PROJECT : WEBSITE TRAFFIC ANALYSIS

Phase 2: Innovation

In this phase you need to put your design into innovation to solve the problem.

Explain in detail the complete steps that will be taken by you to put your design that you thought of in previous phase into transformation. a document around it and share the same for assessment**.**

ALGORITHM OR STEPS WEBSITE TRAFFIC ANALYSIS:

STEP 1 : DEFINE THE OBJECTIVES

 To start the website traffic analysis, clearly define your objectives based on the insights you want to gain. Whether it's improving conversion rates, understanding user behavior, or optimizing marketing campaigns, align your analysis goals accordingly.

STEP 2: SET UP ANALYTICS TOOL

Implement website analytics tools and tracking codes such as Google Analyticsto collect data accurately. Proper setup is crucial for capturing valuable information about your visitors' interactions and behavior.

STEP 3: TRACK AND ANALYSE VISITORS TOOL

Organic Search

Understand how visitors find your website through search engines and optimize yourSEO strategies accordingly.

Referral Traffic

Analyze the websites and sources that refer visitors to your site. Develop partnerships and strategies to maximize referrals.

Social Media

Track the impact of social media channels on your website traffic and identifyopportunities for engagement and growth.

STEP 4: ANALYSE VISITORS ENGAGEMENT

Page Views & Time Spent

Evaluate the popularity and engagement level of your web pages by analyzing the average time visitors spend on each page.

Bounce Rate

Determine the proportion of visitors who leave your site after viewing a single page. Identify pages with high bounce rates to optimize user experience.

Scroll Depth

Understand how far visitors scroll on your pages. Assess the effectiveness of yourcontent layout and make adjustments to optimize engagement.

STEP 5: ANALYSE CONVERSION RATES

Goal Setting

Set up conversion goals such as form submissions, email sign-ups, or online purchases to track the effectiveness of your website in driving desired actions.

Conversion Funnel Analysis

Analyze the steps visitors take to complete a conversion goal. Identify potential bottlenecks and optimize the conversion process.

Segmented Conversion Analysis

Segment your traffic by demographics, geographic location, or other relevant factors to identify specific user groups with different conversion pattern.

STEP 6: INTERPRET AND DRAW INSIGHTS

With all the collected data, interpret the findings in the context of your objectives. Uncover patterns, trends, and actionable insights to drive strategic decisions and optimize your website's performance.

WEBSITE TRAFFIC ANALYSIS REQUIRES SPECIFICHARDWARE AND SOFTWARE RESOURCES:

HARDWARE REQUIREMENTS:

Robust Server Infrastructure

Ensure your website can handle high traffic volumes by investing in a powerful server infrastructure with sufficient processing power and storage capacity.

Network Bandwidth

Optimize your network bandwidth to accommodate the incoming and outgoing datagenerated by visitor interactions with your website.

SOFTWARE REQUIREMENTS:

Web Server

Deploy a reliable web server software such as Apache or NGINX to host your website and track visitor interactions.

Database Management System

Choose a robust database management system like MySQL or PostgreSQL to store andmanage the collected visitor data securely.

WEB ANALYTICS TOOL:

Google Analytics

One of the most popular web analytics tools, Google Analytics provides comprehensive insights into website traffic, user behavior, and more.

Mixpanel

Mixpanel offers advanced analytics capabilities , allowing you to track specific user actions , segment data , and gain valuable audience insights.

Kissmetrics

Kissmetrics enables you to analyze user behavior across multiple channels, providing detailed insights into customer journeys and conversion funnels.

DATA COLLECTION METHODS:

JavaScript Tracking code:

Implement a Javascript tracking code on your website to collect visitors data, including page views, click events, and session information.

Server Logs Analysis:

Analyze server logs to extract valuable information about visitors IP addresses, referrers, user agent details, and other relevant metrices.

FLOWCHART :