ASSIGNMENT: WEEK 3&4

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TEAM : 48

How did I go about the assignment?

STEP 1: BUILD A LANDING PAGE ON SWIPE PAGES

STEP 2: CREATED AN ACCOUNT ON GOOGLE ANALYTICS (BOTH UA AND GA4)

STEP 3: CREATED AN ACCOUNT ON GOOGLE TAG MANAGER

STEP 4: MADE AN ACCOUNT ON CLARITY

STEP 5: MADE AN ACCOUNT ON OPTIMIZE

STEP 6: INTEGRATED GA, CLARITY, OPTIMIZE WITH GTM

STEP 7: INSTALLED GTM ON SWIPE PAGES

STEP 8: SET UP A UTM FOR HEADLINE TEST

STEP 9: SHARED THE LINK WITH THE FRIENDS

About Landing Page

1. The landing page that I have build is based on my own business.

2. Type of LP: It's a lead generation landing page. I am collecting email ids of people who want to become a part of our gold membership and get 30% discount coupons directly on mail.

MISTAKES: I made the first version of my landing page on free account using swipe pages. Even though i attended the call, I missed the point that only pro accounts can install GTM.

SOLUTION: Used the credentials given by vaibhav to make the landing page again.

Lesson Learned: Always check beforehand if the software supports all the applications you want to install.

LANDING PAGE: click here!

Untitled Dashboard

28 Apr 2021 - 1 May 2021

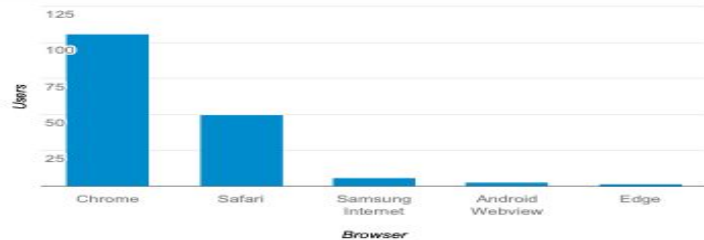◯ **All Users**
100.00% Sessions

New Users

● New Users

150			
100			
50			
...	29 Apr	30 Apr	1 May

Users by Browser

(Users axis: 125, 100, 75, 50, 25)

Browsers: Chrome, Safari, Samsung Internet, Android Webview, Edge

Users by Source/Medium

Source/Medium	Users
organic / whatsapp	112
(direct) / (none)	75
app.swipepages.com / referral	1
optimize.google.com / referral	1

Sessions

219
% of Total: 100.00% (219)

Avg. Session Duration

00:01:22
Avg for View: 00:01:22 (0.00%)

Page Views

281
% of Total: 100.00% (281)

Bounce Rate

84.02%
Avg for View: 84.02% (0.00%)

Users by Device Category

Device Category	Users
mobile	145
desktop	24

Google Analytics Data Decoding

<u>I have prepared my own dashboard and include only the data I wanted for the assignment.</u>

Learnings from Data:

1. I had 135 users
2. 219 sessions i.e. the number of times users visited my page. (this includes internal traffic)
3. Bounce rate is 84% i.e. 84% of people didn't interact with my page. (BR above 70% is considered bad)
4. Many users came through mobile and of them many were using chrome followed by safari. This tells me that I need to optimise my landing page for mobile users for better experience.
5. Most of the users came through whatsapp followed by discord.

Mistakes: I had shared the wrong link on my whatsapp which is why google optimize didn't record some of the user's session. You will the difference in the data in the coming slides.

GH Experiment   Dashboard   Recordings   Heatmaps   Settings

▼ Filters   Last 3 days

Sessions		Pages per session	Scroll depth	Engagement
Total sessions	Distinct users	1.27	59.41%	31 sec active time 5.6 min total
209	164	average	average	■ active □ inactive

Dead clicks ⓘ
0% of sessions have dead clicks

Rage clicks ⓘ
0% of sessions have rage clicks

JavaScript errors
0% of sessions have JavaScript errors

Excessive scrolling ⓘ
0% of sessions have excessive scrolling

Quick backs ⓘ
0% of sessions have quick back

Operating systems

Popular pages
URL parameters ⬤ off

https://95i0m3kk2439.swipepages.net/MEGATREE
207 ◊ ▭

https://gtm-msr.appspot.com/render2
1 ◊ ▭

Show more   Show less

Referrers
app.swipepages.com
4 ◊ ▭

optimize.google.com
3 ◊ ▭

95i0m3kk2439.swipepages.net
1 ◊ ▭

gtm-msr.appspot.com
1 ◊ ▭

Show more   Show less

Operating systems			
■ Android	54.63%	118 sessions	◊ ▭
■ iOS	26.85%	58 sessions	◊ ▭
■ Windows	8.33%	18 sessions	◊ ▭
■ MacOS	6.48%	14 sessions	◊ ▭

Browsers
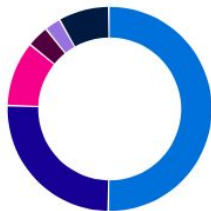
■ ChromeMobile	50.93%	110 sessions	
■ MobileSafari	25.46%	55 sessions	
■ Chrome	10.19%	22 sessions	
■ Safari	3.24%	7 sessions	
■ SamsungInternet	2.31%	5 sessions	
■ Other	7.87%	17 sessions	

Devices

■ Mobile	84.69%	177 sessions	
■ PC	15.31%	32 sessions	

■ Unknown	3.70%	8 sessions	

Countries

India

	204

Hong Kong SAR

	1

United States

MOBILE HEATMAPS

Microsoft | Clarity My Projects

GH Experiment

https://95i0m3kk2439.swipepages.net/MEG...

Scroll data

% scrolled	# of visitors	% of visitors
5	78	100
10	76	97.44
15	62	79.49
20	58	74.36
25	55	70.51
30	54	69.23
35	53	67.95
40	53	67.95
45	52	66.67
50	49	62.82
55	48	61.54
60	48	61.54
65	45	57.69
70	43	55.13

25	55	70.51
30	54	69.23
35	53	67.95
40	53	67.95
45	52	66.67
50	49	62.82
55	48	61.54
60	48	61.54
65	45	57.69
70	43	55.13
75	43	55.13
80	41	52.56
85	40	51.28
90	39	50
95	38	48.72
100	8	10.26

PC Tablet Mobile   Tap Scroll

Member today!

50%

Days   Hours   Minutes   Seconds

Email Address

SUBSCRIBE & GET 30% OFF
TO UPGRADE YOUR
LIFESTYLE

VISIT THE STORE

25%

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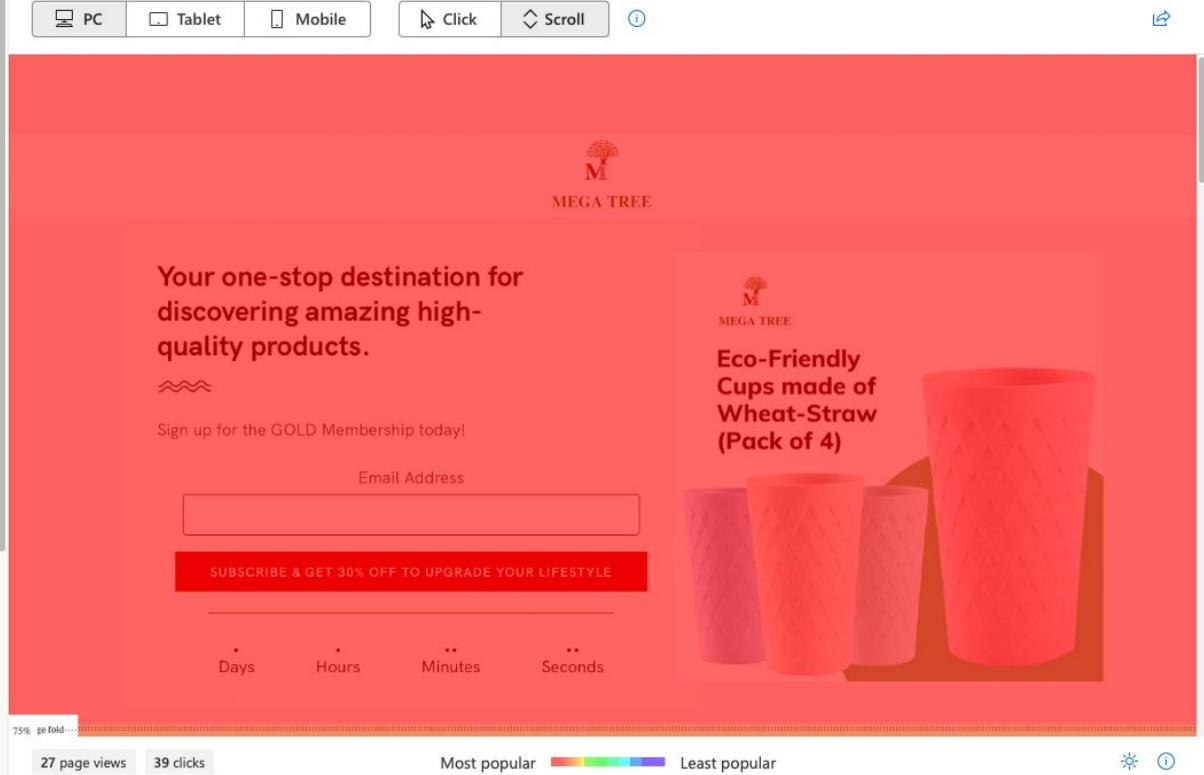
78 page views   33 taps

Most popular   Least popular

DESKTOP HEATMAPS

Scroll data

% scrolled	# of visitors	% of visitors
5	27	100
10	27	100
15	27	100
20	6	22.22
25	3	11.11
30	3	11.11
35	3	11.11
40	3	11.11
45	3	11.11
50	3	11.11
55	3	11.11
60	3	11.11
65	3	11.11
70	3	11.11

PC | Tablet | Mobile | Click | Scroll

MEGA TREE

Your one-stop destination for discovering amazing high-quality products.

Sign up for the GOLD Membership today!

Email Address

SUBSCRIBE & GET 30% OFF TO UPGRADE YOUR LIFESTYLE

Days | Hours | Minutes | Seconds

MEGA TREE

Eco-Friendly Cups made of Wheat-Straw (Pack of 4)

75% ge fold

27 page views | 39 clicks

Most popular | Least popular

Clarity Data Decoding

- The total number of users according to clarity is 164 which is slightly more than google analytics. This is due to my mistake of sharing the wrong link.
- The engagement time is 31 seconds on an average.
- Most of the people came to mobile using chrome browser. This matches with the google analytics data.
- The heatmaps shows that 10.26% of visitors scrolled till the end of the page using mobile.
- Clarity shows that only 3.26% of visitors using desktop scrolled till the end.

Learnings: To increase the engagement rate and scroll depth, we need to optimise the landing page.

Optimize Data Decoding

For A/B Testing, I used peppertype to create different headlines. Used Headline studio and sharethrough for scoring. Selected top 3 headlines

	Headline	Headline Studio	sharethrough	AVERAGE	TOP 3
1					
2	An online shopping portal where you can buy amazing products under one store.	86	72		Y
3	Your Cherished store, MEGA TREE	57	63		
4	Your one-stop destination for discovering amazing high-quality products.	72	71		Y
5	Get 30% more value on every purchase.	68	63		
6	Now buy premium quality and original products at a reduced price.	65	66		Y
7	30% Discount on Signup, Shop Happily from Mega Tree	56	61		
8	Subscribe & get 30% Off to Upgrade your Lifestyle	44	82		
9	Come Sign Up and never miss the discounts!	58	65		
10					

# Optimize Data Decoding
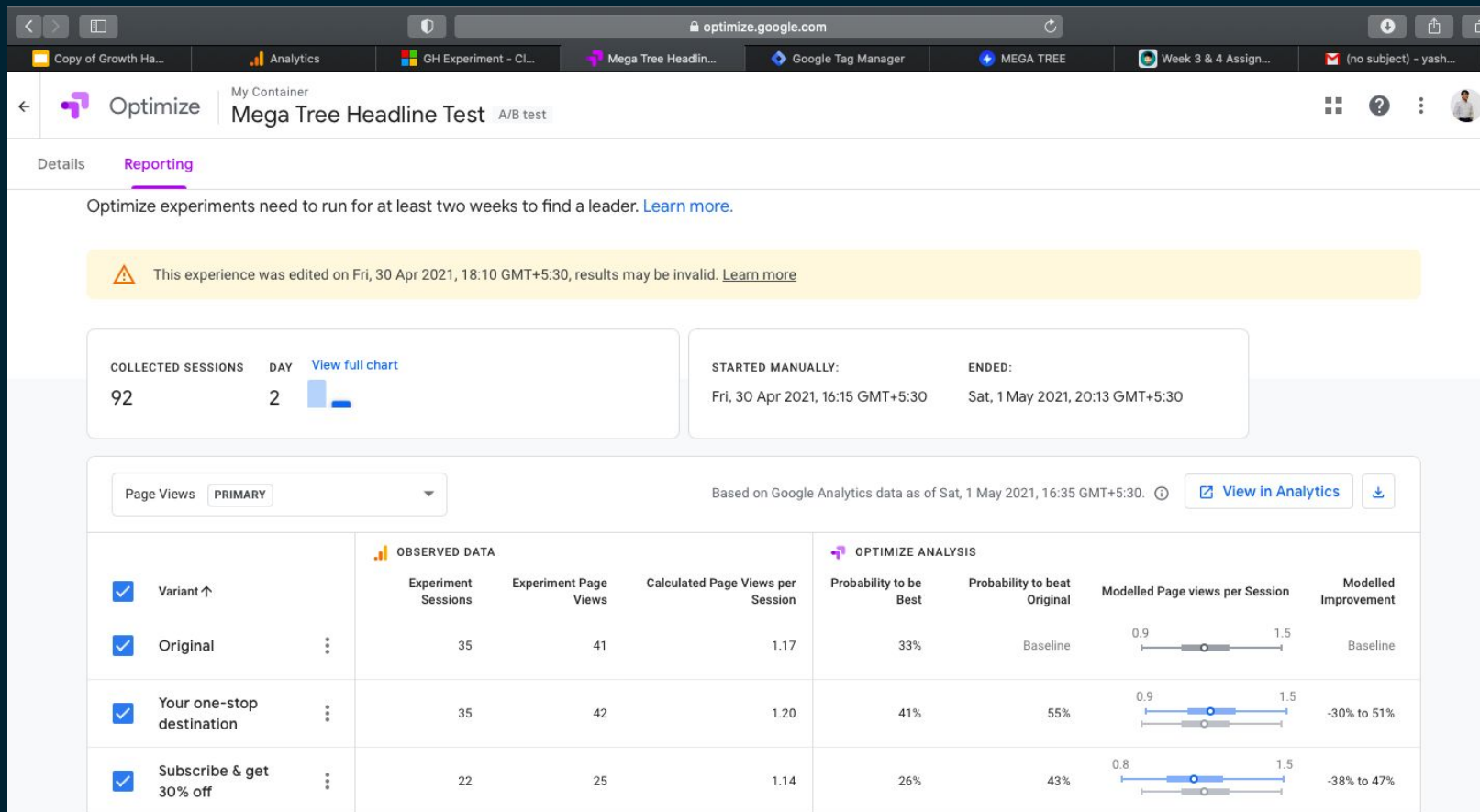
Optimize Data Decoding

As per data collected,

"Your one-stop destination for discovering amazing high-quality products", has the highest probability to best the best headline and beat the original headline.

Original headline : An online shopping portal where you can buy amazing products under one store

Google optimize takes at least 2 weeks to find a leader of your experiment.

Swipe pages analytics
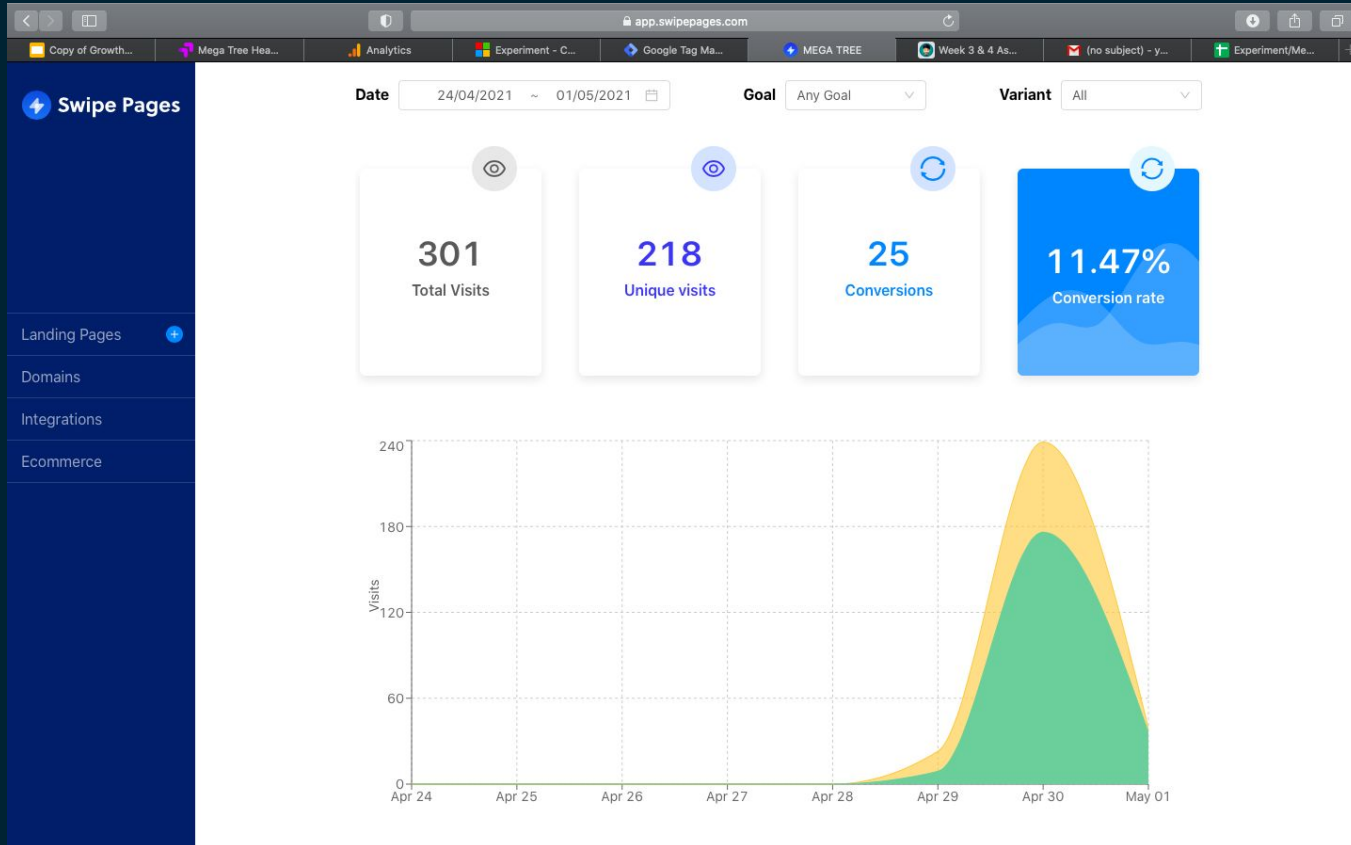
Swipe pages analytics decoding

- The number unique visitors are 218 which is slightly more than what optimize updated. This is probably because I shared the wrong link first.
- Received 25 unique Email Ids
- Conversion rate is 11.47%

MISTAKES
- Not testing the link shared originally
- Not optimizing the design for mobile users

TOP LEARNINGS FROM DATA

- Data will help us to know what forms of advertising reaches our customers effectively.
- We get to know which type of devices users are using mostly accordingly we can optimise the design.
- We can also recognise which areas of business need more attention and which need to be replaced.
- We can know which section of the landing page is not working
- Most important, to know if people are clicking the right CTA.

That's it!
THANK YOU