YourLogo

Web Traffic

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More details   **View demo**

CUSTOM

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 **Omniture 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.

Real-Time Website Analytics

Static web analytics are passé. We are in an era where trends change at the speed of thought. You should be able to track and react to the changing trends as soon as possible if you don't want to miss out on possible opportunities. You must have access to up-to-the-minute data. WebAnalyzer Plus does exactly that - it tracks visitors to your website in real-time and gives you live data about every visitor who is currently on your website at this very moment. Armed with real-time data, you can easily identify what content is currently trending and quickly respond to changes in visitors' behavior.

WebAnalyzer Plus captures and presents to you comprehensive real-time information about all the visitors who are currently active on your website. The information includes:

The Importance of Website Analytics

Website analytics tools provide valuable data on **traffic sources**, **pageviews**, and **user behavior**. By analyzing this data, you can identify **trends** and **opportunities** to improve engagement. **Google Analytics** is a popular tool for website analytics.

Real-Time Website Performance Monitoring
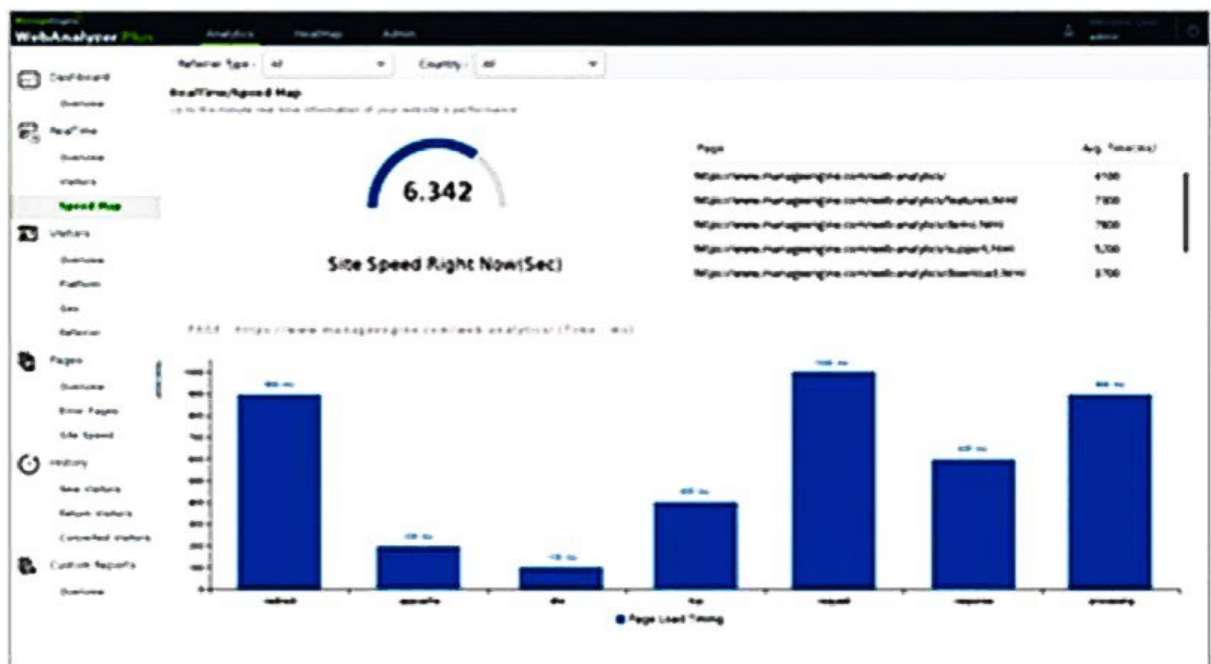
Is your website good enough to handle traffic spikes? How fast do your webpages load? Which webpage loads the fastest and which one loads the slowest? Answer to all these questions can be easily acquired from WebAnalyzer Plus's real-time speed map. The speed map will give you an overview of your website's overall speed and also the average load time of each and every webpage. With real-time data about your website's speed, you can ensure that your website loads quickly and efficiently and in turn ensure a positive experience for the visitors. This data also helps you prevent yoru website from stutters or going down because of unexpected spike in traffic.
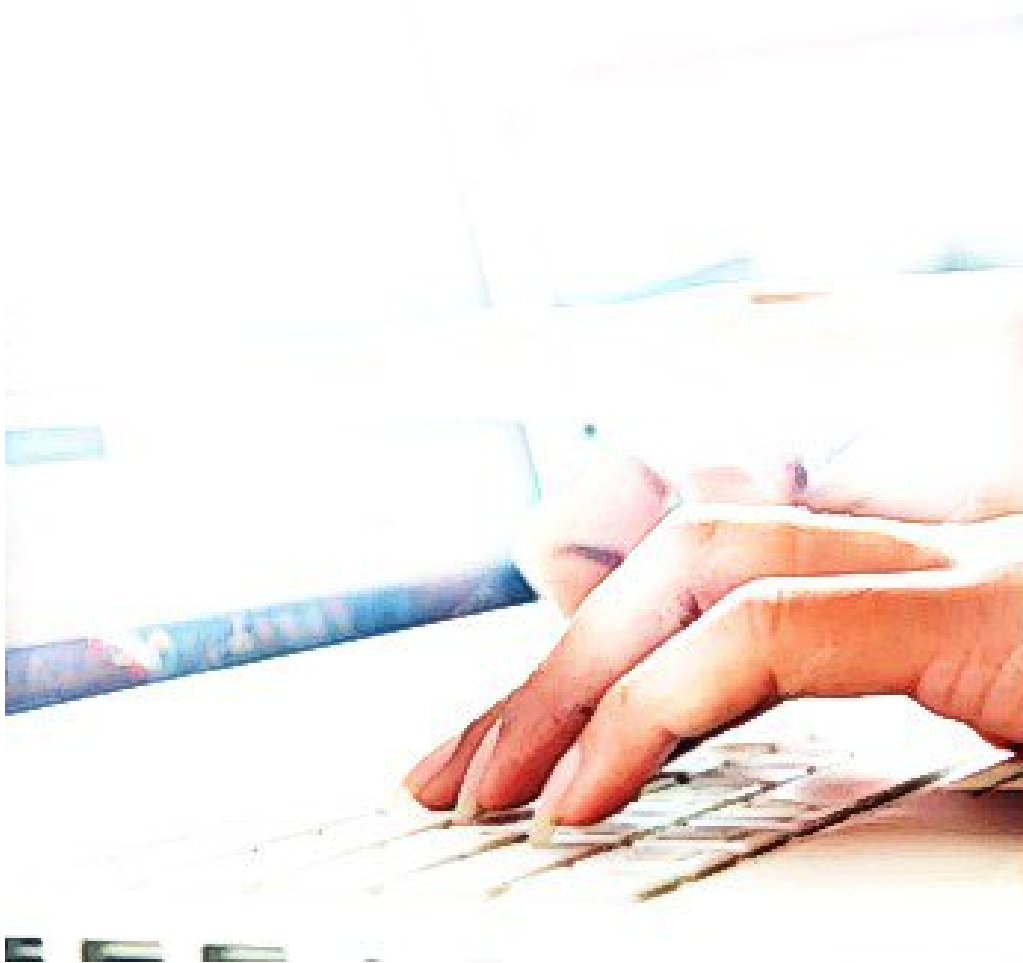
Analyzing User Behavior

User behavior data such as **bounce rate**, **time on site**, and **click-through rate** can help you understand how users interact with your website. Use this data to **improve** user experience and **increase** engagement. **Google Analytics** provides user behavior data on your website visitors.

Referrer types
2013

Traffic referred from Social Networks. e.g.
- Facebook   69%
- Twitter   23%
- Linkedin   7%
- Youtube   1%

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

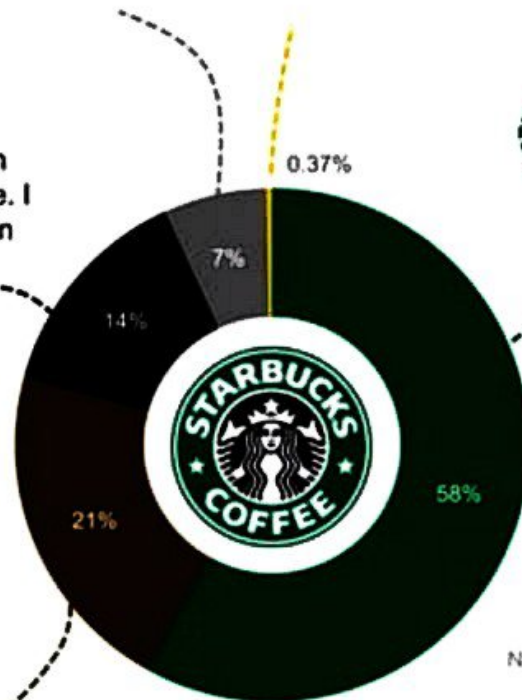Traffic that arrived the webpage from search engines paid and organic; is possible to differentiate them with tracking codes. I list the main search key words.

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

0.37%

7%

14%

Search engines
▼ -16%

Other websites
▲ 11%

Yoursite
▲ 4%

58%

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 %.

21%

Direct traffic
▲ 1.36%

N=37,472

Social Networks
▲ 0.33%   *Growth YoY

Thank you