Siteimprove Analytics Cheat Sheet

Analyzing the behaviour of users
Within the Analytics Suite, there are several possibilities for analyzing user behavior. These possibilities include User Journeys, Behaviour Tracking, Behaviour Map, and Funnels.

- **User Journeys**: In User Journeys, you can explore the paths that visitors take between two specific pages. Please see [How do I interpret User Journey data?](#).
- **Behaviour Tracking**: Behaviour Tracking is an open-ended exploratory feature, allowing you to analyze how users navigate to and from a specific page (focus page). [Interactive tutorial](#) (need to login).
- **Behaviour Map**: Behaviour Maps gives a visual overlay showing where visitors click, scroll, and interact with specific pages on your website. Please read [What is a Behaviour Map?](#).
- **Funnels**: Funnels allow you to measure, visualize, and understand how visitors follow key steps on your website. Please read [What are Funnels?](#).

User journeys
User Journeys is a useful feature within the Siteimprove Analytics module to measure visitor navigation behaviour on your website. User Journeys display the paths that visitors take from start page (A) and end page (B). User Journeys can help you understand whether your visitors are reaching their intended destinations on your site.

Why add User Journeys?
1. Understand your visitors' navigation behaviours
2. Identify where information architecture could be improved
3. Visualize how many different ways there are to reach an intended destination on your website

Adding User Journeys
1. Select **Analytics** from the main menu
2. Select **Behaviour** from the side-bar menu
3. From the sub-menu, select **User Journeys**
4. Click on the **Add User Journey** button
5. Name the journey, and add start and end page URLs by searching for either URL or page title
6. Click the green **Add User Journey** button to complete the set up.

For further information, please read [What are User Journeys and How do I set Them up?](#).

Behaviour maps
These help you understand users' behaviour when interacting with your website. There are four components, which can help answer questions such as:

1. What draws visitors' attention? ([Heat Map](#))
2. How far down on a page are visitors willing to scroll? ([Scroll Map](#))
3. How do visitors interact with a page's elements? ([Click Map](#))
4. How do users from specific locations interact with my pages? ([Segmentation Map](#))
How to enable Behaviour map
1. Select **Analytics** from main menu.
2. From the navigation menu, select **Behaviour**.
3. From the sub-menu, select **Behaviour Map**.
4. Click on the **Enable Behaviour Map** button.

How to add a page to Behaviour Map
1. Select **Analytics** from main menu.
2. From the navigation menu, select **Behaviour**.
3. From the sub-menu, select **Behaviour Map**.
4. Click on the **Add page to Behaviour Map** button.

For further information please read [What is a Behaviour Map?](#)

**Funnels**

With Siteimprove Funnels, you can now measure, visualize, and understand how visitors follow key steps on your website. This allows you to identify visitors’ pain points, improve conversion rates, and optimize content and design.

Funnels provides information on the following:

- **Entry sources** - where visitors come from to start the Funnel.
- **Drop off** – where visitors have dropped out of the Funnel.
- **Alternative routes** - routes that visitors have taken that are not step-by-step (as you have set them up), but still follow the flow of the Funnel.
- **Backtracked** – Percentage of visits that have followed the path and then returned to a previous step.
- **Time to complete** - View the fastest/slowest and medium time it took to complete the Funnel.
- **Conversion rate** - The percentage of visits that have completed the Funnel.

Find out more by reading [What are Funnels?](#)

**How Funnels differ from User Journeys, Behaviour Tracking, and Behaviour Maps**

Siteimprove Funnels differs from other Analytics features, in that they analyze a very specific flow that includes **multiple pages** or events.

1. With Siteimprove Funnels, you can analyze how visitors follow key steps on your website.
2. When creating a funnel, you choose the specifics points in the journey that you want to analyze.
3. A funnel can be used, for example, to analyze and fine-tune a website campaign.
4. For more on Funnels, have a look at the article ‘[What are Funnels in Analytics?](#)’

**How to create a Funnel**
1. Select **Analytics** from main menu.
2. From the navigation menu, select **Behaviour**.
3. From the sub-menu, select **Funnels**.
4. Click on the **Create Funnel** button and continue from there.

Find out [How Funnels differ from User Journeys, Behavior Tracking, and Behavior Maps](#).
Parameters and Campaign Tracking

URL Parameters are parts of a page's URL after the (?). Some parameters are used to track which campaigns bring visitors to the website, others to specify what content should be displayed on the page, whilst others are used to specify sessions and similar specifics.

- **Ignore**: This type of parameter should be chosen if you wish to ignore a parameter that has no influence on the page’s content, and does not provide anything important about the page’s use, for example; sessionID. The parameter is removed from the URLs, so that only one URL is displayed for every page. example.com/job/job-offers/graphic-designer?sessionID=374657298

- **Track on Page**: This type of parameter should be chosen if you wish to track a parameter that has no influence on the page’s content, but tells something about the page’s use, for example; navigation. The parameter is removed from the URLs, so that only one URL is displayed for every page within Analytics. However, the parameter information is saved for specific pages, so that you can continue to see the information that it provides. example.com/job/job-offers/graphic-designer?navigation=TopMenu

- **Campaign**: This type of parameter should be chosen if you wish to track a parameter that has no influence on the page’s content, but tells something about which campaigns are sending visitors to your website, for example; a newsletter. The parameter is removed from the URLs, so only one URL is displayed for every page within Analytics, but the parameter information is saved so that you can continue to see the information that it provides and track campaigns. The standard utm_ campaign parameters have been added as default to your Parameter settings, so these do not need to be registered. example.com/job?utm_campaign=newjob&utm_source=twitter&utm_medium=banner

More details can be obtained by reading Getting started with Parameters and Campaign Tracking.

Behaviour Tracking

To find out how people navigate to and from a specific page (focus page) on your website, you can track this using the Behaviour Tracking feature. To access Behaviour tracking:

1. Select **Analytics** from main menu.
2. From the navigation menu, select **Behaviour**.
3. From the sub-menu, select **Behaviour Tracking**.
4. Enter the URL of the focus page.
5. You can change the focus page by clicking the “**Change focus page**” button and entering the new focus page.

How to request Siteimprove event tracking for your site.

1. To submit a request for event tracking for your site. Consult the **Getting Started with Event Tracking** page, and submit a request to Siteimprove directly.
2. Once logged into **Siteimprove**.
3. Navigate to the [Submit a request page](#).

## Filters

Siteimprove Analytics allows users to filter data by organizations. To set up a filter:

1. Select **Settings** from the main menu
2. Select **Analytics** from the side-bar menu
3. Select **Filters** from the drop-down menu
4. Click **New filter**
5. Add a filter name. Remember to be descriptive
6. Choose the visibility of the filter. If public, every user on your Siteimprove account will be able to apply the filter
7. Add a note to describe the purpose of the filter
8. Click **Add filter element**
9. Select **Organizations**
10. Choose whether you want the filter to include visitors from the specific organization or alternatively, exclude visitors from the specific organization.
11. Add the organization's name. The name you enter here will not be case-sensitive.
12. Click **Add match condition**. Add more conditions if you would like (repeat steps 10 and 11).
13. Choose whether the filter should be activated on your account (On/Off). If the filter is activated it will show up in the Filter list in the platform.
14. Test whether the organization name is returning any results.
15. To finalize the organizations filter setup, click **Create filter**.

Gain more useful insights by reading the article: [Analytics: How to filter data by organizations](#).