Name: Ronit Santwani

Class: D15A

Roll: 48

WebX Practical 02

AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics is the process of collecting, analyzing, and reporting data related to the behavior of visitors on a website. The purpose of web analytics is to understand and optimize web usage, improve user experience, and achieve business objectives. It involves tracking key metrics such as page views, session duration, bounce rate, conversion rates, and more. This data is used to make data-driven decisions for marketing, user engagement, and improving the website's performance.

2. Web Analytics Tools and Their Features:

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

a. Google Analytics:

- Features:
  - Free and widely used web analytics tool.
  - Tracks website traffic, user demographics, behavior, and real-time activity.
  - Provides insights into conversion rates, goals, and user journeys.
  - Allows integration with Google Ads and other marketing platforms.
  - Offers customizable reports and dashboards.

b. Adobe Analytics:

- Features:
  - Enterprise-level web analytics tool.
  - Provides advanced segmentation, real-time data analysis, and reporting.
  - Supports multi-channel analytics, including web, mobile, and offline data.
  - Integrates with Adobe Experience Cloud for marketing insights.
  - Offers predictive analytics and customer journey mapping. **c.**

Hotjar:

- Features:
  - User behavior analytics tool with heatmaps and session recordings.
  - Tracks user clicks, taps, and scrolling behavior.
  - Offers feedback tools such as surveys and polls to gather user input. ○
    Helps visualize how users navigate the website.

○ Focuses on improving user experience through visual data.

d. Matomo (formerly Piwik):

- Features:
    - Open-source and self-hosted analytics tool.
    - Focuses on data privacy and compliance with GDPR.
    - Provides detailed traffic reports, user behavior insights, and conversion tracking.
    - Allows for customizable tracking and reporting.
    - Offers e-commerce tracking and A/B testing.

e. Crazy Egg:

- Features:
    - Provides heatmaps and scrollmaps to visualize user interaction.
    - Offers A/B testing and user recordings for in-depth behavior analysis.
    - Focuses on improving user engagement and website design optimization.
    - Simple to set up with a user-friendly interface.
    - Tracks user clicks, scrolls, and mouse movements.

3. Why is it Important to Learn Web Analytics?

Learning web analytics is crucial because it helps in understanding user behavior and optimizing websites for better performance. With web analytics, businesses can track the effectiveness of marketing campaigns, identify areas for improvement, and make data-driven decisions to enhance user experience, increase conversions, and maximize ROI. It is essential for digital marketing, SEO, and e-commerce success.

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

Some key performance indicators (KPIs) for a website include:

- **Traffic Volume:** Number of visitors to the website.
- **Bounce Rate:** Percentage of visitors who leave after viewing only one page.
- **Average Session Duration:** Time spent by users on the website.
- **Conversion Rate:** Percentage of visitors who complete a desired action (e.g., purchase or sign-up).
- **Page Views:** Total number of pages viewed by visitors.
- **User Retention:** How often users return to the website over a period of time.

Link to website: https://campquest-5img.onrender.com/
1. show landing page of Google Analytics, where it shows the basic analytics of website like users, event counts (like scroll, click), conversion rate & new users.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-NZ6TV6N6C8"></script>
<script>
  window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-NZ6TV6N6C8'); </script>
```

Sample image
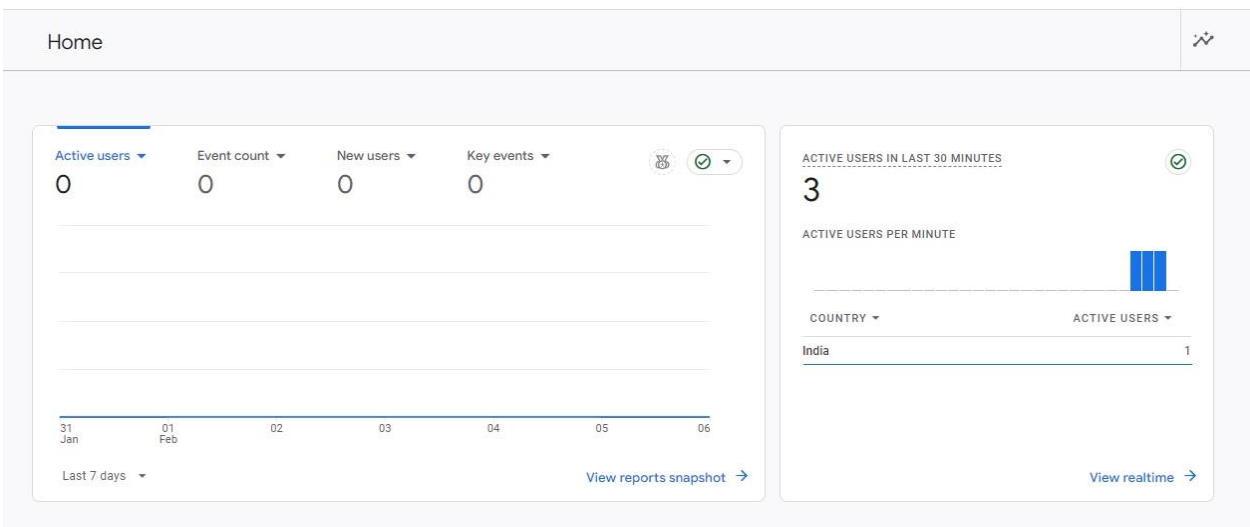
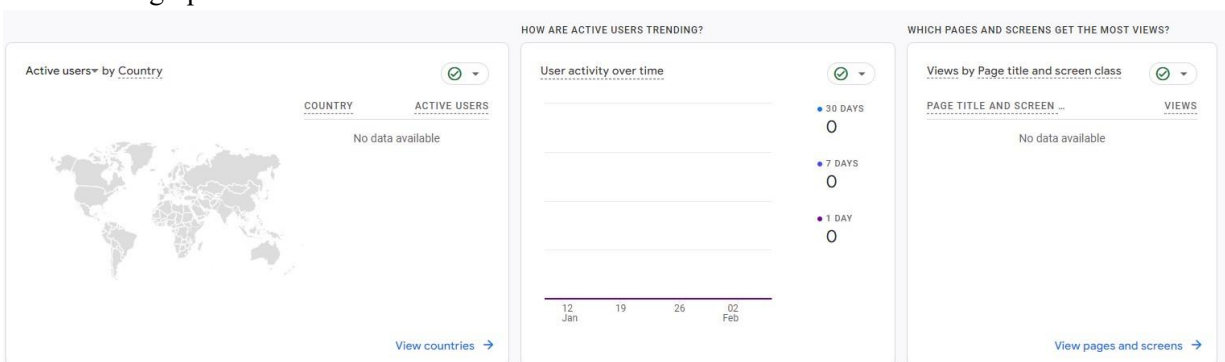This gives the analysis of traffic on each page of website.

Views by Page title and scree...		
PAGE TITLE AND S...		VIEWS
Home	16K	↑0.1%
Google Merch Shop	5K	↑4.3%
Bags | Google Merch...	2.8K	↑6.6%
New | Google Merch ...	2.4K	↓2.7%
Men's / Unisex | Goo...	2.3K	↑4.5%
Apparel | Google Mer...	2K	↓4.7%
Sale | Google Merch ...	2.2K	↑7.7%

Last 7 days ▾   View pages and s... →

2.Show demographic information of user base

The above picture gives us demographic information from where our user base is.

2. shows how my website url is visited 'direct' if it is directly searched and visited 'referal' if it redirected through any third party website.

Suggested for you

Sessions by
Session default ch...

| SESSION DEFAULT ...	SESSIONS	
Direct	10K	↑6.2%
Organic Search	4.4K	↑8.2%
Cross-network	992	↓31.1%
Referral	1.2K	↓0.7%
Unassigned	1.5K	↑170.1%
Paid Search	181	↑16.0%
Email	108	↓14.3%

Last 7 days ▾   View traffic acqu... →

3. shows what all events have been done by users on website for example:53 people viewed the page.
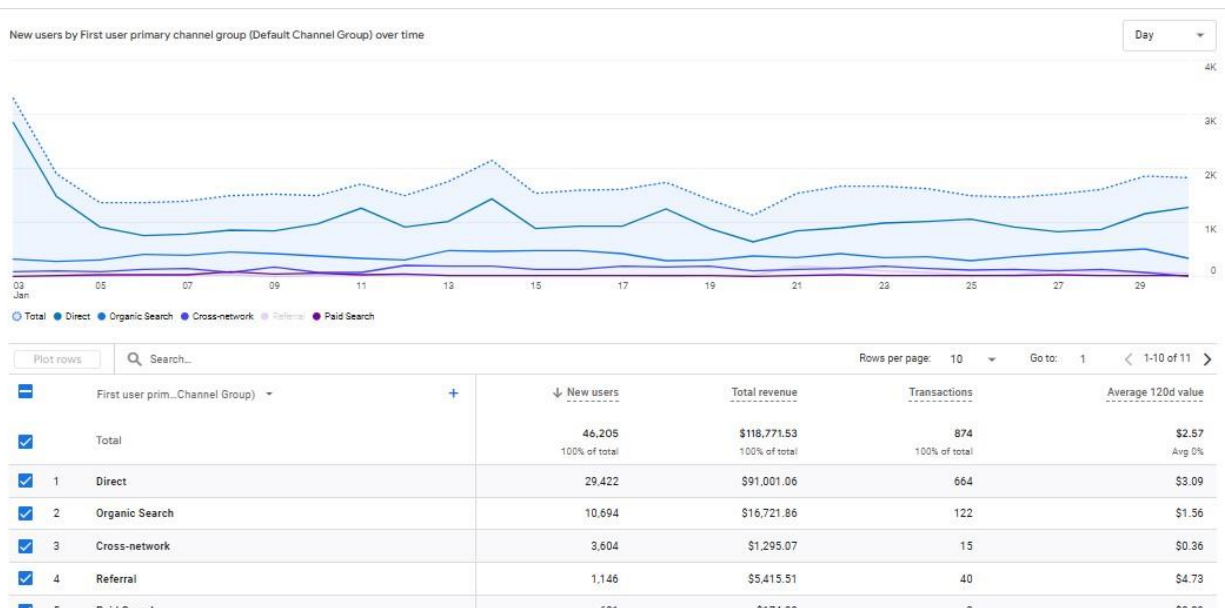

Event count by Event name

EVENT NAME	EVENT COUNT	
page_view	65K	↑2.3%
view_item_list	62K	↑0.9%
session_start	18K	↑5.2%
view_promotion	14K	↓0.3%
user_engagement	14K	↑6.0%
view_item	11K	↑0.9%
first_visit	11K	↑5.4%

Last 7 days ▾   View events →
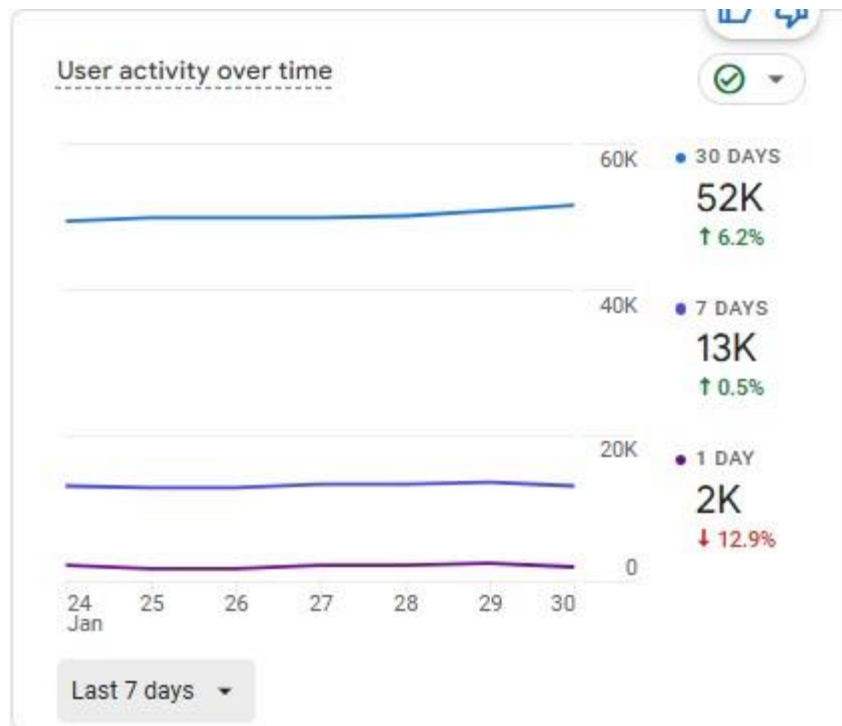
4. Show the user activity over the past 7 days, after adding Google Analytics script to website.

This shows the complete details about the engagement session, avg engagement time, event counts, etc.
https://aesthetic-mandazi-2782ad.netlify.app/

.ıl Analytics

①————②————③————④————⑤
Account creation   Property creation   Business details   Business objectives   Data collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

```
ajinkyaspatil
```

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

```html
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-S4PJHXEFCV"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-S4PJHXEFCV');
</script>
</head>
```

Views by
Page title and scree…

PAGE TITLE AND S…	VIEWS	
Ajinkya S Patil - Portf…	7	-

Last 7 days ▼   View pages and s… →

Active users ▾ by Country ID ▾

COUNTRY	ACTIVE USERS	
India	3	-

Last 7 days ▾   View countries →

Sessions ▾ by Session primary ch... ▾

SESSION PRIMARY ...	SESSIONS	
Direct	4	-
Referral	1	-

Last 7 days ▾   View traffic acqu... →

Event count by Event name

EVENT NAME	EVENT COUNT	
page_view	7	-
first_visit	5	-
session_start	5	-
user_engagement	3	-
scroll	1	-

Last 7 days ▾   View events →

User activity over time

● 30 DAYS	5 -
● 7 DAYS	5 -
● 1 DAY	0 -

26 Jan 27 28 29 30 31 01 Feb
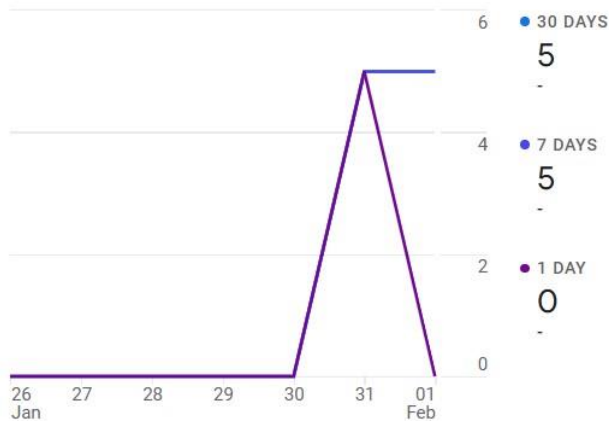
Last 7 days ▾
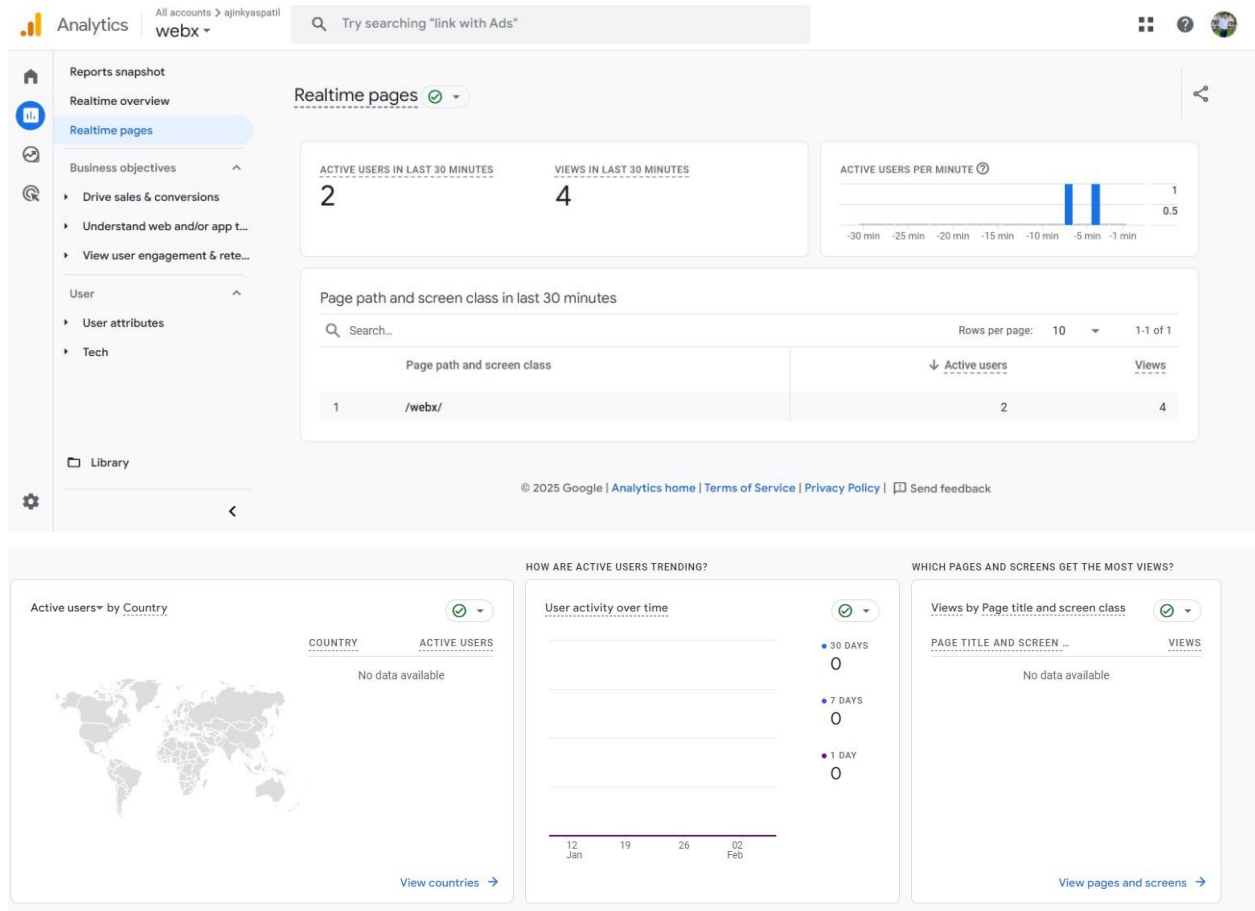
CONCLUSION :

Web analytics tools play a critical role in understanding website performance and user behavior. By utilizing tools like Google Analytics, Adobe Analytics, Hotjar, Matomo, and Crazy Egg, businesses can make data-driven decisions to enhance user experience, optimize web design, and improve conversion rates. Learning and leveraging web analytics enables organizations to track key performance indicators (KPIs), measure the effectiveness of marketing campaigns, and adapt strategies for continuous growth. The insights gained from web analytics are invaluable for achieving business goals, improving user satisfaction, and ensuring long-term success in the digital landscape.