



Website Analytics





You need to continuously be aware of how the site is performing and how users are interacting with it. And you need to adapt to what you find out. For all of this, you need website & user analytics. We're going to cover three main chapters that deal with website analytics and user insights.

We start by helping you choose the right tool for website tracking, which can make the difference between getting accurate data in a legal way versus truncated data and privacy concerns. We continue by covering all the main metrics and stats to follow in your analytics tool. And we end the chapter with looking at more advanced user behavior insights and what you can learn from them.



MODULE CONTENTS

- ▶ Choosing the right tool for website tracking
- ▶ Metrics and stats to follow
- ▶ User behavior insights and what to learn from them



Let's start with a crucial choice of opting for the right tool for analytics. Apart from the big issue of privacy, there is also the complexity of data that needs to be addressed. Some tools and again, I have to mention Google Analytics provide a lot of web analytics data but so much so that it becomes too much, overwhelming graphs and stat charts with tons of numbers. You need to get a certified expert to make sense of it all and there's actually a certification for this specific purpose.

What is that all about? Why complicate things when there are tools available he get you the info you need in a straightforward and effective way and the quality of data could be the same. So, basically, we talk about how the tool presents the data and this can be very important. Also, look into the range of types of data on offer.



Only some apps offer both traffic stats like the number of unique users and user behavior insights like session recordings and heatmaps. Go with one of those in order to understand the full story behind user journeys going beyond just stats. Do not forget the capacity of the tool to integrate with all platforms: [WordPress](#), [Weebly](#), [Wix](#), [Shopify](#), or just plain [HTML](#). Before you install, check to see that the app works well with your platform.



Let's recap a bit. We need a tool that complies with privacy, ideally with cookieless tracking plus one that offers complex data in a friendly way with quantitative traffic stats and user behavior features. Also, one that integrates with your website builder or platform. There is one app that takes all of these and that is [Visitor Analytics](https://www.visitor-analytics.io). I know it's not nice to brag. We know it, but leaving all fake modesty aside, we can definitely recommend our tool when you start tracking your visits. Visitor Analytics does not engage in any cross-tracking. Data is not passed on to any other service. So, persons visiting websites that use Visitor Analytics instead of Google Analytics and ensure that users and their activity will not be used or potentially introducing advertising activities.



Visitor Analytics does not engage in selling any data and as stated in our **data privacy agreement** to a website owner is the sole owner of the data. He or she can choose to store it, delete it or use it at their own discretion. Visitor Analytics has been working on a [cookieless tracking](#) approach that means there is no need to obtain and no cookie banners. There's no risk of finds. There's no risk of getting truncated data because of being blocked by browsers. Privacy of online activities is respected and cross-eye tracking is impossible.



Visitor Analytics works on almost all platforms and on the major ones, it can be easily integrated with one click, as it has dedicated plugins developed for Wix, WordPress, Weebly, Joomla and many others. So, if there's a chance that your platform is there already, then it will be **easy to install** Visitor Analytics on it. Also, why waste time and money on countless tools when you can have everything you need in one place: visitor stats, popular pages, session recordings, heatmaps, conversion funnels and more. Everything nicely presented in a [dashboard](#) that uses green and red to show you if the website performance is heading in the right direction or not. No need to be an expert to use it. But if you are one, even better as you can go in-depth with your analysis of data.



Visitors (Page Views, Unique Visitors, etc)

If you're a beginner, then you might not know exactly what some of these metrics mean, so let's go through them one by one. First thing you will see in the app there are three metrics next to each other: [visitors, unique visitors](#) and page visits. In other apps, they are called page views.

They all show the level of **website traffic**, so what's the difference between them? This is a common issue and not just with beginners. The first stat you tend to look at is the number of visitors who access your site in one day. I can go too, I have select today as a reference.

This counts the number of times people accessed your website and had some activity on it in a day. 225 in my example. But one person can visit the site several times a day.



This is why we also need **unique visitors**. This metric takes the IP address into account or in our case, the fingerprint left by the first visit. Therefore, if one person visits the site four times a day, we will kind of count for visitors or sessions but only one unique visitor. Then, there are the visits, the page visits tab. During a session on your website, one unique visitor may access more than one page on the site. Every time a page is loaded, it is counted as a visit or a page view. When the user refreshes the page, it is also considered a page view. So, you could have one unique visitor, four visitors and let's say twenty-three visits all from the same person. The page visits number, in fact, should always be the highest and unique visitors should always be the lowest among the three.

For all of these, in **Visitor Analytics**, you can choose a time frame: today, past week, past month or a custom period of time, actually. Every time you select this timeframe, you will also get a comparison with the previous time frame. If the tile is red you have fewer visitors than before if it's green, you have more.



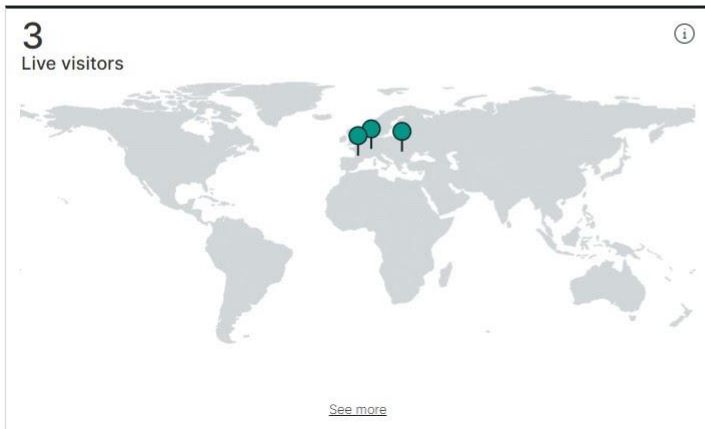
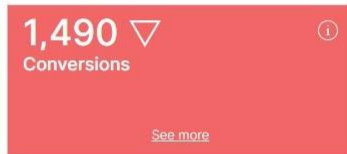
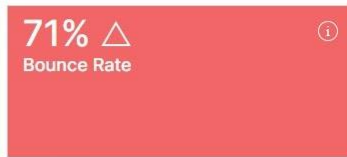
18% more visitors compared to previous 4 weeks



19% more unique visitors compared to previous 4 weeks



15% more page visits compared to previous 4 weeks



Latest visitors

France	Returning visitor - Inaccessible URLs	IP -	2 min ago
Romania	Returning visitor - Inaccessible URLs	IP -	3 min ago
France	New visitor - Inaccessible URLs	IP -	3 min ago
Germany	Returning visitor - Inaccessible URLs	IP -	6 min ago
Estonia	New visitor - Inaccessible URLs	IP -	6 min ago
United States	Conversion visitor - Inaccessible URLs	IP -	6 min ago

[See more](#)



Bounce Rate

We continue with the **bounce rate and session duration**. To understand how visitors interact with your website, check the bounce rate of your site. It will show you the percentage of visitors that close your website after seeing only one page.

There are four ways of leaving the website that count as bounces: hitting the x button to close the page, clicking the back button on in the browser, writing the URL of another website in the browser tab or just becoming idle, staying on the page for a long time without any action. No matter the page they landed on if any of these happen without a visit to any other webpage on your site, they will be counted as visitors that bounced. You must look into this and find out why your visitors lost interest.



In general, you should strive to encourage visitors to navigate your site and therefore keep the [bounce rate](#) down. There may be exceptions to this rule, however, like websites that only consist of one page put a lot of scrolling and obviously there the bounce rate would be very high because there's only one page to navigate to. **Low session duration is also a sign that the user experience on your site may need some improvement.** So look into that as well combined with the information from the bounce rates.



Conversions

Now, let's have a look at [conversions](#). In order to have something displayed here in this box, you need to first **decide what a conversion is to you**, which page does a visitor need to reach in order for you to regard it as a valuable action. In most cases, this will be a checkout page or a sign-in page. These represent classical conversion actions that turn a visitor into a customer. So, you need to go to website settings, page settings and you will see conversion pages group. Add a **conversion page**, type a generic name for it and choose a page by just typing the name like yeah, we can choose the home page for this example. Save it and then all of the data about visits for this particular page will be stored in the conversion box in the overview. Starting from now all visits to this page will be counted as conversions and be displayed in the main overview. **The higher the number, the more customers you got.**



Visitor Locations

Next up, you also have an option to check [visitors by location](#). You can do it either in the visitors by country map, right here where you can see where your visitors are coming from in terms of country, the region, even city and please remember that because of privacy the exact location and address will not be available to you or you can check the latest visitors table. When you can see individual information about the visitor including the **approximate location** of the user.



You also have a separate section for this in statistics: **visitors, countries, cities**. I'm gonna go to that section and you can see here that we have in this example the most visits come from the United States and Munich seems to be one of the top cities that we get visitors from.

Of course, this type of information is vital, especially if your business and website are targeted towards a [specific location](#). Like if you want a restaurant, you would definitely focus on getting visits from the city where the restaurant is located.



Referrals and Referral Traffic

We move forward to [referral traffic](#) and here the connection to our previous SEO module is the most obvious. If your **SEO** is successful, then in the top refers box you see here you will see many visits from google.com and from other search engines.

We will also get a list of the other websites that link to your site and that actually bring in visitors from those links. You can always try to improve this by creating partnerships or you place content on other websites.

Try to have **relevant content** in as many places on the internet as possible. But you already know that from the SEO module. Placing links will not only get you SEO advantages though but also potential extra traffic then your list of referrals will become longer.



UTM Campaigns

We talked about [Urchin Tracking Modules](#) or most commonly refer to as UTMs. we will tell you how to use them to analyze referral traffic. Sometimes you may have several links in marketing material like a mass email you send to potential customers and you would like to know exactly which of these links brought you the most traffic to your website.

Was it from a button? From a paragraph? From a linked image? If you rely only on the referral stats that we showed you before there is no way to know these particulars. You only see these clicks coming from the same source, which is your email. **UTMs are the solution** to this problem. They are parameters that you add to a link without changing its destination. At the same time, having them there provides extra information about the link and the number of visitors that reach your site through that particular URL. In practice, If you add a question mark after any URL, the parameters you add after will not alter the functionality of that link.



So, in our example about the mail, you can **add a parameter** like UTM medium equals bottom to the link from the button or UTM medium equals image to the link from the image. These will later enable you to break down the clicks on each element in your email. On the screen, you have a [UTM URL example](#). It looks like mumbo-jumbo, right? Well, not really, once we break it down. In translation, a visit to this URL means something like this. You have some content at <http://yourdomain.com> - a page that was visited when this link was clicked. The click came from Facebook. From a post that you published in February, as part of your strategy to raise awareness. Also, the referral came with the click of the "Read more" button in the post. I can get all this information just by reading the URL.



Remember you have the freedom to set up these parameters as you please so that you can easily organize the data in campaign reports. You don't need to know how to write UTMs yourself. You can use a [UTM URL builder](#) for this and, of course, Visitor Analytics can provide it for you. To create your unique URLs for each social media post, mail, any channel or containing have, just go to our page at Visitor Analytics. Fill this form with your desired **parameters**, use the generated URL on all the campaigns you needed for and we will track all the details. As you can easily see, each UTM can have a very specific purpose. You can, of course, use any other campaign you want or you can just write **UTMs** for yourself, without using a builder but no matter the tool you are using feel free to add the words that fit your campaign best and the Visitor Analytics app will track them regardless.



Now, let's go to our example. We have the field [Campaign Source](#). I'm going to click on it. I'm going to add the referral of traffic to my page and let's say in our example, it's a partner website we're going to call website X. Then I go down, I scroll down to campaign medium. Once you have the platform, you want to define the marketing medium as well. So, depending on what clickable elements you have on website X you can type in something like a banner ad if that's where the link is coming from or I could just write a word hyperlink if it's a click from a paragraph. Of course, you can be even more specific. If you have several banners on your website you could just try "banner ad 1" or "banner ad 2". I'm just going to stick with a banner ad for now, my example. Then we scroll down to campaigning.

You can use this field to add a name to your campaign, which will act as an identifier so that you know, two campaigns apart in the statistics. I'll just call this the June campaign. There are two optional **UTMs** to for the down: campaign term and campaign content. Use them if you have additional info you want to be very specific on each URL. You can add here whatever you want. Once you add all UTMs, just copy the enhanced URL and use it instead of your normal link.



After setting up the **UTM parameters** and using the new enhanced URL, the next step is to monitor them with campaign reports. You can easily do this in a well-organized section of the [Visitor Analytics dashboard](#), let me go there. Okay, here in campaigns. Using the campaign's menu, you can see all your campaigns inside the glass, your visitor details per campaign, a list with all your campaigns and stats, the number of visitors per each UTM source and the campaigns performance by month or by weekday. So you can easily measure your campaigns with no extra effort.



Devices

Knowing the most used [browsers, devices and OSs](#) is crucial. Your website might work and look slightly differently on Safari, compared to Chrome. If you see a significant amount of visits from Safari, make sure you check how the site behaves on that browser. If you see that 90% of your users come from mobile devices, try to display content in a mobile friendly way and focus primarily on that, rather than desktop.

These are just some hypothetical examples of how to use this information, but insights can go a long way from here.

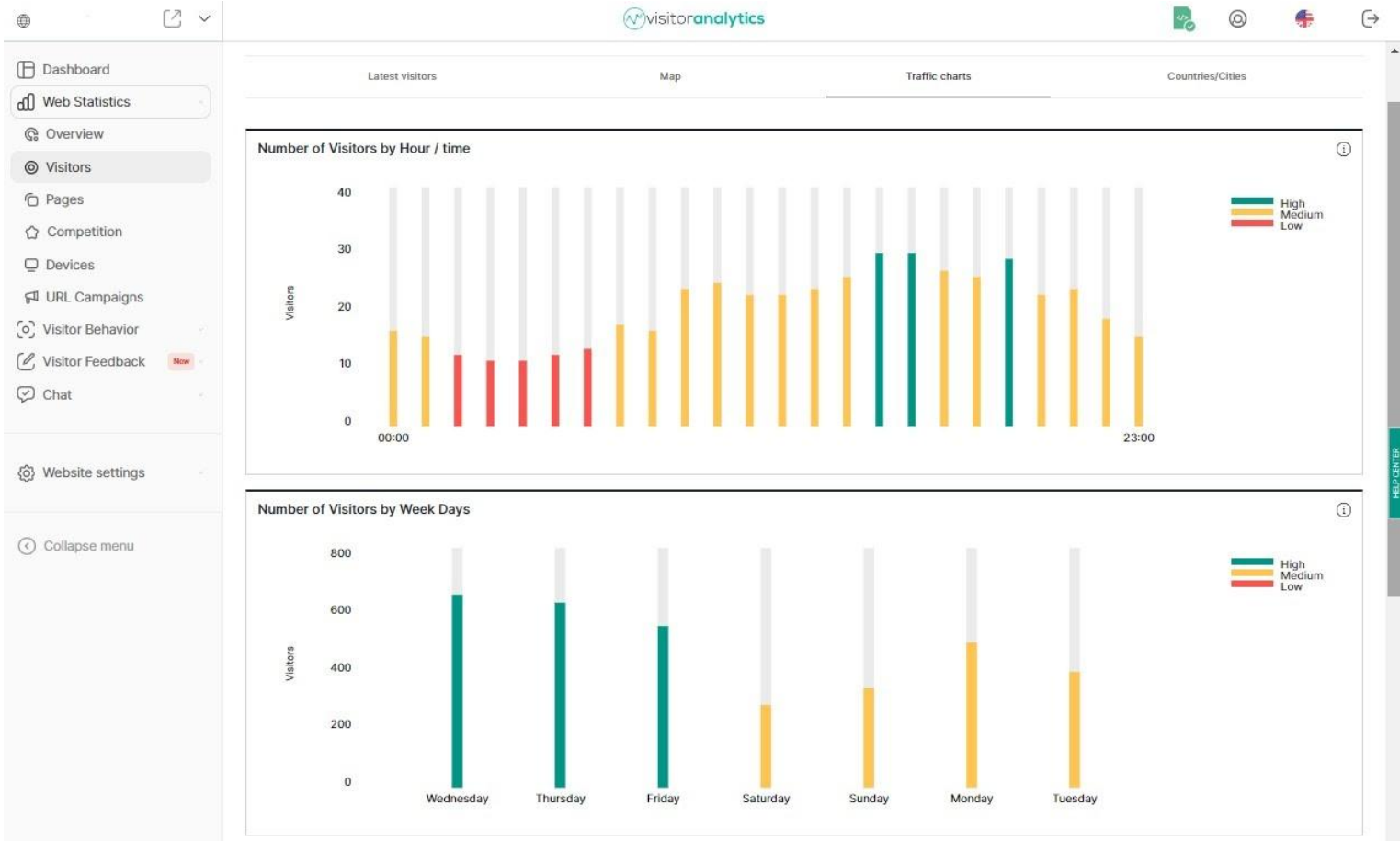


Timelines and Traffic Charts

There is more that we can find out about visit stats using [Visitor Analytics](#). If we go to statistics, visitors, traffic charts, we can see timelines of visits and visitors per hour, per day and per month. You can select a longer time reference here, like 12 months. If you want to compare, this is by month.

That way, you know, when your audience is more active and you can post new content during that time, increasing the chance that they see it. In my example looks like Wednesdays and Thursdays are the most popular days in the past week.

So use this information wisely and post that the best time for you and your audience.





Watch the full Website Analytics Course with video explanations [here.](#)