A STUDY REGARDING ONLINE TRAFFIC ANALYTICS OF WEBSITES FOR PROFIT

MOISA SEBASTIAN[1], SILVIJE JERČINOVIĆ [2], TOADER COSMINA[1], DUMITRESCU SIMONACARMEN[1], SĂLĂŞAN COSMIN*[1]
[1] Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Agricultural Management
[2] College of Agriculture in Križevci, Croatia
*Corresponding author's e-mail: cosminsalasan@gmail.com

Abstract: *There are many entrepreneurs, either beginners or even having an e-commerce experience who consider that online traffic analysis and visitor tracking are of low importance. If one relies on a simple reasoning, it is not worthwhile to waste valuable time with traffic analyzes of sites because in time, site promotion will bring more visitors, which, of course, will lead to increased sales. This reasoning is totally wrong and we will prove it in our work by answering questions such as: "how many visitors visit your site after advertising it?", "what percentage of total visitors buys that product?", "how do you know if the site you worked with so much is capable of selling?". If one can not answer these questions, it means that the entrepreneur has wasted a lot of time and money building and promoting a site that does not bring any profit.*

Key words*: website; online sales; traffic analytics; income per visitor; profit*

INTRODUCTION

It is crucial, as site owner, to know the answers to all of the following questions: How do visitors find the web page? How many of these are going through the front page? Which page is the most visited? How long does an average visitor stay on the site? How long do I spend on each page? What is the average number of pages visited? What is the path followed by your pages? What are the pages used to leave the site? If you do not know how to answer these questions, then you'll throw money out of the window when you want to advertise online.

Without these statistics, it is impossible to determine the "value" of a visitor. You will be able to use this information with maximum efficiency, by carefully monitoring everything that happens on your site, you will be able to determine exactly what the strengths of the site or weaknesses are, and correct them as soon as possible. You'll also be able to calculate the effectiveness of your ads because you'll know exactly where the traffic from those pages comes from. If, for example, visitors spend an average of 2 minutes on the sales page but need at least 5 minutes to read your offer, then that offer will need to be modified and shortened, or you will have to redo the entire sales letter to keep readers connect as long as possible [1].

If people visit the web page, they are interested, but they are unable to buy anything that is presented, there are some obstacles preventing them from ordering, for example too slow uploading of the web page or a form of order difficult to complete.

All successful businesses have one thing in common: that they test, test and test again before moving on to the next stage. But in order to be able to test something, you must be able to measure the results as accurately as possible. In the case of online businesses, extremely accurate measurements can be made.

In the end, if you do not know the vital statistics of your site, you will notice the absence of potential buyers too late. In addition, you can miss many opportunities if you do not pay attention to the really important figures.

MATERIALS AND METHODS

We will apply some computational techniques by way of examples to find out what is the stage of the business. We will use three sets of information:

- Sales figures
- Buyer and Subscriber Statistics
- Site wear details

RESEARCH RESULTS

Every time someone accesses the web page and its associated files (charts, banners, pictures), all details of accessing a file called a log file are recorded. You can access these files either through the webhosting service, either through their reporting system or as raw data that you can later analyze using various specific programs.

Here are some of the information that the log file can provide: what search engine has accessed the site, what keywords have been used, how long visitors spend on your site or on specific pages, which pages are the most accessed ?, What are the webpages that visitors come in and out of the site?

Of course, there are online applications that will make your site analysis easy to work with after you've introduced certain tags to your site's web pages. For example, the most popular app of this kind is Google Analytics. [3]

The truth is that some of these figures make no sense if we take them as stand-alone figures. After all, there are many sites that have many visitors, but the number of actual sales is very small.

A majority opinion is that users who enter once a day on the site are really relevant. These are called unique daily visitors.

In this case, no user is counted multiple times, although he may have visited the site repeatedly in a single day.

Page views measure how many times a site page is accessed. This count can be done for the entire site or for each of its pages. This way, you can find out what's more appealing throughout the site. In addition, the basic statistics you need to track are the so-called "conversion rates." They measure how you reach your target, such as converting curious searchers to buyers, converting buyers to loyal customers, who just visits the site versus the number of subscribers to the newsletter.

Conversion can be defined as the extent to which people who visited your site are converted into loyal customers. Assume the following statistics: Sales: 200 per month, Average revenue: 500 €/ sale, Average profit: 100 €/ sale, Daily Unique Visitors: 15.000 / month.

In the example above we have 200 sales per month and 15.000 unique visitors per month. Thus, the conversion rate is 2:150 or 1.33%. There is not a small conversion rate, especially if we take into account the price of the products. The vast majority of entrepreneurs have a rate of 1% or 2%.

There are some key formulas in the business tracking process, which is good to keep in mind how many visitors become customers. Visitor conversion rate in customers is one of the easiest to calculate statistics, but one of the most important.

It's a simple way to determine how convincing you are with potential customers.

Sales Number / Visitors Number x 100 = Visitor Conversion Rate in Customers

So, if you have 15.000 visitors per month and 572 of them become customers, then the conversion rate would be 3,8% (572 / 15.000 x 100 = 3,8%).

The conversion rate of visitors to loyal subscribers can provide you with information about the attractiveness of the electronic newspaper.

Number of subscribers / Visitor number x 100 = Visitor conversion rate in subscribers

If you have 15.000 visitors in a week and 458 subscribe to the newsletter, the conversion rate is 3% (458 / 15.000 x 100 = 3%)

The customer conversion rate demonstrates how effective your newsletter is as a tool for promoting products or services. This rate is very important in the case of paid newsletters.

Number of customers / Number of subscribers x 100 = Customer conversion rate

If 200 of the 458 subscribers buy something, the customer conversion rate will be 43,6% (200 / 458 x 100 = 43,6%). It is important to calculate the income / visitor ratio because you will be able to find out how much you can afford to spend to attract a new visitor without getting lost.

Total sales / Number of visitors = Revenue per visitor

If a merchandise sold in a total month of 10.000 € and you had 55.000 visitors, you should know that you earned from each visitor 0,18 €

If for each visitor, you had a total expense of 0,25 €, it is clear that you lose money.

How many people visit the site? The hit rate measures the number of hits each webpage has recorded.

Accessed link / Number of visits to page x 100 = needle rate (Unparalleled stack)

For example, if you have 15.000 visitors who visit the sales letter page, and out of them, 870 visitors click on the link to the order page, then the hits rate is 5,8% (870 / 15.000 x 100 = 5,8 %).

Apart from the statistics described above, there are other measurements that you need to consider. Analyzing this additional information will help you grow your business.

Another aspect is related to which pages the site visits the visitor. Basically, every customer move through the site, the web pages through which they come in and out, the pages used most often and the ones rarely accessed.

So find out how many people visit only your home page and do not go into detail. If 70% of users are not curious to access links to other pages inside the site, it's essential to find out what might be the reason and fix this problem as soon as possible. You can find out which page or webpages most commonly used by users to leave the website. [4]

For example, if people leave the page before accessing the order form means you need to simplify and make it more appealing. You can also tell how good the navigation system is and how to link the pages.

The cost paid to each visitor attracted tells you how much it costs, on average, to attract a new user to the site. If you use paid advertising, this figure gets a special value.

Compare the cost paid to each visitor with the resulting earnings, and you'll know whether or not your advertising is profitable.

Campaign cost / Number of Visitor = Cost per Visit (CPV) [5]

If you spend 1.500 € on an ad campaign and this will bring 3.000 new visitors, then the cost paid for each visitor is 0,5 € (1.500 € / 3.000 = 0,5 €).

The cost paid for each new customer is a key figure. You have to make sure that you have not paid more to attract customers than you will earn from them.

Marketing Expenses / Customer Number = Cost per Customer (CAC) [6]

If you spend 1.500 € on an ad campaign and it brings you 432 new customers, then the cost per client is 3,47 € (1.500 € / 432 = 3,47 €)

A tip to keep in mind: if you do not already have a computing system, you will not be able to see all the statistics in one place. It is advisable to use a spreadsheet app (like

Excel) to enter figures and make calculations much easier. Once you have entered the formulas, enter only the data and the result will automatically appear.

By following the visitors' steps, you will be able to determine the exact reasons why they did not act as you would have done. People are predictable in their actions, provided you know exactly what those actions are.

From the point of view of advertising, analyzing statistics is actually the only way to know which of the marketing strategies are correct and which are a waste of time.

CONCLUSIONS

Online entrepreneurs who spend some of their time watching online statistics will have the most success, for the sole reason that traffic analysis signals in advance the problems that may arise. They will have effective means to discover what really happens on the web.

Thus, if he discovers that the profits made by each customer are lower than the cost of acquiring new customers, he can look for cheaper ways to attract customers. At the same time, it can try to increase the price of the product. In conclusion, statistical analyzes say: where do visitors come from on the website, who is visiting, what they do when they get there, how long they stand (really read the pages or just browse them) , which are the most busy time ranges, which are the pages that leave the site, how effective the ad campaigns are. They are useful both for increasing the efficiency of your own website and for monitoring your advertising campaigns. Since they are crucial to the success or failure of any online business, you must be prepared to investigate your site's statistics. [2]

These are some of the reasons why internet marketing is so exciting and lucrative. It is the only environment in which you can measure your success in real time, and then you can make the changes you have learned in a few hours or days!

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