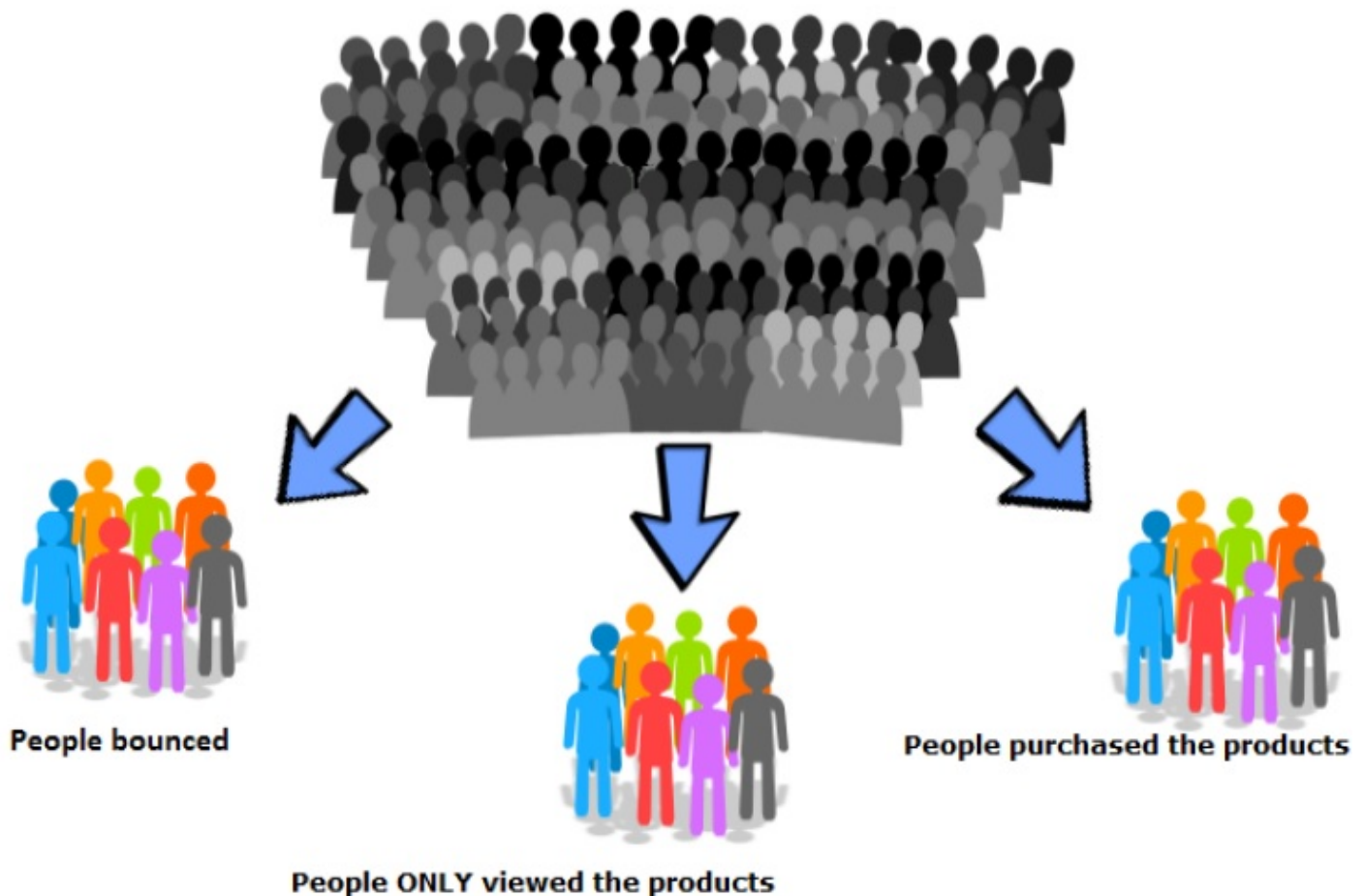


SEGMENTATION

http://www.tutorialspoint.com/web_analytics/web_analytics_segmentation.htm

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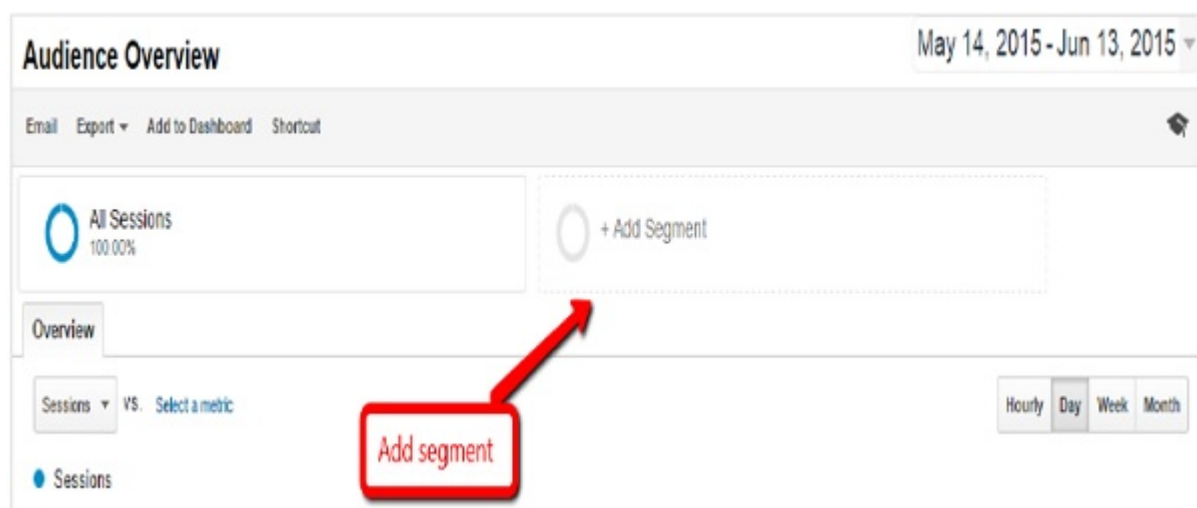
Segmentation is the process that segregates the data to find the actionable items. For example, you can categorize your entire website traffic data as one segment for a "Country," and one for a specific City.



For the users, you can make the segments as one who purchased your products; one who only visited your website, and likewise. During the remarketing, you can target those audiences with the help of this segment.

Data Segmentation

Data segmentation is very useful to analyze website traffic. In analytics, you can analyze traffic insight with the help of segmentation. The following image shows how to add segments in Google analytics.



For a website, you can segment total traffic according to Acquisition, Goals, and Channels. Following are the types of acquisition segmentation –

- **Organic Traffic** – It shows only the organic traffic of the website. You can find which search engine *Google, Yahoo, Bing, Baidu, Aol, etc.* is working for you. With the help of organic traffic, you can also find the top keywords that send traffic to your website.
- **Referrals Traffic** – This segment shows the total referrals traffic of the website. With the help of this segment, you can find the top referrals website that send traffic to your website.
- **Direct Traffic** – This segment helps you find the traffic that visit your website directly.
- **Social Traffic** – With the help of social segment, you can analyze social traffic. How much traffic you are getting from social media? In social media, which platform *Facebook, G + , Twitter, Pinterest, Stumbleupon, Reddit, etc.* is sending traffic to your website. With the help of this segment, you can make future social media strategy. For example, if Facebook is sending the highest traffic to your website, then you can improve your Facebook post frequency.
- **Paid Traffic** – Paid traffic segment captures traffic through paid channels *GoogleAdWords, Twitterads. . . .*

Analysis Using Segmentation

When you are done with your segments *collectedthedatafromsegments*, then the next step is analysis. Analysis is all about finding the actionable item from the data.

Example

Let’s map a table for analysis.

Month	Jan	Feb	Mar	April	May	June	July	Aug	Sep
Organic	40K	42K	40K	43K	45K	47K	57K	54K	60K
Referrals	5K	4K	5K	4K	6K	5K	4K	3K	4K
Social	1K	1K	2K	4K	2K	3K	5K	5K	4K

Analysis

- From the above table, you can see that your organic traffic is growing *improved20kin9months*. Referrals traffic is going down. Social traffic has also improved *1kto4k*.
- Find out the pages that send traffic in organic traffic. Analyze them.
- Find out which social platform is working for you

Actionable

- Add new pages according to organic traffic sender pages.
- Focus on the social media platform that is sending the highest traffic.
- Find why your referrals traffic is going down. Is any link removed from the website, which was *sending traffic earlier?*