

Website Click Analysis

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TOOLS & TECHNOLOGIES USED: Microsoft Power BI Desktop, MS Excel, MS Word, Microsoft Power BI Service.

SUMMARY:

Website analysis is the practice of testing and analyzing a website's performance in relation to SEO, speed, competition, and traffic.

Any site can benefit from some form of website analysis if the results are then used to improve it—for example, by reducing page size to increase overall speed or optimizing a landing page with lots of traffic for more conversions.

A user-driven approach to website analysis

We can all agree that it's important to have a site that ranks well on Google, is fast, and doesn't have major usability issues. We can also agree that it's equally important for your business to understand your competitive landscape and maximize the traffic that gets to your website.

Standard website analysis helps you achieve all of the above—with a caveat: it won't give you a clear competitive advantage *because your competitors are doing it, too*. They all have access to the same SEO, performance, and traffic tools you use as well.

But here is another form of insight that you can leverage and is 100% unique to your website: your users' perspective.

Finding out how THEY got to your site, what THEY want from it, how THEY are experiencing it, what's working or not working for THEM—*this* will give you the holistic insight you need to build a great experience for the people who visit your website day in and day out.

The Web analytics dashboard highlights metrics such as Average Time Spent, Average Age, Average Income.

DASHBOARD:

