<u>**Experiment 2 :**</u> **Web Analytics**

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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, and retention to improve website efficiency and user experience.

2. Web Analytics Tools and Their Features

There are several web analytics tools, each offering unique features to help businesses and individuals analyze and improve their web presence.

a. Google Analytics

Features:

- Tracks website traffic and user behavior.
- Provides real-time data insights.
- Offers audience segmentation and demographic reports.
- Tracks conversion rates and goal completions.
- Integrates with Google Ads for ad performance analysis.
- Provides event tracking to monitor user interactions.

b. Adobe Analytics

Features:

- Advanced customer segmentation and predictive analytics.
- AI-powered insights with Adobe Sensei.

- Integration with Adobe Marketing Cloud.
- Path analysis for understanding user journeys.
- Custom reporting and data visualization.

c. Hotjar

Features:

- Heatmaps to visualize user clicks, scrolls, and movement.
- Session recordings to analyze user behavior.
- Survey and feedback tools to collect user opinions.
- Funnel analysis to identify drop-off points in conversion.
- Form analytics to optimize web forms.

d. Matomo (formerly Piwik)

Features:

- Open-source web analytics platform with full data ownership.
- GDPR and privacy-complaint tracking.
- Provides heatmaps, session recordings, and A/B testing.
- Customizable dashboards and reports.
- Supports goal tracking and e-commerce analytics.

e. Crazy Egg

Features:

- Heatmaps to visualize user interaction.
- Scroll maps to understand how far users scroll.
- A/B testing to compare different web page versions.
- User session recordings for behavioral insights.
- Confetti tool to segment clicks by referral source, device, and other parameters.

3. Why is it Important to Learn Web Analytics?

Learning web analytics is essential for anyone involved in digital marketing, website development, or online business growth. Some key reasons include:

1. Data-Driven Decision Making – Helps businesses make informed decisions based on user behavior and trends.

2. Optimizing User Experience – Identifies pain points and areas for improvement on websites.
 Improving Conversion Rates – Tracks user journeys to optimize marketing strategies and increase sales.

3. SEO and Performance Enhancement – Provides insights into traffic sources and search engine performance.

4. Understanding Audience Behavior – Segments users based on demographics, interests, and interactions.

5.Cost Efficiency in Marketing – Helps allocate budgets effectively by analyzing ROI on marketing campaigns.

4. Key Performance Indicators (KPIs) for Your Website:

- There are 48 active users in the last 30 minutes, indicating a moderate level of activity.
- 16 active users in the last 5 minutes, showing an increase in engagement towards the present moment.
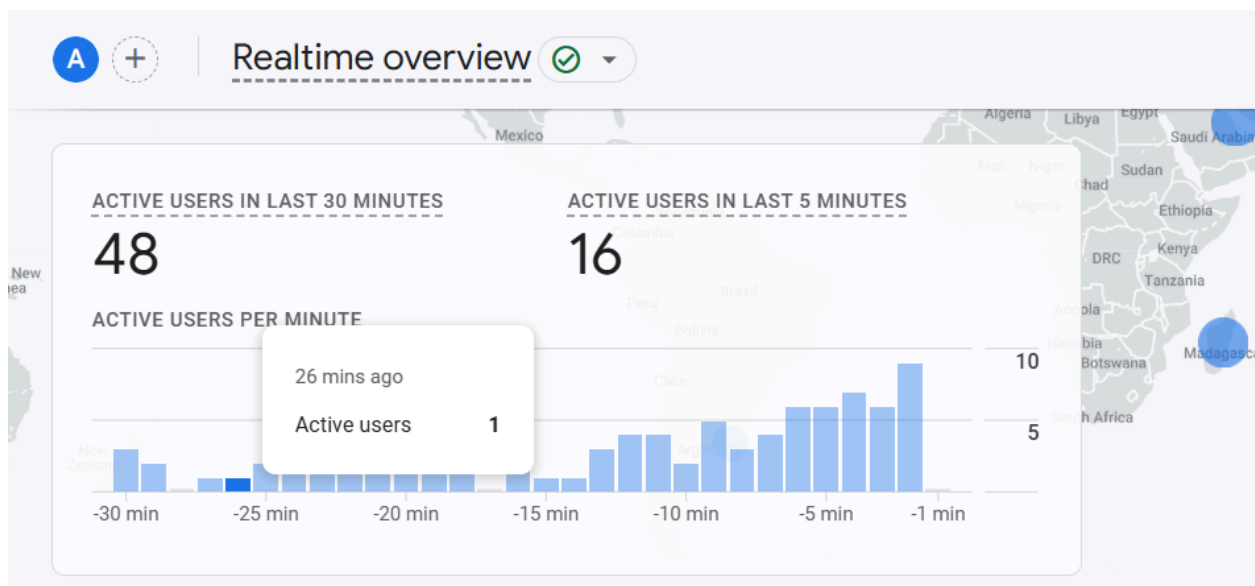
Views by Page title and screen name
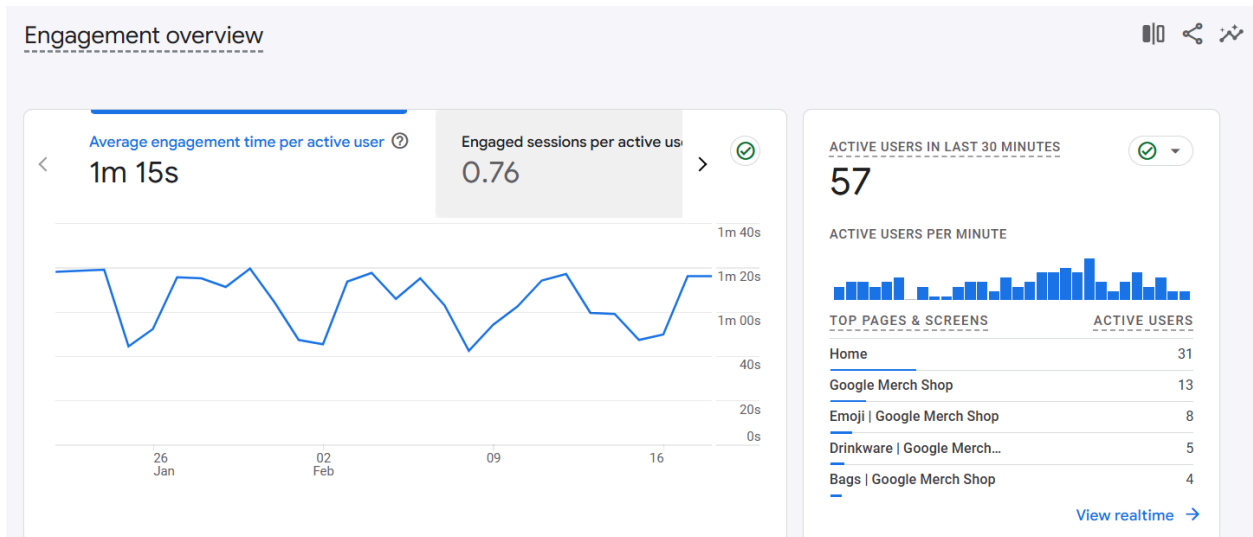
#1 Hc

40
23.39%

PAGE TITLE AND S...	VIEWS
Home	40
Emoji | Google Merch...	15
Google Merch Shop	15
Men's / Unisex | Goo...	8
Google | Google Mer...	6
Accessories | Google...	5

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- This gives the analysis of traffic on each page of the website.
- The **Home page** has the most views , indicating that most users land on this page first.
- The bar chart shows a steady increase in visits over time.

Engagement overview

Average engagement time per active user ⓘ
1m 15s

Engaged sessions per active us
0.76

ACTIVE USERS IN LAST 30 MINUTES
57

ACTIVE USERS PER MINUTE

TOP PAGES & SCREENS	ACTIVE USERS
Home	31
Google Merch Shop	13
Emoji | Google Merch Shop	8
Drinkware | Google Merch...	5
Bags | Google Merch Shop	4

View realtime →

The engagement overview shows an average engagement time of 1m 15s per active user, with 0.76 engaged sessions per user, indicating moderate interaction. In the last 30 minutes, 57 active users were recorded, with the Home page (31 users) being the most visited, followed by Google Merch Shop (13 users) and Emoji page (8 users). Traffic appears steady, with engagement fluctuations over time. Consider optimizing key pages to boost session duration and conversions.

New users by
First user primary channel group (Default C... ▾
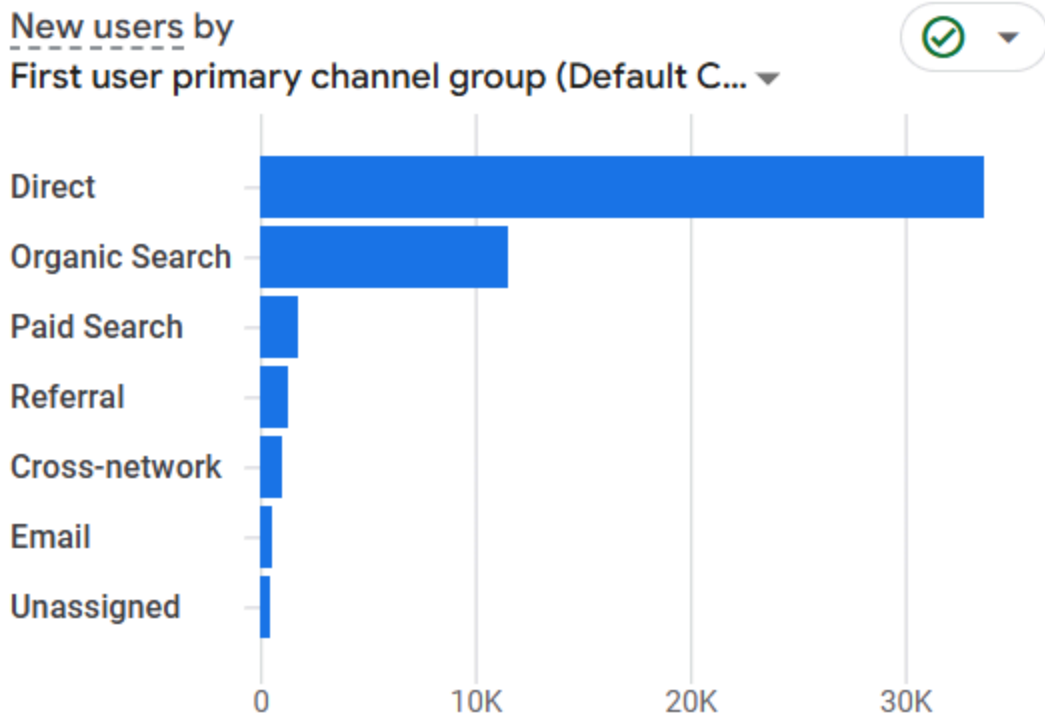
The majority of new users come from Direct traffic, followed by Organic Search, indicating strong brand recognition and SEO performance. Paid Search, Referral, and Cross-network contribute minimally, while Email and Unassigned have negligible impact. To expand reach, consider investing in paid campaigns, referral programs, and email marketing.

ACTIVE USERS IN LAST 30 MINUTES

59

ACTIVE USERS PER MINUTE

| TOP COUNTRIES	ACTIVE USERS
United States	15
Singapore	7
India	5
China	4
Taiwan	4

View realtime →

There are 59 active users in the last 30 minutes, with the United States (15 users) leading in traffic, followed by Singapore (7), India (5), China (4), and Taiwan (4). This suggests a global audience, with significant engagement from the US. Consider optimizing content and marketing efforts to cater to these key regions.

User stickiness

- DAU / ... **6.7%**
- DAU / ... **27.9%**
- WAU / ... **24.1%**
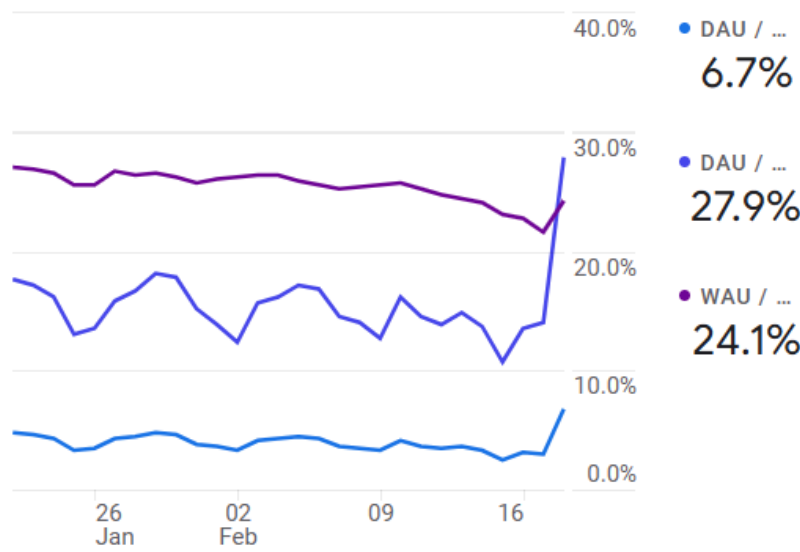
- DAU/MAU (6.7%) – Daily active users are a small portion of monthly users, indicating low daily engagement.
- DAU/WAU (27.9%) – Weekly engagement is stronger, but still has room for improvement.
- WAU/MAU (24.1%) – A steady number of users return weekly but not daily.

User activity over time

	80K	● 30 DAYS
		54K
	60K	
		● 7 DAYS
		13K
	40K	
		● 1 DAY
		3.6K
	20K	
	0	

26 Jan   02 Feb   09   16
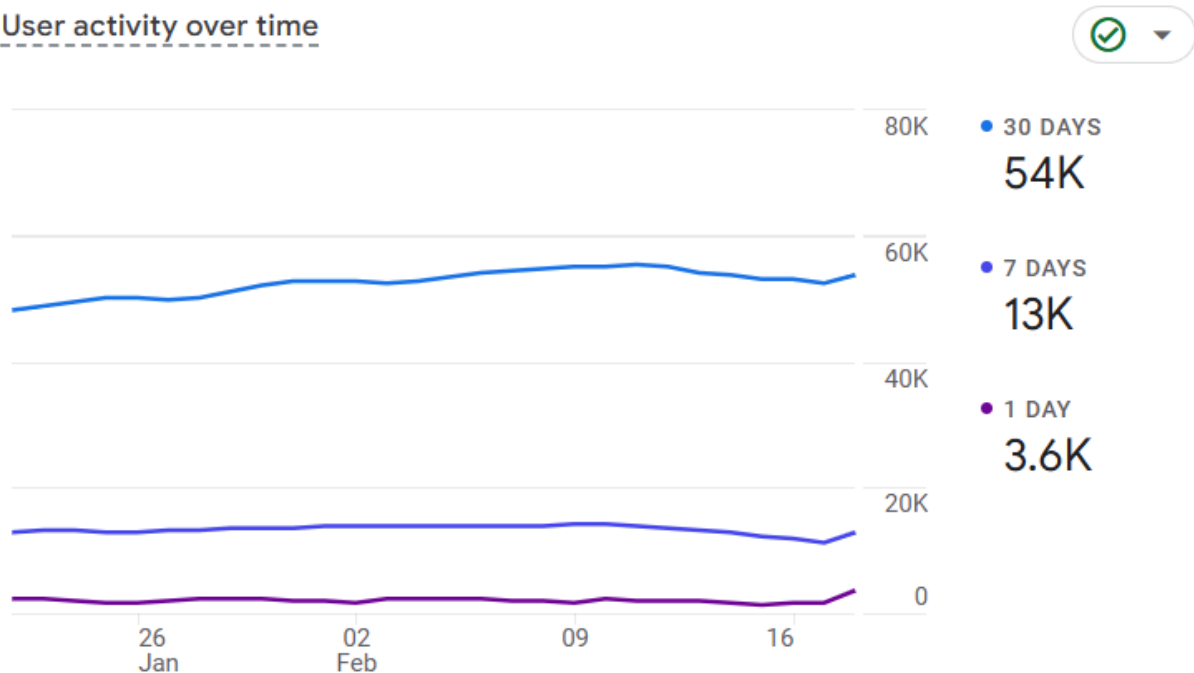
User activity shows 54K users in the last 30 days, 13K in the past week, and 3.6K in the last day, indicating a consistent user base with steady engagement. A slight upward trend suggests growing activity. To maintain this momentum, consider retargeting strategies, personalized content, and engagement incentives.

CONCLUSION :

Our web analytics insights emphasize the importance of enhancing user engagement by encouraging deeper interactions and improving content discoverability. To achieve this, we should optimize page layout, incorporate interactive elements, and refine content structure to boost user retention. Additionally, expanding our global reach requires multilingual support, culturally relevant content, and region-specific marketing strategies. By continuously monitoring user behavior and refining our approach, we can create a more immersive experience, drive higher conversions, and maximize overall website performance.