Experiment 2 : Web Analytics

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Aim: To study a Web Analytics Tool.

Github Link : https://github.com/KomalDeolekar0607/khaugalli_css_new

Theory:

1. What is Web Analytics?
Web analytics is the process of collecting, measuring, analyzing, and reporting web data to understand and optimize web usage. It helps businesses track visitor behavior, improve user experience, and enhance digital marketing efforts.

2. Web Analytics Tools and Their Features:
There are several web analytics tools available, each with its features. Some prominent ones include:

a. Google Analytics:
  - Features:
      ● Tracks website traffic and user behavior
      ● Provides insights into demographics and audience interests
      ● Offers conversion tracking and goal setting
      ● Real-time analytics for monitoring live user activity
      ● Integration with Google Ads for campaign performance

b. Adobe Analytics:
  - Features:
      ● Advanced segmentation and customer journey analysis
      ● AI-powered predictive analytics
      ● Customizable dashboards and reports
      ● Cross-device tracking for a seamless customer experience
      ● Integration with Adobe Marketing Cloud

<u>c. Hotjar:</u>
  - Features:
- Heatmaps to visualize user clicks, scrolls, and interactions
- Session recordings to see how users navigate your site
- Feedback polls and surveys to gather user opinions
- Conversion funnel tracking to identify drop-off points
- Form analysis to optimize lead generation

<u>d. Matomo (formerly Piwik):</u>
  - Features:
- Open-source and GDPR-compliant analytics platform
- Full data ownership without third-party tracking
- Heatmaps and session recordings
- Custom event tracking and goal setting
- Integration with WordPress, WooCommerce, and other platforms

<u>e. Crazy Egg:</u>
  - Features:
- Heatmaps and click tracking
- A/B testing tools for website optimization
- Scroll maps to analyze how far users scroll on a page
- Overlay reports to understand user interaction on different elements
- User behavior segmentation

3. Why is it Important to Learn Web Analytics?
- Helps businesses make data-driven decisions
- Improves website performance and user experience
- Enhances digital marketing strategies
- Identifies potential issues like high bounce rates
- Tracks ROI for paid campaigns
- Enables personalization based on user behavior

4. Key Performance Indicators (KPIs) for Your Website:
- Traffic Metrics: Page views, unique visitors, and session duration
- Engagement Metrics: Bounce rate, time on page, and click-through rate (CTR)
- Conversion Metrics: Goal completions, conversion rate, and revenue per visitor
- SEO Performance: Organic search traffic, keyword rankings, and backlinks
- User Behavior: Heatmap interactions, form submissions, and scroll depth

Output :

Link to website: https://komaldeolekar0607.github.io/khaugalli_css_new/

Show landing page of Google Analytics, where it shows the basic analytics of website like users, event counts (like scroll, click), conversion rate & new users.
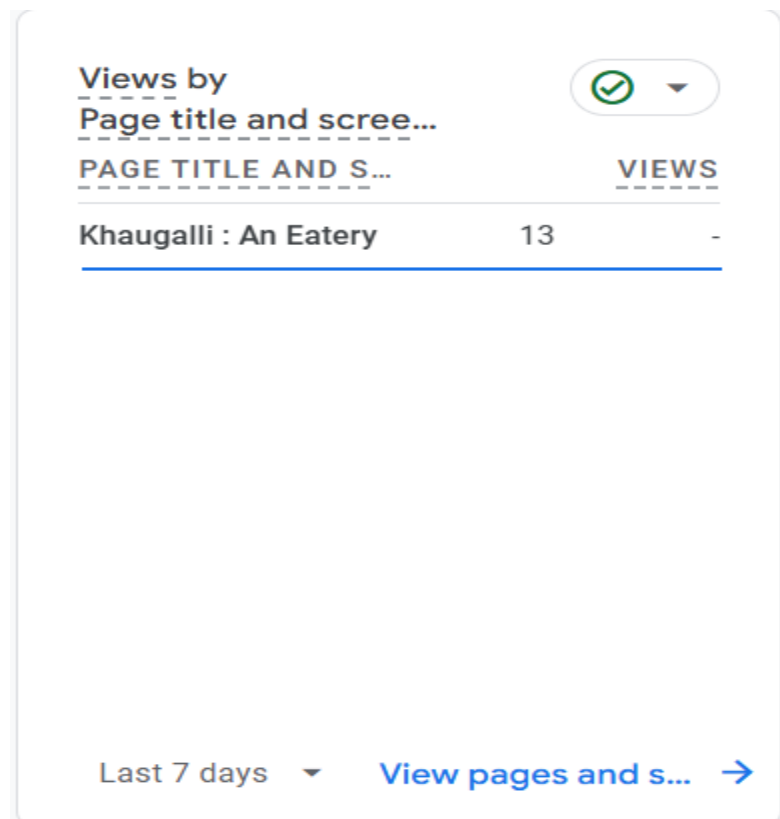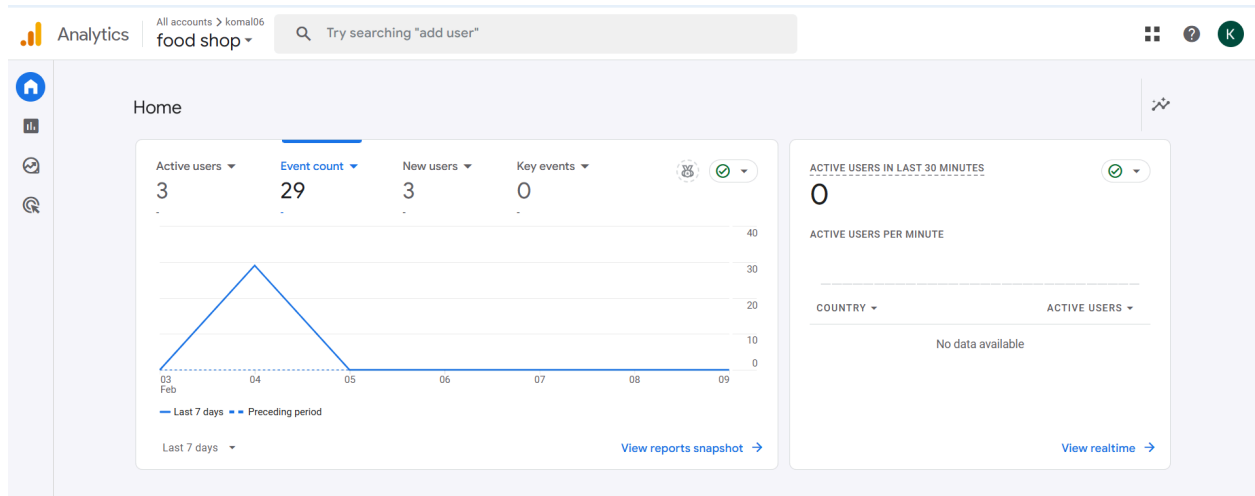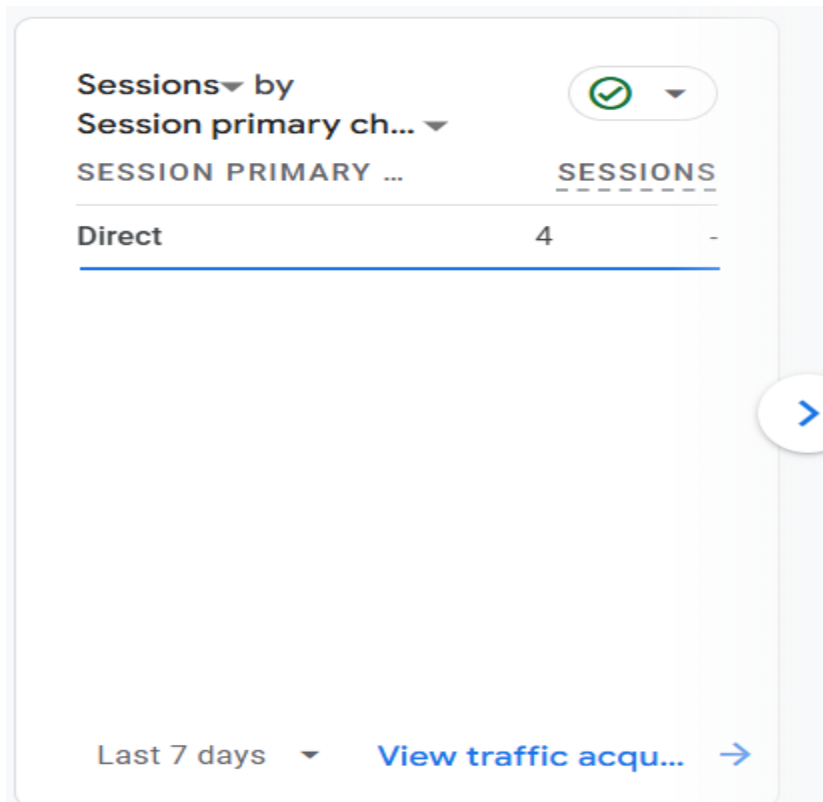
This gives the analysis of traffic on each page of website.

Show demographic information of user base
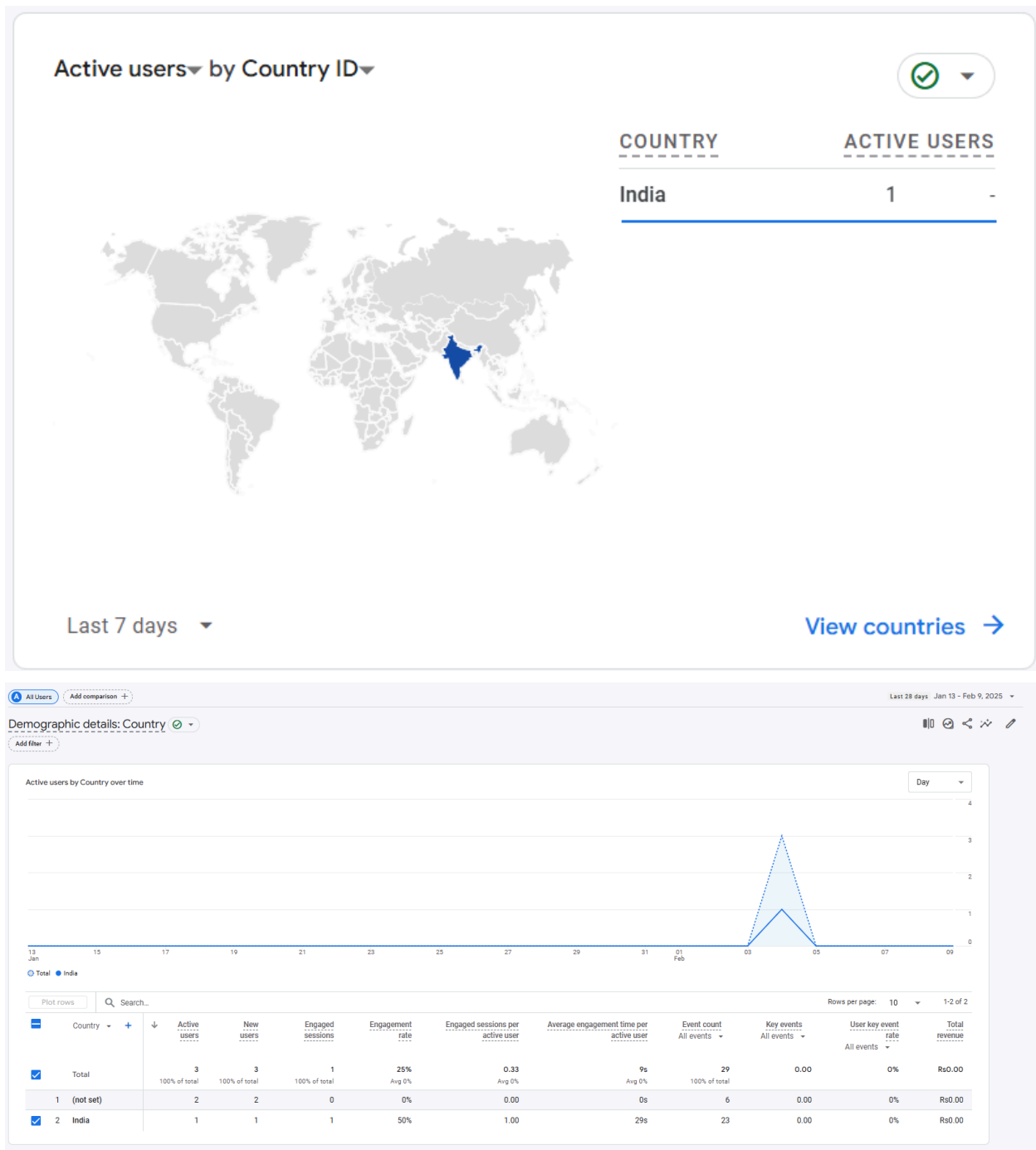
The above picture gives us demographic information from where our user base is.

shows how my website url is visited 'direct' if it is directly searched and visited 'referal' if it redirected through any third party website.
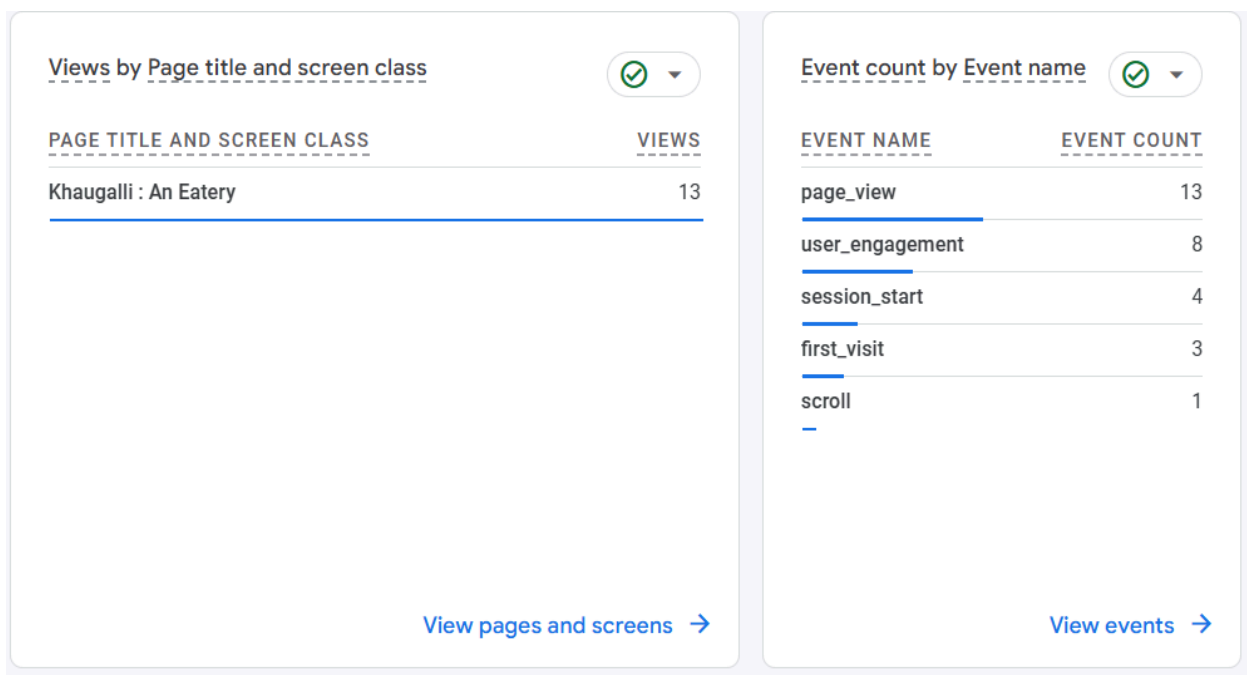
Sessions▾ by
Session primary ch...▾

SESSION PRIMARY ...	SESSIONS
Direct	4

Last 7 days ▾   View traffic acqu... →

shows what all events have been done by users on website. for example: 13 people viewed the page.

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Khaugalli : An Eatery	13

View pages and screens →

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	13
user_engagement	8
session_start	4
first_visit	3
scroll	1

View events →

Show the user activity over the past 7 days, after adding Google Analytics script to website.
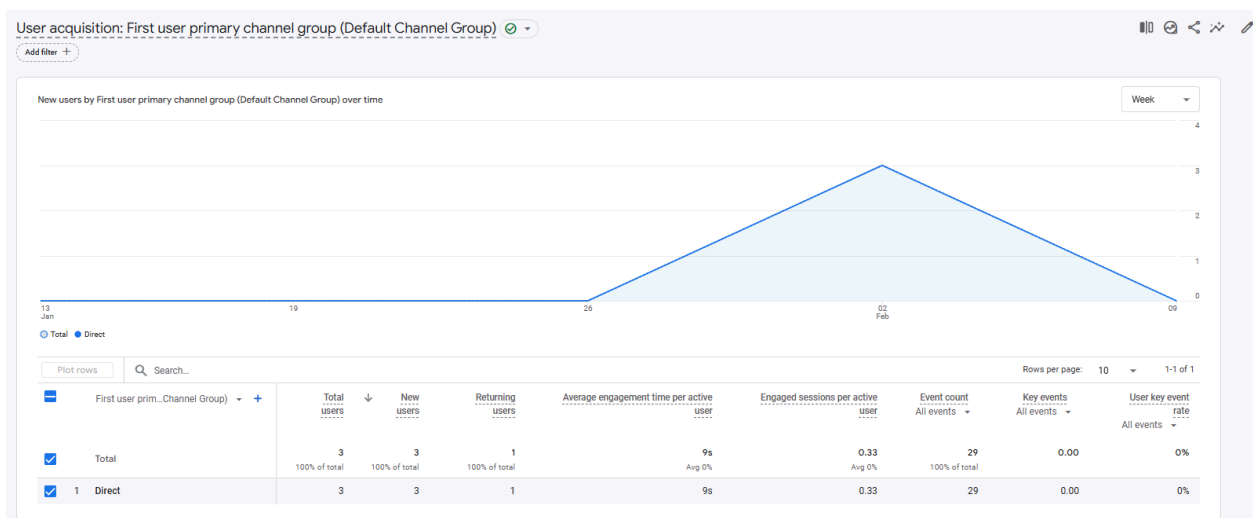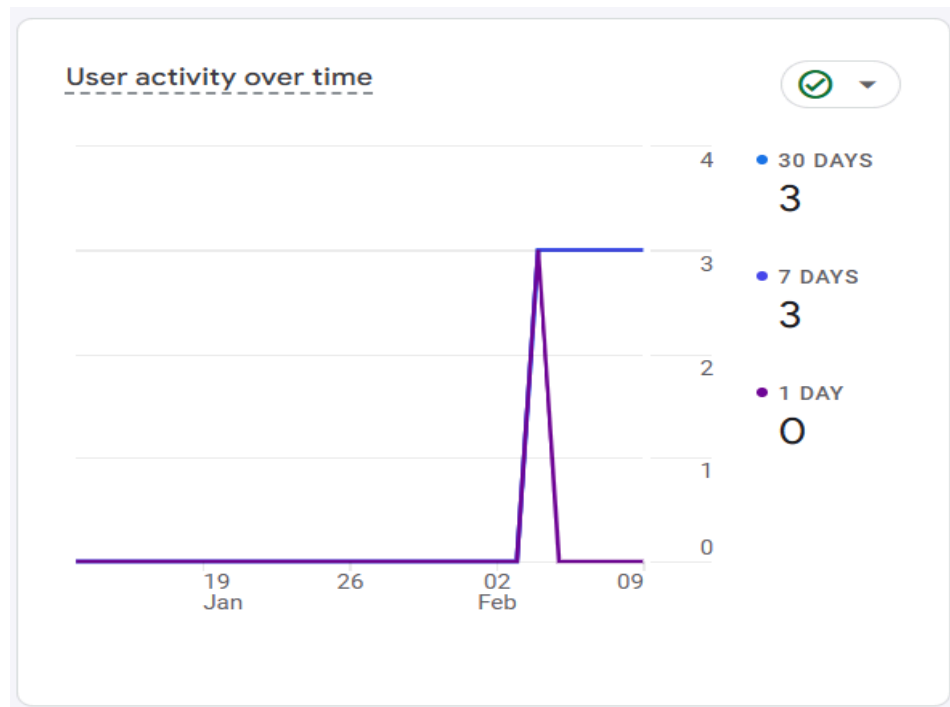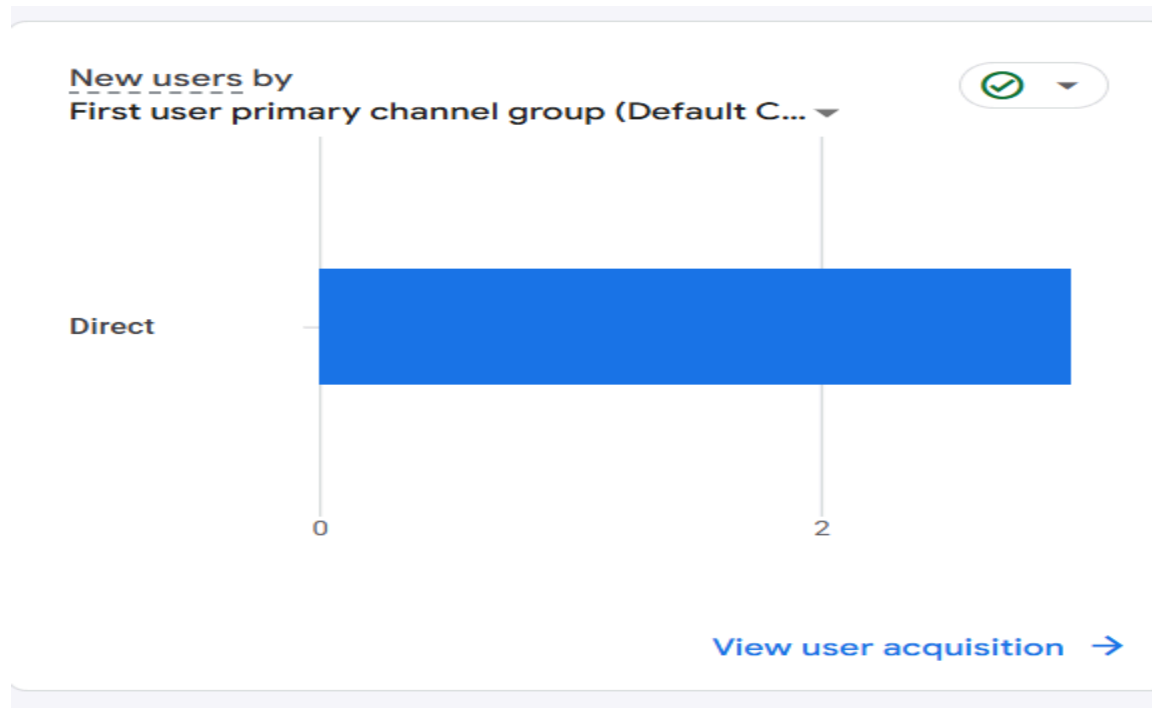
This shows the complete details about the engagement session, avg engagement time, event counts, etc.

Conclusion :

Web analytics is a crucial aspect of understanding and optimizing website performance. By using tools like Google Analytics, Adobe Analytics, Hotjar, Matomo, and Crazy Egg, businesses can gather valuable insights into user behavior, engagement, and conversion rates.By analyzing Key Performance Indicators (KPIs) such as traffic, engagement, and conversion rates, businesses can make data-driven decisions to enhance user experience, improve marketing strategies, and maximize revenue.