

# Overview report for [REDACTED].se

(Jan – May 2015)

## Observationer:

1. Går inte att säga hur hemsidan presterar eller om användarupplevelsen är strukturerad
2. Implementationen Google Analytics
3. Blog & Support är subdomäner
4. Laddningstider
5. SEO

## Förslag på åtgärder (kort sikt):

1. Implementera Google Analytics fullt ut
2. Bestämma och implementera vad som ska mätas och hur utifrån verksamheten
3. Snabba upp laddningstider
4. Revidera den mobila versionen av sidan
5. Skapa rätt struktur i Google AdWords

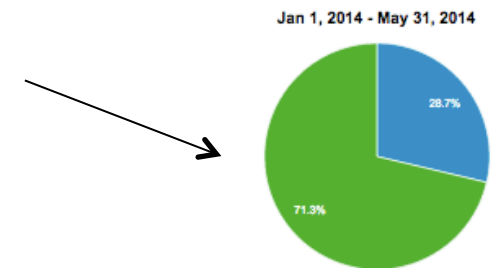
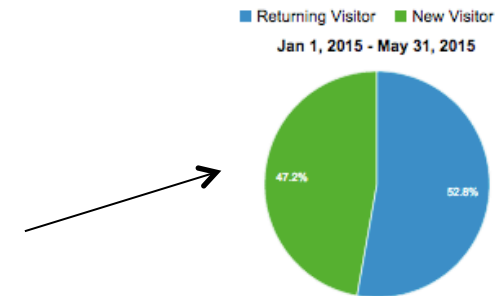
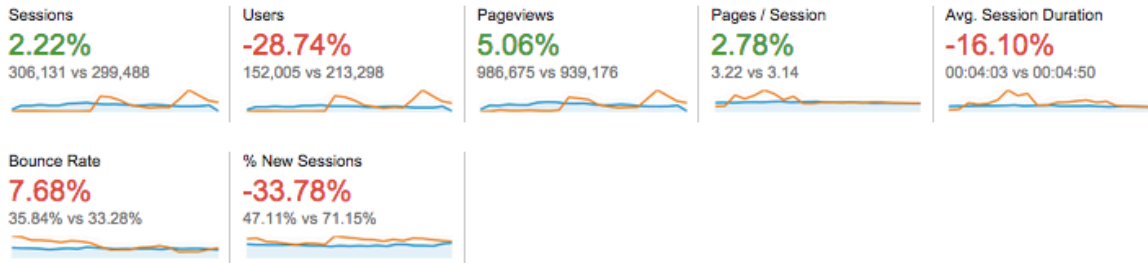
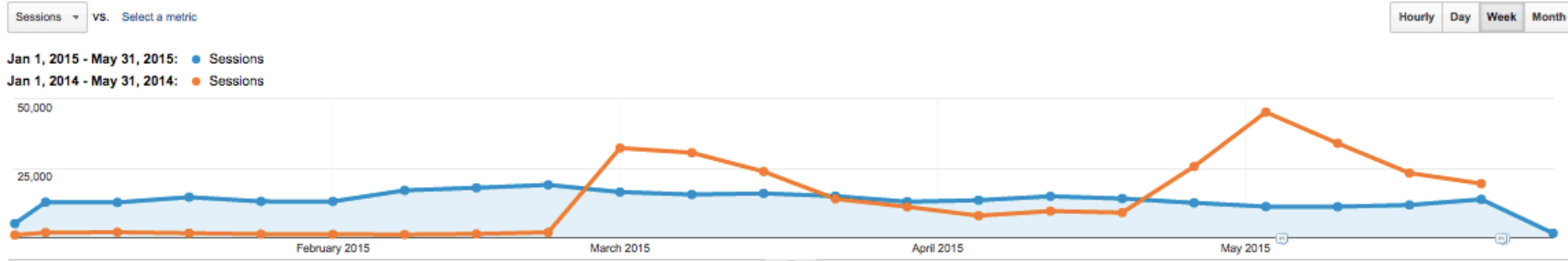


# GA set up checklist

INSTALLATION	KLART
Skapa ett GA konto	<input checked="" type="checkbox"/>
Installera Scriptet på alla sidor på hemsidan	<input checked="" type="checkbox"/>
Verifiera att Scriptet finns på alla sidor	<input checked="" type="checkbox"/>
Kontrollera att GA börjat fånga statistik	<input checked="" type="checkbox"/>
Utse en administratör	<input checked="" type="checkbox"/>
Ge läsa rättigheter	<input checked="" type="checkbox"/>
Aktivera Google Webmaster Tools	<input checked="" type="checkbox"/>
Skapa mål och värden på målen	<input type="checkbox"/>
KPI	<input type="checkbox"/>
Skapa visualisering av kanaler	<input type="checkbox"/>
Koppla Google AdWord	<input checked="" type="checkbox"/>
Spåra annan betald söktrafik från Bing och Yahoo	<input type="checkbox"/>
Spåra alla typer av kampanjer mha "URL builder"	<input type="checkbox"/>
Koppla till Google AdSense	<input type="checkbox"/>
Aktivera User-ID	<input type="checkbox"/>
Aktivera E-handelsspårning	<input type="checkbox"/>
Aktivera funktionen intern sökning	<input type="checkbox"/>
Filtrera bort robotar	<input checked="" type="checkbox"/>
Applicera profilfilter	<input type="checkbox"/>
Exkludera intern trafik	<input checked="" type="checkbox"/>
Skapa Backup och Testprofil	<input type="checkbox"/>
Säkerställ att det finns en ofiltrerad profil	<input type="checkbox"/>
Skapa avancerade segment	<input type="checkbox"/>
Skapa anpassade rapporter	<input type="checkbox"/>
Skapa anpassade alarm	<input type="checkbox"/>
Aktivera händelsspårning	<input type="checkbox"/>
Tag management	<input type="checkbox"/>
Aktivera spårning över flera domäner	<input type="checkbox"/>
Aktivera Demografiska data	<input checked="" type="checkbox"/>
Annotations	<input type="checkbox"/>



# General overview Sessions(2015/2014)



Sweden 94%

(Stockholm 47%)  
(Gothenburg 11%)  
(Skåne 9%)

Demographic/Interest data



# Platforms & Source

Device Category	Sessions	Sessions	contribution to total: Sessions
	306,131 % of Total: 100.00% (306,131)	306,131 % of Total: 100.00% (306,131)	
1. desktop	173,336	56.62%	
2. mobile	89,633	29.28%	
3. tablet	43,162	14.10%	

Default Channel Grouping	Segment	Sessions	% New Sessions	Bounce Rate	Pages / Session
Direct	Mobile Traffic	36332	45%	45%	2,70
Direct	Desktop Traffic	62777	56%	40%	3,45
Organic Search	Mobile Traffic	33130	44%	28%	3,02
Organic Search	Desktop Traffic	54026	48%	21%	3,92
(Other)	Mobile Traffic	7428	20%	51%	2,51
(Other)	Desktop Traffic	10684	21%	35%	3,47
Social	Mobile Traffic	5298	80%	72%	1,58
Social	Desktop Traffic	2360	38%	41%	3,74
Referral	Mobile Traffic	3550	15%	33%	3,41
Referral	Desktop Traffic	26208	21%	42%	3,87
Paid Search	Mobile Traffic	2787	75%	43%	1,74
Paid Search	Desktop Traffic	17018	75%	34%	1,94
Email	Mobile Traffic	367	19%	43%	2,38
Email	Desktop Traffic	894	16%	27%	4,21

# Page Speed Suggestions

Page <sup>?</sup>	Pageviews <sup>?</sup> ↓	Avg. Page Load Time (sec) <sup>?</sup>	PageSpeed Suggestions <sup>?</sup>	PageSpeed Score <sup>?</sup>
1.	306,774	5.70	7 total <sup>?</sup>	35
2.	121,341	5.22	7 total <sup>?</sup>	42
3.	54,057	4.39	7 total <sup>?</sup>	80
4.	10,019	6.96	0 total <sup>?</sup>	100
5.	9,506	2.96	8 total <sup>?</sup>	78
6.	9,002	1.61	8 total <sup>?</sup>	78
7.	8,745	3.23	0 total <sup>?</sup>	100
8.	8,591	10.73	5 total <sup>?</sup>	88
9.	5,374	3.11	6 total <sup>?</sup>	81
10.	4,980	8.58	8 total <sup>?</sup>	78

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# Traffic source & Landing page 2015

## Direct 38%

Landing Page	Sessions	% New Sessions	Bounce Rate	Goal Conversion Rate
/	11729 (29%)	51%	12,62%	6,25%
/	1739 (12%)	32%	8,01%	3,05%
/	144 (2%)	67%	47,37%	4,19%
/	562	6%	0,00%	5,87%
/	557	62%	68,76%	3,59%
/	454	50%	76,43%	2,42%
/	413	52%	66,10%	5,33%
/	408	54%	69,36%	2,45%
/	397	66%	73,55%	4,03%
/	393	23%	13,49%	1,02%

## Organic (34%)

Landing Page	Sessions	% New Sessi	Bounce Rate	Goal Conversion Rate
/	36481 (36%)	40%	9%	6%
/	35429 (35%)	57%	14%	2%
/	6218 (6%)	77%	34%	6%
/	565	6%	0%	7%
/	342	38%	53%	6%
/	294	34%	34%	6%
/	279	0%	9%	1%
/	271	46%	10%	15%
/	207	80%	29%	2%
/	201	51%	11%	11%

## Referral (11%)

Landing Page	Sessions	% New Sessions	Bounce Rate	Goal Conversion Rate
/	13146 (31%)	40%	35%	4%
/	5228 (12%)	22%	13%	4%
/	5058 (12%)	8%	96%	0%
/	2640 (6%)	63%	53%	5%
/	699	74%	88%	0%
/	674	0%	0%	80%
/	481	89%	84%	0%
/	448	1%	7%	55%
/	387	97%	79%	0%
/	379	94%	79%	0%

## Paid traffic (7%)

Landing Page	Sessions	% New Sessi	Bounce Rate	Goal Conversion Rate
/	16180	81%	38%	3%
/	4356	74%	34%	1%
/	375	1%	0%	0%
/	328	81%	16%	0%
/	321	6%	9%	13%
/	250	82%	12%	0%
/	209	83%	15%	0%
/	137	80%	21%	0%
/	72	86%	8%	0%
/	64	83%	9%	0%

404 ←

1. Direct	115,909 (37.86%)
2. Organic Search	103,492 (33.81%)
3. Referral	33,722 (11.02%)
4. Paid Search	22,772 (7.44%)
5. (Other)	20,508 (6.70%)
6. Social	8,420 (2.75%)
7. Email	1,308 (0.43%)

- Buy before sell (also when start page is /)
- % new sessions in context with bounce
- Direct/Organic/Referral (Scewed)/Paid (+ New)
- Social
- Email (mailchimp?)



# Landing page & source/medium

Landing Page ?	Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
		303,878 % of Total: 99.26% (306,131)	47.27% Avg for View: 47.11% (0.33%)	143,632 % of Total: 99.59% (144,228)	35.60% Avg for View: 35.84% (-0.65%)	3.26 Avg for View: 3.22 (1.01%)
	google / organic	34,376 (11.31%)	57.12%	19,635 (13.67%)	13.63%	2.97
	google / organic	34,095 (11.22%)	39.77%	13,558 (9.44%)	8.53%	5.11
	(direct) / (none)	32,729 (10.77%)	50.99%	16,689 (11.62%)	12.62%	4.73
	(direct) / (none)	13,739 (4.52%)	31.57%	4,338 (3.02%)	8.01%	3.19
	google / cpc	13,129 (4.32%)	80.37%	10,552 (7.35%)	36.67%	1.82
	google / organic	5,995 (1.97%)	76.58%	4,591 (3.20%)	33.24%	2.37
	dn.se / referral	5,106 (1.68%)	71.27%	3,639 (2.53%)	66.00%	2.10
	dn.se / referral	5,054 (1.66%)	8.01%	405 (0.28%)	95.71%	1.09
	Bing / cpc	3,051 (1.00%)	84.07%	2,565 (1.79%)	44.28%	1.79
	Bing / cpc	2,532 (0.83%)	78.32%	1,983 (1.38%)	41.07%	1.68
	E-post_Nya_bilar / E-post_Nya_bilar_objekt	2,282 (0.75%)	0.00%	0 (0.00%)	7.58%	3.55
	(direct) / (none)	2,244 (0.74%)	66.71%	1,497 (1.04%)	47.37%	2.62
	E-post_Nya_bilar / E-post_Nya_bilar_objekt	1,845 (0.61%)	0.00%	0 (0.00%)	8.29%	4.73
	google / cpc	1,824 (0.60%)	67.49%	1,231 (0.86%)	23.36%	2.58
	online.csign.se / referral	1,788 (0.59%)	0.00%	0 (0.00%)	4.53%	6.21
	bing / organic	1,635 (0.54%)	38.96%	637 (0.44%)	7.71%	4.86
	E-post_Nya_bilar / E-post_Nya_bilar_logga	1,207 (0.40%)	13.42%	162 (0.11%)	11.18%	4.64
	online.csign.se / referral	1,029 (0.34%)	0.00%	0 (0.00%)	5.25%	4.15



# Direct traffic & Exit page

Exits is the number of times visitors exited your site from a specified page or set of pages.

%Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).



Page ?	Exits ?	Page Views ?	% Exit ?
<b>Direct Traffic</b>	<b>114,588</b> % of Total: 37.67% (304,169)	<b>362,902</b> % of Total: 36.64% (990,566)	<b>31.58%</b> Avg for View: 30.71% (2.83%)
1.	<b>28,977</b> (25.29%)	103,640 (28.56%)	27.96%
2.	<b>7,593</b> (6.63%)	46,193 (12.73%)	16.44%
3.	<b>2,523</b> (2.20%)	10,135 (2.79%)	24.89%
4.	<b>1,041</b> (0.91%)	3,883 (1.07%)	26.81%
5.	<b>719</b> (0.63%)	3,329 (0.92%)	21.60%
6.	<b>688</b> (0.60%)	1,394 (0.38%)	49.35%
7.	<b>671</b> (0.59%)	4,405 (1.21%)	15.23%
8.	<b>537</b> (0.47%)	1,053 (0.29%)	51.00%
9.	<b>508</b> (0.44%)	919 (0.25%)	55.28%
10.	<b>424</b> (0.37%)	933 (0.26%)	45.44%

- 25% of the visitors exit from /köpa
- 28% of visitors to /köpa exit from /köpa
- **Is it desirable** (compare to "Thank You" page) or is the information provided not sufficient to help the visitors. Does not say anything as there are no structured experience for visitors





# Organic traffic & Exit page

Exits is the number of times visitors exited your site from a specified page or set of

%Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

Page ?	Exits ?	Page Views ?	% Exit ?
<b>Organic Traffic</b>	<b>101,903</b> % of Total: 33.50% (304,169)	<b>370,257</b> % of Total: 37.38% (990,566)	<b>27.52%</b> Avg for View: 30.71% (-10.37%)
1.	45,881 (45.02%)	138,212 (37.33%)	33.20%
2.	7,195 (7.06%)	50,008 (13.51%)	14.39%
3.	5,828 (5.72%)	16,719 (4.52%)	34.86%
4.	964 (0.95%)	3,939 (1.06%)	24.47%
5.	931 (0.91%)	1,820 (0.49%)	51.15%
6.	709 (0.70%)	3,533 (0.95%)	20.07%
7.	539 (0.53%)	3,272 (0.88%)	16.47%
8.	369 (0.36%)	2,767 (0.75%)	13.34%
9.	339 (0.33%)	3,671 (0.99%)	9.23%
10.	299 (0.29%)	960 (0.26%)	31.15%

- 45% of the visitors exit from /köpa
- 33% of visitors to /köpa exit from /köpa
- **Is it desirable** (compare to "Thank You" page) or is the information provided not sufficient to help the visitors. Does not say anything as there are no structured experience for visitors



# Referral traffic & Exit page

Exits is the number of times visitors exited your site from a specified page or set of pages.

%Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

Referral Traffic		41,778 % of Total: 13.74% (304,169)	141,749 % of Total: 14.31% (990,561)	29.47% Avg for View: 30.71% (-4.02%)		
1.		8,561 (20.49%)	36,969 (26.08%)	23.16%		
2.		6,214 (14.87%)	19,037 (13.43%)	32.64%		
3.		5,057 (12.10%)	5,504 (3.88%)	91.88%		
4.		2,204 (5.28%)	6,426 (4.53%)	34.30%		
5.		681 (1.63%)	906 (0.64%)	75.17%		
6.						
			<b>Source</b>	<b>Sessions</b>	<b>% New Sessions</b>	<b>Bounce Rate</b>
			dn.se	10699 (25%)	38%	79%
				6117 (15%)	0%	20%
				5284 (13%)	85%	75%
				2081	36%	42%
				1804	45%	58%
				1535	25%	36%
				1507	0%	23%
				591	15%	25%
				551	79%	49%
				454	5%	23%











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- 20 of the visitors exit from /köpa
- 23% of visitors to /köpa exit from /köpa
- **Is it desirable** (compare to "Thank You" page) or is the information provided not sufficient to help the visitors. Does not say anything as there are no structured experience for visitors (ex DN ad and low new visits and high bounce)

# Paid traffic & Exit page

Exits is the number of times visitors exited your site from a specified page or set of pages.

%Exit is (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

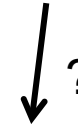
Paid Traffic		22,428 % of Total: 7.37% (304,169)	43,958 % of Total: 4.44% (990,566)	51.02% Avg for View: 30.71% (66.16%)
1.		13,100 (58.41%)	20,499 (46.63%)	63.91%
2.		4,745 (21.16%)	9,204 (20.94%)	51.55%
3.		300 (1.34%)	492 (1.12%)	60.98%
4.		225 (1.00%)	375 (0.85%)	60.00%
5.		197 (0.88%)	305 (0.69%)	64.59%
6.		163 (0.73%)	620 (1.41%)	26.29%
7.		145 (0.65%)	670 (1.52%)	21.64%
8.		116 (0.52%)	197 (0.45%)	58.88%
9.		59 (0.26%)	107 (0.24%)	55.14%
10.		59 (0.26%)	110 (0.25%)	53.64%

- 27% (29%) of the visitors exit from homepage
- 41% (38%) of visitors to homepage exit from homepage
- No significant change year on year
- Is it desirable (compare to "Thank You" page) or is the information provided not sufficient to help the visitors. Does not say anything as there are no structured experience for visitors



# Paid traffic

Revenue-per-click is the average revenue (from ecommerce sales and/or goal value) you received for each click on one of your search ads.



Campaign	Impressions	Clicks	Sessions	CTR	Cost	CPC	RPC
	59444	9873	10016	16,61%	49079,42	4,97	5,06
	56294	3124	3397	5,55%	38798,05	12,42	113,80
	52714	6962	473	13,21%	8450,62	1,21	0,00
	30842	2303	2435	7,47%	19406,43	8,43	97,48
	11094	669	748	6,03%	7899,55	11,81	127,06
	0	0	16	0,00%	0,00	0,00	0,00
	0	0	3067	0,00%	0,00	0,00	0,00
	0	0	3093	0,00%	0,00	0,00	0,00



# Top Queries

The queries that made  show up in the Google search result (SERP).

The actual search queries that triggered impressions of your AdWords ads.

Query	Impressions	Clicks	Average Pos	CTR (%)	Matched Search Query	Clicks	Cost	CPC
	400	320	0,00	80,00		← 3795	20055,18	5,28
	400	60	0,01	15,00		803	4067,46	5,07
	1000	30	7,00	3,00		← 749	9596,94	12,81
	500	22	2,45	4,40		680	3369,61	4,96
	22	16	0,00	72,73		393	1735,98	4,42
	150	16	0,01	10,67		345	1733,82	5,03
	← 150	16	1,20	10,67		293	1560,98	5,33
	← 900	12	5,17	1,33		240	673,45	2,81
	5	5	1,40	100,00		233	1239,21	5,32
	5	5	3,60	100,00		214	2698,20	12,61
	90	5	7,24	5,56		← 206	2163,55	10,50
	5	5	3,20	100,00		177	851,03	4,81
	5	5	5,20	100,00		146	462,78	3,17
	170	5	1,44	2,94		137	681,77	4,98
	5	5	2,00	100,00		98	482,99	4,93
	5	5	6,60	100,00		97	1141,64	11,77
	5	5	0,80	100,00		97	1145,42	11,81
	← 30	5	5,60	16,67		95	900,88	9,48
	35	5	10,77	14,29		90	322,78	3,59
	5	5	8,40	100,00		90	459,52	5,11
	5	5	4,00	100,00		80	1092,73	13,66
	5	5	0,20	100,00		75	393,27	5,24
	90	5	4,91	5,56		69	358,58	5,20
	35	5	2,63	14,29		69	362,15	5,25
	500	5	7,40	1,00		68	649,59	9,55

# Goals & Conversion rates

Goal	ID	Goal type
	Goal ID 2 / Goal Set 1	Event
	Goal ID 6 / Goal Set 2	Destination
	Goal ID 3 / Goal Set 1	Event
	Goal ID 7 / Goal Set 2	Event
	Goal ID 5 / Goal Set 1	Destination
	Goal ID 1 / Goal Set 1	Event
	Goal ID 4 / Goal Set 1	Destination

## Event goals:

Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and Video plays are all examples of actions you might want to track as Events.

## Destination goals:

When you create a Destination Goal, you also have the option to create Funnel for that Goal. A Funnel is a sequence of pages that you anticipate users seeing *before* they reach the Goal.



# SEO summary

<b>Response Codes</b>		
All	146	100,00%
No Response	0	0,00%
Success (2xx)	129	88,36%
Redirection (3xx)	13	8,90%
Client Error (4xx)	4	2,74%
Server Error (5xx)	0	0,00%
<b>Page Titles</b>		
All	18	100,00%
Missing	0	0,00%
Duplicate	15	83,33%
Over 65 Characters	15	83,33%
Below 30 Characters	0	0,00%
Over 482 Pixels	15	83,33%
Below 200 Pixels	0	0,00%
Same as H1	0	0,00%
Multiple	0	0,00%
<b>Meta Description</b>		
All	18	100,00%
Missing	13	72,22%
Duplicate	2	11,11%
Over 156 Characters	1	5,56%
Below 70 Characters	2	11,11%
Over 928 Pixels	0	0,00%
Below 400 Pixels	2	11,11%
Multiple	0	0,00%
<b>Meta Keywords</b>		
All	18	100,00%
Missing	18	100,00%
Duplicate	0	0,00%
Multiple	0	0,00%





## **Dream** Communication

*Motivating People*