



Web Analytics Training

Web Studio

MAIN KPI

ACQUISITION

Sessions

It is the number of visits on the website.
A session is ended after 30 minutes of inactivity.
Note that a new session is counted for a new entry after 30 minutes of inactivity.

User

It is the number of unique visitor on your website.
One user can have multiple sessions.

Traffic sources

It gives you an insight on which sources give more traffic to your website. It is particularly interesting to focus on the SEO acquisition.

Per default, it is the last-non direct click attribution method used on Google Analytics for conversion.

ENGAGEMENT

Bounce rate

It measures the percentage of sessions with only one page viewed.

If you have a high bounce rate on specific pages, make sure you deliver the appropriate content on it.

A bounce rate < 30% is very good and > 60% is an alert sign (you should look where you lose your traffic the most)

Avg. Session Duration

How long user spends time on your website. (It does not take into account the bounce sessions)

It is difficult to have a clear interpretation from that metric: the user is interested by your content vs the user doesn't find what is looking for.

You need to combine this metric with other engagement metrics for making better analysis.

Pages/Session

It measures the average number of page views per sessions

PERFORMANCE

Transactions

The number of bookings.

Conversion rate

The number of transaction / the number of visits.

Sales

Revenue associated to the bookings.

Average basket

It is the Sales divided by the number of Transactions.

Google Analytics Basics

To help you to understand the basics, please refer to the Google Analytics Training website
=> <https://analytics.google.com/analytics/academy/course/6>

We advise you to look at the « Unit 3 : Basic Reporting »



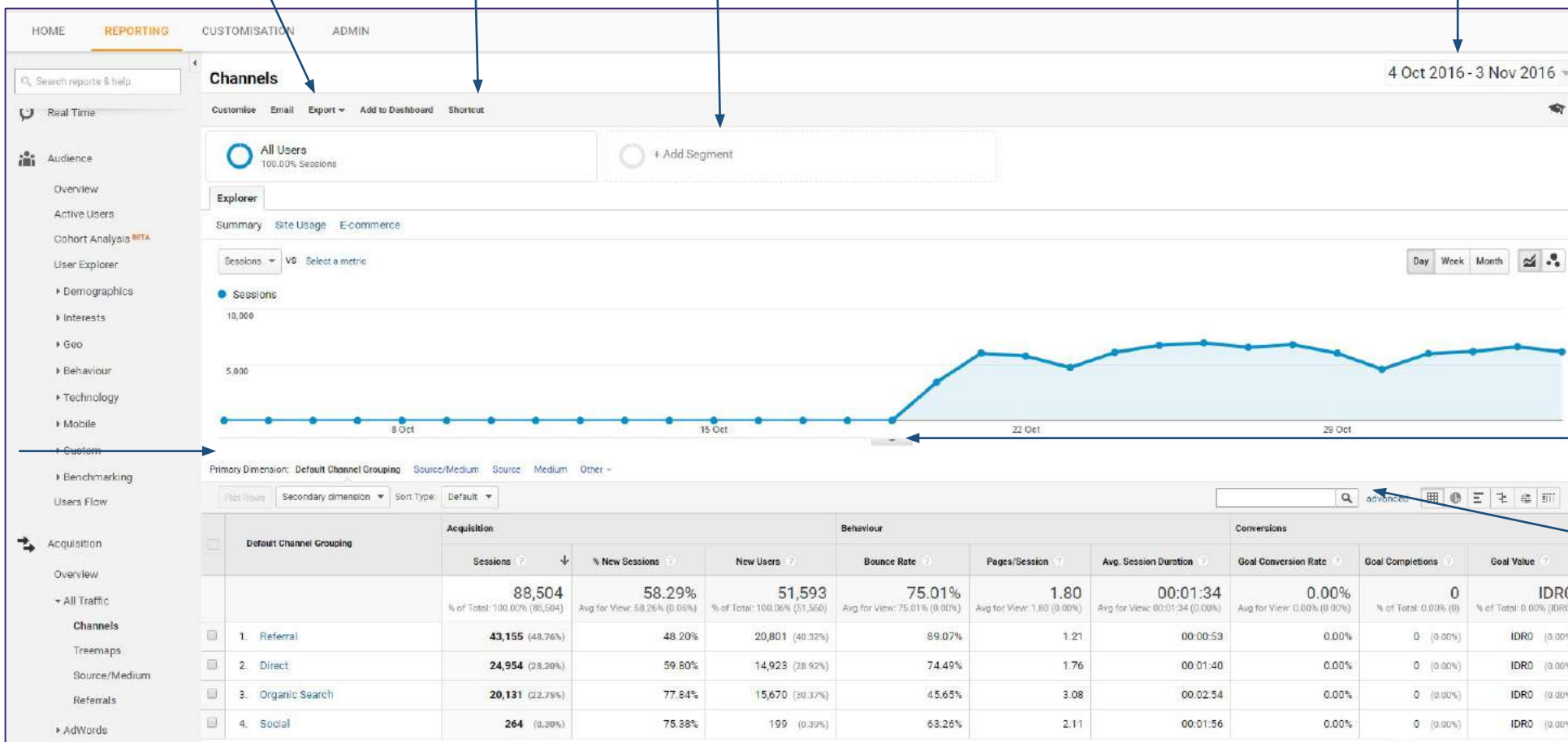
Interface Overview

Email Export

Shortcuts to have access easily to your top reports

Segments

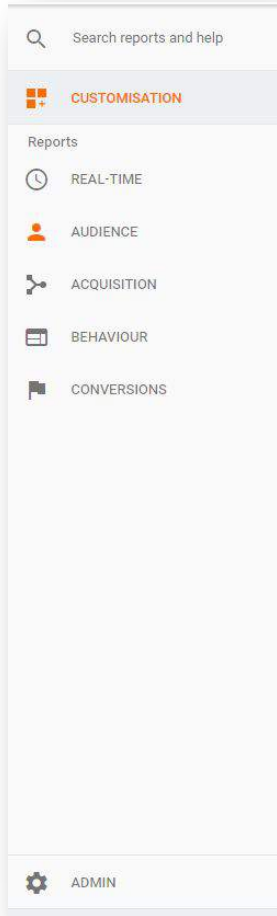
Period selection : it is possible to make comparison



Select a Second dimension to have a deeper analysis

Annotation : you can add comments not to forget event that could influence your data. (Ex : Redesign of a website/Launch of a campaign)

Filter your data



← **Customisation** : Dashboard, Custom Reports, Shotcurts and Custom alerts

← **Real time** : Monitor user activity as it happens

← **Audience** : Who are the users?

← **Acquisition** : How users arrive on your website?

← **Behaviour** : How users interact with your site?

← **Acquisition** : Track your performance and revenue

← **Admin** : Set correctly your Google Analytics account (this part is mainly managed by Fastbooking)



Audience

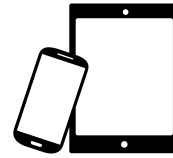
Overview



This report gives you most of your main KPI.
You can compare those KPI month per month to analyze the evolution.



Devices > Mobile



This report helps you to analyze on which device your user consult your website

Device Category ?	Acquisition			Behaviour			Conversions E-commerce ▾		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	E-commerce Conversion Rate ?
	8,720 <small>% of Total: 100.00% (8,720)</small>	72.57% <small>Avg for View: 72.50% (0.09%)</small>	6,328 <small>% of Total: 100.09% (6,322)</small>	39.75% <small>Avg for View: 39.75% (0.00%)</small>	2.70 <small>Avg for View: 2.70 (0.00%)</small>	00:02:05 <small>Avg for View: 00:02:05 (0.00%)</small>	550 <small>% of Total: 100.00% (550)</small>	CHF295,345.20 <small>% of Total: 100.00% (CHF295,345.20)</small>	6.31% <small>Avg for View: 6.31% (0.00%)</small>
<input type="checkbox"/> 1. desktop	6,180 (70.87%)	69.69%	4,307 (68.06%)	37.67%	2.99	00:02:27	462 (84.00%)	CHF253,938.10 (85.98%)	7.48%
<input type="checkbox"/> 2. mobile	2,038 (23.37%)	82.38%	1,679 (26.53%)	42.98%	1.93	00:01:00	53 (9.64%)	CHF23,294.80 (7.89%)	2.60%
<input type="checkbox"/> 3. tablet	502 (5.76%)	68.13%	342 (5.40%)	52.19%	2.16	00:01:57	35 (6.36%)	CHF18,112.30 (6.13%)	6.97%

Show rows: 10 ▾ Go to: 1 1-3 of 3 < >

Location / Language



This report helps you to better understand where your traffic is from and to target campaigns/offers

Location

	Sessions ? ↓
	8,863 % of Total: 100.00% (8,863)
1. France	5,781 (65.23%)
2. United Kingdom	422 (4.76%)
3. United States	414 (4.67%)
4. China	381 (4.30%)
5. Belgium	193 (2.18%)
6. Greece	166 (1.87%)
7. Italy	150 (1.69%)
8. Germany	136 (1.53%)
9. Switzerland	121 (1.37%)
10. Spain	110 (1.24%)

Language

	Acquisition
Language ?	Sessions ? ↓
	2,098 % of Total: 100.00% (2,098)
<input type="checkbox"/> 1. fr	497 (23.69%)
<input type="checkbox"/> 2. en-us	476 (22.69%)
<input type="checkbox"/> 3. fr-fr	251 (11.96%)
<input type="checkbox"/> 4. en-gb	220 (10.49%)
<input type="checkbox"/> 5. it	91 (4.34%)
<input type="checkbox"/> 6. it-it	62 (2.96%)
<input type="checkbox"/> 7. es	59 (2.81%)
<input type="checkbox"/> 8. de-de	39 (1.86%)
<input type="checkbox"/> 9. de	38 (1.81%)
<input type="checkbox"/> 10. es-es	28 (1.33%)



Acquisition

Traffic sources > Channels



Thanks to this report, you can analyze where your users are coming from.

- **Organic search** : natural results from search engines
- **Direct** : access to the website thanks to a bookmark or typing the URL in the address bar
- **Referral** : visits from external websites
- **Paid search** : Paid campaign (ex : SEA, display)
- **Social** : Social campaigns

<input type="checkbox"/>	1. Organic Search	807 (38.47%)
<input type="checkbox"/>	2. Direct	734 (34.99%)
<input type="checkbox"/>	3. Paid Search	278 (13.25%)
<input type="checkbox"/>	4. Referral	238 (11.34%)
<input type="checkbox"/>	5. Social	41 (1.95%)











Last non-direct click attribution prevails in Google Analytics : it attributes any action to the last traffic source excluded direct traffic.



Behaviour

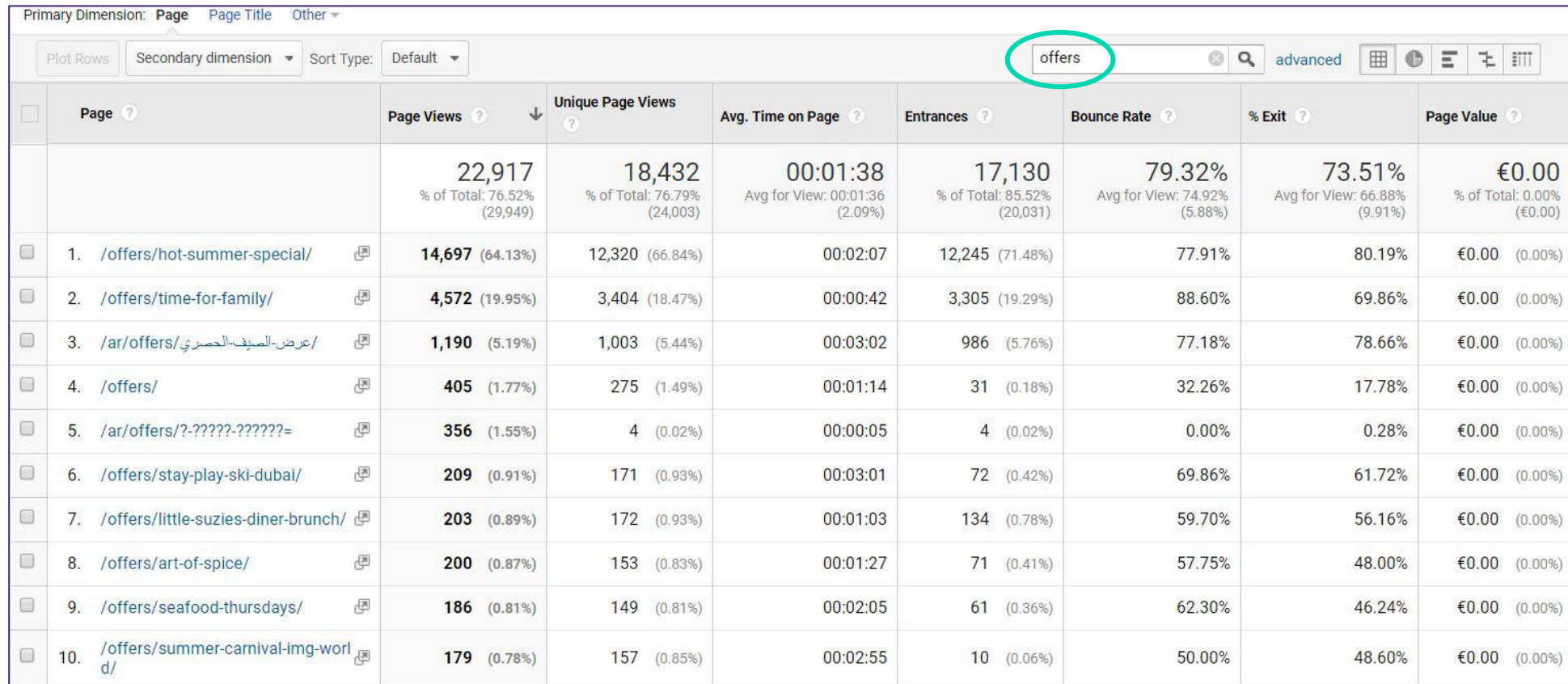
Top 10 of your pages

Thanks to this report you can analyze your pages performance.
 You should use the URL of each pages to identify them on Google Analytics.
 Ex : <http://www.abcdef.com/offers/hot-summer-special/> for the « hot summer » special offers.

<input type="checkbox"/>	Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		29,949 <small>% of Total: 100.00% (29,949)</small>	24,003 <small>% of Total: 100.00% (24,003)</small>	00:01:36 <small>Avg for View: 00:01:36 (0.00%)</small>	20,031 <small>% of Total: 100.00% (20,031)</small>	74.92% <small>Avg for View: 74.92% (0.00%)</small>	66.88% <small>Avg for View: 66.88% (0.00%)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
<input type="checkbox"/>	1. /offers/hot-summer-special/ 	14,697 (49.07%)	12,320 (51.33%)	00:02:07	12,245 (61.13%)	77.91%	80.19%	€0.00 (0.00%)
<input type="checkbox"/>	2. /offers/time-for-family/ 	4,572 (15.27%)	3,404 (14.18%)	00:00:42	3,305 (16.50%)	88.60%	69.86%	€0.00 (0.00%)
<input type="checkbox"/>	3. / 	2,091 (6.98%)	1,757 (7.32%)	00:01:51	1,554 (7.76%)	46.92%	55.38%	€0.00 (0.00%)
<input type="checkbox"/>	4. /ar/offers/عرض-الصيف-الحصري/ 	1,190 (3.97%)	1,003 (4.18%)	00:03:02	986 (4.92%)	77.18%	78.66%	€0.00 (0.00%)
<input type="checkbox"/>	5. /the-hotel/gallery/ 	571 (1.91%)	476 (1.98%)	00:01:41	28 (0.14%)	72.41%	45.36%	€0.00 (0.00%)
<input type="checkbox"/>	6. /spa-fitness/ 	517 (1.73%)	363 (1.51%)	00:01:35	285 (1.42%)	37.89%	46.62%	€0.00 (0.00%)
<input type="checkbox"/>	7. /restaurants-bars/medley/ 	483 (1.61%)	338 (1.41%)	00:01:18	212 (1.06%)	47.17%	39.75%	€0.00 (0.00%)
<input type="checkbox"/>	8. /offers/ 	405 (1.35%)	275 (1.15%)	00:01:14	31 (0.15%)	32.26%	17.78%	€0.00 (0.00%)
<input type="checkbox"/>	9. /ar/offers/?-????-????=? 	356 (1.19%)	4 (0.02%)	00:00:05	4 (0.02%)	0.00%	0.28%	€0.00 (0.00%)
<input type="checkbox"/>	10. /restaurants-bars/la-fabrique/ 	298 (1.00%)	220 (0.92%)	00:01:14	169 (0.84%)	55.62%	48.66%	€0.00 (0.00%)

Top 10 of your offers pages

Thanks to the page report, you can also analyze your most performant offers. You need to filter on « offers », and then you will have the top of your offers pages.



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	22,917 % of Total: 76.52% (29,949)	18,432 % of Total: 76.79% (24,003)	00:01:38 Avg for View: 00:01:36 (2.09%)	17,130 % of Total: 85.52% (20,031)	79.32% Avg for View: 74.92% (5.88%)	73.51% Avg for View: 66.88% (9.91%)	€0.00 % of Total: 0.00% (€0.00)
1. /offers/hot-summer-special/	14,697 (64.13%)	12,320 (66.84%)	00:02:07	12,245 (71.48%)	77.91%	80.19%	€0.00 (0.00%)
2. /offers/time-for-family/	4,572 (19.95%)	3,404 (18.47%)	00:00:42	3,305 (19.29%)	88.60%	69.86%	€0.00 (0.00%)
3. /ar/offers/عرض-الصيف-الحمصري/	1,190 (5.19%)	1,003 (5.44%)	00:03:02	986 (5.76%)	77.18%	78.66%	€0.00 (0.00%)
4. /offers/	405 (1.77%)	275 (1.49%)	00:01:14	31 (0.18%)	32.26%	17.78%	€0.00 (0.00%)
5. /ar/offers/?-?????-??????=-	356 (1.55%)	4 (0.02%)	00:00:05	4 (0.02%)	0.00%	0.28%	€0.00 (0.00%)
6. /offers/stay-play-ski-dubai/	209 (0.91%)	171 (0.93%)	00:03:01	72 (0.42%)	69.86%	61.72%	€0.00 (0.00%)
7. /offers/little-suzies-diner-brunch/	203 (0.89%)	172 (0.93%)	00:01:03	134 (0.78%)	59.70%	56.16%	€0.00 (0.00%)
8. /offers/art-of-spice/	200 (0.87%)	153 (0.83%)	00:01:27	71 (0.41%)	57.75%	48.00%	€0.00 (0.00%)
9. /offers/seafood-thursdays/	186 (0.81%)	149 (0.81%)	00:02:05	61 (0.36%)	62.30%	46.24%	€0.00 (0.00%)
10. /offers/summer-carnival-img-world/	179 (0.78%)	157 (0.85%)	00:02:55	10 (0.06%)	50.00%	48.60%	€0.00 (0.00%)

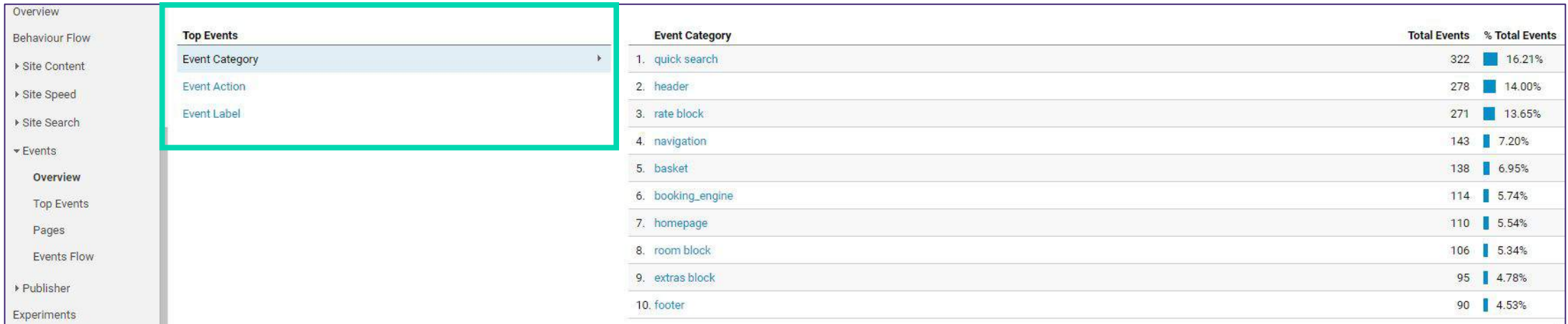
Event > Where the user click the most?

What to follow

- Total Events which corresponds to the number total of clicks
- Unique Event which corresponds to the number of time a functionality has been clicked at least once during a session.

An event has this following structure :

Event category / Event Action / Event label which enable to identify clearly each clicks.



The screenshot shows a web analytics dashboard. On the left is a navigation menu with items like Overview, Behaviour Flow, Site Content, Site Speed, Site Search, Events (with sub-items Overview, Top Events, Pages, Events Flow), Publisher, and Experiments. The 'Top Events' section is highlighted with a red box. To the right is a table titled 'Event Category' with columns for 'Event Category', 'Total Events', and '% Total Events'. The table lists 10 categories, with 'quick search' being the most frequent.

Event Category	Total Events	% Total Events
1. quick search	322	16.21%
2. header	278	14.00%
3. rate block	271	13.65%
4. navigation	143	7.20%
5. basket	138	6.95%
6. booking_engine	114	5.74%
7. homepage	110	5.54%
8. room block	106	5.34%
9. extras block	95	4.78%
10. footer	90	4.53%

Top Events

The Top Event report is interesting to follow the clicks. You can switch from dimensions : Event Category / Event Action / Event Label. This would be useful for the explanations below.

Primary Dimension: Event Category Event Action Event Label			
Plot Rows Secondary dimension Sort Type: Default			
<input type="checkbox"/>	Event Category ?	Total Events ?	Unique Events ?
		3,572 % of Total: 100.00% (3,572)	2,866 % of Total: 100.00% (2,866)
<input type="checkbox"/>	1. specialoffers	1,749 (48.96%)	1,598 (55.76%)
<input type="checkbox"/>	2. header	885 (24.78%)	469 (16.36%)
<input type="checkbox"/>	3. booking_engine	437 (12.23%)	369 (12.88%)
<input type="checkbox"/>	4. homepage	204 (5.71%)	161 (5.62%)
<input type="checkbox"/>	5. footer	160 (4.48%)	142 (4.95%)
<input type="checkbox"/>	6. spa	68 (1.90%)	64 (2.23%)
<input type="checkbox"/>	7. room	25 (0.70%)	23 (0.80%)
<input type="checkbox"/>	8. meeting	21 (0.59%)	19 (0.66%)
<input type="checkbox"/>	9. restaurant	12 (0.34%)	11 (0.38%)
<input type="checkbox"/>	10. tripadvisor	6 (0.17%)	6 (0.21%)

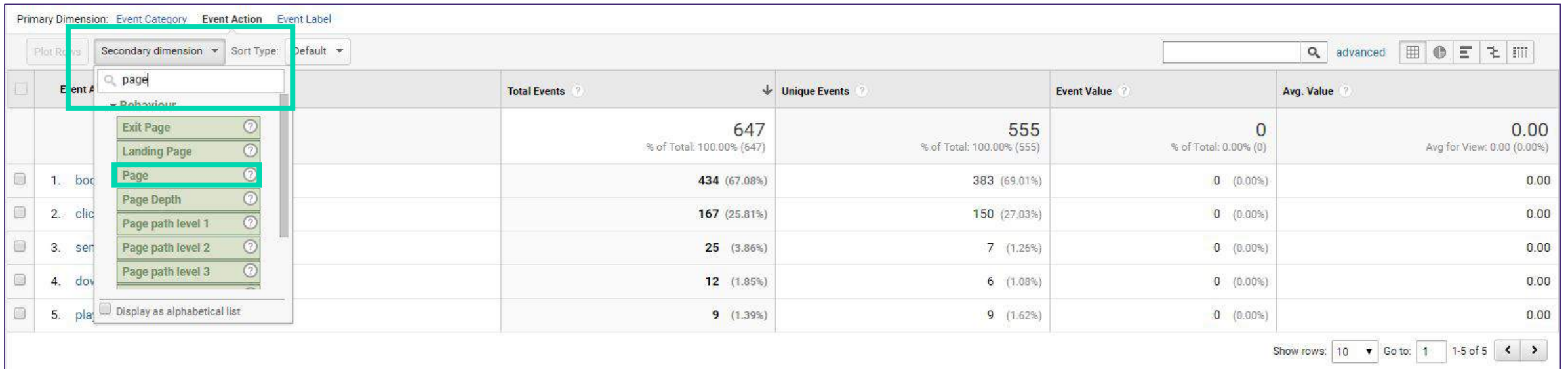
Number of “book” clicks

On « Event Action », the « Book » action corresponds to the number of clicks on the « Book » buttons

Primary Dimension: Event Category Event Action Event Label					
Plot Rows Secondary dimension Sort Type: Default					
Event Action ?	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?	
	3,572 % of Total: 100.00% (3,572)	2,866 % of Total: 100.00% (2,866)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)	
1. book	2,190 (61.31%)	1,971 (68.77%)	0 (0.00%)	0.00	
2. click	1,262 (35.33%)	787 (27.46%)	0 (0.00%)	0.00	
3. download	59 (1.65%)	55 (1.92%)	0 (0.00%)	0.00	
4. share	46 (1.29%)	41 (1.43%)	0 (0.00%)	0.00	
5. send	15 (0.42%)	12 (0.42%)	0 (0.00%)	0.00	

Number of “book” clicks












By adding « page » as a « Secondary dimension » you can identify on which pages the « Book » button has been clicked.



Event A	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
	647 % of Total: 100.00% (647)	555 % of Total: 100.00% (555)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. book	434 (67.08%)	383 (69.01%)	0 (0.00%)	0.00
2. click	167 (25.81%)	150 (27.03%)	0 (0.00%)	0.00
3. send	25 (3.86%)	7 (1.26%)	0 (0.00%)	0.00
4. download	12 (1.85%)	6 (1.08%)	0 (0.00%)	0.00
5. play	9 (1.39%)	9 (1.62%)	0 (0.00%)	0.00

Number of “book” clicks

By adding « page » as a « Secondary dimension » you can identify on which pages the « Book » button has been clicked.

<input type="checkbox"/>	Event Action [?]	Page [?] 	Total Events [?] ↓	Unique Events [?]
			434 <small>% of Total: 67.08% (647)</small>	383 <small>% of Total: 69.01% (555)</small>
<input type="checkbox"/>	1. book	/western-australia/the-sebel-busselton/ 	30 (6.91%)	20 (5.22%)
<input type="checkbox"/>	2. book	/western-australia/the-sebel-mandurah/ 	28 (6.45%)	22 (5.74%)
<input type="checkbox"/>	3. book	/queensland/the-sebel-noosa/ 	22 (5.07%)	19 (4.96%)
<input type="checkbox"/>	4. book	/western-australia/the-sebel-mandurah/accommodation 	19 (4.38%)	19 (4.96%)
<input type="checkbox"/>	5. book	/queensland/the-sebel-maroochydore/ 	16 (3.69%)	13 (3.39%)
<input type="checkbox"/>	6. book	/queensland/the-sebel-coolangatta/ 	14 (3.23%)	12 (3.13%)
<input type="checkbox"/>	7. book	/western-australia/the-sebel-busselton/accommodation 	14 (3.23%)	13 (3.39%)
<input type="checkbox"/>	8. book	/queensland/the-sebel-noosa/accommodation 	12 (2.76%)	12 (3.13%)
<input type="checkbox"/>	9. book	/queensland/the-sebel-pelican-waters/ 	12 (2.76%)	9 (2.35%)
<input type="checkbox"/>	10. book	/western-australia/the-sebel-east-perth/accommodation 	10 (2.30%)	8 (2.09%)

Special offers performance



1) On « Event Category » click on « specialoffers »

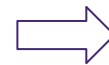
Event Category ?	Total Events ?	Unique Events ?
	660 % of Total: 100.00% (660)	510 % of Total: 100.00% (510)
1. header	188 (28.48%)	110 (21.57%)
2. booking_engine	144 (21.82%)	108 (21.18%)
3. homepage	80 (12.12%)	73 (14.31%)
4. specialoffers	80 (12.12%)	68 (13.33%)
5. restaurant	62 (9.39%)	53 (10.39%)

2) The « book » event action means that your user clicked on a book button from a special offer page.

Event Action ?	Total Events ?	Unique Events ?
	80 % of Total: 12.12% (660)	68 % of Total: 13.33% (510)
1. book	80 (100.00%)	68 (100.00%)

3) Click on « Book » to identify on which offers the book button has been clicked.

You will know how many clicks redirected to the booking engine from a specific offer.



Event Label ?	Total Events ?
	80 % of Total: 12.12% (660)
1. clickbook_time-for-family	34 (42.50%)
2. clickbook_stay-and-play-ski-dubai	25 (31.25%)
3. clickbook_early-booking	7 (8.75%)
4. clickbook_hot-summer-special	5 (6.25%)
5. clickbook_wild-wadi-waterpark-package	5 (6.25%)
6. clickbook_weekend-offer	4 (5.00%)

Format : clickbook_nameoftheoffers

Ex : 34 clicks have been done on a « Book » button on the « Time For Family » offer.

Form Completion



1) On « Event Action », the « Send » action corresponds to the number of form completion

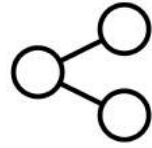
Primary Dimension: Event Category		
Event Action	Total Events	Unique Events
	3,572 % of Total: 100.00% (3,572)	2,866 % of Total: 100.00% (2,866)
1. book	2,190 (61.31%)	1,971 (68.77%)
2. click	1,262 (35.33%)	787 (27.46%)
3. download	59 (1.65%)	55 (1.92%)
4. share	46 (1.29%)	41 (1.43%)
5. send	15 (0.42%)	12 (0.42%)

2) Click on « Send » in order to identify which type of form have been completed

Ex: meeting / restaurant / newsletter / wedding / spa / contact ...

Primary Dimension: Event Action		
Event Category	Total Events	Unique Events
	15 % of Total: 0.42% (3,572)	12 % of Total: 0.42% (2,866)
1. meeting	5 (33.33%)	4 (33.33%)
2. contact	4 (26.67%)	3 (25.00%)
3. restaurant	4 (26.67%)	3 (25.00%)
4. newsletter	1 (6.67%)	1 (8.33%)
5. spa	1 (6.67%)	1 (8.33%)

Social Share



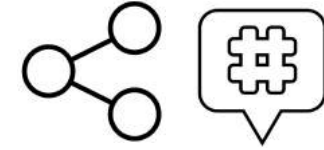
On « Event Action », the « Share » action corresponds to the number of click on the social media widgets

Primary Dimension: Event Category Event Action Event Label			
Plot Rows Secondary dimension Sort Type: Default			
Event Action ?	Total Events ?	Unique Events ?	
	3,572 % of Total: 100.00% (3,572)	2,866 % of Total: 100.00% (2,866)	
1. book	2,190 (61.31%)	1,971 (68.77%)	
2. click	1,262 (35.33%)	787 (27.46%)	
3. download	59 (1.65%)	55 (1.92%)	
4. share	46 (1.29%)	41 (1.43%)	
5. send	15 (0.42%)	12 (0.42%)	

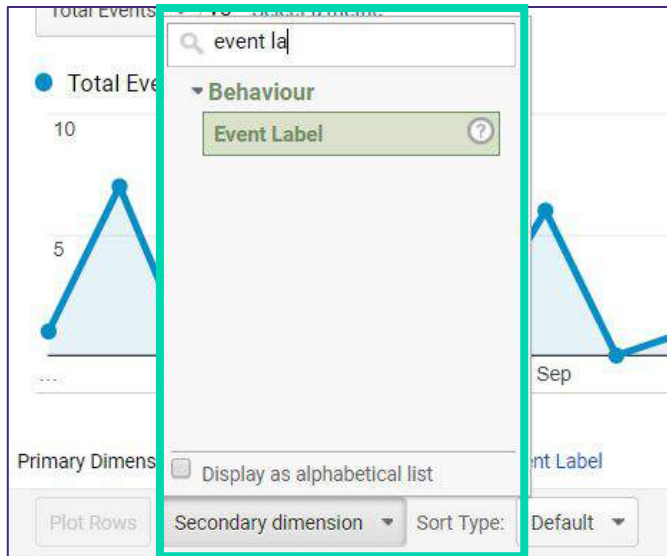
You can filter directly on « Share » to have only a view on the Social media actions :

Primary Dimension: Event Category Event Action Event Label			
Plot Rows Secondary dimension Sort Type: Default			
Event Action ?	Total Events ?	Unique Events ?	Event Value ?
	46 % of Total: 1.29% (3,572)	41 % of Total: 1.43% (2,866)	0 % of Total: 0.00% (0)
1. share	46(100.00%)	41(100.00%)	0 (0.00%)

Social Share per Social Media



By adding « Event label » as a « Secondary dimension » you can identify the specific social media your users clicked.



Primary Dimension: Event Category **Event Action** Event Label

Plot Rows Secondary dimension: Event Label Sort Type: Default Advanced Filter ON

Event Action	Event Label	Total Events	Unique Events	Event Value	Avg. Value
		27 % of Total: 1.14% (2,361)	23 % of Total: 1.21% (1,901)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. share	instagram	12 (44.44%)	11 (47.83%)	0 (0.00%)	0.00
2. share	facebook	9 (33.33%)	6 (26.09%)	0 (0.00%)	0.00
3. share	youtube	5 (18.52%)	5 (21.74%)	0 (0.00%)	0.00
4. share	twitter	1 (3.70%)	1 (4.35%)	0 (0.00%)	0.00

Show rows: 10 Go to: 1 1-4 of 4

This report was generated on 10/10/2017 at 14:13:57 - Refresh Report

TripAdvisor clicks



On « Event category », the « tripadvisor » category corresponds to the number of click on the tripadvisor widget (if available on your website)

Primary Dimension: Event Category Event Action Event Label			
Plot Rows		Secondary dimension	Sort Type: Default
tripadvisor			
Event Category ?	Total Events ?	Unique Events ?	Event Value ?
	6 % of Total: 0.17% (3,572)	6 % of Total: 0.21% (2,866)	0 % of Total: 0.00% (0)
1. tripadvisor	6(100.00%)	6(100.00%)	0 (0.00%)

Thank you