Analytics Objectives #2: Analysis for Traffic and Conversions - (Jennyfer Aguirre)

Introduction

The goal of this analytics project was to provide actionable insights to Productfolio.com by identifying which media channels and content types drive the most traffic and conversions. By leveraging Google Analytics (GA4) data, this report explores traffic sources, landing page performance, engagement behaviors, and ebook interactions to help optimize the site's marketing strategy and user journey. We answer research questions within each analytical category.

Although the original method mentioned A/B testing, this analysis did not include experimental methods or randomized testing. Instead, we used descriptive analytics and visualizations built in R to interpret historical behavioral trends. The focus was placed on key metrics including sessions, engaged sessions, event counts, funnel progression (signup → activation → setup), and ebook submissions. Visualizations were created using R's tidyverse packages and 12-month data was collected across each category (4/11/2024 - 4/11/2025).

Descriptive Analytics and Results.

**1. Traffic Acquisition**

Research Questions:

Which traffic sources generate the most sessions?
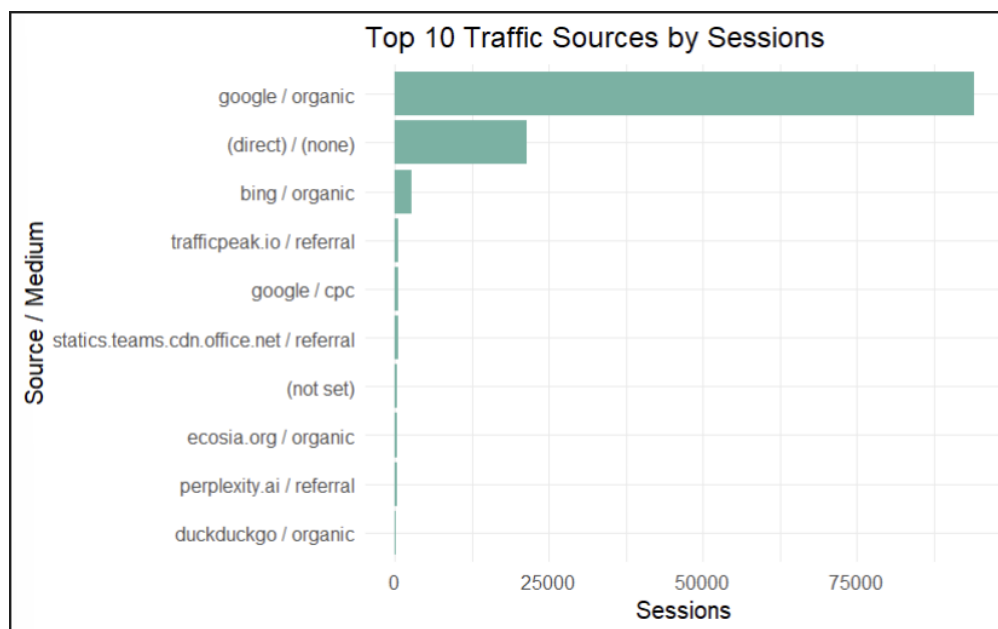
Descriptive Analysis:

Google / organic drives the highest number of sessions by a wide margin, showcasing the strength of Productfolio's SEO efforts. Direct traffic follows, likely representing returning users or untracked sources, highlighting a need for better UTM tagging. While Bing, referrals, and Google / CPC contribute less traffic, referral channels present an opportunity to grow visibility through strategic partnerships and backlink outreach.

Which channels have the highest engaged sessions?
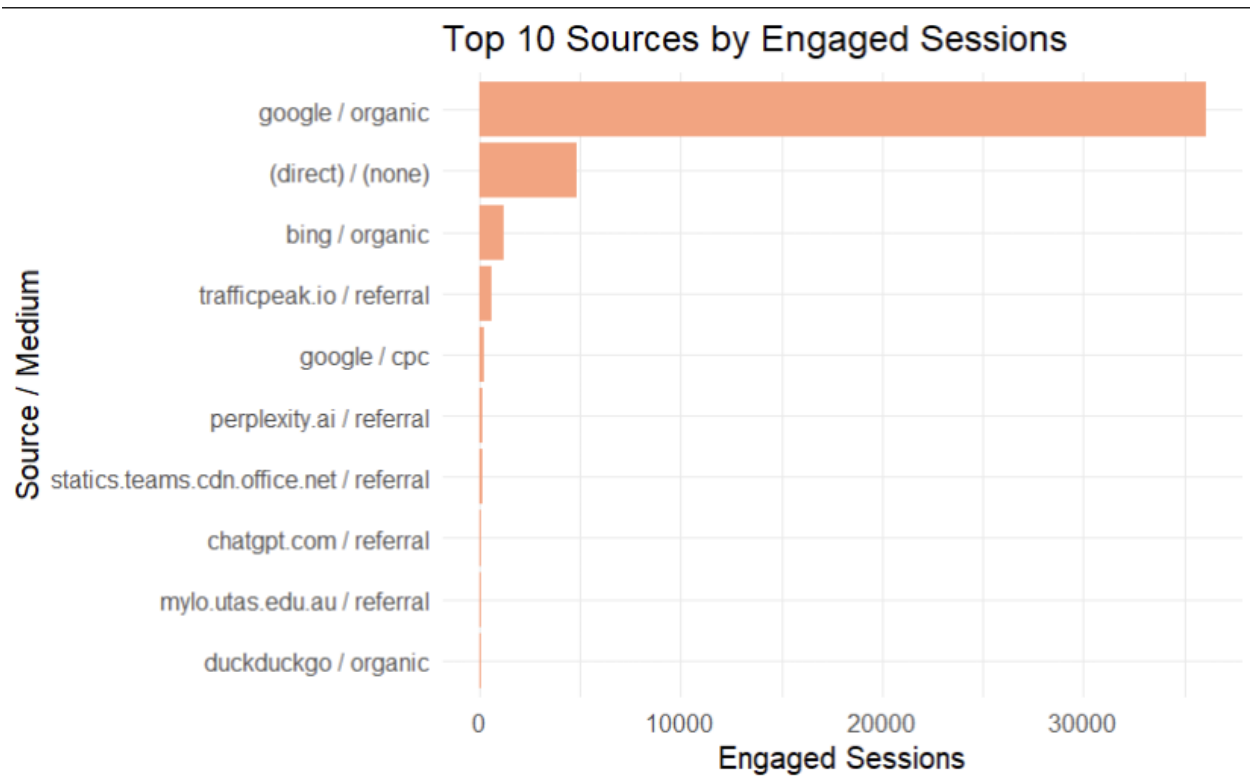
Descriptive Analysis:

Google / organic leads in both session volume and engagement quality, confirming the strength of SEO-driven traffic. Notably, trafficpeak.io achieved a perfect engagement rate with all 639 sessions fully engaged, highlighting it as a high-potential referral source. Direct traffic likely includes loyal users and untagged visits, underscoring the need for improved attribution. Meanwhile, lower engagement from paid and niche channels suggests reevaluating campaign targeting, and partnering with trafficpeak.io could unlock valuable new audience insights.

Which traffic sources drive the highest level of interaction per session?

Top 10 Sources by Events Per Session (Filtered)
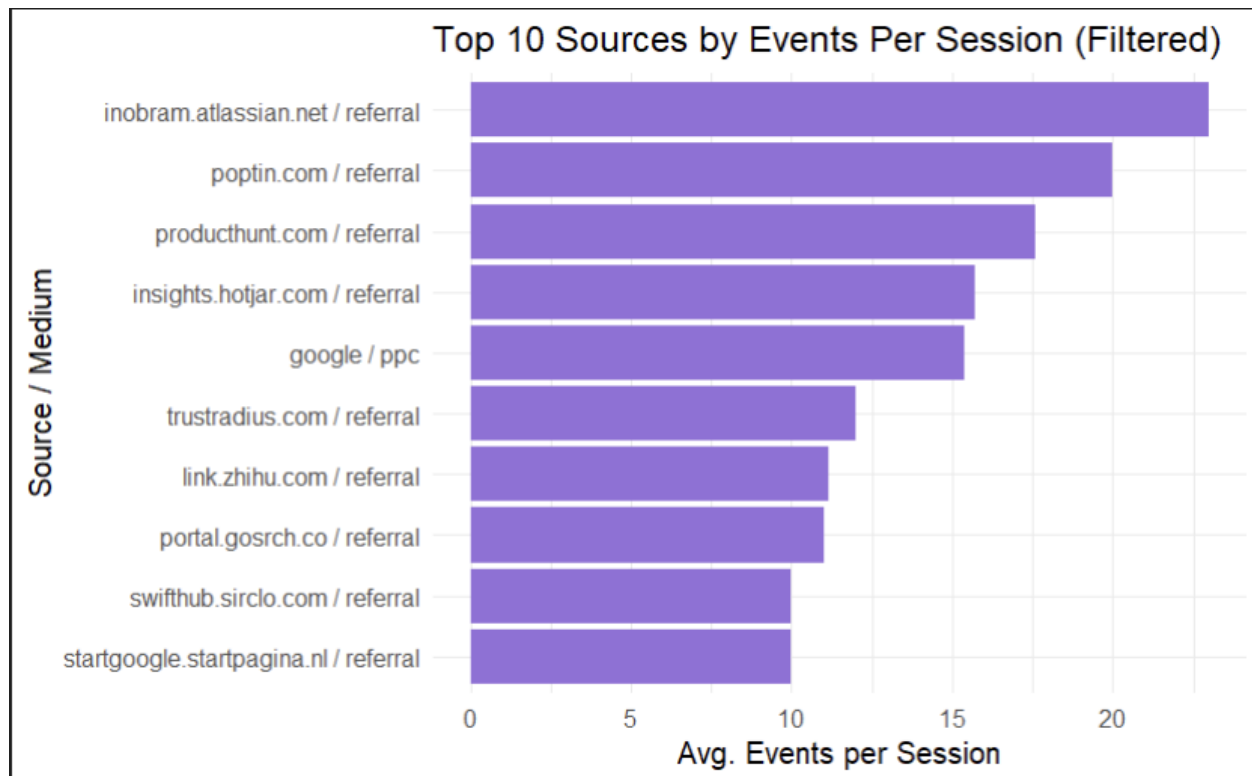
Descriptive Analysis:

Most of the top performers are referral based. inobram.atlassian.net / referral leads with over 22 events per session; while Google PPC ranks fifth. Google PPC's engagement still falls short compared to niche referrals. This suggests that referral traffic from tech-aligned platforms brings highly engaged users, likely due to strong content-audience alignment. High event counts per session signal that these visitors are actively exploring the site, indicating strong interest. Productfolio should consider prioritizing partnerships with platforms like Poptin and Product Hunt to replicate this success and drive deeper engagement.

2. Landing Page Analysis

Research Questions:

Which landing pages are the most efficient at converting visitors into signups?

Top 5 Landing Pages by Total Signups
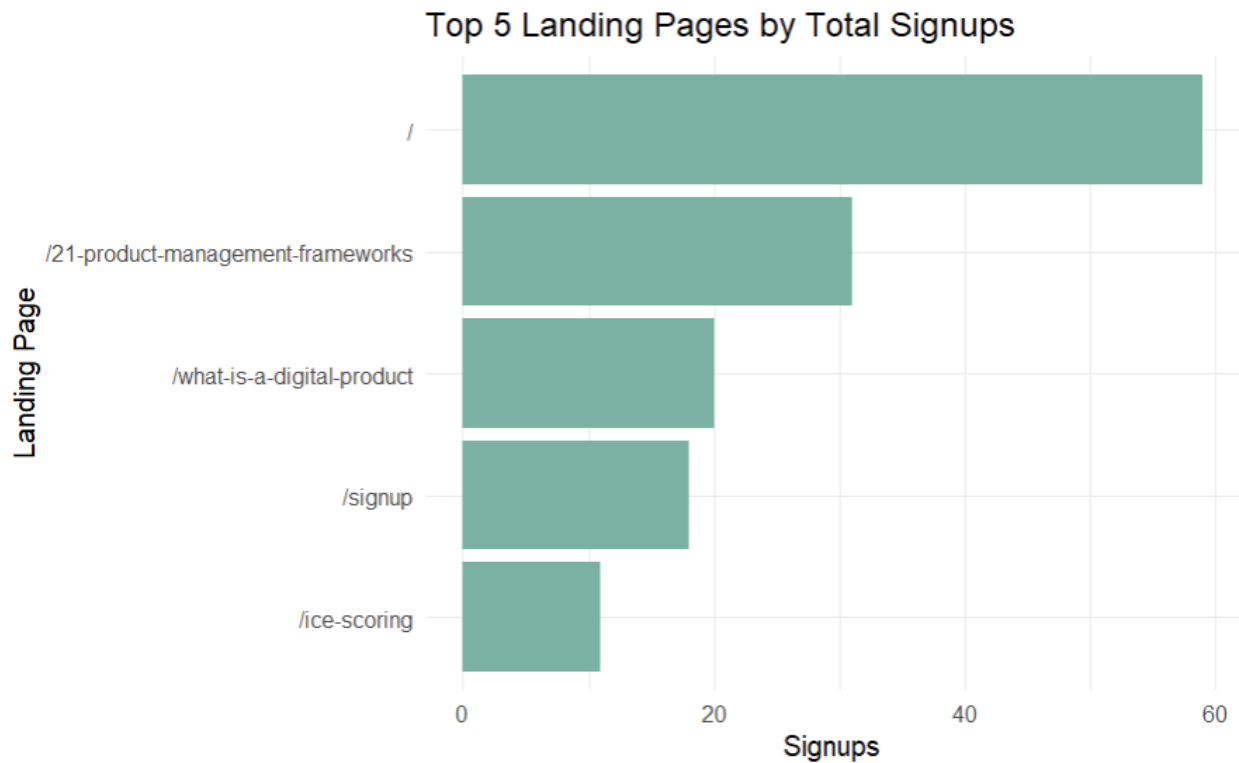
Descriptive Analysis:

The homepage (/) generates the highest number of signups, with over 60 conversions, followed by educational pages like /21-product-management-frameworks and /what-is-a-digital-product, each bringing in 20–30 signups. This suggests that informative, content-rich pages are highly effective at motivating users to convert. Meanwhile, targeted pages like /signup likely attract users who were already intent on converting, showing the value of having both content-driven entry points and direct, accessible signup paths.

Which landing pages are most effective at converting users through the funnel (signup → activation → setup completion)

- **Signup Rate**

Top 5 Landing Pages by Signup Rate (Filtered)
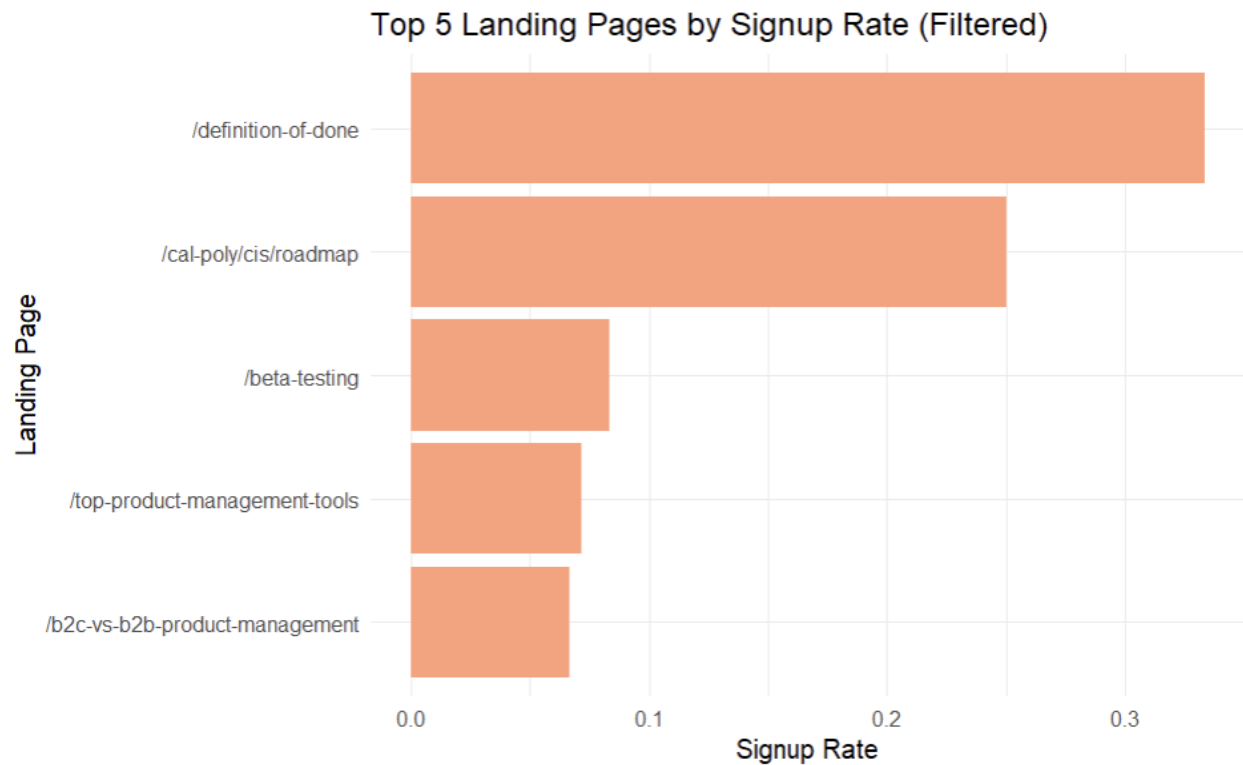
Descriptive Analysis:

Pages like **/definition-of-done** and **/cal-poly/cis/roadmap** stand out with the highest signup rates—above 0.35 and 0.30 respectively. These are the most efficient at encouraging users to start the signup process. **/beta-testing**, **/top-product-management-tools**, and **/b2c-vs-b2b-product-management**, show moderate but meaningful conversion rates.

- **Activation Rate**

Top 5 Landing Pages by Activate
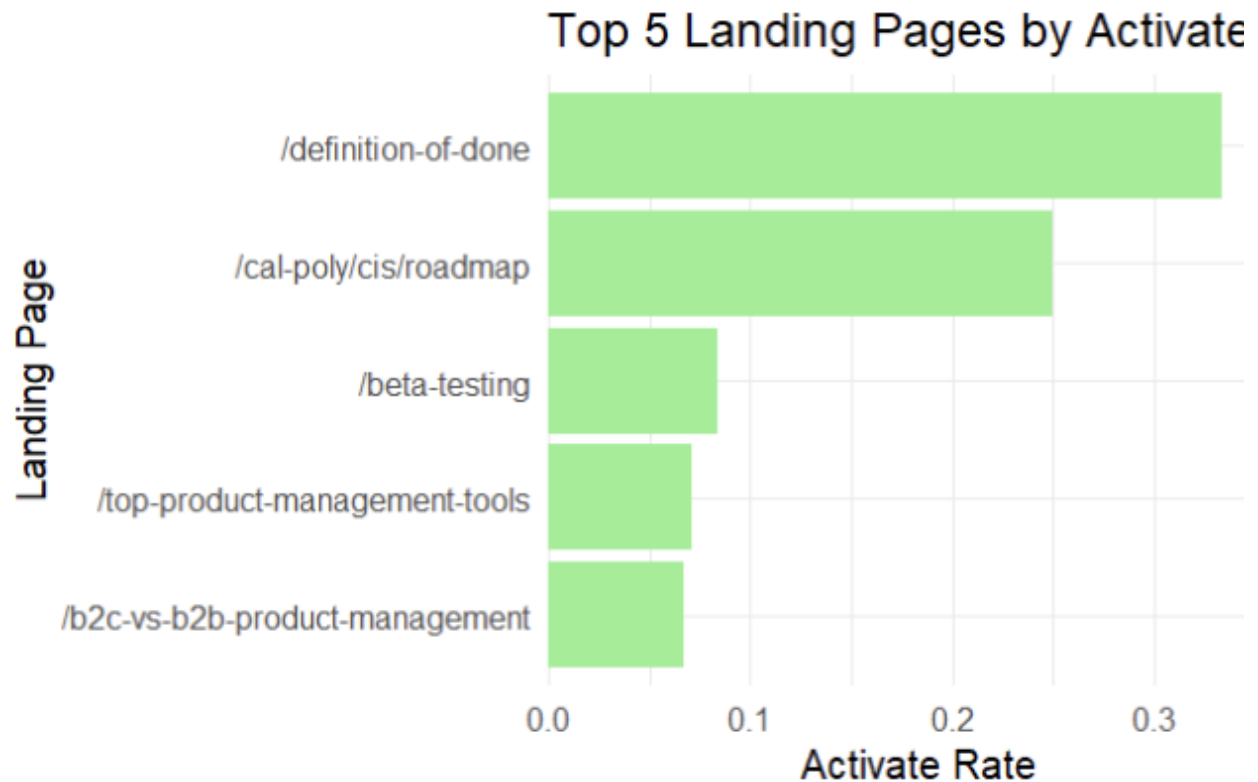
Descriptive Analysis

Pages like /definition-of-done and /cal-poly/cis/roadmap continue to lead in activation, reflecting strong user engagement beyond the initial signup. Their activation rates align closely with their signup performance, suggesting that users from these pages are not only converting but also completing critical onboarding steps like email verification. In contrast, other pages show a drop-off at the activation stage despite solid signup numbers. This indicates that the top-performing pages don't just attract clicks—they maintain momentum, confirming that users are intentionally progressing through the funnel and not signing up by chance.

- Completion Rates

Top 5 Landing Pages by Setup Completion Rate
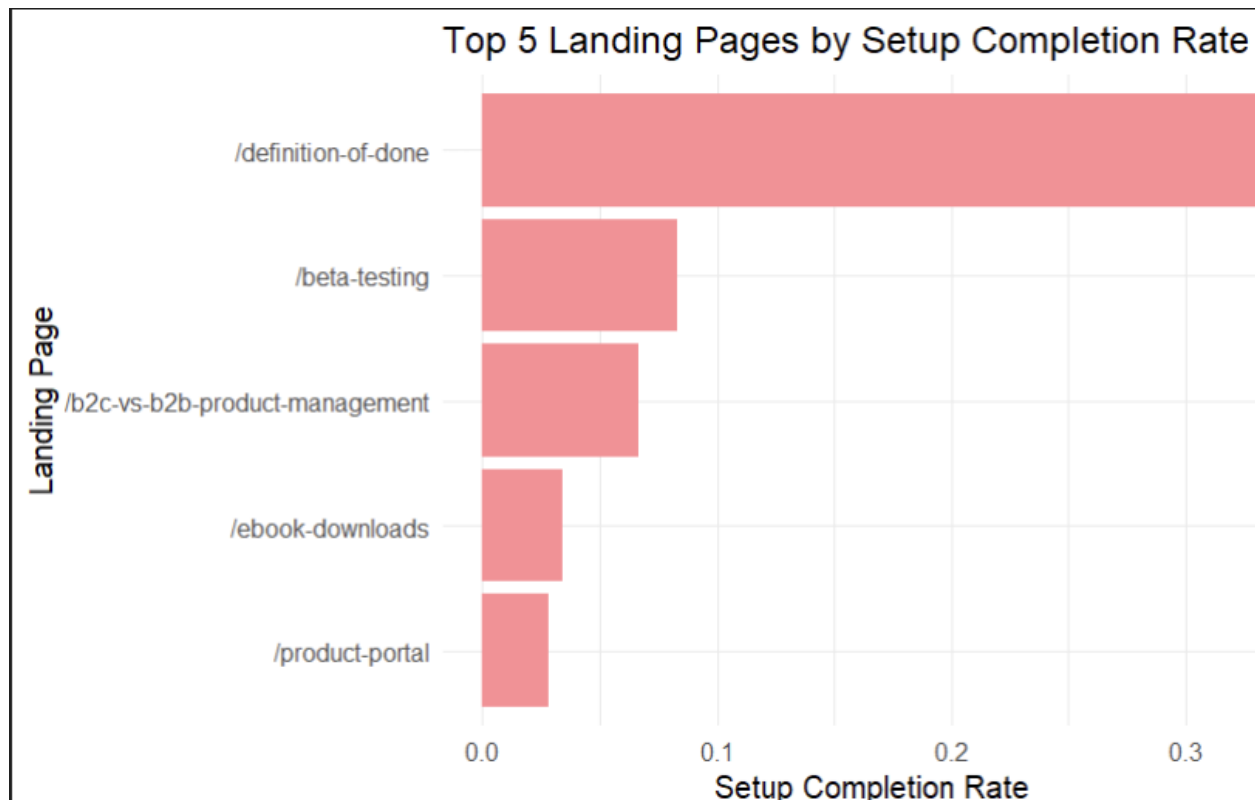
Descriptive Analysis:

/definition-of-done continues to dominate, now leading in setup completion, while /beta-testing replaces /cal-poly/cis/roadmap as a top performer at this stage. Interestingly, pages like /ebook-downloads and /product-portal emerge in the top 5 despite previously showing weaker performance in signups and activation. This suggests that while they may not attract initial conversions, they are valuable for completing the onboarding process.

3. Site Engagement & Pageviews

Research Questions:

How does average user engagement evolve across the year?

Average Engagement Time per Active User (in Minutes)
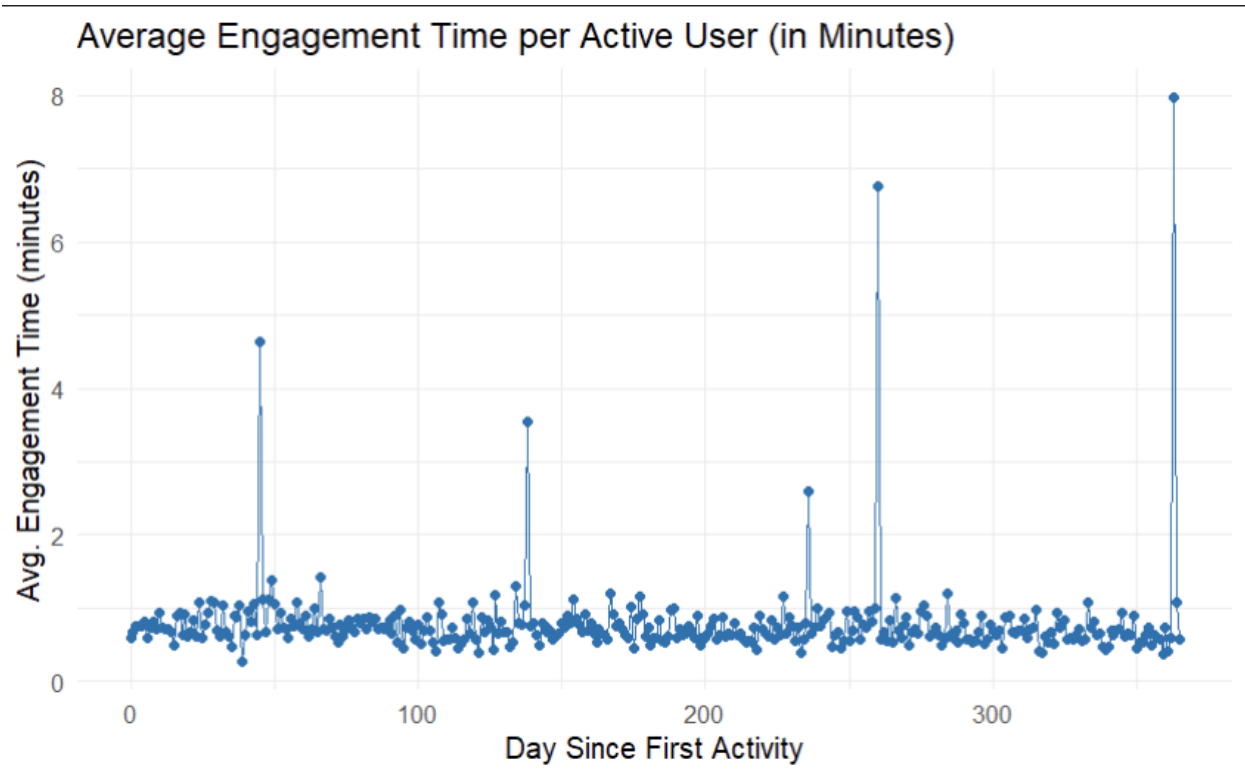
Descriptive Analysis:

The average engagement time per active user remained stable throughout the year, typically between 0.5 to 1 minute, with occasional spikes reaching 4 to 8 minutes. These irregular surges suggest that specific events or content may have driven higher engagement, highlighting an opportunity for Productfolio to investigate and replicate these moments to enhance overall user interaction.

Are the most visited pages also the most engaging?

Page Views vs. Average Engagement Time
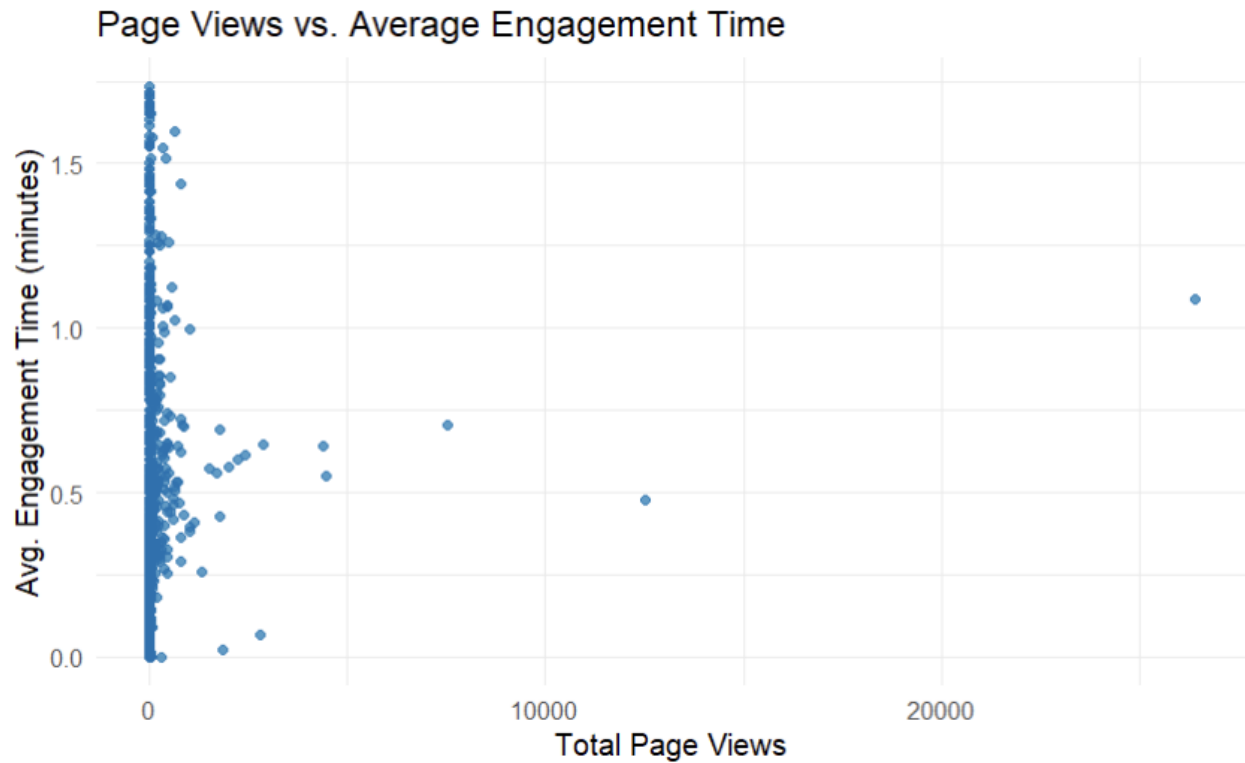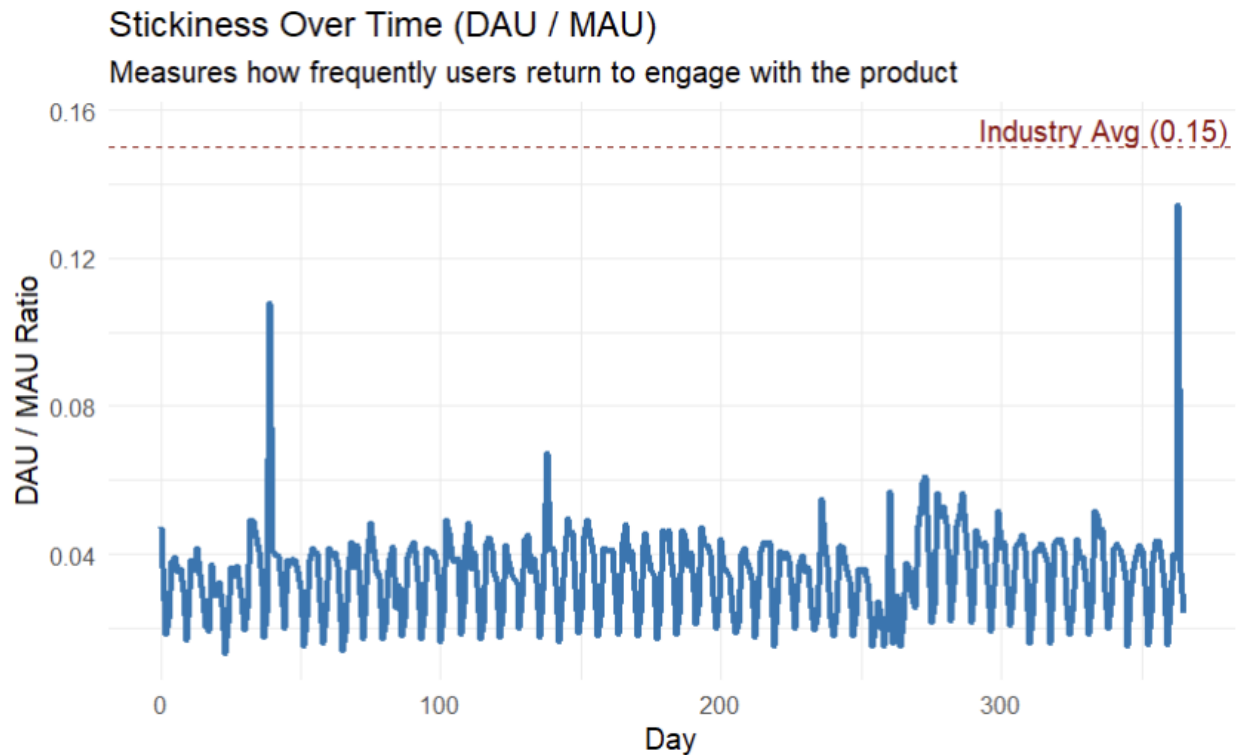

Descriptive Analysis:

Most pages cluster in the bottom-left quadrant of the chart, indicating both low views and low engagement time. While a few outliers have over 20,000 views, their engagement times remain only slightly above average. Meanwhile, some pages with moderate engagement (1–1.5 minutes) receive relatively low traffic, suggesting that high-quality content is being underexposed. There's no clear correlation between pageviews and engagement, meaning that popular pages aren't always the most engaging. This presents an opportunity for Productfolio to amplify high-engagement pages through internal linking, SEO, or promotions, while also examining why top-viewed pages aren't holding users' attention.

Top 3 Pages by Engagement Time and Pageviews
Orange = Top Engagement | Green = Top Views
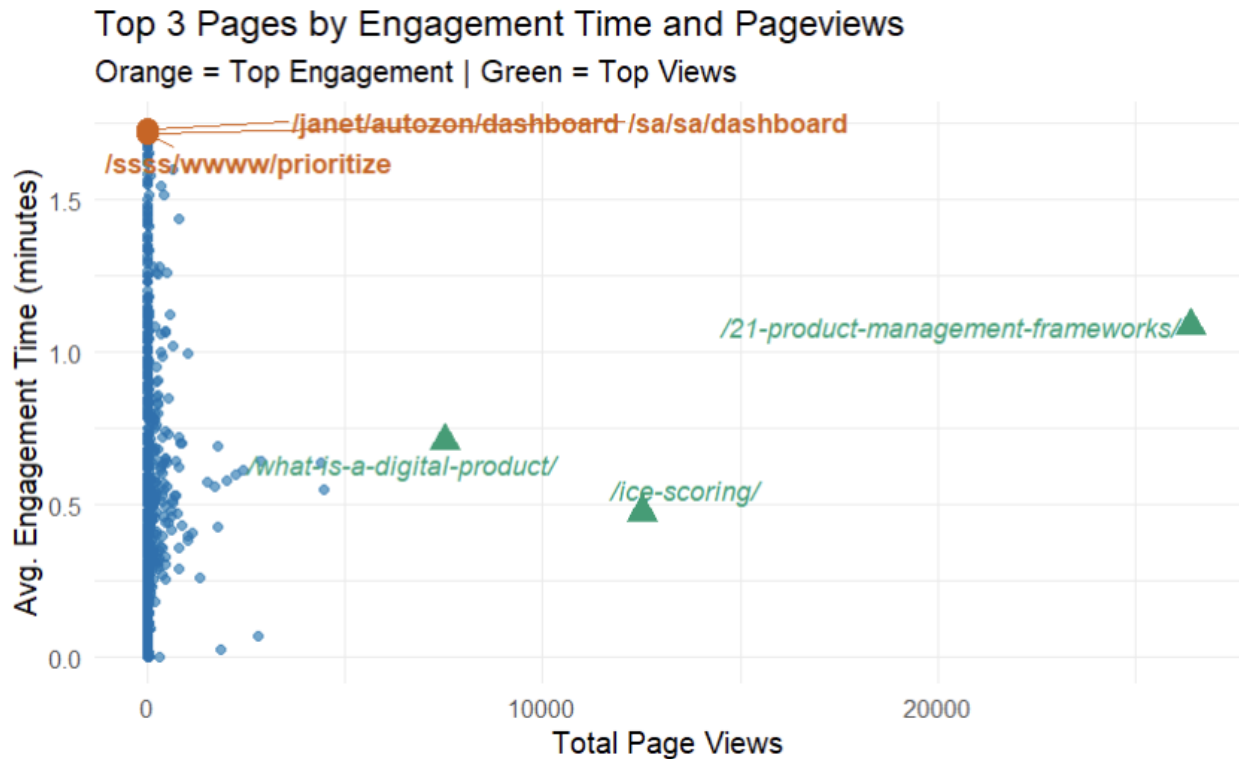
Descriptive Analysis:

The top three pages by engagement time — /janet/autozon/dashboards/a/sa/dashboard, /ssss/wwww/prioritize, and /csa/sa/dashboard — show deep user interaction despite having relatively low traffic. In contrast, the most visited pages — /21-product-management-frameworks/, /what-is-a-digital-product/, and /ice-scoring/ — attract a high number of visitors but only moderate engagement time. This reveals that not all popular pages are engaging, and not all engaging pages are popular.

**How frequently do users return to engage with the site (DAU/MAU)?**

Stickiness Over Time (DAU / MAU)
Measures how frequently users return to engage with the product

Descriptive Analysis:

The DAU/MAU ratio consistently fluctuates between 0.03 and 0.05 throughout the year, with a few spikes near days ~50, ~140, ~250, and ~365 that briefly approach or near the industry benchmark of 0.15. However, the majority of the year remains well below this standard. This indicates that while Productfolio is attracting visits, users are not returning frequently within a given month. With an average stickiness ratio of ~0.04, there is a clear opportunity to strengthen re-engagement strategies to increase retention.

4. Ebook Insight

Research Questions:

Which channels lead to the most ebook submissions?

Top Channels Driving Ebook Submissions
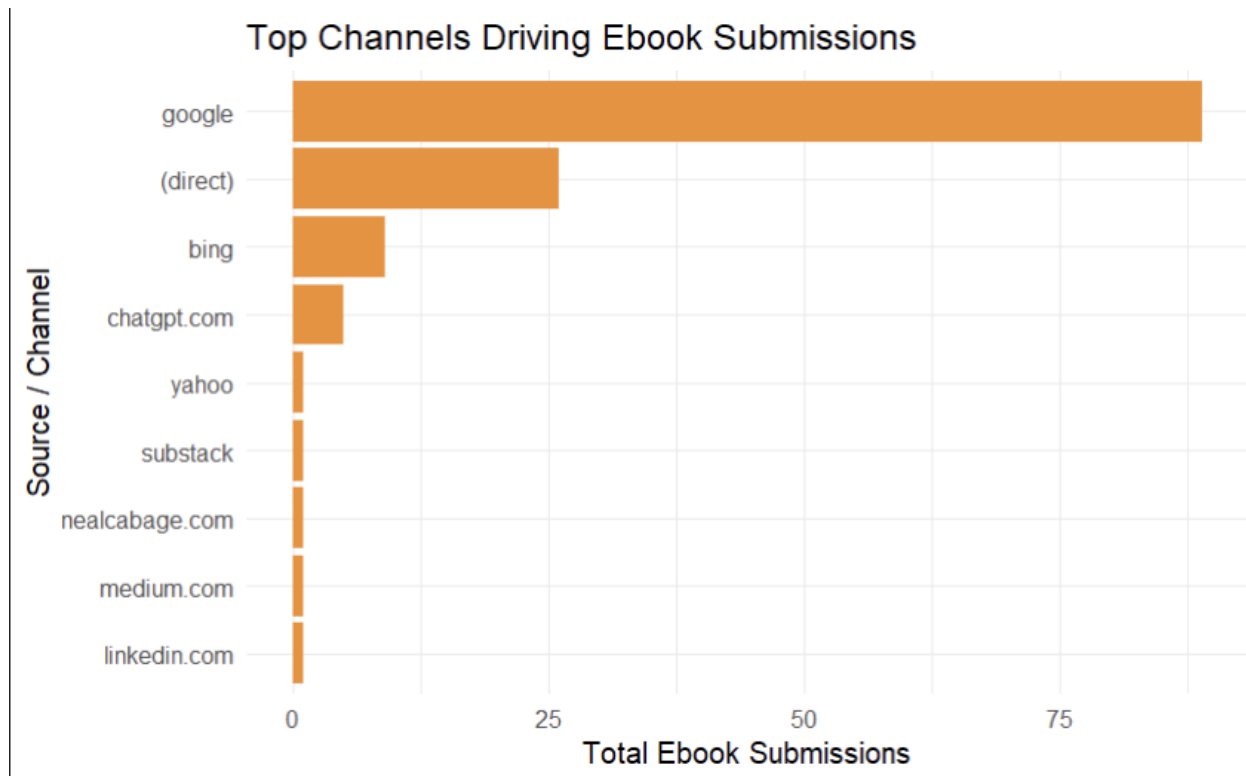
Descriptive Analysis:

Google is the top-performing channel by a significant margin, contributing 89 ebook submissions and highlighting the dominant role of search engines in driving engagement. Direct traffic follows with 26 submissions, likely representing returning users or traffic from untagged sources like email or messaging platforms. This suggests an opportunity to improve UTM tagging for better attribution. While Bing and ChatGPT show some promise, content-driven platforms like LinkedIn and Medium underperform, signaling a potential to boost ebook visibility through more targeted campaigns or content reposting on those networks.

How does ebook engagement compare to other key events on the site?

Total Users by Event Type
Ebook CTA in Context of All Key Events
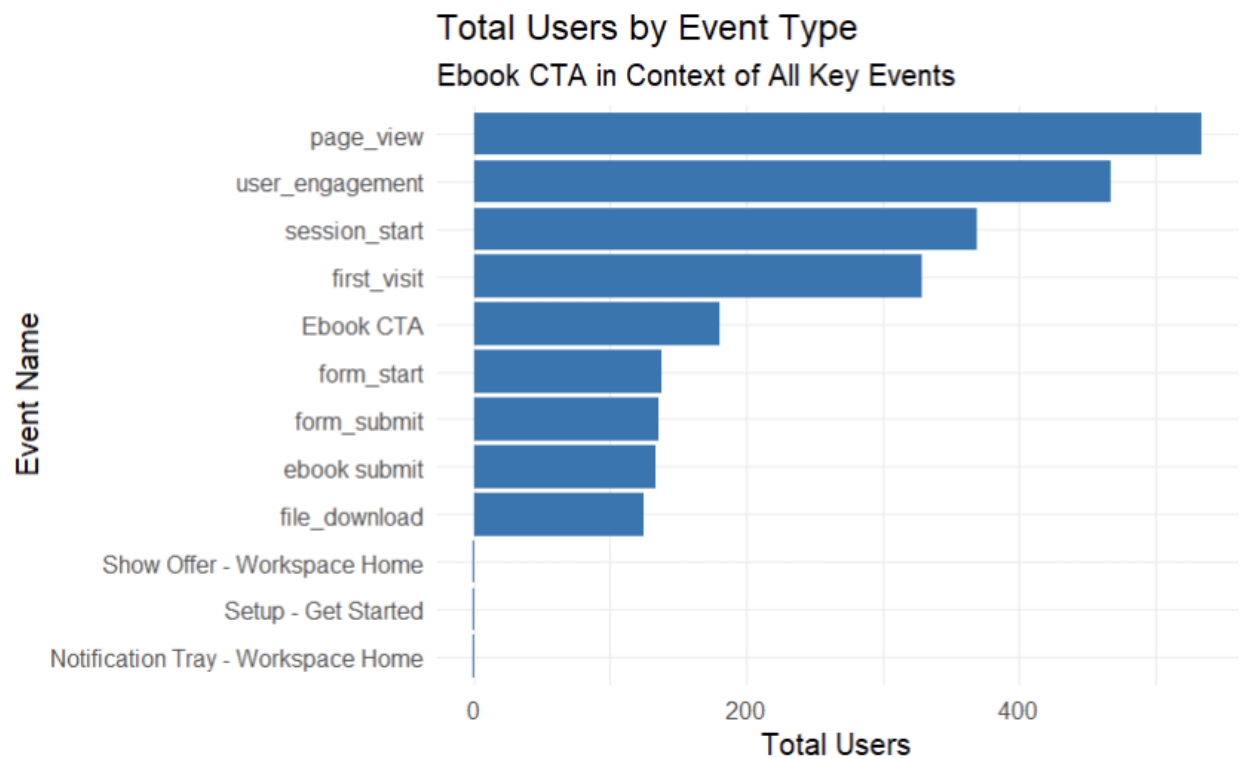
Descriptive Analysis:

The "Ebook CTA" ranks 5th overall in total user interaction, just behind universal site events like first_visit, session_start, and user_engagement, indicating strong interest in ebook-related content. Events along the **ebook journey—form_start, form_submit, ebook_submit, and file_download**—also rank closely behind, reflecting consistent user follow-through from initial interest to final download. This shows that ebook engagement is one of the most frequently triggered intentional user actions on the site. The funnel appears **healthy,** with **strong conversion** at every step, reinforcing that ebooks are a high-value content format driving meaningful engagement and action.

Summary

This analysis of Productfolio's Google Analytics data reveals clear patterns in how users discover, engage with, and convert on the site. Organic search via Google consistently outperforms all other traffic channels, both in volume and engagement quality. While direct traffic and niche referrals show potential, they require better attribution and targeted outreach to fully understand their impact.

Landing pages like /definition-of-done and /cal-poly/cis/roadmap demonstrate strong performance across the entire funnel—from signup to setup completion—highlighting the

power of educational and intent-driven content. Engagement metrics show a stable user base with occasional spikes tied to likely campaigns or new content releases. Meanwhile, ebooks emerge as a top-performing asset, with high interaction rates and strong conversion through the form submission funnel. Despite solid acquisition and engagement performance, stickiness (DAU/MAU) remains below the industry benchmark, signaling a need for stronger retention strategies.