

Turning Web Analytics into Actionable Growth Insights

Digital Performance · SEO · User Behaviour · CRO

177,112

impressions

3,360

clicks

1.90%

CTR

5.9

avg. position

Postgraduate group project · 2026

Group project · Portfolio case by Fábio Pires

% Percentagem.pt

Precision and clarity in every calculation.

$100 \times 24.7 = 24.7\%$

CALCULATE

A simple utility website with a bigger growth question.

The project analysed how users discovered, used and experienced a one-page calculator website.

% Percentagem.pt

One-page percentage calculator

100 25 25%

CALCULATE

The website had eight calculation types and supporting educational content.

PRODUCT

One-page percentage calculator with educational support content.

STAGE

Early-growth project, non-monetised, with ambition to evolve into a calculator platform.

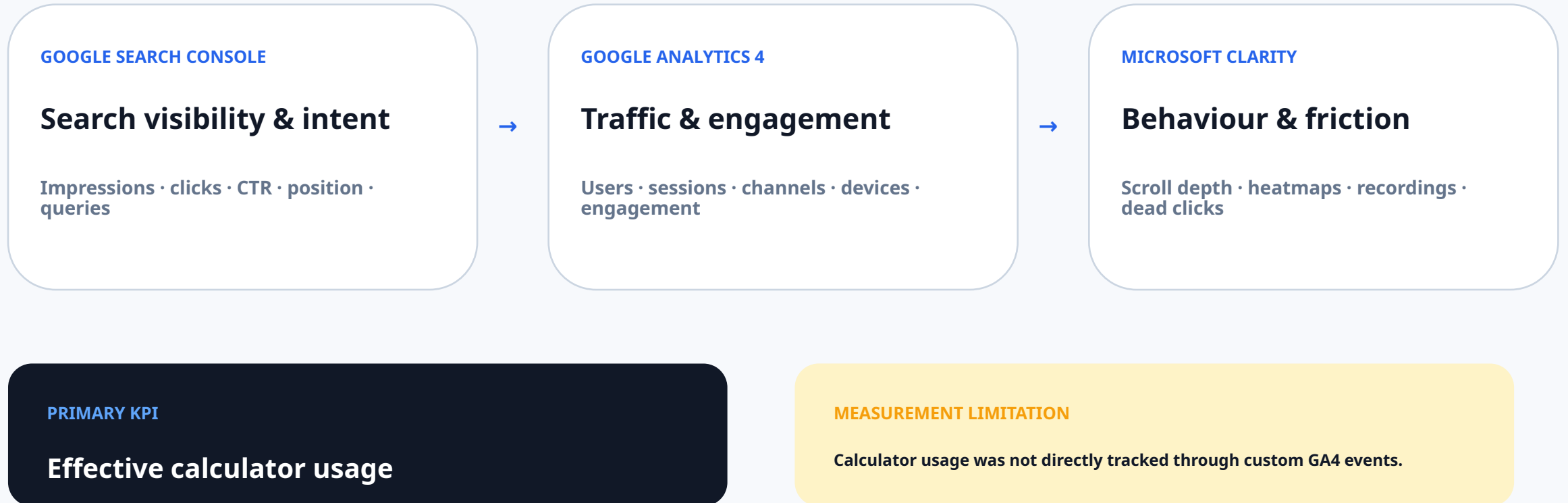
KEY QUESTION

“What should we do with this data?”

Portfolio role: show how analytics can move a project from reporting metrics to prioritising decisions.

Three tools. One integrated view.

The analysis connected search visibility, traffic quality and in-page behaviour.



Strong visibility. Weak click efficiency.

The website reached page-one visibility, but that visibility was not translating proportionally into clicks.

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AVG. POSITION

Average position improved

68.0



5.9

from near invisibility to consistent first-page presence

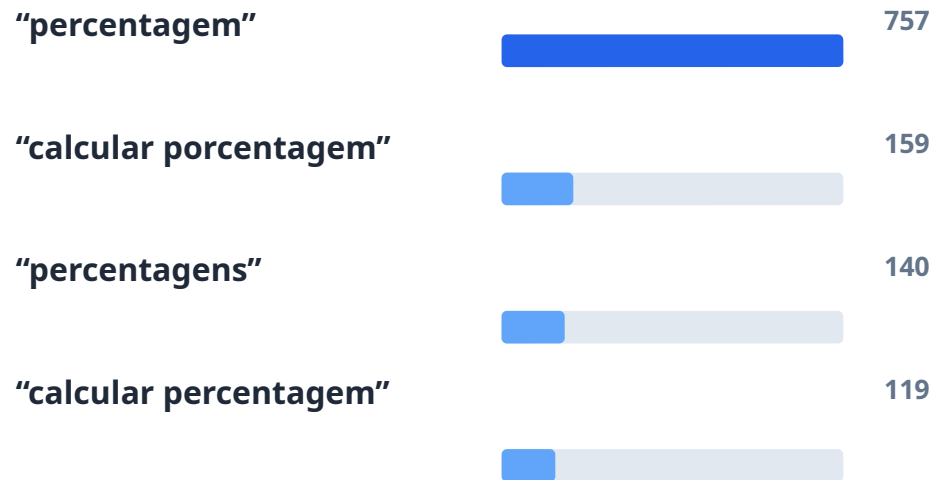
INSIGHT

SEO visibility was no longer the only problem. SERP attractiveness had become a conversion issue.

Users were finding the site for the right reasons.

The query data confirmed market fit, while country data revealed a linguistic SEO challenge.

TOP QUERIES BY CLICKS



MARKET FIT

The strongest queries were directly aligned with the product: people searched for exactly what the website offered.

Portugal

3,211 clicks
95.6% of Google clicks

Brazil

7,071 impressions
0.14% CTR

Implication: strengthen Portuguese-market authority and build long-tail pages around specific calculation needs.

SEO was working - perhaps too well.

Organic search was the growth engine, but channel concentration created strategic risk.

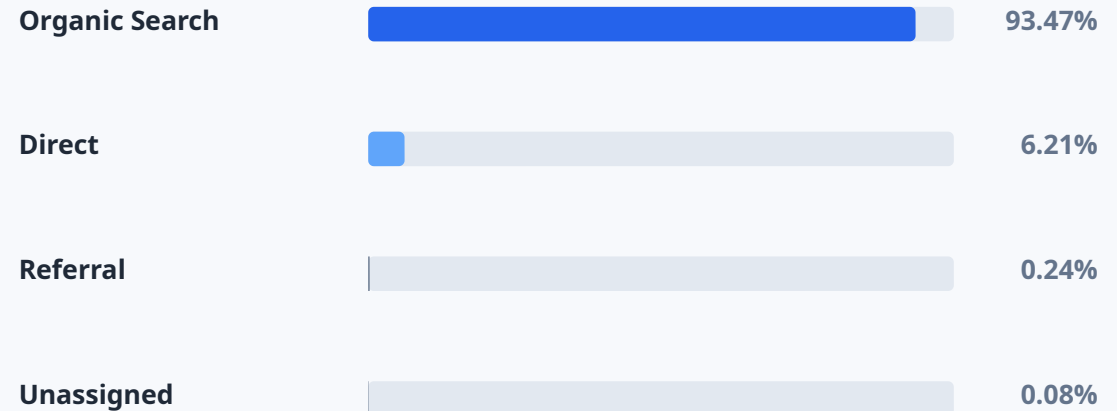
93.47%

Organic Search

The website relied almost entirely on Google as its acquisition source.

SEO is the engine. Concentration is the risk.

CHANNEL MIX



GROWTH RESPONSE

Educational content · Backlinks · Social · Paid tests · Reasons to return

The website solves a task quickly - and users leave.

Short sessions were interpreted in context because this is a utility website, not a content publication.

34 sec

avg. engagement

40.89%

engagement rate

18%

scroll depth

1.01

pages/session

INTERPRETATION

A short session is not automatically a failed session.

A user may arrive, complete the calculation and leave with the core task solved.

OPPORTUNITY

Create more value around the calculation without slowing down the task.

Examples, formulas, FAQs and related calculators can increase utility and return visits.

Mobile generated visibility - but a weaker experience.

Device comparison showed that the mobile experience was limiting interaction.

DESKTOP VS MOBILE

	Desktop	Mobile
Engagement rate	48.78%	27.61%
Avg. engagement	46 sec	16 sec
Search CTR	2.57%	1.46%

OBSERVED FRICTION

- × Calculator not immediately visible on first mobile screen
- × Long calculation menu occupies too much space
- × Educational content sits below low-scroll areas

Recommendation · Put the calculator first. Explain after the result.

The most important KPI was not being measured.

Traffic metrics were not enough to prove whether users completed the core calculator task.

CURRENT STATE

5,727

GA4 events

Mostly automatic events: page_view, session_start, user_engagement and scroll.

0

custom calculator conversions

TRACKING PLAN

calculator_submit

calculation_type

successful_completion

abandonment

repeated_calculation

Without event tracking, traffic metrics could not confirm whether users were completing the website's core task.

From data to an actionable growth plan.

The recommendations were grouped into practical priorities instead of a long list of disconnected fixes.

01

MEASURE

Configure GA4 events for calculator usage.

02

IMPROVE

Optimise mobile UX and remove dead clicks.

03

GROW

Improve titles/meta descriptions and build long-tail calculator pages.

04

DIVERSIFY

Reduce dependency on Google and create reasons to return.

WHAT THIS CASE DEMONSTRATES

- Cross-platform analytics
- UX/CRO thinking

- SEO interpretation
- Measurement planning

- Behavioural analysis
- Data-to-decision reasoning

What this project demonstrates.

The value of the case is not the tool list. It is the interpretation of data in context.

01 Do not read metrics mechanically

A high bounce rate or short session can still be successful in a utility website.

02 Track the real business action

The main KPI must be measured directly, not inferred from generic events.

03 Optimise the search result, not only the page

CTR showed that visibility alone was not enough.

04 Reduce channel concentration

SEO was effective, but almost total Google dependency created risk.

Bottom line · Applied analytics thinking across SEO, acquisition, behaviour, UX and measurement planning.