

Web Analytics Basics

- 4. deo -

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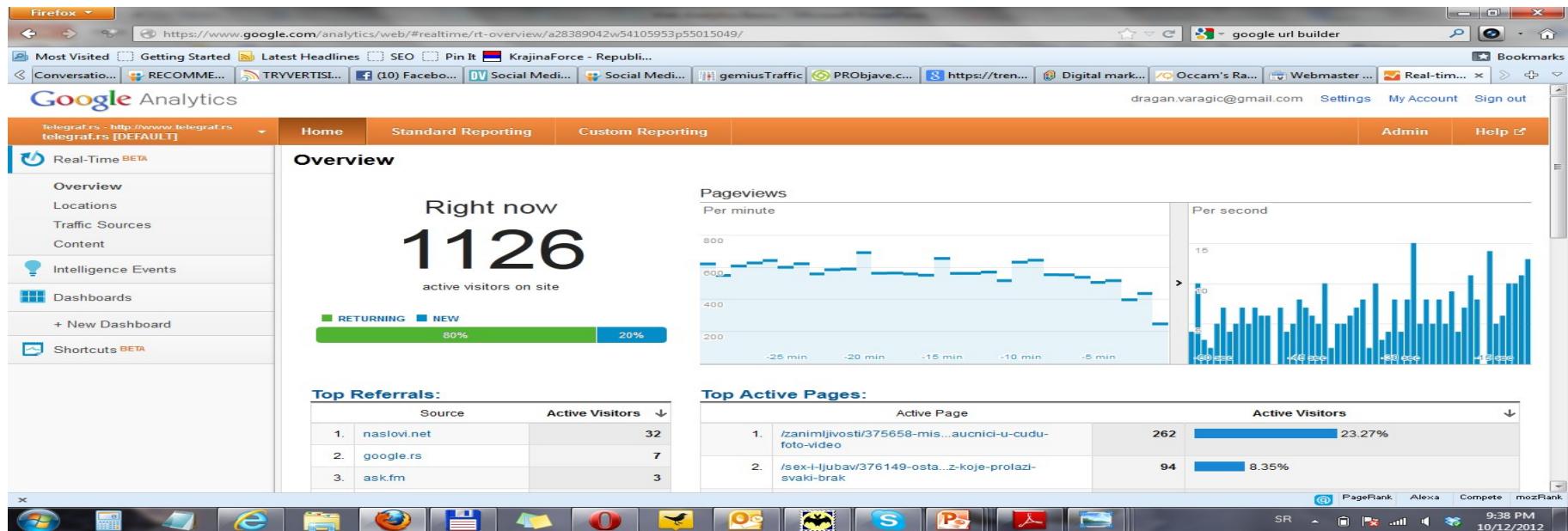
twitter.com/varagic

Internet Professional Program



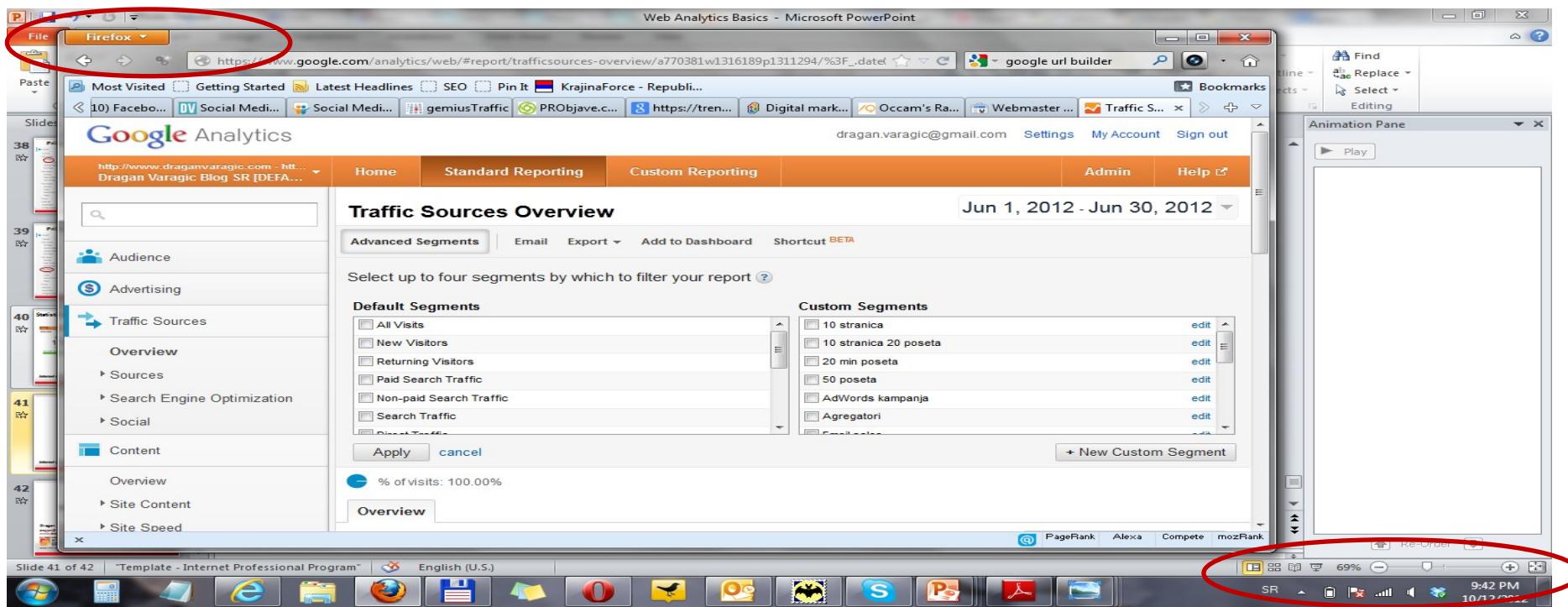
www.internetgroup.rs

Statistike posećenosti u realnom vremenu

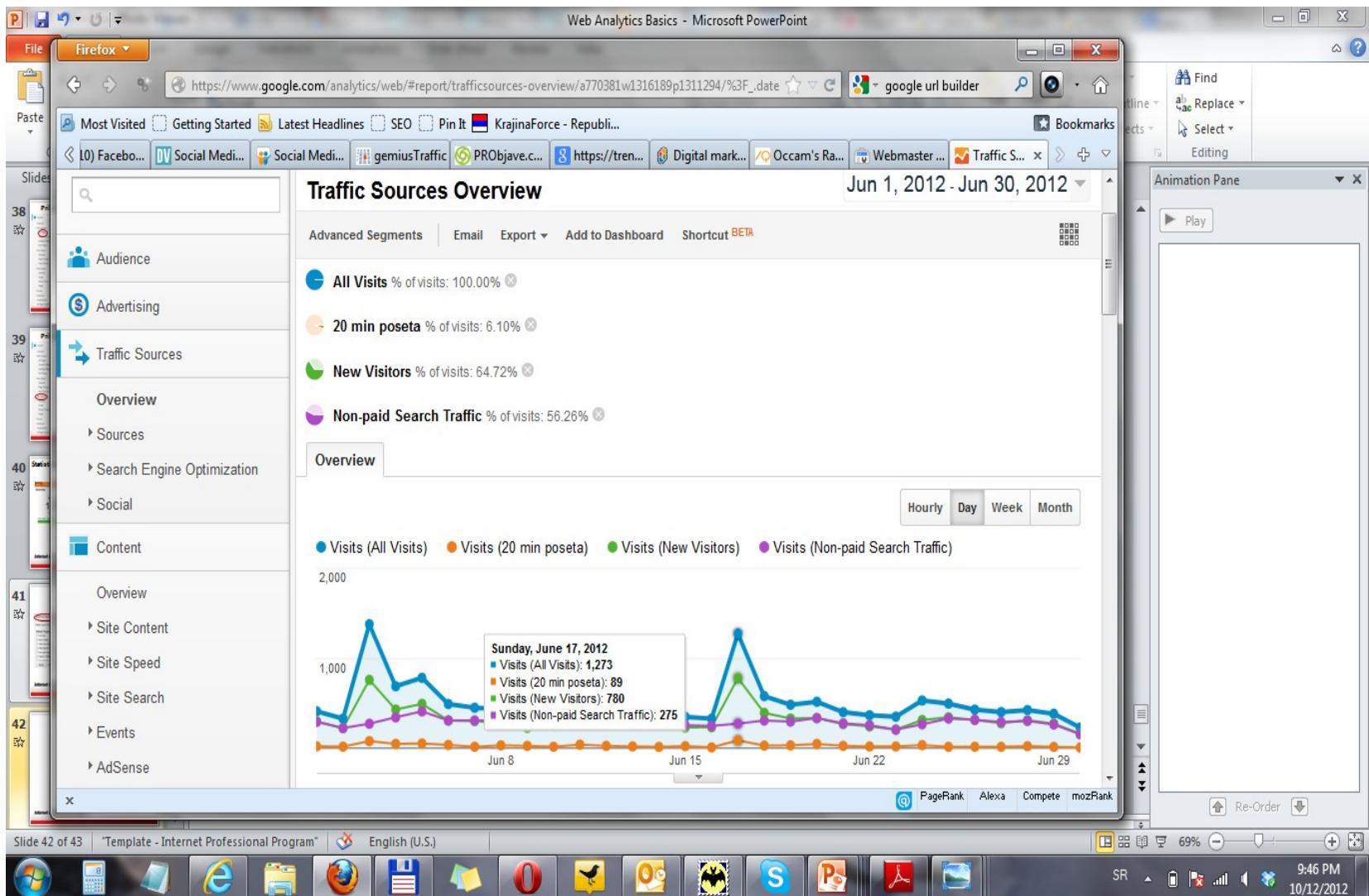


Internet Professional Program

Napredni segmenti



Napredni segmenti



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Napredni segmenti

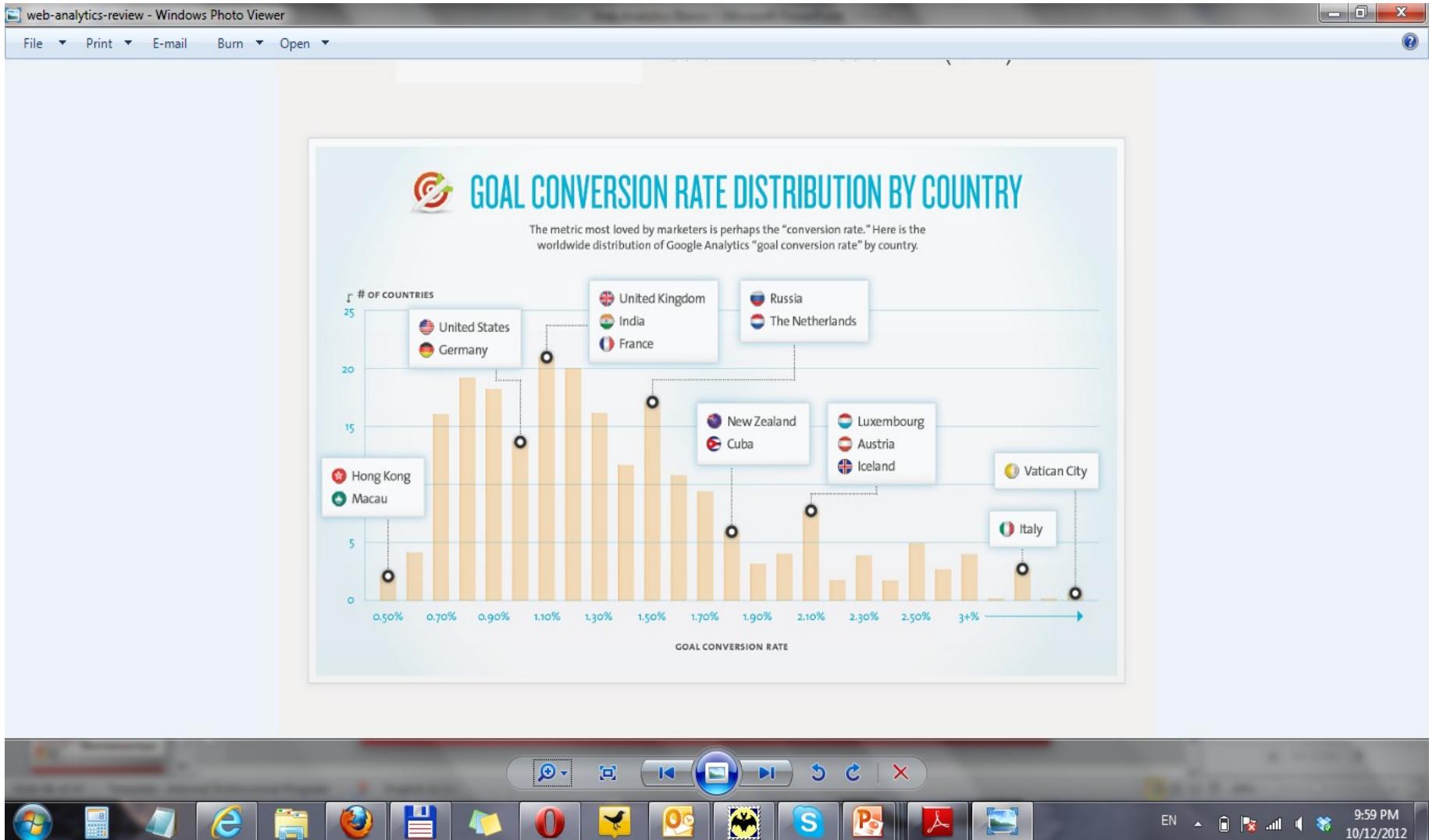
The screenshot shows a Microsoft PowerPoint slide titled "Web Analytics Basics - Microsoft PowerPoint". A Firefox browser window is embedded in the slide, displaying the "Traffic Sources Overview" page from Google Analytics. The URL in the address bar is https://www.google.com/analytics/web/#report/trafficsources-overview/a770381w1316189p1311294/%3F_date. The slide number 43 is visible on the left.

The Google Analytics interface shows the following configuration for a segment named "Email sales":

- Segment Type: Medium
- Condition: Containing "email"
- OR Statement:
- Segment Type: Revenue
- Condition: Greater than 0
- AND Statement:
- Add 'OR' statement
- Add 'AND' statement

The slide also includes a navigation bar at the bottom with icons for various applications like Internet Explorer, Mozilla Firefox, and Microsoft Office.

Uvod u Web analitiku - Konverzije



Uvod u Web analitiku - Konverzije

Conversion-Rate-Optimization-Report-2011 - Microsoft PowerPoint

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Cut Copy Format Painter New Slide Reset Section Clipboard Slides

Font Paragraph Drawing Editing

Slides Outline

Change in online conversion rates in the last year

Category	Large Increase (Red)	Small Increase (Teal)	No Change (Grey)	Decrease (Dark Blue)
Page views	27%	42%	22%	9%
Sales	13%	52%	24%	10%
Sign-ups / registrations	13%	53%	29%	5%
Video views	11%	28%	58%	3%
Information requests / brochure requests	9%	34%	52%	5%
Downloads	6%	28%	65%	2%

Legend: Large increase ■ Small increase ■ No change ■ Decrease

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7 | Conversion Rate Optimization Report 2011

Slide 7 of 22 | "Econsultancy" | English (U.S.) | 70% | 10:09 PM | 10/12/2012

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Slide 7 of 22 | "Econsultancy" | English (U.S.) | 70% | 10:09 PM | 10/12/2012

Uvod u Web analitiku - Konverzije

The screenshot shows a Mozilla Firefox browser window displaying the Google Analytics 'Set up Goals' interface. The URL in the address bar is <https://www.google.com/analytics/web/#management/Profile/a770381w1316189p1311294/3Fprofile.tabId%3>. The main content area is titled 'Profile: Dragan Varagic Blog SR' with 'Property ID: UA-770381-1'. Below this, there are tabs for 'Assets', 'Users', 'Goals' (which is selected), 'Filters', and 'Profile Settings'. The 'Goals' section is titled 'Configure the goals that will be visible in this Profile.' It lists four goal sets:

- Goals (set 1)**:
 - Name: Blog osnove, Type: URL Destination, Status: Inactive
 - Name: Kontakt, Type: URL Destination, Status: Inactive
 - + Goal (Goals Remaining 3)
- Goals (set 2)**:
 - + Goal (Goals Remaining 5)
- Goals (set 3)**:
 - + Goal (Goals Remaining 5)
- Goals (set 4)**:
 - + Goal (Goals Remaining 5)

At the bottom of the page, there are links to '© 2012 Google | Analytics Home | Terms of Service | Privacy Policy | Contact us | Send Feedback'. The Firefox toolbar at the bottom includes icons for PageRank, Alexa, Compete, and mozRank. The status bar at the bottom right shows the date and time as '10/12/2012 10:32 PM'.

Uvod u Web analitiku - Konverzije



dragan.varagic@gmail.com [Settings](#) [My Account](#) [Sign out](#)

http://www.draganvaragic.com - ht... Dragan Varagic Blog SR [DEFA... ▾

Home Standard Reporting Custom Reporting Admin Help

Help Profiles Create/Edit/Delete Profile Assets Help center Search help center Go

Add to your site +1 buttons let people who love your content recommend it on Google Search.

Account list > www.draganvaragic.com > http://www.draganvaragic.com > Dragan Varagic Blog SR ▾

Profile: Dragan Varagic Blog SR
Property ID: UA-770381-1

Assets Users Goals Filters Profile Settings

Goals ›

Goals (set 2): Goal 6

General Information

Goal Name
 Active Inactive

Goal Type URL Destination
 Visit Duration
 Page/Visit
 Event

Goal Details

Goal URL
e.g. For the goal page <http://www.mysite.com/thankyou.html> enter /thankyou.html. To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive
URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel
Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter /step1.html).

Step 1 URL(e.g. "/step1.html") Name Required step
+ Goal Funnel Step

Uvod u Web analitiku - Konverzije

Where are people abandoning in the process?

The funnel diagram illustrates the conversion process from a shopping cart to a checkout page, highlighting abandonment points and specific URLs for each stage.

Cart **3,100**

3,100 visitors enter the site via various pages like /, /index.cfm, and /smart.cfm. 1,255 (40%) proceed to Billing Info.

Billing Info **1,358**

1,358 visitors enter via /check_login.cfm?c... and /smart.cfm. 1,150 (85%) proceed to Verify Order.

Verify Order **1,154**

1,154 visitors enter via /register.cfm and /smart.cfm?path=1. 1,108 (96%) proceed to Checkout.

Checkout **1,117**

1,117 visitors enter via /myaccount_order_hi... and /asCheckout.cfm. The funnel conversion rate is 34.73%.

Abandonment points (exit pages):

- Cart: 754 (exit)
- Billing Info: 208 (exit)
- Verify Order: 46 (exit)
- Checkout: 15 (exit)

Other visitor data:

- Cart: 144 /search.cfm, 107 /check_login.cfm?, 96 /index.cfm, 40 /search.cfm?e=14&...
- Billing Info: 132 /check_login.cfm?c..., 24 /index.cfm, 4 /, 3 /myaccount_edit.cfm, 3 /check_login.cfm?...
- Verify Order: 31 /index.cfm, 2 /asCheckout.cfm, 2 /search.cfm, 1 /search.cfm?e=14&...
- Checkout: SR, 10:37 PM, 10/12/2012

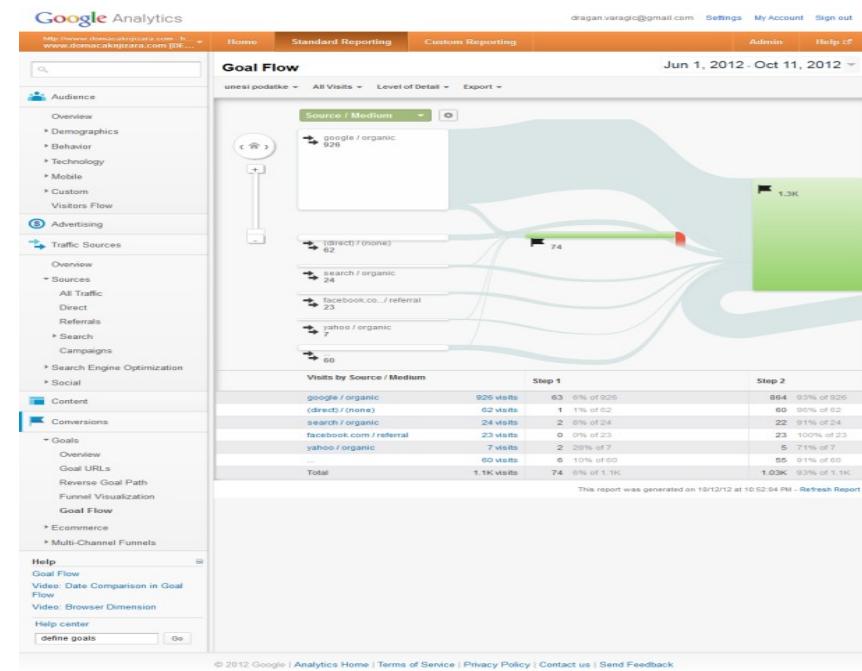
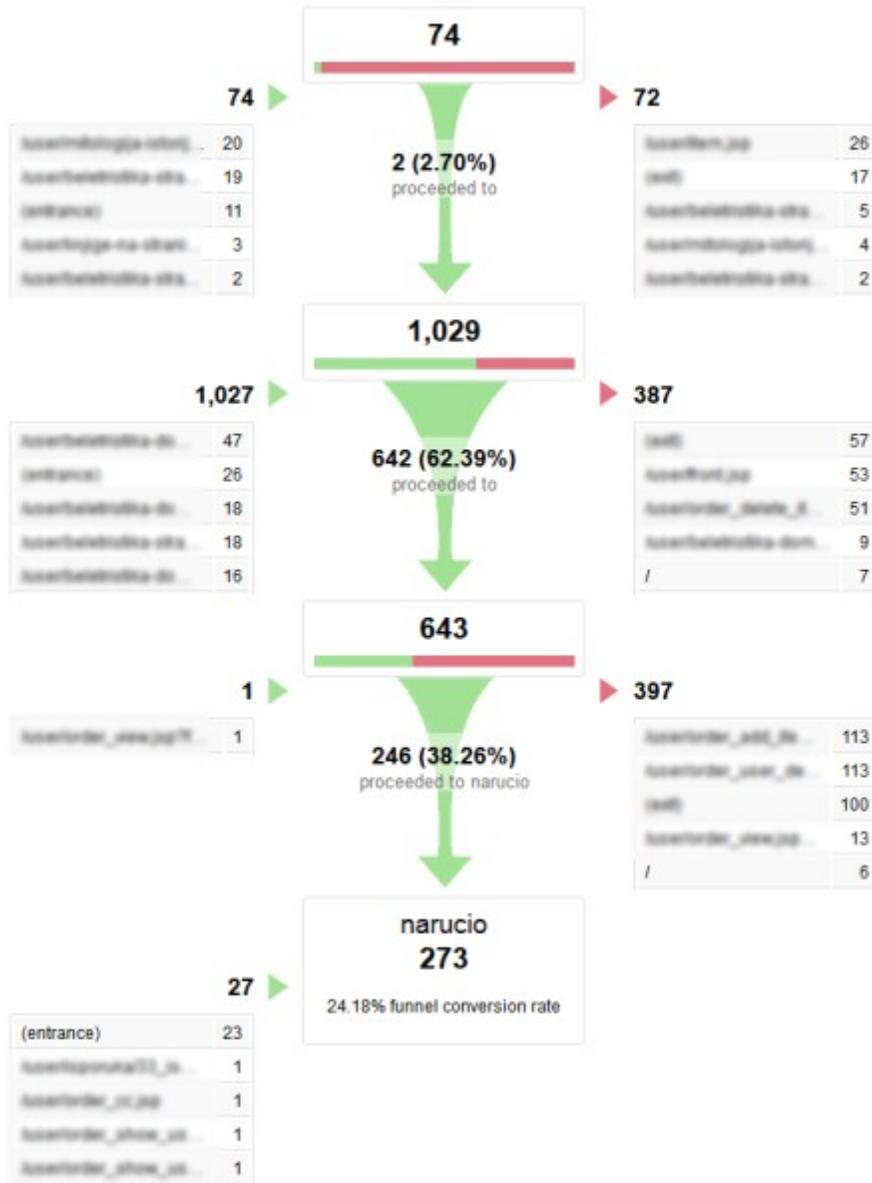
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273 visitors finished | 24.18% funnel conversion rate



Uvod u Web analitiku - Konverzije

Average value/visit by digital marketing channel

Visits 17,342 % of Site Total: 9.18%	Revenue £35,385.18 % of Site Total: 34.64%	Transactions 164 % of Site Total: 17.88%	Average Value £215.76 Site Avg: £111.38 (93.71%)	E-commerce Conversion Rate 0.95% Site Avg: 0.49% (94.74%)	Per Visit Value £2.04 Site Avg: £0.54 (277.23%)
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Email

Visits 82,894 % of Site Total: 43.90%	Revenue £35,568.20 % of Site Total: 34.82%	Transactions 274 % of Site Total: 29.88%	Average Value £129.81 Site Avg: £111.38 (16.54%)	E-commerce Conversion Rate 0.33% Site Avg: 0.49% (-31.93%)	Per Visit Value £0.43 Site Avg: £0.54 (-20.67%)
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SEO

Visits 702 % of Site Total: 0.37%	Revenue £195.00 % of Site Total: 0.19%	Transactions 7 % of Site Total: 0.76%	Average Value £27.86 Site Avg: £111.38 (-74.99%)	E-commerce Conversion Rate 1.00% Site Avg: 0.49% (105.34%)	Per Visit Value £0.28 Site Avg: £0.54 (-48.64%)
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Affiliate

Visits 20,211 % of Site Total: 10.70%	Revenue £3,598.93 % of Site Total: 3.52%	Transactions 108 % of Site Total: 11.78%	Average Value £33.32 Site Avg: £111.38 (-70.08%)	E-commerce Conversion Rate 0.53% Site Avg: 0.49% (10.04%)	Per Visit Value £0.18 Site Avg: £0.54 (-67.08%)
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Links

Visits 15,810 % of Site Total: 8.37%	Revenue £1,866.00 % of Site Total: 1.83%	Transactions 54 % of Site Total: 5.89%	Average Value £34.56 Site Avg: £111.38 (-68.98%)	E-commerce Conversion Rate 0.34% Site Avg: 0.49% (-29.67%)	Per Visit Value £0.12 Site Avg: £0.54 (-78.18%)
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Social Media

Visits 3,339 % of Site Total: 1.77%	Revenue £324.70 % of Site Total: 0.32%	Transactions 8 % of Site Total: 0.87%	Average Value £40.59 Site Avg: £111.38 (-63.56%)	E-commerce Conversion Rate 0.24% Site Avg: 0.49% (-50.66%)	Per Visit Value £0.10 Site Avg: £0.54 (-82.02%)
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Paid Search



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! Ashley_Friedlein_Econsultancy.pdf - Adobe Reader

File Edit View Window Help

Tools Sign Comment

How valuable is social media?

Site Usage Goal Set 1 E-commerce

Views:

Medium	None	Visits	Revenue	Transactions	Average Value	E-commerce Conversion Rate	Per Visit Value
1. organic		623,965	£208,884.17	1,588	£131.54	0.25%	£0.33
2. email		264,285	£154,494.82	656	£235.51	0.25%	£0.58
3. (none)		296,474	£125,735.11	1,117	£112.57	0.38%	£0.42
4. affiliate		9,718	£27,522.59	145	£189.81	1.49%	£2.83
5. social network		252,534	£26,991.70	518	£52.11	0.21%	£0.11
6. answers		49,285	£26,856.95	215	£124.92	0.44%	£0.54
7. referral		149,326	£20,007.63	389	£51.43	0.26%	£0.13
8. DM		1,167	£10,935.53	30	£364.52	2.57%	£9.37
9. cpc		7,470	£5,143.51	26	£197.83	0.35%	£0.69
10. partner		389	£1,342.91	8	£167.86	2.06%	£3.45

15 | November 2011 | FUNNEL

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EN 10:58 PM 10/12/2012

Konverzije predstavljaju tek početak...

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Tools Sign Comment

Staff Answers – outperforms PPC

Site Usage Goal Set 1 Ecommerce

Visits 71,423 Revenue UK£37,655.40 Transactions 282 Average Value UK£133.53 Ecommerce Conversion Rate 0.39% Per Visit Value UK£0.53

% of Total: 3.23% (2,213,345) % of Total: 4.58% (UK £821,988.24) % of Total: 4.95% (5,692) Site Avg: UK£144.41 [-7.53%) Site Avg: 0.26% (53.59%) [41.96%)

Graph Mode: Line Chart Compare Metric Graph By:

Viewing: Source Medium Other

Secondary dimension: Campaign Sort Type: Default advanced View: 1 - 10 of 37

Source/Medium	Campaign	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
1. staff/answers	john-gibb	26,658	UK£743.70	37	UK £20.10	0.14%	UK £0.03
2. staff/answers	matt-owen	14,061	UK £3,873.94	41	UK £94.49	0.29%	UK £0.28
3. staff/answers	chris-lake	9,953	UK £2,913.30	50	UK £58.27	0.50%	UK £0.29
4. staff/answers	graham-charlton	8,525	UK £4,513.50	8	UK £564.19	0.09%	UK £0.53
5. staff/answers	jake-hird	4,604	UK £242.83	5	UK £48.47	0.11%	UK £0.05

20 | November 2011 | FUNNEL

EN 11:01 PM 10/12/2012

Konverzije predstavljaju tek početak...

A screenshot of a Microsoft PowerPoint presentation titled "Conversion-Rate-Optimization-Report-2011 - Microsoft PowerPoint". The slide number is 11, and the title is "Conversion Rate Optimization Report 2011". The main content slide has the heading "Methods currently used for improving conversion rates" and features a bar chart showing the percentage of companies using various methods. The chart includes labels for A/B testing, Customer journey analysis, Copy optimisation, Online surveys / customer feedback, Usability testing, Competitor benchmarking, Cart abandonment analysis, Segmentation, Event-triggered / behavioural email, Multivariate testing, and Expert usability reviews. The percentages are 53%, 47%, 46%, 44%, 38%, 37%, 32%, 28%, 25%, 24%, and 23% respectively. The chart is set against a light gray background with a red vertical bar on the left. The slide is part of a larger deck with slides numbered 9 through 13 visible in the navigation pane on the left. The top ribbon shows the standard Microsoft Office menu and tabs like File, Home, Design, Transitions, Animations, Slide Show, Review, and View. The bottom taskbar shows various application icons and system status.

Konverzije predstavljaju tek početak...

Conversion-Rate-Optimization-Report-2011 - Microsoft PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View

Cut Copy Paste Format Painter Clipboard Layout New Slide Reset Section Slides

Font Paragraph Drawing Editing

Find Replace Select

Slides Outline

13 Average number of methods used to improve conversion rates

Category	Average number of methods used
Large firms	12
Medium firms	12
Small firms	12
Startups	12

14 Value of methods used for improving conversion rates

15 Best practices carried out by organisations

16 Change since 2010 – Which of the following practices do you do well?

17 Have your clients designed your website specifically for either of the following?

Best practices carried out by organisations

The chart displays the percentage of organisations that carry out specific best practices, categorized into three levels: We do this well (red), We need to improve (teal), and We don't do this (grey).

Practice	We do this well (%)	We need to improve (%)	We don't do this (%)
Identifying key performance indicators	40%	52%	9%
Ongoing performance benchmarking	20%	61%	19%
Integrate email and web analytics	20%	57%	24%
Benchmarking against competitors	19%	57%	24%
Funnel analysis	19%	60%	21%
Align keywords, calls to action and landing pages	18%	68%	14%
Testing effectiveness of calls to action	16%	63%	20%
Mining internal search data	14%	59%	27%
Testing multiple landing pages	13%	53%	34%
Integrate user testing and analytics	11%	57%	32%

Legend: ■ We do this well ■ We need to improve ■ We don't do this

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15 | Conversion Rate Optimization Report 2011

Slide 15 of 22 "Econsultancy" English (U.S.) 70% 11:08 PM 10/12/2012

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