

Experiment 2 : Web Analytics

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Sign and Grade	

AIM : To study a Web Analytics Tool

Theory:

1. What is Web Analytics?

Web analytics is the process of collecting, measuring, analyzing, and reporting website data to understand user behavior and improve website performance. It helps businesses optimize their online presence by tracking visitor interactions, conversion rates, and other key metrics.

2. Web Analytics Tools and Their Features

There are several web analytics tools available, each offering unique features for tracking website performance. Some of the most prominent ones include:

a. Google Analytics

- Tracks website traffic, user demographics, and behavior.
- Provides real-time data and conversion tracking.
- Integrates with Google Ads for campaign performance analysis.
- Offers funnel analysis and goal tracking.

b. Adobe Analytics

- Provides advanced segmentation and predictive analytics.
- Uses AI-powered insights for better data interpretation.
- Tracks customer journeys across multiple channels.

- Customizable dashboards and reports.

c. Hotjar

- Offers heatmaps to visualize user interactions on pages.
- Records visitor sessions for behavioral insights.
- Provides user feedback through surveys and polls.
- Helps identify UI/UX improvements.

d. Matomo (formerly Piwik)

- Open-source and privacy-focused web analytics.
- Provides real-time data and heatmaps.
- Customizable tracking without third-party restrictions.
- GDPR and data protection compliance.

e. Crazy Egg

- Offers scroll maps and A/B testing for page optimization.
- Visualizes where users click the most.
- Provides real-time analytics and behavior tracking.
- Helps improve website layout and conversions.

3. Why is it Important to Learn Web Analytics?

- Helps in understanding user behavior and preferences.
- Optimizes marketing strategies based on data-driven insights.
- Improves website performance and conversion rates.
- Enhances user experience through usability analysis.
- Aids in decision-making for better digital marketing strategies.

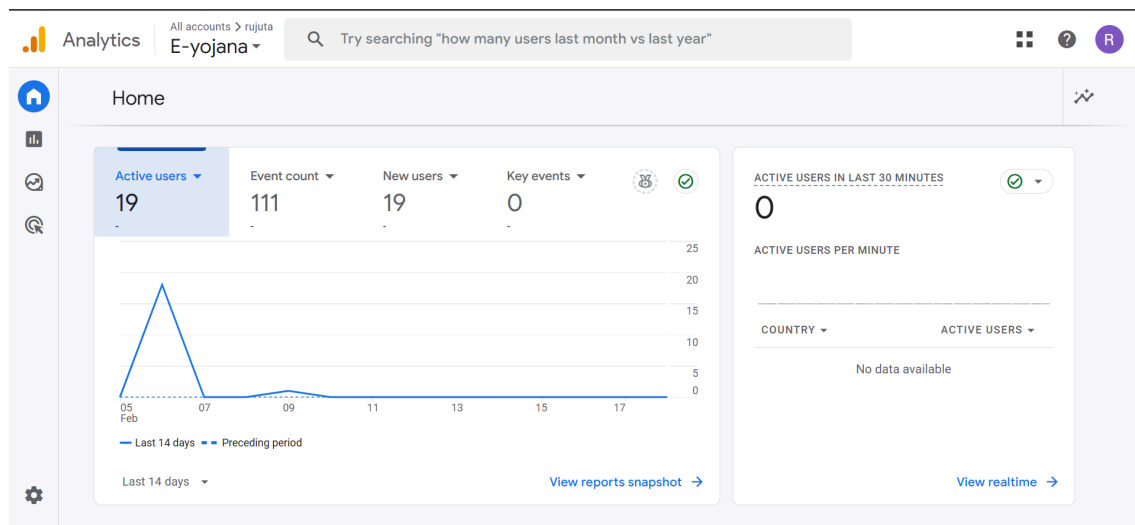
4. Key Performance Indicators (KPIs) for Your Website

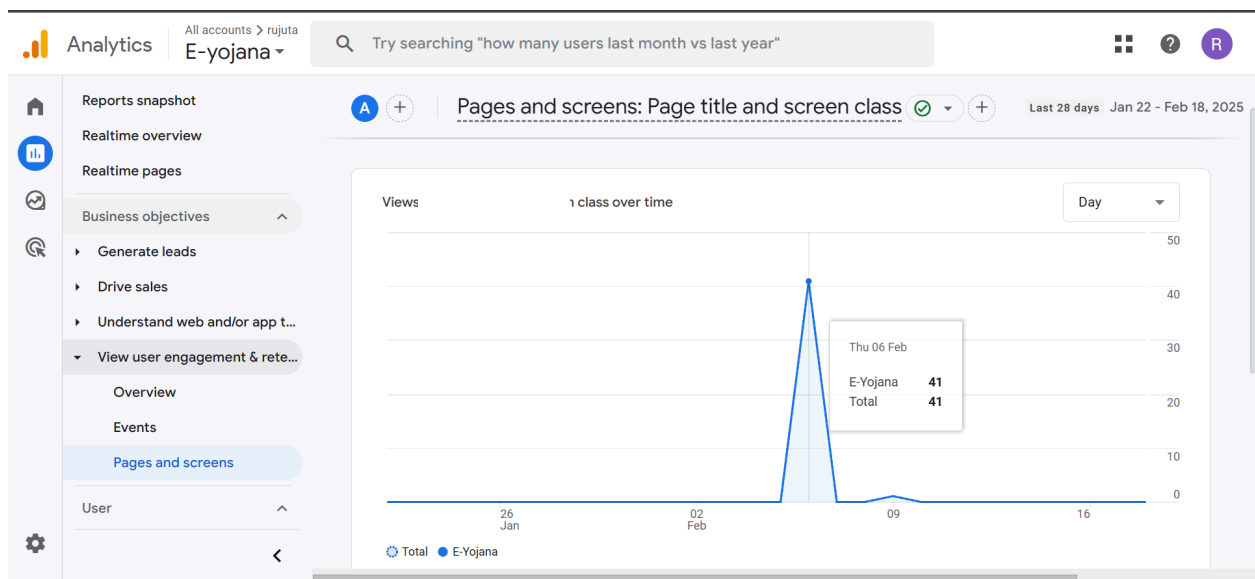
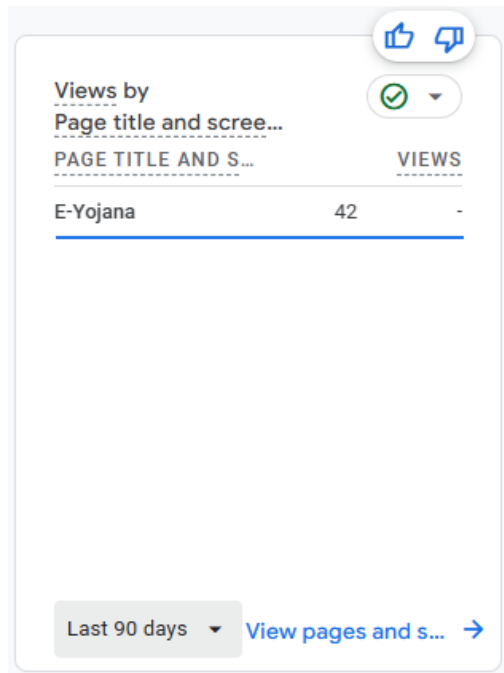
- **Traffic Metrics:** Number of visitors, unique visits, page views.
- **Engagement Metrics:** Bounce rate, average session duration, pages per session.
- **Conversion Metrics:** Goal completion rate, lead generation, sales.
- **SEO Performance:** Organic search traffic, keyword rankings.
- **User Experience:** Click-through rates, exit pages, heatmaps.

Link to Website:

<https://eyojana-project.vercel.app/>

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.





2. Show demographic information on basis of place

Active users▼ by Country ID▼



COUNTRY	ACTIVE USERS
India	19

Last 14 days ▼

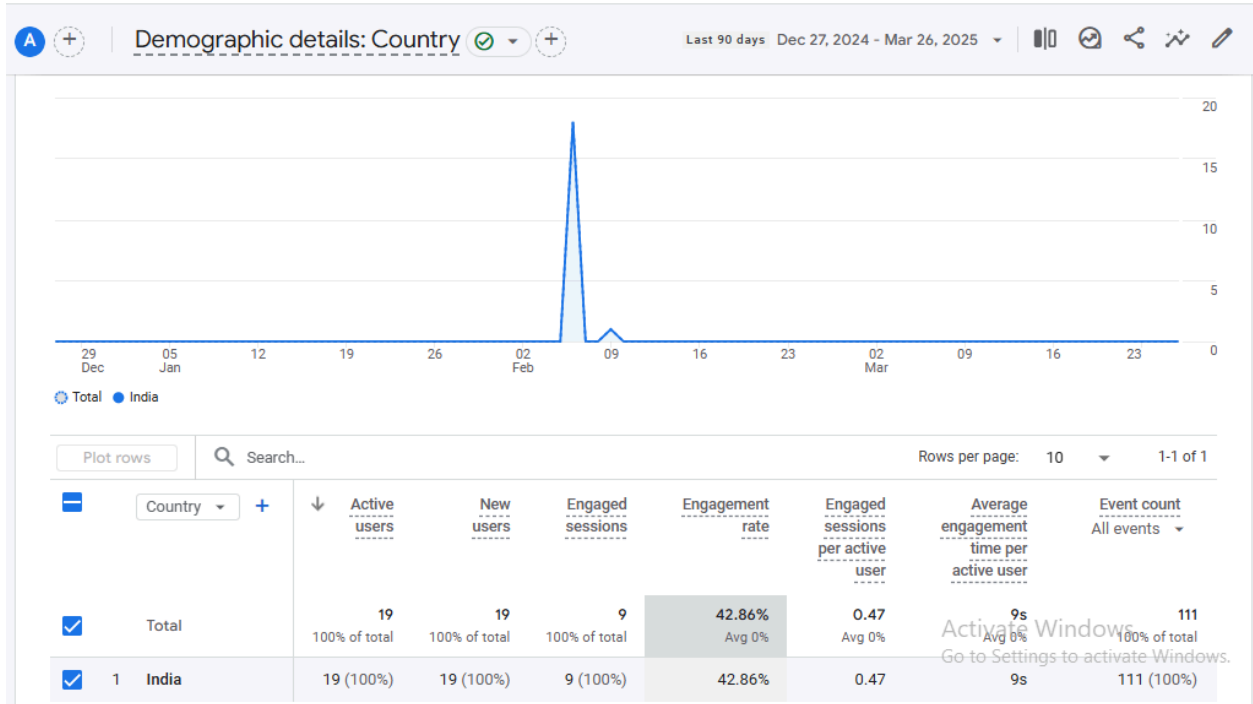
[View countries →](#)

Active users▼ by City



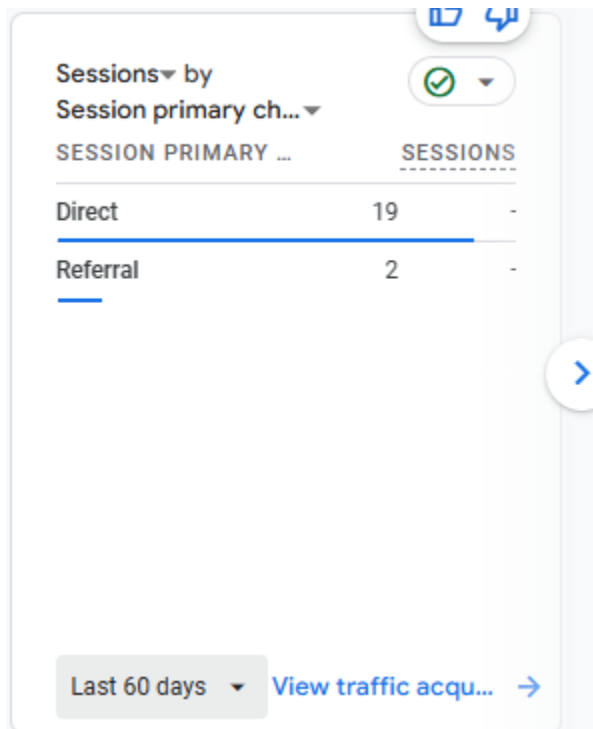
CITY	ACTIVE USERS
Mumbai	16
Pune	2
Nellore	1

[View cities →](#)

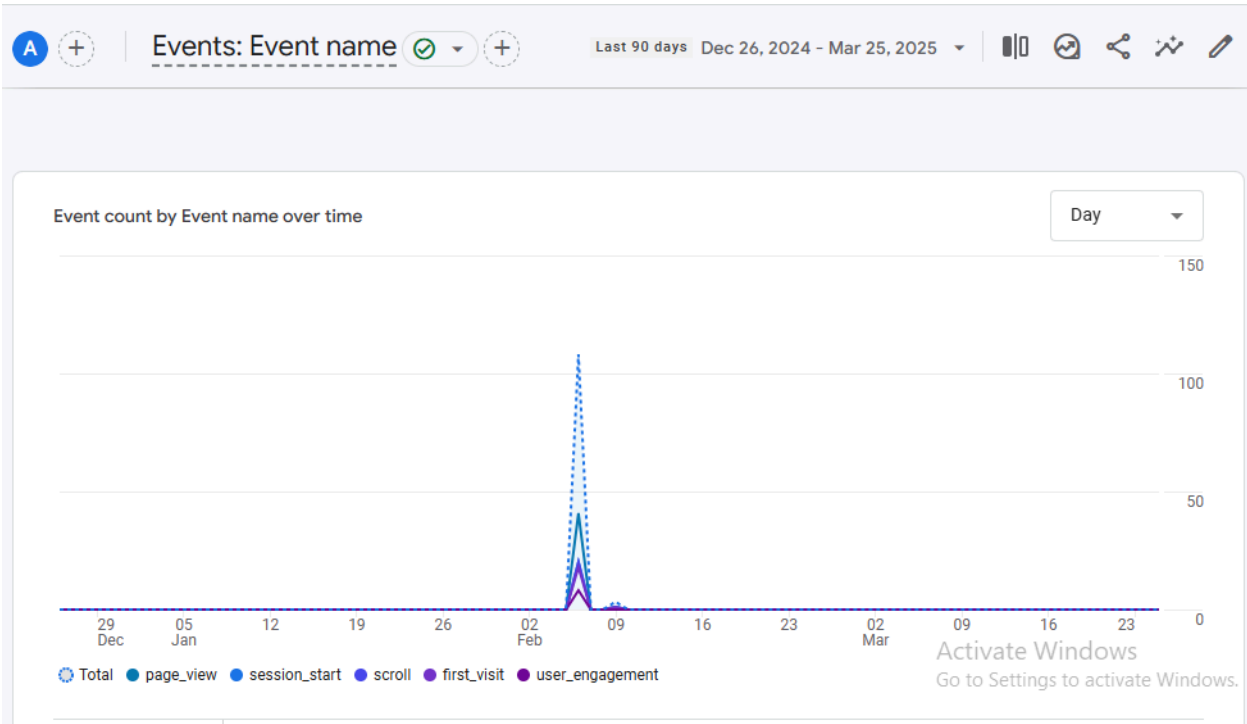


The above picture gives us demographic information from where our user base is.

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



4. shows what all events have been done by users on website for example:42 people viewed the page.



5.

Plot rows

Search...

Rows per page:

10

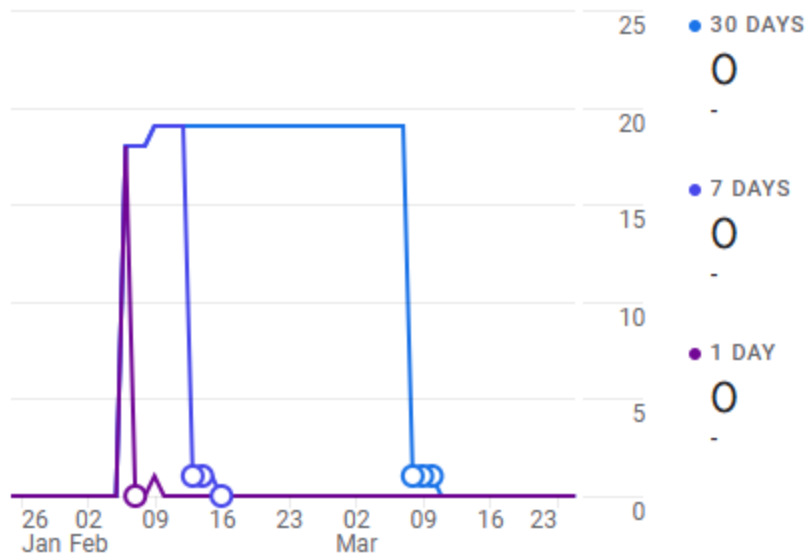
1-6 of 6

<div><div></div></div>	Event name	<div><div></div></div> Event count	Total users	<div><div></div></div> Event count per active user	Total revenue
<div><div></div></div>	Total	111 100% of total	19 100% of total	5.84 Avg 0%	₹0.00
<div><div></div></div>	1 page_view	42 (37.84%)	19 (100%)	2.21	₹0.00 (-) <div><div></div></div>
<div><div></div></div>	2 session_start	21 (18.92%)	19 (100%)	1.11	₹0.00 (-) <div><div></div></div>
<div><div></div></div>	3 scroll	20 (18.02%)	16 (84.21%)	1.25	₹0.00 (-) <div><div></div></div>
<div><div></div></div>	4 first_visit	19 (17.12%)	19 (100%)	1.00	₹0.00 (-) <div><div></div></div>
<div><div></div></div>	5 user_engagement	8 (7.21%)	6 (31.58%)	1.33	₹0.00 (-) <div><div></div></div>
<div><div></div></div>	6 click	1 (0.9%)	1 (5.26%)	1.00	₹0.00 (-) <div><div></div></div>

Activate Windows

Go to Settings to activate Windows.

User activity over time



Last 60 days

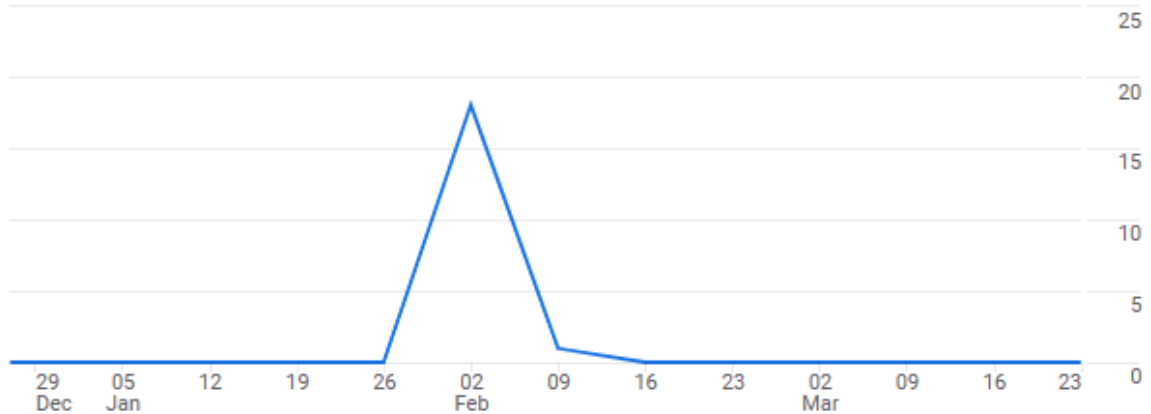
6. Show the user activity over the past 60 days, after adding Google Analytics script to website.

New users ?

19

Returning users ?

2



Plot rows		Search...		Rows per page: 10		1-1 of 1	
<input type="checkbox"/>	Page title and screen class	↓ Views	Active users	Views per active user	↓ Average engagement time per active user	Event count All events	
<input checked="" type="checkbox"/>	Total	42 100% of total	19 100% of total	2.21 Avg 0%	9s Avg 0%	100% of tc	
<input checked="" type="checkbox"/>	1 E-Yojana	42 (100%)	19 (100%)	2.21	9s	111 (100)	

This shows the complete details about the engagement session, avg engagement time, event counts, etc.

CONCLUSION :

Web analytics tools like Google Analytics help track website performance by measuring metrics such as traffic, user behavior, conversion rates, and demographics. By analyzing data like event counts, user interactions, and traffic sources, businesses can optimize their websites, improve user experience, and make data-driven decisions to boost engagement and conversions. These tools are essential for refining marketing strategies and understanding user behavior to enhance overall site performance.