

# Website Performance Analysis



Website content analysis is about **understanding which pages are seen the most by your users, to identify where to focus on improving your business**



## COMMON USE CASES:

- Finding the most-viewed pages that customers view on your site
- Identifying the most common entry pages to your website – the first thing a user sees
- For most-viewed pages and most common entry pages, understanding how those pages perform for your business objectives

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## Analysis Result

Pulling the most viewed website pages, ranked by session volume?

pageview_url	sessions
/home	10398
/products	4238
/the-original-mr-fuzzy	3036
/cart	1305
/shipping	869
/billing	716
/thank-you-for-your-order	306

- This shows that:
  - Homepage
  - Product page and
  - Mr. Fuzzy Page
    - Get the bulk of the traffic

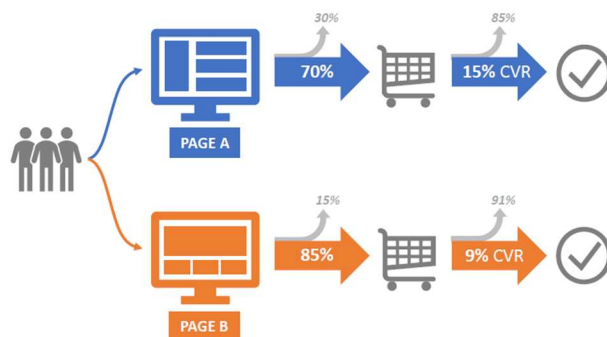
Pull the list of all entry pages and rank them on entry volume?

Result Grid		Filter Rows:
landing_page_url	sessions_hitting_page	
/home	10711	

## Landing Page Performance & Testing



Landing page analysis and testing is about understanding **the performance of your key landing pages** and then **testing to improve your results**





### COMMON USE CASES:

- Identifying your top opportunities for landing pages – high volume pages with higher than expected bounce rates or low conversion rates
- Setting up A/B experiments on your live traffic to see if you can improve your bounce rates and conversion rates
- Analyzing test results and making recommendations on which version of landing pages you should use going forward

## Analysis Result

Pull the bounce rates for traffic landing on the homepage?

Result Grid   Filter Rows: <input type="text" value="Search"/>			
	sessions	bounced_sessions	bounce_rate
▶	11044	6536	0.5918

- Almost 60% bounce rate

Pull bounce rates for two groups to evaluate the difference?

	landing_page	total_sessions	bounced_sessions	bounce_rate
▶	/home	2261	1319	0.58337
	/lander-1	2315	1232	0.53218

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