



Contact us:

Email: manager@alt-team.com

Website: www.alt-team.com

Google Analytics Reports

<https://www.example.co.uk/>



Date ranges:

March, 15 - September, 14 (6 months);

June, 15 - September, 14 (3 months);

August, 15 - September, 14 (1 month);

September, 1 - September, 22 (current month).

Comparison date ranges:

21 March - 22 April vs 21 July - 22 August;

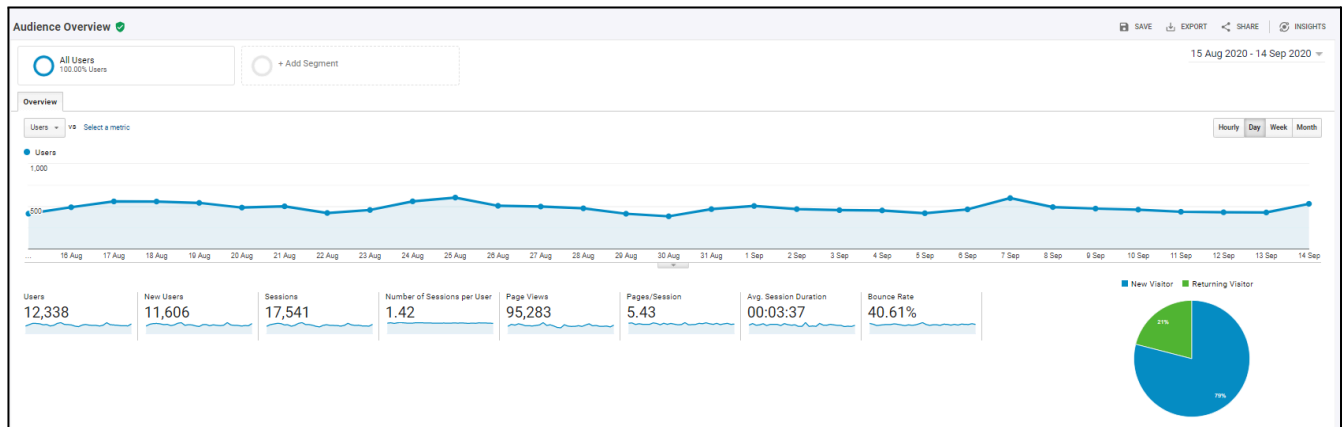
15 March - 14 April vs 15 August - 14 September.

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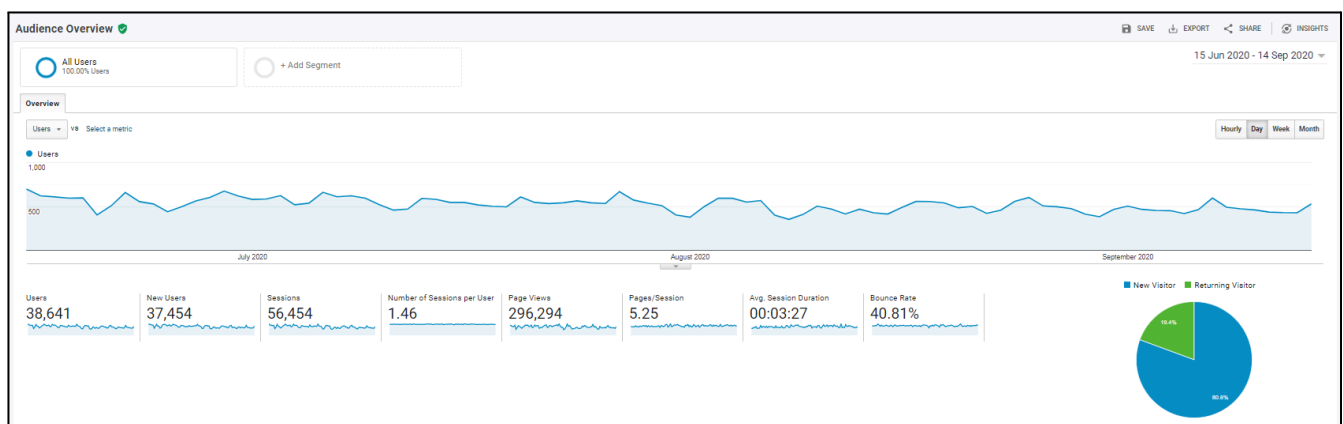
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Audience overview

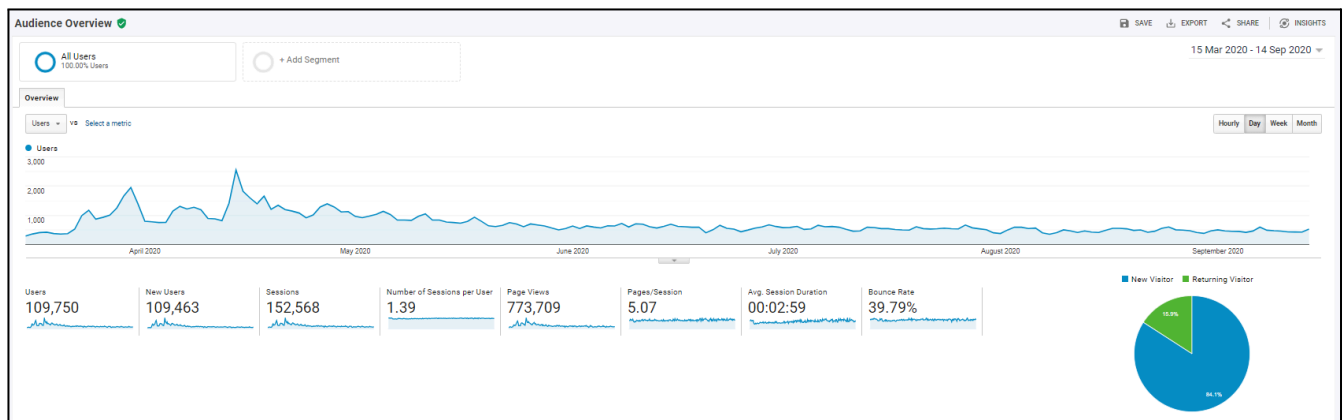
1 month



3 months



6 months



When we compare the website data for the periods:

- 15 August 2020 - 14 September 2020 (1 month);
- 15 June 2020 - 14 September 2020 (3 months);
- 15 March 2020 - 14 September 2020 (6 months).

We took these date ranges because there was the increase in Paid Traffic in March and April (the lockdown time in the United Kingdom). As it's the only time when there was a growth spurt on the line chart for 6 months, we will compare quarantine time with the data in August and September.

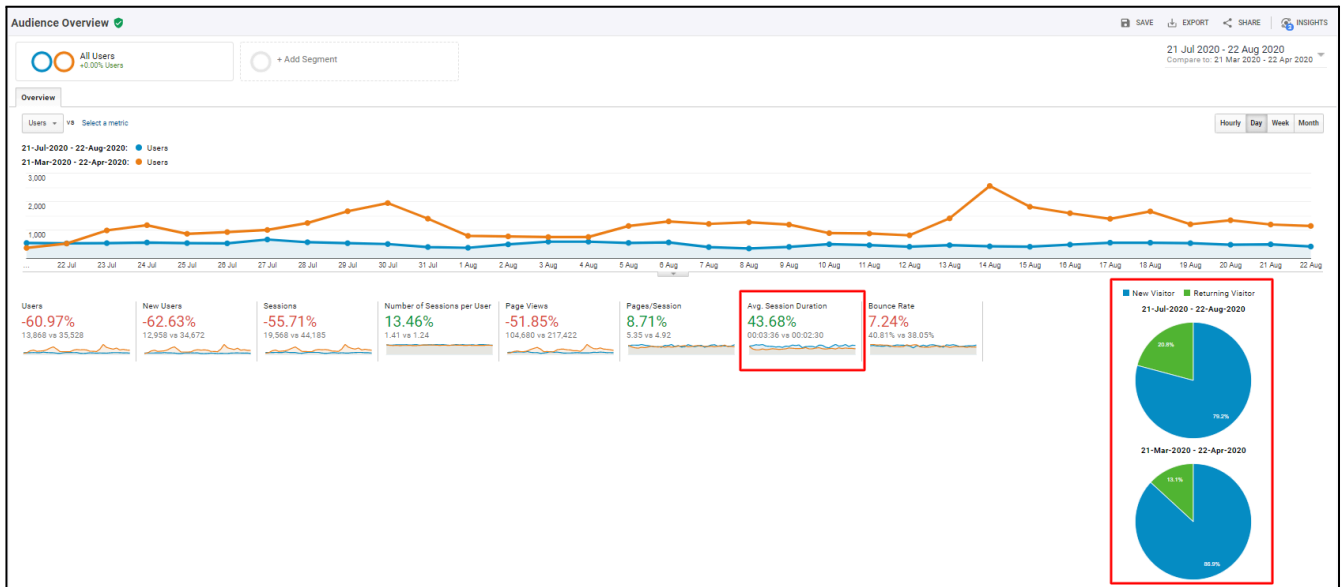
We see that there are almost no changes in the number of sessions per Users, pages per session. The average Session Duration and the Bounce Rate are almost the same during the 6 months.

There is a slight increase in the percentage of Returning visitors.

Pay attention to the percentage of new and returning visitors. We see moderate growth in the percentage of returning visitors during the last 6 months. The returning visitors are the people who visited your website within the last 2 years and use one device. That means that people are around to buy, they are in a process of choosing the right color or the right paint characteristics and some facts prevent them from buying.

To inspect this issue in detail we will take two periods:

- From March, 21 till April, 22
- From July, 21 till August, 22.



We took these dates as there was an increase in the paid traffic from March, 21 till April, 22 and a lockdown time in the United Kingdom. And the period from July, 21 till August, 22 seems to be the usual statistics during the last year excluding the quarantine time.

The most interesting thing on the screenshot above is the growth of Avg.Session Duration 40% against the spring period. Moreover we see the increase in the parameters: Pages per session and Number of sessions per user.

We can't rely only on the Average Session Duration metric as Google Analytics can show here not precise figures. Average session duration might tell you that your non-converting users spend about 20 minutes on your site overall before they exit—but it doesn't tell you how much time they spend on the page they exited from. So you don't really know how long they were on your website altogether before they decided not to convert.

But as we see the positive changes in other parameters: Pages per session and Number of sessions per User, we can suppose that something was changed on the website during these 6 months (the website content or web design elements) and people like these changes and they spend more time on the store.

Auditory location

If we look into the website visitors' location, we will understand that the most part of them come from the United Kingdom (90%), but there are some clients from the United States (5%) that bring almost 60% of the website transactions. It's possible that the e-commerce setup is wrong and the figures aren't precise. You should compare the Google Analytics data and real figures of transactions and revenue in your store backend.

We took the period for 6 months (March, 15 - September, 14).

Primary Dimension: Country City Continent Sub Continent										
Secondary dimension:										
Country	Acquisition			Behaviour			Conversions E-commerce			
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate	
	109,750 % of Total: 100.00% (109,750)	109,546 % of Total: 100.00% (109,546)	152,568 % of Total: 100.00% (152,568)	39.79% Avg for View: 39.79% (0.00%)	5.07 Avg for View: 5.07 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	15,141 % of Total: 100.00% (15,141)	£831,611.51 % of Total: 100.00% (£831,611.51)	9.92% Avg for View: 9.92% (0.00%)	
1. United Kingdom	99,185 (90.87%)	98,705 (90.10%)	137,579 (90.18%)	39.73%	5.37	00:03:06	5,567 (36.77%)	£565,894.52 (68.05%)	4.05%	
2. United States	5,951 (5.39%)	5,668 (5.19%)	7,642 (5.01%)	26.84%	6.66	00:00:43	9,537 (62.99%)	£259,799.52 (31.24%)	124.80%	
3. Ireland	2,037 (1.85%)	2,030 (1.85%)	2,730 (1.79%)	55.60%	4.14	00:02:35	8 (0.05%)	£680.71 (0.08%)	0.29%	
4. Canada	513 (0.46%)	511 (0.47%)	559 (0.37%)	84.44%	1.94	00:00:46	1 (0.01%)	£157.79 (0.02%)	0.18%	
5. Italy	276 (0.25%)	270 (0.25%)	440 (0.29%)	35.23%	6.39	00:05:19	3 (0.02%)	£398.33 (0.05%)	0.68%	
6. France	247 (0.22%)	240 (0.22%)	330 (0.22%)	47.58%	5.24	00:03:52	3 (0.02%)	£366.85 (0.04%)	0.91%	
7. Netherlands	178 (0.16%)	174 (0.16%)	236 (0.15%)	46.19%	5.22	00:03:31	1 (0.01%)	£41.92 (0.01%)	0.42%	
8. Spain	153 (0.14%)	135 (0.12%)	745 (0.49%)	26.17%	5.33	00:04:35	5 (0.03%)	£611.01 (0.07%)	0.67%	
9. Germany	137 (0.12%)	132 (0.12%)	172 (0.11%)	48.26%	4.64	00:02:50	3 (0.02%)	£319.83 (0.04%)	1.74%	
10. Australia	119 (0.11%)	119 (0.11%)	143 (0.09%)	64.34%	2.45	00:01:16	0 (0.00%)	£0.00 (0.00%)	0.00%	

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This report was generated on 24/09/2020 at 13:52:55

Pay attention to the e-commerce data and compare them with the data in your store admin panel. If you understand that there is a big difference and mistakes, make the e-commerce settings through the TagManager service.

So, we are analyzing the figures that are found in the Google Analytics account at the moment. Here we see some interesting facts.

1. Almost 90% of website visitors come from the United Kingdom territory.
2. Almost 37% of transactions are made from the United Kingdom.
3. 68% of revenue comes from the territory of the United Kingdom.

That means that customers from the United Kingdom are in priority. It's the target auditory.

But we see that the United States website visitors are 5% of all website visitors. It gives almost 63% of website transactions and 31% of revenue. On average, one transaction of the website visitor from the USA costs £27,24 (£259,799.52 (Revenue) /9,537 (Number of transactions)=£27,24 (1 transaction cost)). It's less than the cost of one transaction that makes the United Kingdom citizen — £101,65 (£565,894.52 (Revenue) /5,567 (Number of transactions)=£101,65 (1 transaction cost). As a result, the USA clients place more orders, but the average bill is cheaper.

The strange fact with the Ireland customers. They make almost 2% of the webstore visitors and less than 1% of the store Revenue. But Ireland customers should place more orders and buy more products as Ireland is located near the United Kingdom. If we compare the clients from Ireland and Spain, they bring almost the same sum during 6 months. But the traffic from Ireland is 13 times more than from Spain. But Spanish clients are more inclined to buy and pay for the shipping that is more expensive than delivery price from the United Kingdom to Ireland. You should search out all the facts why Irish people buy less despite the big traffic and better delivery terms (delivery time, strong competitors in Ireland, confusing delivery terms, national features). Moreover the bounce rate for Irish website visitors is higher than from other European countries. It can be compared with the bounce rate for such far-away countries as Canada and Australia.

If we take a closer look at cities where you customers live, we will see the next picture.

Country	City	Acquisition			Behaviour			Conversions		E-commerce	
		Users % of Total: 100.00% (109,750)	New Users % of Total: 100.00% (109,546)	Sessions % of Total: 100.00% (152,568)	Bounce Rate Avg for View: 39.79% (0.00%)	Pages/Session Avg for View: 5.07 (0.00%)	Avg. Session Duration Avg for View: 00:02:59 (0.00%)	Transactions % of Total: 100.00% (15,141)	Revenue % of Total: 100.00% (£831,611.51)	E-commerce Conversion Rate Avg for View: 9.92% (0.00%)	
1.	United Kingdom	London	19,778 (17.30%)	18,703 (17.07%)	27,707 (18.16%)	41.13%	5.49	00:03:25	1,233 (8.14%)	£191,762.57 (23.31%)	4.45%
2.	United Kingdom	(not set)	11,936 (10.44%)	11,532 (10.53%)	16,478 (10.80%)	38.37%	5.64	00:03:23	771 (5.09%)	£82,678.71 (9.94%)	4.68%
3.	United States	Bettendorf	3,590 (3.14%)	3,339 (3.05%)	4,997 (3.28%)	0.00%	0.00	00:00:38	9,534 (62.97%)	£259,490.77 (31.20%)	190.79%
4.	United Kingdom	Bristol	2,329 (2.04%)	2,210 (2.02%)	3,194 (2.09%)	40.36%	5.46	00:03:13	166 (1.10%)	£14,575.91 (1.75%)	5.20%
5.	United Kingdom	Birmingham	1,818 (1.59%)	1,734 (1.58%)	2,254 (1.48%)	42.90%	4.65	00:02:15	67 (0.44%)	£7,517.10 (0.90%)	2.97%
6.	United Kingdom	Glasgow	1,676 (1.47%)	1,582 (1.44%)	2,126 (1.39%)	42.14%	4.64	00:02:35	68 (0.45%)	£7,145.30 (0.86%)	3.20%
7.	United Kingdom	Manchester	1,673 (1.46%)	1,562 (1.43%)	2,078 (1.36%)	42.54%	5.03	00:02:42	68 (0.45%)	£6,930.72 (0.83%)	3.27%
8.	United Kingdom	Leeds	1,560 (1.36%)	1,498 (1.37%)	2,058 (1.35%)	41.11%	5.15	00:02:55	63 (0.42%)	£5,415.06 (0.65%)	3.06%
9.	United Kingdom	Edinburgh	1,438 (1.26%)	1,372 (1.23%)	1,988 (1.30%)	35.66%	6.20	00:03:34	100 (0.66%)	£9,866.15 (1.13%)	5.03%
10.	United Kingdom	Newcastle upon Tyne	1,236 (1.08%)	1,162 (1.06%)	1,527 (1.00%)	42.44%	4.71	00:02:29	42 (0.28%)	£2,735.51 (0.33%)	2.75%
11.	United Kingdom	Liverpool	1,226 (1.07%)	1,185 (1.08%)	1,598 (1.05%)	42.93%	4.60	00:02:19	29 (0.19%)	£3,035.70 (0.37%)	1.81%
12.	Ireland	Dublin	1,216 (1.06%)	1,194 (1.09%)	1,668 (1.09%)	55.22%	4.22	00:02:44	4 (0.03%)	£507.18 (0.06%)	0.24%
13.	United Kingdom	Nottingham	1,115 (0.98%)	1,033 (0.94%)	1,386 (0.91%)	41.05%	5.06	00:02:58	49 (0.32%)	£6,082.44 (0.73%)	3.54%
14.	United Kingdom	Sheffield	1,114 (0.97%)	1,083 (0.99%)	1,434 (0.94%)	38.98%	5.18	00:02:52	44 (0.29%)	£5,449.40 (0.66%)	3.07%
15.	United Kingdom	Cardiff	984 (0.86%)	949 (0.87%)	1,233 (0.82%)	39.19%	5.05	00:02:40	41 (0.27%)	£3,825.66 (0.46%)	3.27%
16.	United Kingdom	Brighton	698 (0.61%)	669 (0.61%)	994 (0.65%)	33.20%	6.34	00:04:09	66 (0.44%)	£5,079.61 (0.61%)	6.64%
17.	United Kingdom	Norwich	663 (0.58%)	643 (0.59%)	810 (0.53%)	38.27%	5.14	00:02:48	34 (0.22%)	£2,610.93 (0.31%)	4.20%
18.	United Kingdom	Southampton	606 (0.53%)	569 (0.52%)	768 (0.50%)	42.58%	5.31	00:02:44	47 (0.31%)	£4,232.51 (0.51%)	6.12%
19.	United Kingdom	Coventry	582 (0.51%)	569 (0.52%)	731 (0.48%)	41.59%	4.58	00:02:39	18 (0.12%)	£1,789.52 (0.22%)	2.46%
20.	United Kingdom	Exeter	552 (0.48%)	532 (0.49%)	710 (0.47%)	41.13%	5.18	00:02:58	37 (0.24%)	£4,446.54 (0.53%)	5.21%
21.	United Kingdom	Oxford	537 (0.47%)	518 (0.47%)	740 (0.49%)	37.30%	6.24	00:03:49	44 (0.29%)	£4,954.82 (0.60%)	5.95%
22.	United Kingdom	Croydon	535 (0.47%)	503 (0.46%)	711 (0.47%)	40.23%	5.58	00:03:02	26 (0.17%)	£2,101.12 (0.25%)	3.66%
23.	United Kingdom	Reading	531 (0.46%)	511 (0.47%)	731 (0.48%)	42.68%	5.68	00:03:27	25 (0.17%)	£4,194.69 (0.50%)	3.42%
24.	United Kingdom	Cambridge	505 (0.44%)	485 (0.44%)	740 (0.49%)	36.08%	6.07	00:03:45	35 (0.23%)	£2,505.71 (0.30%)	4.73%

Pay attention to Bettendorf. As we see EXAMPLE.co.uk has an office there or a loyal business partner. This city makes a great contribution to the whole website statistics. As we see the average session duration is extremely short. So Bettendorf visitors know the webstore product range and they come to the website only to place the order. It's not Organic or Paid traffic. It's a Direct traffic. Bettendorf is almost the whole USA traffic to the example.co.uk

Ireland data is substantially different from the British and some European cities data. Find out the issues why in such traffic from Ireland, there are just a few transactions. Please, notice that the Paid Traffic in Ireland doesn't give the expected profit according to the screenshot below. We took data from March, 15 till September, 14 (6 months).

Primary Dimension: City Other		Secondary dimension: Source/Medium									
		Acquisition			Behaviour			Conversions E-commerce			
City	Source/Medium	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate	
		2,037 % of Total: 1.85% (109,750)	2,030 % of Total: 1.85% (109,463)	2,730 % of Total: 1.79% (152,568)	55.60% Avg for View: 39.79% (39.74%)	4.14 Avg for View: 5.07 (18.35%)	00:02:35 Avg for View: 00:02:59 (13.45%)	8 % of Total: 0.05% (15,141)	£680.71 % of Total: 0.08% (£831,611.51)	0.29% Avg for View: 9.92% (47.05%)	
1. Dublin	google / cpc	971 (45.66%)	948 (46.70%)	1,192 (43.66%)	62.08%	3.23	00:01:40	0 (0.00%)	£0.00 (0.00%)	0.00%	
2. (not set)	google / cpc	246 (11.42%)	238 (11.72%)	274 (10.04%)	62.04%	3.01	00:01:25	0 (0.00%)	£0.00 (0.00%)	0.00%	
3. Dublin	(direct) / (none)	124 (5.79%)	120 (5.91%)	167 (6.12%)	47.31%	5.99	00:04:32	1 (12.50%)	£209.80 (30.82%)	0.60%	
4. Dublin	google / organic	118 (5.48%)	93 (4.58%)	221 (8.10%)	33.03%	7.31	00:06:20	9 (37.50%)	£297.38 (43.69%)	1.36%	
5. Cork	google / cpc	59 (2.74%)	56 (2.78%)	71 (2.60%)	61.97%	3.58	00:01:22	0 (0.00%)	£0.00 (0.00%)	0.00%	
6. Drogheda	google / cpc	39 (1.81%)	37 (1.82%)	44 (1.61%)	61.36%	2.98	00:00:26	0 (0.00%)	£0.00 (0.00%)	0.00%	
7. Galway	google / cpc	28 (1.30%)	29 (1.06%)	38 (1.38%)	68.97%	3.10	00:01:02	0 (0.00%)	£0.00 (0.00%)	0.00%	
8. Dublin	ecosystems.net / referral	24 (1.11%)	11 (0.54%)	45 (1.65%)	26.67%	7.60	00:04:43	0 (0.00%)	£0.00 (0.00%)	0.00%	
9. (not set)	google / organic	22 (1.02%)	15 (0.74%)	36 (1.32%)	30.56%	7.28	00:06:15	2 (25.00%)	£166.05 (24.39%)	5.56%	
10. Naas	google / cpc	22 (1.02%)	21 (1.03%)	25 (0.92%)	68.00%	5.48	00:04:05	0 (0.00%)	£0.00 (0.00%)	0.00%	

Show rows

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Go to

1

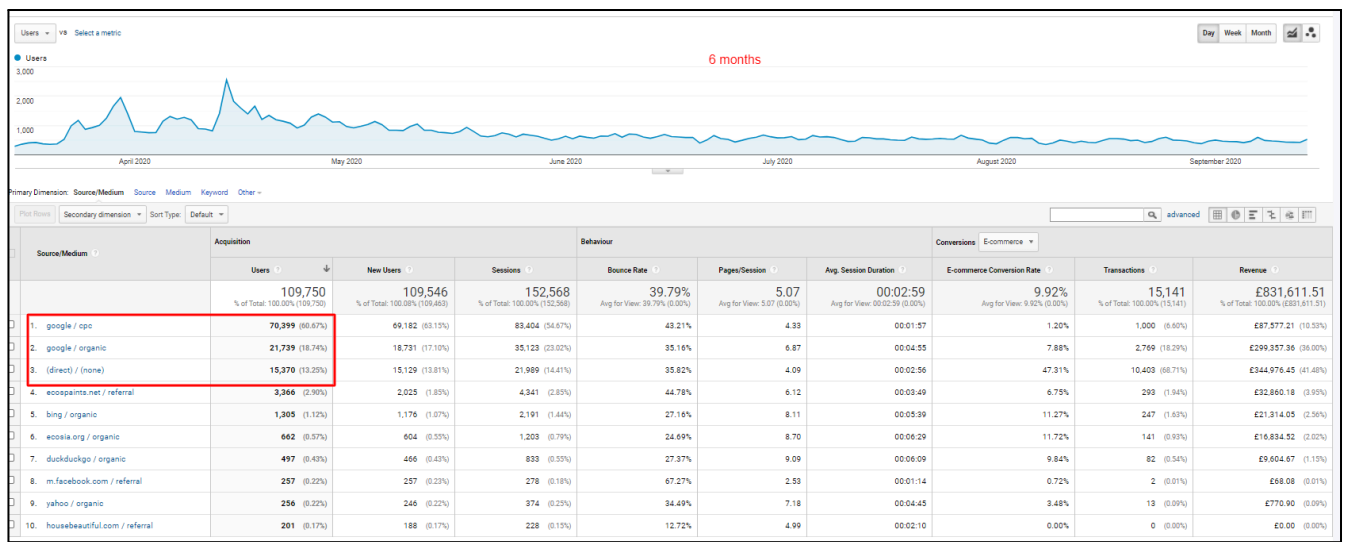
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This report was generated on 24/09/2020 at 14:16:00. Subject: Dublin

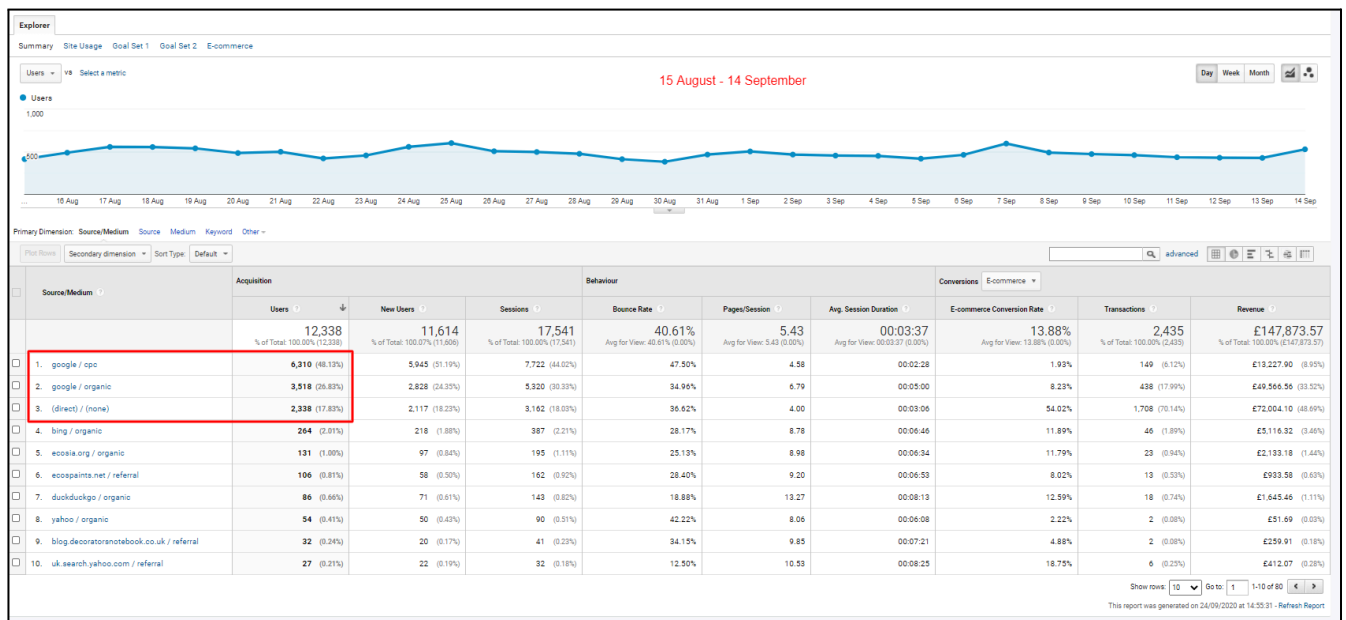
Pay attention that the paid traffic didn't bring any transaction. Only organic traffic brought transactions here.

Paid and Organic Traffic

Paid Traffic is the main source of website visitors for 6 months (March, 15 - September, 14). It's 60% of all website traffic.

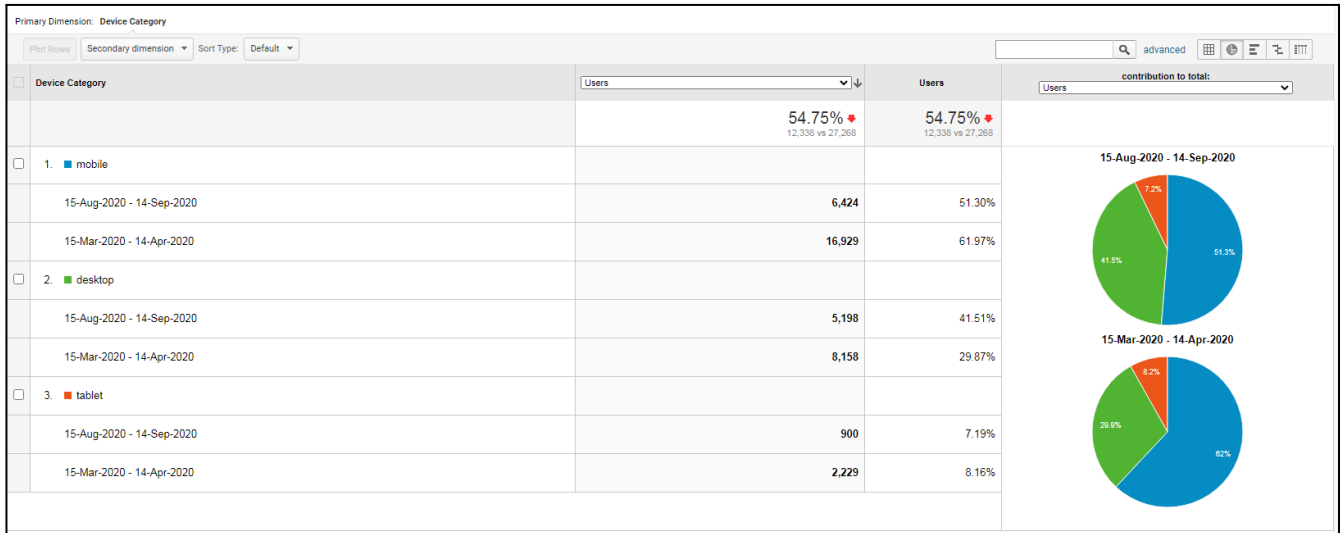


But the percentage of the paid traffic started to decrease at the end of summer and it reached 48% for the period: 15 August - 14 September.



Devices Overview

The comparison period: 15 March 2020 — 14 April 2020 vs 15 August - 14 September



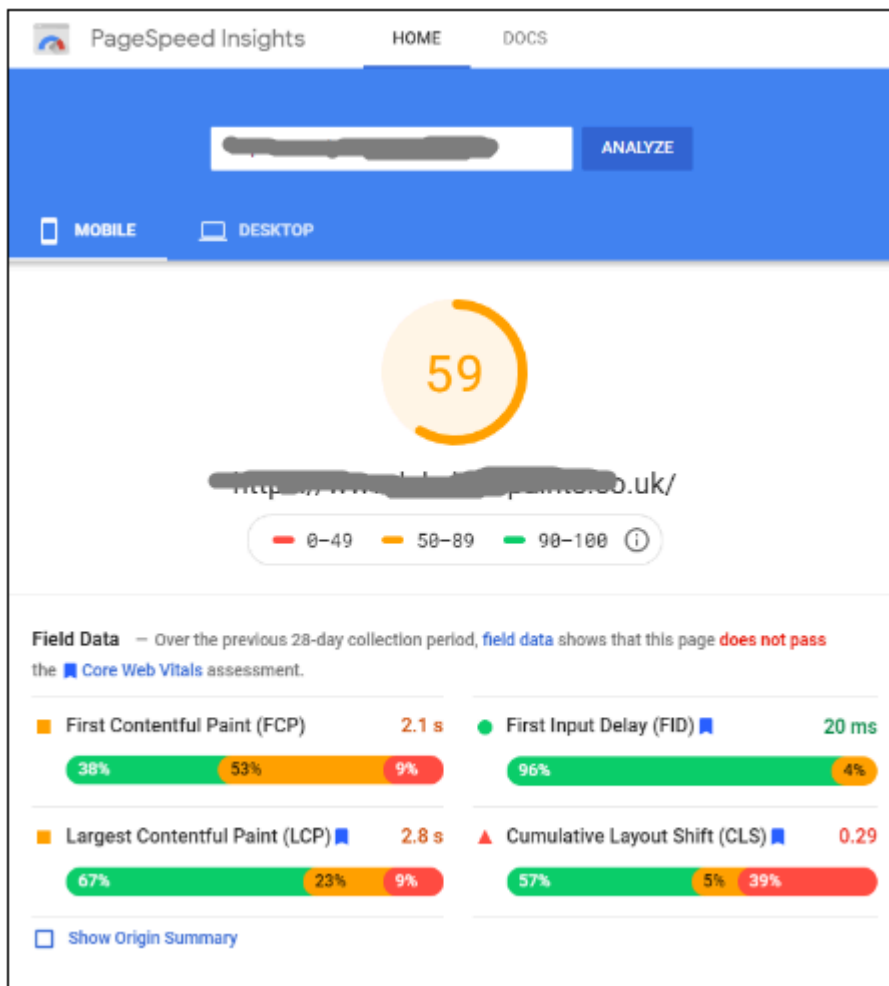
Device Category	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	54.75% 12,338 vs 27,268	56.18% 11,614 vs 26,503	48.58% 17,541 vs 34,115	3.59% 40.61% vs 39.21%	11.00% 5.43 vs 4.89	42.13% 00:03:37 vs 00:02:33	1.29% 2,435 vs 2,404	8.18% £147,873.57 vs £161,040.69	97.00% 13.88% vs 7.05%
1. mobile									
15-Aug-2020 - 14-Sep-2020	6,424 (51.30%)	6,098 (52.51%)	8,833 (50.36%)	48.44%	4.50	00:02:49	285 (11.70%)	£25,646.07 (17.34%)	3.23%
15-Mar-2020 - 14-Apr-2020	16,929 (61.97%)	16,676 (62.92%)	20,513 (60.13%)	43.19%	4.32	00:02:03	348 (14.48%)	£36,357.72 (22.58%)	1.70%
% Change	-62.05%	-63.43%	-56.94%	12.16%	4.17%	38.10%	-18.10%	-29.46%	90.19%
2. desktop									
15-Aug-2020 - 14-Sep-2020	5,198 (41.51%)	4,707 (40.53%)	7,410 (42.24%)	31.21%	6.37	00:04:27	2,093 (85.95%)	£116,494.96 (78.78%)	28.25%
15-Mar-2020 - 14-Apr-2020	8,158 (29.87%)	7,662 (28.91%)	10,791 (31.63%)	32.93%	5.76	00:03:22	1,974 (82.11%)	£118,128.81 (73.35%)	18.29%
% Change	-36.28%	-38.57%	-31.33%	-5.20%	10.61%	32.48%	6.03%	-1.38%	54.41%
3. tablet									
15-Aug-2020 - 14-Sep-2020	900 (7.19%)	809 (6.97%)	1,298 (7.40%)	40.99%	6.39	00:04:15	57 (2.34%)	£5,732.54 (3.88%)	4.39%
15-Mar-2020 - 14-Apr-2020	2,229 (8.16%)	2,165 (8.17%)	2,811 (8.24%)	34.22%	5.74	00:03:04	82 (3.41%)	£6,554.16 (4.07%)	2.92%
% Change	-59.62%	-62.63%	-53.82%	19.76%	11.40%	38.71%	-30.49%	-12.54%	50.54%

Show rows: 10 Go to: 1 1-3 of 3

This report was generated on 22/09/2020 at 17:12:32 - Refresh Report

We see that the share of the mobile users is falling down in comparison with the spring data. As it was the increase in the paid traffic in the spring, we can suppose that the ads settings were aimed at the mobile device users. But notice that the e-commerce conventional rate in spring is lower than the e-commerce conventional rate in the end of summer and September.

Also, pay attention to the bounce rate. We see the growth in this parameter on mobile devices (smartphones and tablets) in August and in September. It's possible that the reason for the growth in the bounce rate is a slow website on mobiles.



But it's not the obvious reason.

We see that some changes in the settings of ads (google/cpc) for tablets and mobiles result in a bounce rate growth in August and September.

7. tablet	google / cpc											
15-Aug-2020 - 14-Sep-2020		481 (3.67%)	438 (3.77%)	613 (3.49%)	45.84%	5.22	00:02:39	9 (0.37%)	£507.00 (0.34%)	1.47%		
15-Mar-2020 - 14-Apr-2020		1,599 (3.67%)	1,564 (3.90%)	1,829 (3.36%)	33.13%	5.14	00:02:21	21 (0.87%)	£1,483.38 (0.92%)	1.15%		
% Change		-69.92%	-71.99%	-66.48%	38.35%	1.65%	13.16%	-57.14%	-65.82%	27.87%		
8. tablet	google / organic											
15-Aug-2020 - 14-Sep-2020		264 (2.02%)	195 (1.68%)	392 (2.23%)	32.91%	7.58	00:05:57	29 (1.19%)	£3,499.87 (2.37%)	7.40%		
15-Mar-2020 - 14-Apr-2020		350 (1.24%)	288 (1.09%)	509 (1.49%)	34.77%	7.31	00:04:59	40 (1.66%)	£3,771.82 (2.34%)	7.86%		
% Change		-24.57%	-32.29%	-22.95%	-5.37%	3.70%	19.34%	-27.50%	-7.21%	-5.86%		

Primary Dimension: Device Category												
Filter Rows		Secondary dimension: Source/Medium		Sort Type								
Device Category	Source/Medium	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate		
7. mobile	google / cpc	54.75%	56.18%	48.58%	3.59%	11.00%	42.13%	1.29%	8.18%	97.00%		
15-Aug-2020 - 14-Sep-2020		3,917 (29.90%)	3,730 (32.12%)	4,805 (27.39%)	51.38%	4.04	00:02:05	79 (3.00%)	£4,389.03 (2.97%)	1.52%		
15-Mar-2020 - 14-Apr-2020		13,831 (49.00%)	13,594 (31.29%)	15,507 (45.46%)	42.40%	4.08	00:01:36	113 (4.70%)	£10,796.28 (6.70%)	0.73%		
% Change		-71.68%	-72.56%	-69.01%	21.19%	-1.04%	29.69%	-35.40%	-59.35%	108.49%		
2. desktop	google / cpc											
15-Aug-2020 - 14-Sep-2020		1,897 (14.48%)	1,777 (15.30%)	2,304 (13.13%)	39.84%	5.53	00:03:12	67 (2.73%)	£8,331.87 (5.63%)	2.91%		
15-Mar-2020 - 14-Apr-2020		4,227 (14.98%)	4,090 (15.63%)	4,832 (14.16%)	37.44%	4.96	00:02:13	95 (3.93%)	£11,792.21 (7.32%)	1.97%		
% Change		-55.12%	-56.55%	-52.32%	6.43%	11.48%	44.45%	-29.47%	-29.34%	47.91%		
3. mobile	google / organic											
15-Aug-2020 - 14-Sep-2020		1,797 (13.03%)	1,408 (12.12%)	2,561 (14.60%)	41.27%	5.23	00:03:50	122 (5.01%)	£11,219.41 (7.59%)	4.76%		
15-Mar-2020 - 14-Apr-2020		1,844 (6.53%)	1,516 (5.72%)	2,810 (8.24%)	42.60%	5.57	00:03:56	160 (6.64%)	£16,506.05 (10.31%)	5.69%		
% Change		-7.43%	-7.12%	-8.86%	-3.11%	-7.77%	-2.54%	-23.75%	-32.44%	-16.34%		
4. desktop	google / organic											
15-Aug-2020 - 14-Sep-2020		1,549 (11.82%)	1,225 (10.55%)	2,367 (13.49%)	28.47%	8.35	00:06:05	287 (11.79%)	£34,847.28 (23.57%)	12.13%		
15-Mar-2020 - 14-Apr-2020		1,616 (5.73%)	1,304 (4.92%)	2,529 (7.41%)	28.39%	8.27	00:05:39	268 (11.13%)	£35,352.42 (21.93%)	10.60%		
% Change		-4.15%	-6.96%	-6.41%	0.30%	0.98%	7.64%	7.69%	-1.43%	14.42%		

Comparing the google/organic traffic we won't see big changes in figures between data in spring and summer periods.

Mobile Device Info		Acquisition			Behaviour			Conversions	E-commerce	
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		72,714 % of Total: 66.23% (109,750)	72,336 % of Total: 66.08% (109,683)	96,346 % of Total: 63.15% (152,368)	44.08% Avg for View: 29.79% (10.77%)	4.51 Avg for View: 3.07 (11.09%)	00:02:26 Avg for View: 00:02:59 (17.96%)	2,254 % of Total: 14.89% (15,141)	£204,134.08 % of Total: 34.35% (£831,611.31)	2.34% Avg for View: 9.92% (76.43%)
<input type="checkbox"/>	1. Apple iPhone	35,326 (48.44%)	35,014 (48.40%)	45,018 (46.73%)	46.05%	4.02	00:02:14	1,014 (44.99%)	£97,531.22 (47.78%)	2.25%
<input type="checkbox"/>	2. Apple iPad	5,921 (8.12%)	5,857 (8.10%)	8,361 (8.68%)	37.76%	5.92	00:03:28	327 (14.51%)	£28,876.82 (14.13%)	3.91%
<input type="checkbox"/>	3. Samsung SM-G960F Galaxy S9	2,017 (2.77%)	2,008 (2.78%)	2,716 (2.82%)	43.23%	4.58	00:02:17	55 (2.44%)	£4,506.84 (2.21%)	2.03%
<input type="checkbox"/>	4. Samsung SM-G950F Galaxy S8	1,573 (2.16%)	1,564 (2.16%)	2,103 (2.18%)	44.37%	4.79	00:02:23	54 (2.40%)	£4,687.61 (2.30%)	2.57%
<input type="checkbox"/>	5. Samsung SM-G973F Galaxy S10	1,405 (1.93%)	1,400 (1.94%)	1,743 (1.81%)	43.95%	4.45	00:01:45	24 (1.06%)	£1,777.74 (0.87%)	1.38%
<input type="checkbox"/>	6. Samsung SM-G930F Galaxy S7	815 (1.12%)	813 (1.12%)	1,109 (1.15%)	42.74%	5.16	00:02:43	28 (1.24%)	£2,886.98 (1.41%)	2.52%
<input type="checkbox"/>	7. Huawei CLT-L09 P20 Pro	747 (1.02%)	743 (1.03%)	998 (1.04%)	43.49%	4.41	00:01:54	13 (0.58%)	£723.23 (0.35%)	1.30%
<input type="checkbox"/>	8. Samsung SM-G975F Galaxy S10+	732 (1.00%)	730 (1.01%)	876 (0.91%)	46.80%	4.07	00:01:23	12 (0.53%)	£1,040.42 (0.51%)	1.37%
<input type="checkbox"/>	9. Samsung SM-A405FN Galaxy A40	578 (0.79%)	572 (0.79%)	751 (0.78%)	42.08%	4.56	00:02:14	26 (1.15%)	£1,418.84 (0.70%)	3.46%
<input type="checkbox"/>	10. (not set)	577 (0.79%)	573 (0.79%)	872 (0.91%)	43.00%	5.28	00:03:22	18 (0.80%)	£1,355.20 (0.66%)	2.06%

Show rows: 10
Go to: 1
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Here is the list of devices your customers use to reach your online store. We recommend checking new design features on these devices and do your best to adapt your web design theme to these devices first.

And pay attention to the bounce rate. It's not critical, but it trends upward. In an ideal case, the bounce rate should be closer to 30%. It's true for desktops too.

All pages traffic

The most viewed pages:

Date: 15 August 2020 - 14 September 2020 (1 month)

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	95,283 % of Total: 100.00% (#5,283)	62,082 % of Total: 100.00% (#2,082)	00:00:48 Avg for View: 00:00:48 (0.00%)	16,737 % of Total: 100.00% (16,737)	40.61% Avg for View: 40.61% (0.00%)	17.57% Avg for View: 17.57% (0.00%)
1. /	14,906 (15.64%)	10,350 (16.67%)	00:00:49	9,678 (57.82%)	34.85%	34.70%
2. /paints/	10,997 (11.54%)	5,745 (9.25%)	00:00:12	264 (1.58%)	25.76%	3.29%
3. /wallpaint/	5,615 (5.89%)	2,957 (4.76%)	00:00:27	170 (1.02%)	38.24%	4.68%
4. /paints-for-wood/	3,650 (3.83%)	1,926 (3.10%)	00:00:29	200 (1.19%)	43.00%	5.90%
5. /checkout/	3,166 (3.32%)	1,450 (2.34%)	00:02:33	49 (0.29%)	16.33%	10.74%
6. /index.php?dispatch=shop_by_color.view	3,074 (3.23%)	2,506 (4.04%)	00:02:40	574 (3.43%)	68.82%	40.79%
7. /testers-special-charts/	2,893 (3.04%)	1,521 (2.45%)	00:00:21	119 (0.71%)	36.97%	6.12%
8. /wallpaint/matt/	2,722 (2.86%)	1,527 (2.46%)	00:00:19	86 (0.51%)	19.77%	4.48%
9. /testers-special-charts/colour-matching-service/	2,058 (2.16%)	1,487 (2.40%)	00:00:43	775 (4.63%)	63.23%	36.35%
10. /wallpaint/matt/eco-matt-paint/	1,987 (2.09%)	1,400 (2.26%)	00:01:51	144 (0.86%)	67.36%	25.57%
11. /products-for-wood/	1,841 (1.93%)	1,074 (1.73%)	00:00:30	434 (2.59%)	42.63%	19.50%
12. /brochure/	1,560 (1.64%)	1,165 (1.88%)	00:00:41	41 (0.24%)	26.83%	7.24%
13. /cart/	1,519 (1.59%)	710 (1.14%)	00:00:52	167 (1.00%)	56.29%	13.56%
14. /specialist-paints/	1,503 (1.58%)	886 (1.43%)	00:00:29	27 (0.16%)	37.04%	4.86%
15. /testers-special-charts/matchpots-all-colours-matt-only/	1,411 (1.48%)	946 (1.52%)	00:02:14	115 (0.69%)	54.78%	20.77%
16. /paints-for-wood/satin-gloss/	1,177 (1.24%)	715 (1.15%)	00:00:40	62 (0.37%)	40.32%	7.82%
17. /who-use-lakeland-paints/	890 (0.93%)	525 (0.85%)	00:00:14	12 (0.07%)	41.67%	4.72%
18. /wallpaint/claypaint/	870 (0.91%)	607 (0.98%)	00:00:26	511 (3.06%)	40.90%	40.34%
19. /paints-for-wood/gloss/	808 (0.85%)	513 (0.83%)	00:00:21	56 (0.33%)	37.50%	8.54%
20. /wallpaint/soft-sheen/	799 (0.84%)	518 (0.83%)	00:00:19	21 (0.13%)	33.33%	3.88%
21. /paints-for-wood/satin-gloss/satin-gloss-paint-interior/	795 (0.83%)	597 (0.96%)	00:01:40	88 (0.53%)	79.55%	27.92%
22. /floor-paint/	735 (0.77%)	446 (0.72%)	00:00:26	107 (0.64%)	15.89%	7.89%
23. /paints-for-wood/gloss/gloss-paint-interior-exterior-1-litre/	595 (0.62%)	436 (0.70%)	00:01:56	45 (0.27%)	66.67%	24.37%
24. /wallpaint/soft-sheen/soft-sheen-paint/	571 (0.60%)	418 (0.67%)	00:01:29	28 (0.17%)	57.14%	20.67%
25. /advice/wood-stain-varnish-colours/	541 (0.57%)	455 (0.73%)	00:00:37	71 (0.42%)	53.92%	17.56%

Date: 15 June 2020 - 14 September 2020 (3 months)

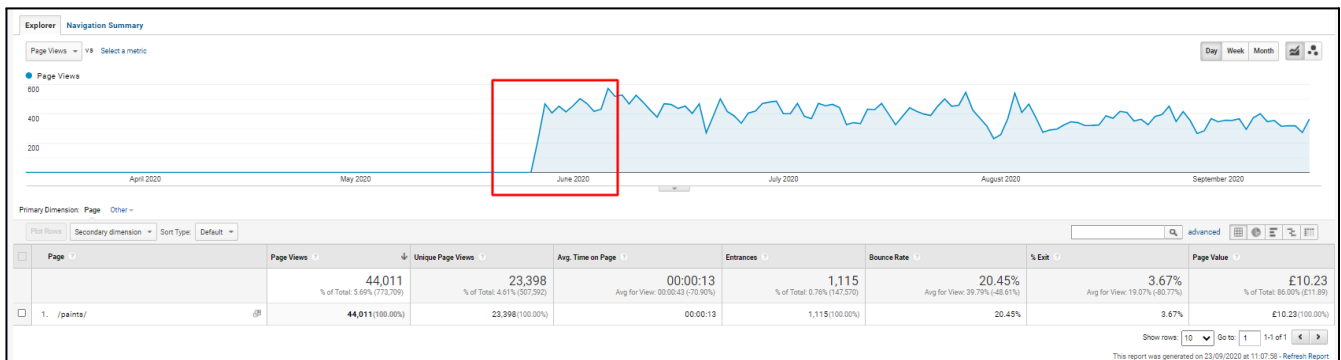
Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	296,294 % of Total: 100.00% (296,294)	196,793 % of Total: 100.00% (196,793)	00:00:48 Avg for View: 00:00:48 (0.00%)	53,886 % of Total: 100.00% (53,886)	40.81% Avg for View: 40.81% (0.00%)	18.19% Avg for View: 18.19% (0.00%)	£14.32 % of Total: 100.00% (£14,32)
1. /	48,215 (16.27%)	34,352 (17.46%)	00:00:47	32,428 (60.18%)	35.32%	35.19%	£6.00 (41.90%)
2. /paints/	35,406 (11.95%)	18,819 (9.56%)	00:00:13	914 (1.70%)	21.23%	3.64%	£10.93 (76.33%)
3. /wallpaint/	17,626 (5.93%)	9,483 (4.82%)	00:00:28	490 (0.91%)	37.76%	5.02%	£16.64 (116.17%)
4. /paints-for-wood/	11,282 (3.81%)	6,201 (3.15%)	00:00:29	555 (1.03%)	41.80%	7.29%	£14.40 (100.55%)
5. /index.php?dispatch=shop_by_color.view	10,925 (3.68%)	8,085 (4.11%)	00:02:45	1,839 (3.41%)	68.62%	43.82%	£3.93 (27.48%)
6. /checkout/	9,585 (3.23%)	4,370 (2.22%)	00:02:31	180 (0.33%)	20.00%	10.86%	£58.89 (411.22%)
7. /testers-special-charts/	8,848 (2.99%)	4,741 (2.41%)	00:00:20	335 (0.62%)	32.54%	5.75%	£7.65 (53.43%)
8. /wallpaint/matt/	8,471 (2.86%)	5,045 (2.56%)	00:00:19	245 (0.45%)	31.43%	4.72%	£18.80 (131.24%)
9. /testers-special-charts/colour-matching-service/	6,768 (2.28%)	4,880 (2.48%)	00:00:45	2,651 (4.92%)	63.56%	37.62%	£2.81 (19.64%)
10. /wallpaint/matt/eco-matt-paint/	6,433 (2.17%)	4,633 (2.35%)	00:01:45	481 (0.89%)	69.23%	27.23%	£20.23 (141.24%)
11. /products-for-wood/	5,784 (1.95%)	3,529 (1.79%)	00:00:27	1,287 (2.39%)	46.93%	18.29%	£8.01 (55.92%)
12. /brochure/	4,764 (1.61%)	3,587 (1.82%)	00:00:44	149 (0.28%)	37.58%	7.75%	£3.58 (24.99%)
13. /cart/	4,731 (1.60%)	2,185 (1.11%)	00:00:55	481 (0.89%)	53.43%	12.83%	£50.11 (349.94%)
14. /testers-special-charts/matchpots-all-colours-matt-only/	4,564 (1.54%)	2,969 (1.51%)	00:02:08	430 (0.80%)	60.93%	20.84%	£8.85 (61.78%)
15. /specialist-paints/	4,301 (1.45%)	2,584 (1.31%)	00:00:31	102 (0.19%)	47.06%	5.65%	£11.09 (77.41%)
16. /paints-for-wood/satin-gloss/	3,380 (1.14%)	2,240 (1.14%)	00:00:31	161 (0.30%)	43.48%	6.72%	£21.69 (151.47%)
17. /wallpaint/soft-sheen/	2,501 (0.84%)	1,658 (0.84%)	00:00:21	54 (0.10%)	44.44%	4.52%	£21.39 (148.91%)
18. /paints-for-wood/gloss/	2,409 (0.81%)	1,619 (0.82%)	00:00:24	159 (0.30%)	42.14%	8.47%	£21.70 (151.53%)
19. /paints-for-wood/satin-gloss/satin-gloss-paint-interior/	2,399 (0.81%)	1,811 (0.92%)	00:01:34	250 (0.46%)	75.20%	27.01%	£25.73 (179.66%)
20. /floor-paint/	2,299 (0.78%)	1,422 (0.72%)	00:00:25	338 (0.63%)	18.93%	8.61%	£13.48 (93.96%)
21. /wallpaint/claypaint/	2,210 (0.73%)	1,608 (0.82%)	00:00:28	1,293 (2.40%)	42.69%	40.00%	£2.17 (15.13%)
22. /paints-for-wood/gloss/gloss-paint-interior-exterior-1-litre/	1,865 (0.63%)	1,391 (0.71%)	00:01:45	161 (0.30%)	67.08%	26.60%	£21.76 (151.92%)
23. /advice/wood-stain-varnish-colours/	1,858 (0.63%)	1,572 (0.80%)	00:00:40	227 (0.42%)	58.15%	20.40%	£2.74 (19.13%)
24. /wallpaint/soft-sheen/soft-sheen-paint/	1,816 (0.61%)	1,346 (0.68%)	00:01:36	130 (0.24%)	64.62%	23.07%	£24.62 (171.90%)
25. /wallpaint/feng-shui/feng-shui-multi-surface-paint-interior/	1,601 (0.54%)	1,260 (0.64%)	00:01:35	104 (0.19%)	68.27%	19.30%	£22.63 (158.00%)

Date: 15 March 2020 - 14 September (6 months)

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	773,709	507,592	00:00:43	147,570	39.79%	19.07%	£11.89
	% of Total: 100.00% (773,709)	% of Total: 100.00% (507,592)	Avg for View: 00:00:43 (0.00%)	% of Total: 100.00% (147,570)	Avg for View: 39.79% (0.00%)	Avg for View: 19.07% (0.00%)	% of Total: 100.00% (£11.89)
1. /	150,972 (19.31%)	103,858 (20.46%)	00:00:42	99,584 (67.48%)	34.32%	38.62%	£4.20 (35.28%)
2. /catalog/	61,944 (8.01%)	31,643 (6.23%)	00:00:11	1,281 (0.87%)	18.27%	3.04%	£6.11 (51.39%)
3. /wall-paint/	55,722 (7.20%)	29,083 (5.73%)	00:00:25	1,199 (0.81%)	40.03%	5.35%	£10.87 (91.39%)
4. /paints/	44,011 (5.69%)	23,398 (4.61%)	00:00:13	1,115 (0.76%)	20.45%	3.67%	£10.23 (86.00%)
5. /paints-for-wood/	30,546 (3.95%)	16,643 (3.28%)	00:00:28	1,051 (0.71%)	41.96%	7.24%	£11.69 (98.29%)
6. /index.php?dispatch=shop_by_color.view	30,353 (3.92%)	24,692 (4.86%)	00:02:28	4,483 (3.04%)	68.97%	41.00%	£3.37 (28.37%)
7. /wall-paint/matt/	23,375 (3.02%)	15,194 (2.99%)	00:00:21	604 (0.41%)	43.54%	7.71%	£13.03 (109.55%)
8. /checkout/	21,390 (2.76%)	9,942 (1.96%)	00:02:27	374 (0.25%)	20.86%	11.92%	£55.27 (464.69%)
9. /nearest-special-charts/	19,616 (2.54%)	10,673 (2.10%)	00:00:23	715 (0.48%)	35.10%	6.43%	£7.55 (63.47%)
10. /nearest-special-charts/colour-matching-service/	16,859 (2.18%)	12,045 (2.37%)	00:00:43	6,523 (4.42%)	61.12%	37.10%	£2.25 (18.96%)
11. /products-for-wood/	14,127 (1.82%)	8,514 (1.68%)	00:00:25	2,906 (1.97%)	48.97%	17.99%	£8.59 (70.57%)
12. /cart/	11,520 (1.49%)	5,269 (1.04%)	00:00:54	1,192 (0.81%)	54.28%	13.13%	£45.99 (388.72%)
13. /brochure/	11,080 (1.43%)	8,305 (1.64%)	00:00:42	359 (0.24%)	44.57%	8.61%	£3.77 (31.69%)
14. /nearest-special-charts/matchpots-all-colours-matt-only/	9,579 (1.23%)	6,327 (1.25%)	00:02:03	935 (0.63%)	57.75%	19.80%	£9.58 (80.57%)
15. /specialist-paints/	9,930 (1.28%)	6,212 (1.22%)	00:00:30	214 (0.15%)	51.40%	6.32%	£9.97 (83.84%)
16. /paints-for-wood/satin-gloss/	8,455 (1.09%)	5,712 (1.13%)	00:00:26	278 (0.19%)	49.64%	6.99%	£18.37 (154.45%)
17. /wall-paint/matt/eco-matt-paint-5-litres/	7,577 (0.98%)	5,163 (1.02%)	00:01:46	612 (0.41%)	67.81%	25.49%	£17.96 (151.00%)
18. /wall-paint/matt/eco-matt-paint/	7,449 (0.96%)	5,363 (1.06%)	00:01:43	561 (0.38%)	69.34%	27.01%	£19.31 (162.34%)
19. /wall-paint/soft-sheen/	7,287 (0.94%)	5,051 (1.00%)	00:00:18	156 (0.11%)	32.56%	6.39%	£14.66 (123.30%)
20. /advice/wood-stain-varnish-colours/	6,649 (0.86%)	5,381 (1.06%)	00:00:34	532 (0.36%)	56.02%	15.40%	£2.24 (18.81%)
21. /paints-for-wood/gloss/	6,298 (0.81%)	4,308 (0.85%)	00:00:23	386 (0.26%)	46.37%	9.38%	£17.67 (148.55%)
22. /maconomy-paint/	5,270 (0.68%)	3,711 (0.73%)	00:00:26	249 (0.17%)	55.82%	10.51%	£9.98 (83.93%)
23. /floor-paint/	5,024 (0.65%)	3,091 (0.61%)	00:00:22	618 (0.42%)	21.04%	7.84%	£11.59 (97.44%)
24. /bargain-basement/	4,337 (0.56%)	3,995 (0.79%)	00:00:30	141 (0.10%)	63.83%	12.80%	£8.07 (67.86%)
25. /paints-for-wood/gloss/gloss-paint-interior-exterior-1-litre/	4,295 (0.56%)	3,144 (0.62%)	00:01:35	363 (0.25%)	68.92%	25.24%	£19.19 (161.37%)

We noticed that the order of the most popular pages on the website is changing during the last 6 months.

The page [/catalog/](#) was renamed to the page [/paints/](#) in June 2020.



We won't include it into the analysis as the bounce rate and the traffic is almost the same as it was when this page was under the name [/catalog/](#).

If we look through the views to website pages, we will see that the homepage gets almost 20% of all views. It's the ideal situation as it's the first page. Another 80% of views are distributed among other website pages. Here we can talk about the 80/20 rule (Pareto's law).

Page	Source/Medium	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	google / cpc	42,933	42,377	23.68%	49.85%	3.59%	12.13%	37.80%
		95,395 vs 166,936	63,962 vs 107,716	00:00:48 vs 00:00:39	16,761 vs 20,077	40.61% vs 59.21%	17.57% vs 19.99%	£15.97 vs £11.31
15-Aug-2020 - 14-Sep-2020		7,812 (18.20%)	5,548 (13.11%)	00:00:53	5,404 (12.29%)	43.91%	45.34%	£1.74 (10.99%)
15-Mar-2020 - 14-Apr-2020		28,285 (16.94%)	18,754 (17.41%)	00:00:34	18,546 (33.57%)	36.21%	46.86%	£0.92 (8.00%)
% Change		-72.38%	-70.42%	54.76%	-70.86%	21.28%	-3.25%	89.30%
2. /paints/	google / cpc	4,310	3,364	00:00:11	49	36.73%	3.71%	£4.76 (29.98%)
15-Aug-2020 - 14-Sep-2020		0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
15-Mar-2020 - 14-Apr-2020		0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
% Change		==%	==%	==%	==%	==%	==%	==%
3. /paints/	google / organic	4,046	2,044	00:00:13	110	13.64%	2.57%	£17.72 (111.65%)
15-Aug-2020 - 14-Sep-2020		0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
15-Mar-2020 - 14-Apr-2020		0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	£0.00 (0.00%)
% Change		==%	==%	==%	==%	==%	==%	==%
4. /	google / organic	4,038	2,724	00:00:44	2,382	18.81%	20.13%	£18.21 (89.22%)
15-Aug-2020 - 14-Sep-2020		5,189 (12.71%)	3,412 (11.77%)	00:00:44	3,098 (13.28%)	21.56%	21.74%	£13.19 (114.52%)
15-Mar-2020 - 14-Apr-2020		5,189 (12.71%)	3,412 (11.77%)	00:00:44	3,098 (13.28%)	21.56%	21.74%	£13.19 (114.52%)
% Change		-22.18%	-20.16%	-1.24%	-23.11%	-13.16%	-7.38%	0.14%

We compared the statistics of the homepage in spring and in the end of summer. We found that the most traffic was paid. But the homepage bounce rate of the paid traffic is worse than it was in spring. That means that you should review the ads settings.

At the same time we see slight improvements in the organic traffic bounce rate.

As for other popular pages, please see the list below:

- [/paints/](#)
- [/wall-paint/](#)
- [/paints-for-wood/](#)
- [/checkout/](#)
- [/index.php?dispatch=shop_by_color.view](#)
- [/testers-special-charts/](#)
- [/wall-paint/matt/](#)
- [/testers-special-charts/colour-matching-service/](#)
- [/wall-paint/matt/eco-matt-paint/](#)
- [/products-for-wood/](#)
- [/brochure/](#)

Here we want to highlight the following webpage:

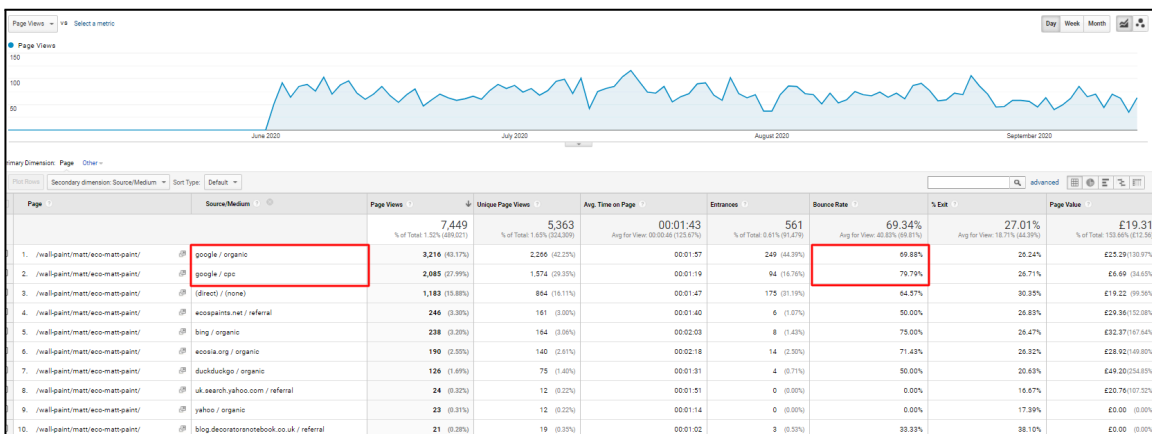
- [/index.php?dispatch=shop_by_color.view](#)
- [/testers-special-charts/colour-matching-service/](#)
- [/wall-paint/matt/eco-matt-paint/](#)

These pages have a very high percentage of bounce rate. It's more than 60% for the Paid and the Organic Traffic.

12	/index.php?dispatch=shop_by_color.view	google / cpo										
	15-Aug-2020 - 14-Sep-2020		1,308 (1.37%)	1,101 (1.77%)	00:02:12	79 (0.44%)	80.82%	33.87%		£1.90 (11.95%)		
	15-Mar-2020 - 14-Apr-2020		4,967 (2.98%)	4,209 (3.90%)	00:02:03	218 (0.65%)	82.57%	34.08%		£1.23 (10.72%)		
	% Change		-73.67%	-73.82%	7.39%	-66.51%	-2.12%	-0.64%		53.56%		
13	/testers-special-charts/colour-matching-service/	google / cpo										
	15-Aug-2020 - 14-Sep-2020		1,303 (1.37%)	924 (1.49%)	00:00:41	691 (4.13%)	63.53%	47.74%		£2.30 (14.69%)		
	15-Mar-2020 - 14-Apr-2020		2,317 (1.39%)	1,601 (1.49%)	00:00:43	1,014 (3.04%)	59.17%	40.22%		£0.71 (8.20%)		
	% Change		-43.76%	-42.29%	-4.09%	-31.85%	7.37%	18.67%		221.85%		
14	/testers-special-charts/	google / organic										
	15-Aug-2020 - 14-Sep-2020		1,181 (1.24%)	607 (0.98%)	00:00:22	52 (0.31%)	19.23%	4.57%		£11.62 (73.23%)		
	15-Mar-2020 - 14-Apr-2020		1,151 (0.69%)	586 (0.54%)	00:00:24	46 (0.14%)	30.43%	6.95%		£15.24 (132.37%)		
	% Change		2.61%	3.58%	-8.58%	13.04%	-36.81%	-34.21%		-23.77%		
15	/index.php?dispatch=shop_by_color.view	google / organic										
	15-Aug-2020 - 14-Sep-2020		1,107 (1.16%)	896 (1.44%)	00:03:07	318 (1.90%)	61.32%	44.81%		£6.26 (39.44%)		
	15-Mar-2020 - 14-Apr-2020		1,377 (0.82%)	1,027 (0.93%)	00:02:53	369 (1.11%)	63.14%	42.63%		£9.06 (76.67%)		
	% Change		-19.61%	-12.76%	8.05%	-13.82%	-2.89%	5.11%		-30.92%		

Page	Source/Medium	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		32.44%	31.82%	2.38%	25.98%	7.46%	4.94%	32.10%
		2,208 vs 3,046	1,487 vs 1,181	00:00:43 vs 00:00:42	779 vs 1,047	63.23% vs 56.83%	36.33% vs 34.64%	£3.03 vs £2.72
1.	/testers-special-charts/colour-matching-service/	google / cpo						
	15-Aug-2020 - 14-Sep-2020		1,303 (63.31%)	924 (62.14%)	00:00:41	691 (89.16%)	63.53%	47.74%
	15-Mar-2020 - 14-Apr-2020		2,317 (76.07%)	1,601 (73.41%)	00:00:43	1,014 (66.85%)	59.17%	40.22%
	% Change		-43.76%	-42.29%	-4.09%	-31.85%	7.37%	18.67%
2.	/testers-special-charts/colour-matching-service/	google / organic						
	15-Aug-2020 - 14-Sep-2020		457 (22.31%)	341 (22.93%)	00:00:48	43 (5.55%)	48.84%	14.88%
	15-Mar-2020 - 14-Apr-2020		403 (13.23%)	308 (14.12%)	00:00:47	14 (1.34%)	42.86%	14.64%
	% Change		13.40%	10.71%	2.41%	207.14%	13.95%	1.64%

As [/wall-paint/matt/eco-matt-paint/](#) page appeared only in June 2020, we don't have any data for the spring period, but we see that the bounce rate of this page is also extremely high.



When we move to the page </wall-paint/matt/eco-matt-paint/> we see the product page where the customer can put the item in the cart. But most of the customers don't do it, they just close the website here.

ORDER TODAY. PAINT TOMORROW
We have everything you need to decorate

VISA
MASTERCARD
paypal

+44(0)1524 852 371

*For Next Day Delivery please order ONLINE before Noon!

[HOME](#) /
 [PRINTS](#) /
 [TESTERS](#) /
 [FREE COLOUR CARD](#) /
 [COLOUR MATCH](#) /
 [ADVICE](#) /
 [VIDEO REVIEWS](#)

[Home](#) /
 [Wall Paint - Interior](#) /
 [Go-Freesty Matt - Non Toxic](#) /
Matt Paint
1 of 2

Matt Paint

★★★★★ 13 reviews Write a review

£61.75
per VMT

Size:
5 litre (60l.75l) ▼

Selected colour:
White
Whisper

Choose color

CODE: MAIN4b

Availability: In stock

Quantity:

↑ ↓

ADD TO CART

Add to wish list

Description

Eco MATT WALL PAINT - flat, wipeable, super quality & super coverage for interior walls & ceilings, even directly onto Wallpaper, including vinyl-coated & blown vinyl wallpapers. 180 shades.

For full details and technical specifications, please download the Data Sheet for this product:

[Download Data Sheet \(PDF\)](#)

Reviews

Fantastic product. Went on smoothly on ceilings.
No odour. My decorator was very complimentary About it

Would use again

DUNNE ★★★★★ 29/01/2020, 10:07

It's very bright but perfect for my little 4 year olds bedroom - he's had white and greys and very neutral colours but time for his room to have some colour! The paint goes on so well it's amazing. The tins are so easy to open with the clips and score (keep safe from little hands :).

Amanda Robinson ★★★★★ 29/01/2020, 10:48

Perfect, worth paying extra for sum. Came excellently packaged and love the clips around the tins that allow for easy opening and closing of the tins.

Amanda Robinson ★★★★★ 29/01/2020, 10:48

Just used for the first time. Absolutely no odour and a lovely depth of finish.

Mary Pennington ★★★★★ 29/01/2020, 08:04

Great paint NO SMELL. Colour true to chat.Mr grand daughter's bedroom looks fresh and bright.

JENNIFER AUGTAR ★★★★★ 29/01/2020, 09:20

Nice paint. Covers well. And good to know it's non static.

Rhine Dahle ★★★★★ 29/01/2020, 00:48

We live in an 18th century cottage and I am very particular about the paint I use. I have found that Lakeland paints are excellent for coverage and maintain their colour without fading as well as being right for the type of property. The delivery service is first class. I was initially attracted to the paint because of the eco credentials but discovered that they are actually very good paints and now I use nothing else. Keep up the good work Lakeland

Francis Pullman ★★★★★ 29/01/2020, 08:07

As always a great paint

Lawrence Ralston ★★★★★ 29/01/2020, 08:08

Excellent surface coverage and service, product delivered on time, would highly recommend.

Jon Cross ★★★★★ 29/01/2020, 08:08

Absolutely beautiful paint.

Jo Carter ★★★★★ 29/01/2020, 08:08

← PREV **1** 2 NEXT →

[Write a review](#)

Quick Links	Customer Service	Contact
ABOUT US OUR COLOURS OUR PRODUCTS CONTACT US	TERMS & CONDITIONS DELIVERY* CONTACT US	LAKELAND PAINTS UNIT 10, LEYSHAM BUSINESS PARK WICKLE CHURCH ROAD LEYSHAM LANCASHIRE LA1 1YU

The block with similar products or the block “People also buy” will help to keep the customer’s attention on the website and offer them products they possibly need.

If we examine other product pages, we will see that many of them have a very high bounce rate.

25. /advice/wood-stain-varnish-colours/	⌕	541 (0.37%)	455 (0.73%)	00:00:37	71 (0.42%)	53.52%	17.56%	£4.00 (23.22%)
26. /specialty-products/	⌕	527 (0.35%)	211 (0.34%)	00:00:28	8 (0.05%)	50.00%	6.07%	£21.81 (137.48%)
27. /products-for-wood/clear-varnish/	⌕	521 (0.35%)	382 (0.62%)	00:00:31	130 (0.78%)	49.23%	23.03%	£7.17 (45.22%)
28. /masonry-paint/	⌕	506 (0.33%)	329 (0.53%)	00:00:23	30 (0.18%)	60.00%	7.51%	£16.64 (104.67%)
29. /wall-paint/feng-shui/feng-shui-multi-surface-paint-interior/	⌕	504 (0.33%)	389 (0.63%)	00:01:34	30 (0.18%)	53.33%	20.44%	£19.81 (124.61%)
30. /products-for-wood/floor-paint/satin-floor-paint/	⌕	502 (0.33%)	352 (0.57%)	00:02:08	112 (0.67%)	74.11%	35.26%	£11.14 (70.19%)
31. /wall-paint/eggshell/	⌕	491 (0.32%)	315 (0.50%)	00:00:26	18 (0.11%)	38.89%	5.50%	£21.22 (133.74%)
32. /advice/	⌕	478 (0.30%)	413 (0.67%)	00:01:39	66 (0.39%)	51.52%	17.99%	£6.65 (41.88%)
33. /brochure/teeny/	⌕	467 (0.49%)	409 (0.66%)	00:00:23	7 (0.04%)	42.86%	11.99%	£1.85 (11.64%)
34. /bargain-basement/	⌕	438 (0.40%)	410 (0.66%)	00:00:36	14 (0.08%)	78.57%	11.19%	£8.02 (50.54%)
35. /wall-paint/anti-mould-paint/	⌕	428 (0.40%)	263 (0.42%)	00:00:25	35 (0.21%)	28.57%	8.18%	£27.29 (171.95%)
36. /testers-special-charts/matchpots-white-clear-all-paint-types/	⌕	419 (0.44%)	321 (0.52%)	00:00:55	18 (0.11%)	61.11%	9.55%	£9.66 (60.88%)
37. /testers-special-charts/standard-handpainted-colour-chart/	⌕	400 (0.42%)	337 (0.54%)	00:00:46	59 (0.35%)	20.34%	9.00%	£7.74 (48.78%)
38. /index.php?idpatch=auth_recover_password/	⌕	394 (0.41%)	282 (0.45%)	00:00:25	46 (0.27%)	73.91%	11.93%	£51.95 (327.38%)
39. /wall-paint/nursery-paint/nursery-paint/	⌕	390 (0.41%)	346 (0.56%)	00:01:30	51 (0.30%)	80.39%	34.62%	£7.46 (47.04%)
40. /wall-paint/linewash/linewash/	⌕	388 (0.41%)	315 (0.51%)	00:02:04	230 (1.37%)	75.65%	59.02%	£7.01 (44.20%)
41. /wall-paint/matt/super-cover-up-matt-wall-paint/	⌕	384 (0.40%)	318 (0.51%)	00:00:47	10 (0.06%)	90.00%	11.88%	£15.92 (100.32%)
42. /floor-paint/water/	⌕	376 (0.39%)	235 (0.38%)	00:00:15	3 (0.02%)	0.00%	3.46%	£15.62 (98.43%)
43. /profiles-update/?selected_section=general	⌕	374 (0.39%)	196 (0.32%)	00:00:36	2 (0.01%)	0.00%	5.88%	£66.07 (416.34%)
44. /wall-paint/matt/matt-wash-matt-paint/	⌕	363 (0.38%)	285 (0.46%)	00:00:47	13 (0.08%)	84.62%	12.95%	£17.44 (109.91%)
45. /wall-paint/eggshell/wall-paints-egg-shell/	⌕	359 (0.38%)	261 (0.42%)	00:01:52	33 (0.20%)	66.67%	24.79%	£21.59 (136.71%)
46. /wall-paint/feng-shui/	⌕	354 (0.37%)	223 (0.36%)	00:00:11	15 (0.09%)	26.67%	3.39%	£15.85 (99.88%)
47. /masonry-paint/masonry-paint/	⌕	349 (0.37%)	254 (0.41%)	00:01:51	58 (0.35%)	77.59%	32.38%	£15.77 (99.38%)
48. /wall-paint/degapint/degapint/	⌕	347 (0.36%)	288 (0.46%)	00:01:03	15 (0.09%)	80.00%	27.95%	£5.79 (36.11%)
49. /products-for-wood/nt-woodstain-varnish/	⌕	343 (0.36%)	218 (0.35%)	00:00:18	17 (0.10%)	56.82%	7.67%	£11.99 (75.37%)
50. /wall-paint/air-purifying-paint/air-purifying-paint/	⌕	343 (0.36%)	258 (0.42%)	00:01:59	55 (0.33%)	72.73%	33.24%	£10.01 (63.11%)

Advice: find the information about the ideal product page and try your best to build the ideal product page on your store.

As the most viewed page is a home page, we have checked the Previous and the Next pages for this page.

Date: 15 August 2020 - 14 September 2020.

Group pages by:

Ungrouped

Current Selection: / - Show rows 10

Entrances

15-Aug-2020 - 14-Sep-2020: 64.93%

Exits

15-Aug-2020 - 14-Sep-2020: 34.70%

Previous Pages

15-Aug-2020 - 14-Sep-2020: 35.07%

Next Pages

15-Aug-2020 - 14-Sep-2020: 65.38%

Previous Page Path

Page Views

% Page Views

/paints/	940	21.83%
/index.php?idpatch=help_by_color_view	716	16.47%
/index.php?idpatch=auth_recover_password	249	5.79%
/brochure/teeny/	232	5.34%
/advice/wood-stain-varnish-colours/	204	4.69%
/who-uses-lakeland-paints/	172	3.96%
/brochure/	155	3.56%
/checkout/	102	2.35%
/testers-special-charts/	102	2.35%
/testers-special-charts/colour-matching-service/	80	1.84%

Search

Next Page Path

Page Views

% Page Views

/paints/	4,266	48.19%
/index.php?idpatch=help_by_color_view	1,608	18.16%
/testers-special-charts/	497	5.64%
/advice/wood-stain-varnish-colours/	359	4.04%
/brochure/	329	3.72%
/who-uses-lakeland-paints/	303	3.42%
/testers-special-charts/colour-matching-service/	163	1.84%
/checkout/	147	1.66%
/index.php?idpatch=auth_profile_password_change	140	1.58%
/advice/	79	0.89%

Search

This report was generated on 23/09/2020 at 12:49:23 - [Refresh Report](#)

The home page is an entrance for around 65% website visitors. 35% of people come to the homepage from other pages of your website.

Around 65% of website users open the next page and around 34% of website visitors exit the website from the homepage.

Most of the people (48%) go to the “Paints” catalogue page after the homepage. This page is the second popular page on the website.

Group pages by:

Ungrouped

Current Selection: /paints/

Show rows 10

Entrances 15-Aug-2020 - 14-Sep-2020: 2.46%

Previous Pages 15-Aug-2020 - 14-Sep-2020: 97.60%

Exits 15-Aug-2020 - 14-Sep-2020: 3.25%

Next Pages 15-Aug-2020 - 14-Sep-2020: 96.71%

Previous Page Path

Page Views

% Page Views

/

4,266

40.67%

/wall-paint/

690

6.58%

/paints-for-wood/

599

5.71%

/specialty-paints/

381

3.63%

/testers-special-charts/colour-matching-service/

318

3.03%

/bargain-basement/

294

2.80%

/testers-special-charts/

285

2.72%

/products-for-wood/

258

2.46%

/who-uses-lakeland-paints/

244

2.33%

/brochure/

191

1.82%

Next Page Path

Page Views

% Page Views

/wall-paint/

3,471

33.40%

/paints-for-wood/

2,041

19.64%

/

949

9.13%

/specialty-paints/

893

8.59%

/products-for-wood/

719

6.92%

/bargain-basement/

392

3.77%

/floor-paint/

378

3.64%

/testers-special-charts/

329

3.17%

/masonry-paint/

316

3.04%

/specialty-products/

228

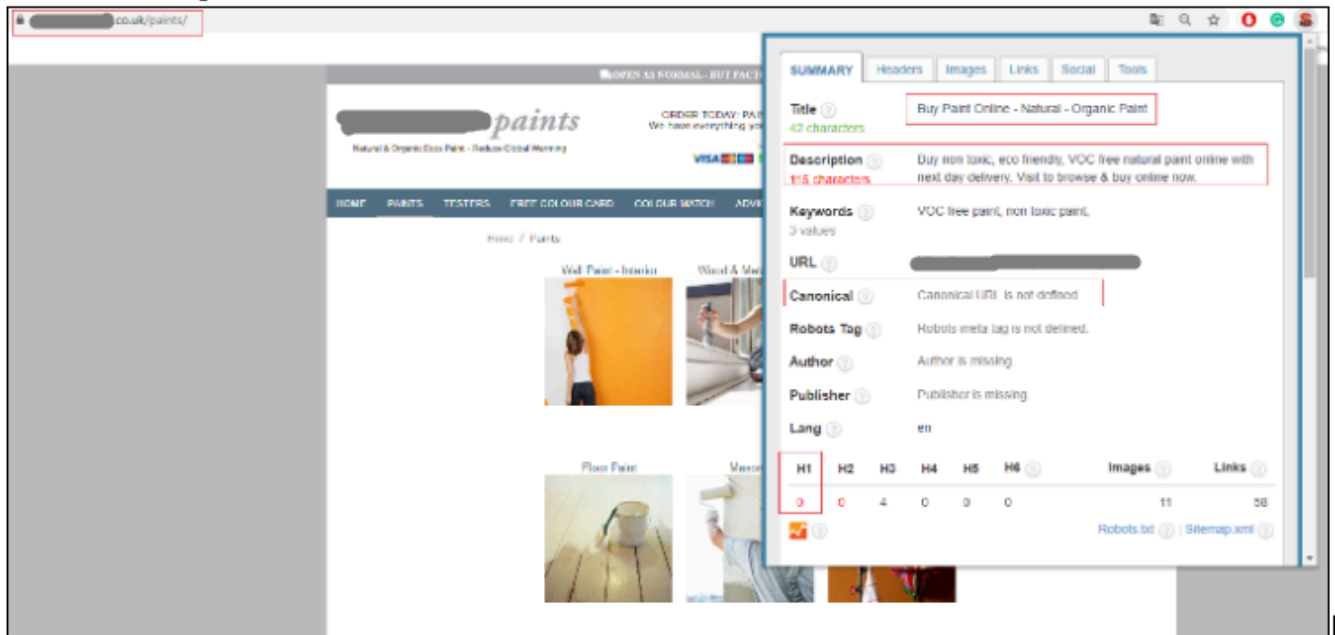
2.19%

Search

Search

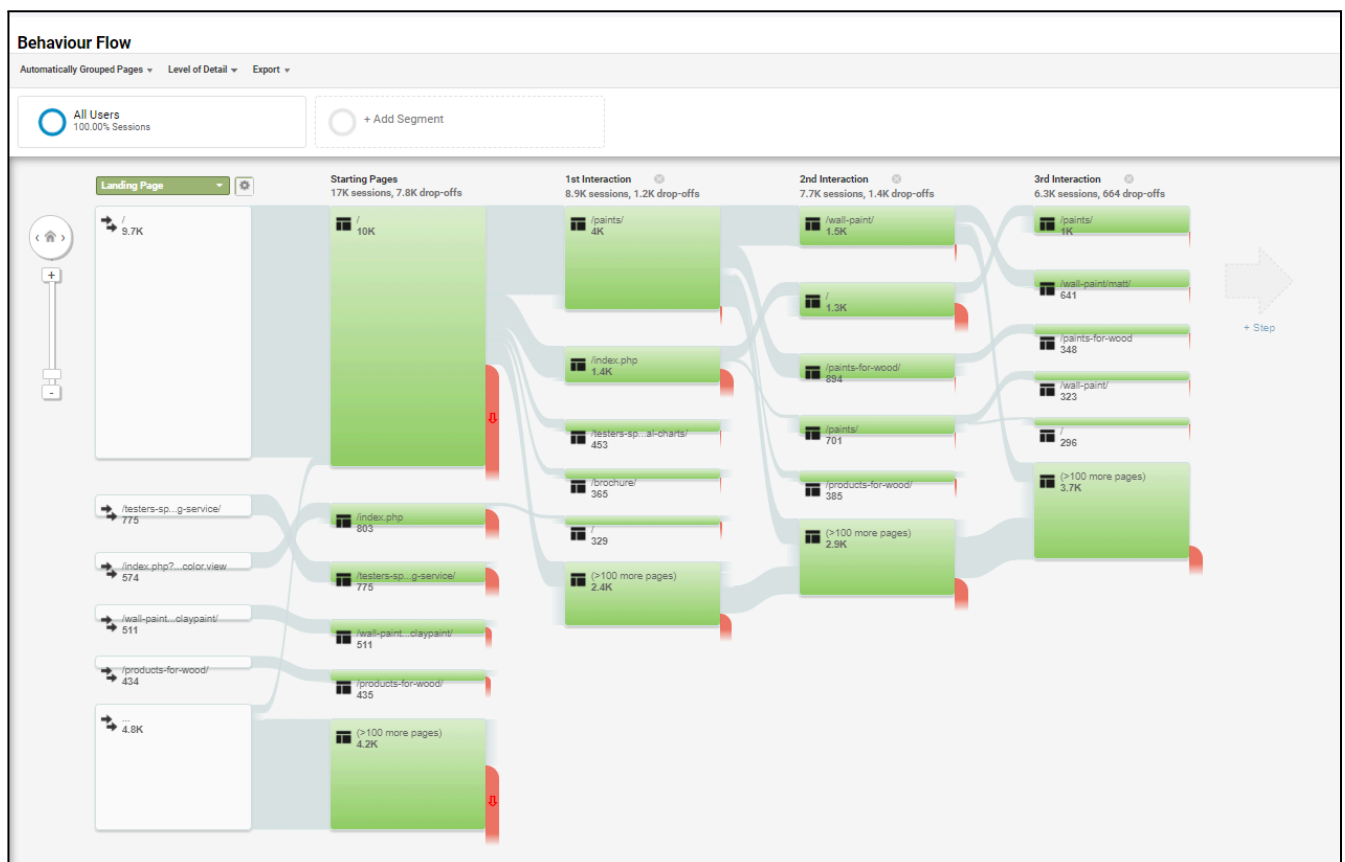
The second most popular page [/paints](#) is the entrance page for 2,4% of people and the exit page for 3,29% of people. Most of the website visitors (more than 33%) move to the [/wall-paint](#) and many website visitors (19,64%) go to the page [/paints-for-wood](#)

We make the conclusion that this page isn't ranked on top in SERPs, but it's like the navigation page on the website. It would be better to revise the meta tags on this page and to add some useful content for paint buyers in the United Kingdom.



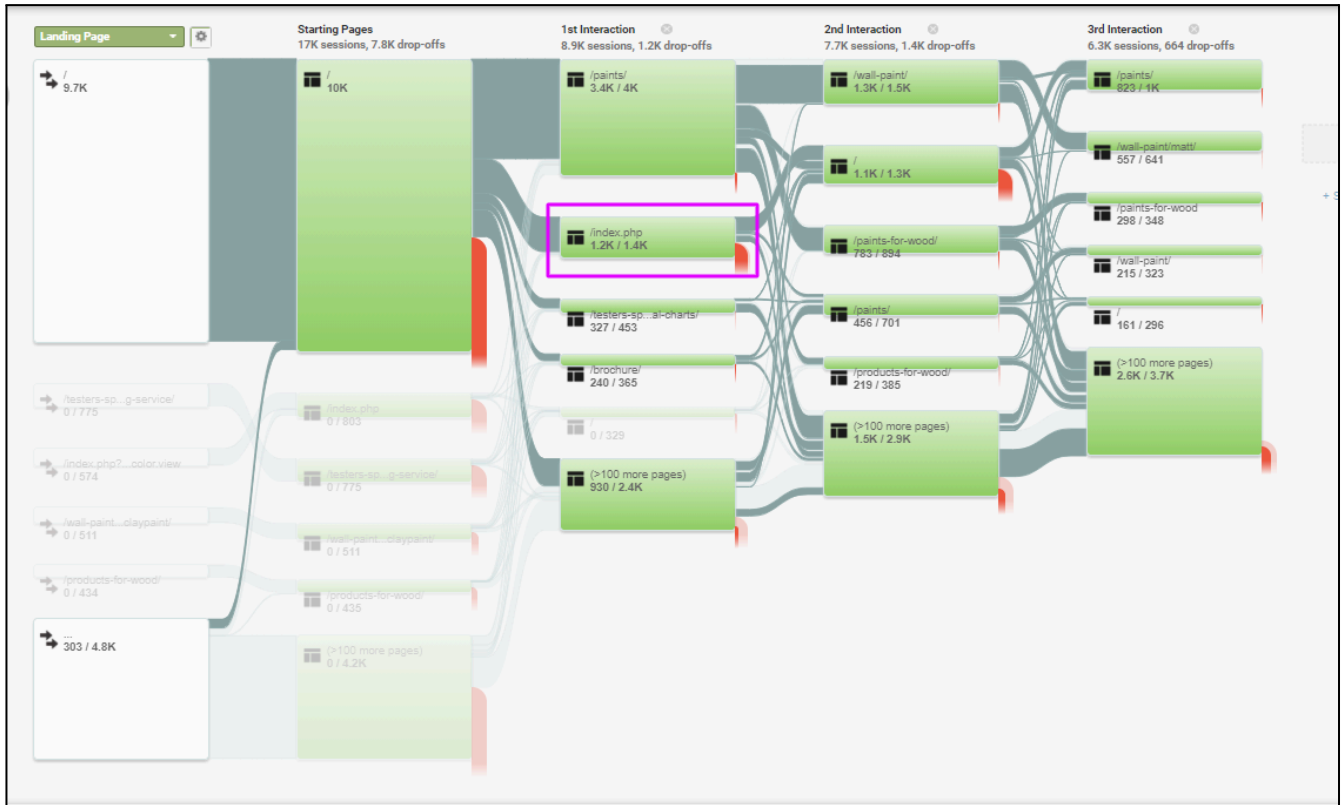
This can help to improve the Entrance statistics.

We have checked the behaviour flow on the website. Date range: 15 August 2020 - 14 September 2020

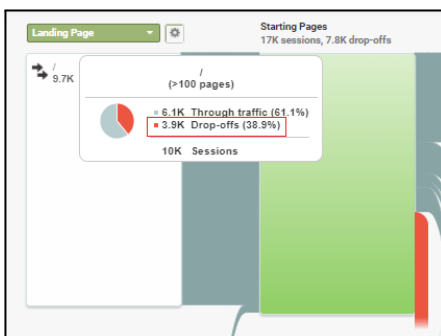


The website has a good traffic distribution among all website pages.

As always the most important page is the homepage.

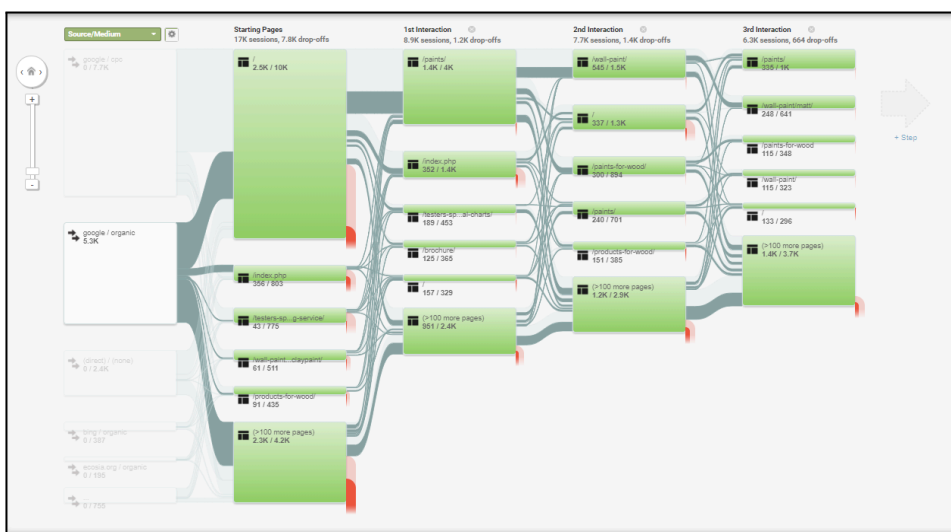
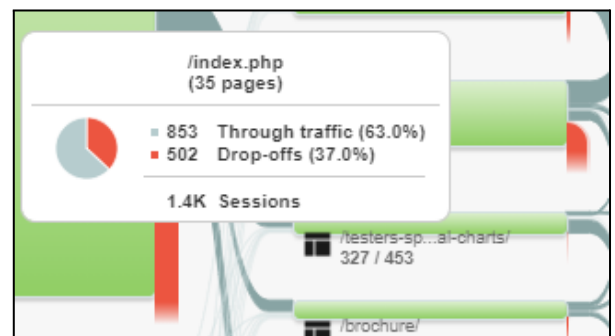


It's a normal thing that the homepage has a great number of drop-offs. Here it's 38,9%.

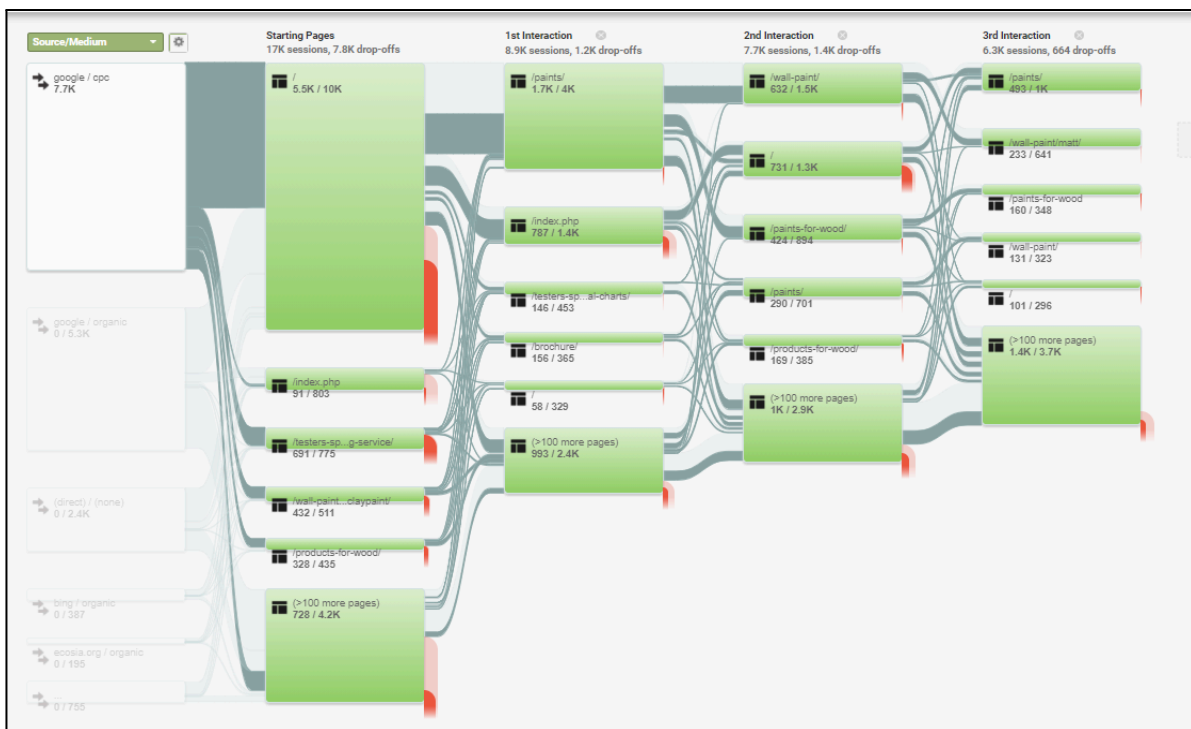


The next page that has a great number of drop-offs is [/index.php](#)

The link to this page is hidden on the homepage bottom. There is 301 redirect from the index page to the homepage.

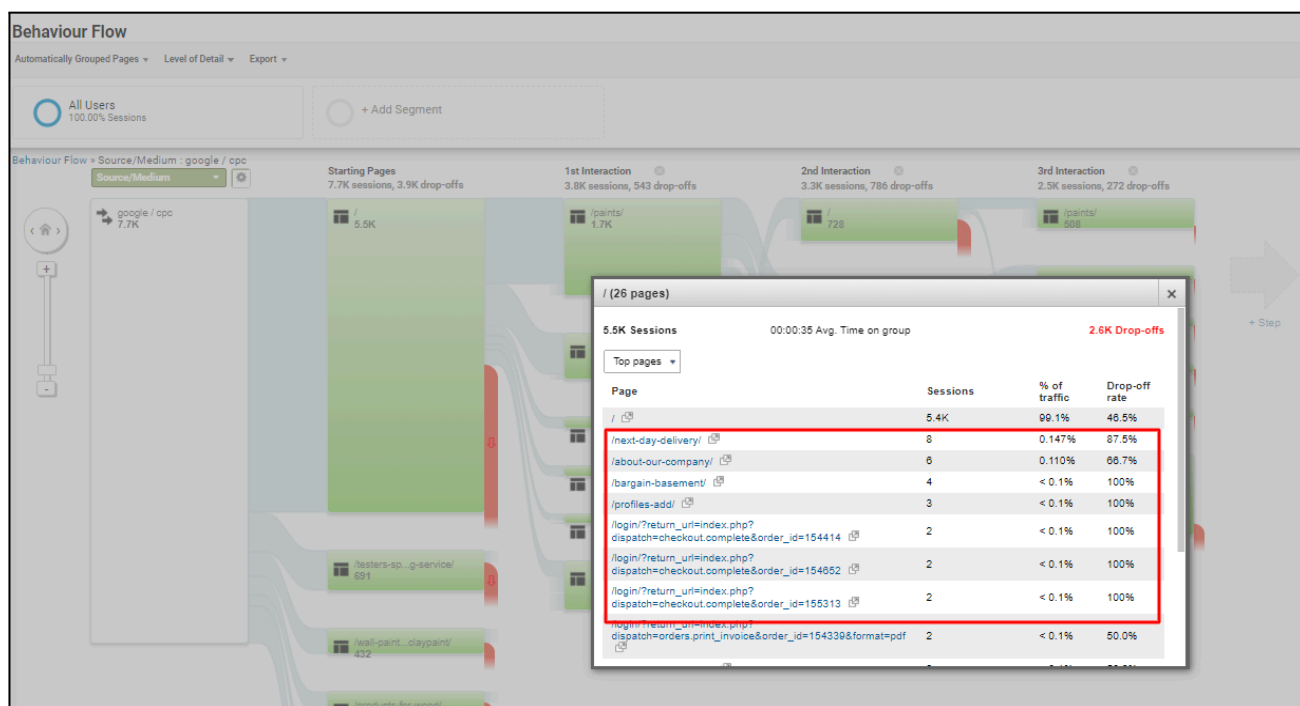


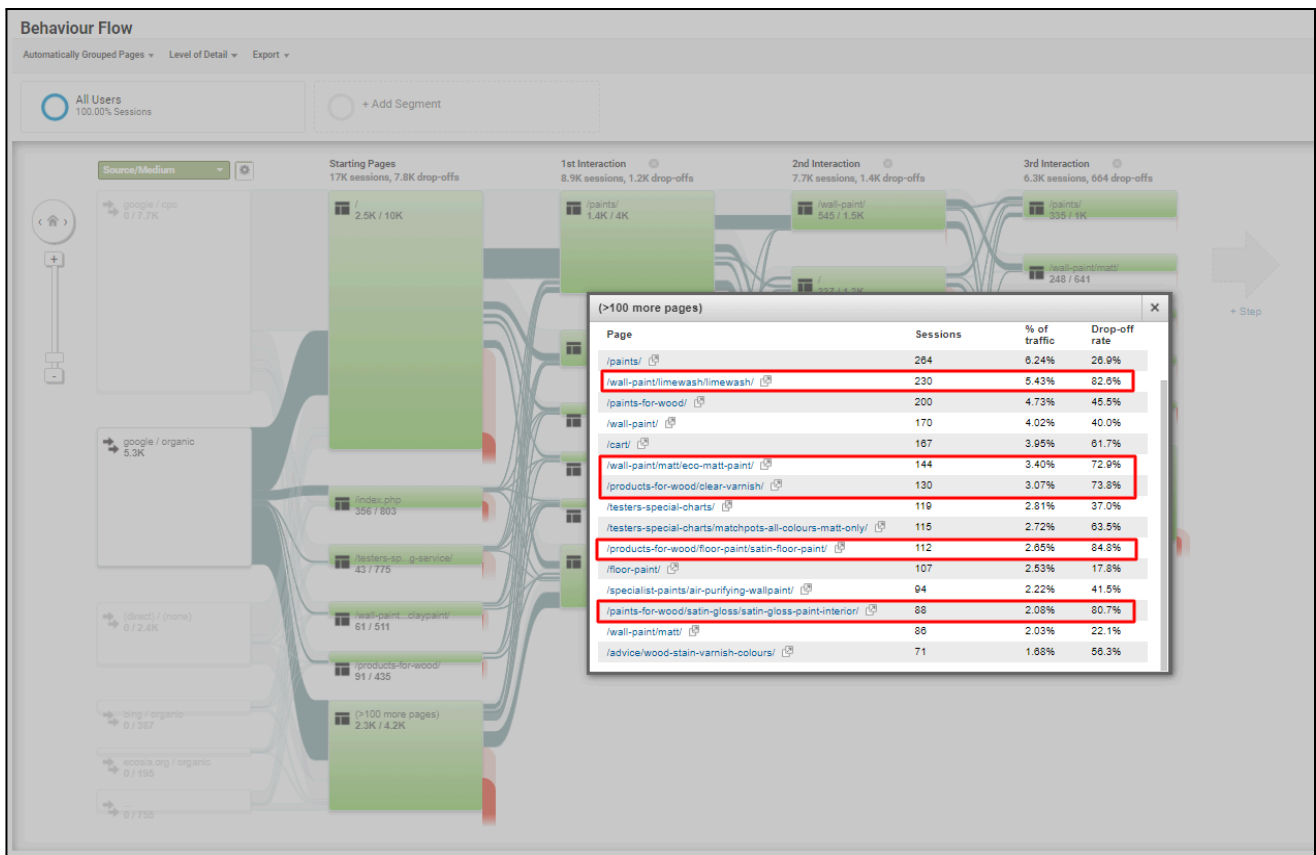
Now we will compare the paid and the organic traffic behaviour flow. As you see most of the traffic is paid and goes from Google/cpc. But the percentage of drop-offs from the homepage is higher on Paid Traffic than on Organic ones.



As we see the Paid Traffic prevails on this website.

The list of the pages with the high percentage of drop-offs is in the screenshots below. And we found out that cpc source gives more pages with a high percentage of drop-offs than organic traffic.





Check the pages in the lists on screenshots and find out why it has a high percentage of drop-offs.

Conversions

The goals: 1, 2 and 7 were set on 19 September 2020.

The goals: 3, 4 and 6 were set on 23 September 2020.

The goal 5 should be set with the help of Google Search Console. We will give recommendations about this goal in the recommendation part of the report.

There are 6 goals in the website settings in Google Analytics account.

- Goal 1: Choose by colour
- Goal 2: Choose by product
- Goal 3: Homepage-> Free Colour Card
- Goal 4: Homepage - testers
- Goal 6: Homepage-Shop by colour - cart
- Goal 7: Homepage-Shop by colour-checkout

The most interesting goals are Goal 3, Goal 6 and Goal 7.

Goal 3. The quote for the free colour card.

The funnel: Homepage-> Free colour card page -> filling out the form -> "The form is sent" page.

As the goal was set up only 1 day ago we will show here an approximate data from Google prediction. It says that the conversion rate of this goal will possibly be 2,01%.

Goal set-up Edit

Custom

Goal description Edit

Name: Homepage-> Free Colour Card

Goal type: Destination

Goal details

Destination

Equal to: ☐ Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Value optional

☐ OFF Assign a monetary value to the conversion.

Funnel optional

☒ ON

Use an app screen name string or a web page URL for each step. For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Step	Name	Screen/Page	Required?
1	Homepage	https://www. [redacted].co.uk/	<input checked="" type="checkbox"/> Yes
2	Free Colour Card	https://www. [redacted].co.uk/brochure	<input type="checkbox"/> No

+ Add another Step

This Goal would have a 2.01% conversion rate based on your data from the past 7 days. Re-verify

Save Cancel

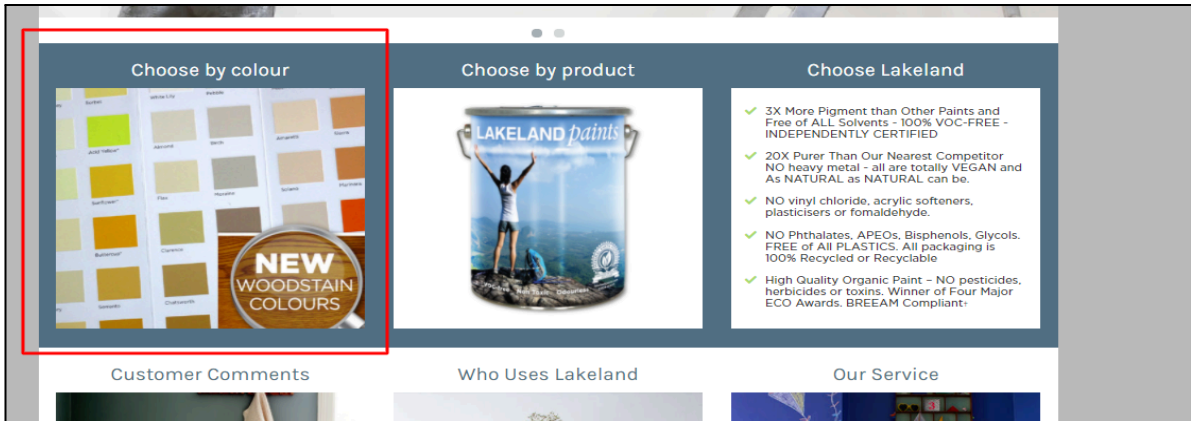
Cancel

We will analyze the data for 1 day as the goal was set later than other goals. But we give an explanation on how to explain the results and you will check the data of this goal in a month using this analysis.

Goal 6. The purchase is made through pages: Choose by Colour, Cart and Checkout.

The funnel:

1. Homepage. The client clicks to the banner “Choose by colour” ->



2. The client comes to the Choose by Colour page. The client selects the required colour on the page and clicks the “Add to Cart” button.
3. Then the client visits the Cart page. The client clicks the “Proceed to checkout” button.
4. The client comes to the Checkout page. The goal is reached.

As the goal was set up only 1 day ago we will show here an approximate data from Google prediction. It says that the conversion rate of this goal will possibly be 8, 10% .

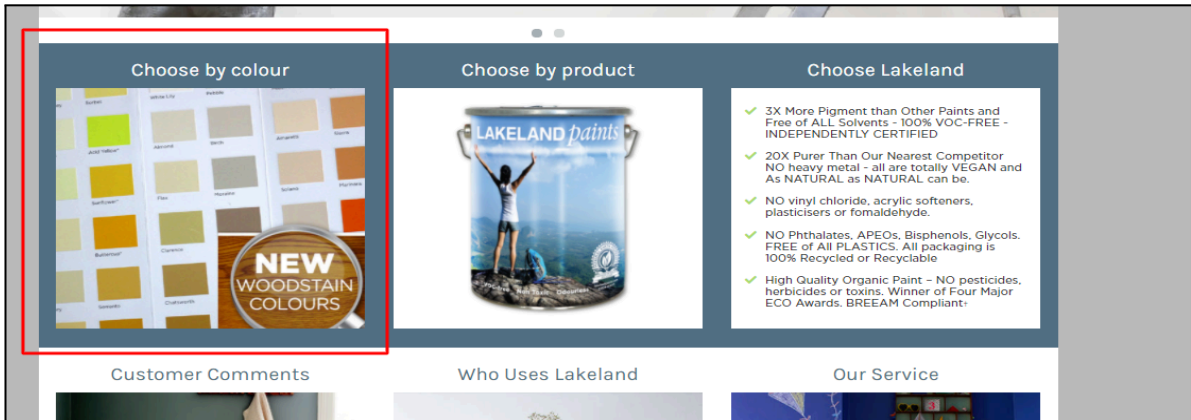
A screenshot of the Google Analytics 'Goal set-up' interface. The 'Goal description' section shows the goal name as 'Homepage-Shop by colour - cart- checkout' and the goal type as 'Destination'. The 'Goal details' section shows the destination URL as 'https://www. [redacted] .co.uk/checkout/'. The 'Value' section is set to 'OFF'. The 'Funnel' section is set to 'ON'. A table lists the funnel steps: 1. Homepage (https://www. [redacted] .co.uk), 2. Shop by colour (https://www. [redacted] .co.uk/index.pl), and 3. Cart (https://www. [redacted] .co.uk/cart/). At the bottom, a red box highlights the text: 'This Goal would have a 8.10% conversion rate based on your data from the past 7 days. Re-verify'. There are 'Save' and 'Cancel' buttons at the bottom.

It's better to check the results in a month and verify the Google prediction.

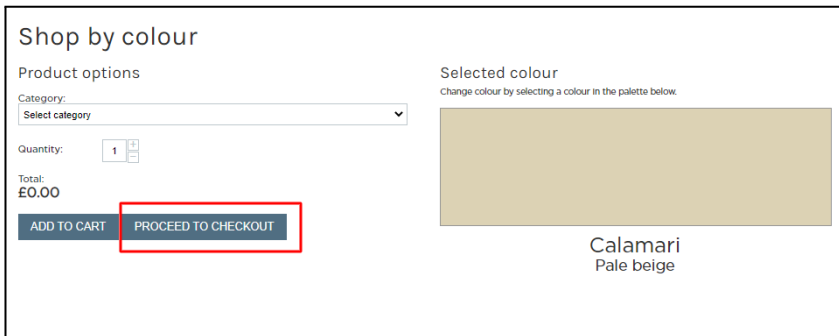
Goal 7. The purchase is made through pages: Choose by Colour and Checkout.

The funnel:

1. Homepage. The client clicks to the banner “Choose by colour” ->

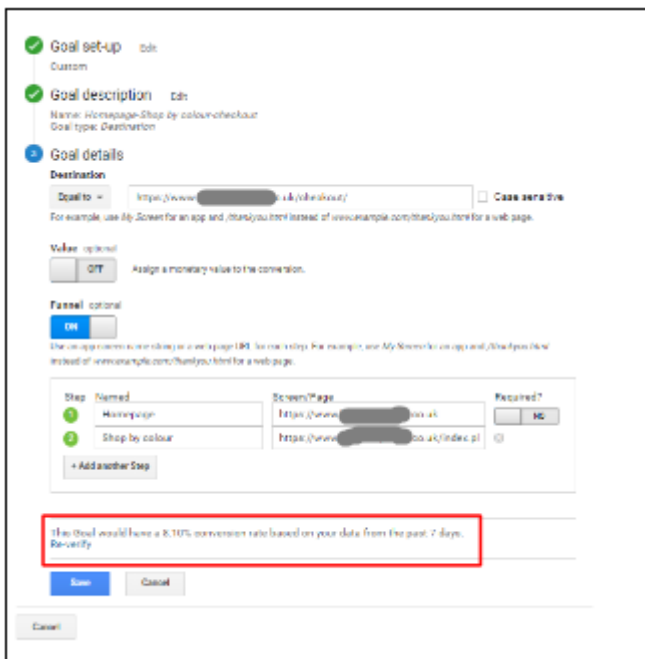


2. The client comes to the Choose by Colour page. The client selects the required colour on the page and clicks the “Proceed to checkout” button.

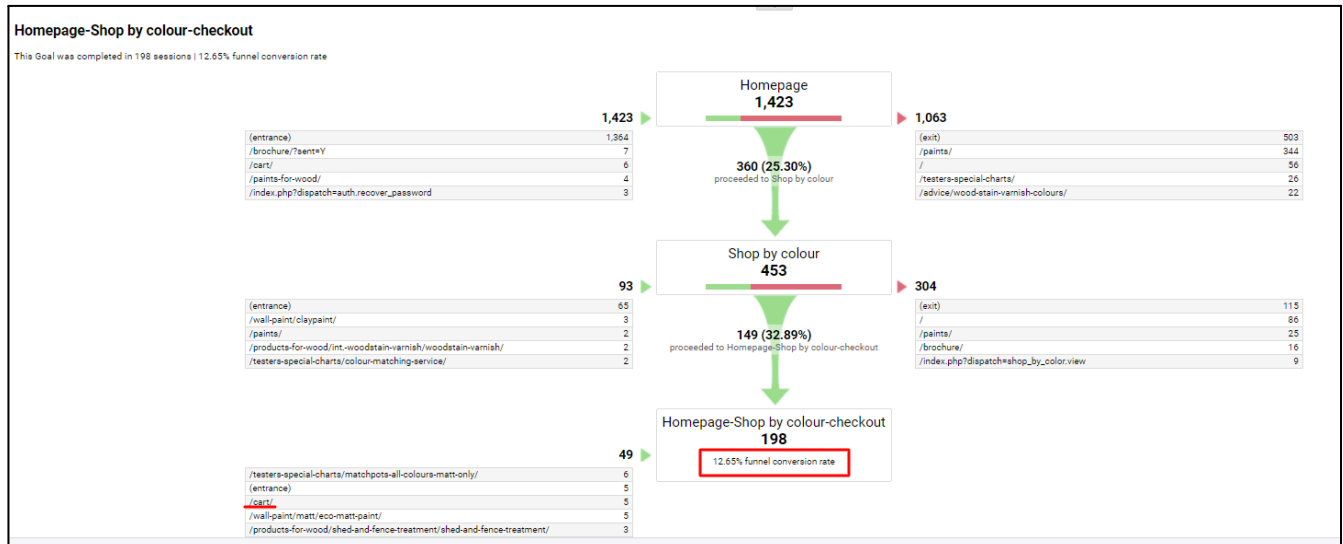


3. The client comes to the Checkout page. The goal is reached.

As the goal was set up only on September, 20, we will show here an approximate data from Google prediction. It says that the conversion rate of this goal will possibly be 8,10%.



We have data for 4 days. From 20 September till 23 September. The conventional rate is 12,65% now.



Filters and Goals in Google Analytics

Filters

Your own IP address and the IP addresses of the website owners, administrator should be added to filters.

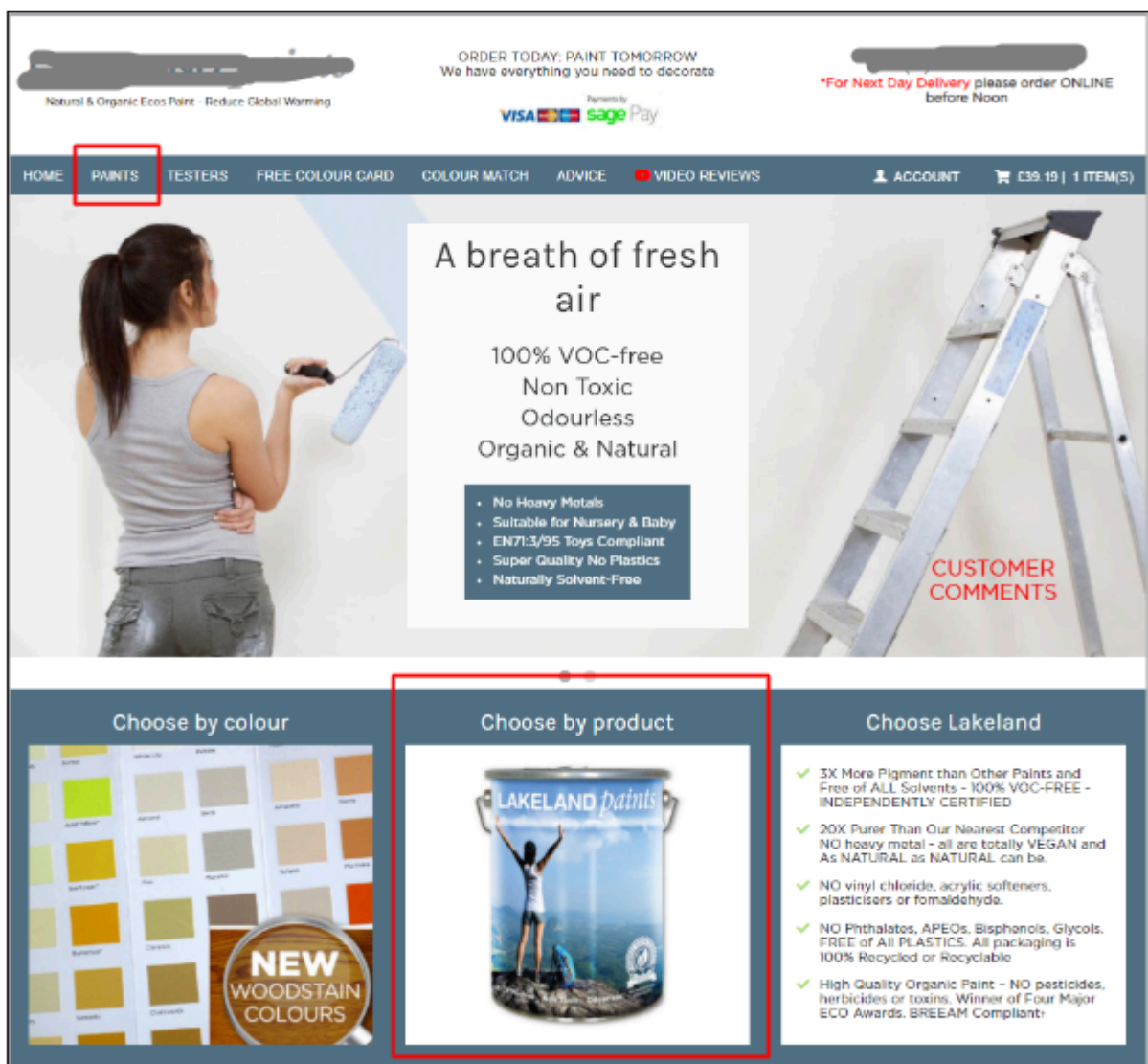
Goals

We have set up 6 goals. Check the section Conversion in this report.

The Demanded Goals:

You should use Google Tag Manager to trace all clicks on the homepage and to follow the website visitors behaviour.

For example, it would be great to find out how many people click on the banner “Choose by product” on the homepage and how many people click on the menu “Paints”.



Conclusion

The web store <https://www.example.co.uk/> has a steady number in the traffic statistics and the number of website visitors was growing only because of the paid traffic.

We see moderate growth in the percentage of returning visitors during the last 6 months. These visitors are more loyal to the website than the new visitors.

The main resource of traffic is Google/ cpc (Paid Traffic). The share of organic traffic is around 26% in September. The share of Paid Traffic is close to 50% of all website traffic. And paid traffic brings less profit than organic traffic.

Organic Traffic brings more people who are interested in the webstore products. They spend more time on the website, they are more involved in the store content and make more transactions on the website.

Around 60% of visitors use mobile devices and tablets to browse the web store. Apple products and Samsung Galaxy devices are popular among website visitors. New design features should be checked on these devices carefully.

The bounce rate on mobile devices is growing in September. The reason can be in the website performance, design changes on mobiles.

90% of website visitors are UK residents. But there are many customers (5%) from Bettendorf, USA. The USA residents make a lot of transactions and this traffic is very important for the website. Ireland residents visit the website a lot. There is paid traffic from Ireland. But Irish people don't buy products on the website. You should find out the reason for such behaviour.

There are some pages with a high bounce rate. Product pages are among them. Product pages should be built due to the rules for the ideal product page. Find the recommendations on the Internet.

There were no created goals in the Google Analytics account settings at the moment we start to analyze the statistics. We set up 6 goals and gave the expected statistics for the most interesting targets. You should check the goal conversion in a month.

Recommendations:

1. Improve the website performance.
2. Set up more funnel goals. It's better to use Google Tag Manager to set up more detailed goals such as clicking on the buttons or viewing the video.
3. Set up traffic filters in Google Analytics.
4. When you make new design features, check it on Apple and Samsung devices carefully.
5. Revise the design for product pages. These pages have a very high bounce rate and you should motivate visitors to visit other website pages if they don't like the product on the product page and want to quit the website.
6. Revise the meta tags on product pages.
7. Change the ads settings in order to bring more profit. Obviously the ads could be set up better. This will help to attract only the target audience.

Pay attention to our products and service:

1. Server tweaking and optimization service

<https://www.alt-team.com/server-tweaking-and-optimization.html>

2. CS-Cart add-on “Shipping availability”

<https://www.alt-team.com/cs-cart-shipping-availability-add-on.html>

CS-Cart “Shipping availability” add-on adds a shipping availability message on a product details page. It allows customers to know how fast the product will be shipped. Also, administrators can give any extra information regarding shipping.

3. CS-Cart add-on “Advanced Product Reviews”

<https://www.alt-team.com/cs-cart-advanced-product-reviews-add-on.html>

CS-Cart “Advanced Product Reviews” add-on improves the standard functionality “Comments and reviews”. It makes the reviews user-friendly, more informative, and more structured. More than 90% of customers read product reviews before deciding to make a purchase.

4. CS-Cart add-on “Estimate Shipping cost”

<https://www.alt-team.com/cs-cart-estimate-shipping-cost-add-on.html>

“Estimate shipping cost” add-on allows shoppers to estimate a shipping cost for a product on a product details page before making a purchase. This add-on displays the shipping cost for each shipping method based on the quantity and weight of items the customer orders and location of the customer.