

WELCOME



Website Analytics Dashboard

Thursday, February 10, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Kevin D'Aguiar

- Kevin has developed his passion for translating data into meaningful insights and recommendations that drive business decisions for over 22 years.
- He has a B.SC. Mathematics and Computer Science from McGill University and a Mini Masters of Analytics Program, York University – Schulich School of Business.
- Kevin is the Principal Consultant & Owner of Matters of Data which he started in 2019, focusing on translating complex data into a story that empowers and persuades stakeholders to make data-driven change.
- Kevin worked as Head of Data Science and Insights with Verb Interactive, as Manager of Analytics and Insights with LoyaltyOne AIR MILES Reward Program and was the lead CRM Data Integrator with Cossette Inc.

WEBSITE ANALYTICS DASHBOARD



Brought to you by



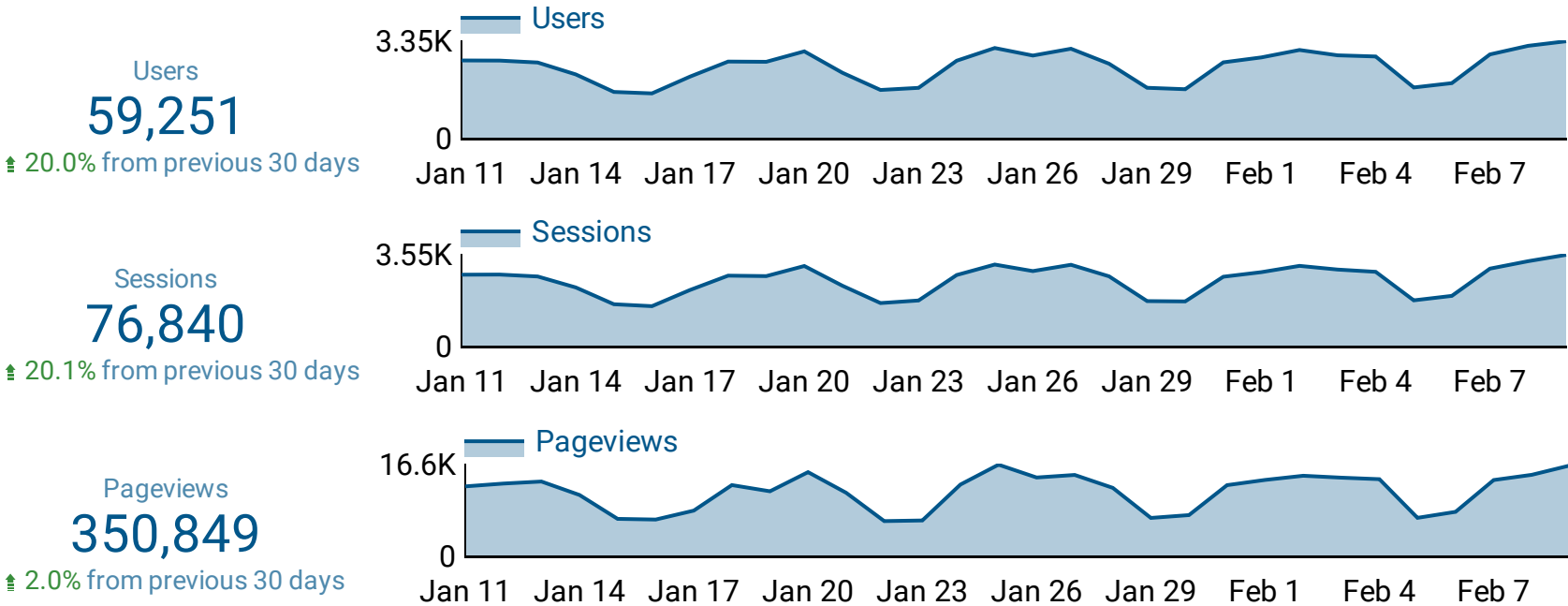
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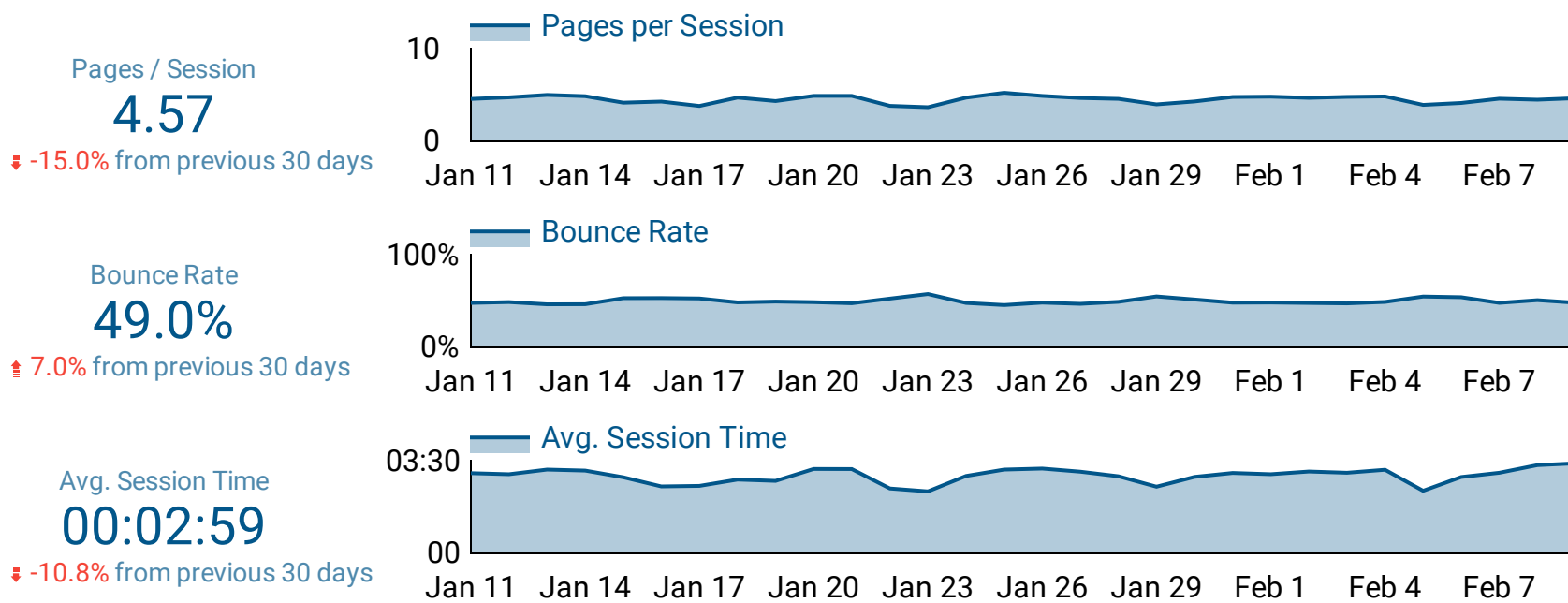
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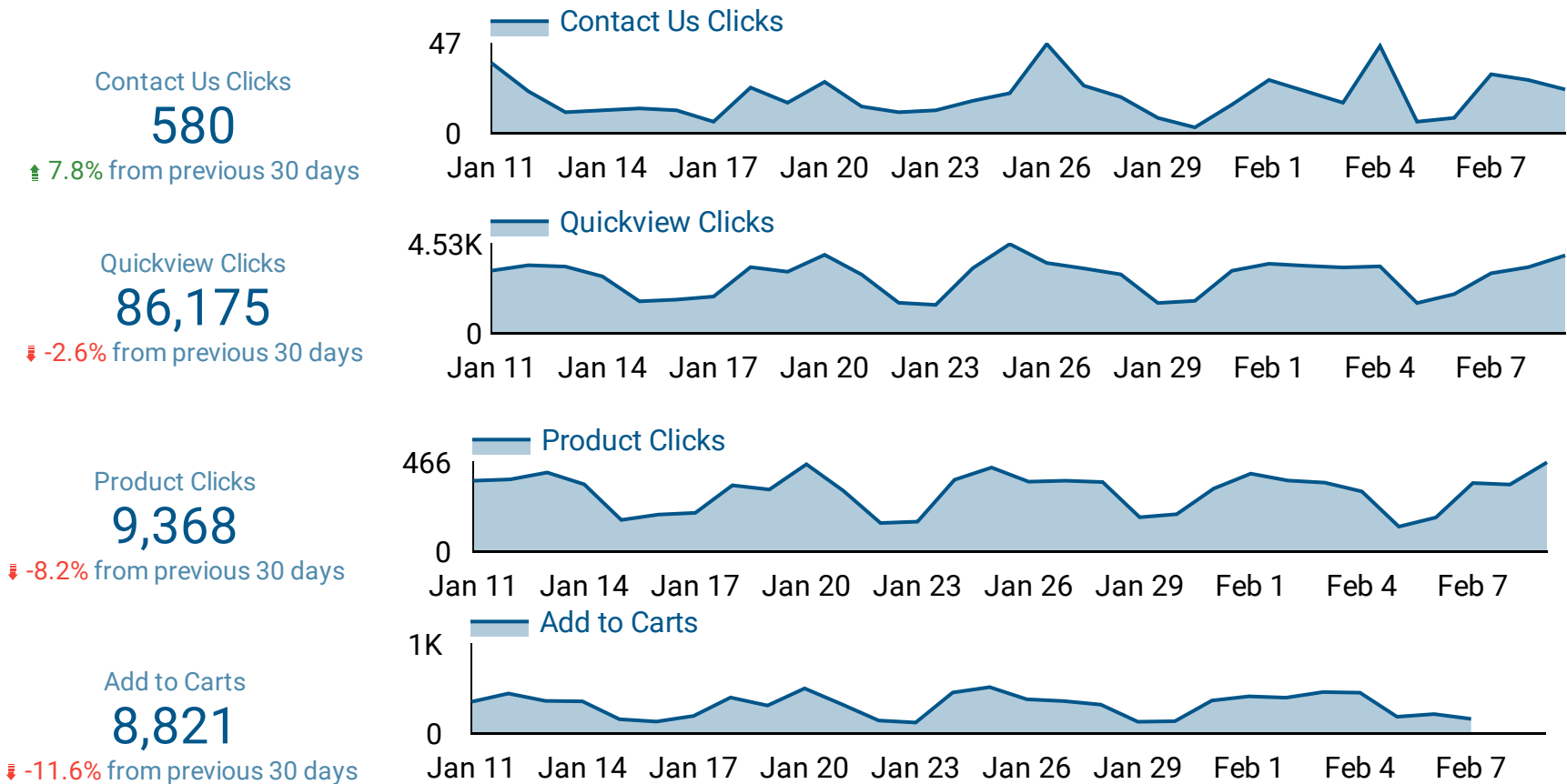
Site Traffic



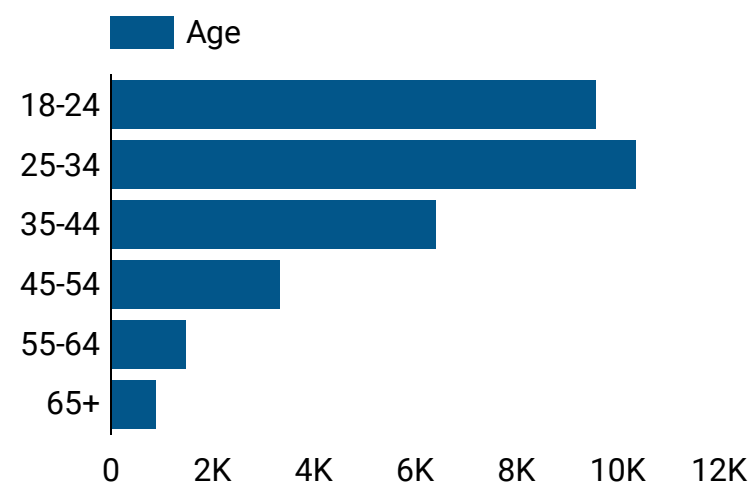
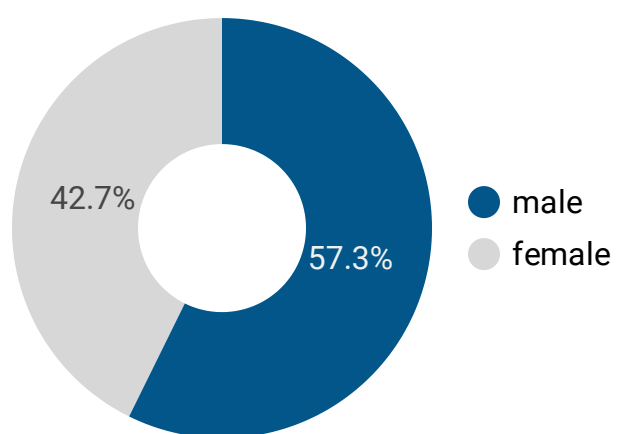
Engagement



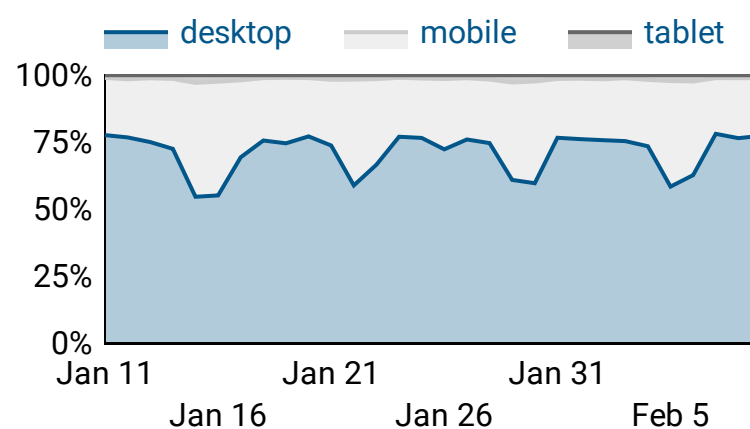
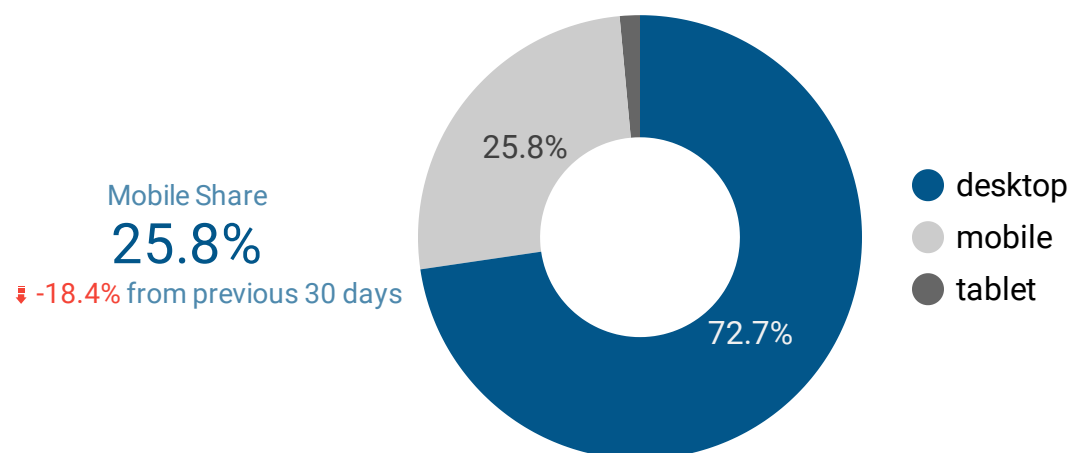
Key Performance Indicators



Demographics

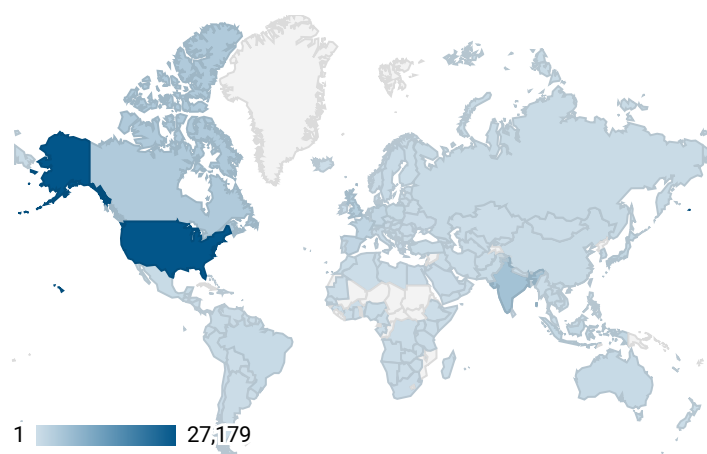


Device Usage



Geography

Region	Users	% Δ
California	6,926	6.8% ↑
New York	2,418	30.4% ↑
England	2,333	19.0% ↑
Texas	2,278	42.8% ↑
Ontario	1,675	52.8% ↑
Illinois	1,092	12.9% ↑



City	Users	% Δ
New York	1,755	28.7% ↑
London	1,215	19.9% ↑
San Jose	832	-3.5% ↓
San Francisco	727	15.8% ↑
Los Angeles	658	1.7% ↑
Toronto	621	38.6% ↑

Content Usage

TOP LANDING PAGES - Where are users arriving?

Landing Pages	Sessions	% ▾
/home	38,761	50.4%
/google+redesign/apparel	3,788	4.9%
/google+redesign/shop+by+brand/youtube	3,456	4.5%
/google+redesign/apparel/mens	3,393	4.4%
/signin.html	2,399	3.1%
/store.html	2,226	2.9%
/google+redesign/new	1,975	2.6%

AFTER THE HOME PAGE - Where do they go next?

Page	Pageviews ▾	%
/google+redesign/apparel/mens	2,545	12.5%
/basket.html	1,821	9.0%
/google+redesign/new	1,506	7.4%
/google+redesign/apparel	1,212	6.0%
/google+redesign/lifestyle/bags	1,210	6.0%
/google+redesign/lifestyle/drinkware	1,208	6.0%
/asearch.html	1,161	5.7%

TOP PAGES - What is your most popular content?

Pages	Views	% ▾	Avg. Time
/home	59,703	17.0%	00:01:31
/basket.html	23,863	6.8%	00:00:45
/google+redesign/apparel/mens/quickview	21,597	6.2%	00:00:22
/store.html	18,573	5.3%	00:00:42
/google+redesign/apparel/mens	16,450	4.7%	00:00:55
/signin.html	10,384	3.0%	00:00:32
/store.html/quickview	10,295	2.9%	00:00:18

TOP EXIT PAGES - What is the last page users see?

Exit Pages	Exits	Pageviews	Exit Rate
/home	28,308	52,241	54.2%
/google+redesign/apparel	3,300	7,421	44.5%
/store.html	3,265	14,949	21.8%
/google+redesign/apparel/mens	3,241	12,757	25.4%
/basket.html	2,673	33,156	8.1%
/google+redesign/new	2,624	11,789	22.3%
/google+redesign/shop+by+brand/youtube	2,482	5,776	43.0%

Conversion Breakdown

Conversions by Channel

Channel	Sessions ▾	Engaged	%	Entered Checkout	%	Purchased	%
Direct	64,260	7,264	11.3%	2,647	4.1%	1,350	2.1%
Paid Search	6,465	498	7.7%	174	2.7%	111	1.7%
Display	5,964	54	0.9%	8	0.1%	0	0.0%
Affiliates	143	1	0.7%	0	0.0%	0	0.0%
Referral	5	2	40.0%	0	0.0%	0	0.0%

Paid Search Keywords

Keyword	Sessions ▾	Engaged	%	Entered Checkout	%	Purchased	%
Google Merchandise Store	805	187	23.2%	67	8.3%	47	5.8%
+hoodies	525	2	0.4%	0	0.0%	0	0.0%
+hoody	290	1	0.3%	0	0.0%	0	0.0%
+tumbler	245	1	0.4%	0	0.0%	0	0.0%
youtube merchandise	244	15	6.1%	5	2.0%	0	0.0%

3 KEYS



DESIGN

1. Top Down – Builds context
2. Benchmarking – Good or Bad?
3. Segment – Drivers + Attribution

INTERPRETATION

1. User Journey – Optimize touch points
2. Business Questions – Efficiency
3. Translate Charts into Insights



UPCOMING WEBINARS

- Thursday, February 24, 2022, 10 am:
Data Storytelling: Keeping the Audience Engaged When Presenting Analytics
- Thursday, March 9, 2022, 10 am:
Cyber Security Basics for E-commerce
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