

## PHASE 2: INNOVATION

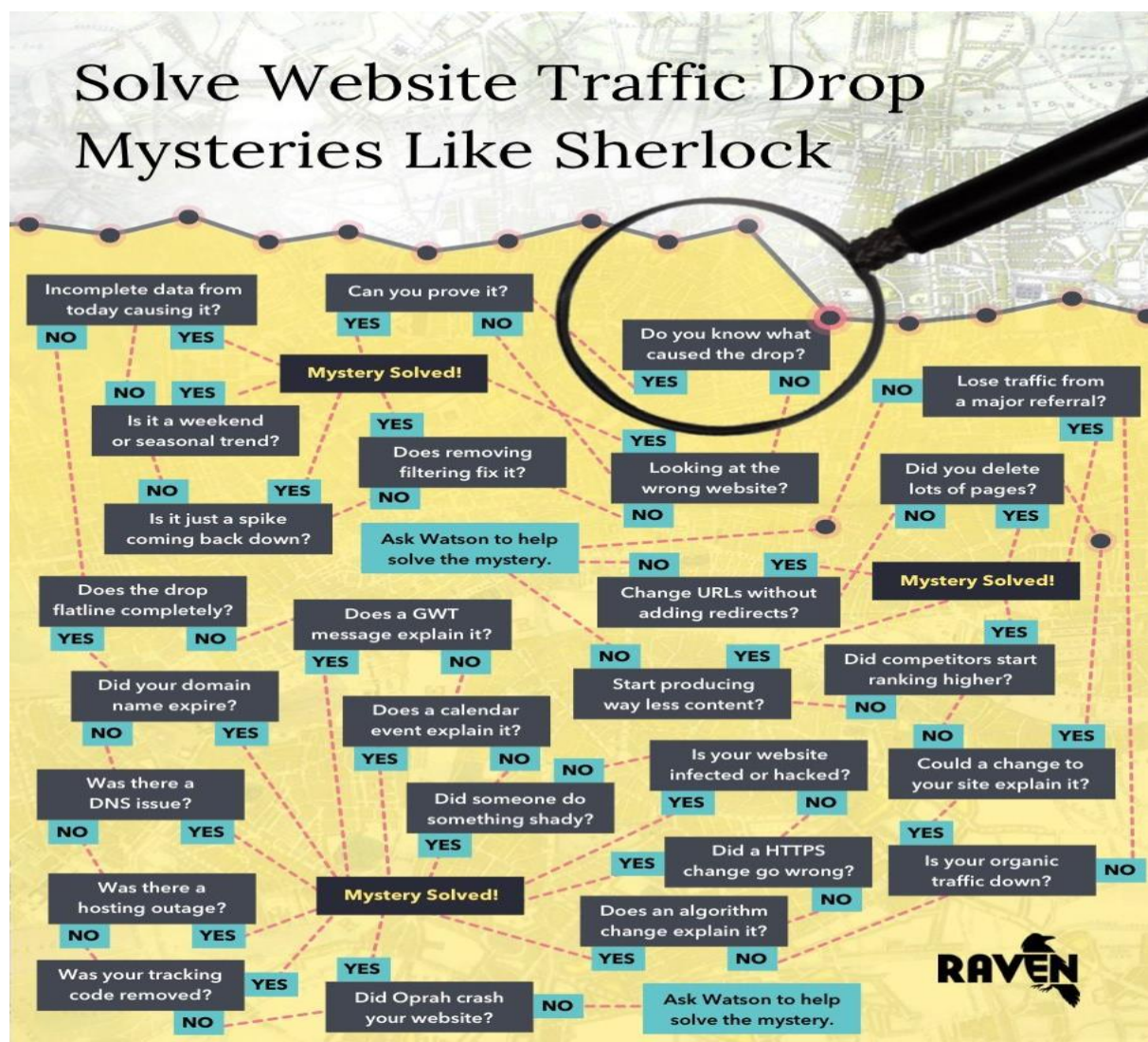
## DESIGN INTO INNOVATION TO SOLVE THE PROBLEM

## THERE ARE SOME TECHNIQUES THAT USED TO REDUCE TRAFFIC ANALYSIS

- **Optimize your content with keywords**
- **Create targeted landing pages**
- **Craft engaging , high quality content**
- **Boost your local search reputation**
- **Use digital ads to promote your site**
- **Got more backlinks from trusted sources**
- **Engage your audience on social media**

**These are some techniques which are used to reduce the website traffic analysis.**

**They are responsible for creating websites that not only look good but also function well.**

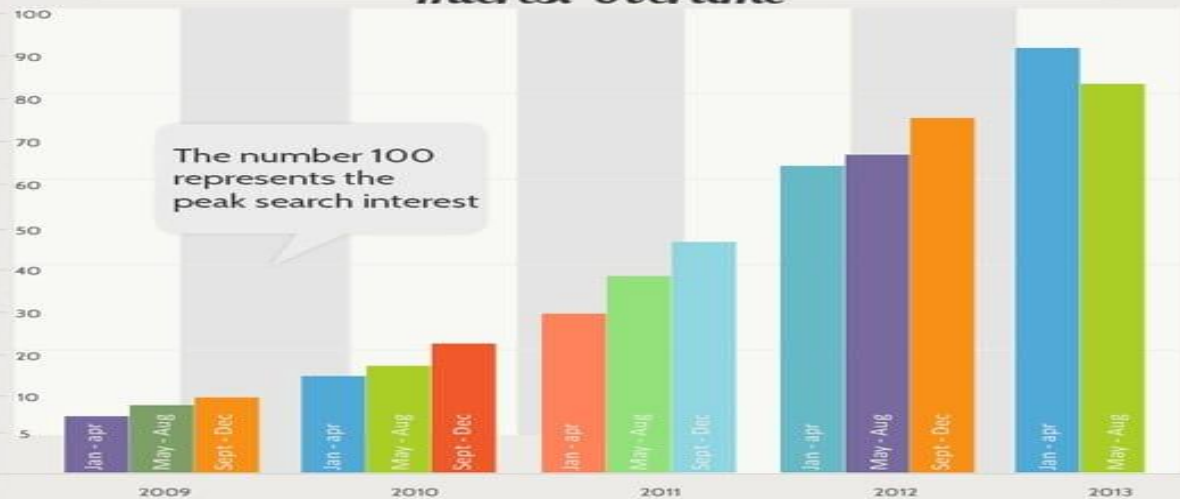


Website traffic analysis tools help you identify the types of users that visit your website, their interests, and every action they take on your web pages. As a result, you'll discover how to improve user experience (UX) and get a clearer picture of how well your website is performing.

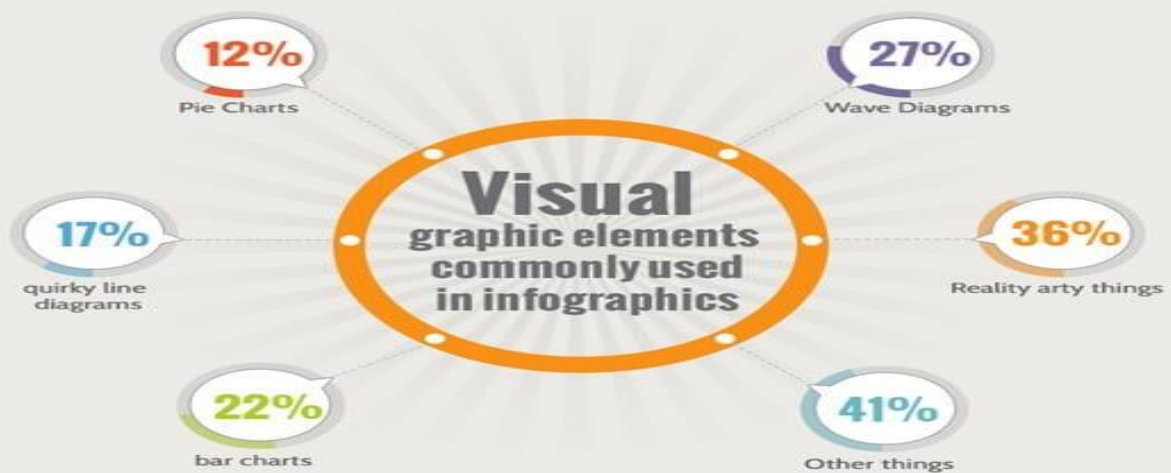
These KPIs include:

- **Traffic volume:** The number of new and returning visitors to your website along with their demographic info.
- **Traffic sources:** How users reached your site (e.g. organic search, sponsored ads, email, social media posts).
- **Page views:** The number of times people visit specific pages on the site.
- **Session duration:** The total amount of time a visitor spends on your website.
- **Bounce rate:** The proportion of visitors who landed at any of your webpages and then left without further interacting with the site.
- **Conversion rate:** The percentage of visitors that interact with a call to action on the website (such as submitting a form or purchasing a product). This interaction is known as [a conversion](#).
- **Unique visits:** Counts only a person's first visit, allowing you to separate potential clients from loyal users.
- **Exit pages:** Identifies the pages from which each visitor leaves your website.
- Website traffic analysis tools measure the performance of your website using the aforementioned metrics. The data they gather allows you to compare your performance to your competitors' and make sure you're on the right track.
- The key measurements, however, are centered around unique visitors (UVs), page views, and traffic curves.
- Monitoring unique visitors will help you identify the number of individuals who viewed one of your website's pages at least once a month.
- With traffic views, the duration of every session genuinely matters depending on the type of website you're running. For example, it would be a critical indicator for content-generating websites.
- As for traffic curves, they help determine peak audience activity times. Consequently, you'd be able to learn at what times you can expect traffic surges so you improve your strategies.

## Interest Overtime



It was discovered that from 2010 - 2012, infographic search volumes have increased by over **800%** in just over 2 years. Statistics from the social network Digg reveal that since 2007, infographics on Digg have increased by **250** times! Now that is a trend wave worth catching!

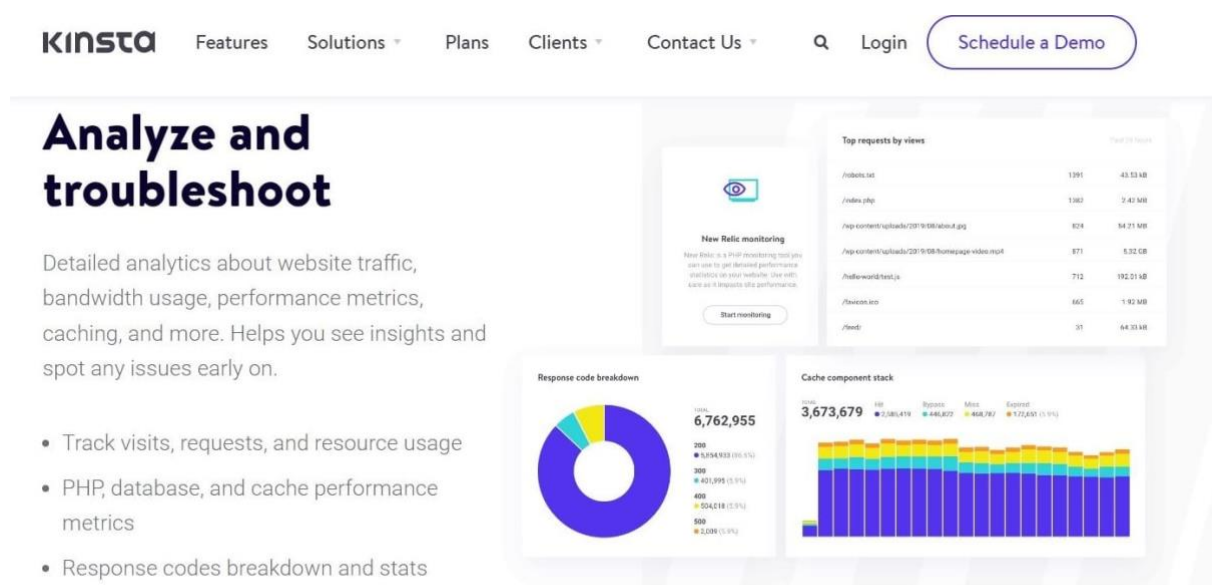


## Reasons to use infographics

- 1. Easily Scanned**  
The vision rate of humans is comparatively very high and over 90% of information that total data comes visually will be stored in the brain.
- 2. Virality**  
Due to immense attracting capacity of infographics, they easily get shared on different social platforms and goes viral when compared to ordinary text.
- 3. Global Coverage**  
With availability of an online publishing tool at a push of button, infographics can shared worldwide in a quicktime, which the local print media can never do.
- 4. Brand Awareness**  
On creating an infographic by placing your brand logo at the footer part, it would really help your business by creating a genuine brand awareness.
- 5. Enhances Web Traffic**  
A compelling infographic with interesting information will play a key role in driving more traffic to your website as visitors share it on their social profiles, if it's really worth.
- 6. Benefits SEO**  
Due to its viral nature, infographics helps you in gaining few quality links back to your website thereby improving the visibility of the website to get indexed on Search engine results page.
- 7. Represents you as a Subject Expert**  
The Meticulous research that you conduct for crafting the infographic will show your knowledge and level of understanding on the respective subject.
- 8. Growth**  
Google Analytics has showed that there has been abundant increase in the "Insights for Search" pertaining to 'Infographics' keyword.
- 9. Portability**  
The infographic can be easily placed on their websites by the respective website owners and bloggers by using the embed code that you place underneath the infographic on your website.



## 1. MyKinsta (MyKinsta Analytics)



The MyKinsta homepage.

Developed in-house by Kinsta, the [MyKinsta dashboard](#) is one of the easiest full-fledged tools in the market for site management.

You can do pretty much everything through MyKinsta — from basic database search to employing server-level 301 redirects, issuing free SSL certificates, blocking IP addresses, harnessing premium DNS management, and so much more.

For the benefit of this article, we'll clap eyes on [MyKinsta Analytics](#), a tool within the MyKinsta dashboard.

With this tool, you have access to a wealth of performance-related analytics. For starters, you can view statistics for each site separately or collectively, with lookback windows of 24 hours, one week, and one month.

MyKinsta Analytics also provides you with extensive reports on resource usage for visitors, bandwidth, and top requests by visits or bytes. [Performance monitoring](#) reports cover different aspects, including MySQL and PHP response times as well as AJAX usage.

## 2. Semrush

# Semrush Features

Start solving your marketing challenges today with 55+ tools and reports on Semrush.

Get Started For Free



## Choose your area of interest

All

SEO

Content

Market Research

SMM & SERM

### Keyword Research

Bring traffic to your site by finding the best keywords

Learn more

6 tools

### On-page SEO

Get new ideas to improve your site's health and SEO performance

Learn more

3 tools

### Competitor Analysis

Increase your website traffic and improve performance with competitors' winning strategies

Learn more

4 tools

Semrush features. (Image source: [Semrush](https://www.semrush.com))

Launched in 2008, [Semrush](https://www.semrush.com) offers a whole range of marketing and accurate website traffic analysis tools for online businesses.

Semrush helps you measure your own online traffic and domain's performance by giving you complete reports of visits, session duration, and page views. Plus, you can analyze the ratio of mobile to desktop traffic and user interaction.

Semrush lets you check the performance of your competitors' websites as well. Through crucial metrics like the growth of monthly traffic volume,

## Pricing:

You can choose between monthly and yearly payments for Semrush's three price levels. Pro, Guru, and Business plans are \$119.95, \$229.95, and \$449.95 respectively. Pro and Guru packages are available to try for free for the first 7 days of purchase.

Semrush also offers a free-forever account with capped features, which is a good option for beginners and startups.

## GOOGLE ANALYTICS

# Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

## Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

## Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

## Connect your insights to results

Analytics works with Google's advertising and publisher products, so you can use your insights to deliver business results.



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The Google Analytics homepage. (Image source: [Google Analytics](#))

You've probably come across [Google Analytics](#) more than once already. It's without a doubt one of the most powerful freemium products out there, favored by thousands of users.

You can use its extensive reports to measure your site traffic, identify your most popular content, and see how visitors and prospects use your website to convert. Google Analytics also allows you to create audience segments for Google Ads' remarketing and promotional campaigns.

Google Analytics additionally lets you manage more than one property under one account. It's also possible to view parameters for different sites via a single dashboard. The service is fully compatible with a wide range of platforms and services, including [WordPress](#).

[Similarweb](#) is a powerful data platform for monitoring market trends and traffic in real time. It's ideal for growing businesses and large enterprises. Popular brand names that utilize this service include eBay, Booking.com, The Economist, PepsiCo, and Walmart.

The most notable thing about Similarweb is that it helps you fully understand everything happening on your site — including which locations send you the most traffic — through a simple and quick process.

This website traffic analysis checker also gives you a detailed breakdown of your audience and lets you see how other websites are performing. You can use it to analyze the interests of your visitors and review conversion analysis reports to generate more leads.

[Sitechecker](#) is a multipurpose SEO analytics solution that enables you to swiftly and effectively track the success of your web resource marketing strategy so that you can progressively [enhance performance](#).

Sitechecker's [website crawler](#) function assists in finding – and instantly resolving – any and all technical SEO errors in order to drive more traffic. To help you maintain a healthy website, Sitechecker also lets you check for broken links, inspect your website's architecture, and explore the best landing page options. Furthermore, the built-in keyword rank checker lets you verify your [domain's Google rank](#).

[Serpstat](#) is another SEO-centric website traffic analysis auditor to help businesses and professionals pipe more organic traffic to their sites. It assists you in automating every step of your search engine optimization campaign, sparing you hours or even days each month.

Backlink analysis, URL analysis, rank tracker, and keyword research are some of the tool's best components. What's more, Serpstat has over 230 Google databases available as keyword data sources.