Digital Analytics

Amiga viajera

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ABOUT THE BLOG

Amiga viajera

We chose the website "Amiga Viajera" based on a close friendship of one of the members of our group but also because we are an international group. The purpose of this blog is mainly to help new expats with enough information to get the necessary documents to settle down and live in Portugal. The platform not only works as a blog but also as an e-commerce platform. Users can buy, in a specific section, courses and guides that help newcomers get ready to live in Portugal.

amiga viajera

Blog

- Visa
- Documents
- Education
- Places to live
- Finances

Ecommerce

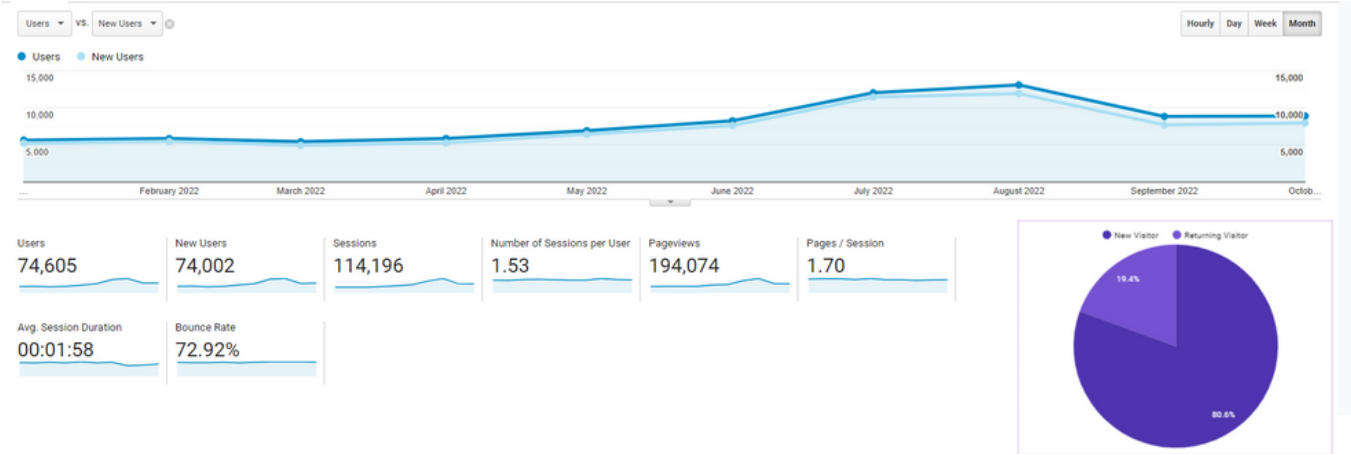
Courses & guides:

- Wiki Portugal
- Freelance Workers in Pt.
- Free Ebook

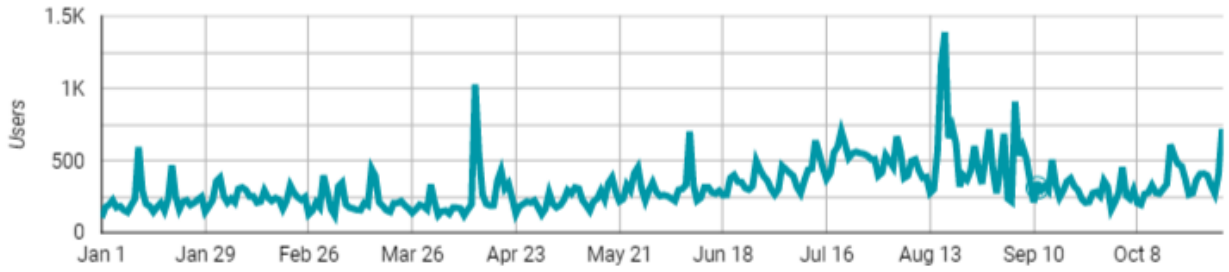
WEBSITE AUDIENCE OVERVIEW

Our audience overview analysis will correspond to the period from January 1 to October 31, 2022.

- In a comparison per month, we can see constant growth reaching the maximum number of users in July with 12,033 users and in August with 13,081 users. The blog registered in this period 74,605 total users that engaged around 114,196 sessions and that corresponded 1,53 sessions per user.
- The Bounce Rate is 72,92%, which is quite high, even for a blog. Moreover, there is not much variation between new users (72.89%) and returning users (72.96%). In order to improve retention, it would be good to at least lower the Bounce Rate for new users.



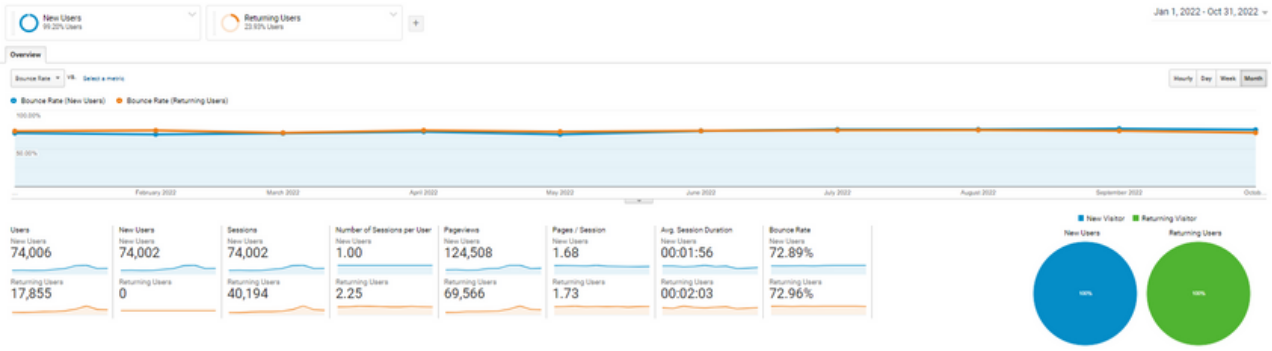
Another important aspect to analyze is the visiting pattern of the users on Amiga Viajera's website.



On this graph, we can see that we have a constant up and down during the selected period. This behavior is due to the fact that more users are visiting the website during Monday to Friday than on Saturdays and Sundays. So, those who visit Amiga Viajera are more likely to do so during business days.

It is important to take a close look at the new users. Otherwise we are just counting all the repetitive sessions of one user who may already follow the blog just to see if there is new content. We can observe in this period that the number of new users corresponds to **99,2%** of the total users and the Bounce Rate is **72,89%**. This is higher than recommended, since it means that new users are entering the site and leaving without any interaction.

On the other hand, returning users have a bounce rate of **72,96%**, which is slightly higher but with **1,73 pages per session** (vs 1,68 for new users). In contrast to new users, returning users seem to be looking for new content in more pages.



Audience Demographics

Due to lack of data collection in demographics, we will just available to analyze demographic data from November, 15th on. This is because this feature was not enabled in the property settings. As soon as we realized this, we discussed with the website owner the possibility of turning on the demographics and interest reports in order to let us understand our audience better.

It is relevant to point out that this report represents only a subset of visitors. As we can see in the table below, 25,9% of our audience are between 25-34 years old. As regards gender, females represent around 53% of the total audience.

We can conclude here that groups between 25-44 years old are the most interested in the blog content. This makes sense with the objective of the blog, since younger people are usually more likely to consider moving to a new country, starting a new life, and adapting to a new culture.

	Age	Users
1.	25-34	1,130
2.	35-44	961
3.	18-24	758
4.	45-54	740
5.	55-64	471
6.	65+	277

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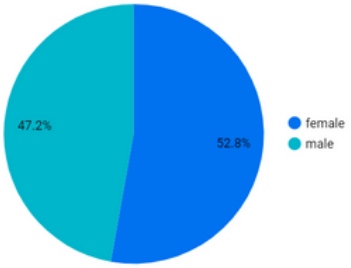
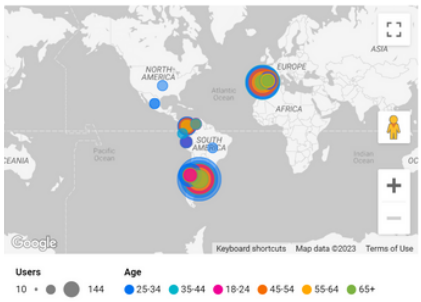




Audience Age

Portugal is facilitating the entrace of foreigners looking for work in order to boost its economy and fight the problem of having an aging population. Since people who are 18-44 are the most relevant for this site, let's explore their behavior in more detail.

We have an Average Session Duration of 2:11 min in the group of 35-44 years old, which is the largest average from all the age groups. We can say here that, even though we have more users in the group of 25-34 years old, they are not as engaged with our content as is the group of 35-44 and in the second place 18-24, representing just 22.16% and 17.48% respectively.

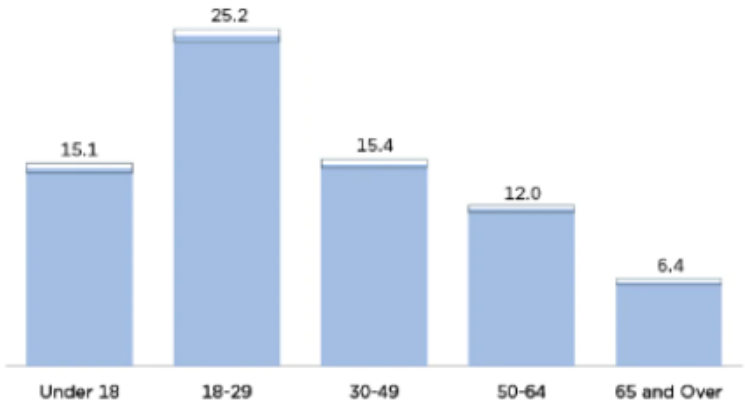
Age	Users...	New Users	Sessions	Bounce R...	Page...	Avg. Session ...
25-34	1,130	931	1,703	73.52%	1.64	00:01:53
35-44	961	785	1,435	74.08%	1.58	00:02:11
18-24	758	623	1,159	75.5%	1.62	00:01:59
45-54	740	613	1,104	74.91%	1.59	00:01:56
55-64	471	391	702	73.79%	1.62	00:02:06
65+	277	225	389	71.47%	1.6	00:01:53

The "Amiga Viajera" website has more visitors between the age groups 18-24, which represents 27,26% of the total audience, and "25-34", which is 32,51% of the total. A study published by Census Bureau shows these two age groups are more likely to move to a new country.

In fact, this demographic data about the age of our visitors can be related to the fact that people between in this age group are more likely to migrate.

This information is relevant because it shows that the communication and the content of the blog is in the right segment and is able to help the migration process of foreigners, to start a life in Portugal.

Figure 1.
Frequency of Transitions by Age, 2017
(In percent)



Font: https://www.census.gov/library/stories/2020/08/young-adults-most-likely-to-change-living-arrangements.html. Accessed 26 December 2022

Audience Location

The traffic to “Amiga Viajera” is very diverse. The TOP 5 countries that visit this site the most, as shown, are Argentina, Portugal, Spain, Chile and Colombia.

Argetina is the 1st country with more users, representing **42,51%** of the total users, and has the lowest Bounce Rate of all in comparison with the other countries: **70,71%**. The traffic from this country has an Average Session Duration of **2:10 min**. However, Uruguay exceeds this average by 12 seconds (2:22 min) though they just represent 1.06% of the total users.

	Country	Users	New Users	Sessions	Bounce Rate	Pages/S...	Avg. Session Duration
1.	Argentina	32,083	31,571	49,440	70.17%	1.82	00:02:10
2.	Portugal	10,530	9,975	18,798	71.54%	1.7	00:01:51
3.	Spain	6,167	6,083	7,933	80.4%	1.43	00:01:23
4.	Chile	5,736	5,704	8,285	75.02%	1.61	00:01:54
5.	Colombia	5,672	5,652	8,388	76.36%	1.59	00:01:59
6.	United States	1,754	1,715	2,241	77.91%	1.51	00:01:44
7.	Mexico	1,623	1,614	2,209	77.41%	1.59	00:01:45
8.	Peru	1,549	1,539	2,145	76.97%	1.55	00:01:53
9.	Venezuela	1,475	1,460	2,134	77.79%	1.54	00:02:01
10.	Uruguay	802	797	1,196	72.16%	1.69	00:02:22

LATIN AMERICAN COUNTRIES WITH THE MOST RESIDENTS IN PORTUGAL

The website “Observatório de Emigração” has information about residents that came from other countries. Taking a look into the global percentage of people that came from Latin America to Portugal, we can see that Argentina is one of the Latin American countries that has the most residents in Portugal.

Anos	População residente total		Residentes nascidos no estrangeiro						
			Total			Residentes nascidos em Portugal			
	N	Var. anual em %		% do total	Var. anual em %	N	% do total	% do nascidos no estrangeiro	Var. anual em %
2020	e 45,195,777	0.9	e 2,281,728	5.0	3.1	e 5,008	0.0	0.2	-0.8
2019	e 44,780,677	1.2	e 2,212,879	5.0	2.2	e 5,047	0.0	0.2	-1.9
2017	e 44,271,041	2.8	e 2,164,524	4.9	3.8	e 5,147	0.0	0.2	3.8
2015	e 43,075,416	7.4	e 2,086,301	4.8	15.5	e 4,961	0.0	0.2	-26.9
2010	40,117,096	3.2	1,805,957	4.5	7.9	6,785	0.0	0.4	1.7
2005	e 38,892,924	7.3	e 1,674,163	4.3	9.3	e 6,674	0.0	0.4	-28.5
2001	36,260,130	-1.7	1,531,940	4.2	-0.5	9,340	0.0	0.6	3.2
2000	e 36,870,796	13.0	e 1,540,219	4.2	-4.7	e 9,046	0.0	0.6	-31.9
1991	32,615,528	16.7	1,615,473	5.0	-15.1	13,285	0.0	0.8	-36.0
1981	27,949,480	..	1,903,159	6.8	..	20,740	0.1	1.1	..

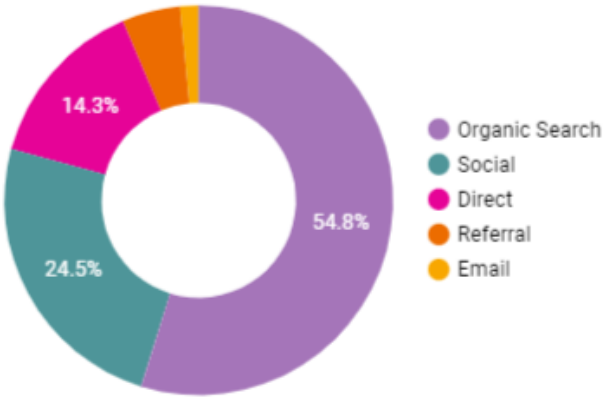
[..] Dados não disponíveis, valores não significativos, não aplicável; [e] Por estimativa

Última atualização: 23/11/2022

Font: http://observatorioemigracao.pt/np4/paises.html?id=11

TRAFFIC SOURCES

Although Amiga Viajera is primarily known for her Instagram account, its main source of traffic to her site nowadays comes from organic search.



Top Sources of Organic Traffic

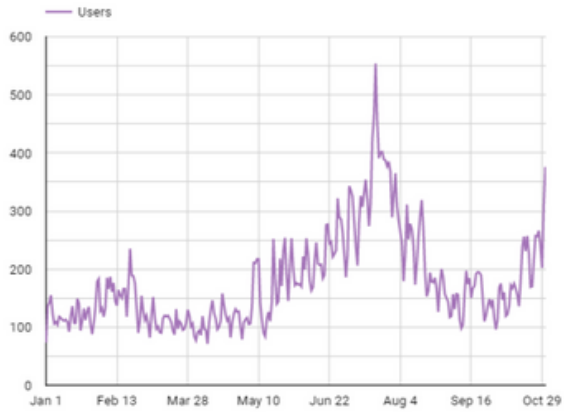
	Source	Users
1.	google	42,122
2.	bing	563
3.	baidu	159
4.	duckduckgo	81
5.	yahoo	67
6.	ecosia.org	41
7.	qwant.com	3

Organic search accounts for **54.8%** of the traffic.

The vast majority of organic traffic (**98.02%**) comes from Google Search, while the rest is split among different search engines.

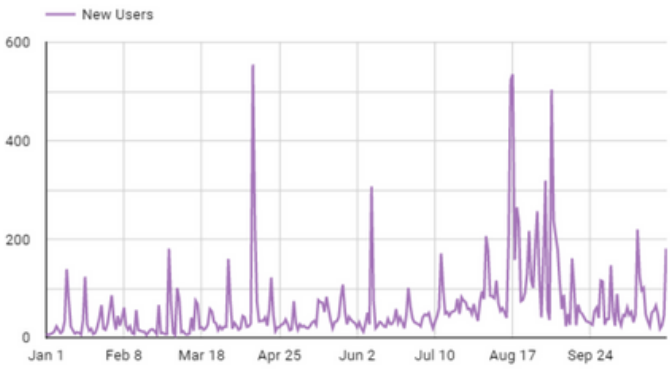
The growth in Organic Search traffic correlates with the implementation of an SEO strategy and the acceleration of publishing frequency in July.

Evolution of Organic Traffic



The second most important source of traffic for this blog is Social Media. This comes as no surprise since Amiga Viajera is a very popular influencer in her niche and has over 70,000 followers on Instagram.

Evolution of Social Media Traffic

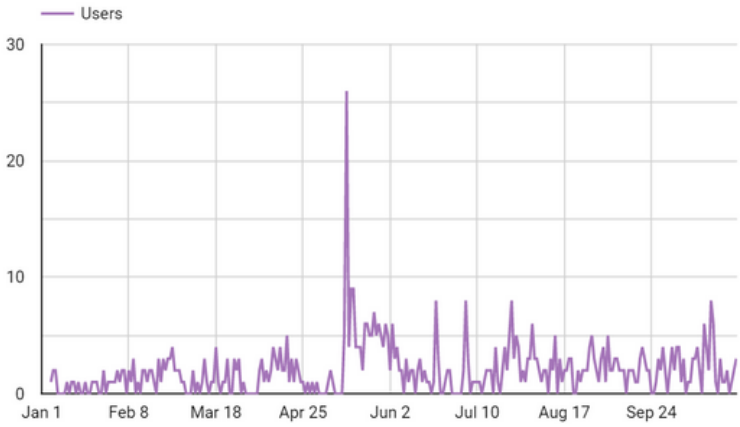


Top Sources of Social Traffic

	Social Network	Users
1.	Instagram	11,130
2.	Facebook	4,531
3.	Instagram Stories	3,665
4.	YouTube	462
5.	Twitter	193
6.	reddit	45
7.	LinkedIn	5
8.	Blogger	1

After Instagram, the second most important social network in terms of traffic is Facebook. This is likely due to the articles being shared in several Facebook groups about moving to Portugal.

Evolution of Youtube Traffic



Finally, Youtube is another social media platform that stands out as a source of traffic. Though it pales in comparison to other Social Media platforms where Amiga Viajera is more established (like Instagram and Facebook), we can see that it is a source of recurrent traffic that has been growing in the past months.

Regarding Direct and Referral traffic, we find that there is a potential attribution problem.

Top Sources of Referral Traffic

	Full Referrer	Users
1.	amigaviajera.ipzmarketing.com/	2,013
2.	linktr.ee/	1,192
3.	holaportugal.pt/	268
4.	l.wl.co/	115
5.	amigaviajera.mx-router-i.com/	46
6.	es.search.yahoo.com/	34
7.	ar.search.yahoo.com/	29
8.	mail.google.com/	14
9.	expat.com/	12
10.	co.search.yahoo.com/	9

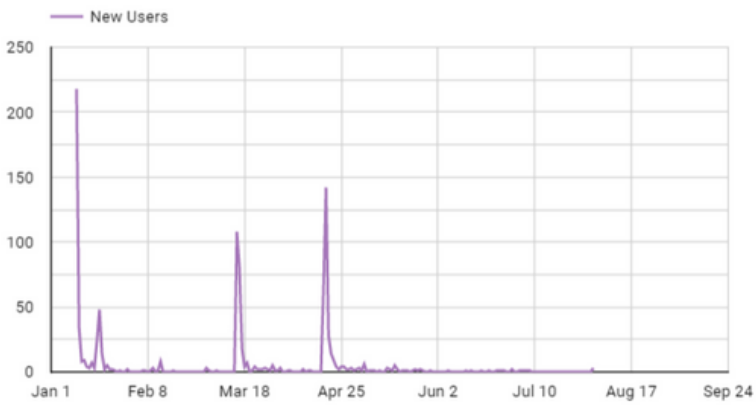
If we take a look at the most salient sources of referral traffic, we find that the most important one is actually the Email Marketing platform used to promote the business, and the second one is LinkTree.

This means that there is an attribution problem since this traffic should be categorized as “Email” and “Social Media”. This could cause problems when trying to identify which channels perform best and where to allocate more marketing budget.

So, to solve this and get more accurate data, we recommend the use of UTM tags when sharing links to the site on marketing campaigns.

Regarding Email Traffic, we can see that it appears in spikes (when an email was sent) up to May. This may be due to the change in email marketing platforms. Before, Amiga Viajera used Mailchimp, which Google Analytics automatically recognizes as a source of email marketing traffic. The new platform, however, requires tagging to be recognized as such.

Evolution of Email Traffic



Channel Comparison Year vs.Year

As metrics in isolation are not enough to make conclusions, we decided to compare the previous metrics by channel in 2021 vs. 2022 to get more context.

Google Analytics did not record any information from September 6 up to the end of October 2021. As we do not have any information for this period, we are considering the comparable period from January 1 to September 5, 2021 and 2022.

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	77.14% 60,825 vs 34,338	84.93% 92,136 vs 49,822	0.44% 72.82% vs 72.50%	7.06% 1.71 vs 1.59	13.27% 00:02:00 vs 00:02:18
1. Organic Search					
Jan 1, 2022 - Sep 5, 2022	35,780 (56.02%)	50,595 (54.91%)	75.74%	1.57	00:02:03
Jan 1, 2021 - Sep 5, 2021	23,288 (66.57%)	32,904 (66.04%)	72.53%	1.57	00:02:23
% Change	53.64%	53.77%	4.43%	0.38%	-14.25%
2. Social					
Jan 1, 2022 - Sep 5, 2022	15,173 (23.76%)	21,079 (22.88%)	63.79%	2.10	00:02:02
Jan 1, 2021 - Sep 5, 2021	6,024 (17.22%)	7,991 (16.04%)	68.00%	1.83	00:02:32
% Change	151.88%	163.78%	-6.20%	14.84%	-19.58%

Overall, we can see significant growth in the number of users that goes from 23.288 in 2021 to 35.780 in 2022. This is 53.64% more than in the previous year.

Analyzing the Organic Search and Social channels, we can say that, in both of them, the number of visits increased by 12.492 and 9.149 respectively. And in comparison to the previous year, the Social channel is improving much more with a growth of 151,88%.

As regards Bounce Rate, in Organic Search we see an increase of 4,43% in Bounce Rate and in the Social Channel we noticed a decrease of 6,20% in this metric.

We can consider, on average, that the website has a rather stable Bounce Rate, with a slight increase which means that the quality of user interaction with the page is 0,44% less than 2021.

We have more users, but more Bounce Rate on Organic Search and a little improvement in the quality of traffic coming from the Social channel.

3. Direct					
Jan 1, 2022 - Sep 5, 2022	8,864 (13.88%)	14,559 (15.80%)	77.60%	1.55	00:01:47
Jan 1, 2021 - Sep 5, 2021	5,300 (15.15%)	8,420 (16.90%)	77.59%	1.47	00:01:47
% Change	67.25%	72.91%	0.02%	5.93%	0.57%
4. Referral					
Jan 1, 2022 - Sep 5, 2022	2,832 (4.43%)	3,815 (4.14%)	61.73%	2.07	00:02:14
Jan 1, 2021 - Sep 5, 2021	368 (1.05%)	505 (1.01%)	56.83%	1.95	00:02:34
% Change	669.57%	655.45%	8.62%	6.37%	-12.97%
5. Email					
Jan 1, 2022 - Sep 5, 2022	1,219 (1.91%)	2,088 (2.27%)	79.93%	1.45	00:01:40
Jan 1, 2021 - Sep 5, 2021	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%

Channel Comparison Year vs.Year

For the Direct, Referral and Email channels we can see a good improvement in the number of users. Last year, the contribution of the Referral and Email channels to the total traffic was very little to non-existent. This year, these channels have become important enough to be analyzed and to keep working on them.

For the Referral channel, the quality of user interaction was less than the previous year with a 61,73% in 2022 and for the Direct channel, the Bounce Rate was almost the same as the previous year.

For the Email channel, we can say that the 2022 Bounce Rate is a bit higher than the average of the site with 75,66%. To reach this number, we took into account the Bounce Rate for the medium Email and the referral source amigaviajera.ipzmarketing.com, the new email marketing platform. However, we can see a great improvement in this regard, with the Bounce Rate of October 2021 being an average 66.87% and reaching an all-time low of 40% on some days.

Finally, as this website is a blog, it is important to consider if the content of the website is engaging the people that visit it. That is why it is a good idea to complement Average Session Duration and Bounce Rate and use them together to analyze the engagement of the blog.

In the comparison, we can see that people have an Average Session Duration that is 13,27% less than the previous year, with 2 minutes on average for both channels.

Bounce Rate	% Δ	Avg. Session Durat...	% Δ
72.82%	0.4%	00:02:00	-13.3%

So, in other words we can say that 72,8% of the people are visiting only one page of the website and are not having more interactions with the blog. And, on average, people are staying on the page only for 2 minutes, which may not be enough time to watch all the content that you have on a single page. It is likely that users just scan the page for the information they need, but it would be important to make sure that all the CTAs are placed strategically next to this information, since users are probably not reading the content until the end.

With this analysis we can say that it is crucial to lower the Bounce Rate which can be done with more engaging content, a good internal linking strategy and catchy CTAs. This, in turn, will help improve the Average Session Duration since people will stay longer on the site. However, an important aspect to consider is that Bounce Rate is naturally high on blogs since users usually just want to read the content they are looking for and leave. In this regard, we believe that the blog is reaching its objective, but there is still some room for improvement in terms of bounced sessions.

Benchmarking by Channel

With the Year vs Year analysis, we have good conclusions that we can consider, but without comparing with the competitors, this analysis is incomplete.

With benchmarking we can study the behavior of websites that are like Amiga Viajera's blog, and we can have better conclusions for the problems that the website has in comparison with its competitors.

Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	52.00% 92,136 vs 191,944	7.33% 65.19% vs 70.34%	55.52% 60,063 vs 135,021	20.59% 1.71 vs 2.15	19.80% 00:02:00 vs 00:01:40	17.11% 72.82% vs 62.18%
1. Social	144.45% 21,079 vs 8,623	-1.58% 69.23% vs 70.35%	140.59% 14,594 vs 6,066	14.51% 2.10 vs 1.83	99.53% 00:02:02 vs 00:01:01	-5.75% 63.79% vs 67.68%
2. Organic Search	-54.82% 50,595 vs 111,986	-5.95% 68.13% vs 72.44%	-57.51% 34,470 vs 81,120	-23.19% 1.57 vs 2.05	25.06% 00:02:03 vs 00:01:38	20.12% 75.74% vs 63.06%
3. Direct	-65.84% 14,559 vs 42,626	-17.23% 59.84% vs 72.30%	-71.73% 8,712 vs 30,817	-30.86% 1.55 vs 2.24	4.65% 00:01:47 vs 00:01:42	21.89% 77.60% vs 63.66%
4. Referral	-73.38% 3,815 vs 14,332	-29.75% 33.89% vs 48.25%	-81.30% 1,293 vs 6,915	-27.86% 2.07 vs 2.87	-16.45% 00:02:14 vs 00:02:41	17.04% 61.73% vs 52.74%
5. Email	-78.63% 2,088 vs 9,772	-2.21% 47.61% vs 48.68%	-79.10% 994 vs 4,757	-39.42% 1.45 vs 2.39	-13.26% 00:01:40 vs 00:01:55	53.10% 79.93% vs 52.21%
6. (Other)	-100.00% 0 vs 11,013	-100.00% 0.00% vs 71.51%	-100.00% 0 vs 7,875	-100.00% 0.00 vs 1.85	-100.00% 00:00:00 vs 00:01:13	-100.00% 0.00% vs 62.45%
7. Display	-100.00% 0 vs 17,318	-100.00% 0.00% vs 70.94%	-100.00% 0 vs 12,285	-100.00% 0.00 vs 1.65	-100.00% 00:00:00 vs 00:00:36	-100.00% 0.00% vs 63.67%
8. Other Advertising	-100.00% 0 vs 5,168	-100.00% 0.00% vs 77.71%	-100.00% 0 vs 4,016	-100.00% 0.00 vs 1.41	-100.00% 00:00:00 vs 00:00:43	-100.00% 0.00% vs 80.44%
9. Paid Search	-100.00% 0 vs 33,160	-100.00% 0.00% vs 73.55%	-100.00% 0 vs 24,390	-100.00% 0.00 vs 2.23	-100.00% 00:00:00 vs 00:01:15	-100.00% 0.00% vs 57.23%

With this graphic we can say that in comparison with the market, we have a good performance on the Social Channel, but in all the rest of the channels, the Amiga Viajera's website is lagging behind.

Nowadays, the website does not have Display, Other Advertising and Paid Search channels. It would be important to consider developing a strategy to gain Paid Traffic for the future. However, since Amiga Viajera is not investing in those channels for the time being, we will be focusing on the Social, Organic Search, Direct, Referral and Email channels.

Default Channel Grouping	Acquisition		
	Sessions	% New Sessions	New Users
	52.00% 92,136 vs 191,944	7.33% 65.19% vs 70.34%	55.52% 60,063 vs 135,021
1. Social	144.45% 21,079 vs 8,623	-1.58% 69.23% vs 70.35%	140.59% 14,594 vs 6,066
2. Organic Search	-54.82% 50,595 vs 111,986	-5.95% 68.13% vs 72.44%	-57.51% 34,470 vs 81,120
3. Direct	-65.84% 14,559 vs 42,626	-17.23% 59.84% vs 72.30%	-71.73% 8,712 vs 30,817
4. Referral	-73.38% 3,815 vs 14,332	-29.75% 33.89% vs 48.25%	-81.30% 1,293 vs 6,915
5. Email	-78.63% 2,088 vs 9,772	-2.21% 47.61% vs 48.68%	-79.10% 994 vs 4,757

Benchmarking by Channel

For the number of sessions, we have a good performance on the Social channel with 144,45% more than the market. However, on the Organic Search, Direct, Referral and Email channels the site does not perform as well as its competitors, this is particularly so for Direct, Referral and Email, which are the channels with the least number Sessions in comparison with the market.

About the users, the analysis is similar to the sessions, we have a good performance on Social channel, but the competition is doing better on the Organic Search, Direct, Referral and Email channels.

For new sessions we can say that in all channels we have less performance than the competitors. And we need to pay attention on the Referral channel that is the one with worst performance.

For Average Session Duration and Bounce Rate, we can say that on Social channel we have a good performance in both measures in compare with the competitors.

Also, we have worse results than the competitors on the quality of user interactions with the website on Organic Search, Direct, Referral and Email channels, but the people on Social, Organic Search, and Direct have more average session duration that the competitors. So, for these channels, the users are engaging more with the content of the page on Amiga Viajera's website than the competitor's websites.

Default Channel Grouping	Behavior		
	Pages / Session	Avg. Session Duration	Bounce Rate
	20.59% ↓ 1.71 vs 2.15	19.80% ↑ 00:02:00 vs 00:01:40	17.11% ↑ 72.82% vs 62.18%
1. Social	14.51% ↑ 2.10 vs 1.83	99.53% ↑ 00:02:02 vs 00:01:01	-5.75% ↓ 63.79% vs 67.68%
2. Organic Search	-23.19% ↓ 1.57 vs 2.05	25.06% ↑ 00:02:03 vs 00:01:38	20.12% ↑ 75.74% vs 63.06%
3. Direct	-30.86% ↓ 1.55 vs 2.24	4.65% ↑ 00:01:47 vs 00:01:42	21.89% ↑ 77.60% vs 63.66%
4. Referral	-27.86% ↓ 2.07 vs 2.87	-16.45% ↓ 00:02:14 vs 00:02:41	17.04% ↑ 61.73% vs 52.74%
5. Email	-39.42% ↓ 1.45 vs 2.39	-13.26% ↓ 00:01:40 vs 00:01:55	53.10% ↑ 79.93% vs 52.21%

To improve these results, we recommend:

- Investing in backlinks to improve the quantity of Referral traffic. This can also help with SEO and, in turn, grow Organic Search traffic as well.
- Improving the branding of the site to get more relevant Direct traffic.
- Growing the email list to have more contacts who read the emails Amiga Viajera sends. It would be also be important to check the CTR of the email campaigns to make sure that people are actually reading the emails and then clicking on the CTAs to get to the website.

Channel Analysis Conclusions

So, in terms of channels, we can see an improvement in the number of total users in comparison with 2021.

The Bounce Rate on average is not improving too much, and the Average Session Duration is less than in the last year.

It is important to have a good design, structure, and incentives on the different blog pages with tools and events that can help the people to engage with the website. In this way, the website will be able to improve the Average Session Duration and the Bounce Rate.

Regarding the Benchmarking, we can say that we are having a good performance on the Social channel, but it is important to pay attention to all the other channels, because they bring fewer users than for the competition and the quality of the journey in these channels is below the standard of the market.

BEHAVIOUR

What Pages Were Visited?

In 2022 (January-October), the blog had a total of 194.435 pageviews, which on average corresponds to 19.443 pageviews monthly.

We can notice also a very high bounce rate (72.88%).

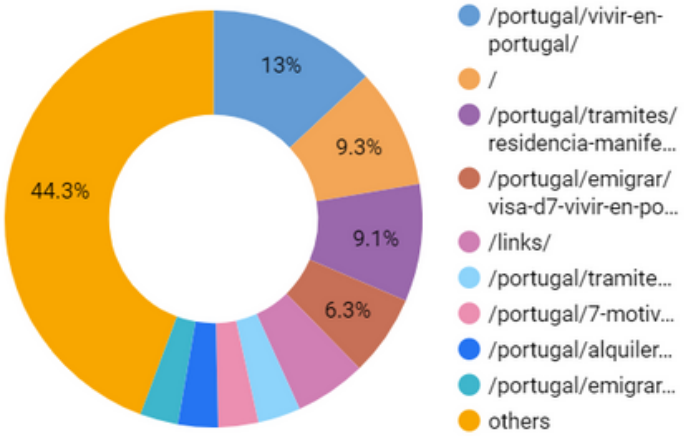
The traffic to the site is well distributed among several pages. This is to say that there is not one single page that drives the vast majority of the traffic and upon which the site relies. This is important since, as the main source of traffic is Google, an algorithm update could negatively affect the most important pages and drive down the traffic to the site.

As we can see, the most visited page counts only for 13.06% of the traffic, while the top 5 pages make up for 43.3% of the total traffic.

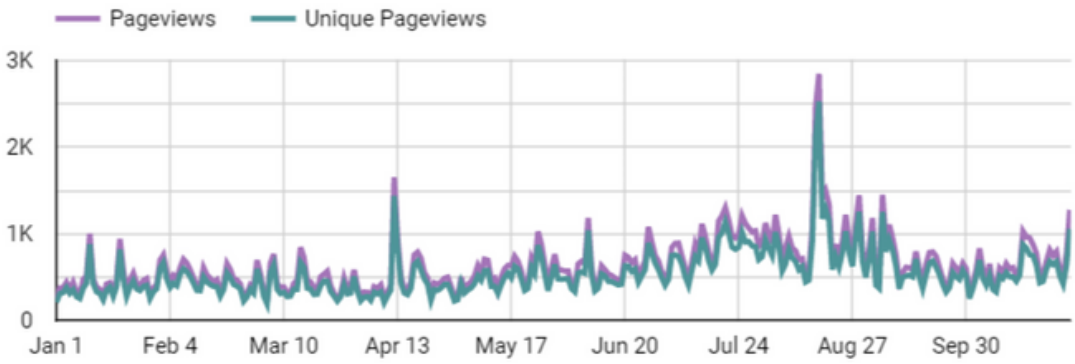
Top 5 Pages By Title

1. "Vivir en Portugal Sin Ciudadanía Europea"
2. Homepage "Todo Sobre Vivir, Viajar Y Emprender en Portugal"
3. "Residencia Por Manifestación de Interés en Portugal"
4. "Visa D7 Para Vivir en Portugal Con Ingresos Propios"
5. "Hola! Soy Eve. Aquí Podrás Encontrar Recursos Y Descuentos!"

Which page is the most popular?



	Page	Pageviews
1.	/portugal/vivir-en-portu...	25,331
2.	/	18,050
3.	/portugal/tramites/resi...	17,686
4.	/portugal/emigrar/visa-...	12,235
5.	/links/	10,770
6.	/portugal/tramites/co...	6,435
7.	/portugal/7-motivos-pa...	6,030
8.	/portugal/alquileres/al...	5,999
9.	/portugal/emigrar/mejo...	5,734
10.	/portugal/emigrar/cuan...	5,059



Pageviews
194,435

Bounce Rate
72.88%

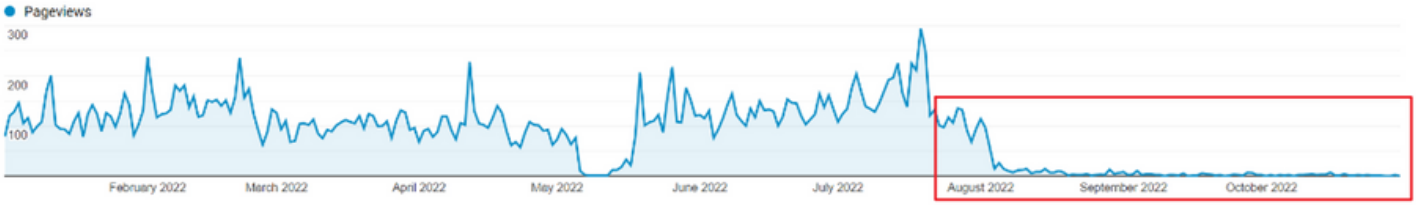
What Pages Were Visited?

Actually, the page with the most traffic is down at the time of writing (and it seems that it has not been working since the beginning of August), but the traffic to the site has stayed rather stable.

If we study the traffic for this page/article in particular "Vivir en Portugal sin ciudadanía europea", we find that it was performing great until August, when the traffic to the page suddenly dropped and became almost flat.

We recommend taking a close look at this issue since a lot of high-intent traffic is being lost. As an immediate action, we recommend setting a 404 redirect to another page that could match the users' intent. Then, we recommend uploading updated content to this URL.

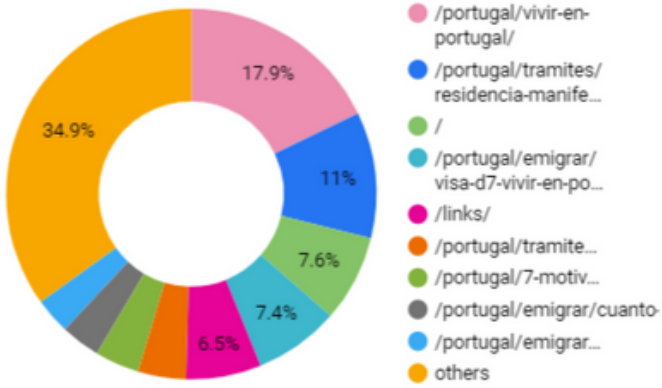
With these measures, the article could regain some of the lost traffic and help the site grow rather than just stay stable.



Traffic to "Vivir en Portugal sin ciudadanía europea"

Which Are The Main Entrance Pages?

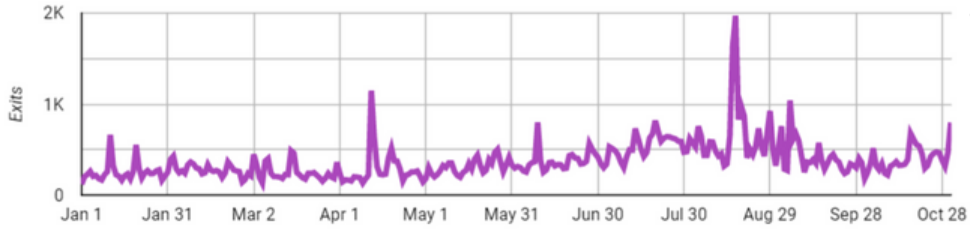
If we take a look at the entrance pages, we can notice that the top 5 are the same as in the top 5 with the most pageviews that we saw before.



	Page	Entrances
1.	/portugal/vivir-en-portu...	20,395
2.	/portugal/tramites/resi...	12,525
3.	/	8,699
4.	/portugal/emigrar/visa-...	8,505
5.	/links/	7,475
6.	/portugal/tramites/co...	4,789
7.	/portugal/7-motivos-pa...	4,435
8.	/portugal/emigrar/cuan...	3,916
9.	/portugal/emigrar/mejo...	3,585
10.	/portugal/alquileres/al...	3,049

Which Are The Main Exit Pages?

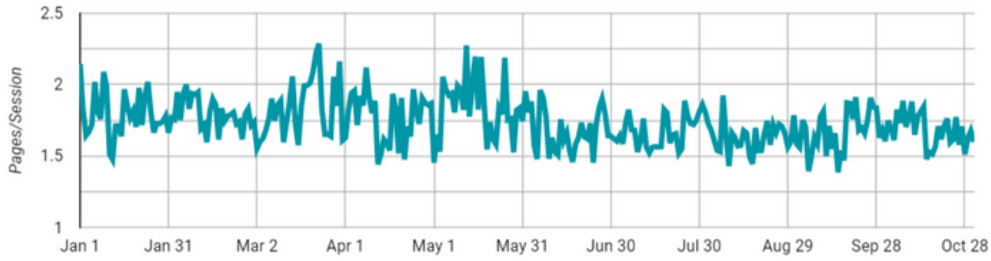
And regarding the Exit pages, we can notice the same behavior, they are more or less the same pages that are in the top 5 with more pageviews and that are the main entrance pages too. Which looking into the numbers of Pages Per Session, in average gives us 1.70 pages (January--October). In other words, the user is entering and exiting on the same page, only seeing one page of the blog in average.



% Exit
58.78%

	Page Title	Exits	Exits (%)
1.	Vivir en Portugal sin ciudadanía europea - Amiga Viajera	18,424	16.13%
2.	Residencia por manifestación de interés en Portugal - Amiga Viajera	16,344	14.31%
3.	Visa D7 para vivir en Portugal con ingresos propios	9,403	8.23%
4.	INICIO - Amiga Viajera	5,499	4.82%
5.	Cómo obtener la licencia de conducir portuguesa por canje - Amiga Viajera	5,380	4.71%
6.	7 motivos para emigrar a Portugal - Amiga Viajera - Blog de Viajes	4,340	3.8%
7.	links - Amiga Viajera	4,322	3.78%
8.	Mejores ciudades para vivir en Portugal - Amiga Viajera	4,168	3.65%
9.	Alquileres en Portugal ¿Dónde buscar? - Amiga Viajera	3,975	3.48%
10.	Cuánto dinero necesito para emigrar a Portugal - Amiga Viajera	3,875	3.39%

If we take a look at the average pages per session by month, we can see that it's more or less the same every month, reaching almost 2 pages per session in some months.



Pages / Session
1.7

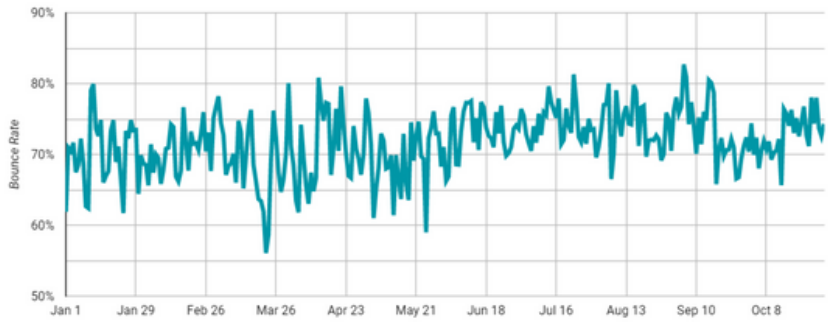
Engagement

As we mentioned before, we have a high Bounce Rate (January-October) with an average of 72.88%. When we analyze it by month, this metric does not change much. In spite of the high rate, taking into consideration that we are talking about a blog, it's quite normal to have this percentage. According to Renelon (2022), the average Bounce Rate for blogs in 2022 is between 70% and 90%.

	Page Title	Pageviews	Avg. Time on Page	Bounce Rate
1.	Vivir en Portugal sin ciudadanía europea - Amiga Viajera	24,780	00:05:01	77.95%
2.	Residencia por manifestación de interés en Portugal - Amiga Viajera	21,859	00:06:24	81.29%
3.	INICIO - Amiga Viajera	18,570	00:01:05	35.22%
4.	Visa D7 para vivir en Portugal con ingresos propios	12,338	00:05:40	84.56%
5.	links - Amiga Viajera	10,915	00:01:08	35.88%
6.	Cómo obtener la licencia de conducir portuguesa por canje - Amiga Viajera	6,767	00:05:32	86.98%
7.	Alquileres en Portugal ¿Dónde buscar? - Amiga Viajera	6,049	00:04:36	81.18%
8.	7 motivos para emigrar a Portugal - Amiga Viajera - Blog de Viajes	6,031	00:06:06	79.58%
9.	Mejores ciudades para vivir en Portugal - Amiga Viajera	5,735	00:05:24	87.82%
10.	Cuánto dinero necesito para emigrar a Portugal - Amiga Viajera	5,165	00:05:54	84.1%

Looking closely at this metric, we see that considering the top 10 pages (with higher pageviews), the pages with higher bounce rate are the ones that also have the highest average amount of time on page spent by the users. Meaning that although the page is attractive to a lot of users, maybe it can also mean that the title is not so explicit or doesn't represent well the content of the post, since the users are entering the page "attracted" to the blog post by reading the title, but leaving right after. If the header is more explicit maybe they don't even enter the page (because it's not a topic of interest) and that will consequently reduce the Bounce Rate.

Based on this we recommend taking a closer look at the header of the blog posts so it can be as explicit as possible according to the content of the blog post.



Bounce Rate
72.88%

Having in consideration the previous metrics and the structure of the pages of the blog, we see that we the users are not sure of 'what to do next', meaning that it's not clear the path that the users should take after they see the blog post for example. We recommend based on this, to improve the User experience at this level, adding for example a call to action or suggestions of other blog posts to read (with a "sneak peak") in the end of each blog post, so this way the user can perceive easily 'what is the next step' and convert easily.

LEAD GENERATION

To get leads, Amiga Viajera offers a guide with information about Portugal's immigration system in exchange for people's emails.

To measure the success of this campaign, we took into account the number of visits to the thank you page that people see when they leave their email addresses.

As there was a change in the middle of the year in the name of the thank you page, we have two of them: "confirmacion-de-suscripcion" and "gracias-por-suscribirte".

Between January 1 and May 30, when "confirmacion-de-suscripcion" was live, this page got a total of 899 pageviews, which means that there were 892 new subscribers to her email list.

Then, between August 15 and October 31, when "confirmacion-de-suscripcion" replaced the previous thank you page, this new page received 2.051 unique pageviews.

Between these two periods, the form that collected email addresses was down.

The spike in email subscriptions we can see in August is due to two main reasons. The first one is that a revamped version of the free guide with emmigration tips was released.

The second one is that there were openings in a wating list to join "Wiki Portugal" before its release. The combination of these two lead generation strategies yielded excellent results.

CONVERSIONS

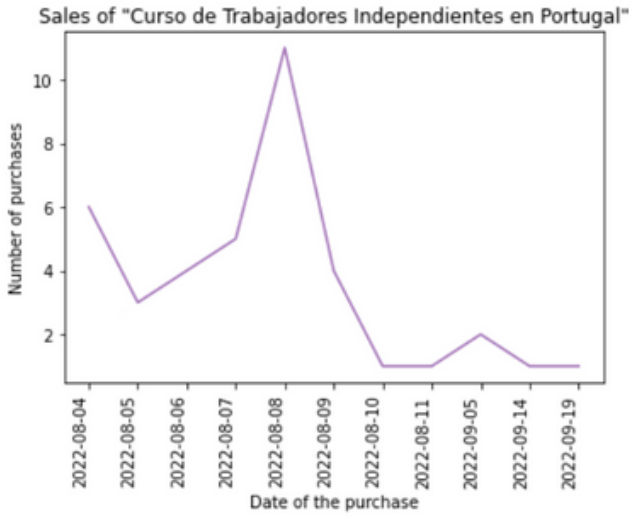
The site doesn't have goal tracking set up, nor does it have a thank you page for those who completed a purchase. This makes it hard to keep track accurately of how many people bought one of the products.

One of our recommendations is to set up goal tracking in order to have a more accurate view of how people buy on the page and be able to implement Conversion Rate Optimization strategies on the site.

However, we could access the sales information of two of the main products sold on Amiga Viajera: "Curso de Trabajadores Independientes en Portugal" and "Wiki Portugal".

In the case of the former, this information was downloaded from Hotmart, the platform where the course is hosted. For the latter, the information was recorded manually as sales were made.

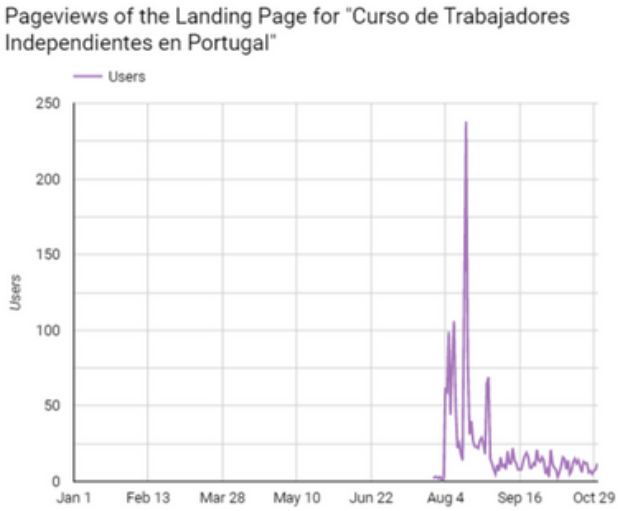
Using Python to analyze the information, we got the following graphic regarding sales dates for the **"Curso de Trabajadores Independientes en Portugal"**:



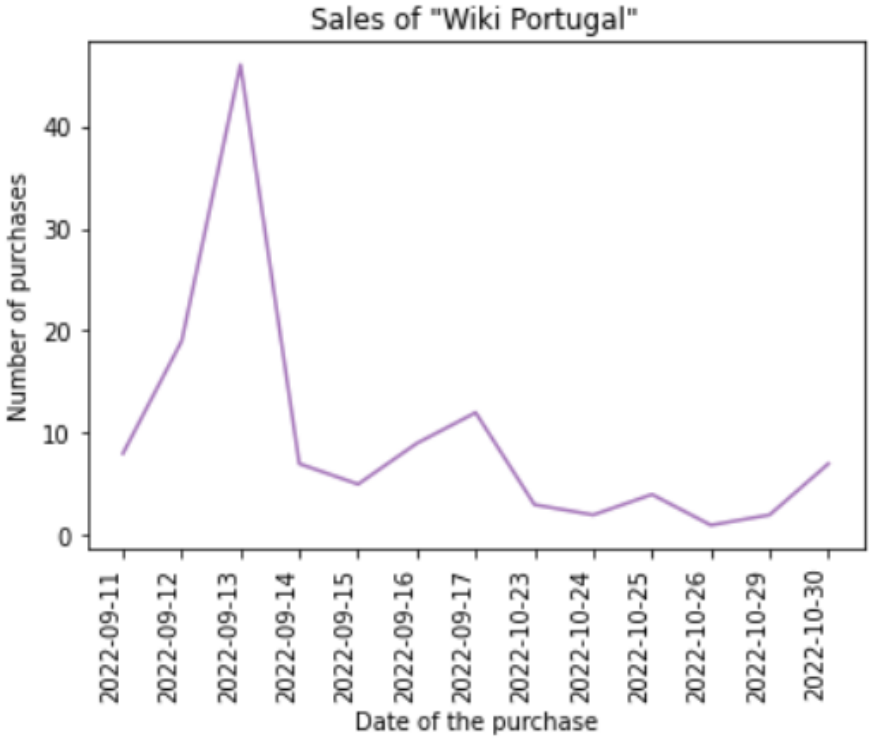
Here we can see that this course was particularly successful from August 4th to August 9th, when course was launched at a reduced price. From then, there were some sporadic sales, with no purchases being recorded between September 19 and October 31.

This correlated with the high number of pageviews that the landing page for this course got during August and the first days of September.

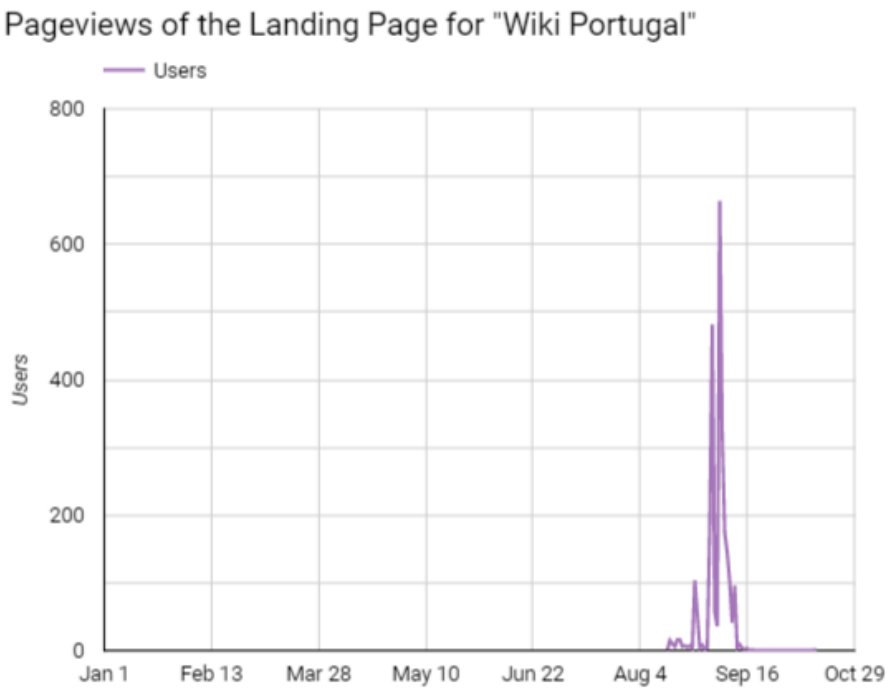
Out of the 2430 visits, there were only 33 purchases, which translates into a conversion rate of 1.35%. This is below the industry standard for digital products of 2%-5%, according to Digital Marketing Institute.



In the case of sales for **Wiki Portugal**, there was a total of 117 purchases recorded during the analyzed period, out of 3086 pageviews.



This means that the conversion rate was 3.79%. This number is certainly higher than for the previous product, and within the average for digital products.



However, there is certainly room for improvement in both cases, so we suggest carrying out Conversion Rate Optimization on these landing pages. For this, setting up tools that allow seeing in more detail how users interact with the site can be useful, such as Hotjar or Clarity.

Analytics Framework

to be obtained by the end of 2023

Business goals | Strategic goals | KPI's | Target Values | Segments

Business Goal	Strategic Goal	KPI	Target Value	Segment
Improve Brand Loyalty	• Increase newsletter frequency • Implement an internal linking strategy to encourage users to stay on the site	• Returning Visitors • Bounce Rate • Time on Page	30.000 50% 3:30	Total visits
Maximize Revenue	• Improve CTAs throughout the site • Increment number of email subscriptions	• Conversion Rate	4.00%	Total visits
Increase Brand Awareness	• Create shareable content • Improve SEO - keywords	• Impressions • CTR • Unique Users	1 million 3% 80.000	Total visits
Diversify Revenue Streams	• Promote content in communities • Invest in paid ads • Improve email CTR • Invest in backlinks	• Social media sessions • Paid sessions • Email sessions • Referral sessions	40.000 10.000 5.000 10.000	Non-organic search traffic

RECOMMENDATIONS

Based on our analysis and the problems mentioned in resume these are our recommendations for 'Amiga Viajeira' Blog:

Payment Method

The courses and guides, have only one option of payment “Comprar com GPay”; Regarding this situation we recommend to give more payment options to the clients.

Newsletter

When subscribing to the newsletter to sign for the free Ebook, by computer, we get a button in the email body that does not show any result. We recommend to take a closer look at this situation and fix the issue.

Use of UTM tags

There is an attribution problem since the traffic that comes from amigaviajera.ipzmarketing.com (the Email Marketing platform used to promote the business) and Linktree are categorized as Referral, but should be categorized as “Email” and “Social Media”. This could cause problems when trying to identify which channels perform best and where to allocate more marketing budget. So, to solve this and get more accurate data, we recommend the use of UTM tags when sharing links to the site on marketing campaigns.

Lower the Bounce Rate

It is crucial to lower the Bounce Rate which can be done with more engaging content, a good internal linking strategy and catchy CTAs. This, in turn, will help improve the Average Session Duration since people will stay longer on the site. However, an important aspect to consider is that Bounce Rate is naturally high on blogs since users usually just want to read the content they are looking for and leave. In this regard, we believe that the blog is reaching its objective, but there is still some room for improvement in terms of bounced sessions.

RECOMMENDATIONS

Organic Search, Referral, Direct and Email traffic

Organic Search, Referral, Direct and Email traffic is lagging behind in comparison with our competitors according to our Benchmarking analysis.

As a result, we recommend:

1. Investing in backlinks to improve the quantity of Referral traffic. This can also help with SEO and, in turn, grow Organic Search traffic as well.
2. Improving the branding of the site to get more relevant Direct traffic.
3. Growing the email list to have more contacts who read the emails Amiga Viajera sends. It would be also be important to check the CTR of the email campaigns to make sure that people are actually reading the emails and then clicking on the CTAs to get to the website.

Fix the issue related to the broken link on the page

We recommend taking a close look at the issue of having a broken link in the page with the most traffic (**"Vivir en Portugal sin ciudadanía europea"**) since a lot of high-intent traffic is being lost. As an immediate action, we recommend setting a 404 redirect to another page that could match the users' intent. Then, we recommend uploading updated content to this URL.

Setup goal tracking

One of our recommendations is to set up goal tracking in order to have a more accurate view of how people buy on the page and be able to implement Conversion Rate Optimization strategies on the site.

Landing pages improvement

There is room for improvement in the landing pages of the courses, so we suggest carrying out Conversion Rate Optimization on these landing pages. For this, setting up tools that allow seeing in more detail how users interact with the site can be useful, such as Hotjar or Clarity.

BIBLIOGRAPHY

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“What Is Conversion Rate Optimization (CRO)?” Digital Marketing Institute, 1 September 2022, https://digitalmarketinginstitute.com/blog/what-is-conversion-rate-optimization-cro. Accessed 13 December 2022.

ANNEX

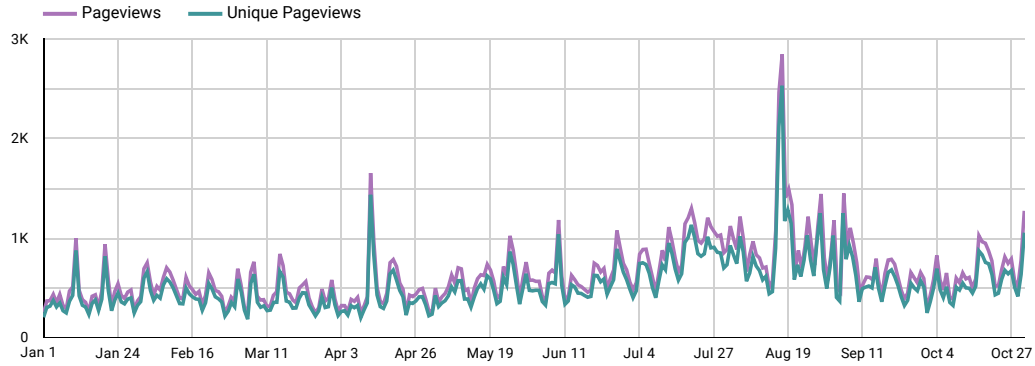
Amiga Viajera - Audience Behavior

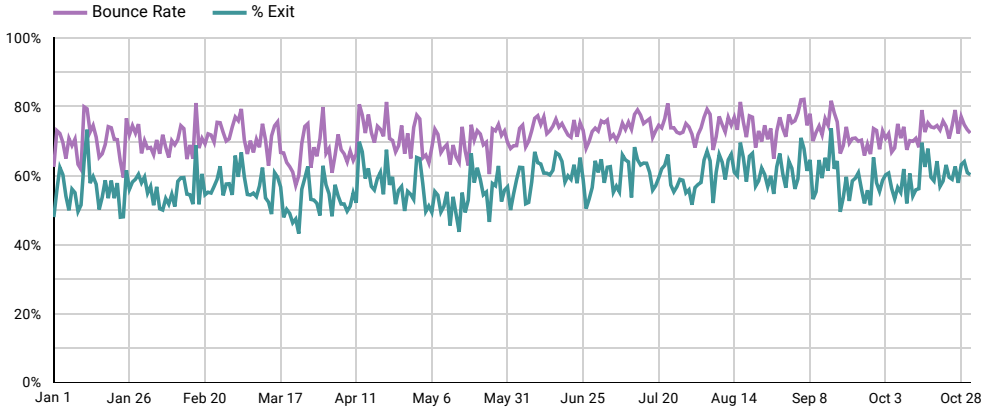
Period: Jan 1, 2022 - Oct 31, 2022

Overview of user behavior

Pageviews
194,435

Bounce Rate
72.88%





Bounce Rate
72.88%

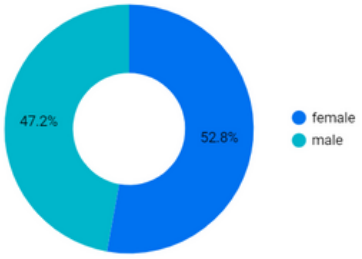
% Exit
58.78%

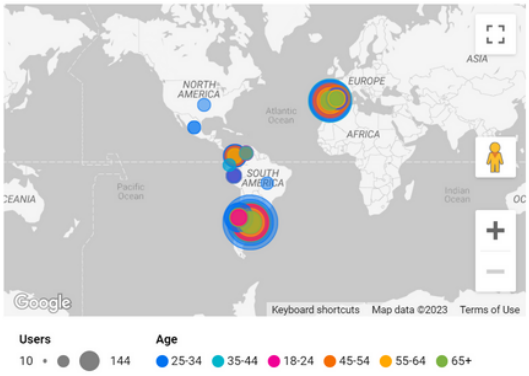
Pages / Session
1.7

Audience Demographics

Period: Nov 15, 2022 - Dez 20, 2022

	Age	Users
1.	25-34	1,130
2.	35-44	961
3.	18-24	758
4.	45-54	740
5.	55-64	471
6.	65+	277

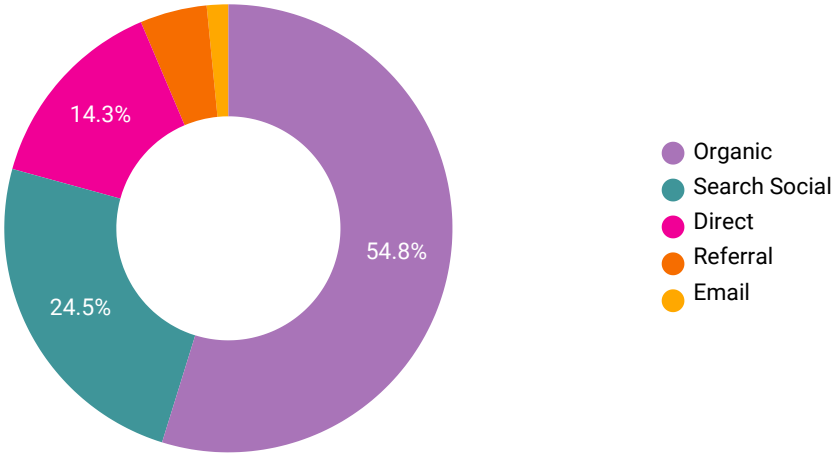




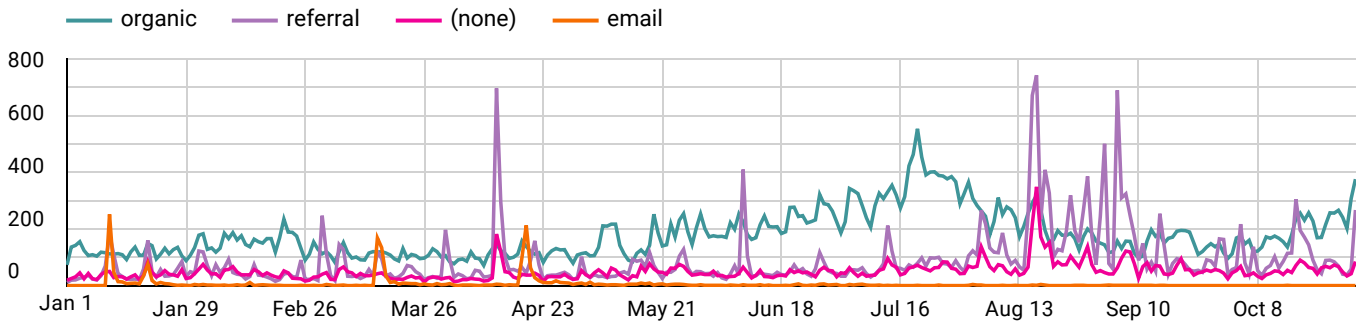
Traffic Acquisition Overview & Organic Traffic Drilldown

Period: Jan 1, 2022 - Oct 31, 2022

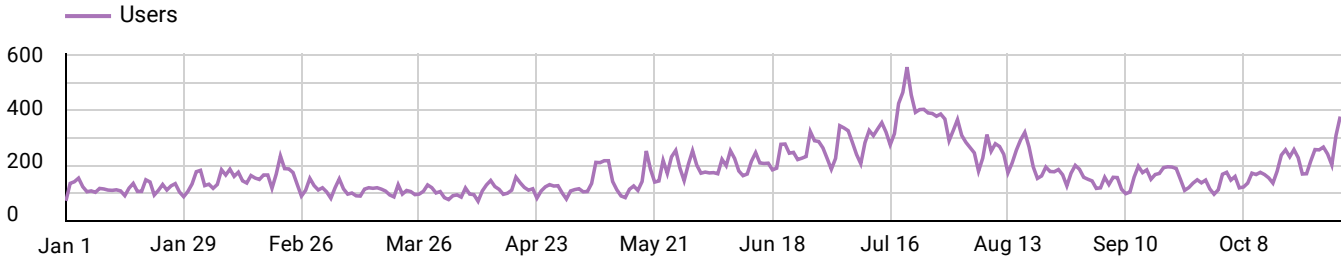
Top Acquisition Channels



Traffic Evolution By Channel



Evolution of Organic Traffic



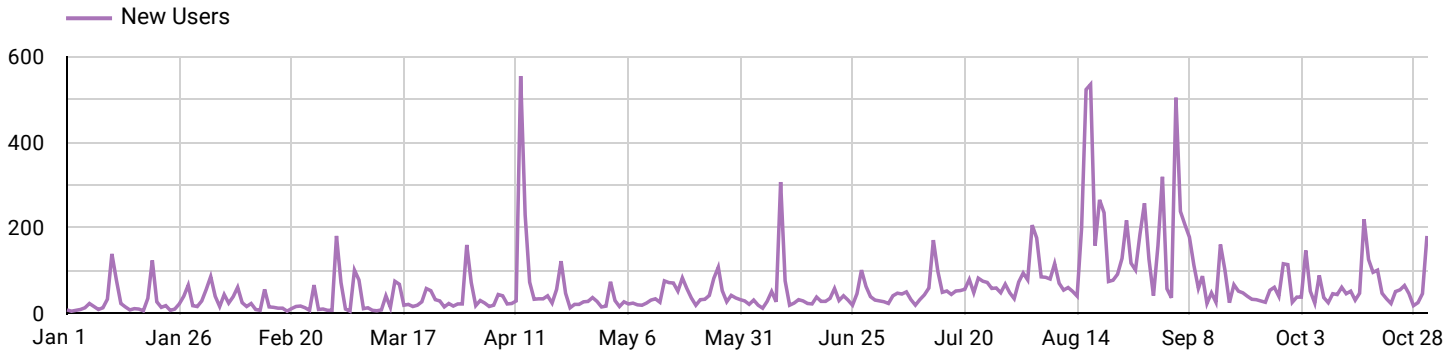
Top Sources of Organic Traffic

	Source	Users
1.	google	42,122
2.	bing	563
3.	baidu	159
4.	duckduckgo	81
5.	yahoo	67
6.	ecosia.org	41
7.	qwant.com	3

Social Media Traffic Drilldown

Period: Jan 1, 2022 - Oct 31, 2022

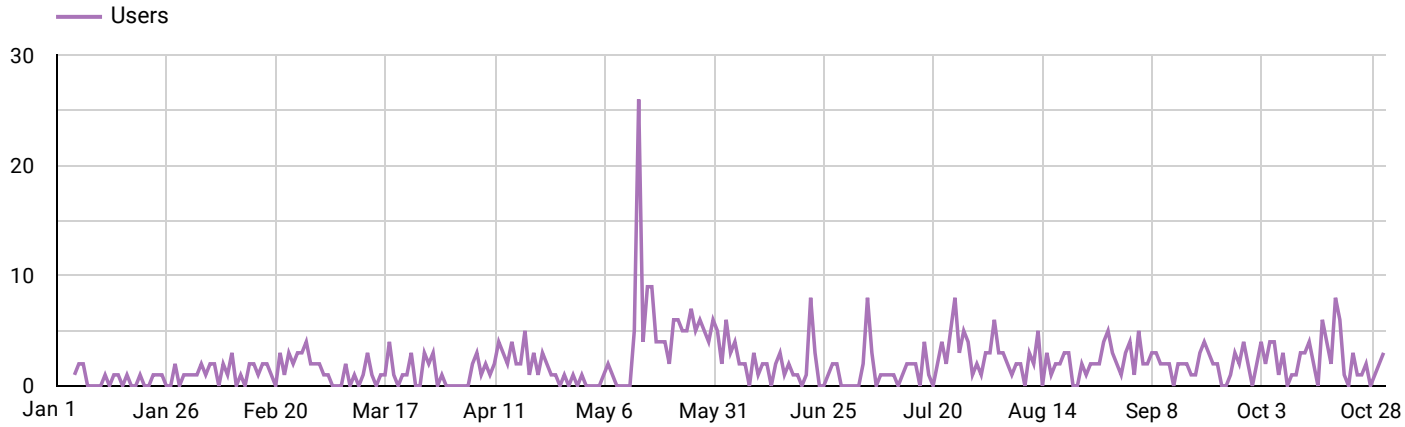
Evolution of Social Media Trafic



Top Sources of Social Trafic

	Social Network	Users
1.	Instagram	11,130
2.	Facebook	4,531
3.	Instagram Stories	3,665
4.	YouTube	462
5.	Twitter	193
6.	reddit	45
7.	LinkedIn	5
8.	Blogger	1

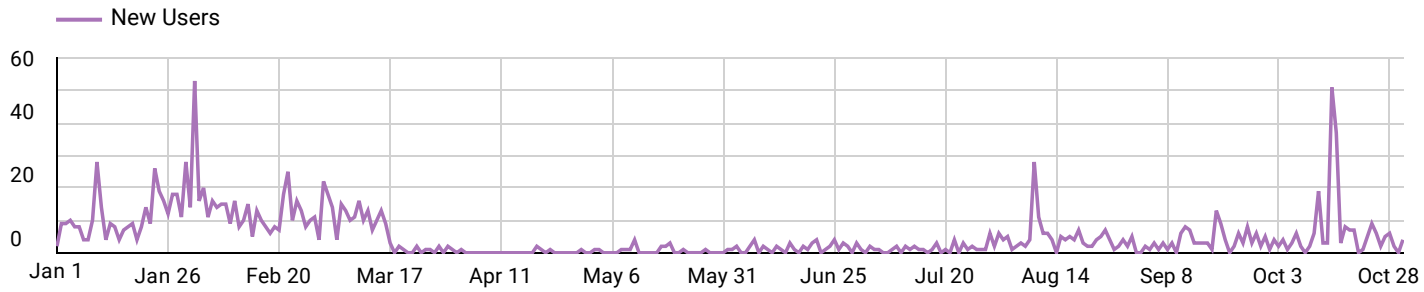
Evolution of Youtube Traffic



Email & Referral Traffic Drilldown

Period: Jan 1, 2022 - Oct 31, 2022

Evolution of Referral Traffic

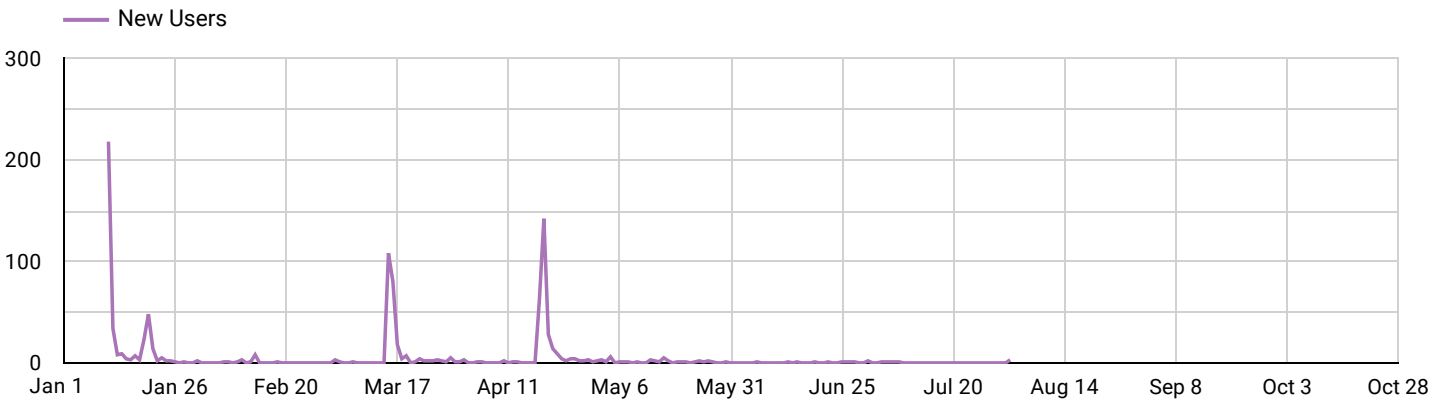


Top Sources of Referral Trafic

	Full Referrer	Users
1.	amigaviajera.ipzmarketing.com/	2,013
2.	linktr.ee/	1,192
3.	holaportugal.pt/	268
4.	l.wl.co/	115
5.	amigaviajera.mx-router-i.com/	46
6.	es.search.yahoo.com/	34
7.	ar.search.yahoo.com/	29
8.	mail.google.com/	14
9.	expat.com/	12
10.	co.search.yahoo.com/	9
11.	mdzol.com/	9

0 200 400 600 800 1K 1.2K 1.4K 1.6K 1.8K 2K

Evolution of Email Traffic



Period: Jan 1, 2022 - Oct 31, 2022

TOP 10 Pages

Bounce rate and Average time on page by Page Title

	Page Title	Pageviews	Avg. Time on Page	Bounce Rate
1.	¿Qué es el NISS y cómo se obtiene? - Amiga Viajera	591	00:03:49	80.77%
2.	¿Es necesario hablar portugués para vivir en Portugal? - Amiga Viajera	1,560	00:04:35	83.16%
3.	visa de estudios archivos - Amiga Viajera	2	00:00:08	null
4.	trabajador independiente archivos - Amiga Viajera	1	null	100%
5.	links - Amiga Viajera	10,915	00:01:08	35.88%
6.	emigrar con mascotas archivos - Amiga Viajera	1	00:00:12	0%
7.	Working Holiday Portugal: primeros trámites al llegar - Amiga Viajera	1,224	00:03:41	80.56%
8.	Working Holiday Portugal: first formalities upon arrival - Amiga Viajera	1	null	100%
9.	Wiki Portugal - Amiga Viajera	3,086	00:02:15	82.41%
10.	Vivir y emprender en Portugal, ¿cómo es la experiencia? - Amiga Viajera	380	00:02:46	78.57%

Bounce Rate
72.88%

Exits by Page Title

	Page Title	Exits	Exits (%)
1.	Vivir en Portugal sin ciudadanía europea - Amiga Viajera	18,424	16.13%
2.	Residencia por manifestación de interés en Portugal - Amiga Viajera	16,344	14.31%
3.	Visa D7 para vivir en Portugal con ingresos propios	9,403	8.23%
4.	INICIO - Amiga Viajera	5,499	4.82%
5.	Cómo obtener la licencia de conducir portuguesa por canje - Amiga Viajera	5,380	4.71%
6.	7 motivos para emigrar a Portugal - Amiga Viajera - Blog de Viajes	4,340	3.8%
7.	links - Amiga Viajera	4,322	3.78%
8.	Mejores ciudades para vivir en Portugal - Amiga Viajera	4,168	3.65%
9.	Alquileres en Portugal ¿Dónde buscar? - Amiga Viajera	3,975	3.48%
10.	Cuánto dinero necesito para emigrar a Portugal - Amiga Viajera	3,875	3.39%

% Exit
58.78%

Entrances by Page Title

	Page Title	Entrances
1.	Vivir en Portugal sin ciudadanía europea - Amiga Viajera	19,967
2.	Residencia por manifestación de interés en Portugal - Amiga Viajera	16,001
3.	INICIO - Amiga Viajera	9,113
4.	Visa D7 para vivir en Portugal con ingresos propios	8,601
5.	links - Amiga Viajera	7,590
6.	Cómo obtener la licencia de conducir portuguesa por canje - Amiga Viajera	5,086
7.	7 motivos para emigrar a Portugal - Amiga Viajera - Blog de Viajes	4,436
8.	Cuánto dinero necesito para emigrar a Portugal - Amiga Viajera	3,913
9.	Mejores ciudades para vivir en Portugal - Amiga Viajera	3,589
10.	Alquileres en Portugal ¿Dónde buscar? - Amiga Viajera	3,098