

# WEB ANALYTICS

ALL ABOUT DATA AND MORE DATA

# WHAT IS WEB ANALYTICS ?

Collecting, Analysing, Measuring user data

Track, Report and Analyse user behaviour

To take informed decisions and continuous improvement

# CATEGORIES OF WEB ANALYTICS

## OFF-SITE WEB ANALYTICS

The term off-site web analytics refers to the practice of monitoring visitor activity outside of an organization's website to measure potential audience

Off-site web analytics provides an industrywide analysis that gives insight into how a business is performing in comparison to competitors

It refers to the type of analytics that focuses on data collected from across the web, such as social media, search engines and forums

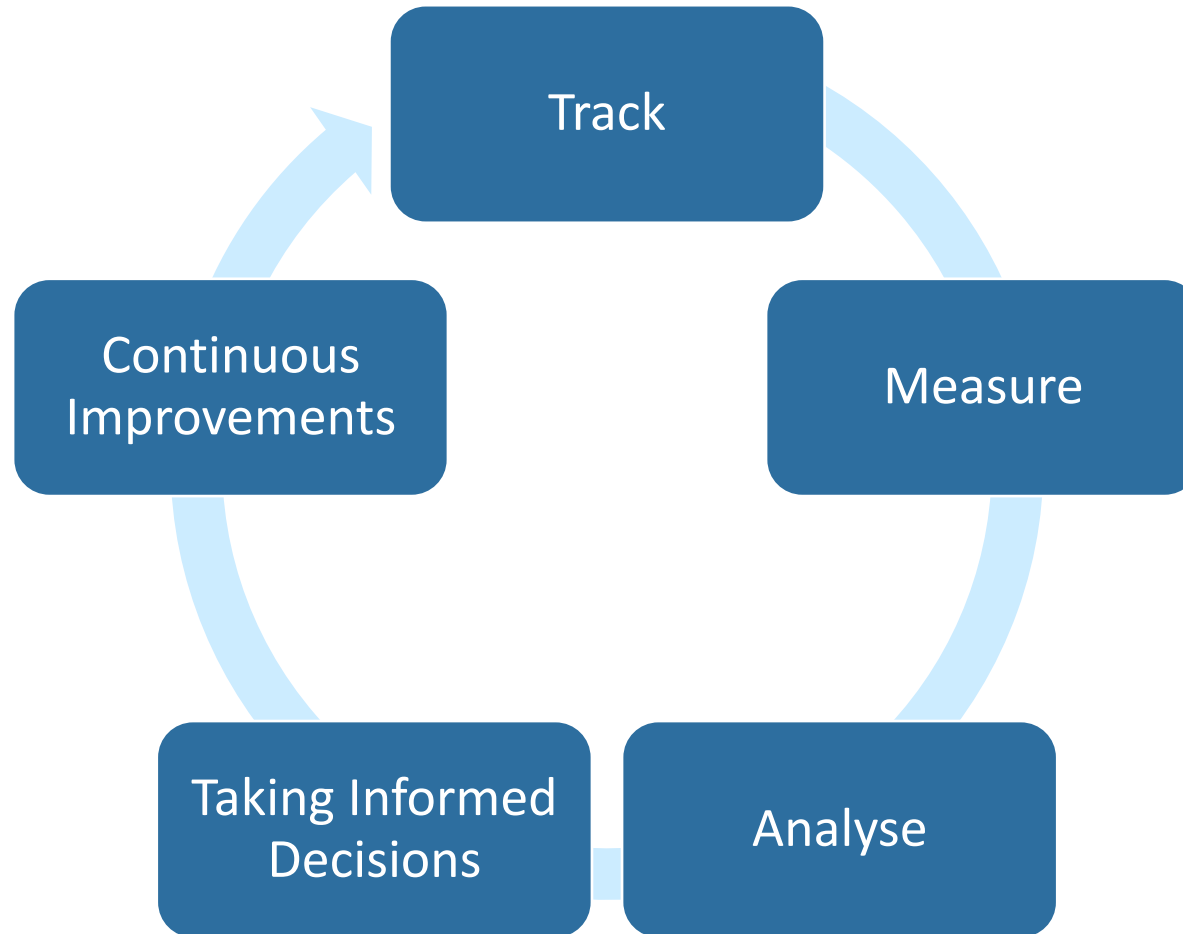
## ON-SITE WEB ANALYTICS

On-site web analytics refers to a narrower focus that uses analytics to track the activity of visitors to a specific site to see how the site is performing

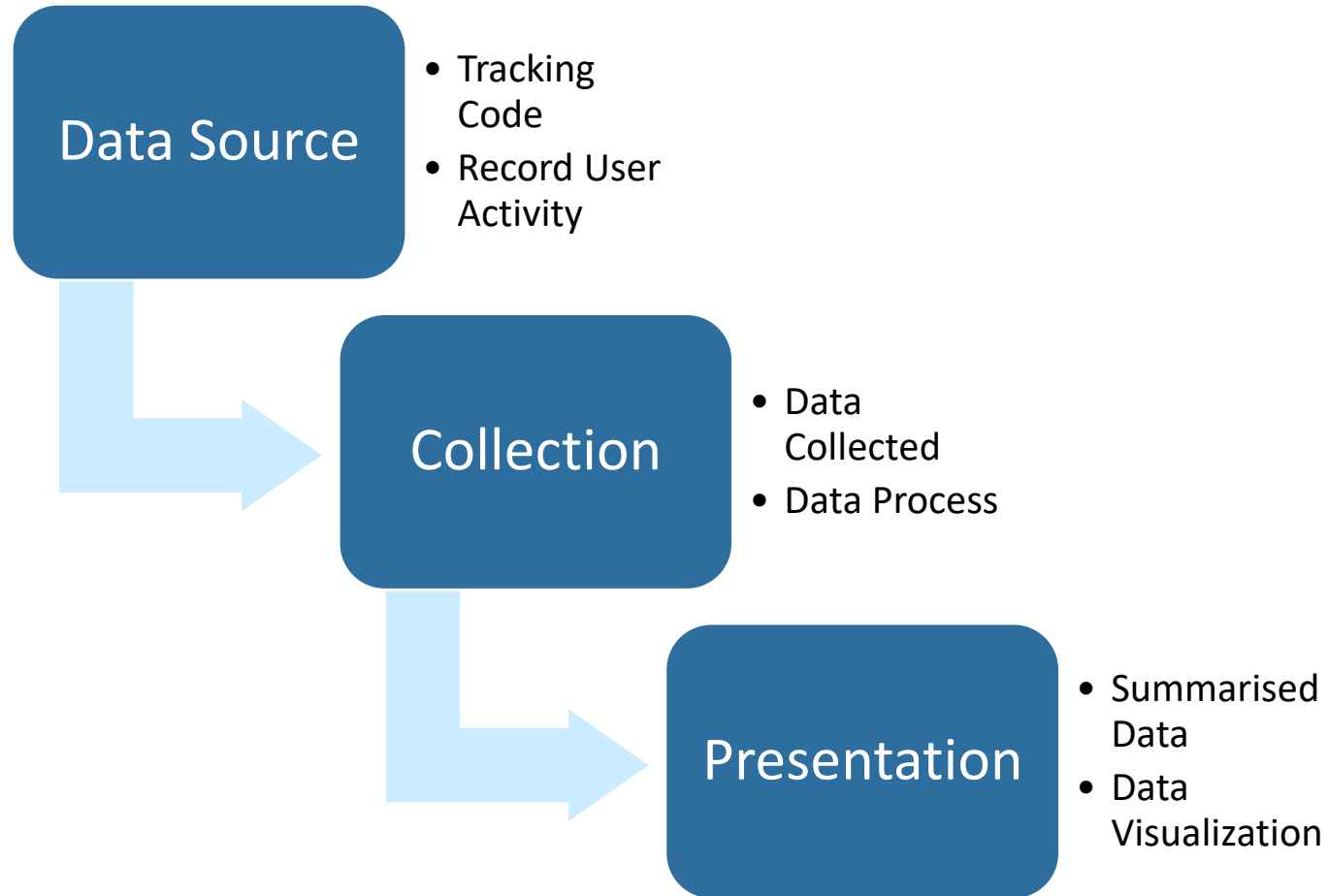
The data gathered is usually more relevant to a site's owner and can include details on site engagement, such as what content is most popular

Two technological approaches to on-site web analytics include log file analysis and page tagging

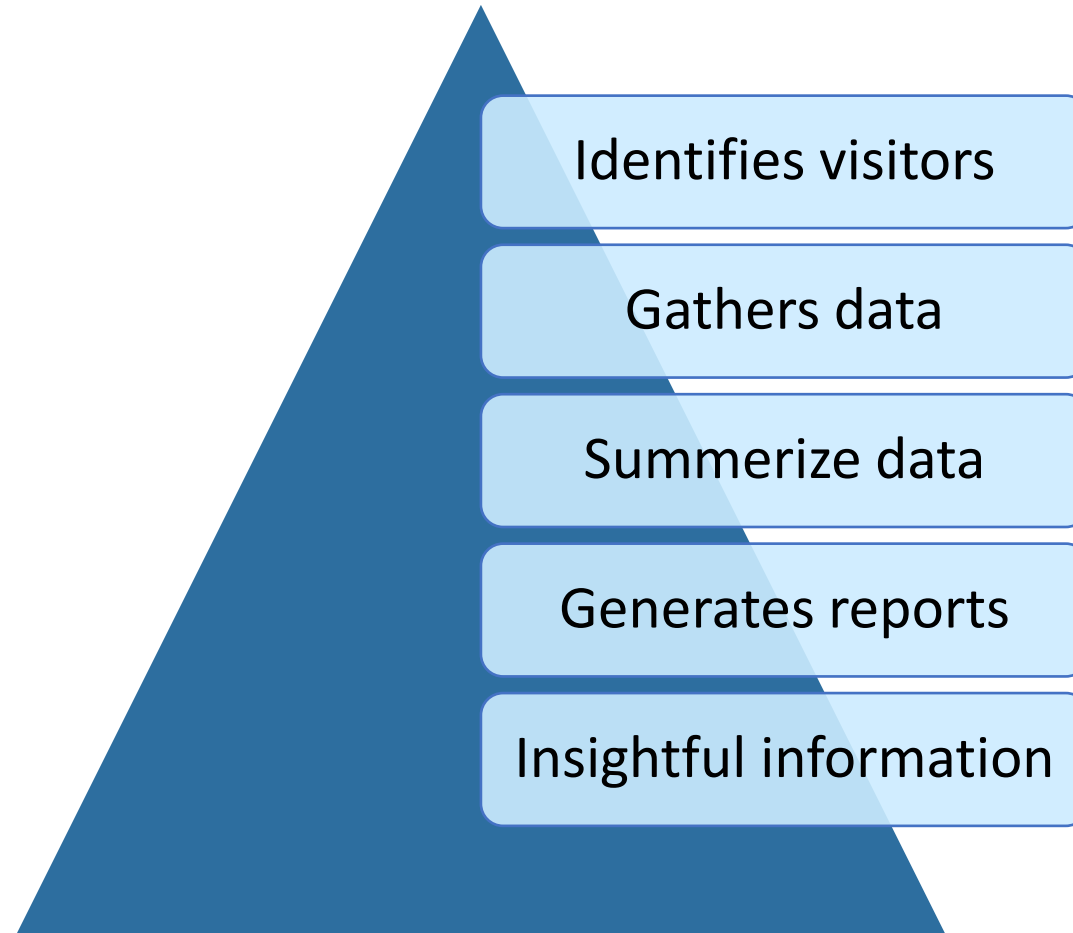
# WHY WEB ANALYTICS?



# HOW WEB ANALYTICS WORKS?



# WEB ANALYTICS BENEFITS



# DATA SOURCE

THE ANALYTIC DATA

# WHAT IS DATA SOURCE?

Data source basically are files

It contains all user information collected

Data sourced is transformed into actionable  
information



# SERVER LOGS

Server logs record activity

Ex. IP Address, Time, Date,  
Pages, Country, Origins etc

Segmented by day, week,  
month

Backend Information

# VISITORS DATA

Dashboard

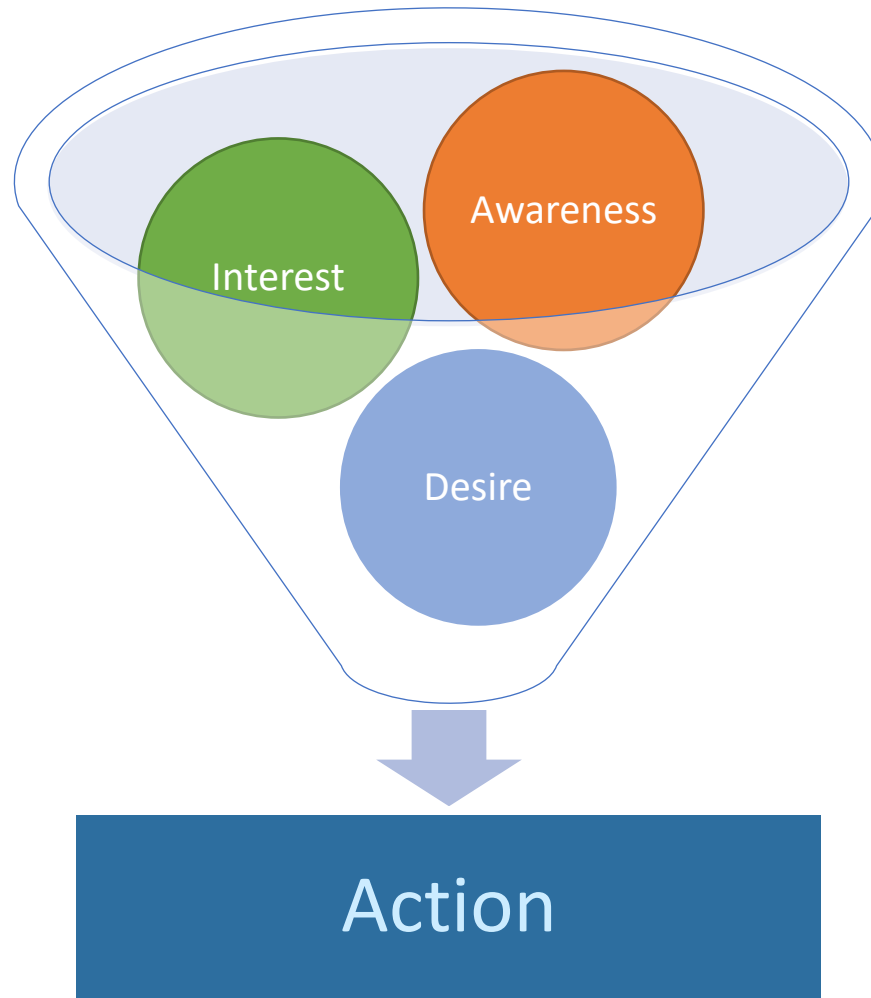
Age, Gender

User Behaviour

Technology

User Geo / Demo

# CONVERSION FUNNEL



# SEGMENTATION, DASHBOARD, CONVERSION

WEB ANALYTICS BIG WORDS

# WHAT IS SEGMENTATION?

Segmentation is segregating data

Ex. Categorization of traffic by City, Country etc

Systematic approach to analyse data

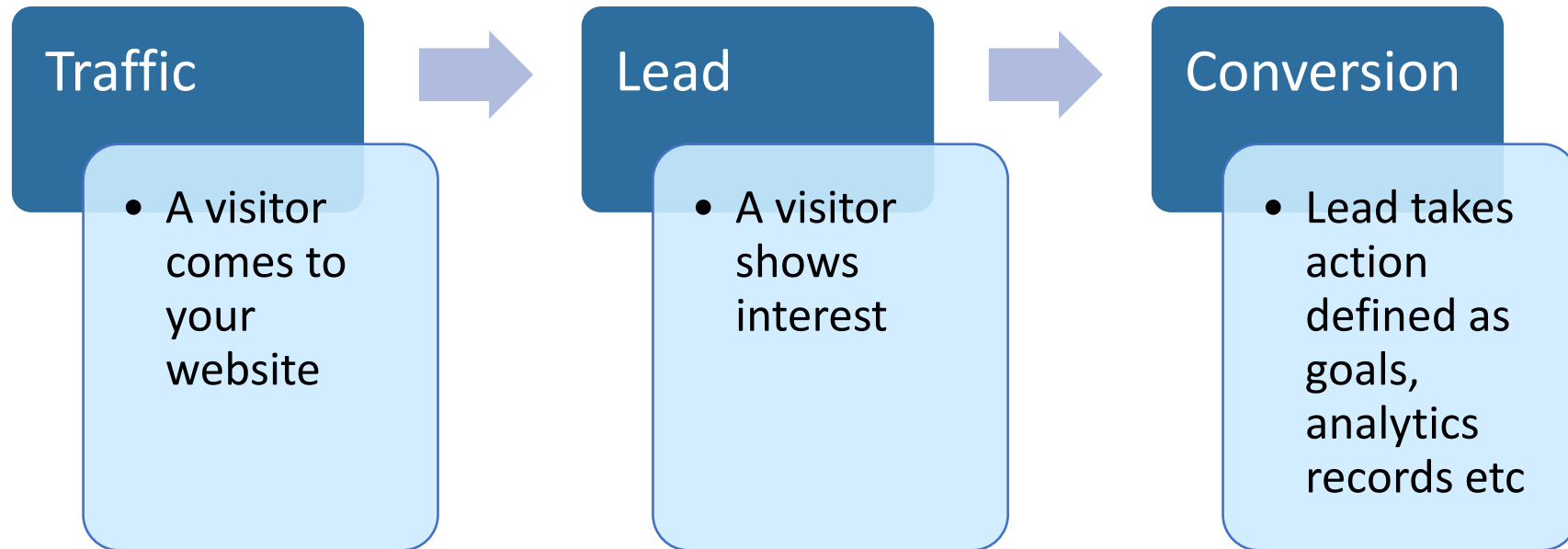
Enabling to take informed decisions

# DASHBOARD IN ANALYTICS

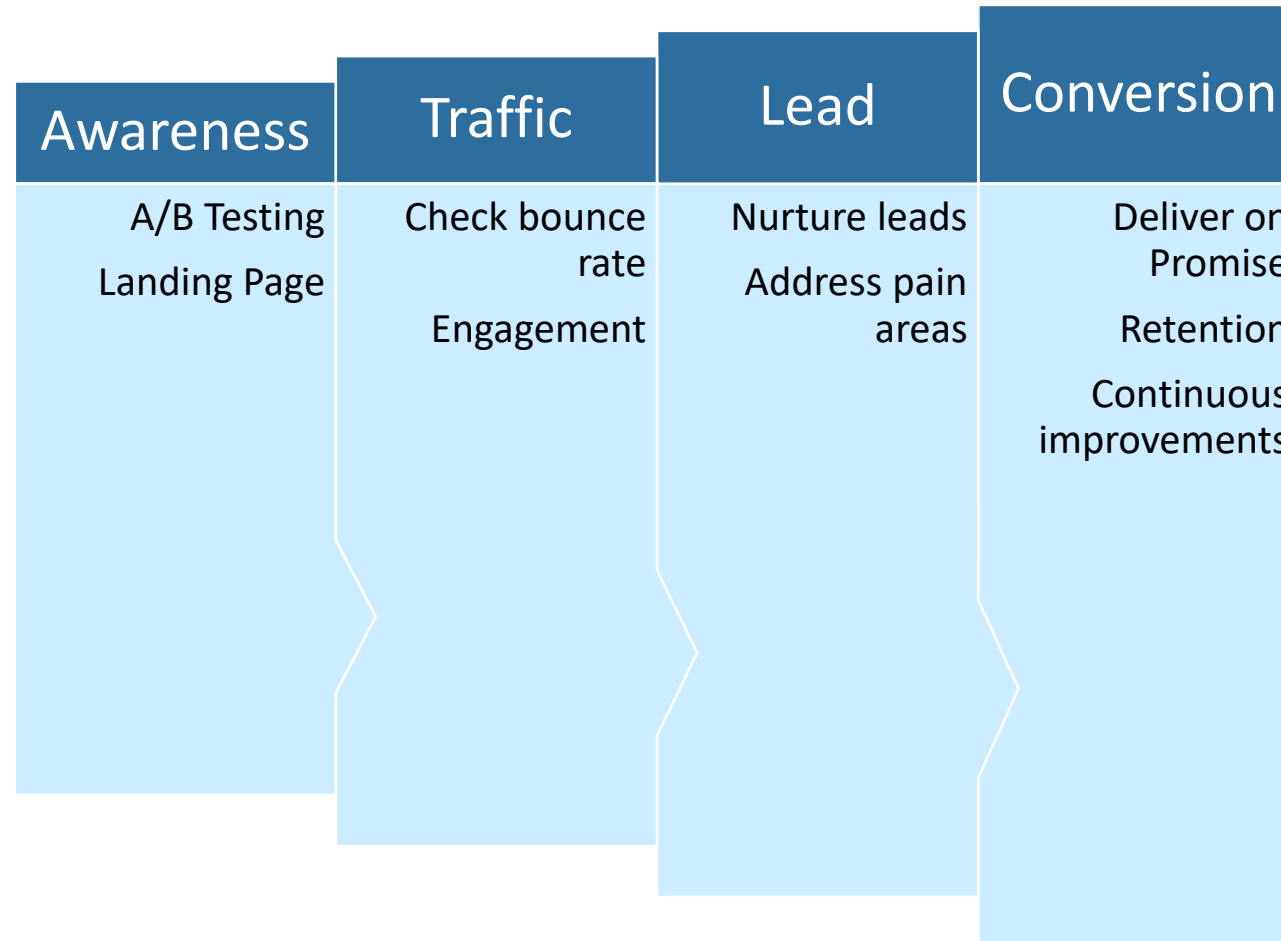
Dashboard is the home page of analytics

Provides the overview of basic information

# WHAT IS CONVERSION?



# CONVERSION TECHNIQUES





# WHAT IS A/B TESTING?

A/B testing also called split testing , is a method used to test two different version of page to test which page performs better

It is aimed to review better conversion rate

# BENEFITS OF A/B TESTING

Analyse what works, what not

Identify grey areas

Understand user behaviour

Implement best techniques

Improved CRO

# WEB ANALYTICS TOOLS

TOOLS FOR YOUR BELT

# VARIOUS WEB ANALYTICS TOOLS

## Google Analytics

Google Analytics is a web analytics platform that monitors website traffic, behaviors and conversions

The platform tracks page views, unique visitors, bounce rates, referral Uniform Resource Locators, average time on-site, page abandonment, new vs. returning visitors and demographic data

## Optimizely

Optimizely is a customer experience and A/B testing platform that helps businesses test and optimize their online experiences and marketing efforts

Also includes conversion rate optimization

## Kissmetrics

Kissmetrics is a customer analytics platform that gathers website data and presents it in an easy-to-read format

The platform also serves as a customer intelligence tool, as it enables businesses to dive deeper into customer behavior and use this information to enhance their website and marketing campaigns

## Crazy Egg

Crazy Egg is a tool that tracks where customers click on a page

This information can help organizations understand how visitors interact with content and why they leave the site

# WEB ANALYTICS – BEST PRACTICES

