



Webtrekk **CAMPUS**

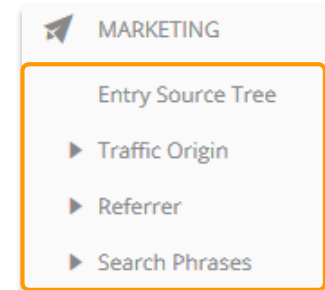
Referrer Analyses

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

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

This allows the following questions to be answered:

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



Campaign analyses and configuration are introduced in other training chapters.

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

Disclosure of the referrer in the Firefox plugin „httpFox“

Parameter	Wert
p	327,manieren_per_mausklick,1,1280x1024,24,1,1410871235975 http://www.google.de/url?sa=t

- To exclude referrers from Webtrekk analysis, they must be denoted in the Webtrekk pixel. The respective own domain should be listed there.

Webtrekk differentiates various types of referrers:

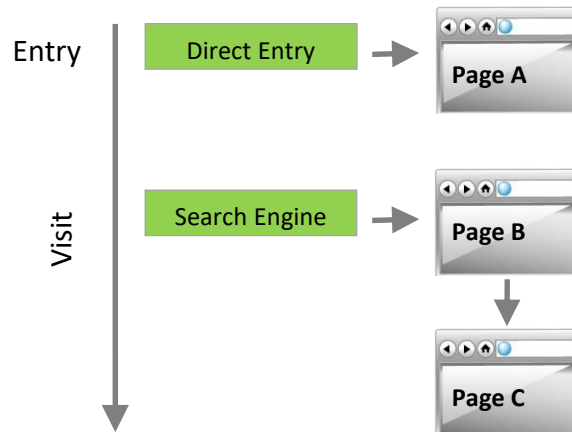
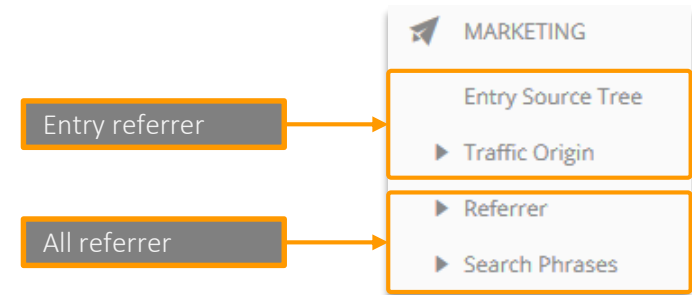
Types	Origin
Search Engines	All known search engines (e.g. Google, Yahoo)
Social Media Sources	All social media referrers entered in the marketing configuration (e.g. Facebook, LinkedIn)
Other Sources	Any other referrers, neither search engines nor social media referrer. (e.g. Blogs, private websites)
No Referrer	No referrer recorded (e.g. direct entry via the URL, browser bookmark, newsletter access without webmailer)

Entering the social media referrer: Webtrekk Q3 > Configuration > Marketing Configuration > Social Media Referrer

The screenshot shows the 'Social Media Referrer' configuration page. At the top, there are tabs for 'General Settings', 'Campaign structure', 'Automatic Ad Media Tracking', 'Brand Search', and 'Social Media Referrer'. The 'Social Media Referrer' tab is active, showing a list of referrer domains: t.co, bit.ly, www.facebook.com, qzone.qq.com, www.habbo.de, twitter.com, www.renren.com, and de.bebo.com. To the right of the list is a help text box that reads: '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 be counted and anomalies may occur when running the analysis "external Searchphrases".'

Webtrekk provides two methods for analysing referrers:

- **Entry referrer analyses**
Shows the referrer to the entry page.
e.g. the analyses Entry Sources, Origin Type
- **All referrer analyses**
Shows all referrers, including entry referrers.
e.g. the analyses Referrer, Search Engines



Entry Source: Direct Entry

Referrer: Direct Entry
Search Engine

From which sources was the site entered from?

Analysis: Marketing > Entry Source Tree

Origin Type Entry Sources	Visits ↓	Page Impr. per Visit	New Visit Rate %
▼ Search Engines	575,990	2.50	78.64 %
www.google.de	469,920	2.44	78.63 %
www.google.ch	36,555	2.30	78.16 %
www.google.at	26,400	2.99	78.16 %
www.bing.com	15,115	3.64	82.07 %
www.google.com	5,550	2.62	76.94 %
r.search.yahoo.com	3,615	2.58	80.36 %
suche.t-online.de	1,800	2.80	78.89 %
duckduckgo.com	1,475	2.62	75.25 %
www.google.co.uk	1,425	2.29	80.35 %
www.google.it	1,375	3.15	75.27 %
▶ No Referrer	542,125	2.42	37.27 %
▶ Other Sources	8,430	2.96	75.92 %
▶ Social Media Sources	1,125	2.05	80.44 %

Reading example:

Visits:

Page Impr. per Visit Avg:

New Visit Rate %:

For 15,115 visits the entry source was the search engine *www.bing.com*.

On average 3.64 pages were accessed during visits whose entry source was the search engine *www.bing.com*.

82.07 % of all visits whose entry source was the search engine *www.bing.com* were made by new visitors.

[Additional Information >](#)

Which referrers were used as entry sources?

Analysis: Marketing > Traffic Origin > Entry Sources

Entry Sources	Visits ↓	New Visit Rate %	Page Impr. per Visit
direct	44,646	53.95 %	2.33
www.google.com	36,880	90.92 %	2.42
www.google.de	2,984	91.69 %	2.28

Reading example:

Visits:

In 36,880 visits *www.google.com* was the entry source.

New Visit Rate %:

90.92 % out of all visits with *www.google.com* as an entry source were done by new visitors.

Page Impr. per Visit Avg :

2.42 pages have been viewed on average if the entry source was *www.google.com*.



All referrer types are shown (Search Engines, Social Media Referrer, Other Sources, No Referrer).

How do entry sources develop over time?

Analysis: Individual analysis

Weeks Entry Sources	Visits ↓	New Visit Rate %	Page Impr. per Visit
▶ 2016/41	23,095	72.50 %	2.42
▼ 2016/42	22,144	72.41 %	2.48
direct	10,911	53.58 %	2.38
www.google.com	8,965	90.64 %	2.52
www.google.de	702	93.02 %	2.52

Reading example:

Visits:

In 2016 in CW 42 *www.google.com* was the entry source for 8,965 visits.

New Visit Rate %:

In 2016 in CW 42 90.64 % out of all visits with *www.google.com* as an entry source were done by new visitors.

Page Impr. per Visit Avg :

In 2016 in CW 42 2.52 pages have been viewed on average if the entry source was *www.google.com*.

How much traffic was generated by a marketing campaign?

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

Traffic Source - Organic vs. Campaign	Visits ↓	Visits %	New Visit Rate %
Organic	77,591	85.52 %	70.97 %
Campaign	13,139	14.48 %	84.11 %

Reading example:

Visits:

In 13,139 visits a campaign led to the entry page.

Visits %:

In 14.48 % out of all visits a campaign led to the entry page.

New Visit Rate %:

84.11 % out of all visits where a campaign led to the entry page were done by a new visitor.

- The basis for this analysis is the Webtrekk campaign analysis. This means, the marketing campaigns need to be configured and tracked in Webtrekk for this analysis to be available.
- All traffic that was recorded with an URL parameter count as „campaign“.

Which other referrer URLs linked to which pages?

Analysis: Individual analysis

Auto

Other Sources ▼ equal ▼ * ✕

Referrer URLs Pages	Qty Sources ↓	Bounce Rate %
▶ de.wikipedia.org/	185	3.70 %
▼ com.google.android.googlequicksearchbox	115	5.56 %
en.home	110	5.88 %

Reading example:

Qty Sources:

In 110 visits the page *en.home* has been accessed through the URL *com.google.android...*

Bounce Rate %:

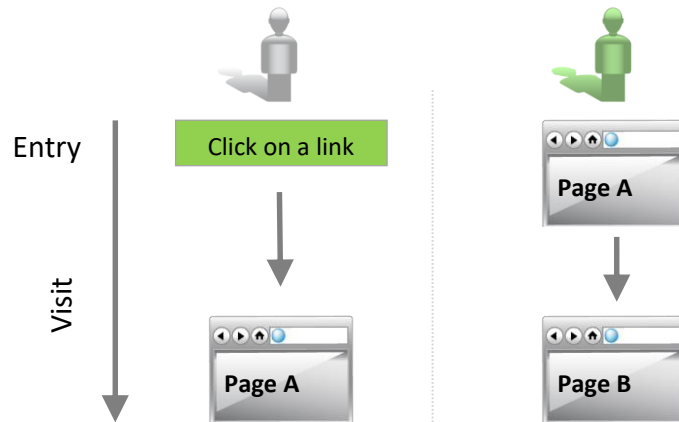
In 5.88 % out of all visits the entry page was the only page accessed during the visit.



Referrer URLs are the complete URLs for „Search Engines“, „Other Sources“ and „Social Media Sources“.

No entry page was measured in a visit?

- If a visit starts with an (onsite) click (e.g. click on a link, video or form), no entry page will be recorded. This often happens when a click takes place after a session timeout (30 minutes).



- Optionally, the session opening click can be discarded. This results in the entry page being recorded. Contact your respective Webtrekk consultant for activating this option.



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

FAQ: How often is no entry page recorded?

Compare the metric „Entries“ in the pages and the traffic analysis.

Analysis: Individual analysis

Pages	Entries
en.home	244
en.men.jeans	361
en.men.shoes	299
Sum	904

Days	Entries
2016-10-17	922

Reading example:

904 entries on pages have been tracked, in total there were 922 entries. That means that the entry page has been measured in 98% out of all cases.

Which search terms are used in search engines?

Analysis: Marketing > Search Phrases > External Search Phrases

External Search Phrases	Visits	Bounce Rate %
not provided	10,590	22.44 %
dresses	435	48.00 %
jeans	425	42.86 %
shirts	420	13.89 %
new woman collection	395	7.81 %

Reading example:

Visits: For 425 visits the search phrase *jeans* was entered in search engines in order to get to the website.

Bounce Rate %: During 42.86 % of all visits with the search phrase *jeans* only one page was viewed.

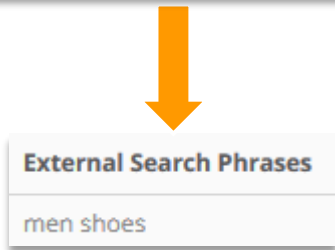


For a large proportion of search requests it is not possible to measure the search phrase („not provided“). This is due to the suppression of terms with https search requests by Google.

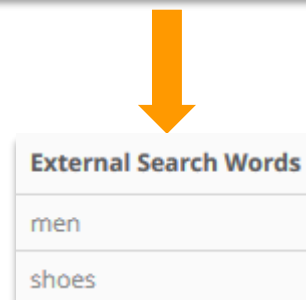
In Webtrekk it is possible to analyse search phrases and search words.

- „Search phrase“ shows the complete search request, „Search word“ shows the search request split up into individual words.

Example:



Marketing > Search Phrases > External Search Phrases



Marketing > Search Phrases > External Search Words

What are the most used non-brand and brand search requests?

Analysis: Individual analysis

Brand Search External Search Phrases	Qty External Search Phrases ↓	Organic Source %
▼ Brand Search None	1,238	36.43 %
not provided	656	54.73 %
men shoes	47	0.00 %
jeans	37	0.00 %
► Brand Search	141	85.11 %

Reading example:

Qty External Search Phrases:

Organic Source %:

In 37 visits *jeans* has been entered into a search engine leading to the website. This was no brand search. No visit took place through an organic search which means that all visits were triggered by paid ads in search engines that were booked on the keyword.

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

Analysis: Marketing > Referrer > Search Engines

Search Engines	Qty Sources ↓	Brand Search %
www.google.com	3,281	11.70
www.google.de	1,157	2.59
www.google.it	492	11.99

Reading example:

Qty Sources: The website was accessed 3,281 times through *www.google.com*.

Brand Search %: 11.70 % out of all visits took place through a brand search word.

Brand terms must be entered in the marketing configuration.

Analysis: Webtrekk Q3 > Configuration > Marketing Configuration > Brand Search

General Settings	Campaign structure	Automatic Ad Media Tracking	Brand Search	Social Media Referrer
Brand Keywords	<input type="text" value="*demoshop*"/> <input type="text" value="*demo shop*"/>		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.	
<input checked="" type="checkbox"/> Use SEM Keywords for Brand detection.				
Brand URLs	<input type="text" value="www.demoshop.com"/>		Define Brand URLs in order to mark entries on landing pages as brand traffic from search engines, if no search phrase or SEM keyword is available. We recommend using placeholders. (e.g. *webtrekk.com)	

How does Webtrekk deal with suppressed search phrases („not provided“)?

- The booked Google AdWords keyword can be used for mapping when the AdWords interface is activated.
- URLs from the section „Brand URLs“ are measured as brand as soon as an entry with a suppressed search phrase is detected.



Adjustments do not have a retroactive effect on data.

You should now be able to answer questions like these:

- You find your own domain in the referrer analysis. What is the reason?
- What does the search phrase „not provided“ mean?
- What is the difference between search phrases and search words?

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