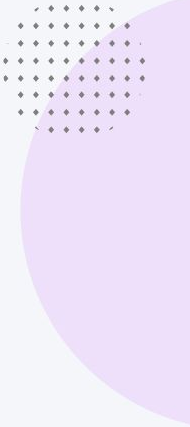


#WCBilbao2024

WordPress Analytics

Pablo Moratinos









#WCBilbao2024



Pablo Moratinos

Growth Data Lead  Product Hackers
The Growth Company

Embajador de marca de  SiteGround

 @pablomoratinos

#WCBilbao2024



¿Para qué?

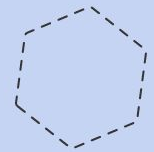
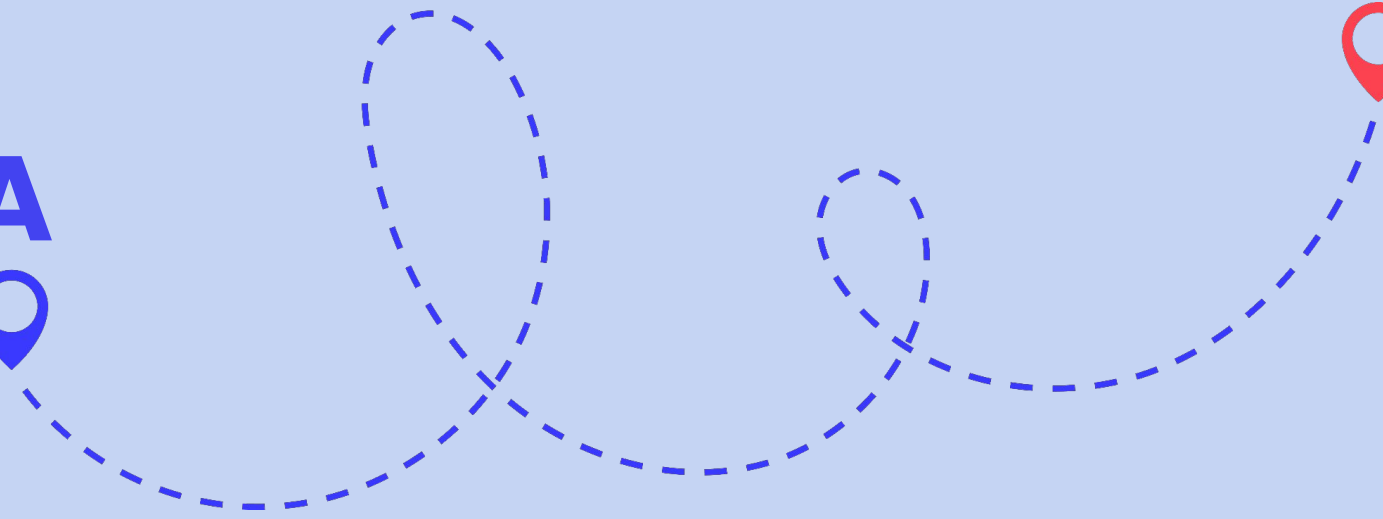
#WCBilbao2024



B

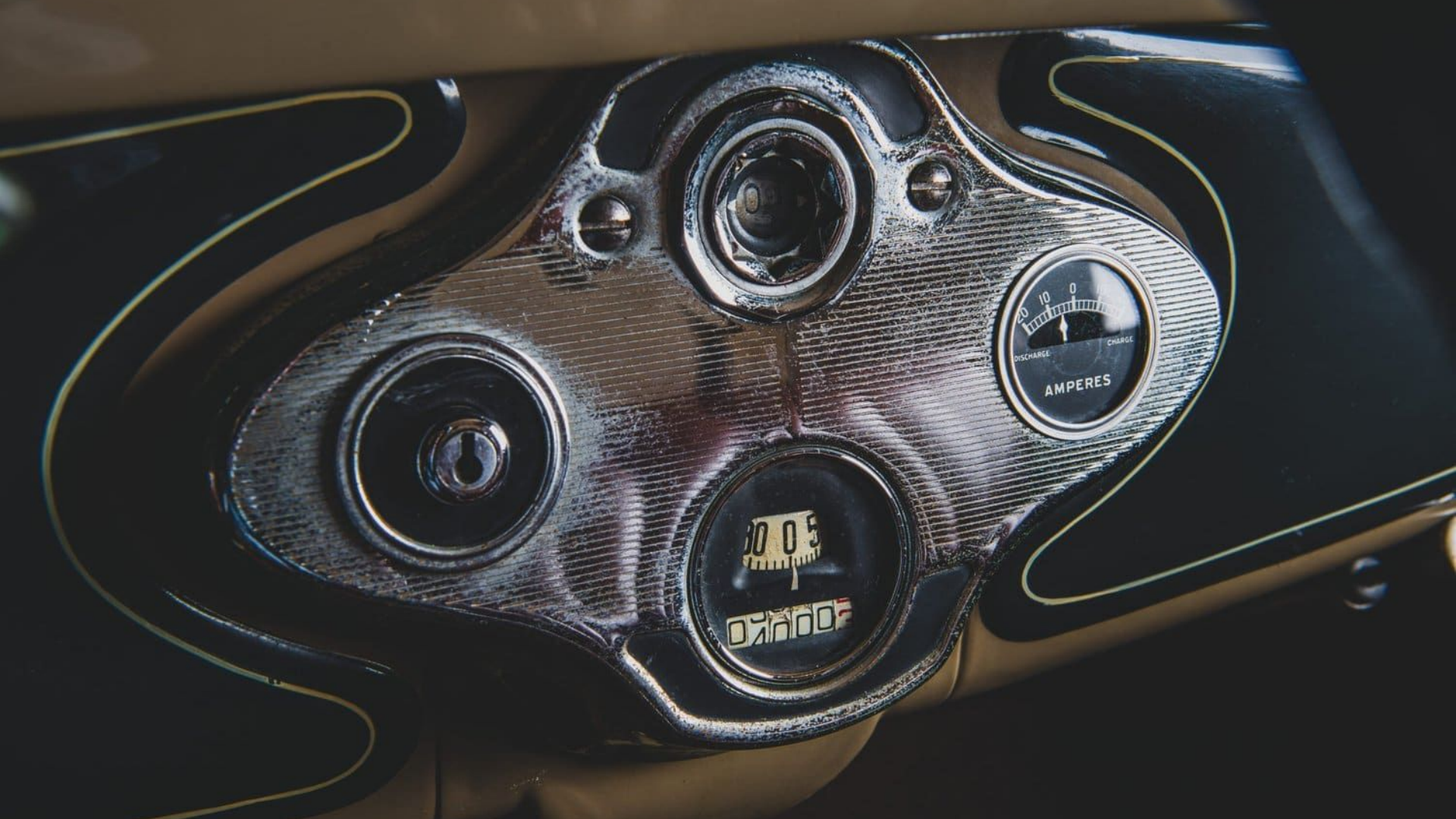


A



#WCBilbao2024





10 0 5

MILES

20 10 0

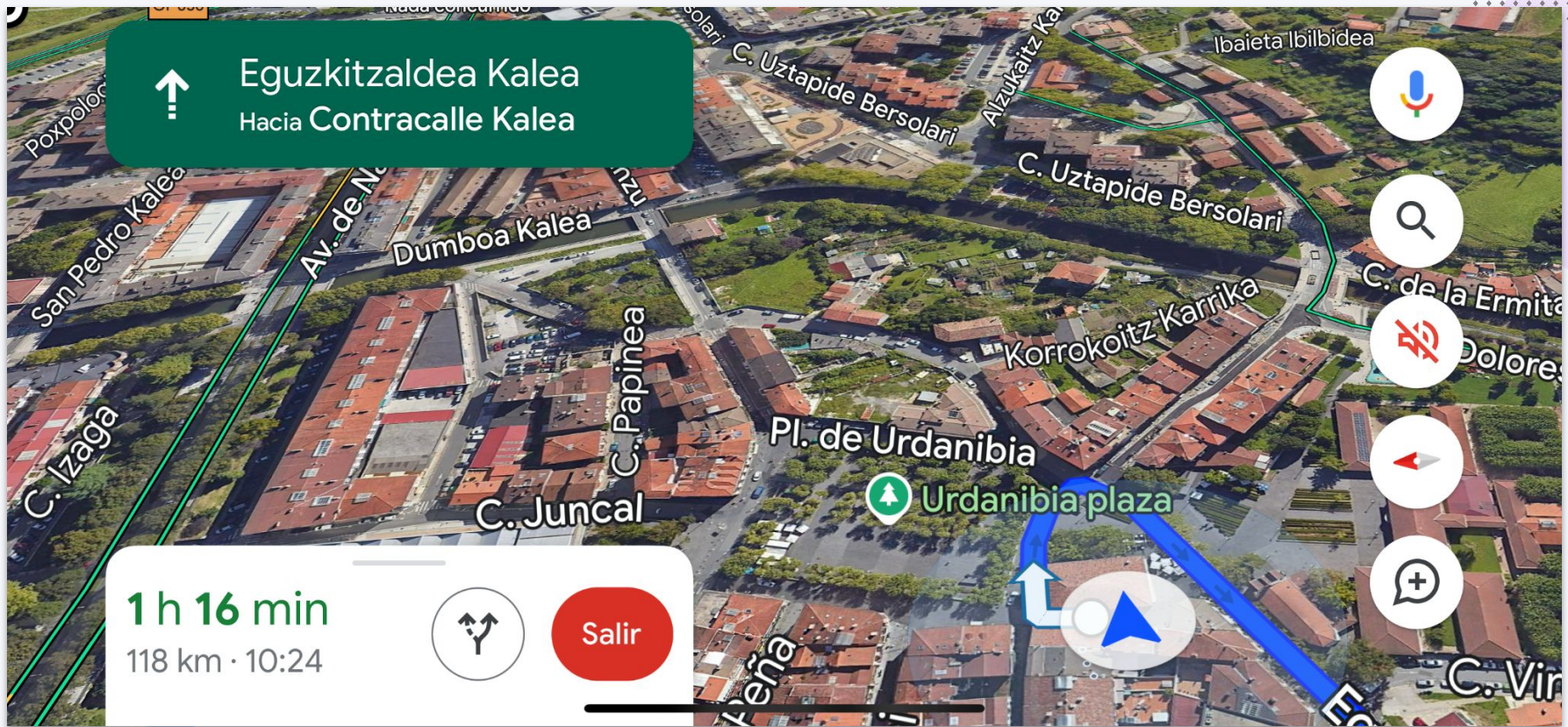
DISCHARGE CHARGE

AMPERES

F

0

R



↑
Eguzkitzaldea Kalea
Hacia Contracalle Kalea

1 h 16 min
118 km · 10:24



Salir



- Dashboard
- Home
- Updates
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Dashboard

Site Health Status

No information yet...

Site health checks will automatically run periodically to gather information about your site. You can also [visit the Site Health screen](#) to gather information about your site now.

At a Glance

1 Post

1 Page

1 Comment

WordPress 6.5.2 running [Twenty Twenty-Four](#) theme.

Activity

Recently Published

Apr 11th, 7:23 am

Hello world!

Recent Comments



From [A WordPress Commenter](#) on [Hello world!](#)

Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...

All (1) | Mine (0) | Pending (0) | Approved (1) | Spam (0) | Trash (0)

Quick Draft

Title

Content

What's on your mind?

Save Draft

WordPress Events and News

Enter your closest city to find nearby events. [Select location](#)

City:

[Cancel](#)

RSS Error: WP HTTP Error: A valid URL was not provided.

RSS Error: WP HTTP Error: A valid URL was not provided.

[Meetups](#) | [WordCamps](#) | [News](#)



¿Qué?

#WCBilbao2024



Medición por fases del embudo

#WCBilbao2024



Adquisición

Interacción

Conversión

Fidelización

#WCBilbao2024

Adquisición

Sesiones

Usuarios

Páginas de entrada

Rebote

Interacción

Países

Dispositivos

Fuentes

Medios

Campañas

Interacción

Tiempo en el sitio
Páginas/sesión
Páginas más vistas
Eventos
Mapas de calor
Feedback

Países
Dispositivos
Fuentes
Medios
Campañas
Tipo de usuario

Conversión

Nº de conversiones
% Conversión
Fases del embudo
Nº de devoluciones
% Devolución

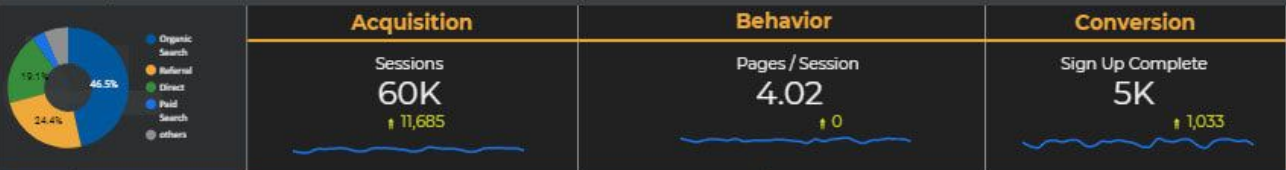
Países
Dispositivos
Fuentes
Medios
Campañas
Tipo de usuario

Fidelización

Retención
Loyalty
Cohortes

Países
Dispositivos
Fuentes
Medios
Campañas

Traffic Report



Acquisition

Sessions
60K
↑ 11,685

Behavior

Pages / Session
4.02
↑ 0

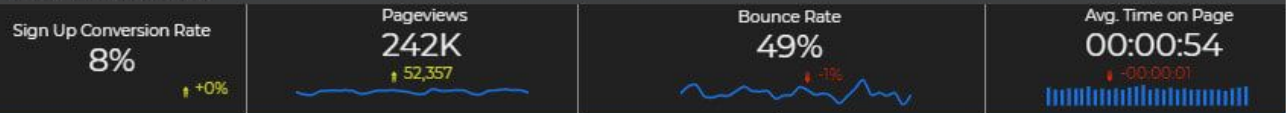
Conversion

Sign Up Complete
5K
↑ 1,033

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Duration	Sign Up	Sign Up CVR
google / organic	33,377	27,548	25,367	55%	3.5	02:18	2,248	6.74%
(direct) / (none)	9,479	7,908	7,645	37%	4.8	03:26	944	9.96%
analytics.google.com / referral	3,656	2,927	2,215	55%	2.6	02:43	127	3.47%
mall.googleplex.com / referral	2,946	1,893	1,298	14%	9.5	06:49	808	27.43%
Partners / affiliate	1,952	1,683	1,508	60%	2.5	01:53	56	2.87%
creatoracademy.youtube.com / referral	1,858	1,788	1,756	60%	3.2	01:13	102	5.49%
google.com / referral	1,515	1,172	860	27%	6.8	04:25	245	16.17%

1 - 81 / 81

Landing Page Report



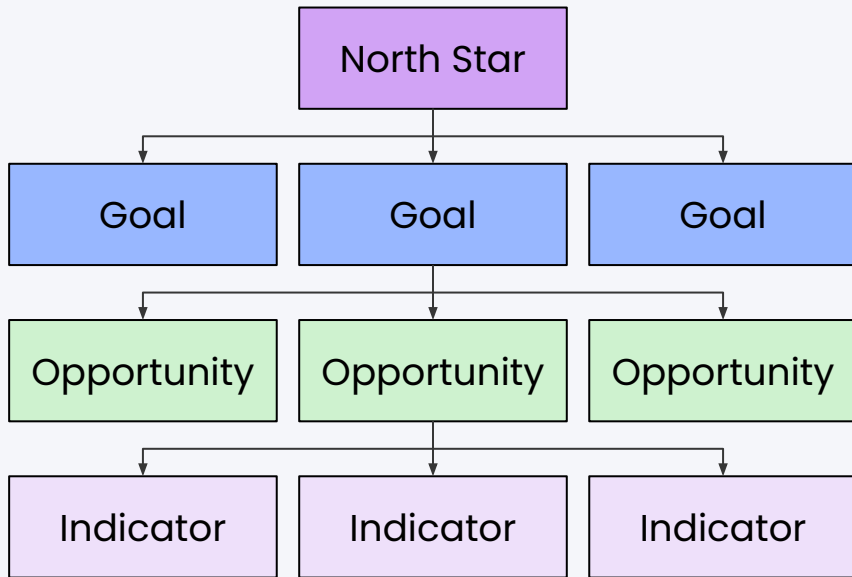
Landing Page	Sessions	Pageviews	Bounce Rate	Pages / Sess...	Time on Page	Sign Up	Sign Up CVR
/home	31,861	121,275	50.62%	4	57	2.4K	7.43%
/google+redesign/shop+by+brand/youtube	7,255	22,912	54.17%	3	43	384	5.29%
/google+redesign/apparel/mens/mens+shirts	2,376	13,447	38.09%	6	38	347	14.6%
/store.html	2,282	10,873	41.59%	5	50	238	10.43%
/google+redesign/apparel	1,965	10,474	37.15%	5	50	246	12.52%
/google+redesign/new	1,589	6,945	46.13%	4	01:00	139	8.75%
/google+redesign/apparel/mens	1,163	6,338	35%	5	50	141	12.12%

1 - 100 / 439

Medición por objetivos

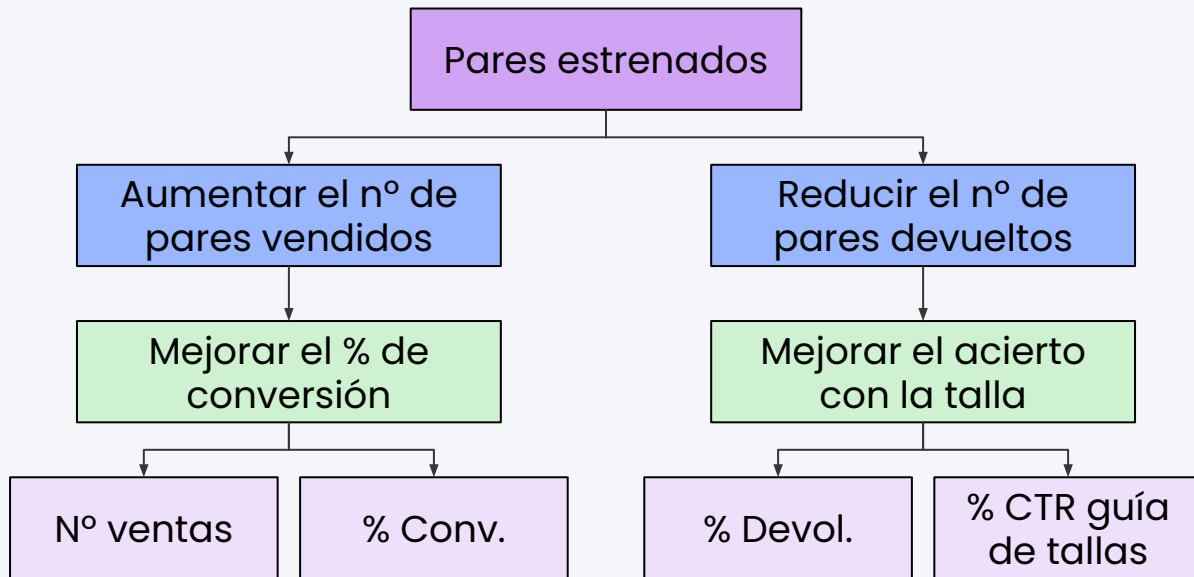
#WCBilbao2024

GOI Tree





GreenStep





¿Cómo?

#WCBilbao2024

Herramientas de medición

#WCBilbao2024

Herramientas de analítica para WP (cookies free):

- WP Statistics
- Independent Analytics
- Koko Analytics
- Las herramientas de tu hosting

Herramientas de analítica para cualquier tipo de sitio:

- Google Analytics 4
- Amplitude
- Matomo / Piwik Pro
- Overtracking





#WCBilbao2024

Eskerrik asko!

WP Analytics – Pablo Moratinos

