



WordCamp Switzerland 2023
#WCCH

Claudia Kramer

Unlocking the Power of Digital Insights: The Essential Role of Web Analytics for Website Owners, Managers, and Marketers

In this talk, we will delve into the world of web analytics and explore the many ways in which it can help you better understand your audience, improve your website's content, and make data-driven decisions that can take your business to new heights.



Agenda

- 1 Definitions & expectations
- 2 Example: ecomm website
- 3 Example: blogger
- 4 Example: b2b services website
- 5 Conclusion and tips

“

We are surrounded by data
but starved for insights.

Jay Baer



Digital ecosystem





Digital ecosystem





Digital ecosystem



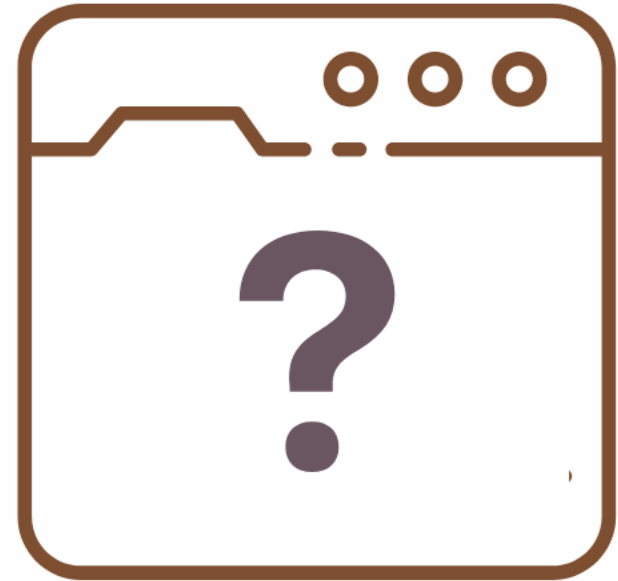
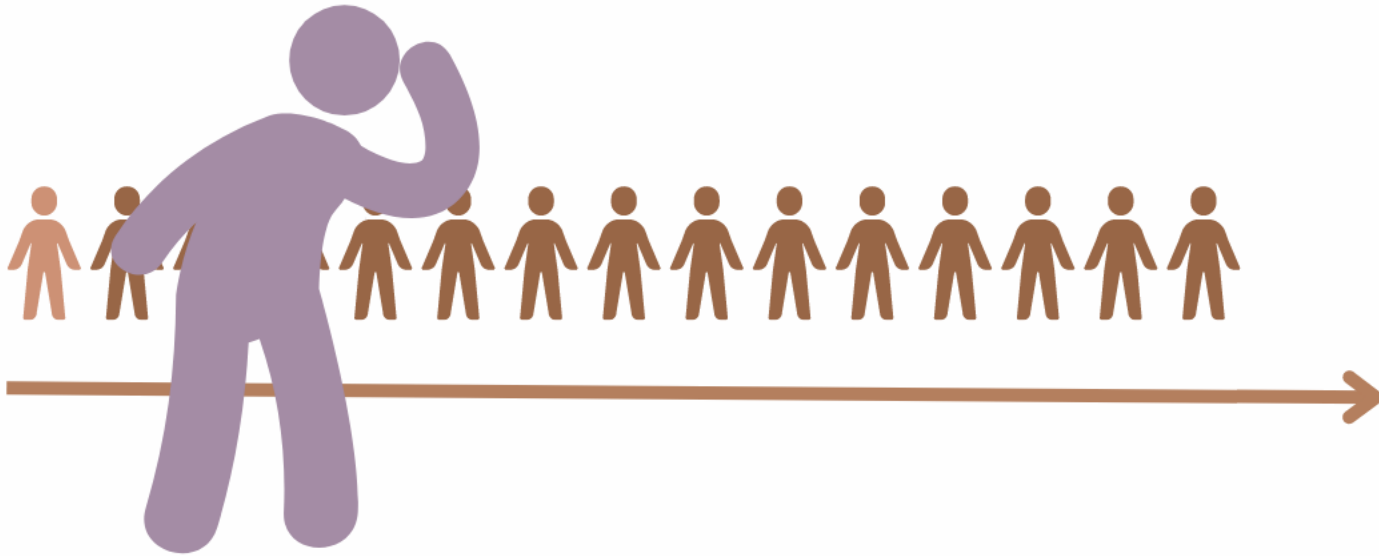


Digital ecosystem





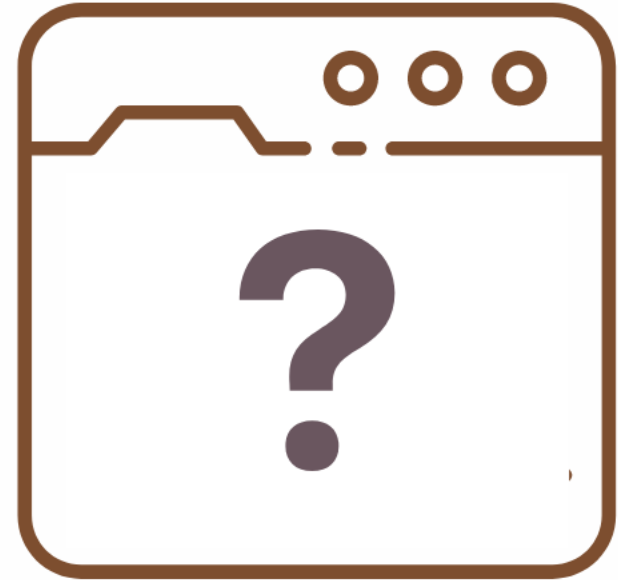
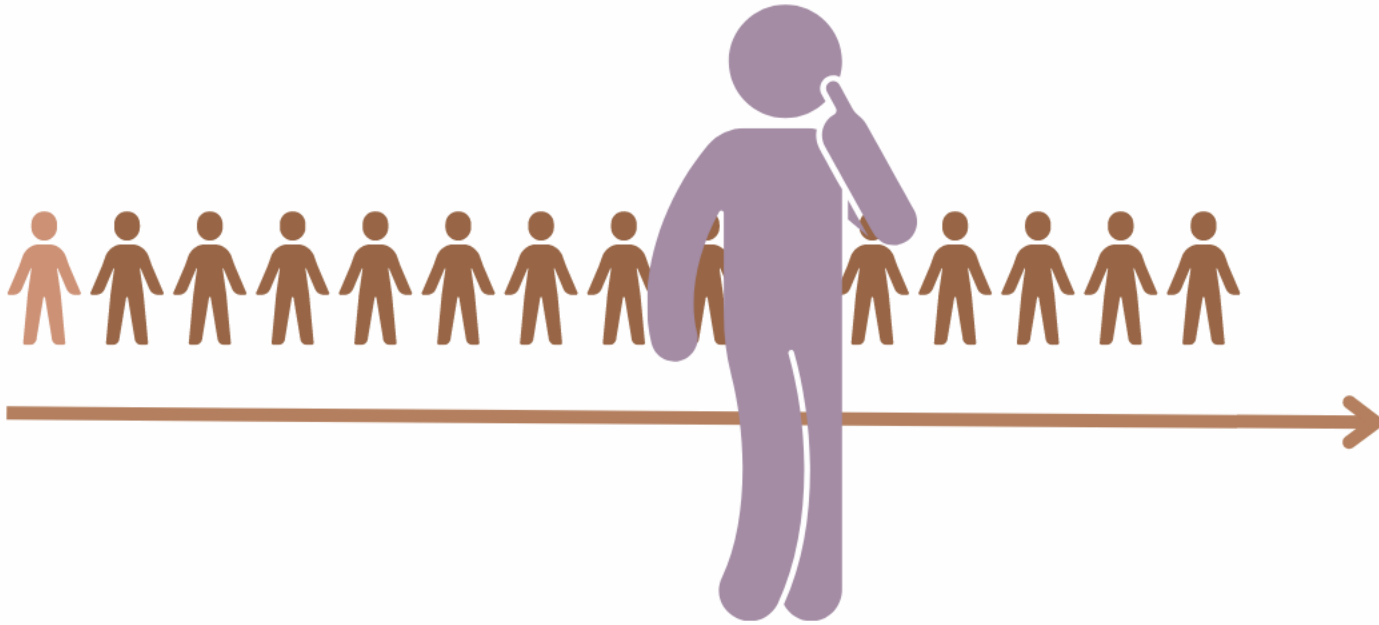
Customer Journey



From Awareness



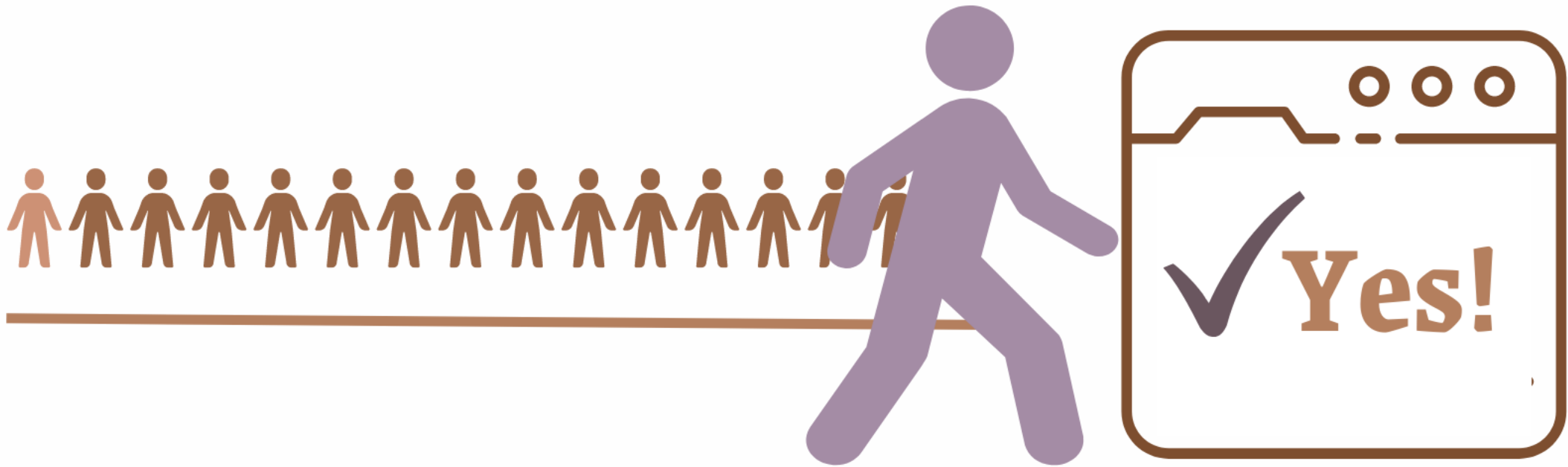
Customer Journey



To Consideration



Customer Journey



To Conversion



Customer Journey





Customer Journey





Customer Journey





Customer Journey



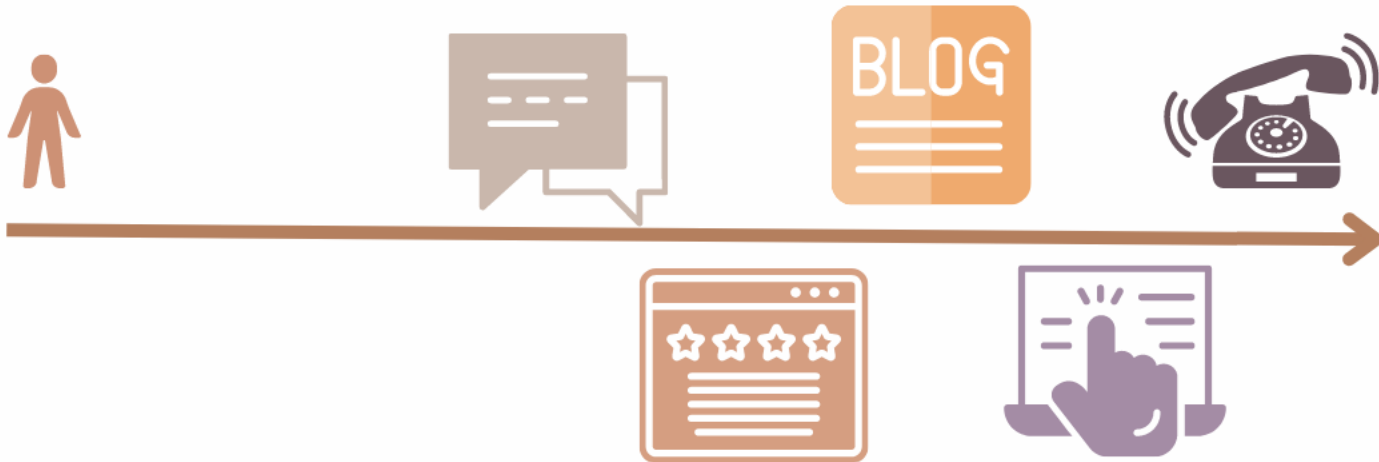


Customer Journey



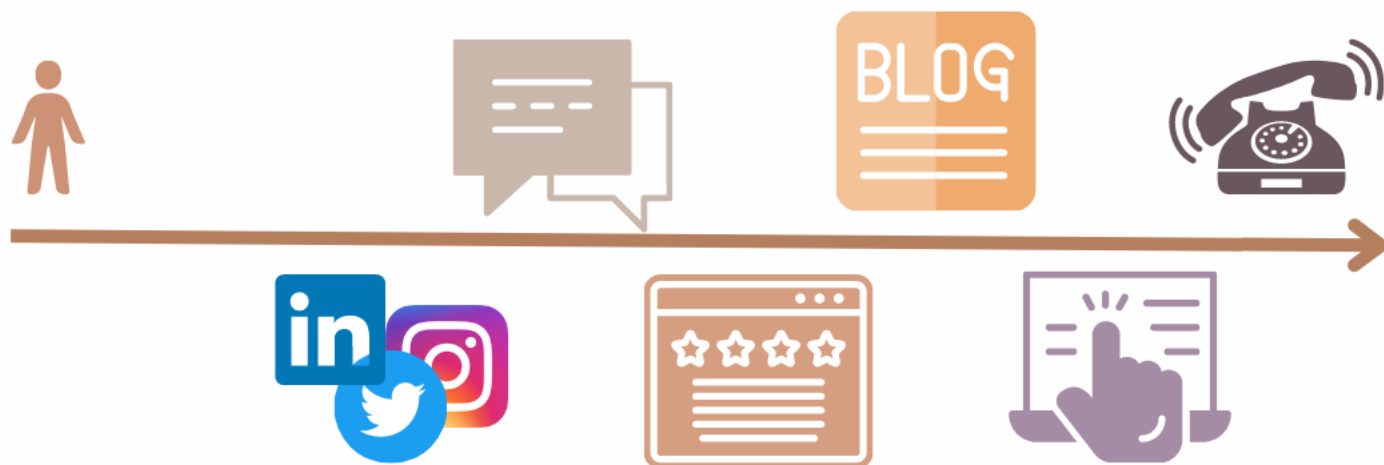


Customer Journey



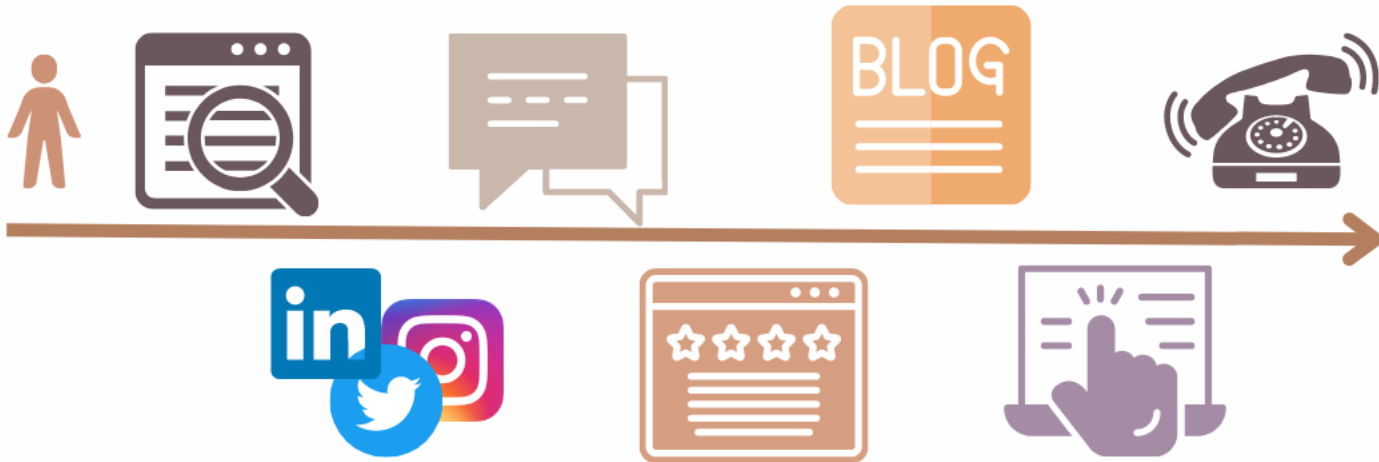


Customer Journey



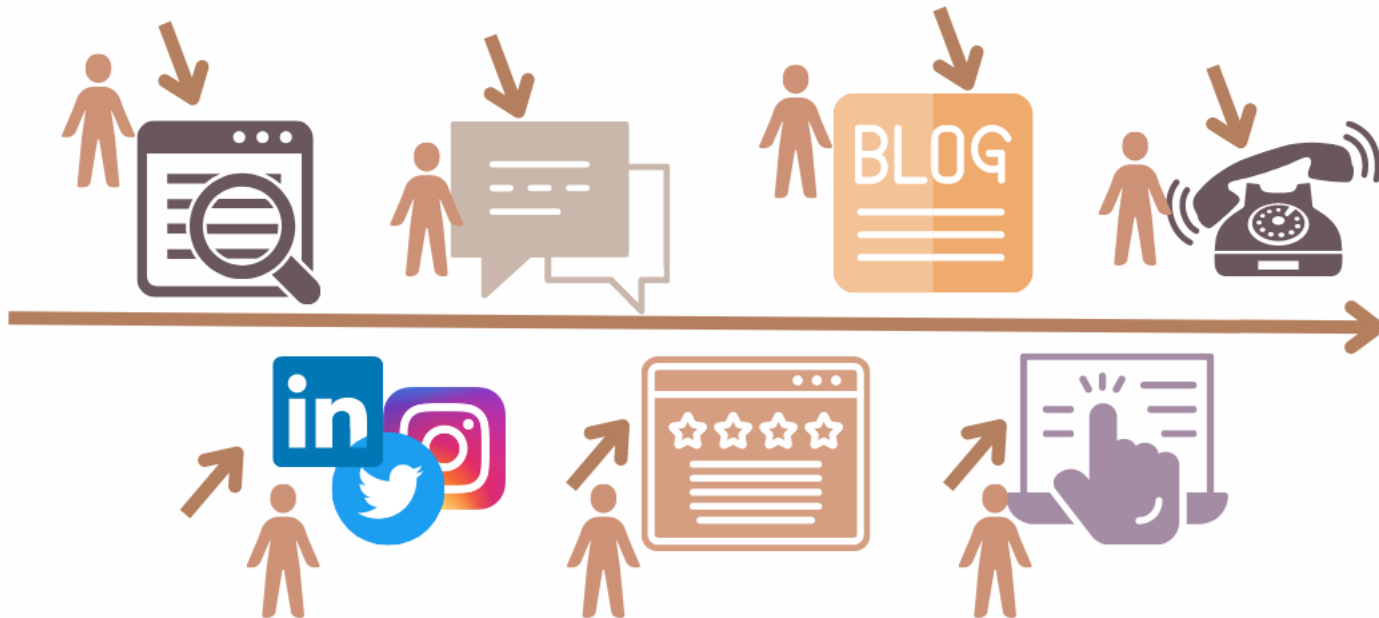


Customer Journey





Touchpoints



How many touchpoints before becoming a client, a prospect or a subscriber?

1

Home decor
online shop

2

Writer's
website

3

B2B service
based website



BRING MEXICO HOME
VIBRANT HOME DECOR & ACCESSORIES

Modern Mexican Home Decor & Accessories
Handcrafted by Artisans & envisioned by Mexican
Designers



Scenario ecomm



Main objective: sell products



Scenario: ecomm



Main Touchpoints



Scenario: ecomm

OS
ICO

Total Users

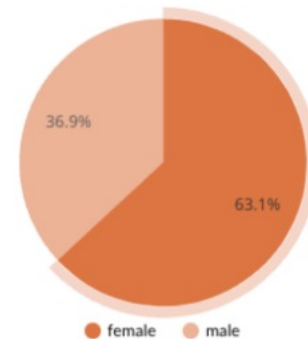
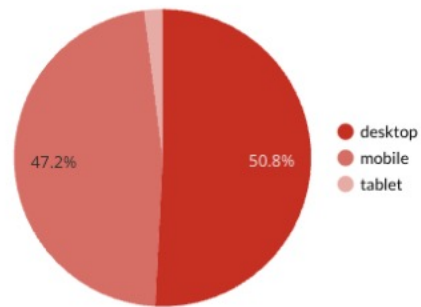
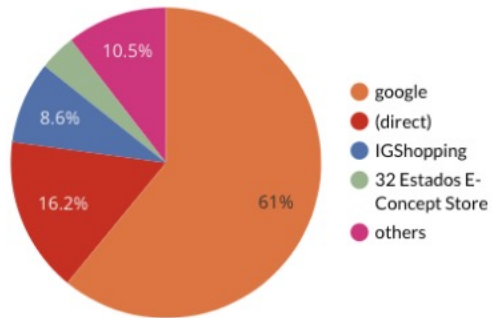
5.4K

New Users

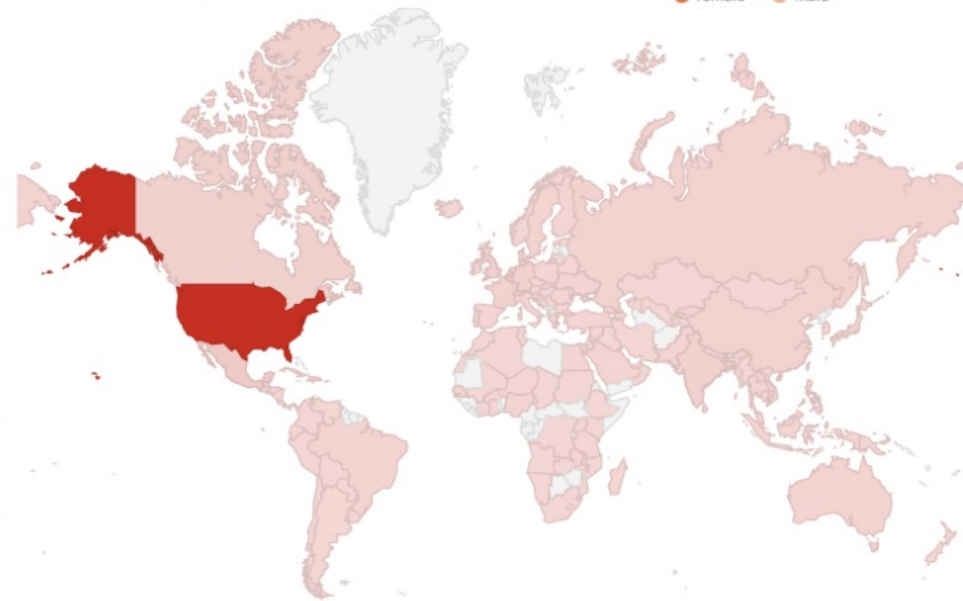
5.4K

Total Sessions

6.4K



	Country	Source / Medium	Sessions	Pageviews	Revenue
1.	United States	google / organic	2,332	5,240	
2.	United States	(direct) / (none)	1,320	1,707	
3.	Canada	google / organic	92	253	
4.	France	IGShopping / Social	12	228	
5.	Switzerland	(direct) / (none)	101	433	
6.	United States	pinterest.com / refe...	31	103	
7.	United States	bing / organic	3	18	
8.	Puerto Rico	IGShopping / Social	1	15	
9.	Greece	facebook / (not set)	1	12	
10.	Indonesia	docs.google.com / re...	1	1	
11.	Poland	google / organic	9	15	



Country Visits

1 3,460



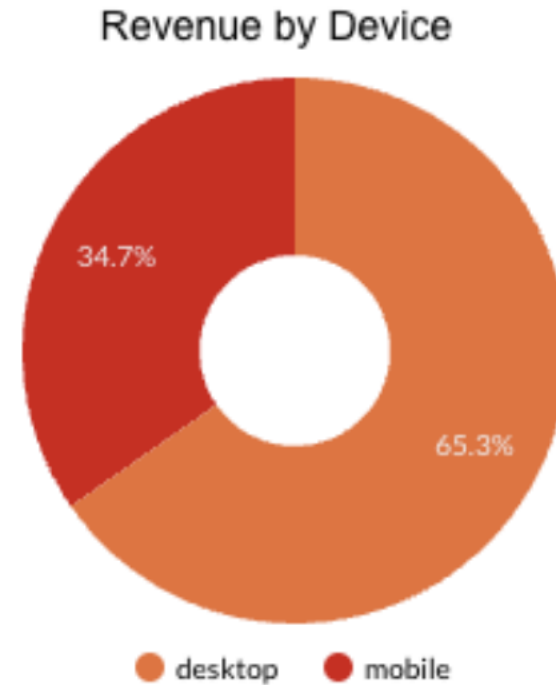
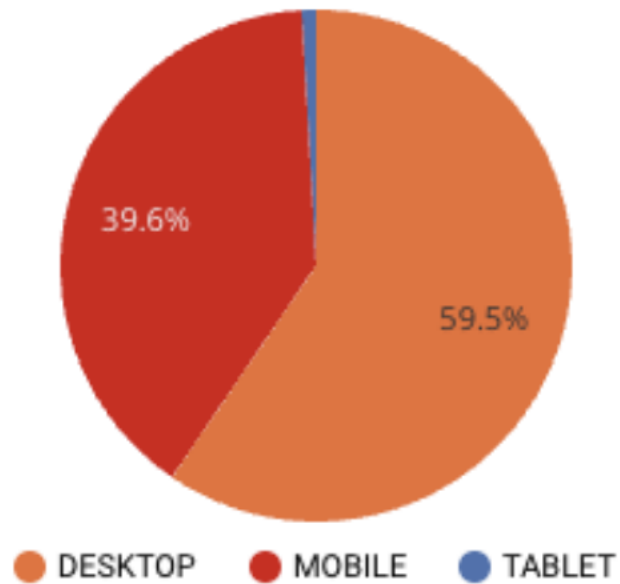
Scenario: ecomm

Query	Country	Impressions	Clicks	Site CTR	Average Position
mexican home decor	United States	3,877	41	1.06%	13.01
malte taller	United States	185	39	21.08%	3.28
colorindio	United States	262	30	11.45%	2.29
modern mexican home decor	United States	1,032	27	2.62%	6.01
modern mexican decor	United States	1,957	25	1.28%	8.75
mexican home decor stores	United States	213	20	9.39%	3.08
mexican dog collar	United States	1,575	14	0.89%	9.93
32 estados	United States	62	12	19.35%	2.81
32 estados	Switzerland	18	11	61.11%	2.33
mexican modern decor	United States	585	10	1.71%	9.28
mexican decor	United States	806	9	1.12%	30.08
xicalcolihqui meaning	United States	183	9	4.92%	8.04
modern mexican design	United States	312	9	2.88%	9.65
mexican home goods	United States	143	8	5.59%	9.28
mexican modernism decor	United States	283	8	2.83%	10.37
mexican enamelware	United States	214	7	3.27%	9.95
recycled plastic tote bags	United States	414	7	1.69%	18.98
modern mexican interior design	United States	645	7	1.09%	14.29
recycled beach bag	United States	367	6	1.63%	11.95
mexican wall art	United States	641	6	0.94%	31.89
handcrafted in mexico artisan made f...	United States	135	5	3.7%	18.1

Sales from US organic searches went from 50% to 70% in the second year. And revenue doubled.



Scenario: ecomm



Desktop is not only more prevalent than mobile in organic search, but it also dominates sales.



Scenario: ecomm



Which other questions can move your business forward?

1

Home decor
online shop

2

Writer's
website

3

B2B service
based website

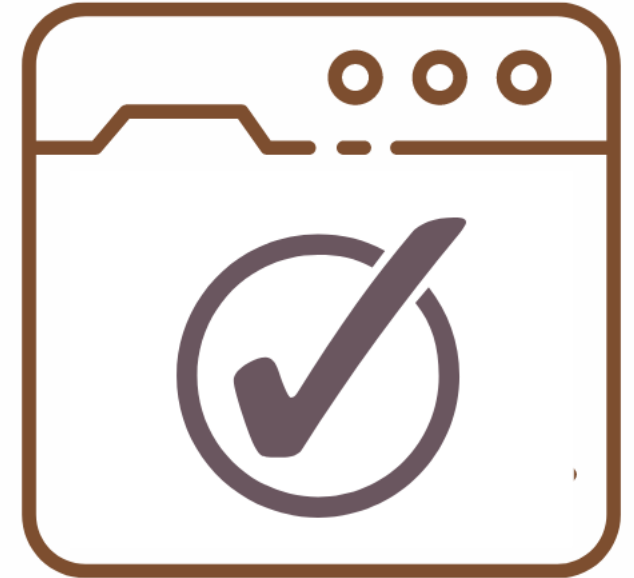
THE ZEITGEIST

here we re-write the rules of **motherhood**





Scenario: writer



Main objective: get newsletter subscribers



Scenario: writer



Main objective: get newsletter subscribers

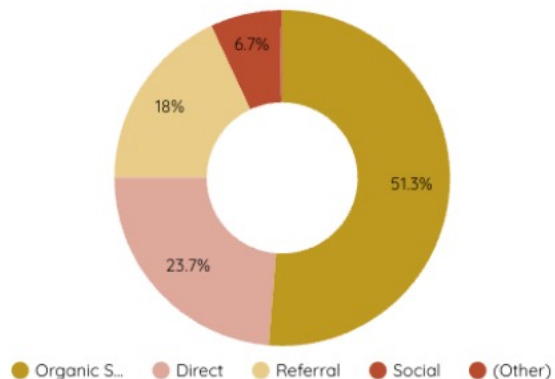


Scenario: writer

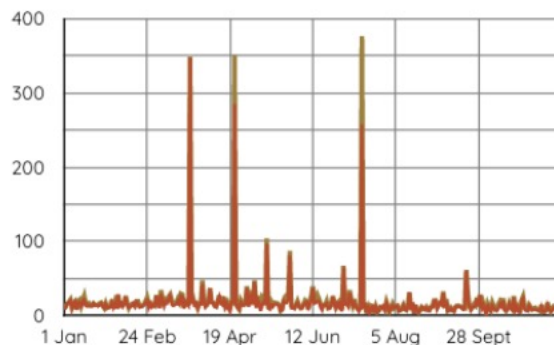
Acquisition Report

Report you can see where you traffic is coming from, from organic searches to referrals.

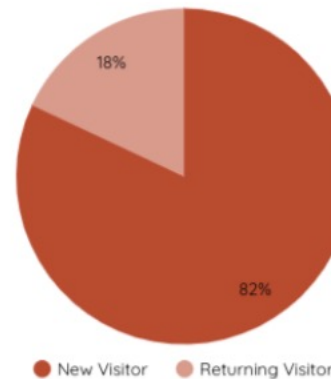
Top Acquisition Channels



Users vs New Users



New vs Returning Visitor



Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Duration
google / organic	2,887	2,531	2,511	1.21%	3.2	00:01:44
(direct) / (none)	1,627	1,295	1,291	2.58%	3.3	00:02:48
linstagram.com / referral	200	93	87	0.5%	3.18	00:03:31
baidu / organic	172	171	165	65.12%	1.35	00:00:02
instagram.com / referral	106	104	99	1.89%	3.57	00:01:53
facebook.com / referral	95	95	95	0%	2	00:00:01
bing / organic	44	40	40	13.64%	4.05	00:01:32
orientalsugaring.rocks / referral	44	43	43	0%	2.32	00:01:05
linkedin.com / referral	31	31	30	0%	2.39	00:01:23
findingfashionjules.com / referral	29	20	17	0%	2.83	00:01:32
mail.google.com / referral	23	3	2	0%	7.39	00:15:31
yahoo / organic	19	19	19	5.26%	2.37	00:00:06



Scenario: writer

Most popular pages with title breakdown

Page Title	Source / Medium	Avg. Session Duration	% Δ	Pageviews	% Δ	Users	% Δ
Mums in Heels Mums in Heels Blog	google / organic	00:01:08	27.6% ↑	94	3.3% ↑	77	5.5% ↑
5 imaginative children lifestyle brands promoting curiosity, creativity and free spirit in children	google / organic	00:00:09	-89.1% ↓	12	-40.0...	10	-23.1% ↓
5 Wellness hacks every woman above 40 should know about - Mums in Heels	google / organic	00:02:39	1,418.1% ↑	10	400.0...	10	400.0...
HOUSE OF CHANGE, How to fuel creativity and make it a serious business? Interview with Marisa Burn, co-founder of the House of Change - Mums in Heels	instagram.com / referral	00:01:13	-24.7% ↓	10	-68.8...	9	-62.5% ↓
Milan Fashion Week! What's New and Style Goals in 2023 - Mums in Heels	instagram.com / referral	00:01:06	-	11	-	9	-
Mums in Heels Mums in Heels Blog	facebook.com / referral	00:00:00	-	9	-59.1...	9	-59.1% ↓
Women at work and how to help women return to work after maternity leave relocation	google / organic	00:00:33	280.8% ↑	6	100.0...	6	100.0...
Mums in Heels Brand Strategy & Styling About Tsitaliya Mircheva-Petrova	google / organic	00:20:19	85.5% ↑	8	-11.1...	5	0.0%
The truth about ...Nicole - Mums in Heels	google / organic	00:02:08	16.0% ↑	4	33.3...	4	100.0...
An Ode to Love, before and after Marriage, on St. Valentine's Day and beyond - Mums in Heels	google / organic	00:00:02	-75.0% ↓	4	300.0...	4	300.0...

By identifying relevant topics, more content can be created to increase readership.



Scenario: writer



What other topics are trending/important to this target audience?

1

Home decor
online shop

2

Writer's
website

3

B2B service
based website

WE PINPOINT YOUR POSITION AND GET YOUR STORY OUT THERE

➔ SERVICES OVERVIEW

BRAND STRATEGY

PUBLIC RELATIONS

DIGITAL MARKETING



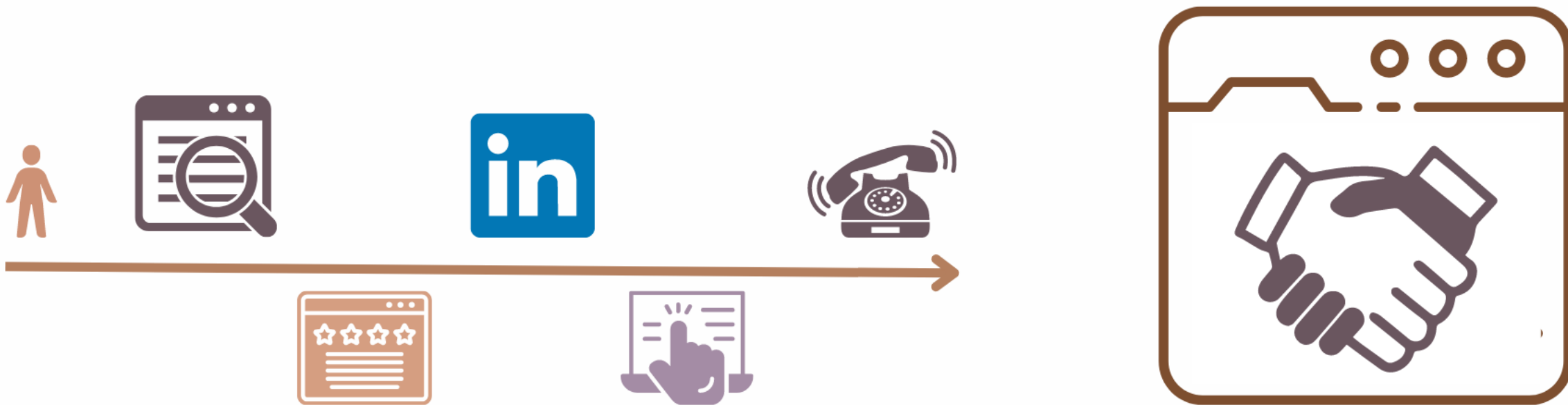
Scenario: b2b



Main objective: get leads / prospects



Scenario: b2b



Main objective: get leads / prospects



Scenario: b2b

Main

SEO

SEM

LinkedIn

From 1.1.2020 To 30.06.2020

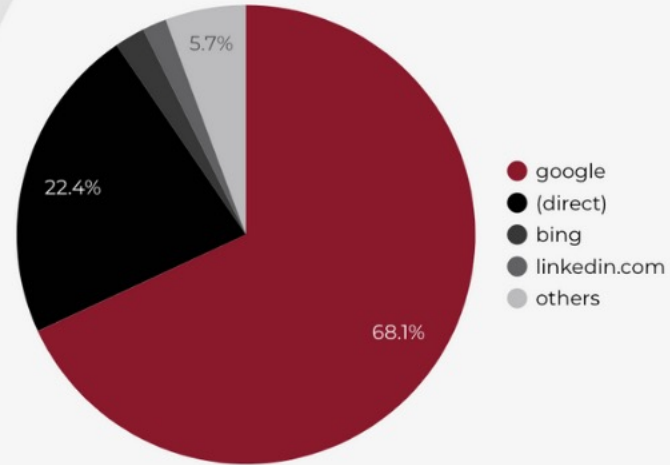
Marketing efforts



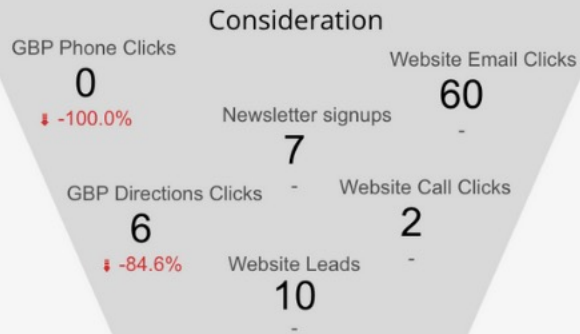
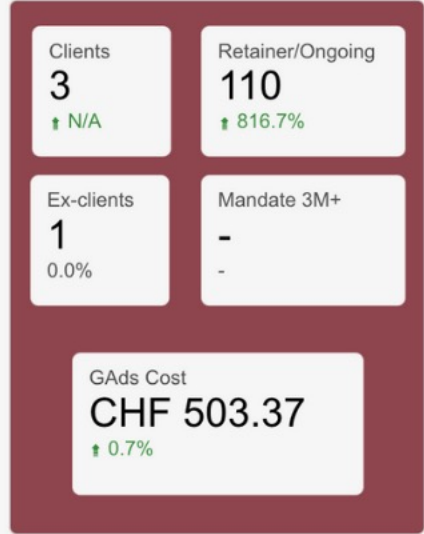
Awareness Results



Website Traffic Sources



Business Overview

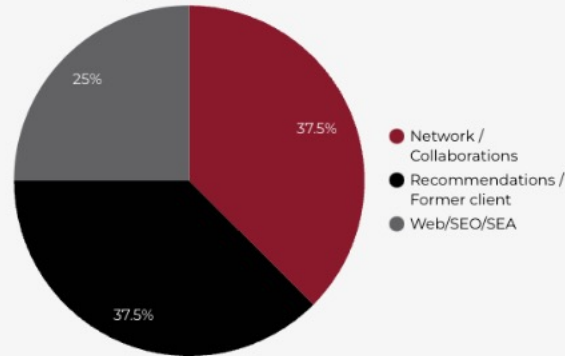


Conversions



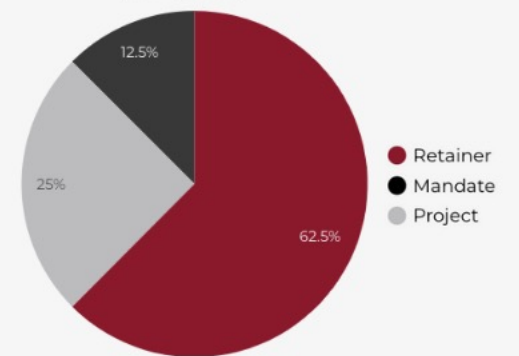
New Client Sources

(last quarter)



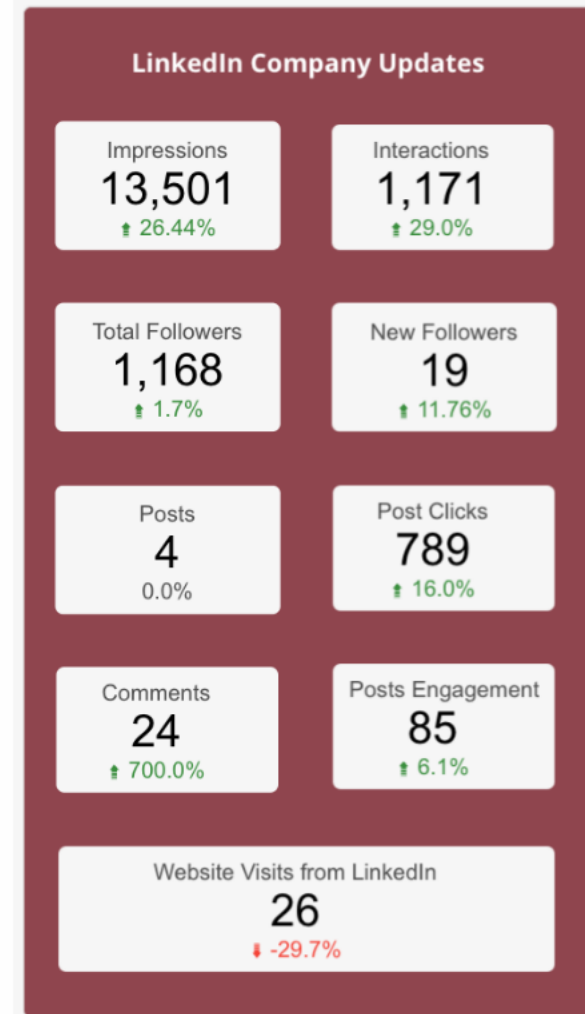
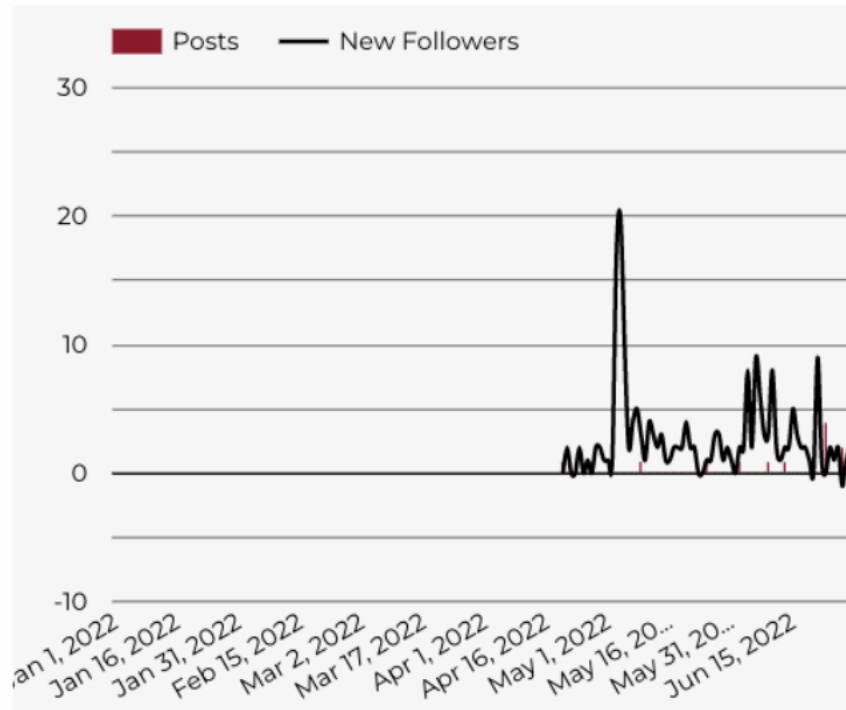
Project's types

(last quarter)





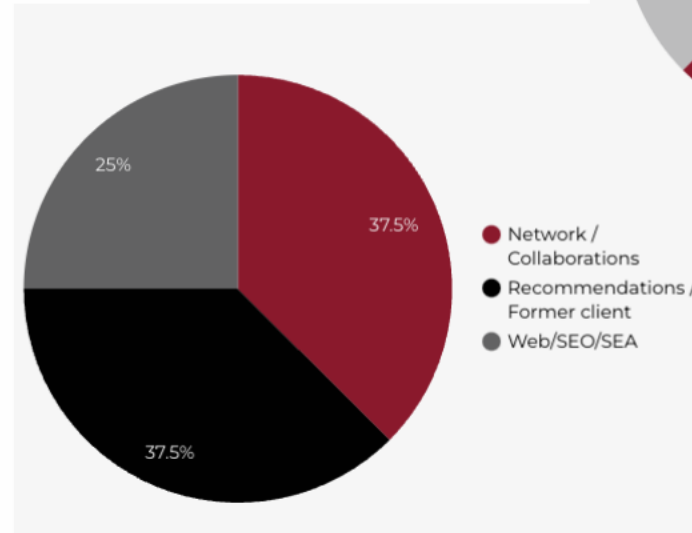
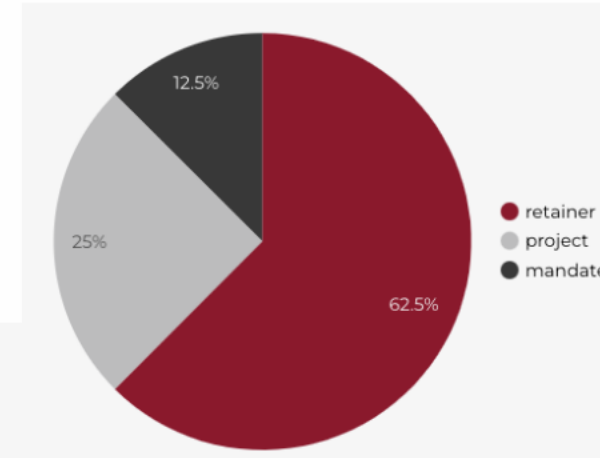
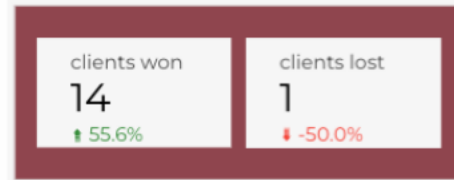
Scenario: b2b



The decision to focus on only *one* social media platform led to an increase in followers.



Scenario: b2b



Knowing *what kind of* clients you want more of and *where they come from* allows you to focus.



Scenario: b2b



How else can the process of acquiring new clients be improved?

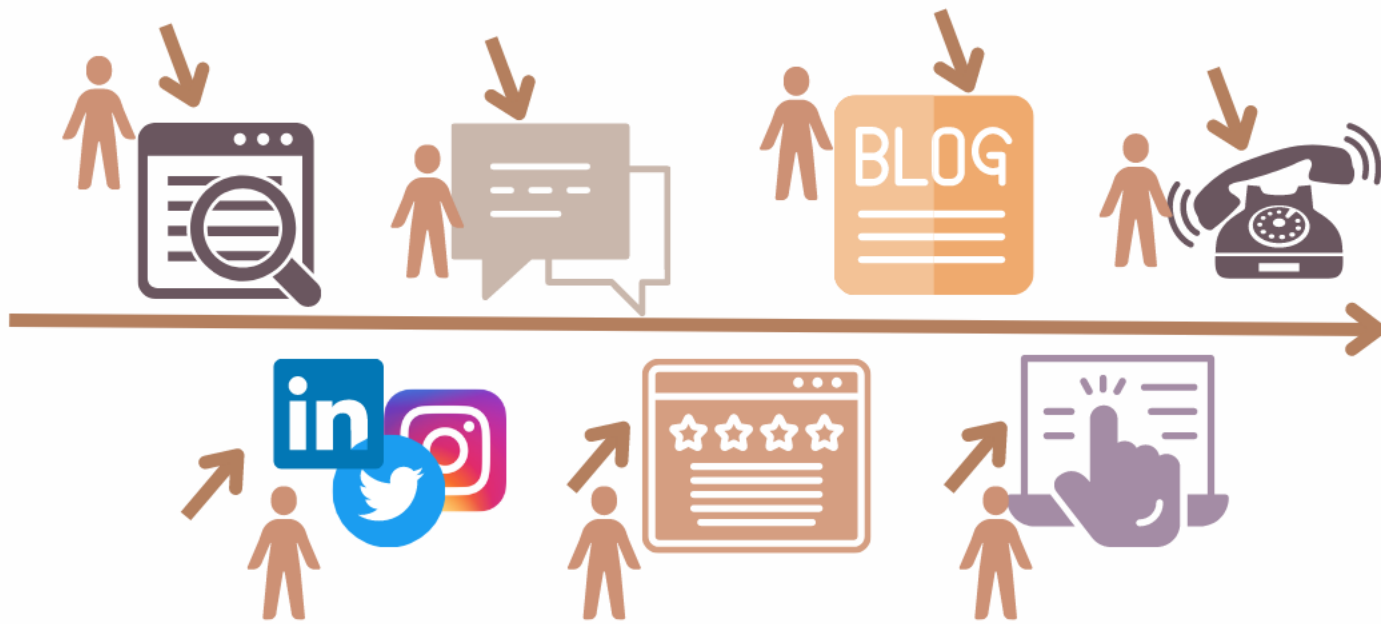
“

The 95-5 rule shows that 95% of your potential [buyers] aren't ready to [buy] today. This 95% are “out-market” today but will be “in-market” sometime in the future.

*Tyrona Heath
LinkedIn*



Touchpoints



Where should you invest your marketing efforts?



Takeaways



Ask relevant questions



Know your customer journey



Continuously optimise

Thank you!



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Any questions?

Des questions?

Fragen?



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