

Research Report

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The Open Window

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1 INTRODUCTION

a. Who are you and what are you presenting

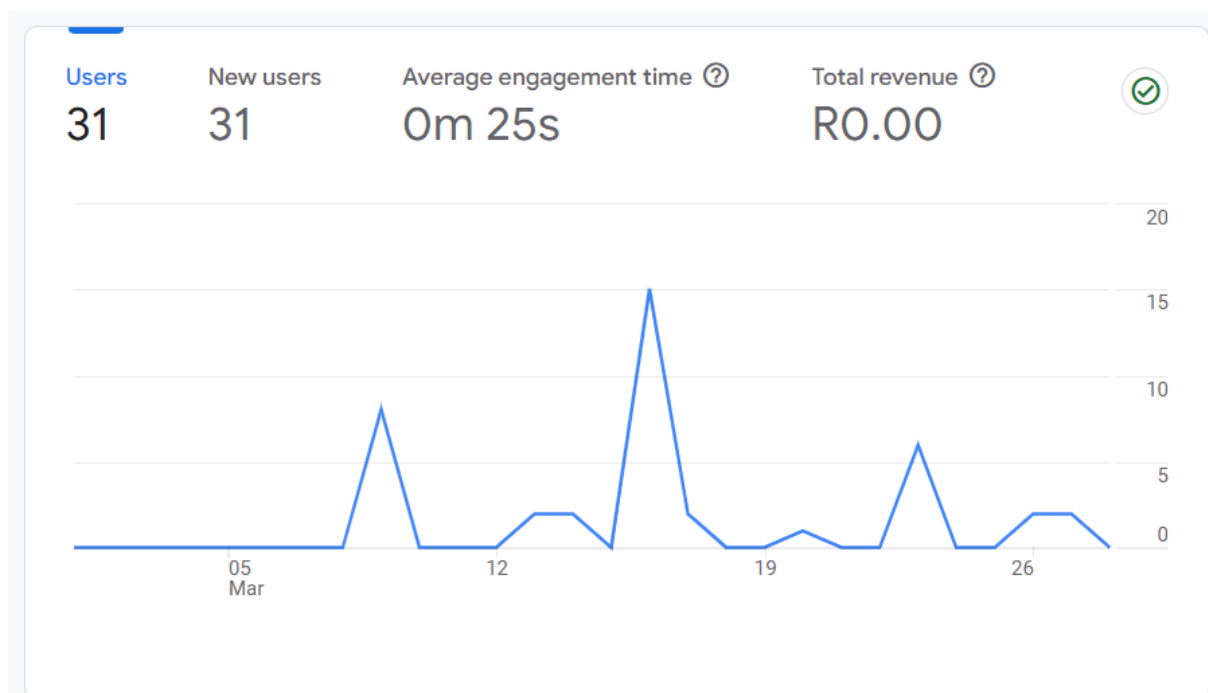
This presentation, made by Nico van Wyk, is a research report of the work I completed to optimise our website www.Bingewatch.co.za. It includes summaries of data collected through Google Analytics, retention rates as well as total impressions and data through Google Search Console. I will also discuss how I increased the impression rate, as well as the average position of the website.

The chosen hosting service is Axxess, which was chosen because we are already familiar with how to host, as well as secure, websites with their organisation. It is also based in South Africa, so was able to easily grant a website ending in .co.za, and we place a high importance on supporting local businesses.

We did not use a CDN, a Content Delivery Network, because we do not require global hosting at the speed of local hosting. Our website's demographics are young adults and adults that like to watch films and series, but we place a higher emphasis on attracting local clients - so a superior global network is unnecessary.

2 IMPORTANT METRICS FROM GOOGLE ANALYTICS

a. Users, New Users and AET

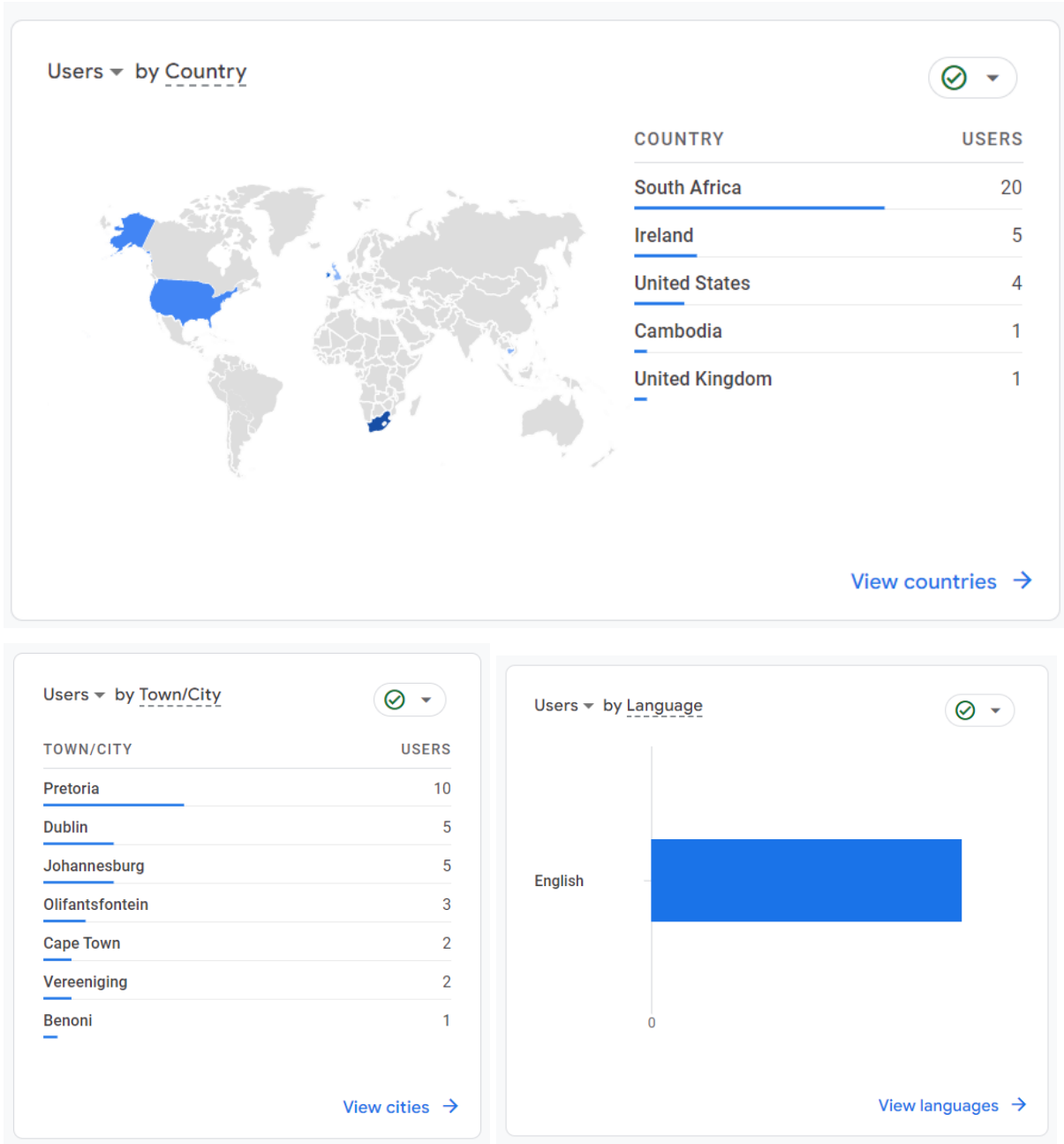


Because the website is new, all of our users are new users. This means that we have attracted almost one new user per day for the duration of the website's lifetime.

A troubling statistic is the Average Engagement Time, which is high enough to indicate user interest, but low enough to show that many users are struggling to enter the website. The users are spending on average 25 seconds on the website, indicating a login procedure was started, but due to an unknown error it failed. We will have to streamline this procedure to attract more users for a longer amount of time.

The new users also appear to arrive in short periods of time. These spikes could be due to advertisement, or users recommending the website to others.

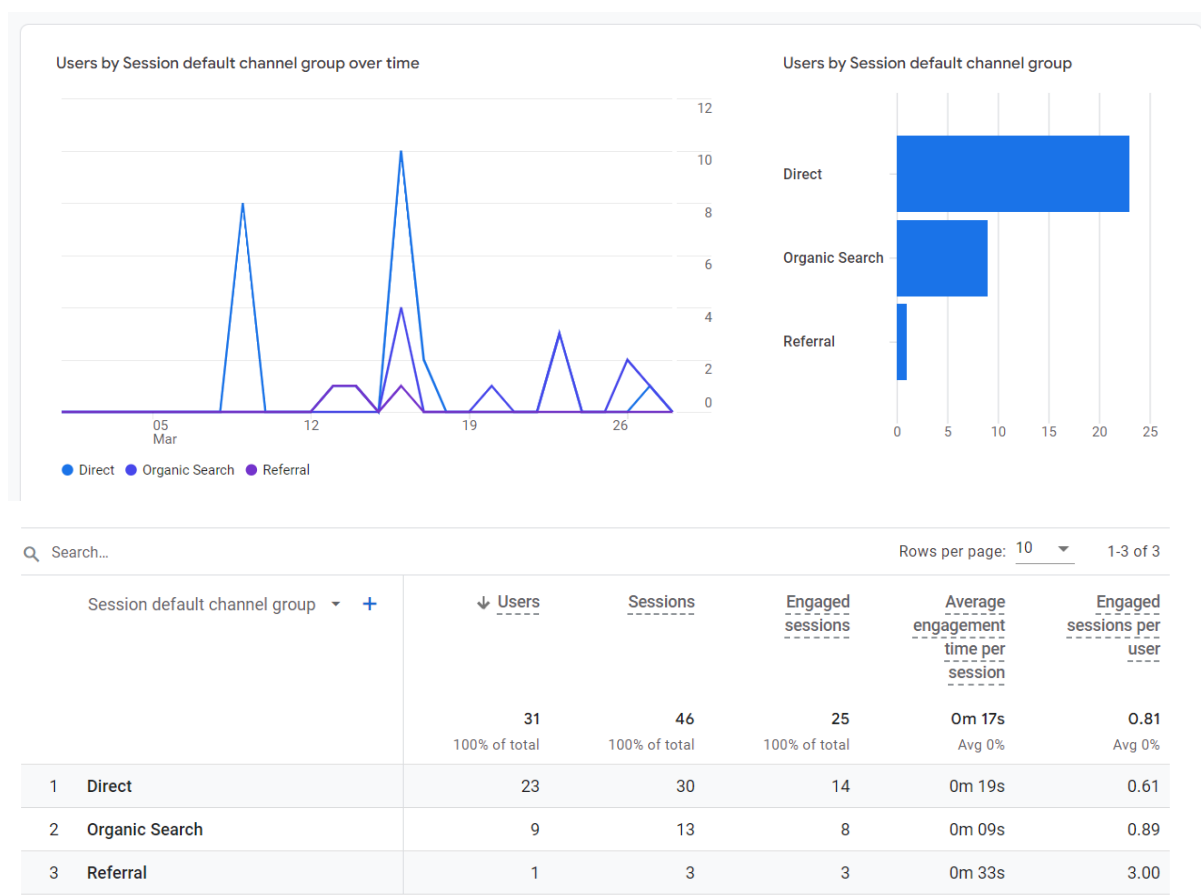
b. Demographics and User Information



The majority of our users are from South Africa, which supports the choice to not use a CDN. Fortunately we are attracting users from the largest South African cities, which will lead to more referrals between users and potential users. We do not have a good basis in Cape Town yet, so we will need to start targeted advertisements there.

All of our users are also English, which is good as it is a very important language in the world of entertainment. This also helps attract users in other countries, such as the United States and Ireland. If users in other countries continue to increase we will have to switch to a CDN to increase their ease of use and website speed.

c. Sessions Origins and Traffic Sources

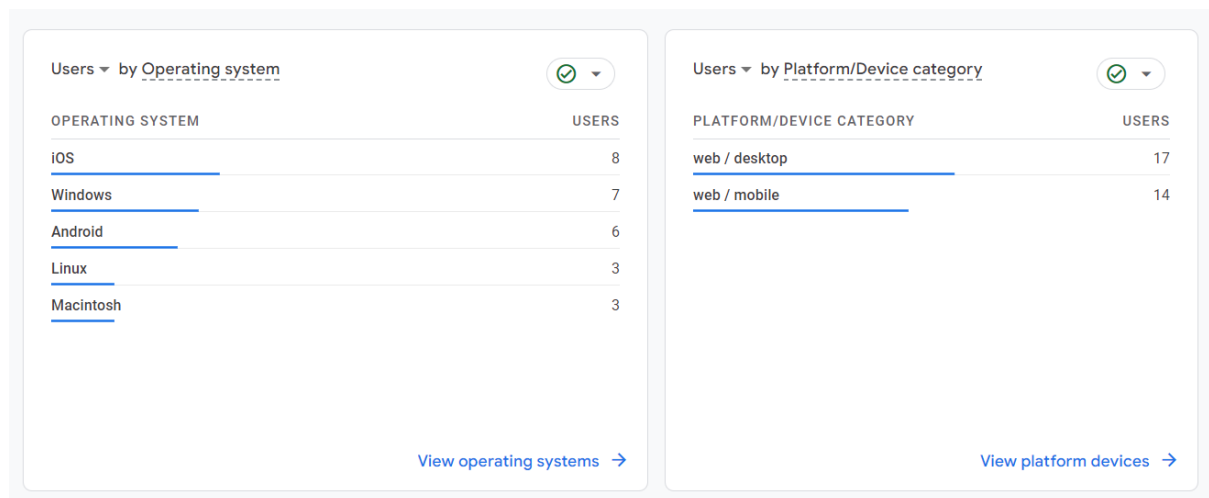


The majority of our traffic originates from direct searches, so searching the website's link directly. Organic searches, where the website appears on the SERP, are rising however. We have only had one user through referrals, although they seem to be a returning customer because they have had three sessions in total.

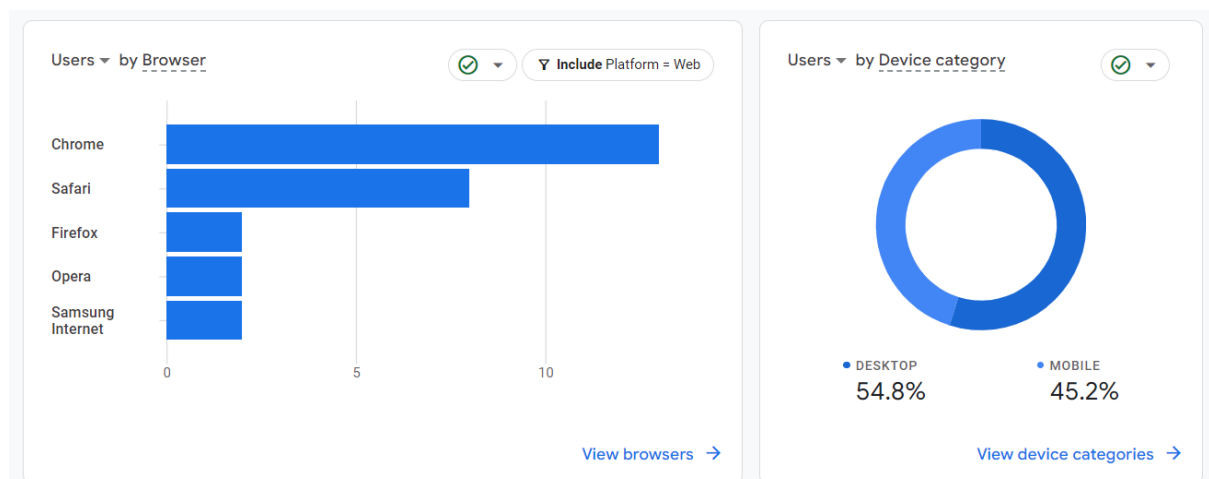
A troubling point is that the average engagement time (AET) for traffic from Organic Searches is extremely low. This means that most users who find the website organically do not become engaged and leave very quickly. An interesting point is that they have a higher amount of engaged sessions than direct searches, meaning

there is a very large disparity between the users that leave quickly and the users that decide to stay.

d. Geolocation and Device Information




Our users are from many different device types, which is good because they have about the same amount of users per device. This means the website functions similarly across all device types, and that we are not losing customers based on device type. There is also a near-equal split between desktop and mobile, meaning we are not losing customers based on device, and can attract even more because we support both.



We are receiving users primarily through Google Chrome, although the second biggest search engine - Safari - is also receiving many users. This is expected, as they are the two biggest search engines, so they will have the majority of users. The ratio of more Chrome users to Safari is also expected if you look at the device category Doughnut Chart to the right. Safari is used by less desktop users as a Macbook is much more expensive than other personal computers, meaning the

majority of Safari users will be on mobile. This shows why both Mobile and Safari have less users than Chrome and Desktop.

Users ▾ by Town/City 

TOWN/CITY	USERS
Pretoria	10
Dublin	5
Johannesburg	5
Olifantsfontein	3
Cape Town	2
Vereeniging	2
Benoni	1

[View cities →](#)

Most of the cities that are included in the geographical analysis are major cities, meaning they will have a higher amount of users that have access to desktop devices - explaining how we have more users from desktop.

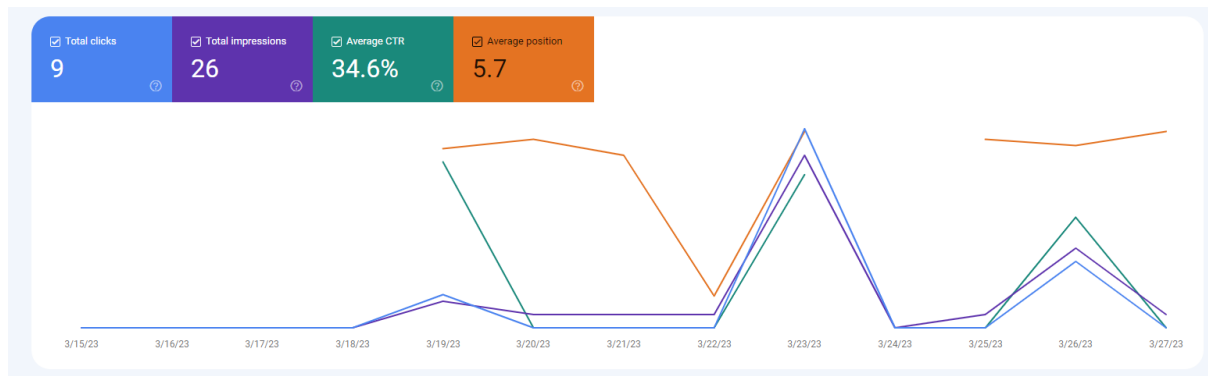
e. What Insights does Google Suggest

Suggested Custom Insights		
We recommend that you create the following insights for your property. Learn more		
<input checked="" type="checkbox"/>	Anomaly in daily event count You'll get an email notification if there's an anomaly in the number of daily total events	Review and create
<input checked="" type="checkbox"/>	Anomaly in daily users You'll get an email notification if there's an anomaly in the number of daily total users	Review and create
<input checked="" type="checkbox"/>	Anomaly in daily views You'll get an email notification if there's an anomaly in the number of daily total views	Review and create
<input checked="" type="checkbox"/>	Anomaly in daily conversions You'll get an email notification if there's an anomaly in the number of daily total conversions	Review and create
<input checked="" type="checkbox"/>	Anomaly in daily revenue You'll get an email notification if there's an anomaly in the number of daily total revenue	Review and create

Google emphasises anomalies, confirming the idea that there is an issue with user retention because of the sign in procedure.

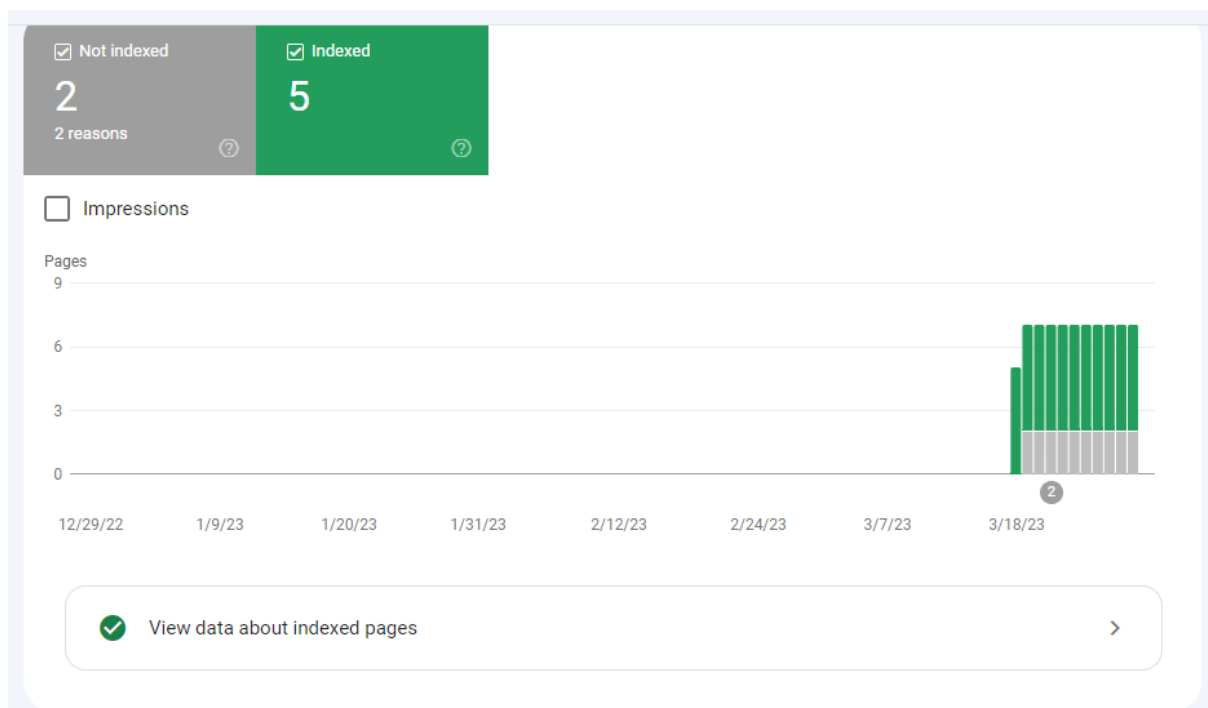
3 IMPORTANT METRICS FROM GOOGLE SEARCH CONSOLE

a. Performance Clicks



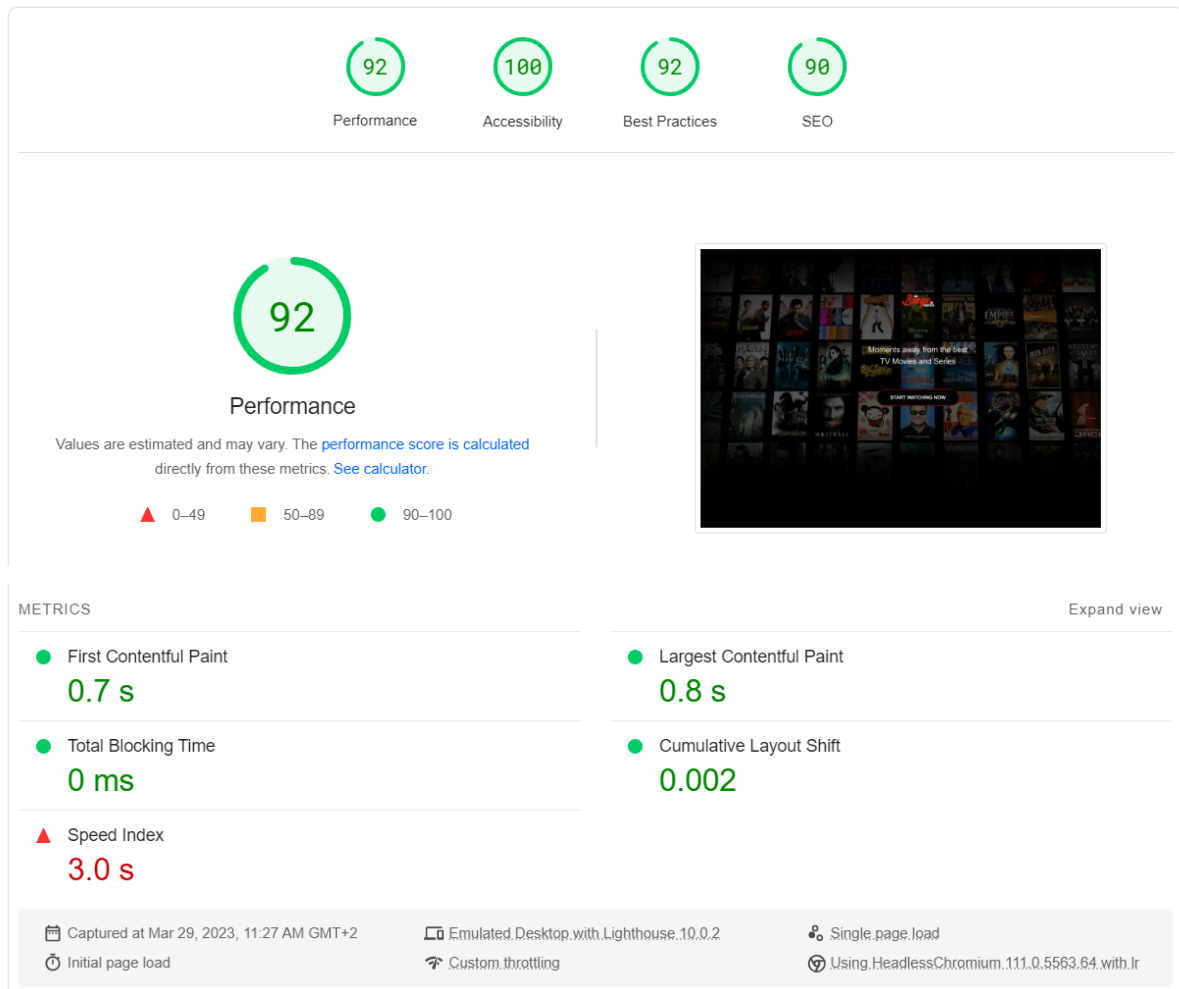
The amount of clicks spike with the amount of impressions - which is to be expected. We can also see that the performance increased with the average position of the website - once it had a better position, the clicks and impressions spiked.

b. Coverage

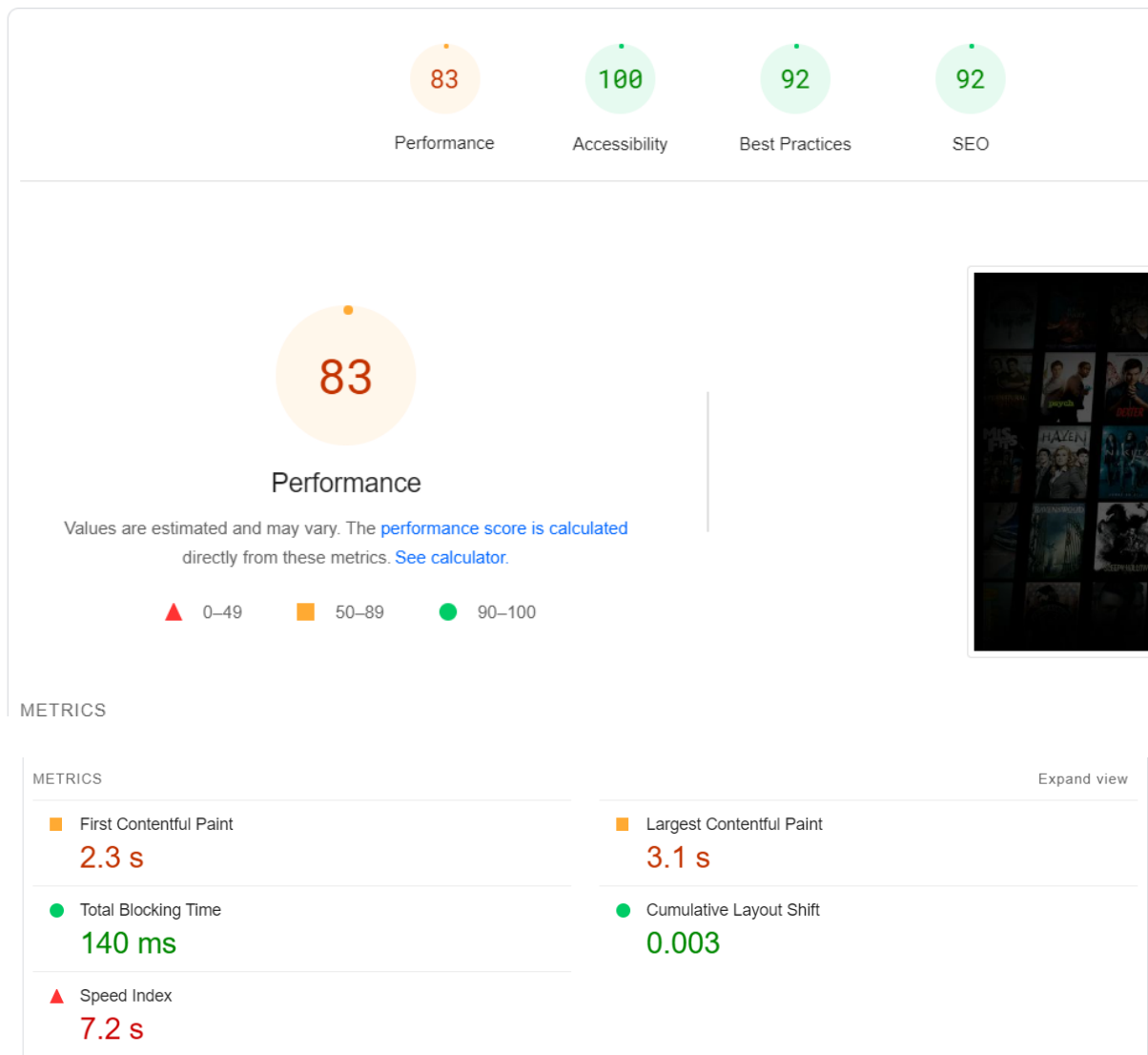


All of the website's pages have been indexed. The pages that have been marked as 'not indexed' are either not created (404), or not applicable (Duplicate without user-selected canonical).

c. Experience



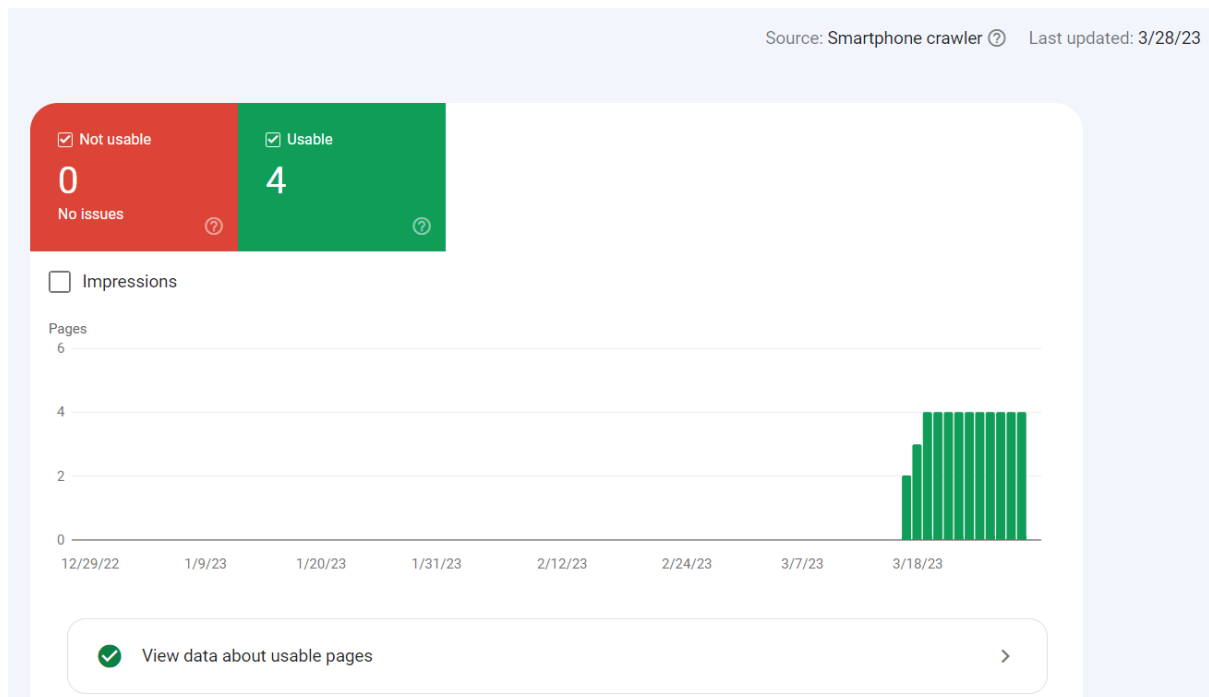
The User Experience on desktop is quite good, with the only problem being from the Speed Index. This is a problem that must be addressed in the next phase of the project, although it is not a big issue. Subsequent tests have revealed that the speed decreases and increases, although it has an average speed of 2.8 seconds. We will need to use smaller files to address this issue.



In contrast, the performance of the mobile website is concerning. This can be seen by first contentful paint (FCP), which is how quickly the user *perceives* the page to be loading, and the largest contentful paint (LCP), which is how quickly the largest item on the page loads.

For the first contentful paint, the long load time is an issue as it makes the user believe that nothing is happening - which can make them abandon the website. This could explain the low retention rate from organic searches. The largest contentful paint shows another issue: the largest item on the page is too large. This is likely due to a jpg, which has a much higher size when compared to a png. To increase this, we must use a file that has a smaller file size in the next phase of the project.

The speed index of mobile is in desperate need of help, but the reduction of the FCP and LCP can help alleviate this problem.



Good news for mobile users is that the usability of the mobile site is very good. Once the issue of load times is solved, the website will be on par with the desktop version as there are no unusable pages.

4 META TAGS AND KEYWORDS

a. Outline for Keywords and Motivations for Them

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<meta name="keywords" content="Movies, Series, Streaming, South African Company, Local, Binge watch, Awards, Popular, African Streaming, Bingewatch, Top Streaming">
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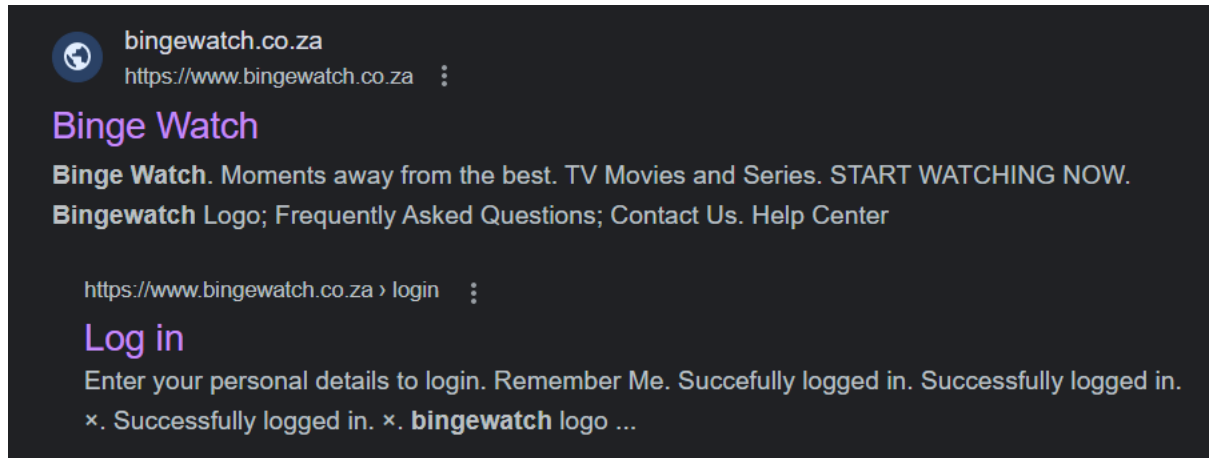
The first tags were added because they are what users would search the most. This is not very consistent, but offers a good basis. After, I added more specific terms, particularly that the company is local, to make it easier to find. More tags were added to help people find the website when they search for something related to it, such as awards or popular movies.

I also added alt tags to every img tag used inside of the website to even better drive optimisation.

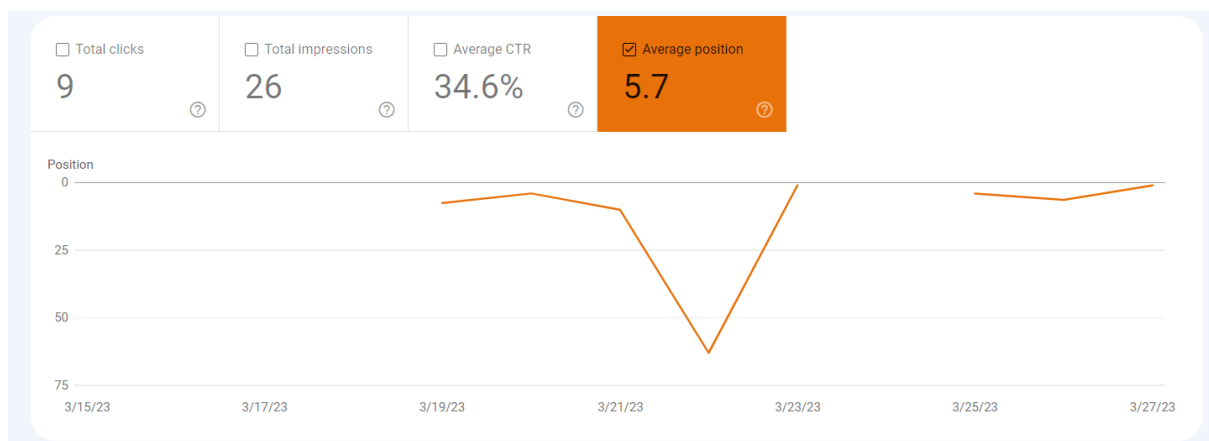
5 SERP RESULTS OR PREVIEW

a. Screenshot of Organic SERP

Before we discuss the SERP results, we must know what SERP is. It is an acronym that stands for Search Engine Results Page. This is the page that shows up whenever you search something through Google, and lists all indexed websites that match your search query. The higher your SERP result is without paying, the better.



The website appears in the SERP, and immediately engages the user to log in. This will help returning users, as well as help new users immediately sign in.



The average position of the website when searched is 5.7, an increase from its all-time low of 63. The addition of more meta tags, as well as more descriptive titles helped alleviate this issue.

6 CONCLUSION AND INSIGHTS

a. What Have You Learned?

I have learned how to properly optimise a website using meta tags, such as the description and the keywords, as well as the title. I also learned the importance of alt tags for img components.

I also learned how to properly use Google Analytics and Google Search Console to index a website and gather data from it using Google Tag Manager. Google Insights is also used to create understandable datasets that can be used to further increase the user retention rate of the website, as well as solve problem areas that were previously hidden.

b. What is Going Well and What is Not Working

The website is getting traffic from organic searches, and is set up well to gather data from users. Its index is slowly increasing towards the top of the page.

What isn't working is that some of the analytics don't have any values and that some of the pages struggle to keep up with the indexing of the main pages.

c. What Will We Do in the "Next" Phase

We will fix the display issues on mobile, as well as decrease the size of the images used on the pages. A refinement of keywords will also be done to completely optimise the pages.

A redesign of the login procedure is also needed to decrease the bounce rate on our main page. The redesign will also increase our user engagement time.