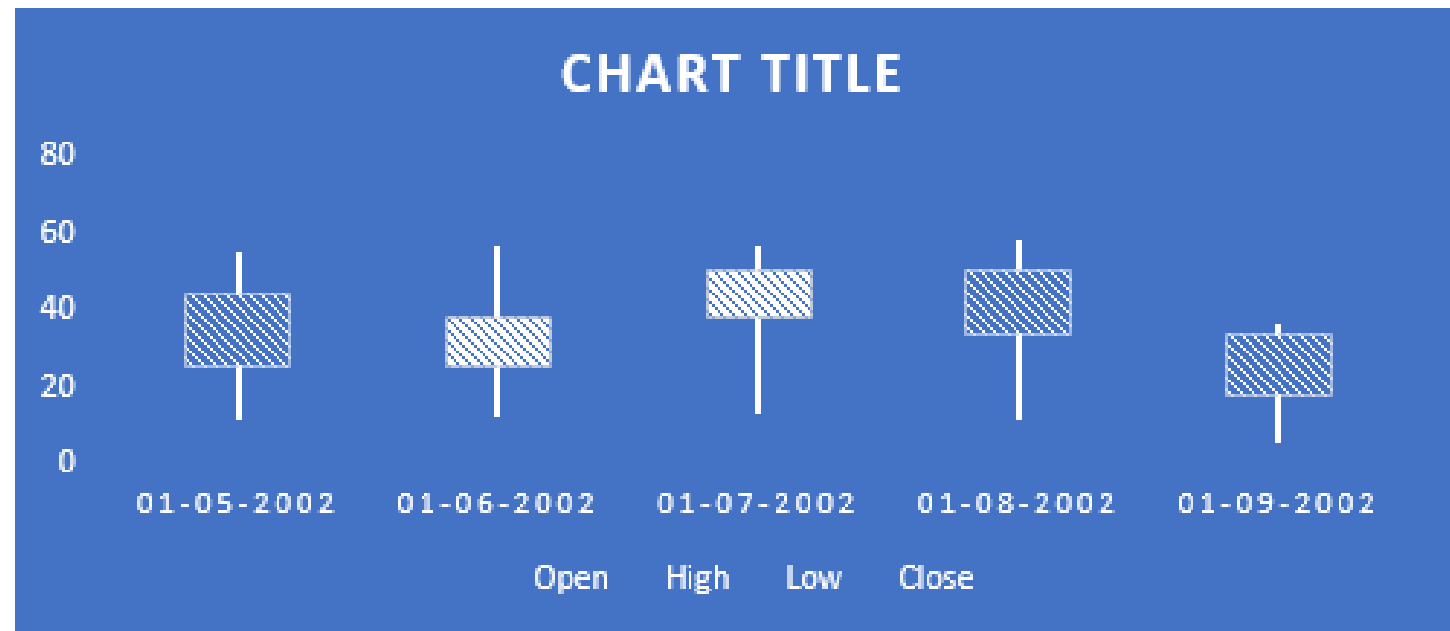
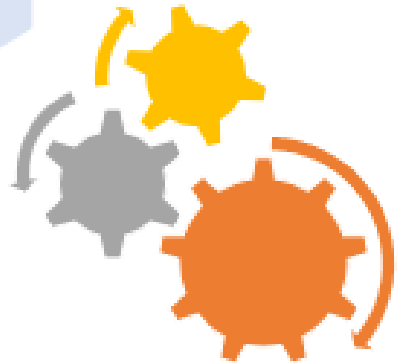


# WEB TRAFFIC ANALYSIS



# Introduction



This presentation will give a general overview of the web traffic analysis that I have made and the way I like to present the information, in a very simple way to be understood by all the people related with the website projects.

On each slide I will give some commentary and recommendations that will help the digital marketing analyst to have another perspective on the way to understand and to present the information.

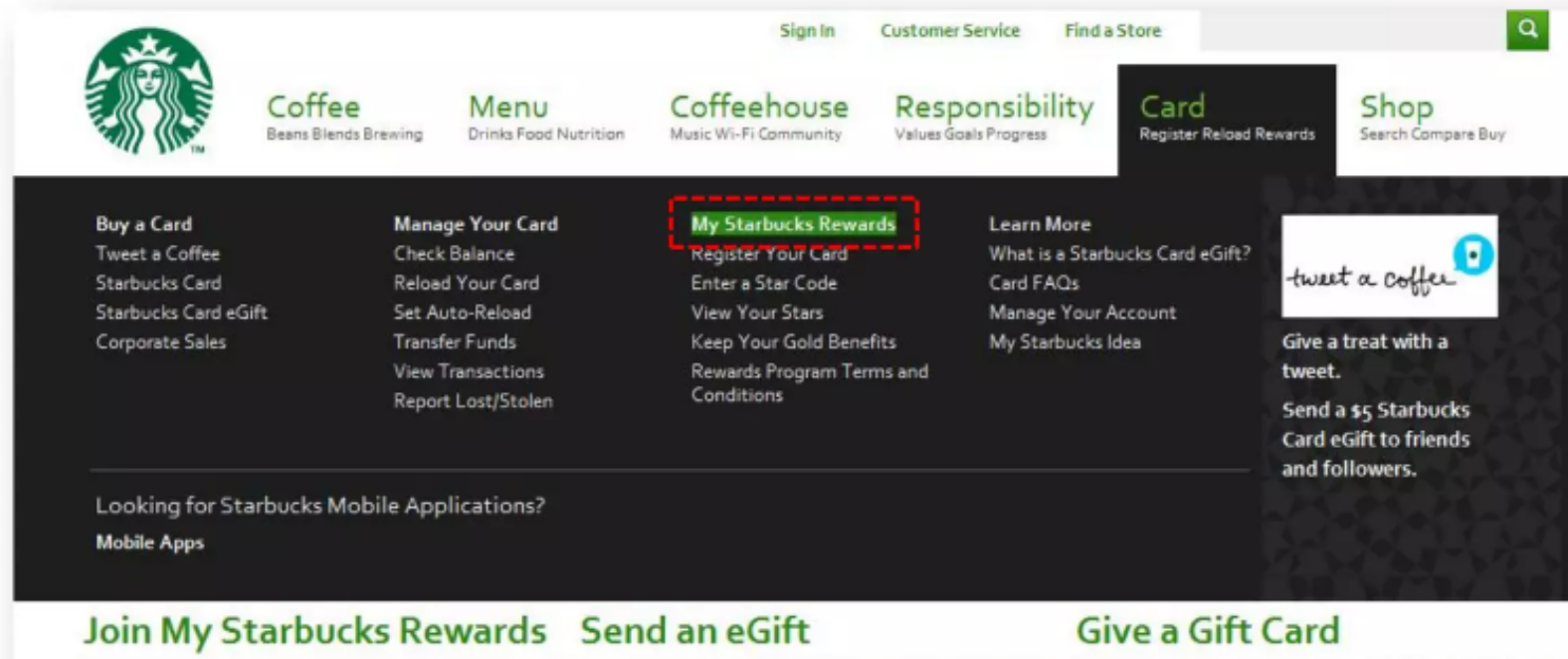
## Notes:

- 1.- None of this information is real and it was designed to give an illustration of my web traffic analysis with data obtained with **Omniure Sitecatalyst**.
- 2.- I use the look and feel of some brands that I like, to give an example of how the reports can be presented to clients.

# Example

For this example I will give an illustration of the way I analyze sections like the **marked below in red** on starbucks.com. The objective is to increase traffic flow and make the visitors consume the content placed there in PDF files.

This analysis can be understood with subscriptions, leads, purchases, etc.





# Visits and Bounce Rate (BR) by quarters

2010 - 2013

	2010	BR 2010	2011	BR 2011	2012	BR 2012	2013	BR 2013
Jan – March	1,752	20%	6,444	47%	2,908	29%	11,000	68%
Apr – Jun	3,938	24%	3,062	33%	3,672	32%	11,646	70%
Jul – Agu	2,492	22%	2,638	29%	3,540	26%	11,012	68%
Sep - Dec	3,032	26%	2,636	36%	11,218	74%	11.012	45%
Total	11,214	24%	14,780	39%	21,338	53%	37,472	66%

For the opening of my reports I think it's necessary to present a general overview of the results on specific periods of time; it helps people involved with the project to use them as reference on the periods in which they could have more interest.



# Referrer types

## 2013

Traffic referred by e-mailings, was typed or favorited.

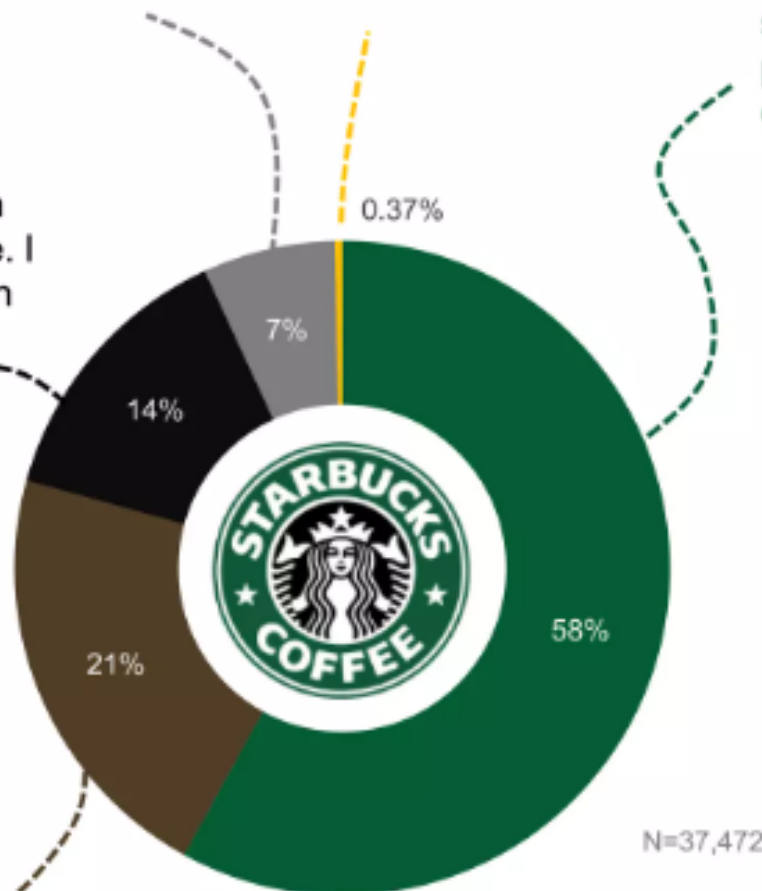
Traffic referred from Social Networks. e.g.

- Facebook 69%
- Twitter 23%
- Linkedin 7%
- Youtube 1%

Traffic that arrived the webpage from search engines paid and organic; is possible to differentiate them with tracking codes. I list the main search key words.

Traffic that arrived the section from other sections of the same website. I list the sections and the breakdown in %.

From other websites used by the Google Display Network, Online advertising campaigns, and/or mentions of the page in another websites. Those domains are indicated in %.



■ Search engines  
↓ -16%

■ Other websites  
↑ 11%

■ Yoursite  
↑ 4%

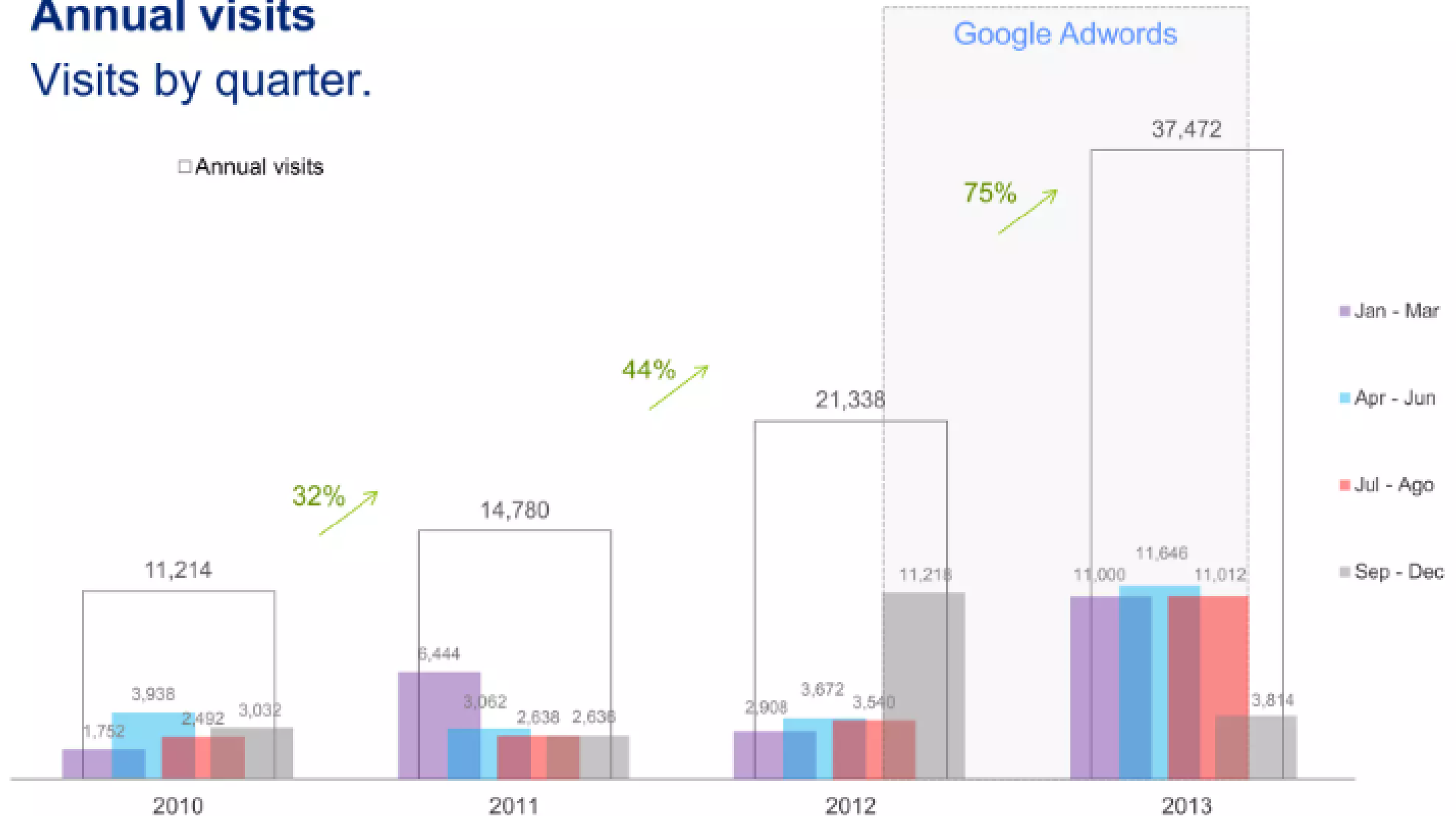
■ Direct traffic  
↑ 1.36%

■ Social Networks  
↑ 0.33% \*Growth YoY

# Annual visits

## Visits by quarter.

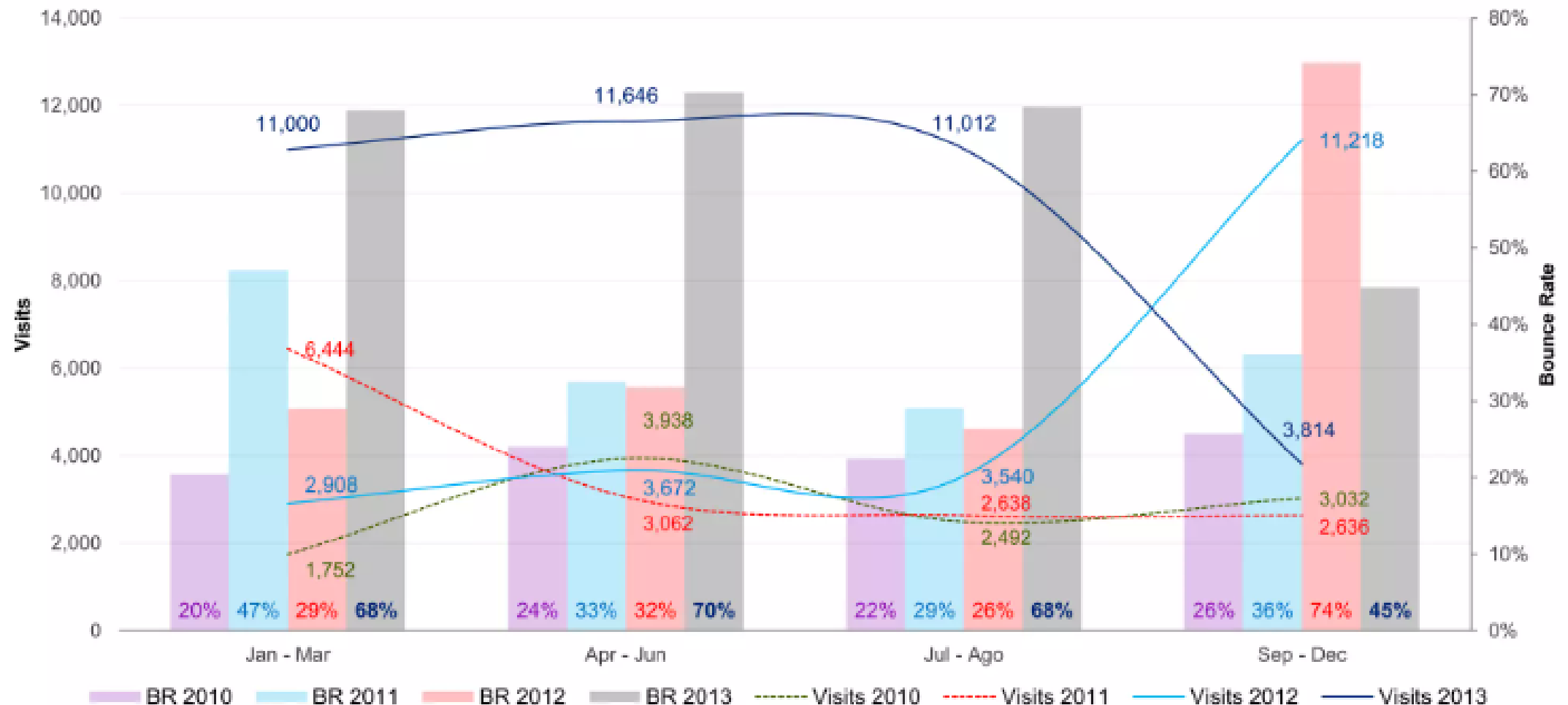
□ Annual visits



We can understand graphically the visits of the table with this chart. It is possible to see a constant growth year by year and important leaps on the last 5 quarters in which the presence of Google Adwords affects the trend behavior. This is the only chart in which visits will be shown in bars.

# Visits vs Bounce Rate

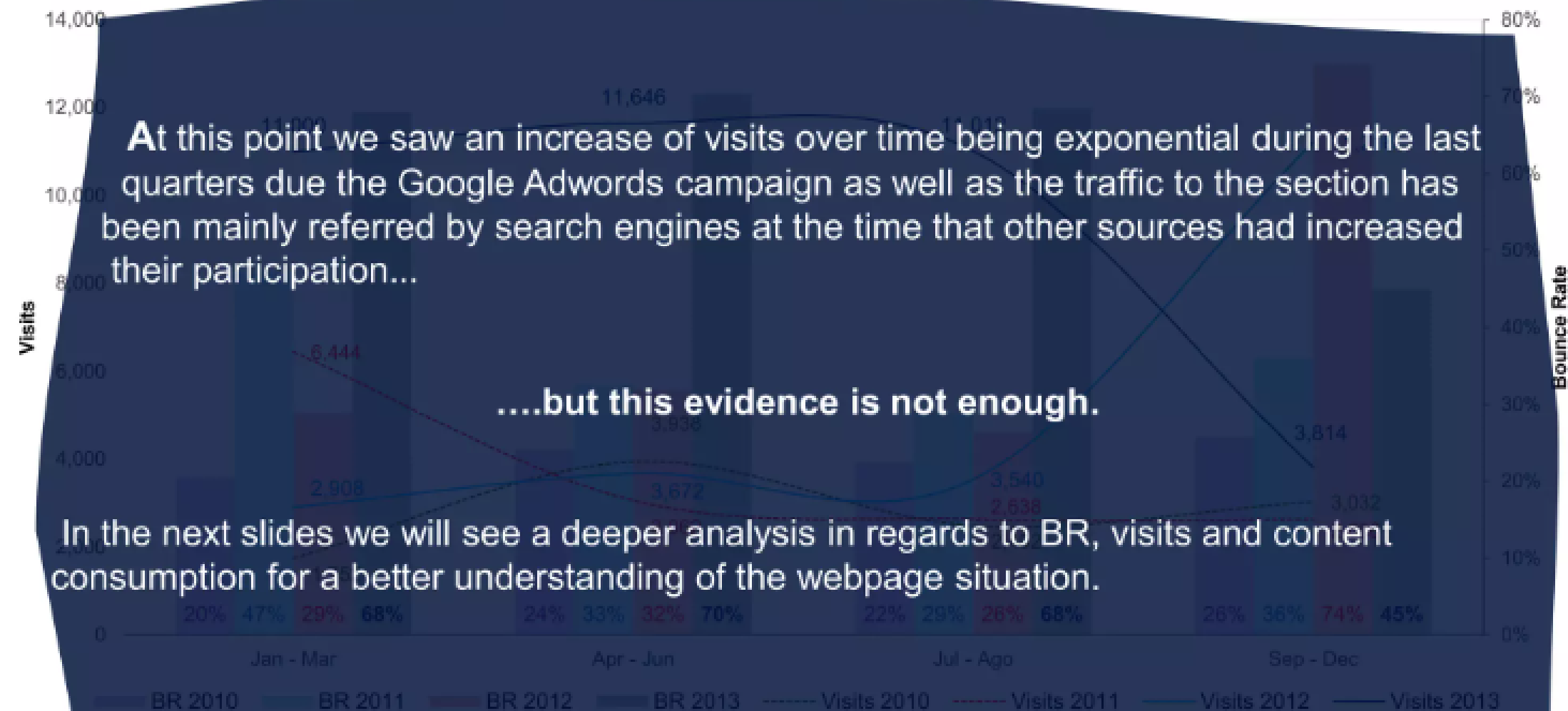
2010 – 2013 by quarter



As two of the main KPI's, BR and visits are indicators that we have to deeply analyze. In this chart I present the trend for both indicators in the same periods of time presented in the table of the beginning, we can see the behavior of each quarter for the last 4 years.

# Visits vs Bounce Rate

2010 – 2013 by quarter



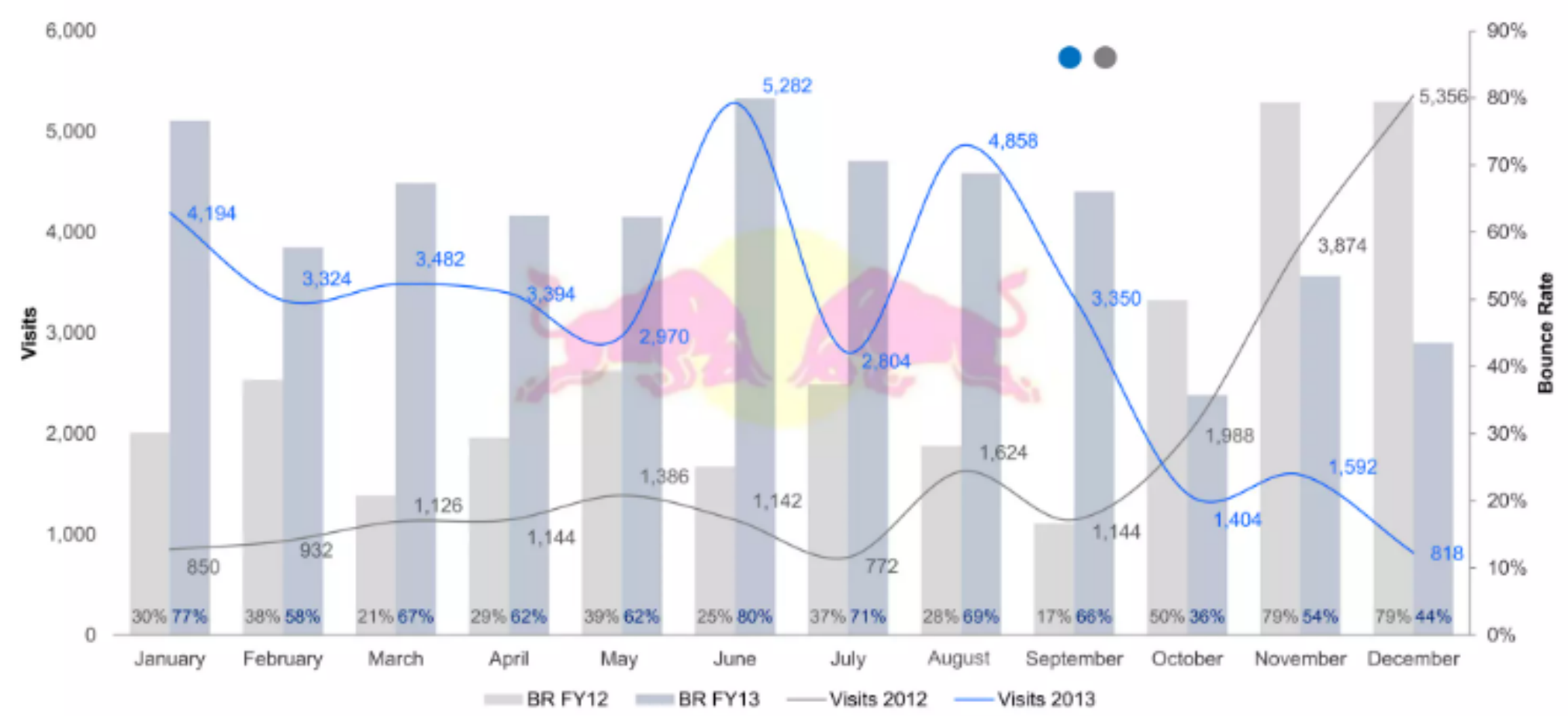




# Yearly Bounce Rate (BR) vs Visits

2012 versus 2013

- Beginning of Google Adwords campaign in 2012
- Ending of Google Adwords campaign in 2013



The increase of visit has a correlation with the increase of BR mostly in those months with the Adwords aid.

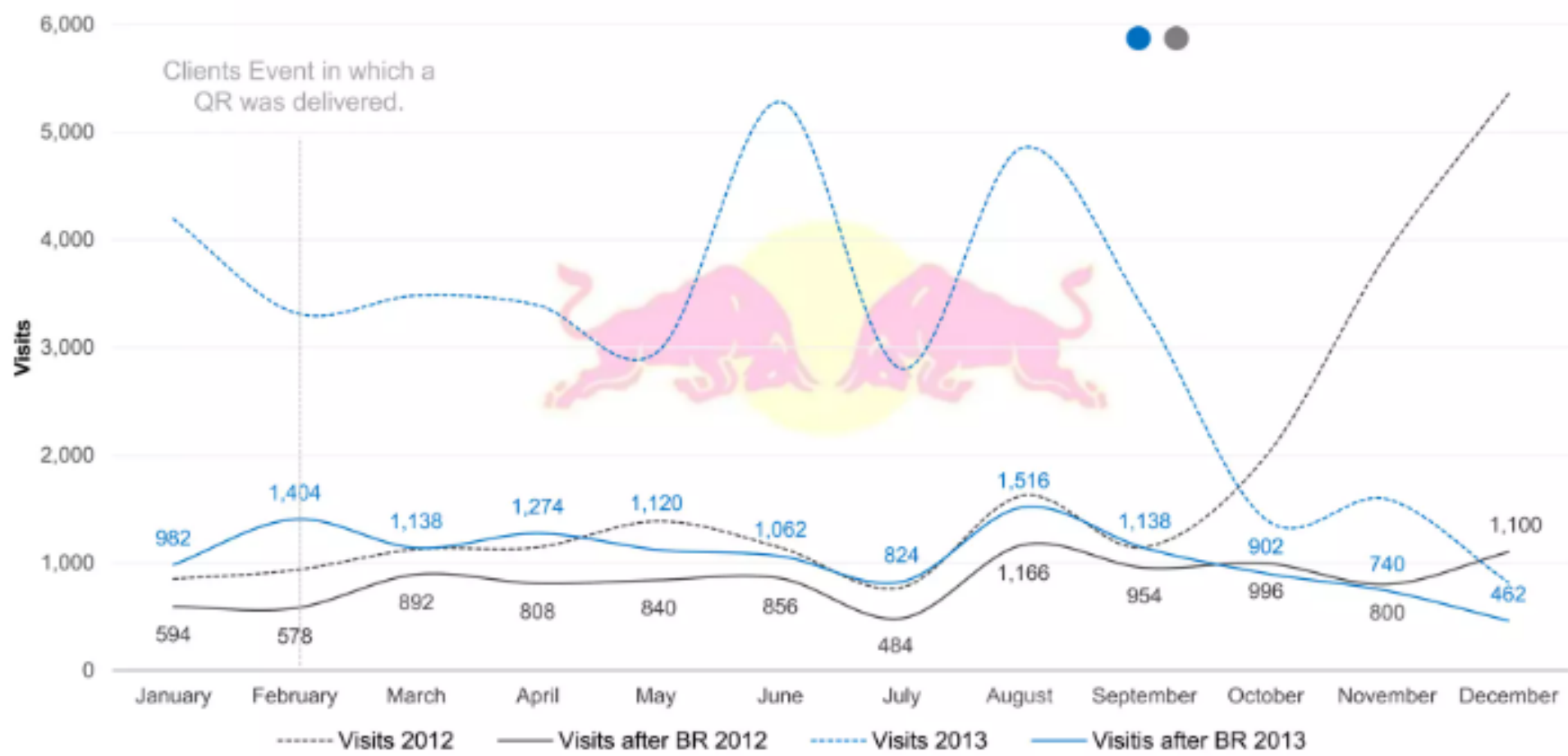
At this point is possible to indicate the average in visits and BR for both years to give a wider understanding of each month performance.



# Visits vs Visits after Bounce Rate

2012 versus 2013

- Beginning of Google Adwords campaign in 2012
- Ending of Google Adwords campaign in 2013



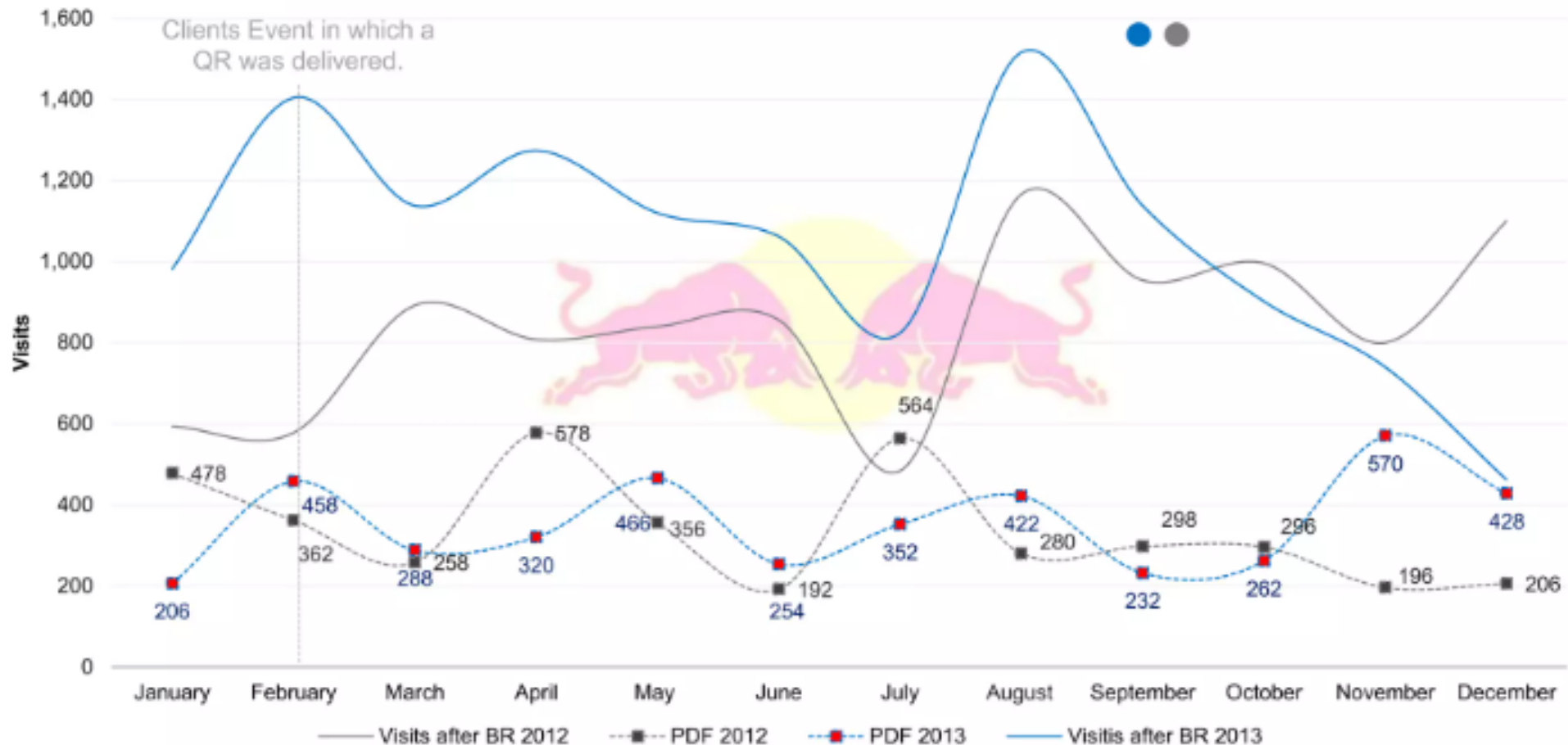
The BR was so much higher when the campaign was activated, nevertheless the *visits after BR* increased YoY. When the campaign ended the *visits after BR* decreased under the levels of 2012.

# Visits after Bounce Rate vs PDF Downloads



2012 versus 2013

- Beginning of Google Adwords campaign in 2012
- Ending of Google Adwords campaign in 2013

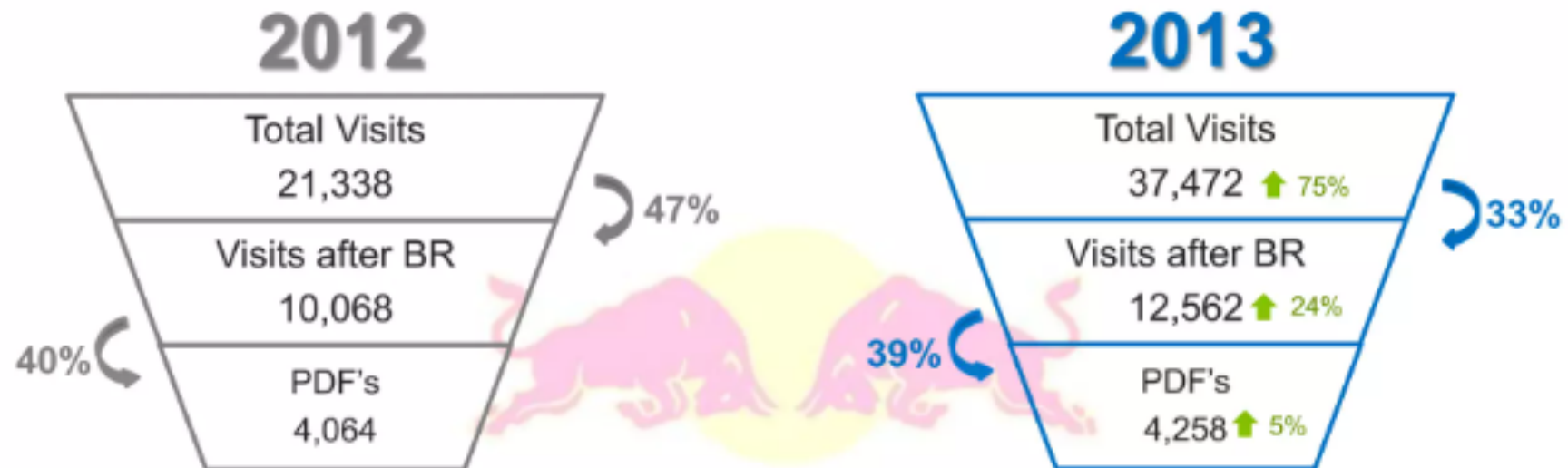


Following the trend of visits, the content consumption increased during the GA campaign, the interesting thing is that when the GA aid ended the consumption was of the highest in both years...



# Conversion funnel

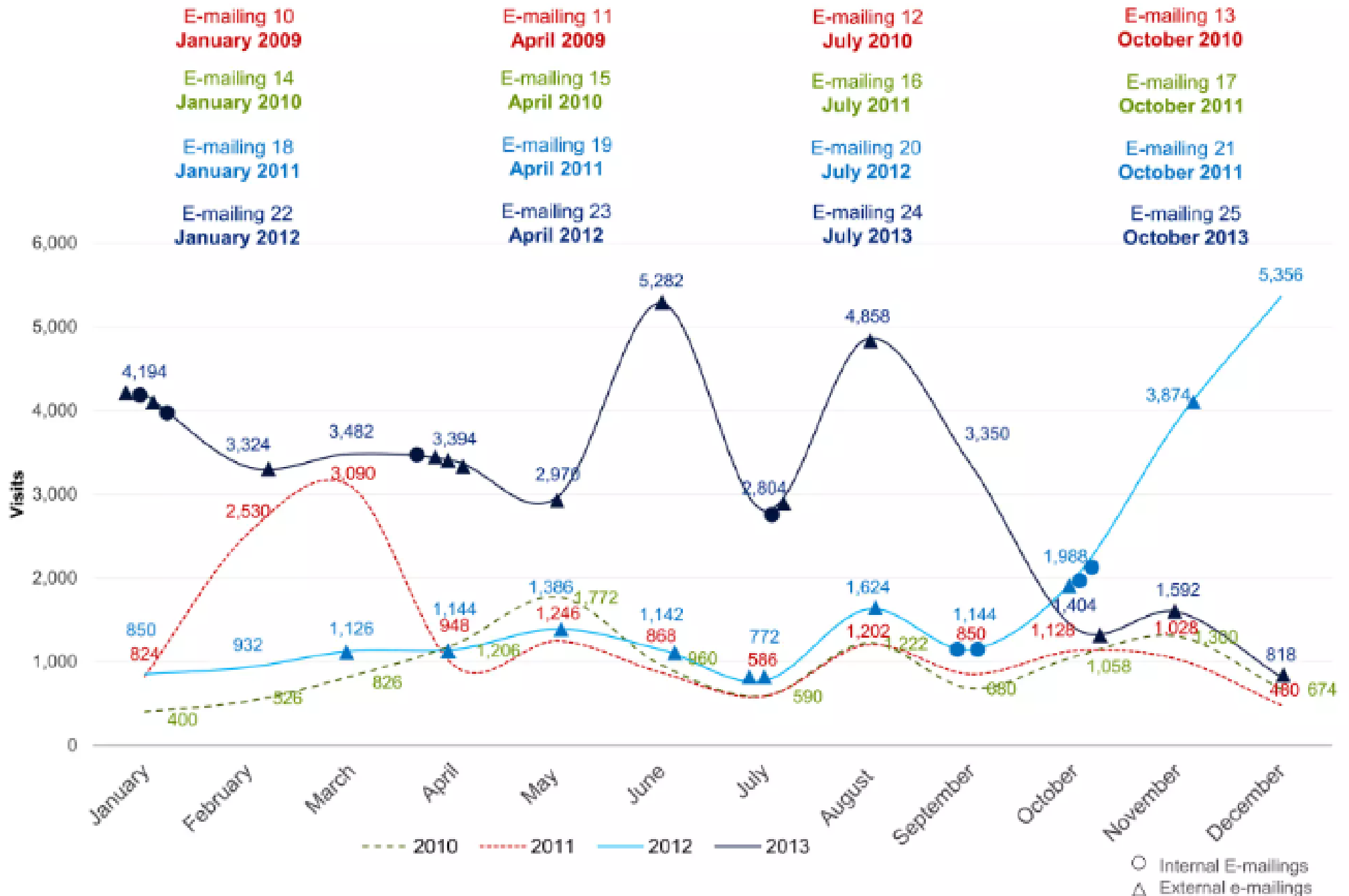
2012 versus 2013



With the GA campaign we reach people interested in the topics promoted for this section, but not necessarily all of the visitors arrived by this mean... they could also have arrived by the e-mail efforts.

Even when the GA aid brought to much bounce visits traffic to the webpage, the ones that decided to stay in the page were not only interested in the content promoted but in the whole content available in the section.

# E.Mailing efforts vs Visits



# E.Mailing efforts vs Visits

E-mailing 10  
January 2009

E-mailing 11  
April 2009

E-mailing 12  
July 2010

E-mailing 13  
October 2010

E-mailing 14  
January 2010

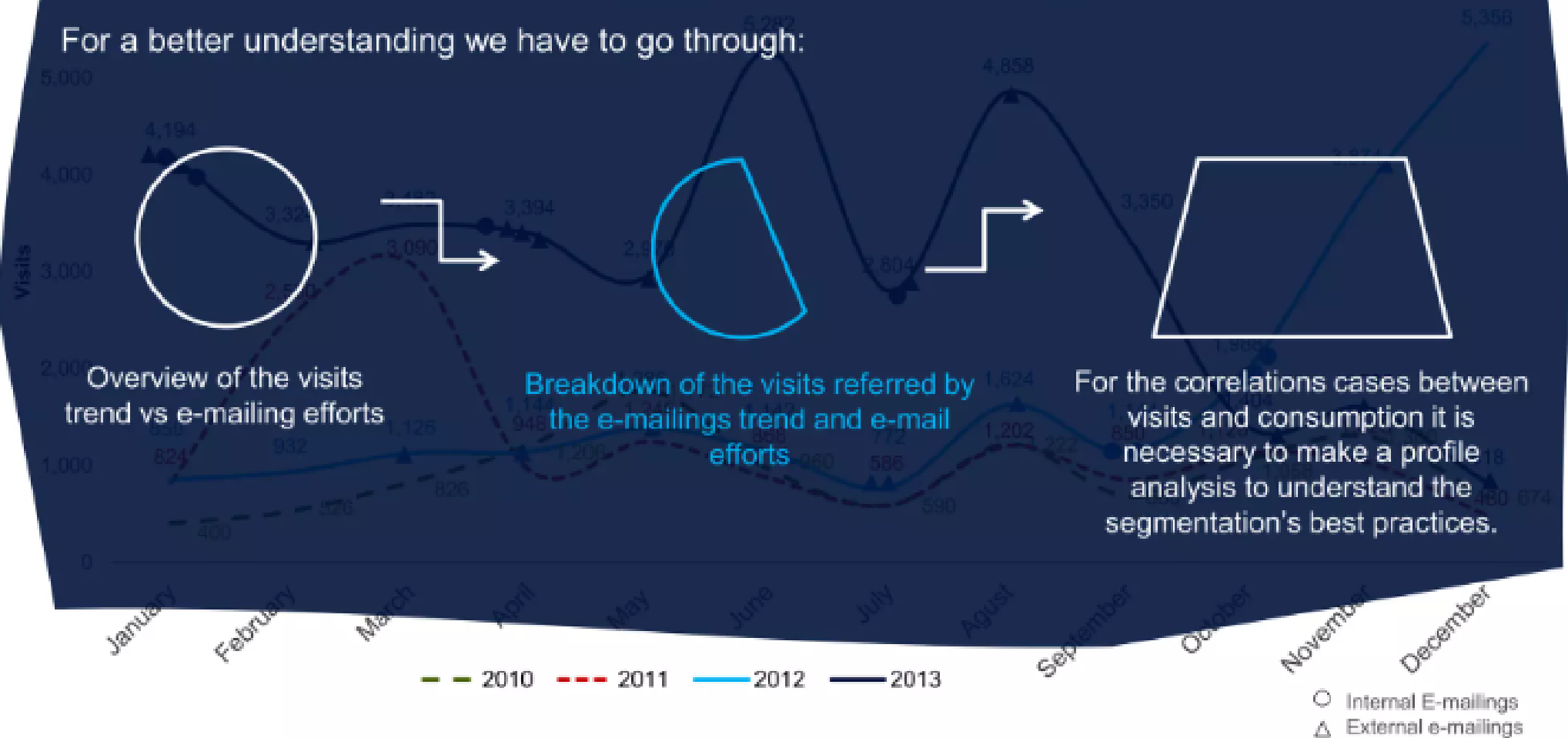
E-mailing 15  
April 2010

E-mailing 16  
July 2011

E-mailing 17  
October 2011

The trend of visits has been influenced by e-mail efforts. Based on the previous charts it is possible to recognize that the e-mailing efforts helped to increase the content consumption too; the more accurate the segmentation is, the more content consumption will be.

For a better understanding we have to go through:

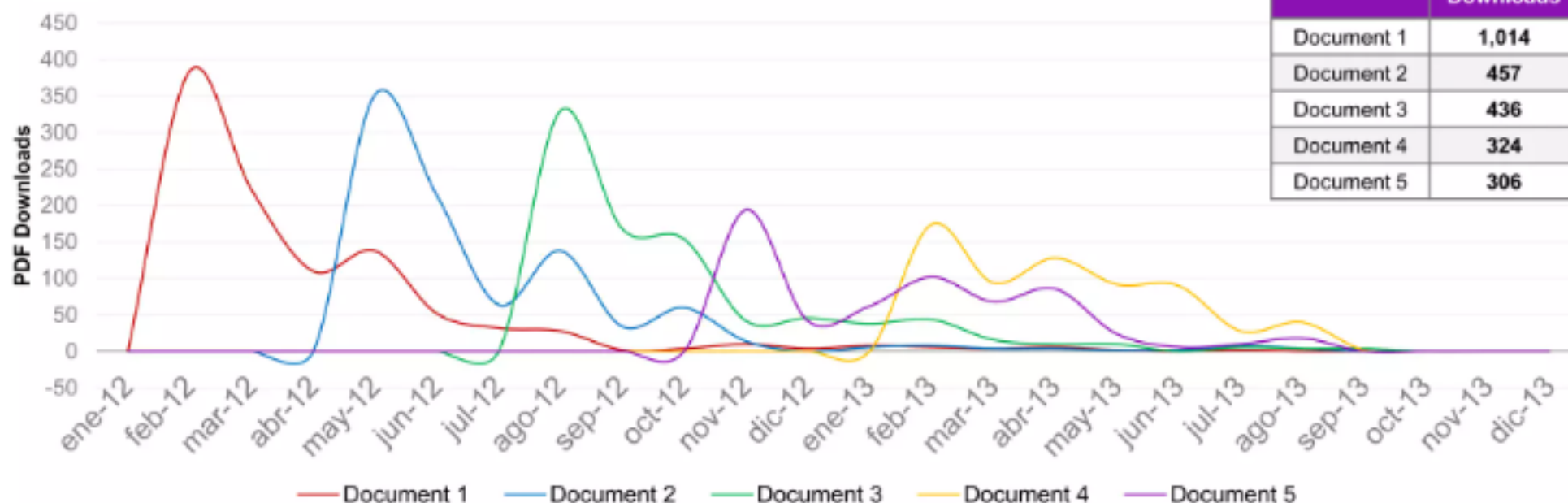




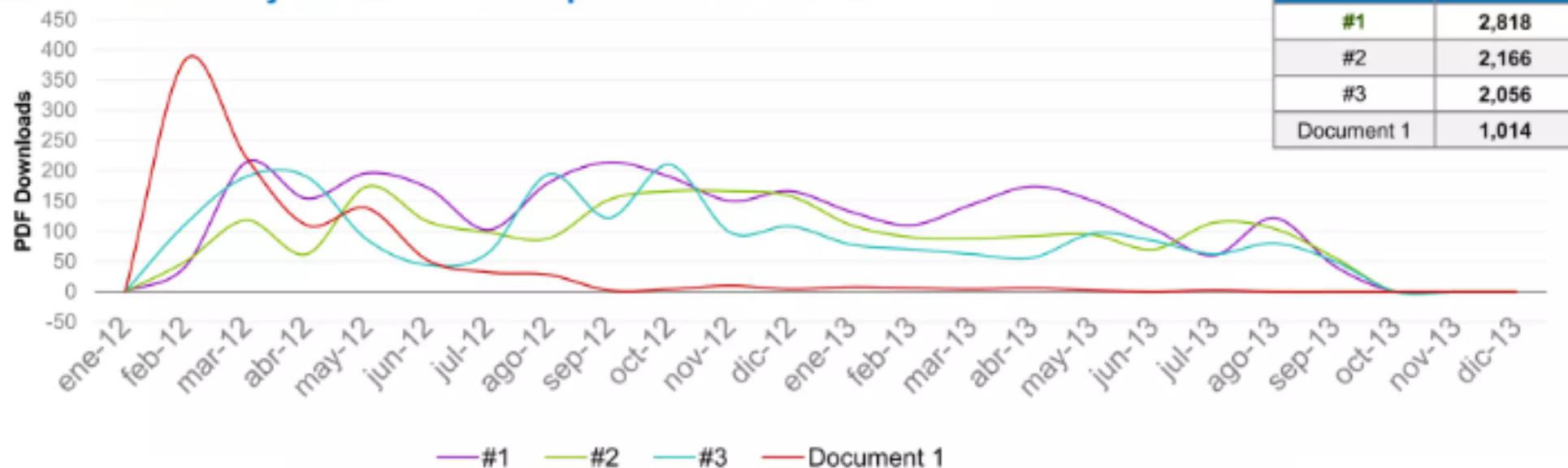
# Downloads



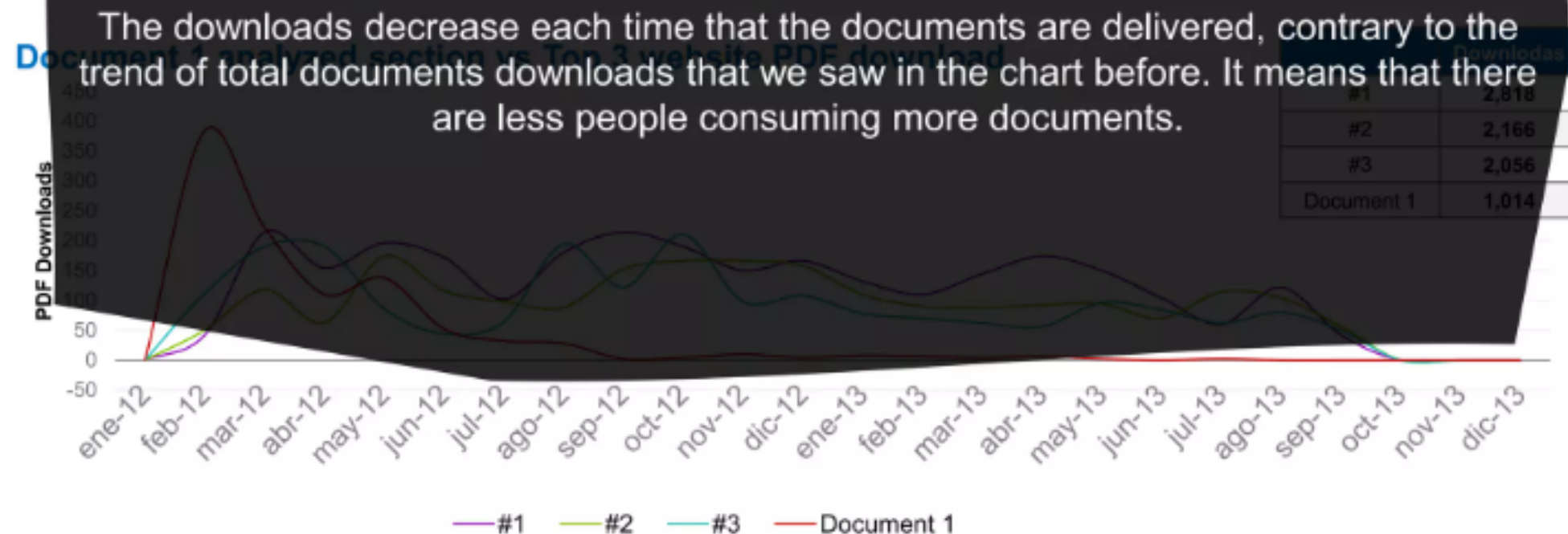
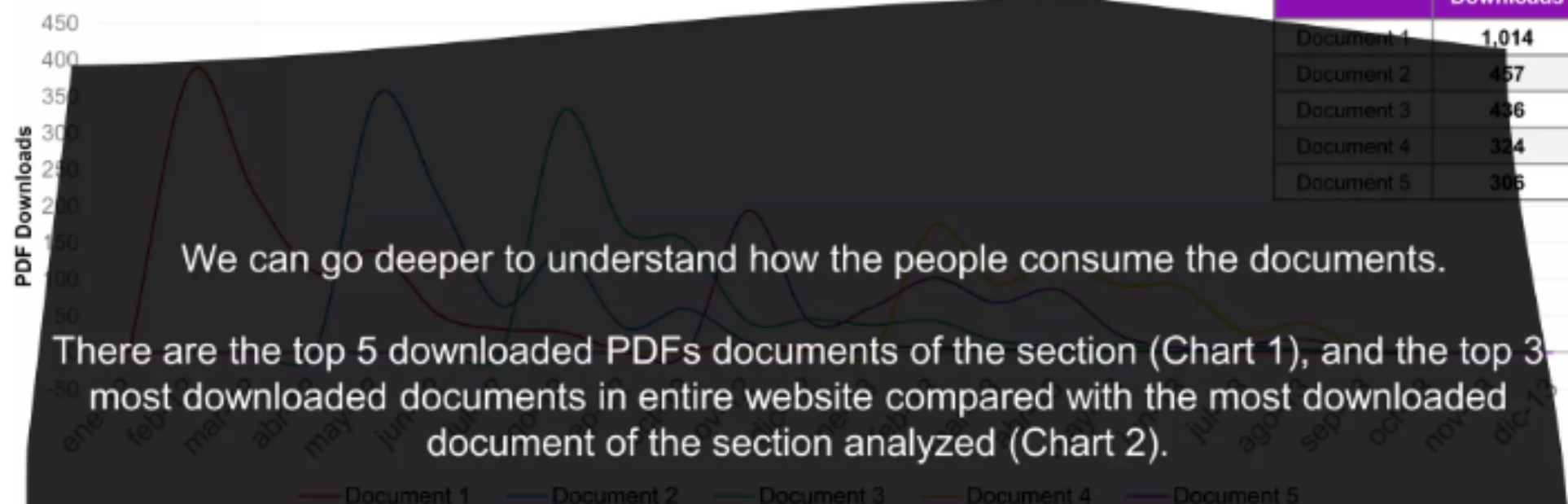
## Top 5 PDF analyzed section downloads



## Document 1 analyzed section vs Top 3 website PDF download



## Top 5 PDF analyzed section downloads





## Recommendations:

1

**Revamp the webpage design** around the call to action to increase content consumption and to visit other sections.

2

**Optimize the GA campaign** in regards to key words to a wider scope to promote more sections of the website with content related.

3

**Track conversations** in Social Networks to generate insights and increase the participation in the traffic sources.

4

**Diversify in different formats** the content promoted like video, infographics and/or webcast.

*Thank you!!*