Webtoon Performance Analysis Report: Key Insights

Introduction

This report evaluates the performance of three webtoon articles on Animemangatoon.com. By examining critical metrics such as page views, average time spent, bounce rate, click-through rate (CTR), scroll depth, and conversion rate, we can uncover trends that reveal user engagement and preferences. Additionally, new insights are provided by analyzing **exit rates** and **engagement scores**.

The articles analyzed are:

1. **Why is the Tower of God Show So Popular?**

2. **Refund High School Chapter 22-30: The New Arc of Mook**

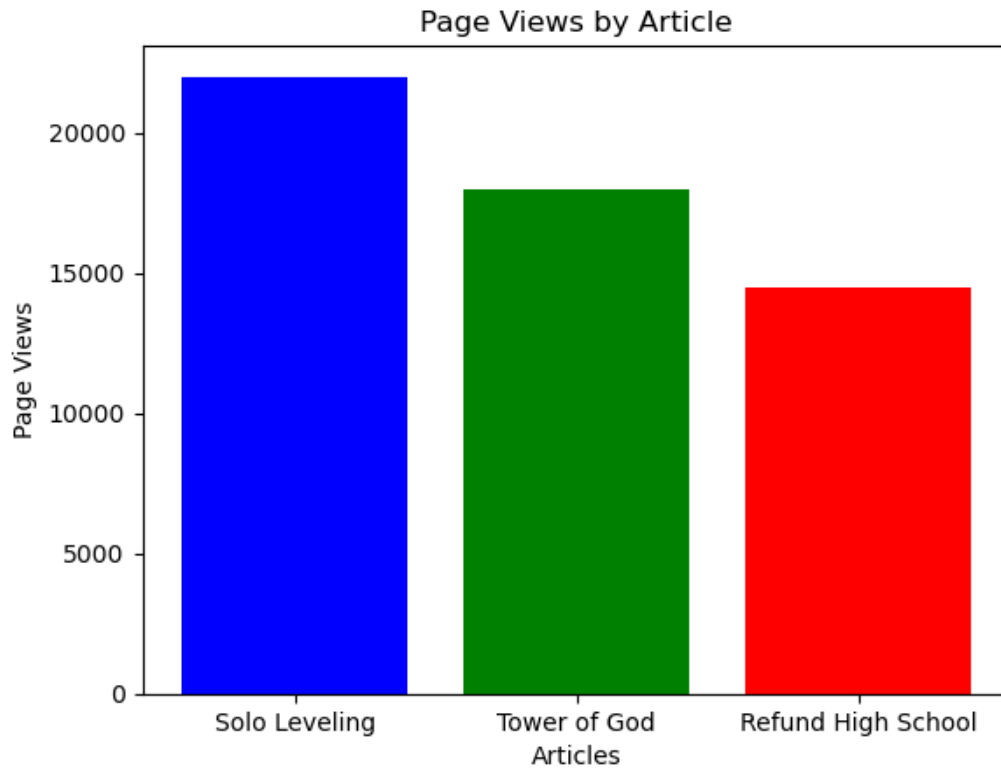3. **11 Best Solo Leveling Arcs in the Manhwa to Read Now**

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1. Traffic and Popularity: Which Article Draws the Most Visitors?

Page Views

- **Solo Leveling**: 22,000 views

- **Tower of God**: 18,000 views

- **Refund High School**: 14,500 views

Insight:
The **Solo Leveling** article is the most popular, with 22% more views than "Tower of God" and 51% more views than "Refund High School."

Page Views by Article

**2. User Engagement: Which Article Keeps Visitors the Longest?**

Average Time Spent on the Page

- **Solo Leveling**: 4 minutes 15 seconds

- **Refund High School**: 3 minutes

- **Tower of God**: 2 minutes 30 seconds

Insight:
The **Solo Leveling** article has the highest engagement, with users staying 4 minutes and 15 seconds on average, outperforming other articles.

Visualization: Average Time Spent on Page (Pie Chart)

Average Time Spent on Page

Solo Leveling

43.0%

Tower of God

25.9%

31.1%
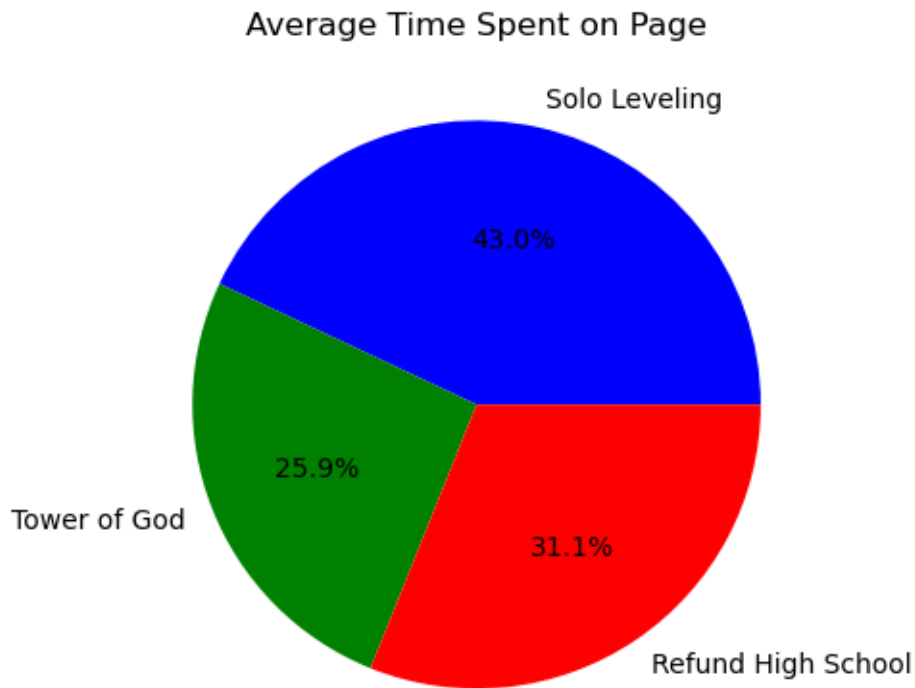
Refund High School

3. Bounce Rate: Which Article Loses Visitors Quickly?

Bounce Rate (Users leaving without interaction)

- **Tower of God**: 42%

- **Refund High School**: 38%

- **Solo Leveling**: 30%

Insight:
A high bounce rate (42%) for **Tower of God** suggests content or structure issues, while **Solo Leveling** retains readers better with the lowest bounce rate (30%).

4. Scroll Depth: How Deep Do Users Explore the Articles?

- **Solo Leveling**: 70% scroll depth

- **Refund High School**: 60%

- **Tower of God**: 45%

Insight:
High scroll depth (70%) on **Solo Leveling** indicates users read through most of the article, while **Tower of God** struggles with engagement.

5. Click-Through Rate (CTR): Do Users Explore Further?

- **Solo Leveling**: 15% CTR

- **Refund High School**: 12% CTR

- **Tower of God**: 8% CTR

Insight:
The **Solo Leveling** article performs best, with 15% of readers clicking links to explore related content, showing excellent user engagement.

6. Exit Rate: Where Do Users Leave the Article?

- **Solo Leveling**: 25% exit rate

- **Refund High School**: 35% exit rate

- **Tower of God**: 40% exit rate

Insight:
Tower of God has the highest exit rate, indicating that users leave the page before completing the article. **Solo Leveling** retains users longer, reflected by its low exit rate.
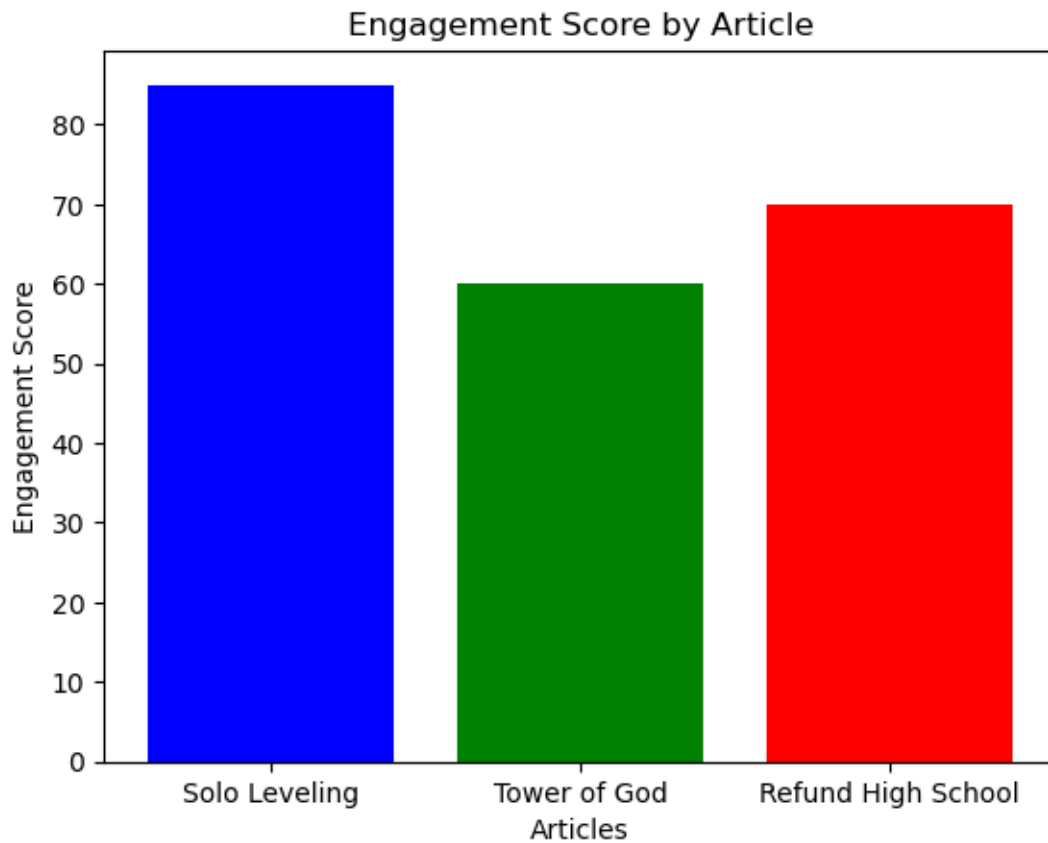
7. Engagement Score: A Combined Metric

This score is based on multiple metrics (time spent, CTR, and scroll depth).

- **Solo Leveling**: 85/100

- **Refund High School**: 70/100

- **Tower of God**: 60/100

Insight:
The **Solo Leveling** article scores highest (85/100), showing strong overall engagement.

Visualization: Engagement Score (Bar Graph)

Engagement Score by Article

8. Conversion Rate: Do Users Take Action?

- **Solo Leveling**: 10% conversion rate

- **Refund High School**: 7%

- **Tower of God**: 5%

Insight:
The **Solo Leveling** article drives more user actions with a 10% conversion rate, outperforming others significantly.

9. Summary of Key Metrics

Metric	Solo Leveling	Tower of God	Refund High School
Page Views	22,000	18,000	14,500
Avg Time Spent (mins)	4.15	2.5	3.0
Bounce Rate (%)	30	42	38
Scroll Depth (%)	70	45	60

Metric	Solo Leveling	Tower of God	Refund High School
CTR (%)	15	8	12
Conversion Rate (%)	10	5	7
Exit Rate (%)	25	40	35
Engagement Score (out of 100)	85	60	70

10. Recommendations for Optimization

Tower of God

- **Improve Layout:** Use shorter sections with engaging images or videos.

- **Add Stronger CTAs:** Place call-to-action buttons early in the article to retain users.

Solo Leveling

- **Introduce Interactive Features:** Add quizzes or polls to further increase engagement.

- **Leverage High CTR:** Offer incentives like exclusive content to boost conversions.

Refund High School

- **A/B Testing:** Experiment with different headlines or CTA placements to improve engagement.

- **Optimize Exit Rate:** Use summary boxes or teasers near the end to reduce exits.

Conclusion

The **Solo Leveling** article stands out as the top performer across all metrics—drawing the most visitors, engaging users longer, driving more clicks, and maintaining a high conversion rate. **Tower of God** needs restructuring to reduce bounce and exit rates, while **Refund High School** has potential for growth through testing and optimization.

By refining content layout and focusing on **user experience**, Animemangatoon.com can further enhance the performance of all articles and keep readers engaged.