

Web Analytics Basics

- 1. deo -

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Internet Professional Program



www.internetgroup.rs

Web sajt bez analitike - amaterizam

Software Analyst, Design Analyst

DOBRODOŠLI

www.krusik-film.co.yu



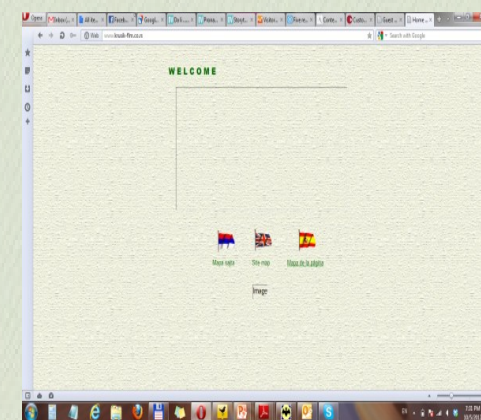
Mapa sajta



Site map

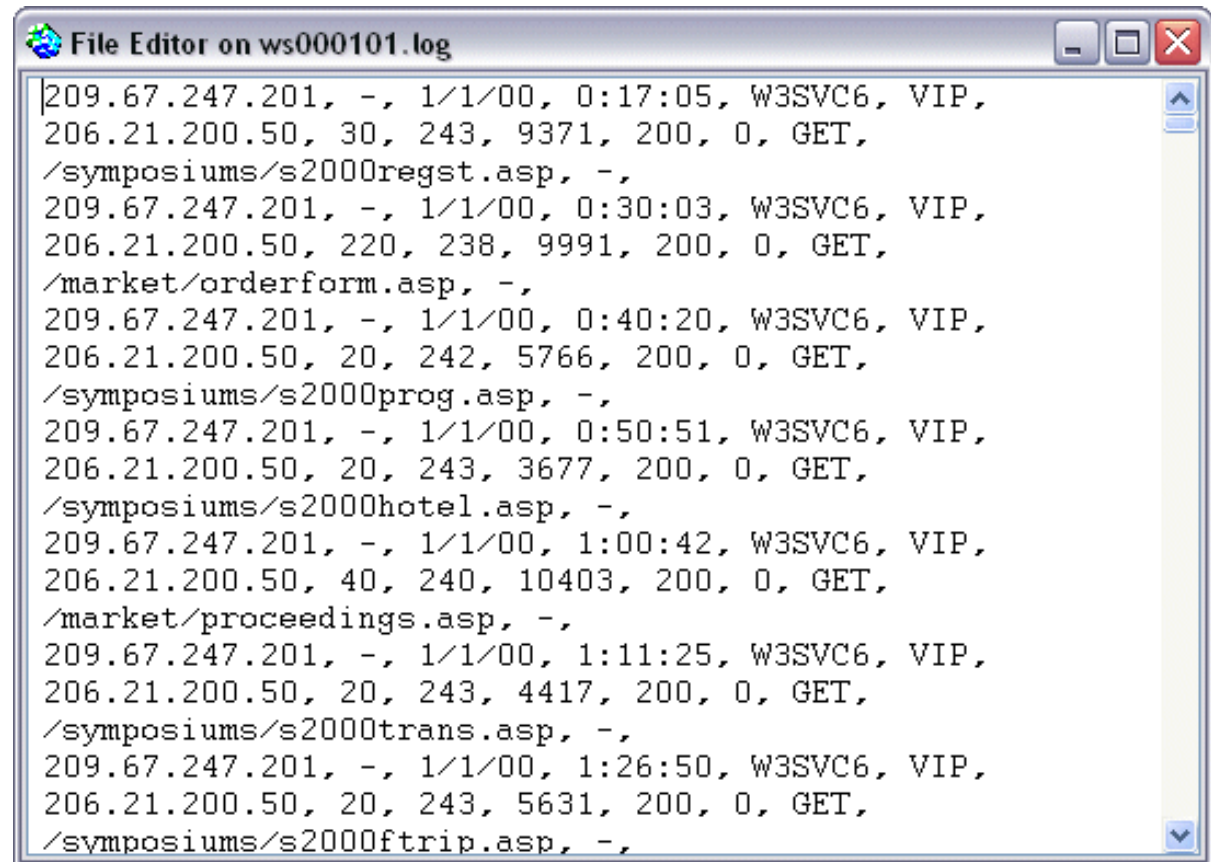


Mapa de la página



Kako je sve počelo?

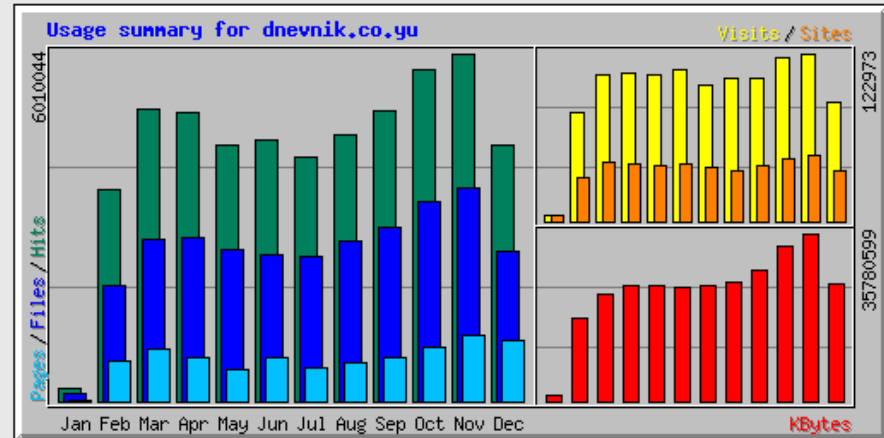
Serverske statistike
posećenosti
(Server logovi)

A screenshot of a 'File Editor on ws000101.log' window. The window contains a list of server log entries. Each entry is a single line of text containing various fields separated by commas. The fields include IP addresses, status codes, response codes, times, service names, and user types. The log entries are as follows:

```
209.67.247.201, -, 1/1/00, 0:17:05, W3SVC6, VIP,  
206.21.200.50, 30, 243, 9371, 200, 0, GET,  
/symposiums/s2000regst.asp, -,  
209.67.247.201, -, 1/1/00, 0:30:03, W3SVC6, VIP,  
206.21.200.50, 220, 238, 9991, 200, 0, GET,  
/market/orderform.asp, -,  
209.67.247.201, -, 1/1/00, 0:40:20, W3SVC6, VIP,  
206.21.200.50, 20, 242, 5766, 200, 0, GET,  
/symposiums/s2000prog.asp, -,  
209.67.247.201, -, 1/1/00, 0:50:51, W3SVC6, VIP,  
206.21.200.50, 20, 243, 3677, 200, 0, GET,  
/symposiums/s2000hotel.asp, -,  
209.67.247.201, -, 1/1/00, 1:00:42, W3SVC6, VIP,  
206.21.200.50, 40, 240, 10403, 200, 0, GET,  
/market/proceedings.asp, -,  
209.67.247.201, -, 1/1/00, 1:11:25, W3SVC6, VIP,  
206.21.200.50, 20, 243, 4417, 200, 0, GET,  
/symposiums/s2000trans.asp, -,  
209.67.247.201, -, 1/1/00, 1:26:50, W3SVC6, VIP,  
206.21.200.50, 20, 243, 5631, 200, 0, GET,  
/symposiums/s2000ftrip.asp, -,
```

Kako je sve počelo?

Serverske statistike
posećenosti
(Server logovi)



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Dec 2003	210473	122921	49727	4148	36451	25082338	87119	1044282	2581345	4419942
Nov 2003	200334	122892	37959	4099	48471	35780599	122973	1138774	3686773	6010044
Oct 2003	184464	111734	30335	3862	45369	33090524	119722	940403	3463758	5718403
Sep 2003	166992	100014	25480	3488	40541	27776616	104646	764416	3000436	5009769
Aug 2003	148750	88827	21847	3365	36858	25240656	104328	677267	2753651	4611279
Jul 2003	135679	80874	19003	3228	39565	24574046	100095	589113	2507111	4206064
Jun 2003	150699	83948	24935	3707	42628	24214587	111213	748067	2518443	4520994
May 2003	142968	84769	17970	3473	40565	24690494	107688	557078	2627861	4432017
Apr 2003	166767	94426	24921	3629	42196	24735192	108893	747657	2832801	5003038
Mar 2003	162646	90398	28822	3450	42678	22976893	106980	893511	2802354	5042048
Feb 2003	130876	71525	24748	2832	31916	17737529	79321	692960	2002727	3664540
Jan 2003	103743	60866	12869	2414	3921	1161673	4829	25739	121733	207486
Totals						287061147	1157807	8819267	30898993	52845624

Kako je sve počelo?



Brojači na Web sajtu

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Kako je sve počelo?

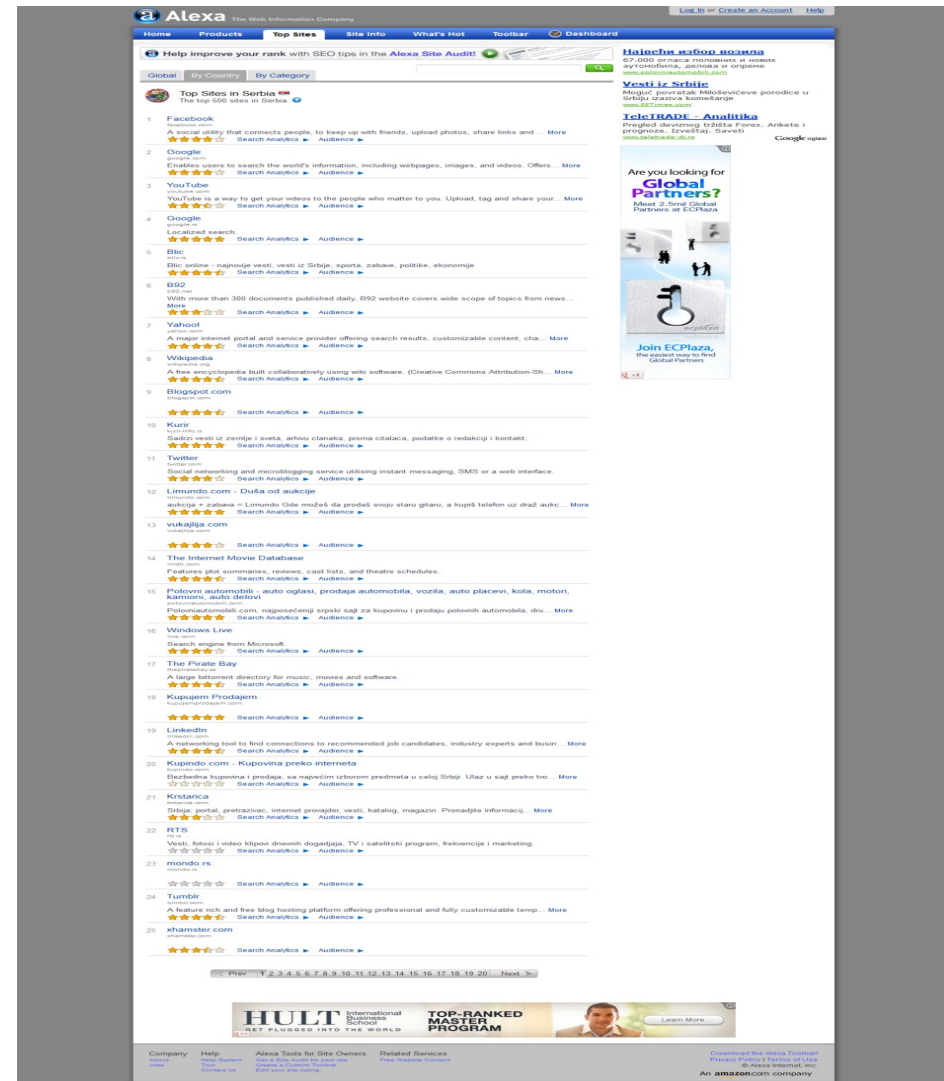
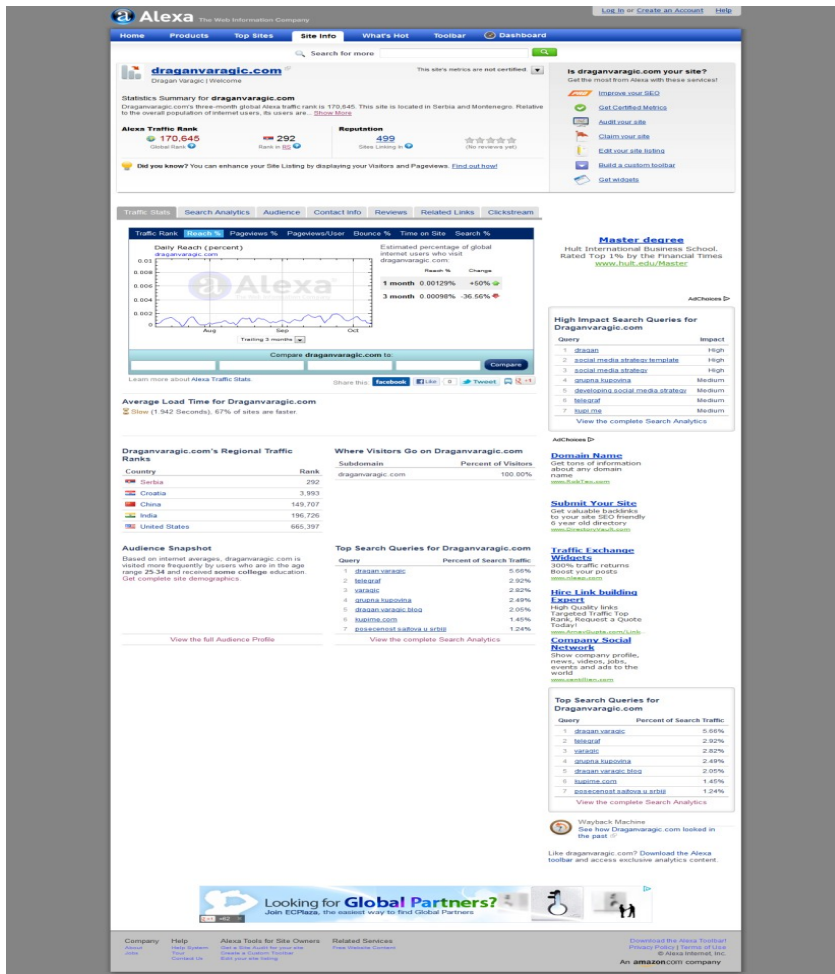
Summary		Period: 1033 Days	
			
Daily Unique:		Totals:	
Today	111 / 21 Dec, Sun, 2003	Unique Visitors	263968 - 86.83%
Yesterday	183 / 20 Dec, Sat, 2003	Visits incl. Reloads	303971
Average	255	Reloads	40003 - 13.16%
Highest Day	696 / 15 Sep, Sun, 2002	Visitors via Referrers	148961 - 56.43%
Weekly Unique:		Website Referrers	8282
Current Week	1596 / Wk 51, 2003	Javascript Enabled	253983 - 96.21%
Last Week	1952 / Wk 50, 2003		
Average	1759	Most accessed:	
Highest Week	2829 / Wk 51, 2001	Browser	MSIE 5
Monthly Unique:		Operating System	Windows 98
Current Month	5474 / Dec, 2003	Screen Resolution	800x600
Last Month	8096 / Nov, 2003	Screen Color	32 Bit (16.7M)
Average	7332	Searchengine	Google
Highest Month	11537 / Jan, 2001	Keyword	pretraga
Highest Hour of the Day	01:00 - 01:59	Domain/Country	- / Unknown
Highest Day of the Week	Thursday	Continent	Unknown

Besplatne (jednostavne) statistike posećenosti

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www.extremetracking.com

Kako je sve počelo?



Online monitoring servisi
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www.alexa.com

Kako je sve počelo?

Firefox

webtrends.com/products/analytics/

live internet analytics

Most Visited Getting Started Latest Headlines SEO Pin It KrajinaForce - Republi...

Domain Na... daily deals a... Daily Deal A... (124) Deals ... Using Daily ... has Daily Deals ... Daily Deal A... Affiliates | D... Daily Deal A... cnzz analyti... Search Anal... An Introduc... Unified ...

Have questions? Need pricing? [Contact Sales.](#) Blog Communities Login + Support Search

webtrends

SOLUTIONS PRODUCTS + SERVICES EXPERTISE SUPPORT ABOUT US

Overview Heatmaps Website Social Mobile Advanced Integrations

Analytics

[Request a Demo](#) [Contact Sales](#)

Digital Measurement

With the explosion of new digital channels such as mobile and social, marketers today face mounting challenges to understand consumer behaviors, and deliver relevant experiences at just the right time.

Webtrends Digital Measurement Solutions enable brands to justify investments and prove marketing success across new and emerging channels. By creating a culture of measurement, actions become informed by digital intelligence, not by guesswork.

[Find out More About our Measurement Capabilities](#)

Heatmaps

Gain deep insight into visitor activity across all your websites, and now Facebook apps too.

Cookies on webtrends.com

PageRank Alexa Compete mozRank

11:53 AM 10/12/2012

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www.webtrends.com

Serverske statistike posećenosti/analitika

Kako je sve počelo?



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Cookie-Based Analytics

WHO IS USING GOOGLE ANALYTICS

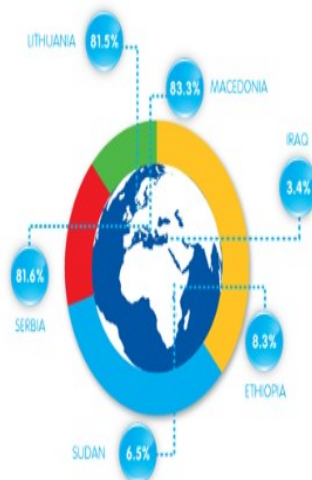
JUNE 2012

55.8% } ALL WEBSITES

WORLDWIDE



MARKET SHARE



TOP 3 & BOTTOM 3 COUNTRIES



LiveInternet?

Firefox

www.liveinternet.ru/stat/ru/searches.html?slice=ru;date=2012-09-30;period=month

live internet analytics

Most Visited Getting Started Latest Headlines SEO Pin It KrajinaForce - Republi...

Webmaster ... last-click m... Domain Na... daily deals a... Daily Deal A... (124) Deals ... Using Daily ... Daily Deals ... Daily Deal A... Affiliates | D... Daily Deal A... liveinternet ... site statis... x

LiveInternet • Site rating • Сайты Рунета

English Русский

per day
by hours
online
per week and month

audience size
days/week
days/month
audiences comparison
sessions/visitor
returns
pageviews/visitor
pageviews/session
session duration

variants of site calls

from catalogues
mails
social networks
from search engines
by search phrases

transitions by links

demo
countries
countries (pageviews)
regions of Russia
regions (pageviews)
providers
languages
browsers
OS
resolution
number of colours

Site statistics: ru@ru

Slices: img va iphone perm cr-mail goo-chrome va-chrome tomsk orenburg android kurgan che
krasnodar mini ipad ffall ieal opera saf ie6 qe ufa chrome-ww bing gip goo-ru chrome rus by kz liru oo-mail
spb yablog nigma vlad m1.vandex Google rambler vandex izr ukr novosib kemer kalinin ek kazan ru msk
[full stat]

statistics, limited by a criterion, is shown: visitors from country: Russia

renewed on the 30 of September at 23:59

registration

Site statistics:

http://

Forgot your password?

from search engines
countries

<< Aug. 12 September 2012 Oct. 12 >>

report: from search engines by days | by weeks | by months

values:

average daily / summarized	September 2012	August 2012	at the average for 3 months
☒ Yandex	76,856,456 60.5%	69,729,874 60.5%	70,936,347 60.5%
☒ Google	33,953,995 26.7%	30,684,245 26.6%	31,296,043 26.7%
☒ Search.Mail.ru	10,455,605 8.2%	9,289,780 8.1%	9,506,433 8.1%
☒ Rambler	1,676,388 1.3%	1,564,464 1.4%	1,576,807 1.3%
☒ Google (pictures)	1,424,594 1.1%	1,291,436 1.1%	1,320,889 1.1%
☐ Yandex (pictures)	903,887 0.7%	1,061,164 0.9%	1,003,471 0.9%
☐ Bing	815,806 0.6%	759,567 0.7%	768,810 0.7%
☐ Webalta	308,689 0.2%	207,119 0.2%	230,000 0.2%
☐ QiP.ru	226,333 0.2%	234,473 0.2%	235,679 0.2%
☐ Nigma	177,892 0.1%	156,216 0.1%	162,630 0.1%
☐ amount of selected	124,367,040 97.9%	112,559,801 97.7%	114,636,521 97.7%
☐ total	127,068,053	115,215,365	117,279,752

PageRank Alexa Compete mozRank

EN 11:33 AM 10/12/2012

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www.liveinternet.ru

CNZZ?



www.cnzz.com



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Google Analytics nije najbolji!

InSite Campaign Management

Google Analytics 5

- Very basic, users need to develop a process to manage creation of campaign variables that get passed in a url string.
- Up to 5 campaign parameters (dimensions) can be used
- ROI / Impressions / Costs can only be incorporated for Google Adwords, via Analytics link

Step 1: Enter the URL of your website.
Website URL:
(e.g. <http://www.uctfn.com/insitead.html>)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source: (referrer: google, citysearch, newsletter)

Campaign Medium: (marketing medium: cpc, banner, email)

Campaign Term: (identify the paid keywords)

Campaign Content: (use to differentiate ads)

Campaign Name: (product, promo code, or slogan)

Step 3:

http://insightr.com/?utm_source=twitter&utm_medium=socialmedia&utm_campaign=aware

YAHOO! WEB ANALYTICS 8

- Campaigns can be added manually, or uploaded / managed via a bulk manager using Excel.
- Up to 10 campaign categories (dimensions) can be used
- Any campaign can have cost / impression data attached for ROI analysis, additionally YWA offers api integration to Yahoo Panama, Google Adwords & MSN Adcenter
- YWA also supports internal campaigns

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DATE **October 09** PAGE **24**

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