
USING THE STATCOUNTER AS A WEB ANALYTICAL TOOL TO UNDERSTAND THE WEB VISITORS AND INCREASE THE WEB TRAFFIC

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Abstract:

The purpose of this paper is to present the opportunities that one of the most important web analytical tools, such as Statcounter, offer to companies and entities in the market, enabling them to maximize the strategic outputs of campaigns based on real data.

The accent would be put on the Statcounter, which provides detailed statistics about browser usage and real-time user traffic. For this purpose, Statcounter is used as a web analytics tool for the actual web page, observed in a period of time of one month.

Reports for traffic trends will be analyzed in this context, and also attention will be paid on analytical data related to the visitors' location, browsers, platforms, operating systems that they are using etc. Also, the most heavily visited pages would be identified, and recommendations for optimization will be stressed out, in order to achieve maximum impact by viewing the pages of the website ranked by popularity.

Key words: *web analytics, web users, stat counter*

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1. Introduction

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing. "Digital marketing has become a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening of the ways in which we think about marketing on the Internet and have pushed the boundaries towards a new concept of digital marketing—user-centered, more measurable, global and interactive." [Carolina Machado, J.Paulo Davim, 2016]. In many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers. But digital marketing has replaced most traditional marketing tactics because it's designed to reach today's consumers. As compared to traditional marketing, digital marketing refers to the use of methods and channels to get a proper understanding in real-time situations. This means that digital marketing gives businesses the opportunity to access the performance and effectiveness of their marketing campaigns and make adjustments accordingly.

Digital marketing is a digital identity of a company through which it presents itself in the virtual world to an enormous number of users. Thanks to a digital technology, a brand can reach each consumer with its products.[Sawitcki, 2016] The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24x7 services to make the customer feel supported and valued. Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Digital marketer must also use measurable analytics to identify weaknesses and find ways to improve performance across these channels. In this sense, company can be responsible for all aspects of a company's digital strategy or just focus on one.

According to [Bekavac, Garbin, 2015], the use of web analytics tools in business fields, as expected, is most frequent in the marketing industry.

Digital marketing goals are:

- To increase website traffic,
- For brand promotion or brand awareness,
- To improve quality of customers,
- To improve search engine ranking,
- To get best ROI result,
- To find loyal and potential customers, etc.

Every company has specific business goals. In order for a Website to be beneficial, information gathered from its visitors must not merely show what has happened in the past, but it must also be able to improve the site for future visitors. The company must have clearly defined goals for the future and use this information to support strategies that will help it achieve those goals, according to [Both, Jansen, 2009],

Why companies need to be online [Jones, Malczyk, Beneke, 2011]:

1. The market and competitors are already there. If you market and sell products or services to a middle-class clientele, you need to extend your strategy to include the internet
2. Web users expect the highest convenience and information at their fingertips. All companies need a website as their central point of contact. If your details don't come up in a web search, you will be ignored.
3. Customers are inconsistent. They will not expend a lot of energy to find you online. Even worse, if your competitor is easy to find online, your potential customers will happily turn to them.
4. Audiences want to interact with and converse about your brand and products. Give them the opportunity to do it in a mediated space, and become part of the discussion.

2. Web Analytics Tools

Web analytics tools provide better understanding of how visitors are finding the website, how they interact with it, and ultimately, how effectively the website is contributing to your business goals.

According to [Waisberg, Kaushik] web analytics is not a technology for just reporting, but a cyclical process of website optimization which, among other things, measures costs, identifies the most profitable user behavior and optimizes a website by improving performance and profitability. In this section we will shortly elaborate the most used web analytics tool on the market. Some of them provide similar data, but they have different approaches and generated different kind of data. Web Analytics provides data about the website as well as the visitors. The web analytics program will provide businesses with information about the audience, audience behavior, and campaign -related data. [Hoang , Nguyen, Trang, 2017]

Information related to the site's audience may include:

- Number of visitors to the site
- How many new people and how many people turn around?
- They come from which part of the country
- What web browser do they use?

Site behavior can include:

- What did they see when they visited the site?
- How did they get to the site?
- What content is more attractive and popular?
- How much time they spend on the site?

Information about campaign data on the site may include:

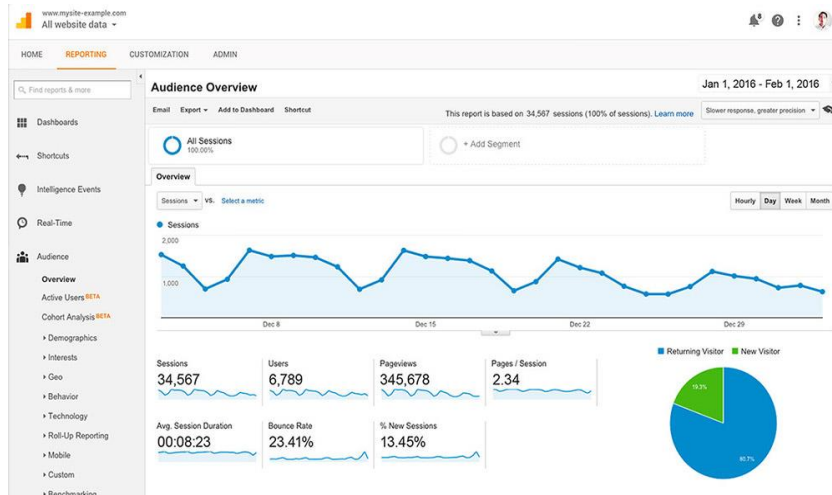
- Which marketing campaign is more effective?
- Which campaign brings more visitors to the site?
- Keywords searched by visitors can find the site

The popularity of web analytics is increasing both in the usage of web analytics and companies providing web analytics tools. New web analytic services seem to be popping up in the Internet frequently. The estimated value of web analytics market will be close to 3 billion euros in 2019. As [Nakatani, Chuang, 2011] noted the use of web analytics can be central method in creating competitive advantage in the rapidly evolving world. Carefully selecting the web analytics tools is vital as the decisions made in the selecting the tools can have long term influences for the business. From this viewpoint, it is also important to consider what web analytics service or software will be adopted.

Therefore, web analytics plays an important role in measuring the site as it measures every detail of the site.

Google Analytics. One of the most common and vastly used free web statistics tools, which provide a number of features that are useful for every kind of website, is google analytics tool. This tool tracks the web traffic source, count, on-site behavior, number of clicks, conversions and much more.

Image 1 Google analytics tool



Source: <https://www.hongkiat.com/blog/top-14-free-web-statistics-tools/>

Google Analytics also offers some suggestions to improve your conversation rate and improve your website for better ranking in the search engine. This includes tips on fast-moving up the website, managing content, insight on visitor's behaviour and benchmarking tools. **AWStats.** This is an open-source analytics tool that can analyze multiple websites running on one server. To use it, the web host must log web data to a file that the tool could read from. Visits count, time spent on the website, bandwidth usage, entry/exit pages, OS and bandwidth used for each, "bot visit" tracking, and protection against worms attack, keyword tracking and bookmark tracking are some of its features that I found to be most interesting. Though not really a downside, but AWStats does not offer too many advanced features. **JetPack for WordPress** Apart from other features, JetPack offers basic web analytics and its simple interface makes it easily usable for beginners.

Image 2 Jetpack analytic tool



Source: <https://www.hongkiat.com/blog/top-14-free-web-statistics-tools/>

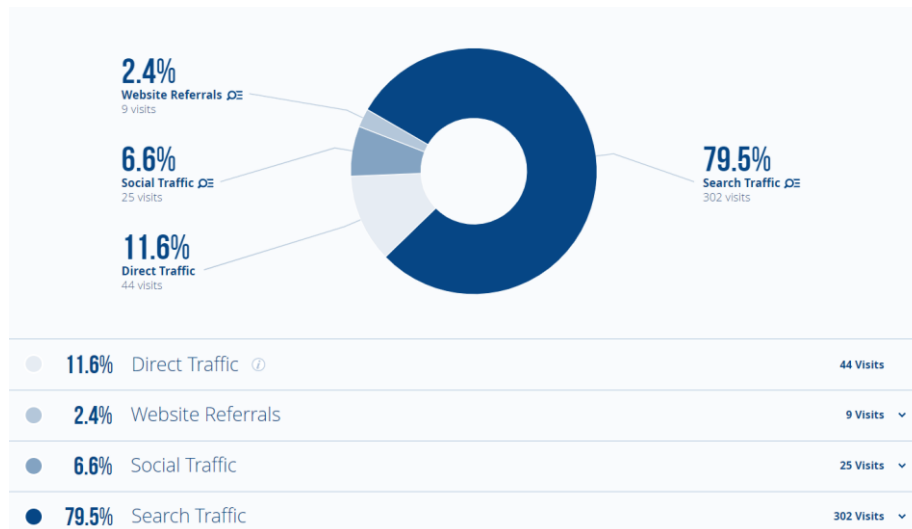
With the help of JetPack plugin you can see total visits of individual posts, popular pages, keyword tracking, subscriptions tracking, visitor location, on-site behaviour and more. Though for beginner users JetPack can be a advantage, for users who require detailed and advanced statistics about their website, this may not be a very good option. **Open Web Analytics.** One more open-source analytics tool. Its features include, traffic count, multiple website analytics support, monitor individual visitor behaviour, track clicks, view heat maps, track subscriptions, repeated visitor's activity over time, track entry/exits and more. **W3schools.** This analytics tool has more than 50 million visitors per month and that too to just look into browser statistics. That's how much browser usage statistics are important to the businesses. They have very simplified and neat home page that lists all the prominent browsers and show their user stats in an organized manner. **Clicky.** Clicky is a very simplified analytics tool that comes up with a neat interface reducing all the unnecessary details. They provide you with Powerful API. Twitter analytics, Google search rankings, Video analytics, Big screen mode, Sub-users, The best bounce rate in the biz, HTTPS tracking. According to [Booth, Jansen,2009] the first step in analyzing theWebsite and Website visitors is understanding and analyzing your business goals and then using that information to carefully choose your metrics. In order to take full advantage of the information gathered from web site's visitors, the company must consider alternative methods such as focus groups and online surveys, make site improvements gradually, hire a full-time analyst, and realize that your site's improvement is a process and not a one-time activity.

3. **Statcounter As A Tool For Analyzing The An Actual Web Page**

StatCounter. Stat Counter is a tool that provides deeper analytics about the website along with features to increase web traffic, generates sales leads, and detects click frauds. It could be also configured, to send custom summaries every week via email to get a quick glance at how things are going. Stat Counter's advanced features include an invisible counter, tracking the activity of visitors before and after visiting the website, heat maps, search engine comparison, tracking HTTPS websites, sharing access with team members, displaying the web stats publicly, checking JavaScript stats. However, Stat Counter's free option can only be used for tracking for up to 250,000 visitors per month. So it can only be a good free analytics tool if you have a medium-sized blog.

For the purpose of this paper we will use Statcounter, (among many others web analytics tools) as a web analytics tool to generate data from an actual web page www.vegansproducts.com (the page that promotes vegan lifestyle, vegans products, animal liberations activism, stop animal abuse, stop diary consuming)

Image 3 Web traffic

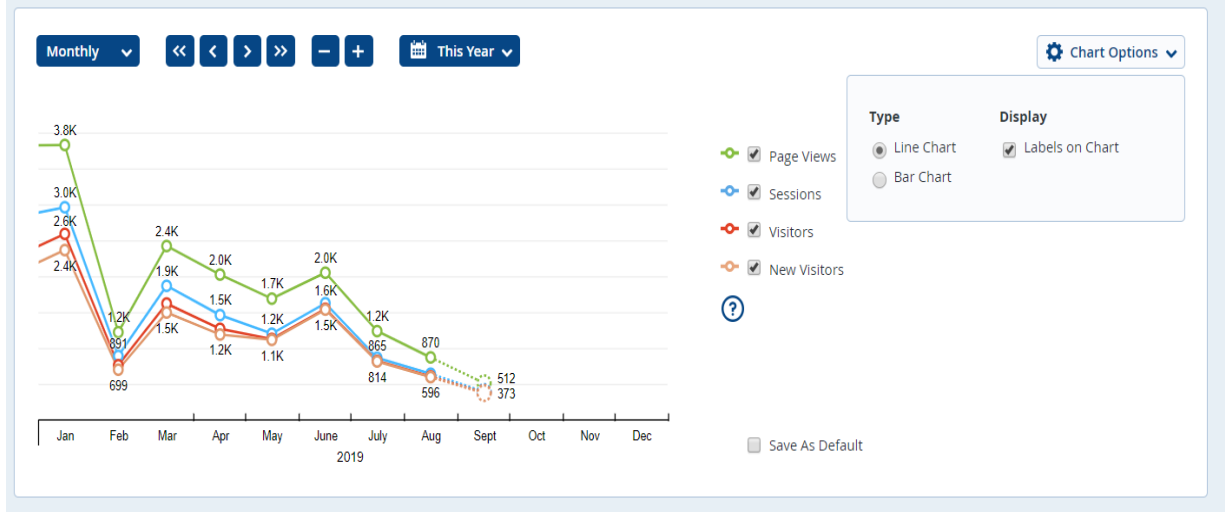


Source: www.vegansproduct.com

As we can see from the **image 1** 79.5% of the users(visitors of the page) are from **search traffic**, which means that people arrived to the site after clicking search engines listing results. They searched for something and then decided to make a visit; 11.6 % of the users are from **Direct traffic** (Visitors who visited the site by typing the URL directly into their browser.). If you are missing direct traffic, then you will have to work on customer retention through keeping relevant and current information on your website, such as having a blog that people can subscribe to. URLs with high return rates suggest webpages that have been favorites or included in email. Than 6,6 % of the users are from **Social traffic** (Visits from social networks/sites such as Facebook, Instagram, Pinterest, Twitter, you tube etc.) and 2.4 % of the users are from Website referrals. Referral traffic is used to describe visitors to your site that come from direct links on other websites rather than directly or from searches. If the referring sites are low, you may want to encourage companies that sponsor, donate, or volunteer to include a link from their organization’s website to your website. Social media campaigns can also help in promoting the website.

Image 4 Page views

Summary Stats ?



Source: www.vegansproduct.com

The second image shows the Line chart for four parameters > **Page views, Sessions, Visitors, New Visitors** for the 2019, exactly until September. The line chart shows that in January the page had most page views (Each time a page is viewed on the website by any visitor, it is called a Page View.) over 3.8k. Then, in February decline process started with 699 visitors (A visitor represents a unique person visiting the website for that day, week or month. In short, a single visitor can have multiple sessions with multiple page views from each of those sessions.). But in March the page views increased to 2.4 k, and new visitors, which is somebody who had never visited your website on a different day, week, or month before, to 1.5 k. The sessions in January were 3.k , but in June are 1.6. This means that someone visits your website, browses one or more pages. The sessions can be increased by advertising, creating new content, also we can get more out of the existing content by optimizing for specific keywords and adding supporting meta descriptions, headlines, internal links, image alt text, and more to increase the search visibility of important pages on the website and build external links.

Image 5 Visit Length

Image 6 Browsers

Length	Page Views	Browser	Page Views
Less than 5 seconds	289	iPhone	143
5 seconds to 30 seconds	2	Chrome - for Android	89
30 seconds to 5 minutes	36	Chrome - 76.0	82
5 minutes to 20 minutes	11	Edge - 18.18	31
20 minutes to 1 hour	6	Safari - iPad	21
More than 1 hour	9	Edge - 18.17	16
		Samsung Internet - 9.4	15

Source: www.vegansproduct.com

Source: www.vegansproduct.com

In the image 5, data for the length of the page views are presented, and, as shown here 289 visitors stay on the page less than 5 seconds, 2 visitors stay from 5 seconds to 30 seconds, 36 visitors stay from 30 seconds to 5 minutes, 11 visitors stay from 5 minutes to 20 minutes, 6 visitors stay from 20 minutes to an hour and 9 visitors stay for more than an hour. Good average page view per visit is about 3-4 page views per visit with length 1.5 - 2 minutes. Usually, company can get high page views per visit on the wallpaper/videos/media blogs. In the next image we have data for the browsers that visitors use when they browse the page www.vegansproducts.com. The most used browser is iPhone used by 143 visitors, than Chrome- for Android, used by 89 visitors, Chrome - 76.0 used by 82 visitors, Edge- 18.18 used by 31 visitors, Safari – iPad 21, etc. the type of browsers that visitors use are directly connected with mobile devices that they use when they visit the page.

Image 7 Search Engine

Image 8 Operating System

Operating System	Page Views	Search Engine	Page Views
iOS iOS	153	www.google.com	233
Android	108	www.bing.com	22
Win10	102	www.google.co.uk	13
Win7	35	www.google.com.au	8
OS X	28	www.ecosia.org	8
iOS iOS	21	www.google.ca	6
Android	13	duckduckgo.com	6

Source: www.vegansproduct.com

Source: www.vegansproduct.com

Also, Statcounter generated data about the operating system they use and the search engine that visitors use when they visit the page. The image shows us that the most used operating system is IOS (153 users), than Android (108), Win 10 (102), win 7 (35) OS X (23) which is corresponding with the mobile devices that visitors use. As we can see from the image7 about which search engine visitors use, the answer is that they are using Google with 233 visitors, then Bing 22 visitors, Google Uk 13 visitors, Google Au 8, than Ecosia, Duckduckgo, etc. If the traffic from search engines is low, having other company put links to the website on their websites also increases the likelihood that search engines will list your website higher in the results. Also, you can incorporate more meta tags in order to include more key words that when searched for in a search engine will bring up your website. „As you learn more about the value of SEO and how it integrates into the web, you should be able to increase your income or social reach significantly. Only by pairing SEO with other marketing methods or viewing the web through a larger lens will you be able to fully appreciate the value of SEO“.[Wall, 2005]

Image 9 Countries

Country	Page Views	Mobile Device	Page Views
USA	211	Apple iPhone	153
UK	48	Apple iPad	21
Australia	23	Samsung	18
Singapore	22	Samsung Galaxy Tab S2 9.7	10
Israel	18	Samsung Galaxy S9	9
India	17	Huawei Y5	6
Canada	16	Nokia	5

Image 10 Mobile devices

Source: www.vegansproduct.com

Source: www.vegansproduct.com

In the image 10 we can see where the most users come from. The page www.vegansproducts.com is visited by users from the USA - 211 users, then UK - 48 users, Australia - 23 users, Singapore - 22 users, Israel - 18, India - 17 users, Canada - 16 users. This data is very important for the business, because. Identifying a target audience of consumers is among the most crucial elements for a business operator to consider. Without knowing the target market, or whether an audience even exists, you can't realistically expect your business project to survive. "The idea is, the product we are selling to be seen by the customer that wants to buy the product. So, targeting audience is very important part of every online business, because if company does not target the audience, nobody will see the web page or the product ." [Gligorovski, Mancheski, Angeleski, 2018] Statcounter generated data about the most used brands of mobile devices when users approach the web page. As we can see in the image, the top brand that the customers regarding mobile devices is Apple iPhone (153 users), then Apple iPad (21 users), Samsung (18 users), Samsung Galaxy Tab S2 9.7 (10 users), Samsung Galaxy S9 (9 users), Huawei Y5 (6 users), Nokia (5 users), Samsung Galaxy S8 (4 users), Samsung Galaxy S7 (3 users), Motorola (3 users) etc. With this data we did a small research about usage of mobile devices, so this data can be interesting for mobile companies.

4. Conclusions

Why is it important to use analytics tool for the business decisions? When it comes to making business decisions, it's important to make sure that the decision made doesn't disappoint your current customers, but rather increases their user experience. To make a safe and informed decision, the company need, to know as visitors first. Using analytics allows the business to develop an effective digital strategy and also to add new elements to the whole marketing/business strategy in the future. Also, when company learn about the technology (device, operating system, and browsers), as show, in this paper, they're using to browse the site; test the site's compatibility with those technologies and make required developments. Search engine optimization (SEO) is one of the most crucial aspects in determining the business growth. The more organic traffic the business site receives, the more leads and conversions it gains.

When company has that information, it can decide to build stronger links with external partners, include call to action links on social media or measure online advertising campaigns for success in achieving your goals, helping you to measure a ROI on those campaigns. Analytical systems can tell which regions and cities the visitors are visiting from, which opens up new questions and possibilities for doing business. Online marketing analytics helps to discover potentials that a company may not have thought of without the information at its fingertips, which is always a great way to help the business grow and develop in the future.

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