Zoho Corporation

Understanding the behavior report in web analytics

Once you put all your marketing efforts into driving visitors to your site, it's important to understand exactly how visitors interact with your site. The behavior report in PageSense can give you key insights into what pages people are looking at (or interested in) on your website, as well as how they are engaging with different pages on your site. The report also tells you which pages are the most or least popular on your site, how long visitors stayed on each page, and where they enter or leave from your site from. Using these analytics, you can create more pages with similar designs or topics to improve engagement and conversion on your website.

To access your behavior report in PageSense:

Select the project you want to view the behavior report for, then click the **Behavior** tab under the **ANALYTICS** section in the left pane. You will see three subcategories under the hood:

- **All Pages** — This report shows you the top performing pages on your website, along with the average amount of time that visitors spend on each page.
- **Landing Pages** — This report shows you the top pages through which visitors first entered your website. With this data, you can determine which pages on your site are most likely to convert visitors into leads or sales.
- **Exit Pages** — This report shows you the last pages that people visit before exiting your website. With this data, you can see what changes you can do on these pages to keep visitors on your website longer.

In the next session, we'll explore what metrics you can find within each subcategory of behavior reports, and how they can be used for your business growth.

Understanding the performance over time graph

This section provides an overview graph that shows you the performance of your website by day, week, and month of the year for each subcategory of behavior reports (all pages, landing pages, and exit pages) that is plotted against other website metrics. From here, you can choose to change and compare values in the graph in two ways:

- **By web metrics**

  Change and compare the different metrics over the same time period by clicking the dropdown menu in the top-right corner of the graph. This dropdown includes metrics such as sessions, pageviews, bounce rate, average time spent on the page, and exit rate.
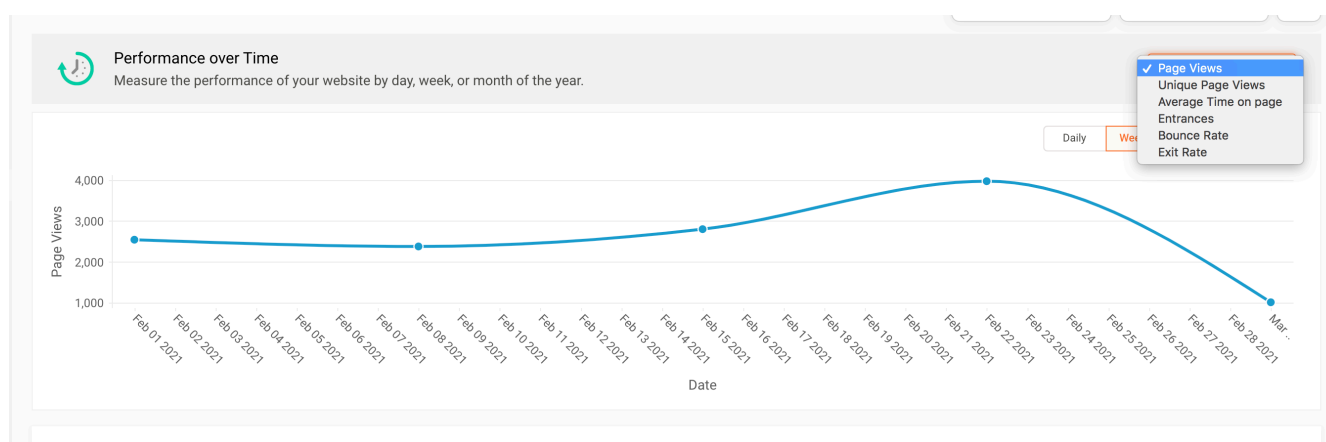
- **By duration**

  Change and compare the performance of your website metrics over different data points, including daily, weekly, or monthly, by clicking on the duration selector found at the top-right side of the graph.
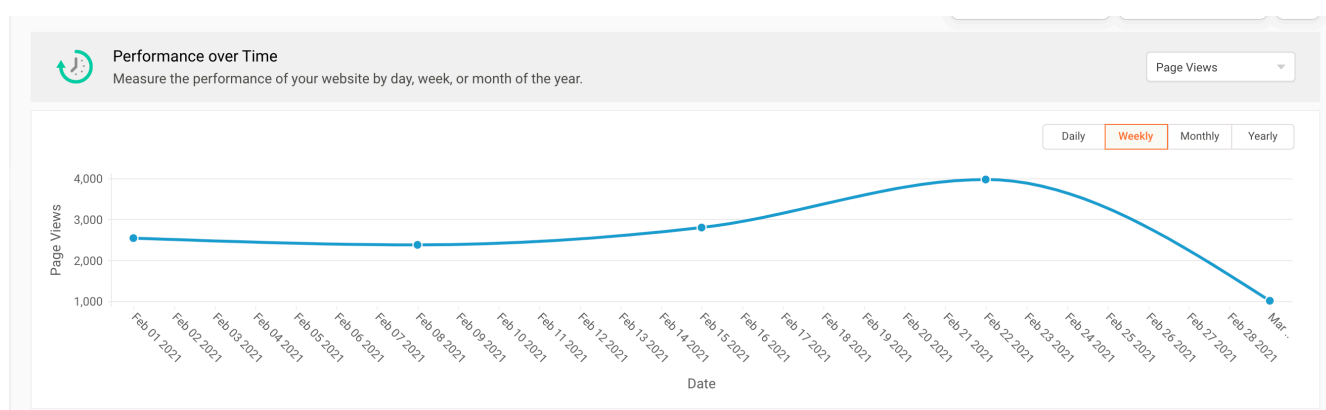
The All Pages report

When you have numerous people visiting your website everyday, focusing on pages that are performing extremely well or underperforming can be a great starting point to improve the quality of your web pages, and further build

your brand effectively among your audiences. The All Pages report in PageSense provides you with a list of every URL that people visit on your website, sorted by number of page views from highest to lowest.

The table also provides you data for each page in terms of key metrics, such as:

- Page views — The total number of times a specific page was viewed on your site.
- Unique page views — The number of unique views recorded for a page by the same visitor during the same session.
- Average time spent on page — How long, on average, visitors spend on each page
- Entrances — Which pages most people are landing on
- Bounce rate — The percentage of people who leave after viewing just one page
- Exit rate — Which pages most people are leaving from.

To view your All Pages report:

Go to the **ANALYTICS** tab in the left page, click **Behavior**, then select **All Pages** as shown below.

| ANALYTICS | | | | | | | |

| Primary Dimension: Page Other ▾							
PAGE ?	Page Views ? ▼	Unique Page Views ?	Average Time on page ?	Entrances ?	Bounce Rate ?	Exit Rate ?	
	3,513,709	2,756,195	22s	2,781,378	86.01%	100%	
zylkerfashions.com	2,153,248 61.28%	1,899,131 68.90%	42s	1,896,130 68.17%	87.66%	100%	0%
zylkerfashions.com/products.html	463,064 13.18%	397,223 14.41%	-	383,612 13.79%	86.91%	100%	0%
zylkerfashions.com/products/men	144,580 4.11%	125,324 4.55%	-	123,677 4.45%	87.19%	100%	0%
zylkerfashions.com/products/women/dresses.html	98,212 2.80%	83,460 3.03%	-	25,425 0.91%	81.14%	100%	0%
zylkerfashions.com/categories/	69,791 1.99%	62,785 2.28%	-	61,661 2.22%	89.01%	100%	0%
zylkerfashions.com/products/kids/	55,856 1.59%	49,377 1.79%	-	39,267 1.41%	84.54%	100%	0%
zylkerfashions.com/faq	50,620 1.44%	44,369 1.61%	-	23,515 0.85%	85.04%	100%	0%
zylkerfashions.com/shippingdetails.html	40,496 1.15%	34,556 1.25%	-	9,011 0.32%	89.34%	100%	0%
zylkerfashions.com/payments.html	37,619 1.07%	12,033 0.44%	-	10,029 0.36%	6.52%	100%	0%
zylkerfashions.com/return-terms.html	32,671 0.93%	27,083 0.98%	-	19,150 0.69%	78.83%	100%	0%

Showing 1 to 10 of 1,000   « ‹ 1 of 100 › »

How can the All Pages report be useful to you?

Below are a few useful insights the All Pages report can provide about your site:

- **Identify the top pages to showcase your brand message**
  One of the best ways to increase the reach of your business among your audience is by showcasing your latest information and brand message on the pages that receive the highest views on your site. The All Pages report helps you choose the top-performing webpages to display your upcoming ads, include links to business news, and add compelling CTAs that can bring attention to the information you want to share.

> 💡 For example, if you see that 'About Us' page on your site is getting the highest number of page views and average time spent on page, then you can use this space to display a more valuable piece of content, such as a beautiful testimonial from your valuable customer or a compelling visual that reinforces your brand's message.

- **Prioritize urgent changes to the site's content**
  Most people who enter your website are likely to follow a predefined path or pattern of flow across your site before making a conversion or deciding to leave your site. Using the All Pages eport in PageSense, you can figure out if this set of commonly used webpages is receiving the expected page views, and if visitors are spending time on these pages when compared to other pages. Based on the analysis, you can start fixing and optimizing the ineffective pages on your site first with rich keywords, better page layout, and visual designs to improve the overall performance and ranking of your site.

  > 💡 For example, say you're planning to revamp your ecommerce website to increase revenue towards your business, but your website has hundreds of pages and you can't spend time measuring the performance of each page. In this case, you can take a quick glance at the All Pages report to begin prioritizing your website, starting from the most viewed pages, such as the homepage, popular product pages, or checkout pages, to encourage more conversions and revenue towards the site in a short time.

- **See which page visitors are most interested in on your site**
  Your website will always have certain topics or sections that connect with your visitor's interests and turns them into customers. From the All Pages report, you can quickly view topics that your visitors are most interested in and spend the most time on on your site. Using this information, you can improve your content marketing efforts by refurbishing your old content and re-promoting it to gain more traffic around the topics that the majority of the visitors are interested in.

  > 💡 For example, say you are running an ecommerce site and are seeing a lot of views on the product pages that sell trekking and hiking shoes. In this case, you can strategically produce fresh blog content or run special offers targeted around the theme of travel in order to drive more visitors and sales on your shopping site.

The Landing Pages report

Not all visitors enter your website via the homepage. Identifying the most common entry pages through which your visitors land on your website besides the homepage is essential to learn which pages rank higher in search engines and which ones are most likely to convert your visitors into leads. Determine what enhancements should be made in these pages to meet your visitors' expectations. This information is made available to you under the Landing Pages report in PageSense.

So, what is a landing page in PageSense?

It's the first page that a person visits in a session, essentially their first point of arrival on your website. Several marketers see landing pages as a standalone page on the website used to promote features, products, and services to the audience, and make encourage them to take actions such as completing a sign up, making a purchase, or opting-in for a service. For example, if you own an elearning website and the blog page is one of your landing pages, then the end goal could be to get people to signup for your newsletter or download your ebook.

In PageSense, the Landing Pages report shows you the list of top webpages on your site through which your visitors often land or enter your website. This report is arranged by the number of sessions starting from the most visited to the least over a selected period. In addition to the sessions count, the landing page table comes with a bunch of useful data, including:

- % new sessions, new visitors and average session duration obtained for the particular page.
- Bounce rate measures the volume of visitors who leave immediately once they enter your landing page. A higher bounce rate could mean visitors not being able to get what they need on your landing page.
- Pages/session measures the number of pages that a person visits after they enter your landing page. The higher the number, the more engagement your landing page is promoting.
- Goal completion rate measures the rate by which people who first land on that page convert on your site. It's not the measurement of the actual number of conversions that occur on your landing page.

To view your landing page report,
Go to the **ANALYTICS** tab in the left page, click **Behavior**, then select **Landing Pages** as shown in the figure below.
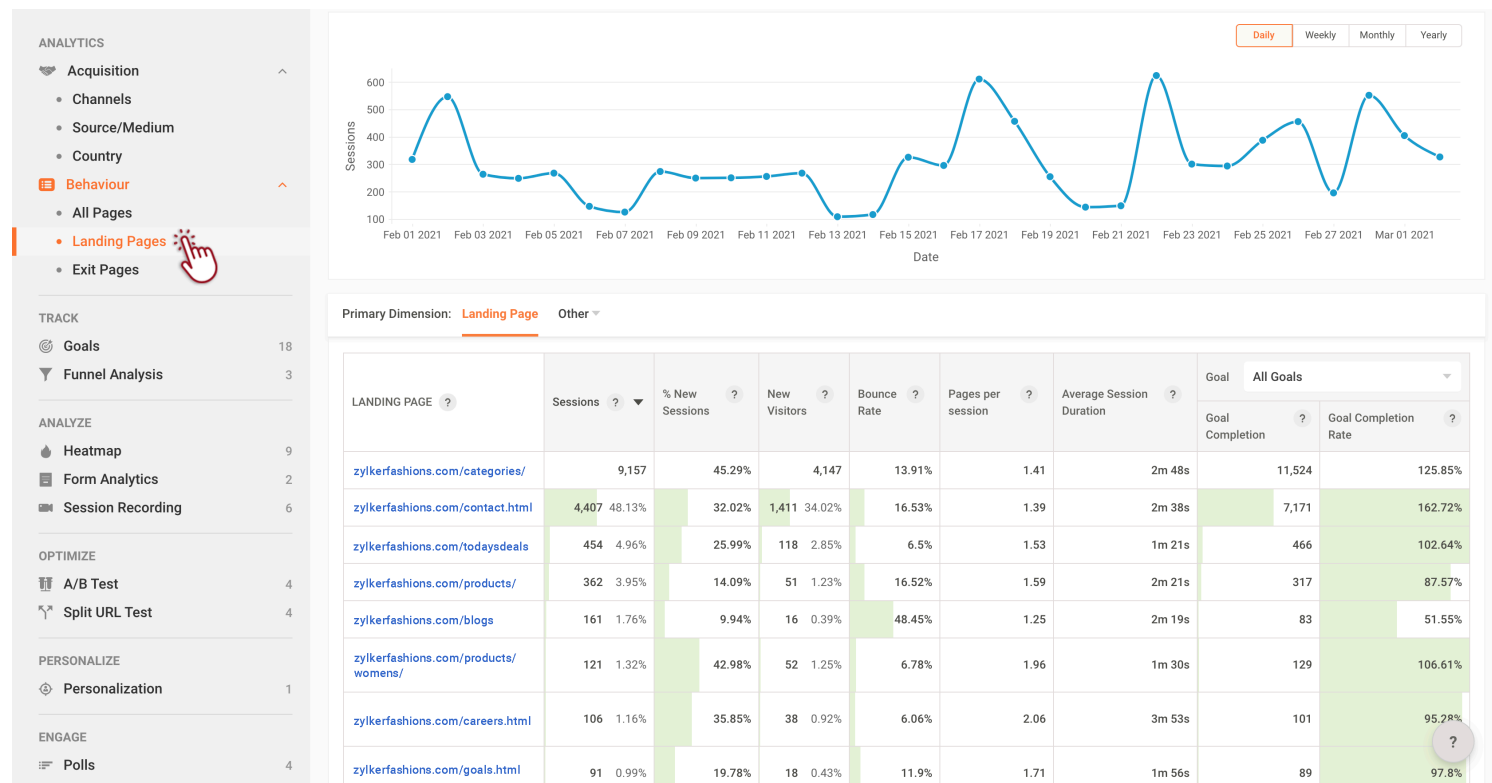
How can the Landing Pages report be useful to you?

Below are a few benefits of tracking the landing page metrics for your website:

- **Identify top sources that send visitors to your pages**
  There may be many channels and sources that send traffic to your landing pages. As a marketer, identifying where all the traffic to your webpages originates from and which pages to rely on is essential to streamline your future marketing campaigns and focus on the resources that work best for your website. This information can be obtained by choosing 'Source' as the primary dimension in your landing page report. From the report, you can easily see the different types of sources that send traffic to your landing pages that include organic search, social media, referral sites, and paid ads, as well as the source that sent the highest number of visitor sessions.

  > 💡 For example, if you see that the majority of visitors who come to your top landing page are referral traffic, then it's a good idea to submit more guest blog articles and plan new marketing efforts on external sites in order to boost traffic and conversion towards your pages.

- **Monitor landing pages to implement effective changes**
  A landing page is the first page a visitor sees in a session. They can serve as the introduction of what's in store for your visitors coming to your site. From the landing page report, you can quickly figure out if the top pages are greeting your website visitors with relevant information, establishing your business's perspective, and building a strong connection with your customers right at first sight. This information can be used to fine tune your page to include more user-friendly, informational, and downloadable content that contributes to your business's goals and boosts conversions.

  > 💡 For example, if you see that the webinar registration landing page on your site gets a huge number of visitor sessions but a low goal completion rate, then you can analyze this page to find out if it includes the required information. After you analyze, you can find data such as the date, time, location, and presenter information on the page, but there is no clear information about what the presenter will talk about. You can improve this page with pointers about what your product does and what topics will be discussed in the session by adding links to important resources.

- **Optimize landing pages with high bounce rate**
  Bounce rate is an excellent metric on how your landing pages are performing on your site. This metric can tell you which pages are encouraging visitors to take action and which ones are pushing them away without doing anything. In simple terms, a bounce rate is the volume of people who leave your page immediately without interacting with other pages on the site. Landing pages with a low bounce rate are doing a good job of keeping your visitors on board. Once you identify the top landing pages that are contributing to your website's high bounce rate, you can try to find out what factors are responsible for people to leave seconds after they arrive on your site (bounce). Next, you can focus on fixing those pages to keep users more engaged on that page such as adding more targeted content, images, and a call to action.

> 💡 For example, say your contact us page attracts a high visitors sessions but the bounce rate recorded on this page is more than 50%. In this case, you can try to analyze the reasons for a higher bounce rate, make sure this page works on all devices, and ensure your CTA (call to action) buttons are working properly, so that people can easily convert with a reduced number of bounces.

- **Better understand your target audience segments**
  The success of your landing page depends on several factors, including the design, content, images and videos, and the call to action. Understanding who your target audience is, what they want from your landing page, and if these audience groups will ultimately convert on your page can give you a true measure of success. With the advanced audience filtering option in PageSense, you can dig deeper into the behavior of different segments of audiences coming to your landing page based on criteria such as the visitor type (new and returning), demographic information (country and city), device used, traffic sources, OS used, and much more. It allows you to narrow down the most valuable customers coming to your landing page and understand whether the content on your page aligns best with these segments of audiences.

  > 💡 For example, say you're running a Facebook ad campaign that takes people to one of your product's landing pages. You want to see if this subset of visitor segments find your page content appealing and engaging, as well as whether the percentage of conversions obtained from Facebook ad is higher compared to other social media sites.

- **Track how well is each landing page converting**
  The main purpose of a landing page is to convert visitors. Be it subscribing to your email newsletter, signing up for your product, or registering for an event, tracking conversions can give you a measure of how effectively your landing pages are doing their job. If you've set up goals in PageSense, you can easily track the conversion rate for each of your landing pages, and see which ones are successfully achieving their goals , and which are failing. Based on this data, you can discover what kind of work needs to be done first and where.

  > 💡 For example, say you own a SaaS company, and you want to track free trial signups on your pricing landing page. In this case, you can setup a element click goal on the free trail 'Sign up' CTA to understand if this CTA is appealing and compelling enough to drive conversions on the page.

The Exit Pages report

When you're analyzing the performance of your website, another important area to focus on is the exit pages. Using the Exit Pages report in PageSense, you can identify which pages visitors most often leave from your

website and why they end their journey from these pages before converting. By tracking this data, you can learn how your visitors are using your website, or where to focus your attention to increase the chances of conversion.

So, what exactly is an exit page in PageSense?

The exit page is the last page a visitor views before ending their session or leaving your site. It shows the number of people who exit your site from a particular webpage. You can see that as a percentage in PageSense, which is known as exit rate.

To understand exit pages better, let's take an example:

Many websites have a multi-step conversion process, which means your visitors have to navigate through multiple steps or pages on your site to complete a conversion process. For example, if you're selling products via an ecommerce site, your visitor may first enter on your homepage, view a product page, move on to the checkout page, pay for the item, then finally exit from the thank you page. In this case, the exit page is the thank you page of your site. Having a high exit rate from a thank you page is good, because this means your visitor has purchased an item and left.

However, if your visitors drop out from any other pages in the conversion process, such as the checkout or product pages, then a high exit rate on these pages can mean that something is wrong, and you should check why people are abandoning your site without buying. This way, you'll be able to pinpoint what part of your website you have to improve in terms of enhancing visitor engagement or reducing friction.

In PageSense, the Exit Pages report gives you a breakdown of the number of Exits, Pageviews and the Exit Rate, where:

- Exits indicate the number of times visitors exited your site from a specific page.
- Pageviews indicate the number of times a page has been viewed on a website.
- Exit rate indicates the percentage of exits that occurred from a particular page.

To view your exit pages report:
Go to the **ANALYTICS** tab in the left page, click **Behavior** and then **Exit Pages** as shown in the figure below**.**
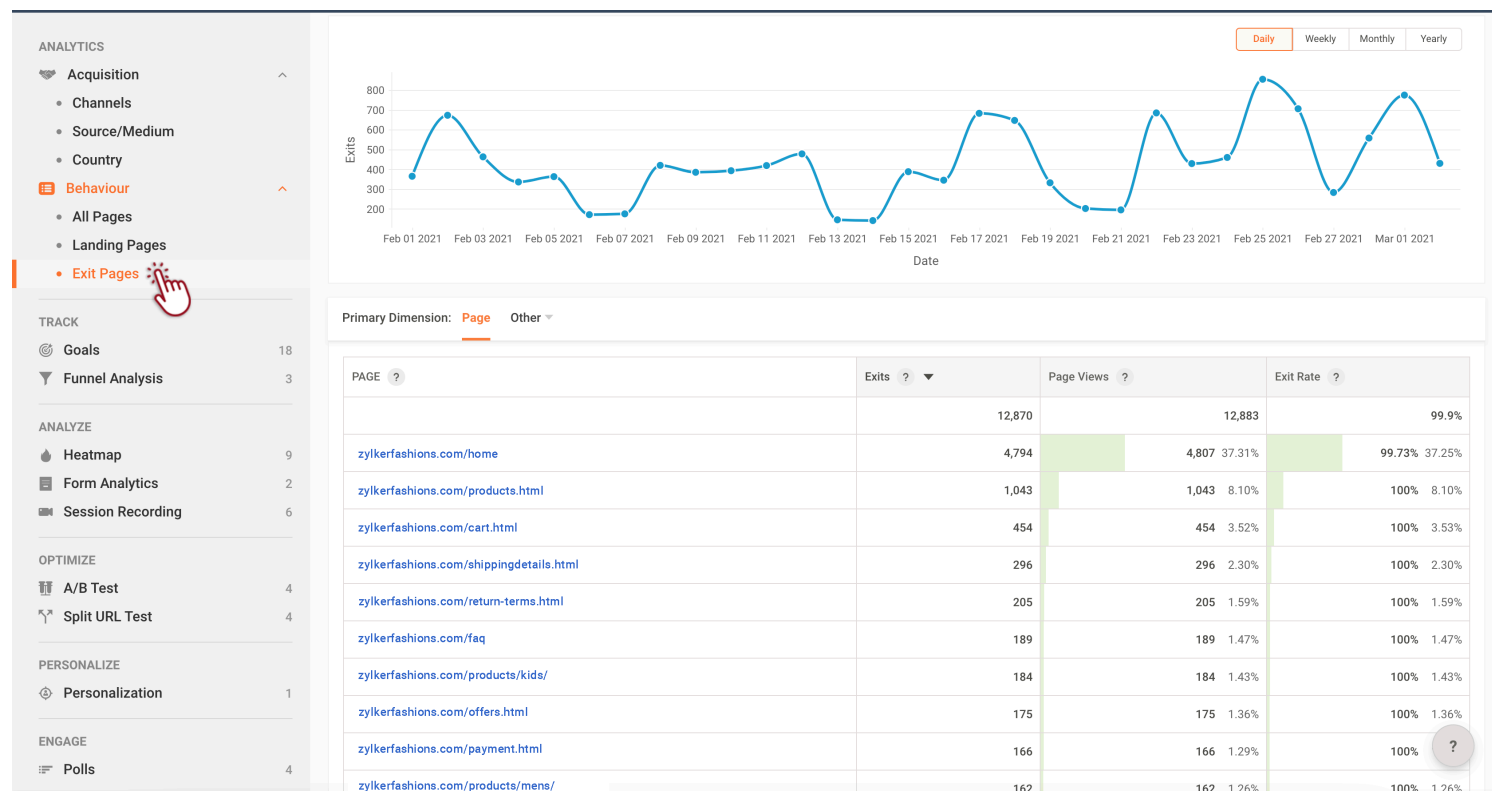
How can the Exit Pages report be useful to you?

The first thing you should do while analyzing your Exit Pages report is take a close look at your top ten pages, and make sure they're the pages you want people to be leaving your site from. For example, if you're running an ecommerce site, it's good to have your thank you page in the top exit pages. Below are a few meaningful insights you can derive from the Exit Pages report:

- **Identify problematic areas on your pages**
  In some cases, your visitors may actually want to convert on certain pages, but unfortunately they might lose interest and exit from your site suddenly. By looking at the Exit Pages report, you can find out which pages have such high exit rates, and further investigate what underlying problems these pages have. Generally, the reasons why people drive away from a page could be due to poor organization of information, pages with dead ends, excessive content in one place, or technical issues related to the page. You can improve those pages by designing better call to action, adding links to related articles, and optimizing the page for different devices. Direct visitors deeper into your site and present an opportunity of conversion on website.

  > For example, say you see a high exit rate on the product pages of your ecommerce site. This can mean several things, like your visitors are interested enough in that particular product but are being turned off before converting. Maybe the issue could be your CTA is broken. Perhaps your descriptions is not clear, or the pictures are not clear enough to decide. Whatever the issue may be, this is a red flag that you need to spend time and improve these product pages.

- **Find out why visitors leave from popular pages**
  You likely have invested a significant amount of money to bring people to the top pages on your website. However, if your visitors exit from these top-ranked pages on your site more frequently than others, then it means you need to offer extra attention and content revision to these pages compared to others. Using the Exit Pages report in PageSense, you can find out which popular pages your visitors leave from your site, and further dig in to understand what the intent of visitors who leave from these high ranking pages is, whether this page met its goals, and if there is anything you could change to get your visitors to stick around.

  > 💡 For example, say the pricing page on your site is one of the most frequently visited pages on your site, but you see a high exit rate for this page. After analyzing the page, you discover a design problem in the pricing table that left visitors in confusion without proceeding further. In this case, you can test a different design and track the performance of the new page in terms of exit rate and conversions.

- **Understand the visitors journey and optimize your site**
  The best way to learn where exactly your visitors are dropping out from their journey on your website is by looking at the Exit Pages report. The top exit pages can help you think through the path that visitors take before reaching a destination on your website, and find the barriers that stop them from becoming your customers. This could be anything from the way prices are displayed on a product page to a broken form or CTA button at the checkout page. By pinpointing these key moments in the customer journey, you can find trends or anomalies in user behavior, gain a better understanding of how people interact with your page, and optimize the content as needed.

  > 💡 For example, say your ecommerce site sees a large number of exits in the product pages who don't get converted in the buyers journey. In this case, you can try to figure out how this page could be optimized better to make it a high-converting page. Maybe should you add a 'related products' section, provide a 'products comparison' section, or include user 'reviews and ratings' sections that inspire the buyers to further continue browsing and click the 'Add to Cart' button from your product pages.

- **Capture leads and increase conversions**
  Using the Exit Pages report, you can capture the pages where you lose the chance of converting your visitors into customers. This data can be used to prioritize your marketing strategies on website page that drive actual sales. On such pages, you can add exit intent popup forms to capture leads and further grow your email list. Alternatively, if you have a blog, then you can offer content upgrades to get people to download your ebook while subscribing to your newsletter. For an ecommerce store, you can offer special discounts and shopping coupons to boost sales on your most exited pages.

💡 For example, if you are running an ecommerce site, one of the most frustrating concerns is the abandoned cart pages. Major reason for this is because people often forget what they placed in their carts and will never come back to complete the transaction. In such cases, you can show a free shipping offer banner at the top of your page to remind them of how much more they need to add to their cart to claim this offer. This tactics can improve the shopping experience of your customers and further help maximize the number of conversions on your site.