

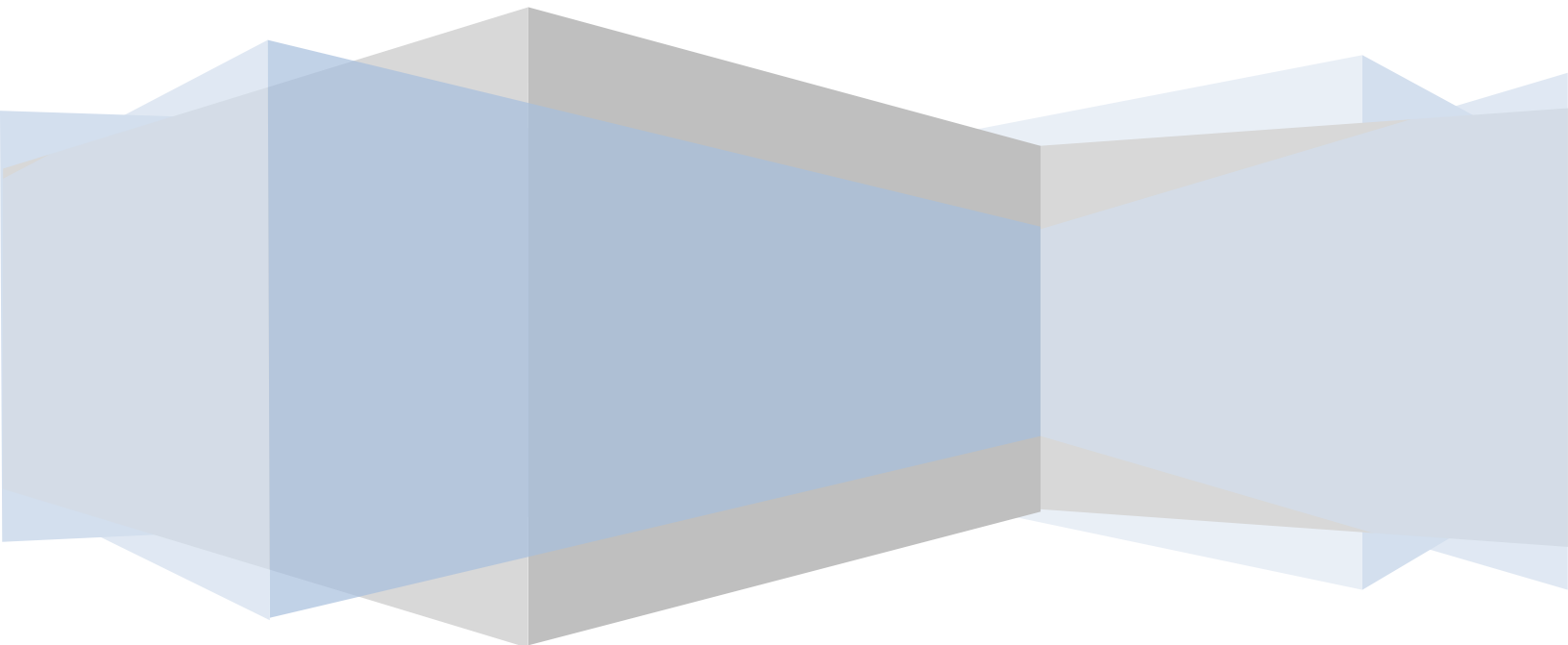
Written by Aji Issac when he was heading DA web warkting team

“Making sense of Web Analytics”

Be web business educated

[Weekly Educative series – XIX]

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New Year, New Commitments – New Heights

We wish all our clients, friends and well-wishers a very happy new year. This year, we are committed to take all our clients to the next level of success. Last year has been a year of development- development of internal tools, development of team member skills, development of right processes etc. This year, we are going aggressive on development along with more emphasis on execution and communication.

Under execution, we are automating Google Analytics daily review to save a lot of our time (Development under alpha). Secondly, we are developing an amazing automated SEO analysis to avoid mistakes and speed up the process.

Under communication, we will have the clients access most of internal tools, allowing them to see the overall strategy and runtime smart reports.

Making sense of Web Analytics – An hour checkup guide

So much data, so many graphs, how do I use these? Last week, I had spent a lot of time with web analysis to answer this question. Here is a small guide that can help you make more sense of web analytics for an hour checkup daily. (**Disclaimer:** Different businesses have different requirements; this is just a general way of observing analytics data)

We can categorize the overall checkup into 3 categories:

1. Traffic checkup
2. User experience checkup
3. Sales checkup

Traffic Checkup Step 1: Check the Overall Traffic

- Visits
- Unique visitors
- New Visitors
- Returning visitors

Now compare the daily traffic with

- the same day last week
- yesterday
- Average of same days for last year's same month (Example: All Thursdays of Nov of 2008)

This comparison will allow you to see if there is any significant drop or jump. In case there is a significant drop or jump, we can jump to the next level to check the possible reasons.



Traffic Checkup Step 2: Check the Traffic source

- Direct
- Referrals
- Search Engine Organic
- Search Engine Paid

Compare it as mentioned above and see which one has shown significant drop or rise.

- **Direct Traffic:** In case of direct traffic drop, you need to ask the team why this is happening. It can be because of some offline campaign having good effect. Understand the change in offline strategy, press coverage etc that might have had an effect on the brand.
- **Referring Traffic:** Check for the referral that had significant change.
- **Search Engine Organic/Paid:** Check for the keywords that had significant change.

User Experience Checkup Step 1:

(It's a difficult one to check as user experience means different things to different businesses).

- Average Bounce rate (Very important)
- Average Page views
- Average time spent on site

If any of these things are doing up or down, then dig deeper.

User Experience Checkup Step 2:

- Which page is contributing maximum for the up or down of any of the above metrics.

User Experience Checkup Step 3:

- Which entrance (like which keyword, which referring website etc) is contributing maximum up or down **for the page**. If there is similar drop or jump across almost all the entrance, then you can contribute the user experience change to the page.

Sales checkup step 1:

- Check various goals and compare it with the above-mentioned date ranges to see if there is any significant change.

Sales checkup step 2:

In case there is any significant change in goals (sales), then check the traffic source and see the conversion ups and downs for the traffic source.

- Direct
- Referrals
- Search Engine Organic
- Search Engine Paid



Sales checkup step 3:

If there is any significant change under one of the sources, dig deeper (referrals, search engines, keywords) etc.

Sales checkup step 4:

Also, see different pages and compare the goals to ensure that no page is reason for the up or down.

For better conversions, use different dimension checkups for Goals:

1. Country-wise (Now even city-wise)
2. Language- wise
3. Browser-wise (Screen resolution, browser type etc to ensure that people are not facing problem in accessibility).
4. New vs. returning
5. Keyword-wise
6. Search Engine-wise
7. Search Engine-Keyword-wise
8. Use A/B testing, Multi variant testing along with Google analytics (Use Google optimizer)
9. Use Funnels, Use reverse goal tracking (to see which step of the funnel is reducing sales)
10. A mix of above 😊 (I wish I could make everything very simple)

Some advance level for (Google) analytic learners:

1. Learn the filters and use another copy of the profile.
2. Use Log analyzers (like urchin, sawmill etc) along side web tracking to solve difficult questions.
3. Use advanced Analytics code for E-commerce website.
4. Use advanced analytics code for different domain web marketing strategy.
5. Using hostnames for duplicate websites.
6. Use user defined sections
7. Track traffic to external links.
8. <http://www.google.com/support/googleanalytics/> has a lot of answers for advance tracking.

