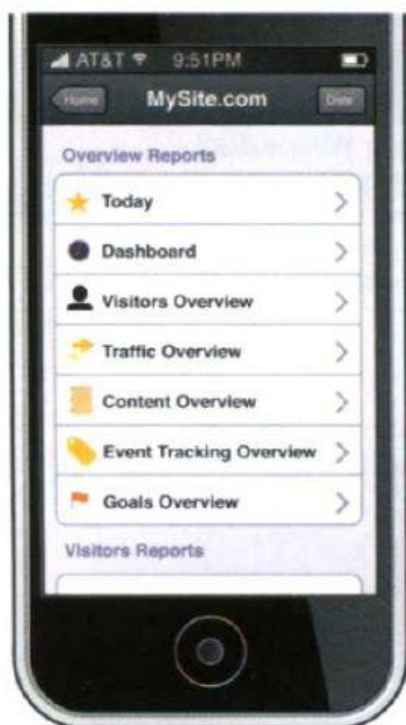


## WEBSITE ANALYTICS

### Lesson 10



**Activity 1:** Study these screenshots. Look at the different menu items. What kind of information about website traffic do they have?



Keyword (Visits)	
iphone app reviews	473
iphone app review	369
iphone application reviews	312
gotapps	190
newest iphone apps	178
iphone game reviews	132
labyrinth game	81
app reviews	80
fun 2 player games	73
craigslist iphone app	73

**Today:** reports by date

**Dashboard:** graphical view of the website traffic

**Visitors Overview:** information about visitors' IP addresses, geography, country, time zone, language, city, visitor maps

**Traffic Overview:** total page views (total number of page views in a period of time), time spent per page, a list of most requested pages, how visitors enter and exit the site, error pages (*page not found* or broken link), path analysis (the way a visitor travels through a website, the time spent per site or a specific page on the site)

**Content Overview:** keywords, tags, phrases, titles, meta tags relevant to the website content, effectiveness of the keywords

**Event Tracking Overview:** actions on a web page, such as interacting with a video player, a widget or an audio player

**Goals Overview:** number of successful visits or visits which fulfil the site's aim/goal (number of sales, searches, downloads, etc.)

**Activity 2:** Which items of the analytics programme answer these questions?

1. Where do you find information about the website's visitors?

*In Visitors' Overview.*

2. Where can you find out how many people visit the website?

3. Where can you see what percentage of people view only one page on the website.

4. Where do you find information about how long they spend on the website?

5. Where do you see how many people searched for "gotapps" to find the website?

**Activity 3: Listen to Sarah and George. Complete this dialogue.**



Sarah: George, I (1) \_\_\_\_\_ some information about our website.  
 George: OK, what do you need to (2) \_\_\_\_\_ ?  
 Sarah: Well, I need some information about website (3) \_\_\_\_\_ , you know, external visits to our website.  
 George: OK.  
 Sarah: (4) \_\_\_\_\_ you do a report for me?  
 George: Sure. (5) \_\_\_\_\_ do you need it by?  
 Sarah: Er, tomorrow morning, I'm (6) \_\_\_\_\_. It's for the finance director.  
 George: OK, what do you need to know (7) \_\_\_\_\_ ?  
 Sarah: Well, the (8) \_\_\_\_\_ of visitors to our website last month, their movements and actions on the website, and where they're from.  
 George: OK, I (9) \_\_\_\_\_ do that.  
 Sarah: Thanks very (10) \_\_\_\_\_ indeed.

**Activity 4: Match the website analysis tools 1-5 to the descriptions a-e.**

- |                     |   |
|---------------------|---|
| 1 traffic           | a) information about where the visitors to your site are from |
| 2 meta tag          | b) invisible information (e.g. a hidden keyword) on a website |
| 3 visitor map       | c) information about a user and the sites they browse         |
| 4 user profile      | d) increasing the number of visitors to your site             |
| 5 page optimisation | e) the movement and actions of visitors to your site          |

**Activity 5: Study this chart.**

Question words (2)	
We use <b>how much/how many</b> to ask about quantity.	<b>How many</b> people visit our website every day? About 20,000.
	<b>How many</b> hits do we get each month? About 40,000.
We use <b>where</b> to ask about places.	<b>Where</b> are the visitors from? From Asia and the US.
	<b>Where</b> do they go on our website? To 'News'.
We can use <b>how</b> + adjective/adverb to ask about degree.	<b>How often</b> do people visit our website? At least once a day.

**Activity 6: Listen and repeat these questions.**



- How many people visit the site?
- Where do they go on the website?
- How long do they spend on the website?