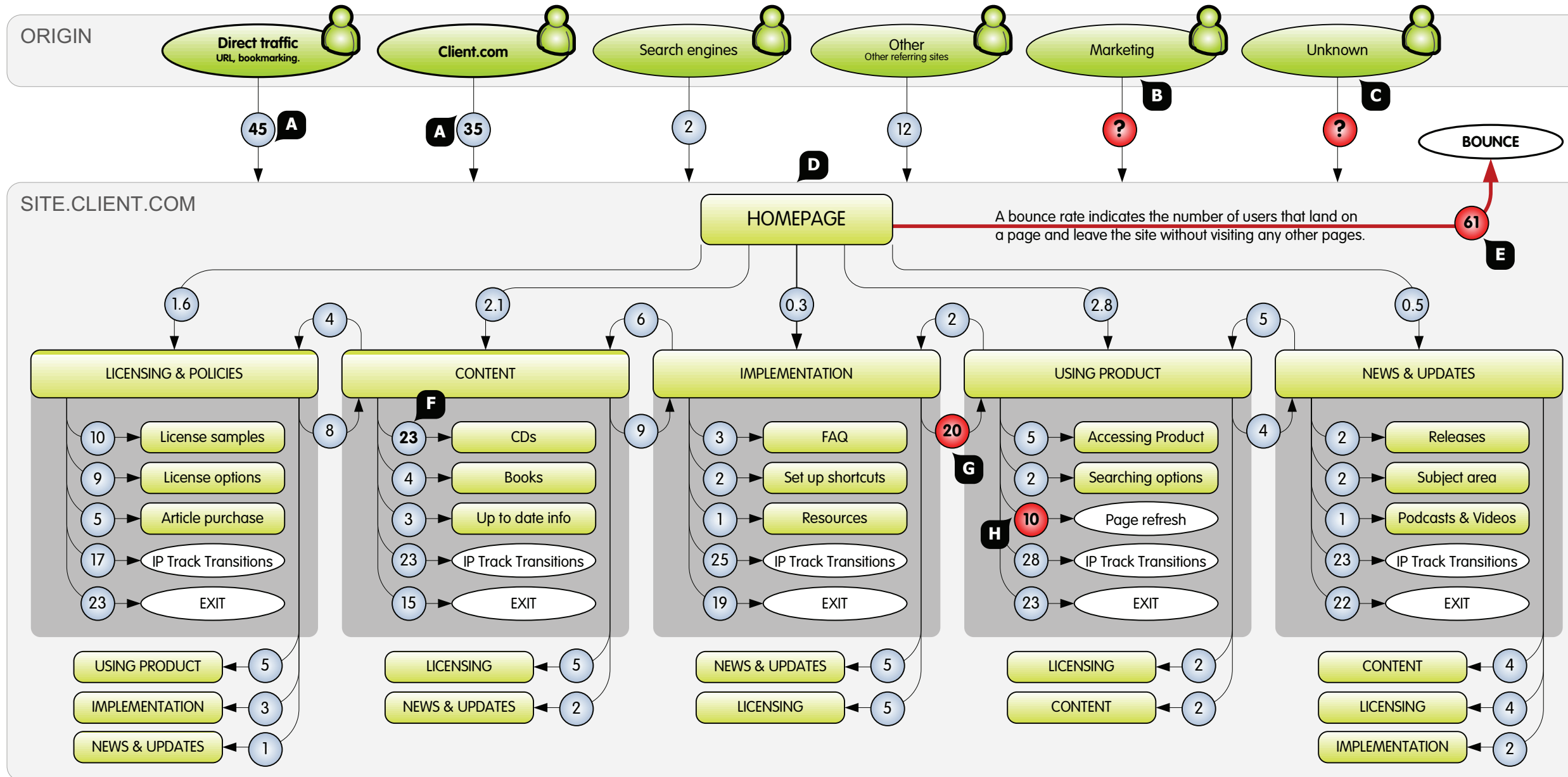


# Web traffic map

This diagram shows a high-level view of user traffic into, through & out of SITE.CLIENT.COM. Also, information is provided on where implementation of Web Analytics can be improved to better understand the behavior, and therefore, goals of the sites users. All numbers are percentages of visitors.



## Web Analytics Improvements

**Outbound links** are not being tracked: when outbound links are measured it is easier to understand where users are going when they leave the site.

**Visitors not accepting cookies** accounts for a almost 30% of total visitors. This might be possible to improve and will help to understand return visitors. Furthermore, the current WebTrends implementation is reporting a large percentage of "IP tracked transitions" which appears to be result in a large amount of noisy data.

**Search Functionality** is not being tracked: this makes it hard to understand how popular this function is and what search terms are being used to find content on the website.

**XML newsfeeds** are being tracked which is good, but unfortunately they are not being tracked effectively. The XML newsfeeds are creating noise in the data as they are being tracked as pages.

**Segmentation.** There appears to be no segmentation options in the reporting. This is a powerful implementation feature that allows for complex analysis based on profiles of user behavior. (E.g. Segmentation can determine if visitors using certain keywords spend longer on the site, if return visitors are more likely to subscribe to newsletters, users that enter the site via a newsletter are more likely to be interested in purchasing books, etc)

### A Direct Visitors

80% of the visitors to the site are direct traffic or from *site.com*. This could imply good brand awareness and return visitors but makes the high bounce rate for the Homepage even more concerning. Some of this traffic may be due to the 'guest user page' link.

### E Home Bounce

61% of the visitors to the homepage immediately leave the site. This is VERY high and is a very strong indication that the site / homepage is not fulfilling the needs of it's users.

### B Marketing

The marketing initiatives (e.g. newsletters, newsfeeds, campaigns, etc) are not being measured effectively. E-mail marketing accounts for less than 2% of the total visits. With improved WA implementation this area could be measured much more clearly.

### F CDs

This appears to be the most popular section within 'Content' suggesting a significant number of users are interested in CDs. Does this correspond to the user goals and business goals of the site?

### C Unknown

There appears to be a small percentage of visits that are unaccounted for. This could be due to the WA implementation and an amount of page redirects happening on the site. Improving WA implementation will allow you to measure these unknowns.

### G Implementation

This page is clearly not delivering the content that users expect as 20% of the visitors go to the Using product section instead.

### D Segmentation

The origin of visitors is known, but once the visitors reach the *site.client.com* website, their next steps are unknown. Segmentation allows you to track specific target groups through the site. See Segmentation under WA Improvements.

### H Page Refresh

This percentage stands out because it shouldn't be this high. However, this could be because of the WA implementation as the page contains PDF's that might affect the number of page refreshes.

### Top 10 Pages

- 1) [www.info.client.com/guest\\_user/](#)
- 2) [info.client.com/guest\\_user/](#)
- 3) [info.client.com/](#)
- 4) [www.info.client.com/downtime/](#)
- 5) [www.info.client.com/](#)
- 6) [info.client.com/using/](#)
- 7) [www.info.client.com/using/](#)
- 8) [www.info.client.com/cds/](#)
- 9) [info.client.com/licensing/](#)
- 10) [info.client.com/contact.shtml](#)

### Guest user page

It appears that most of the traffic from *client.com* lands on the guest user account page. Unfortunately, owing to the way redirects are currently being tracked the next steps of these particular visitors are unknown. See Segmentation under WA Improvements.

### Duplicate Pages

All pages on the site are duplicated and this is not accounted for in the WA causing 'noise' in the data.

### Top 10 Countries

- |                  |     |
|------------------|-----|
| 1) U.S.A:        | 28% |
| 2) China:        | 6%  |
| 3) UK:           | 6%  |
| 4) India:        | 5%  |
| 5) Australia:    | 4%  |
| 6) Germany:      | 4%  |
| 7) Japan:        | 4%  |
| 8) France:       | 3%  |
| 9) Korea:        | 2%  |
| 10) Switzerland: | 2%  |