Experiment 2

AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics refers to the process of collecting, analyzing, and interpreting data about website traffic and user behavior. This helps businesses and website owners understand how visitors interact with their site, which pages they visit, how long they stay, and how they navigate between pages. The goal is to use these insights to improve website performance, enhance user experience, and optimize marketing efforts.

Key aspects of web analytics include:

1. **Traffic Analysis**: Understanding how many visitors a website has, where they come from (e.g., search engines, social media, direct visits), and what devices they use.
2. **User Behavior**: Tracking how users navigate through the site, what actions they take, which pages they view, and where they drop off (i.e., leave the site).
3. **Conversion Tracking**: Measuring how well a site meets its business goals, like purchases, sign-ups, or downloads, and identifying the steps in the user journey.
4. **SEO and Content Performance**: Assessing the performance of content in search engines and determining which pages or keywords are driving the most traffic.

2. Web Analytics Tools and Their Features:

There are several web analytics tools available, each with its features. Some prominent ones include:

a. Google Analytics:
  - Features:

1. **Traffic Analysis**: Tracks user traffic, sources, and demographics.
2. **Real-Time Reporting**: Monitors user behavior on the site as it happens.
3. **Goal Tracking**: Allows you to set and track goals (e.g., form submissions, sales, etc.).
4. **Custom Dashboards**: Create custom reports and dashboards based on your specific business metrics.
5. **E-commerce Tracking**: Measures online transactions, revenue, and product performance.
6. **Audience Insights**: Provides detailed information about your users' interests, age, location, etc.
7. **Attribution Modeling**: Helps assign credit to different touchpoints in the user's journey.
8. **Integration with Google Ads**: Allows for seamless integration with Google Ads for performance tracking.

d. Matomo (formerly Piwik):
  - Features:

1. **Open-Source**: Offers a free, open-source version for full control over your data.
2. **Customizable Dashboards**: Create and customize your own analytics dashboard.
3. **Goal Tracking**: Track and measure the effectiveness of your website goals (like form submissions or product purchases).
4. **Visitor Profiles**: Provides detailed visitor information and behavior analysis.
5. **Real-Time Data**: Gives insights into visitor behavior in real-time.
6. **Heatmaps and Session Recordings**: Includes features similar to Hotjar for visualizing user interactions.
7. **E-commerce Analytics**: Measures sales, revenue, and product performance.

3. Why is it Important to Learn Web Analytics?

Learning web analytics is crucial because it helps you understand user behavior, optimize website performance, and improve business outcomes. Here are some key reasons why it's important:

1. Data-Driven Decision Making

- Web analytics provides valuable insights into user interactions, allowing you to make informed decisions rather than guessing.

2. Understanding User Behavior

- You can track how visitors navigate your site, what they click on, and where they drop off, helping you enhance the user experience.

3. Improving Website Performance

- Metrics like bounce rate, session duration, and page load speed help identify technical or content-related issues that may impact performance.

4. Optimizing Marketing Strategies

- By analyzing traffic sources (organic, paid, social, referral), you can invest in the most effective channels for higher conversions.

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

1. Total Website Traffic – The number of visitors in a given time period.

2. Unique Visitors – Count of individual users visiting the site (not repeat visits).

3. Page Views – Total number of pages viewed by users.

4. Average Session Duration – The average time users spend on your site.

5. Bounce Rate – Percentage of visitors leaving after viewing just one page.

6. Pages Per Session – The average number of pages a user visits per session.

7. Traffic by Region (State-wise or District-wise) – Helps understand which areas need more outreach.

8. Government Scheme Awareness Rate – How many users learn about new schemes through the platform.

Link to website: https://eyojana-project-rust.vercel.app/

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

Sample image
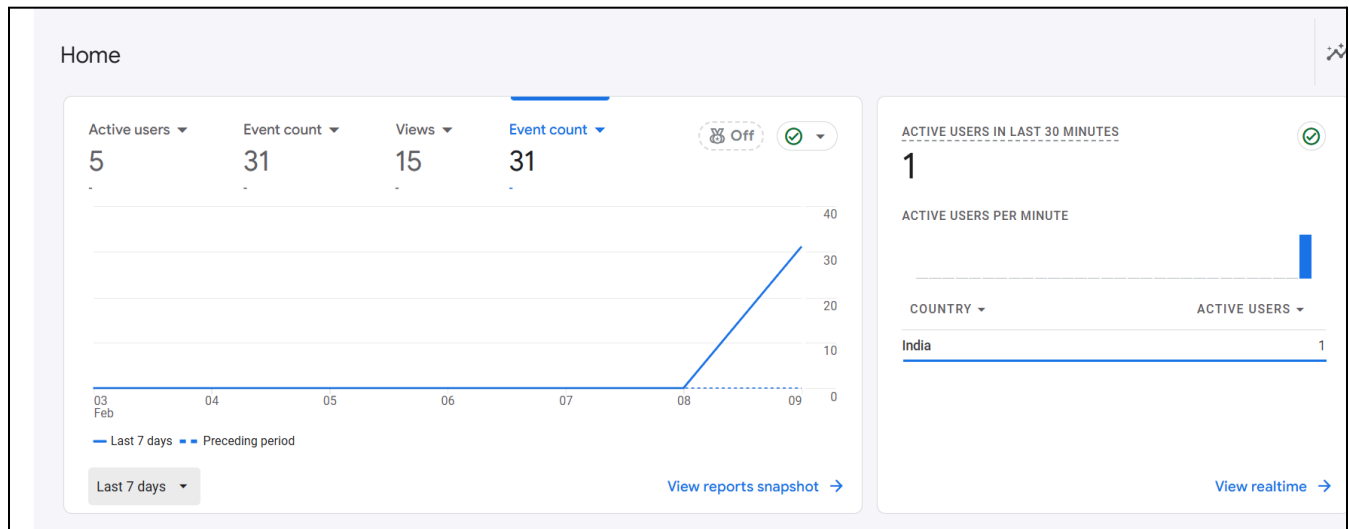
Views by
Page title and scree...

PAGE TITLE AND S...	VIEWS
E-Yojana	15

Last 7 days ▾   View pages and s... →

	Page path and screen class ▾ +	↓ Views	Active users	Views per active user	Average engagement time per active user	Event coun All events
☑	Total	15 100% of total	5 100% of total	3.00 Avg 0%	5s Avg 0%	100% of t
☑	1 /	6	5	1.20	1s	
☑	2 /category	4	1	4.00	8s	
☑	3 /login	2	1	2.00	6s	
☑	4 /category/Banking,Financial Services and Insurance	1	1	1.00	1s	
☑	5 /category/Social welfare & Empowerment	1	1	1.00	2s	
☐	6 /profile	1	1	1.00	2s	

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 'referal' if it redirected through any third party website.