

WEB ANALYTICS REPORT

February 2017

PREPARED FOR
RAYMOND CAMDEN



Overview

PAGEVIEWS

113,408

+9%

SESSIONS

89,631

+9%

VISITORS

65,702

+10%

PAGEVIEWS/SESSION

1.27

-0%

SESSION DURATION

00:01:04

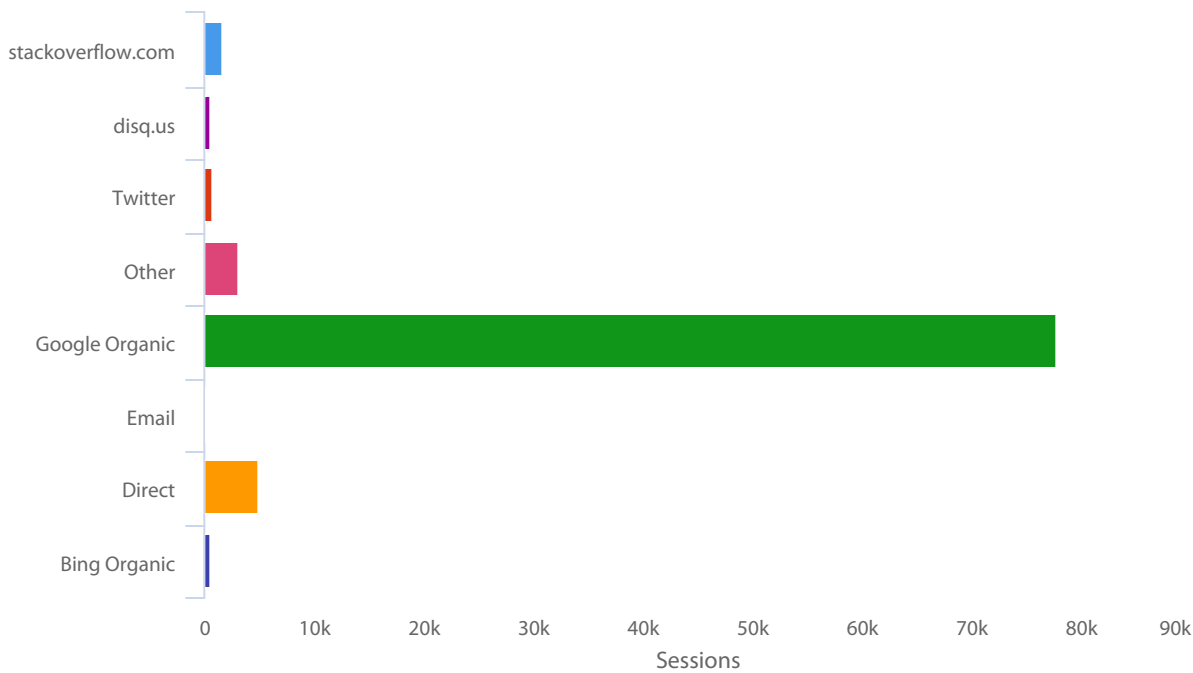
+2%

NEW VISITORS

64.44%

+1%

ACQUISITION CHANNELS



SESSION DURATION

1606:50:19

+2%

Segments: Statistical Analysis

Our data science algorithm analyzes permutations of visitor attributes through regression and statistical classifiers to finds the best and worst performing segments.

High Performing Segments

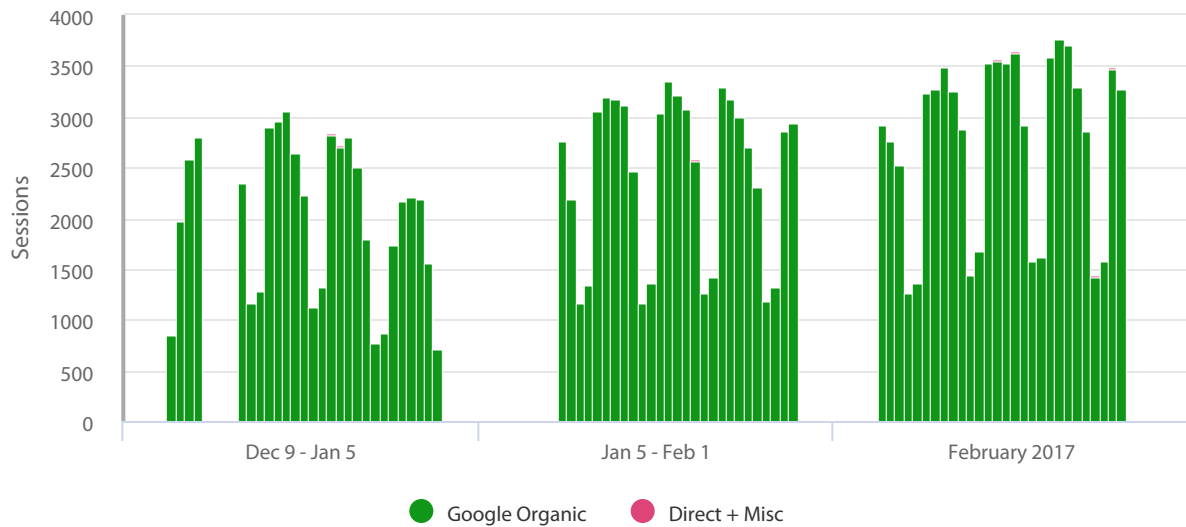
Segment	% of Visitors	Estimated Session Duration
Returning visitors on weekdays	30.30%	00:01:25
Returning visitors who landed on //*	29.67%	00:01:24
Visitors using Desktop: Windows on Wednesdays	11.04%	00:01:12

Low Performing Segments

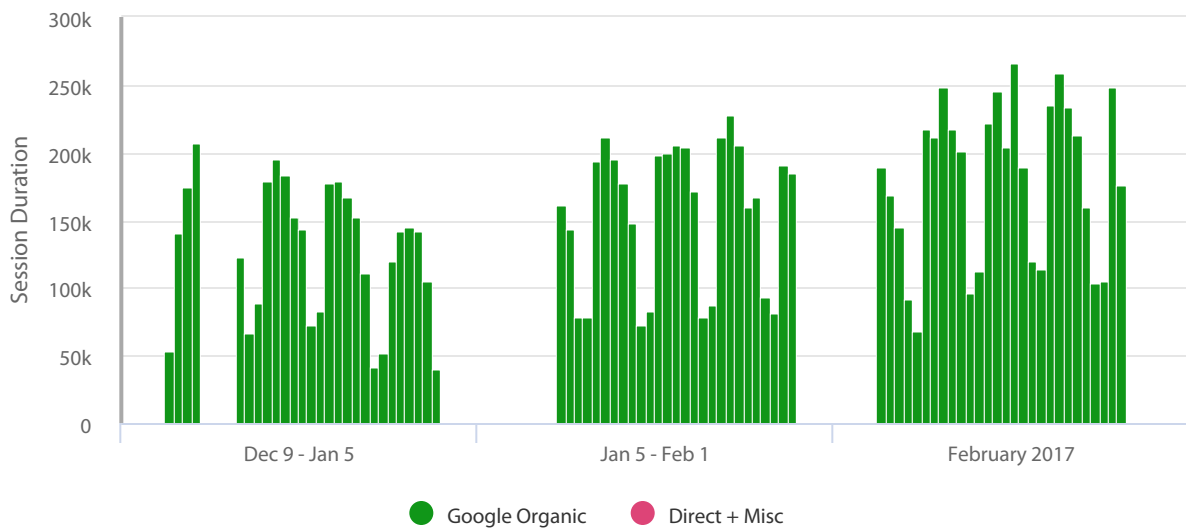
Segment	% of Visitors	Estimated Session Duration
Returning visitors from Google Organic using Desktop: Windows	19.92%	00:01:33

Trends

Sessions



Session Duration



There was a notable spike in time spent on Feb 20 and Feb 21 with visitors from Google Organic accounting for 86.24%.

What's Working

Content Engagement

The chart shows the number of visitors for each page, how many visitors first landed on the page, and how many eventually converted.

General

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing
TOTAL	4,638 +12%	00:00:35 +2%	3,222 +9%	00:01:09 -21%
/index.html	2,658 +7%	00:00:32 -7%	1,499 -1%	00:01:34 -24%
/2011/11/10/Example-of-serverbased-login-with-PhoneGap/index.html	831 +14%	00:00:57 +50%	749 +13%	00:01:11 +32%
/2012/07/30/Example-of-form-validation-in-a-jQuery-Mobile-Application/index.html	623 +11%	00:00:35 -10%	564 +15%	00:00:38 -25%

Session decreased by 18.72% from last year mainly as a result of decreased organic hits, but the number of new visitors increased by 3.95%.

Insight

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing
TOTAL	56,738 +6%	00:00:53 +5%	47,074 +7%	00:01:05 -0%
//2016/11/04/an-example-of-the-ionic-auth-service-with-ionic-2/	2,813 +67%	00:00:56 +57%	2,503 +68%	00:01:05 -12%
//2016/03/22/the-cordova-browser-platform/	2,306 +6%	00:00:49 -19%	1,926 +4%	00:01:04 -22%
//2013/09/10/Adding-a-file-display-list-to-a-multifile-upload-HTML-control/	2,231 +16%	00:00:57 +52%	1,924 +14%	00:01:06 +28%
//2015/04/03/strategies-for-dealing-with-multiple-ajax-calls/	2,073 +20%	00:00:19 +4%	1,944 +21%	00:00:21 -13%

//2016/04/25/an-example-of-virtualscroll-and-infinite-scroll-in-ionic-2/	2,013 +13%	00:01:00 +36%	1,788 +13%	00:01:10 +23%
//2015/12/08/parsing-rss-feeds-in-javascript-options/	1,924 -22%	00:00:53 -22%	1,684 -23%	00:01:01 -1%
//2015/09/16/ionic-example-ion-slide-box/	1,580 +11%	00:00:45 +33%	1,411 +8%	00:00:50 +21%
//olddemos/	1,506 -3%	00:00:24 -46%	325 +1%	00:00:57 -53%
//2014/11/05/Cordova-Example-Writing-to-a-file/	1,426 +3%	00:01:06 +32%	1,187 +3%	00:01:22 +42%
//2015/09/18/integrating-the-calendar-into-your-ionic-app/	1,418 +4%	00:00:52 +20%	1,275 +5%	00:00:59 +10%
//2015/04/17/indexeddb-and-limits/	1,281 +2%	00:00:42 +5%	1,121 +2%	00:00:50 +6%
//2015/05/18/tracking-and-notifying-geolocation-status-with-ionic/	1,194 +11%	00:00:42 +14%	1,071 +11%	00:00:48 +2%

Time spent on URL with the keywords "front-end-interview-questions" was substantially higher than other links. Consider writing more topics similar to this for higher engagement.

How To Improve

2014

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing
TOTAL	1,878 +5%	00:00:51 +11%	1,471 +5%	00:00:55 -2%
/2014/09/24/browser-as-a-platform-for-your-phonegapcordova-apps/index.html	873 +6%	00:00:54 +30%	567 +6%	00:01:01 +8%

2013

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing
TOTAL	1,241 +18%	00:00:45 +23%	1,068 +17%	00:00:53 +7%
/2013/05/20/capturing-camerapicture-data-without- phonegap/index.html	952 +30%	00:00:44 +63%	813 +28%	00:00:52 +38%

2015

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing
TOTAL	599 -1%	00:00:27 -1%	562 +1%	00:00:30 +5%
/2015/12/18/is-your-ionic-view- title-not-updating/index.html	534 +1%	00:00:23 +3%	505 +1%	00:00:24 +1%

2016

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing
TOTAL	436 +29%	00:00:18 -15%	398 +30%	00:00:20 -34%
/2016/05/05/uploading-multiple- files-at-once-with-ajax-and- xhr2/index.html	321 +36%	00:00:20 -10%	289 +36%	00:00:24 -33%
/2016/04/25/an-example-of- virtualscroll-and-infinite-scroll-in- ionic-2/index.html	66 +43%	00:00:12 -52%	62 +48%	00:00:13 -67%
/2016/05/23/a-simple-rss-reader-in- nativescript/index.html	49 -14%	00:00:09 +187%	47 -6%	00:00:09 +190%

Acquisition Channels

This table highlights the key metrics for each acquisition source. Highlighted cells indicate more engagement from that source.

	Sessions	Session Duration
TOTAL	89,406 +9%	00:01:04 +1%
Google Organic	77,773 +13%	00:01:05 +2%
Direct	4,946 -10%	00:01:00 -13%
stackoverflow.com	1,593 +21%	00:00:41 -0%
Twitter	779 -49%	00:00:39 -20%
disq.us	620 -7%	00:02:26 +9%
Bing Organic	457 -3%	00:01:00 +8%
duckduckgo.com	221 +23%	00:01:23 +42%
Yahoo Organic	205 -10%	00:01:25 -5%
Email	102 -68%	00:00:37 +7%

First time visitors from Google Organic spent 59.41% more time than returning visitors.

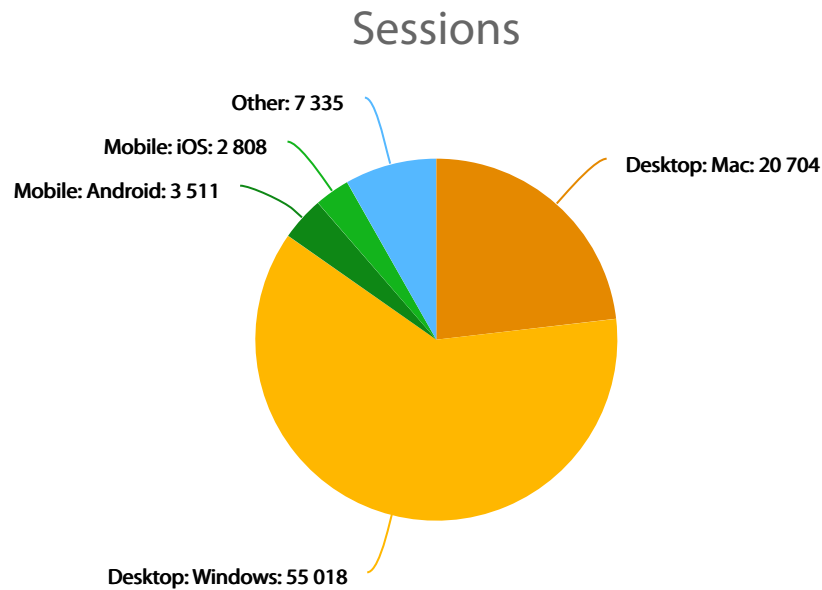
Insight

Stackoverflow.com visitors increased by 21% this month while session duration remained the same, suggesting marketing efficiency.

What's Working

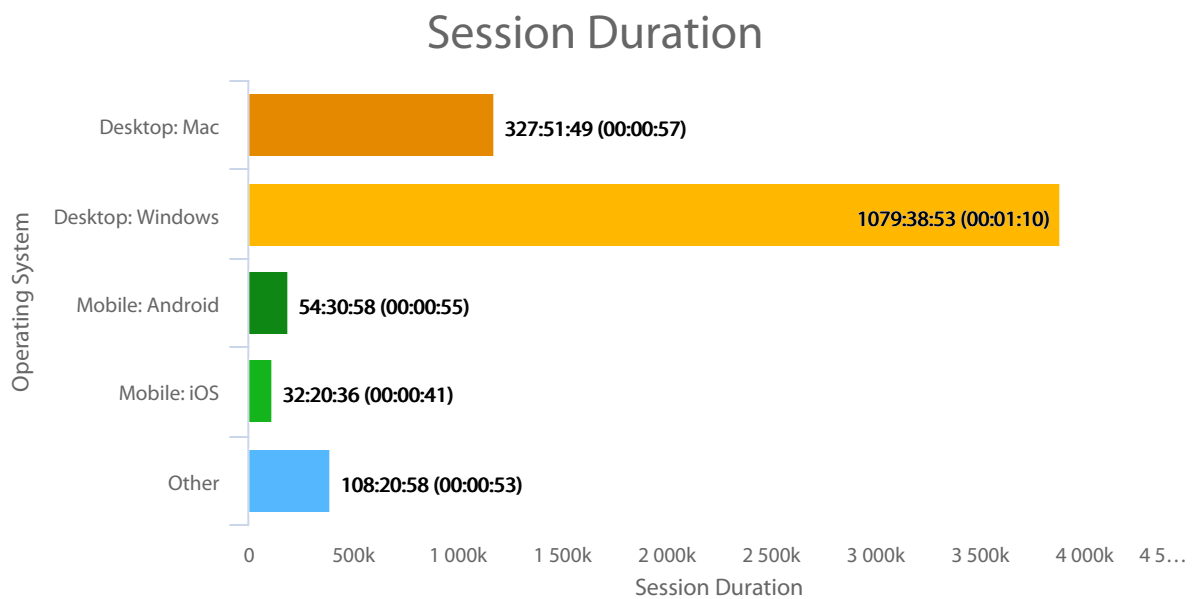
Technology

Visitors are segmented by technology with labels representing conversion ratios.



Tablet visitors consisted only of 0.96% of total visitors. Consider improving Tablet experience.

What's Not Working

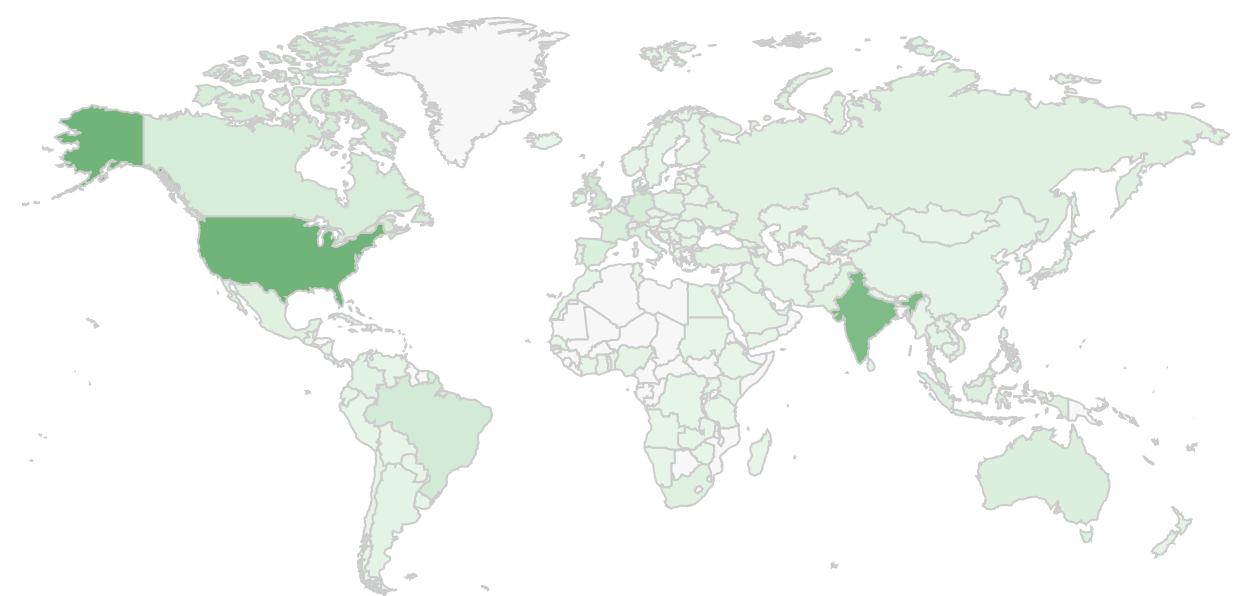


Google Organic users from Desktop spent 26.45% more time than other Google Organic users.

What's Working

Locations

Sessions Per Region



	Sessions	Session Duration
TOTAL	89,406 +9%	00:01:04 +1%
England	2,712 +9%	00:01:07 +8%
Maharashtra	2,696 +10%	00:01:13 +9%
California	2,606 +6%	00:01:01 -18%
Karnataka	2,457 +11%	00:01:05 +14%
Tamil Nadu	1,929 +34%	00:01:04 +19%
Telangana	1,287 +15%	00:01:03 -14%

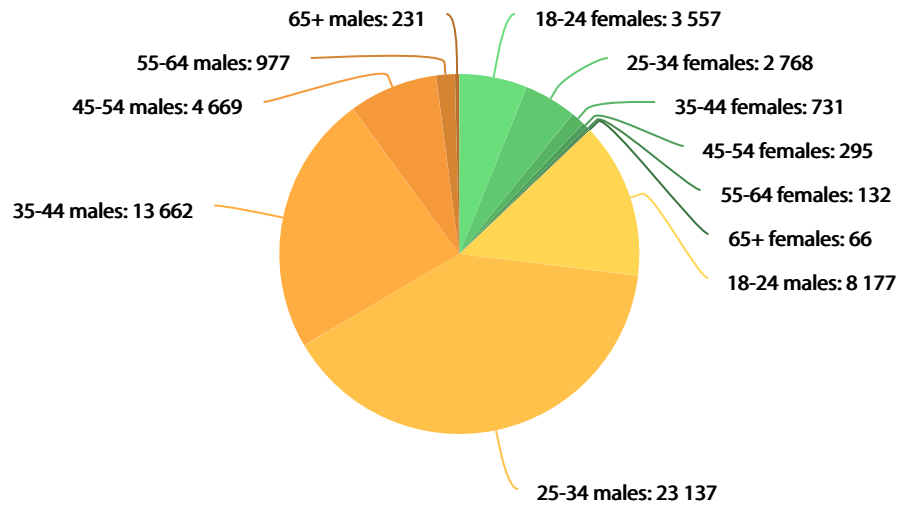
Texas	1,239 -0%	00:01:10 -8%
New York	1,209 +5%	00:01:20 -5%
Gujarat	1,098 +9%	00:01:08 +8%
Ontario	1,042 +11%	00:01:07 -28%
State of Sao Paulo	998 +6%	00:00:51 -3%
Ile-de-France	825 -9%	00:00:51 +4%
Florida	788 +9%	00:01:16 +24%
Uttar Pradesh	715 +25%	00:01:12 +34%
Georgia	673 +7%	00:01:01 +1%
Virginia	646 +7%	00:01:12 -18%
Gauteng	629 +39%	00:01:14 -8%
Kerala	613 +5%	00:00:57 -24%

Stackoverflow.com visitors from England are spent substantially more time than visitors from other locations.

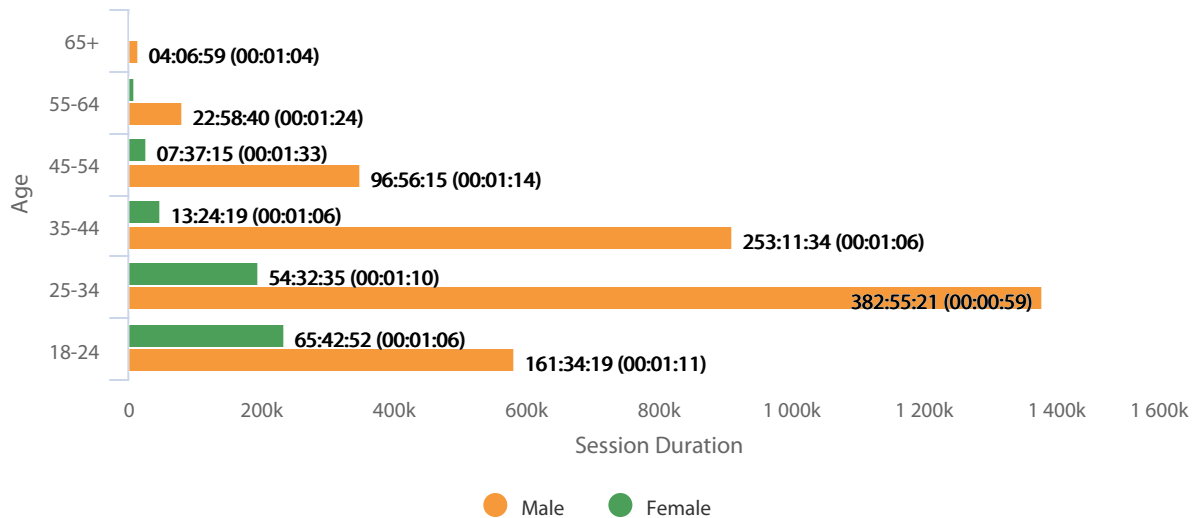
What's Working

Demographics

Sessions



Session Duration



There is no significant correlation between different demographic groups and average session duration.

Insight

Google Organic users who are 55-64 males and 65+ males spent 28.36% more time than other Google Organic users.

What's Working

Day/Time Engagement

This grid shows engagement by hour and day of the week.

Sessions

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	Avg.	7,396	15,980	16,068	15,681	14,796	12,978	6,732
Midnight-3am	11,675	724	2,109	2,115	2,019	1,921	1,878	909
3am-6am	14,387	796	2,686	2,655	2,595	2,473	2,249	933
6am-9am	14,393	941	2,579	2,596	2,524	2,510	2,287	956
9am-Noon	14,362	1,036	2,562	2,558	2,513	2,487	2,142	1,064
Noon-3pm	11,799	1,025	2,020	2,193	2,048	1,846	1,750	917
3pm-6pm	8,921	861	1,588	1,497	1,586	1,391	1,242	756
6pm-9pm	6,359	778	1,082	1,111	1,069	994	710	615
9pm-Midnight	7,735	1,235	1,354	1,343	1,327	1,174	720	582

Session Duration

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	Avg.	127:56:10	291:10:07	286:31:39	279:17:21	268:57:44	222:45:56	130:11:22
Midnight-3am	221:29:56	13:44:36	35:52:24	37:54:49	40:25:37	38:20:22	35:49:32	19:22:36
3am-6am	256:12:54	14:21:21	50:17:39	46:36:06	49:57:25	40:02:42	38:03:06	16:54:35
6am-9am	262:47:47	15:09:31	51:10:30	46:39:04	44:45:37	48:06:35	38:54:00	18:02:30
9am-Noon	240:37:35	12:47:17	40:30:29	40:24:51	41:57:53	45:35:35	37:34:27	21:47:03
Noon-3pm	222:21:15	22:37:25	41:38:34	35:01:21	37:51:36	37:21:34	28:52:17	18:58:28
3pm-6pm	157:41:35	15:15:01	30:24:42	28:03:45	25:13:25	24:39:53	22:29:48	11:35:01
6pm-9pm	117:16:16	14:09:55	18:37:16	22:50:07	20:48:43	18:57:19	10:24:44	11:28:12
9pm-Midnight	128:23:01	19:51:04	22:38:33	29:01:36	18:17:05	15:53:44	10:38:02	12:02:57

Stackoverflow.com users who came to the site at Midnight-3am spent 56.91% more time than other stackoverflow.com users who came at different times. Target future stackoverflow.com campaigns around this time.

How To Improve