

Traffic Source Analysis Template

Understanding where your website traffic originates is more critical than ever in the ever-evolving digital landscape. Effective traffic source analysis reveals the origins of your visitors and provides invaluable insights into their behaviours, preferences, and interactions with your site. This understanding is pivotal for optimizing your digital marketing strategy, enhancing user experience, and driving conversions.

Our Traffic Source Analysis Template is designed to empower you with a comprehensive framework to dissect and evaluate your traffic sources. By leveraging this template, you can systematically track and compare various channels' performance, pinpointing which drives the most traffic, engagement, and conversions. Whether organic search, direct visits, referrals, social media, email campaigns, or paid search, this template ensures you have a holistic view of your digital ecosystem.

#1. Summary

Date Range: [Start Date] to [End Date]

Metric	Total
Total Sessions	[Total Number]
Total Users	[Total Number]
Total Pageviews	[Total Number]
Bounce Rate	[Percentage]
Average Session Duration	[Time]
Goal Conversions	[Total Number]
Conversion Rate	[Percentage]

#2. Traffic Source Overview

Traffic Source	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
Organic Search	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
Direct	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
Referral	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
Social	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
Email	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
Paid Search	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
Other	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

#3. Organic Search Analysis

Top Keywords:

Keyword	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Keyword 1]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Keyword 2]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

[Keyword 3]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
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Top Landing Pages:

Landing Page	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Page 1 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Page 2 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

#4. Direct Traffic Analysis

Top Landing Pages:

Landing Page	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Page 1 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Page 2 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

#5. Referral Traffic Analysis

Top Referring Sites:

Referring Site	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
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					Duration		
[Referrer 1]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Referrer 2]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

Top Landing Pages:

Landing Page	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Page 1 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Page 2 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

#6. Social Traffic Analysis

Top Social Networks:

Social Network	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Network 1]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Network 2]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

Top Landing Pages:

Landin g Page	Session s	Users	New Users	Bounce Rate	Avg. Session Duratio n	Goal Conversio ns	Conversio n Rate
[Page 1 URL]	[Number]	[Number]	[Number]	[Percentag e]	[Time]	[Number]	[Percentag e]
[Page 2 URL]	[Number]	[Number]	[Number]	[Percentag e]	[Time]	[Number]	[Percentag e]

#7. Email Traffic Analysis

Top Email Campaigns:

Campaig n	Session s	Users	New Users	Bounce Rate	Avg. Sessio n Duratio n	Goal Conversio ns	Conversio n Rate
[Campaig n 1]	[Number]	[Number]	[Number]	[Percentag e]	[Time]	[Number]	[Percentag e]
[Campaig n 2]	[Number]	[Number]	[Number]	[Percentag e]	[Time]	[Number]	[Percentag e]

Top Landing Pages:

Landin g Page	Session s	Users	New Users	Bounce Rate	Avg. Session Duratio n	Goal Conversio ns	Conversio n Rate
[Page 1 URL]	[Number]	[Number]	[Number]	[Percentag e]	[Time]	[Number]	[Percentag e]
[Page 2 URL]	[Number]	[Number]	[Number]	[Percentag e]	[Time]	[Number]	[Percentag e]

#8. Paid Search Traffic Analysis

Top Keywords:

Keyword	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Keyword 1]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Keyword 2]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

Top Landing Pages:

Landing Page	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Goal Conversions	Conversion Rate
[Page 1 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]
[Page 2 URL]	[Number]	[Number]	[Number]	[Percentage]	[Time]	[Number]	[Percentage]

Use this template to review your traffic sources and identify opportunities for optimization regularly. By understanding where your traffic is coming from and how it performs, you can make data-driven decisions to improve your digital marketing strategy and enhance overall website performance.

Instructions for Use

- Data Collection:** Gather data from your web analytics tool (e.g., Google Analytics, Adobe Analytics, etc.) for the desired date range.
- Populate the Template:** Fill in the metrics and data points in each section of

