



WEB ANALYTICS REPORT

www.demosite.com

December 29 to January 05, 2019



DEFINE GOALS

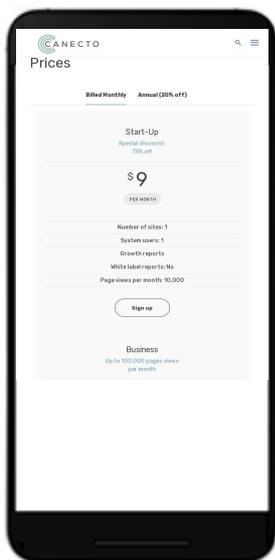
Your websites should be designed to support the achievement of one or more business goals.

The Goals could be: Providing customer service, online sales, branding, getting leads, advertising revenue or improving business processes.

You can define up to three specific goals to your website that supports your business goals in Canecto. You do this on your canecto.info account.

The selected goals in this report are:

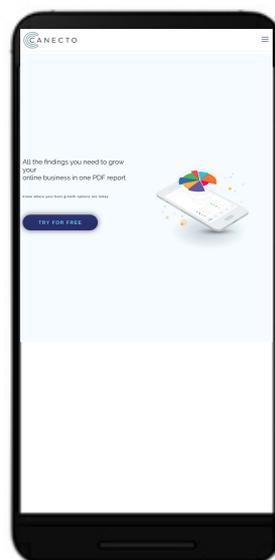
../special-offer



demosite.com/



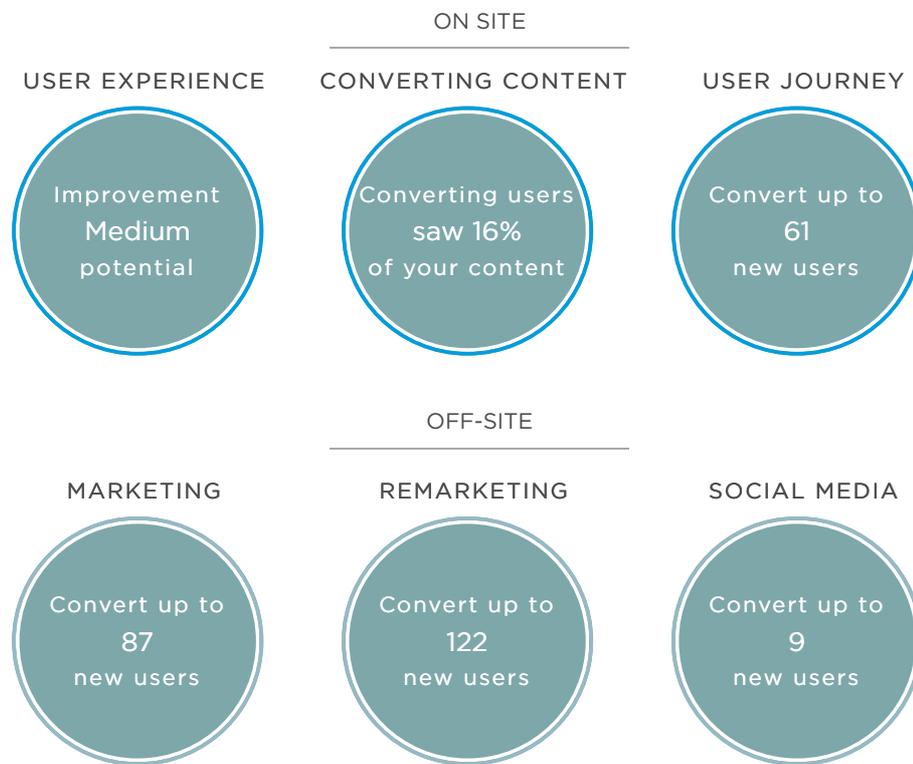
../product



The report findings are designed to give you recommendations on how you the most efficient way can get the most users to visit or interact with your three selected goals. This user activity is called conversion in this report.

OVERVIEW

Here is a high-level overview comparison of your improvement options. Use it as a starting point to investigate where it makes the most sense for you to focus and which area you should choose to improve first.



The performance and development of your conversion goals for the last 7 days are:

Conversion goal	Conversions	Change since last period	Conversion rate
demosite.com/	373	58	49.2%
demosite.com/product	178	42	23.5%
demosite.com/special-offer	87	6	11.5%
Total	638	106	28.1%

OVERVIEW

How to work with the report findings

Improving your website is an ongoing improvement task which you should search for areas that are either easy to implement or has a high potential value output.

This report will guide you through the improvement process and let you know what your options are so that you can make informed choices on what will grow your business the most.

Your benefits and cost

The overview page let you know what value your potential can get out of different areas of your website improvement options, so you can select the improvement area that will create the most overall value to you.

Most of the improvement areas show how many extra conversions they potentially can generate to you. So you can compare all the potential value they can give you across all your improvement options and select the ones with most potential.

Your overview

The graph on the overview page shows the six areas that will be described in more detail through the rest of this report. They are split up into On Site, that is what can be an improvement on your site and Off-site that are initiatives that drive users to your site.

On-site and Off-site

The dynamics of onsite and off-site improvements are very different. Getting more (paid) traffic to your site is simple. However, the effect will be short. Most often, when you stop the campaigns, the user flow will fade out.

The On-site issues are often more complicated to fix. They have to do with how your users interact with your content and how they navigate through your site. Any problems here are more difficult to spot and fix. However, if you succeed in doing so, then you will have created a proper long-term fix for your website.

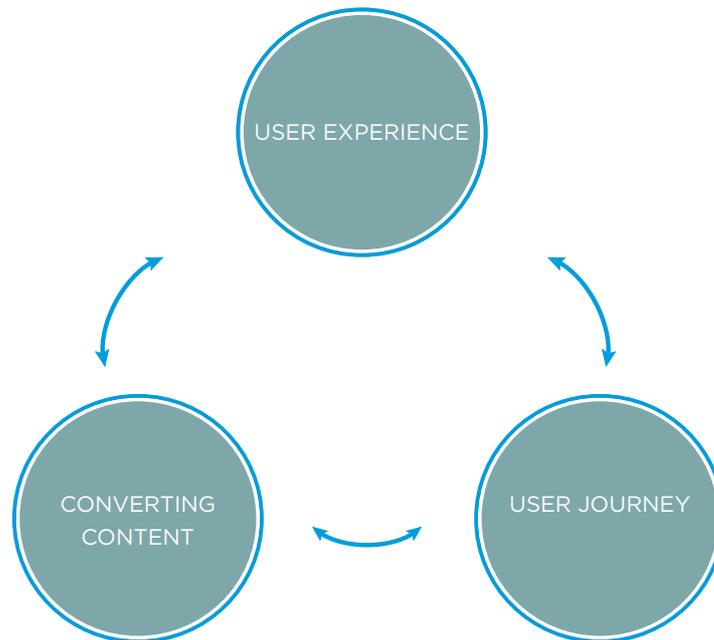
STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
DEFINE GOALS	GET AN OVERVIEW	CHOOSE AN AREA OF IMPROVEMENT	TAKE ACTION	IMPLEMENT AND VALIDATE
Choose what is important for your online business	Get an easy-to-compare overview of your improvement options	Choose a desired area of improvement to apply your efforts	Investigate which actions make the most sense to do first	Implement, follow up and select the next improvement action

ON SITE

Onsite improvements help you to get people to relate to your site's content, so they convert to your site's business goals. You can work with on-site improvements in three different ways:

- **Content interaction:** Getting your users to interact with your site's content
- **User Journeys:** Optimizing the most important journeys
- **UX:** UX helps eliminate the errors on your site that keeps your users from understanding your communication messages.

These 3 areas work together in helping you improve your content. The user journey will tell you where your problems are. Content interaction will show you how your communication is perceived. The UX section will let you know if your design supports your connection so you can get ideas as to where your problems are and how to fix them.



Your content's performance

Your content's key performance measures are shown in the table below. Use them to evaluate if it performs as it should (high conversion rate) and to decide if the potential is worth going for (improvement potential vs. the current number of conversions).

Content Key Performance Indicators	Conversions (users)	Conversion Rate (%)	Improvement potential (users)
demosite.com/	373	49.2%	10
demosite.com/product	178	23.5%	13
demosite.com/special-offer	87	11.5%	38

USER JOURNEY

Get 61 new users by following these recommendations

You use User Journeys as a way to identify where you need to make improvements on your site so you can increase your sites ability to convert.

User Journey tells you the pages and paths your users took on their way to a goal on your site. Knowing this helps you to identify what pages you need to improve.

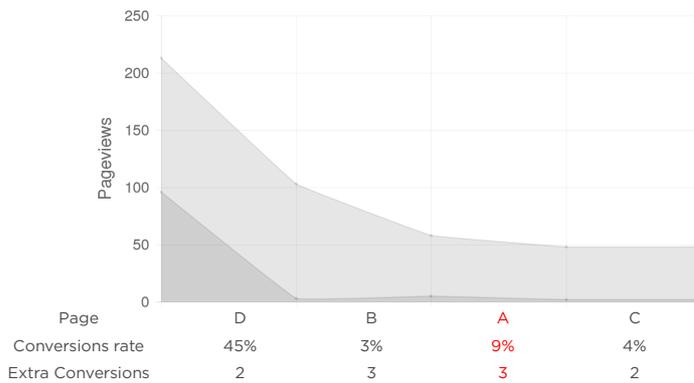
Any goal in a user journey has many different paths to it, so there is never one user journey. Canecto lets you know how many users engaged in all the different journeys you have.

This report then picks the essential pages among all the user journeys and show them to you. They are selected because they are a part in many journeys and because they have significant improvement potential.

The calculated improvement potential for each of the journeys pages is shown under each journey page. The number shown in red are the pages that it is recommended that you start improving first.

demosite.com/

373 user converted to this goal following 24 different user journeys. The four most significant pages are:



Graph description:

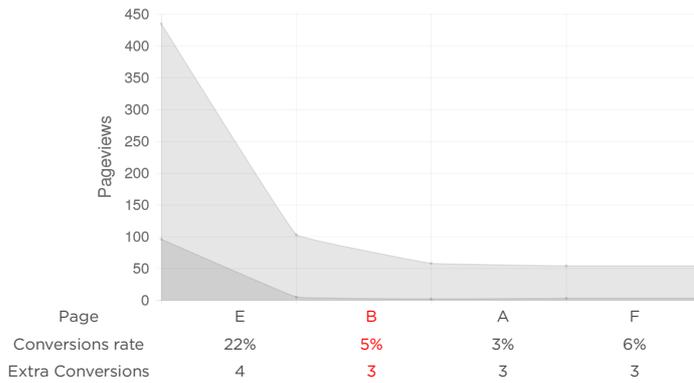
- A: demosite.com/workshop/
- B: demosite.com/resources/
- C: demosite.com/learned-school-never/
- D: demosite.com/product
- E: demosite.com/
- F: demosite.com/how-to
- G: demosite.com/about-us/
- H: demosite.com/productall-episodes/

- Converting Users
- Non-Converting Users
- Recommended Improvement Page

USER JOURNEY

demosite.com/product

178 user converted to this goal following 56 different user journeys. The four most significant pages are:



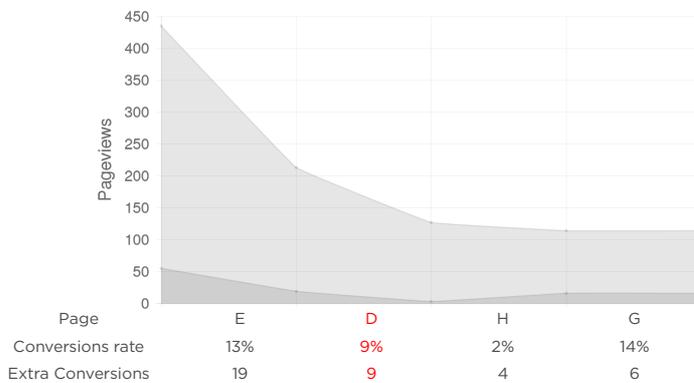
Graph description:

- A: demosite.com/workshop/
- B: demosite.com/resources/
- C: demosite.com/learned-school-never/
- D: demosite.com/product
- E: demosite.com/
- F: demosite.com/how-to
- G: demosite.com/about-us/
- H: demosite.com/productall-episodes/

- Converting Users
- Non-Converting Users
- Recommended Improvement Page

demosite.com/special-offer

87 user converted to this goal following 45 different user journeys. The four most significant pages are:



How do I implement the improvements?

The best way to improve user journeys is making the user journey page content more relevant. Use the content overview page to get inspiration on what could motivate your users and the UX page findings to fix any communication issues that you might have.

USER EXPERIENCE

UX helps eliminate errors on your site that keeps your users from understanding what you are communicating to them. It consist of 3 core areas:

- **Navigation:** How do your users navigate your site? Do you have a logical menu structure and relevant content links?
- **Engagement:** How are your users interacting with your content? Do they scroll on your pages and how many clicks do they need to make the desired actions?
- **Content:** How do users perceive your content? Is it acceptable and written in a way they can understand and relate to?

Engagement	Change Impact
<p>Time on site:</p> <p>The time your users spend on your website will most likely not have an effect on the overall conversion rate.</p> <p>On average they spend 57 seconds on your website.</p>	 <p>A gauge chart with three segments: LOW (teal), MODERATE (yellow), and HIGH (red). The needle points to the LOW segment.</p>
<p>Click per user:</p> <p>Increasing the length of your user journey will improve your website's conversion rate.</p> <p>Making this change will have a small or medium impact.</p>	 <p>A gauge chart with three segments: LOW (grey), MODERATE (yellow), and HIGH (red). The needle points to the MODERATE segment.</p>
<p>User journey length:</p> <p>On average your converting users view 3 pages. Having your users view a higher amount of different pages will have a positive effect on your site's ability to convert.</p> <p>However, the change may only have a small to medium effect.</p>	 <p>A gauge chart with three segments: LOW (grey), MODERATE (yellow), and HIGH (red). The needle points to the MODERATE segment.</p>

USER EXPERIENCE

Navigation

Change Impact

Scroll:

On average, your converting users see 65% of your page content.

There is no correlation between your scroll length and conversion rate. Currently, your scroll length is just right.



Content

Change Impact

Tone of voice:

Your converting user responds better when you communicate in a more formal tone.

A change in the readability level will have a large impact on your conversion rate.



Readability:

Changing the sentence structure on your site will not have an impact on user satisfaction or conversion rate.



How do I implement the findings?

The UX findings will tell you the general preferences your users have on your site. You can apply the learnings from this section in three different ways:

Specific user journey improvements: Apply the UX findings on the identified pages from the User Journey section to ensure their content performance is as it should be (scroll, tone of voice and readability).

New content: Use the content and navigation findings when you create new content to ensure that it is in line with your users' preferences.

Validation of flows and page structure: The engagement findings help you know if you have designed your site's navigation flows and user engagements in a way that matches your converting users' preferences.

CONTENT

People make decisions on what they read or hear. Getting your content right is without a doubt the most essential area of getting your site to perform. Areas that help you understand why your users to actions are:

- What content motivated the converting users to take action
- What content makes your users come back to your site
- What content motivated your users to stay on your site

Download, brochure, contact, product, basket, shop, terms and conditions, discount, creative, benefits

Conversion

Converting content has one purpose; make your users take the converting actions that you would like them to take. This illustration shows the content that motivated your converting users the most.

Engagement

Engaging content is the kind of content that makes your users come back to your site or to share it on social media platforms. These topics made your users stay longer on your site than any other subjects.

Blog, support, about us, our brand, prices, club, news, luxury, PDF, media

FAQ, chat, press, service, our story, partnership, discount, guide, contact, jobs

Loyalty

Loyalty content makes your users come back to your site and help build an interest in your website or brand. These areas are the ones that draw most users back to your site.

How do I implement the findings?

The selected content on this page represents the subjects that are driving your users to take actions on your site. The findings can be applied in different ways:

As part of user journey improvements: Use the findings as a part of your user journey improvements if you need to adjust the content of core pages in the journeys.

Reflection on your communication focus: Reflect on what subjects on your site are not on the lists and why. Knowing what doesn't work is often the most valuable insight you can receive.

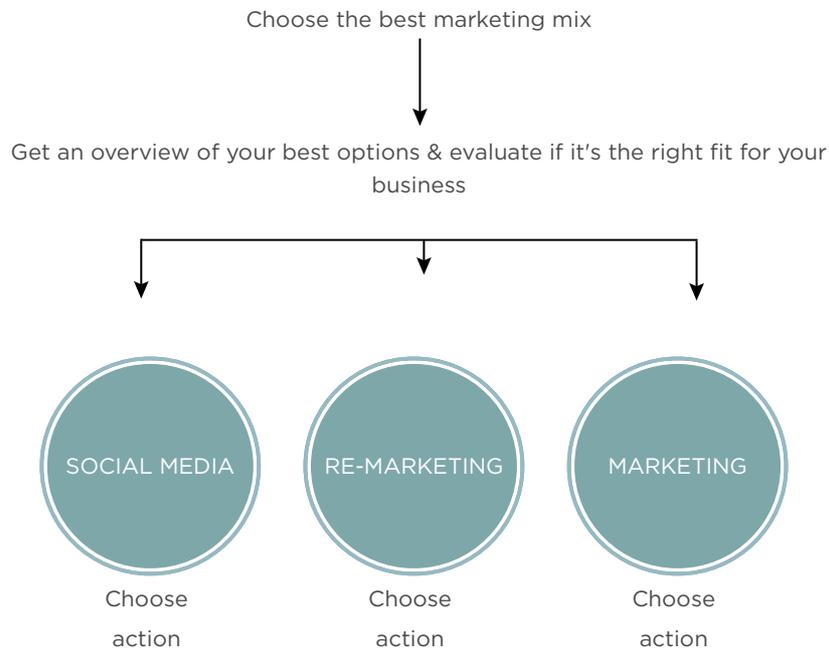
OFF SITE

The Offsite area is about getting the right users to your site in the most efficient way. You can do this in 3 different ways:

- **Marketing:** Use your brand, SEO, content marketing, or paid campaigns to get users
- **Social Media:** Activities on social media can be an effective way of generating traffic
- **Re-Marketing:** Getting users back to your site can be done via remarketing campaigns

The goal of the offsite actives is to get as much business out of the actives that perform to attract users to your site. The section helps you improve your offsite actives by letting you know:

- If you have the right marketing mix
- If the calibration between your activities are the most optimal
- What are your best improvement options



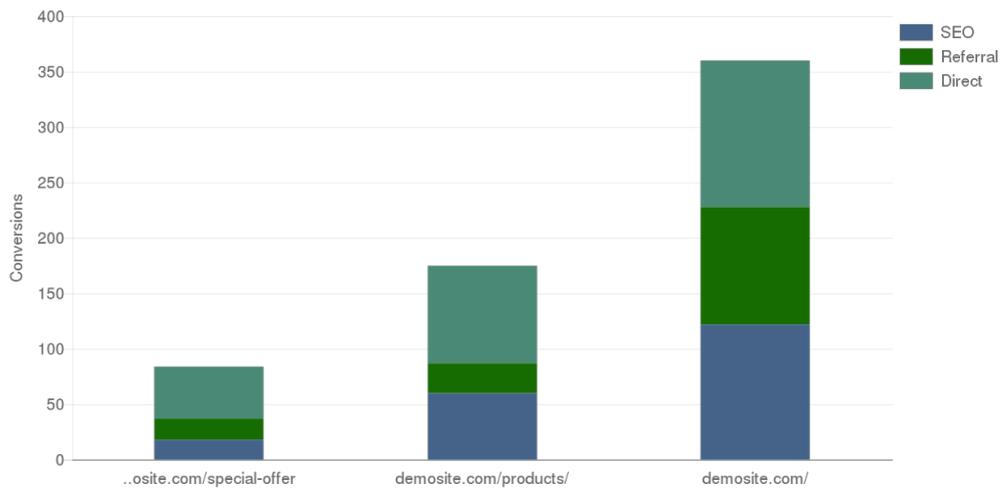
	Conversions (users)	Conversion Rate (%)	Identified improvement potential (users)
Social Media	7	15.9%	9
Re-Marketing	208	0.5%	
Marketing	469	39.2%	87

MARKETING ACTIONS

Marketing a website is a familiar way of generating more traffic. However, the quality of your marketing generated traffic will vary greatly. Knowing which elements of your marketing generated traffic that produces conversion is the key to optimizing this traffic stream.

This section lets you know this by showing how well your current effort is performing. It will also suggest the optimal way of getting more customers via marketing. In this way, you will be able to understand if you are exploring your marketing options in the most optimal way.

Current Marketing Conversions, per target goal (past seven days)



Graph: Total conversions for all target pages: 628

	SEO	Referral	Direct	Adverts
demosite.com/	122	106	132	0
demosite.com/product	60	27	88	0
demosite.com/special-offer	18	19	47	0
Non-converting	400	280	516	0
Total	600	432	783	0

The table contains conversions from all marketing sources from the last 7 days for all three conversion goals. The non-converting column contains the sessions from a marketing source that did not convert. The total includes all sessions for each marketing channel.

RECOMMENDED ACTIONS

You should compare the findings in this graph with the time and effort it takes you to drive Marketing based traffic to your site.

If you can see that the cost of attracting converting customers is lower than the value of the business they generate, then it is a potential way for you to expand your business.

MARKETING ACTIONS

Get 87 extra conversions by following these recommendations

Know how many extra conversions you can get before you activate your campaigns. The most efficient way for you to increase the channels conversions is by following action suggestions for each target goal. They represent your best potential performing segments.

demosite.com/special-offer

Increase the traffic with the extra sessions listed below to obtain the predicted outcome

- Direct: 101 sessions
- Google: 74 sessions
- medium.com: 21 sessions

Predicted outcome



extra conversions

demosite.com/product

Increase the traffic with the extra sessions listed below to obtain the predicted outcome

- Direct: 112 sessions
- Google: 81 sessions
- medium.com: 23 sessions

Predicted outcome



extra conversions

demosite.com/

Increase the traffic with the extra sessions listed below to obtain the predicted outcome

- Direct: 51 sessions
- Google: 37 sessions
- medium.com: 10 sessions

Predicted outcome



extra conversions

The most efficient way to get extra conversions

The AI algorithms have scanned your users' activities and has found your best-performing target groups. Based upon this, the AI has suggested the actions that will give you the most extra conversions with the least effort to you.

How do I implement the changes?

The above findings show the most optimal way you can use the marketing channels to get more conversions. Now, you need to evaluate if it is worth the effort. You do this by comparing the cost of the suggested activities compared to the value of the expected outcome.

If you can see that the cost of the period is lower than the value of your converted customers, then the period is efficient.

You should also consider if your alternative off-site options, social media and re-marketing are able to generate conversions more efficiently than through your marketing efforts.

REMARKETING

Remarketing (also called re-targeting) is a way of getting previous users to come back to your website. You do this via remarketing campaigns, either on social media or traditional ads.

Remarketing is a useful, but also costly, strategy. The cost of a remarketing click is usually significantly higher than what the cost-per-click for a first-time user is. So knowing the ideal re-marketing period is for each of your target goals is your key to using this approach the most efficient way. This section will help you understand how to do this by letting you know:

- What are the optimal remarketing period for each of your goals?
- What split of sources will give you the best output?

How long should you do remarketing?

The ideal duration for remarketing is based on option 75% of your users convert within this timeframe.

1. .../special-offer

Ideal duration: 2 days

2. .../product

Ideal duration: 11 days

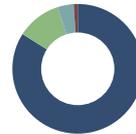
3. demosite.com/

Ideal duration: 11 days

How do I implement the changes?

This section's findings show the most optimal way you can use remarketing to get more conversions. You now need to evaluate if it is worth the effort. You do this by comparing the cost of the suggested activities compared to the expected outcome. If you can see that the remarketing cost is lower than the value of a new customer, then it is a potential way for you to expand your business.

Best remarketing sources



- Direct: 84%
- Google: 11%
- getpocket.com: 4%
- medium.com: 1%

Best social media sources



- Facebook: 57%
- Youtube: 29%
- Pinterest: 14%

Best marketing sources



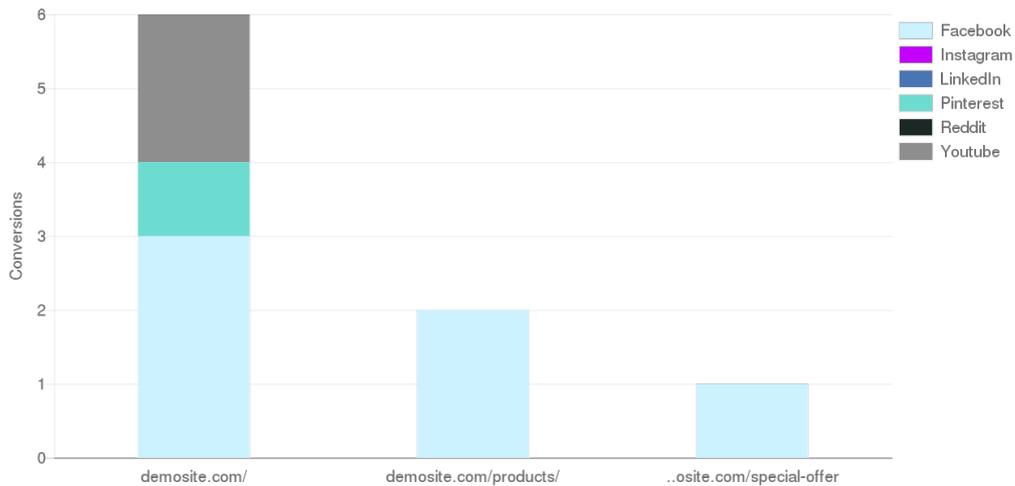
- Direct: 48%
- Google: 32%
- getpocket.com: 13%
- medium.com: 7%

SOCIAL MEDIA

Content on social media or campaigns can be an engaging way of generating traffic to your site. However, it can be a costly way too, so you need to understand the effectiveness of your activities.

This section shows this by explaining how well your current effort is performing. It will also suggest the most optimal way of getting more customers via social media. In this way, you will be able to understand if you are exploring your social media options in the most optimal way.

Current Social Media Conversions, per target goal (past seven days)



Graph: Total sessions: 44

	Facebook	Instagram	LinkedIn	Pinterest	Reddit	Youtube
demosite.com/	3	0	0	1	0	2
demosite.com/product	2	0	0	0	0	0
demosite.com/special-offer	1	0	0	0	0	0
Non Converting	33	1	5	2	1	2
Total	39	1	5	3	1	4

The table contains conversions from all social media sources from the last 7 days for all three conversion goals. The non-converting column contains the sessions from a social media source that did not convert. The total includes all sessions for each social media channel.

RECOMMENDED ACTIONS

You should compare the findings in this graph with the time and effort it takes you to drive Marketing based traffic to your site.

If you can see that the cost of attracting converting customers is lower than the value of the business they generate, then it is a potential way for you to expand your business.

SOCIAL MEDIA

Social media performance from the past 7 days

Know how many extra conversions you can get before you activate your Social Media campaigns. The most efficient way for you to increase Social Media conversions is by following action suggestions for each target goal. They represent your best potential performing segments.

demosite.com/

Increase the traffic with the extra sessions listed below to obtain the predicted outcome

- Facebook: 10 sessions
- LinkedIn: 2 sessions
- Reddit: 2 sessions

Predicted outcome



extra conversions

demosite.com/product

Increase the traffic with the extra sessions listed below to obtain the predicted outcome

- Facebook: 21 sessions
- LinkedIn: 6 sessions
- Reddit: 5 sessions

Predicted outcome



extra conversions

demosite.com/special-offer

Increase the traffic with the extra sessions listed below to obtain the predicted outcome

- Facebook: 30 sessions
- LinkedIn: 5 sessions
- Reddit: 5 sessions

Predicted outcome



extra conversions

The most efficient way to get extra conversions

The AI algorithms have scanned your users' activities and has found your best-performing target groups. Based upon this, the AI has suggested the actions that will give you the most extra conversions with the least effort to you.

You should also consider if your alternative off-site options, marketing and re-marketing activities are able to generate conversions more efficiently than through your social media efforts.

IMPLEMENTATION

You have now gone through all the steps in the report and are ready to implement.

Use the checklist below to ensure that you get the most out of your actions and where it's possible to increase the impact of your improvements even more.

Marketing and Social Media



- Remember to check the content page if you are creating new marketing material
- Try to experiment with different platforms and check the report next week to see if your recommendations have changed
- Make sure to double check that you use the best possible platform or channel. It's very valuable to know the ideal length of remarketing campaigns

Content

- Keep in mind how new content may influence your users
- Assess which tone of voice most aligns with your brand
- Think about which content changes are best for your business Goals
- Evaluate which content approach will have the best effect on your users

User Journey

- Reflect on whether you are improving a user journey that helps you better meet your business goals. You may want to change your Action Goals and/or call to actions goals
- Think about you can use UX recommendations to improve your user journey. These two areas are often related
- Consider which user journey will have the biggest effect on your business goals

UX

- Compare the potential effect and the effort of the individual change. A few low impact changes that are easily implemented may be better than one with high potential, but that demands more effort or time.

Notes...

Tip: Validate your changes in next week's Growth Report

APPENDIX

Weekly traffic overview

Inbound traffic from all sources:

Total session: 1240 / Total pageviews: 2507

Your sources:	SEO	Referral	SoMe	Direct
Sessions:	400	280	44	516
Converted users:	146	119	7	204



Action Goals*

URL	Conversions	Conversion rate
1. demosite.com/	373	49.2%
2. ../product	178	23.5%
3. ../special-offer	87	11.5%

Total pageviews on Action Goals: 758

* What is an Action Goal?

Action Goal is a core page on your website that contributes to the success of your business. You can set up any page, form or PDF download as a target in your dashboard on www.canecto.info. The default setting is the three most viewed pages.

Top 3 non-Action Goals**

URL	Page views
1. ../about-us/	103
2. ../productall-episodes /	127
3. ../resources/	114

The rest of the non Action Goals: 1394

**The top 3 non-Action Goals with the most significant amount of traffic on.

APPENDIX

Performance breakdown

This is a breakdown of how your top sources drive traffic to your Action Goals.

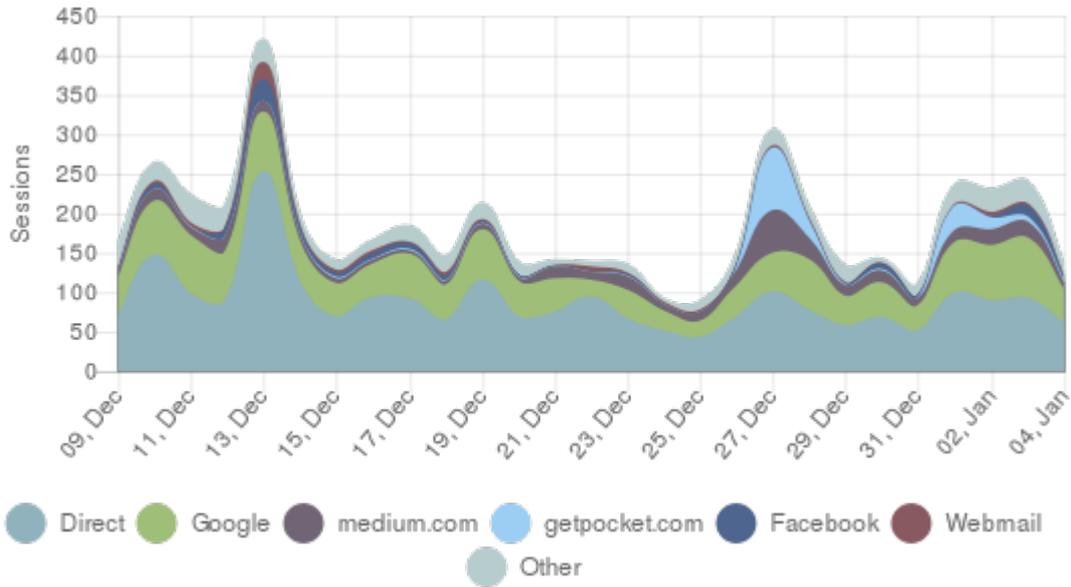
	Source	Sessions	Conversion rate
SEO	Google	374	12%
	Duckduckgo	12	19%
	Bing	7	19%
	Yahoo	7	5%
Referral	medium.com	105	10%
	getpocket.com	60	31%
	Webmail	15	7%
	www.meeralee.com	8	4%
	sprint.com	6	11%
SoMe	Facebook	33	4%
	LinkedIn	5	0%
	Pinterest	2	17%
	Youtube	2	33%
	Instagram	1	0%
Direct	Direct	515	13%

Total sessions for all of your Action Goals in the past 7 days: 1153 sessions

APPENDIX

Traffic development over the past month

Traffic for your whole website:



Inbound traffic over the past week

Traffic for your whole website:

Source	First time visitors	Total time spent on site	Total page views	Sessions
Direct	45%	122:35	1025	496
Google	83%	16:19	714	361
medium.com	82%	06:23	209	100
getpocket.com	89%	01:52	123	58
Facebook	81%	26:10	46	33
Webmail	76%	00:28	27	13
Other	72%	07:20	390	143
Total	75.4%	181h 7m	2534	1204