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Pathways for Adults
Through ICT and Social Media

WEB ANALYTICS

Introduction to
Google Analytics usage

What is Web analytics - 1

Studies the performance of the website and of the SEO and web marketing actions.

Analyze how many users visit the site, when and for how long, what are the sources that brings most of the traffic, through which searches user lands on the site and much more

What is Web analytics - 2

Digital analytics is the analysis of qualitative and quantitative data from your business compared to your competitors. The goal is to achieve a continous improvement of (potential) customers online experience on your site/channel. This tool helps you to reach your desired outcomes (both online and offline)

Why we need Web analytics

It allows to evaluate:

- The site performances,
- His visibility level in the web,
- ROI (return on investment),
- web marketing actions

A more in-dept analysis

The online user experience is increasingly extended, takes place through multiple devices, and integrates online and offline channels.

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What we would like to know?

Where do users come from?

In which way they interact with a brand, a site or an application?

It becomes strategic to know the value of communication channels. Understanding which ones are most effective for achieving our targets and how these channels interact with each other.

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Why is it useful to know?

It's very important to know the value of communication channels.
Understanding which ones are most effective for achieving goals and how these channels interact with each other.

Web Analytics and communication channels - 1

Web Analytics helps us to find out which channels are the most effective, and how much they really are worth for the company.

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Web Analytics and communication channels - 2

SEO

Paid Search

Direct Traffic

Social network

Email

Referal

Display advertising

What are the traffic sources?

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Source/Type - 1

- **Source**: your traffic origin, i.e. a search engine (as *Google*) or a domain (as *example.com).*

- **Type**: source generic type, i.e. SEO (*organic*), a Pay Per Click search (*PPC*), or a web referral (*referral*).

Source/Type - 2

Sorgente/Me...	Acquisizione			Comportamento			Conversioni Obiettivo 1: thank-you/		
	Sessioni ↓	% nuove sessioni	Nuovi utenti	Frequenza di rimbalzo	Pagine/sessione	Durata sessione media	thank-you/ (Tasso di conversione obiettivo 1)	thank-you/ (Completamenti obiettivo 1)	thank-you/ (Valore obiettivo 1)
	10.196 % del totale: 100,00% (10.196)	64,30% Media per vista: 64,30% (0,00%)	6.556 % del totale: 100,00% (6.556)	36,58% Media per vista: 36,58% (0,00%)	3,24 Media per vista: 3,24 (0,00%)	00:01:52 Media per vista: 00:01:52 (0,00%)	2,26% Media per vista: 2,26% (0,00%)	230 % del totale: 100,00% (230)	0,00 USD % del totale: 0,00% (0,00 USD)
1. google / cpc	7.684 (75,36%)	65,20%	5.010 (76,42%)	36,88%	3,18	00:01:45	2,26%	174 (75,65%)	0,00 USD (0,00%)
2. facebook / cpc	690 (6,77%)	73,91%	510 (7,78%)	35,94%	3,12	00:01:25	1,16%	8 (3,48%)	0,00 USD (0,00%)
3. google / organic	631 (6,19%)	57,37%	362 (5,52%)	27,10%	4,60	00:03:03	3,33%	21 (9,13%)	0,00 USD (0,00%)
4. (direct) / (none)	438 (4,30%)	52,51%	230 (3,51%)	48,17%	2,65	00:02:10	1,14%	5 (2,17%)	0,00 USD (0,00%)
5. m.facebook.com / referral	351 (3,44%)	74,93%	263 (4,01%)	26,78%	3,23	00:01:51	0,57%	2 (0,87%)	0,00 USD (0,00%)
6. newsletter / email	305 (2,99%)	39,34%	120 (1,83%)	49,18%	2,92	00:02:29	4,26%	13 (5,65%)	0,00 USD (0,00%)
7. facebook.com / referral	21 (0,21%)	61,90%	13 (0,20%)	28,57%	4,24	00:02:47	9,52%	2 (0,87%)	0,00 USD (0,00%)
8. l.facebook.com / referral	18 (0,18%)	66,67%	12 (0,18%)	11,11%	5,56	00:02:26	5,56%	1 (0,43%)	0,00 USD (0,00%)
9. bing / organic	17 (0,17%)	76,47%	13 (0,20%)	11,76%	4,18	00:02:48	11,76%	2 (0,87%)	0,00 USD (0,00%)
10. lm.facebook.com / referral	10 (0,10%)	70,00%	7 (0,11%)	20,00%	4,10	00:02:36	0,00%	0 (0,00%)	0,00 USD (0,00%)

Dimensione s... ...ria ▼   Tipo di ordinamento: Predefinito ▼   avanzata

The most used software in the world - 1

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The most used software in the world - 2

Available with any gmail account

Free

Paste a simple code in the site source files

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The most important metrics

sessions, users, new users

Time on page

pages/session

Bounce rate

Conversions

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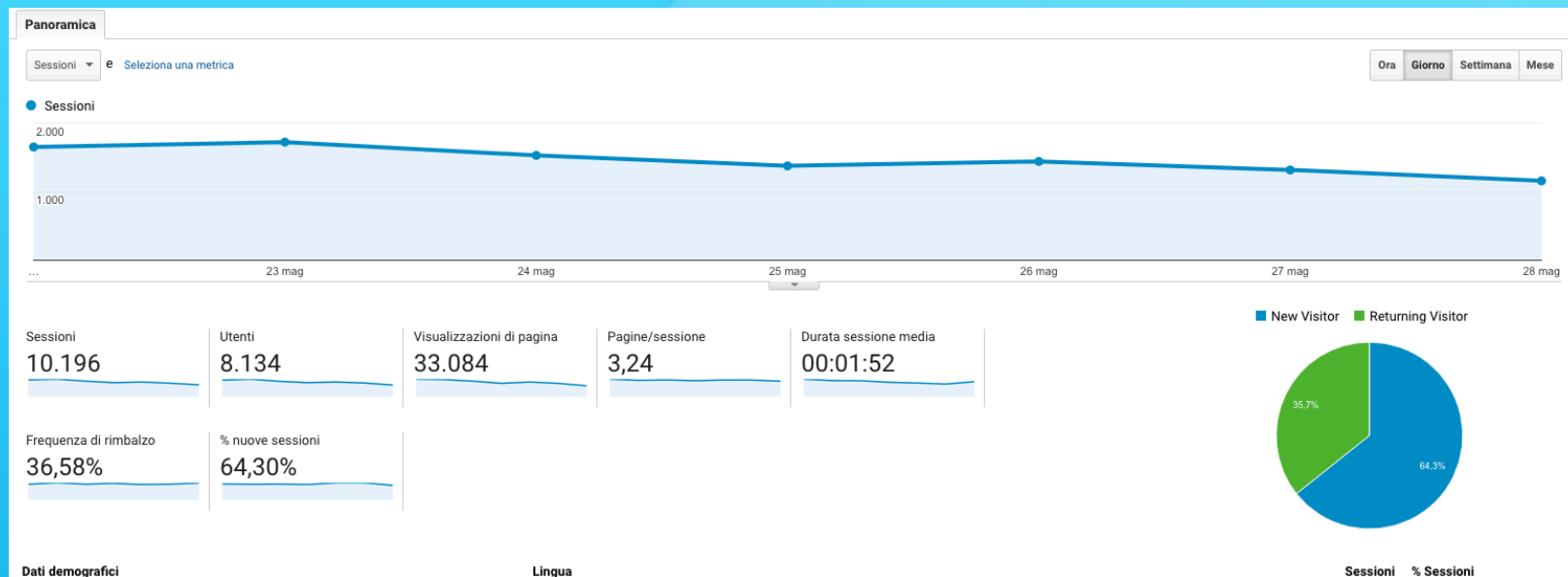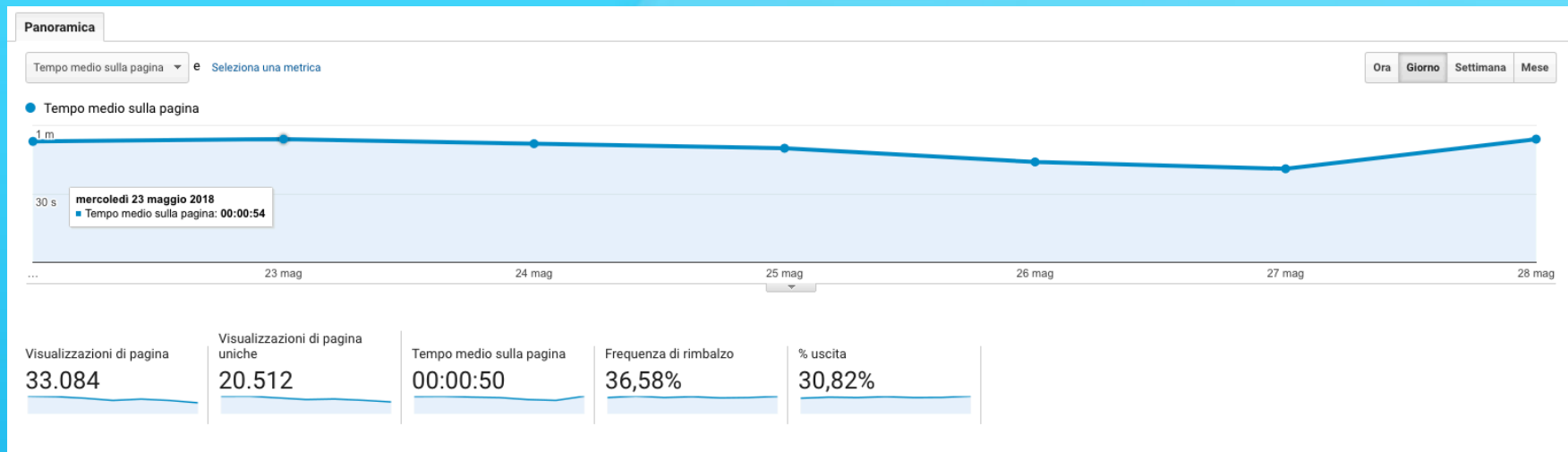
Sessions, users, new users

The session records the fact that someone arrived on the website and spent some time there before leaving.

So a session lives between the time of the first and the last action performed by the user.
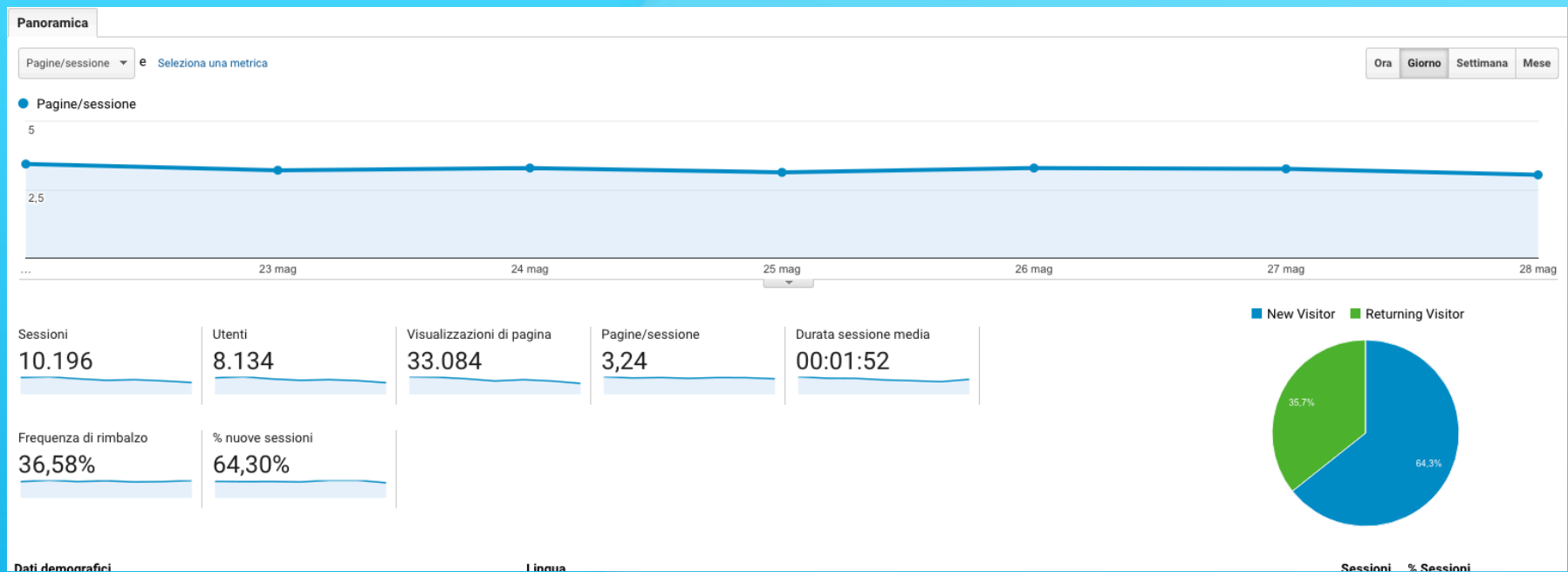
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Permanence on the site

Monitors the average time spent by the user on the site.

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Pages/sessions

Monitors the number of pages viewed on average in each session

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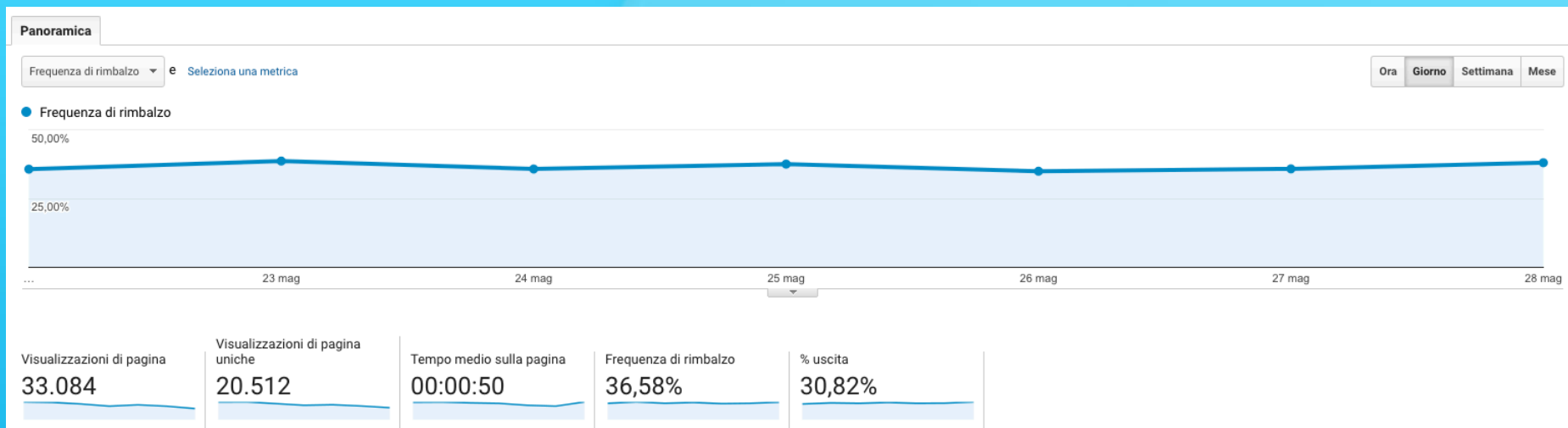Through ICT and Social Media

Conversions
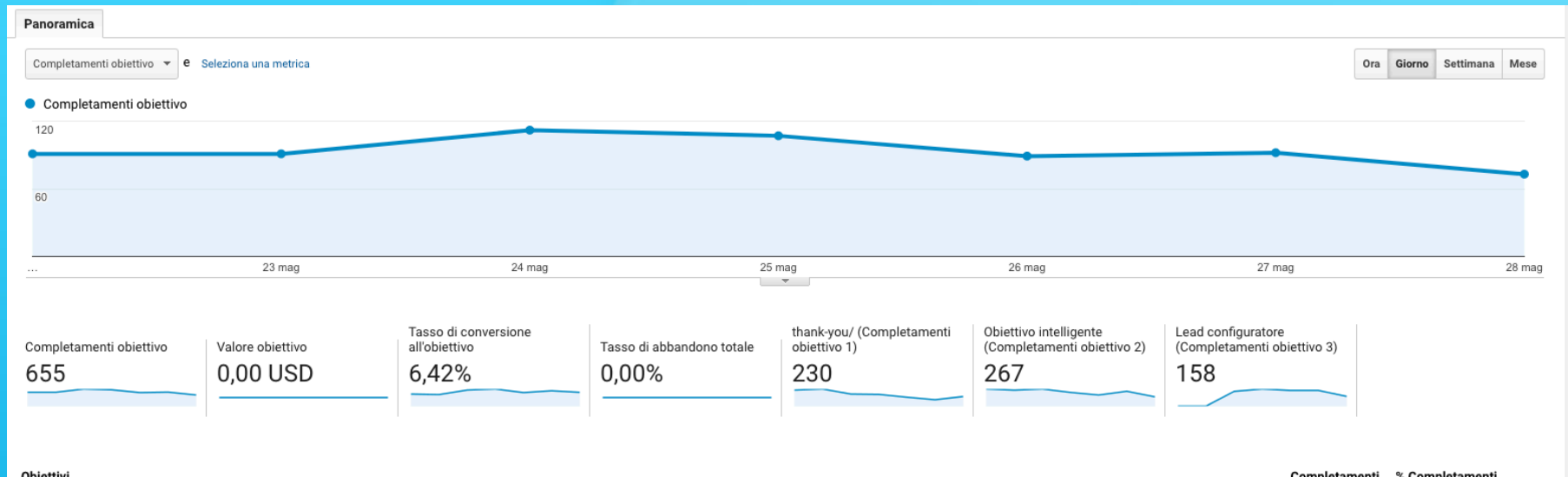
An activity, completed online or offline, important for the success of your business.
For example, a successful registration to your newsletter or a quote request

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Bounce Rate

Represents the percentage of sessions in which only one page was visited, i.e. the user leaves the site from the same page in which he entered without doing any action

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Also important metrics

Demographic data

Geographical data

Search Console

Devices

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Thank you!

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