

DIGGING INTO MY PORTFOLIO WEBSITE TRAFFIC WITH POSTHOG



I accidentally stepped into analytics, added PostHog out of curiosity, and discovered how people truly explore my portfolio.

-Lucky Purswani



WHAT IS POSTHOG?

PostHog is basically a tool that shows how people actually use your website — what they click, which pages they visit, and where they stop.

It gives things like **event tracking, funnels, heatmaps, and user behavior insights**, all in one place.

The best part is:

- 💡 You stay in control of your data because PostHog is **open-source**.
- 💡 It helps you understand your users in a simple, **visual way** — like seeing a story of how they move through your site.

WHAT I TRACKED

- Page views & sessions
- Countries and device types
- Click events (projects & buttons)
- Navigation patterns
- Time spent on each page

WHY I USED POSTHOG

- To understand real user behavior
- To explore a real analytics tool
- To improve my portfolio experience
- What started as an unplanned test became a full 7-day experiment



TRAFFIC INSIGHTS – FIRST 4 DAYS

Overview

-Here's a quick look at how users interacted with my portfolio **over 4 days**. The data shows clear patterns in traffic sources, device usage, and session activity.

Key Observations

- Traffic remained consistent with small peaks during social shares
- Balanced device usage indicates a responsive experience
- Healthy ratio of sessions to visitors (44 sessions / 41 visitors)
- New users and returning users both contributed to engagement

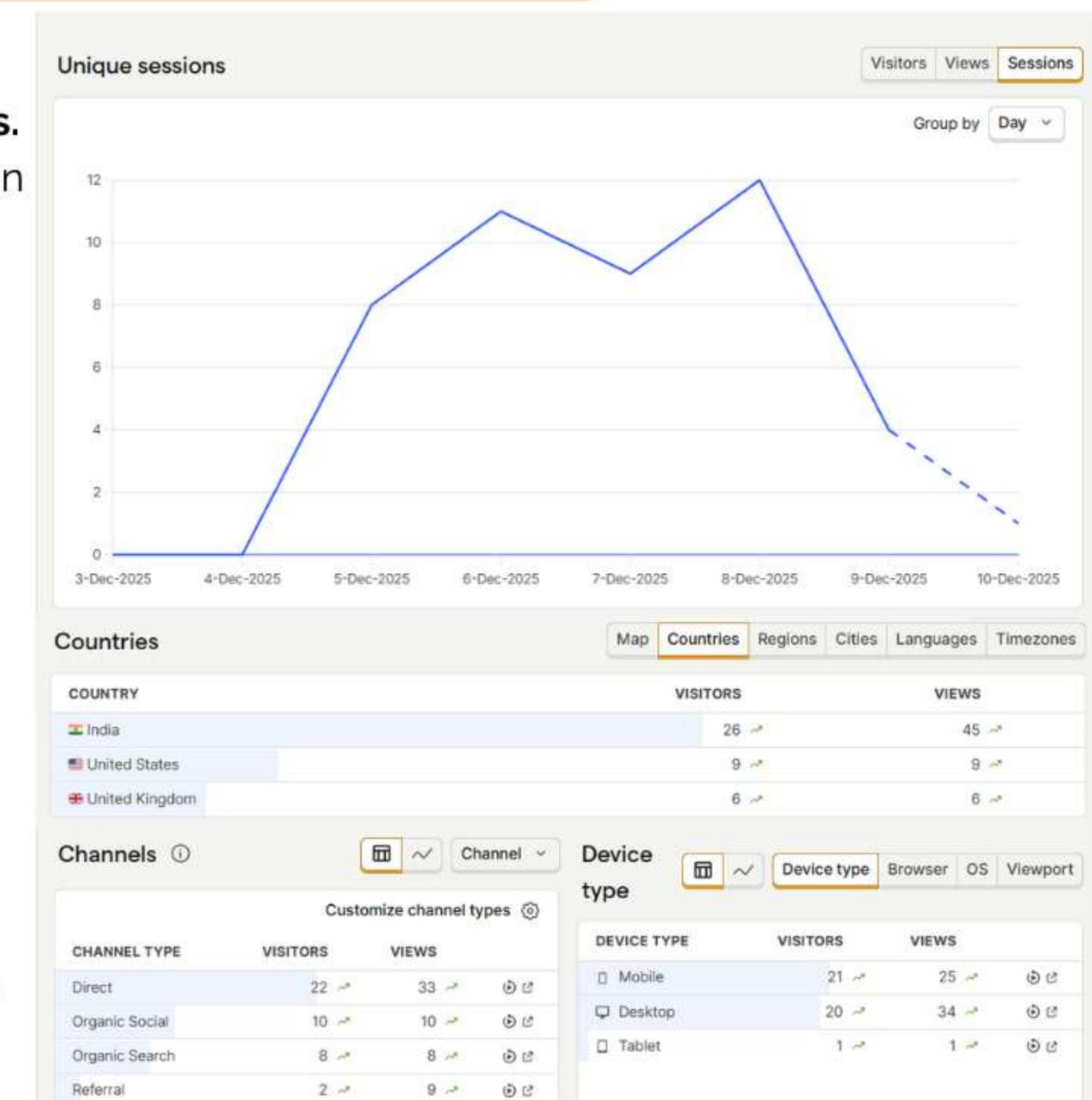
Geographic Reach

-My portfolio reached visitors from **India, US, and the UK**, showing early global reach even with a small user base.

Traffic Sources Summary

Direct traffic was strongest — likely from community posts I made.

Social and search also contributed, showing discoverability from multiple channels.



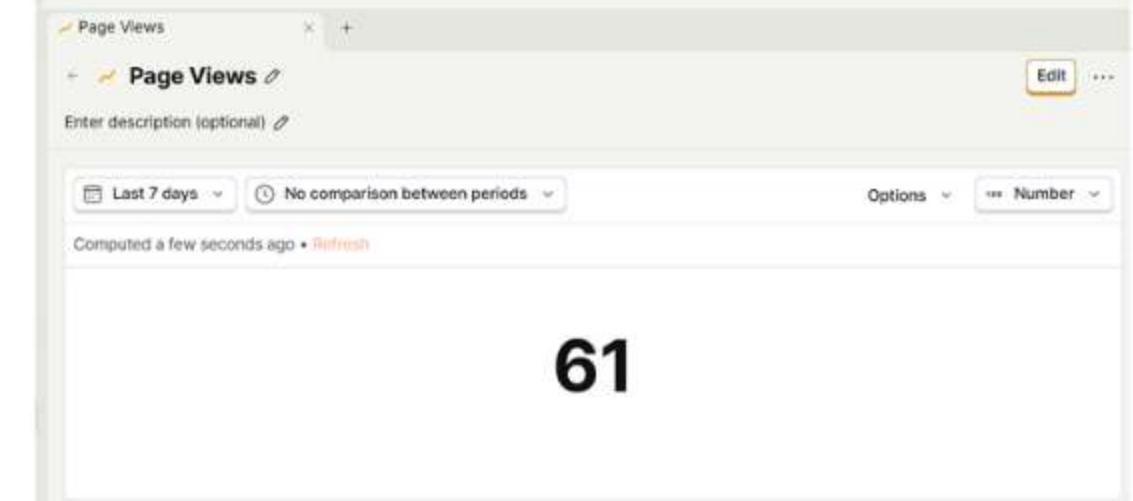
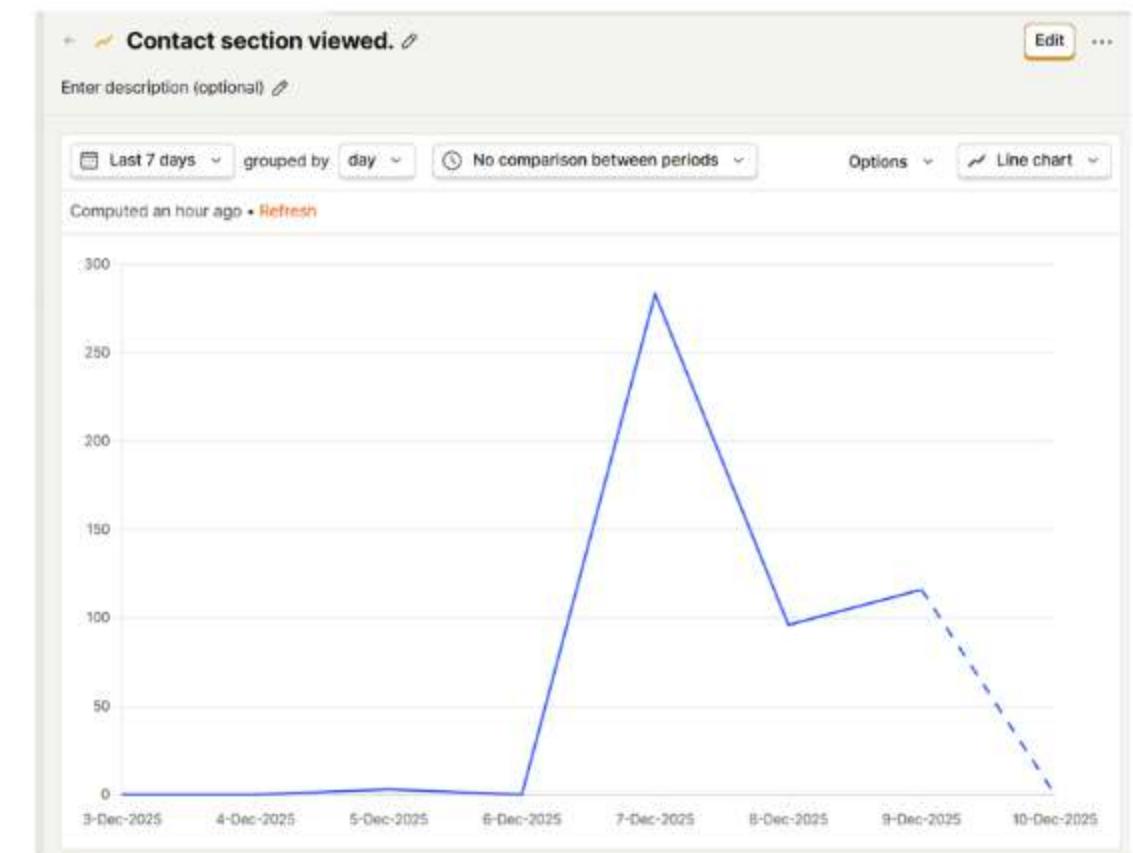
HOW USERS ENGAGED WITH MY PORTFOLIO

📌 Detailed Interaction Insights

- **Contact section was explored the most**, showing strong interest in knowing more about me
- **Project link clicks were relatively low** (~6 clicks), but still show some curiosity
- **Social link clicks were also low**, meaning visitors were less inclined to check external profiles
- Event tracking showed which sections grabbed attention and which need improvement
- Users interacted mainly with **top-page elements**, with lower sections receiving less engagement

💡 What This Tells Me

- The **Contact section** is the most effective part of my portfolio
- Project and social clicks can be improved with better placement or **stronger CTAs**
- Event analytics gave me a clear idea of how to enhance the experience
- These insights help me plan what to redesign in my next update



MY LEARNINGS & HOW THIS ALL STARTED

HOW THIS STARTED

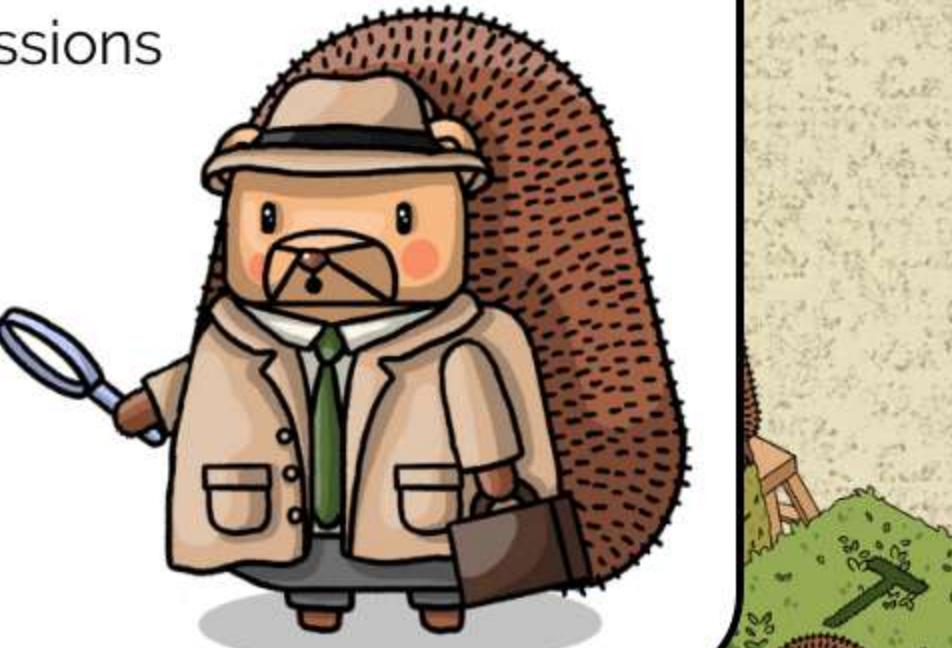
- This whole thing was completely unplanned
- I discovered PostHog while working on another project
- Out of curiosity, I connected it to my portfolio
- That small experiment became a 4–7 day real analytics test

WHAT I LEARNED

- Data removes assumptions — users behave differently than we think
- Simple tracking → helps find small UI issues
- Even a small website can produce real, meaningful insights
- Analytics isn't just for big companies — it's for anyone who wants clarity

HOW I GOT REAL USERS

- Shared my portfolio in LinkedIn groups
- Posted on GitHub community
- Shared on Reddit (~400+ views)
- Invited people to explore the site
- GitHub discussions



THIS IS JUST THE START – POSTHOG HAS MUCH MORE

This is just a small part of what PostHog can show you — there's much more you can explore like error tracking, session replays, detailed insights, and deeper analytics for your website.

- PostHog works seamlessly with **Next.js** — integration felt smooth and flexible
- It also supports **React, Node.js, Python, Flutter, mobile apps**, and many other stacks
- This workflow is great for **real client projects** that need user behavior insights
- I'll keep using analytics to make smarter UI/UX decisions in my upcoming projects

- My Portfolio: <https://lucky-purswani.vercel.app>
- PostHog: <https://posthog.com>
- GitHub Discussion: <https://github.com/Lucky-Purwani>
- Reddit: <https://www.reddit.com/r/Btechtards/s/G12xoKZfEw>

Thank You!

