

# WEBSITE ANALYTICS

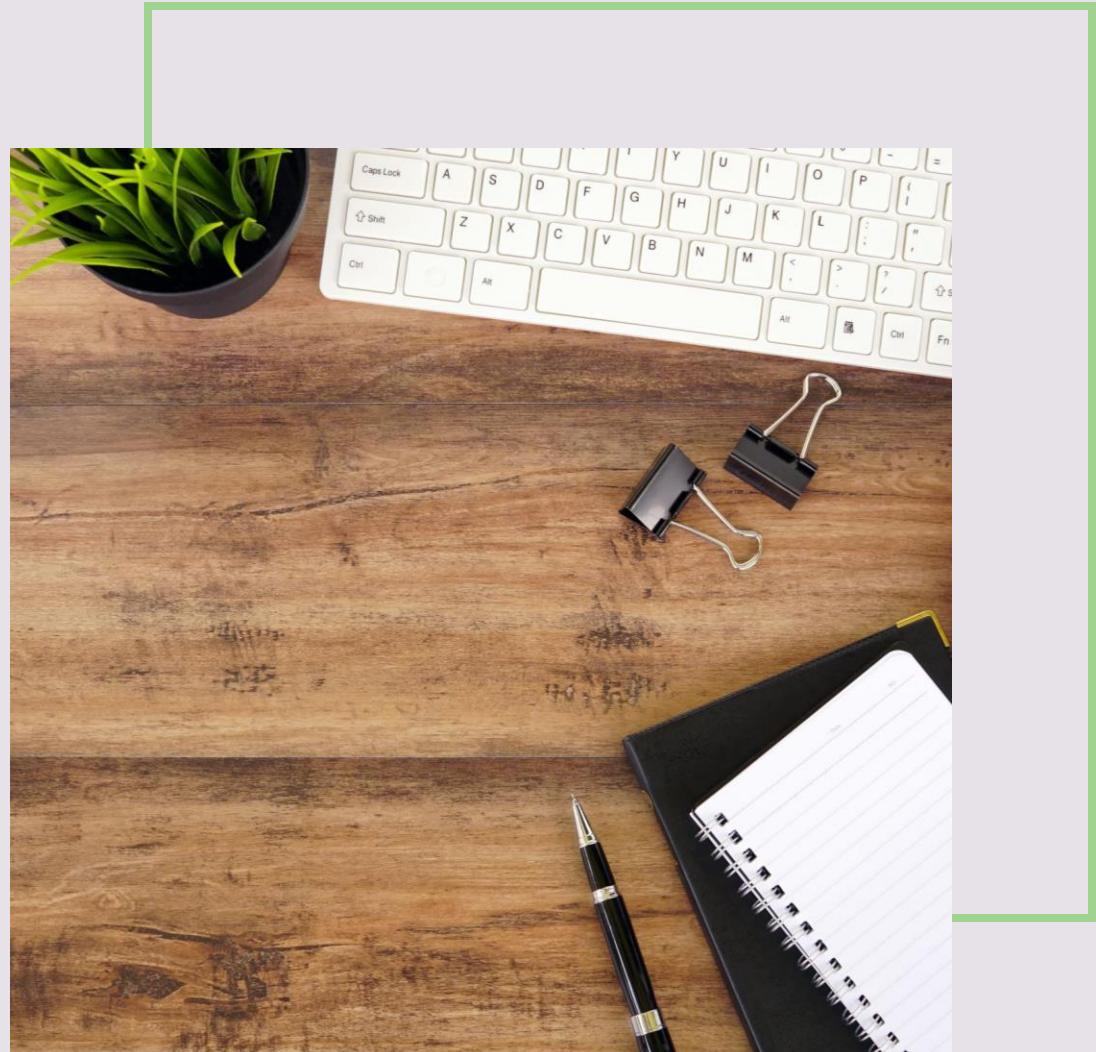
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## WHAT IS WEBSITE ANALYTICS?



Website analytics is the collection, reporting, and analysis of data generated by users' visiting and interacting with a website.



The purpose of web analytics is to measure user behavior, optimize the website's user experience and flow, and gain insights that help meet business objectives like increasing conversions and sales.

## IMPORTANCE OF WEB ANALYTICS



Web analytics is critical to the success of your business. It enables you to better understand your site visitors and use those insights to improve the experience on your site.



For example, if you discover that the majority of users on your site are using a mobile device, then you can focus on making your website more mobile-friendly.

# DATA COLLECTION



Data collection is the process of gathering information about website visitors and their behavior.



There are two main methods of data collection: **weblogs** and **page tagging**.



Weblogs are server-generated log files that contain information about website traffic, such as IP addresses, pages visited, and time spent on each page.



Page tagging involves adding a code snippet to each page of a website that tracks visitor behavior.

# WEBLOGS

Weblogs are server-generated log files that record every request made to a web server.

These logs contain valuable information about website traffic, such as the IP address of the visitor, the date and time of the visit, the pages visited, and the time spent on each page.

Weblogs are useful for understanding how visitors are interacting with a website at a high level.

# PAGE TAGGING

Page tagging involves adding a code snippet to each page of a website that records visitor behavior.

Page tagging can provide more detailed information about how visitors are interacting with a website, such as where they click, how long they spend on a page, and how they navigate between pages.

Page tagging is typically done using JavaScript code, such as the Google Analytics tracking code.

## KEY METRICS

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### Unique Visitors

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This metric measures the number of individual visitors to a website over a specific period.

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Unique visitors are identified by their IP address, browser cookies, or other unique identifiers.

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### Pageviews

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This metric measures the total number of pages viewed by visitors on a website. This includes multiple views of the same page by the same visitor.

## KEY METRICS

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### Pages/Visit

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This metric measures the average number of pages viewed by visitors during a single visit to a website.

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### Average Visit Duration

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This metric measures the average time visitors spend on a website during a single visit.

## KEY METRICS

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### Bounce Rate

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This metric measures the percentage of visitors who leave a website after viewing only one page.

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### New Visits

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This metric measures the percentage of visitors who are visiting a website for the first time.

## EXAMPLE

- ❖ Suppose you are running an e-commerce website that sells shoes.
- ❖ You want to understand how visitors are interacting with your website and which pages are the most popular.
- ❖ By analyzing the weblogs and using page tagging, you discover that most visitors are spending the most time on your product pages and that your bounce rate is high on your checkout page.
- ❖ You can use this information to optimize your checkout page and make it more user-friendly, which can lead to more conversions.





# TYPES OF WEB ANALYTICS TOOLS

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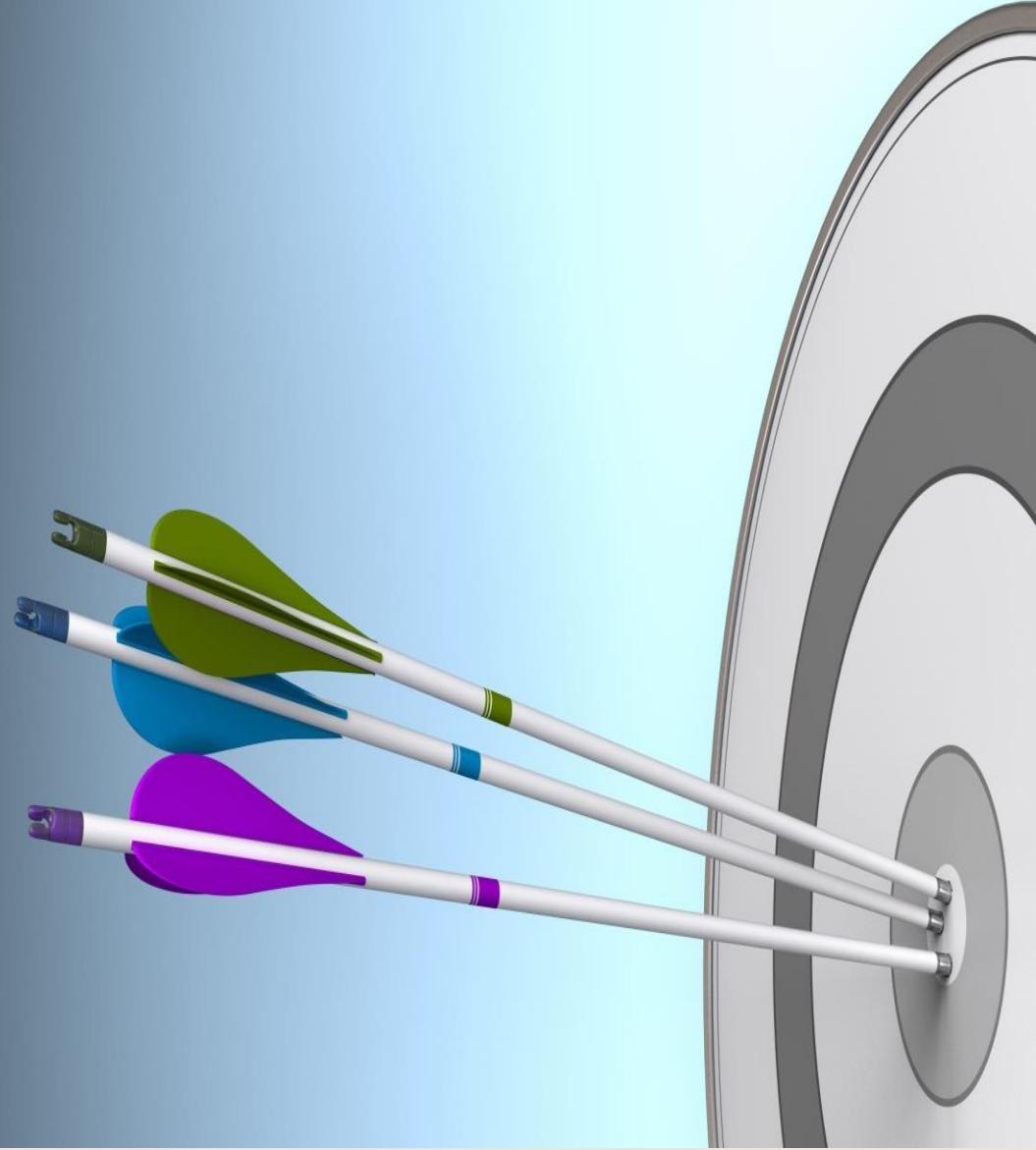


# Web Analytics Tools

There are several types of web analytics tools available in the market, including content analytics tools, customer analytics tools, usability (UX) analytics tools, A/B and multivariate testing tools, social media analytics tools, SEO analytics tools, general enterprise analytics tools, open-source web analytics tools, and product analytics tools.

# Content Analytics Tools

- Content analytics tools are used to analyze the content on a website and provide insights into how visitors interact with it.
- These tools track metrics such as pageviews, bounce rates, and time on site.
- Examples include Google Analytics, Adobe Analytics, and Mixpanel.



# Customer Analytics Tools

- Customer analytics tools are designed to help businesses understand their customers' behavior and preferences.
- These tools track metrics such as demographics, purchase behavior, and customer lifetime value.
- Examples include Kissmetrics, Salesforce Marketing Cloud, Marketo, and HubSpot.



# Usability (UX) Analytics Tools

- Usability analytics tools are used to measure the usability of a website and identify areas where improvements can be made.
- These tools track metrics such as click heatmaps, scroll depth, and time spent on specific elements of a page.
- Examples include Hotjar, UserTesting, and Crazy Egg.



# A/B and Multivariate Testing Tools

- A/B and multivariate testing tools are used to test different versions of a website or landing page to determine which version performs better.
- These tools track metrics such as conversion rates, click-through rates, and bounce rates.
- Examples include Optimizely, Google Optimize, and VWO.



# Social Media Analytics Tools

- Social media analytics tools are used to track and analyze the performance of social media marketing efforts.
- These tools track metrics such as engagement, reach, and follower growth.
- Examples include Hootsuite, Sprout Social, and Buffer.



# SEO Analytics Tools

- SEO analytics tools are used to track and analyze search engine optimization efforts.
- These tools track metrics such as keyword rankings, backlinks, and organic search traffic.
- Examples include SEMrush, Ahrefs, and Moz.



# General Enterprise Analytics Tools

- General enterprise analytics tools are designed to provide businesses with a comprehensive view of their data across multiple channels and platforms.
- These tools track metrics such as revenue, conversion rates, and customer acquisition costs.
- Examples include Adobe Analytics, IBM Watson Analytics, SAP Analytics Cloud, and Microsoft Power BI.



# Open-Source Web Analytics Tools

- Open-source web analytics tools are free and open-source software that can be used to analyze website traffic and visitor behavior.
- These tools can be customized to meet specific business needs and can be installed on a business's own servers.
- Examples include Matomo, Open Web Analytics, and Snowplow.



# Product Analytics Tools

- Product analytics tools are used to track how users interact with a software product, such as a mobile app or web application.
- They can provide insights into which features are most popular, how users are navigating the product, and which elements are causing the most friction.
- Examples include Mixpanel, Amplitude, and Pendo.



# Summary



The choice of web analytics tool will depend on the specific needs and goals of the business.



Businesses should evaluate each tool's features and functionalities to determine the most suitable one for their needs.

Any Questions?



# **Setting up goals and Conversion rate**

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# Introduction

Setting up goals and conversion rates is an essential step in measuring website performance.

Goals are specific actions that a visitor takes on a website, such as filling out a form or making a purchase.

Conversion rate is the percentage of visitors who complete a goal.

Google Analytics provides a goal-setting feature that allows businesses to track and measure conversions.

Goal reports in Google Analytics provide insights into how visitors are interacting with a website and help businesses identify areas for improvement.

# Setting up goals and Tracking conversion rates



Setting up goals and tracking conversion rates is a crucial part of website analytics.



Goals are specific actions that businesses want their website visitors to take, such as making a purchase, filling out a contact form, or subscribing to a newsletter.



Tracking these goals and their conversion rates allows businesses to measure the effectiveness of their website and marketing efforts.

# Example

## Online Jewelry

Let's take an example of a business that sells handmade jewelry online. The business owner wants to track the following goals:

### Purchase

Purchase of a product

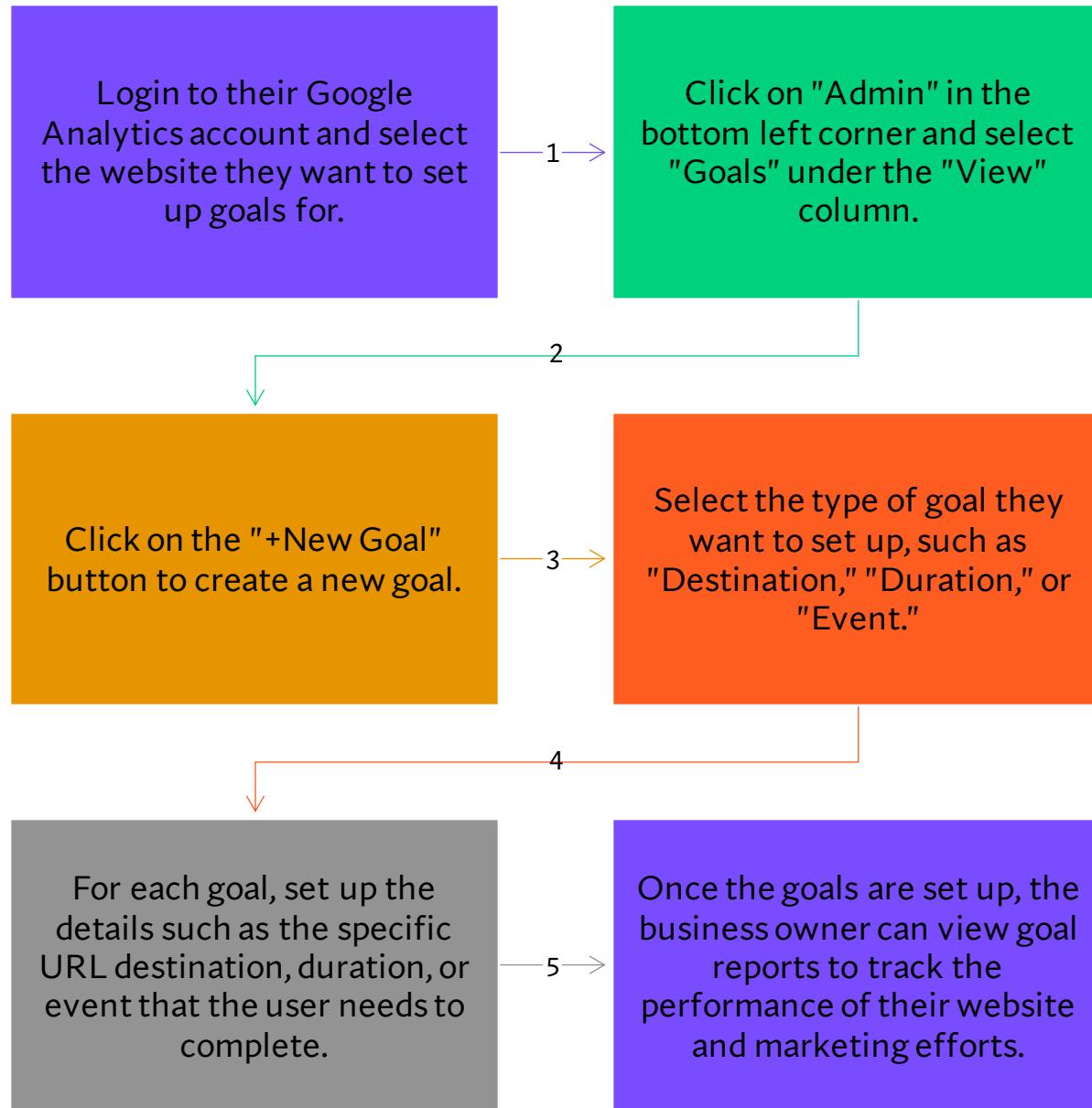
### Sign up

Sign up for the newsletter

### Contact

Contact form submission

# Setting up goals in Google Analytics



# Track conversion rates



To track conversion rates, the business owner would need to define what constitutes a conversion for each goal.



For example, a purchase of a product would be considered a conversion. By tracking the number of purchases made on the website and dividing it by the number of visitors, the business owner can calculate the conversion rate for the purchase goal.

# Track conversion rates



Similarly, the business owner can track the conversion rates for the other goals such as newsletter signups and contact form submissions.

# Summary



By setting up goals and tracking conversion rates, the business owner can measure the effectiveness of their website and marketing efforts.



They can identify areas that need improvement and make data-driven decisions to optimize their website for better performance and higher conversions.

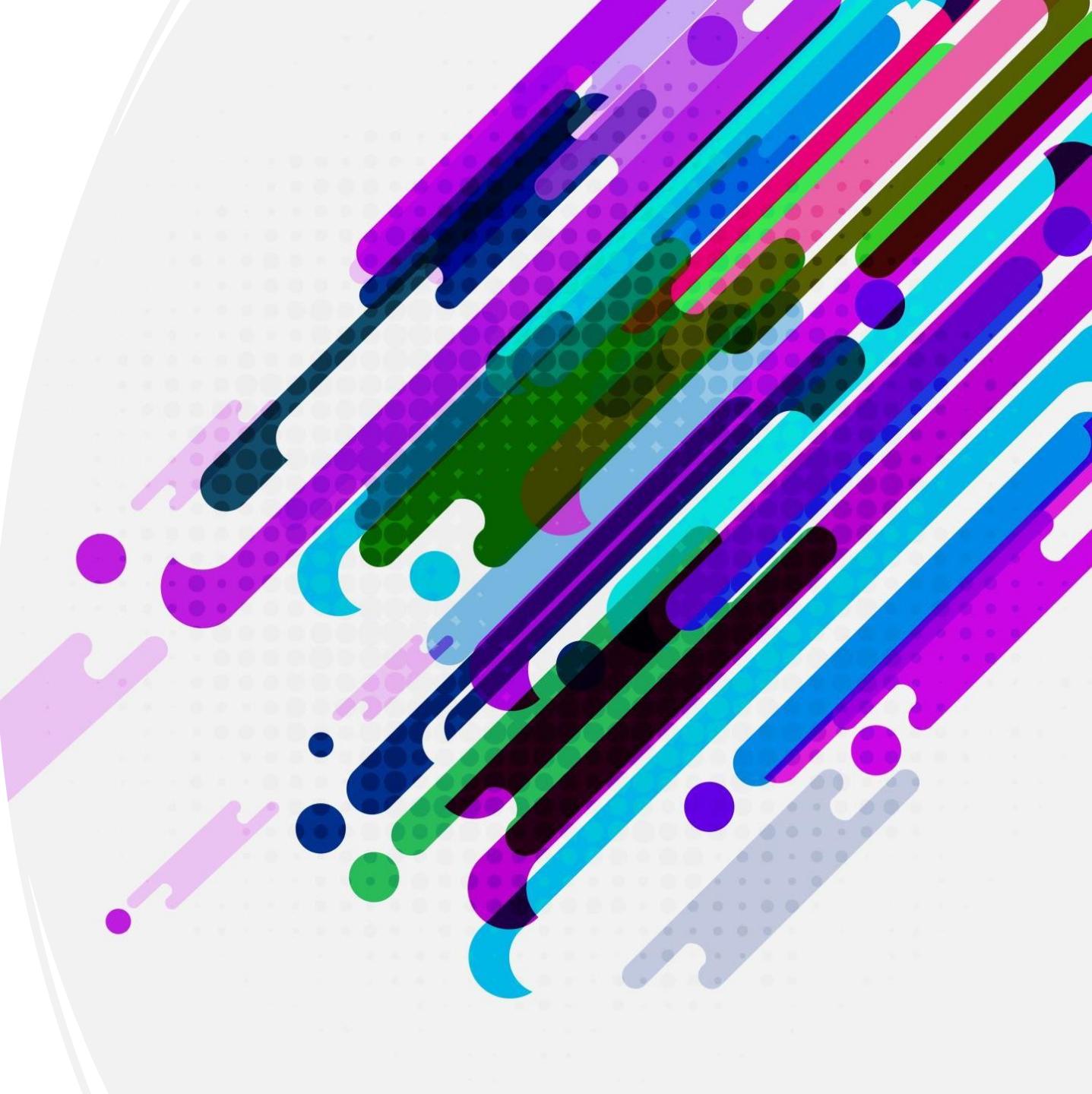


# ATTRIBUTION MODELS

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# INTRODUCTION



Attribution models are used in web analytics to assign credit for a conversion to different touchpoints (e.g. ads, pages, campaigns) that contributed to that conversion.

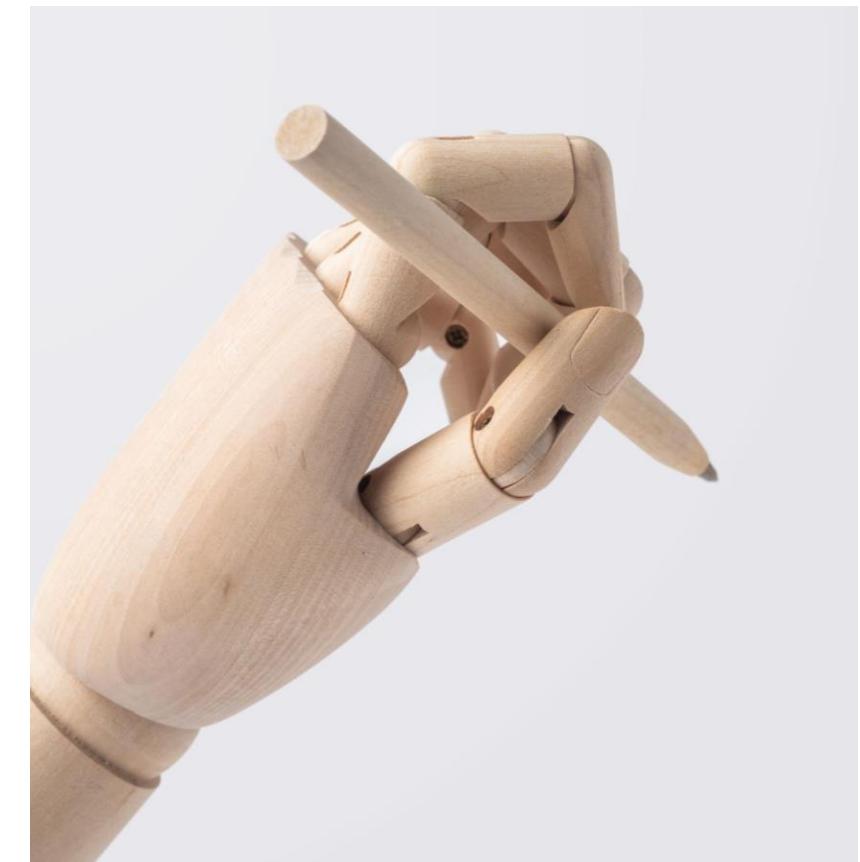


There are two main types of attribution models: single-touch and multi-touch.

# SINGLE-TOUCH ATTRIBUTION MODELS

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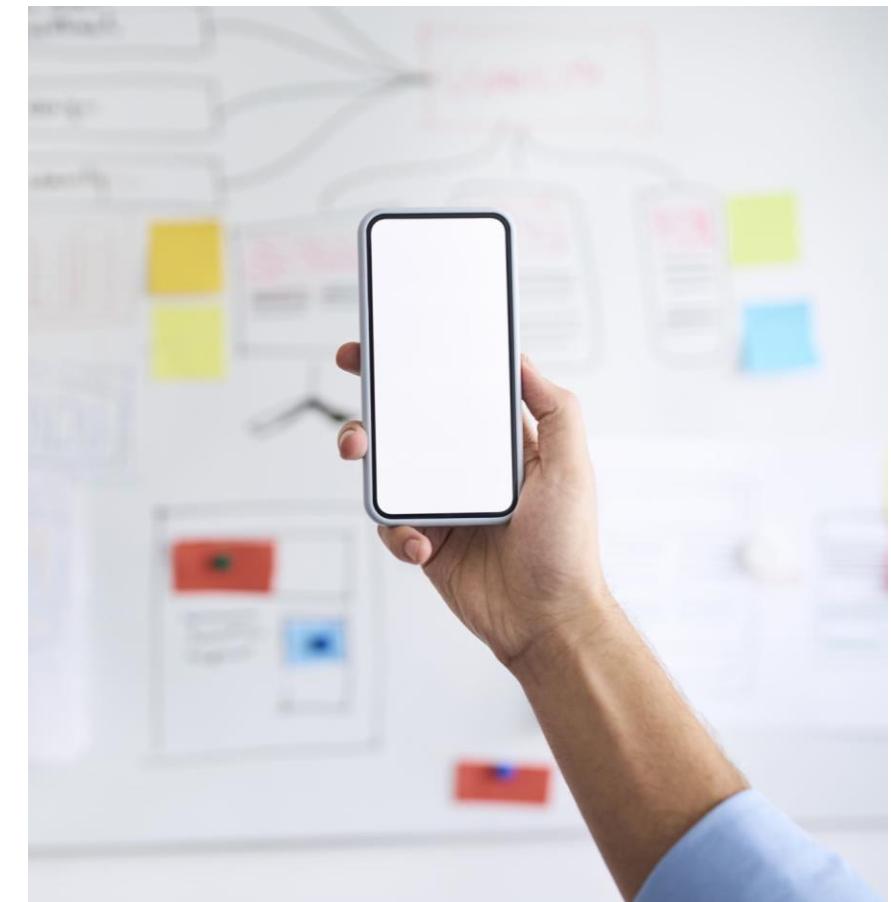
- These models assign 100% of the credit for a conversion to a single touchpoint.
- There are three common single-touch attribution models which are discussed next.



# FIRST-CLICK ATTRIBUTION

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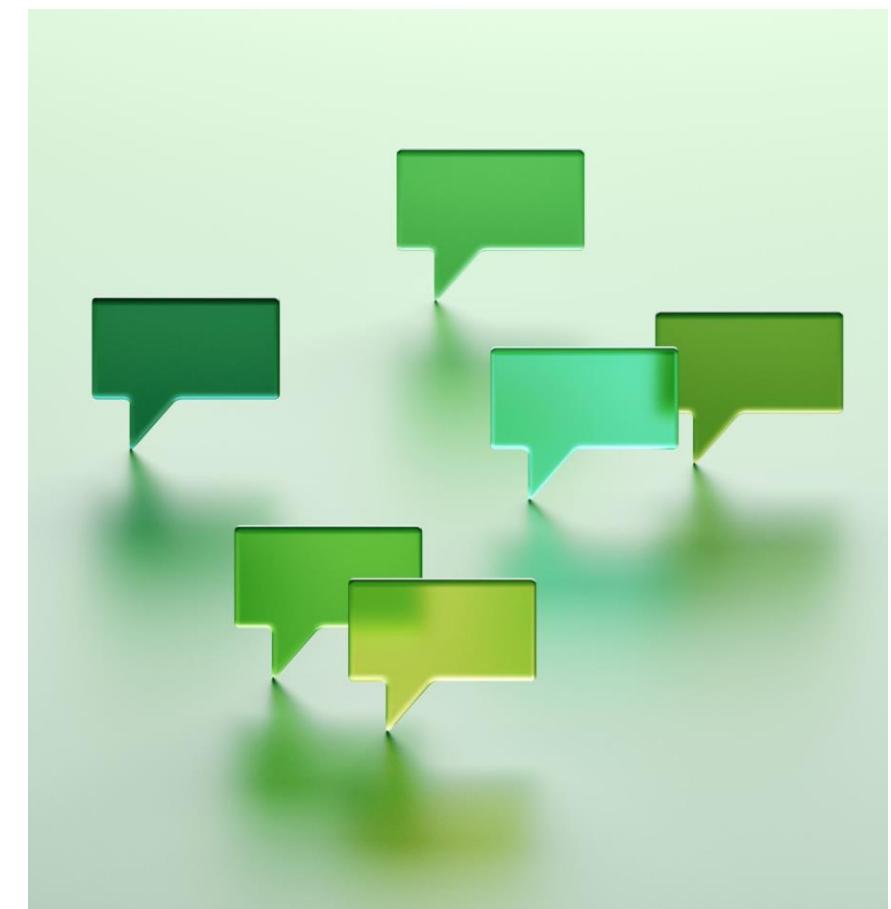
- This model gives 100% of the credit to the first touchpoint that a user interacts with before converting.
- For example, if a user clicks on a Google ad and then makes a purchase, the first-click attribution model would credit the Google ad with the conversion.



# LAST-CLICK ATTRIBUTION

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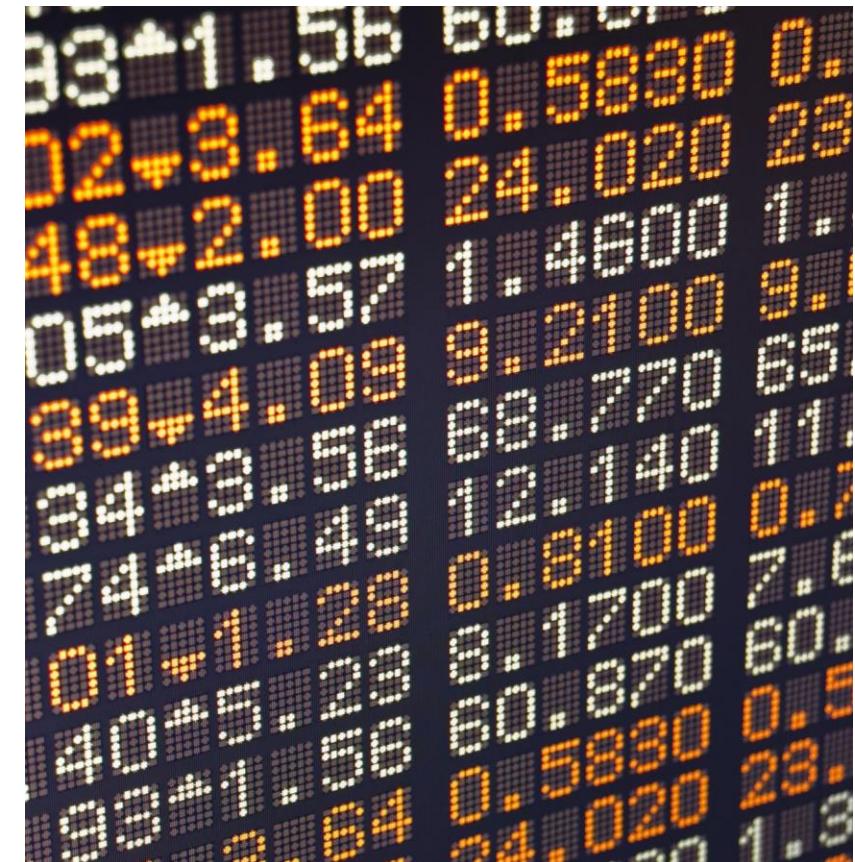
- This model gives 100% of the credit to the last touchpoint that a user interacts with before converting.
- For example, if a user clicks on a Facebook ad, visits the website several times, and then makes a purchase after clicking on an email link, the last-click attribution model would credit the email with the conversion.



# LAST NON-DIRECT CLICK ATTRIBUTION

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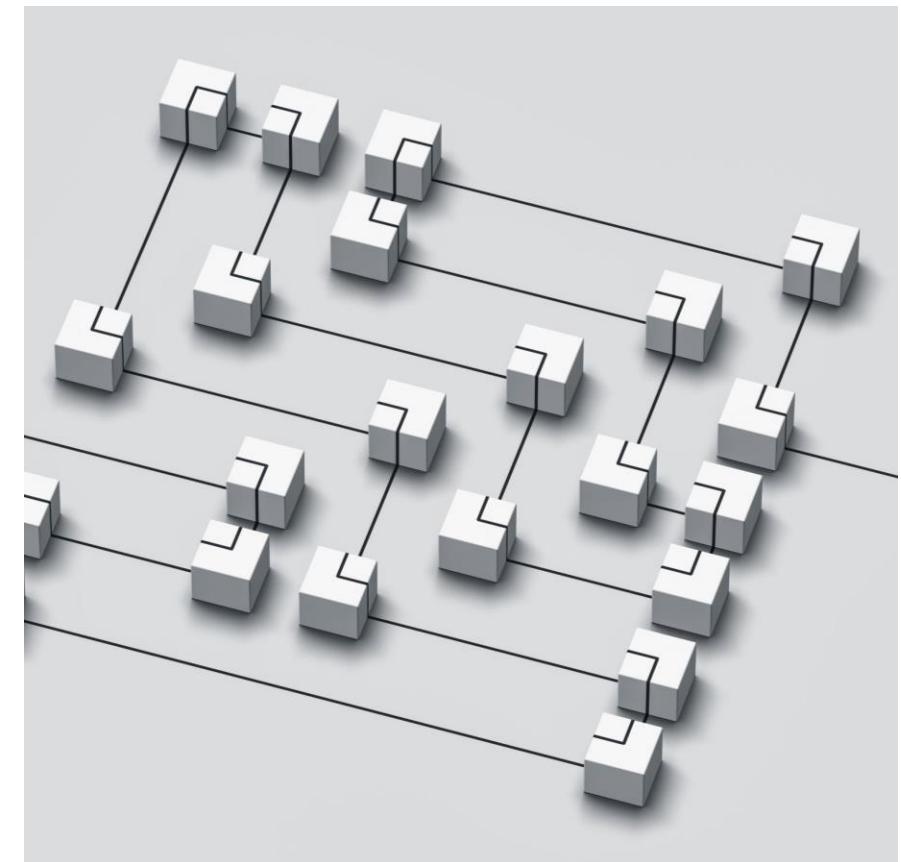
- This model gives 100% of the credit to the last touchpoint that a user interacts with before converting, excluding direct traffic.
- For example, if a user clicks on a Google ad, visits the website several times, and then makes a purchase by typing the website URL directly into their browser, the last non-direct click attribution model would credit the Google ad with the conversion.



# MULTI-TOUCH ATTRIBUTION MODELS

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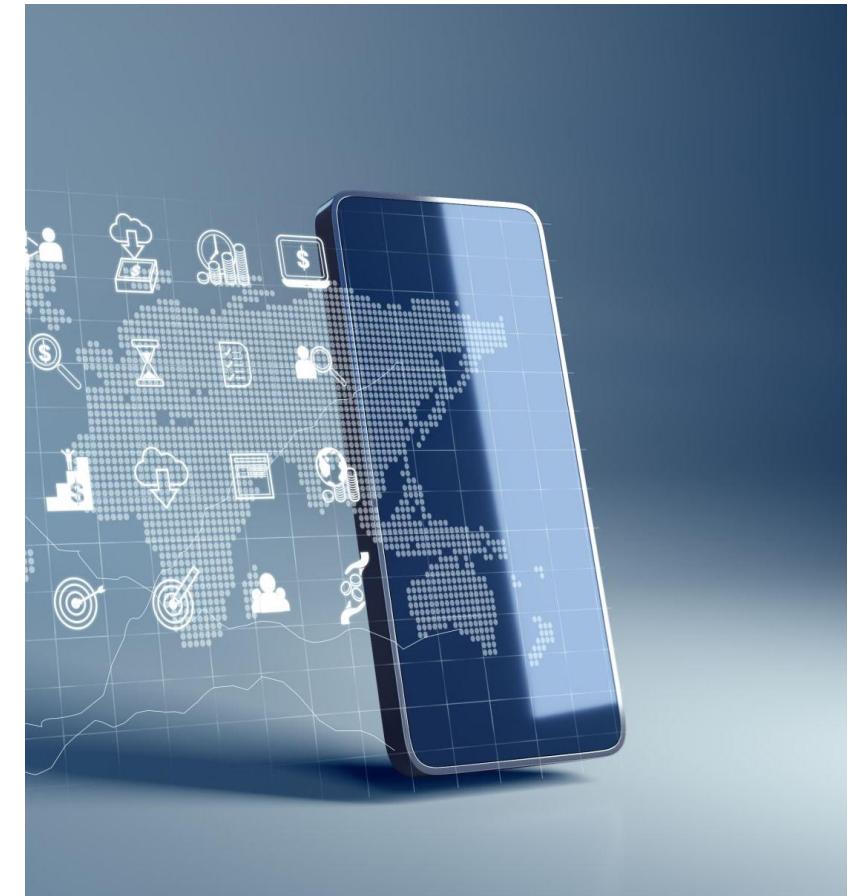
- These models assign credit for a conversion to multiple touchpoints.
- There are several common multi-touch attribution models such as Linear Attribution, Time Decay Attribution, Position-Based Attribution and Algorithmic Attribution.



# LINEAR ATTRIBUTION

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- This model gives equal credit to every touchpoint that a user interacts with before converting.
- For example, if a user clicks on a Facebook ad, visits the website several times, and then makes a purchase after clicking on a Google ad, the linear attribution model would credit the Facebook ad, website visits, and Google ad equally with the conversion.



# TIME DECAY ATTRIBUTION

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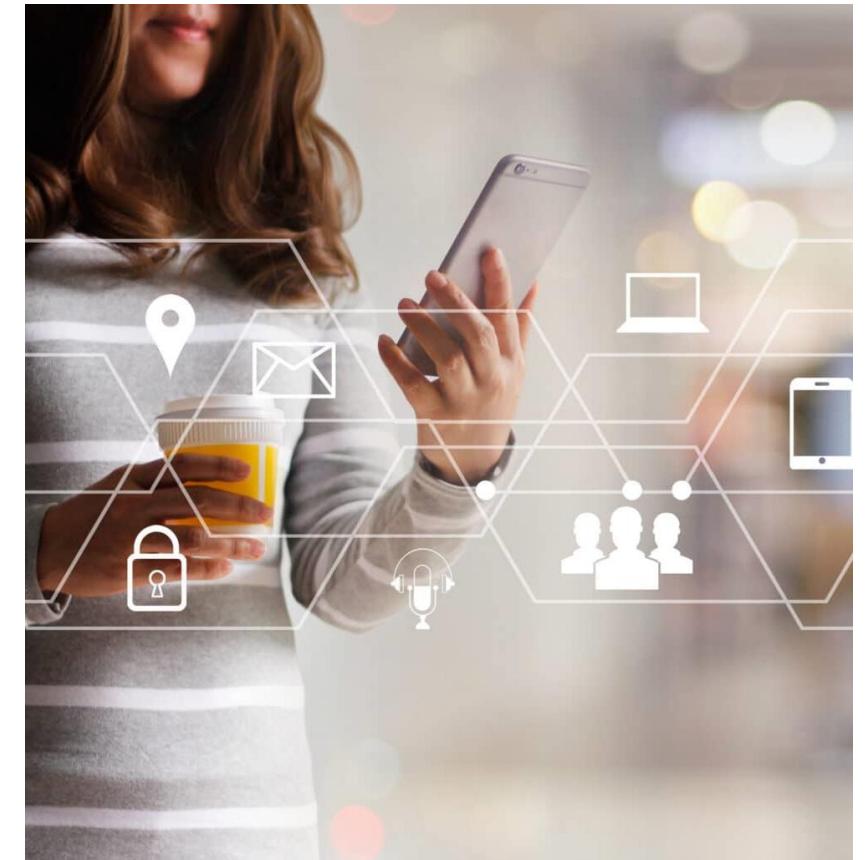
- This model gives more credit to touchpoints that a user interacts with closer to the time of conversion.
- For example, if a user clicks on a Facebook ad, visits the website several times, and then makes a purchase after clicking on a Google ad, the time decay attribution model would give more credit to the Google ad than the Facebook ad or website visits.



# POSITION-BASED ATTRIBUTION

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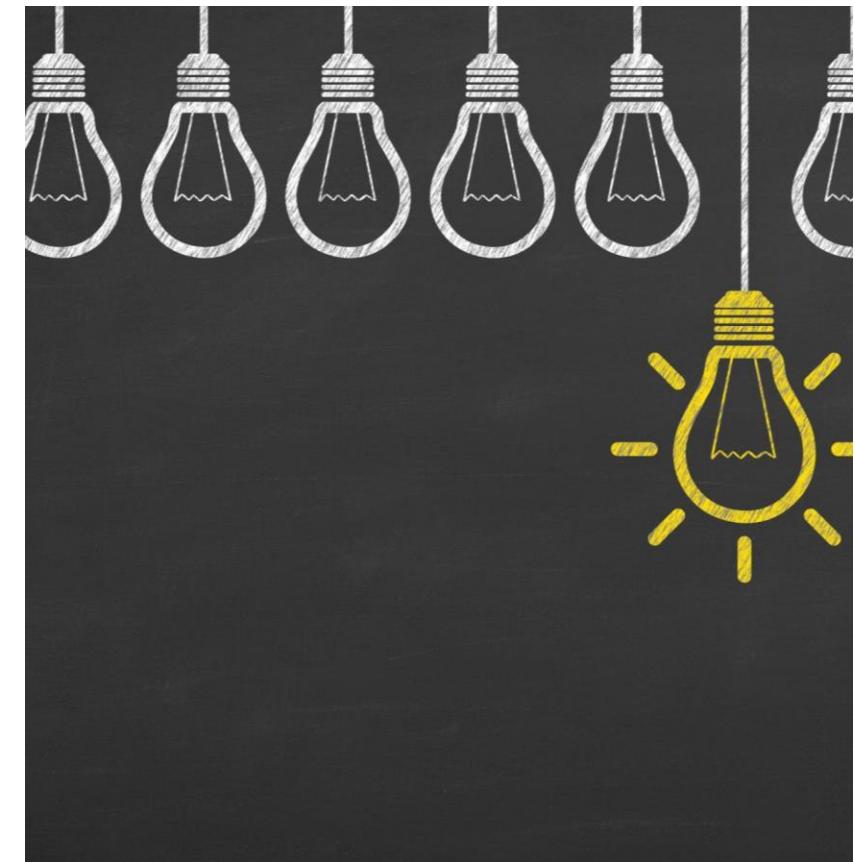
- This model gives the most credit to the first and last touchpoints that a user interacts with before converting.
- For example, if a user clicks on a Facebook ad, visits the website several times, and then makes a purchase after clicking on a Google ad, the position-based attribution model might give 40% of the credit to the Facebook ad, 10% to the website visits, and 50% to the Google ad.



# ALGORITHMIC ATTRIBUTION

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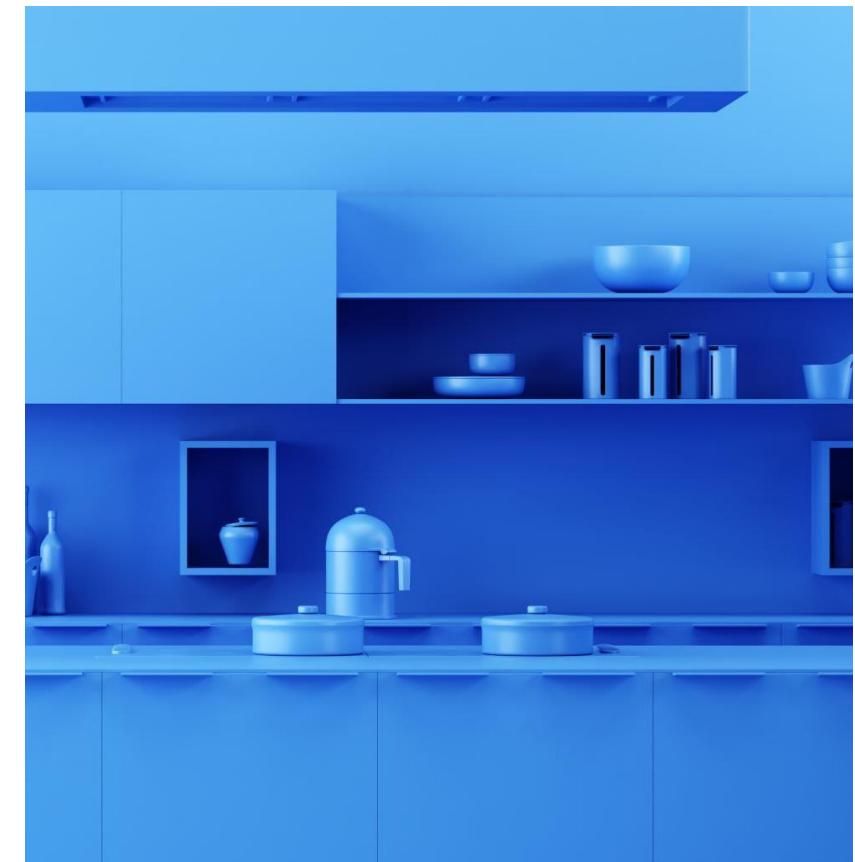
- This model uses machine learning algorithms to assign credit to touchpoints based on their relative importance in the conversion path.
- This model is more complex and requires more data than the other models.



# EXAMPLE

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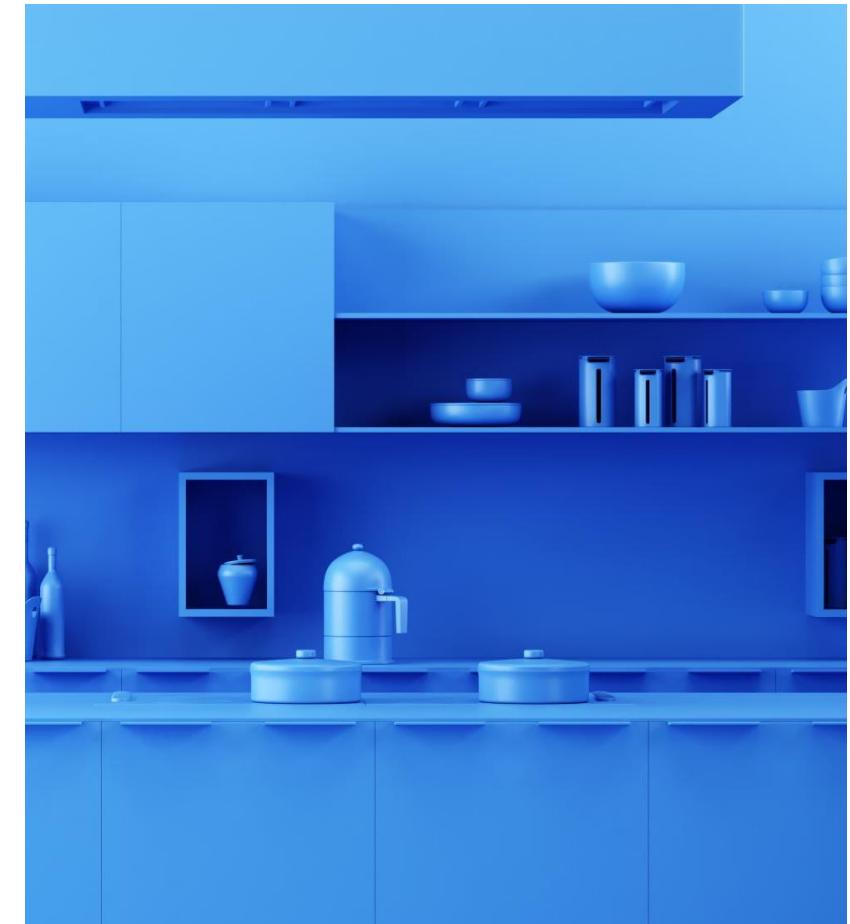
- Suppose you are running an online store that sells kitchenware.
- You want to understand which touchpoints are most effective at driving sales and optimize your marketing budget accordingly.
- By using a multi-touch attribution model, you discover that most of your sales come from customers who interact with multiple touchpoints before making a purchase.



# EXAMPLE

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- The linear attribution model suggests that every touchpoint is equally important, while the time decay model suggests that touchpoints closer to the time of conversion are more important.
- The position-based attribution model suggests that the first and last touchpoints are the most important.
- By understanding the differences between these models, you can make more informed decisions about how to allocate your marketing budget.





# Tracking Codes

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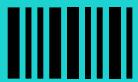
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# Tracking Codes



Tracking codes are an important component of website analytics because they allow businesses to track visitor behaviour and assess the effectiveness of their marketing efforts.



Businesses can use two types of tracking codes: long tracking codes and obfuscated tracking codes.



Furthermore, businesses can use UTM codes to track specific campaigns.

# Long Tracking Codes



Long tracking codes are snippets of code that are placed on the pages of a website to track visitor behavior.



They are typically provided by the analytics tool that the company employs.



Long tracking codes provide more detailed tracking data but can slow down website performance.

# Advantages



Long tracking codes provide detailed data about visitor behaviour, such as pageviews, time spent on the site, and conversion rates.



They are simple to install because most analytics tools provide step-by-step instructions for doing so.



Long tracking codes are extremely dependable and provide precise data.

# Disadvantages

If not properly implemented, they can cause a website's loading speed to slow down.

Long tracking codes can sometimes conflict with other scripts on a website, resulting in data errors or inaccuracies.

# Obfuscated Tracking Codes



Obfuscated tracking codes are like long tracking codes, but they are designed to be less visible and harder to detect.



They are typically used by businesses that do not want their competitors to know which analytics tool they are using.



Obfuscated tracking codes help protect user privacy but can make it difficult to track individual visitors.

# Advantages



Obfuscated tracking codes are less visible, adding an extra layer of privacy and security.



They can be tailored to track specific metrics and provide more detailed information than long tracking codes.



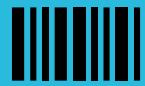
To provide a more complete picture of visitor behaviour, obfuscated tracking codes can be used in conjunction with long tracking codes.

# Disadvantages

Obfuscated tracking codes can be more difficult to set up than long tracking codes because they require more technical knowledge.

They are less reliable than long tracking codes because they are more susceptible to errors and inaccuracies.

# UTM Codes



UTM codes are short pieces of code that are appended to the end of URLs to track specific campaigns or traffic sources.



They are usually combined with long or obfuscated tracking codes.



UTM codes are used to track campaigns and provide insights into which marketing channels are driving traffic to a website.

# Advantages



UTM codes enable businesses to track specific campaigns or sources of traffic, revealing valuable information about which marketing efforts are most effective.



They are simple to implement because most analytics tools include a UTM code builder or generator.



UTM codes can be tailored to track specific metrics like click-through rates or conversion rates.

# Disadvantages

When UTM codes are not used consistently, it can be difficult to compare data across campaigns or traffic sources.

Customers who do not understand why there are extra characters in the URL may find UTM codes cumbersome or confusing.

ANY  
QUESTIONS?

