**Google Analytics Assignment 4**

Author: Karan Ashok

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**I.** All Pages:

Smallest and Greatest Bounce Rates: 0%, 100% Smallest and Greatest Exits Rates: 0%, 100%



Smallest and Greatest Page Values: $0, $362.04



Filter by Gender: Choose a page for which viewing is different according to Gender



Viewing of the pages on the website is very different when compared between females and males. The average time on a page by a female customer is 1:36 minutes in comparison to 11 seconds by a male customer. This is further corroborated by the fact that the bounce rate and exit rate for males is 100% and 66.67% respectively, which is in stark contrast to a mere 29% and 20% respectively for the females. There were 16 pageviews for the Google's Women's Microfleece in the Apparel section by females; whereas only 5 pageviews for Men's T-shirts by males.

**II.** Landing Pages:

Smallest and Greatest Bounce Rates: 0%, 100% Greatest Revenue: $18,537.91



Greatest Ecommerce Conversion Rate: 25.00%



**III.** Why does Google Analytics use the term:

“Value” when referring to *all pages* but “Revenue” when referring to *landing pages*.



Google defines Page Value as “the average value for a page that a user visited before landing on the goal page or completing an Ecommerce transaction (or both),” adding: “This value is intended to give you an idea of which page in your site contributed more to your site’s revenue.”

We have goals set up with values assigned to each goal. Deciding how valuable each goal is to your business is an important activity. Usually, pages near the end of the goal funnel are always going to be more valuable. It is best to compare pages within the same area of the site. That is, compare blog posts to blog posts; compare category pages to category pages; but do not compare blog posts to contact pages because they are too dissimilar in function.

Using Page Value, one can prove the exact monetary value. Page value is not a one- all-be-all metric, I.e. it is not a silver bullet metric. However, it helps understand the behaviors of the various customers, and the value they add to our business.

On the other hand, landing pages are a good signal for analyzing organic search traffic because each landing page has likely been created around a focus keyword, product, or theme. As a result, incoming keyword searches generally relate to the focus of the page.

In particular, when we look at the Revenue to quantify the value that Google organic traffic adds to your business, it tells us how well this traffic performs. While it is great to get traffic and have an engaged audience, it is critical that organic traffic lead to conversions and revenue. Hence. We Google Analytics talk about 'revenue' for

landing pages.