

## **Experiment 2 : Web Analytics**

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<b>Sign and Grade</b>	

**AIM : To study a Web Analytics Tool**

### **Theory:**

#### **1. What is Web Analytics?**

Web Analytics is the process of collecting, analyzing, and reporting website data to understand user behavior, optimize performance, and enhance decision-making. It helps businesses track visitor interactions, measure the effectiveness of marketing campaigns, and improve user experience.

#### **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:**

- Tracks website traffic, user behavior, and conversion rates.
- Provides real-time analytics and audience segmentation.
- Supports e-commerce tracking and goal-setting.
- Integrates with Google Ads and Search Console.

##### **b. Adobe Analytics:**

###### **- Features:**

- Advanced AI-powered insights using Adobe Sensei.
- Customizable data segmentation and reporting.

- Real-time data processing for accurate tracking.
- Seamless integration with Adobe Marketing Cloud.

c. Hotjar:

- Features:

- Heatmaps to visualize user interaction.
- Session recordings to analyze visitor behavior.
- Surveys and feedback polls for user insights.
- Conversion funnel analysis to identify drop-off points.

d. Matomo (formerly Piwik):

- Features:

- Open-source and self-hosted for data privacy.
- GDPR-compliant analytics with full control over data.
- Heatmaps, session recordings, and visitor profiles.
- Supports A/B testing and goal tracking.

e. Crazy Egg:

- Features:

- Heatmaps and scroll maps for user engagement analysis.
- A/B testing to optimize website design.
- User session recordings for behavioral insights.
- Confetti reports to track individual visitor clicks.

### 3. Why is it Important to Learn Web Analytics?

- Helps businesses improve website performance and user experience.
- Enables data-driven decision-making for marketing strategies.
- Identifies strengths and weaknesses in online campaigns.
- Enhances SEO strategies by understanding user behavior.
- Increases conversion rates by optimizing user journeys.

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

- Traffic Metrics: Page views, unique visitors, and session duration.
- Engagement Metrics: Bounce rate, time on page, and interactions per visit.
- Conversion Metrics: Goal completion rate, form submissions, and purchases.
- SEO Metrics: Organic traffic, keyword rankings, and backlinks.
- E-commerce Metrics: Cart abandonment rate, average order value, and revenue per visitor.

Link to website:

<https://gogreen-app.vercel.app/>

### Output:

#### Basic Website Analytics Overview

This image presents the general overview of your website's performance.

It includes:

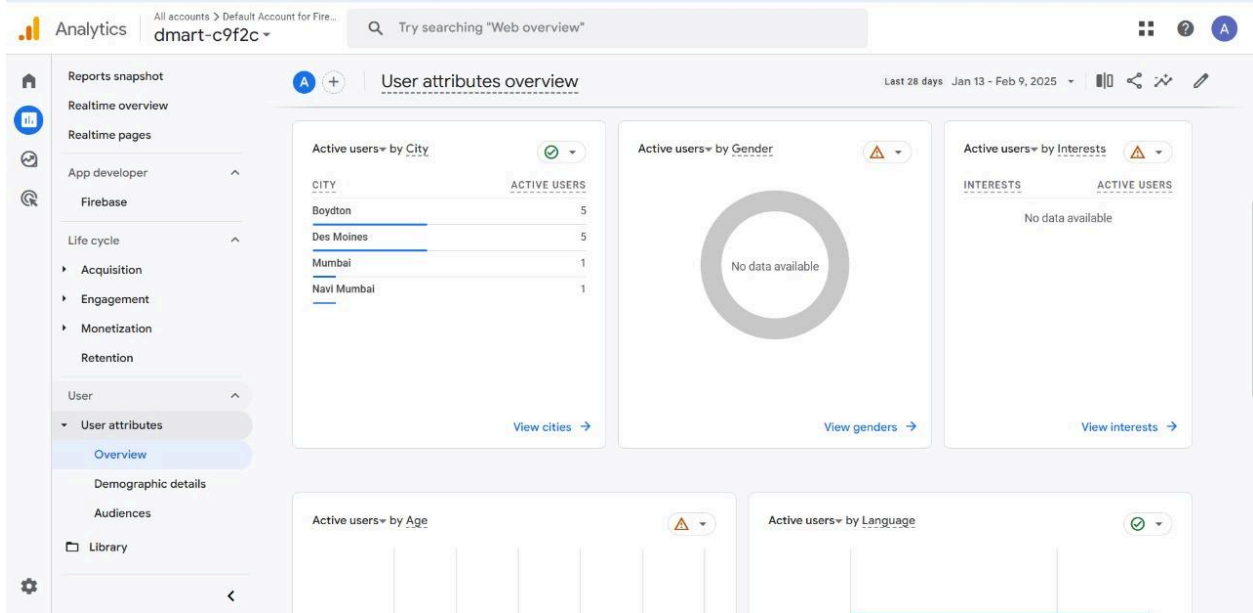
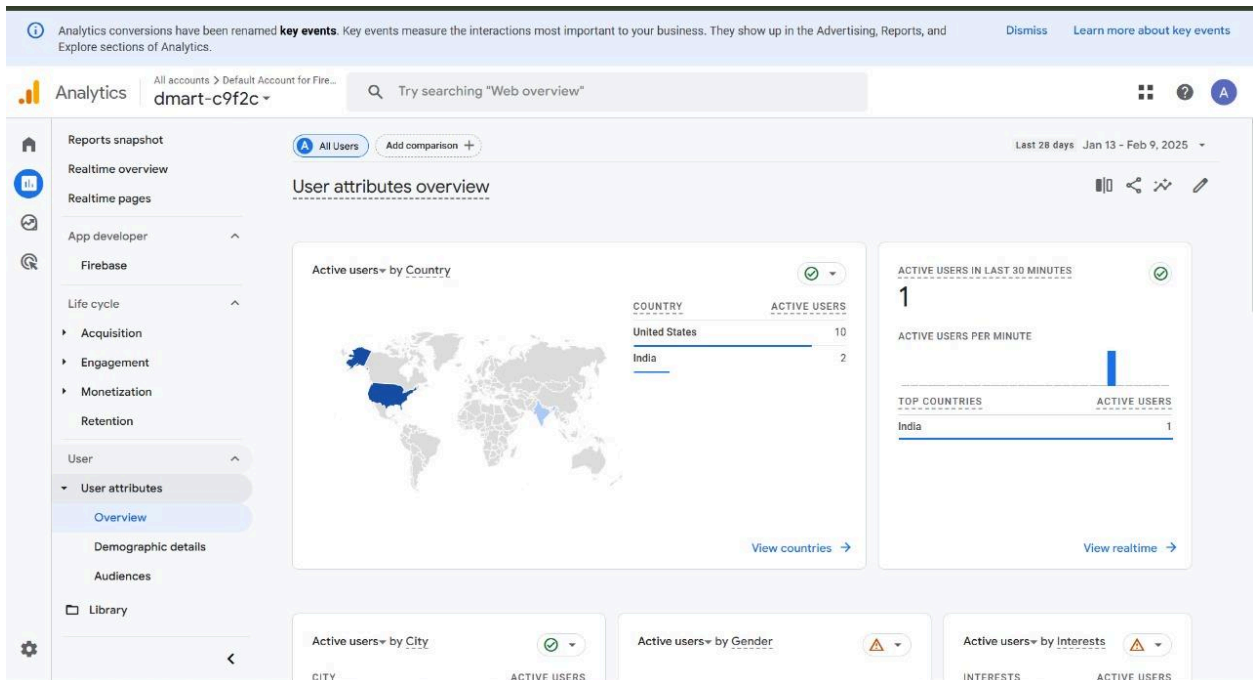
- Users: The number of distinct visitors to your site.
- Event Counts: Total number of tracked interactions (e.g., clicks, scrolls).
- Conversion Rate: The percentage of users completing desired actions like purchases or sign-ups.

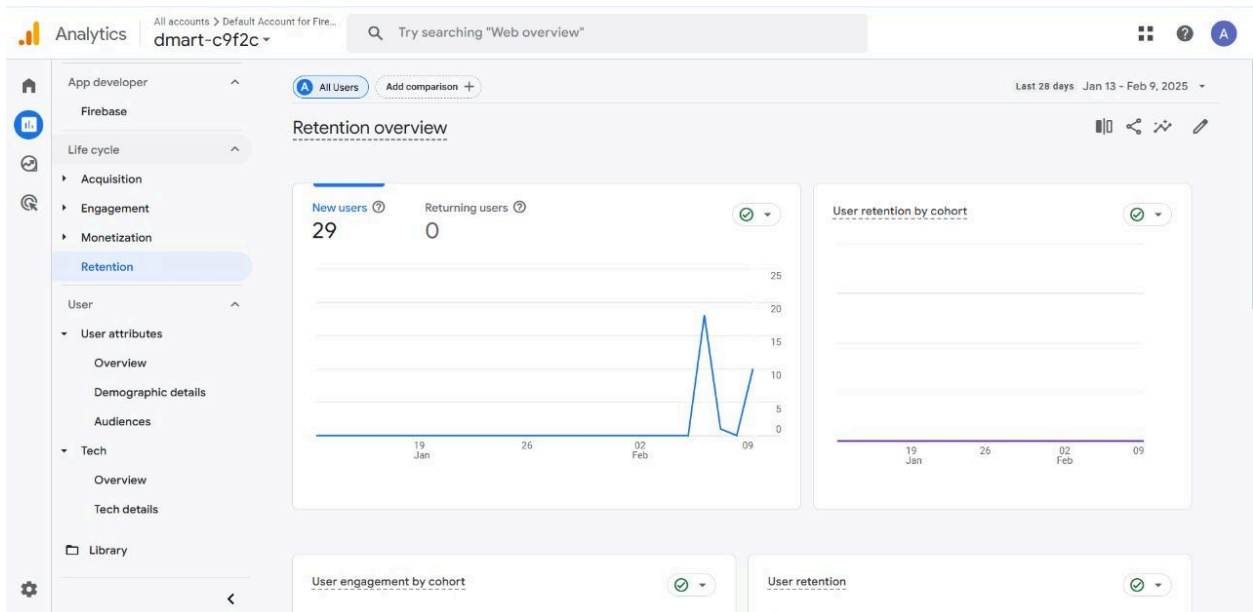
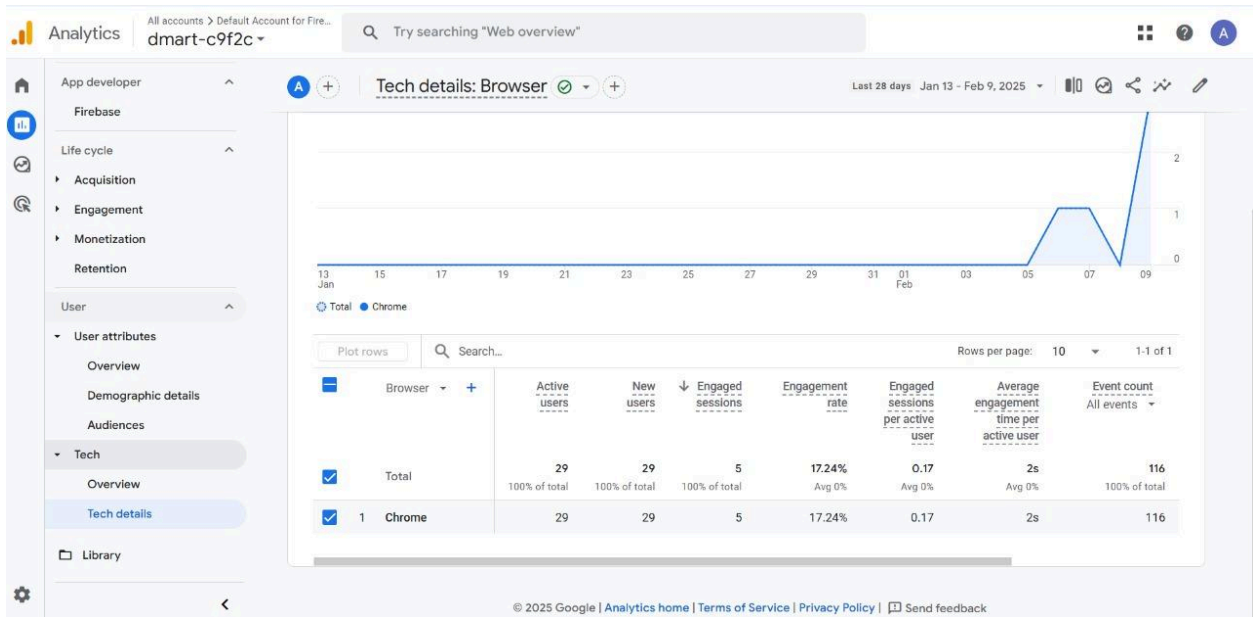
- New Users: Number of first-time visitors.

1. User Demographics This visual provides information about the geographic location, age, gender, and interests of your visitors.

It includes:

- Country and City Data: Understanding where users are located.
- Demographic Breakdown: Insights into your primary user segments.

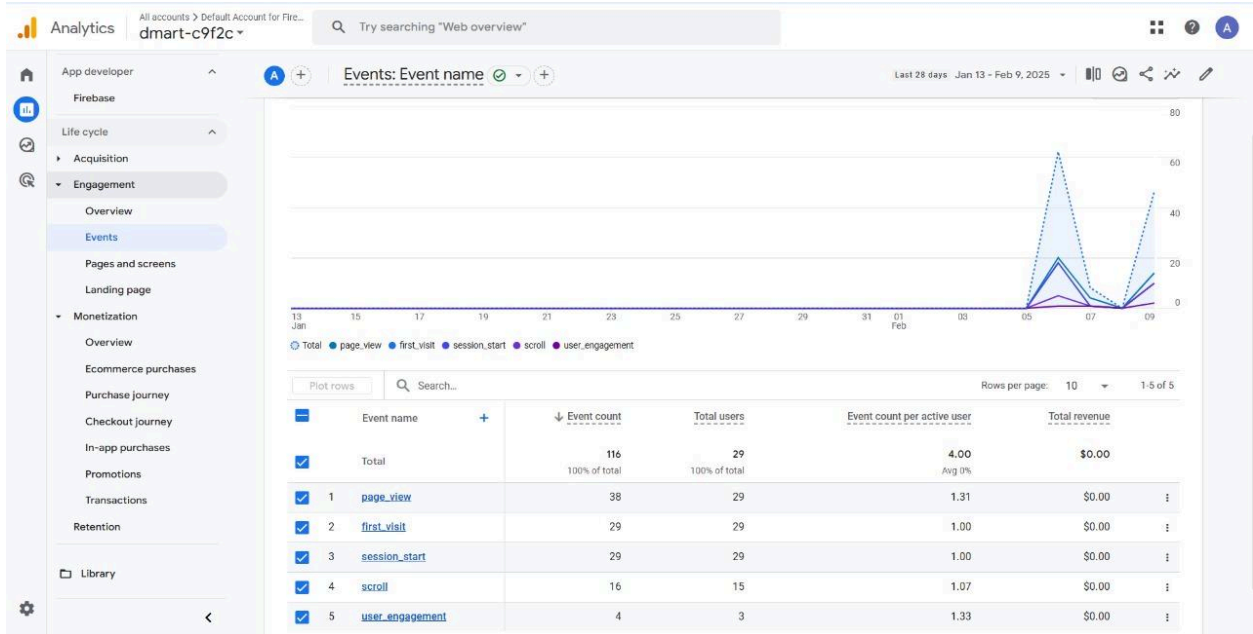




2. Event Tracking: This segment tracks user interactions on your website.

Examples include:

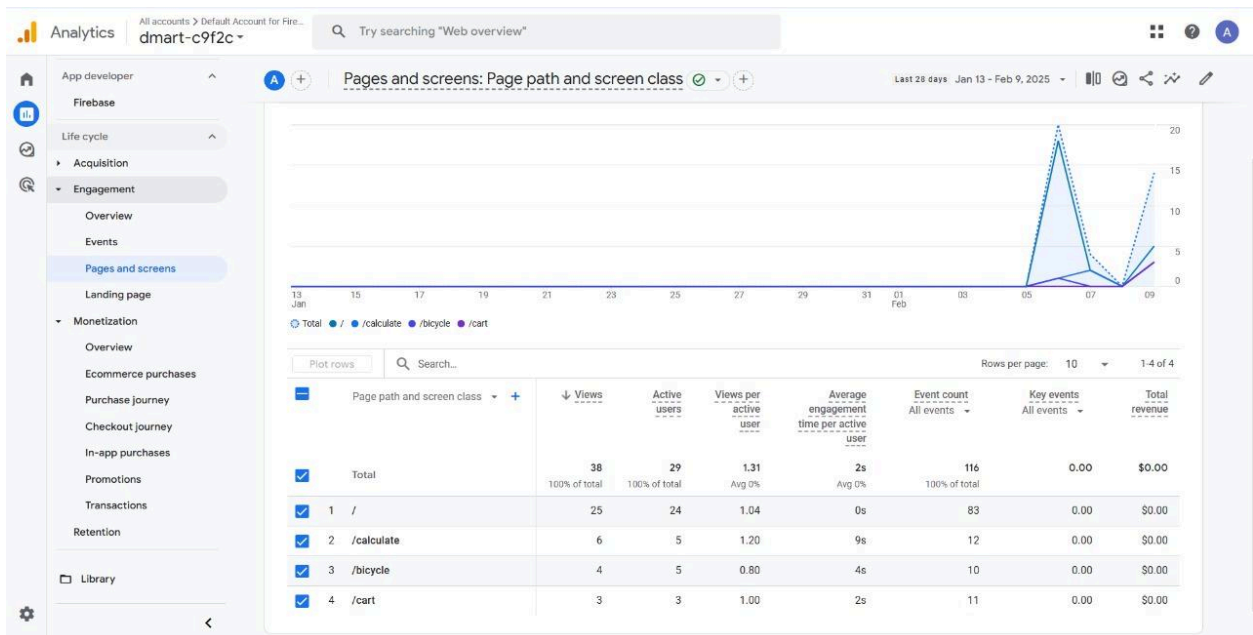
- Page Views: Number of people who viewed the page.
- Button Clicks: Instances of button interactions.
- Scroll Events: Users scrolling through your content.

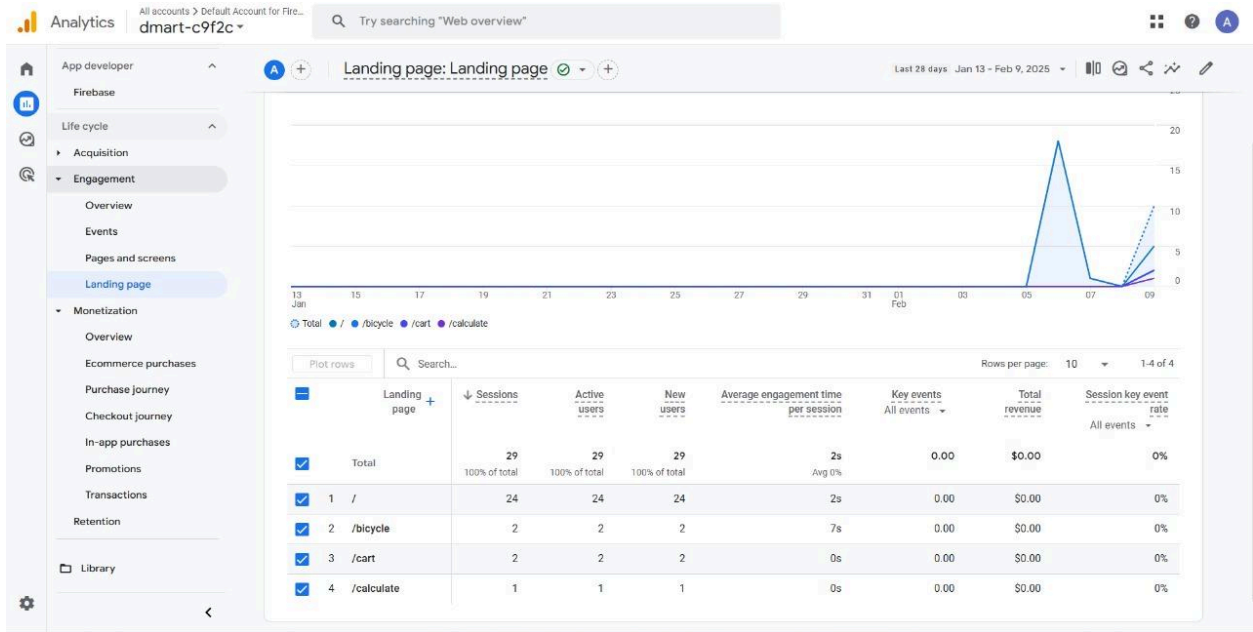


3. Page Traffic Analysis: This section shows how much traffic each individual webpage receives.

The insights include:

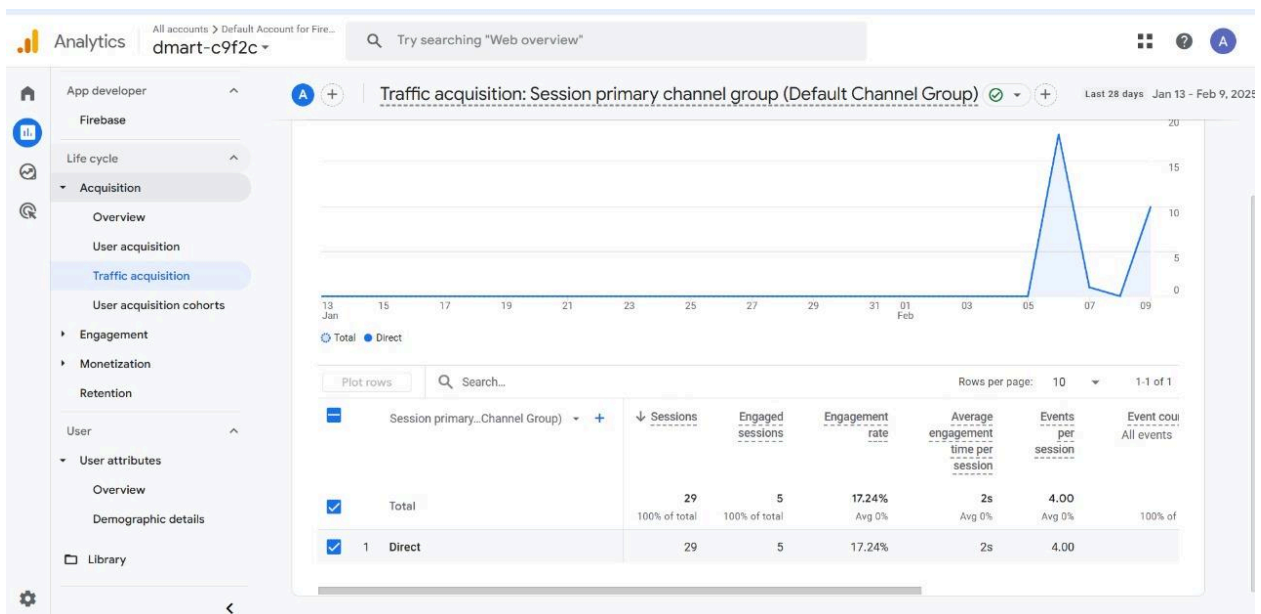
- Page Views: Total views of a particular page.
- Unique Visitors: Number of distinct users visiting a specific page.
- Average Time on Page: The average duration spent on the page.





4. Traffic Sources: This section displays how visitors find your website. The sources include:

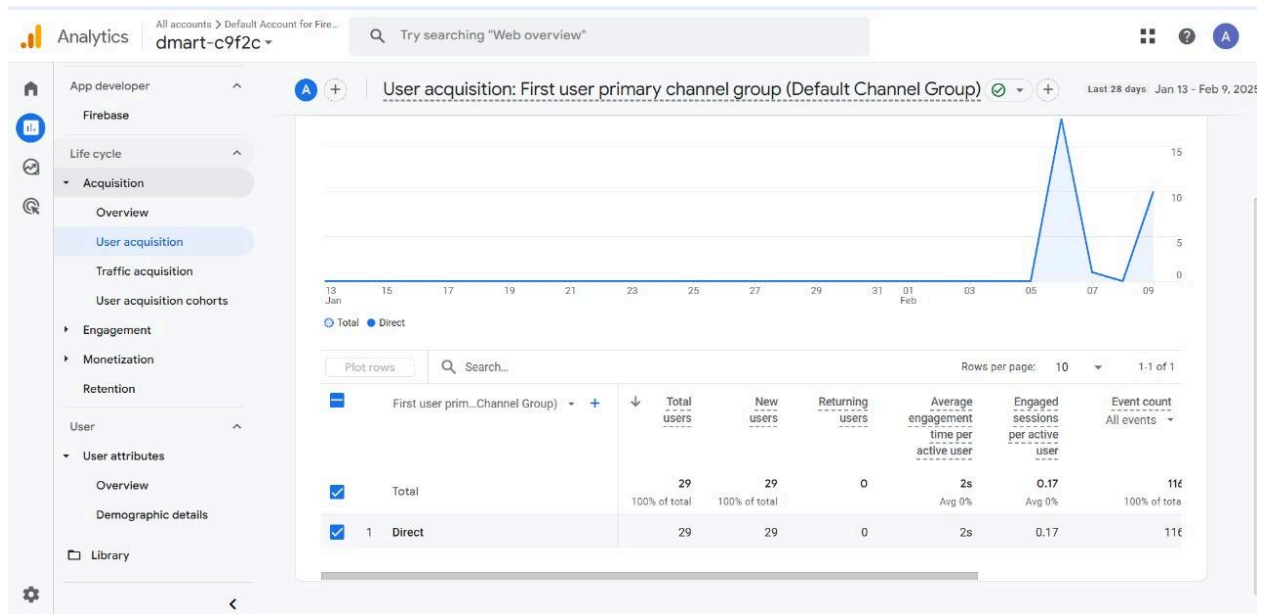
- Direct: Visitors who accessed your site by typing the URL directly.
- Referral: Traffic redirected from other websites.
- Organic Search: Visitors from search engines.
- Social: Traffic from platforms like Facebook, Twitter, or Instagram



5. User Activity (Past 7 Days) This section visualizes recent user engagement data. Key metrics include:

- Engagement Sessions: Number of interactions within a session.

- Average Engagement Time: The average time users actively engage on your site.
- Event Counts: Total actions performed by users.



These detailed insights from Google Analytics can help you optimize your website, improve user experience, and refine marketing strategies effectively.

## CONCLUSION :

Google Analytics provides valuable insights into user behavior, website performance, and marketing effectiveness. By analyzing data on user demographics, traffic sources, event tracking, and engagement metrics, businesses can make data-driven decisions to enhance their online presence. Regular monitoring and adjustment of strategies based on analytics can significantly improve user experience, increase conversions, and drive business growth.