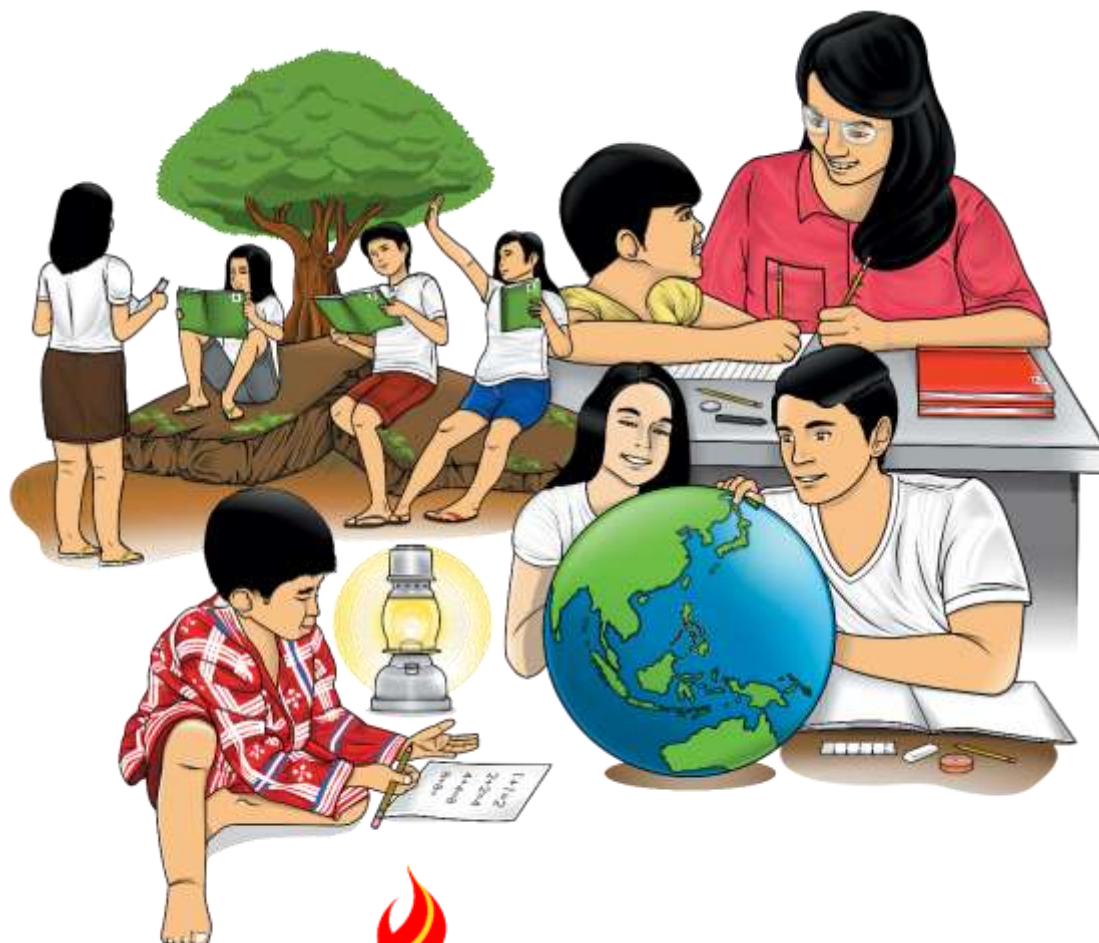


Senior High School

Empowerment Technologies

Quarter 2 – Module 18: ICT Project for Website Traffic Statistics and Performance Analysis



**Empowerment Technologies
Alternative Delivery Mode
Quarter 2 – Module 18: ICT Project for Website Traffic Statistics and Performance
Analysis
First Edition, 2020**

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Empowerment Technologies

**Quarter 2 – Module 18:
ICT Project for Website Traffic
Statistics and Performance Analysis**

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

This module is an introduction about Website Traffic Data Monitoring, Statistics and Performance Analysis. This module will give you the basic of analytics to a sufficient degree to organize web analytics platforms within your organizations and gain meaningful insights.

The module focuses on one lesson:

Lesson 1 : ICT Project for Website Traffic Statistics and Performance Analysis

Learning Competency:

Generate a technical report interpreting data analytics, e.g. Google, Facebook, or similar traffic data on the general aspects of search visibility, reach, and virality - CS_ICT11/12-ICTPT-IIq-r21

This module outline provides a summary of topics that can be used as a guide when progressing through this module, and upon its successful completion, you are expected to:

1. learn how to use web/social analytics platforms;
2. generate a technical report interpreting data analysis, e.g. Google, Facebook, or similar traffic data on the general aspects of search visibility, reach and virality; and
3. study website traffic data monitoring and use it to their advantage.



What I Know

Directions: Choose the best answer for each question. Write the letter of your answer on a separate sheet.

1. What is WEB TRAFFIC?
 - a. The number of people who leave your site after one visit
 - b. The number of people who visit your site and then leave
 - c. The number of users who travel to a given website
 - d. The number of webpages you have for visitors to access
2. Which of the following reasons is NOT helpful in web data traffic monitoring?
 - a. Can identify where web traffic is coming to your site from
 - b. Can increase the efficiency of a website for visitors
 - c. Can monitor the effectiveness of your marketing efforts
 - d. Can figure out why your web traffic is leaving your site without converting
3. Why translation rate is important in web traffic data monitoring?
 - a. It shows how many page views you're receiving from your traffic.
 - b. It shows how many people are leaving to a site after visiting only one page.
 - c. It shows how many people are completing an offer or purchase.
 - d. It shows how effective your marketing efforts elsewhere are, such as social media campaign.
4. Which of the following best describes the Bounce Rate?
 - a. Percentage of visitor not returning to your website
 - b. Percentage of Single Page on your website
 - c. Percentage of new visitors on your website
 - d. Percentage of visitors leaving when they don't like your page
5. What is likely the concern of the objectives for web analytics?
 - a. Facebook messages
 - b. Personal blog activity
 - c. Social Media- Return of Investment
 - d. Measurement of website performance
6. Which of the following is based on user-generated media, monitoring site statistics?
 - a. Web site analytics
 - b. Social media monitoring
 - c. Log file analysis
 - d. Web counters
7. What is the closest equivalent to an individual using a website?
 - a. visit duration
 - b. unique visitor
 - c. page impression
 - d. visitor session
8. Facebook Insight Page can only access using mobile phone.
 - a. TRUE
 - b. FALSE
 - c. Maybe
 - d. None
9. Which of the following is used in web traffic monitoring and is free of charge?
 - a. Google Analytic
 - b. WIX Analytic
 - c. Facebook Insight
 - d. All of these

10. What data shows which web pages get the most traffic and highest engagement?
- a. Engagement Report
 - b. Active User Report
 - c. Frequency and Recency report
 - d. all pages report
11. Which kind of hits does WIX analytics tracks?
- a. Visits
 - b. Unique Visitors
 - c. Bounce Rate
 - d. All of these
12. How will the WIX Analytics report the session if the user visits a website with videos, leaves without clicking on anything?
- a. As a click
 - b. As an event
 - c. As a bounce
 - d. As an interaction
13. What is the name of Facebook's analytic package?
- a. Insights
 - b. Analytics
 - c. Statistics
 - d. None of these
14. Facebook's analytic tool indicates the names of people who have visited your page.
- a. TRUE
 - b. FALSE
 - c. Maybe
 - d. None
15. Which of the following is NOT measured in Facebook's engagement metric?
- a. Views
 - b. Likes
 - c. Comments
 - d. Shares

Lesson

1

ICT Project for Website Traffic Statistics and Performance Analysis

Do you want to see how many users are visiting your site? Take a closer look at web traffic. In this lesson, we will describe what web traffic means, and consider some metrics you should be monitoring.



What's In

Short Essay

You are a blogger who writes about different travel locations in the Philippines. How would you measure success of your blog? Write your answer on a separate sheet of paper.



What's New

Directions: Study the following questions and write your answer on a separate sheet of paper.

A. What are the top 2 most visited websites in the Philippines? Explain your answers.

1. _____

2. _____

B. List 2 Most-followed Facebook pages. Explain your answers.

1. _____

2. _____

3. _____



What is It

Web Traffic

Just like a traffic on a highway which refers to the number of cars traveling down the road, web traffic is the number of web users who travel to any given website. Each person who logs on to a website is recorded as a visit or session, with a starting and ending point. This is a common way to measure success of your website and online business effectiveness at attracting an audience.

Monitoring Site Statistics on Different Platforms

You can find out how many people are interacting with your website. There are many tools that you can use to measure the success of content on your website.

1. WIX

You will see how much traffic your site is getting, where your visitors are coming from and more, with the Site Traffic Analytics.

By understanding how visitors interact with your site and by checking in on your site's performance, you'll be better able to reach your audience and respond to the changing trends.

Once you log in to your WIX account, click the Analytics tab in your site's dashboard.



In Wix, you can view the number of visitors, unique visitors, bounce rate and forms submitted for the last 7 days.

KEEP IN MIND:

- Visits- refer to the number of visits in a website during the selected time-frame, including multiple visits by the same visitor.
- Unique Visitors- refer to the number of people who visited a website at least once within the reporting period.
- Bounce Rate- refers to the percentage of people that visited in a website and left after viewing only one page.
- Form Submitted- refers to the number of contact forms submitted by visitors.

2. Facebook

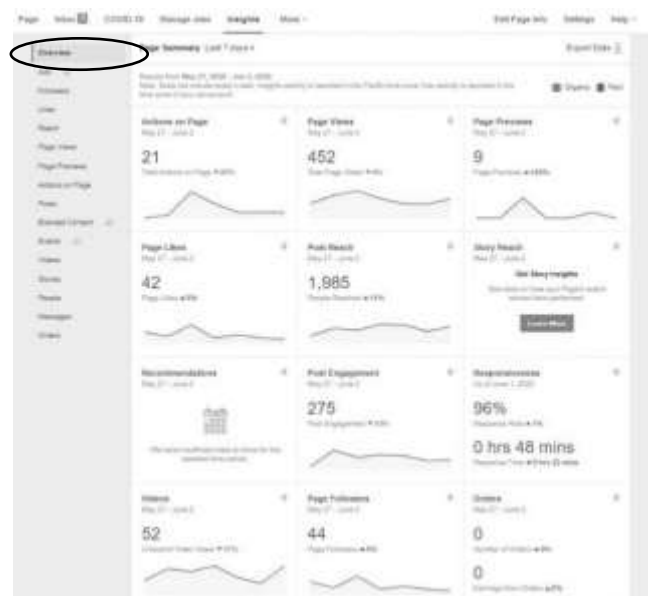
Running a Facebook business page can help your reach and connect with your existing and potential customers. And this is one of the inexpensive ways to promote your business online.

To access Facebook Page Insights, go to your Facebook Page and click Insights tab in the top menu.

Facebook Page Insights gives you a detailed analytics for your Facebook Page, so you can track what works, learn how people interact with your content, and improve your results over time.

Facebook Page Insights TAB will give you more in-depth statistics.

Overview: Overview gives you a bird's-eye view of everything that's happening in your Facebook Page.

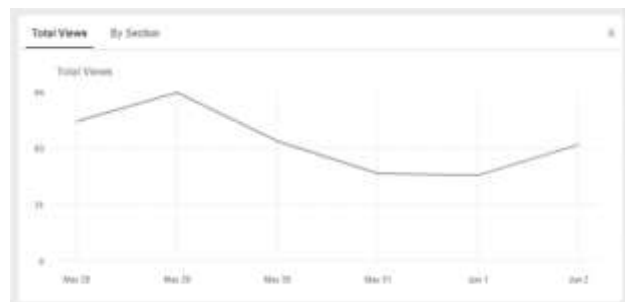


The Overview is broken down into different sections, starting with the **Page Summary**. Here, you'll see a set of graphs with top-level metrics for a number of categories:

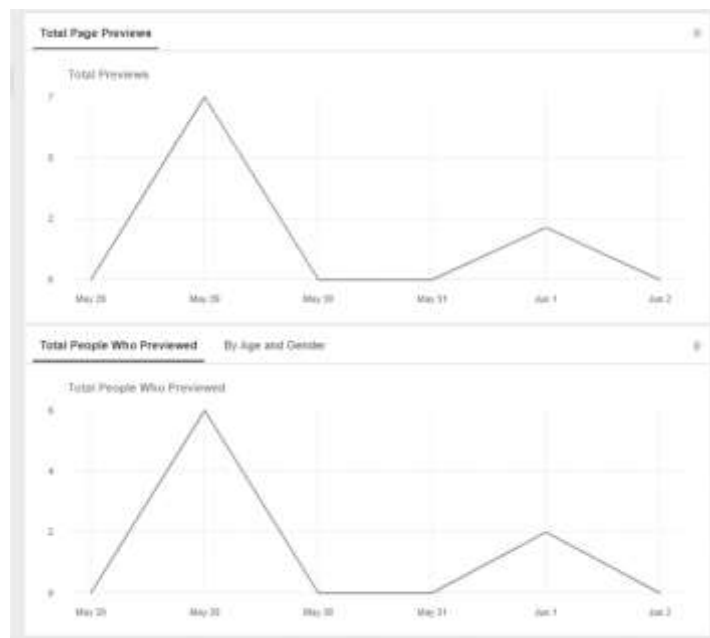
Actions on Page- refers to the number of times people clicked Action Button.



Page views- refers to the total views of your Facebook Page, including by people not logged into Facebook.



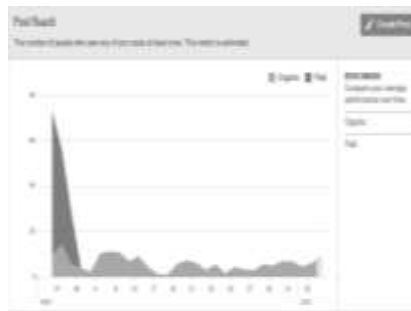
Page Previews- refers to the number of times people hovered their mouse over your page information to see a preview of your page.



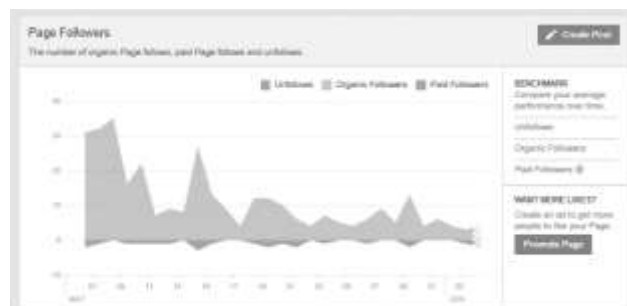
Page Likes- refers to the number of new likes.



Post reach- refers to the number of people who saw your posts at least once.



Page followers- refers to the number of organic page follow, paid page follows and unfollows



3. Google Analytics

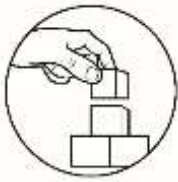
Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.



Benefits of Website Analytics & Tracking

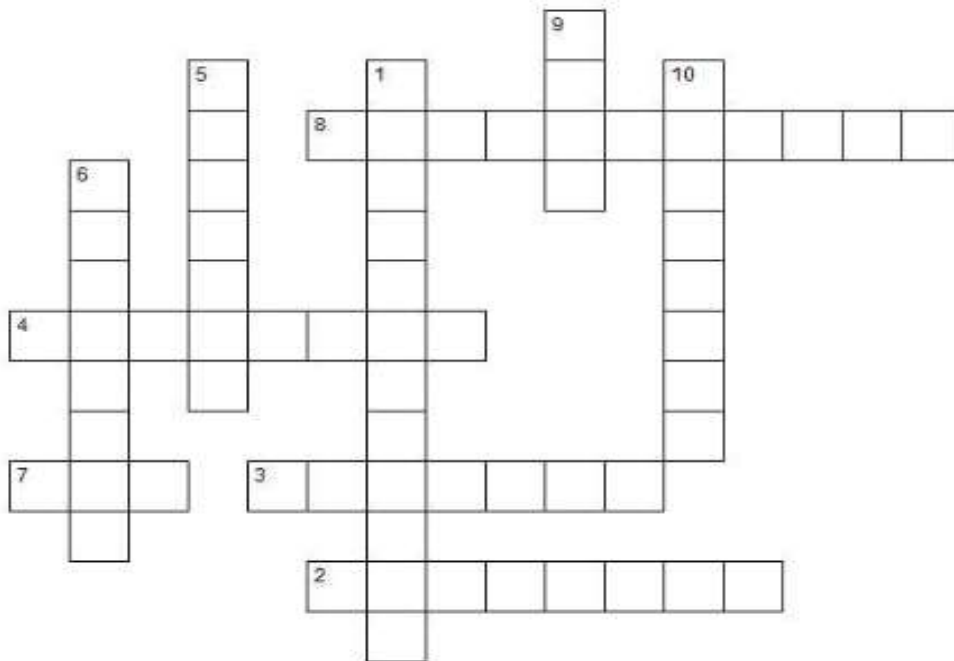
Here are some benefits of advanced website analytics.

1. Know the visitors of the site.
2. Know exactly what the customers are looking for.
3. See what area customers are losing.
4. Find out how to improve the website.
5. Measure the success of other marketing activities and see the match rate rise.



What's More

Directions: Use the clues given to fill in the crossword puzzle with the correct words being asked.



Across

- 2. It is a specific collection of information provided by a website and displayed to a user in a web browser.
- 3. It observes and checks the progress or quality of (something) over a period of time; keep under systematic review.
- 4. It is a group of technologies that are used as a base upon which other applications, processes or technologies are developed.
- 7. It is an Israeli software company, providing cloud-based web development services. It allows users to create HTML5 websites and mobile sites through the use of online drag and drop tools.
- 8. It is the amount of data sent and received by visitors in a website.

Down

- 1. It refers to the speed in which web pages are downloaded and displayed on the user's web browser.
- 5. A collection of web pages and related content that is identified by a common domain name and published on at least one web server.
- 6. A detailed examination of the elements or structure of something.
- 9. It stands for INFORMATION COMMUNICATION TECHNOLOGY
- 10. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch.

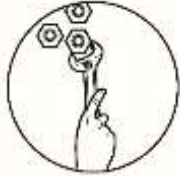


What I Have Learned

Directions: In a separate sheet of paper, answer the following questions. Your Output will be part of your portfolio.

- 1. What are the other ways of getting website statistics?

2. What are the advantages of analyzing website statistics?



What I Can Do

Directions: After a week of creating, designing, and maintaining your website, it's time to create your own Facebook Page related to your hobbies like blogs or a business. Analyze the effectiveness of your post daily by answering the following questions. Write your answers on a separate sheet of paper.

1. How can you get more visitors to your Facebook Page?	
2. Which day and time does your page have more visitors?	
3. When is the best time to post on Facebook Page?	
4. Who are your audience composed of? What are their age range, location and gender?	
5. How many likes has your page gotten so far?	



Notes to the Teacher

In this activity you may inform your students to send you a copy of link that they will post. This will serve as your evidence.



Assessment

Directions: True or False: Write T if the statement is correct and F if the statement is false. Write your answers on a separate sheet of paper.

- ___ 1. The Analytics tab in Wix contains statistics about your website.
- ___ 2. In Facebook page, a summary of the statistics can be found on the Facebook Page Insight button.
- ___ 3. The LIKE tab in the Insights of your Facebook Page contains the number of visits of your timeline.
- ___ 4. In Wix, you can view daily, weekly, monthly and annual statistics.
- ___ 5. Using website statistics, you can easily determine which day and time you can reach most people.
- ___ 6. A web analyst should focus on the metrics that really matter to the goals of a business.
- ___ 7. Communication skills are not an important skill set for web analysts.
- ___ 8. Effective presentation skills are imperative for web analysts.
- ___ 9. Bounce rate is not actionable measure.
- ___ 10. A high bounce rate may include that a website's landing page(s) are not relevant to visitors.
- ___ 11. A high bounce rate coupled with a large amount of website content may be a signal that the content is not engaging.
- ___ 12. Viewing the breakdown of visitors to a website via geographic locations is an example of segmentation.
- ___ 13. Depth of visit is defined as the number of organic page follow, paid page follows and unfollows.
- ___ 14. Visitor loyalty is defined as how often visitors visit your website or Facebook Page.
- ___ 15. Uploading a picture on Facebook generates big data.



Additional Activities

Directions: Find and shade the words below in the word search grid. Look for them in all directions.

H	X	J	E	K	Y	F	G	B	F	E	K	F	R	P
Z	B	G	X	M	D	N	D	H	N	P	Z	A	T	M
V	A	V	S	P	I	R	F	E	O	W	B	C	E	R
P	Y	Q	E	K	E	Y	V	Q	F	T	Q	E	C	O
K	O	W	C	L	C	R	O	D	G	W	R	B	H	F
W	J	A	M	A	G	I	F	W	J	X	D	O	N	T
S	R	O	W	Z	J	O	F	O	P	W	P	O	O	A
T	T	G	U	E	W	Z	O	F	R	Q	L	K	L	L
Z	B	A	O	Z	B	X	Y	G	A	M	E	N	O	P
Y	N	Q	T	K	W	P	I	Q	W	R	A	W	G	Q
S	K	V	N	I	B	E	A	E	B	Z	T	N	Y	O
N	A	P	G	L	S	J	H	G	X	S	P	B	C	Q
Q	F	K	N	J	O	T	N	A	E	Y	A	Z	E	E
Z	S	V	I	G	Z	Y	I	T	Q	L	U	X	F	W
V	W	U	Y	V	O	Q	X	C	D	I	M	A	C	A

Web Traffic

Page

Google

Facebook

Webpage

Performance

Platform

Technology

Tracking

Statistic



Answer Key

<p>What I Know</p> <p>1. B 2. D 3. D 4. B 5. D 6. A 7. B 8. A 9. C 10. D 11. D 12. C 13. A 14. B 15. A</p>	<p>What's More</p> <p>1. Performance 2. Webpage 3. Monitor 4. Platform 5. Website 6. Analysis 7. Wix 8. Web traffic 9. ICT 10. Facebook</p>	<p>Assessment</p> <p>1. T 2. T 3. T 4. F 5. T 6. T 7. F 8. T 9. F 10. T 11. T 12. T 13. F 14. T 15. T</p>
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