0	0
07 -- July	598	242	0.40	598	0	0	0	0	0
08 -- August	564	222	0.41	564	0	0	0	0	0
09 -- September	594	216	0.36	594	0	0	0	0	0
10 -- October	694	270	0.39	694	0	0	0	0	0
11 -- November	773	320	0.40	773	0	0	0	0	0
12 -- December	1047	416	0.40	1047	0	0	0	0	0
Total	6872	2757	0.40	6872	0	0	0	0	0

Bounced Analysis

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UTM Campaign
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Rectangular Snip

month_description	Total Landing Page	Total Bounced Sessions	Average Bounced Rate	Home Page	Lander_1 Page	Lander_2 Page	Lander_3 Page	Lander_4 Page	Lander_5 Page
01 -- January	3697	1852	0.50	0	2555	1142	0	0	0
02 -- February	4748	2373	0.50	0	2352	2396	0	0	0
03 -- March	4095	1932	0.49	0	575	3520	0	0	0
04 -- April	5359	2449	0.46	0	0	5359	0	0	0
05 -- May	5468	2480	0.45	0	0	5468	0	0	0
06 -- June	5420	2441	0.45	0	0	5420	0	0	0
07 -- July	5662	2531	0.46	0	0	4698	964	0	0
08 -- August	5851	2519	0.43	0	0	4147	1704	0	0
09 -- September	6185	2704	0.44	0	0	4004	2181	0	0
10 -- October	6858	3086	0.46	0	0	4498	2360	0	0
11 -- November	9437	4098	0.45	0	0	6089	3348	0	0
12 -- December	10072	4426	0.44	0	0	6596	3476	0	0
Total	72852	32891	0.46	0	5482	53337	14033	0	0

Bounced Analysis

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UTM Campaign
☒ Select all
 ☐ brand
 ☐ desktop_targ...
 ☒ nonbrand
 ☐ NULL
 ☐ pilot

Rectangular Snip

month_description	Total Landing Page	Total Bounced Sessions	Average Bounced Rate	Home Page	Lander_1 Page	Lander_2 Page	Lander_3 Page	Lander_4 Page	Lander_5 Page
01 -- January	1615	799	0.50	0	0	1383	232	0	0
02 -- February	1639	850	0.52	0	0	691	284	664	0
03 -- March	1641	851	0.53	0	0	669	268	704	0
04 -- April	2013	1054	0.55	0	0	1149	329	535	0
05 -- May	2064	1024	0.52	0	0	1678	386	0	0
06 -- June	2074	995	0.50	0	0	1769	305	0	0
07 -- July	2120	1043	0.52	0	0	1801	319	0	0
08 -- August	2018	950	0.49	0	0	864	338	0	816
09 -- September	2066	962	0.49	0	0	924	313	0	829
10 -- October	2200	991	0.47	0	0	892	353	0	955
11 -- November	3026	1327	0.47	0	0	277	434	0	2315
12 -- December	2902	1325	0.50	0	0	0	471	0	2431
Total	25378	12171	0.50	0	0	12097	4032	1903	7346

Bounced Analysis

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UTM Campaign
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 ☒ pilot

Rectangular Snip

month_description	Total Landing Page	Total Bounced Sessions	Average Bounced Rate	Home Page	Lander_1 Page	Lander_2 Page	Lander_3 Page	Lander_4 Page	Lander_5 Page
01 -- January	1630	1409	0.80	0	0	169	1461	0	0
02 -- February	2237	1961	0.82	0	0	228	2009	0	0
03 -- March	1228	1066	0.79	0	0	125	1103	0	0
08 -- August	430	313	0.73	0	0	430	0	0	0
09 -- September	847	593	0.70	0	0	847	0	0	0
10 -- October	1144	744	0.65	0	0	1144	0	0	0
11 -- November	1618	1119	0.69	0	0	1618	0	0	0
12 -- December	1551	1090	0.71	0	0	1551	0	0	0
Total	10685	8295	0.75	0	0	6112	4573	0	0

Next Dashboard

The next dashboard contains:

Four filters, date range, UTM source, UTM Campaign and page view.

Two line chart, one is for total landing sessions against created date and another one for total bounced sessions against created date.

Nine KPI for different measurements.

Bounced Analysis

Date Range

14-10-2014

16-01-2015

UTM Source

All

UTM Campaign

All

Page View

All

Home Pages

24256

Lander 1
Pages

0

Lander 2
Pages

8071

Lander 3
Pages

14891

Lander 4
Pages

0

Lander 5
Pages

33683

Total Landing
Sessions

80901

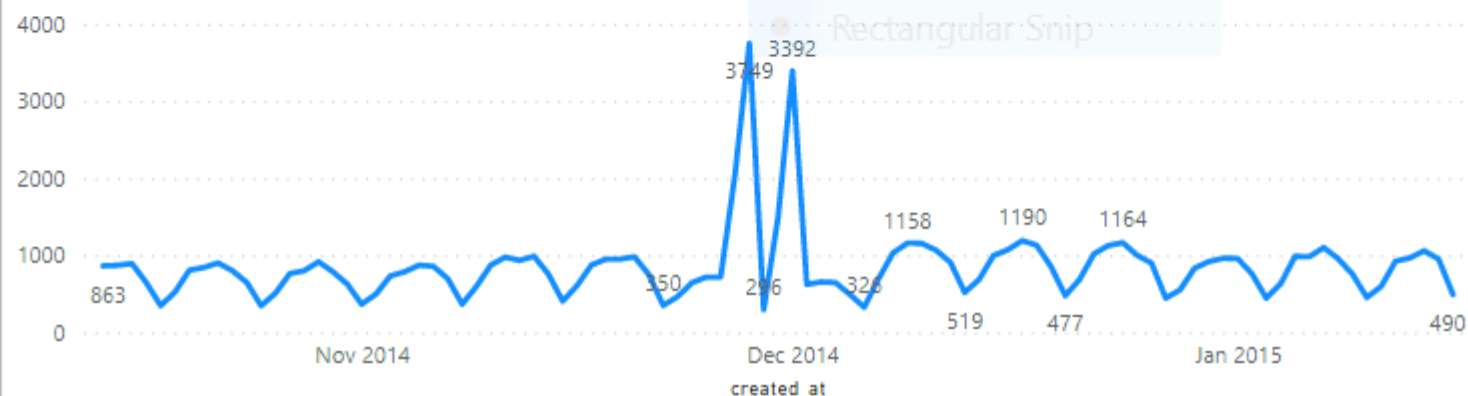
Total Bounced
Sessions

33995

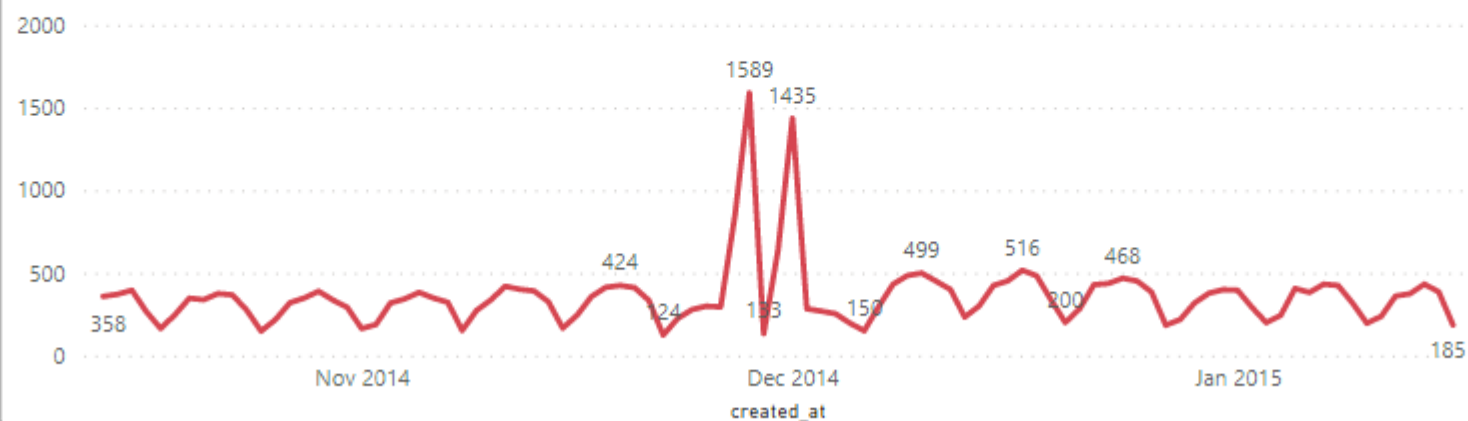
Average
Bounced Rate

0.45

landing_page_cnt by created_at



bounced_session_cnt by created_at



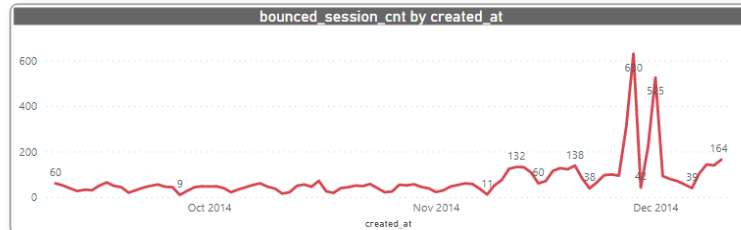
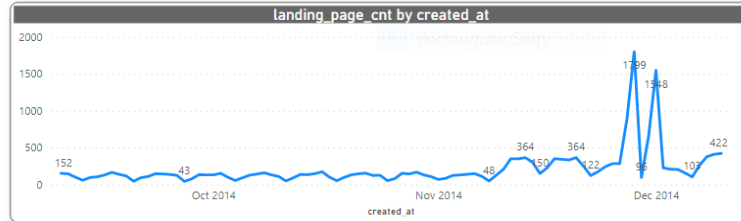
Bounced Analysis

Date Range: 10-09-2014 10-12-2014
 UTM Source: gsearch
 UTM Campaign: nonbrand
 Page View: /lander-5
 Home Pages: 0

Total Landing Sessions
19101

Total Bounced Sessions
6785

Average Bounced Rate
0.36



Lander 1 Pages
0

Lander 2 Pages
0

Lander 3 Pages
0

Lander 4 Pages
0

Lander 5 Pages
19101

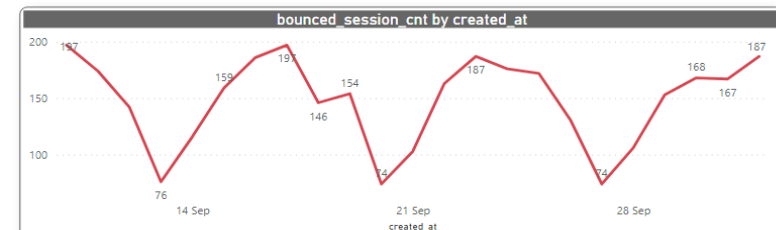
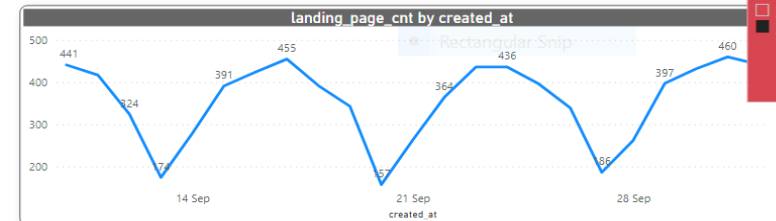
Bounced Analysis

Date Range: 10-09-2014 02-10-2014
 UTM Source: gsearch
 UTM Campaign: nonbrand
 Page View: Multiple sel...
 Home Pages: 0

Total Landing Sessions
8210

Total Bounced Sessions
3408

Average Bounced Rate
0.41



Lander 1 Pages
0

Lander 2 Pages
2620

Lander 3 Pages
2925

Lander 4 Pages
0

Lander 5 Pages
2665

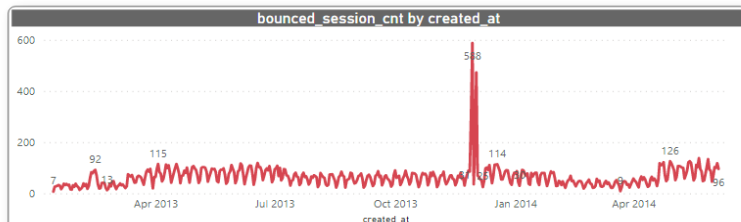
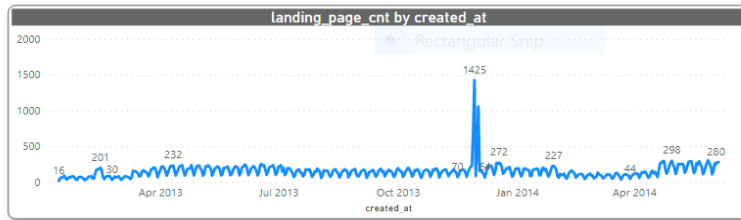
Bounced Analysis

Date Range: 01-01-2013 05-06-2014
 UTM Source: gsearch
 UTM Campaign: nonbrand
 Page View: /lander-2
 Home Pages: 0

Total Landing Sessions
76384

Total Bounced Sessions
32959

Average Bounced Rate
0.43



Lander 1 Pages
0

Lander 2 Pages
76384

Lander 3 Pages
0

Lander 4 Pages
0

Lander 5 Pages
0

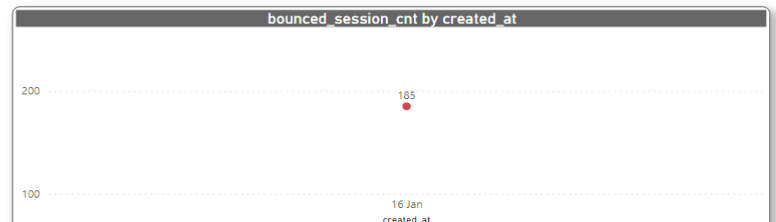
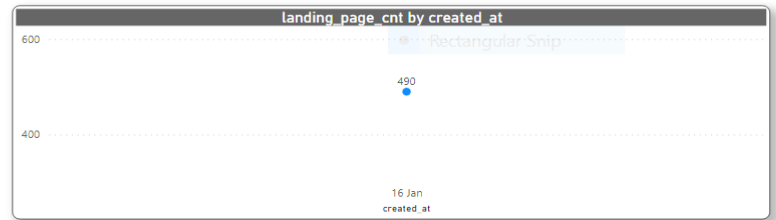
Bounced Analysis

Date Range: 16-01-2015 16-01-2015
 UTM Source: All
 UTM Campaign: All
 Page View: All
 Home Pages: 151

Total Landing Sessions
490

Total Bounced Sessions
185

Average Bounced Rate
0.34



Lander 1 Pages
0

Lander 2 Pages
0

Lander 3 Pages
85

Lander 4 Pages
0

Lander 5 Pages
254

This dashboard shows the distribution of count of landing page, bounced sessions and bounce rate by UTM source. The filter used is date range. The user can select different date range to view the distribution

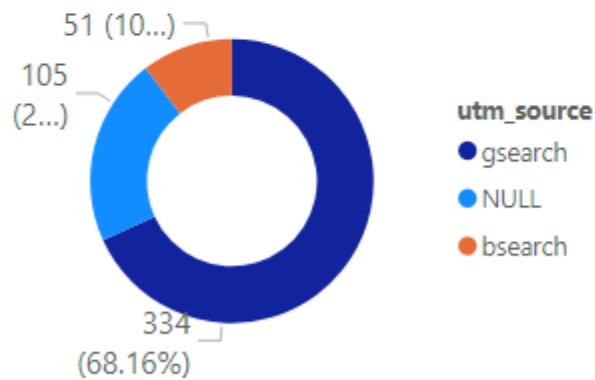
Bounced Analysis

Date Range

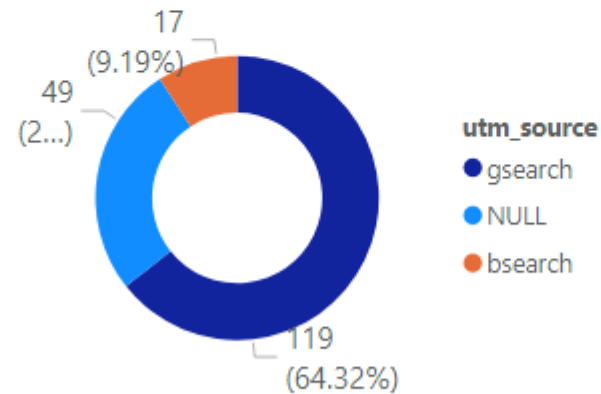
16-01-2015

16-01-2015

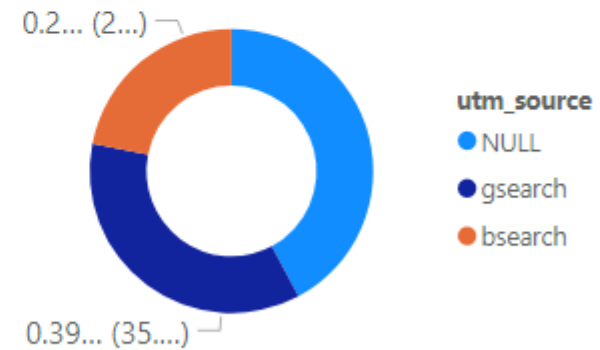
Total Landing Page by utm_source



Total Bounced Sessions by utm_source



Average Bounced Rate by utm_source



This dashboard shows the distribution of count of landing page, bounced sessions and bounce rate by UTM Campaign. The filter used is date range. The user can select different date range to view the distribution

Bounced Analysis

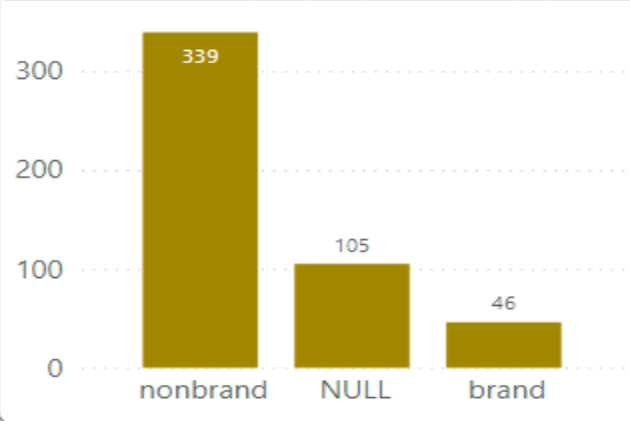
Date Range

16-01-2015

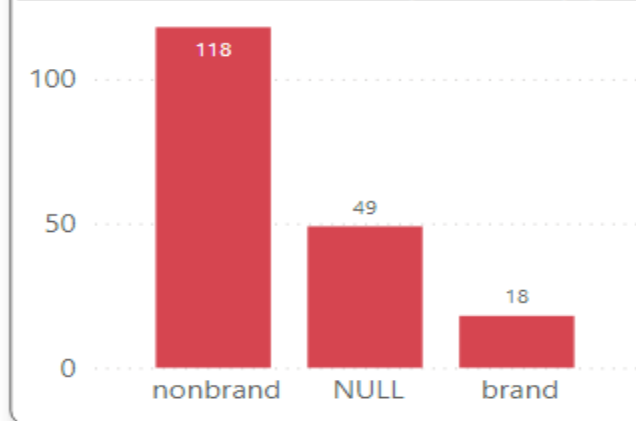
16-01-2015

Rectangular Snip

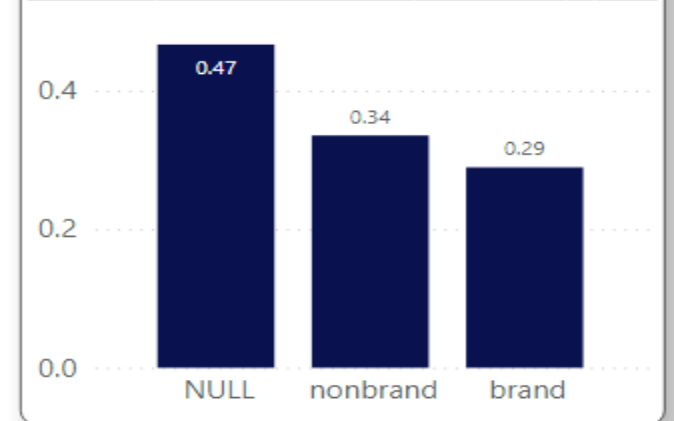
Total Landing Page by utm_campaign



Total Bounced Sessions by utm_campaign



Average Bounced Rate by utm_campaign

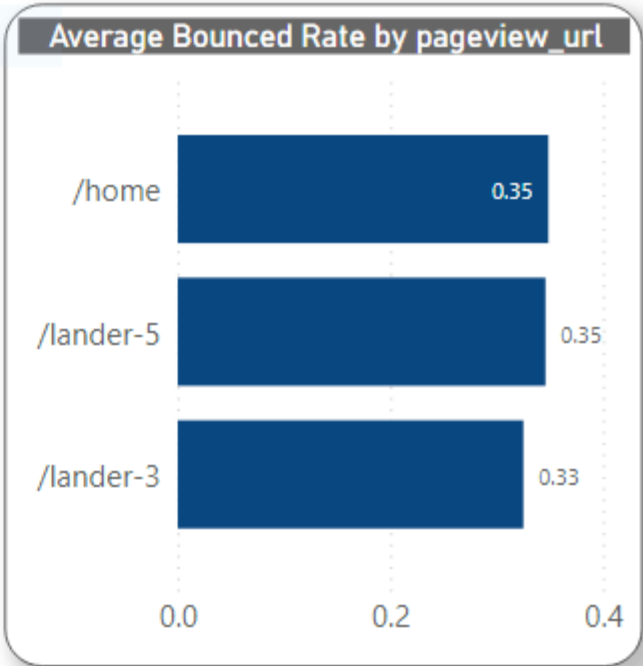
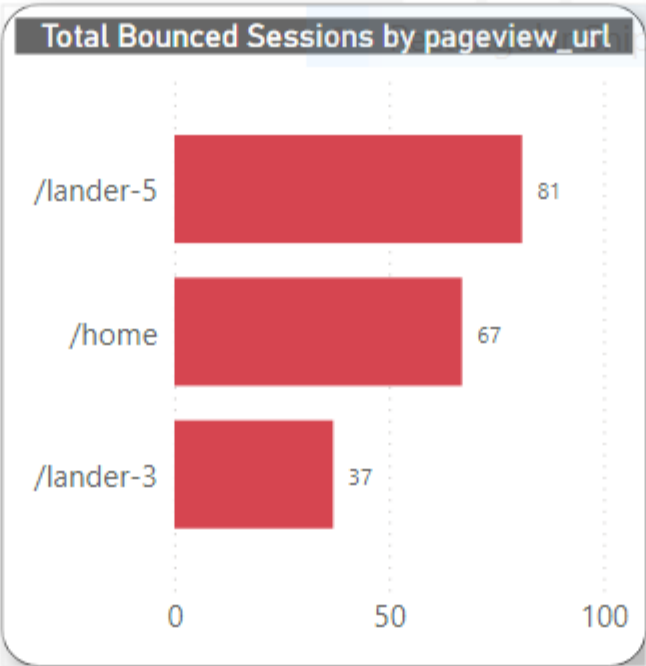
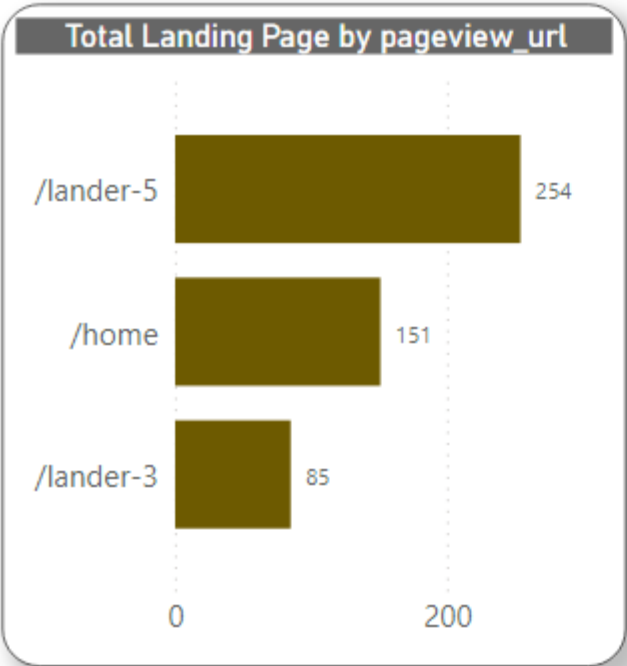


This dashboard shows the distribution of count of landing page, bounced sessions and bounce rate by Page view URL. The filter used is date range. The user can select different date range to view the distribution

Bounced Analysis

Date Range

16-01-201516-01-2015

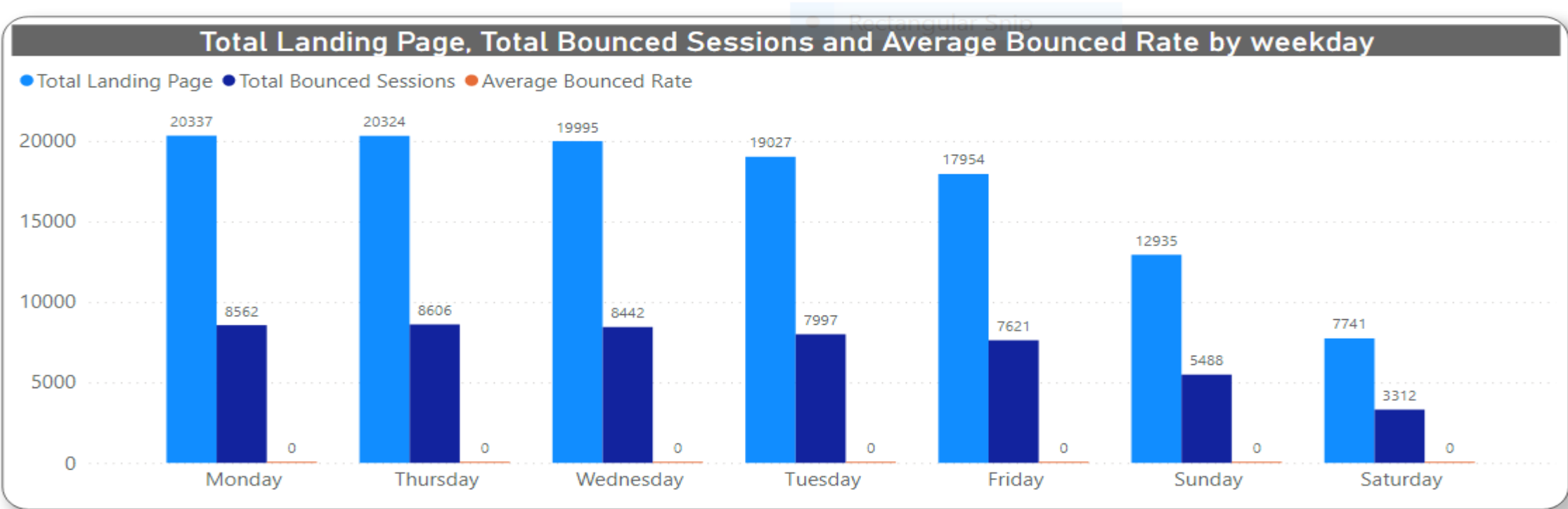


This dashboard shows the weekday trend of landpage count, bounced sessions count and bounce rate.

Bounced Analysis

Date Range

17-08-201416-01-2015



Thank You