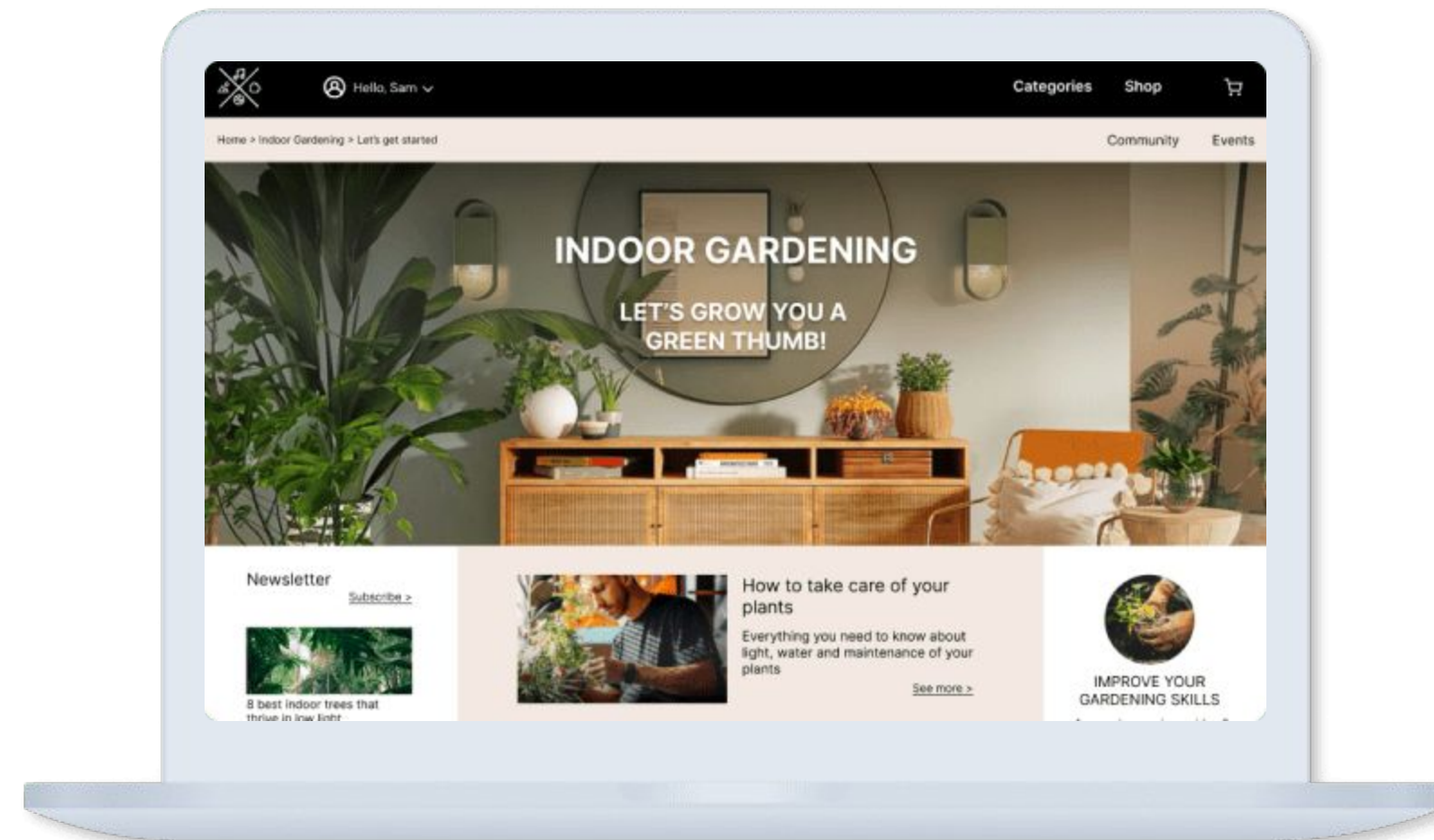# Setting up Google Analytics & Hotjar

Hobby Shop

WIREFRAMES
Preparing for coding

Let's get started

### Improve your skills

More hobbies
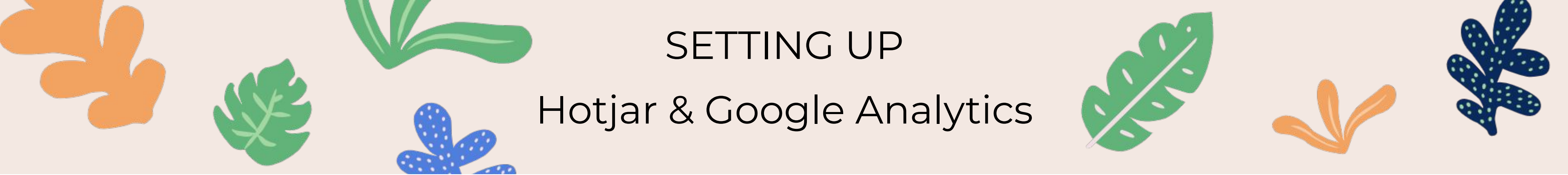
SETTING UP
Hotjar & Google Analytics

Why do we need a website?	How can we achieve our goals?	Which metrics are good indicators of progress ?	At what specific KPI values can we call it a win?
Become the primary source of hobby-related information	having a large amount of users visiting the website	more users visiting the website to get information about their favorite hobbies	1% more users visiting the website / day
Convince people to try new hobbies	provide them with information that will make them enthusiastic about trying new hobbies	more users visiting the page "discover hobbies"	1% more users visiting the page "discover hobbies" / day
Identify locations to set up new physical storefronts	Identify where the users are more likely to visit the physical storefronts	Identify where the users are visiting the website from	locations where 20% of users or more are visiting the website from

RESULTS

Hotjar
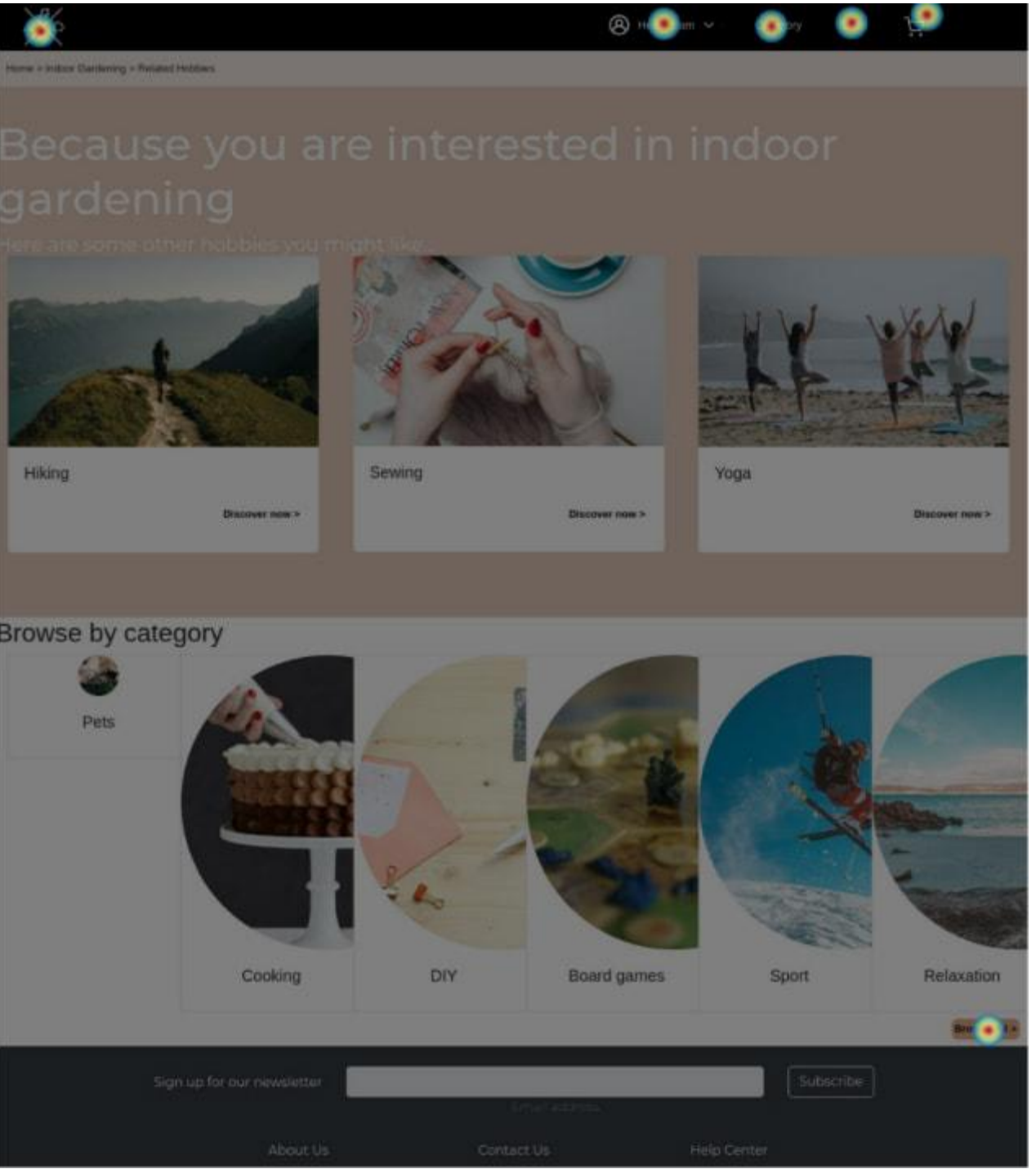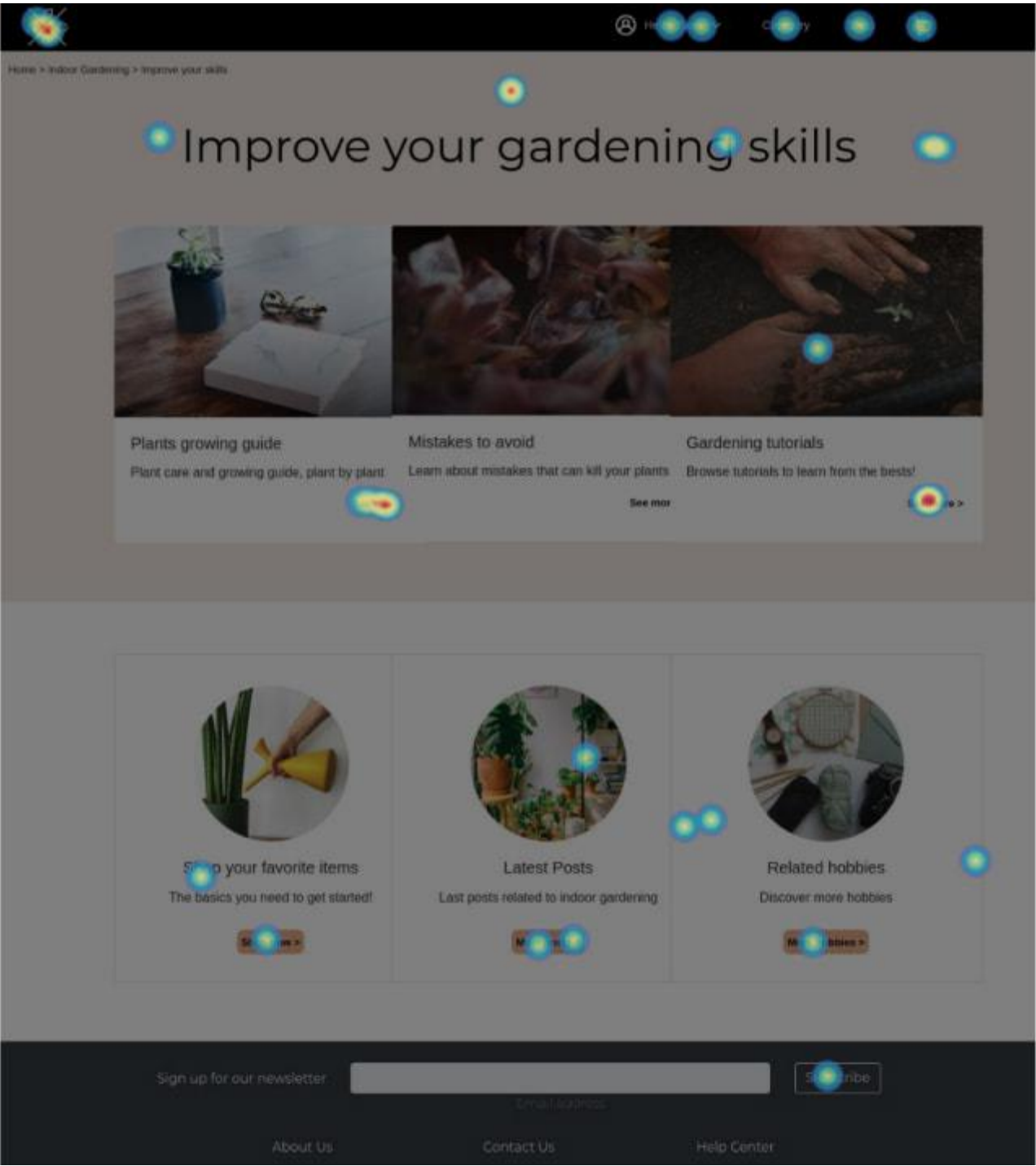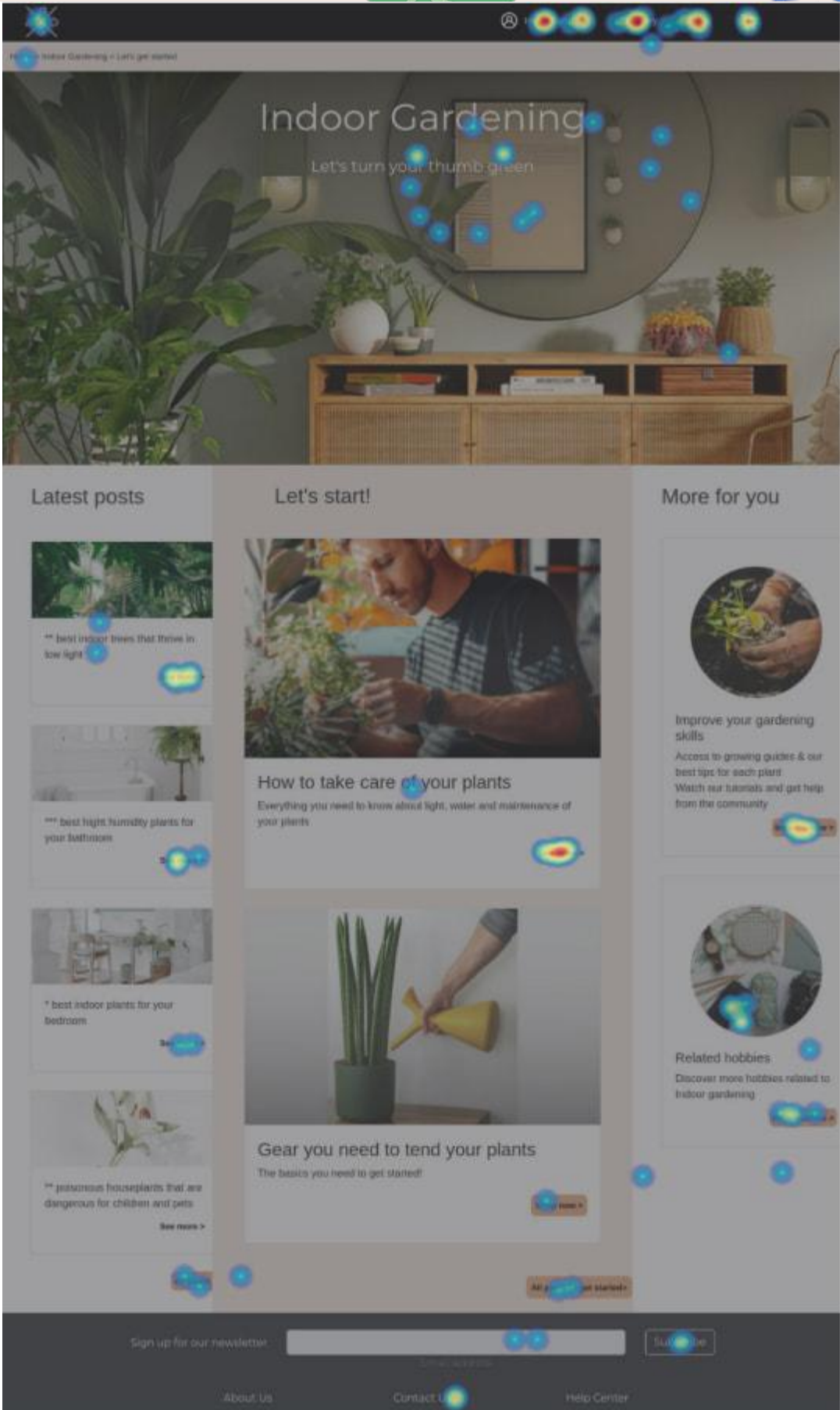
FIRST KPI: DAILY VISITORS:

Using Google Analytics, I set up a custom insight in order to discover if the **number of users visiting the website** was increasing each day.

I also set up a custom insight to get more information about daily users, in order to know if they were **new users** or **returning users.**

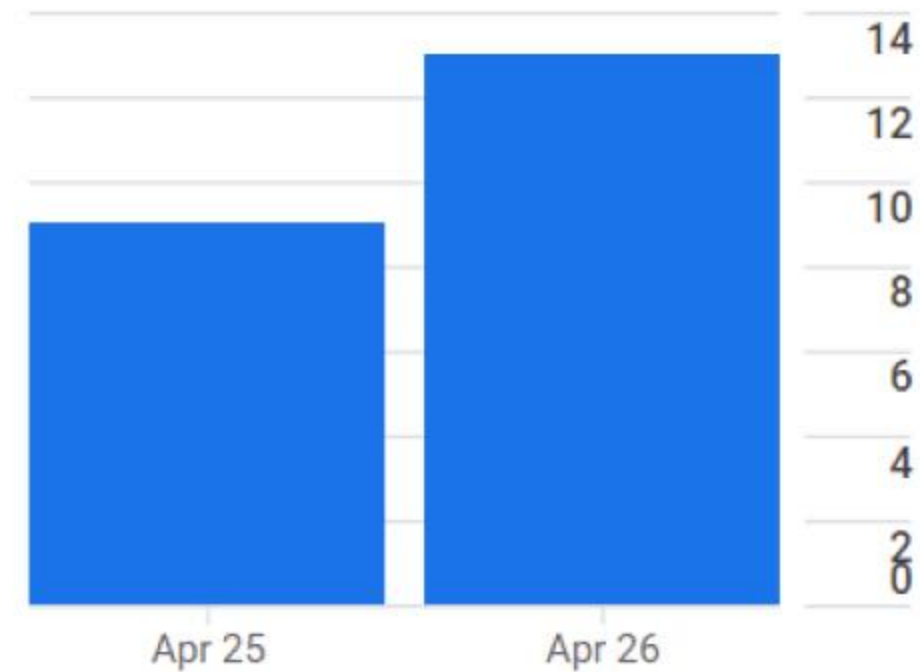Looking at the results, the **objective was achieved.**

CUSTOM INSIGHT

1-day total users increased by 44.44%

On April 26, 2022

INSIGHT NAME
Daily users increase more than yesterday
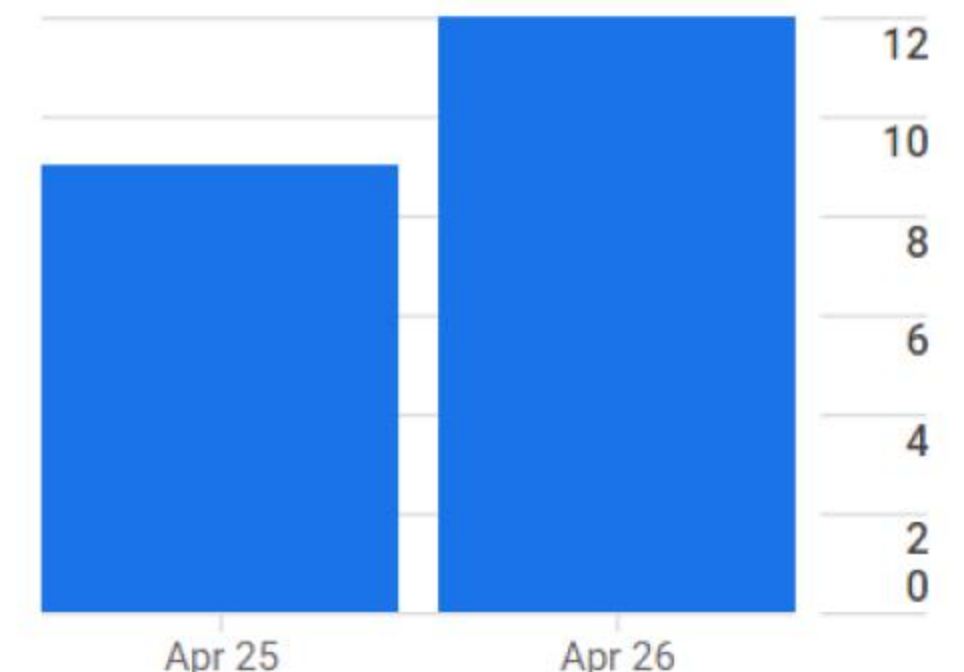
1-day total users

CUSTOM INSIGHT

Updated_new_users increased by 33.33%

On April 26, 2022

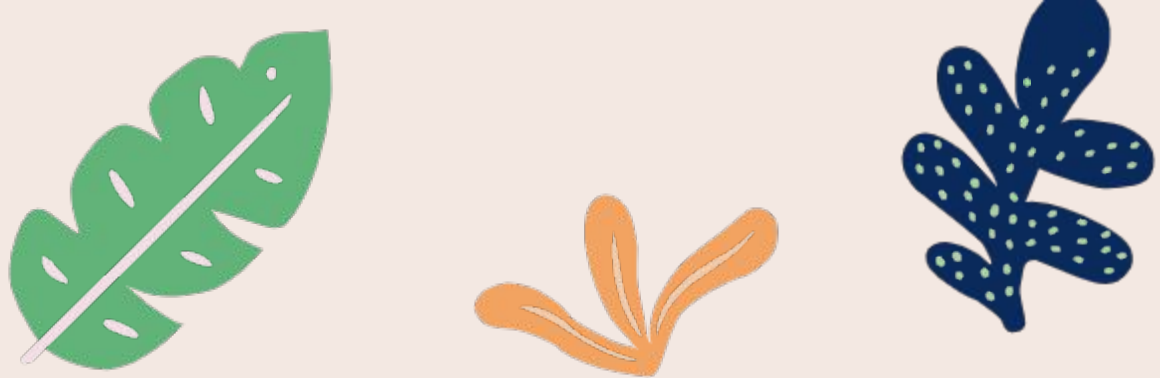INSIGHT NAME
New users 1% more than yesterday

Updated_new_users

RESULTS
Google Analytics

SECOND KPI: VISITORS VISITING DISCOVER HOBBIES:

I used the **events reports** to discover if the users were clicking on pages, scrolling and how many pages they were viewing.

This report was **harder to analyse**, but **combined with Hotjar**, I could get an idea of the **engagement** of users and towards where the **traffic** was routed on my website.

I figured out that the related hobbies page **was not attracting enough visitors**. Therefore, I decided to give **more visibility** to this page to make it more **accessible to users.**

Page title and screen class ▾ ＋	↓ Views	Users	New users	Views per user	Average engagement time	Unique user scrolls
Totals	112 100% of total	22 100% of total	22 100% of total	5.09 Avg 0%	1m 26s Avg 0%	18 100% of total
1 (not set)	112	22	22	5.09	1m 26s	18

	Event name ＋	↓ Event count	Total users	Event count per user
		325 100% of total	22 100% of total	14.77 Avg 0%
1	page_view	112	22	5.09
2	user_engagement	84	17	4.94
3	scroll	69	18	3.83
4	session_start	26	22	1.18
5	first_visit	22	22	1.00
6	click	12	1	12.00

RESULTS
Google Analytics

THIRD KPI: IDENTIFY WHERE MOST USERS ARE LOCATED:

I used the **demographic reports** to discover where the users were connected from.

The data showed that **36% of users** were visiting the website from the **Denver Metropolitan Area**.

Therefore, the **next step** for us will be to **set up a new physical storefront in Denver, Colorado.**

City ▾	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
Totals	22 100% of total	22 100% of total	24 100% of total	92.31% Avg 0%	1.09 Avg 0%	1m 26s Avg 0%
1 Parker	3	3	4	100%	1.33	2m 46s
2 Denver	2	2	2	100%	1.00	0m 36s
3 Loveland	2	2	2	100%	1.00	0m 57s
4 (not set)	1	1	1	100%	1.00	7m 14s
5 Amsterdam	1	1	1	100%	1.00	0m 17s
6 Aspen	1	1	1	100%	1.00	0m 59s
7 Aurora	1	1	1	100%	1.00	0m 17s
8 Broomfield	1	1	1	100%	1.00	1m 10s
9 Centennial	1	0	2	100%	2.00	3m 57s
10 Colorado Springs	1	1	1	100%	1.00	0m 22s

ITERATION
Making other hobbies more attractive
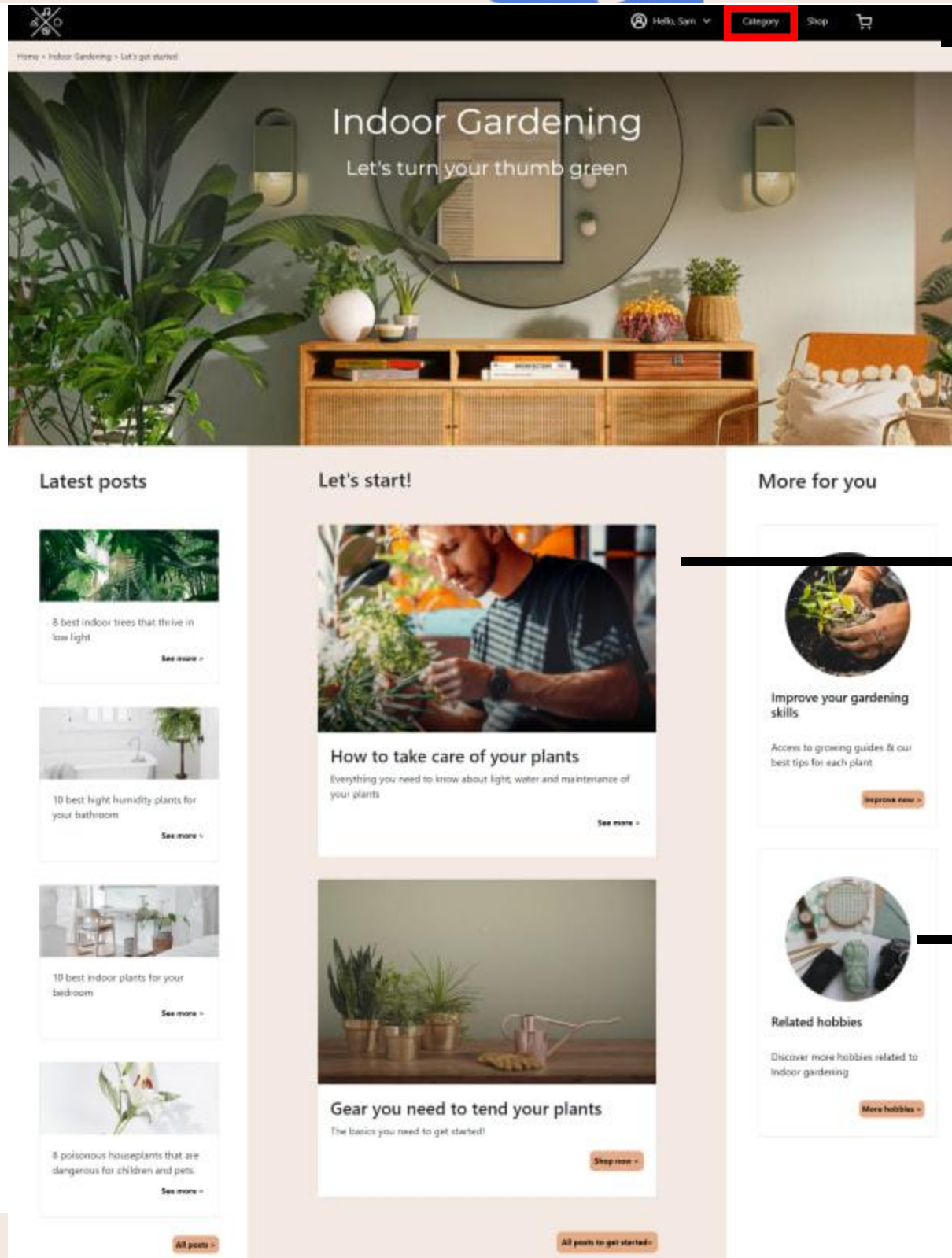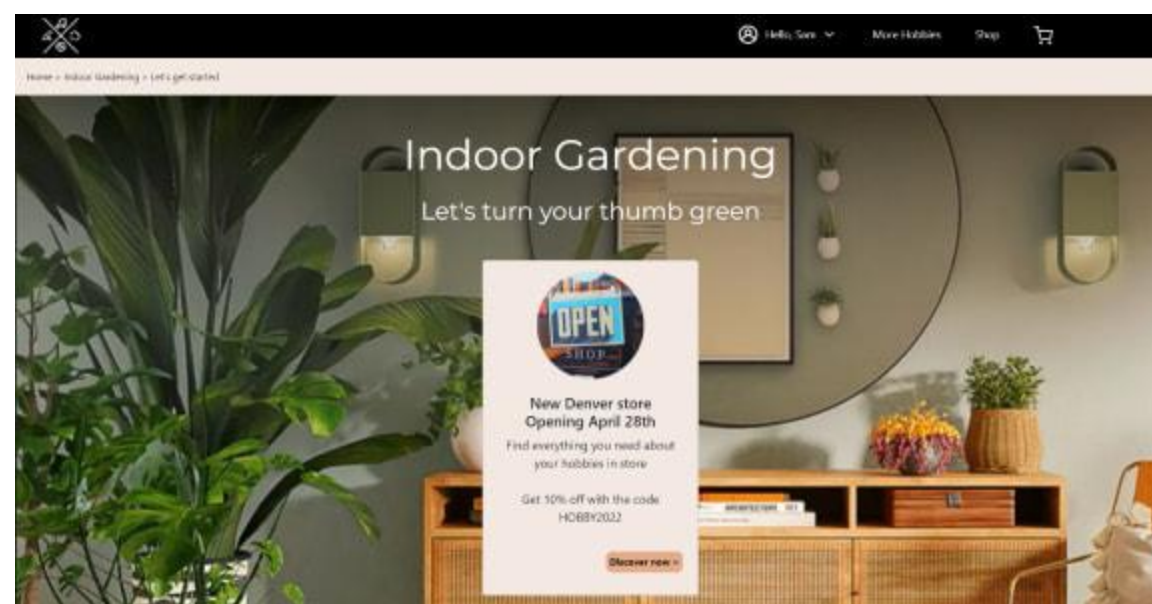

Access to hobbies from the navbar
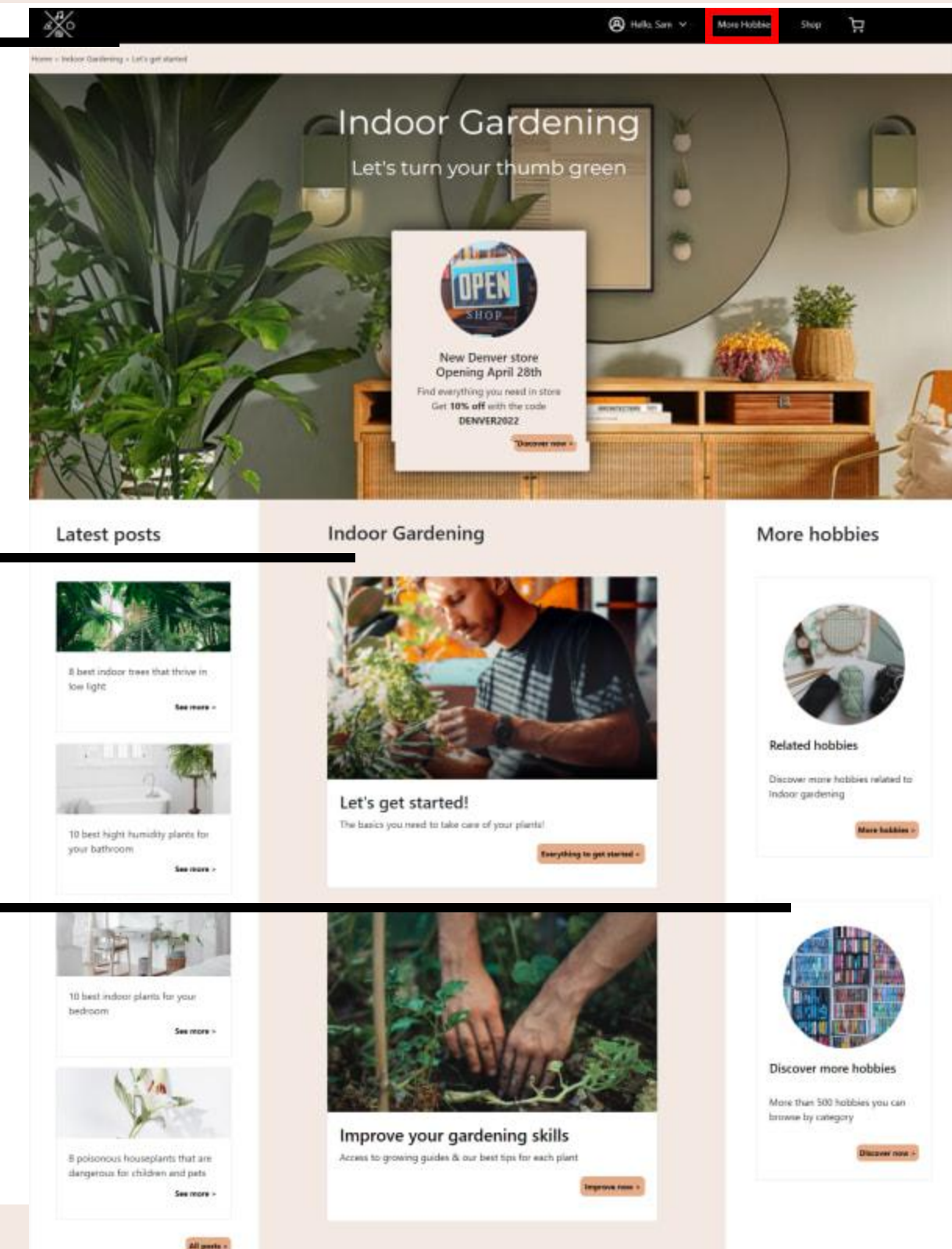
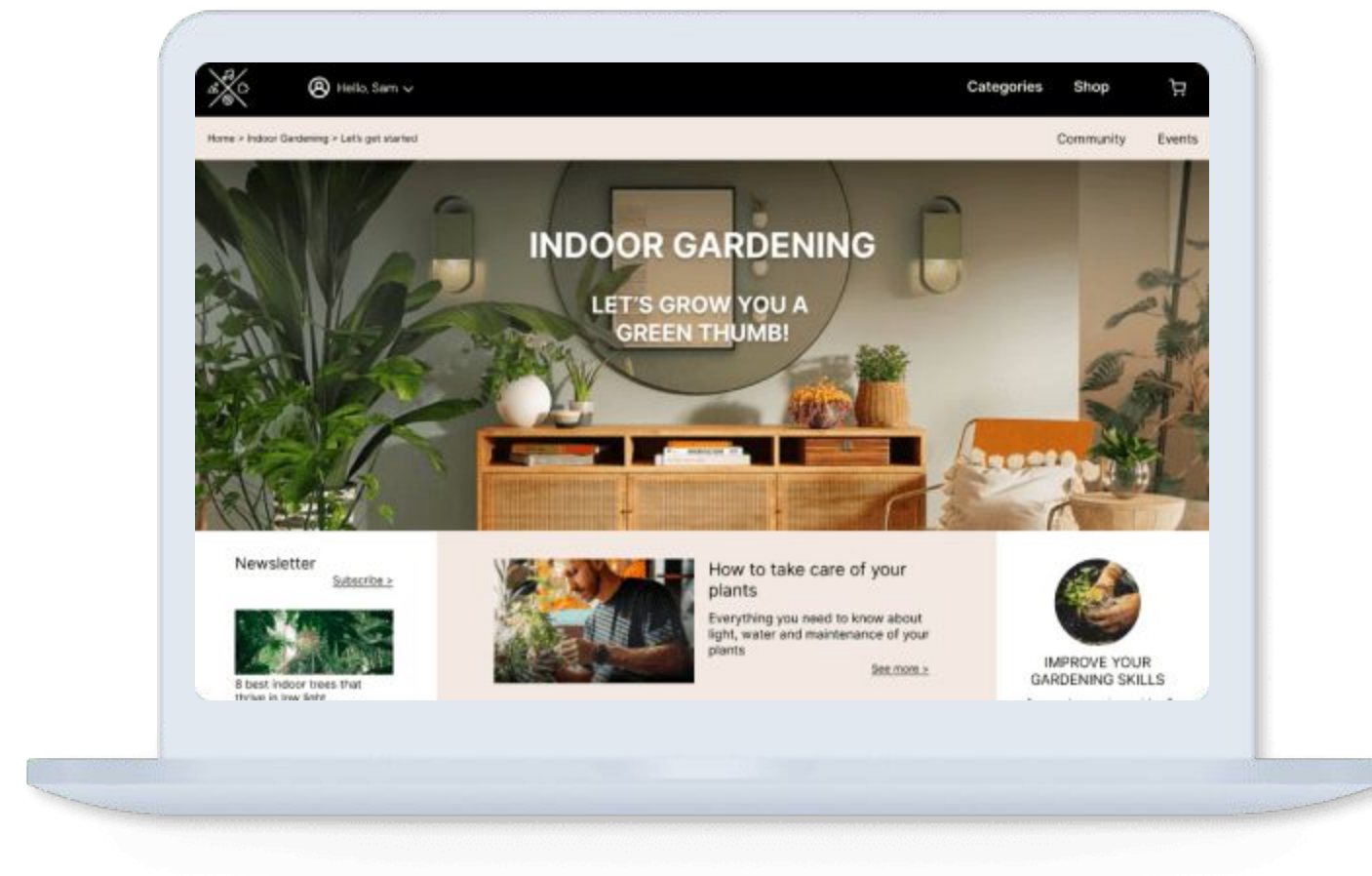Section about gardening focusing on getting started & improving skills

Full left section dedicated to discovering new hobbies

ITERATION

Advertising the new location

FINAL RESULTS

Link to visit the website

Key Takeaways

I found it **challenging** to receive and analyze data with such a **time constraint**. It took me some time to set up Google Analytics and Hotjar, and even more time to have the confirmation that it was correctly set up, because of the delay needed by these tools to receive the data and produce the reports.

Therefore, I spent a lot of time on this part of the project and **would have loved** to have a little bit **more time to iterate** my website even more.

I also found it **extremely exciting and rewarding** to be able to measure the traffic on my website. Where my website is visited from, how many new users visited it, what were the actions performed...

It really made me want to **learn more** about these tools to be able to use them better.