**Website Analytics & Marketing Optimization Report**

**1. Traffic Source Analysis**

**Objective:**  
Understand where customers are coming from and identify which channels drive the highest quality traffic.

**Use Cases:**

* Analyze search data to shift budget toward engines, campaigns, or keywords with stronger conversion rates.
* Compare user behavior patterns across traffic sources to inform creative and messaging strategy.
* Identify opportunities to eliminate wasted spend or scale high-converting traffic.

**Paid Campaign Tracking (UTM Parameters):**

* Paid traffic is tagged with UTM parameters, allowing us to tie website activity back to campaigns.
* Session data (with UTM tags) is linked to order data to measure revenue contribution.

**Analysis Performed:**

* Selected sessions with IDs between 1000–2000.
* Grouped data by utm\_content.
* Calculated:
  + Number of unique sessions
  + Number of unique orders
  + Conversion rate (orders ÷ sessions)
* Sorted results by session volume (descending).

**Finding:**  
This analysis compared campaign performance by utm\_content and revealed how well sessions converted into orders.

**CEO Request:**

* Provide a breakdown of sessions by utm\_source, utm\_campaign, and referring domain.
* Finding: **gsearch nonbrand** campaign generated the most sessions.

**CEO Response:**

* Suggested deeper analysis of **gsearch nonbrand** for optimization opportunities.

**2. Conversion Rate Analysis**

**Marketing Director Request:**

* Calculate conversion rate (CVR) from session to order for **gsearch nonbrand** traffic.
* Threshold for viability: CVR ≥ 4%.

**Result:**

* Sessions: **3,895**
* Orders: **112**
* Conversion Rate: **2.88%**

**Response:**

* CVR below threshold.
* Recommendation: Reduce bids to avoid overspending.
* Outcome: Analysis prevented unnecessary ad spend.

**Business Concept: Bid Optimization & Trend Analysis**

* Use conversion rate and revenue per click to guide spend decisions.
* Monitor bid changes to understand effects on volume and cost efficiency.

**Next Steps (Director):**

* On 2012-04-15, bids for gsearch nonbrand were reduced.
* Requested **weekly trended session volume** to evaluate impact.

**Result:**

* Analysis confirmed traffic volume was sensitive to bid changes.
* Director acknowledged balance between maximizing volume and cost efficiency.

**3. Device-Level Conversion Analysis**

**Director Request:**

* Calculate conversion rates by device type (desktop vs. mobile).

**Result:**

* Desktop CVR: **3.73%**
* Mobile CVR: **0.96%**

**Response:**

* Decision to increase bids for **desktop traffic** due to stronger performance.
* Follow-up request: Track desktop vs. mobile sessions after bid adjustments.

**Finding:**

* Desktop sessions increased after the bid adjustment.
* Mobile sessions remained flat or declined slightly.

**Next Steps:**

* Continue monitoring session volume and conversion rates by device.
* Optimize spend allocation accordingly.

**4. Top Website Content Analysis**

**Objective:**  
Identify most-viewed pages to prioritize optimization efforts.

**Use Cases:**

* Determine most-viewed and entry pages.
* Assess performance of high-traffic pages against business goals.

**Analysis Performed:**

* Created a temporary table to find the first pageview (min(pageview\_id)) per session.
* Counted distinct sessions for each entry page.

**Finding:**

* **Homepage** accounted for nearly all first pageviews (523 sessions).

**Website Manager Request (Morgan):**

* Pull top viewed and entry pages.
* Confirm where users land when entering the site.

**Result:**

* Traffic primarily enters via homepage.

**Morgan’s Response:**

* Homepage is the critical landing point and a top candidate for optimization.

**5. Landing Page Performance & Testing**

**Objective:**  
Evaluate homepage bounce rate and test impact of a new custom landing page.

**Analysis Performed:**

* Step 1: Find first pageview for each session.
* Step 2: Identify landing page.
* Step 3: Count pageviews to identify bounces.
* Step 4: Summarize sessions, bounces, and bounce rate.

**Finding:**

* Homepage bounce rate: **~60%**

**Manager’s Response:**

* Bounce rate considered too high.
* A new **custom landing page (/lander-1)** was created for paid search traffic.

**Experiment:**

* A/B test between /home and /lander-1.
* Bounce rate analysis performed for the test period.

**Result:**

* /lander-1 bounce rate was **5% lower** than homepage.

**Manager’s Response (Morgan):**

* Confirmed success of custom lander.
* Plan: Redirect all non-brand paid traffic to /lander-1.
* Requested follow-up trend analysis in upcoming weeks.

**Next Steps:**

1. Confirm all non-brand paid traffic routes to the new custom lander.
2. Monitor bounce rates and analyze long-term trends.
3. Identify further testing and optimization opportunities.