



# Web Analytics Program

Tonisfood Inc.

# Micro Conversion Goals

Micro conversions are actions that usually lead up to a macro conversion goal. General micro conversions for our website include:

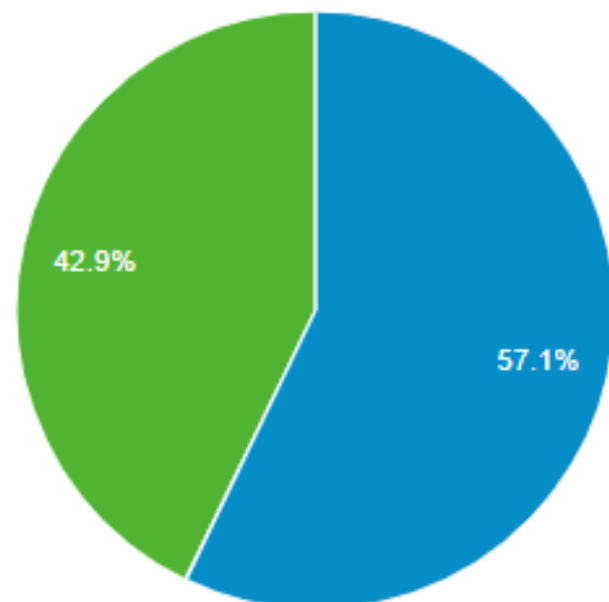
- Having at least 35% of the total page views be on the shop page
- Having at least 15% of the total page views be on the contact us page
- Having a low bounce rate and exit rate on our shop page
- Having high bounce rate on our cart page
- Consistent engagement on blog page in terms of views as well as posts and comments
- Daily subscriptions to the newsletter
- High bounce rate on the contact us page due to people redirecting to our social media platforms
- Having at least 30% of the total page views be on the cart page
- Visitors reaching the blog page from the home page widget
- Visitors interacting with the YouTube and Pinterest API on homepage
- Visitors add deals on the homepage to their cart
- All food products being added to cart at least once daily
- Increase traffic to pages other than the homepage

What pages do your users visit?

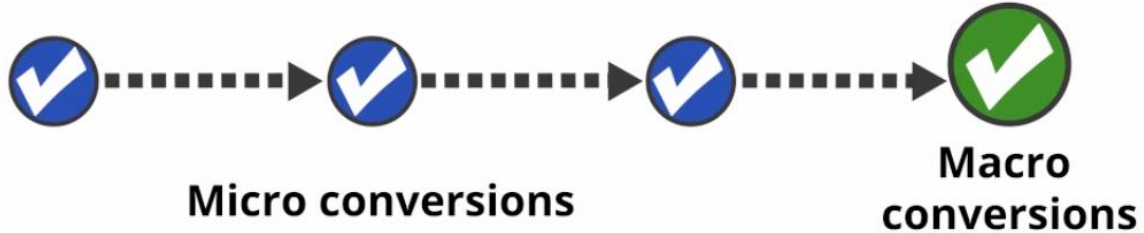
Page	Pageviews	Page Value
/wordpress/	8	\$0.00
/static/ccit670.fireb...danc.on.ca/wordpress/	7	\$0.00
/staticTA/ccit670.fir...on.ca/wordpress.html	7	\$0.00
/staticTA/ccit670.fir.../index.html?p=2.html	2	\$0.00
/wordpress/?page_id=2	2	\$0.00
/wordpress/?page_id=241	2	\$0.00
/static/ccit670.fireb.../index.html?p=2.html	1	\$0.00
/static/ccit670.fireb...ndex.html?p=241.html	1	\$0.00
/static/ccit670.fireb.../index.html?p=82.html	1	\$0.00
/static/ccit670.fireb.../index.html?p=98.html	1	\$0.00

Last 28 days ▾ [PAGES REPORT >](#)

■ New Visitor ■ Returning Visitor



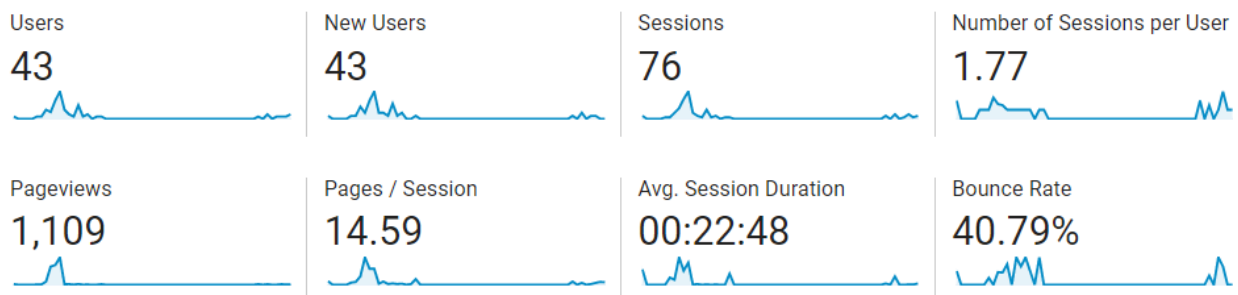
# Macro Conversion Goals



Macro Conversions can be described as the end goal of a website, which is usually monetary but not always. Macro conversions for our website include:

- Visitors making purchases of recipes and food, especially the deluxe packages and premium recipes.

We need visitors seeing a substantial amount of our products during their session in order to be able to make a potential sale. This is where the micro conversion goals come in as they help to make sure the audiences' actions eventually lead to these purchases.



Seeing as the homepage is the page constantly getting the most views, a quick checkout API could be created for the homepage which would take advantage of all the traffic the page is currently experiencing.

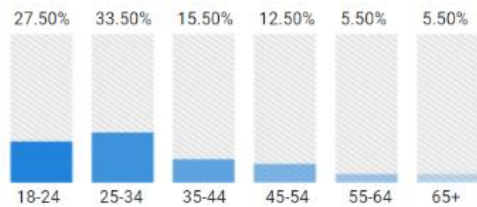
Some reasons for the chosen micro conversion goals we previously outlined; all products being added to users' carts at least once daily allows us to monitor the demand for our product. The blog widget on the homepage being the source of traffic for the blog page lets us know that all content on the homepage is being viewed seeing as the widget is at the bottom. Visitors interacting with our homepage API's allows us to drive traffic to our other platforms which would in turn drive more customers to our site. Consistent engagement on our blog page allows us to build a loyal community and provides us with much needed feedback that can help the business in multiple ways.

# User Segments

User segments categorize our audience into specific sets of data that allows us to understand the different behaviors of our audience. We plan to segment our audience based on user data such as:

- Male visitors of the ages 18 - 24
- Female visitors of the ages 25 - 34
- Visitors based around Mississauga
- Visitors from outside the GTA
- Paying users
- New users versus Returning users
- Non-binary genders of ages 18 - 24
- Non-binary genders of ages 25 - 34
- Visitors of African descent
- Visitors of European descent
- Visitors of Asian descent
- Visitors who engage with the content

Age 100% of total sessions



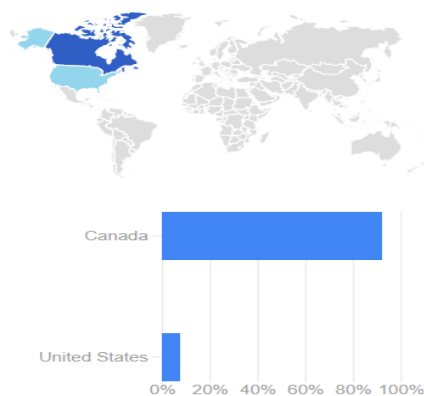
Gender 100% of total sessions



Interest Category 100% of total sessions



Sessions by country



Last 90 days ▾

[LOCATION OVERVIEW >](#)

Picking certain groups and demographics allows us to understand trends in our website engagements. Looking at the data present from our website analytics we can see that users who visit our site are mostly into sports and computing. Approximately 3% are into food, cooking, and recipes, which is the type of content we offer. A solution to this could be we either change the keywords in our ad campaign to better reflect the content we offer or pander to this demographic by including content such as what sport celebrity's favorite food are or healthy foods and recipe to keep you in top shape.

Another talking point would be what locations we are receiving traffic from. As our business is mainly based in Canada and more specifically the GTA, the current outlook of sessions by country is good as the 87% of visitors we are getting are potential customers we can serve.

# System Segments

By dividing our visitors into different system segments such as what device they may be reaching our website from to what browser or what operating system, we have:

Traffic based on different Browsers

	Browser	Acquisition			Behavior		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		43 % of Total: 100.00% (43)	43 % of Total: 100.00% (43)	76 % of Total: 100.00% (76)	40.79% Avg for View: 40.79% (0.00%)	14.59 Avg for View: 14.59 (0.00%)	00:22:48 Avg for View: 00:22:48 (0.00%)
<input type="checkbox"/>	1. Chrome	29 (67.44%)	29 (67.44%)	50 (66.79%)	42.00%	20.72	00:33:31
<input type="checkbox"/>	2. Safari	12 (27.91%)	12 (27.91%)	18 (23.68%)	44.44%	2.89	00:03:05
<input type="checkbox"/>	3. Firefox	2 (4.65%)	2 (4.65%)	8 (10.53%)	25.00%	2.62	00:00:19

Traffic based on different Operating Systems

	Operating System	Acquisition			Behavior		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		43 % of Total: 100.00% (43)	43 % of Total: 100.00% (43)	76 % of Total: 100.00% (76)	40.79% Avg for View: 40.79% (0.00%)	14.59 Avg for View: 14.59 (0.00%)	00:22:48 Avg for View: 00:22:48 (0.00%)
<input type="checkbox"/>	1. Windows	16 (37.21%)	16 (37.21%)	33 (43.42%)	30.30%	28.85	00:46:18
<input type="checkbox"/>	2. Macintosh	15 (34.88%)	15 (34.88%)	22 (28.95%)	40.91%	4.82	00:07:37
<input type="checkbox"/>	3. iOS	10 (23.26%)	10 (23.26%)	19 (25.00%)	52.63%	2.58	00:01:59
<input type="checkbox"/>	4. Android	2 (4.65%)	2 (4.65%)	2 (2.63%)	100.00%	1.00	00:00:00

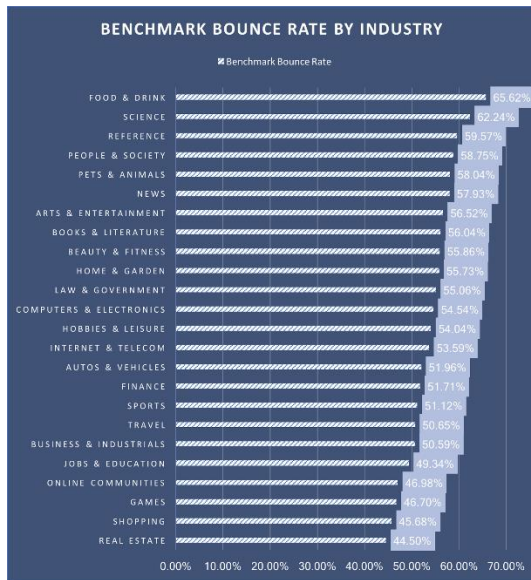
Traffic based on different Screen Resolutions

	Screen Resolution	Acquisition			Behavior		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		43 % of Total: 100.00% (43)	43 % of Total: 100.00% (43)	76 % of Total: 100.00% (76)	40.79% Avg for View: 40.79% (0.00%)	14.59 Avg for View: 14.59 (0.00%)	00:22:48 Avg for View: 00:22:48 (0.00%)
<input type="checkbox"/>	1. 1536x864	11 (25.58%)	11 (25.58%)	28 (36.84%)	17.86%	33.82	00:54:35
<input type="checkbox"/>	2. 1440x900	8 (18.60%)	8 (18.60%)	9 (11.84%)	44.44%	7.56	00:09:34
<input type="checkbox"/>	3. 375x812	7 (16.28%)	7 (16.28%)	12 (15.79%)	41.67%	3.33	00:03:01
<input type="checkbox"/>	4. 1280x800	3 (6.98%)	3 (6.98%)	8 (10.53%)	12.50%	3.12	00:02:35
<input type="checkbox"/>	5. 1920x1080	3 (6.98%)	3 (6.98%)	3 (3.95%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	6. 1280x720	2 (4.65%)	2 (4.65%)	2 (2.63%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	7. 2560x1440	2 (4.65%)	2 (4.65%)	3 (3.95%)	66.67%	3.67	00:20:17
<input type="checkbox"/>	8. 375x667	2 (4.65%)	2 (4.65%)	5 (6.58%)	80.00%	1.20	00:00:05
<input type="checkbox"/>	9. 1680x1050	1 (2.33%)	1 (2.33%)	1 (1.32%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	10. 1920x1200	1 (2.33%)	1 (2.33%)	1 (1.32%)	100.00%	1.00	00:00:00

Combining some of these metrics we get more specific and unique segments that could give further insight into the behaviours and mannerisms of our visitors. Some of these combinations include:

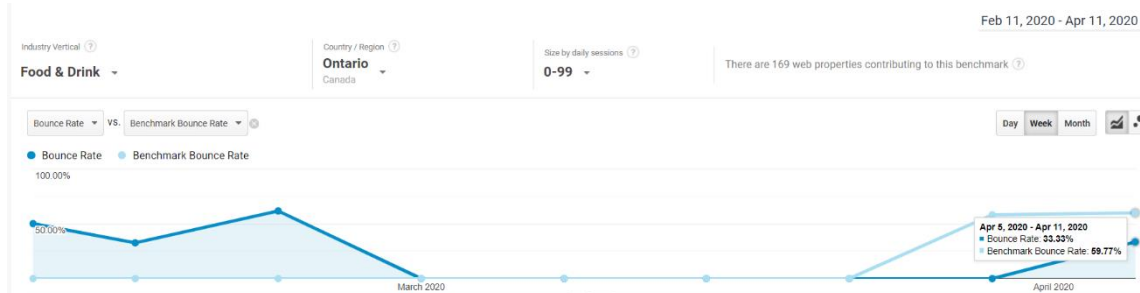
- Chrome traffic on devices with 1920 x 1080 resolution
- Android tablet traffic
- Laptop traffic of users aged 18 - 24 and 25 - 31
- Google Chrome traffic on IOS devices
- Safari traffic on IOS devices
- iPhone 11 traffic

# Industry Benchmarks

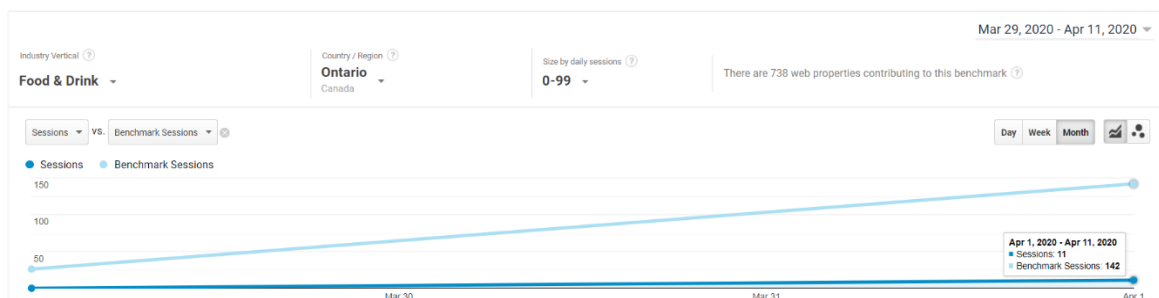


Industry	Average Google Shopping CVR
Clothing & Apparel	2.70%
Arts & Music	1.77%
Chemical & Industrial	0.83%
Computers & Technology	2.20%
Food & Alcohol	2.16%
Medical Supplies	2.94%
Entertainment & Events	1.98%
Home & Garden	1.31%
Educational Supplies	1.88%
Travel & Luggage	2.07%

Looking at the data available to us we can see that the food industry benchmark for bounce rate is 65.62%. Without more information on which pages these rates are occurring we cannot determine whether this is a good standard or not seeing as context is very important. With that in mind we hope to achieve the same as our current bounce rate is 33.33% with those with similar sessions at 59.77%.



In terms of sessions, the benchmark for our industry standards of 0 – 99 daily sessions would be 142. By improving our ad campaign, broadening our SEO keywords as well as our area of focus we will be able to drive more traffic to the site and hit the current benchmark and hopefully move on to a higher industry standard.



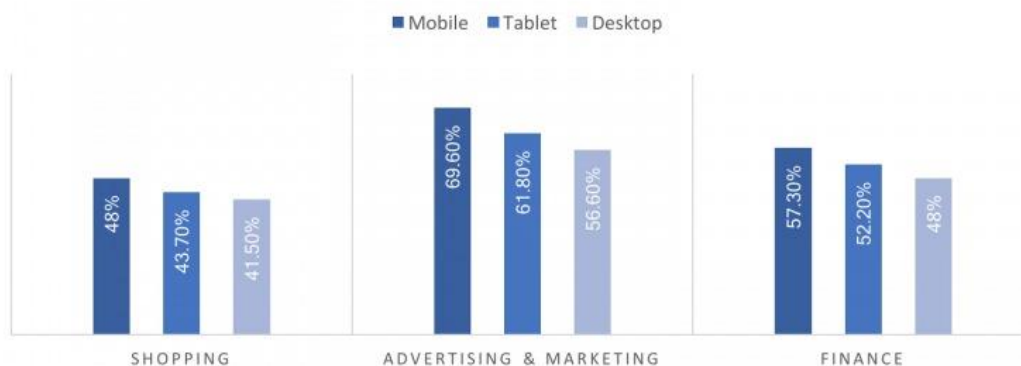


# Industry Benchmarks

Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	58.33% 70 vs 168	25.00% 57.14% vs 76.19%	68.75% 40 vs 128	567.88% 15.74 vs 2.36	1,403.34% 00:24.45 vs 00:01:39	36.97% 37.14% vs 58.92%
1. Direct	34.62% 70 vs 32	-23.81% 57.14% vs 76.00%	2.56% 40 vs 39	497.54% 15.74 vs 2.63	1,356.23% 00:24.43 vs 00:01:42	-28.47% 37.14% vs 51.92%
2. (Other)	-100.00% 0 vs 66	-100.00% 0.00% vs 62.12%	-100.00% 0 vs 41	-100.00% 0.00 vs 1.83	-100.00% 00:00.00 vs 00:03:21	-100.00% 0.00% vs 56.06%
3. Display	-100.00% 0 vs 117	-100.00% 0.00% vs 76.07%	-100.00% 0 vs 89	-100.00% 0.00 vs 1.35	-100.00% 00:00.00 vs 00:00:14	-100.00% 0.00% vs 76.92%
4. Email	-100.00% 0 vs 42	-100.00% 0.00% vs 54.76%	-100.00% 0 vs 23	-100.00% 0.00 vs 3.36	-100.00% 00:00.00 vs 00:03:14	-100.00% 0.00% vs 45.24%
5. Organic Search	-100.00% 0 vs 115	-100.00% 0.00% vs 78.20%	-100.00% 0 vs 90	-100.00% 0.00 vs 2.36	-100.00% 00:00.00 vs 00:01:43	-100.00% 0.00% vs 50.00%
6. Paid Search	-100.00% 0 vs 30	-100.00% 0.00% vs 80.00%	-100.00% 0 vs 40	-100.00% 0.00 vs 2.64	-100.00% 00:00.00 vs 00:01:18	-100.00% 0.00% vs 50.00%
7. Referral	-100.00% 0 vs 42	-100.00% 0.00% vs 61.90%	-100.00% 0 vs 26	-100.00% 0.00 vs 3.07	-100.00% 00:00.00 vs 00:02:15	-100.00% 0.00% vs 45.24%
8. Social	-100.00% 0 vs 80	-100.00% 0.00% vs 80.00%	-100.00% 0 vs 64	-100.00% 0.00 vs 1.69	-100.00% 00:00.00 vs 00:00:56	-100.00% 0.00% vs 66.75%

The above table provides a detailed analysis of the different channels our visitors are coming from as well as their sessions, session duration, bounce rate and much more. After further analysis it is evident that we need to increase traffic from channels other than the direct channel. According to our industry standard we can see that most traffic is gotten from Display and Organic search, which are the channels we need to primarily work on to achieve benchmark hits of 100 sessions.

## BENCHMARK BOUNCE RATES BY DEVICE



The graphs above depict the bounce rate of different industries depending on what device the user is on. If we look at shopping which is the category most familiar to ours, we can see that users on mobile frequently leave the website after just landing on it. In fact, across all the industries featured above, mobile tends to have the highest bounce rate, followed by tablet and lastly desktop. This information serves to help us determine which systems and platforms we need to focus on.

Seeing as the average conversion rate of the food industry is 2.16%, a reasonable and realistic conversion rate for our business would be around the lines of 1.5% to 1.9% with an eventual push to the industry standard and hopefully surpassing it.

# SEO Keyword Plan

By researching the food industry and keyword searches I was able to find the words that best described the business as well as could pull the most potential visitors:

Keyword	Potential Audience
Recipes	31,000
Food	6000
Cooking Recipes	30,000
Organic	6,000
Fruit & Vegetable Shop	4,000
Vegetable Supplier	6,000
Food Processor	13,000
Food Service	8,000

Keyword themes help match your ads to Google searches. Enter the products and services you offer, and we'll show you ads for related searches.

Your keyword themes

organic × cooking recipes × recipes × food processor × vegetable supplier ×  
food × food service × fruit and vegetable shop × ADD KEYWORD THEME

More suggestions

+ frozen vegetables + vegetable delivery + vegetable wholesaler + seafood  
+ grain distributor + food wholesaler + fruits/vegetables/produce distributor  
+ meat distributor + food manufacturers + special dietary food distributor  
+ frozen food supplier + restaurant food supply + branded food supplier  
+ catering company + restaurant

Potential audience size

104,330 people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.

By restricting our areas of operation to the Greater Toronto Area, we were able to build a potential audience size of approximately 15 million people.

Potential audience size

14,703,491 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Where do you want your ad to appear?

Mississauga × Oakville × Milton × Brampton × Burlington × Toronto ×

+ Add location (city, state, or country)

Map showing the Greater Toronto Area and surrounding regions, including Mississauga, Oakville, Milton, Brampton, Burlington, and Toronto.

Combining the chosen keywords with our area of operation we expect to hit approximately 60,000 people and 2000 clicks on average a month. If we hit this average and our micro conversion goal of 30% of our views being on the cart page then we expect to turn a profit in the near future.

**CA\$42** daily average • CA\$1,277 monthly max

Reach an estimated 44,100 - 73,540 people and get 1,460 - 2,450 ad clicks per month



## References

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<https://www.perfectsearchmedia.com/blog/how-master-micro-conversions-seo-ppc>

<https://analytics.google.com/analytics/web/>

<https://www.wordstream.com/popular-keywords/food-and-beverage-keywords>