

**Trinity Inspired Dashboard – Web Analytics Demo by Marianis**

<http://www.marianisllc.com/>

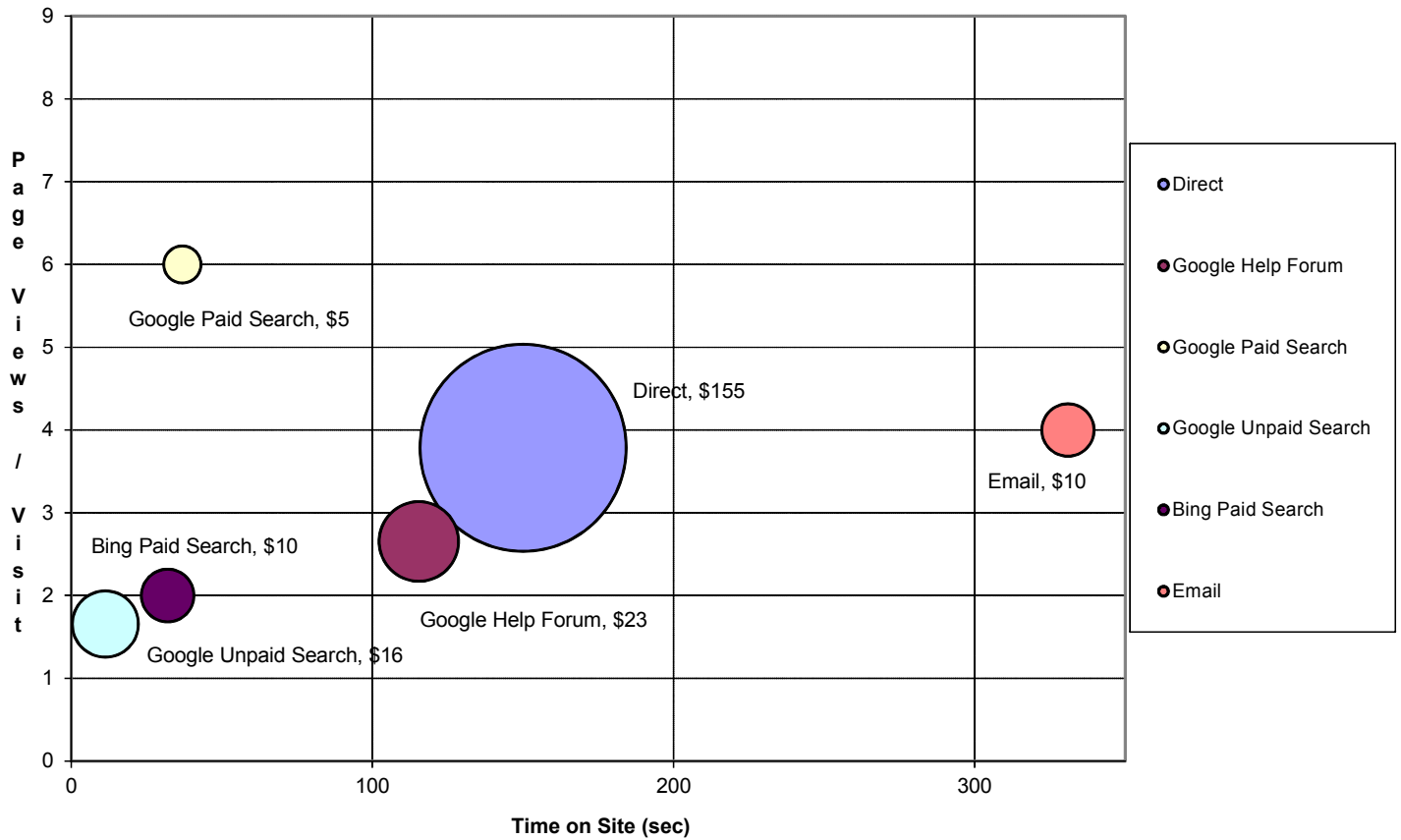
**EXPERIENCE:**

| Dimension  | Value (Last 6 Months)               | Value (Previous 6 Months) | Analysis/Action Item   |
|--|-------------------------------------|---------------------------|------------------------|
| Satisfaction Score (Range: 0-100)  | 78                                  |                           | Global Benchmark = 70  |
| Task Completion Rate   | 88%                                 |                           | Global Benchmark = 73% |
| Purpose of Visit <ul style="list-style-type: none"> <li>• Download materials</li> <li>• Find a solution to a problem</li> <li>• Take a tutorial</li> <li>• Contact Us</li> <li>• I am working on a website, blog, or other online tool</li> <li>• Other</li> </ul> | 6%<br>6%<br>38%<br>6%<br>19%<br>25% |                           |                        |

**OUTCOMES:**

| Outcome                        | Value (Current Month) | Value (Previous Month) | Analysis/Action Item  |
|--------------------------------|-----------------------|------------------------|---|
| Economic Value                 | \$219 (100%)          | \$163 (100%)           |   |
| Revenue                        | \$84 (38%)            | \$26 (16%)             |   |
| Goal Value                     | \$21 (10%)            | \$33 (20%)             |   |
| Event Value                    | \$114 (52%)           | \$104 (64%)            |   |
| Visits to Purchase             | 1 (100%)              | 1 (100%)               |   |
| Days to Purchase               | 0 Days (100%)         | 0 (100%)               |   |
| Average Order Value (AOV)      | \$13.99               | \$12.99                |   |
| Conversion                     | 7% (11/153)           | 4% (6/138)             |   |
| Direct Traffic                 | 5% (7/153)            | 4% (6/138)             |   |
| Campaign Traffic               | 2% (4/153)            | 0% (0/138)             | Improved conversion rate of Google organic search traffic                     |
| Site Abandonment Rate          | 100% (3/3)            | n/a                    |   |
| Shopping Cart Abandonment Rate | 0% (0/3)              | n/a                    |   |
| Checkout Abandonment Rate      | 100% (3/3)            | n/a                    | Move the <i>Thank You</i> (submit order) control to a more prominent position |

Most Valuable Traffic Source by Economic Value, Page Views/Visit and Time on Site



Analysis(1): Direct Visitor traffic holds the optimal position of second highest Page Views per Visit and Time on Site, and highest Economic Value. Email is the outlier, with twice the Time on Site of Direct traffic. Email Visitors arrive via the Signature link in business correspondence.

Analysis(2): Google Unpaid Search remains a disappointment with the lowest, combined Page Views per Visit and Time on Site. Raise SEO scores by getting more backlinks from business partners.

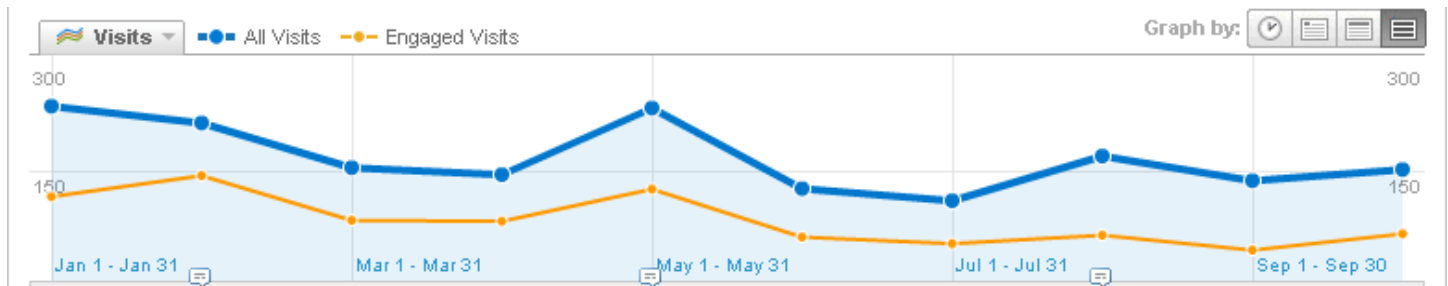
Analysis(3): Bing Paid Search creates puny Economic Value. Although Google Paid Search creates even less Economic Value, it ranks highest for Page Views per Visit.

## Trinity Inspired Dashboard – Web Analytics Demo by Marianis

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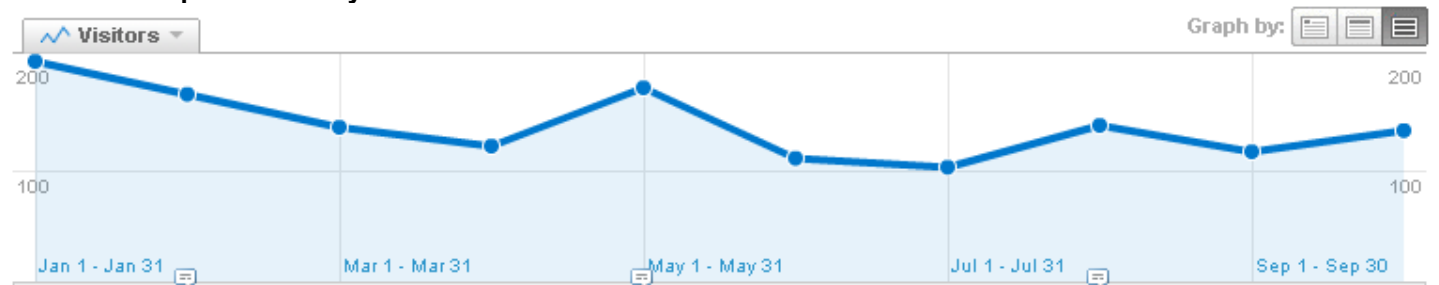
### BEHAVIOR:

#### Visits by Month, Segmented by Engagement



Analysis: 43% of Visits are engaged, up 13% points from the Previous Month. Average Time on Site (ATOS): 1:34 (All), 3:40 (Engaged) increased slightly from the Previous Month. (Note: The Engaged Visits Segment includes Page Depth > 1 page AND Time on Site >= 10 seconds.) Visitors make fewer Visits but they stay longer.

#### Absolute Unique Visitors by Month



Analysis: Absolute Unique Visitors averaged 4.4 per day in the Current Month, consistent with the long-term trend.

#### Internal Site Search – Top Search Terms, Usage and Outcomes

| Search Term | Total Unique Searches | Results Pageviews / Search | % Search Exits | % Search Refinements | Time after Search | Search Depth | Goal Conversion Rate | Search Goal Value | eCommerce Conversion Rate | Per Search Value |
|-------------|-----------------------|----------------------------|----------------|----------------------|-------------------|--------------|----------------------|-------------------|---------------------------|------------------|
| salmon      | 1                     | 1.00                       | 0%             | 0%                   | 188               | 33           | 200%                 | \$ 5.00           | 0%                        | \$ -             |






Analysis(1): Less than 1% of Visits used Site Search, yielding 9% of Goal Conversions and 0% of Revenue. Impact of Site Search on Revenue = \$0, in the Current Month. Evaluate whether to replace Revenue with Economic Value.

## Unpaid Search Traffic by Source and Keywords

### Search sent 31 non-paid visits via 21 keywords

Pivoted by 3 sources

Show: [total](#) | [paid](#) | [non-paid](#)

| Site Usage                                   |  | Goal Set 1                             | Goal Set 2                           | Goal Set 3                          | Goal Set 4 | Ecommerce | Views:      |  |  |
|--|--|--|--------------------------------------|-------------------------------------|------------|-----------|--|--|--|
| Visits                                       | Pages/Visit  | Avg. Time on Site                      | % New Visits                         | Bounce Rate                         |            |           |  |  |  |
| <b>31</b>                                    | <b>1.61</b>  | <b>00:00:11</b>                        | <b>77.42%</b>                        | <b>80.65%</b>                       |            |           |  |  |  |
| % of Site Total:<br>20.26%                   | Site Avg: 2.94<br><b>(-45.16%)</b>                         | Site Avg: 00:01:34<br><b>(-88.79%)</b> | Site Avg: 88.24%<br><b>(-12.26%)</b> | Site Avg: 50.98%<br><b>(58.19%)</b> |            |           |  |  |  |
| Pivot by: <a href="#">Source</a>             | Showing: <a href="#">Visits</a> and <a href="#">(none)</a> |  | 1 - 3 of 3                           |                                     |            |           |  |  |  |
|  |  | Total                                  | 1. google                            | 2. bing                             | 3. yahoo   |           |  |  |  |
| <a href="#">Keyword</a> <a href="#">None</a> |  | Visits ↓                               | Visits                               | Visits                              | Visits     |           |  |  |  |
| 1.   | <a href="#">marianisllc</a>                                | 4                                      | 4                                    | 0                                   | 0          |           |  |  |  |
| 2.   | <a href="#">trackevent value</a>                           | 4                                      | 4                                    | 0                                   | 0          |           |  |  |  |
| 3.   | <a href="#">trackpageview trackevent</a>                   | 3                                      | 3                                    | 0                                   | 0          |           |  |  |  |
| 4.   | <a href="#">http://www.marianisllc.com</a>                 | 2                                      | 2                                    | 0                                   | 0          |           |  |  |  |
| 5.   | <a href="#">trackpageview vs trackevent</a>                | 2                                      | 2                                    | 0                                   | 0          |           |  |  |  |
| 6.   | <a href="#">_gaq.push +trackevent</a>                      | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 7.   | <a href="#">_gaq.push trackevent</a>                       | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 8.   | <a href="#">_trackevent value</a>                          | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 9.   | <a href="#">event tracking vs trackpageview</a>            | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 10.  | <a href="#">google analytics purchase funnel</a>           | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 11.  | <a href="#">google analytics trackevent trackpageview</a>  | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 12.  | <a href="#">ip:97.74.249.1 com_content</a>                 | 1                                      | 0                                    | 1                                   | 0          |           |  |  |  |
| 13.  | <a href="#">marianis llc</a>                               | 1                                      | 0                                    | 0                                   | 1          |           |  |  |  |
| 14.  | <a href="#">pdf download onclick gaq trackevent</a>        | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 15.  | <a href="#">track_pageview goal conversion</a>             | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 16.  | <a href="#">trackevent instead of trackpageview</a>        | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 17.  | <a href="#">trackevent migration</a>                       | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 18.  | <a href="#">trackpageview or trackevent</a>                | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 19.  | <a href="#">trackpageview unique</a>                       | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 20.  | <a href="#">trackpageview unique per session</a>           | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |
| 21.  | <a href="#">web analytics demo</a>                         | 1                                      | 1                                    | 0                                   | 0          |           |  |  |  |

Analysis(1): Unpaid Search Visitors view fewer Pages per Visit in less Time on Site, with a higher Bounce Rate than the Site Averages. Goals generate 63% (\$10/\$16) of Economic Value and Events 37% (\$6/\$16).

Analysis(2): Google generates 94% of organic search traffic, far in excess of the 63% share of desktop search.







Analysis(3): Category Keywords related to business event tracking dominate the results.

**Paid Search Traffic by Source and Keyword**

**Search sent 38 paid visits via 17 keywords**

Pivoted by 3 sources

Show: [total](#) | [paid](#) | [non-paid](#)

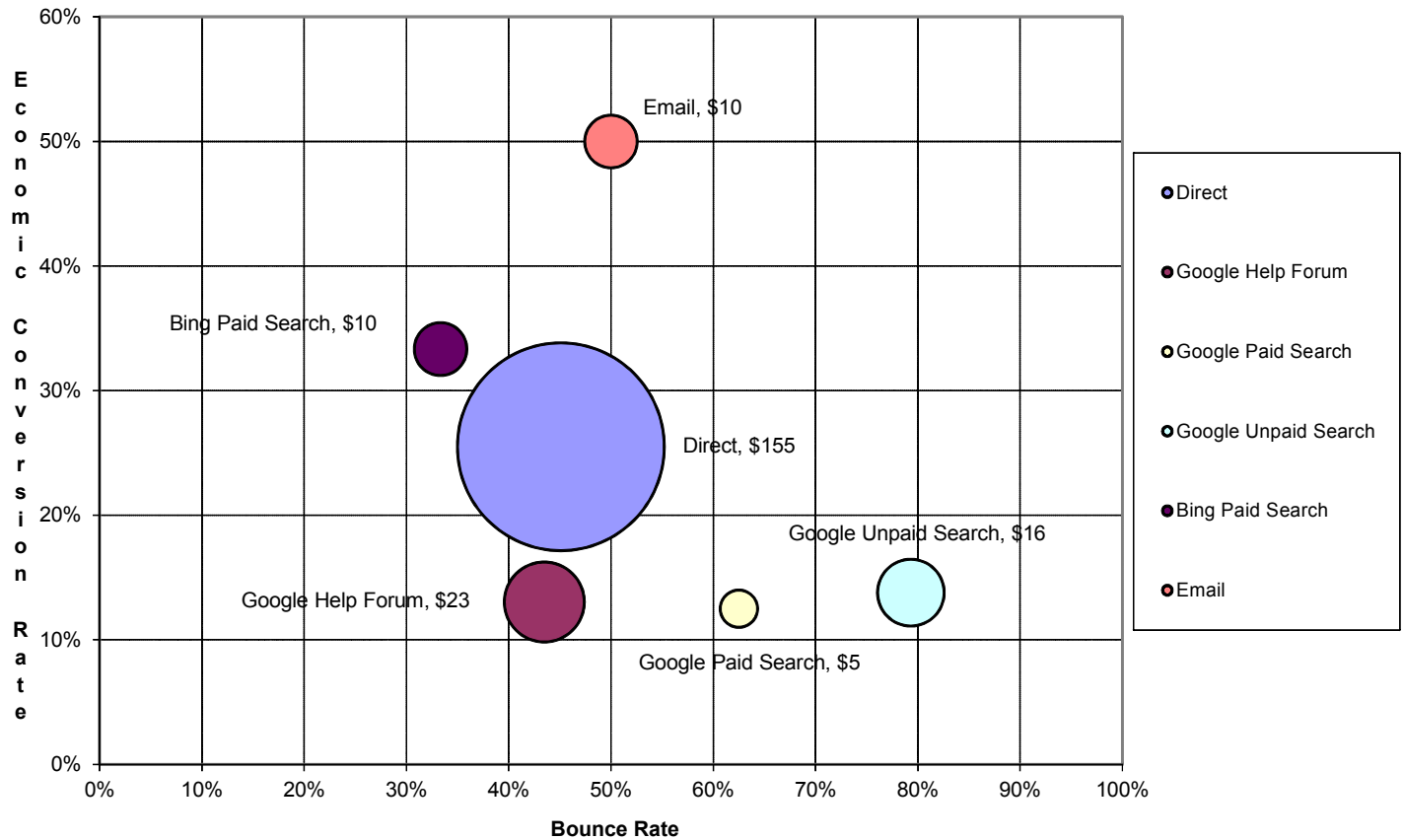
| Site Usage                       |   | Goal Set 1   | Goal Set 2                | Goal Set 3                 | Goal Set 4 | Ecommerce | Views:       |  |  |  |  |
|----------------------------------|---|--|---------------------------|----------------------------|------------|-----------|--|--|--|--|--|
| Visits                           | Pages/Visit                                     | Avg. Time on Site  | % New Visits              | Bounce Rate                |            |           |  |  |  |  |  |
| <b>38</b>                        | <b>3.16</b>                                     | <b>00:01:08</b>  | <b>97.37%</b>             | <b>34.21%</b>              |            |           |  |  |  |  |  |
| % of Site Total: 24.84%          | Site Avg: 2.94 (7.37%)                          | Site Avg: 00:01:34 (-27.51%)                               | Site Avg: 88.24% (10.35%) | Site Avg: 50.98% (-32.89%) |            |           |  |  |  |  |  |
| Pivot by: <a href="#">Source</a> |   | Showing: <a href="#">Visits</a> and <a href="#">(none)</a> |                           | 1 - 3 of 3                 |            |           |  |  |  |  |  |
|                                  |   | Total  | 1. yahoo                  | 2. google                  | 3. bing    |           |  |  |  |  |  |
| <a href="#">Keyword</a>          |   | Visits ↓   | Visits                    | Visits                     | Visits     |           |  |  |  |  |  |
| 1.                               | (not set)                                       | 17   | 17                        | 0                          | 0          |           |  |  |  |  |  |
| 2.                               | tracking+url                                    | 4  | 4                         | 0                          | 0          |           |  |  |  |  |  |
| 3.                               | google analytics analysis                       | 2  | 0                         | 2                          | 0          |           |  |  |  |  |  |
| 4.                               | refurbished dell blog name email url            | 2  | 2                         | 0                          | 0          |           |  |  |  |  |  |
| 5.                               | analytics demo                                  | 1  | 0                         | 1                          | 0          |           |  |  |  |  |  |
| 6.                               | bass.url  | 1  | 1                         | 0                          | 0          |           |  |  |  |  |  |
| 7.                               | dell gx270 url comment 2010 email blog          | 1  | 1                         | 0                          | 0          |           |  |  |  |  |  |
| 8.                               | free web analytics tools                        | 1  | 0                         | 0                          | 1          |           |  |  |  |  |  |
| 9.                               | google website analytics                        | 1  | 0                         | 1                          | 0          |           |  |  |  |  |  |
| 10.                              | online web analytics                            | 1  | 0                         | 1                          | 0          |           |  |  |  |  |  |
| 11.                              | url scope cold fusion google analytics tracking | 1  | 1                         | 0                          | 0          |           |  |  |  |  |  |
| 12.                              | url+tags  | 1  | 1                         | 0                          | 0          |           |  |  |  |  |  |
| 13.                              | voice of customer                               | 1  | 0                         | 0                          | 1          |           |  |  |  |  |  |
| 14.                              | web analytics                                   | 1  | 0                         | 0                          | 1          |           |  |  |  |  |  |
| 15.                              | web analytics analysis                          | 1  | 0                         | 1                          | 0          |           |  |  |  |  |  |
| 16.                              | web analytics demo                              | 1  | 0                         | 1                          | 0          |           |  |  |  |  |  |
| 17.                              | web analytics website                           | 1  | 0                         | 1                          | 0          |           |  |  |  |  |  |

Analysis(1): Paid Search Visitors view more Pages per Visit in less Time on Site, with a lower Bounce Rate than the Site Averages. Tracking-related keywords generate the most Visits. Goals generate 33% (\$5/\$15) of Economic Value from and Events 66% (\$10/\$15).

Analysis(2): Yahoo (aka Bing) generates the most paid search traffic with the lowest bounce rate.

THE UNEXPECTED:

Most Valuable Traffic Source by Economic Value, Economic Conversion and Bounce Rates



Analysis(1): Google Help has an optimal position: 43% Economic Conversion Rate with a 13% Bounce Rate. Maintain SEO efforts to drive traffic to other Pages on the website through additional backlinks.

Analysis(2): Direct Traffic Bounce Rate continues to stay below the 50% threshold. Add and update Content valued by Direct Traffic.

Analysis(3): Investigate, experiment and test ways to raise the Economic Conversion Rate and continue to lower the Bounce Rate of Google Paid Search.

Analysis(4): The Business Event Tracking page accounts for 72% of bounces from Google Unpaid Search.

Marianisllc.com ranks #1 for keyword phrase *business event tracking*. The Business Event Tracking page works well at acquiring new Visitors and fails at converting them.