Web Analytics Project Report

\*\*Project Title:\*\* Web Analytics for Sahajyoga Experience Blog  
\*\*Student Name:\*\* Pragati Gupta  
\*\*UID:\*\* 24MCI10255  
\*\*Subject:\*\* Web Analytics

# 1. Objective of the Project

The main objective of this project is to analyze the online performance of the Sahajyoga Experience Blog using Google Analytics. This includes evaluating key traffic metrics, user behavior, and engagement trends. The goal is to gain actionable insights and propose improvements to enhance the visibility and performance of the blog.

# 2. Outcomes

Following insights and outcomes were derived from the analytics data:

- Identified main traffic sources (Direct, Organic, Referral).

- Discovered the best-performing pages on the blog.

- Observed user engagement patterns such as session duration and bounce rate.

- Derived actionable suggestions for SEO and content improvement.

# 3. Introduction

Sahajyoga Experience Blog is a platform for sharing real-life spiritual experiences, practices, and testimonials related to Sahaj Yoga meditation. To expand its reach and improve reader engagement, it is essential to evaluate how users are interacting with the blog. This project utilizes Google Analytics to provide detailed insights into user behavior, traffic channels, and content effectiveness.

# 4. Implementation & Suggestions for Improvement

The following observations were made from the Google Analytics data:

* A. Traffic Analysis
* - Majority of users arrive through direct and organic search.
* - Blog has potential for improved referral traffic through social media promotion.
* B. Audience Behavior
* - Users spend moderate time on pages but bounce rate indicates room for engagement improvement.
* - Content with spiritual experiences performs better.
* C. Recommendations
* - Improve SEO using targeted keywords and optimized meta descriptions.
* - Share posts regularly on social media platforms to drive referral traffic.
* - Add internal linking between posts to increase session duration.
* - Include call-to-action buttons to subscribe or explore more.

# 5. Future Scope of the Project

- Integration with Google Search Console for keyword performance tracking.

- Use of Google Tag Manager for deeper event tracking (e.g., scrolls, downloads).

- Setting up goals and conversion funnels to track newsletter signups or user engagement.

- Expanding content types with videos, testimonials, and real-time webinars.

# 6. References

- Google Analytics Documentation: https://support.google.com/analytics

- Sahajyoga Experience Blog: [Blog URL if available]

- SEO Guide by Moz: https://moz.com/learn/seo