

## PHASE:2

### WEBSITE TRAFFIC ANALYSIS....

#### INTRODUCTION:

Website traffic analysis refers to the process of measuring and analyzing the various aspects of the traffic that a website receives. It involves collecting data and studying the behavior of the visitors, including where they come from, which pages they visit, how long they stay, and what actions they take on the site

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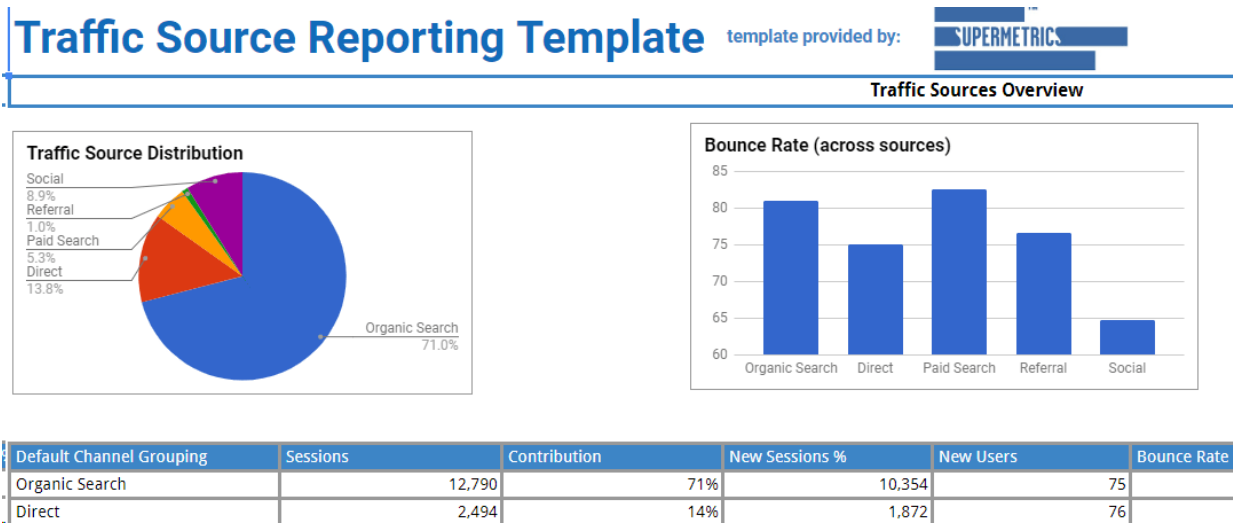
#### There are several reasons why website traffic analysis is important:

- 1.Understand audience demographics: By analyzing website traffic, businesses can gain insights into the demographic characteristics of their website visitors, such as age, gender, location, and interests. This information can help in creating targeted marketing campaigns and tailoring content to suit the needs and preferences of the audience.
- 2.Identify popular content: Website traffic analysis allows businesses to determine which pages and content on their site are most popular among visitors. By studying this data, they can create more of what works and optimize the less popular content to drive better engagement and conversions.
- 3.Track advertising effectiveness: If a website is running paid advertising campaigns, traffic analysis helps in evaluating the effectiveness of those campaigns. By measuring metrics like click-through rates, conversion rates, and bounce rates, businesses can determine which ads are performing well and which ones need improvement.
- 4.Improve website performance: By analyzing traffic patterns, businesses can identify any bottlenecks or areas for improvement in the website's design, user experience, or navigation. This can help in optimizing the site for faster loading times, better mobile responsiveness, and overall improved user experience.

5. Monitor SEO performance: Website traffic analysis provides valuable insights into the effectiveness of search engine optimization (SEO) efforts. By tracking organic search traffic and keyword rankings, businesses can identify which keywords are driving traffic to their site and make adjustments to improve their SEO strategy.

6. There are various tools and platforms available for website traffic analysis, such as Google Analytics, which provides comprehensive data and insights into website traffic. Other tools like SEMrush, Moz, and Ahrefs also offer traffic analysis features along with additional SEO optimization capabilities

# 1. Traffic Source Reporting Template...



This template will give you a complete picture of traffic coming to your website. There are multiple sheets and visualizations within this template for deep-dives, different perspectives and lastly, the best action steps for your business which are described in detail below for respective sheets

1.Traffic sources – This is the executive overview of “Traffic Sources” for a certain website. This will help you understand instantly all the traffic sources at a glance from an “inbound” perspective as well as from the “device” perspective that is being used to access your website for a specific time period

2.Organic – This is a deep-dive view of “Organic” traffic by looking at the keywords and landing pages that are used by visitors to reach your site. This understanding can help you plan your next set of SEO work in a more holistic manner. It also gives you the share of each search engines traffic

3.Social – This is a deep-dive view of “Social” traffic by looking at traffic share of each social media platform and the top landing pages that have been visited via this channel. This can help you optimize your social media strategy and to further improve upon the same

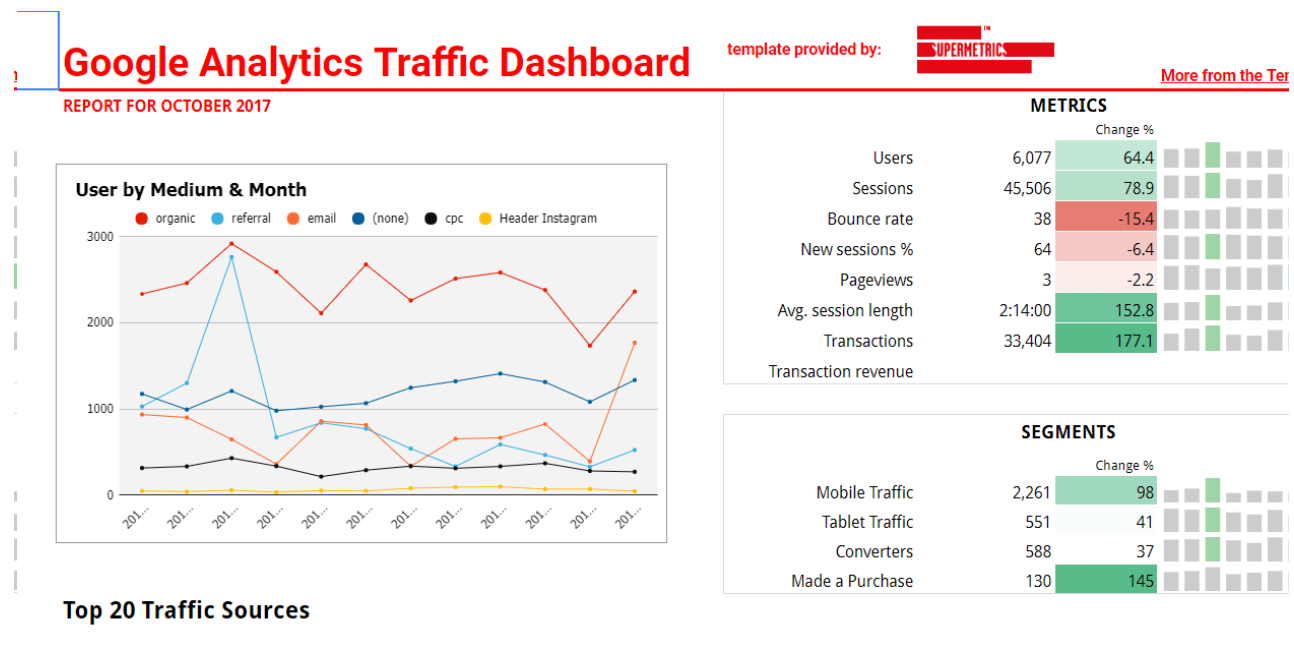
4.Direct – This is a deep-dive view of “Direct” traffic by showing the page that people land at an exit from when they are coming in via this channel. Furthermore, a quick check if these two respective pages are same or not to understand which pages make the people stay on the website and which pages make them bounce off from the website

5.Paid search – This is a deep-dive view into “Paid search” traffic by showing the keywords that led to maximum clicks and the maximum impressions along with several other metrics to understand how to optimize further to improve the campaigns. For more deep-dives, check out our other templates on PPC on Supermetrics

6.Referral – This is a deep-dive view into “Referral” traffic by looking at the “Full referrer” to understand very clearly the exact source that the traffic came from along with the landing page

that it came onto the website. This combination will help track referrals and their traffic contribution precisely, which can further be optimize

## 2. Traffic Dashboard Reporting Template...



This shows a quick distribution as per source/medium of all traffic sources to take a further deep-dive within that area.

This can give you a slightly different view due to all the sources that are not counted in the default channels shown by GA. The conditional formatting has been added to understand if there are some changes in trends that are harmful for the website.

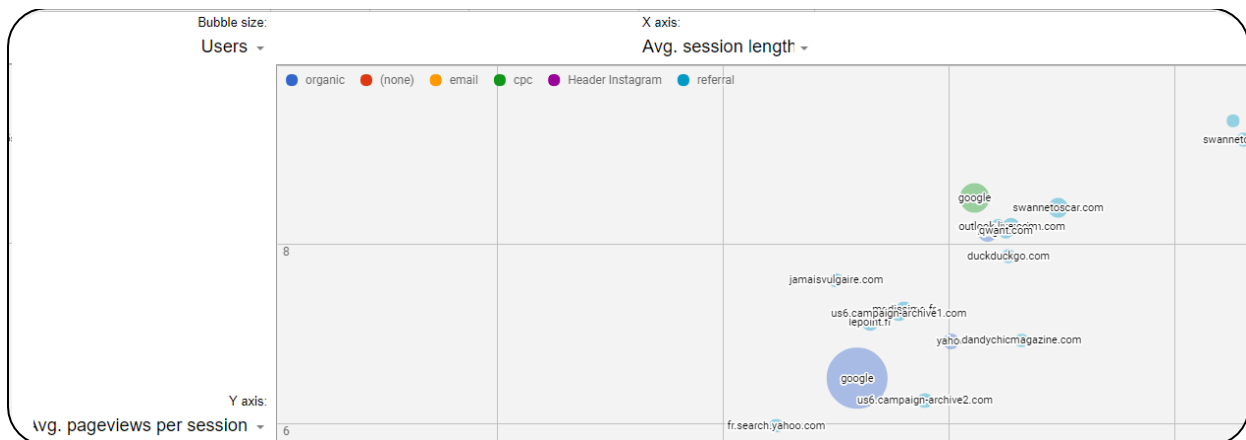
There are running 12-month trends for each source and also at an overall level to get contextual data and comparisons for your website so you can really take the best data-driven action steps.

### Top 20 Traffic Sources

Source	Users	Change %	12 month trend	Top landing page	New users %	Bounce rate %
1 google	2,549	36.3		/	71	
2 Clients S&O	1,770	350.4		/blog/vestes-automne-hiver-2017/?O=	52	
3 (direct)	1,338	25.8		/	71	

Lastly, it shows segments of the sources along with it.

## 3. Traffic Source Bubbles Reporting Template...



Lastly, we have the traffic source bubbles to give you a holistic quick view directly of all the traffic sources, their users and session length directly.

The bubble size, X and Y axis are representations of all of these dimensions and they can be interchanged as per the end user for various perspectives.

This is the eagle eye view for your entire traffic in one single large visualization to find things that you have missed in all the templates and work discussed above.

These were the set of traffic analysis templates only. If you are a digital marketer, analyst and want some more templates, make sure you check out the entire Templates gallery by Supermetrics for much more ready to use templates, which is now broken down by PPC, Analytics, Social and Trending also for ease of use