



Webtrekk CAMPUS



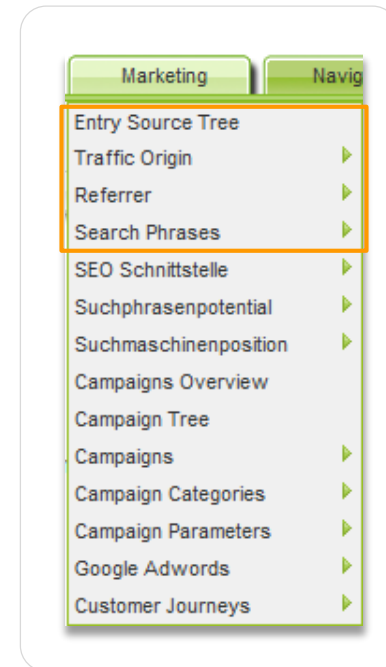
Referrer Analyses


- 1 Overview
- 2 Where does the information come from?
- 3 Referrer types
- 4 Entry referrers vs. referrers
- 5 External Search Phrases

This training chapter shows the analysis of referrer information, which is recorded automatically by Webtrekk.

This enables the following questions to be answered:

- From which websites do your customers access the page?
- Which search phrases are being used?



 Campaign analysis and configuration are introduced in a separate training chapter.

2 Where does the information come from?

The source of the visits is retrieved by the Webtrekk pixel from the referrer.

- No referrer
E.g., direct entry via the URL, browser bookmark, newsletter access, page opening after a session timeout (30 minutes)
- Referrer
E.g., search engine, social media, link on another website

Expulsion of the referrer in httpFox

Header	Cookies	Query String	POST Data	Content
Parameter	Value			
p	327,manieren_per_mausklick,1,1280x1024,24,1,1410871235975	http://www.google.de/url?sa=t		

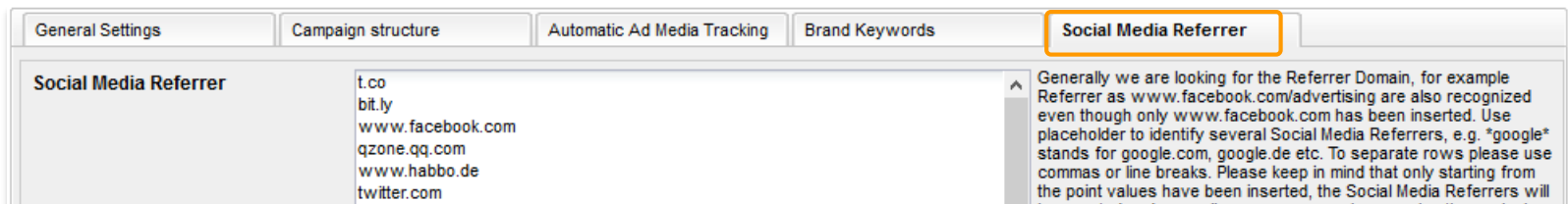
2 Where does the information come from?

To exclude referrers from Webtrekk tracking (e.g., your own domain), the parameter "wt.domain" in the Webtrekk pixel must be configured.

Webtrekk generally splits referrers up into different types:

Types	Description
Search engines	All known search engines (e.g. Google, Yahoo)
Social media sources	All social media referrers entered in the marketing configuration (e.g. Facebook, LinkedIn)
Other sources	Neither search engines nor Social Media-Referrer (e.g. www.cnn.com)

Entering the social media referrer: Configuration > Marketing configuration > Social media referrer



General Settings | Campaign structure | Automatic Ad Media Tracking | Brand Keywords | **Social Media Referrer**

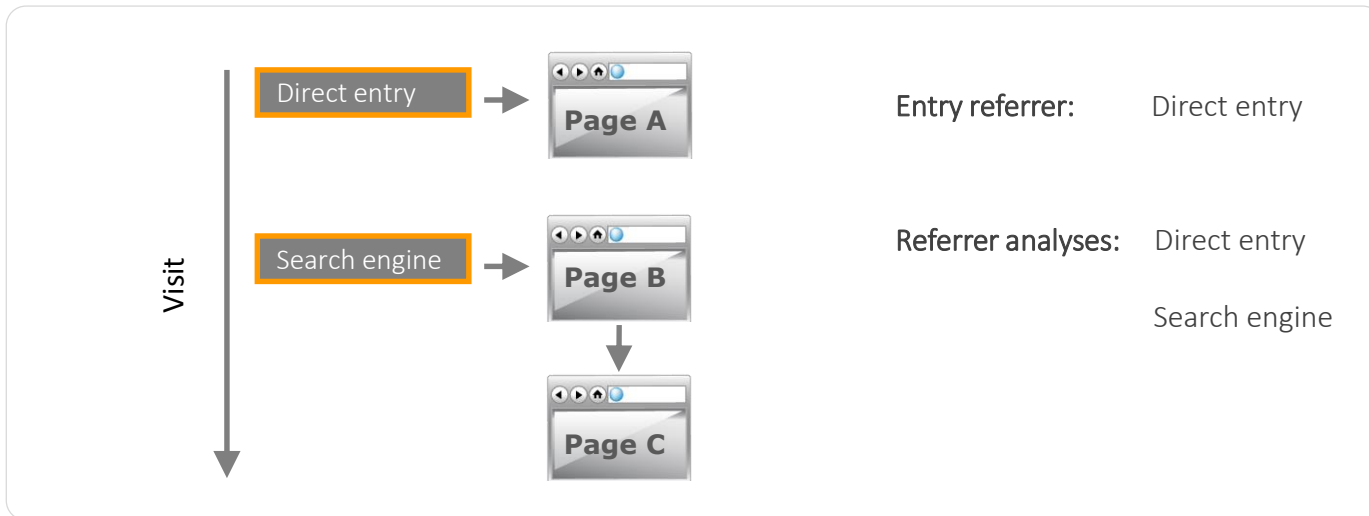
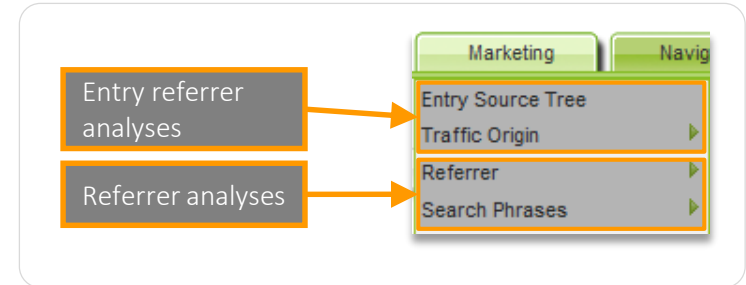
Social Media Referrer

- t.co
- bit.ly
- www.facebook.com
- qzone.qq.com
- www.habbo.de
- twitter.com

Generally we are looking for the Referrer Domain, for example Referrer as www.facebook.com/advertising are also recognized even though only www.facebook.com has been inserted. Use placeholder to identify several Social Media Referrers, e.g. *google* stands for google.com, google.de etc. To separate rows please use commas or line breaks. Please keep in mind that only starting from the point values have been inserted, the Social Media Referrers will

Webtrekk offers two methods to analyse referrers:

- **Entry referrer analyses**
Shows the referrer to the entry page.
- **Referrer analyses**
Shows all referrers, including entry referrers.



4.1 Entry Source Tree

Which Origin Types and Entry Sources are used to visit your website?

Analysis: Marketing > Entry Source Tree

Origin Type Entry Sources	Visits▼	Page Impr. per Visit	New Visit Rate %
☒ No Referrer	11,488	2.66	14.02 %
☒ Search Engines	5,926	2.73	94.38 %
www.google.de	4,712	2.71	94.38 %
www.google.com	330	2.33	91.82 %
www.google.ch	303	2.74	97.03 %
www.google.at	250	3.51	94.80 %
☒ Other Sources	3,949	2.30	91.67 %
☒ Social Media Sources	18	2.83	83.33 %

Which referrers are being used as entry points?

Analysis: Marketing > Traffic Origin > Entry Sources

No.	Entry Sources	Visits▼	Visits Organic %	Visits with Brand Search Phrase %	New Visit Rate %	% Visits
1	direct	11,488	97.13 %	- %	14.02 % 	53.73 %
2	www.google.de	7,734	83.68 %	1.99 %	93.16 % 	36.17 %
3	www.google.ch	529	80.34 %	1.98 %	94.90 % 	2.47 %

How has traffic from individual referrers developed during a certain timeframe?

Analysis: Marketing > Traffic Origin > Entry Sources > A/B Comparison



No.	Entry Sources	Visits (2014-11-04)*▼	Comparison % Visits	Visits (2014-10-28)*
1	www.google.de	1,544	5.97 % 	1,457
2	direct	1,370	7.45 % 	1,275
3	www.google.ch	110	5.77 % 	104

 All referrer types are shown (Search engines, Social Media sources, Other sources, Direct).

How much traffic was generated from marketing campaigns?

Analysis: Marketing > Traffic Origin > Traffic Source - Organic vs. Campaign



No.	Traffic Source - Organic vs. Campaign	Visits ▼	% Visits	New Visit Rate %
1	Organic	19,447	90.95 %	47.09 % 
2	Campaign	1,934	9.05 %	86.97 % 
Total		21,381	100.00 %	50.69 %

- The basis for this analysis is the Webtrekk campaign setup. This means the marketing campaigns need to be configured and tracked.
- All traffic, which was recorded with a URL parameter/media code, count as “campaign”.

4.3 Organic vs. Campaign

Into which entry point sources are campaigns and generic traffic divided?

Analysis: Individual pivot table (Start > New Analysis)

Traffic Source - Organic vs. Campaign Origin Type Entry Sources	Visits▼	Page Impr. per Visit	Visit Duration Avg
☒ Organic	19,447	2.65	00:02:06
☒ Campaign	1,934	2.25	00:01:56
☒ Search Engines	956	2.02	00:01:50
www.google.de	778	2.03	00:01:53
www.google.ch	60	1.92	00:01:22
www.google.com	55	1.38	00:01:15
www.google.at	23	1.65	00:01:09
☒ Other Sources	647	2.00	00:01:54
☒ No Referrer	330	3.41	00:02:22
☒ Social Media Sources	1	1.00	00:00:30
Total	21,381	2.62	00:02:06

4.4 Entry pages per referrer

Which URLs are linked to which pages?

Analysis: Individual pivot table (Start > New analysis)

2014-11-04 - 2014-11-10

Other Sources equal *

Apply

Configuration ▾ Analysis Notes ▾

Referrer URLs Pages	Page Impressions	Page Impressions (Visit) ▾	Bounce Rate %	New Visit Rate %
de.wikipedia.org/wiki/schwierige_speisen	22	432	35.29 %	41.18 %
schwierige_speisen	22	432	35.29 %	41.18 %
de.wikipedia.org/wiki/b%c3%bcrokleidung	59	175	60.78 %	49.06 %
www.umrechnung.org/artikel/knigge-verhaltensregeln-uebersicht/knigge-regeln-gutes-benehmen.htm	7	99	33.33 %	33.33 %
suche.gmx.net/web	21	88	8.33 %	46.15 %
der_restaurantbesuch	2	28	0.00 %	0.00 %
allgemeines	3	16	0.00 %	100.00 %
die_tischmanieren	2	16	-	0.00 %
dresscode_einmaleins	2	16	-	100.00 %
manieren_per_mausklick	3	10	0.00 %	33.33 %
de.wow.com/search	12	60	57.14 %	25.00 %
Total	535	1,798	64.78 %	53.83 %

 Referrer URLs are full URLs for “Search engines”, “Other sources” and “Social media referrers”.

Are entry pages missing from your reporting?

A) Interpretation of the analysis

You are using a pivot table to display the results. In the table, all objects without data are displayed with a "-". This means all pages that were not entry pages are listed under entry page "-".

Entry Sources Entry Page	Entries ▼	Visits
www.google.de	7,734	7,734
-	0	2,033
der_trinkgeld-knigge	475	475

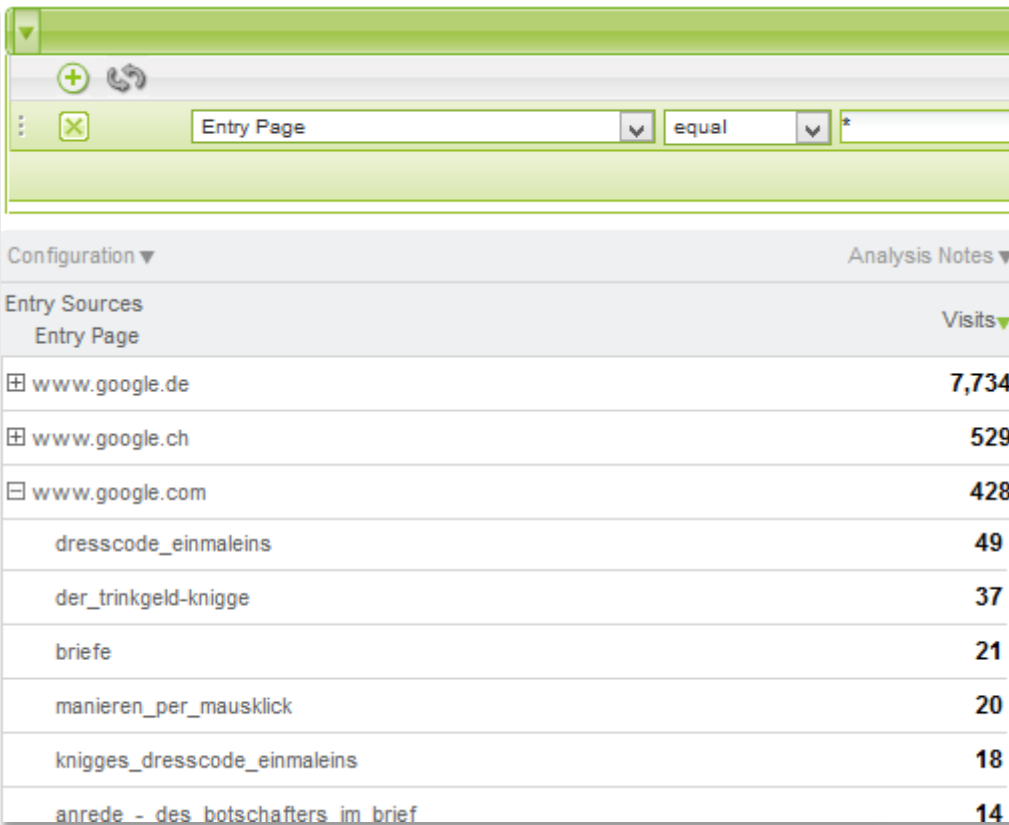
Example:

Of the 2,033 visits started via www.google.de, another page(s) was opened in addition to the entry page.

How can I ensure that my analysis only displays entry pages?

- Use a filter!

Example:



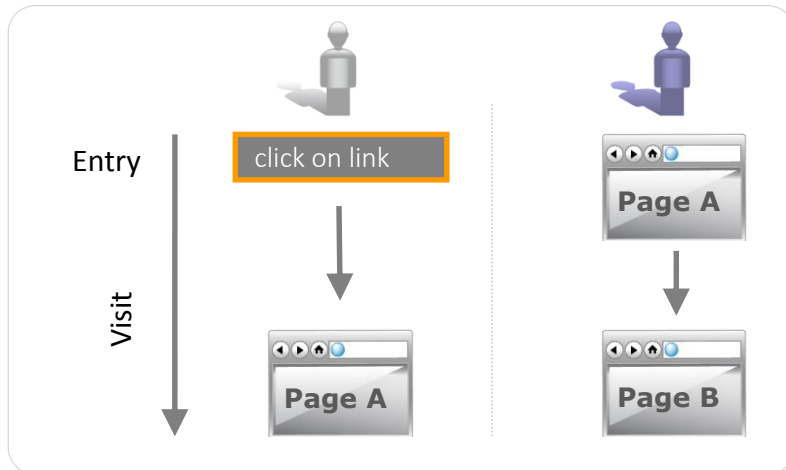
The screenshot shows a web analytics interface. At the top, there is a filter bar with a dropdown menu set to 'Entry Page', a comparison operator set to 'equal', and an asterisk '*' in the input field. Below the filter bar, there is a table with two columns: 'Entry Sources' and 'Visits'. The table lists various entry pages and their corresponding visit counts.

Entry Sources	Visits
www.google.de	7,734
www.google.ch	529
www.google.com	428
dresscode_einmaleins	49
der_trinkgeld-knigge	37
briefe	21
manieren_per_mausklick	20
knigges_dresscode_einmaleins	18
anrede - des botschafters im brief	14

Are entry pages missing in your reporting?

B) Technical reasons

When a visit begins with an onsite click (e.g., link, video or form), no entry page is recorded. This often happens when a visitor performs a click after a session timeout (30 minutes).



Optionally, the click that opens the session can be rejected. This results in the entry page being recorded. To have this option activated, please contact your Webtrekk consultant.



This only happens if action, form or media tracking has been activated.

4.4 Entry pages per referrer

How often does this happen?










Compare the metric "Entries" in the page and the traffic analyses.

No.	Pages	Entries
1	manieren_per_mausklick	302
2	dresscode_einmaleins	464
3	die_tischmanieren	181
	Total	5,479

Days ▲	Entries
2014-11-10	6,560
Total	6,560

Which search terms are used in search engines?

Analysis: Marketing > Search Phrases > External Search Phrases

No.	External Search Phrases	Visits▼	% Qty Organic Source	Bounce Rate %
1	not provided	8,379	80.19 % 	57.04 % 
2	knigge	82	98.25 % 	32.05 % 
3	dresscode	24	0.00 %	65.22 % 
4	smart casual	19	0.00 %	83.33 % 
5	knigge benimmregeln	16	100.00 % 	16.67 % 
6	kondolieren	10	100.00 % 	- % 

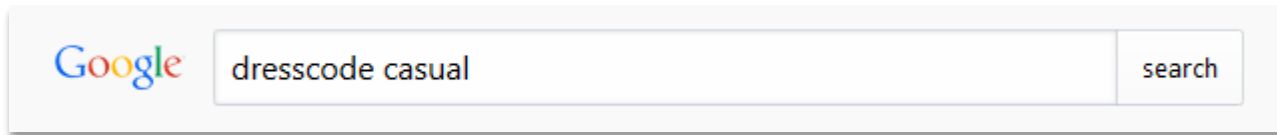


A large proportion of search phrases are listed as "not provided". This is due to the suppression of terms with https search requests by Google.

5.1 Search Phrases vs. Search Words

- Search phrase: shows the complete search request
- Search word: shows the search request split up into individual words.

Example:



No.	External Search Phrases	Qty External Search Phrases
1	dresscode casual	10,884

Analysis: Marketing > Search Phrases > External Search Phrases



No.	External Search Words	Qty External Search Words ▼
1	dresscode	10,884
2	casual	10,884

Analysis: Marketing > Search Phrases > External Search Words

How often is a brand term used in a search request?

Analysis: Marketing > Search Phrases > Brand Search

No.	Brand Search	Qty External Search Phrases	% Qty External Search Phrases
1	Brand Search None	12,357	96.17 %
2	Brand Search	492	3.83 %
Total		12,849	100.00 %

How often is a brand term used in each individual search engine?

Analysis: Marketing > Referrer > Search Engines

No.	Search Engines	Visits	Brand Search %
1	www.google.de	7,824	2.40
2	www.google.ch	565	2.99
3	www.google.com	568	11.97

- Brand terms must be entered in the marketing configuration.

Configuration: Configuration > Marketing Configuration > Brand Keywords

General Settings	Campaign structure	Automatic Ad Media Tracking	Brand Keywords	Social Media Referrer
Brand Keywords		*webtrekk* *knigge*		It is recommended that you use placeholders for the brand keywords, for example, *webtrekk*. As separators, commas are supported, or you may use a new line.

- Please note that all suppressed search phrases (“not provided”) are viewed as non-brand unless they have been added as a brand keyword.



Adjustments do not have a retroactive effect on data.

Thank you for your interest in Webtrekk!

To help us improve the training documentation, we request an evaluation.
Your feedback assists us with the further optimisation of the training documentation.

