

Step 17b – Example of a Google Analytics Report

SEO-SEM Google Analytics Report

27th May 2009

Report 1.20

Analysis between periods 26 April to 26 May (1 month)

The period of measurement for this report is for 1 month, between Apr. 26 – May 26.

Bounce Rate

The bounce rate signifies the ‘interest’ level of users on the site. For example if a user comes to the site through one page and leaves via the same page, the bounce rate for this user is 100%. For a collection of users the average bounce rate can be determined. So a bounce rate of 50% means that approximately 50% of your users leave from the same page whereas others click through to an intermediate page on your site. Table. 1 shows an average bounce rate of 34% for the Website. A figure of 30% thereabouts is considered very good. High figures generally indicate less relevant traffic which means users have hit on your site through accident or through irrelevant keywords.



Table 1. Bounce rate against time for the home page

Bounce rate can also be determined for each page on the site. However, it's not clear whether these pages entailed a visit from a previous page on the site, in which case it should not be construed as a user coming straight to this page and leaving via this page. However, the figures are still representative of the interest level on this page. Table 2. shows the bounce rate of specific pages on the site and we can clearly see trends in the most appealing and least pages. We can see that the private lake vacations page is the least popular whereas pages like lakes, home page and even about us page are popular.

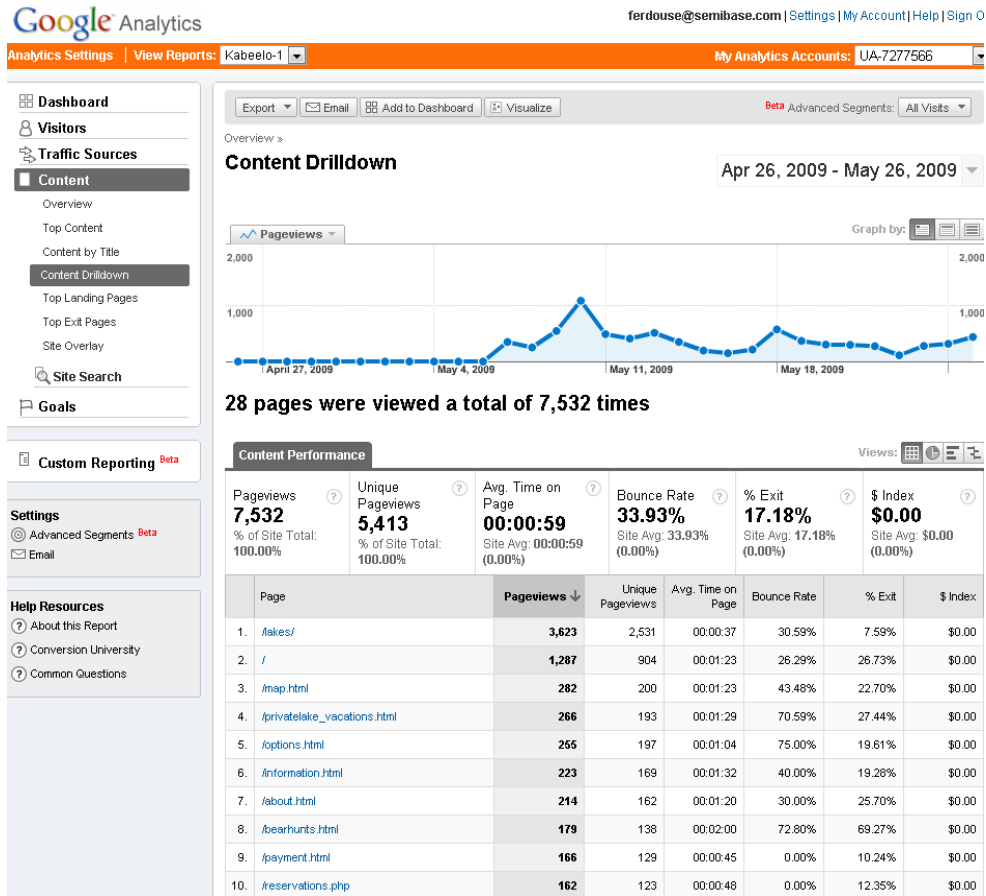


Table 2. Bounce rate against time for individual pages

Top landing pages and their corresponding bounce rate is shown in Table 3. This shows that the bearhunts.html page is showing a poor bounce rate. We could correlate this back to potential organic search referrals or AdWords campaigns. Data like this suggests that we may potentially drive traffic to specific pages through various methods such as organic SEO optimization, AdWords etc. but the page reflects a poor rate of conversion. However, to accurately assess this data, we must breakdown the traffic source segments for that page.

Table 4. shows for the specific page of bearhunts.html, the biggest source of traffic emanates from Google. However, I was not able to establish what proportion of this traffic comes from AdWords and from natural organic search results. It's possible to work backwards and analyze the AdWords campaign to determine this.

Table 5 shows the keywords which results in the landing of the bearhunts.html page from Google. We can see that the most popular keyword is 'bear hunting'. One can speculate that the 'users' who land on

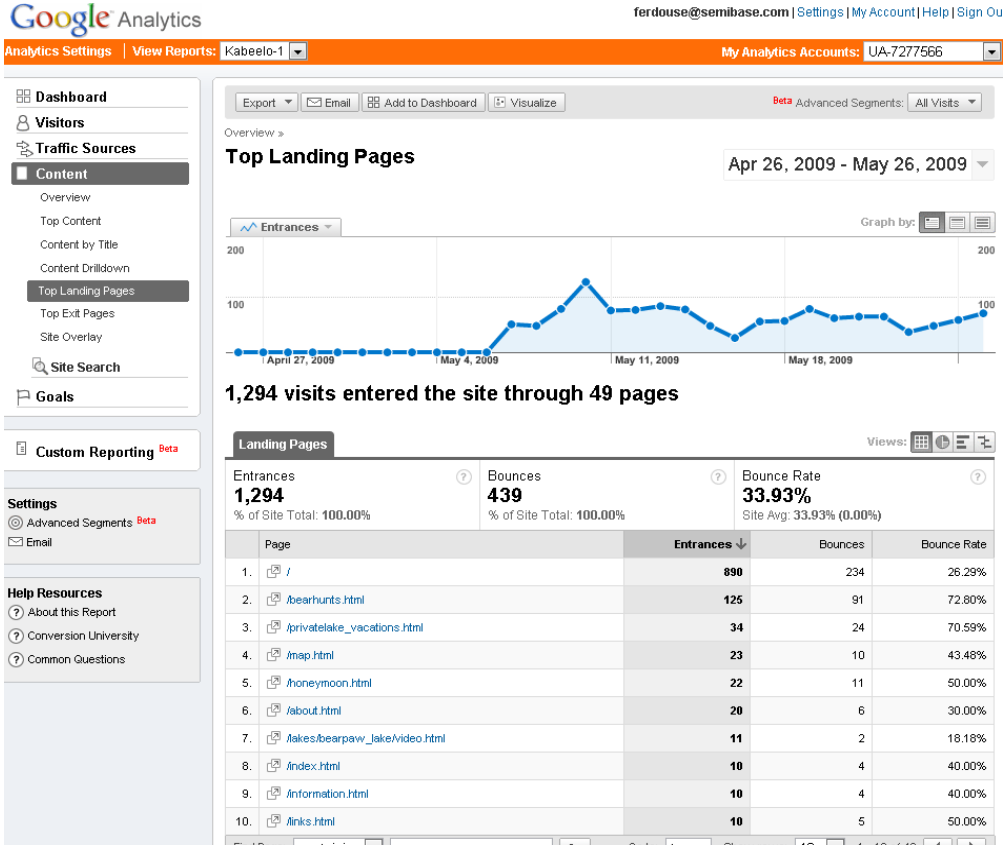


Table 3. Bounce rates of top landing pages

this page through this keyword is more interested in the subject of 'bear hunting' rather than their interest in engaging in the sport. The process demonstrates how we can or should tailor our marketing campaigns to meet our desired objectives.

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. google	204	155	00:01:17	75.65%	56.37%	\$0.00
2. yahoo	26	19	00:00:53	45.45%	42.31%	\$0.00

Table 4. Source of traffic for the bearhunts.html page.

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
230 % of Site Total: 3.05%	174 % of Site Total: 3.21%	00:01:14 Site Avg: 00:00:59 (25.31%)	73.02% Site Avg: 33.93% (115.22%)	54.78% Site Avg: 17.18% (218.87%)	\$0.00 Site Avg: \$0.00 (0.00%)	
Keyword	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. bear hunting	66	51	00:01:36	85.00%	60.61%	\$0.00
2. black bear hunting	32	24	00:01:38	73.33%	46.88%	\$0.00
3. bear hunting in canada	16	10	00:01:00	50.00%	37.50%	\$0.00
4. bear hunting trips	12	9	00:00:20	66.67%	50.00%	\$0.00
5. bear hunt	10	8	00:00:36	57.14%	70.00%	\$0.00
6. ontario bear hunts	10	7	00:00:21	33.33%	30.00%	\$0.00
7. black bear hunts	9	6	00:00:14	80.00%	55.56%	\$0.00
8. hunting bear	8	5	00:00:28	75.00%	50.00%	\$0.00
9. ontario bear hunt	8	5	00:00:16	75.00%	50.00%	\$0.00
10. bear hunting canada	6	4	00:00:50	0.00%	33.33%	\$0.00

Table 5. Source of keywords for the bearhunts.html page.

Analytics - Site Overlay

Another very important tool provided by Google Analytics which I was unable to extract is the tool 'Site Overlay'. This shows a map of the home page and overlays figures in percentages on specific links on the web page. The figures are representative of the areas that are most and least accessed by the user when they open up the landing page, in this case the home page. I have submitted a support request to Google to help with this issue.

Analytics – Goals

This is a relatively important area in working out ROI. For example when a user submits an enquiry through a form placed on the site, we can track the user's activity through the site by defining a goal. This kind of goal definition would be important for say if you had several services and products that interested users which were followed by a form request. This would be exceptionally useful in the case of someone say booking a vacation through an online booking system.

Awstats

The Awstats (Webalyzer) are log data extracted directly from the logs collected by the web server of the site. What happens is that each website hosted in any server are managed by a 'Web Server' in the case of Windows Server this is called IIS and for Linux Server this is called "Apache'. Kabeelo is hosted on a Linux server and Apache logs all requests made by users to the depository of web pages residing in the server. There are various tools that take the raw log data which Apache produces and presents useful data to administrators of the site. Table 6. shows typical results for the month of May for the Website.

Top 30 of 657 Total Referrers			
#	Hits		Referrer
1	79369	24.20%	www.kabeelo.com/
2	41780	12.74%	www.kabeelo.com/map.html
3	41569	12.67%	www.kabeelo.com/fishing.html
4	12599	3.84%	www.kabeelo.com/bearhunts.html
5	10138	3.09%	kabeelo.com/
6	6945	2.12%	www.kabeelo.com/privatelake_vacations.html
7	5374	1.64%	www.kabeelo.com/about.html
8	4156	1.27%	www.kabeelo.com/honeymoon.html
9	3837	1.17%	www.kabeelo.com/lakes/index.html
10	3527	1.08%	www.kabeelo.com/information.html
11	3215	0.98%	www.kabeelo.com/photos/imageVuePlayer6.swf
12	3152	0.96%	www.kabeelo.com/videos.html
13	3110	0.95%	www.kabeelo.com/options.html
14	2893	0.88%	www.kabeelo.com/contact.html
15	2358	0.72%	www.kabeelo.com/hunts.html
16	2228	0.68%	www.kabeelo.com/reservations.php
17	2132	0.65%	www.kabeelo.com/payment.html
18	1992	0.61%	www.kabeelo.com/newsletter.html
19	1847	0.56%	www.kabeelo.com/faq.html

Table 6. Webalyzer data extracted for the month of May

Although no new significant data is presented over the Google analytics data, it can be sometimes useful to examine this data and make a cross-comparison.

Table 7. shows the statistics of month of May for page visits, hits and the corresponding bandwidth in terms of file size.

Daily Statistics for May 2009																
Day	Hits		Files		Pages		Visits		Sites		kB F		kB In		kB Out	
1	7418	2.26%	5217	2.90%	718	3.16%	134	2.81%	106	4.16%	328573	1.67%	5	8.45%	5	8.45%
2	6229	1.90%	4663	2.59%	560	2.47%	117	2.45%	92	3.61%	75572	0.38%	0	0.00%	0	0.00%
3	6748	2.06%	4432	2.46%	620	2.73%	112	2.35%	93	3.65%	312732	1.59%	0	0.00%	0	0.00%
4	7808	2.38%	3961	2.20%	732	3.23%	105	2.20%	75	2.94%	896236	4.56%	0	0.00%	0	0.00%
5	7883	2.40%	4992	2.77%	755	3.33%	127	2.66%	94	3.68%	117658	0.60%	6	8.92%	6	8.92%
6	8033	2.45%	6084	3.38%	627	2.76%	152	3.18%	176	6.90%	152383	0.78%	0	0.00%	0	0.00%
7	14078	4.29%	7975	4.43%	936	4.13%	182	3.81%	247	9.68%	130870	0.67%	6	8.92%	6	8.92%
8	8382	2.56%	4404	2.44%	643	2.83%	119	2.49%	95	3.72%	70816	0.36%	0	0.00%	0	0.00%
9	11291	3.44%	7536	4.18%	934	4.12%	149	3.12%	172	6.74%	119451	0.61%	0	0.00%	0	0.00%
10	19710	6.01%	12243	6.80%	1339	5.90%	214	4.48%	291	11.41%	233121	1.19%	6	8.92%	6	8.92%
11	10284	3.14%	5620	3.12%	830	3.66%	161	3.37%	192	7.53%	237149	1.21%	0	0.00%	0	0.00%
12	10939	3.34%	7307	4.06%	850	3.75%	174	3.64%	234	9.17%	520107	2.65%	0	0.00%	0	0.00%
13	13542	4.13%	8344	4.63%	1030	4.54%	201	4.21%	161	6.31%	754902	3.84%	6	8.92%	6	8.92%
14	9741	2.97%	6315	3.51%	731	3.22%	199	4.17%	210	8.23%	429081	2.18%	0	0.00%	0	0.00%
15	5977	1.82%	3681	2.04%	554	2.44%	126	2.64%	152	5.96%	1353218	6.88%	0	0.00%	0	0.00%
16	12324	3.76%	2968	1.65%	628	2.77%	121	2.53%	164	6.43%	244294	1.24%	6	8.92%	6	8.92%
17	30974	9.44%	5699	3.16%	584	2.57%	141	2.95%	198	7.76%	282460	1.44%	0	0.00%	0	0.00%

Table 7. Webalyzer data extracted for the month of May

Summary

Analysis of the traffic to the Website using Google Analytics has revealed interesting information that can be used towards optimizing your marketing efforts and hence increasing ROI (return on investment). Analyzing the source traffic showed an obscure website <http://nwontdestinations.net/> which was sending a good bulk of traffic. What makes this site even more interesting is that it's tailored to users who are looking for vacations. I would recommend further investigation into this site with the aim of enhancing your company's presence on the site to refer highly targeted users that will translate into the more effective acquisition and retention of customers.

Further analysis of the data also pointed to some issues on the analytics data as pointed out previously. There was some discrepancy in the AdWords clickthroughs as compared to the Analytics measurement of referral clicks of the 'CPC' campaigns. If you refer to the Table 1. of Report 1.10, we can measure a CPC of 58 clicks but the AdWords clickthroughs show a figure of 181 for that same period. I have attributed this to the lack of measurement data of the fishing.html page by Google analytics. Further investigation showed that Google analytics code was present in the fishing.html page but when comparing the code with the bearhunts.html page there was some difference in the layout although the actual code were the same in both pages. It sometimes happens that a very slight change in code layout i.e. spacing or line breaks impacts how the server reads the code. I have reverted the code to the working bearhunts.html page and will monitor the activity of this page. It's important to note that a big bulk of our data shows the absence of the fishing.html statistic and our Google analytics data will be skewed. However, keeping this in mind and using the Awstats data we can make an allowance for this. Accurate analysis of the Website will resume from this specific point in time, but to ensure that we do not encounter further issues like this, we recommend constructing a script logger for the site which we just completed for one of our other site.

Further ongoing work on the SEO analysis is recommended so as to extract more data which would be beneficial to the ad words campaigns as well as the traffic referred to from organic search listings. In any case, we also recommend that someone from your firm acquire a basic understanding of interpreting the analytics data so that intermediary communications [and its concomitant risks or mistakes] can be eliminated in future site management.