Website Conversion

Sample Report

This is a sample report created from the Website Summary Template. We've added a cover page. In Megalytic, you can add a formatted cover page to any report. Formatting options include:
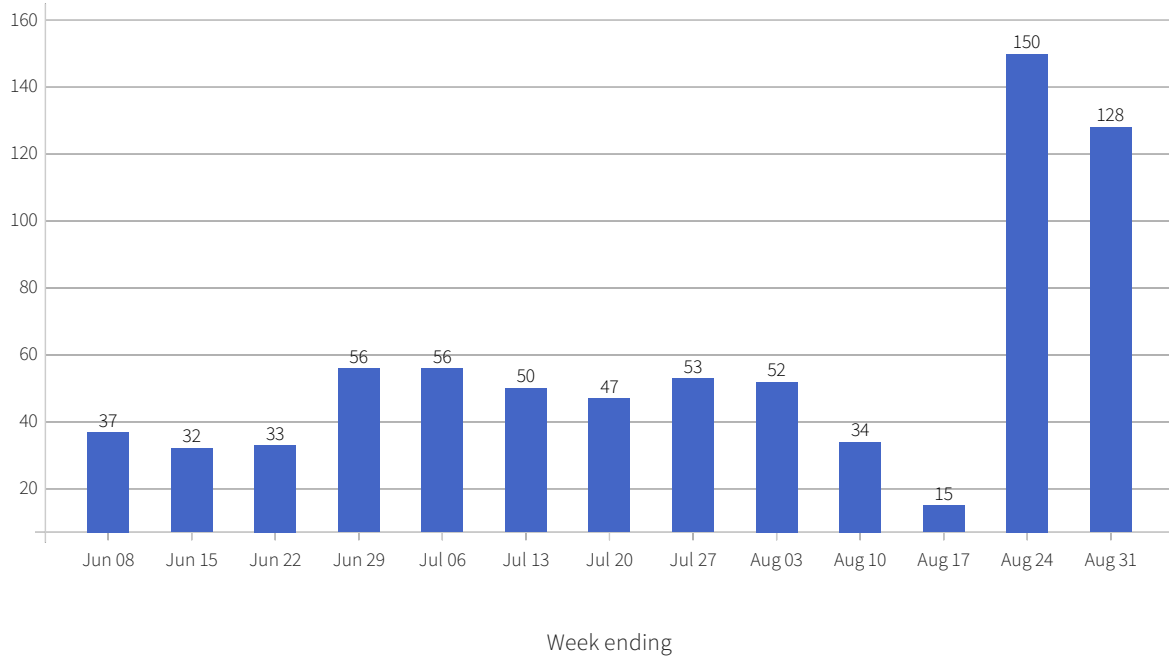
- Bullets
- Line Numbering
- Multiple Fonts
- etc.

You can also include formatted text in comments that can be inserted anywhere in the report.

Conversions

Weekly from 06/02/2014 until 08/31/2014

■ Completions

Week ending

Weekly goal completions (conversions) over the last 13 weeks. These was a big surge in conversions during the last 2 weeks of August related to the end of summer sale.

This chart can be modified in several ways:

1. It can be displayed as a line chart, rather than a series of bars.
2. The numbers can be removed from the tops of the bars.
3. The date range can be changed.
4. The data can be displayed daily, monthly or quarterly, rather than weekly.

Conversion Rate vs Sessions and Conversions

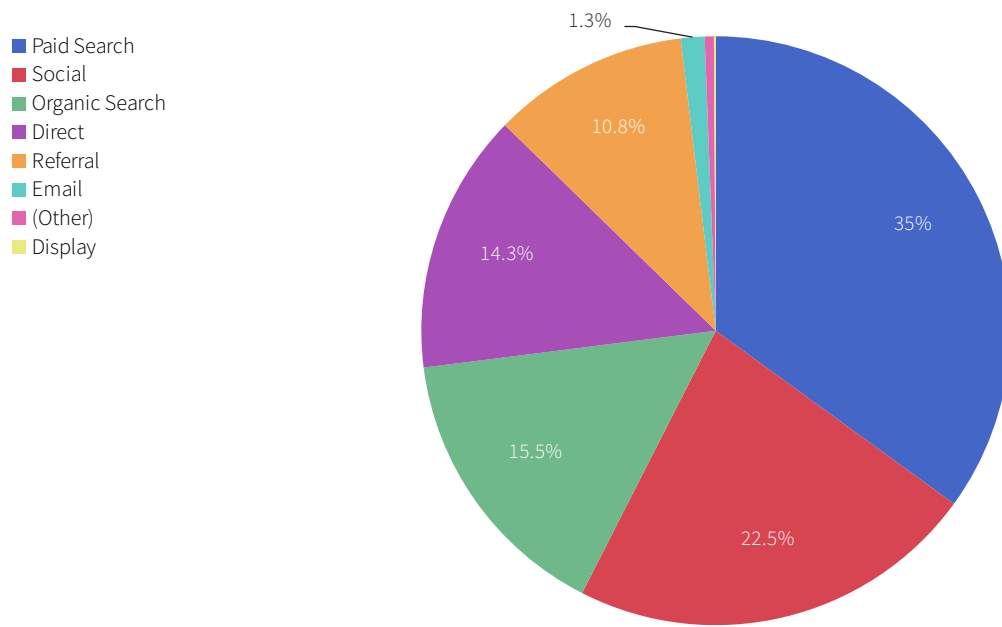Weekly from 06/02/2014 until 08/31/2014

This chart combines three metrics:

1. Sessions - which shows the weekly traffic to the site (blue).
2. Conversions - the number of goal completions during the week (red).
3. The Conversion Rate - the percentage of Sessions that Converted each week (green).

This is a great chart for displaying the impact on conversion rate of changes in traffic to the site. Often, big increases in traffic will be accompanied by a drop in the conversion rate - indicating that the additional traffic is less likely to convert. That can be a sign that campaigns need to be adjusted or scaled back to focus better on audiences that are likely to convert.

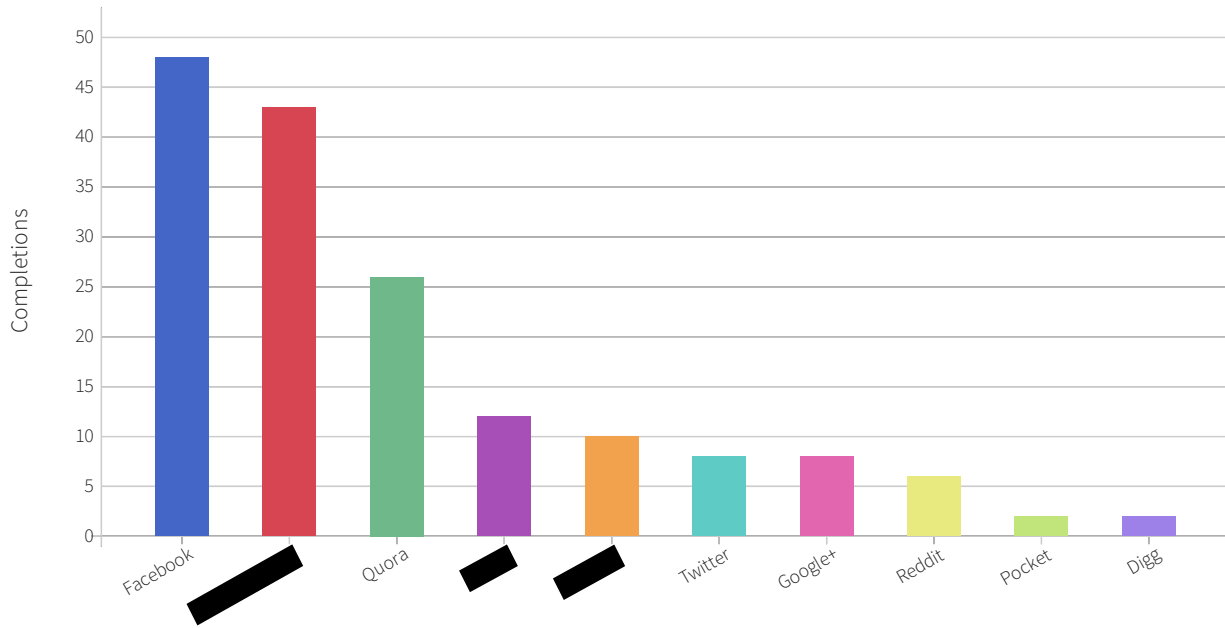## Conversions by Channel

From 06/02/2014 until 08/31/2014

- Paid Search
- Social
- Organic Search
- Direct
- Referral
- Email
- (Other)
- Display

1.3%

10.8%

14.3%

35%

15.5%

22.5%

A breakdown of which channels are providing the most conversions.

Top Converting Social Networks

From 06/02/2014 until 08/31/2014

A breakdown of the social networks that send you converting traffic.
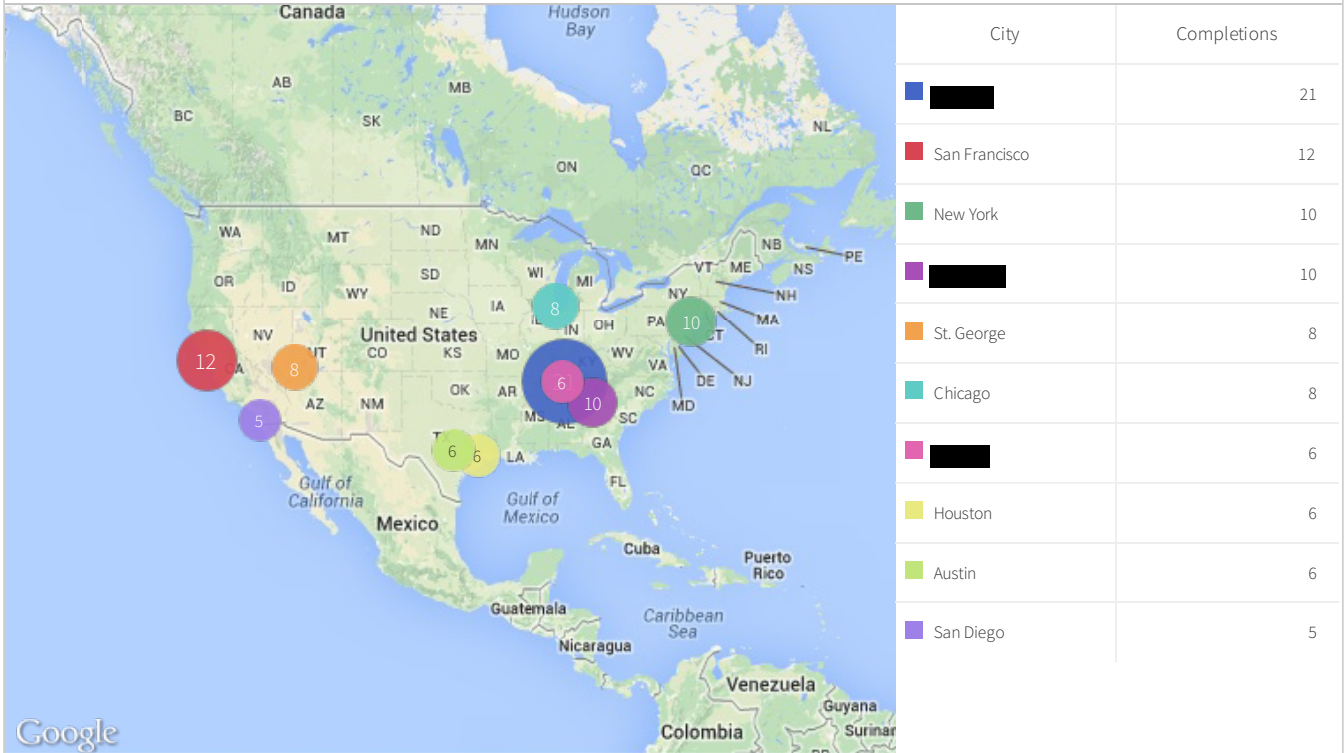
Top Converting Referrals

From 06/02/2014 until 08/31/2014

Completions	Source	Conversion Rate (%)
44 ▬▬▬▬▬	███████	30.14%
43 ▬▬▬▬▬	███████	14.78%
42 ▬▬▬▬▬	facebook.com	22.70%
26 ▬▬▬	quora.com	20.80%
18 ▬▬	████████	11.11%
12 ▬	█████	11.01%
8 ▪	██████	0.61%
6 ▪	m.facebook.com	21.43%
6 ▪	plus.google.com	1.50%
4 ▪	██████	66.67%
Entire Site 239		5.17%

Ranks websites that are sending you traffic according to the number of completions. This shows you the most valuable referring sites. Look for sites with a high conversion rate (2nd column), and try to increase traffic from those.

Top 10 Converting US Cities

From 06/02/2014 until 08/31/2014

City	Completions
▇ ██████	21
▇ San Francisco	12
▇ New York	10
▇ ██████	10
▇ St. George	8
▇ Chicago	8
▇ ██████	6
▇ Houston	6
▇ Austin	6
▇ San Diego	5

The cities sending the traffic most likely to convert.

Top Converting Landing Pages

From 06/02/2014 until 08/31/2014

Completions	Landing Page	Conversion Rate (%)
372	/	7.18%
93	/████	7.97%
42	/████	14.79%
33	/█████	51.56%
24	███████████████████	200.00%
20	████████████████	8.55%
18	██████████████████	128.57%
17	/█████	10.83%
14	███████████████	127.27%
12	/████	9.60%
Entire Site	743	4.09%

Shows the pages that converting traffic landed on.