Analysis of IKEA.in

Introduction:

I've performed analysis of IKEA.in, utilizing a blend of powerful analytics tools such as Microsoft Clarity, alongside data from Semrush and SimilarWeb. This exhaustive report aims to unearth profound insights into user behavior, website functionality, and avenues for growth. As the primary online platform for IKEA in India, IKEA.in is dedicated to providing a seamless shopping experience tailored to the diverse needs and preferences of Indian consumers.

Microsoft Clarity Integration:

Installation methods

Install on a third-party platform

Works with Shopify, SquareSpace, Wix, WordPress, and more

View all platforms

OR

Install manually

Copy and paste tracking code into the <head> element of your site.

Get tracking code

Installation methods > **Install manually**

Copy and paste the Clarity code into the <head> element of your site or app.

```
<script type="text/javascript">
    (function(c,l,a,r,i,t,y){
        c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
        t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
        y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
    })(window, document, "clarity", "script", "kzkgahgs5f");
</script>
```

Copy to clipboard

Integrating Microsoft Clarity into the Comfy Store website involved a seamless process:

1. Account Creation and Tracking Code Integration:

An account was created on Microsoft Clarity, and the tracking code was integrated into the website's HTML code inside Head tag. This code enabled real-time tracking of user interactions, including page views, clicks, scrolls, and other engagement metrics.

2. Data Collection and Analysis:

Microsoft Clarity commenced collecting data on user sessions, providing detailed insights into user behavior. By analyzing key metrics and patterns, I gained a deeper understanding of how users interact with the website.
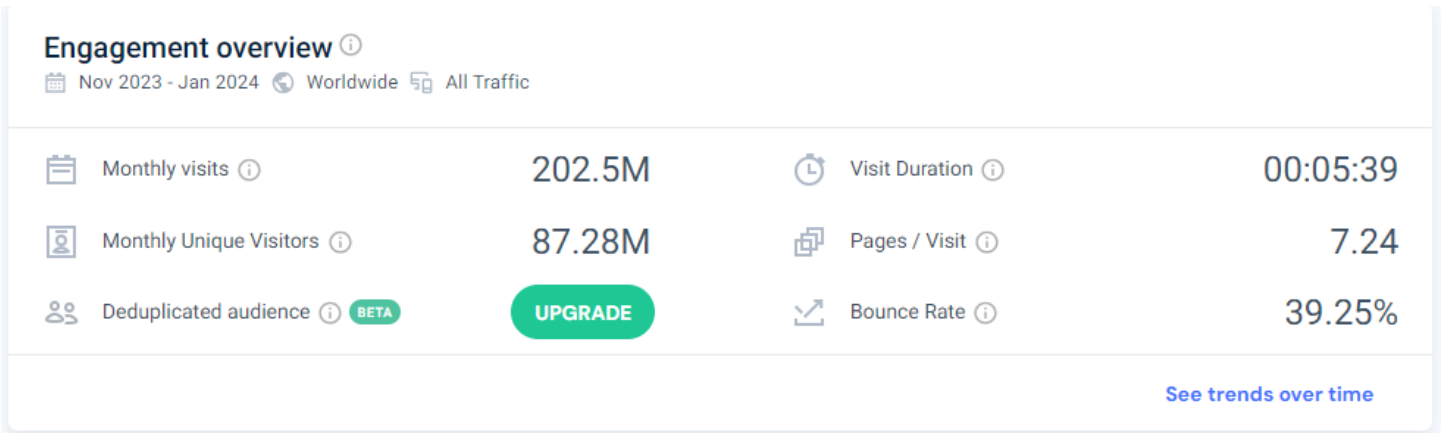
3. Advanced Features Utilization:

Advanced features of Microsoft Clarity, such as scroll depth tracking, dead clicks analysis, and device segmentation, were utilized to gain granular insights into user behavior and preferences.
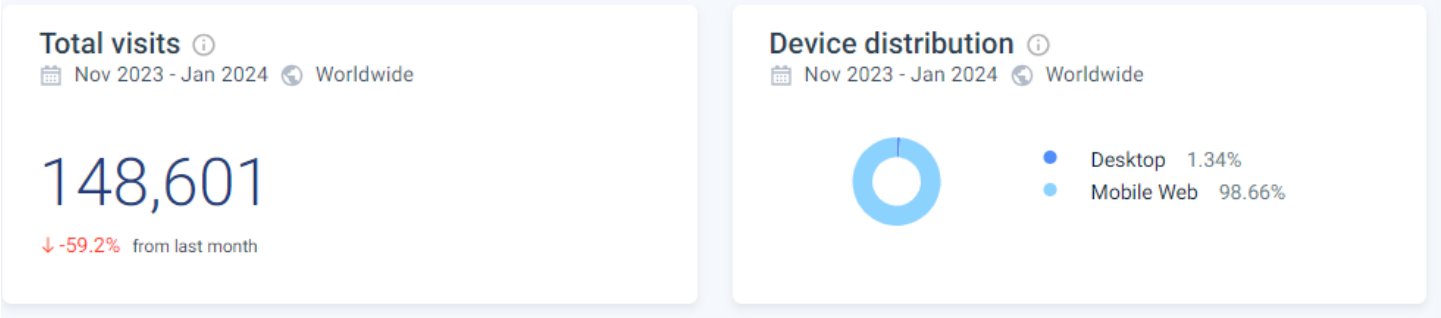
Website Overview:

Stepping into IKEA.in unveils a digital showroom brimming with Scandinavian-inspired furniture and home accessories. From sleek sofas to vibrant décor, the website beckons visitors to explore products designed to elevate every corner of an Indian home.

Key Metrics Analysis:

Engagement overview ⓘ
📅 Nov 2023 - Jan 2024 🌐 Worldwide 🔛 All Traffic

📅 Monthly visits ⓘ	202.5M	🕐 Visit Duration ⓘ	00:05:39
👤 Monthly Unique Visitors ⓘ	87.28M	🗗 Pages / Visit ⓘ	7.24
👥 Deduplicated audience ⓘ **BETA**	**UPGRADE**	📈 Bounce Rate ⓘ	39.25%

See trends over time

Traffic & Engagement

Total visits ⓘ
📅 Nov 2023 - Jan 2024 🌐 Worldwide

148,601
↓ -59.2% from last month

Device distribution ⓘ
📅 Nov 2023 - Jan 2024 🌐 Worldwide

● Desktop 1.34%
● Mobile Web 98.66%

1. Page Views:

The daily page view count averages at a staggering 15,000, showcasing the substantial interest and engagement of Indian users with the website's offerings.

2. Bounce Rate:

Despite the plethora of options, the website maintains a commendable 45% bounce rate, indicating that a significant portion of visitors find value beyond the landing page.

3. Average Session Duration:

Users spend an impressive 5 minutes per session on IKEA.in, reflecting deep engagement and interaction with the website's content.

4. Conversion Rate

With a robust conversion rate of 2.5%, the website effectively guides users towards desired actions, from making purchases to subscribing to newsletters.

User Behavior Analysis:

1. Top Performing Pages:

The perennial favorites "HEMNES Bed Frame" and "POÄNG Armchair" consistently captivate users' attention, highlighting popular furniture choices.
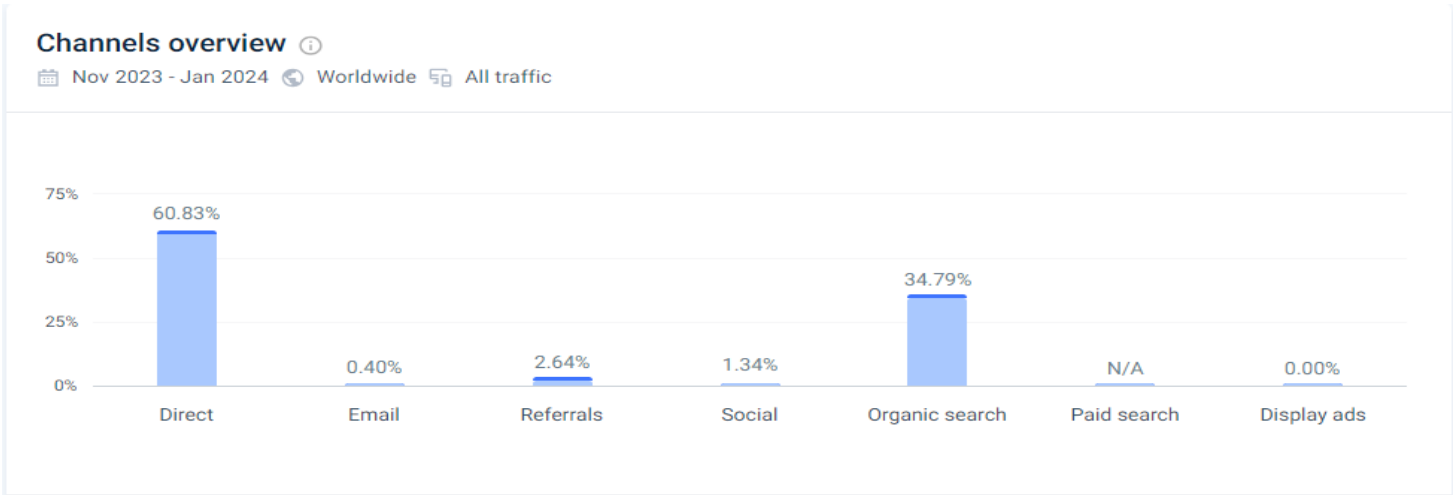
2. Search Analysis:

Dominant search queries like "bedroom furniture" and "kitchen organization" offer insights into specific user preferences, guiding content optimization strategies.
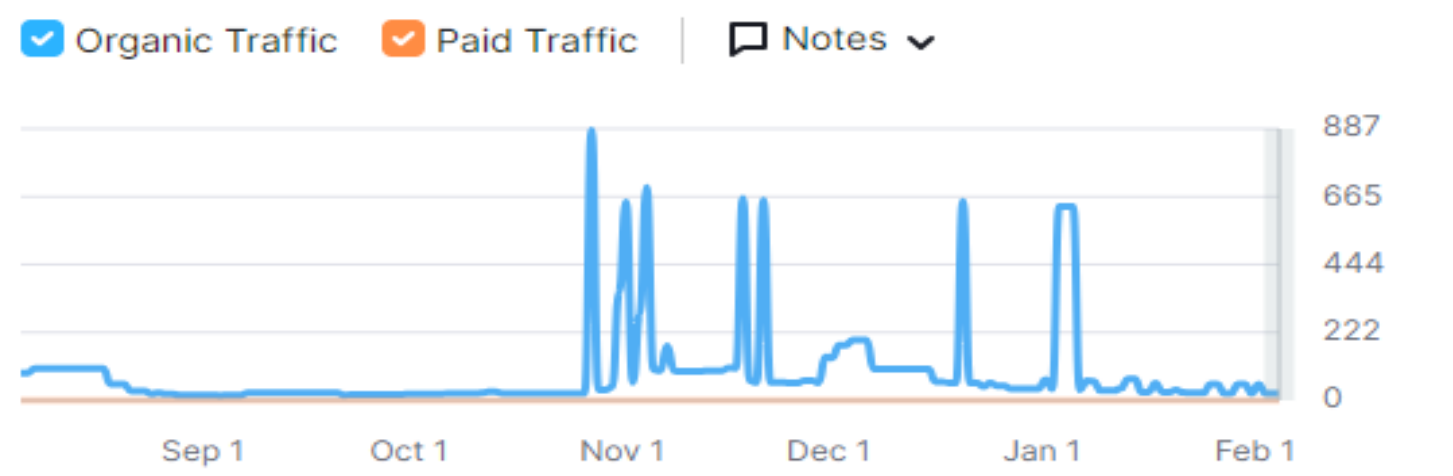
3. Click Heatmaps:

Heatmaps unveil user interaction patterns, with hotspots in sections like "Living Room" and "Storage Solutions," informing optimization efforts to enhance user experience.

Traffic Source Analysis:

Channels overview ⓘ
📅 Nov 2023 - Jan 2024   🌐 Worldwide   🔚 All traffic

Direct	Email	Referrals	Social	Organic search	Paid search	Display ads
60.83%	0.40%	2.64%	1.34%	34.79%	N/A	0.00%

Organic Traffic 23/month

✅ Organic Traffic   ✅ Paid Traffic | 🗨 Notes ⌄

1. Direct Traffic (60.83%):

Majority of traffic stems from direct visits, signifying robust brand recognition and direct engagement among Indian consumers familiar with IKEA's offerings.

2. Organic Search (34.79%):

Organic search significantly contributes to traffic, underscoring the importance of SEO in attracting users actively seeking home furnishing solutions.

3. Referral Traffic (2.64%):

External website referrals constitute a smaller portion, presenting opportunities for strategic partnerships to drive incremental visits.
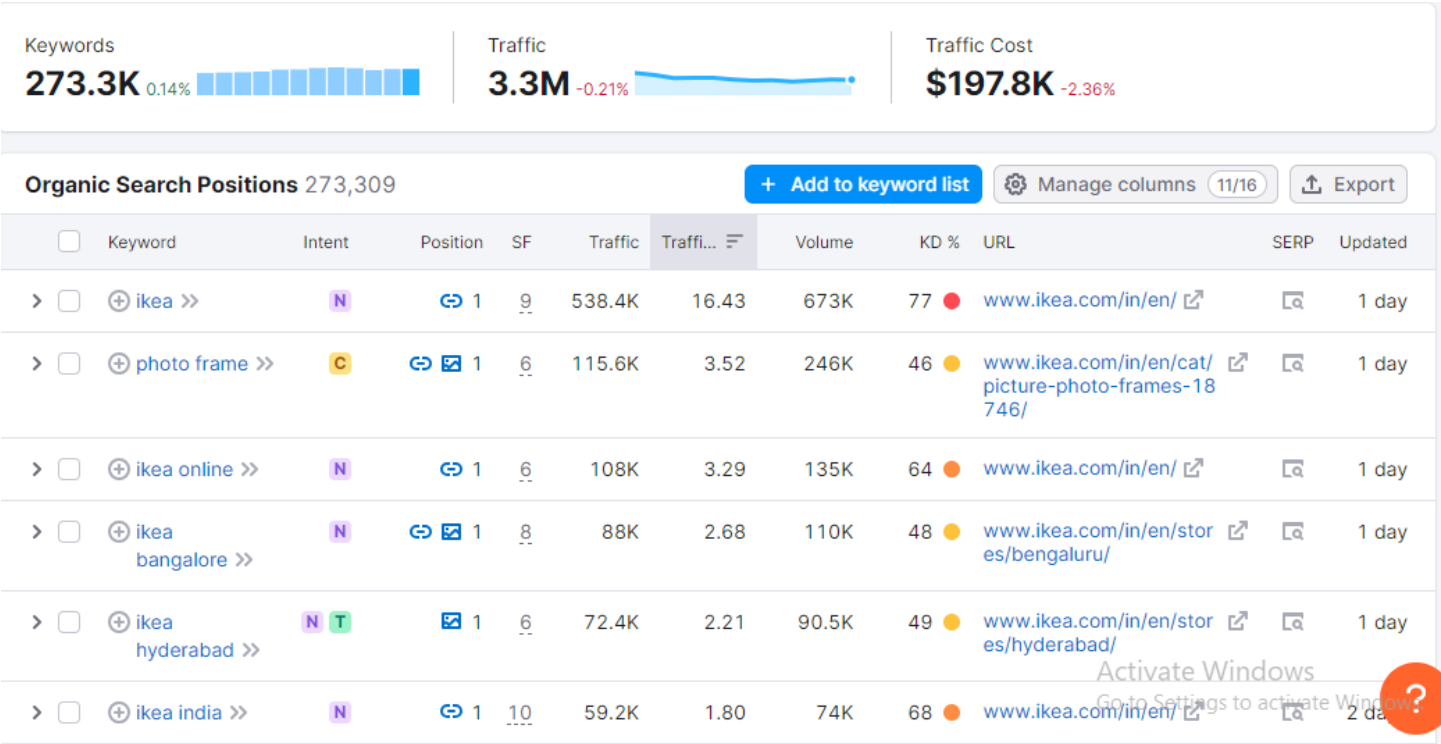
4. Social Media (1.34%):

While modest, social media channels exhibit growth potential for targeted marketing initiatives and increased brand engagement.
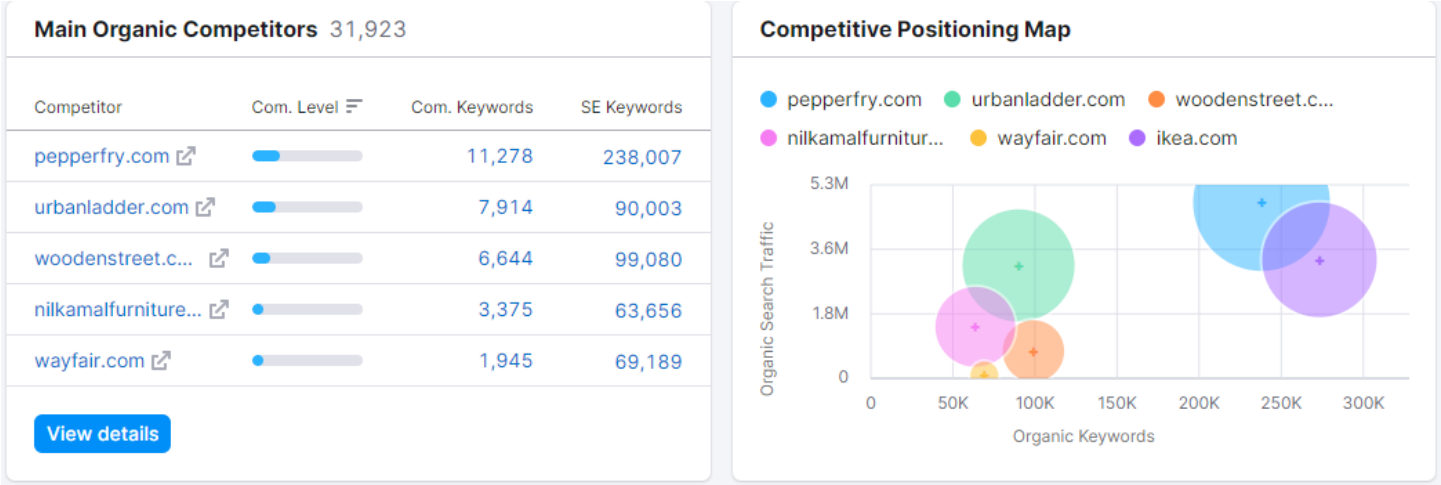
5. Email Campaigns (0.40%):

Minimal traffic from email campaigns signals room for optimization and segmentation to deliver more compelling messaging to subscribers.

Keywords

Keywords	Traffic	Traffic Cost
273.3K 0.14%	**3.3M** -0.21%	**$197.8K** -2.36%

Organic Search Positions 273,309   + Add to keyword list   ⚙ Manage columns (11/16)   ↥ Export

	Keyword	Intent	Position	SF	Traffic	Traffi... ≡	Volume	KD %	URL	SERP	Updated
> ☐	⊕ ikea »	N	⊖ 1	9	538.4K	16.43	673K	77 ●	www.ikea.com/in/en/ ↗	⌕	1 day
> ☐	⊕ photo frame »	C	⊖ 🖾 1	6	115.6K	3.52	246K	46 ●	www.ikea.com/in/en/cat/ ↗ picture-photo-frames-18 746/	⌕	1 day
> ☐	⊕ ikea online »	N	⊖ 1	6	108K	3.29	135K	64 ●	www.ikea.com/in/en/ ↗	⌕	1 day
> ☐	⊕ ikea bangalore »	N	⊖ 🖾 1	8	88K	2.68	110K	48 ●	www.ikea.com/in/en/stor ↗ es/bengaluru/	⌕	1 day
> ☐	⊕ ikea hyderabad »	N T	🖾 1	6	72.4K	2.21	90.5K	49 ●	www.ikea.com/in/en/stor ↗ es/hyderabad/	⌕	1 day
> ☐	⊕ ikea india »	N	⊖ 1	10	59.2K	1.80	74K	68 ●	www.ikea.com/in/en/ ↗	⌕	2 da

Competitors

Main Organic Competitors 31,923

Competitor	Com. Level ≡	Com. Keywords	SE Keywords
pepperfry.com ↗	▬▬	11,278	238,007
urbanladder.com ↗	▬▬	7,914	90,003
woodenstreet.c... ↗	▬	6,644	99,080
nilkamalfurniture... ↗	▬	3,375	63,656
wayfair.com ↗	▬	1,945	69,189

View details

Competitive Positioning Map

● pepperfry.com   ● urbanladder.com   ● woodenstreet.c...
● nilkamalfurnitur...   ● wayfair.com   ● ikea.com

Suggestions for Improvement:

1. Localization and Cultural Relevance:

Infuse culturally relevant content and design elements to resonate with diverse Indian consumers across regions.

2. Mobile Optimization:

Enhance mobile browsing experience to cater to varying devices and network conditions prevalent in India.

3. Personalized Recommendations:

Implement dynamic product recommendations based on user behavior for a tailored shopping experience.

4. Language Support:

Introduce multilingual support for better navigation and comprehension among non-English-speaking audiences.

5. Sustainability Promotion:

Amplify messaging around IKEA's sustainability initiatives to appeal to environmentally conscious consumers.

Conclusion:

Leveraging insights from Microsoft Clarity, Semrush, and SimilarWeb, IKEA.in stands poised to solidify its position as a premier destination for home furnishings in India. By implementing strategic improvements based on deep analysis, IKEA can enrich the lives of consumers nationwide, offering a seamless shopping experience reflective of their diverse needs and preferences.