

# **The final conclusion of website traffic analysis project .**

"Website traffic analysis is the process of collecting and interpreting key data points that describe web traffic to and from your site. (Web traffic is information about every user that visits your site.)

While the general rule of thumb is the more traffic, the better, high traffic numbers alone don't always translate to increased sales or lead generation.

Web traffic analysis breaks down data using specific metrics to organize that data and help you understand:

Who's visiting your site How long they're on your site What they're doing while on your site Most-likely reasons they leave your site When you're equipped with accurate and immediate website traffic data, it's possible to develop pattern models that identify potential weak points in your web design and inform ongoing development decisions.

The good news is there are a number of resources you can implement to help with your website traffic analysis. Next, let's look at how they work."

<https://blog.hubspot.com/website/website-traffic-analysis-tools>

"Website traffic analysis tools work by measuring key metrics — datasets that highlight where your site is seeing success and where you may need to make improvements.

Here are some common website traffic metrics your tools will likely measure:

**Traffic Sources** Where do your visitors come from? Are they searching (and finding) your site organically or landing on your page via social media post, paid search, or email?

While total traffic numbers offer a general picture of site success, tracing traffic sources helps identify specific successes and highlight potential problems. For example, here's an example of what a traffic sources report looks like in HubSpot." <https://blog.hubspot.com/website/website-traffic-analysis-tools>

"Page Views Page views show how many times users have visited a specific page on your website.

This helps pinpoint the most popular pages on your site and allows you to use them as templates for underperforming areas.

Visits This metric showcases the total number of visits to your site, and accounts for both new and returning visitors.

While this is a great metric for showing total growth over time, it's not the best indicator of sales or lead generation — since every visit from every source is counted, regardless of what action they take (or don't) on your site.

Unique Visits Unique visits give you a better indication of website success, since it only counts the first (and, therefore, unique) visit of any user.

Even if users return to your website every day, only their first visit counts. This helps you separate brand loyalists from prospective customers.

Bounce Rate Bounce rate describes the percentage of visitors who viewed any page on your site and immediately left without further interaction.

As noted by Business 2 Community, the average bounce rate is around 40%, but lower is always better. Website traffic analysis lets you pinpoint (and improve) current bounce rates.

Here's an example of an analysis tool within HubSpot that displays your bounce rate (among other data points):Average

Time On-Page Average time on-page is how long visitors spend on any given page on your site.

To make use of this metric effectively, pair it with source identification: Are there user sources that pair well with increased time on page, such as a particularly successful email campaign? Are there others that don't fare so well?

Analyzing average time on-page in combination with source traffic can help streamline your marketing spend."

<https://blog.hubspot.com/website/website-traffic-analysis-tools>

## Analyze your site traffic with the traffic analytics tool

Last updated: September 14, 2023

Available with any of the following [subscriptions](#), except where noted:

**Marketing Hub Professional, Enterprise**

**CMS Hub Professional, Enterprise**

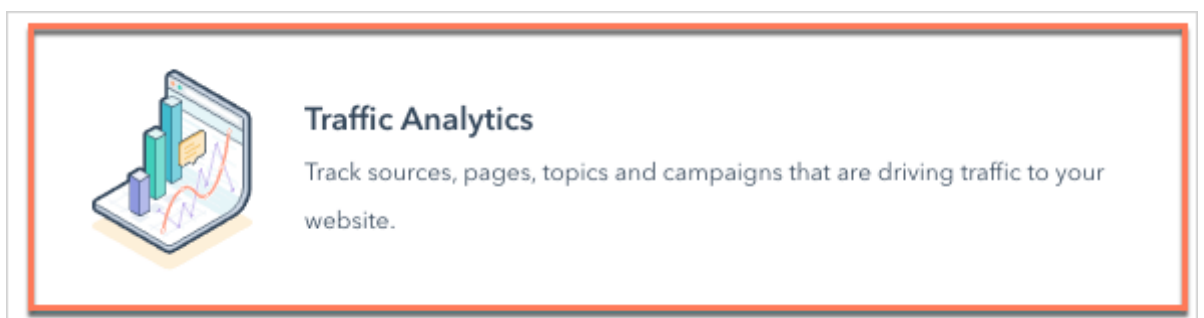
**Legacy Marketing Hub Basic**

Use [HubSpot's traffic analytics tool](#) to view website traffic data. This includes viewing traffic by source, topic cluster, device type, country, and more.

If you have an external site, ensure you [install the tracking code to your site](#) to begin tracking your traffic in HubSpot.

To navigate to the traffic analytics tool:

- In your HubSpot account, navigate to **Reports > Analytics Tools**.
- Click **Traffic Analytics**. By default, you'll be brought to the *Sources* tab of the traffic analytics tool.



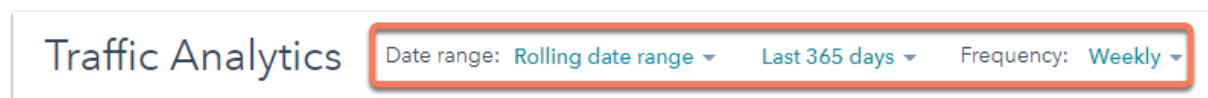
# Using reports in the traffic analytics tool

Below, learn how to customize, filter, export, and save traffic analytics report data.

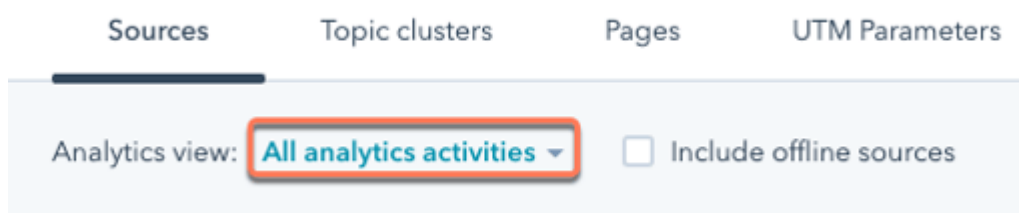
## Customize and filter report data

While on any of the tabs in the traffic analytics tool, you can change the report's date range and frequency, export and save the report, and filter data by specific [analytics views](#). Any filtering you add, such as date range, will apply to both the chart visualization and the raw data table.

- To filter the data by time range and frequency, use the **Date range** and **Frequency** dropdown menus.
  - These filters apply across all tabs of the traffic analytics tool.
  - If you select a rolling date range, the data set will exclude the current day.
  - A week in the report starts on Sunday by default, when the date range selected consists of a week, or when the frequency is set to *Weekly*.



- To filter the data to only show traffic for a specific analytics view, click the **Analytics view** dropdown menu, then select an **analytics view**, or click **Manage views** to [customize your analytics views](#). This option is not available for the *Topic clusters* tab.

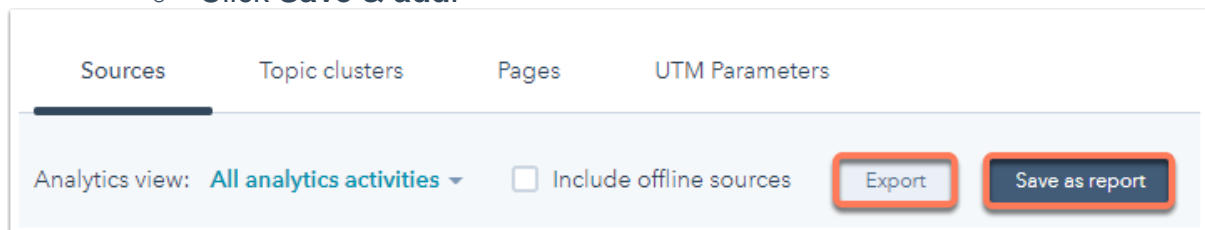


- To customize the metrics that appear in the table below a chart:
  - In the upper right of the table, click **Edit columns**.
  - In the dialog box, select the checkbox for each **metric** you want to display. You can only have a maximum of seven metrics at a time in your table. Learn more about [the metrics below](#).
  - Click the **X** next to a property in the *Selected columns* section to remove it from the table.

- Click **Save** to apply these changes.

## Export or save a report

- To export a report as a CSV, XLS, or XLSX file:
  - Above the chart, click **Export**.
  - In the dialog box, enter the **Name** of your file and click the **File format** dropdown menu to select a **format**. Click **Export**.
  - The export file will be sent to your email address and can be downloaded in your notification center, accessed by clicking the notification icon in the top right.
- To save a report to a [dashboard](#) or your [report library](#):
  - Above the chart, click **Save report**.
  - In the dialog box, enter the **Report name**.
  - To add the report to a dashboard, click the **Add to dashboard** dropdown menu and select if you want to add it to an **existing dashboard** or [create a new custom dashboard](#).
    - If you select **Existing dashboard**, click the **Select existing dashboard** dropdown menu and select the dashboard to add the report to.
    - If you select **New custom dashboard**, enter the **Custom dashboard** name and click the **Visibility** dropdown menu to select if the dashboard should be shared, shared but read only to others, or private to your own user.
  - Click **Save & add**.



## Types of traffic analytics data

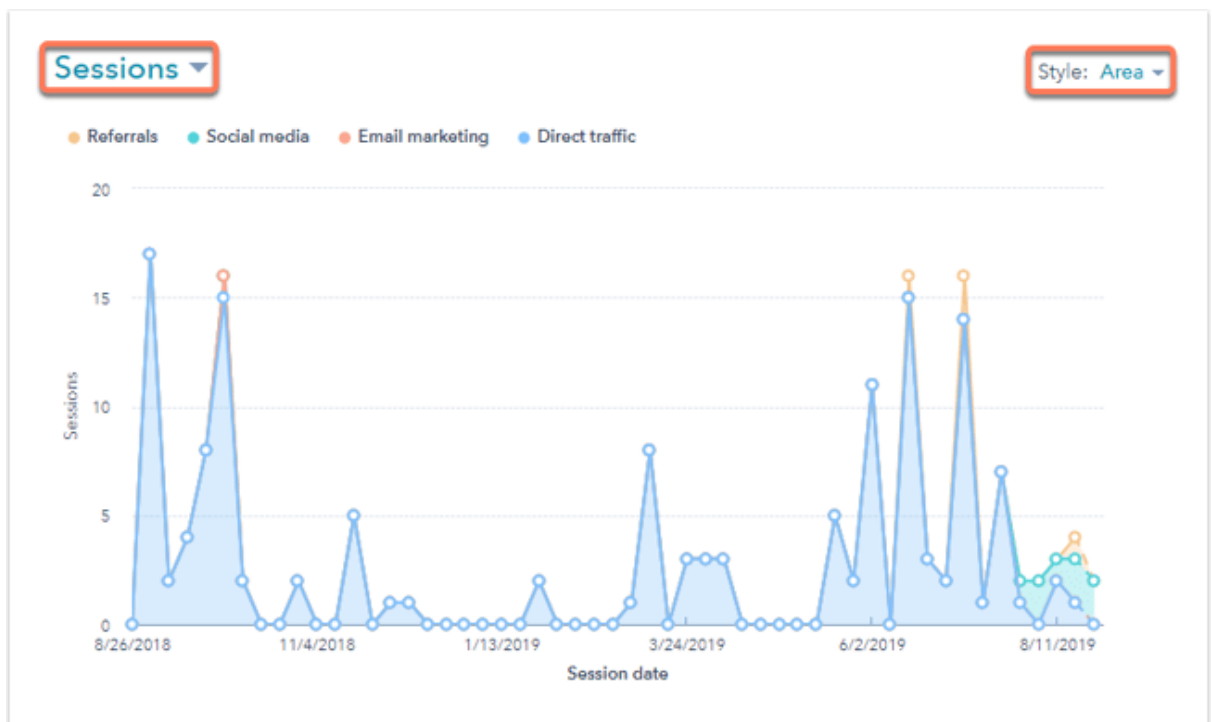
Below, learn about the types of data on each tab of the traffic analytics tool.

### Sources

The *Sources* tab shows where on the internet your visitors are coming from. Learn more about [the sources defined by HubSpot](#).

By default, the chart will display total sessions by source as a line chart.

- To display a different metric, in the upper left of the chart, click the **dropdown menu** and select the **metric** you want to view in the chart. Learn more about [these metrics below](#).
- To change the chart visualization style, in the upper right of the chart, click the **Style** dropdown menu and select the **type** of chart you want to use. You can choose an area chart, column chart, line chart, or a combination of an area and line chart to visualize the data.



- To include contacts that were added through offline means, such as [through an import](#), select the **Include offline sources** checkbox.

Sources      Topic clusters      Pages      UTM Parameters

Analytics view: **All analytics activities** ▾ ☐ Include offline sources

- To view a specific source's data in the chart, select the **checkbox** next to it in the table below. You can select **multiple sources** to compare their impact.

<input checked="" type="checkbox"/>	SOURCE	SESSIONS
<input checked="" type="checkbox"/>	Paid search	101,517
<input checked="" type="checkbox"/>	Organic search	81,658
<input checked="" type="checkbox"/>	Referrals	55,078

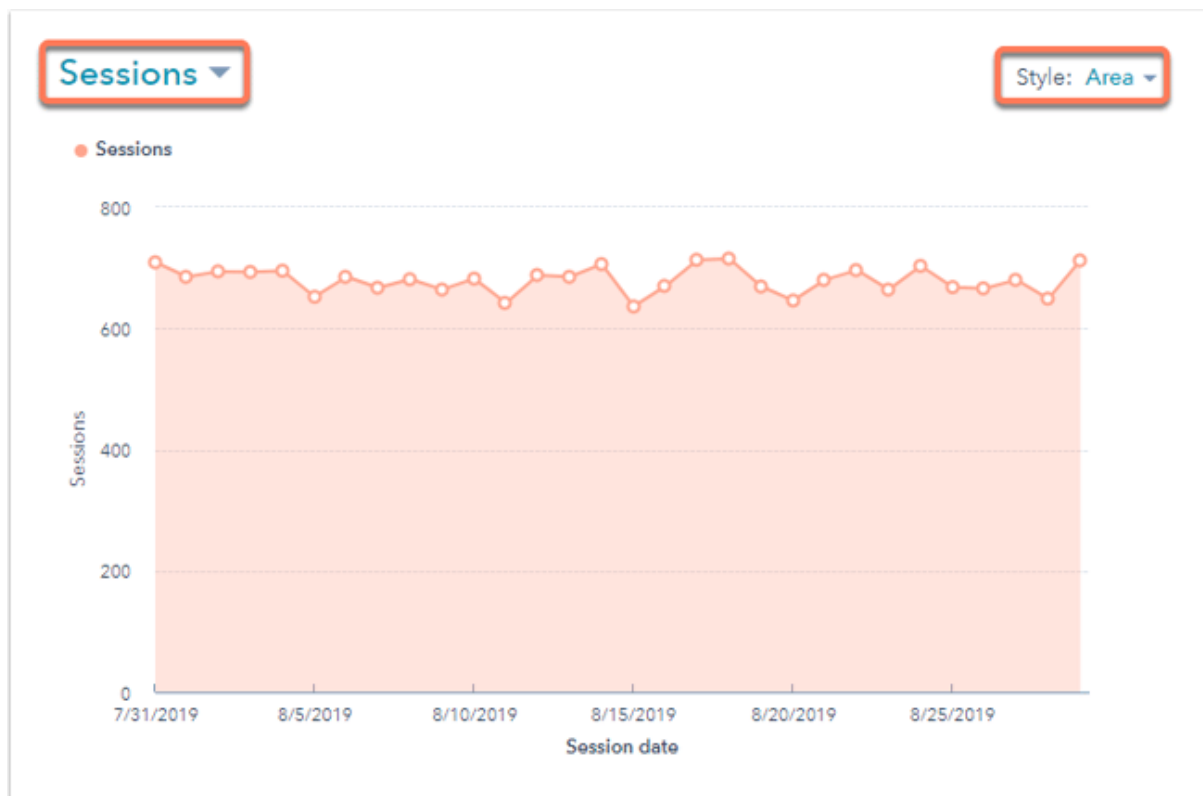
Below the chart, the table displays the raw metrics based on each source. To drill down further into the source data, click the **Source** you want to analyze. Learn more about [drill down data](#).

All sources >		Edit columns						
<input checked="" type="checkbox"/>	SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	BOUNCE RATE	SESSION LENGTH
<input checked="" type="checkbox"/>	Paid search	101,517	0%	-	0%	-	71.83%	2 seconds
<input checked="" type="checkbox"/>	Organic search	81,658	0%	2	0%	-	70%	28 seconds
<input checked="" type="checkbox"/>	Referrals	55,078	0%	-	0%	-	71.89%	2 seconds

## Topic clusters

The *Topic clusters* tab shows you the traffic data in terms of the topic clusters you've created.

- By default, the chart will display total topic cluster sessions as a line chart. To update the displayed metric and chart type, in the upper left of the chart, click the **dropdown menu** and select the **metric** you want to view in the chart. Learn more about [these metrics below](#).
- To view only a specific topic's data in the chart, select the **checkbox** next to it in the table below. You can select **multiple topics** to compare their impact.



- To drill down further into a topic's data, click the **topic name**, then click a **subtopic name** to view data for individual pages associated with that topic.

All topic clusters > Edit columns

	TOPIC CLUSTER	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS
<input type="checkbox"/>	<a href="#">big data</a>	14,290	10.89%	1,556	0%	0
<input type="checkbox"/>	<a href="#">Big Data</a>	2,259	10.58%	239	0%	0
<input type="checkbox"/>	<a href="#">Sewers</a>	611	3.44%	21	0%	0

## Pages

The *Pages* tab shows your content's performance using [key traffic metrics](#). By default, you'll see data for all of your HubSpot pages. The *New contacts* metric in this report includes all contacts created from form submissions.

The *Pages* report can be further filtered by page type:

- To filter your data based on page type:
  - Click the **Page types** dropdown menu above the chart.



- Select **Blog posts**, **Landing pages**, **Website pages**, or **Knowledge articles** to filter the data to that specific page type.
- To further filter your content, click filter **Filter [page type]** to filter pages by different metrics.
  - If you've selected *Blog posts*, you can filter the metrics by blog, blog author, language, and blog tag.
  - For any other page type, you can filter the metrics by domain and language. Only [primary domains](#) can be filtered. If you want to filter by another domain, you may want to [create a custom analytics view](#).
  - When you've [installed your HubSpot tracking code](#) on pages that are hosted on external domains, views to those pages will not be categorized in the page types available here unless you add additional code. Learn about [the additional code that you can add to your external pages for categorization](#).

By default, the chart will display total page views as a line chart. To update the displayed metric and chart style:

- In the upper left of the chart, click the **dropdown menu** and select the **metric** you want to view in the chart. By default, *Page views* will be selected. Learn more about [these metrics below](#).
- In the upper right of the chart, click the **Style** dropdown menu and select the **type** of chart you want to use for analysis. You can select an area chart, a column chart, a line chart, or a combination of an area and line chart to visualize the data.
- To include a specific page in the chart, select the **checkbox** next to a page in the table below the chart.

Below the chart, the table displays the raw metrics based on each source.

- Enter **search terms** in the search bar to search for a specific page. You can enter text in quotation marks (e.g. *"Homepage - Version 2"*) to search a specific term. This will only work with [HubSpot-hosted pages](#).
- Click a **column header** to sort the pages by that metric.
- In the table below, select the **checkbox** next to a page to include it in the chart. Select **multiple pages** to compare their impact.
- Click a **page** to view its details in a new tab.

<div><div>Edit columns</div><div>Search</div></div>						
	PAGE	VIEWS	ENTRANCES	AVERAGE TIME ON PAGE	BOUNCE RATE	EXIT RATE
<input type="checkbox"/>	Growth Report: T... www.biglytics.net/gr...	182,567	131,393	5 seconds	72.01%	73.13%
<input type="checkbox"/>	Case Study [Data... www.biglytics.net/w...	91,445	65,849	5 seconds	71.69%	73.58%
<input type="checkbox"/>	Common Miscon... www.biglytics.net/c...	91,175	65,932	7 seconds	72.05%	78.35%
<input type="checkbox"/>	10 Steps to Beco... www.biglytics.net/1...	15,269	10,951	6 seconds	71.59%	71.77%

## Other pages on domain

If you're tracking an external site that generates over 20,000 new, unique URLs per month, review the limits below to understand how HubSpot will bucket your external page views.

For performance reasons, the *Pages* report will only display page views per URL for up to 20,000 external pages per month. Once 20,000 new, unique external page URLs have been added to the report in a given month, the report will then display page views per page URL for up to 100 new unique page URLs per day. Any page views beyond this limit will be bucketed under the domain rather than the page URL. In the report, you'll see these views categorized as *Other pages on domain*.

[screenshot]

- This limit only applies to URLs that the account has never previously tracked views for.
- Pages hosted on HubSpot do not count against this limit.

For example, your website might be structured to create a new page per user, such as *www.example.com/user/michaelscott*. If you're tracking all of these external pages in HubSpot, the *Pages* report will display those page views as follows:

- If in August you receive 15,000 sign ups, meaning that 15,000 new user pages are created at unique URLs, the *Pages* report will display page views for each unique URL.
- If in September you receive 25,000 new sign ups, meaning 25,000 new user pages are created at unique URLs, the *Pages* report will display page views per unique URL for the first 20,000 pages. Since you've hit the monthly limit, the *Pages* report will continue to display page views per unique URL only for the first 100 new pages per day. All views for new, unique page URLs after that will be bucketed under the domain rather than individual pages. For the rest of the month, views for new pages beyond the first 100 per day will appear under *Other pages on domain www.example.com*.

For websites that would exceed these limits, there are a couple options to avoid views being bucketed under *Other pages on domain*:

- [Set a canonical URL](#) in the affected pages' HTML headers, such as `https://example.com/user`. This will instruct HubSpot to track page views under one URL. [Learn more about canonical URLs](#).
- For single-page applications, [customize your HubSpot tracking code using the `setPath` function](#). Similar to the above, this will instruct HubSpot to track page views under the specified URL rather than each new, unique URL.

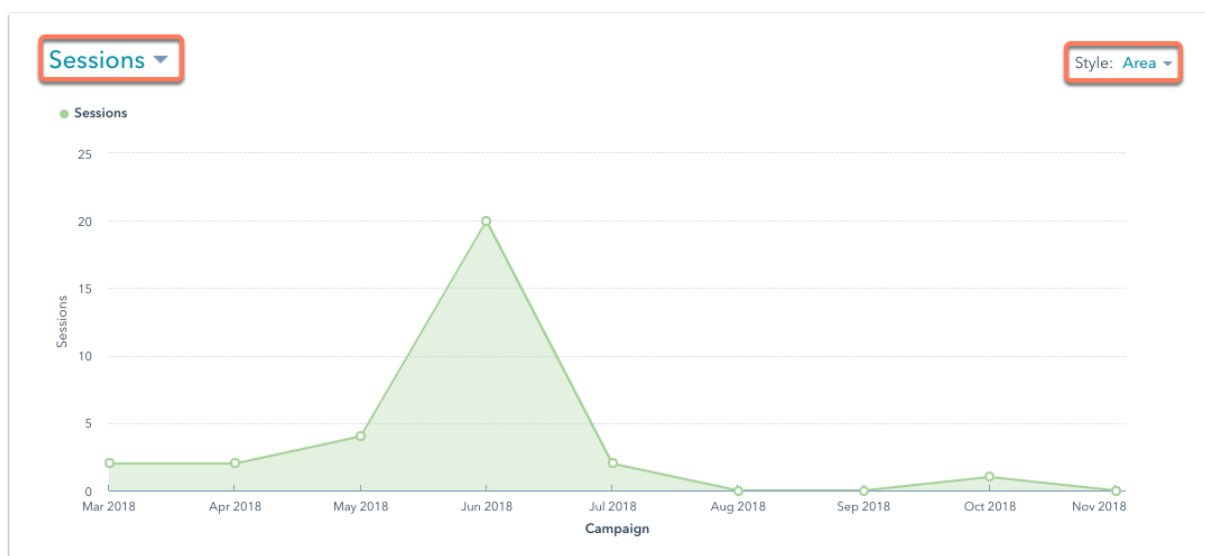
## UTM parameters

The *UTM Parameters* tab allows you to analyze traffic data in terms of the UTM parameters in the URLs that your visitors are using to access your site. This includes analyzing any [manual tracking URLs you've created](#).

- To analyze a specific UTM parameter, click the **UTM Parameter** dropdown menu in the upper left and select the **type of parameter**. By default, *Campaign* will be selected.

By default, the chart will display total UTM parameter sessions as a line chart. To update the displayed metric and chart style:

- In the upper left of the chart, click the **dropdown menu** and select the **metric** you want to view in the chart. By default, *Page views* will be selected. Learn more about [these metrics below](#).
- In the upper right of the chart, click the **Style** dropdown menu and select the **type** of chart you want to use for analysis. You can select an area chart, a column chart, a line chart, or a combination of an area and line chart to visualize the data.
- In the table below, select the **checkbox** next to a page to include it in the chart.



Below the chart, the table displays the raw UTM parameter metrics.

- Enter **search terms** in the search bar to search for a specific UTM parameter.
- Click a **column header** to sort the UTM parameters by that metric.
- Click a **UTM parameter** to view the specific source where the visitor came from with the UTM parameter.

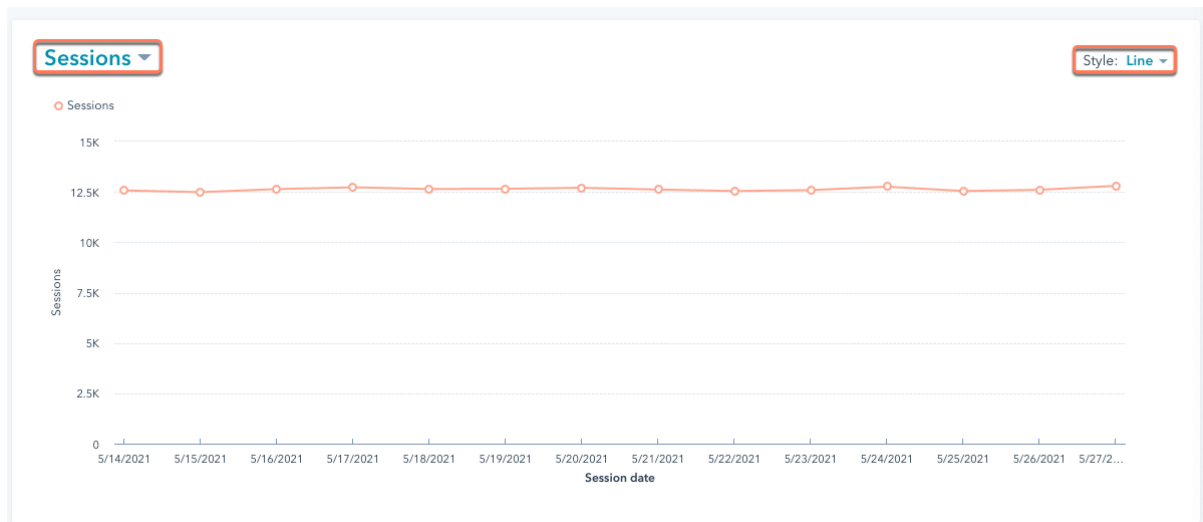
All UTM campaigns >						
Edit columns						
Search						
	CAMPAIGN	SESSIONS ▾	NEW CONTACTS ▾	CUSTOMERS ▾	BOUNCE RATE ▾	NEW SESSION % ▾
<input type="checkbox"/>	[*] eboo...	141,167	7,101	0	69.71%	9.87%
<input type="checkbox"/>	email	42,217	2,269	1	69.46%	9.93%
<input type="checkbox"/>	no camp...	17,071	886	0	69.04%	9.7%
<input type="checkbox"/>	hs_email	14	0	0	28.57%	28.57%
<input type="checkbox"/>	big data ...	2	0	0	100%	100%

## Device types

The *Device types* tab enables you to analyze your site traffic by visits made on desktop, tablet, and mobile.

By default, the chart will display total sessions as a line chart.

- To display a different metric, in the upper left of the chart, click **Sessions** and select the **metric** you want to view in the chart. Learn more about [these metrics below](#).
- To change the chart visualization style, in the upper right of the chart, click the **Style** dropdown menu and select the **type** of chart you want to use. You can choose an area chart, column chart, line chart, or a combination of an area and line chart to visualize the data.
- To include specific device types in the chart, select the **checkbox** next to the device type in the table below the chart.



The table below the chart displays the raw data of your website traffic by device type.

- Click a **column header** to sort the pages by that metric.
- Select the **checkbox** next to a device type to include it in the chart.
- Click the name of a **device type** to view data by device operating system.

All devices >									Edit columns	
<input type="checkbox"/>	DEVICE TYPE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	BOUNCE RATE	SESSION LENGTH		
<input type="checkbox"/>	Desktop	159,198	0%	3	0%	-	71.37%	2 seconds		
<input type="checkbox"/>	Tablet	8,875	0%	-	0%	-	71.32%	2 seconds		
<input type="checkbox"/>	Mobile	8,810	0%	-	0%	-	71.86%	2 seconds		
	Total	176,883	0%	3	0%	0	71.39%	2 seconds		

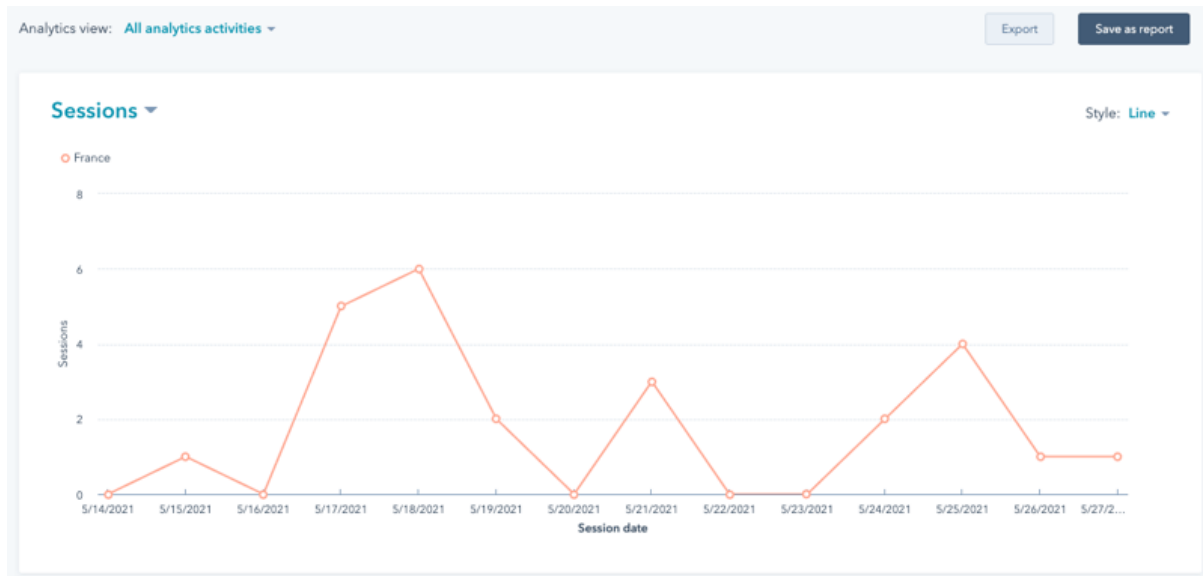
## Countries

On the *Countries* tab, analyze your site traffic by the countries of your visitors. HubSpot's country code data uses the [ISO 3166 standard](#).

By default, the chart will display total sessions by country as a line chart. To update the displayed metric and chart style:

- In the upper left of the chart, click the **dropdown menu** and select the **metric** you want to view in the chart. By default, *Page views* will be selected. Learn more about [these metrics below](#).
- In the upper right of the chart, click the **Style** dropdown menu and select the **type** of chart you want to use for analysis. You can select an area chart, a column chart, a line chart, or a combination of an area and line chart to visualize the data.

- To include specific countries in the chart, select the **checkbox** next to the country in the table below the chart.



## CONCLUSION:

BY THIS WE CAN ABLE TO REDUCE THE INTERRUPTIONS , THAT ARE COMING IN WHILE WE ARE SEARCHING ANYTHING IN AN PARTICULAR DEVICE . WITHOUT ANY DELAY OR ERROR QUICK RESPONSE WILL BE OCCUR IN AN PARTICULAR TIME.