Digital Marketing Analytics – Individual Homework 2

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Individual Webpage

The address of my individual webpage is: http://seven-ish.weebly.com/siowmeng

Google Analytics Reports

This section displays the Google Analytics reports which contain the key statistics for analysing users visiting the website. By analysing the audience behaviours, we can zoom in to the important aspects that can be enhanced to improve user experience (thereby increase user traffics).

Real Time Dashboard

First useful dashboard is the real-time dashboard, it allows us to view the information of the users who are currently visiting the website. Below is the screenshot of the real-time dashboard showing the location of the active users (i.e. 1 user in United Kingdom) and the page views in the previous 30 minutes.
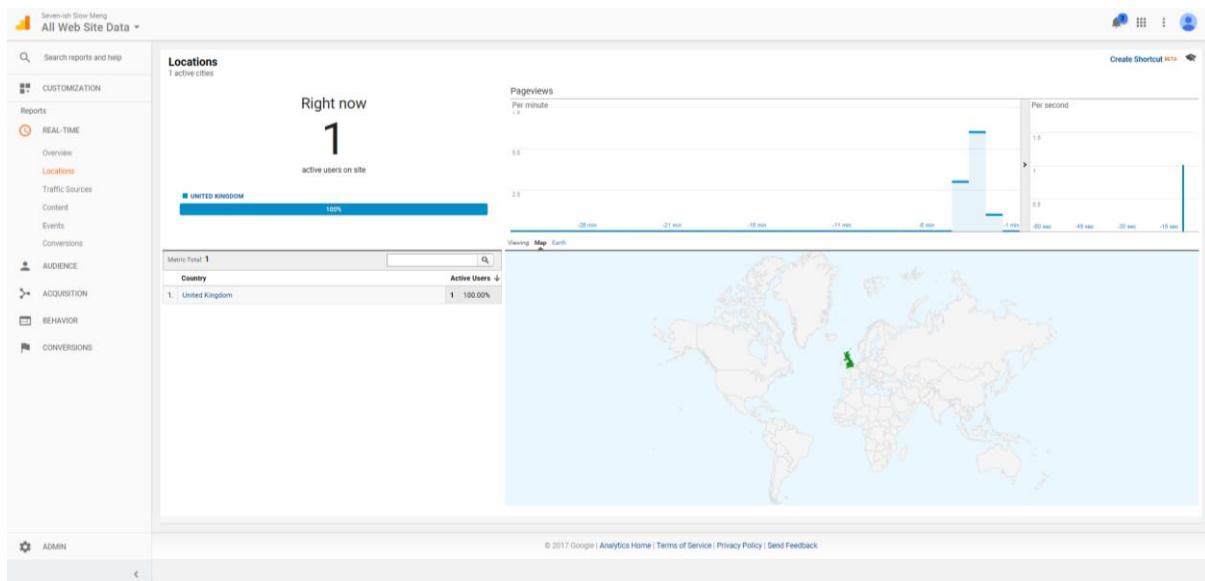

Figure 1 Real Time Dashboard – Locations Info

Audience Information

Google Analytics also contains detailed information of the users. The below Audience Overview shows various user information such as number of user sessions, bounce rate, new visitor percentage, Internet Service Providers of the visitors.
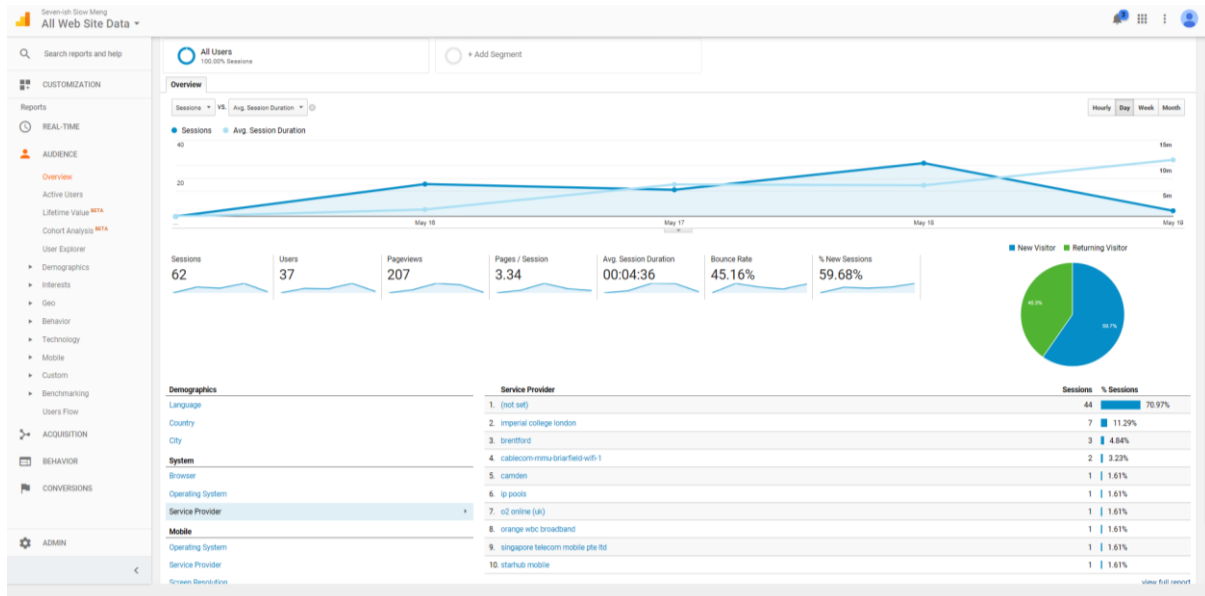

Figure 2 Audience Overview Report

While the high-level overview of user statistics is helpful, we would also want to know the duration of each visit. The Audience Engagement report displays the number of sessions in each duration bucket, as shown in **Figure 3**.
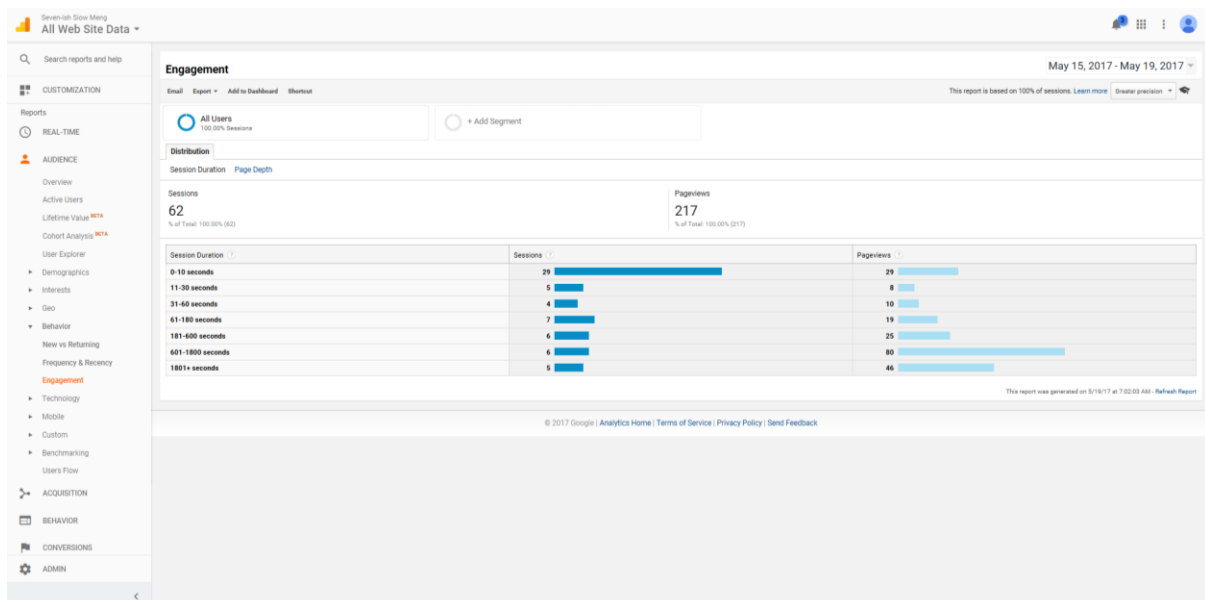

Figure 3 Session Duration Distribution

Another useful statistics is the breakdown of device types. By knowing the device types of the visitors, we can customise the user experience to improve the audience engagement. For example, if most of the visitors use mobile devices to browse the webpage, we can include a mobile-friendly version of the website.
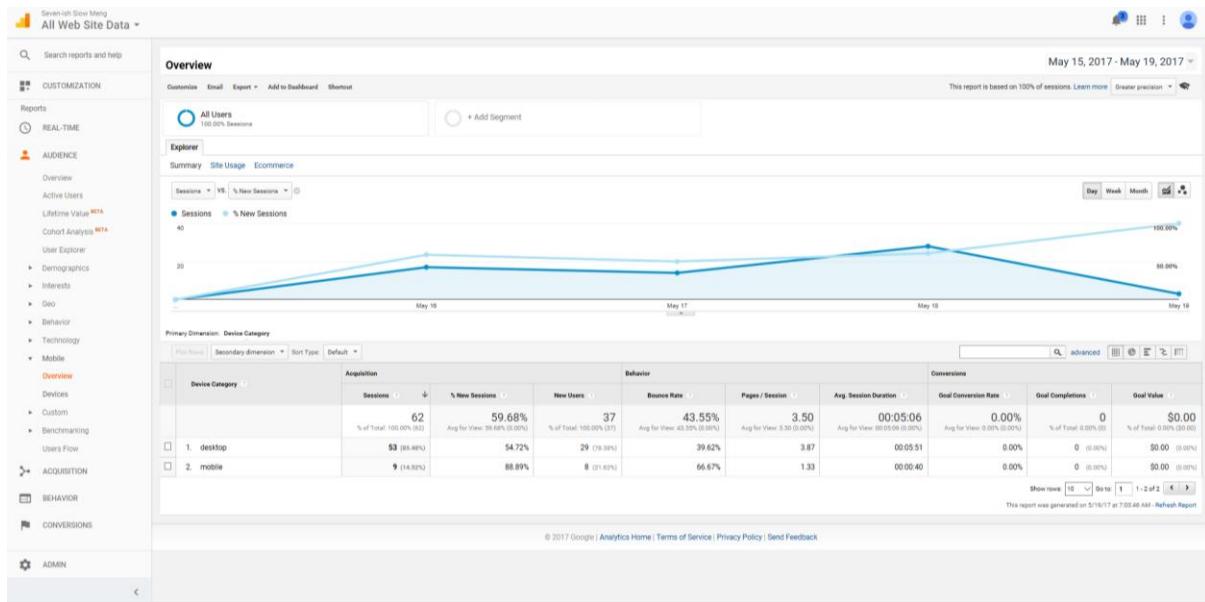
Figure 4 Device Types Breakdown

Page Views and Clicks

Google Analytics also allows us to view the information at the page and click level. **Figure 5** lists the title of the pages that have been viewed on the website and also the relevant statistics (e.g. Average Time on Page, % Exit).
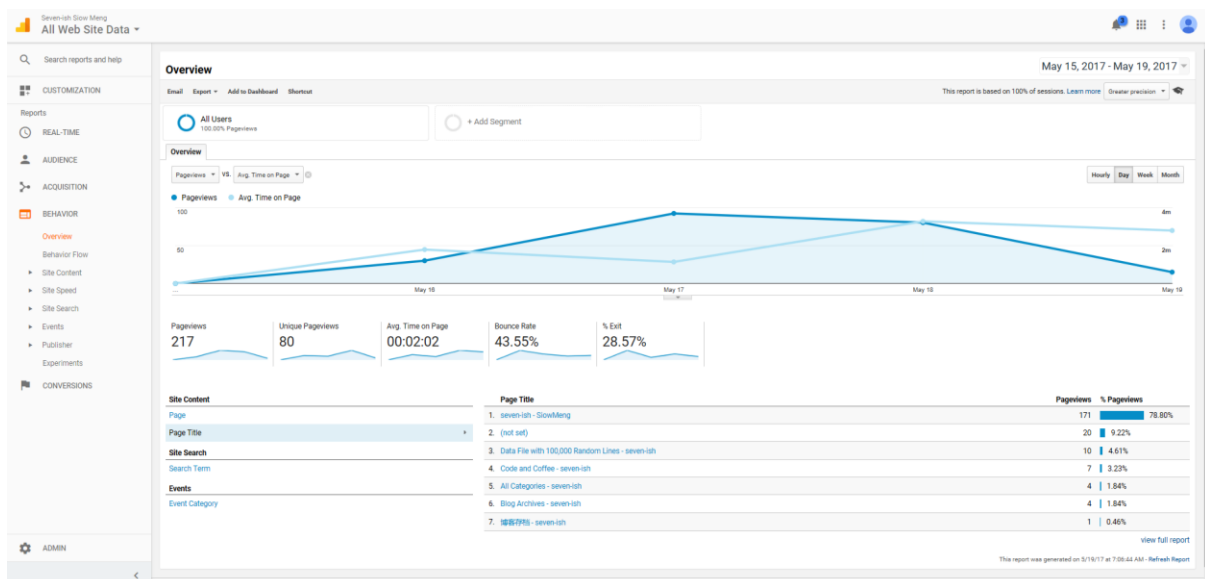

Figure 5 Pageviews of each Page

By configuring each link click as an event, we can also view what are the links that the users have clicked while visiting the website. In **Figure 6**, a user click is considered an event and the "Event Label" corresponds to the URL links that the visitors have clicked on.
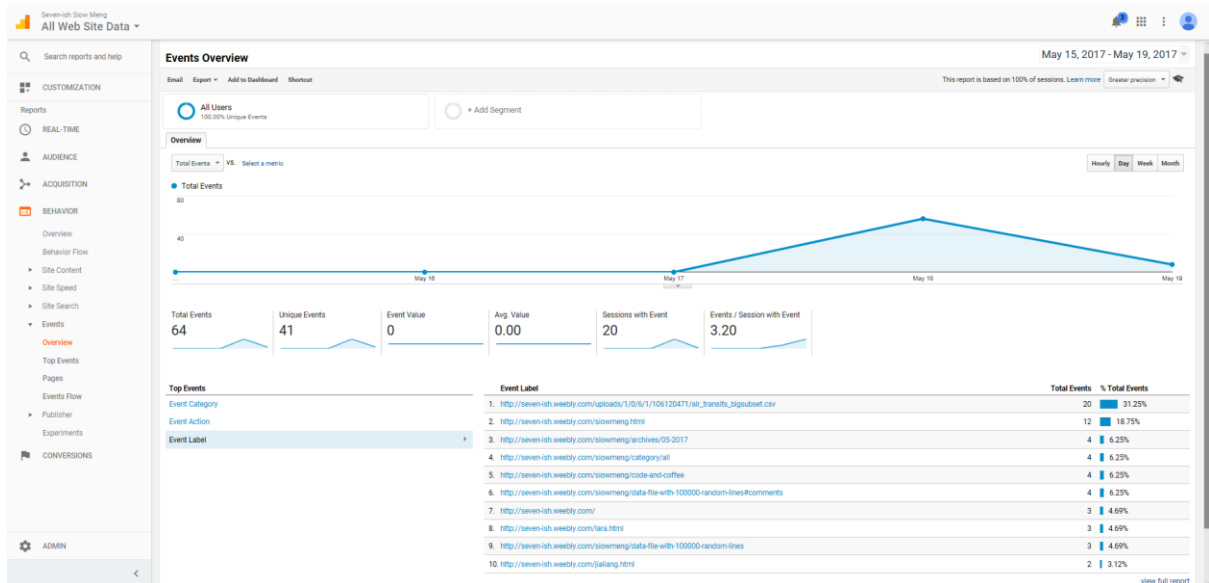
Figure 6 URL Links Clicked by Visitors

Figure 7 shows the details regarding the exit pages. Exit page is the last page viewed by user before they left the website. The table shows the pages used as exit pages and the graph depicts the trend of the exit rate. With the exit page information, we can have an idea what enhancements can be done to retain the visitors so that they spend longer time on the website).
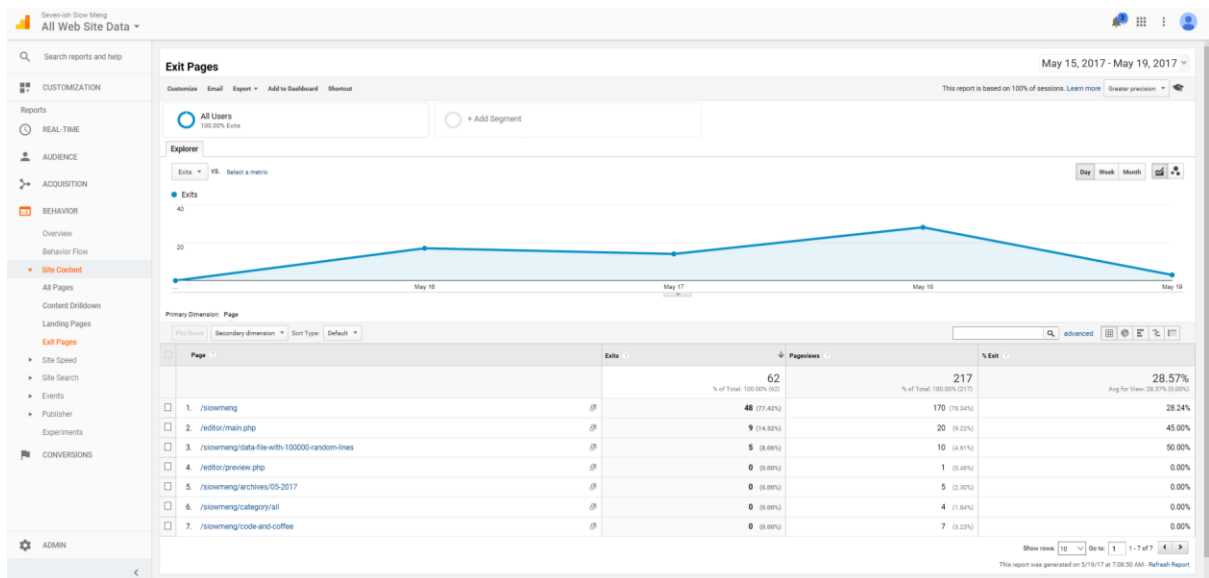

Figure 7 Exit Pages

Customisable Dashboard

Lastly, Google Analytics allows us to customise the dashboards to include the information deemed relevant. In **Figure 8**, the dashboard has been customised to show users and browsers statistics. All the relevant statistics can be consolidated and viewed from a single page.

Users & Browsers Analysis Dashboard   May 15, 2017 - May 19, 2017

Figure 8 Customised Dashboard with User & Browser Information