NAAN MUDHALVAN PROJECT PHASE 2: INNOVATION

Project title: **Website Traffic Analysis**

Website Traffic Analysis

STEPS:

STEP 1: SESSIONS

The number of website visits for a selected period. One session is one visit to the website completed by any user. The session is over if the user leaves the website or remains inactive for over 30 minutes. Therefore, the more sessions you have, the more effective your promotion strategy .

STEP 2: PAGES AND SESSION

This indicator reflects the visit depth of a website. You can learn how many pages users view during one session. A high number of pages means that your web resource is interesting, useful, and convenient.

STEP 3: AVERAGE SESSION

Duration. The duration of one session calculated as the average number. The longer users stay on your website, the better search ranking it has.

STEP 4: USER

The number of unique users that have visited the website for a selected period of time. Don't confuse the number of sessions and the number of users. Sessions show how many times all users have browsed your website. As a result, the number of users is always lower than the number of sessions.

STEP 5: BOUNCE RATE

The percentage of users who leave the website within less than 15 seconds after visiting it. High bounce rates show that the web resource doesn't satisfy the needs of visitors and they have landed there accidentally.

STEP 6: CHANNELS

These are the sources of user traffic. There are nine types of such channels that will be described in detail below.

STEP 7: DEVICES

The metrics that segment users by device type (PC, tablet, smartphone).

STEP 8: AVERAGE POSITION

The indicator that reflects the position of the website in search results.

STEP 9: CTR

The ratio of impressions to the number of clicks on your page in search results. The better CTR you have, the more effective your website promotion strategy is.

STEP 10: CLICKS

This data shows how visitors interact with different elements on your website pages. Analyze the page clicks to see which elements are ignored and fix them to improve your website usability.

STEP 11: SCROLLMAP

Scrollmap. This information allows analyzing the scroll depth on your website. Thus, you can make sure that the most important information is the most noticeable.

STEPS FOR KNOWING HOW MUCH TRAFFIC A WEBSITE GETS

STEP 1: GOOGLE ANALYSIS

Google Analytics is a web analytics tool you can use to track and analyze the performance of your website or app. Through Google Analytics, you can access a wide range of data and reports on website traffic and website visitor behavior.

STEP 2: SEARCH CONSOLE

Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results.

STEP 3: PLERDY

Plerdy is a platform that helps to improve website UX and grow conversions. It includes several Tools such as a click heatmap, PopUp forms, and SEO alerts. With over 80 features and capabilities for online marketers.

COMPETITOR TRAFFIC ANALYSIS

STEP 1: SERPSTAT

Serpstat is a multifunctional service you can use to learn more about your competitors. It's an excellent solution for in-depth analysis. With Serpstat, you can view which keywords another website uses for promotion, contextual ads, our 100% accurate keyword rank tracking platform will help you check the position of a website.

STEP 2: SIMILARWEB

SimilarWeb is an online service for statistical analysis of any website.

STEP 3: AHREFS

Ahrefs is an online tool that can help you learn more about the link building (used to increase a linkmass) and content strategy of your competition