

MA Web Design &
Content Planning

REPORT:

ANALYSIS

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Initial analytics

The initial analytics report was taken just a day after launch as I was curious to see what the results would be. To round up some traffic for the site launch, I shared the link of my site to family and friends, as well as posting on Instagram and sharing it on my personal Facebook. As mentioned before, a Facebook page had not been made for the site, so much of the promotion for Architecturally was done via my personal account. Despite rallying up interest for site upon launch, I was doubtful as to how many people would be interested in visiting the site.

The following table shows the user traffic between 29–30 August:

User Views	Sessions	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate	% New Sessions
96	109	420	3.85	3:26 mins	39.45%	83.49%

To my surprise, the results were much better than I had hoped as I was only expecting around 30–40 user views with around 150 page views. The pages per session were roughly inline with expectations, with users visiting around 4 pages, although the average session duration was a little lower than hoped, as I had initially expected around 5 minutes given the length of the content on some of the page which meant that users may not have been reading the content and just looking at the illustrations. However, the bounce rate was much lower than I'd hoped for at 39.45%, perhaps indicating that the content was of interest and users were encouraged to click through to other areas of the site from the homepage to find out more.

Current analytics

The following data was retrieved on the 18 September, about 3 weeks since the launch of the Architecturally. Since then, improvements to the site have been made due to user feedback: the homepage layout has been adjusted slightly to enhance the visibility between titles and teaser text, and to reduce the overuse of underlining for links; a close button has been added to the image pop up on each individual entry page and the image now fills the screen as much as possible for all screen sizes; a back to top button has been added to enhance user experience; and there are now 12 out of 15 illustrations available on the site. Within the last week, I have received further feedback, which I hope to implement before the final submission deadline of October 20.

User Traffic

User Views	Sessions	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate	% New Sessions
236	335	1,437	4.29	4:07 mins	40.60%	68.66%

Overall, I'm happy with how the site is performing so far in terms of user traffic, although I would have liked higher numbers for User Views, Sessions, and Page Views. Despite this, the percentage increases for these three metrics since the initial analytics report are:

- ◆ **User Views:** 59.32%
- ◆ **Sessions:** 67.46%
- ◆ **Pageviews:** 70.77%

The data does show a healthy increase over the three weeks and hopefully these will continue to grow over the next month, although I do expect much lower percentage increases as most of the data shown here would be due to word-of-mouth promotion and sharing with colleagues and friends, so over the next month traffic is likely to come from those outside of my network.

Both Pages / Session and Avg. Session Duration have also increased to nearly 4 and a half pages per session and just over 4 minutes, meaning that people are happy to explore the site a little more and take time in reading the content or looking at the different illustrations. Although the bounce rate has increased since launch, it is only very slight and perhaps demonstrates that users are willing to remain on the site and look at different areas on offer. These statistics can be further understood by looking at user flow and in-page analytics.

User Flow



The flow diagram shows that 59.1% of 276 sessions entering through the site via the homepage have clicked through to other pages — the three most popular being:

- ◇ /buildings (48 sessions)
- ◇ /buildings/battersea-power-station (38 sessions)
- ◇ /buildings/st-pancras-old-church (16 sessions)

The average through traffic for pages under '1st interaction' is 74.4%, which means that there are only 25.5% of sessions dropping off after clicking through from the first page. This is expected behaviour from the buildings listings and map page as I'd hoped that the illustrated previews would encourage people to click through to the entries to find out more. For users which had clicked through straight to an entry page from the homepage, I was surprised to see that the 'Similar buildings' section had actually worked relatively well in terms of helping users to explore other entries on the site. Under '2nd interaction', the average through traffic is 73.3%, with the Styles Index page gaining 93.3% through traffic and the Map page gaining 83.3% — perhaps demonstrating that users have found the fixed navigation bar useful when exploring different areas of the site.

In-page analytics

The GA Page Analytics extension has really helped me to understand where my users have been clicking on the various pages of the site.

On the homepage, the 5 most popular links clicked are:

- ◆ 'Buildings' on the navigation bar: 23%
- ◆ 'See all' in Buildings around London section: 23%
- ◆ 'Architecturally', the main logo on the navigation bar: 19%
- ◆ 'Back to top' button: 19%
- ◆ The image and title for Battersea Power Station: 14%



N.B. Please note that the percentages of clicks for the navigation bar sit just below *Battersea Power Station* for the 'Architecturally' link (19%) which links to the homepage, and below *Palladium House* for the 'Buildings' (23%), 'Styles' (2.7%), and 'Map' (5.7%) links. This is due to the Google Analytics panel obstructing the navigation bar.

It is interesting to see such a high percentage for the 'See All' link, as I had expected users to click more on the illustrations of the buildings. Unsurprisingly though, the most clicked content is under the 'Buildings around London' section, which sits above the fold on larger screens and also appears as the first section on smaller screens.

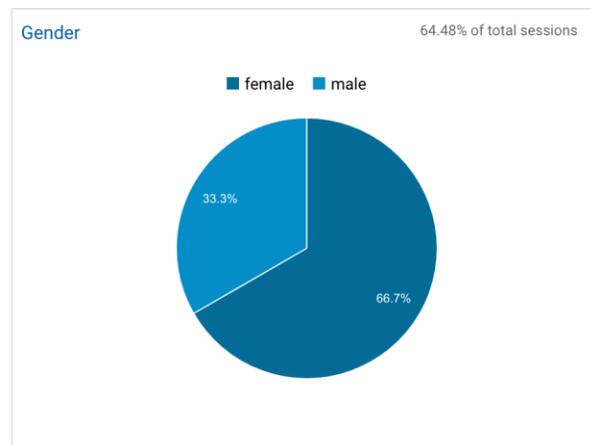
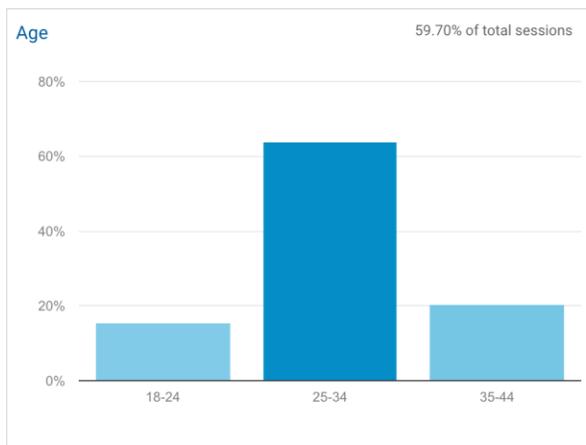
For individual entry pages, it is encouraging to see that people have clicked on the 'Contents' links in the sidebar which is what I hoped for; and people have also scrolled down or reached the bottom of the page to find the 'Similar Buildings' section.

On average, the links on the navigation bar are usually the most clicked items, which indicates that the fixed navigation bar has helped in getting users around the site. This is further supported by feedback from users mentioning the easy navigation of the site and one in particular mentioning the use of navigation links:

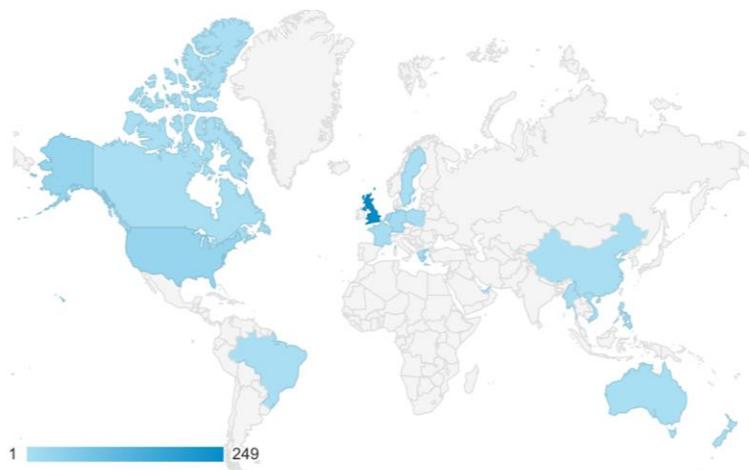
'The site was very easy to find my way around, and I liked the Buildings/Styles/Map buttons at the top - lots of ways to find interesting stuff.'

Demographic, Interests, and Geolocation

From initial research of cognate and non-cognate sites, I expected that most users would be between the ages of 18-35 years old and mostly female. Data shows that this was the case, and in fact 25-34 year olds was the most popular age group making up 64.53% of sessions recorded; 35-44 year olds surprisingly came second making up 20.20%, and 18-24 year olds coming in last making up 15.27%. Female users also made up the majority of visits to the site, accounting for 66.7% of recorded sessions compared with just 33.9% for males. The interests of users are varied, with the most popular categories being travel (40% of the In-Market segment) or lifestyle-related (40% of the Affinity Category). Although, other interests such as web design and development, and arts and entertainment were also prevalent.



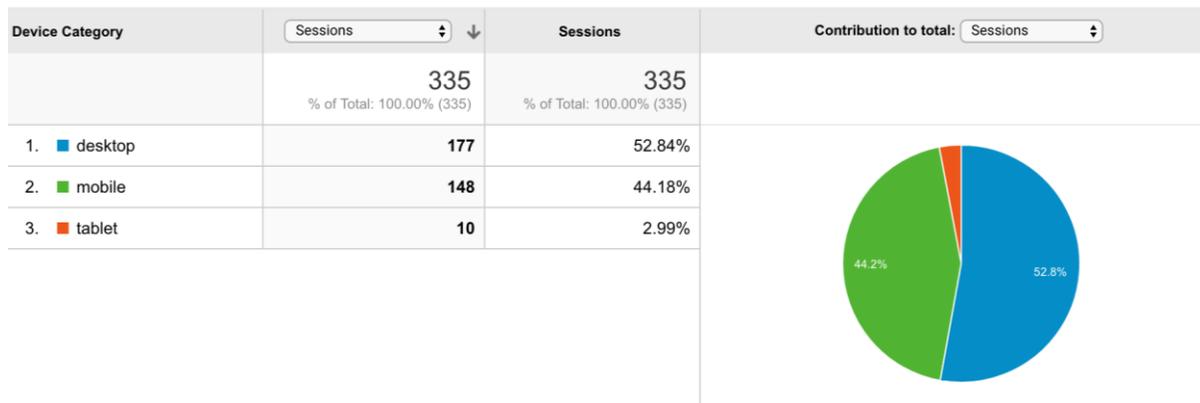
Geolocation-wise, the data below shows the majority of users coming from the UK which was as expected. However, although some of the countries have only one or a few sessions, there does seem to be a mixture of users from all over the world – other parts of Europe, the US and South America, as well as countries in the Far East and Australia. I had hoped that the site would reach users from all over the globe, but I expected visitors from only a handful of locations, mainly Europe and the US.



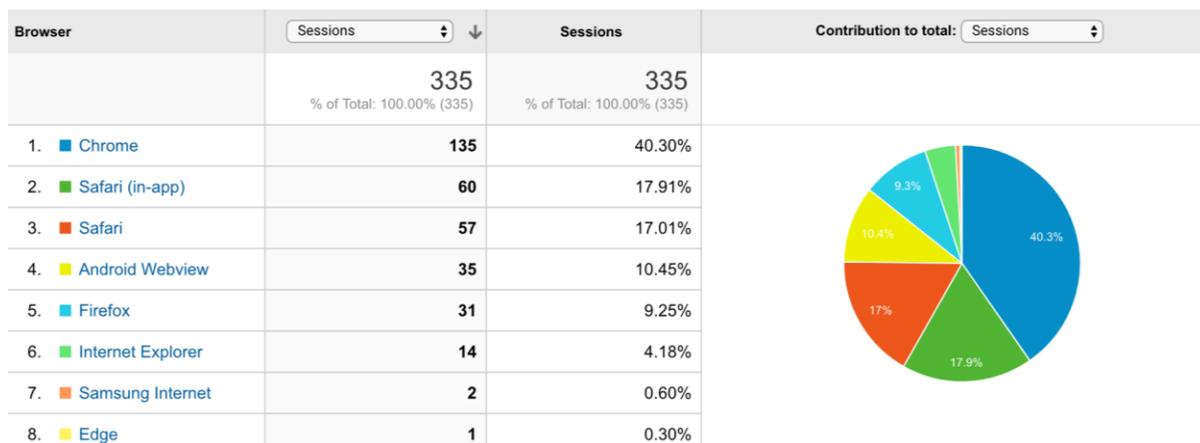
1.	United Kingdom	249 (74.33%)
2.	United States	30 (8.96%)
3.	Hong Kong	11 (3.28%)
4.	Germany	9 (2.69%)
5.	Netherlands	7 (2.09%)
6.	Malta	6 (1.79%)
7.	France	4 (1.19%)
8.	Brazil	3 (0.90%)
9.	Philippines	3 (0.90%)
10.	Sweden	3 (0.90%)

Technology

The analytics for this section were actually quite surprising as I had thought the devices and browsers used would differ to the results recorded. As shown below, the sessions by device were relatively even with 52.8% of users viewing on desktop and 44.18% on mobile, and only 2.99% on tablet. I initially thought that there would be more mobile users, however looking at the users by time of day, it appears that the most popular times that people visited the site were between 11am and 2pm, and 8pm and 10pm, which meant that users were most likely to be at work or at home and browsing on a desktop rather than their mobile.



In terms of browser usage, Chrome was the most popular with 40.83% of sessions which was expected. However, I had thought that Firefox would come in at a close second, but it actually only made up 9.17% with Internet Explorer not far behind it making up 4.14%. I was surprised to see that Windows was the top operating system used with 31.36% of sessions, as I had expected iOS and Macintosh to sit in the top two positions; although combined, these two do make up around 51% of total sessions, and 70% of mobile devices used were either an iPhone or an iPad.

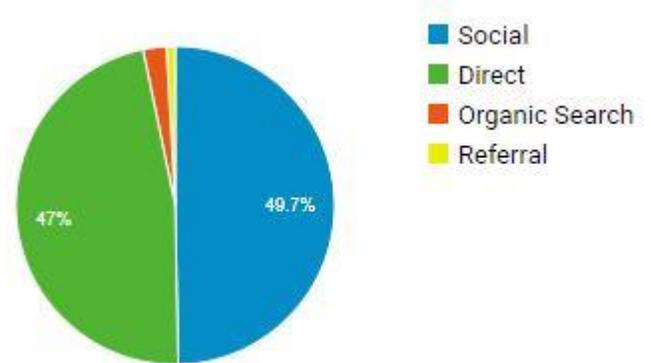


Acquisition

As I had been promoting my site through word-of-mouth, link-sharing, and via social media I expected the majority of traffic to come from Social and Direct channels which is what the image below illustrates. I was surprised to see that there were a number of sessions coming from Organic Search and Referral. However, upon closer inspection, the referral source was not a credible site and in Phase 2, I'll be looking to work on gaining more referrals and from credible sources and working on keywords to improve SEO and organic search.

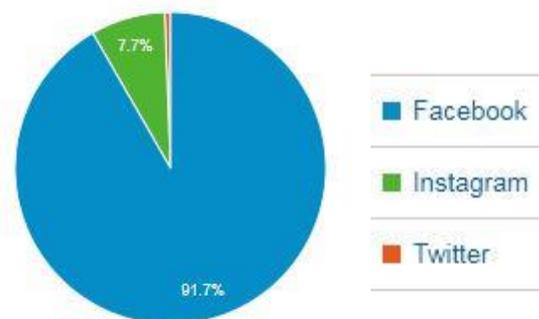
		Acquisition
		Sessions ↓
		338
1	■ Social	168
2	■ Direct	159
3	■ Organic Search	8
4	■ Referral	3

Top Channels



Looking further into the Social Channel, I was a little disappointed to see that traffic coming from Instagram was relatively low, making up only 13 out of 168 sessions. Yet, I was glad that I'd made the choice to create a Facebook page as that has driven 91.67% of all social traffic to the site, without it, the site would have seen more disappointing statistics as social traffic makes up for 49.7% of all sessions.

		Acquisition
Social Network ?		Sessions ? ↓
		168 % of Total: 49.70% (338)
1.	Facebook	154 (91.67%)
2.	Instagram	13 (7.74%)
3.	Twitter	1 (0.60%)

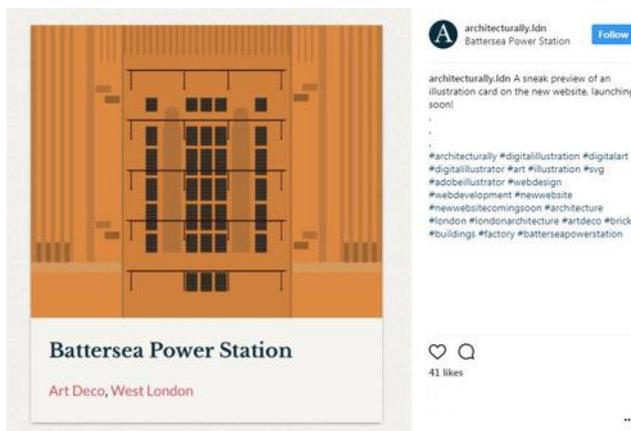


Social Media

Architecturally has a presence on two social media platforms – Instagram and Facebook, the statistics for these are listed below. As mentioned previously, I decided not to create a Twitter account as feedback from my initial research had shown that Twitter was the least popular platform that my target audience used.

Instagram – mainly used for posting photographic images of architecture and the occasional illustrated preview of a building:

- ❖ Followers: 34 followers
- ❖ Most popular post: Battersea Power Station – 41 likes



Facebook – mainly used to promote content on the site:

- ❖ Follows: 53 since official launch of page on 12th September
- ❖ Total post engagement (through likes, shares, comments): 106 times between 12 – 18th September
- ❖ Most popular post: Florin Court – reached 130 people, with post engagement of 18 times



Site Performance

To analyse site performance, I used the tools listed below:

- ◇ Pingdom
- ◇ Google PageSpeed
- ◇ Web Page Test
- ◇ GTMetrix

When I initially launched the site, the average page load time was 2.34 seconds, which was better than I had expected due to all the SVG illustrations on the site. However, I knew this could be improved and used the tools above to work out areas of improvement. After further testing, the main suggestions were:

- ◇ Enabling gzip compression
- ◇ Leveraging browser cache
- ◇ Eliminating render-blocking JS and CSS in above-the-fold content
- ◇ Minifying CSS
- ◇ Further optimising some images

I was unfamiliar with how to implement the first three, but after some research and trialling, I was able to carry these out via my .htaccess file, and tidying up my code. After making all the improvements listed, the average page load time had gone down to 1.9 seconds, page sizes were much smaller, and the performance grade shown via Pingdom increased from B (82) to A (95).