

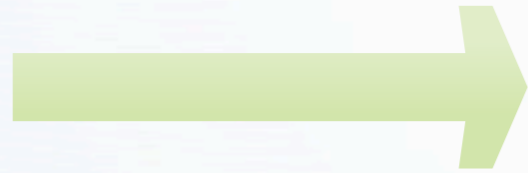
Helping Client Name Here

Visitor Behavior Analysis
Kickoff Meeting



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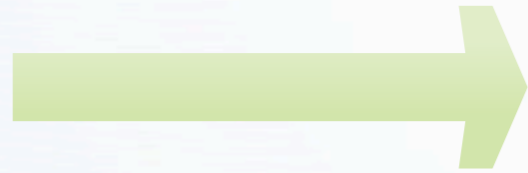
Project Plan



- Preliminary Analysis
- Kickoff Meeting
- Round 1 Analysis / Review Meeting
- Round 2 Analysis / Review Meeting
- Round 3 Analysis / Review Meeting (As Needed)
- Final Report & Presentation
- Adaptation & modification existing in-house reporting (Optional)



What is a VBA?



- Every server request generates a record
- What it can tell you directly
 - Where users are coming from (referrers)
 - What they do on your site (sessions)
 - Where they abandon your site (exit points)
- What we can infer
 - What content is useful
 - Where your site architecture hinders them
 - What traffic sources generate desired usage



VBA Realities & Limitations



- Issues
 - Sessioning
 - Shared IP's / Firewalls
 - Log file gaps
- Solutions
 - 1st-Party Cookies
 - Additional logging
 - Custom Landing Page URLs

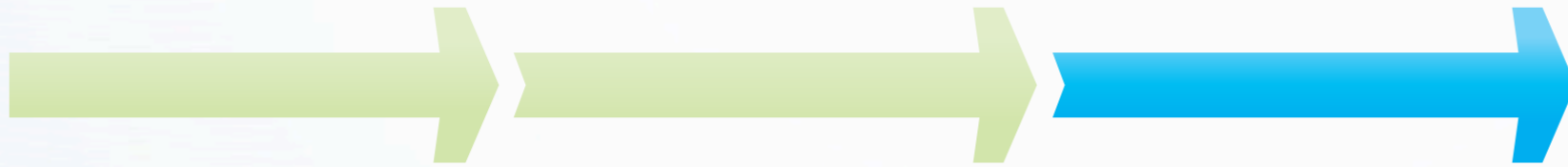


Preliminary Analysis

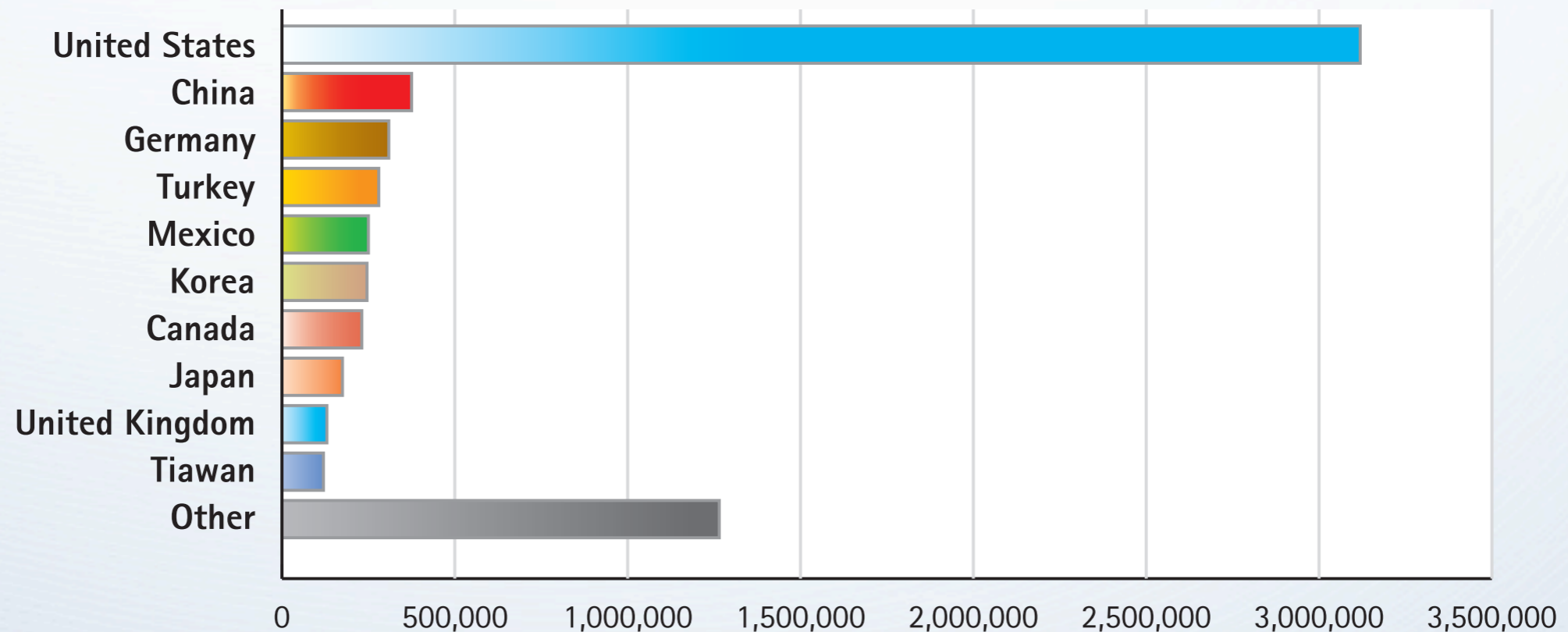


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International Usage

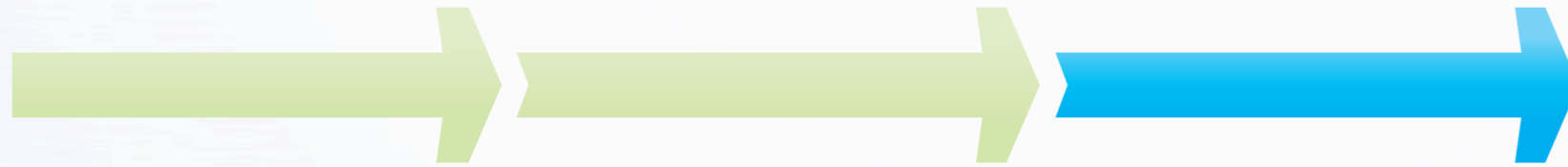


- Less than 50% of usage originates in North America

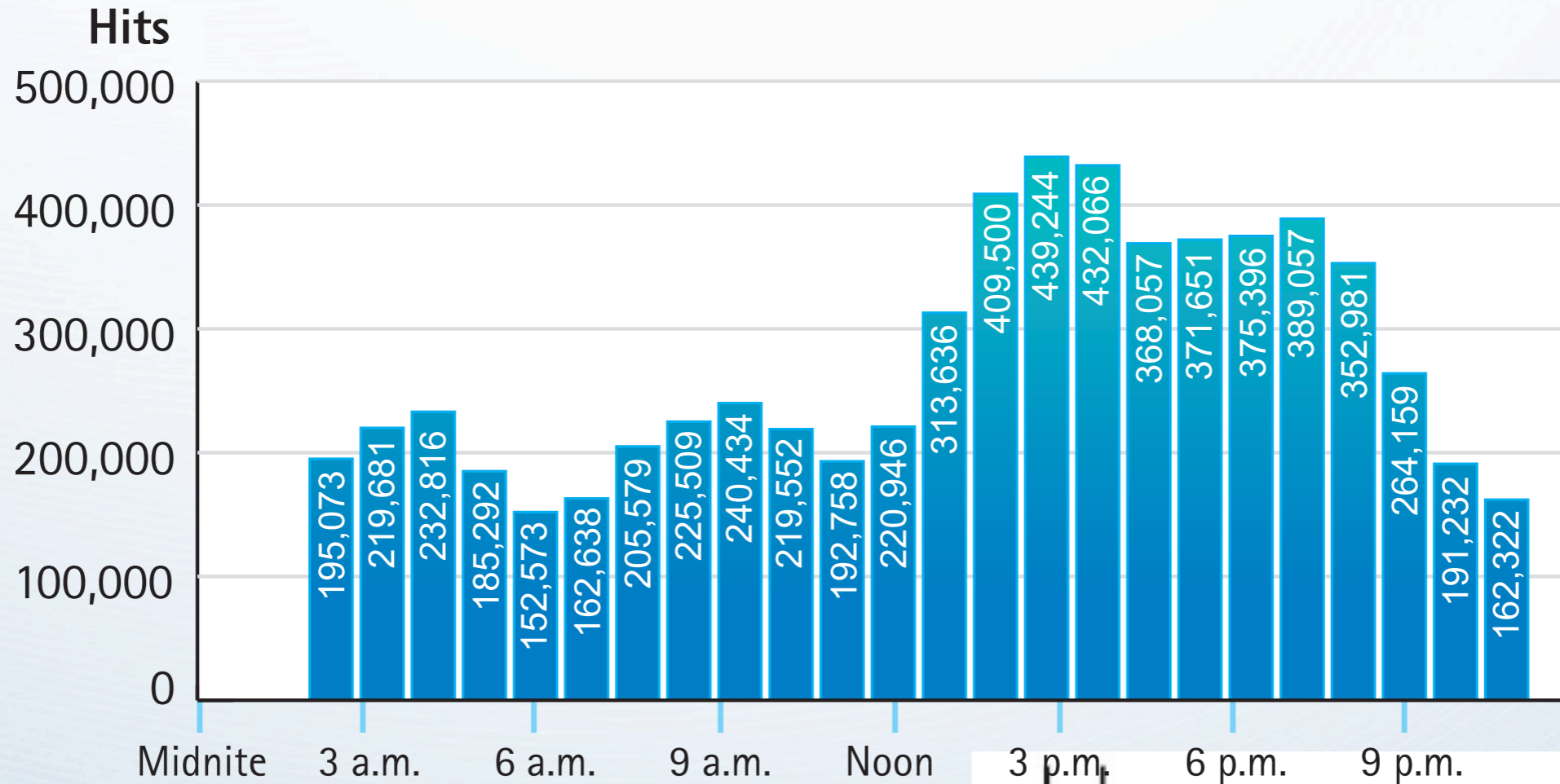


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International Usage



- Continuous indicates use across timezones

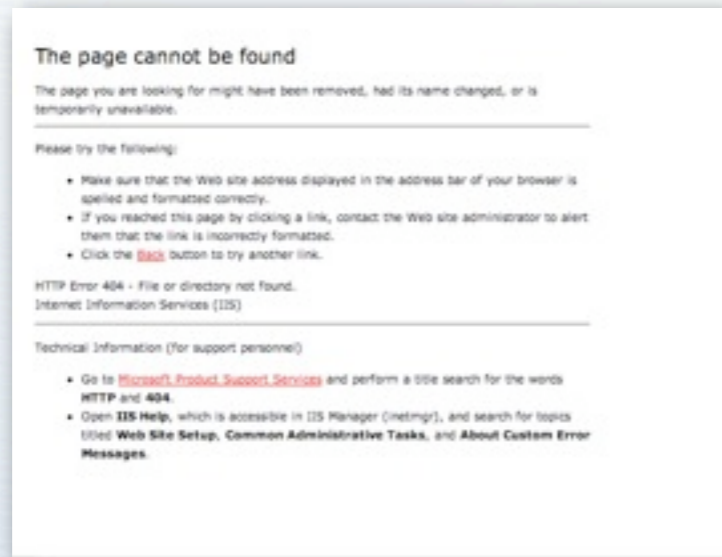


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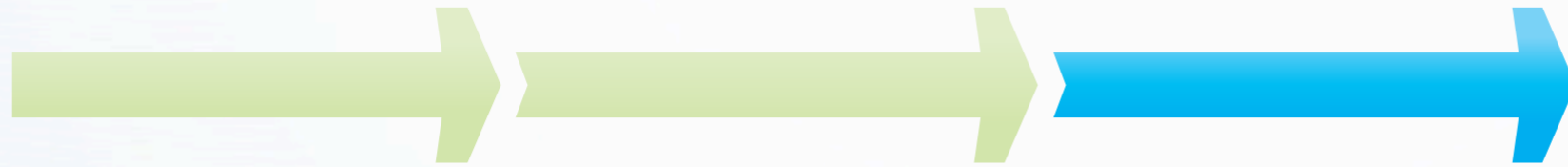
High Rate of 404's



- 1.9% (121,755) of external page requests resulted in a "Page Not Found" error



One Page Sessions / PDFs



- 5.7% (9,835) of all sessions began and ended with a PDF download
- Over the past year, the average session:
 - 4.4 pages viewed
 - 3:00 minutes onsite



External vs. Internal Use



- External users
 - View an average of 4.3 pages per session
 - Spend 3:00 minutes on site
 - More than half enter via the homepage
- Internal users
 - View an average of 4.8 pages per session
 - Spend 2:33 minutes on site
 - Just under half enter via the homepage



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Non-home page entries



- 55% of sessions began with the homepage
- Of those that don't
 - 12.8% start at e-Client Name Here
 - 9.6% start on the alternate Flash homepage
- Excluding PDF entries, first preliminary reporting suggests they:
 - View fewer pages
 - Spend less time on site
- Alarming high number reach and exit at www.Client Name Here-na.com/Home/info.txt

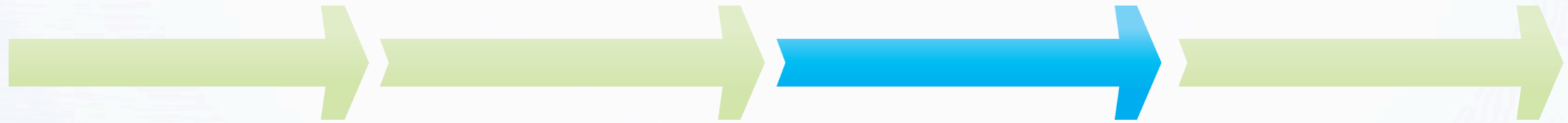
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&spruch2=<a href="http://www.yazaki-na.com/MediaCenter/Media_PressReleaseDetail.asp?ID=134">Yazaki Nears Completion of H  
&spruch3=<a href="http://www.yazaki-na.com/MediaCenter/Media_PressReleaseDetail.asp?ID=136">Yazaki Corporation Receives  
&spruch4=<a href="http://www.yazaki-na.com/MediaCenter/Media_PressReleaseDetail.asp?ID=131">Yazaki Commercial Truck Exhi  
&spruch5=<a href="http://www.yazaki-na.com/MediaCenter/Media_PressReleaseDetail.asp?ID=132">Yazaki Appoints First Women  
&numvars=5
```


Next Steps

Further Analysis & Suggested Changes



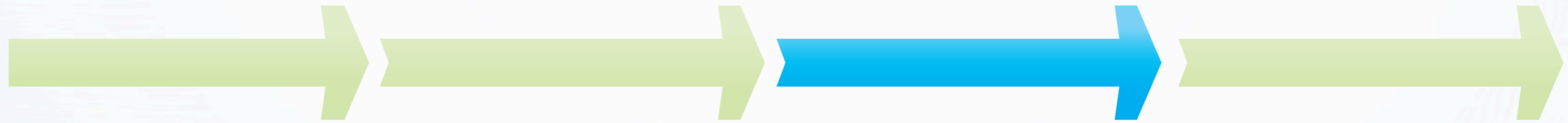
Possible Questions



- Where are users coming from geographically, how are they using the site once they get here? How long do they stay on site?
 - How are users entering via advertising behaving once they click through? (can be sub divided per advertiser) How long do they stay on site?
 - Are there differences in how my site is used throughout the day?
 - Where is my site being linked from? What are they linking to (currently 5.7% of incoming links are directly to PDF's, so these links don't expose users to the Client Name Here site)
 - Where are people "falling off" of my site? (1.9% of your pages served are 404's)
 - Over the last year search engine spiders indexed 136,452 pages on your site. What are they hitting? What are they missing?
 - How is my site being utilized by Client Name Here Internally? What pages to they use?
 - For visitors who return for multiple visits, what portions of my site are they returning to?
-
- **What questions does Client Name Here want answered?**



Site/Server Changes



- Set servers to log referring URLs
- Set servers to log outgoing bytes
- Consider use & logging of persistent 1st-party cookies



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