

WEBX - EXP 2
Experiment 2 : Web Analytics

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Sign and Grade	

AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web Analytics is the process of collecting, analyzing, and reporting website data to understand user behavior, measure performance, and optimize digital strategies. It helps businesses track metrics like:

- Visitor traffic
- Engagement
- Conversions
- Retention

The goal is to improve website efficiency and user experience.

2. Web Analytics Tools and Their Features

a. Google Analytics

Features:

- Tracks website traffic and user behavior.
- Provides real-time data insights.
- Audience segmentation and demographic reports.
- Conversion rates and goal completions tracking.

- Integration with Google Ads for ad performance.
- Event tracking to monitor user interactions.

b. Adobe Analytics

Features:

- Advanced customer segmentation & predictive analytics.
- AI-powered insights with Adobe Sensei.
- Integration with Adobe Marketing Cloud.
- Path analysis for user journey tracking.
- Custom reporting and data visualization.

c. Hotjar

Features:

- Heatmaps for clicks, scrolls, and movements.
- Session recordings to study user behavior.
- Surveys and feedback collection tools.
- Funnel analysis to identify drop-off points.
- Form analytics to improve forms.

d. Matomo (formerly Piwik)

Features:

- Open-source, full data ownership.
- GDPR and privacy-compliant.
- Heatmaps, session recordings, A/B testing.
- Custom dashboards and reports.
- Goal tracking and e-commerce analytics.

e. Crazy Egg

Features:

- Heatmaps for user interaction.
- Scroll maps to understand user scroll behavior.
- A/B testing for webpage comparisons.
- User session recordings.
- Confetti tool to segment clicks by source, device, etc.

3. Why is it Important to Learn Web Analytics?


1. **Data-Driven Decision Making:** Enables businesses to base decisions on real user behavior and trends.
 2. **Optimizing User Experience:** Identifies website pain points and improvement areas.
 3. **Improving Conversion Rates:** Helps streamline marketing funnels and increase sales.
 4. **SEO & Performance Enhancement:** Insights into traffic sources and search engine ranking factors.
 5. **Understanding Audience Behavior:** Segments users by demographics, interests, and interactions.
 6. **Cost Efficiency in Marketing:** Improves budget allocation by analyzing ROI on campaigns.
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4. Key Performance Indicators (KPIs) for Your Website:

(Link to website: *Link*)

From the analysis:

- **Active users:** 44
- **Event count:** 227
- **Page views:** 12
- **Scrolls:** 4

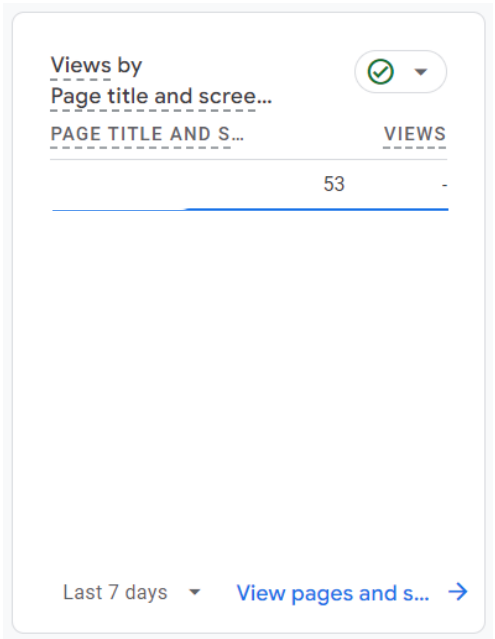
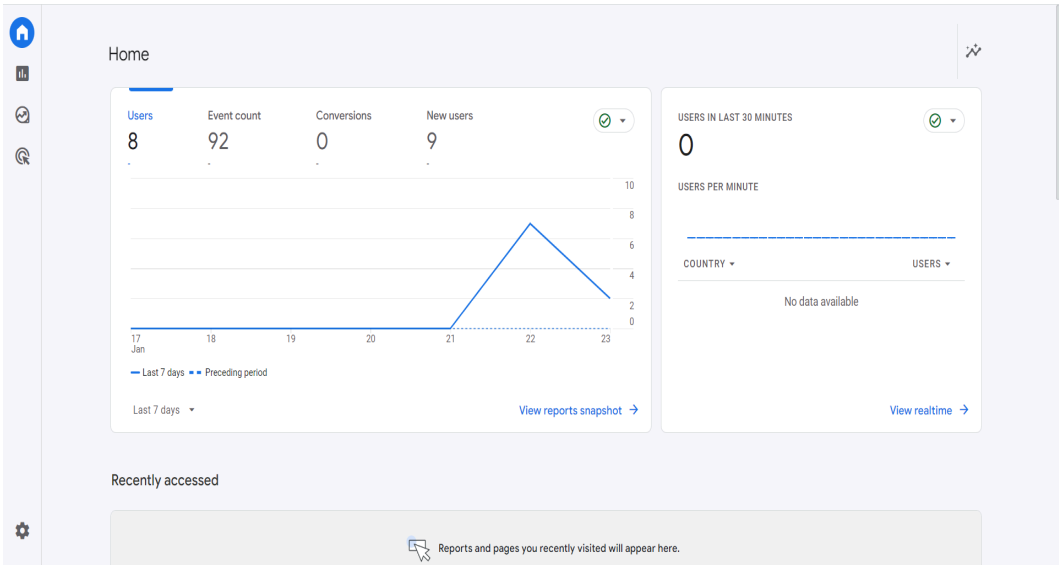
 **Insight:** Many visitors view the page but don't scroll down, indicating a potential issue with user engagement below the fold.

Link to website:

[link_gunjan](#)

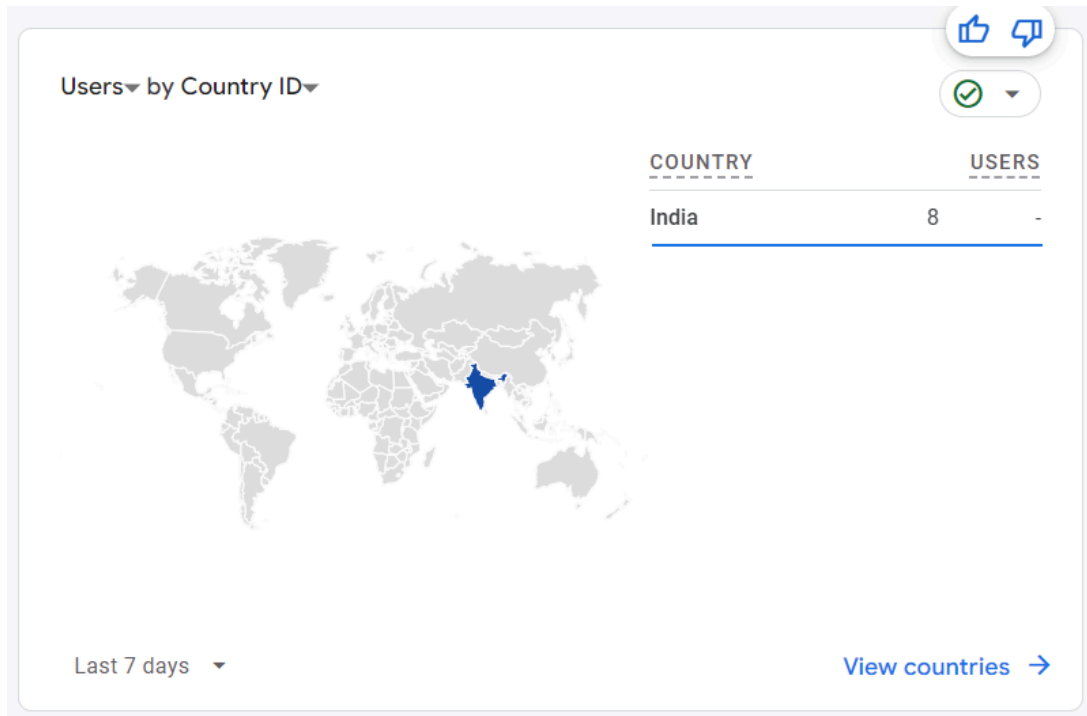
1. show landing page of Google Analytics, where it shows the basic analytics of website like users, event counts (like scroll, click), conversion rate & new users.

Sample image





This gives the analysis of traffic on each page of website.

2. Show demographic information of user base



The above picture gives us demographic information from where our user base is.

3. shows how my website url is visited 'direct' if it is directly searched and visited 'referral' if it redirected through any third party website.



Sessions▼ by  

Session default cha...▼

SESSION DEFAULT ...	SESSIONS
Direct	13

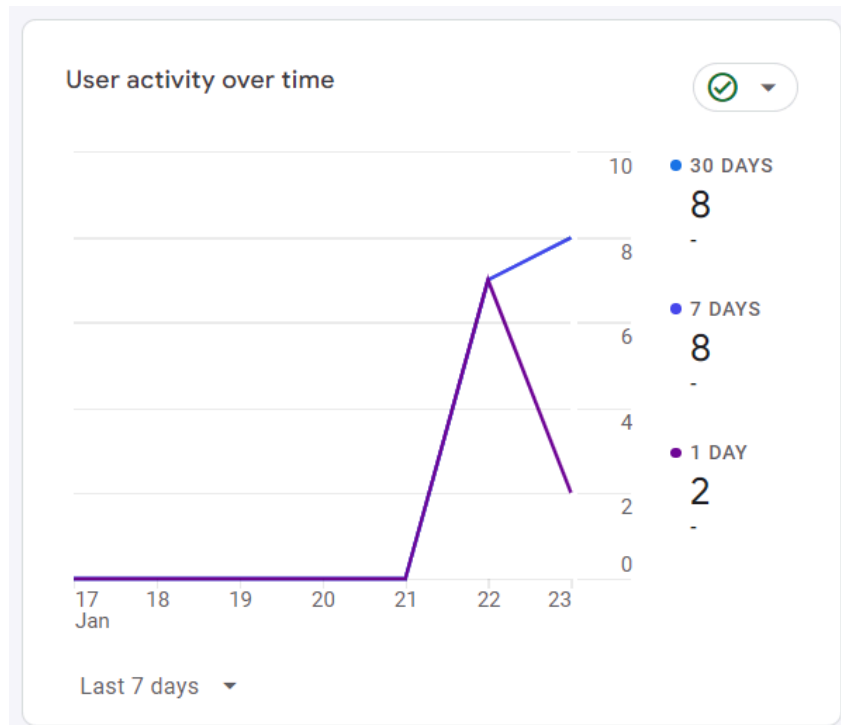
Last 7 days ▼ [View traffic acqu...](#) →

- shows what all events have been done by users on website for example:53 people viewed the page.

Event count by Event name  

EVENT NAME	EVENT COUNT
page_view	53
session_start	13
first_visit	9
scroll	9
user_engagement	6
form_start	2

Last 7 days ▼ [View events](#) →

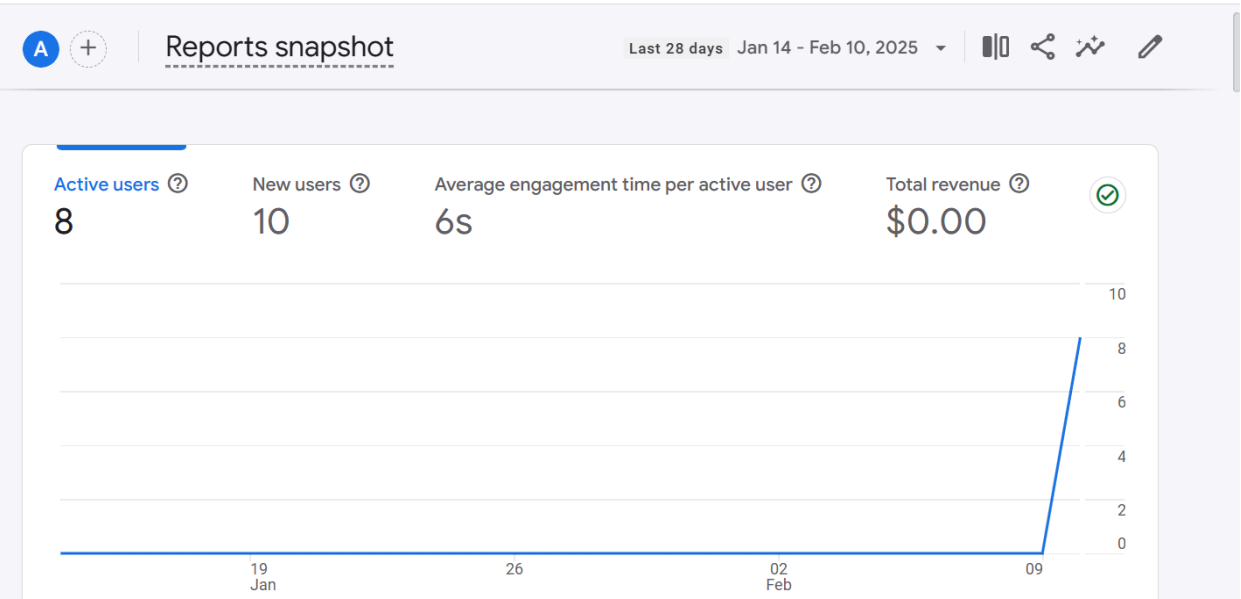
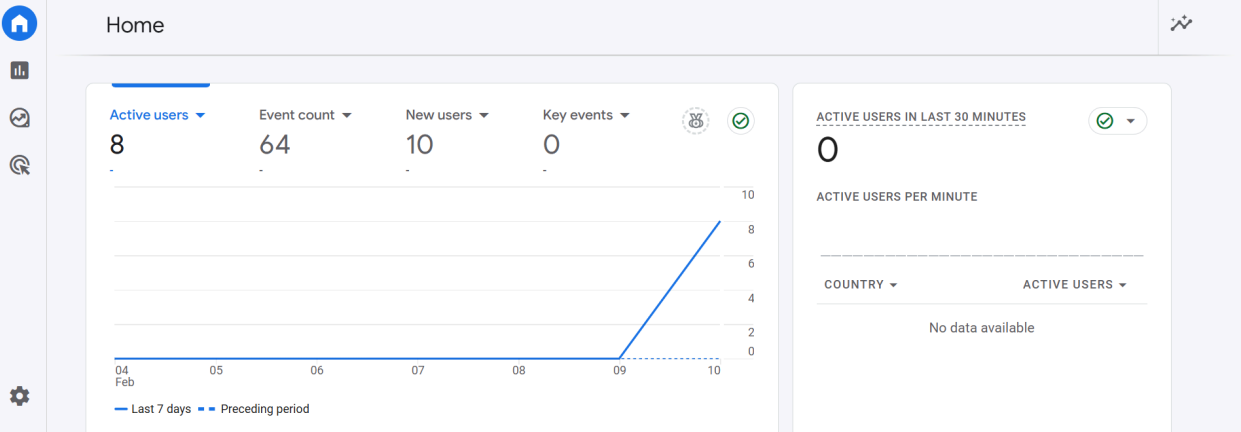


5. Show the user activity over the past 7 days, after adding Google Analytics script to website.



This shows the complete details about the engagement session, avg engagement time, event counts, etc.

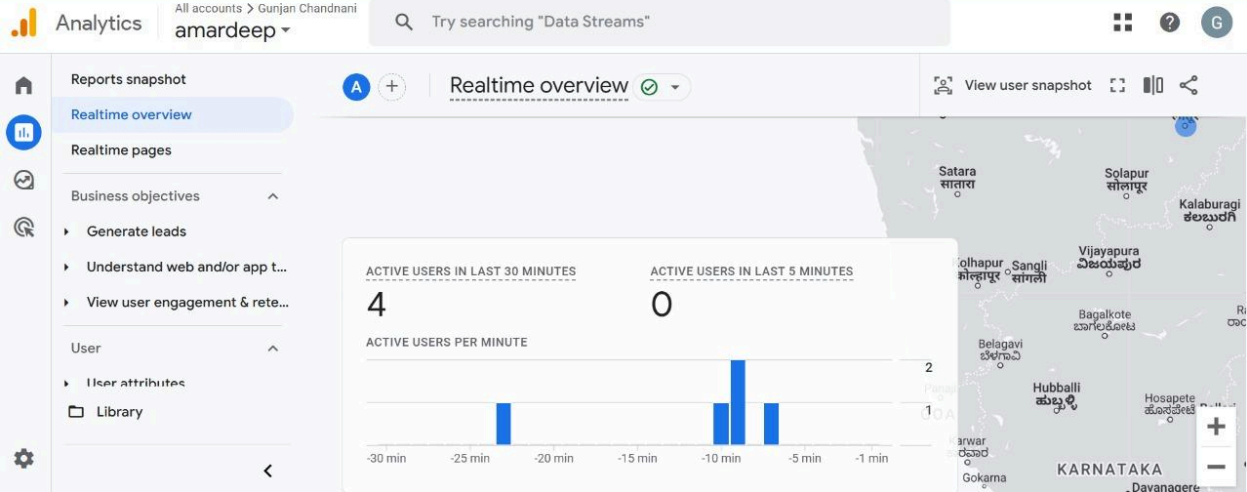
CONCLUSION :



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

[Dismiss](#)

[Learn more about key events](#)



Active users by Audience

All Users

City exactly matches Mumbai

#1 All Users

4

100%

AUDIENCE

ACTIVE USERS

All Users

4

#1 All Users

2

100%

AUDIENCE

ACTIVE USERS

All Users

2

1 - 1 of 1 < >

1 - 1 of 1 < >

Views by Page title and screen name

#1 Service Selection

8

100%

PAGE TITLE AND SCREEN NAME

VIEWS

Service Selection

8

1 - 1 of 1 < >

Event count by Event name

#1 page_view

8

23.53%

EVENT NAME

EVENT COUNT

page_view

8

scroll

8

user_engagement

8

first_visit

5

session_start

5

1 - 5 of 5 < >