WEB ANALYTICS

DEFINITION

- Web analytics is the **measurement**, **collection**, **analysis** and **reporting** of web data for purposes of understanding and optimizing web usage.

  - WAA Standards Committee. "Web analytics definitions." Washington DC: Web Analytics Association (2008).

WHY INVEST IN WEB ANALYTICS?

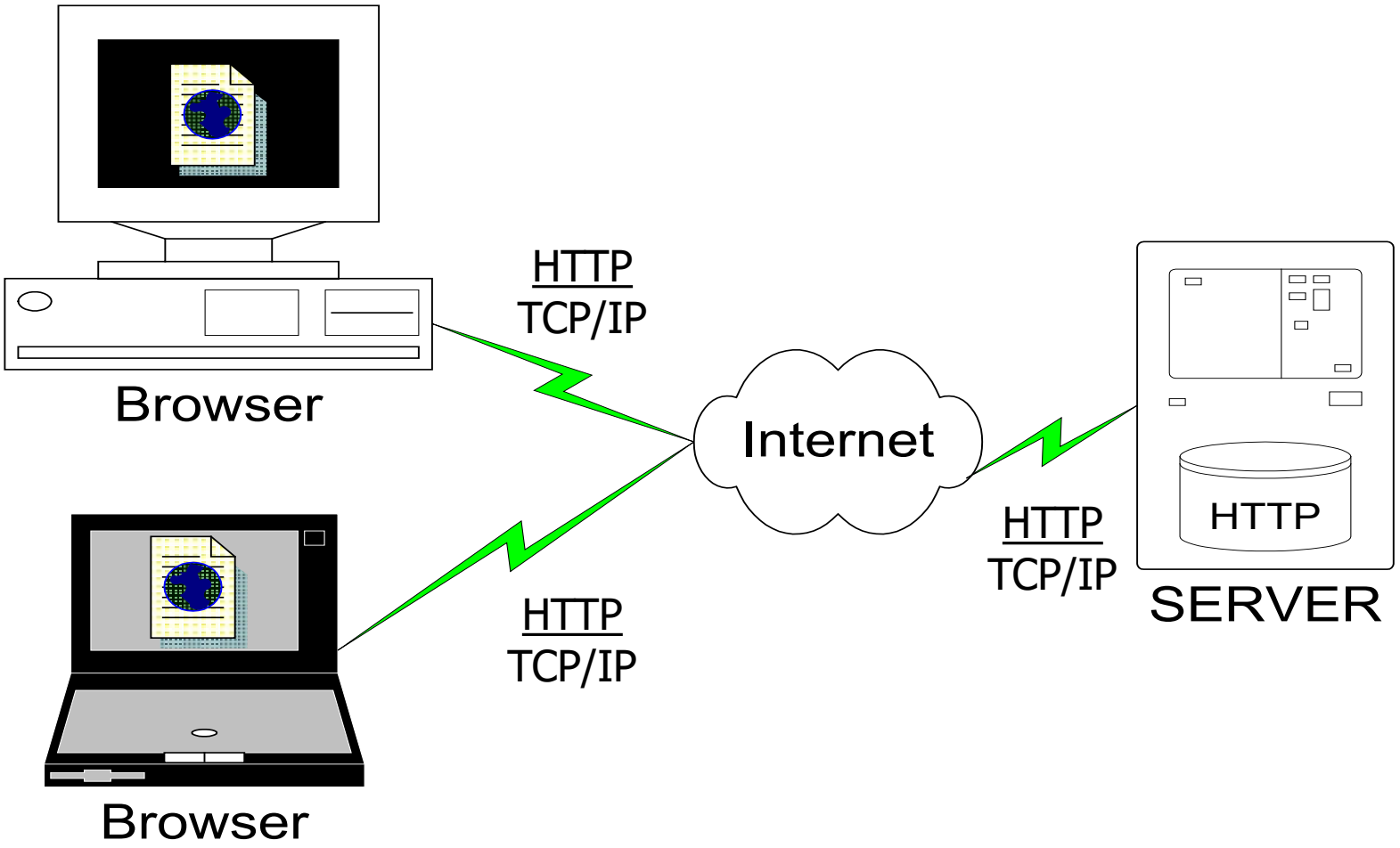
- Obtain data to improve your website
- Better understand your customer
- Assess the impact of marketing promotions
- Increase conversion of website visits to revenue or revenue-generating activities

HOW IS THE DATA COLLECTED?

- To understand the answer, you need to know a bit more about how the web works

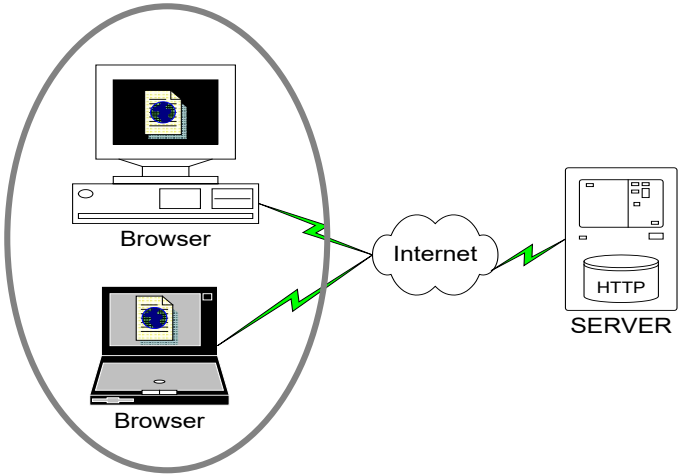
HOW THE WEB WORKS

WEB ARCHITECTURE OVERVIEW



THE CLIENT

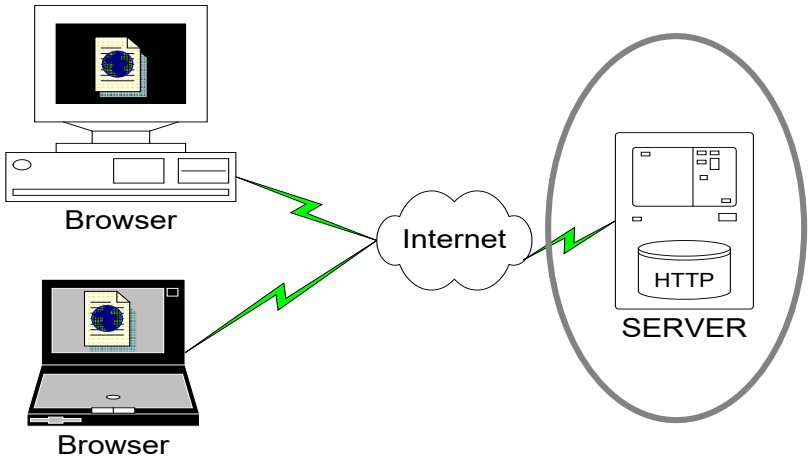
- A Client is a device that users can use to submit requests to other computers (Servers).
- A Client can be any device, such as your PC, Mac, tablet, or cell Phone.



THE SERVER

- A Server is a computer that can accept requests from clients and process a response

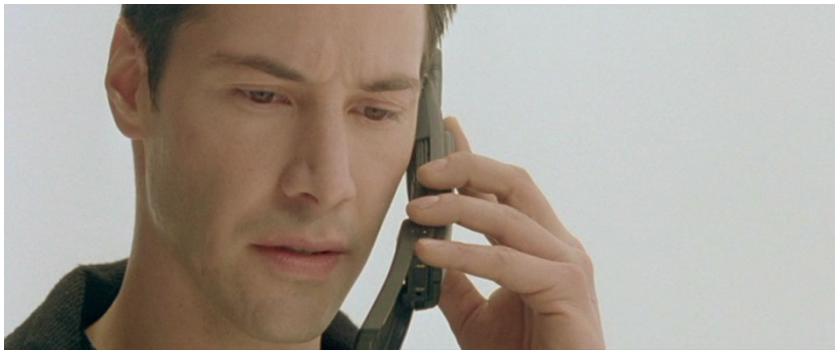
- There are many kinds of servers:
  - File Servers, Print Servers, Mail Servers, Database Servers, Web Servers….



WEB SOFTWARE COMPONENTS

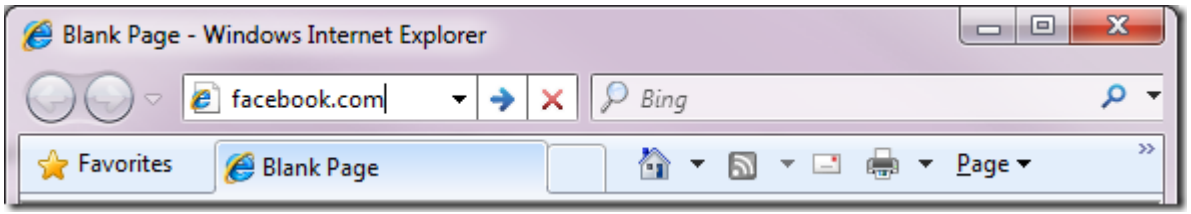
- The Client Browser
  - Chrome, Firefox, Internet Explorer, Safari, Opera, and a host of others.
- The Web Server
  - Apache, Microsoft IIS, nginx, and several others.

HOW DO THE BROWSER AND SERVER REALLY TALK?

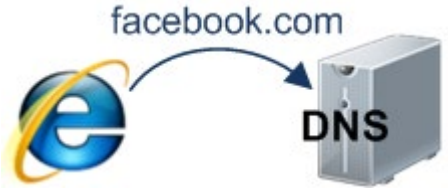


WHAT REALLY HAPPENS WHEN YOU NAVIGATE TO A URL?

- You type an **URL** (Uniform Resource Locator, e.g., www.facebook.com) into the browser or click on a link.

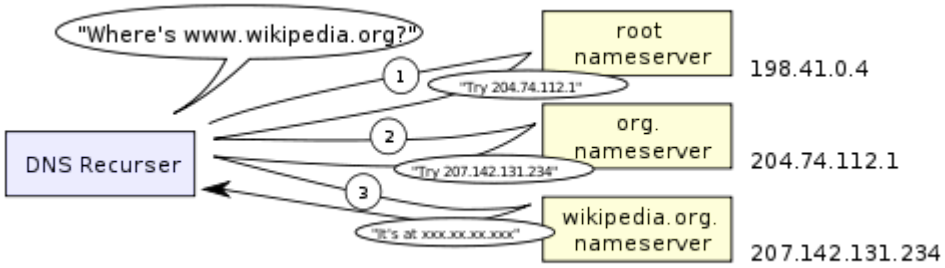


- Either way, the browser sends a request to the IP address specified in the URL.
- The request goes to the local Server (within the company, your service provider (ISP), or the Internet).
- A translator, **DNS** (Domain Name Service/System), translates the URL to an IP Address.



WHAT REALLY HAPPENS WHEN YOU NAVIGATE TO A URL? (CONT.)

- The Server determines that the address (in this case, Facebook) is outside somewhere and forwards the request to the Internet – together with the return address (your computer or client)
- The Internet has a number of machines (computers) called Routers. The router, routes the request to its destination. It may go through several routers before it gets to its destination (in this case, Facebook's Web Server).



- Try to type `tracert www.facebook.com` in Command Prompt in your laptop and see what happens.

WHAT REALLY HAPPENS WHEN YOU NAVIGATE TO A URL? (CONT.)

- The browser sends a HTTP request to the web server.

- Facebook's server then tries to locate the specific page (specified in the URL) that your requested. Sometimes this is the home page – it could also be some specific page within Facebook's web site.

- The resource (the requested page) is then sent back. It goes through several routers on the Internet and eventually gets to the local server (in this case, Babson's Web Server).

WHAT REALLY HAPPENS WHEN YOU NAVIGATE TO A URL? (CONT.)

- This server determines the IP Address to which the resource must be sent (the IP address of your computer).
- Your browser receives the resource. The resource is coded in HTML. The browser interprets the HTML.
- The browser also determines if additional resources are needed to display the page (e.g., images, multi-media, etc.) and sends additional requests for each resource needed.

- Once the browser has all the resources, it interprets the HTML-coded resource and displays the page on your client computer.

ESTABLISHING A SESSION

- What is a session?
  - An extended interaction between a client and a server
- Why are sessions valuable?
- The problem:
  - HTTP is "stateless". Each client file request/server response is treated independently

ESTABLISHING A SESSION

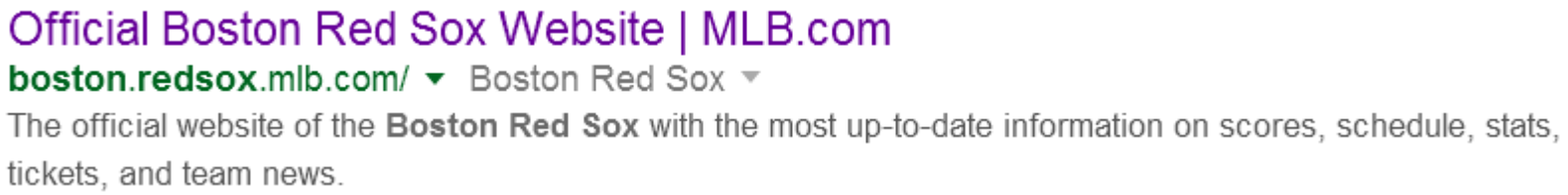
- Cookie
  - A small file written by your web browser at the direction of the HTML page you receive
  - The browser viewing a page at one domain can read all the cookies written by (only) that browser when previously viewing a page on that domain
- Query string
  - Text written after a question mark in the URL
  - Let's look at an example

GOOGLE SEARCH

- When I search for *something*
  - https://www.google.com/search?q=babson
  - https://www.google.com/search?q=recursion

GOOGLE SEARCH

- If I search for 'Boston Red Sox', the first link looks like this:



- But if right-click on the link , Copy Link Location, and paste it into a document, this is what I get:
  - https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=4&cad=rja&uact=8&ved=0ahUKEwiVkPvBhfvPAhUGPz4KHaj7B48QFgguMAM&url=http%3A%2F%2Fboston.redsox.mlb.com%2F&usg=AFQjCNEEetooKfg2x8QiKRPgFxrIPPnltw&sig2=BFD4lviUEOIEQAgIR5TZJw

HOW CAN YOU ANALYZE THE TRAFFIC AT YOUR SERVER?

COLLECTING THE DATA

- Data is collected automatically by the server in a log file
- Code can be placed on a web page to report visits to that page to an analysis service, such as Google Analytics

SERVER LOG ANALYSIS

WHAT DOES THE SERVER LOG?

- Data from each http request/response pair
- From the http header
  - IP address of the client
  - URL of the referrer
- From the URL
  - File served
  - Query string
- Date/Time

A WEB SERVER LOG EXAMPLE

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
fcrawler.looksmart.com - - [26/Apr/2000:00:17:19 -0400] "GET /news/news.html HTTP/1.0" 200 16716 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"

ppp931.on.bellglobal.com - - [26/Apr/2000:00:16:12 -0400] "GET /download/windows/asctab31.zip HTTP/1.0" 200 1540096 "http://www.htmlgoodies.com/download

123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/wpaper.gif HTTP/1.0" 200 6248 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh; I
123.123.123.123 - - [26/Apr/2000:00:23:47 -0400] "GET /asctortf/ HTTP/1.0" 200 8130 "http://search.netscape.com/Computers/Data_Formats/Document/Text/RTF
123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/5star2000.gif HTTP/1.0" 200 4005 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh
123.123.123.123 - - [26/Apr/2000:00:23:50 -0400] "GET /pics/5star.gif HTTP/1.0" 200 1031 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh; I;
123.123.123.123 - - [26/Apr/2000:00:23:51 -0400] "GET /pics/a2hlogo.jpg HTTP/1.0" 200 4282 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh;
123.123.123.123 - - [26/Apr/2000:00:23:51 -0400] "GET /cgi-bin/newcount?jafsof3&width=4&font=digital&noshow HTTP/1.0" 200 36 "http://www.jafsoft.com/asc
```

Source: http://www.jafsoft.com/searchengines/log_sample.html

THREE VISITORS

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
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123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/wpaper.gif HTTP/1.0" 200 6248 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh; I
123.123.123.123 - - [26/Apr/2000:00:23:47 -0400] "GET /asctortf/ HTTP/1.0" 200 8130 "http://search.netscape.com/Computers/Data_Formats/Document/Text/RTF
123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/5star2000.gif HTTP/1.0" 200 4005 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh
123.123.123.123 - - [26/Apr/2000:00:23:50 -0400] "GET /pics/5star.gif HTTP/1.0" 200 1031 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh; I;
123.123.123.123 - - [26/Apr/2000:00:23:51 -0400] "GET /pics/a2hlogo.jpg HTTP/1.0" 200 4282 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh;
123.123.123.123 - - [26/Apr/2000:00:23:51 -0400] "GET /cgi-bin/newcount?jafsof3&width=4&font=digital&noshow HTTP/1.0" 200 36 "http://www.jafsoft.com/asc
```

1. A visit from the "FAST-WebCrawler" web spider from the www.looksmart.com site. This retrieved Jasoft's contacts and news pages, and presumably (re-)indexed them for their search engine.

THREE VISITORS

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
fcrawler.looksmart.com - - [26/Apr/2000:00:17:19 -0400] "GET /news/news.html HTTP/1.0" 200 16716 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"

ppp931.on.bellglobal.com - - [26/Apr/2000:00:16:12 -0400] "GET /download/windows/asctab31.zip HTTP/1.0" 200 1540096 "http://www.htmlgoodies.com/downloa

123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/wpaper.gif HTTP/1.0" 200 6248 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh; I
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123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/5star2000.gif HTTP/1.0" 200 4005 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh
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```

2. Someone using the bellglobal.com ISP to download Jasoft's AscToTab program in a .zip file. This person came from the www.htmlgoodies.com website.

THREE VISITORS

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
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123.123.123.123 - - [26/Apr/2000:00:23:51 -0400] "GET /cgi-bin/newcount?jafsof3&width=4&font=digital&noshow HTTP/1.0" 200 36 "http://www.jafsoft.com/as
```

3. Someone from IP address 123.123.123.123 (changed to protect identity) who looked at Jasoft's AscToRTF - text to RTF converter homepage. This person came from the web directory at Netscape's site, and was using a Macintosh.

SERVER REQUESTS

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
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123.123.123.123 - - [26/Apr/2000:00:23:51 -0400] "GET /cgi-bin/newcount?jafsof3&width=4&font=digital&noshow HTTP/1.0" 200 36 "http://www.jafsoft.com/asc
```

1. Web page at /asctortf, which generated at least five other requests:
2. Three .gif files
3. One .jpg file
4. One call to program called newcount
5. Calls to files at other servers are not logged at this server

TIME STAMP

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
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```

- Time stamp documents time of request but is entered when request is satisfied, so it might seem out of order
- Although in this case the three visitors didn't overlap in the log file, in general this wouldn't be the case.

LOGIN INFO

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
fcrawler.looksmart.com - - [26/Apr/2000:00:17:19 -0400] "GET /news/news.html HTTP/1.0" 200 16716 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"

ppp931.on.bellglobal.com - - [26/Apr/2000:00:16:12 -0400] "GET /download/windows/asctab31.zip HTTP/1.0" 200 1540096 "http://www.htmlgoodies.com/download

123.123.123.123 - - [26/Apr/2000:00:23:48 -0400] "GET /pics/wpaper.gif HTTP/1.0" 200 6248 "http://www.jafsoft.com/asctortf/" "Mozilla/4.05 (Macintosh; I
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```

- If user had to log in, this field would contain user-id and perhaps password

GET VS. POST

```
fcrawler.looksmart.com - - [26/Apr/2000:00:00:12 -0400] "GET /contacts.html HTTP/1.0" 200 4595 "-" "FAST-WebCrawler/2.1-pre2 (ashen@looksmart.net)"
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```

- If the user had submitted a form, the http type would be POST rather than GET and the data from the form would follow. The request would be to a program that typically generates a database entry and processes a transaction.

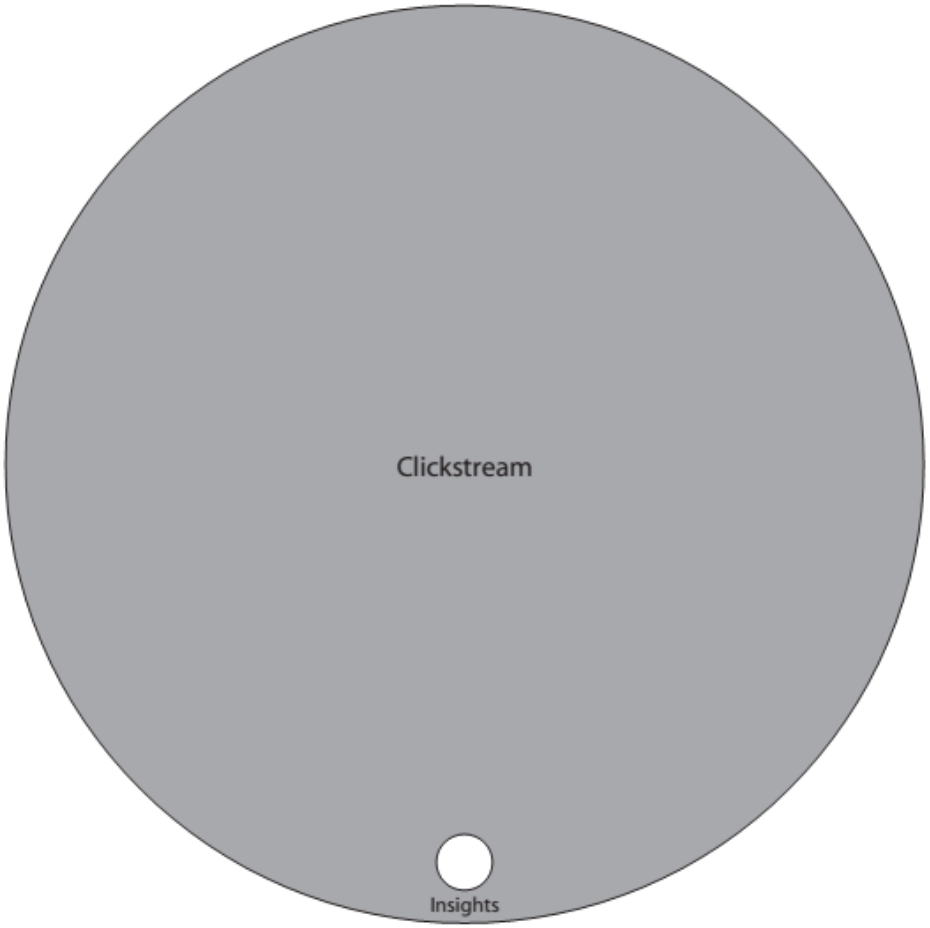
WEB ANALYTICS 2.0

WEB ANALYTICS 2.0 - DEFINITION

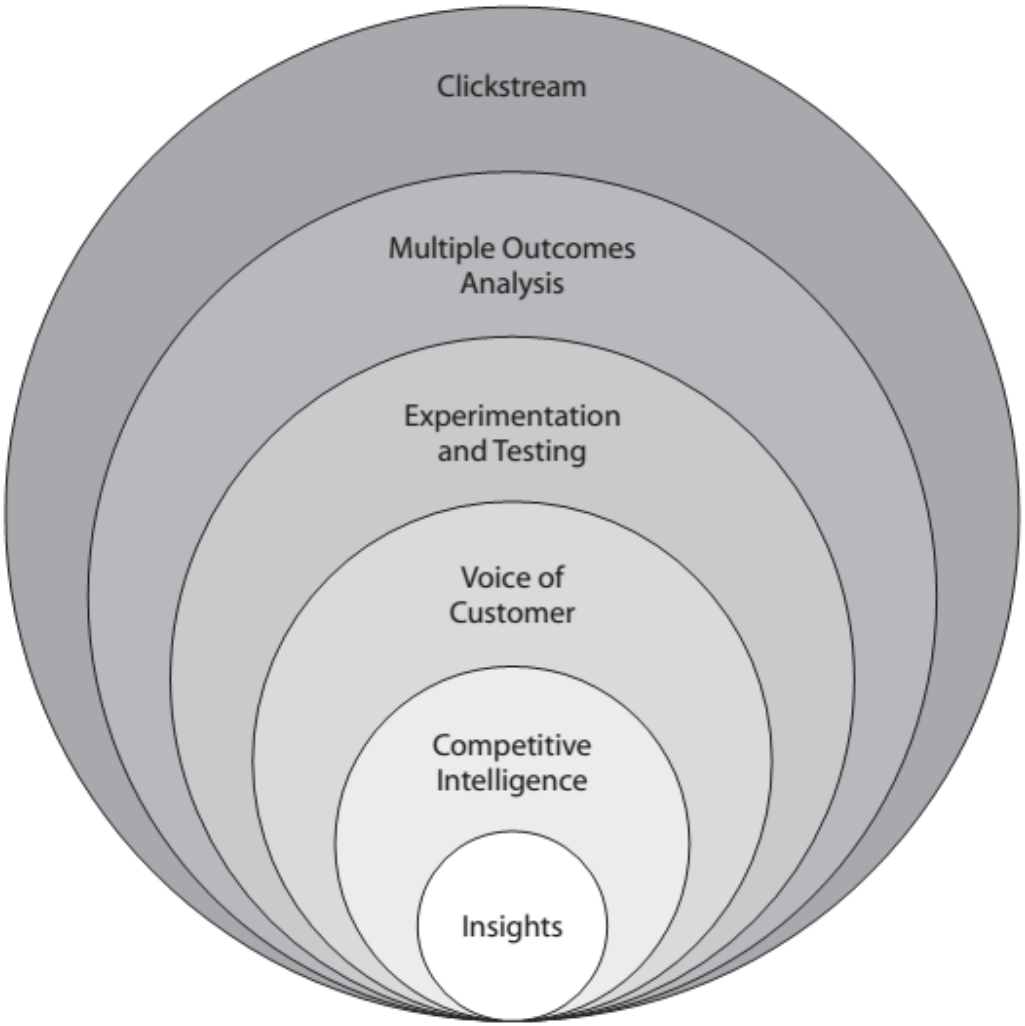
1. The analysis of **qualitative** and **quantitative** data from your website and the **competition**,
2. to drive a **continual improvement** of the **online experience** that your **customers**, and **potential customers** have,
3. which **translates** into your **desired outcomes** (online and offline).

http://www.kaushik.net/avinash/rethink-web-analytics-introducing-web-analytics-20

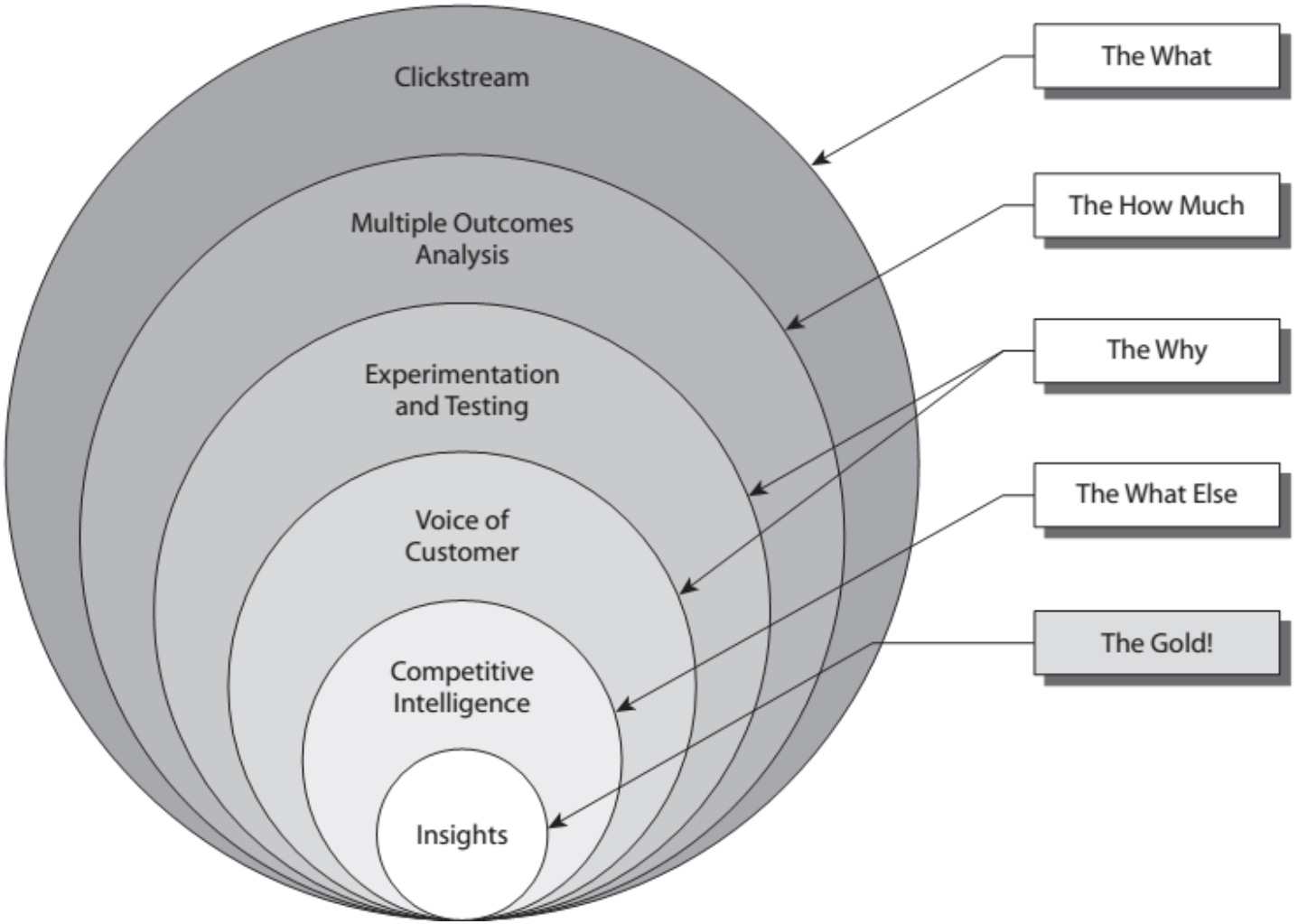
THE OLD PARADIGM OF WEB ANALYTICS 1.0



UPDATED PARADIGM OF WEB ANALYTICS 2.0



KEY QUESTIONS ASSOCIATED WITH WEB ANALYTICS 2.0



CLICKSTREAM

- Tools
  - in house:
    - collecting, storing, processing, analyzing
  - out:
    - collecting and analyzing

MULTIPLE OUTCOMES ANALYSIS

- A website attempts to deliver just three types of outcomes:
  - Increase revenue
  - Reduce cost
  - Improve customer satisfaction/loyalty

EXPERIMENTATION AND ANALYSIS (THE WHY)

- Testing
- Trying
- Experimentation
  - https://support.google.com/analytics/topic/1745146?hl=en&ref_topic=1120718

VOICE OF CUSTOMER

- Surveys
- Lab usability testing
- Remote usability testing
- Card sorting
  - https://www.optimalworkshop.com/optimalsort

THE WHAT ELSE: COMPETITIVE INTELLIGENCE

- Information about direct and indirect competitors
  - http://www.alexa.com
  - https://www.google.com/trends/
  - https://archive.org/
- Your performance against competitors

THE 10/90 RULE

- *"If your have a budget of $100 to make smart decisions about your websites . . . invest $10 in tools and vendor implementation and spend $90 on Analysts with big brains."*

WHY 10/90?

- Websites are massively complex
- Tools are only about the data
- Complex world
- Tribal knowledge (unwritten rules, missing metadata, actions of random people,...)

SOME DEFINITIONS

- Page
  - A page is an analyst-definable unit of content.
- Pageviews
  - The number of times a page (an analyst-definable unit of content) was viewed.
- Visit/Sessions
  - A visit is an interaction, by an individual, with a website consisting of one or more requests for an analyst-definable unit of content (i.e. "page view"). If an individual has not taken another action (typically additional page views) on the site within a specified time period, the visit session will terminate.
  - Visit → Several pageviews: representation of the interaction of the visitor with the site

VISIT CHARACTERIZATION

- Entry Page
  - The first page of a visit.
- Landing Page
  - A page intended to identify the beginning of the user experience resulting from a defined marketing effort.
  - Landing pages are often optimized for specific keywords, audiences, or calls to action
- Exit Page
  - The last page on a site accessed during a visit, signifying the end of a visit/session.
- Visit Duration
  - The length of time in a session.
- Page Views per Visit

VISIT CHARACTERIZATION - REFERRER

- Referrer
  - The referrer is the page URL that originally generated the request for the current page view or object.
  - Internal Referrer
  - External Referrer
  - Search Referrer
  - Visit Referrer (session)
  - Original Referrer (all visits)

VISIT CHARACTERIZATION - CLICK-THROUGH

- Click-through
  - Number of times a link was clicked by a visitor.
  - typically associated with advertising activities, whether external or internal to the site.
- Click-through Rate/Ratio
  - The number of click-throughs for a specific link divided by the number of times that link was viewed.

CONTENT CHARACTERIZATION

- Single-Page Visits
  - Visits that consist of one page regardless of the number of times the page was viewed.
- Single Page View Visits (Bounces)
  - Visits that consist of one page-view
- Bounce Rate
  - "I came, I puked, I left."
  - the percentage of sessions on your website with only one page view
- Conversion
  - A visitor completing a target action.

EXAMPLE OF BOUNCE RATE

Traffic	P	P - 1	P - 2
Page views	98,336	+343%	(-)
Visits	65,569	+363%	(-)
Total visitors	59,886	+368%	(-)

EXIT RATE VS. BOUNCE RATE

- What is the Exit rate for each page? What is the Bounce rate?
  - **Monday**: Page B > Page A > Page C > Exit
  - **Tuesday**: Page B > Exit
  - **Wednesday**: Page A > Page C > Page B > Exit
  - **Thursday**: Page C > Exit
  - **Friday**: Page B > Page C > Page A > Exit

SOME QUESTIONS

- How many Visitors are coming to my website?
  - Long-term focus, trends,...
- Where are Visitors coming from?
  - Referring URLs, Search Keywords
- What do I want Visitors to do on the website?
  - What is it for?
- What are Visitors actually doing?
  - Top entry pages, top viewed pages, Site overlay (click density) analysis, Abandonment analysis.

EXAMPLES OF ACTIONABLE OUTCOME KPIS

- Conversion Rate
- Average Order Value
- Days & Visits To "Purchase".
- Visitor Loyalty & Visitor Recency.
- Task Completion Rate.
- Share of Search.

SOCIAL, MOBILE, VIDEO. THE DATA CHALLENGE

- Consumption off-site (feed readers, aggregator sites, mobile (apps), ...)
- We need more info! (feed subscribers?)
- From Conversion rate to Conversation rate

- What's special about analyzing mobile data?

BLOGS

- Raw Author Contribution (do I deserve to be successful?)
  - Posts per month
  - Content created
- Audience Growth (Is anyone reading?)
- Conversation rate
- Citation (other pages, Twitter, ...)
- Cost of blogging
- Benefit
  - Comparative value, direct value, nontraditional value, unquantifiable value

TWITTER

- Growth in Number of Followers
- Message Amplification (RT)
- Click Through Rates and Conversions
- Conversation Rate

- Klout score
  - Engagement - Reach - Velocity - Demand - Network Strength - Activity
  - https://klout.com/corp/score

- How about Facebook, Instagram, Snapchat…?

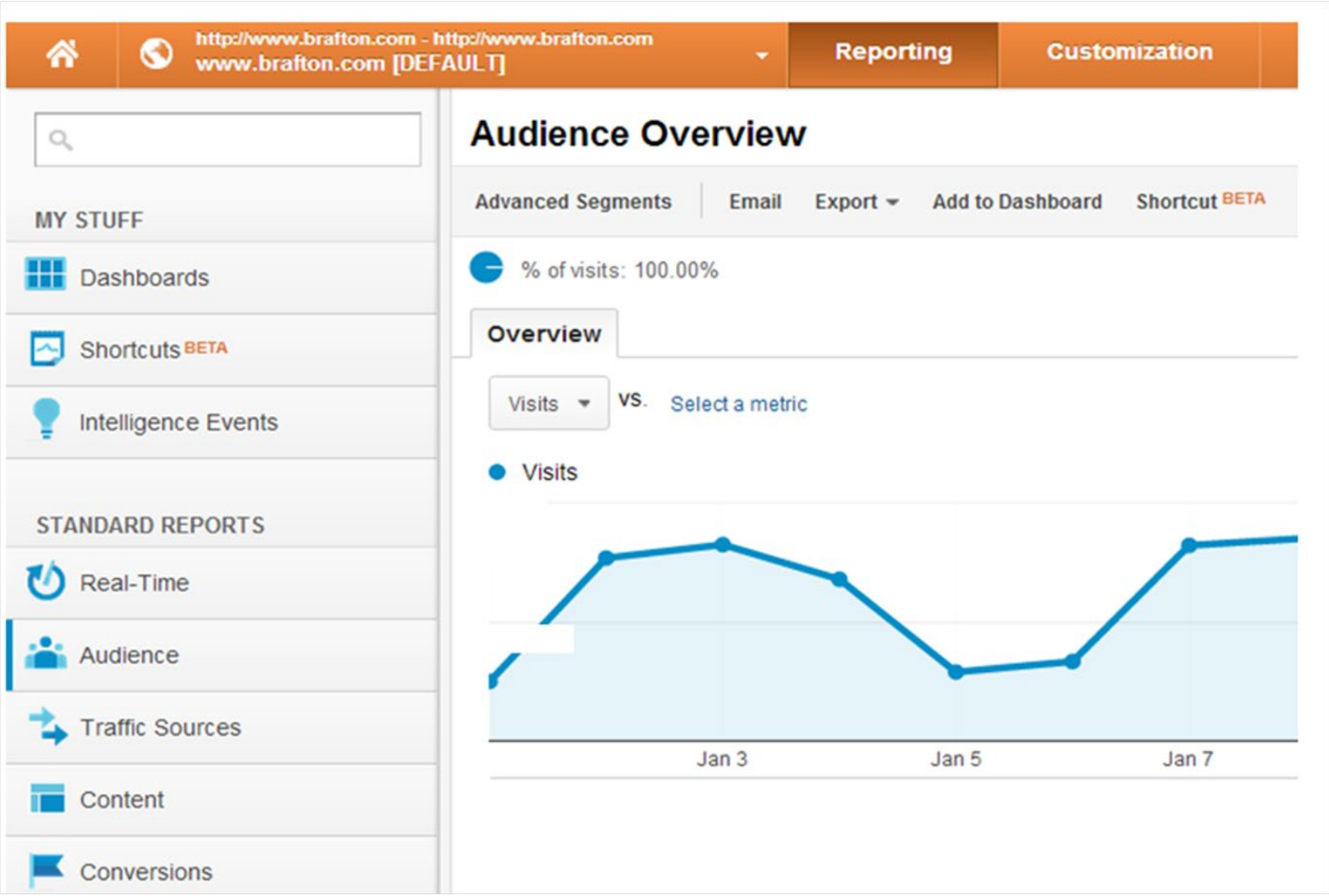
VIDEO

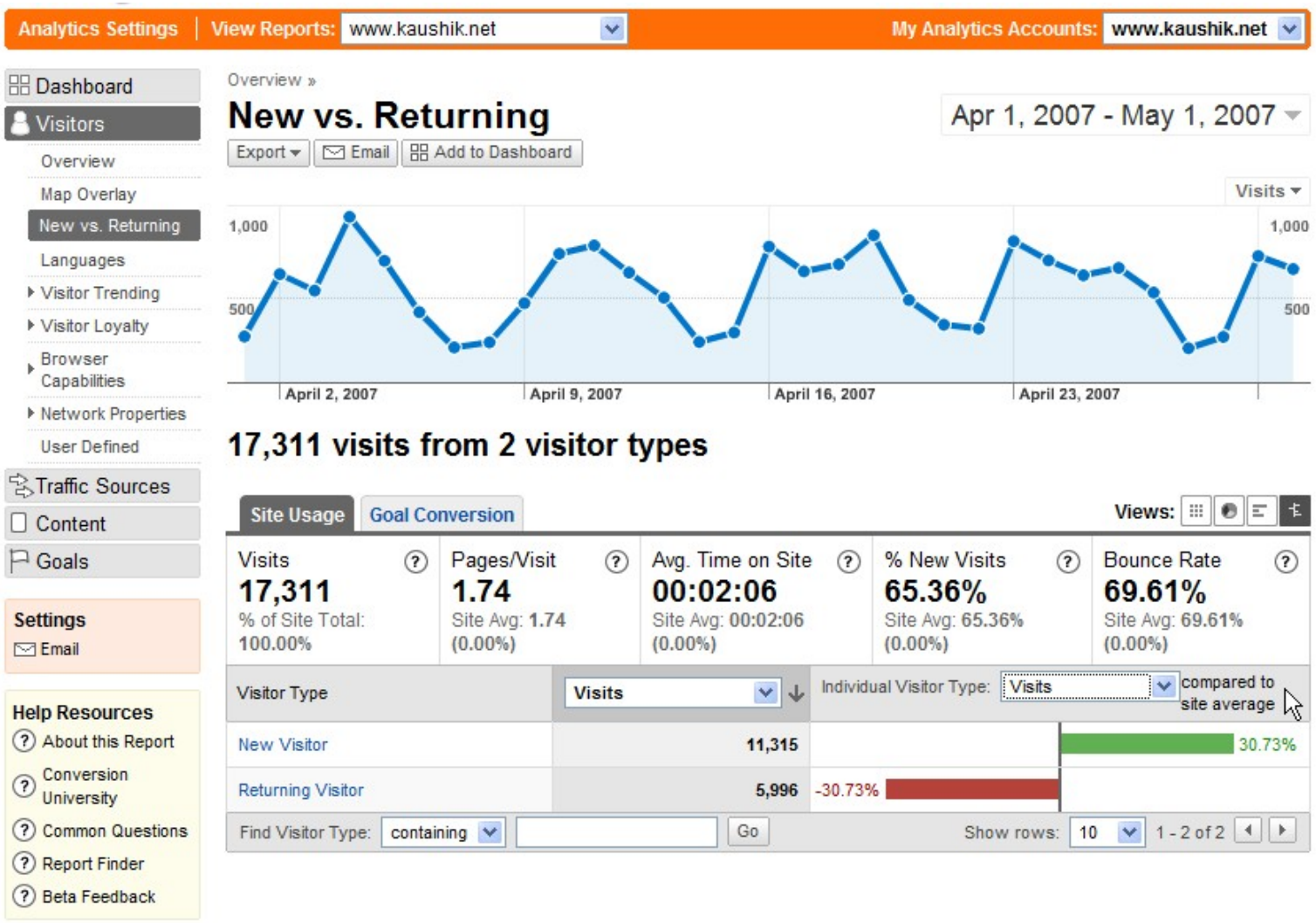
- Video consumption (and location)
- Attention and Audience Engagement
- Social Engagement
- Tracking Viralness

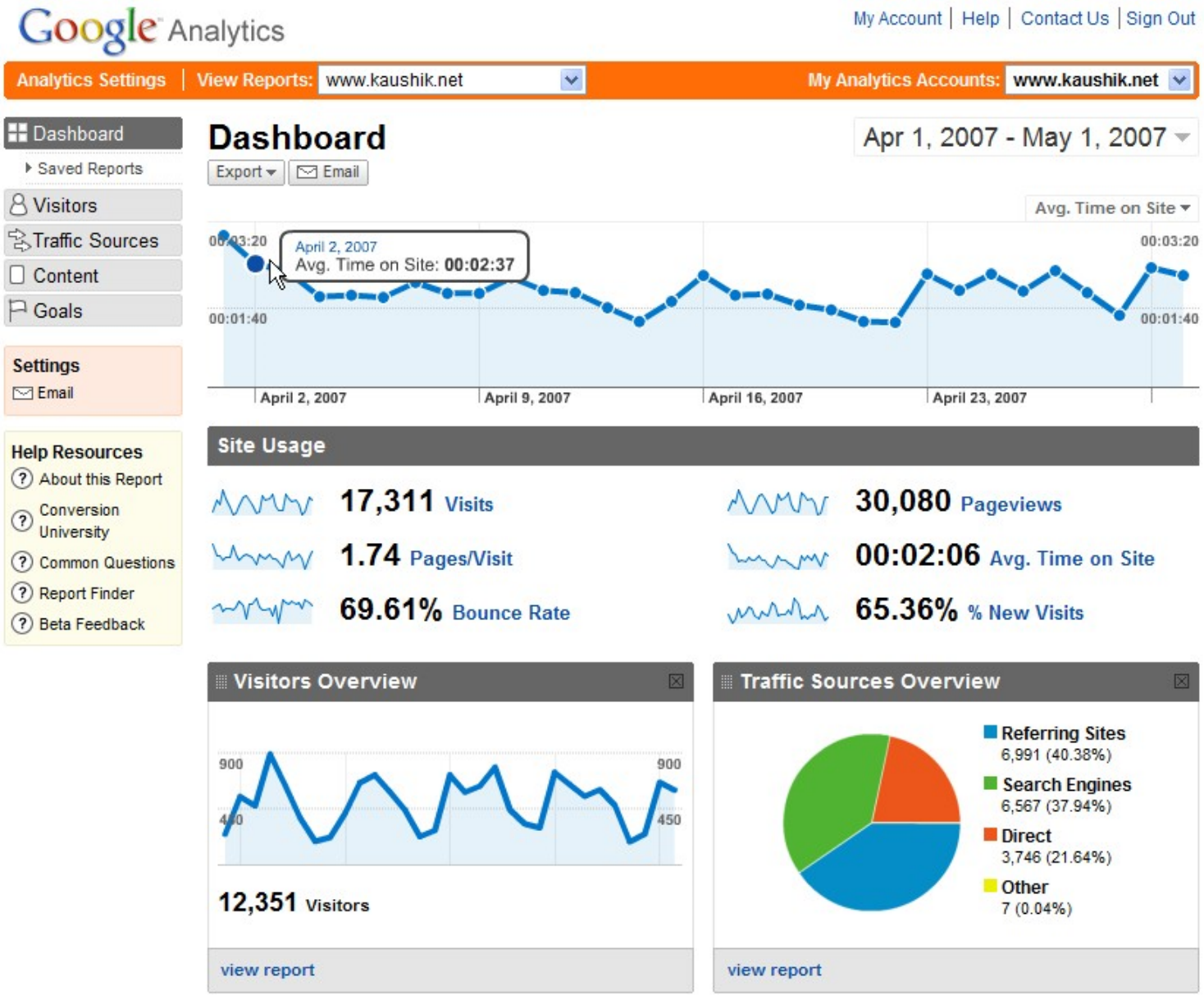
GOOGLE ANALYTICS

CREATING A GOOGLE ANALYTICS ACCOUNT

- Sign into Google (must have a Google account)
- Go to https://www.google.com/analytics
- Sign in Google Analytics
- Click the Sign Up button and answer the questions
- Click the "Get Tracking ID" button at the bottom of the page
- Under "Tracking Info" click "Tracking Code"
  - Copy and paste the JavaScript code as the first item into the <HEAD> of every webpage you want to track.


http://www.brafton.com - http://www.brafton.com
www.brafton.com [DEFAULT]
Reporting
Customization
MY STUFF
Dashboards
Shortcuts BETA
Intelligence Events
STANDARD REPORTS
Real-Time
Audience
Traffic Sources
Content
Conversions
Audience Overview
Advanced Segments
Email
Export
Add to Dashboard
Shortcut BETA
% of visits: 100.00%
Overview
Visits
vs.
Select a metric
Visits
Jan 3
Jan 5
Jan 7

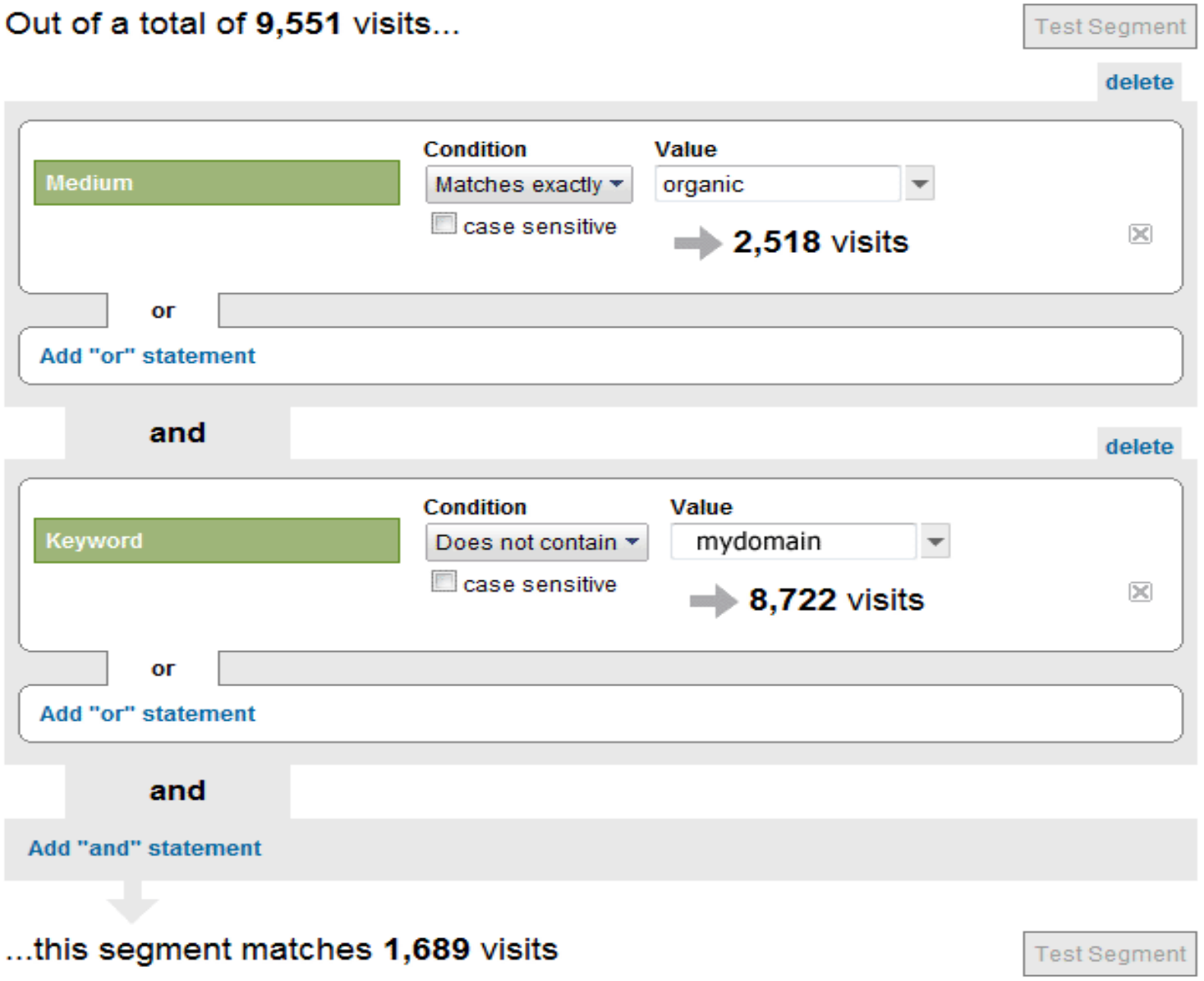

Analytics Settings
View Reports: www.kaushik.net
My Analytics Accounts: www.kaushik.net
Dashboard
Visitors
Overview
Map Overlay
New vs. Returning
Languages
Visitor Trending
Visitor Loyalty
Browser Capabilities
Network Properties
User Defined
Traffic Sources
Content
Goals
Settings
Email
Help Resources
About this Report
Conversion University
Common Questions
Report Finder
Beta Feedback
Overview »
New vs. Returning
Apr 1, 2007 - May 1, 2007
Export
Email
Add to Dashboard
Visits
1,000
500
April 2, 2007
April 9, 2007
April 16, 2007
April 23, 2007
17,311 visits from 2 visitor types
Site Usage
Goal Conversion
Views:
Visits 17,311 % of Site Total: 100.00%
Pages/Visit 1.74 Site Avg: 1.74 (0.00%)
Avg. Time on Site 00:02:06 Site Avg: 00:02:06 (0.00%)
% New Visits 65.36% Site Avg: 65.36% (0.00%)
Bounce Rate 69.61% Site Avg: 69.61% (0.00%)
Visitor Type
Visits
Individual Visitor Type: Visits compared to site average
New Visitor 11,315 30.73%
Returning Visitor 5,996 -30.73%
Find Visitor Type: containing
Go
Show rows: 10
1 - 2 of 2


Google Analytics
My Account | Help | Contact Us | Sign Out
Analytics Settings | View Reports: www.kaushik.net
My Analytics Accounts: www.kaushik.net
Dashboard
Saved Reports
Visitors
Traffic Sources
Content
Goals
Settings
Email
Help Resources
About this Report
Conversion University
Common Questions
Report Finder
Beta Feedback
Dashboard
Export
Email
Apr 1, 2007 - May 1, 2007
Avg. Time on Site
00:03:20
April 2, 2007
Avg. Time on Site: 00:02:37
00:01:40
April 2, 2007
April 9, 2007
April 16, 2007
April 23, 2007
Site Usage
17,311 Visits
30,080 Pageviews
1.74 Pages/Visit
00:02:06 Avg. Time on Site
69.61% Bounce Rate
65.36% % New Visits
Visitors Overview
900
450
12,351 Visitors
view report
Traffic Sources Overview
Referring Sites
6,991 (40.38%)
Search Engines
6,567 (37.94%)
Direct
3,746 (21.64%)
Other
7 (0.04%)
view report


Google Analytics
My Account | Help | Contact us | Sign Out
Analytics Home | View Reports www.googlestore.com
My Analytics Accounts Google Store
Reports: www.googlestore.com
Dashboards
View Executive
- Executive Overview
- E-commerce Summary
- Conversion Summary
- Marketing Summary
- Content Summary
- Site Overlay
All Reports
Marketing Optimisation
Content Optimisation
E-Commerce Analysis
Date Range
View By Default
2005
Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec
S M T W T F S
28 29 30 31 1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 1
Prev << Month >> Next
Executive Overview
Export
www.googlestore.com | 01/09/2005 - 30/09/2005
Visits and Page views
Visits
Page views
10,000
60,000
0
0
Thu 01/09
Sun 11/09
Wed 21/09
Fri 30/09
Visits
Page views
Show All
Hide All
Visits by New and Returning
91.09%
8.91%
New Visitor
Returning Visitor
Geo Map Overlay
Visits by Source
40.11%
18.83%
19.38%
10.03%
9.26%
blogger.com
google.com
(direct)
google
help.blogger.com
(other)
Help Information
Visitor Summary
The four graphics in this report provide a quick snapshot of visits to your site. The following are shown:
the total number of visits and page views your site received, the average number of page views per visit (P/V) and the number of visits and page views over time. Averages are calculated over the entire selected date range including dates not yet elapsed when applicable.
the number of first-time visits and returning visits
the cities from which the most visitors come to your site
your top referral sources.

SEGMENTS IN GOOGLE ANALYTICS

- Allow you to understand your visitors better by grouping them based on selected characteristics
- Rather than an average over all groups, you can then get data for each group
  - Why averages are so often misleading


Out of a total of 9,551 visits...
Test Segment
delete
Medium
Condition
Matches exactly
Value
organic
case sensitive
2,518 visits
or
Add "or" statement
and
delete
Keyword
Condition
Does not contain
Value
mydomain
case sensitive
8,722 visits
or
Add "or" statement
and
Add "and" statement
...this segment matches 1,689 visits
Test Segment

GOALS/CONVERSIONS IN ANALYTICS

- Should be tied to revenue generation or revenue potential
- Examples:
  - Orders placed (number or $)
  - Opt ins for email
  - White paper download

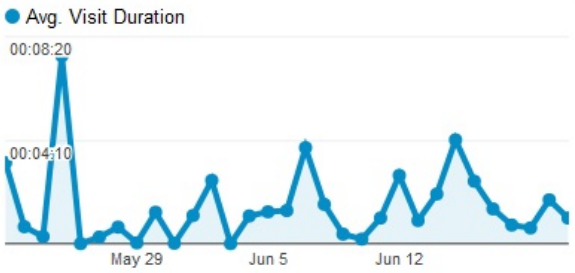
My Dashboard

22 May 2012 - 21 Jun 2012

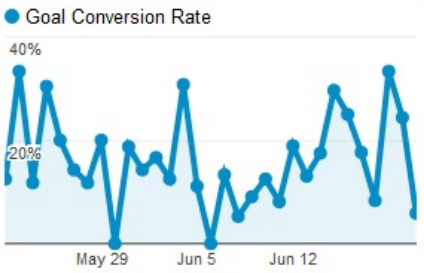
+ Add Widget | Share Dashboard | Email BETA | Export | Delete Dashboard

Visits

Avg. Visit Duration



Goal Conversion Rate



Visits by Traffic Type

56.68% organic
356 Visits

23.88% referral
150 Visits

19.44% Other
122 Visits

Pageviews by Traffic Type

Visits and Pageviews by Mobile

Mobile	Visits	Pageviews
No	561	1,720
Yes	67	162

Visits and Avg. Visit Duration by Country/Territory

Country/Territory	Visits	Avg. Visit Duration
United Kingdom	280	00:02:52
United States	110	00:00:59
India	43	00:00:39
Canada	26	00:01:04
France	17	00:00:01

Visits and Pages / Visit by Country/Territory

Country/Territory	Visits	Pages / Visit
United Kingdom	280	3.40

Goal Conversion Rate

16.24%
Site Avg: 16.24% (0.00%)

Goal Completions

102
% of Total: 100.00% (102)

Goal Value

£182.00
% of Total: 100.00% (£182.00)

Goal Completions and Goal Conversi...

Source	Goal Completions	Goal Conversion Rate
google	57	16.52%
(direct)	18	16.07%
t.co	10	28.57%
linkedin.com	5	13.51%
facebook.co		

SOME DRAWBACKS TO GOOGLE ANALYTICS

- Data Limits
  - Standard (free) account limit is 10 million hits per month, Premium account is 1 billion hits per month.
- Premium Service Pricing
  - $150,000 annual flat fee is a steep price to pay; some users prefer a cheaper option.
- Data Collection and Reporting Delays
  - Google shows real time data of site visitors, referral websites, and geographical data. The collection and reporting system has a delay of 24 hours for Standard users and 4 hours for Premium users for data such as conversions.

ALTERNATIVES TO GOOGLE ANALYTICS

- Log file analysis software, such as WebLog Expert, Event Tracker, AWStats, or more generic analysis tools such as Tableau or Splunk
- Tools that operate in a similar fashion to Google Analytics. See:
  - http://www.onextrapixel.com/2013/07/16/ten-best-alternatives-to-google-analytics/ or
  - http://www.pcworld.com/article/2051368/4-simpler-alternatives-to-google-analytics.html