Piwik content detail reporting

The following is kind of a mock-up/sketch/idea about a new feature of Piwik, which I dub 'content detail reporting', after Google Analytics. My idea is simple and based on an old Dutch saying: 'it is better to steal the right way, than to invent the wrong way'. So in this case, I'd say: mimic Google Analytics the Piwik way ☺

What it is

Put simply, it is an extension to the way Piwik reports. Instead of showing dashboards for a site as a whole, Piwik should also be able to report for single URLs.

There are many possible reports that could be shown within the content detail report, but I will choose one, as an example: top keywords per page.

General dashboard: add top pages

The main dashboard of Piwik contains some of the most important KPI's for a **website as a whole**.
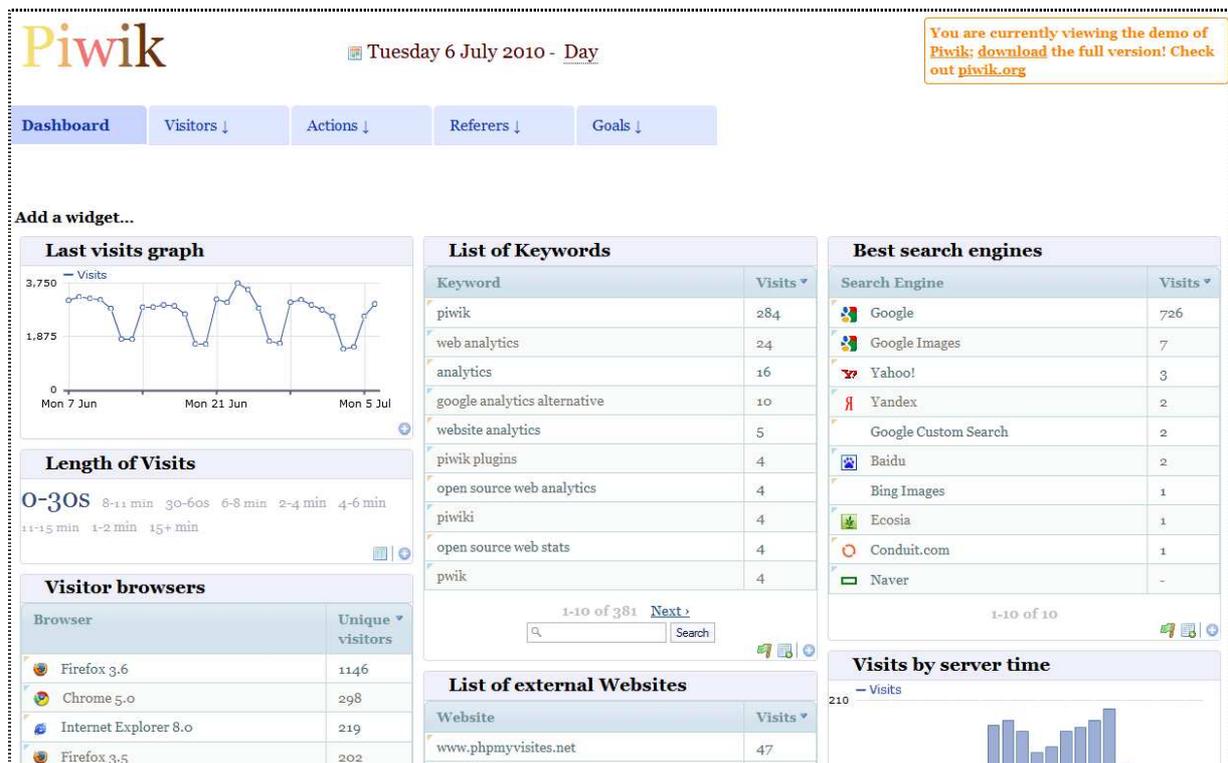
But for large websites, I would like to be able to drill down further, and choose to see a similar dashboard, but then for **a single URL**, or **a group of URL**s (e.g. a parent URL with children that are further down the URL hierarchy).

Right now, if I click a link (e.g. '/index'Piwik will take me directly to that URI on the site. Instead, I would like it to refer me to a dashboard, much in the same way as Google Analytics does:

Inhoudsoverzicht		⊠
Pagina's	Paginaweerg...	% paginaweergaves
/index.php?module=shopping&pid=...	925	18,64%
/index.php?module=shopping&pid=2	689	13,89%
/index.php?module=shopping&pid=9	534	10,76%
/index.php?module=shopping&cart_...	429	8,65%
/index.php	356	7,17%
rapport weergeven		

The widget on the right bottom you see here is the 'top pages' report from Google Analytics, which is shown on the main dashboard. Within it, we can drill down to the content detail report:

This is the main dashboard for a single page, from which we can drill down to our example, the top keywords for this page (the link to this report is placed on the right bottom):

1.66528zoekwoorden

Deze pagina bezoeken | Analyseren: **Instapzoekwoorden** | Inhoud: /index.php?module=shoppi... | Weergeven: totaal | betaald | niet-betaald

Inhoudsprestatie   Weergaves:

	Paginaweergaves	Unieke paginaweergaves	Gem. tijd op pagina	Bouncepercentage	Uitstappercentage	$-index
	1.665	**1.421**	**00:00:41**	**61,80%**	**37,42%**	**€ 0,07**
	% van sitetotaal: 33,56%	% van sitetotaal: 33,48%	Sitegem: 00:00:40	Sitegem: 60,01% (2,98%)	Sitegem: 39,76% (-5,90%)	Sitegem: € 0,06 (5,41%)

	Zoekwoord	Geen	Paginaweergaves ↓	Unieke paginaweergaves	Gem. tijd op pagina	Bouncepercentage	Uitstappercentage	$-index
1.			373	318	00:00:40	44,44%	28,69%	€ 0,08
2.			333	283	00:00:51	60,50%	35,14%	€ 0,09
3.			108	96	00:00:38	63,16%	50,93%	€ 0,00
4.			105	88	00:00:45	56,41%	36,19%	€ 0,06
5.			100	79	00:00:52	84,00%	51,00%	€ 0,02
6.			76	65	00:00:36	73,81%	52,63%	€ 0,04
7.			69	61	00:00:24	31,25%	21,74%	€ 0,07
8.			68	60	00:00:47	77,42%	54,41%	€ 0,09
9.			67	55	00:00:35	46,67%	22,39%	€ 0,10

That's it. My idea is not hard to show, especially there is a good example to draw inspiration from. I guess the most difficult part in this will actually be collecting the data necessary on a page level, aggregating that etc. That however, is not something I can make a mockup for ☹