

OPEN WEB ANALYTICS

IS 2109

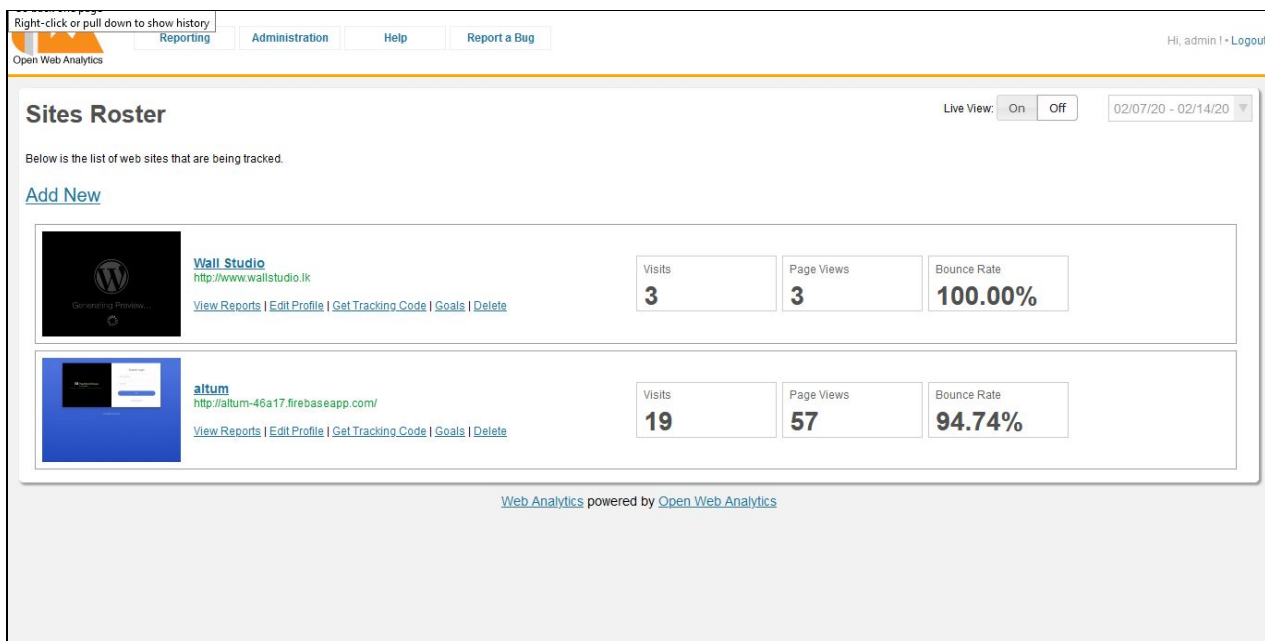
GROUP - 20

Open web analytics(OWA) is an open source software where anyone can install and run on their own host and can be used to track and analyse how people use a website or an application and observe the influx of views on our website. The software also tracks your competitors and their company's growth compared to ours.

Tracking/Reporting, development, deployment and wordpress specific features are some identified features of OWA softwares. By using this software we can have a good knowledge on the number of page views, average page duration, bounce rate etc.

Here we have used two hosted websites to analyse the traffic ;

- Wall studio
- Altum



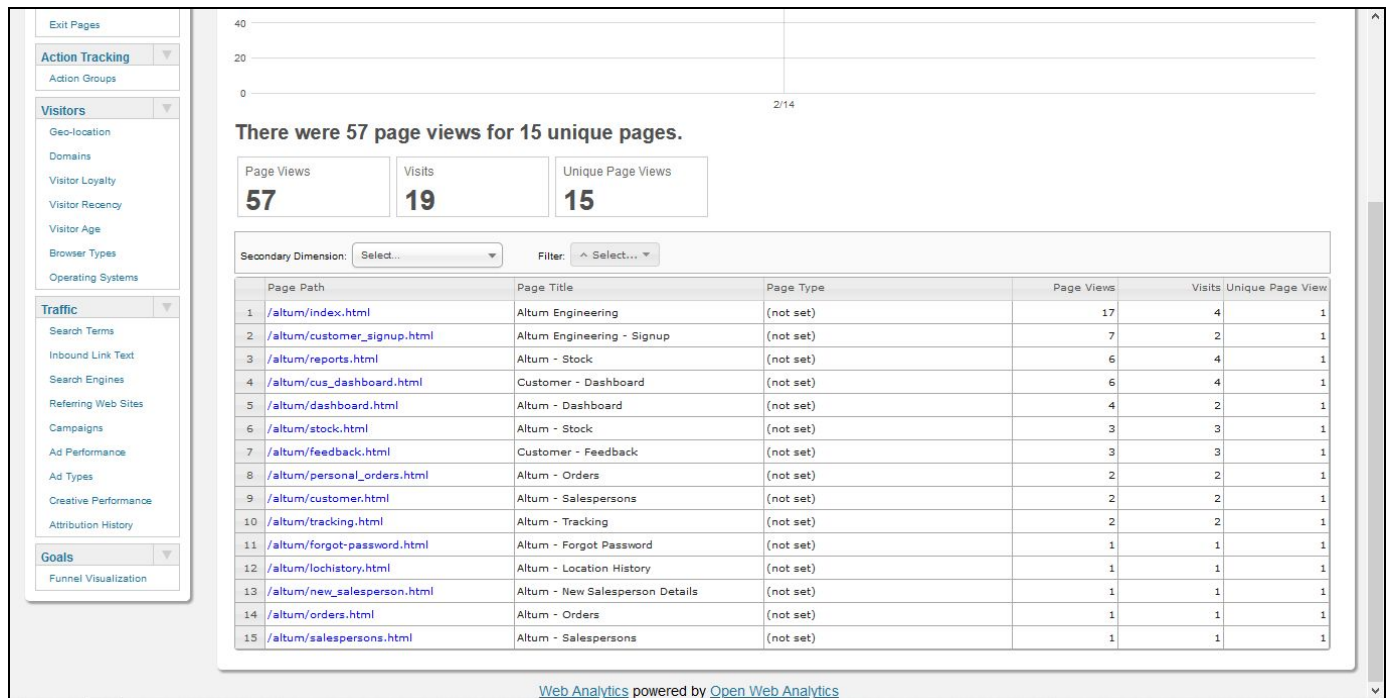
The screenshot displays the 'Sites Roster' page in the Open Web Analytics (OWA) interface. The page header includes navigation links for Reporting, Administration, Help, and Report a Bug, along with a user login status 'Hi, admin | Logout'. The main content area shows a list of tracked websites. Two websites are listed: 'Wall Studio' and 'altum'. Each website entry includes a thumbnail, the website name, its URL, and a table of statistics: Visits, Page Views, and Bounce Rate. The 'Wall Studio' entry shows 3 visits, 3 page views, and a 100.00% bounce rate. The 'altum' entry shows 19 visits, 57 page views, and a 94.74% bounce rate. Each entry also has links for 'View Reports', 'Edit Profile', 'Get Tracking Code', 'Goals', and 'Delete'.

Website	Visits	Page Views	Bounce Rate
Wall Studio http://www.wallstudio.lk	3	3	100.00%
altum http://altum-46a17.firebaseio.com/	19	57	94.74%

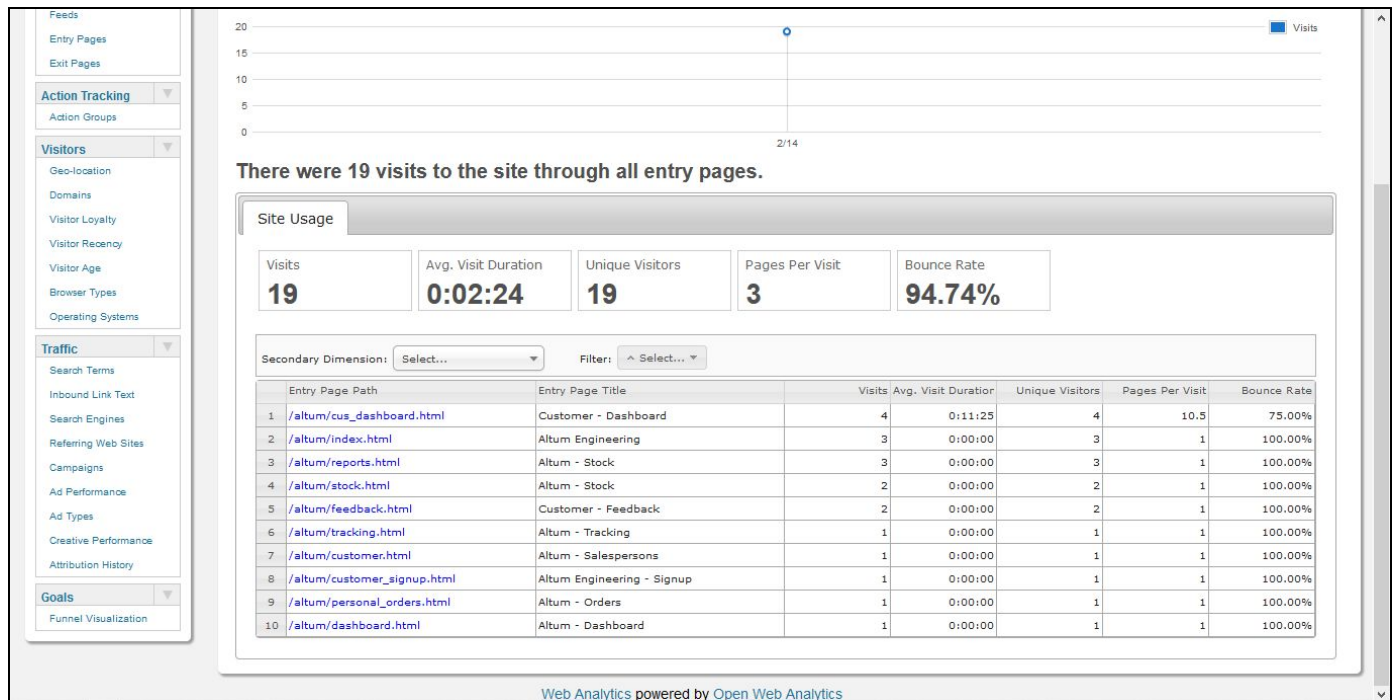
❏ Analysing traffic for the Altum web site

Using OWA we can analyse the number of page views for unique pages.

Example - On our website, there are 57 page views and 19 visits for 15 unique pages.

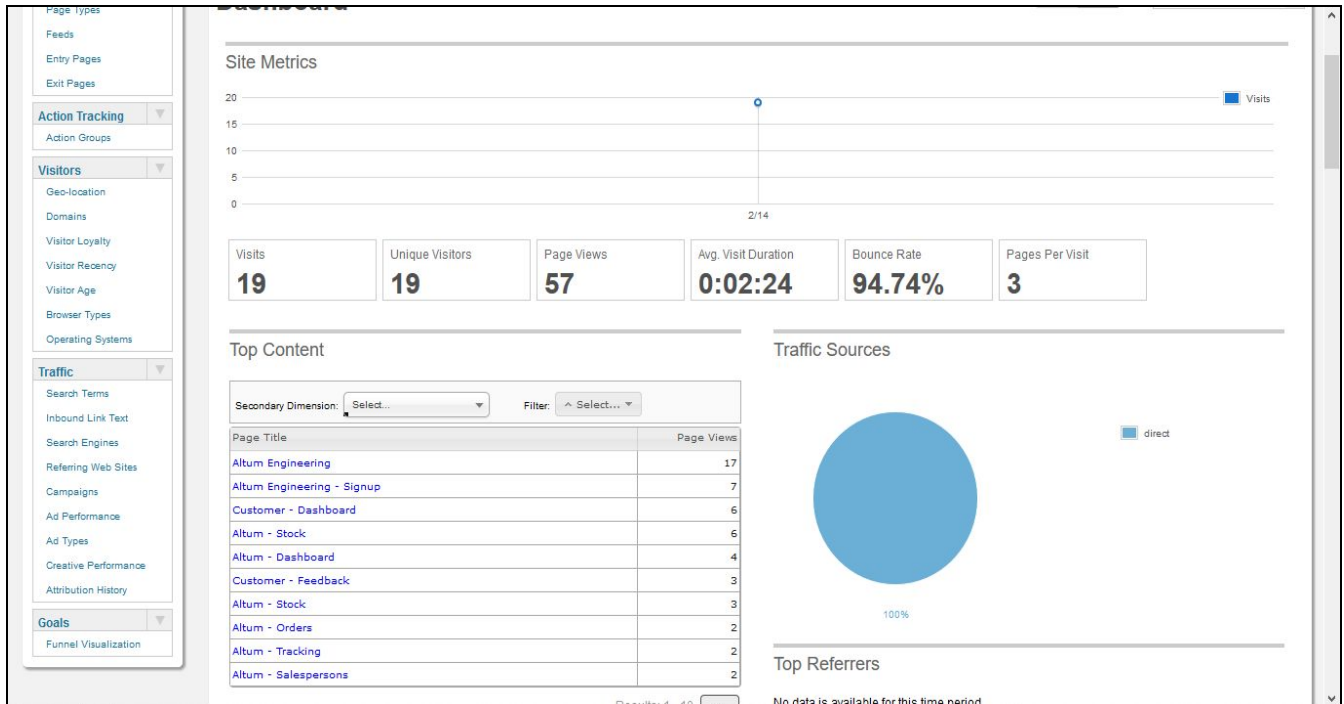


And also we can analyse the number of visits to the site through all entry pages.
Example - There are 19 visits and the average visit duration is 0:02:24 and the bounce rate is 94.74%



OWA provides a platform to identify the number of page views under different titles of the website.

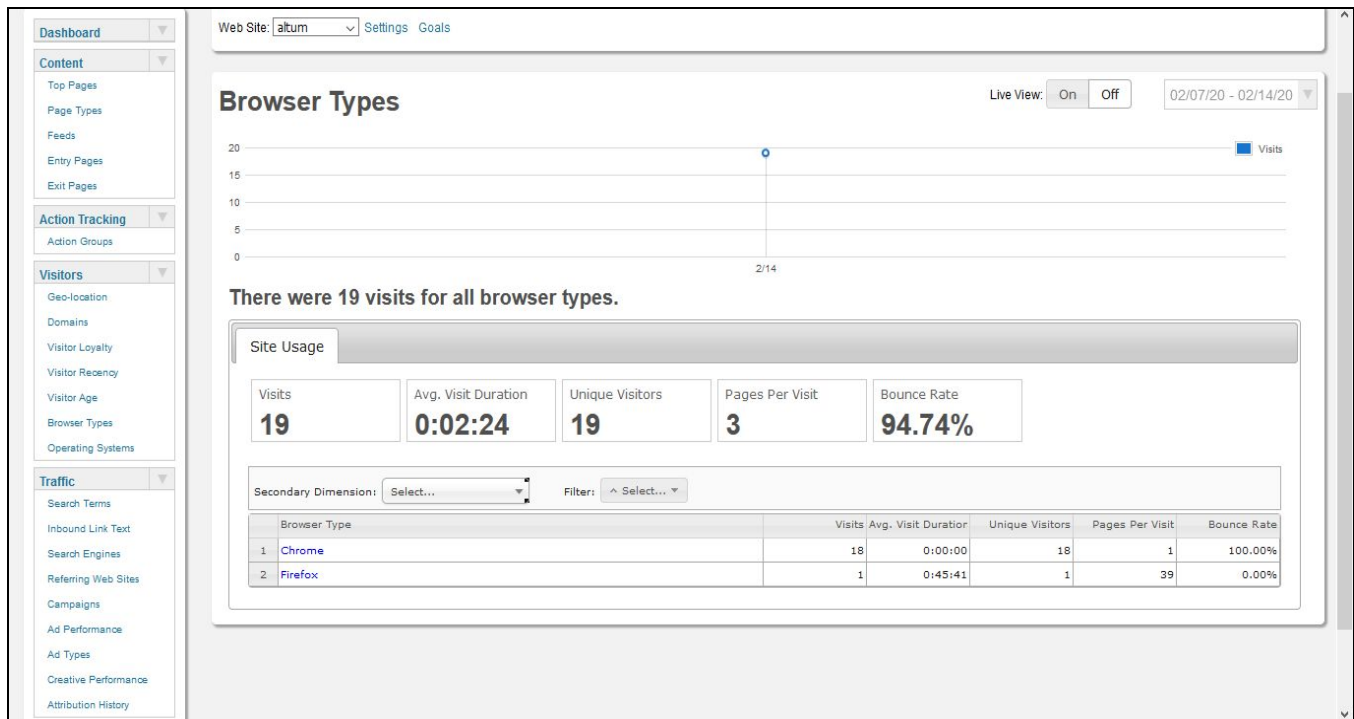
Here in the site we have used to analyse, there are 19 visits and 57 pages have been viewed during those 19 visits.



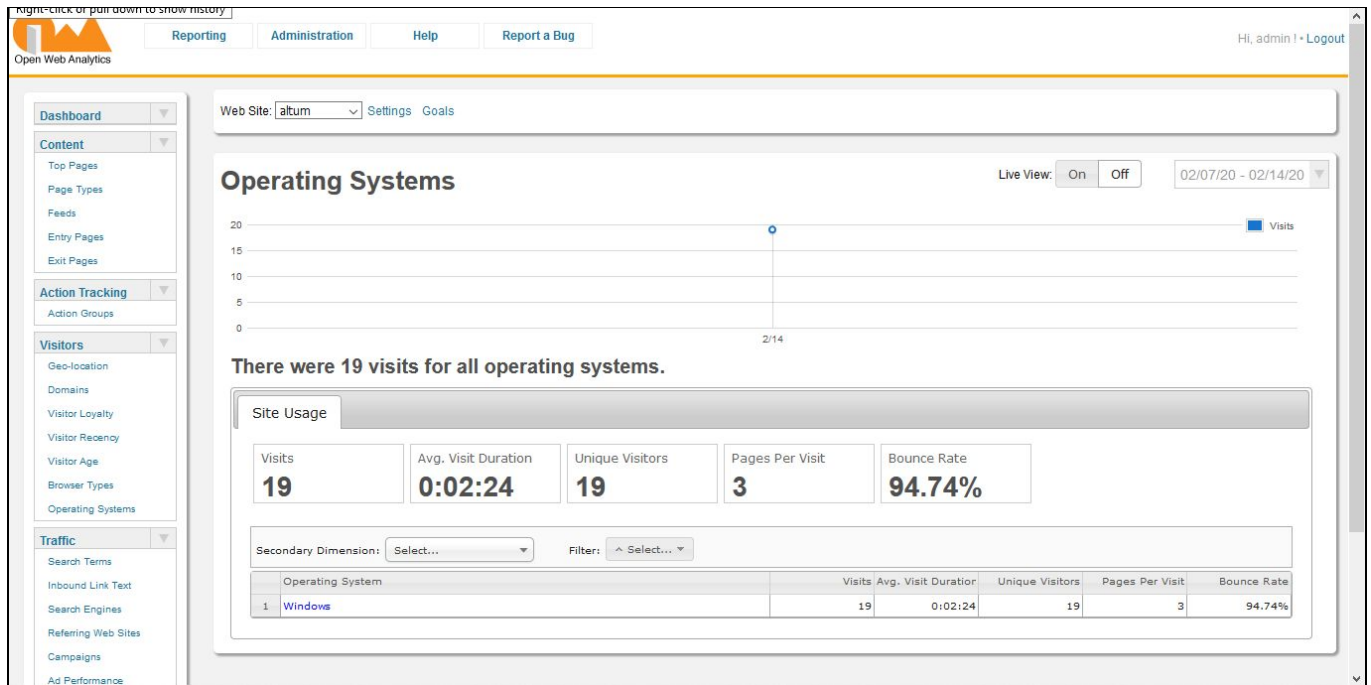
By using OWA we can identify the website traffic for different browser types and also for different operating systems.

1) For different browser types ;

Example - From the analytics there are 18 visits for chrome and 1 visit for firefox



2) For different operating systems ;
Example - From the analytics there are 19 visits from the windows Operating System.



OWA also provides a visitor history with the dates visited and latest actions.

no back one page
Right-click or pull down to show history
reporting
Administration Help Report a Bug
Open Web Analytics
Hi, admin! • Logout

Web Site: altum Settings Goals

Visitor History



Live View: 02/07/20 - 02/14/20

(not set)

First Visit: **02/14/20** Total Visits:

Latest Visits

Fri Feb 14 6:26:17 PST » (not set)

 (not set) (not set), (not set) Visitor Detail » Visit Detail »	Browser Type 	Pages Viewed 1	Visit Length 0:00:00
Altum - Tracking ((not set)) http://localhost/altum/tracking.html			
Medium: direct			



Latest Actions

No actions were performed during this time period.



Dashboard
Content
Top Pages
Page Types
Feeds
Entry Pages
Exit Pages
Action Tracking
Action Groups
Visitors
Geo-location
Domains
Visitor Loyalty
Visitor Recency
Visitor Age
Browser Types
Operating Systems
Traffic
Search Terms
Inbound Link Text
Search Engines
Referring Web Sites
Campaigns
Ad Performance

Latest Visits



Fri Feb 14 6:26:17 PST » (not set)

 (not set) (not set), (not set) Visitor Detail » Visit Detail »	Browser Type 	Pages Viewed 1	Visit Length 0:00:00
Altum - Tracking ((not set)) http://localhost/altum/tracking.html			
Medium: direct			

Fri Feb 14 6:25:23 PST » (not set)

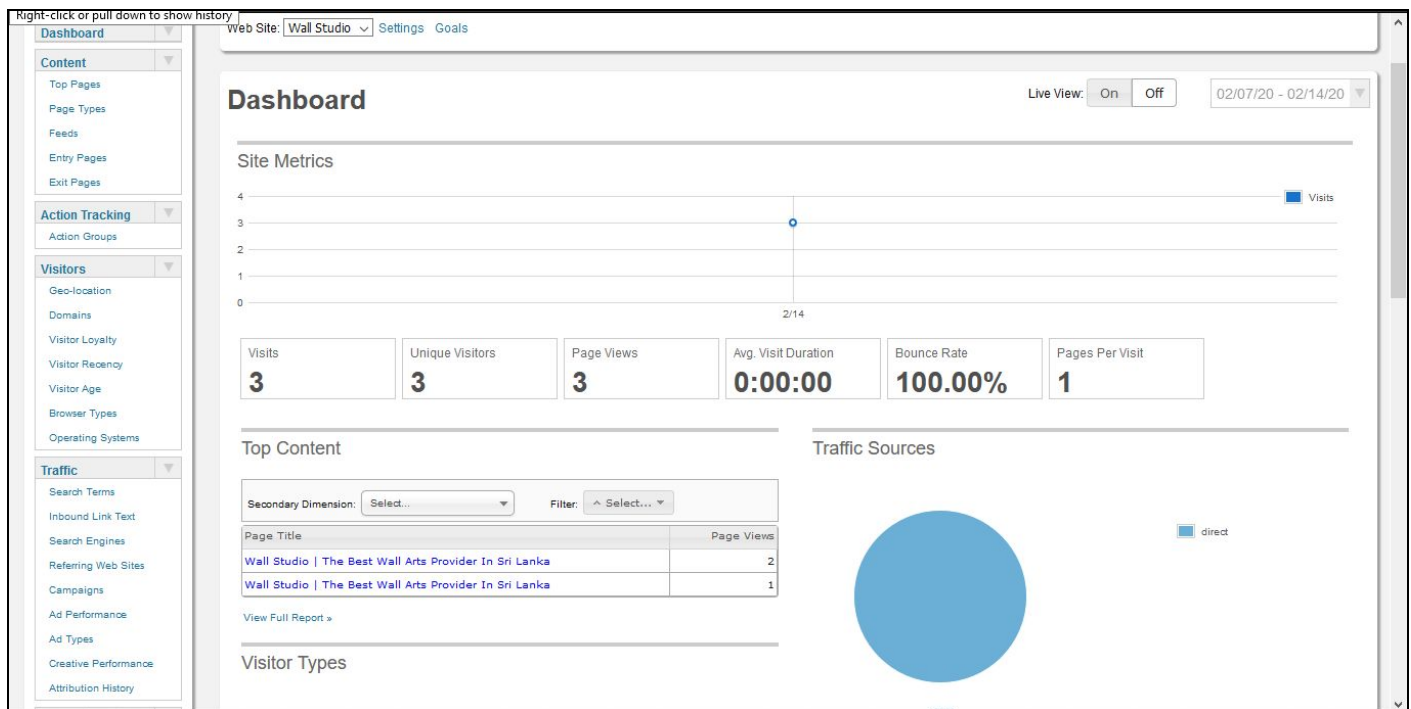
 (not set) (not set), (not set) Visitor Detail » Visit Detail »	Browser Type 	Pages Viewed 1	Visit Length 0:00:00
Altum - Stock ((not set)) http://localhost/altum/reports.html			
Medium: direct			

Fri Feb 14 6:25:13 PST » (not set)

 (not set) (not set), (not set) Visitor Detail » Visit Detail »	Browser Type 	Pages Viewed 1	Visit Length 0:00:00
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❑ Analysing traffic for the Wall Studio website

Here there are 3 visits and 100% bounce rate. Bounce Rate is a measure of visit quality and a high Bounce Rate generally indicates that site entrance (landing) pages aren't relevant to your visitors.



Learning outcomes

- We learnt how to analyse the website traffic of our website easily by using open web analytics.
- Learnt what is meant by web traffic of a website.
- We learnt the tracking options in a website
- Learnt the importance of the click bounce, higher the bounce rate, the more frequent you are losing potential customers off your site. Meaning that, for whatever reason, your content or services aren't interesting potential customers.

Group Members

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