

WEB ANALYTICS

ALL ABOUT DATA AND MORE DATA

WHAT IS WEB ANALYTICS ?

Collecting, Analysing, Measuring user data

Track, Report and Analyse user behavior

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

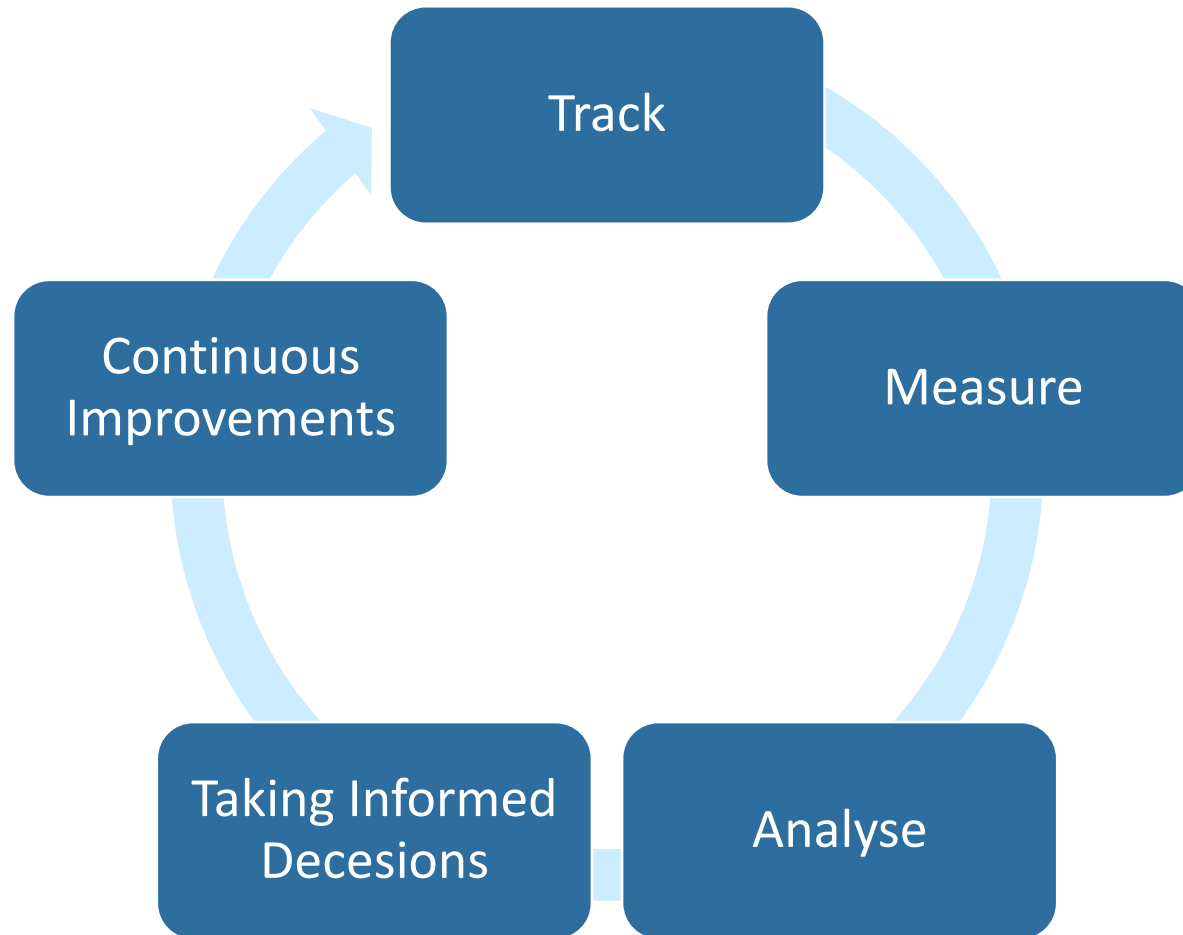
ON-SITE WEB ANALYTICS

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

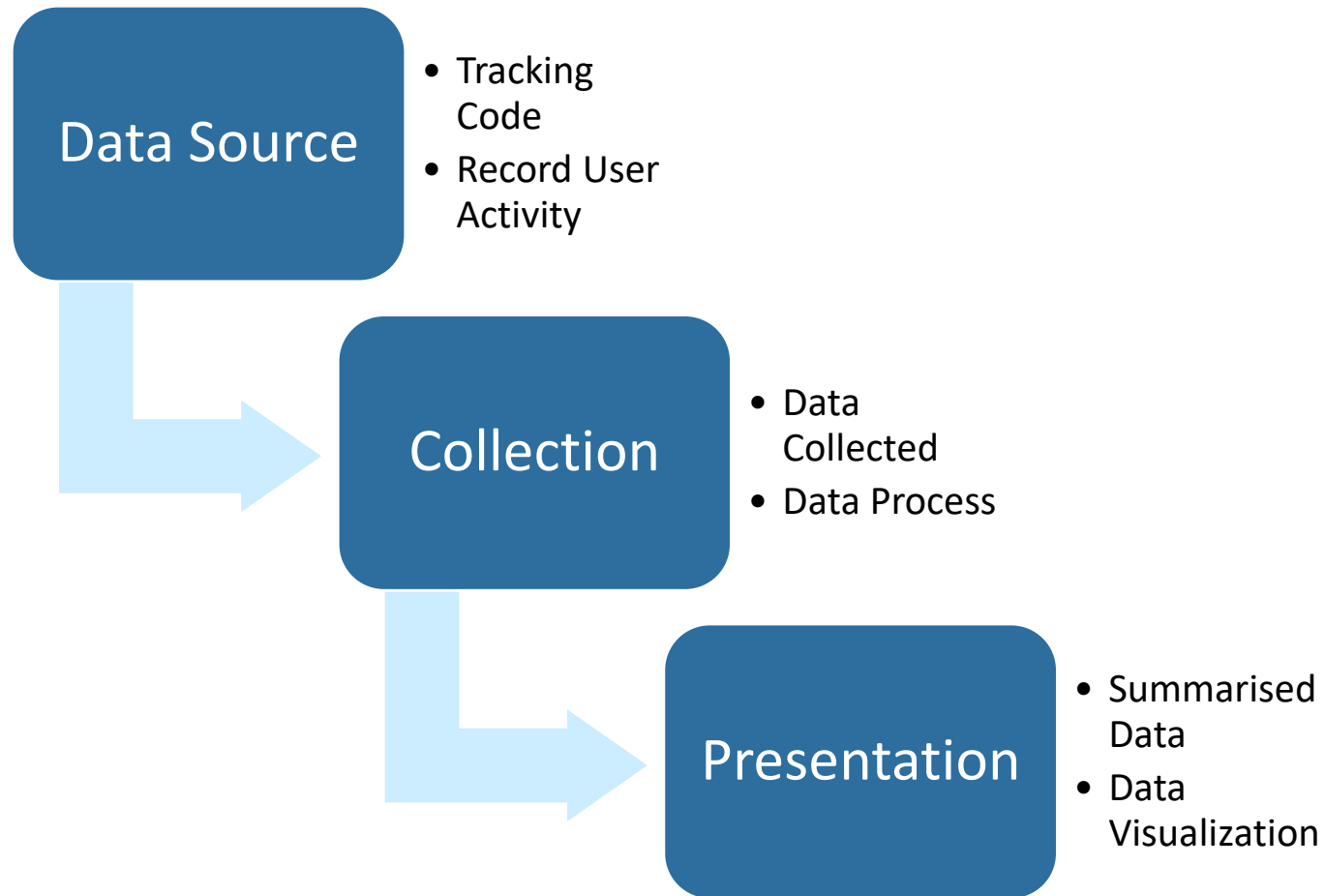
The data gathered is usually more relevant to a site's owner and can include details on site engagement, such as what content is most popular

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

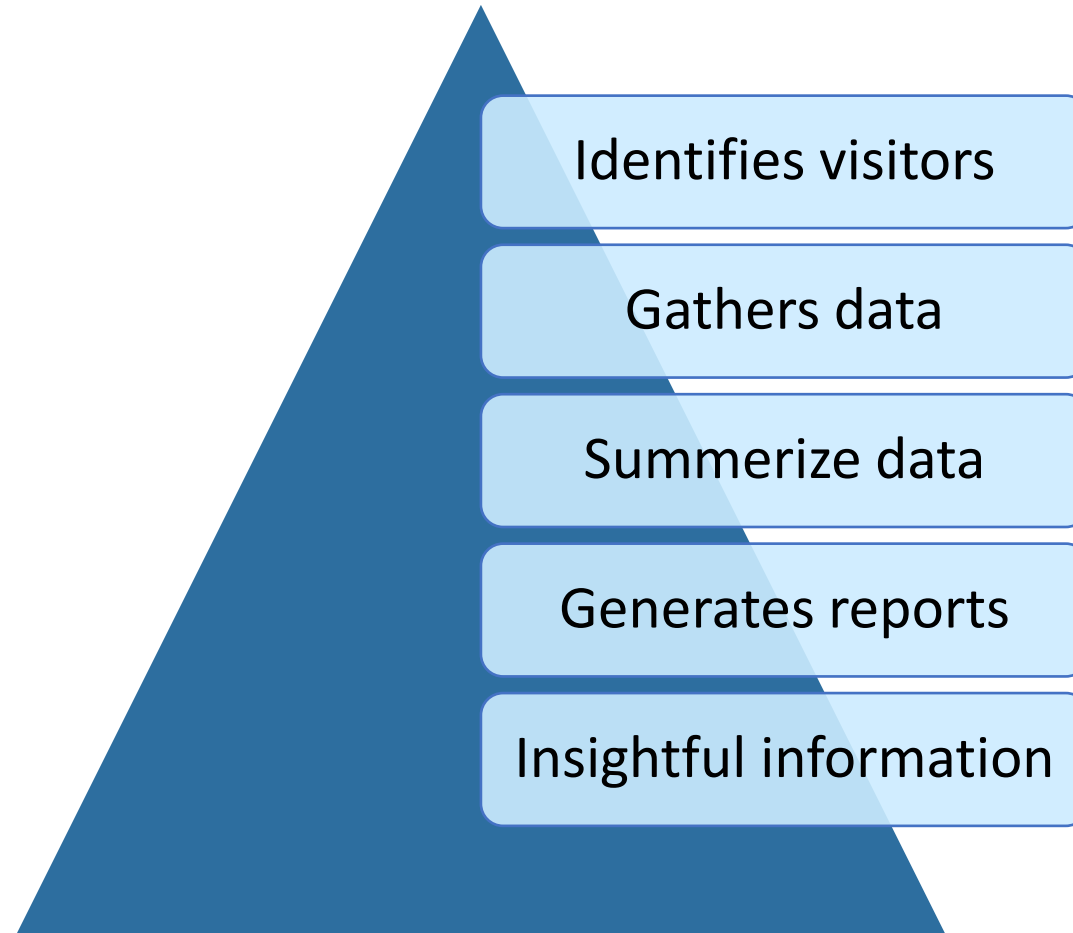
WHY WEB ANALYTICS?



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

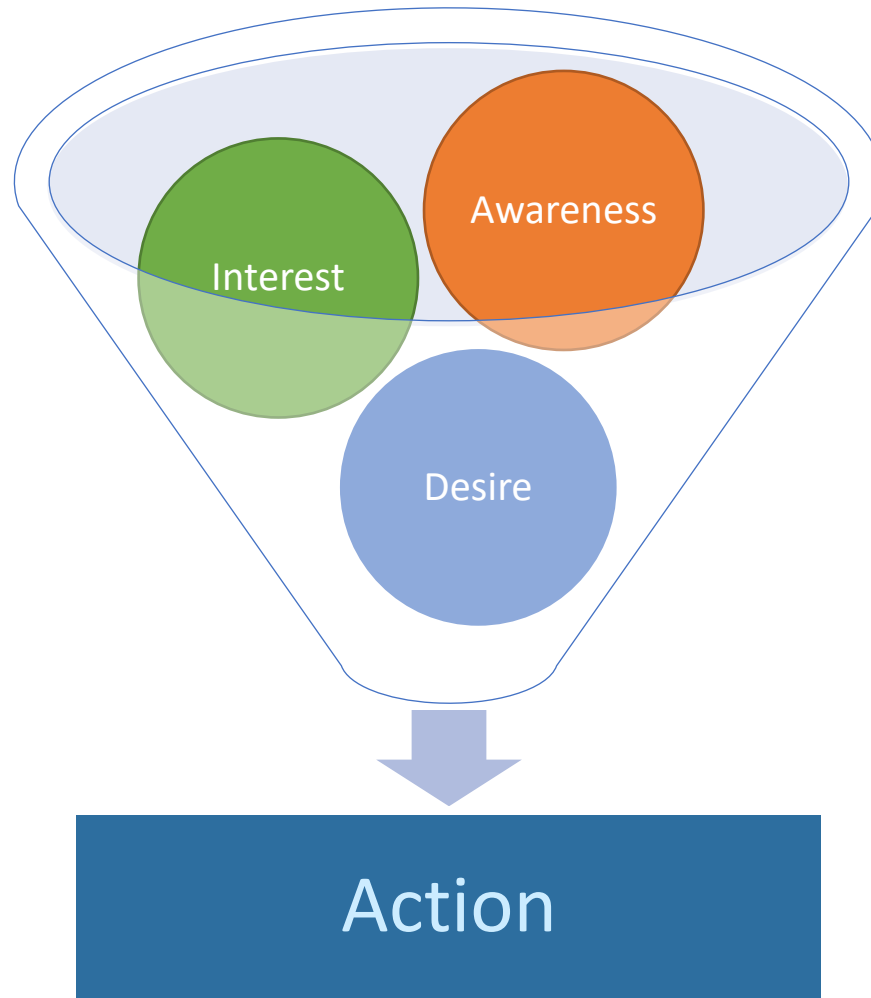
Age, Gender

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

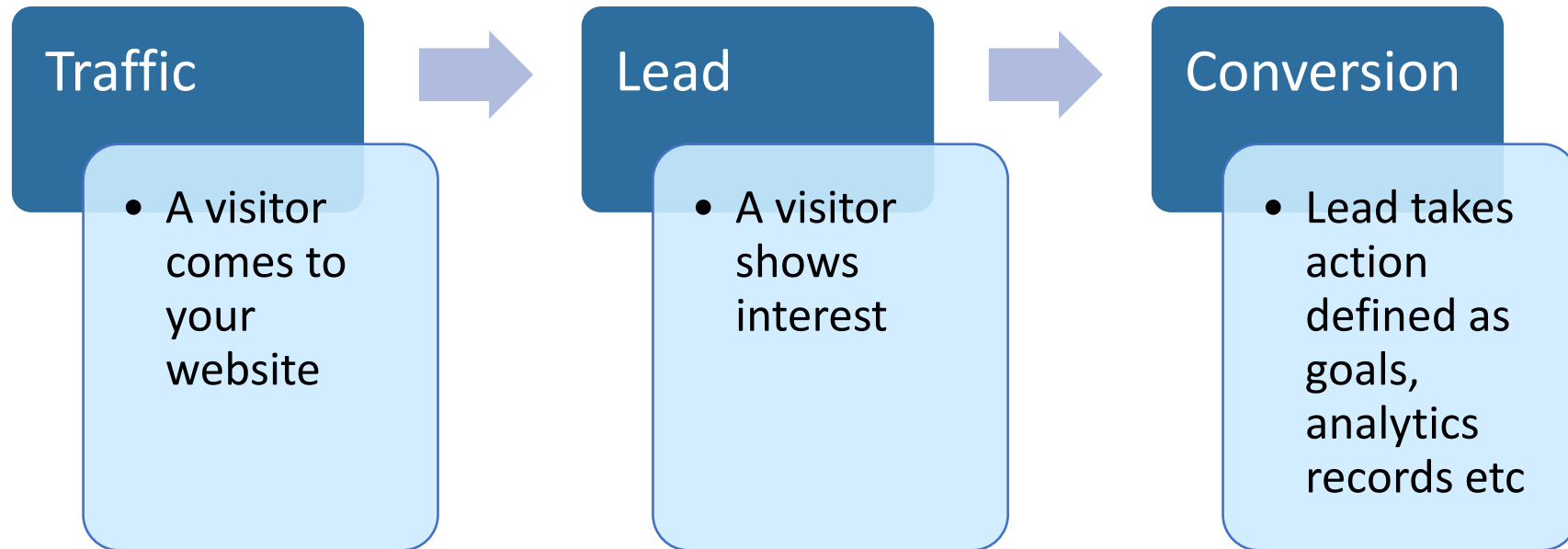
Enabling to take informed decisions

DASHBOARD IN ANALYTICS

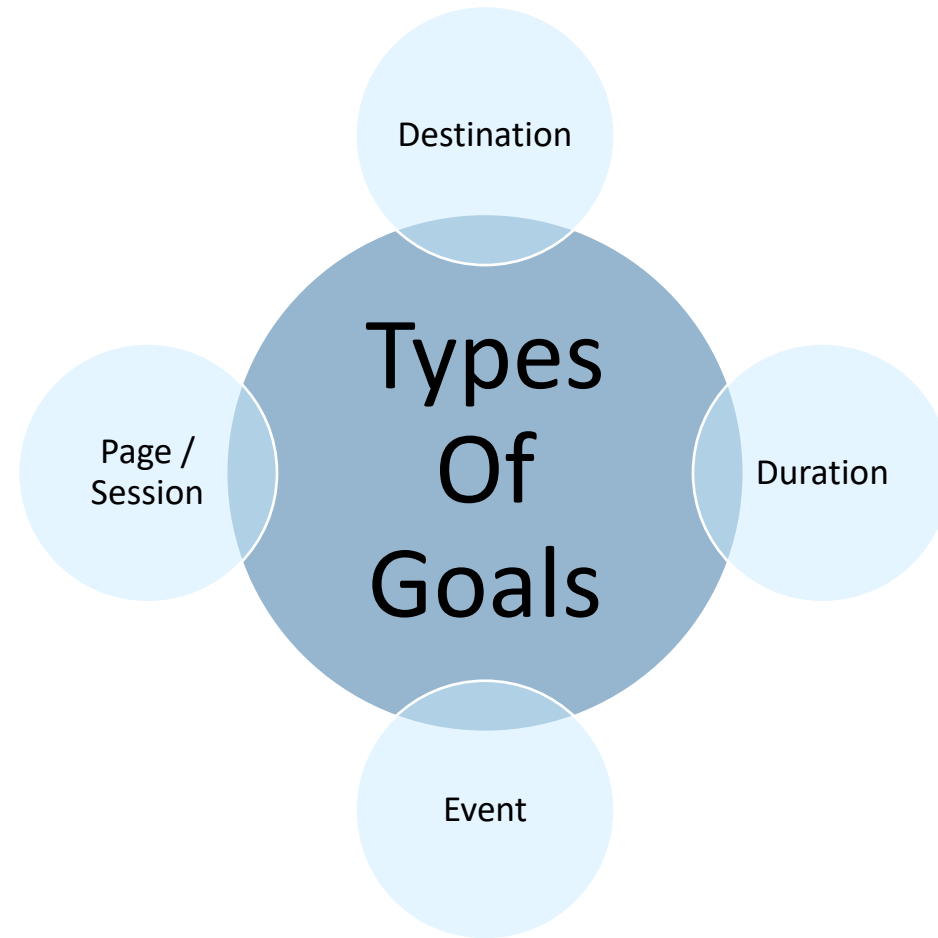
Dashboard is the home page of analytics

Provides the overview of basic information

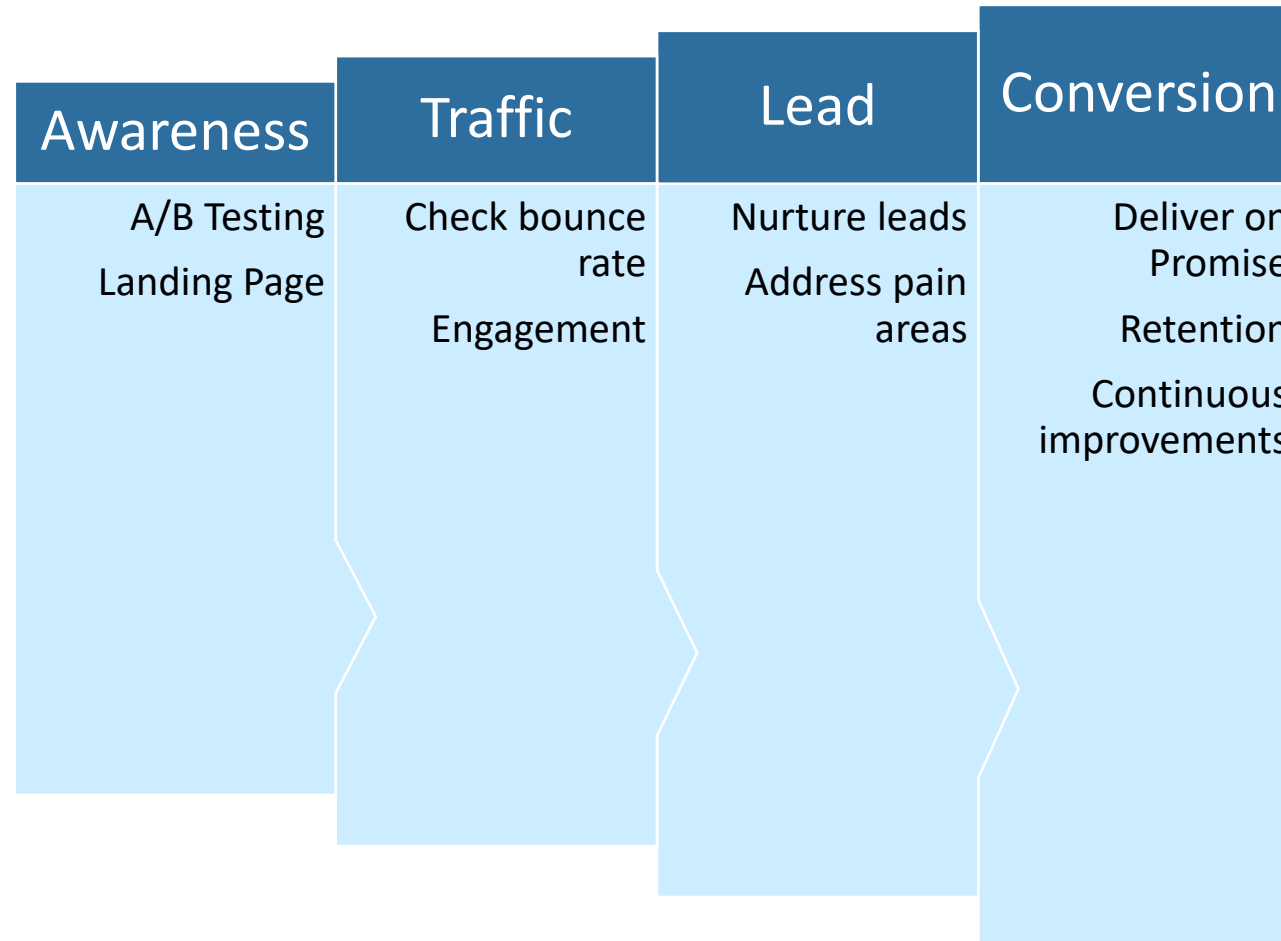
WHAT IS CONVERSION?



TYPES OF GOALS IN 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

MUST HAVE IN 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

