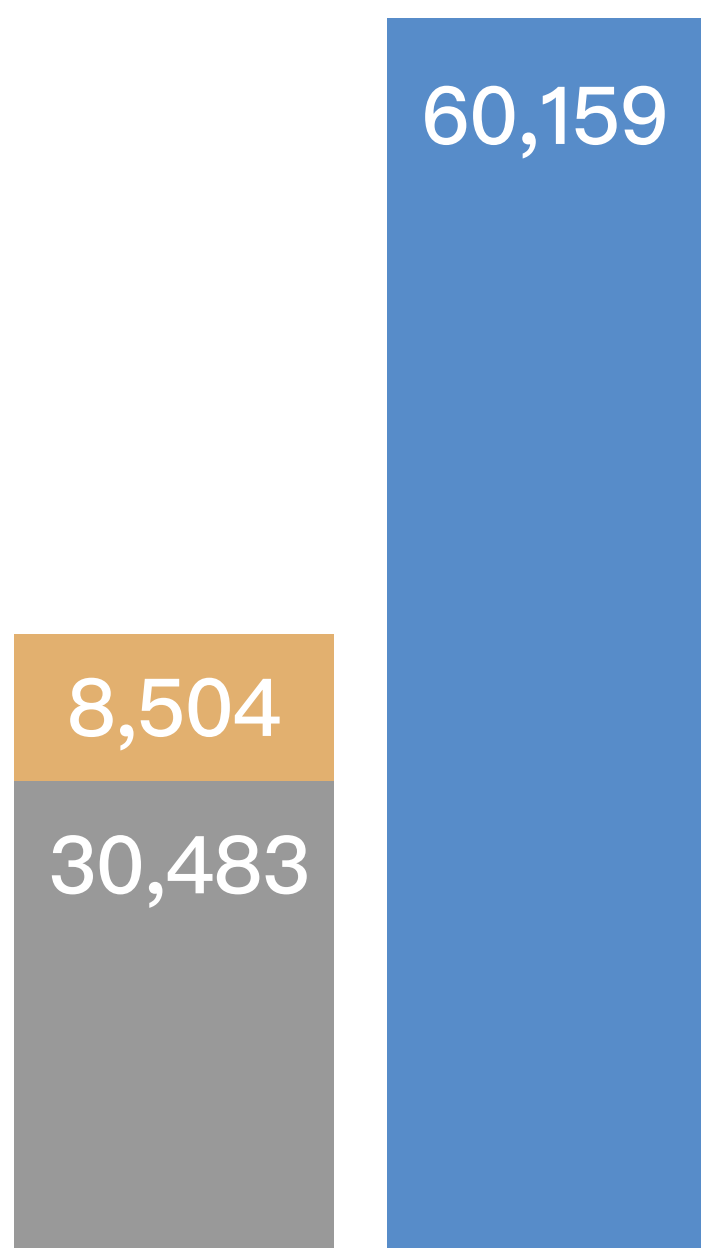
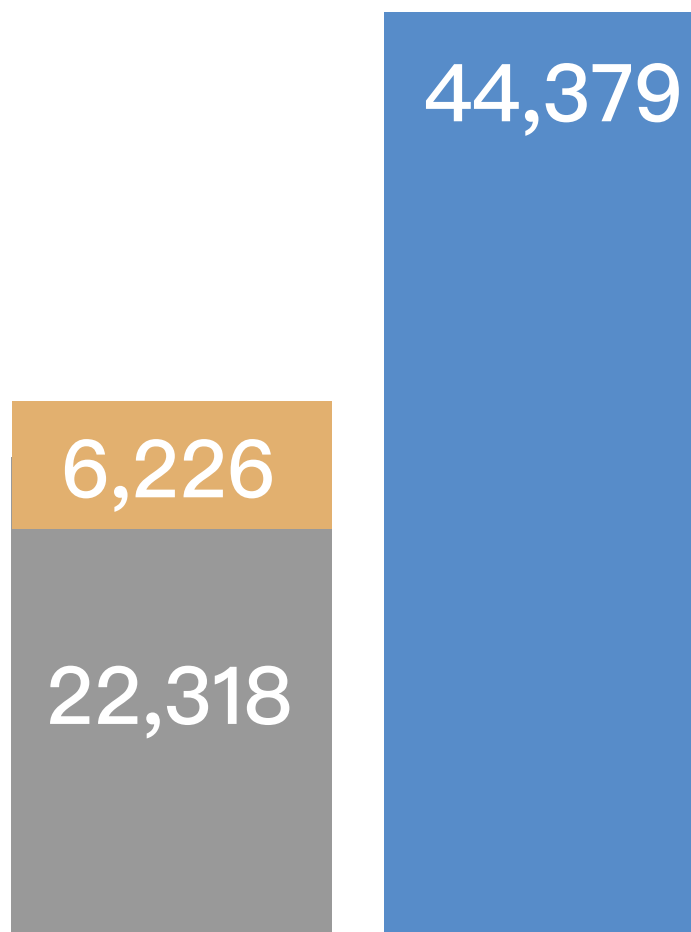


# **BROWSING DATA of NEW SSL ANALYTICAL WEBSITE**

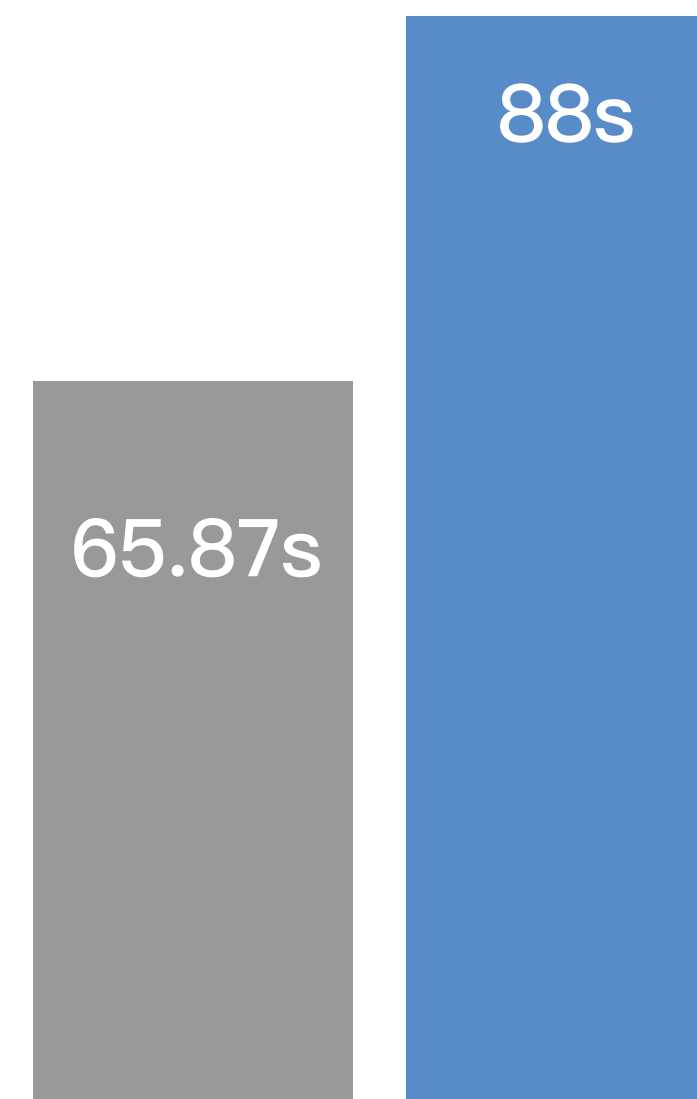
\*all data based on Google Analytics. 2016.10.10 — 24 VS 2017.10.10 — 24



PV (page view)  
**+54.3%**



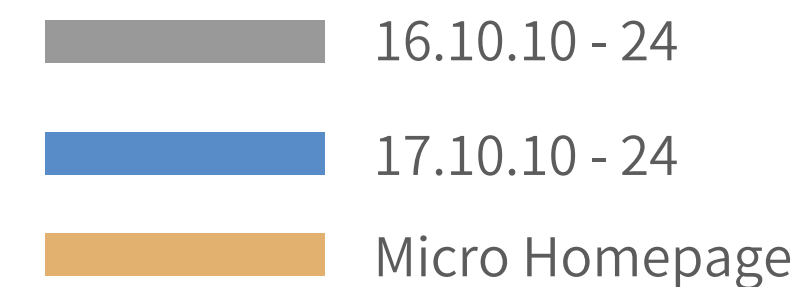
Unique Page Views  
**+55.46%**

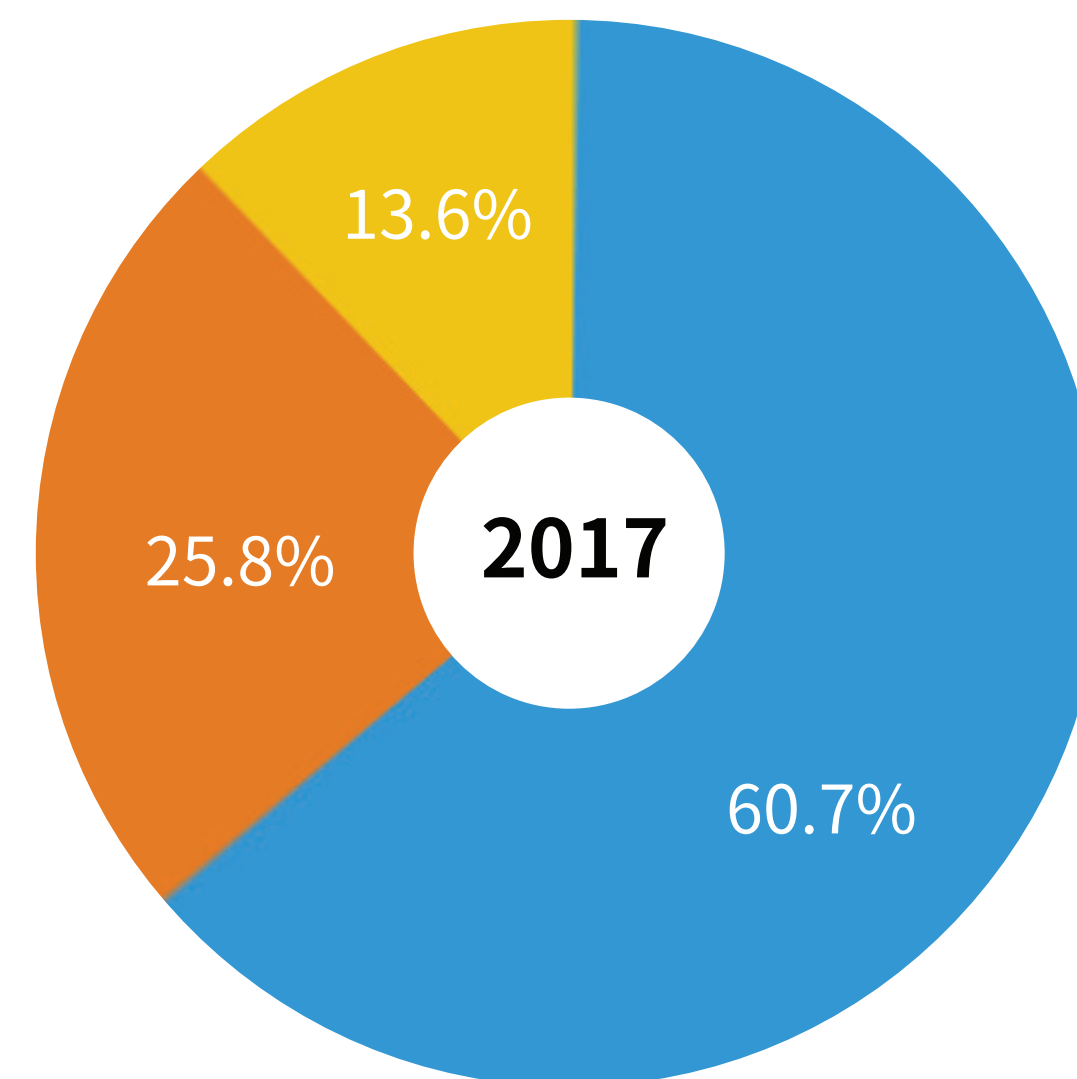
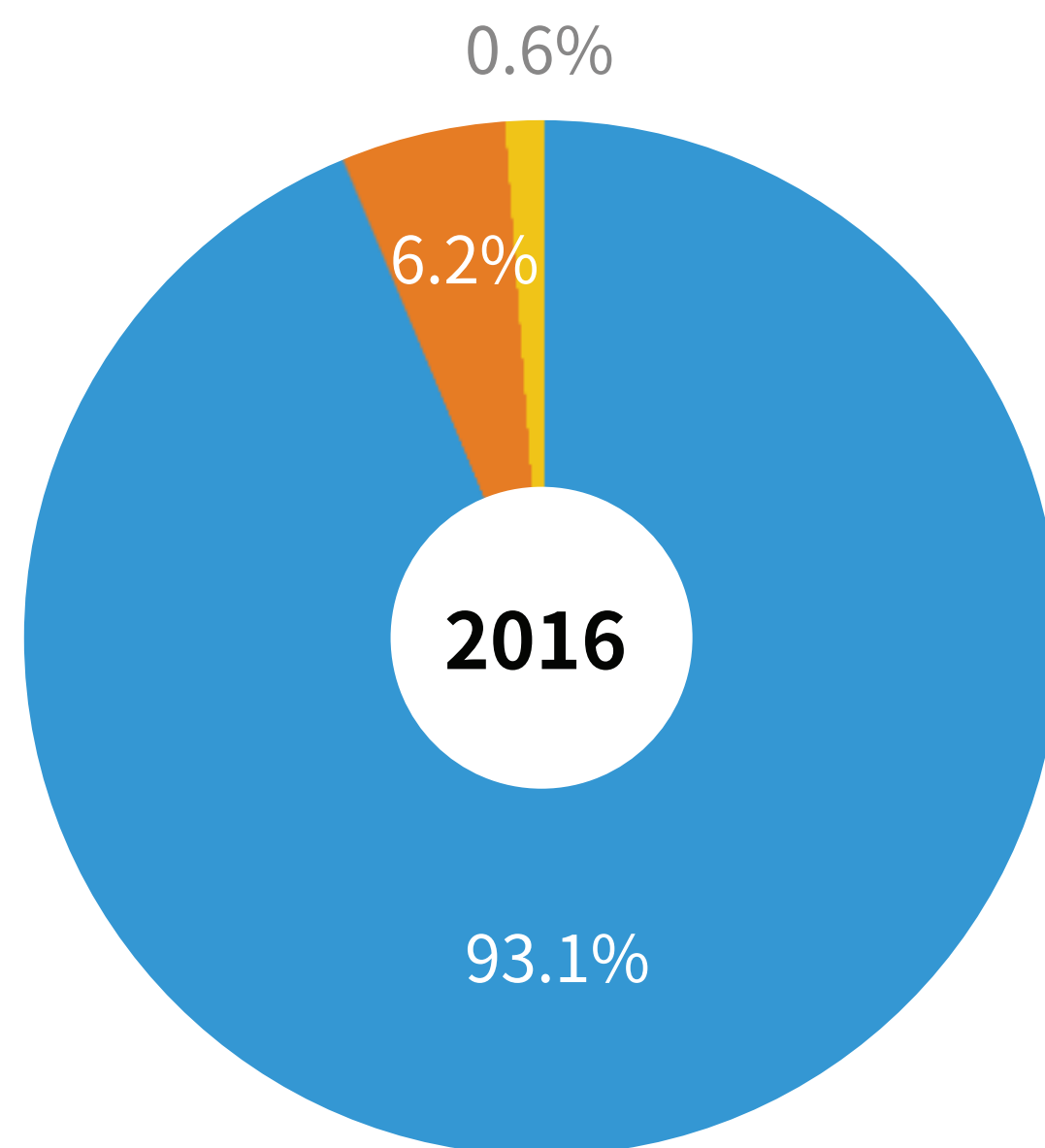


Avg. Time on Page  
**+33.6%**

## MAINLY BROWSING DATA

Click rate increased substantially, **attracted quite a lot new browser.**  
**bring more valuable information to users**, browsing time is longer than before .

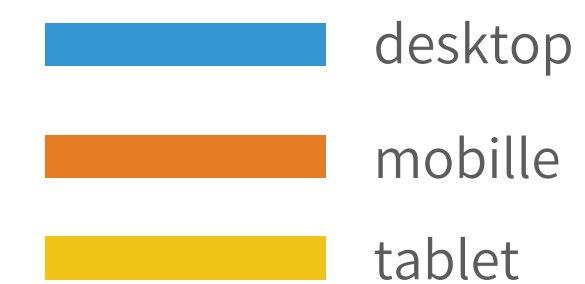


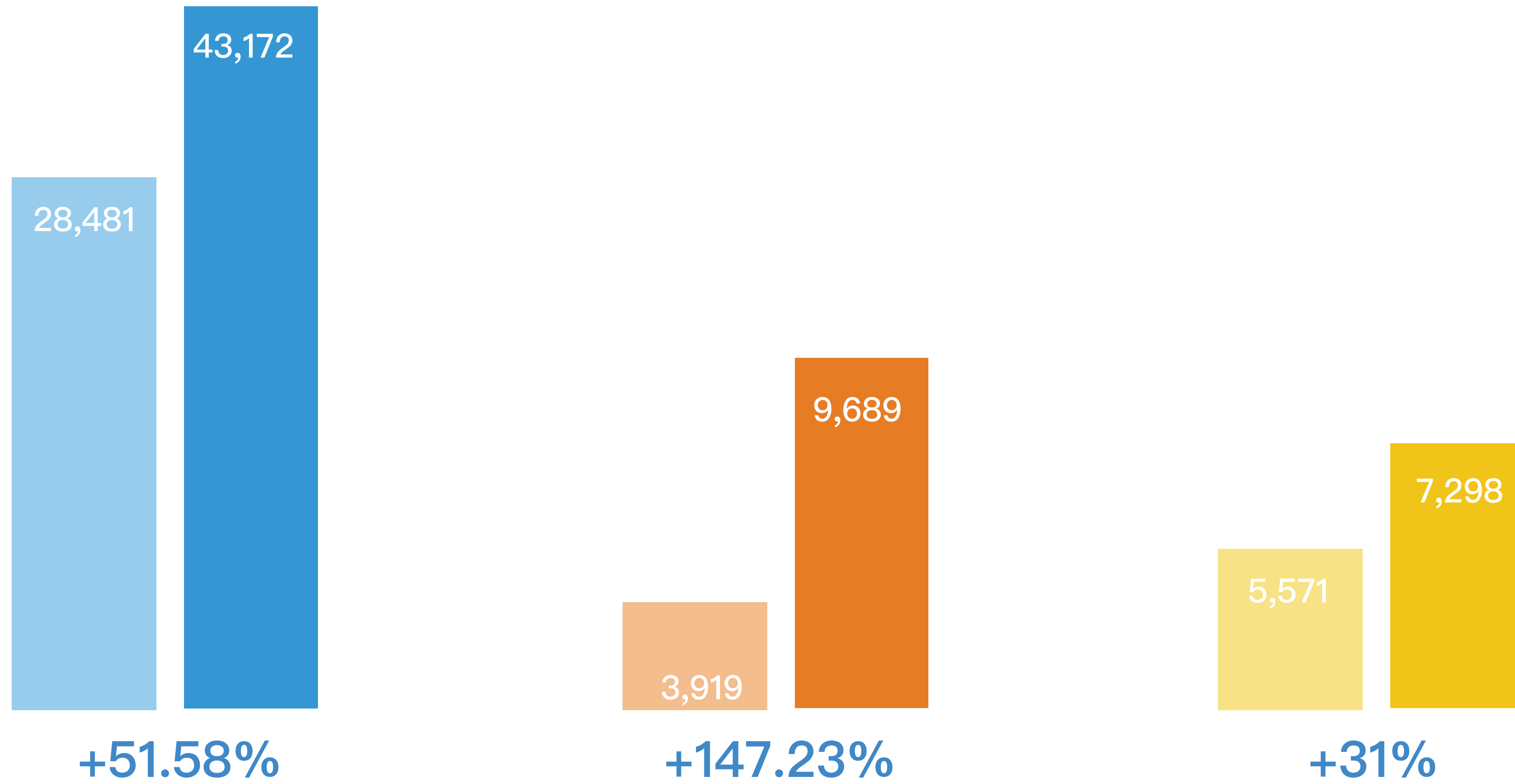


## DEVICE RATIO

### **Mobile & Tablet increased substantially,**

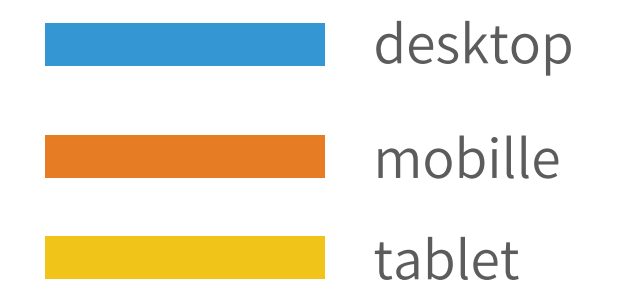
along with the development of mobile internet and smart devices, the focus point of website will shift to mobile terminal gradually .

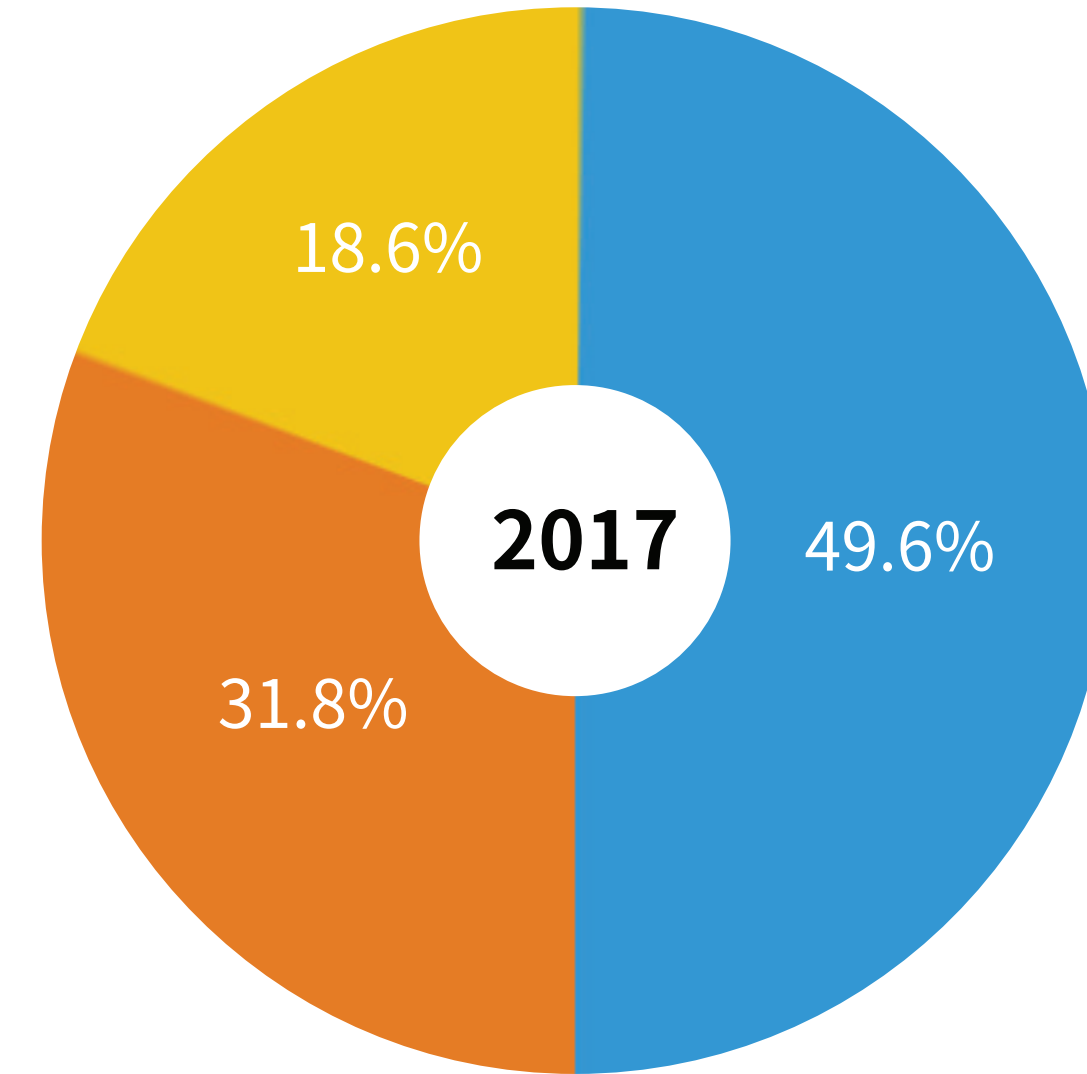
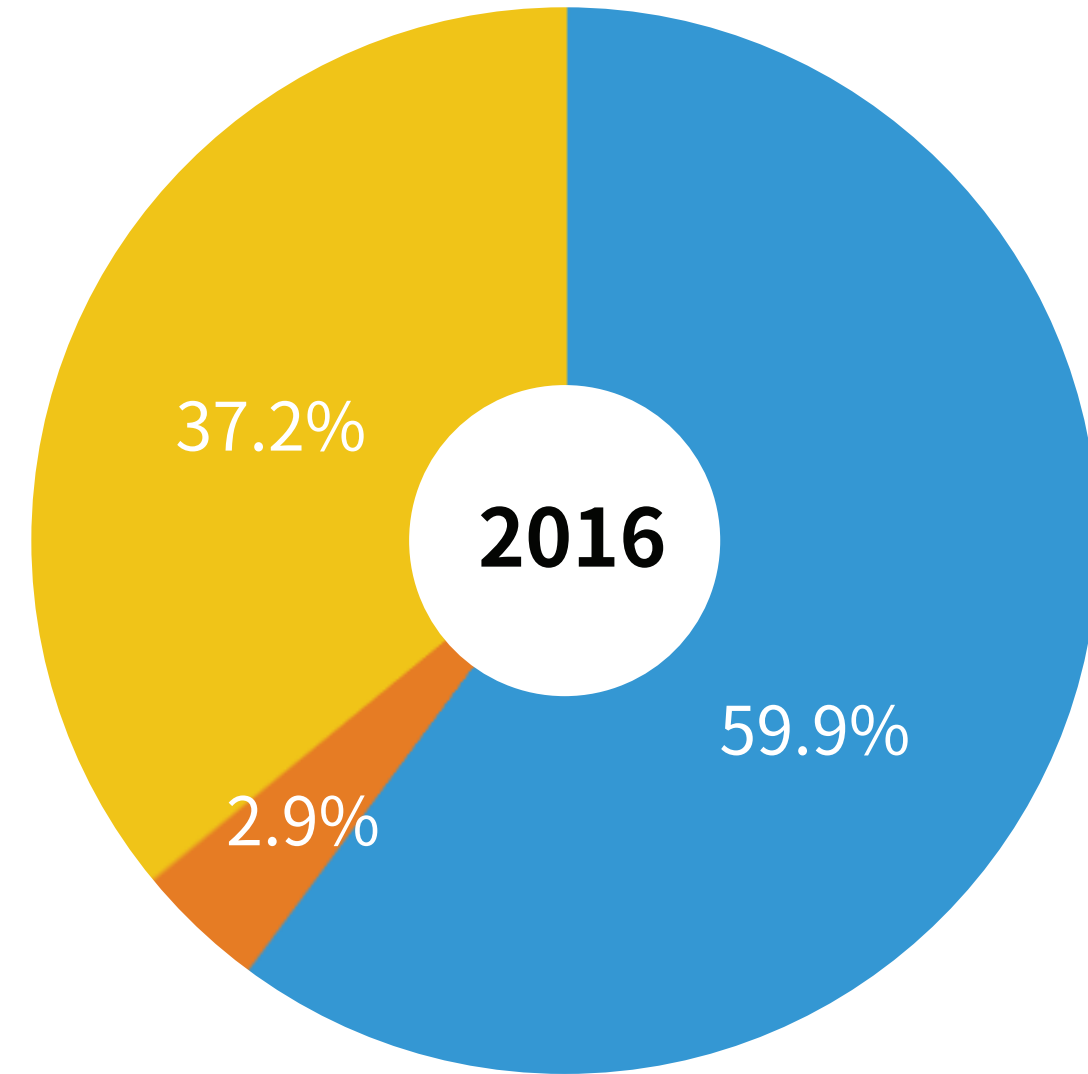




## PV IN EACH TRAFFIC(Absolute Value)

Number & ratio of mobile traffic increased substantially.



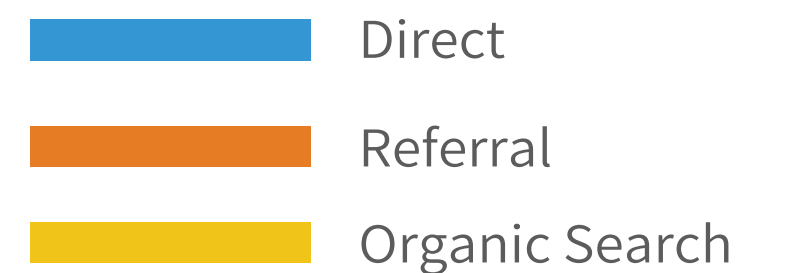


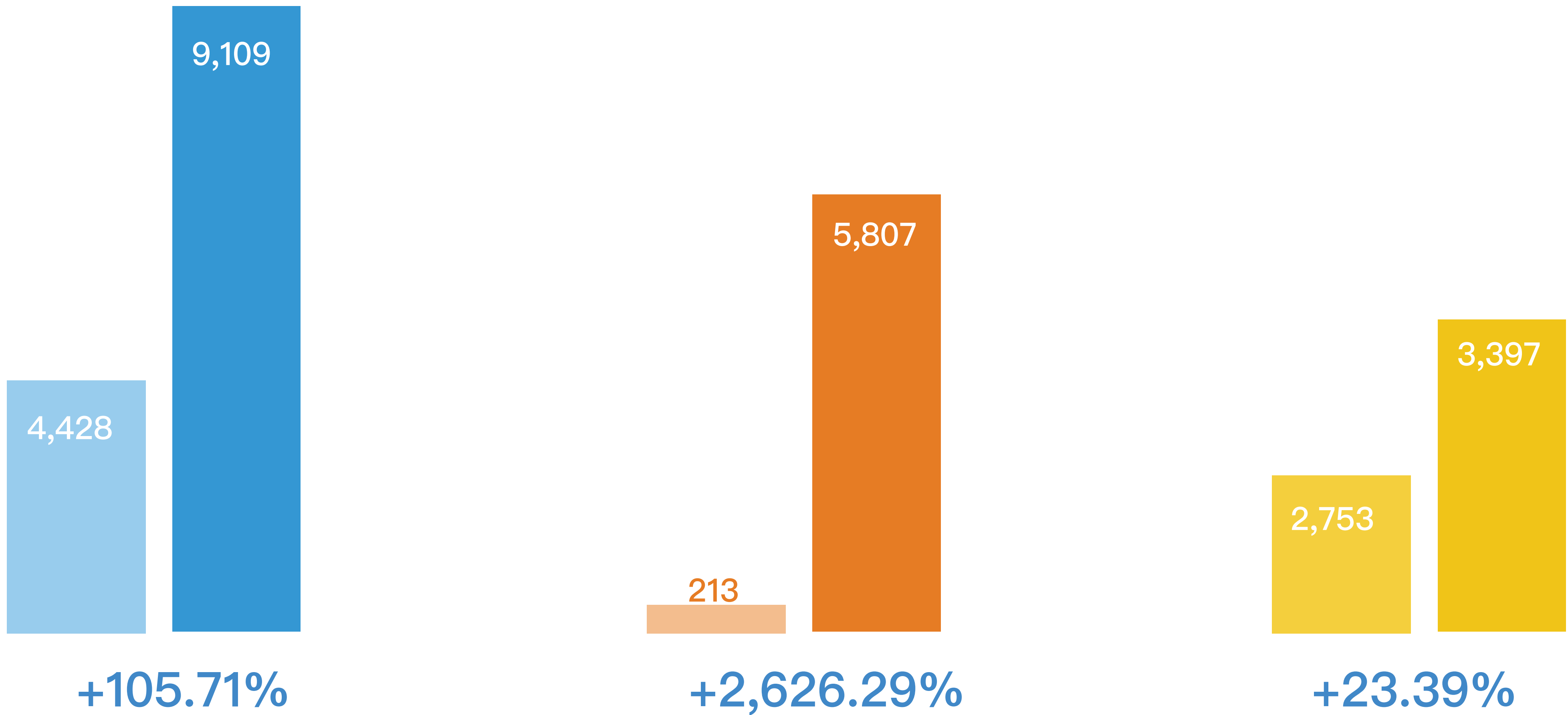
## ACQUISITION RATIO

**Direct traffic is the largest proportion**, showed that the original user is most.

After embedded main function in Wechat, **the Referral trafifc increased substantially.**

The share of Organic Search traffic is low, Brand Public Praise of SHIMADZU need improved.





# GROWTH OF EACH ACQUISITION

The growth of Referral traffic is the largest, mainly from wechat.  
Embedded website in Wechat is the main reason.

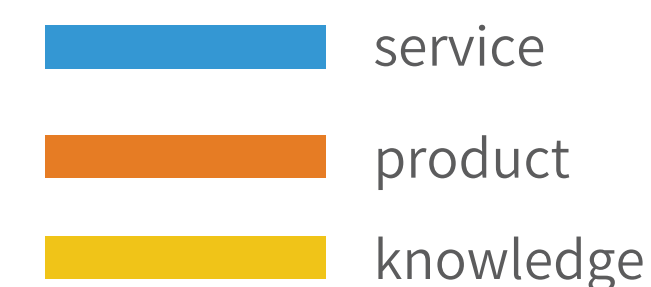
- Direct
- Referral
- Organic Search

/an/index	4,491	00:55	/an/index	4,518	01:06
/an/hplc	1,306	00:55	/an/resource	2,430	03:08
/an/spectro	1,017	00:36	/an/training	2,214	01:04
/an/support	860	01:02	/an/products	2,190	00:26
/an/literature/	816	00:35	/an/training/online-learning	1,746	03:35
/an/gc	811	00:43	/an/service	1,721	00:51
/an/products	725	00:35	/an/support	1,537	00:54
/an/balance	532	00:32	/an/training	1,535	00:56
/an/gcms/	462	00:47	/an/hplc	1,448	00:59
/an/form/pricingrequest	452	01:42	/news/2017/1010	1,349	04:21

## PAGEVIEWS TOP 10

Pageviews & propotion of knowledge content and service related page increased substantisly.

The knowledge content is very attractive to users. More and more user choice service online



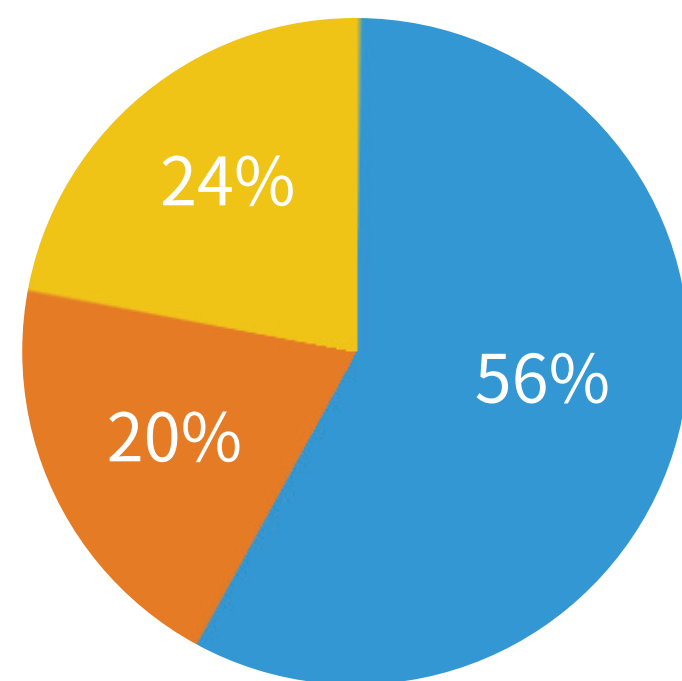


## DOCS CENTER

PV 2293

Unique PV 1709

Avg. Time **03:05**

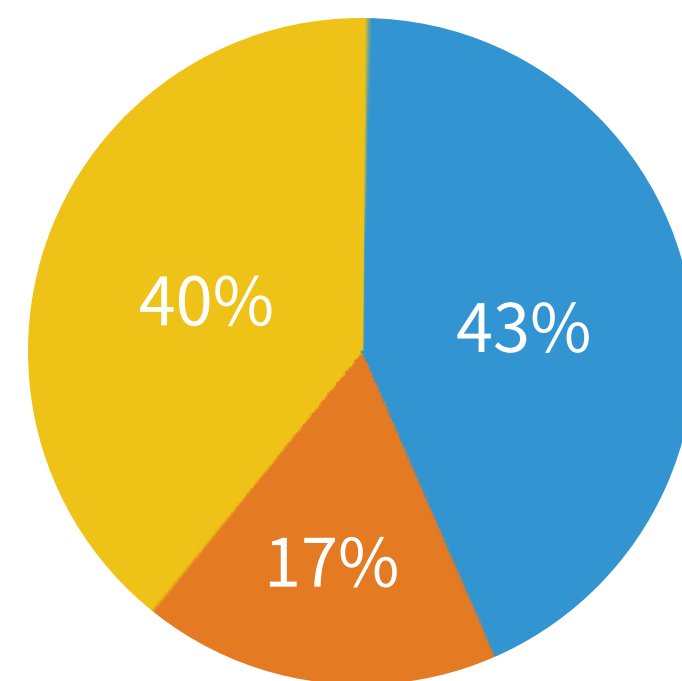


## TRANING CENTER

2084

1042

01:04

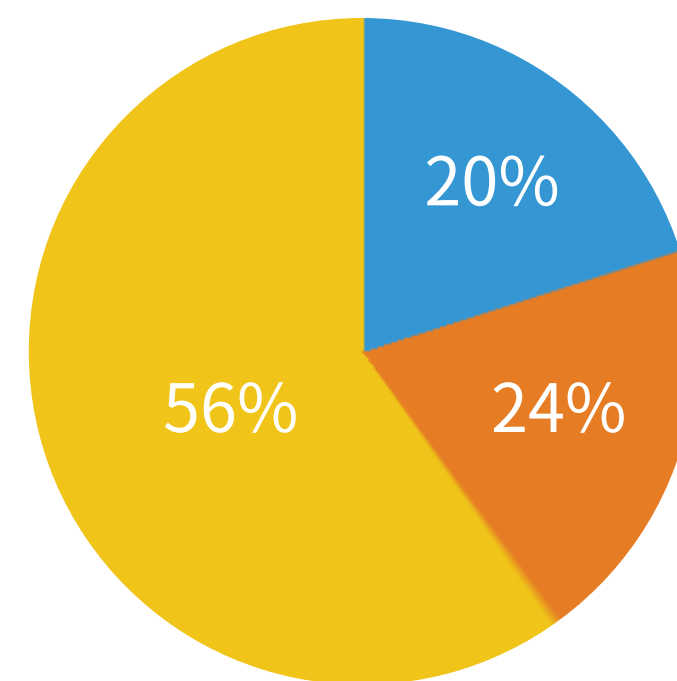


## ONLINE LEARNING

1642

1020

**03:33**

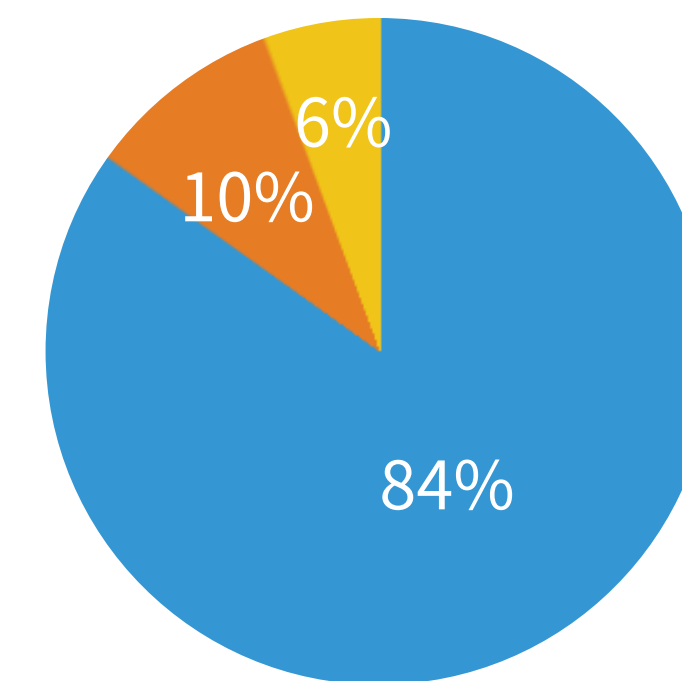


## APPLICAITON PAPER

1029

832

**02:18**

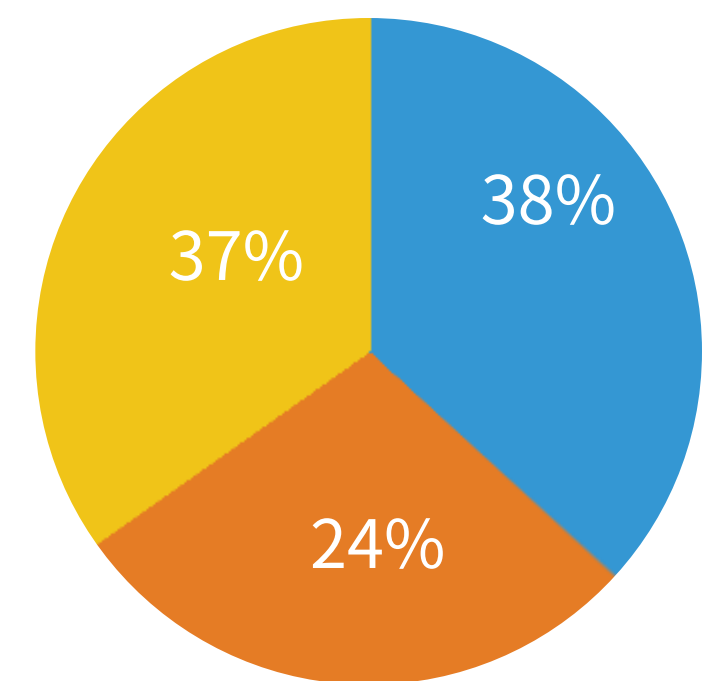


## VIDEO CENTER

750

578

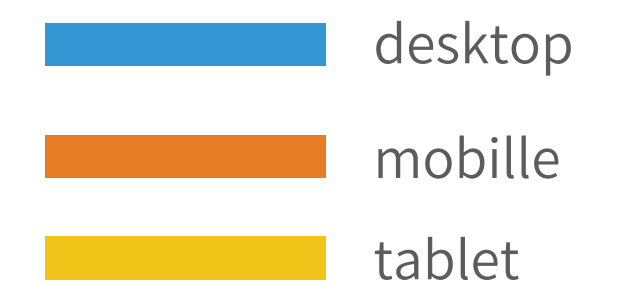
00:53



## BROWSING DATA OF MAIN FUNCTION

Hits and browsing time of main functions increased substantially.

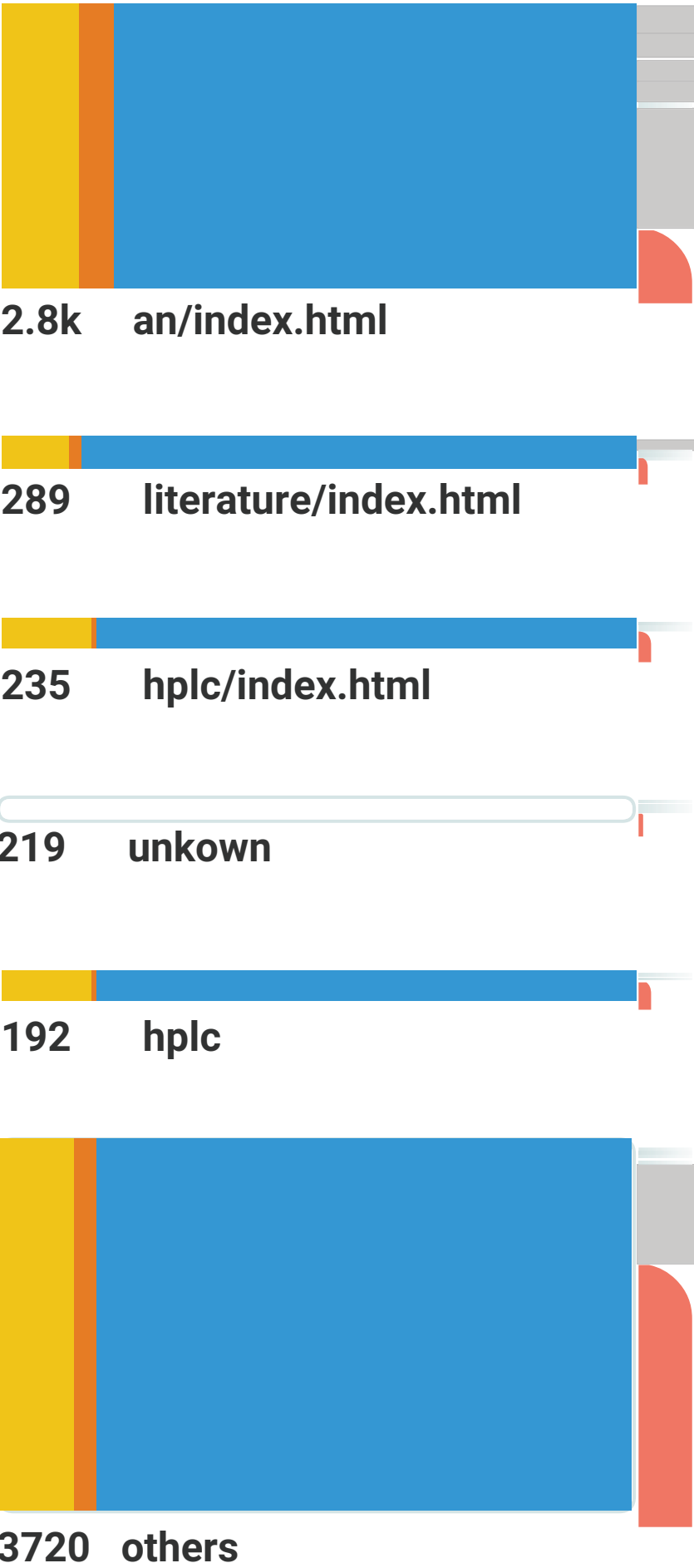
The Avg. time on page is longer than before, because there're more valuable content for users.





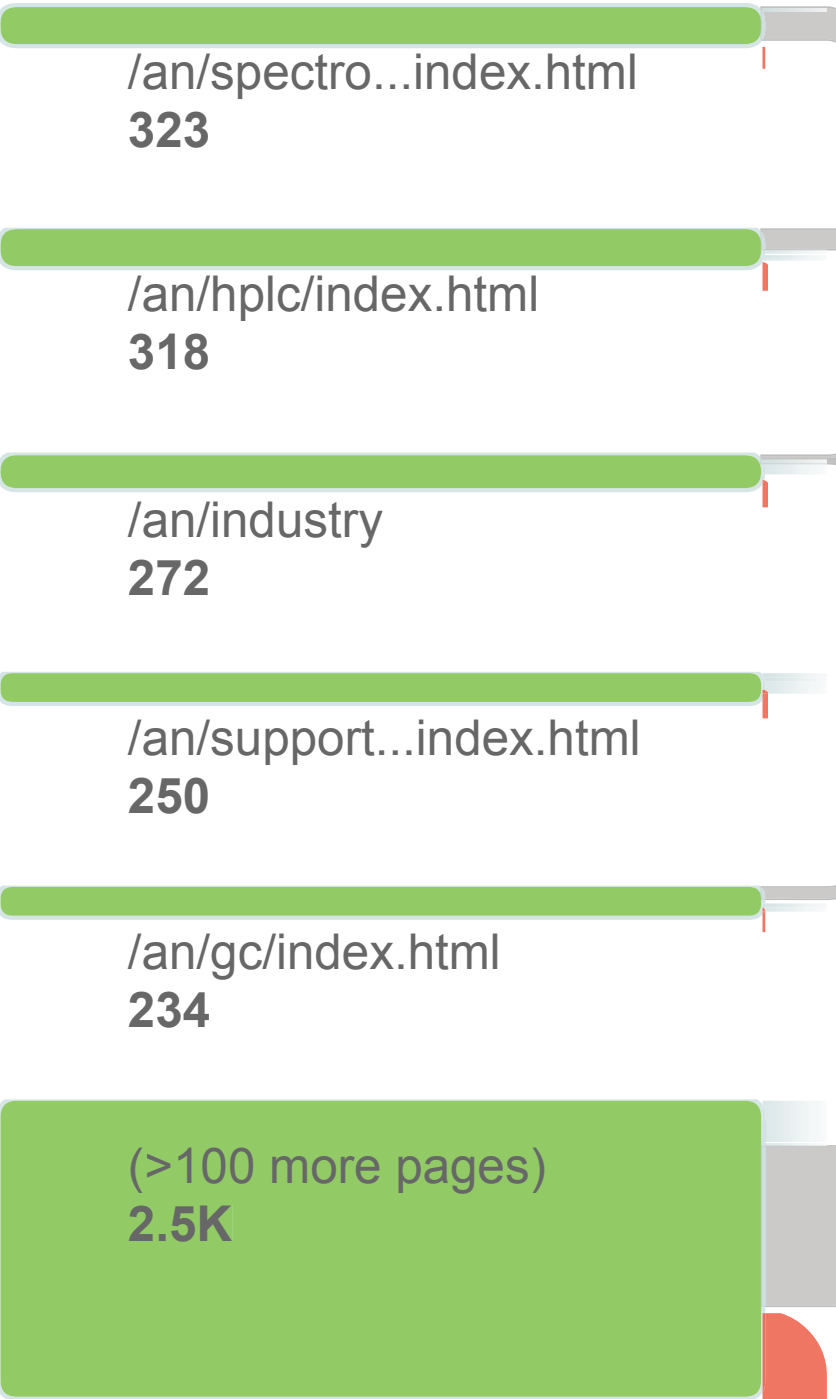
Starting pages

7.4K sessions, 3.5K drop-offs



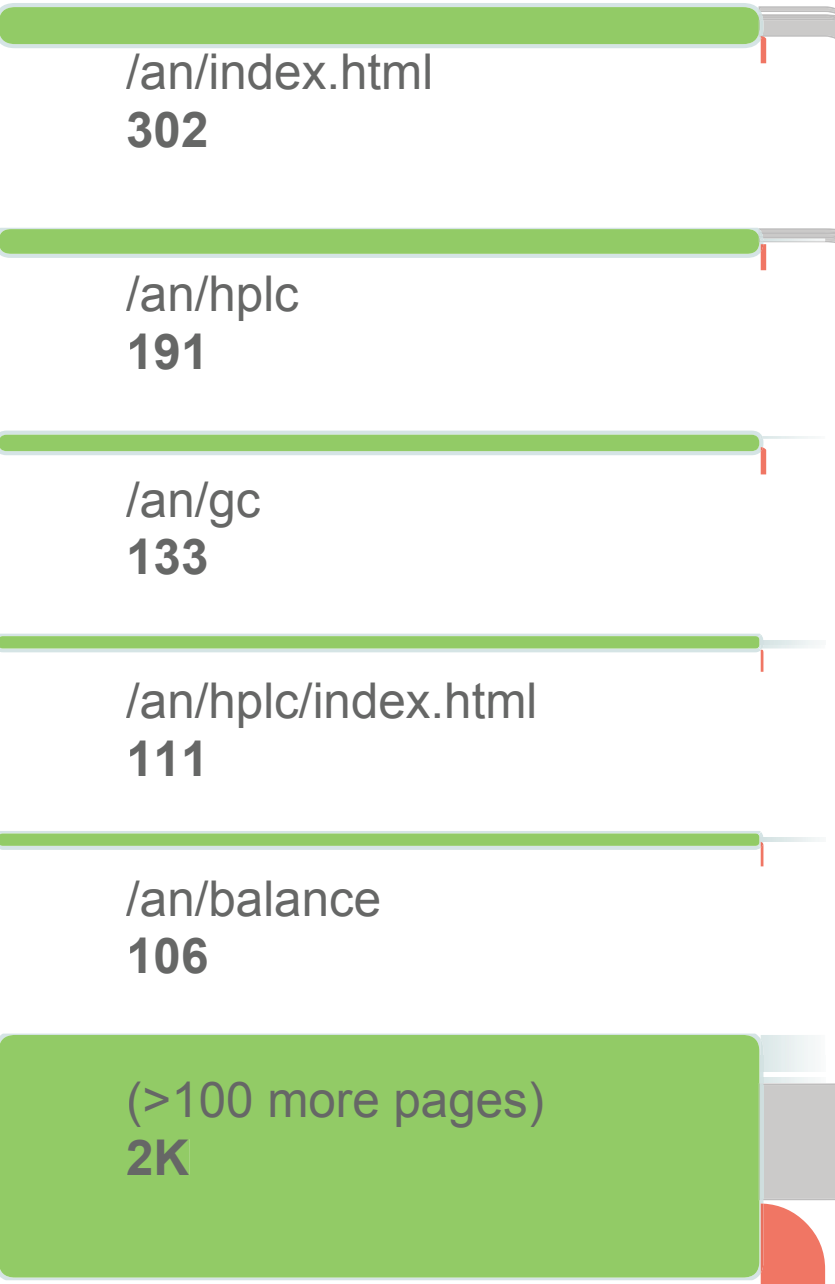
1st Interaction

3.9K sessions, 1K drop-offs



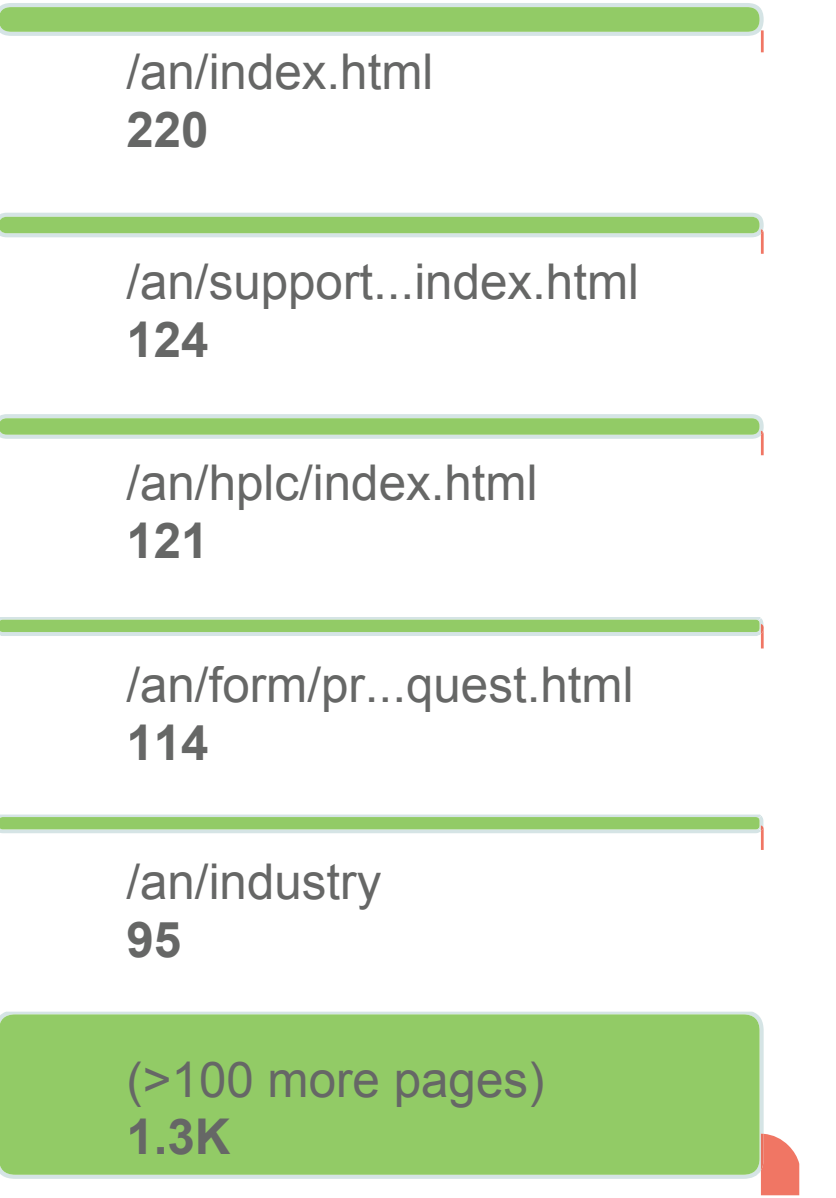
2nd Interaction

2.9K sessions, 875 drop-offs



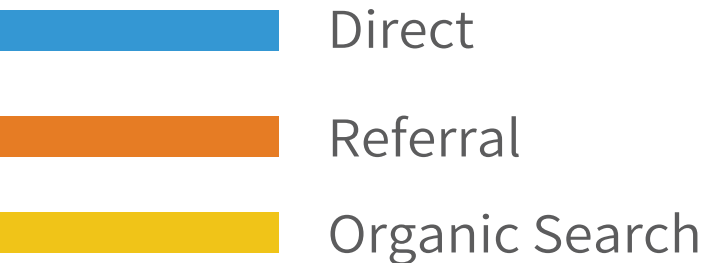
3rd Interaction

2K sessions, 498 drop-offs



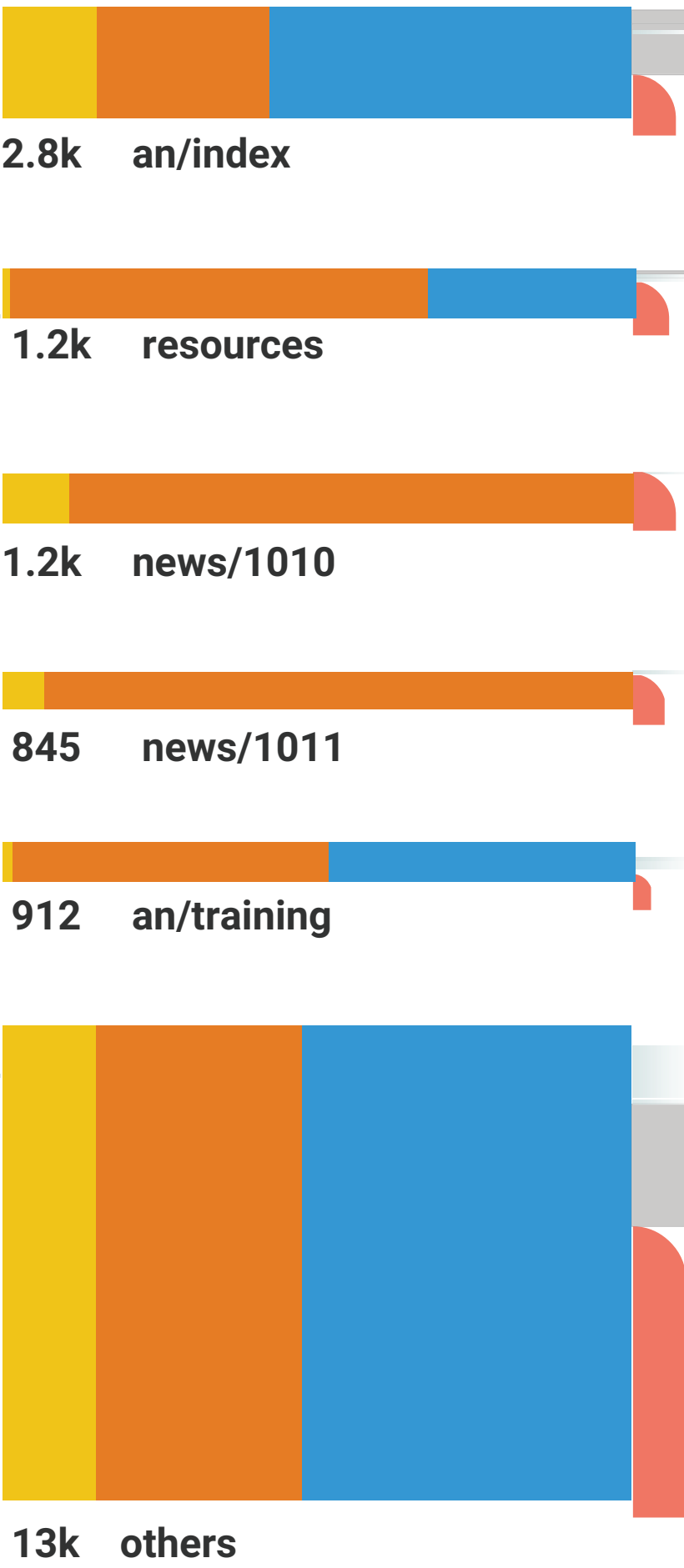
USER FLOW\_2016

Homepage is the main traffic entry in 2016.  
The share of referral traffic is very low.



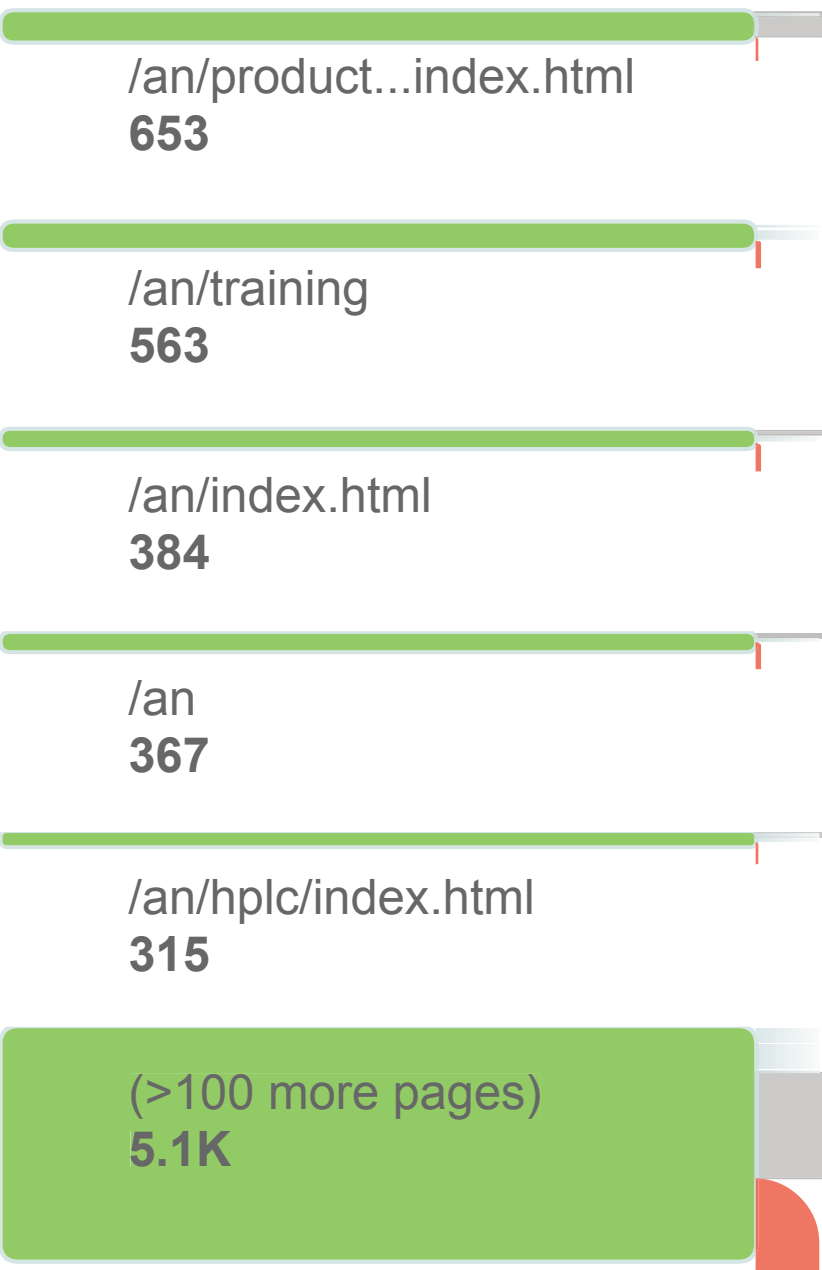
Starting pages

19K sessions, 12K drop-offs



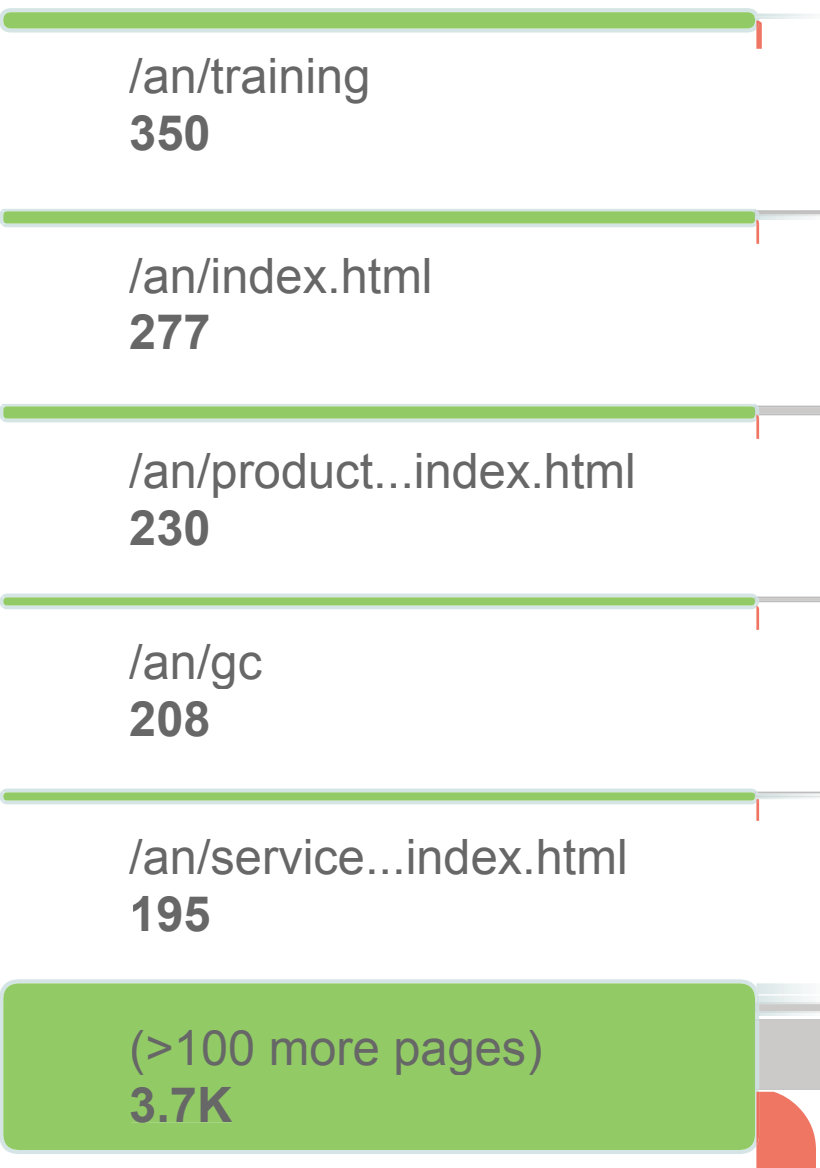
1st Interaction

7.4K sessions, 2.5K drop-offs



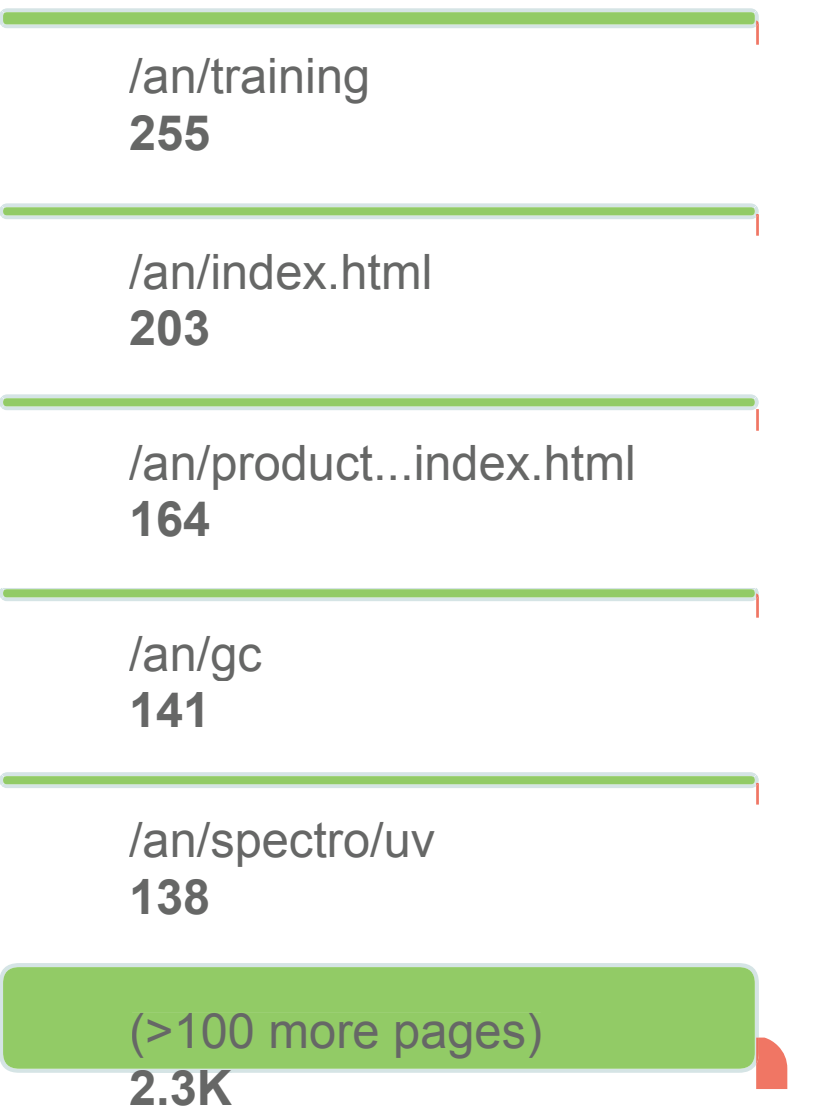
2nd Interaction

4.9K sessions, 1.8K drop-offs



3rd Interaction

3.2K sessions, 997 drop-offs

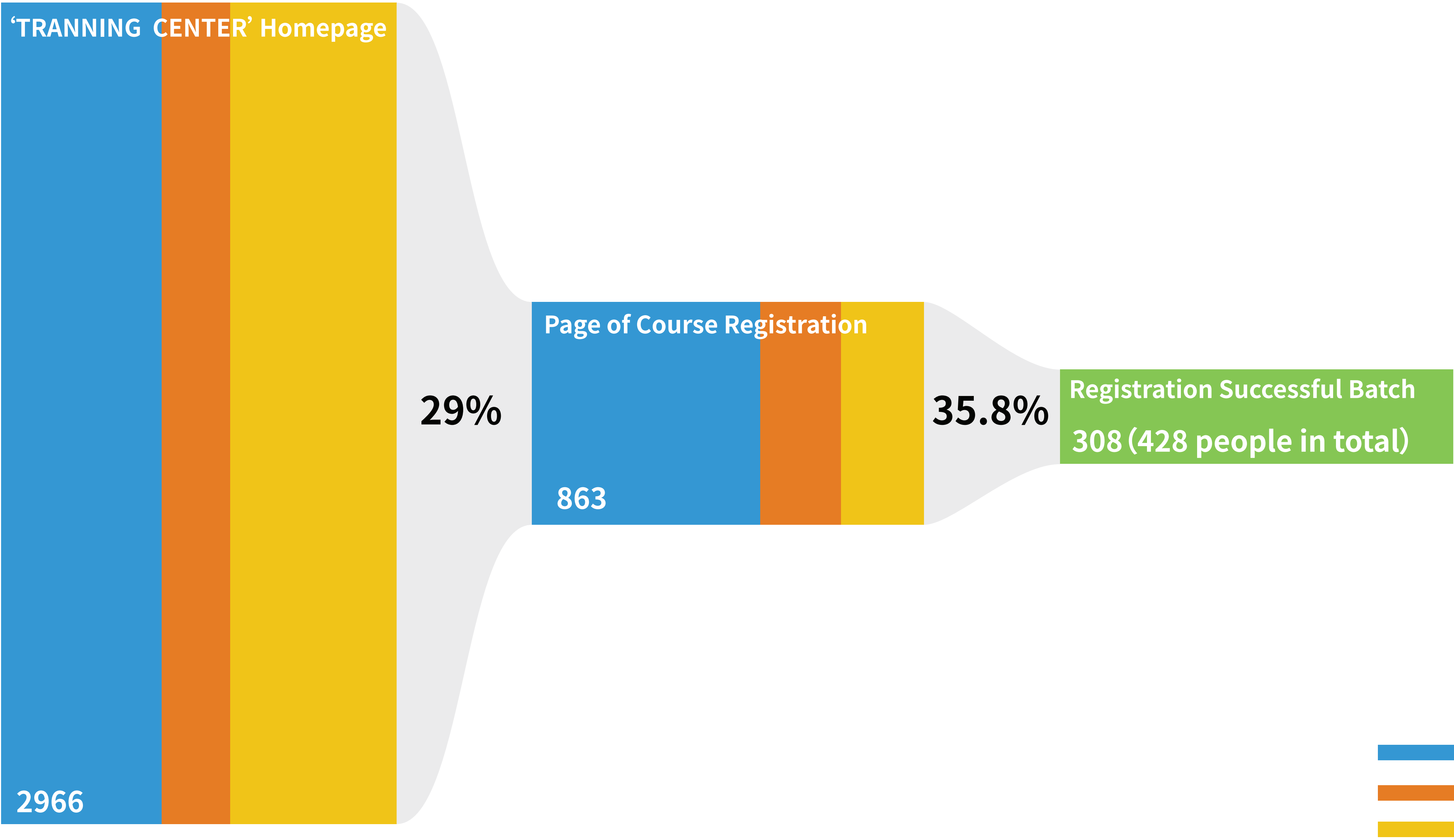


USER FLOW\_2017

Only one click,user can get the content or service directly after website embedded in Wechat.  
The proportion of referral ttrffic increased substantially,the traffic of each main funciton is balanced.



# CONVERSION RATE of 'SERVICE APPLY'



# CONVERSION RATE of 'SERVICE APPLY'

