# Google Analytics: Behavior

# Google Analytics: Behavior

## Abstract

The transition of stores to the Internet has created new opportunities for retailers: analyzing the performance of e-commerce has become a must for retailers. In this sense, the American technology multinational Google, developed in 2005 a software to analyze all aspects of an e-commerce, is what we know as **Google Analytics**.

In this white paper we will see reports on different sections of the website and the use that users make of them.
In the preceding sections we can find:

- **Set-up**: how the Google Analytics account should be configured for an e-commerce.

- **Audience**: what kind of users access our website.

- **Acquisition**: how they access your website.

- **Behavior**: this is the section we will now look at, it contains information regarding how users behave on your website.

This white paper is aimed at retailers with a superficial knowledge of the Analytics tool, so we will focus on the most relevant reports for online stores. The most important sections of the behavior section and the ones that we will cover carefully are "Site content" and "Site search".

# TABLE OF CONTENTS

# Solutions

## Site content

### All pages

This report has valuable information for your business.
It is a list of the pages that have more traffic. This report shows the visits that each page has and the behavior of the users in these.

In general, the page that has more traffic is the main page but it could be that in case of having positioned a keyword with a lot of traffic other pages appear in the first positions.

You should know which pages have more traffic. Once they are detected, you will be able to observe the user behavior metrics such as average time on the page and the bounce rate. There are two possible scenarios:

- **A page with a lot of traffic has a high bounce rate**. In this case it is necessary to review the structure of the page and try to modify it to create a better user experience.

- **A page with low traffic shows very good performance metrics**. If it is an important page it will be essential to give it more visibility internally using banners and internal links and study the reason for its performance.

You can select through the primary dimension if you want to see the URL, the title of the page in question, or the dimension you choose.



## Content drilldown

This report contains the information segmented by subdirectories. In this case it will be possible to see the distribution of the traffic according to the web structure of your e-commerce.

> **Tip**
>
> It is advisable to filter the traffic by source or medium using segments. If we want to analyze what the users captured by LinkedIn visit, the report should be filtered by a segment with the criterion Source →LinkedIn.

In the picture below you can see an example about the organic traffic of the Google Merchandise Store:



As one would expect, most of the traffic goes to the /google+redesign/ subdirectory as this is where the shop contains its product catalog. All other subdirectories are divided between the home page and sections for registered users.

In this case, to access information about the categories that show more traffic just click on /google+redesign/ and you will access the different sections within this subdirectory:

# Landing pages

This report includes the behavior of the traffic that lands on certain pages of the website. Unlike the "All Pages" report, the "Landing Pages" section only contains metrics related to traffic landing on specific pages, not traffic browsing through them.

The report provides useful tools to analyze organic traffic. You have access to metrics on which pages get the most traffic.

Continuing with the case of the Google Merchandise Store:

| Landing Page | Acquisition | | | Behaviour | | | Conversions E-commerce ▼ | | |
|---|---|---|---|---|---|---|---|---|---|
| | Sessions ↓ | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Duration | Transactions | Revenue | E-commerce Conversion Rate |
| **Organic Traffic** | 8,485 % of Total: 56.94% (14,902) | 75.82% Avg for View: 73.77% (2.78%) | 6,433 % of Total: 58.52% (10,993) | 54.47% Avg for View: 47.75% (14.09%) | 3.50 Avg for View: 4.00 (-12.42%) | 00:02:16 Avg for View: 00:02:38 (-14.14%) | 9 % of Total: 60.00% (15) | US$285.80 % of Total: 50.69% (US$563.80) | 0.11% Avg for View: 0.10% (5.38%) |
| 1. /home | 4,938 (58.20%) | 78.64% | 3,883 (60.36%) | 58.95% | 2.99 | 00:02:05 | 5 (55.56%) | US$164.20 (57.45%) | 0.10% |
| 2. /google+redesign/shop+by+brand/youtube | 750 (8.84%) | 90.40% | 678 (10.54%) | 52.40% | 3.17 | 00:01:23 | 2 (22.22%) | US$31.60 (11.06%) | 0.27% |
| 3. /google+redesign/apparel/mens/mens+t+shirts | 605 (7.13%) | 87.27% | 528 (8.21%) | 40.33% | 4.78 | 00:02:36 | 0 (0.00%) | US$0.00 (0.00%) | 0.00% |
| 4. /google+redesign/apparel | 394 (4.64%) | 72.59% | 286 (4.45%) | 37.31% | 5.83 | 00:03:35 | 1 (11.11%) | US$30.00 (10.50%) | 0.25% |
| 5. /google+redesign/apparel/mens | 195 (2.30%) | 57.95% | 113 (1.76%) | 38.46% | 5.33 | 00:03:12 | 0 (0.00%) | US$0.00 (0.00%) | 0.00% |
| 6. /google+redesign/bags/backpacks/home | 115 (1.36%) | 87.83% | 101 (1.57%) | 36.52% | 4.37 | 00:02:19 | 0 (0.00%) | US$0.00 (0.00%) | 0.00% |
| 7. /store-policies/frequently-asked-questions/home | 99 (1.17%) | 83.84% | 83 (1.29%) | 87.88% | 1.57 | 00:00:53 | 0 (0.00%) | US$0.00 (0.00%) | 0.00% |

You can see that the website that gets the most traffic is the homepage, followed by the YouTube product category.

You can also see the income generated by the users captured thanks to certain pages in the Income column.

# Exit pages

This report contains the pages through which users leave the website. In other words, **it is the last page they visit before leaving.**

Let's imagine that you detect that the purchase conditions page has an exit percentage higher than 30%. This means that 3 out of 10 people who visit this page leave the website. By detecting this, it is possible to see what are the improvement possibilities of your web portal or to detail certain aspects of the purchase to generate confidence in the user.

| Page | Exits ↓ | Pageviews | % Exit |
|---|---|---|---|
| | **14,675**<br>% of Total: 100.00% (14,675) | **62,356**<br>% of Total: 100.00% (62,356) | **23.53%**<br>Avg for View: 23.53% (0.00%) |
| 1. /home | **5,088** (34.67%) | 11,964 (19.19%) | 42.53% |
| 2. /store.html | **896** (6.11%) | 4,807 (7.71%) | 18.64% |
| 3. /google+redesign/shop+by+brand/youtube | **748** (5.10%) | 1,665 (2.67%) | 44.92% |
| 4. /basket.html | **736** (5.02%) | 3,183 (5.10%) | 23.12% |
| 5. /google+redesign/new | **598** (4.07%) | 2,093 (3.36%) | 28.57% |
| 6. /google+redesign/apparel/mens | **393** (2.68%) | 1,970 (3.16%) | 19.95% |
| 7. /google+redesign/apparel | **379** (2.58%) | 1,602 (2.57%) | 23.66% |
| 8. /asearch.html | **365** (2.49%) | 1,463 (2.35%) | 24.95% |

# Site Search

If the search tracking on the website is well configured, you will be able to get information about the use of your ecommerce internal search engine.

| Total Unique Searches | Results Pageviews / Search | % Search Exits | % Search Refinements | Time after Search | Avg. Search Depth |
|---|---|---|---|---|---|
| 1,446<br>% of Total: 100.00% (1,446) | 2.45<br>Avg for View: 2.45 (0.00%) | 39.56%<br>Avg for View: 39.56% (0.00%) | 17.83%<br>Avg for View: 17.83% (0.00%) | 00:02:46<br>Avg for View: 00:02:46 (0.00%) | 0.99<br>Avg for View: 0.99 (0.00%) |

These are the unique metrics of these reports:

- **Total unique searches**: how many times have they performed a search within your website.

- **Number of result pages viewed / search**: these are the search result pages that a user sees for each unique search. This is a useful metric to know the effectiveness of the search engine.

- **Search abandonment**: number of unique searches that users perform before leaving the website.

- **Search refinement**: tells us how many times a user has performed a search right after they have performed another search.

- **Time after search**: average time that users stay after performing a search.

## Usage

In this report you can see how many people **use the search engine of your page** and the **behavior of the user**.

The results you see on most accounts are similar to the following:

| Site Search Status | Acquisition | | | Behavior | | | Conversions eCommerce ▾ | | |
|---|---|---|---|---|---|---|---|---|---|
| | Sessions ↓ | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 16,278 % of Total: 100.00% (16,278) | 72.44% Avg for View: 72.38% (0.08%) | 11,792 % of Total: 100.08% (11,782) | 73.87% Avg for View: 73.87% (0.00%) | 1.80 Avg for View: 1.80 (0.00%) | 00:01:03 Avg for View: 00:01:03 (0.00%) | 132 % of Total: 100.00% (132) | €4,388.96 % of Total: 100.00% (€4,388.96) | 0.81% Avg for View: 0.81% (0.00%) |
| 1. Visits Without Site Search | 15,355 (94.33%) | 73.50% | 11,286 (95.71%) | 77.79% | 1.48 | 00:00:45 | 99 (75.00%) | €3,407.15 (77.63%) | 0.64% |
| 2. Visits With Site Search | 923 (5.67%) | 54.82% | 506 (4.29%) | 8.56% | 7.13 | 00:06:07 | 33 (25.00%) | €981.81 (22.37%) | 3.58% |

Following the example of the screenshot, you can see that the average session length for users who perform a search is eight times higher than users who do not perform a search. Another even more important metric is the conversion rate. It is easy to identify that non-searching users have a conversion rate of only 0.64% while the other user segment is 3.58%.

This example is appropriate to understand the importance of the search engine for any online store. It should also be taken into account that if you create audiences based on the criteria of whether they search or not, it is possible to **design a retargeting strategy** for users who do not convert.

## Search terms

This report contains the search terms used by people visiting your website. It is a report aimed at designing keyword planning for both SEO and PPC.

It can also be a useful report for **designing the store's assortment**. Imagine that 10% of the searches contain the name of a product that we do not have. We can estimate the possible sales of a certain product in case you have it in your assortment.

## Search pages

This report contains three main dimensions:

Primary Dimension: **Start Page**   Destination Page   Search Destination Page

Secondary dimension ▼   Sort Type:   Default ▼

- **Search page:** this is the page the user was on at the time of the search.

- **Search results page:** these are the search results pages. That is to say, the list of products that a user appears when making a search.

- **Viewed results page:** it is the landing page the user accesses when clicking on a search result.

## Other reports

There are four more reports under "Behavior":

- Website speed: you can get a detailed view of the average loading time of each page of your website. There are three main reports, apart from the overview report:

  - **Page times**: this report contains detailed information about each page of your website.

  - **Speed suggestions:** in this report you can see a list of pages of your website with four columns:

    - **Page views**: the number of times the page has been viewed.
    - **Average load time**: is the average time in seconds that it takes to load a page.
    - **Page speed suggestions**: if you click it will take you to a report of the free Google PageSpeed Insights tool.
    - **Page speed score**: a rating from 0 to 100 indicates how fast the page loads.

- **Events**: an event is a user interaction with an element of your website. It is not important to know how to generate events, but it is better to understand what information you can get from the "Events" report.

  - **Main events**: here you will see how many times the events have been activated.

Dimensión primaria: **Categoría de evento**   Acción de evento   Etiqueta de evento

- ○ **Pages**: this report includes information about how many times events have been activated on your pages.
- ○ **Event flow**: this report has a graph showing which way a user follows when accessing the website.
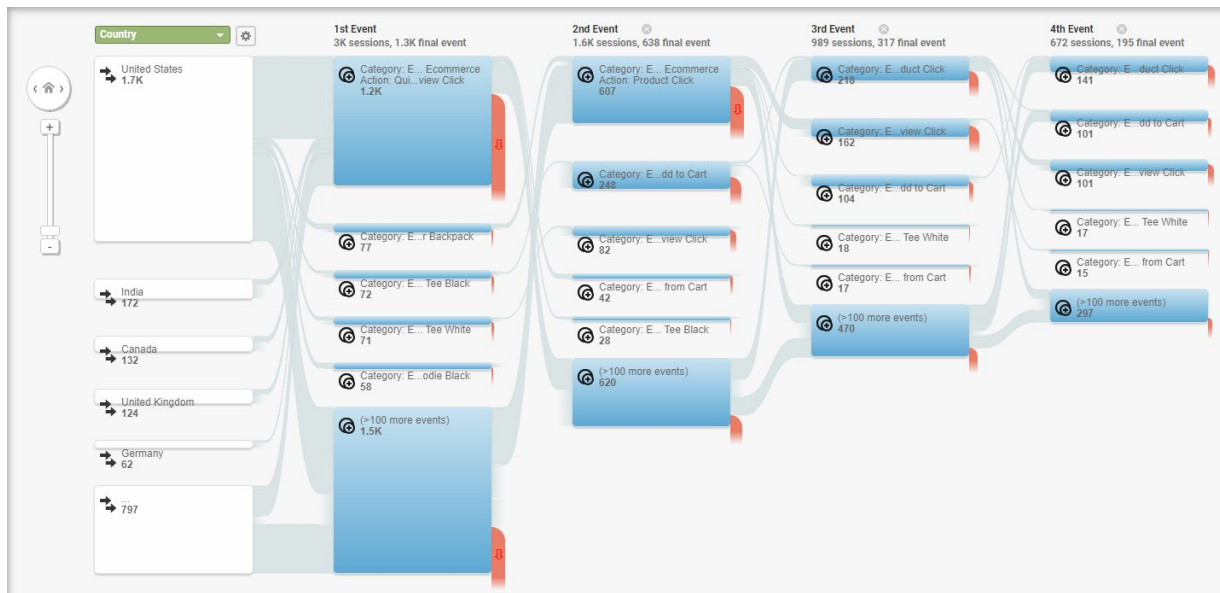


- **Editor**: this section is related to the income generated by each page thanks to the ads that are published in them.

- **Experiments**: here you can access the results of your Google Optimize experiments.

# Takeaways

After reviewing the available reports within the Behavior section, it is necessary to highlight:

- As in most of the mother sections, it is necessary to **segment the users in different terms**, since in this way you will obtain a more specific and complete knowledge about the behavior of the users in your web portal. Segmenting according to organic/paid search traffic will help you analyse the effectiveness of your company's SEO strategy. Segmenting by device can help you adapt the design of your portal to improve the **User Experience**.

- The analysis of the exit pages is important to detect possible errors on your page (bad page loading, images with poor definition, etc.) to improve the user experience during the purchase process and increase the **CRO**.

- The Site Search report is ideal for **improving the optimization of your store** and even for adding products that could have a considerable demand to your catalog, so it is necessary to keep an eye on this report whenever possible.

# Additional information

If you want to learn more on user behavior on Google Analytics for e-Commerce, you can visit netrivals.com for more information on the topic. Netrivals helps pure-players and omnicanal stores in different industries and verticals to be more competitive. The all-in-one vision offered by Netrivals covers relevant and valuable KPIs for the e-commerce world such as Price Index, Profit Margin and Conversion Rate. You can learn more here or talk directly to one of our specialists.

For more information, please contact support@netrivals.com or visit netrivals.com

# netRivals

## Google Analytics: Behaviour

**White Paper**

**Find out more at netrivals.com**

**Get in touch at  support@netrivals.com**