Getting Insights from Google Analytics and Inspectlet for
moinworld.de

OLGA KOSTOVA
Digital Web Analyst
- 2016 -

About me

5 years experience in web analytics and digital marketing

5 months in Hamburg

traveller, Instagram lover, oil colors are my favorite :)

Google Analytics

Analytics Certification

OLGA KOSTOVA

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.

CERTIFIED

VALID UNTIL

2 June 2017

Google

GOOGLE.COM/PARTNERS

Google Tag Manager

Olga Kostova

successfully completed the Google Analytics Academy course:
"Google Tag Manager Fundamentals"

analyticsacademy.withgoogle.com/google-tag-manager

July 2015

- How do users interact with our website (technical part)?

- Who are our users (age, gender, devices, geography, language etc.)?

- How do users interact with our website and content?

- How do they found the website (sources / channels)?

- If there are any technical issues with our website that need to be improved?

- Do users have problems in understanding how to use the website?

- What kind of audience is visiting us?

- What and when our audience is interested to find?

Before starting

Add comments about what is happening to your project to see how that affect the website traffic and user behavior
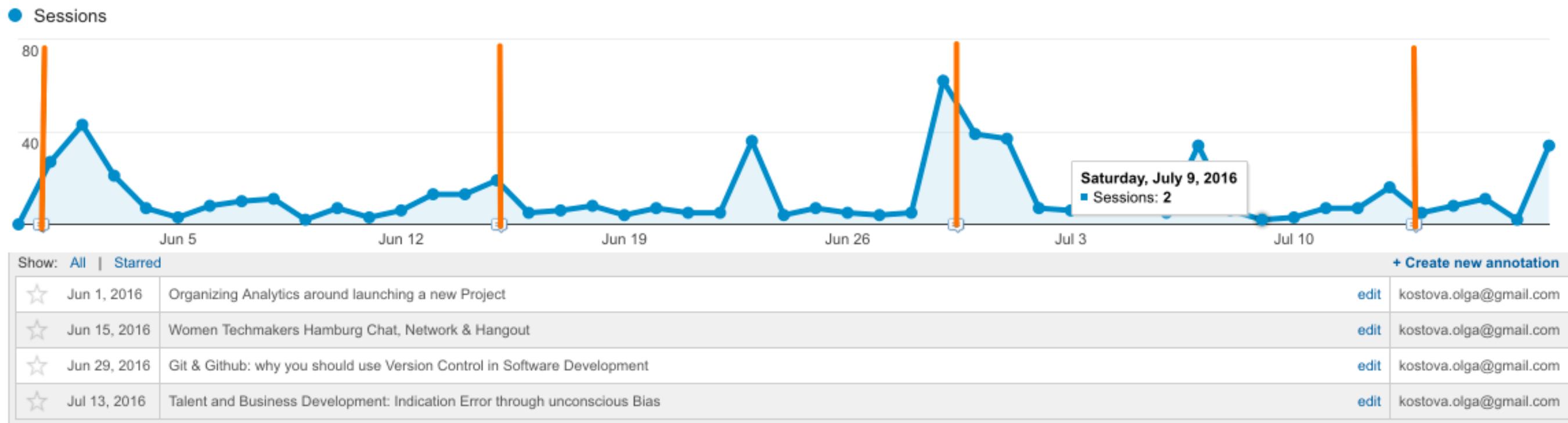
Technical Website Performance

1.0

Behavior

Site Speed
Overview
Page Timings
Speed Suggestions
User Timings

Site Search

Events

Publisher

Experiments

10 of pageviews sent page load sample

Avg. Page Load Time (sec)
2.03

Avg. Redirection Time (sec)
0.04

Avg. Domain Lookup Time (sec)
0.01

Avg. Server Connection Time (sec)
0.06

Avg. Server Response Time (sec)
0.11

Avg. Page Download Time (sec)
<0.01

what is important here are graphs
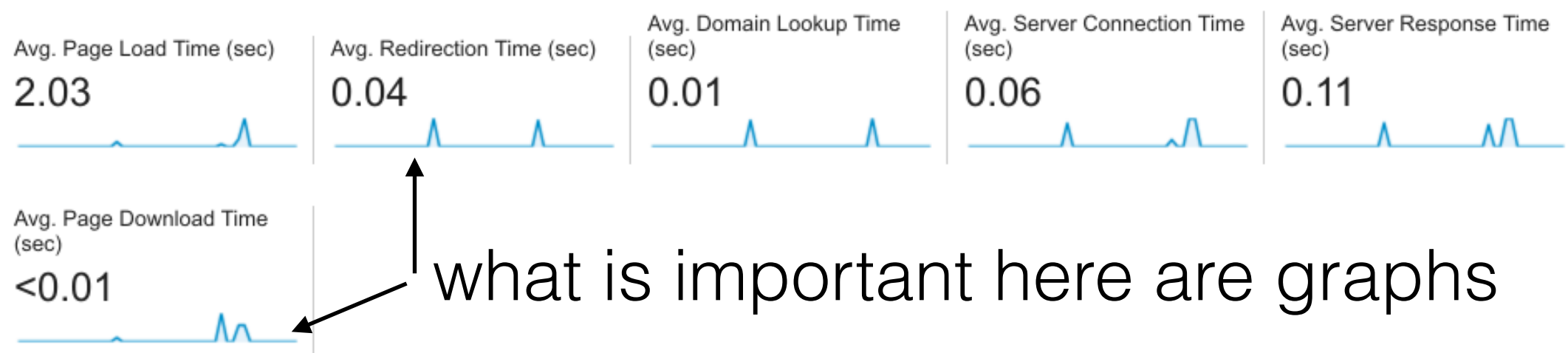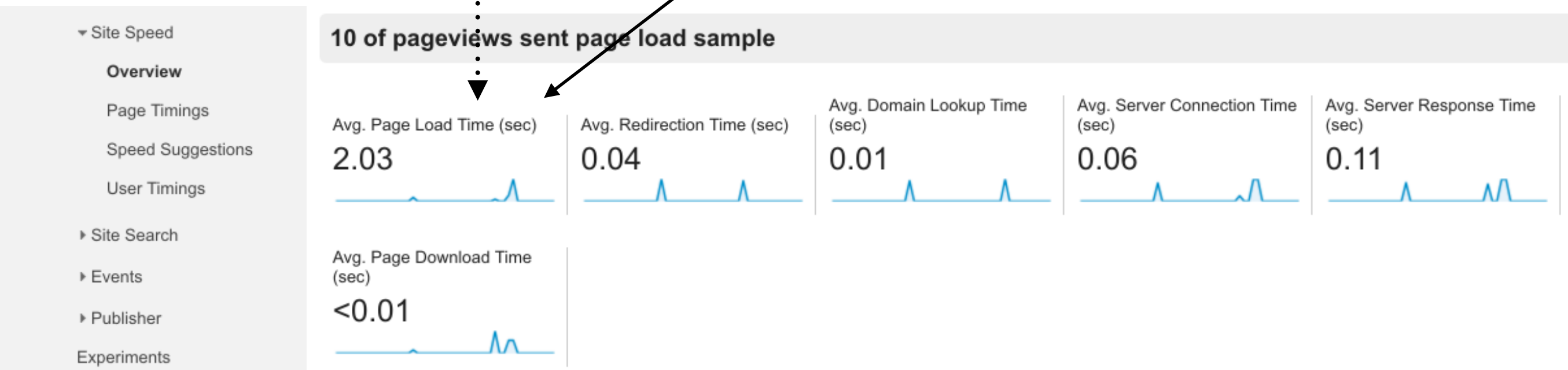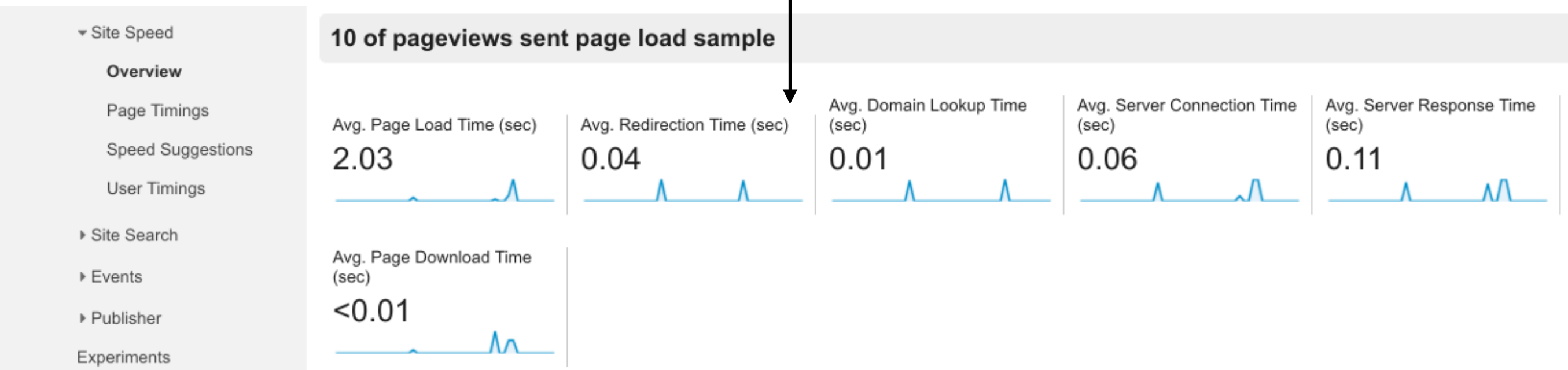
this metric always will be the largest (includes all timelines)

can be affected by multiple factors:

- ◦ redirects,
- ◦ server time calls,
- ◦ user's location,
- ◦ network connection

Site Speed

Overview

Page Timings

Speed Suggestions

User Timings

▸ Site Search

▸ Events

▸ Publisher

Experiments

10 of pageviews sent page load sample

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)
2.03	0.04	0.01	0.06	0.11

Avg. Page Download Time (sec)

<0.01

you can see the numbers here only if you have any redirections

Site Speed

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▸ Site Search

▸ Events

▸ Publisher

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0.06

Avg. Server Response Time (sec)
0.11

Avg. Page Download Time (sec)
<0.01

takes longer if your content is coming from multiple domains

valuable if you are starting new hosting solution

- ▾ Site Speed
  - **Overview**
  - Page Timings
  - Speed Suggestions
  - User Timings
- ▸ Site Search
- ▸ Events
- ▸ Publisher
- Experiments

10 of pageviews sent page load sample

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)
2.03	0.04	0.01	0.06	0.11

Avg. Page Download Time (sec)

<0.01
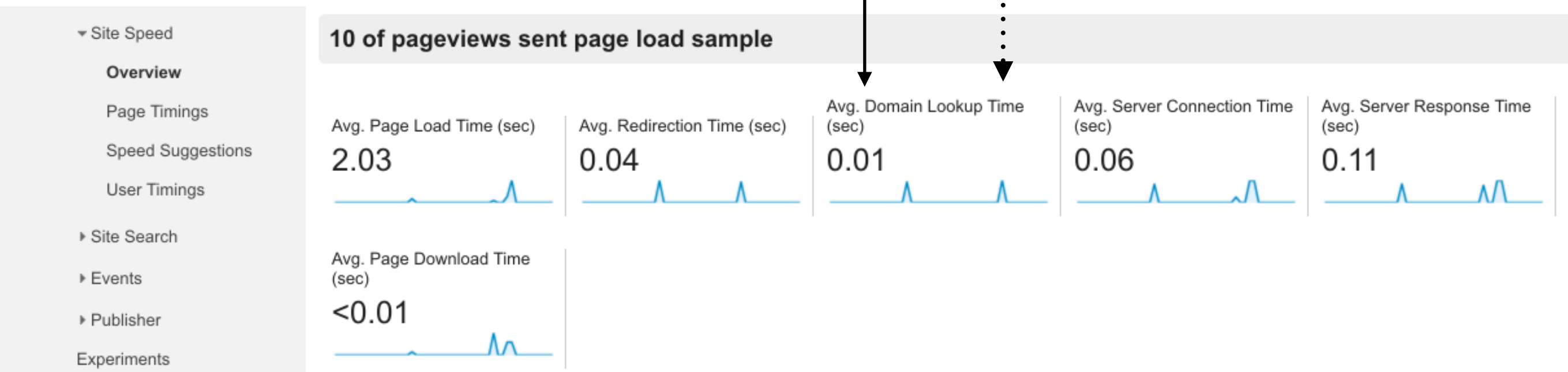
along with the previous metric this one should be the shortest amount of time

Overview

Page Timings

Speed Suggestions

User Timings

▶ Site Search

▶ Events

▶ Publisher

Experiments

10 of pageviews sent page load sample

Avg. Page Load Time (sec)

2.03

Avg. Redirection Time (sec)

0.04

Avg. Domain Lookup Time (sec)

0.01

Avg. Server Connection Time (sec)

0.06

Avg. Server Response Time (sec)

0.11

Avg. Page Download Time (sec)

<0.01
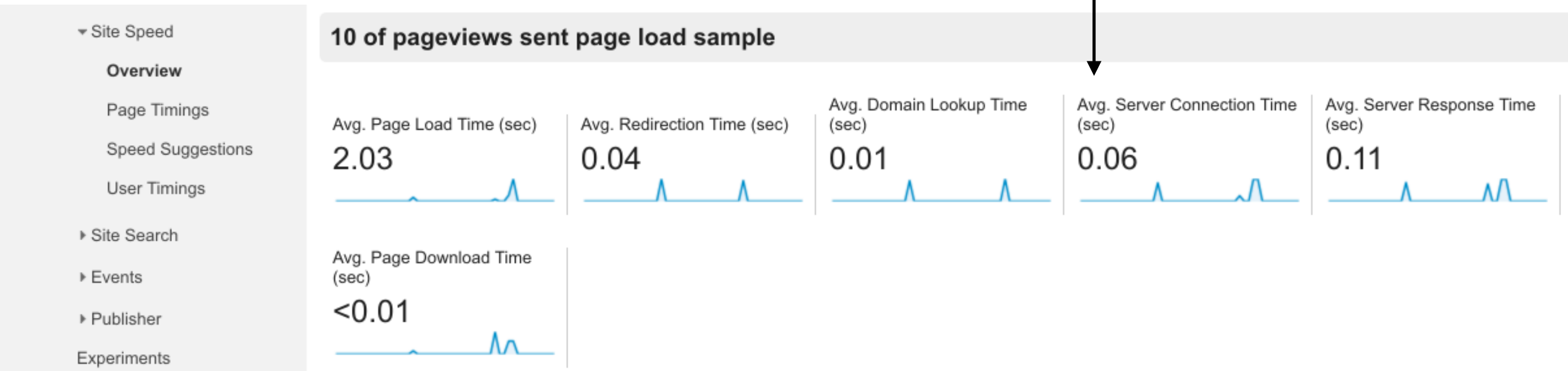
how long does it take for your site's server to respond to what a user is doing

(affected by user's location and quality of network connection)

will always be less than Avg. Page Load time

(the page has finished loading but other elements need to be loaded: images, stylesheets etc.)

▾ Site Speed

Overview

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▸ Site Search

▸ Events

▸ Publisher

Experiments

10 of pageviews sent page load sample

Avg. Page Load Time (sec)

2.03

Avg. Redirection Time (sec)

0.04

Avg. Domain Lookup Time (sec)

0.01

Avg. Server Connection Time (sec)

0.06

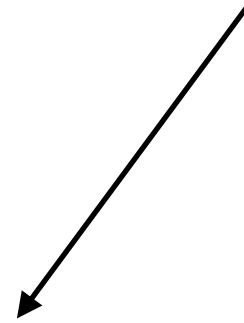Avg. Server Response Time (sec)

0.11

Avg. Page Download Time (sec)

<0.01
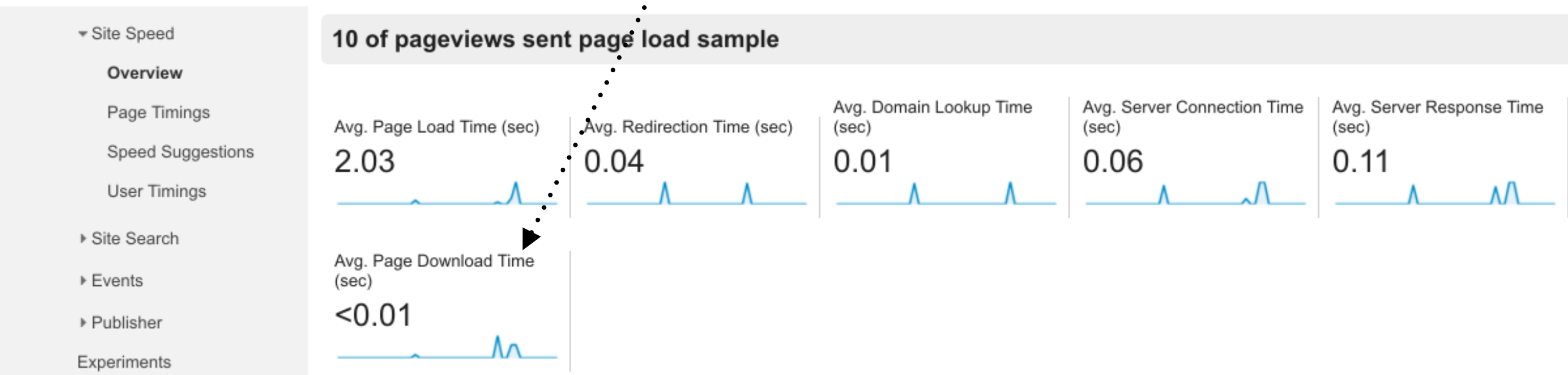
by default this report is based on 1% of the total page views

Overview

Page Timings

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10 of pageviews sent page load sample

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)
2.03	0.04	0.01	0.06	0.11

Avg. Page Download Time (sec)

<0.01

You can override the default 1% sample if you want more
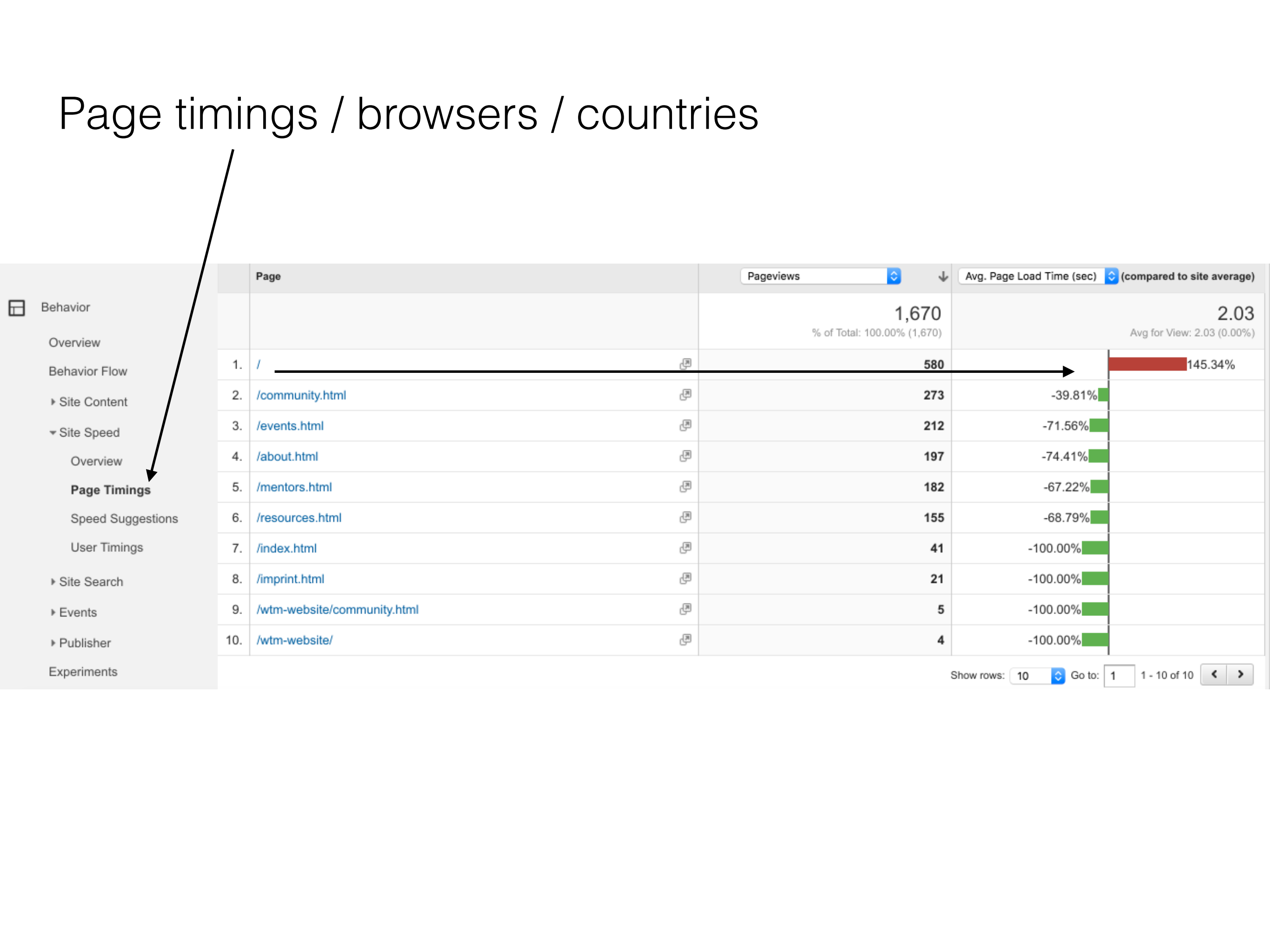
Field Name	Value Type	Default Value
siteSpeedSampleRate	integer	1

Example value: `10`
Example usage:

```
ga('create', 'UA-XXXX-Y', {'siteSpeedSampleRate': 10});
```

Page timings / browsers / countries

Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		1,670 % of Total: 100.00% (1,670)	2.03 Avg for View: 2.03 (0.00%)
1.	/	580	145.34%
2.	/community.html	273	-39.81%
3.	/events.html	212	-71.56%
4.	/about.html	197	-74.41%
5.	/mentors.html	182	-67.22%
6.	/resources.html	155	-68.79%
7.	/index.html	41	-100.00%
8.	/imprint.html	21	-100.00%
9.	/wtm-website/community.html	5	-100.00%
10.	/wtm-website/	4	-100.00%

Show rows: 10   Go to: 1   1 - 10 of 10

Behavior
- Overview
- Behavior Flow
- ▸ Site Content
- ▾ Site Speed
  - Overview
  - **Page Timings**
  - Speed Suggestions
  - User Timings
- ▸ Site Search
- ▸ Events
- ▸ Publisher
- Experiments

Speed Suggestions Report

(SEO improvements)

Behavior		Page	Pageviews	Avg. Page Load Time (sec)	PageSpeed Suggestions	PageSpeed Score
Overview	1.	/	580	4.98	4 total	85
Behavior Flow	2.	/community.html	273	1.22	5 total	82
▶ Site Content	3.	/events.html	212	0.58	4 total	86
▼ Site Speed	4.	/about.html	197	0.52	6 total	78
Overview	5.	/mentors.html	182	0.66	6 total	83
Page Timings	6.	/resources.html	155	0.63	4 total	87
Speed Suggestio...	7.	/index.html	41	0.00	4 total	85
User Timings	8.	/imprint.html	21	0.00	4 total	87
▶ Site Search	9.	/wtm-website/community.html	5	0.00	5 total	83
▶ Events	10.	/wtm-website/	4	0.00	4 total	85
▶ Publisher					1 - 10 of 10	

Before taking this report too close to your heart, check the number of samples that have been taken by Google
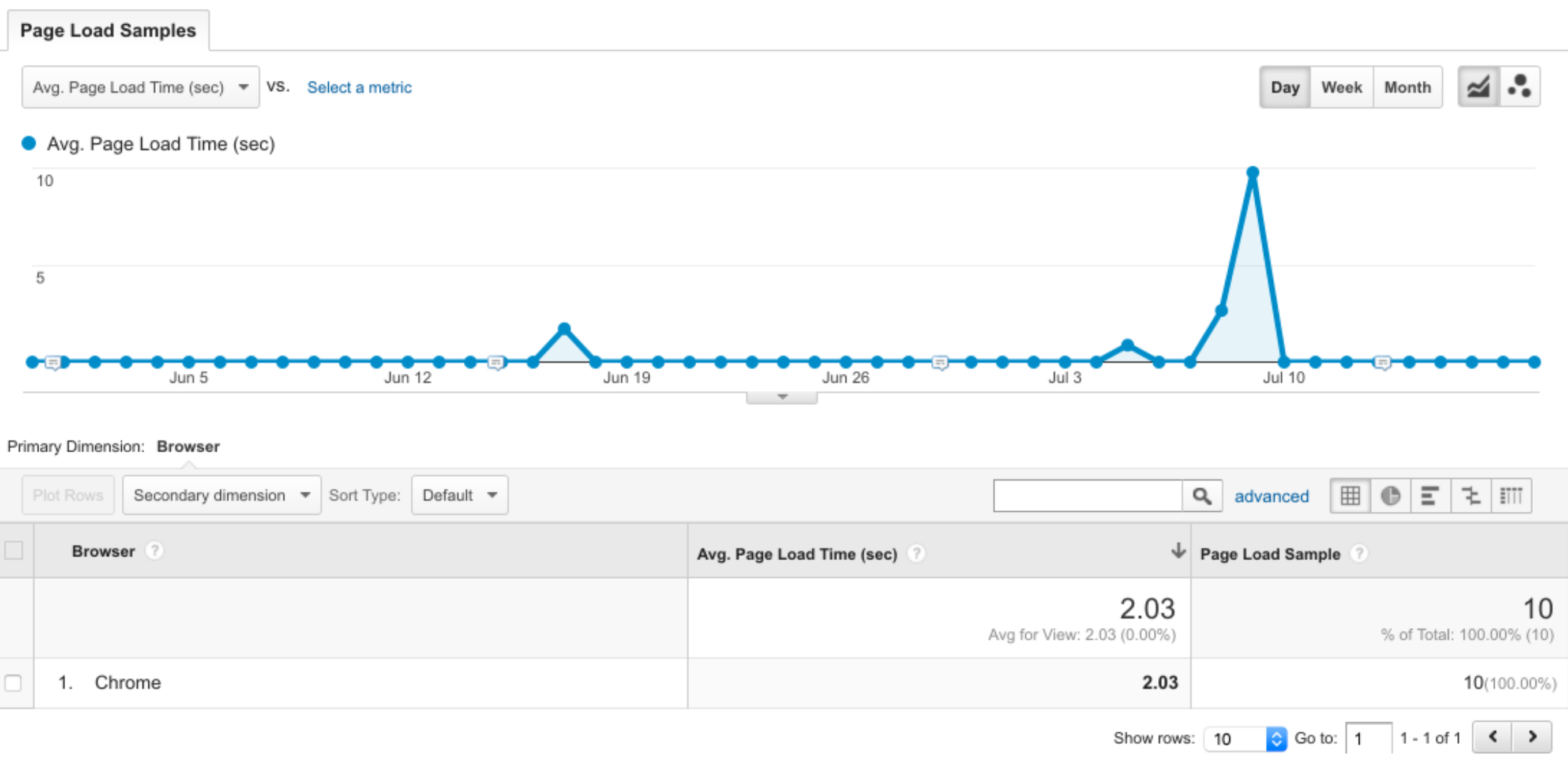
Build a custom report

Google Analytics

Home   Reporting   **Customization**   Admin

kosto
Women Techmaker

Custom Reports

Overview

Page Load Samples Re...

Edit Custom Report

General Information

Title | Page Load Samples Report |

Report Content

| Page Load Samples ✕ | **+ add report tab**

Name | Page Load Samples |

Type   [**Explorer** | Flat Table | Map Overlay]

Metric Groups

| Metric Group |

⣿ **Avg. Page Load Time (...** ▼ ⊗   ⣿ **Page Load Sample** ▼ ⊗   **+ add metric**

+ Add metric group

Dimension Drilldowns

⣿ **Browser** ▼ ⊗

+ add dimension

Filters - optional

+ add **filter** ▼

Who are our users?

Audience

Overview

Active Users

Cohort Analysis BETA

User Explorer

▸ Demographics

▸ Interests

▾ Geo

   Language

   Location

▸ Behavior

▾ Technology

   Browser & OS

   Network

▾ Mobile

   Overview

   Devices

▸ Custom
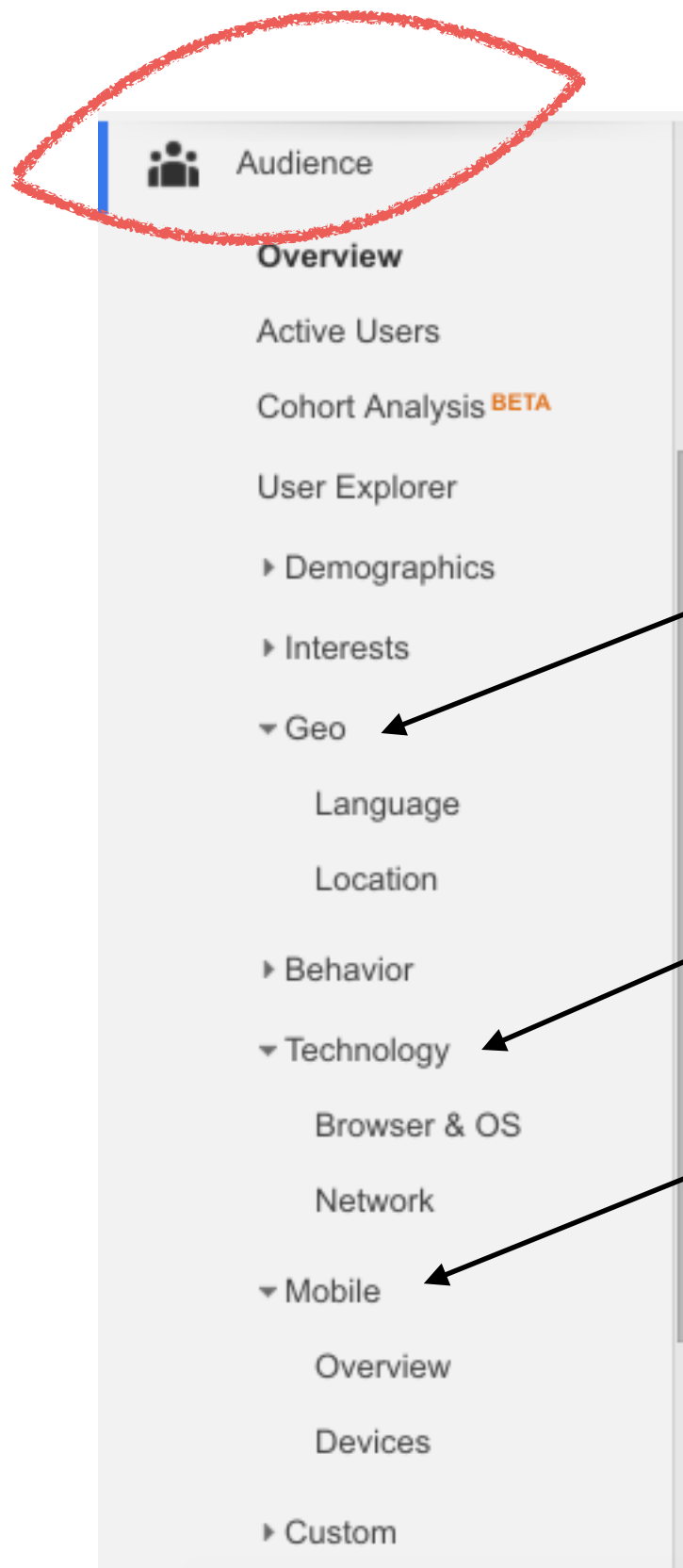
our users are coming from and speak on…

popular browsers and how do they perform

devices our users prefer and maybe some insights how to optimize content on those

Audience overview:
keep an eye on new VS return visitors ratio

Gender, age + KEY Metric

- ▼ Demographics
  - **Overview**
  - Age
  - Gender
- ▼ Interests
  - Overview
  - Affinity Categories
  - In-Market Segments
  - Other Categories
- ▼ Geo
  - Language
  - Location
- ▶ Behavior
- ▼ Technology
  - Browser & OS
  - Network
- ▼ Mobile
  - Overview

All Users
100.00% Sessions

+ Add Segment

Key Metric: Sessions ▼

Age   47.39% of total sessions

Gender   49.02% of total sessions

■ male ■ female

48.7%   51.3%

This report was generated on 7/20/16 at 5:29:29 PM - Refresh Report

Always drill down into details: what actually did Google Analytics grab about your users age and gender

● Sessions ● 25-34 ● 35-44

Primary Dimension: **Age**

Plot Rows | Secondary dimension ▼ | Sort Type: Default ▼ | | 🔍 advanced

	Acquisition			Behavior			Conversions Goal 2: Visited events page ▼		
Age ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Visited events page (Goal 2 Conversion Rate) ?	Visited events page (Goal 2 Completions) ?	Visited events page (Goal 2 Value) ?
	290 %of Total: 47.39% (612)	43.45% Avg for View: 61.11% (-28.90%)	126 % of Total: 33.69% (374)	35.52% Avg for View: 49.67% (-28.50%)	3.06 Avg for View: 2.73 (11.96%)	00:02:49 Avg for View: 00:02:15 (25.18%)	39.31% Avg for View: 29.25% (34.40%)	114 % of Total: 63.69% (179)	$0.00 % of Total: 0.00% ($0.00)
☑ 1. 25-34	123 (42.41%)	45.53%	56 (44.44%)	37.40%	3.36	00:03:15	33.33%	41 (35.96%)	$0.00 (0.00%)
☑ 2. 35-44	99 (34.14%)	34.34%	34 (26.98%)	39.39%	2.78	00:02:03	44.44%	44 (38.60%)	$0.00 (0.00%)
☑ 3. 18-24	46 (15.86%)	54.35%	25 (19.84%)	21.74%	3.07	00:03:58	45.65%	21 (18.42%)	$0.00 (0.00%)
☑ 4. 45-54	22 (7.59%)	50.00%	11 (8.73%)	36.36%	2.59	00:01:23	36.36%	8 (7.02%)	$0.00 (0.00%)

Find cross interests of your audience

Key Metric: Sessions ▾

Affinity Category (reach)
49.51% of total sessions

%	Category
5.16%	Technophiles
4.03%	News Junkies & Avid Readers
3.68%	Travel Buffs
3.64%	Shutterbugs
3.42%	Business Professionals
3.38%	Movie Lovers
3.34%	Sports Fans/Soccer Fans
3.19%	Social Media Enthusiasts
3.05%	Home Decor Enthusiasts
2.99%	Political Junkies

In-Market Segment
47.71% of total sessions

%	Segment
6.67%	Business Services/Business Technology/Web Services/Web Design & Development
5.63%	Employment
5.28%	Travel/Hotels & Accommodations
5.05%	Dating Services
4.35%	Business Services/Business Financial Services
4.24%	Home & Garden/Home & Garden Services/Landscape Design
4.18%	Real Estate/Residential Properties
3.66%	Education/Post-Secondary Education
3.19%	Real Estate/Residential Properties/Residential Properties (For Rent)
3.13%	Consumer Electronics/Mobile Phones

Other Category
49.02% of total sessions

Left navigation:
- Interests
  - Overview
  - Affinity Categories
  - In-Market Segments
  - Other Categories
- Geo
  - Language
  - Location
- Behavior
- Technology
  - Browser & OS
  - Network
- Mobile
  - Overview

How do users interact with our website and content?

Cohort analytics:
choose a metric and drill into the details
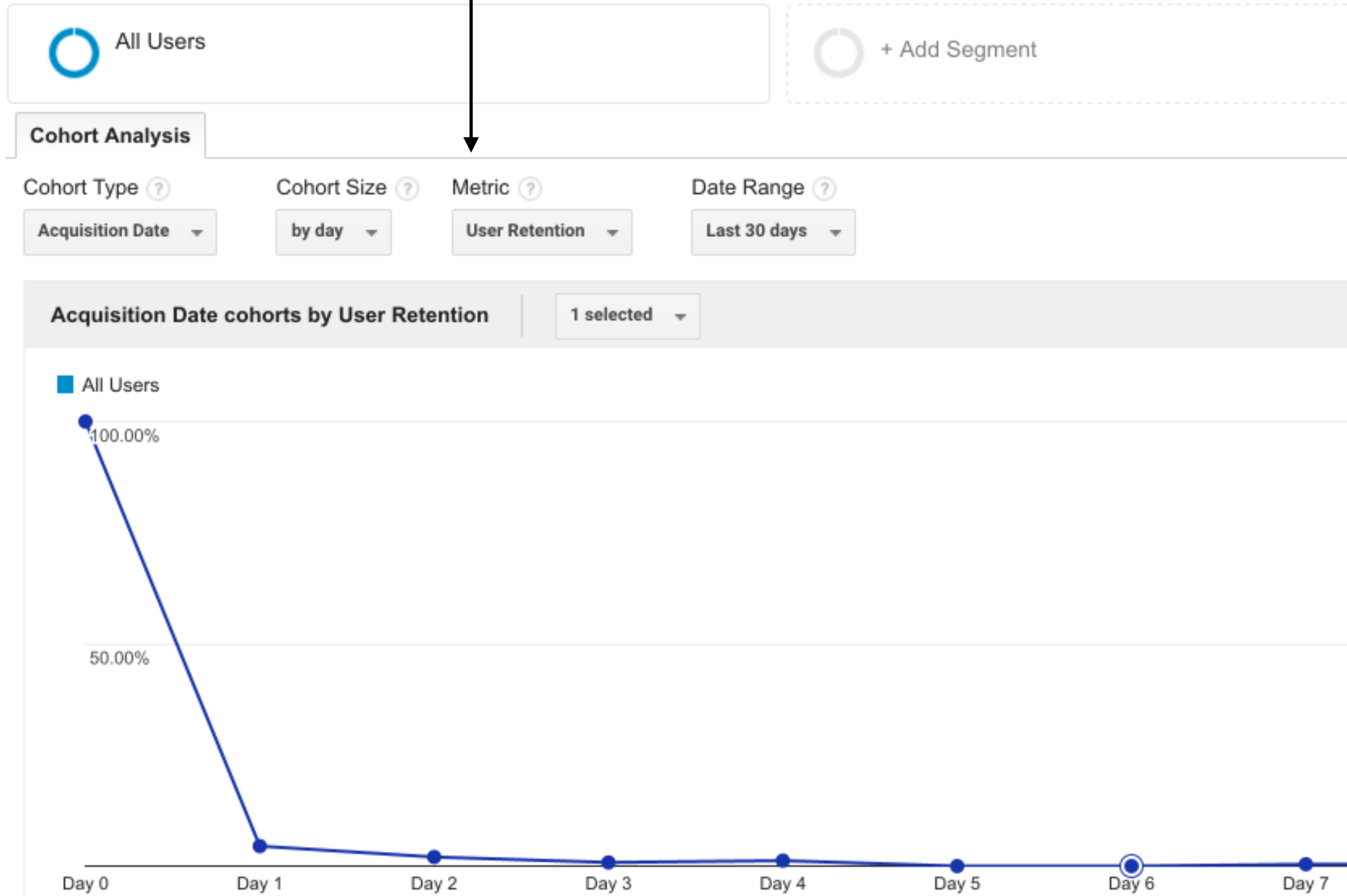
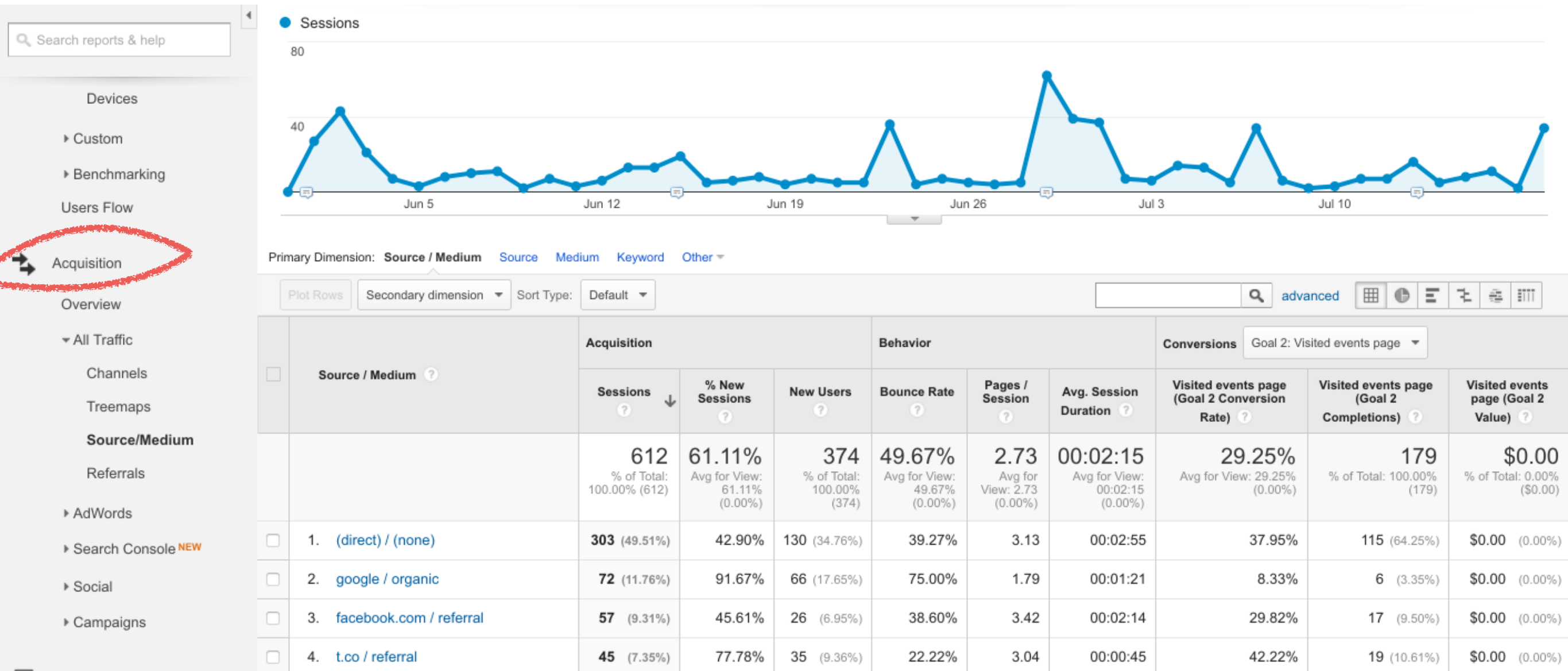# How often are users coming back?

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
All Users 245 users	**100.00%**	**4.49%**	**2.04%**	**0.82%**	**1.22%**	**0.00%**	**0.00%**	**0.41%**	**0.41%**
Jun 20, 2016 2 users	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 21, 2016 2 users	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 22, 2016 2 users	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	50.00%	50.00%
Jun 23, 2016 32 users	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 24, 2016 2 users	100.00%	0.00%	0.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%
Jun 25, 2016 2 users	100.00%	50.00%	0.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%
Jun 26, 2016 1 user	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 27, 2016 3 users	100.00%	33.33%	33.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 28, 2016 0 users	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 29, 2016 36 users	100.00%	8.33%	11.11%	5.56%	0.00%	0.00%	0.00%	0.00%	0.00%
Jun 30, 2016 25 users	100.00%	8.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Inspectlet insights
(video)

How do they found the website?

Sources of the traffic

Keyword report

Primary Dimension: Source / Medium   Source   Medium   **Keyword**   Other ▾

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | | | | | | [🔍 advanced] |

Keyword ?	Acquisition			Behavior			Conversions Goal 2: Visited events page ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Visited events page (Goal 2 Conversion Rate) ?	Visited events page (Goal 2 Completions) ?	Visited events page (Goal 2 Value) ?
	612 % of Total: 100.00% (612)	61.11% Avg for View: 61.11% (0.00%)	374 % of Total: 100.00% (374)	49.67% Avg for View: 49.67% (0.00%)	2.73 Avg for View: 2.73 (0.00%)	00:02:15 Avg for View: 00:02:15 (0.00%)	29.25% Avg for View: 29.25% (0.00%)	179 % of Total: 100.00% (179)	$0.00 % of Total: 0.00% ($0.00)
1. (not set)	**540** (88.24%)	57.04%	308 (82.35%)	46.30%	2.85	00:02:22	32.04%	173 (96.65%)	$0.00 (0.00%)
2. share buttons sharebutton.org	**30** (4.90%)	100.00%	30 (8.02%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
3. sharebutton.org share buttons	**21** (3.43%)	100.00%	21 (5.61%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
4. (not provided)	**18** (2.94%)	72.22%	13 (3.48%)	16.67%	3.00	00:03:33	16.67%	3 (1.68%)	$0.00 (0.00%)
5. http://www.moinworld.de/community.html	**3** (0.49%)	66.67%	2 (0.53%)	0.00%	8.00	00:10:59	100.00%	3 (1.68%)	$0.00 (0.00%)

Show rows: 10   Go to: 1   1 - 5 of 5   ‹ ›

What can be improved:

1) Page load time
2) Set up and connect to Google Search Console (to see keywords) - done
3) Optimize pictures and their location on the website
4) Add more information about each section of the website
5) Track clicking on the external link (visiting materials, tutori and social media) - done
6) Add call to actions
7) …

Thank you!

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 @volya.kostova

 volyamarketing.com