

# What to know about: Website Traffic Analysis

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# Websites should have a purpose

Web metrics and web metrics analysis help you to know if your site is meeting that purpose.

Just like in the dashboard of your car, the data indicates key information about performance.

How much traffic (or people) did my site have?

Where did that traffic come from?

What did those people do on my site?

**How does it effect my business?**

# Basic web metrics

## **Visit:**

A time when a person came to your website.

## **Page view:**

A person viewed a page on your website.

## **Hit:**

A web server was asked to send a file related to your web page to a web browser.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2006	436	695	1527	4130	26.89 MB
Feb 2006	461	657	1798	4378	30.20 MB
Mar 2006	687	955	2659	6934	46.59 MB
Apr 2006	722	1002	3314	8442	55.79 MB
May 2006	802	1061	3354	9191	60.10 MB
Jun 2006	1056	1410	7903	20612	146.18 MB
<b>New Web Site Goes Live</b>					
Jul 2006	2553	3862	27162	54871	642.82 MB
Aug 2006	2270	3119	17673	33868	441.34 MB
Sep 2006	3602	4776	22402	44028	530.21 MB
Oct 2006	3530	4697	20899	40433	481.12 MB
Nov 2006	339	3851	516	2920	37.83 MB
YTD Total	16458	22619	110207	229807	2.44 GB

Hits look impressive but they are not an accurate metric of success.

# Other web metrics

## **Referral:**

A person entered your site by clicking a link on another site.

## **Conversion:**

A person did a key activity on your site that you want them to do.

# Types of web traffic reporting

## Web server log file analysis

Old-school, but provides basics.

Usually provided by your hosting company.

**Can include a lot of non-human traffic in your data.**

## Page tagging with JavaScript

Much better than log files at excluding non-human traffic.

Reporting is easier to access and friendlier to use.

Gets you to actionable data faster.

Provided free by Google.

## Dashboard

- » Saved Reports
- 👤 Visitors
- 📍 Traffic Sources
- 📄 Content
- 🎯 Goals
- 🛒 Ecommerce

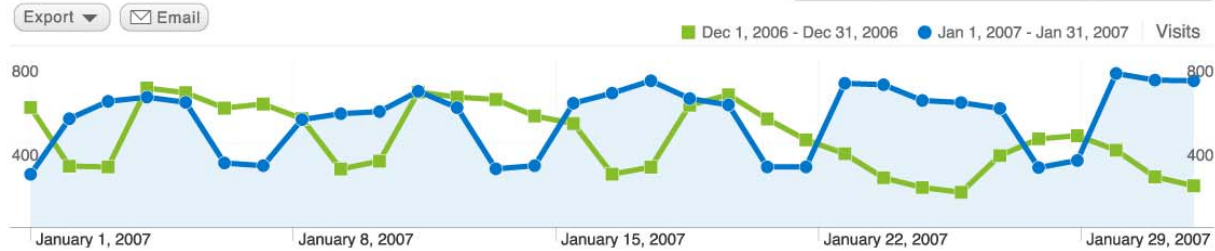
## Settings

Email

- Settings
- 🔗 [About this Report](#)
  - 🔗 [Conversion University](#)
  - 🔗 [Common Questions](#)
  - 🔗 [Report Finder](#)

## Dashboard

Jan 1, 2007 - Jan 31, 2007



### Site Usage

**16,107** Visits  
Dec 1, 2006 - Dec 31, 2006: 13,209 (21.94%)

**62,142** Pageviews  
Dec 1, 2006 - Dec 31, 2006: 53,855 (15.39%)

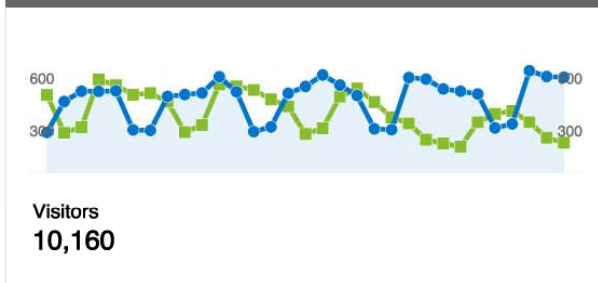
**3,86** Pages/Visit  
Dec 1, 2006 - Dec 31, 2006: 4.08 (-5.37%)

**00:03:22** Avg. Time on Site  
Dec 1, 2006 - Dec 31, 2006: 00:03:31 (-4.27%)

**36,81%** Bounce Rate  
Dec 1, 2006 - Dec 31, 2006: 35.98% (2.30%)

**50.44%** % New Visits  
Dec 1, 2006 - Dec 31, 2006: 49.73% (1.42%)

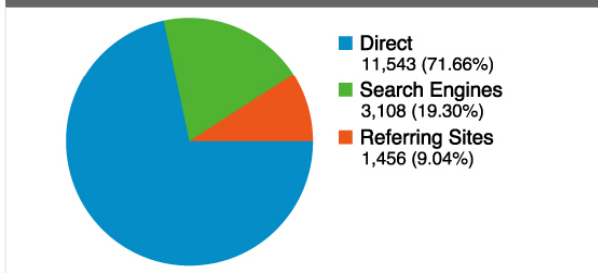
### Visitors Overview



### Map Overlay world



### Traffic Sources Overview



### Browsers

Browser	Visits	% visits
Internet Explorer	13,136	81.55%
Firefox	2,349	14.58%
Safari	393	2.44%
Netscape	116	0.72%
Opera	55	0.34%

# How Google works

**Google operates on a surprisingly simple premise:**  
*provide the most relevant results for every search.*

## ***How does Google do this?***

- 1) Trust that people build websites about what they do.
- 2) Visit every website and record the text in the page titles, paragraph headings and first paragraph to get a sense of what the site is about.
- 3) When a person searches for a keyword, offer links to sites with these words in the page title and headings.
- 4) If people searching click on a linked site, learn this is a good search result for the keywords searched.

Questions, other topics, interactive session