

Web Analytics and Its Impact on Business Performance: The Case Study of Hasnaoui Telecom Algeria

DIOUANI Hela¹ / Department of Business Sciences, University Djillali Liabes, Sidi Bel Abbes, Algeria, hela.diouani@univ-sba.dz

MERADI Samir / Department of Business Sciences, University Djillali Liabes, Sidi Bel Abbes, Algeria, samir.meradi@univ-sba.dz

Received: 28/04/2025

Accepted: 17/10/2025

Published: 29-12-2025

Abstract :

In the digital age of transformation, businesses increasingly depend on data to assess and enhance their site performance. Web analytics has proved to be an essential tool in tracking user activity and refining digital strategy. In this paper we try to show the influence of web analytics on the business performance within Hasnaoui Telecom Algeria. The study was conducted based on Google Analytics metrics, including performance indicators like user engagement, user acquisition, page behavior, conversion tracking. Results show stable site traffic, but weaknesses in visitor retention and CTA load speed with drastic call-to-action changes. The research highlights potential implications for the implementation of web analytics on digital actions, and suggests a number of recommendations, namely, an improvement of user experience, a reinforcement of the content strategy on social media, an optimization of the SEO/SEA strategy, and a development of customer loyalty reactivation strategy.

Keywords: Web Analytics, Business Performance, Google Analytics, Digital Strategy, KPI, User Experience.

Jel Classification Codes : M15; M31; L86.

Résumé :

À l'ère de la transformation numérique, les entreprises dépendent de plus en plus des données pour évaluer et améliorer les performances de leur site. L'analyse web s'est révélée être un outil essentiel pour suivre l'activité des utilisateurs et affiner la stratégie numérique. Dans cet article, nous essayons de montrer l'influence de l'analyse web sur la performance de l'entreprise au sein de Hasnaoui Telecom Algérie. L'étude a été menée sur la base des métriques de Google Analytics, y compris les indicateurs de performance tels que l'engagement de l'utilisateur, l'acquisition de l'utilisateur, le comportement de la page, le suivi de la conversion. Les résultats montrent un trafic stable sur le site, mais des faiblesses dans la rétention des visiteurs et la vitesse de chargement des appels à l'action avec des changements drastiques. L'étude met en évidence les implications potentielles de la mise en œuvre de l'analyse web sur les actions numériques, et suggère un certain nombre de recommandations, à savoir une amélioration de l'expérience utilisateur, un renforcement de la stratégie de contenu sur les médias sociaux, une optimisation de la stratégie SEO/SEA, et un développement de la stratégie de réactivation de la fidélisation de la clientèle

Mots clés : Analyse du Web, Performance de l'entreprise, Google Analytics, Stratégie digitale, KPI, Expérience utilisateur.

Jel Classification Codes : M15; M31; L86.

¹. Corresponding author: DIOUANI Hela, e-mail address: hela.diouani@univ-sba.dz

I. Introduction

The digital shift has fundamentally changed the nature of economics and how companies relate to stakeholders. This revolution in technology has resulted in new opportunities for growth due to which organizations have been able to extend their operations, automate their processes, and enhance their efficiency (Porter & Heppelmann, 2014; Brynjolfsson & McAfee, 2014). This is where websites come into the forefront of a company's digital strategy. They are showrooms, communication mediums, sales instruments and locations for customer participation (Chaffey & Ellis-Chadwick, 2019; Strauss & Frost, 2014).

Whether it is a product showcase, a service provider, satisfying customers or brand positioning, the web has become at the very least, one of companies marketing strategy's pillars. But in a digital landscape of aggressive competition and user fickleness it's no longer enough to possess just a website. Users' behavior is becoming increasingly demanding and will settle for nothing less than a frictionless, quick, and personalized browsing experience; if they don't find satisfaction quickly, they will not think twice to jump ship (McKinsey & Company, 2020; Lemon & Verhoef, 2016).

And it is in this that we find that web analytics comes to the fore as a strategic tool for managing the performance of digital. It is a procedure which is structured to measure, gather, analyze and interpret data, obtained while users are interacting with the web, and used to enable a website for maximizing usage and profit (Clifton, 2012; Wedel & Kannan, 2016). As Kaushik (2010) has suggested, web analytics is not about reporting: it's about taking the data and turning it into actions for ongoing improvement of user experience, improving conversion rates and steering marketing activity towards goals. This thinking is validated in the common sense derived from data-driven decision making, that is, the purposeful use of analytics as a resource for the optimization of strategy (Provost & Fawcett, 2013).

Within this logic, Key Performance Indicators (KPIs) become crucial, in managing the quantitative yardsticks to measure digital success (Marr, 2015; Parmenter, 2015). Continuous assessment and targeted benchmarking (think TMC KPIs) permit organizations to immediately understand what's working and what isn't, and to test fresh ways to engage on the fly, a critical provision as digital pressure is constant.

The purpose of this research is to join motivation, expectations and prepare the understanding of the website performance effect on an enterprise performance. And it is driven by the question:

How is website performance analysis affecting the company's performance as a whole?

The goal of this research is to study the performance of the website of Hasnaoui Telecom Algeria (HTA) by means of the Google Analytics service, to evaluate its influence on the business and organizational performance.

In the study, we also aim to address the following secondary objectives:

1. To understand key tools, metrics, and indicators that web analytics uses to measure how digital assets perform (visitors, bounce rates, conversion rates, most visited pages, etc.
2. To offer tangible suggestions for the optimization of the web resource, and its ergonomic, traffic and user experience enhancement.

II. Background

In the fast-paced world of business owners have to adapt and adjust to meet modern customer expectations if they want to keep their heads above water in a fiercely competitive marketplace. Web analytics is one of the most significant tools facilitating such adaptation, as it allows a data-based understanding of the way users interact within online environments. With the proliferation of sophisticated and people-based digital ecosystems, the capability to monitor, understand and act on user behavior data has become a key skill for businesses who are looking to improve their business online and drive better performance. As noted by Wedel & Kannan (2016), exploitation of marketing analytics in data-rich environments is a prerequisite for firms that hope to create competitive advantage. Next, we provide an overview of web analytics and its fundamental principles, and discuss its strategic importance to inform decision making and improve business-related outcomes

II.1 Web Analytics: Definition and Principles

Web analytics is defined by the Web Analytics Association as “the measurement, collection, analysis, and presentation of Internet data to understand and optimize Web usage.” It's just a strategic undertaking aimed at helping businesses learn more about how users are engaging with their online content. This science is based on the use of behavioral information, including page visits, time on page, navigation flow, pages viewed, traffic origin, bounce rate and conversion rate (Clifton, 2012).

As stated in Kaushik (2010) web analytics is not a technical tool, it is a managerial perspective which assist web manager is decision making on the basis of data. He distinguishes between merely producing in depth statistical reports and providing the depth of analysis that delivers strategic value. In this context, companies can't just gather data, but they need to understand how to analyze it to trigger actions of continuous improvement.

Chaffey & Ellis-Chadwick (2019) categories two types of web analytics as fundamental:

Web analytics, off the web site analysis, for example, search engine optimization (SEO), brand metrics, and the extent of on-line presence.

On-site web analytics, the analysis of the web logs produced by a site, for instance to measure number of visitor, sending them to other pages.

This classification provides organizations with an initial description of their digital spaces, so that they are able to approach their strategy at a multicategory level (Bughin & Chui, 2010).

II.2 Key Performance Indicators (KPIs) in Digital Marketing

Key Performance Indicators (KPIs) form the backbone of digital performance analysis. They are defined as quantitative metrics that assess the effectiveness of online actions (Marr, 2015). Their importance is in how well they are matched to the aims of the business, being they brand awareness, website traffic, lead conversions, or customer retention.

Some of the most frequent KPIs in the field of web analytics are: unique visitors, bounce rate, average session time, conversion rate, number of visits, and pages visited, landing and exit pages and traffic acquisition channels. These metrics offer a finer level of granularity and can be used to pinpoint areas of friction and optimization on a web property (Clifton, 2012).

Bühler & Schlaich (2014) stress the significance of SMART criteria (Specific, Measurable, Achievable, Relevant and Time-bound) to the specification of KPIs. This methodological discipline enables businesses to turn raw data into actionable insights to better manage their digital performance.

II.3 Web Analytics and Business Performance

In the past, business performance had largely been measured with financial indicators such as the revenue, the profit or the growth (Kaplan & Norton, 1996). However, in the modern digital world, those financial-based metrics do not tell the whole story – also remember to consider non-financial indicators like customer satisfaction, online exposure, engagement, loyalty, and website “fit-for-purpose”. These unobservable dimensions are gaining importance in a total performance measurement.

Web analytics allows perpetual refinement, as it reveals how users act and where they encounter friction. According to Kaushik (2010), "You have to be an Agile marketing organization that can experiment and iterate based on data (A/B testing, MVT testing, Cohort analysis etc.) to move the conversation forward". Through this, web analytics becomes a strategic tool to influence marketing choices, modify customer journeys, and improve conversion rates.

Moreover, a number of empirical works found that organizations with high digital analytics culture according to their ranks, performed better compared to those with lower digital analytics culture according to a variety of measures

such as growth, profitability and customer retention (Waisberg & Kaushik, 2009; Jansen, Zhang, Sobel, & Chowdury, 2009). Therefore, the link between web analytics and organizational impact is becoming more accepted and appreciated in both academic and industry literature, particularly in digital-intensive or customer-focused industries

III. Research Methodology

The method applied in this study follows a quantitative research method and analyses data using web analytics as a method used in data analysis. This method makes it possible to measure the users' activities on the web site of the company Hasnaoui Telecom Algeria (HTA), and to derive the Key Performance Indicators (KPIs). Google Analytics, one of the most deployed and widely employed benchmarking tools for website engagement and data retrieval in the world (Clifton, 2012), provides the main instrument for this data gathering.

The period of the study was from January 1, 2022 until December 31, 2022 ensuring that a full and purposeful year had been included in the sample. This period allows for the inclusion of seasonal variation and peaks in activity in connection with specific events.

The data that is considered is extracted from a variety of report types in Google Analytics:

- **Audience report:** Visitor volume, demographic information (age, gender), behavior (browsing activity, how often visit site, etc.)
- **Acquisition report,** containing various sources of the traffic (direct, organic, social media, referral sites, etc.) and making analysis of how efficient each source is.
- **Behavior report,** that shows most viewed pages of the site, time spent on each page, paths users follow and exit pages.
- **Conversion report,** that calculates goal completions (in this scenario, micro-conversions) such as product downloads or page views (on specific pages).

The KPIs, which were considered in this study are:

- Sessions and users,
- Average session duration,
- The bounce rate,
- Average number of pages per visit,
- Sources of traffic (SEO, SEA, social media, etc.),
- Landing and exit pages,
- The rate of conversion of the site's micro-goals.

The information was analyzed using graphs, comparisons with trends over time in order to ascertain trends, anomalies and best- and worst-performing aspects of performance.

This technique makes it possible to judge a website according to real data in an objective manner, which is in keeping with the objectives of the company. It's a great starting point for constructing a strategic digital optimization standpoint.

IV. Results

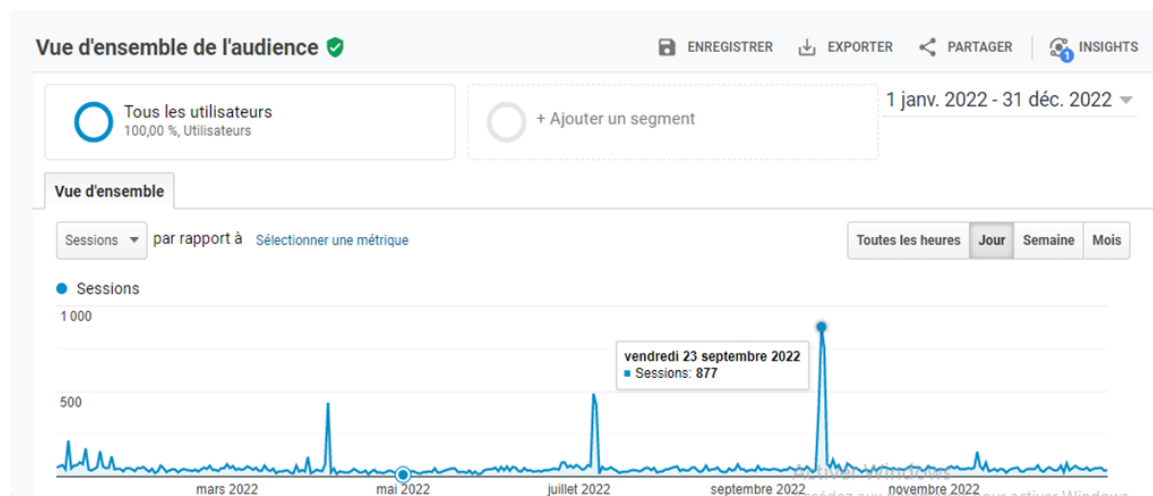
In accordance with the research objectives identified in the introduction—namely, (1) to analyze the key performance indicators of the HTA website using Google Analytics, and (2) to suggest areas for improvement to optimize usability, traffic, and user experience—this section presents and interprets the results obtained for 2022. The results are organized according to the four main reporting categories available on Google Analytics: Audience, Acquisition, Behavior, and Conversions.

The above reports provided us to monitor the KPIs below to evaluate the performance of the HTA website during the calendar from January 1, 2022, to December 31, 2022:

1. Audience Report

- a) Number of Sessions:** This KPI indicates the number of sessions the website has received. In 2022, the site was visited 19,212 times. The peak of website traffic was observed on Friday, September 23 (day of the week) and the nadir was the public holiday of May 1st (Figure 01).

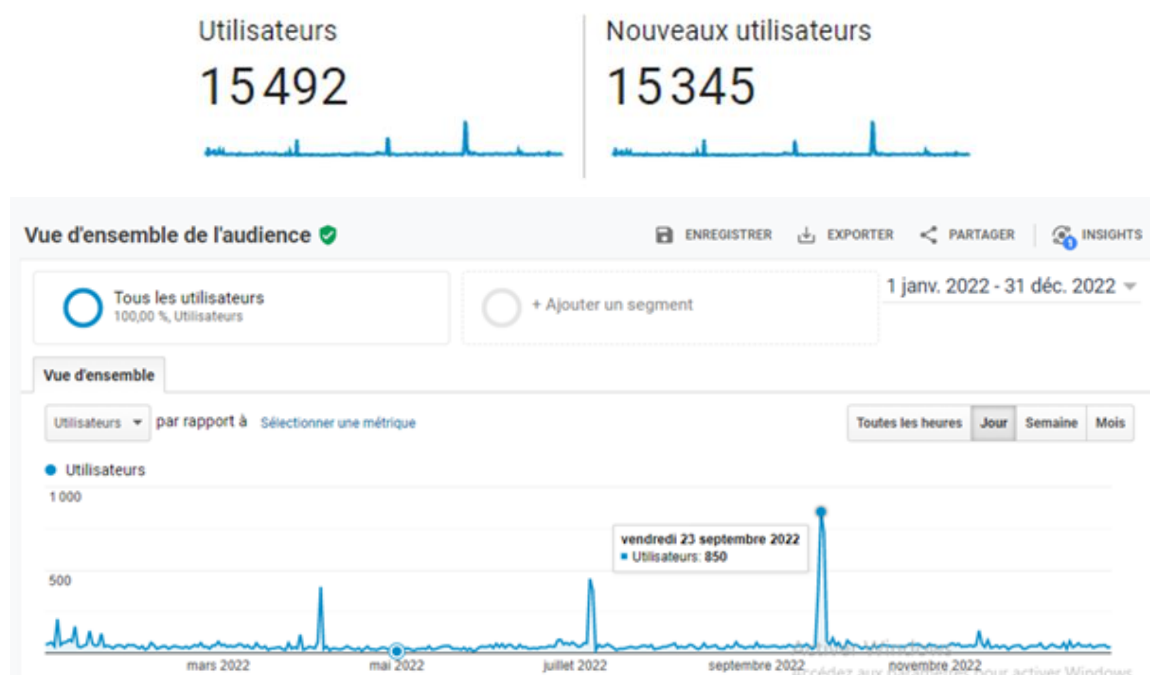
Fig. (01): Number of Sessions



Source: Google Analytics

- b) Number of Users:** This is how many users they have coming to the site. Of the 15,492 users in 2022, 15,345 were new visitors (bringing the number of returnees to 147 (see Figure 02). The most users ever online were also on September 23, 2022, with 850 visitors and the least users on May 1 they amounted to 11 visitors on International Workers' Day.

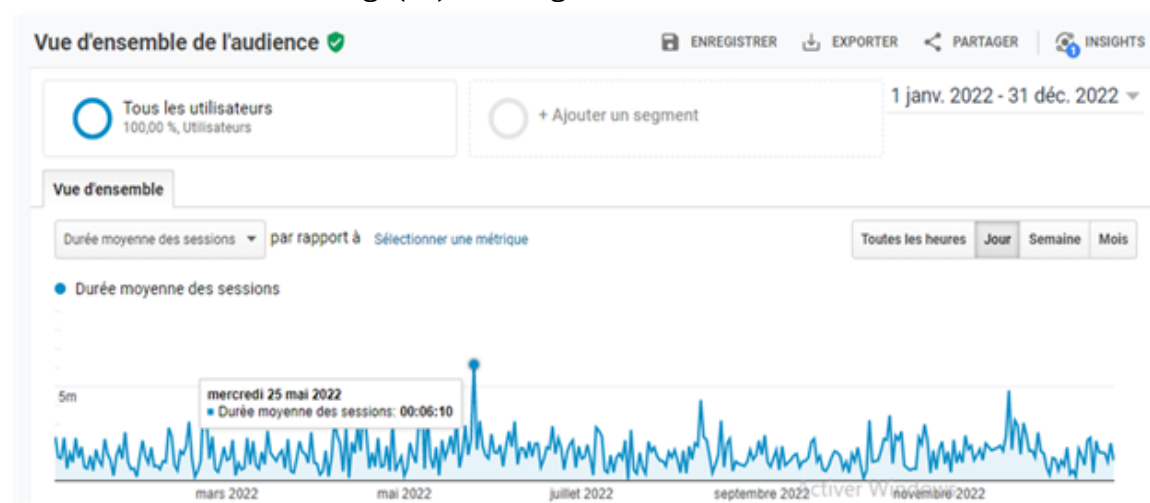
Fig. (02): Number of Users



Source: Google Analytics

- c) Average Session Duration:** This means the time your average visitor spends on the site during one visit. As for the average session duration, were 1 minute and 24 seconds as you can So. The longest one sitting was also on May 25 for 6 minutes and 16 seconds shows in Figure 03.

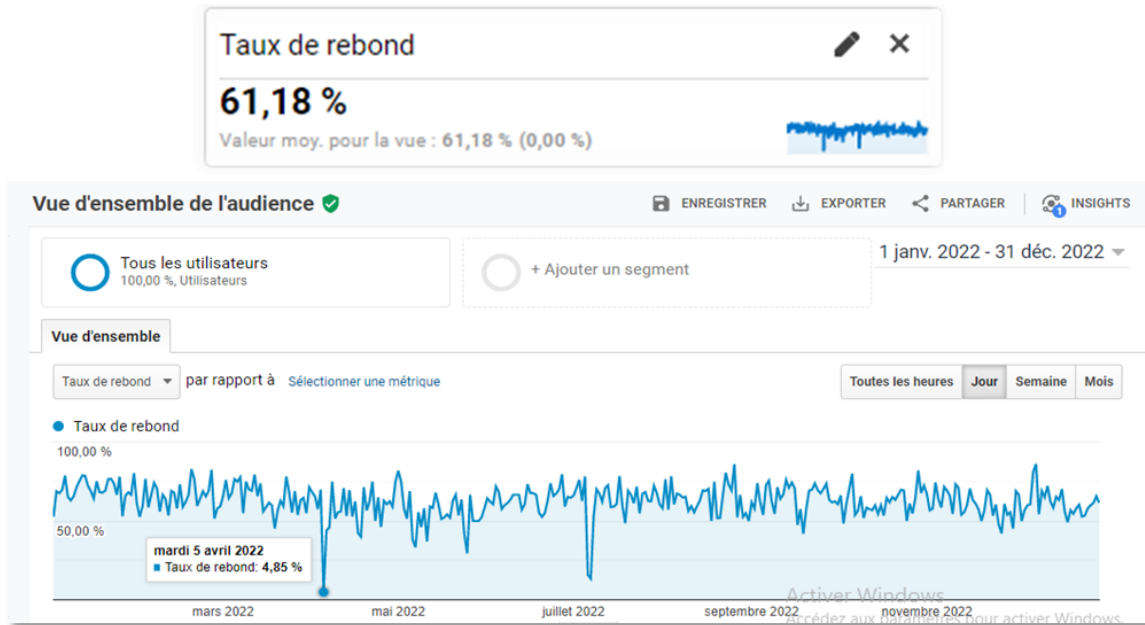
Fig. (03): Average Session Duration



Source: Google Analytics

- d) Bounce Rate:** The proportion of visitors who left the web site without engaging anywhere on page. The total site bounce rate for 2022 was 61.18%. The worst day for bounces was Tuesday, April 5, when the rate reached 4.85%, a sign of poor engagement on that date. By contrast, Friday, December 9 had the highest bounce rate (Figure 04).

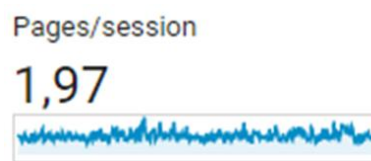
Fig. (04): Bounce Rate



Source: Google Analytics

- e) Pages per Session:** This measure calculates the average number of pages' people saw during a session. Figure 05 shows an average of 1.97 pages visited per session. There were more pages/session viewed on May 9.

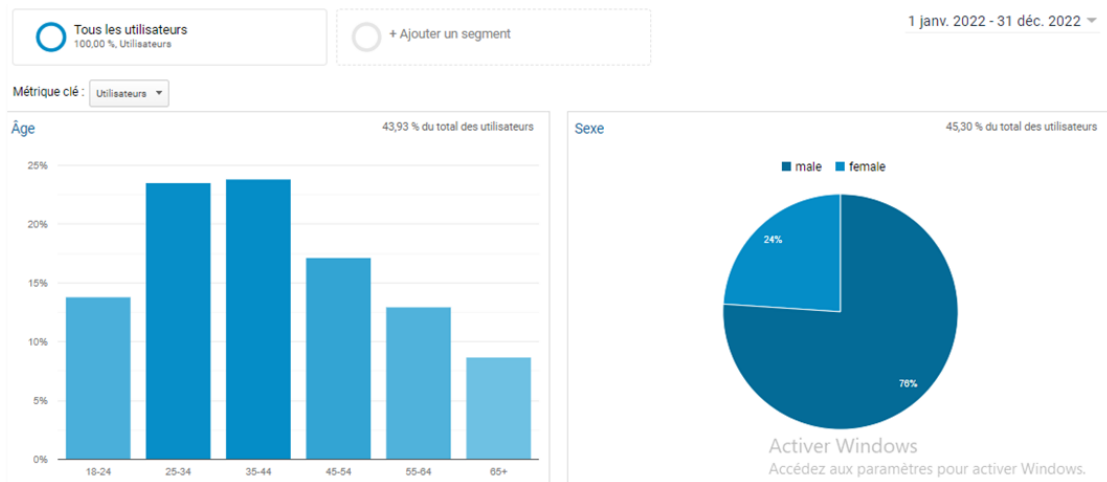
Fig. (05): Pages/Sections



Source: Google Analytics

- f) **Demographics:** The age group 25-44 is clearly the most active one (Figure 06). Of them, just over 76% were male, the most active user set.

Fig. (06): Age and Gender of Users



Source: Google Analytics

2. Acquisition Report

- a) **Traffic Sources and Acquisition Channels:** The top 30% of them were driven by organic search (Google). Secondly, 25.1% visited the website through direct traffic; meaning, the URLs was either directly typed as address, or bookmarked. 22.4% referral was from referral sites like (htatv.com or facebook.com), and 15% from social media (Figure 07).

Fig. (07): Traffic Sources and Acquisition Channels

Source/Support ?	Acquisition			Comportement		
	Utilisateurs ?	Nouveaux utilisateurs ?	Sessions ?	Taux de rebond ?	Pages/session ?	Durée moyenne des sessions ?
	15492 % du total: 100,00 % (15492)	15383 % du total: 100,25 % (15345)	19212 % du total: 100,00 % (19212)	61,18 % Valeur moy. pour la vue: 61,18 % (0,00 %)	1,97 Valeur moy. pour la vue: 1,97 (0,00 %)	00:01:24 Valeur moy. pour la vue: 00:01:24 (0,00 %)
1. google / organic	5442 (34,26 %)	5259 (34,19 %)	6595 (34,33 %)	51,46 %	2,61	00:02:06
2. (direct) / (none)	3968 (24,98 %)	3950 (25,68 %)	5183 (26,98 %)	53,08 %	1,79	00:01:22
3. htatv.com / referral	3413 (21,49 %)	3294 (21,41 %)	4098 (21,33 %)	81,11 %	1,28	00:00:33
4. lm.facebook.com / referral	1051 (6,62 %)	1022 (6,64 %)	1081 (5,63 %)	67,35 %	1,82	00:00:42
5. l.facebook.com / referral	821 (5,17 %)	746 (4,85 %)	918 (4,78 %)	65,58 %	2,07	00:01:34
6. m.facebook.com / referral	613 (3,86 %)	589 (3,83 %)	642 (3,34 %)	70,25 %	1,65	00:00:43
7. bing / organic	127 (0,80 %)	118 (0,77 %)	166 (0,86 %)	60,24 %	2,45	00:02:59
8. baldu / organic	114 (0,72 %)	114 (0,74 %)	114 (0,59 %)	100,00 %	1,00	00:00:00
9. facebook.com / referral	101 (0,64 %)	100 (0,65 %)	101 (0,53 %)	99,01 %	1,04	00:00:01
10. groupe-hasnaoui.com / referral	41 (0,26 %)	26 (0,17 %)	44 (0,23 %)	38,64 %	2,02	00:01:54

Source: Google Analytics

b) Landing Pages: These are the first pages where your visitors reach. Figure 08 indicates that the homepage and Wi-Fi camera lamp product page were the most popular landing pages.

Fig. (08): Landing Pages

URL partagée ?	Sessions ? ↓	Pages vues ?	Durée moyenne des sessions ?
1. www.hta-dz.com/	490 (17,53 %)	1187 (23,00 %)	00:01:52
2. www.hta-dz.com/cameras/camera-lampe-wifi/	138 (4,94 %)	176 (3,41 %)	00:00:22
3. www.hta-dz.com/produits/cctv-camera-de-surveillance/	92 (3,29 %)	326 (6,32 %)	00:01:57
4. www.hta-dz.com/cameras/hta-7/	47 (1,68 %)	78 (1,51 %)	00:00:49
5. www.hta-dz.com/cameras/mini-bullet-ip-camera/	24 (0,86 %)	48 (0,93 %)	00:01:35
6. www.hta-dz.com/produits/cctv-camera-de-surveillance/3/	24 (0,86 %)	91 (1,76 %)	00:02:38
7. www.hta-dz.com/cameras/%D9%83%D8%A7%D9%85%D9%8A%D8%B1%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D8%B1%D8%A7%D9%82%D8%A8%D8%A9/	21 (0,75 %)	69 (1,34 %)	00:00:44
8. www.hta-dz.com/produits/cctv-camera-de-surveillance/2/	18 (0,64 %)	62 (1,20 %)	00:00:54
9. www.hta-dz.com/cameras/camera-analogique/	15 (0,54 %)	16 (0,31 %)	00:00:19
10. www.hta-dz.com/cameras/hta-09/	15 (0,54 %)	31 (0,60 %)	00:01:13

Source: Google Analytics

c) Keywords: The top keyword that generated the most visits could not be identified by Google Analytics. However, But the 8 users came from a Search based on "hta tv" (Figure 09).

Fig. (09): Keywords Driving Traffic

Mot clé ?	Utilisateurs ? ↓	Nouveaux utilisateurs ?	Sessions ?	Taux de rebond ?	Pages/session ?	Durée moyenne des sessions ?
	5694 % du total: 36,75 % (15492)	5504 % du total: 35,87 % (15345)	6889 % du total: 35,86 % (19212)	52,49 % Valeur moy. pour la vue: 61,18 % (-14,20 %)	2,57 Valeur moy. pour la vue: 1,97 (30,52 %)	00:02:05 Valeur moy. pour la vue: 00:01:24 (49,76 %)
1. (not provided)	5665 (99,37 %)	5478 (99,53 %)	6846 (99,38 %)	52,38 %	2,58	00:02:06
2. hta tv	8 (0,14 %)	5 (0,09 %)	12 (0,17 %)	66,67 %	1,42	00:00:38
3. (not set)	2 (0,04 %)	2 (0,04 %)	2 (0,03 %)	50,00 %	3,50	00:00:47
4. hta algerie	2 (0,04 %)	1 (0,02 %)	2 (0,03 %)	100,00 %	1,00	00:00:00
5. algérie telecom sécurisé	1 (0,02 %)	1 (0,02 %)	1 (0,01 %)	100,00 %	1,00	00:00:00
6. camera ip algerie	1 (0,02 %)	1 (0,02 %)	1 (0,01 %)	100,00 %	1,00	00:00:00
7. camera ip prix algerie	1 (0,02 %)	0 (0,00 %)	1 (0,01 %)	100,00 %	1,00	00:00:00
8. camera wifi prix algérie	1 (0,02 %)	0 (0,00 %)	1 (0,01 %)	0,00 %	4,00	00:05:20
9. dvr hta factory	1 (0,02 %)	1 (0,02 %)	2 (0,03 %)	0,00 %	1,50	00:07:15

Source: Google Analytics

d) Bounce Rate by Channel: Paid advertising had the highest bounce rate of 100%: no users took any action on the site. In contrast, organic search had the lowest bounce rate of the five channels (Figure 10).

Fig. (10): Bounce Rate by Channel

Rechercher dans les rapport	☐ Default Channel Grouping	Utilisateurs ? ↓	Nouveaux utilisateurs ?	Sessions ?	Taux de rebond ?
Audience		15492 % du total: 100,00 % (15492)	15383 % du total: 100,25 % (15345)	19212 % du total: 100,00 % (19212)	61,18 % Valeur moy. pour la vue: 61,18 % (0,00 %)
Acquisition					
Vue d'ensemble					
▼ Tout le trafic	☐				
Canaux	☐				
Treemaps	☐				
Source/Support	☐				
Sites référents	☐				
Attribution BÉTA	☐				
	1. Organic Search	5694 (35,96 %)	5504 (35,78 %)	6889 (35,86 %)	52,49 %
	2. Direct	3968 (25,06 %)	3950 (25,68 %)	5183 (26,98 %)	53,08 %
	3. Referral	3550 (22,42 %)	3400 (22,10 %)	4310 (22,43 %)	79,81 %
	4. Social	2591 (16,36 %)	2498 (16,24 %)	2799 (14,57 %)	68,42 %
	5. Paid Search	31 (0,20 %)	31 (0,20 %)	31 (0,16 %)	100,00 %

Source: Google Analytics

3. Behavior Report

- a) **Most Viewed Pages:** Figure 11 shows that product and camera pages were the most viewed. The complaints page was the lowest visited and had a high bounce rate.

Fig. (11): Most Visited Pages by Visitors

Chemin de la page, niveau 1	Pages vues	Vues uniques	Temps moyen passé sur la page	Taux de rebond	Sorties (en %)
	37895 % du total: 100,00 % (37895)	31208 % du total: 100,00 % (31208)	00:01:25 Valeur moy. pour la vue: 00:01:25 (0,00 %)	61,18 % Valeur moy. pour la vue: 61,18 % (0,00 %)	50,65 % Valeur moy. pour la vue: 50,65 % (0,00 %)
1. /cameras/	12406 (32,74 %)	11179 (35,82 %)	00:02:13	73,78 %	63,90 %
2. /	10626 (28,04 %)	7870 (25,22 %)	00:01:52	48,17 %	55,56 %
3. /produits/	8357 (22,05 %)	6417 (20,56 %)	00:00:31	38,87 %	16,42 %
4. /services/	2442 (6,44 %)	2173 (6,96 %)	00:01:47	64,48 %	58,76 %
5. /contact/	540 (1,42 %)	478 (1,53 %)	00:02:11	68,92 %	55,37 %
6. /ou-acheter-camera-de-surveillance-en-algerie/	442 (1,17 %)	364 (1,17 %)	00:00:36	76,19 %	23,53 %
7. /distributeurs/	286 (0,75 %)	235 (0,75 %)	00:04:06	57,89 %	52,45 %
8. /premier-fabricant-agree-de-cameras-de-securites-en-algerie/	147 (0,39 %)	136 (0,44 %)	00:01:24	67,97 %	65,31 %
9. /solution-pour-data-center/	104 (0,27 %)	92 (0,29 %)	00:04:35	78,65 %	73,08 %
10. /reclamation/	85 (0,22 %)	82 (0,26 %)	00:01:54	84,62 %	61,18 %

Source: Google Analytics

- b) **Exit Pages and Bounce Rates:** The last page users had seen before they left the site is given in Figure 12. The product pages were where users left the most. But the surveillance camera product page had the least bounce.

Fig. (12): Exit Pages and Associated Information

Page	Pages vues	Vues uniques	Temps moyen passé sur la page	Entrées	Taux de rebond	Sorties (en %)
	37 895 % du total: 100,00 % (37 895)	31 208 % du total: 100,00 % (31 208)	00:01:25 Valeur moy. pour la vue: 00:01:25 (0,00 %)	19 192 % du total: 100,00 % (19 192)	61,18 % Valeur moy. pour la vue: 61,18 % (0,00 %)	50,65 % Valeur moy. pour la vue: 50,65 % (0,00 %)
1. /	10 626 (28,04 %)	7 870 (25,22 %)	00:01:52	6 989 (36,42 %)	48,17 %	55,56 %
2. /produits/cctv-camera-de-surveillance/	3 763 (9,93 %)	2 858 (9,16 %)	00:00:39	1 299 (6,77 %)	37,64 %	23,73 %
3. /cameras/camera-lampe-wifi/	2 116 (5,58 %)	1 906 (6,11 %)	00:03:02	1 713 (8,93 %)	76,09 %	80,25 %
4. /produits/cctv-camera-de-surveillance/2/	1 586 (4,19 %)	1 180 (3,78 %)	00:00:26	45 (0,23 %)	41,30 %	7,69 %
5. /services/television-par-internet/	1 312 (3,46 %)	1 165 (3,73 %)	00:01:22	445 (2,32 %)	74,89 %	58,23 %
6. /produits/cctv-camera-de-surveillance/3/	1 140 (3,01 %)	846 (2,71 %)	00:00:19	39 (0,20 %)	43,24 %	8,68 %
7. /services/application-mobile-hta-tv/	1 123 (2,96 %)	1 001 (3,21 %)	00:02:17	429 (2,24 %)	53,60 %	59,22 %
8. /cameras/hta-7/	984 (2,60 %)	886 (2,84 %)	00:02:28	690 (3,60 %)	76,05 %	70,63 %
9. /cameras/camera-reseau-ptz/	972 (2,56 %)	865 (2,77 %)	00:02:02	655 (3,41 %)	81,75 %	70,16 %
10. /cameras/camera-analogique/	965 (2,55 %)	877 (2,81 %)	00:02:14	698 (3,64 %)	78,48 %	70,36 %

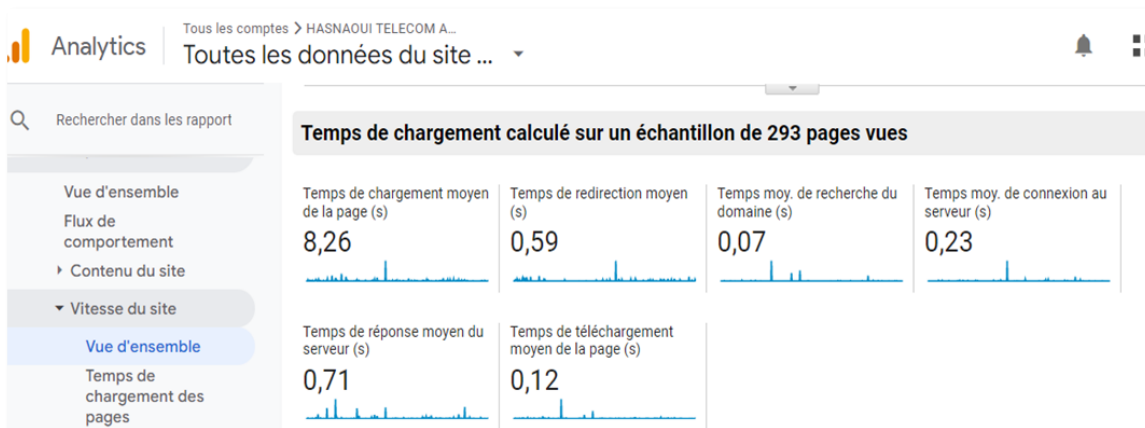
Source: Google Analytics

c) Web Site Speed: The average page load time was 8.26 seconds, indicating potential for technical improvement. The redirect duration was 0.59 seconds.

The rest of the metrics are shows in figure 13:

- Average domain lookup time: 0.07 seconds
- Average server connection time: 0.23 seconds
- Average server response time: 0.71 seconds
- Average page download time: 0.12 seconds

Fig. (13): Calculated Load Time



Source: Google Analytics

4. Conversion Report

As we are using this as a showcase and not an e-commerce site, it only supports micro conversions on the HTA website only. The micro conversions are led by the download of technical product sheets (Figure 14).

Fig. (14): Conversions Performed

Action d'événement ?	Nombre total d'événements ?	Événements uniques ?
	2382 % du total: 2,90 % (82 263)	2151 % du total: 4,56 % (47 131)
1. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-8_FICHE_TECH.pdf	311 (13,06 %)	285 (13,25 %)
2. https://www.hta-dz.com/wp-content/uploads/2020/12/Politique-QSE-HTA-FR.pdf	293 (12,30 %)	245 (11,39 %)
3. https://www.hta-dz.com/wp-content/uploads/2018/10/HTA-1-2_FICHE_TECH.pdf	142 (5,96 %)	133 (6,18 %)
4. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-7_FICHE_TECH.pdf	131 (5,50 %)	122 (5,67 %)
5. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-AH3_FICHE_TECH.pdf	129 (5,42 %)	116 (5,39 %)
6. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-AH1_FICHE_TECH.pdf	124 (5,21 %)	107 (4,97 %)
7. https://www.hta-dz.com/wp-content/uploads/2018/10/HTA-2_FICHE_TECH.pdf	117 (4,91 %)	109 (5,07 %)
8. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-AH2_FICHE_TECH.pdf	97 (4,07 %)	79 (3,67 %)
9. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-4A_FICHE_TECH.pdf	83 (3,48 %)	76 (3,53 %)
10. https://www.hta-dz.com/wp-content/uploads/2019/10/HTA-5_FICHE_TECH.pdf	78 (3,27 %)	74 (3,44 %)

Source: Google Analytics

V. Discussion

The study of the various Google Analytics reports of the Hasnaoui Telecom Algeria (HTA) website has allowed a good diagnostic its activity year 2022. The analysis of the KPIs is used to drive the recommendations in the results discussion, which identifies both areas of good performance and areas that could use improvement for the website.

Audience Report

The 19,212 session count translates in relatively stable 13 (maximum) loads/day for a year, with a peak of visits the sept 23. This date could be a communication operation or a particular marketing campaign. There is also the date of May 1 where the lowest volume of web activity could be observed (on a public holiday), showing the effect of the social calendar on the virtual world. In addition, only 99% of the visitors were English speaker (15,345 over 15,492), which seems to point out problems with the retention of users (which may be caused by the absence of incentives) to return such as: dynamic contents and newsletters etc.

Session duration is average (1 minute and 24 seconds) and, though suggesting some interaction, is still short compared to successful gallery sites (which are frequently well over 2 minutes). 6 minutes and 16 seconds The longest ever That probably corresponds to some captivating event or news.

High bounce rate (Overall bounce rate is at 61.18% -which is not ideal when it comes to landing pages or content. The former would imply that people are abandoning the site almost as soon as they arrive. On April 5, a surprisingly

low bounce rate (4.85%) suggests some conditions were successful in engaging visitors. It would be useful to know what was being covered and where the traffic was coming in to further understand what to replicate.

Average pages viewed per session (1.97), indicating that visitors generally leave the site after viewing two pages, perhaps there are less internal links and tools available or maybe showing dismay towards the content. A report concerning May 9, which produced a greater amount of pages being viewed, deserves to be reconsidered.

Demographically, the site is most popular with men aged 25 to 44 (76%), so it is evident where they are aiming. It can be utilized to personalize tone, design and content in marketing strategy.

Acquisition Report

Traffic sources report shows 30% of the total traffic is from organic traffic, which is moderate SEO performance. Direct traffic (25.1%) is also important, somehow indicating a good brand here or direct visits of people recalling the domain name. Referral and social networks (22.4% and 15%, respectively) are interesting, but it is an area that can be optimized, especially when we start thinking about backlink and engaging with users through social media.

The landing page is the homepage and gets a lot of hits as such. The second search result is a product page for the "WiFi lamp camera" and is indicative of user interest in this sort of product for future content investment.

In terms of keywords, the data (not available from Google Analytics) does not allow for such analysis. But they got 8 visits from "hta tv," which represents some level of navigational search interest.

The bounce rate per channel shows an amazing hard blow in the case of advertising (100%) which in many cases it is not well targeted or the landing is not what the users expected to find. Conversely, organic search has apparently been your most qualitative channel, and had the lowest bounce rate.

Behavior Report

Most popular are product pages - camera ones in particular are the most popular, which says a lot. However, the complaint page is seldom accessed, possibly because the page is not visible or hard to find. This might be an indication that sites ergonomics should be improved, or that some pages should be made more mobile-friendly.

As the majority of the exit pages are product pages, you need to tell whether the users are exiting after finding necessary information or if a missing call-to-action discourages them from further exploration. It's buttressing, once again, a low bounce rate on the product page of the camera, yet an effective camera product page.

Site speed On the subject of speed an average load time of 8.26 seconds is hugely over and above the recommendation of 2 to 3 seconds from Google and can seriously damage user experience and SEO. The redirection, connection, and download times are acceptable, but the overall performance needs technical improvement.

Conversion Report

The site does however track micro-conversions such as technical sheet downloads. That's because it is designed as a display only non-commercial website. It may also be helpful to establish more quantifiable micro-goals (contact forms, newsletter signups, CTA clicks) to expand performance metrics and better monitor your site's effectiveness.

These takeaways emerged from the results of this analysis: a site's traffic potential is good, it is suffering from technical issues, it has a low visitor retention, it has ineffective advertising (e.g. low click-through rate), and an inappropriate strategy (trying to sell products in a high CPC niche). Adopt more precise content strategy, enhance SEO/UX and develop the conversion channel that can help the whole website to achieve a target better

VI. Conclusion

Through this study, we observed that the use of web analytics tools such as Google Analytics enables the collection of valuable data on user behavior, traffic sources, conversions, and much more. This data constituted the basis to propose specific improvement axis and recommendations, in order to improve website performance and success in reaching Hasnaoui Telecom Algeria (HTA) business goals.

The review of the KPIs resulted in an assessment of the strengths and weaknesses of the website and provided insights on potential optimization areas. We were able to recommend action to improve the marketing campaigns, enrich the traffic source, improve the user experience, on search engine optimization, and use the effective customer retention methods.

Web analytics is a critical strategic driver for organizations looking to maximize their online effectiveness. It not only supports dynamic strategy recalibration, but also can facilitate data-driven decision-making and performance measurement. Through investments in web analytics, companies can transform their website into a growth driver and achieve a competitive advantage in a dynamic digital world.

It is therefore evident that web analytics has a crucial role in assessing and enhancing the performance of a website. Using data from Google Analytics, we were able to diagnose the strong and weak points of HTA's web site and suggest concrete remedies to improve its workings.

More generally, this research has important implications for companies in developing economies. These companies are likely to be at the beginning of digitalization and lack sophisticated infrastructure and analytical tools. By leveraging a tool such as Google Analytics, despite its limitations, these companies can glean useful information on user behavior and market demand without substantial investment. In addition, web analytics provides an affordable means of learning customer interactions, developing value propositions, and making the market more competitive. Experience with HTA indicates that even within the resource-poor setting context, digital data can close gaps in performance and make strategic planning better informed.

Recommendations for Website Optimization

After evaluating HTA website's operational effectiveness and main KPIs, we suggest a set of short- and long-term interventions, which are categorized into four principal domains: User Experience, Social Media Content Strategy, Search Engine Optimization (SEO/SEA), and Customer Retention. The overall objective is to attract new visitors to the site and entice them to look at technical product data sheets.

1. Short-Term Actions

- **User Experience Optimization**

To improve the user experience of the HTA website, several technical and functional actions can be implemented. It is essential to optimize page loading speed by compressing images, reducing the size of JavaScript and CSS files, using premium hosting, and implementing efficient caching methods. These technical improvements will reduce user waiting time and prevent premature abandonment. At the same time, adding a local search bar will facilitate quick access to the information sought, while integrating a "Back to top" button will make navigation smoother, especially on mobile devices.

- **Strengthening Social Media Content Strategy**

To improve HTA's visibility on social media, it is recommended to frequently publish dynamic and engaging content in the form of Reels, carousels, or Stories. These short, visual formats encourage interaction and capture users' attention. It is also important to incorporate explicit calls to action, such as "link in bio," to encourage visitors to visit the website. At the same time, celebrating company events or milestones with the community helps create an emotional connection with followers. Finally, the use of high-quality visuals accompanied by powerful captions strengthens the content's appeal and increases its distribution potential.

- **Improving Search Engine Optimization (SEO/SEA)**

For immediate performance, the SEO/SEA strategy should begin by maintaining a clear, well-organized site structure that is easily crawled by search

engines. It is also important to regularly publish relevant content on social media, which can generate organic traffic to the site. Furthermore, optimizing existing content by incorporating targeted keywords can quickly improve the site's ranking in search results.

- **Customer Retention Techniques**

To strengthen customer engagement in the short term, it is recommended to launch personalized email campaigns, targeted based on user behavior or preferences. Providing promotional codes is also an effective way to encourage repeat purchases. Finally, offering responsive and reassuring after-sales service helps strengthen customer relationships from the very first post-purchase interactions, generating trust and satisfaction.

2. Long-Term Actions

- **User Experience Optimization**

In the longer term, the user experience can be enhanced by developing a multilingual version of the site, particularly in Arabic and English, to reach a wider audience. Adding an FAQ section will contribute to user autonomy while reducing the burden on customer service. The use of cookies allows for personalized browsing based on visitor preferences and behavior. Rethinking the information architecture to make it more intuitive and engaging will facilitate content discovery, while integrating customer testimonials will strengthen the site's credibility with new visitors.

- **Strengthening Social Media Content Strategy**

HTA would benefit from structuring its social media presence through targeted advertising campaigns on Facebook, Instagram, or Twitter to reach specific audiences with clear objectives in the long term. It would also be wise to invest in interactive content, such as surveys or question boxes, to encourage active participation from subscribers. A well-planned editorial calendar will ensure consistency in posts, while a dedicated team of community managers will ensure regular and professional interaction with the community.

- **Improving Search Engine Optimization (SEO/SEA)**

At a strategic level, creating a blog or content hub optimized around targeted keywords will sustainably strengthen the site's natural SEO. Netlink building campaigns, aimed at obtaining quality inbound links, will help increase the domain's authority. At the same time, planning SEA campaigns using Google Ads should be followed by regular performance-based monitoring. To ensure continuous improvement, automated SEO audits should be implemented periodically to identify technical or semantic flaws in the site.

- **Customer Retention Techniques**

Sustainable customer retention requires structured initiatives, such as creating a loyalty or referral program that rewards repeat customers and brand

ambassadors. Establishing automated post-purchase follow-up workflows will help maintain a connection with customers after their initial purchase by providing tailored content or offers. Implementing a CRM (Customer Relationship Management) system will also be crucial for personalizing communications and re-engaging inactive customers. Finally, highlighting positive customer reviews or successful case studies will help reassure new visitors and strengthen HTA's online reputation.

Research Limitations:

There are a number of limitations to this research that should be mentioned. Firstly, from a theoretical point of view, the paucity of specialist scholarly books on Web Analytics forced us to use Internet sources as our main source of information, which might lack academic stringency. Secondly, the variability in definitions and conceptual models in the discipline hinders the merging and comparing of findings between studies.

Methodologically, the research was limited by being premised on Google Analytics as the main source of evidence. As helpful as it is, Google Analytics cannot track all forms of traffic. For example, cookie blockers, those using browser extensions that prevent tracking, or those viewing in private browsing mode might not be tracked, thus underreporting real user behavior. Also, there are privacy laws like GDPR that have curtailed the extent of data collection, particularly demographic and behavioral data. And then there is also the problem of unmonitored direct traffic or misattribution of sources, which compromises the validity of acquisition and conversion reports. Lastly, the subject website was not updated regularly, and backend data was not readily available, constraining the levels of analysis—especially when seeking to measure the precise impacts of specific digital activities or changes.

VII. References:

1. Brynjolfsson, E., & McAfee, A. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. W. W. Norton & Company.
2. Bughin, J., & Chui, M. (2010). *The rise of the networked enterprise: Web 2.0 finds its payday*. Consulté le 04 26, 2025, sur McKinsey Quarterly: <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-rise-of-the-networked-enterprise-web-20-finds-its-payday>
3. Bühler, A., & Schlaich, P. (2014). *Marketing digital*. Dunod.
4. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (éd. 7th edition). Pearson Education Limited.



5. Clifton, B. (2012). *Advanced Web Metrics with Google Analytics* (éd. 3rd edition). Wiley.
6. Jansen, B., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169–2188.
7. Kaplan, R., & Norton, D. (1996). *The Balanced Scorecard: Translating Strategy into Action*. Harvard Business Press.
8. Kaushik, A. (2010). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity*. Wiley.
9. Lemon, K., & Verhoef, P. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
10. Marr, B. (2015). *Key Performance Indicators: The 75+ Measures Every Manager Needs to Know*. Pearson Education Limited.
11. McKinsey, & Company. (2020). *The future of customer experience: Personalized, omnichannel, and data-driven*. Consulté le 04 26, 2025, sur <https://www.mckinsey.com/search?q=The%20future%20of%20customer%20experience:%20Personalized,%20omnichannel,%20and%20data-driven>
12. Parmenter, D. (2015). *Key Performance Indicators: Developing, Implementing, and Using Winning KPIs* (éd. 3rd edition). Wiley.
13. Porter, M. E., & Heppelmann, J. E. (2014). How smart, connected products are transforming competition. *Harvard Business Review*, 11(92), 64–88.
14. Provost, F., & Fawcett, T. (2013). *Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking*. O'Reilly Media.
15. Strauss, J., & Frost, R. (2014). *E-Marketing* (éd. 7th edition). Pearson.
16. Waisberg, D., & Kaushik, A. (2009). Web analytics 2.0: Empowering customer centricity. *International Journal of Internet Marketing and Advertising*, 5 (3), 222–243.
17. Wedel, M., & Kannan, P. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80 (6), 97–121.