Over 25 pages of important statistical data are included in each report.

The Page data below (taken from an actual report) shows the level of detail included on each page of the report.

This portion of the metrics report shows how effective each page is in keeping visitors engaged and motivating them to go deeper into your website. Each page's result is listed (actual page names changed for the sample)

PAGE URL	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE	BOUNCE RATE*	EXIT RATE	AVG. GENERATION TIME
/index	3130	2821	00:01:02	27%	21%	0.32s
Ecommerce	1115	739	00:00:43	35%	22%	0.28s
/contactus.php	124	86	00:01:49	55%	62%	0.67s
/page1.htm	48	35	00:00:29	14%	31%	0.09s
/page2.htm	40	34	00:00:27	67%	44%	0.14s
/page3.htm	37	30	00:00:12	75%	20%	0.09s
/page4.htm	32	26	00:00:27	40%	27%	0.16s
/aboutus.htm	26	22	00:00:41	50%	36%	0.23s
/page5.htm	24	21	00:02:00	50%	19%	0.12s
/page6.htm	27	21	00:00:25	67%	33%	0.1s
/page7.htm	30	21	00:00:38	67%	29%	0.1s
/page8.htm	22	20	00:00:20	0%	20%	0.12s
/page9.htm	20	17	00:00:13	0%	35%	0.11s
/page10.htm	19	17	00:00:17	0%	6%	0.11s
/page11.htm	17	14	00:00:25	100%	14%	0.18s
/page12.htm	14	12	00:01:01	100%	17%	0.11s
/page13.htm	12	11	00:00:09	0%	18%	0.12s
/page14.htm	12	11	00:00:14	0%	27%	0.1s
/page15.htm	13	11	00:00:13	0%	9%	0.16s
/page16.htm	12	11	00:00:13	0%	9%	0.11s
/page17.htm	14	10	00:01:37	0%	0%	0.15s
/page18.htm	14	9	00:00:53	0%	11%	0.13s

*Bounce Rate: what percentage of visitors left the website after landing on a specific page.

Let's examine what the various page metrics told us:

· page1.htm had a bounce rate of 14%, meaning 86% of this page's visitors went to other pages in the site. Good news– no adjustments necessary.
· page3.htm had a bounce rate of 75%, meaning   only 25% of this page's visitors went to other pages in the site. This page should be reviewed for content and appearance; necessary changes made and tracked in future reports to ensure the bounce rate declines.

Average generation time shows how long it took for a page to display.
In this report all pages loaded quickly.
If a page doesn't load quickly AND has a high bounce rate visitors are probably leaving because of the load time delay.

Average time on a specific page shows the level of engagement for that specific page.

The goal is to always have visitors go deeper into your website. This can be done by examining the pages that have a high bounce rate and making adjustments. Then, continue to monitor high bounce rates in future reports to ensure the bounce rate has improved.

Advanced visitor metrics, combined with quarterly consultations, provide management with the information needed to make informed decisions on both organic search engine efforts and PPC.
In many cases, LPH customers have modified their PPC programs— saving money in addition to yielding higher returns on the dollars spent.
In other situations, individual page copy was modified, creating a more effective marketing message and converting more visitors.

LPH Advanced Website Analytics metrics reports and quarterly consultations ensure you make informed decisions about:
1. Efficiency of your website's pages
2. Organic search engine results
3. Any PPC campaigns

The report data helps determine which pages resonate with visitors and which pages need improvement.

Consultation with our Internet Marketing experts ensures you optimize your marketing message in those areas that most improve your bottom line.

Contact TeamLPH today to employ LPH Advanced Website Visitor Metrics and start making informed marketing investment decisions for your business.

TeamLPH
949-497-8716
TeamLPH@lphinternetservices.com

Search Engine Optimization | Internet Marketing
Mobile Responsive Website Design | Web Hosting| Structured Data/Microdata   Social Media Marketing| Customized Customer Relationship Management (CRM)