Comprehensive Website Performance Analysis for Maven Fuzzy Factory

(June - November 2012)

Executive Summary:

This report presents an in-depth analysis of Maven Fuzzy Factory's website performance from June to November 2012. The analysis focuses on page views, entry pages, bounce rates, and conversion funnels. It also examines the impact of introducing new landing pages and billing pages. These insights aim to inform website optimization strategies and improve overall user experience and conversion rates.

Methodology: Data was extracted from Maven Fuzzy Factory's database using SQL queries. We analyzed:

1. Most-viewed website pages
2. Top entry pages
3. Bounce rates for different landing pages
4. Conversion funnel from landing page to purchase
5. Performance comparison of different billing pages

Key Findings:

1. Most-Viewed Pages (as of June 9, 2012):
   o /home: 10,403 sessions
   o /products: 4,239 sessions
   o /the-original-mr-fuzzy: 3,037 sessions
   o /cart: 1,306 sessions
   o /category-stuffed-animals: 939 sessions
2. Top Entry Pages (as of June 12, 2012):
   o /home: 10,584 sessions
   o /lander-1: 64 sessions
3. Bounce Rates:
   o /home (as of June 14, 2012): 59.18%
   o Comparison (June 19 - July 28, 2012):
      ▪ /home: 58.99% bounce rate
      ▪ /lander-1: 52.50% bounce rate
4. Traffic and Bounce Rate Trends (June 1 - August 31, 2012):
   o Gradual shift from /home to /lander-1 for paid search traffic
   o Overall bounce rate decreased from 57.90% to 53.00%
5. Conversion Funnel (August 5 - September 5, 2012):
   o Lander to Products: 47.07% click-through rate
   o Products to Mr. Fuzzy: 74.09% click-through rate
   o Mr. Fuzzy to Cart: 43.59% click-through rate
   o Cart to Shipping: 66.62% click-through rate
   o Shipping to Billing: 79.34% click-through rate
   o Billing to Thank You: 43.77% click-through rate
6. Billing Page Comparison (September 10 - November 10, 2012):
   o /billing: 22.83% conversion rate
   o /billing-2: 26.65% conversion rate

Detailed Analysis:

1. Page Popularity: The homepage is by far the most viewed page, followed by the products page and the specific product page for Mr. Fuzzy. This indicates a clear path that many users follow: Home > Products > Specific Product.
2. Entry Page Analysis: Initially, almost all traffic entered through the homepage. The introduction of /lander-1 shows the beginning of a landing page test.
3. Bounce Rate Improvement: The new /lander-1 page shows a significant improvement in bounce rate compared to the homepage (52.50% vs 58.99%). This 6.49 percentage point decrease represents a substantial improvement in initial user engagement.
4. Traffic Shift and Overall Bounce Rate: As traffic was gradually shifted from /home to /lander-1 for paid search campaigns, the overall bounce rate for these campaigns decreased from 57.90% to 53.00%. This confirms the positive impact of the new landing page.
5. Conversion Funnel Analysis:
   o The largest drop-offs occur between Lander to Products (52.93% loss) and Mr. Fuzzy to Cart (56.41% loss).
   o The Shipping to Billing step has the highest retention rate (79.34% continue).
   o Only 6.90% of users who reach the lander page complete a purchase.
6. Billing Page Optimization: The new /billing-2 page shows a 3.82 percentage point increase in conversion rate compared to the original /billing page. This represents a 16.73% relative improvement in the final stage of the purchase process.

Recommendations:

1. Landing Page Optimization:
   - Fully implement /lander-1 for paid search traffic, given its superior performance.
   - Conduct further A/B tests to improve the lander page and reduce the 52.93% drop-off to the products page.
2. Product Page Enhancement:
   - Investigate why 25.91% of users leave the products page without clicking on a specific product.
   - Consider implementing product recommendations or highlighting best-sellers to encourage further exploration.
3. Cart Abandonment Reduction:
   - Address the 56.41% drop-off from Mr. Fuzzy to Cart. Consider implementing exit-intent popups or retargeting campaigns for users who view products but don't add to cart.
4. Checkout Process Streamlining:
   - While the Shipping to Billing step performs well, focus on improving the Billing to Thank You conversion (currently at 43.77%).
   - Fully implement the /billing-2 page across all traffic, given its superior conversion rate.
5. Mobile Optimization:
   - Analyze performance metrics by device type to ensure a seamless experience across desktop and mobile.
6. Continuous Funnel Optimization:
   - Regularly analyze the full funnel to identify and address new drop-off points as they emerge.

Conclusion: Maven Fuzzy Factory has made significant strides in website performance through targeted optimizations of landing and billing pages. The introduction of /lander-1 and /billing-2 have positively impacted bounce rates and conversion rates respectively. However, there's still substantial room for improvement, particularly in the middle stages of the conversion funnel.

Next Steps:

1. Implement /lander-1 and /billing-2 across all relevant traffic.
2. Conduct user research to understand pain points in the Mr. Fuzzy to Cart stage.
3. Develop and test strategies to reduce cart abandonment.
4. Continue A/B testing on all key pages in the conversion funnel.
5. Analyze user behavior by traffic source to tailor the experience for different user segments.