



Utilizing &
Understanding
Website
Analytics



Agenda

1. Introduction
2. Importance of Data
3. Types of Metrics
4. Important Metrics to Start
5. Google Analytics
6. Wix Analytics
7. HubSpot Analytics



What are website analytics?

Website analytics is the collection, measurement and analysis of online data. This is to help you determine how well your website is performing by tracking user data, also known as “cookies” on your site. This user data is categorized into metrics, such as:

- ◆ Page Views
- ◆ Number of visits
- ◆ Time Spent on page
- ◆ Bounce rate
- ◆ Conversions
- ◆ Purchases
- ◆ New visitors
- ◆ Returning visitors
- ◆ Sessions

Importance of Data

Without data it's impossible to accurately measure the success or failure of your website. Website analytics are therefore important because they:

- ◆ Analyze user behavior
 - ◆ What are potential customers clicking on? What are they not clicking on? Where are they going?
- ◆ Provide insight into how people are finding your site
 - ◆ Sources – where do visitors come from?
 - ◆ Key to developing effective SEO

Importance of Data Continued

- ◆ Expose areas that need improvement to optimize a customer's experience
 - ◆ Ex. Page loading times, navigation and content
- ◆ Conversions
 - ◆ How many visitors take a desired action on your site such as making a purchase, calling your business or subscribing to your newsletter?

How to Utilize Website Analytics



Create a Goal

What is the purpose of your website? To create more in-person leads? Generate online sales?



Analyze Results

What are they clicking on? What are they not clicking on?



Adjust to Improve

Based on these insights, adjusting your website to conform to customer preferences is the key to a successful website.

Which Data should you track?

Businesses should identify key performance indicators (KPIs) that are most relevant to their business objectives.

- ◆ Do you know who your website attracts?
- ◆ For example, if you are looking for more in-store sales, you will want to track who clicked on your contact information or business location directions.
- ◆ Knowing more about your online customers enables you to tailor your website content and product offerings to their needs.

Types of Metrics

1. Acquisition-related Metrics

- ◇ Users
- ◇ New Users
- ◇ Sessions

2. Behaviour-related Metrics

- ◇ Bounce-rate
- ◇ Pages per session
- ◇ Session Duration

3. Conversion-related Metrics

- ◇ E-commerce conversion rate
- ◇ Transactions
- ◇ Revenue

4 Key Metrics to Start

- ◇ Total Traffic – the total number of people who visit your site in a given time
- ◇ Source of Traffic – social media, blog, Google searches, etc.
- ◇ Bounce Rate – when a visitor leaves before clicking on another page within your site. Ex. If your bounce rate is 80% then that means 4 out of 5 people who click on your site leave right after entering it without clicking on anything
- ◇ Conversion Rate – any call to action a customer completes on your site that fulfills the purpose of your site (ex. Signing up for a newsletter or buying a product)
 - ◇ Tracked as a percentage of your traffic

Collect Feedback

Collecting feedback through an on-page widget or survey is the most direct way to gather key insights from users/potential customers.

- ◆ Inquire directly about which aspects of your site they like and which they would like to see improved.
 - ◆ Ex. A restaurant – maybe they would like to see substitute options instead of having to call and ask what options are available.

How to get Analytics for your website

- ◆ Google Analytics (Often used for WordPress, among others)
- ◆ Wix Analytics
- ◆ HubSpot

Google Analytics (GA4)

- ◆ Free version allows you to retain data for up to 14 months
- ◆ Easy to use and customizable
- ◆ Allows you to measure website traffic and engagement
 - ◆ Ex. Demographic's of website visitors
- ◆ Run reports and export audiences use the Data API

- ◆ How to integrate GA4 to your website:
<https://www.youtube.com/watch?v=THb5SassY1k>

- Home
- Reports
- Explore
- Advertising

Home



Recently accessed

- Traffic acquisition (15 days ago)
- Reports snapshot (18 days ago)
- Conversions (18 days ago)
- Realtime overview (19 days ago)

[Quick Overview](#)

Wix Analytics

- ◆ Free
- ◆ Integrated tool that offers comprehensive insights to Wix website owners
- ◆ Provides information on website traffic, visitor behavior and more
- ◆ Also includes an **AI Analytics** report feature that compares your site to others in the industry and region helping you determine strengths and weaknesses in your website's performance

Traffic Overview

[↻](#) [✉ Edit Subscription](#)

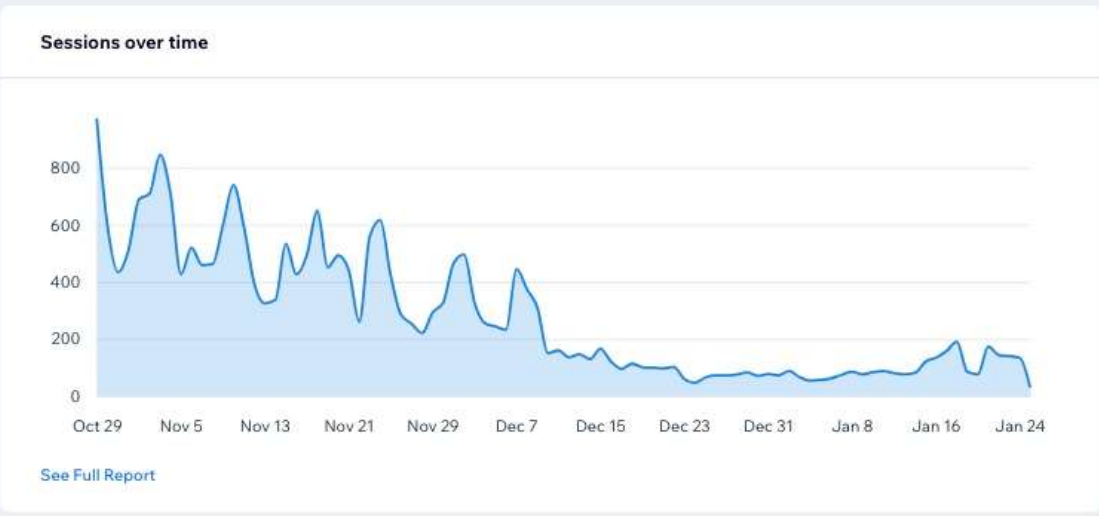
[📅 Last 90 days \(Oct 29, 2023 - Today\)](#) compared to previous period (Jul 31 - Oct 28, 2023)

Site sessions



Unique visitors

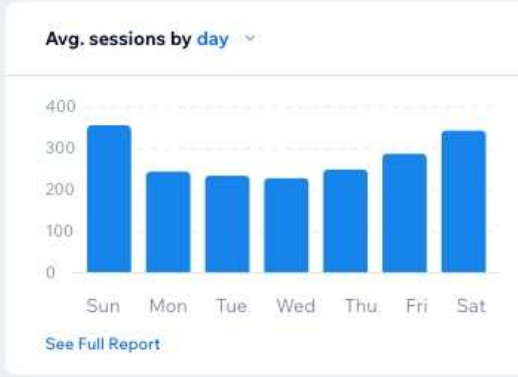




Sessions by traffic source

Google	↓ 86%	11,388
Direct	↓ 90%	10,034
Facebook	↓ 90%	1,505
Instagram	↓ 89%	431
Bing	↓ 75%	388

See Full Report



HubSpot Website Analytics

- ◇ Free
- ◇ Track user data such as source, device type, location etc.
- ◇ Customize, filter, export, and save traffic analytics report data

- ◇ How to Integrate HubSpot Analytics with your website:
<https://knowledge.hubspot.com/reports/analyze-your-site-traffic-with-the-traffic-analytics-tool>

Web Analytics Dashboard

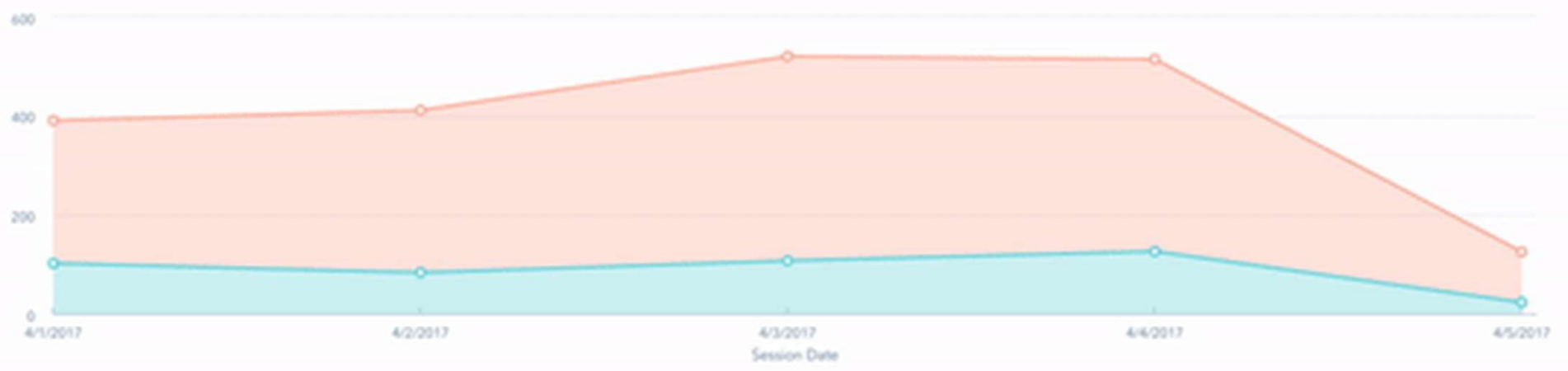
[New dashboard](#) [Export](#) [Share](#) [Add report](#)

Date range: [This month](#) Show entire month Compared to: [Last month](#) Frequency [Daily](#)

Visibility: [Shared](#) [Settings](#)

Sessions

New Returning



Traffic Metrics

Engagement Metrics

Thank you!

Resources

- ◆ Contact: Chloe Nadrofsky – cnadrofsky@haldimandcounty.on.ca
- ◆ SEO Webinar - <https://www.haldimandcounty.ca/business/business-workshops/#1643059995255-ce4bc2a0-3a51>