

# Introduction to Web Analytics



W E B   A N A L Y T I C S  
F U N D A M E N T A L S

# Introduction to Web Analytics: Web Analytics Fundamentals

**Title:** Introduction to Web Analytics: Web Analytics Fundamentals

Course material - knowledge required - for certification

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# 1

## Introduction

# 1. Introduction

This book is going to help you understand the language of internet activity, and how to use different techniques, in order to improve your website's performance and thus your business. Although web analytics is technical area, we will explore different aspect of this topic in order to establish its importance in the modern business world.

## The goals of this book

Well, firstly we will be providing you with a basic understanding of what web analytics are as a language, and what big data is. Take any system as an example. Functions are connected to each other through modalities and mutually dependent arrangements, like the weather you see around you. To the layperson, the signs, signals or 'language' of the climate means little or nothing, but to a meteorologist it is gigabytes and gigabytes of data that can be analysed for numerous possibilities.

A similar example is music. If you are not literate in musical notation, watching Beethoven's Ninth Symphony written down is just odd shapes and scribbling which is ineligible, without meaning, significance, and value or utility. However, put it in front of an orchestra conductor and it is a whole microcosm of mathematics and music in perfect symmetry that he can interpret and analyze endlessly throughout his life. There is a profound point to be made behind these analogies, and that is what brings us back to our book and its purpose: to make you fluent, adept and innovative when it comes to the language of web activity, conducting analysis of such activity (from here on referred to as web analytics) and make use of it in your commercial, organizational, social or personal sphere or context.

Along with this theoretical and practical knowledge, we will be providing you a history of web analytics, how it began to evolve from the first basic and rudimentary counters of visitor quantum, to the wide array of tools that open up the whole demographics of the internet to the web analyst of today. It was Steve Jobs, the late owner and founder of the ingenious Apple Corporation, who once remarked that in the future, only those who can read data will be able to cause change in what that data is measuring.

So like a farmer who looks for information to analyze in the humidity of the clay in his fields, the moisture in the air, the formation of clouds for signs of rain, the resilience of pests or the life



cycles of nitrates and other minerals necessary for agricultural flourishing- or even more so like the highly valued financial analysts who analyze market trends and the stock market – the web analyst is in essence an expert in cyber-agriculture. He understands how a website grows, recedes, why it expands and why it shrinks in traffic. He sees that what seems like lines of code or undecipherable data to the layperson, is an elegant and meaningful treasure trove of information that could make or break a website's popularity, rankings and traffic.

Lastly, we will be looking at the relationship between e-commerce and web analytics and why in today's business environment it is essential to involve web analytics in understanding one's business, making the right decisions and measuring the effectiveness of those decisions.

# 2

## Understanding Web Analytics

## 2. Understanding Web Analytics

### What is web analytics?

As a general term, web analytics means the analysis of the relationship between a website and the users of that website. However, in the field of web consultancy and e-commerce, web analytics has a field/industry specific meaning, which we will be covering in this section.

When e-commerce began to emerge as a significant industry, it came with its own sets of needs, requiring professionals who could measure the effectiveness of strategies, the current state of affairs that a website was experiencing, what the demographics and demands of a website's users were.

Most of all, as the internet grew, so did what we now call Big Data. To meet these new challenges and needs, a new field of expertise and knowledge evolved called Web Analytics. A major part of this new domain of information technology was the software used to measure and conduct web analytics.

These genres of computer programmes and tools were instrumental in monitoring the relationship between websites and their users, the two poles in a dynamic relationship, which is the basis of web analytics.

### The purpose of web analytics

Web analytics is the activity that will provide information about different aspects of a websites, as well as help you answer some of the questions related to the traffic and overall performance.

To give you a very basic summation of what kind of information a web analyst deals with, here are a few indicators or signals of a website that are meaningful and significant for web analytics:

- What is the gross quantity of visitors on a website or traffic quantum
- What is the number of unique visitors or visitors who are new

- The route involved in bringing different categories of traffic to the website. E.g., how many arrive through search engine results, how many get to the website through online marketing?
- What terms are trending on the search facility on the website, what are users searching for and in what quantity?
- What category of users searches for particular keywords or search terms?
- What is the average, minimum and maximum time being spent on the website by users?
- How many users are going beyond the main page, to deeper links?
- What are the links attracting the most second clicks beyond the homepage?
- What is the bounce rate? How many users arrive at the homepage and leave website?

All of this information has to do with user-experience and understanding it, optimizing it and troubleshooting areas where a website is not delivering what it is intended to and is not resulting in the kind of traffic revenue or user activity that a site owner wishes to see. This is the essence of web analytics; helping a website to meet the demands of users and the objectives set forth by the site owner.

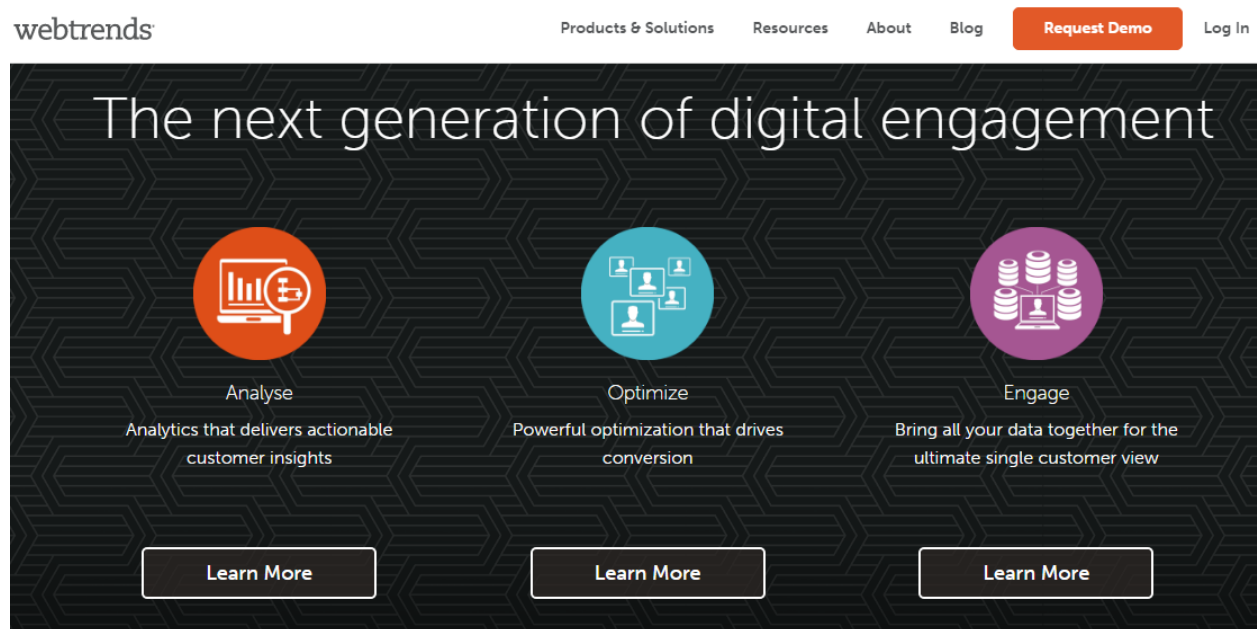
As you can see, all the above questions require monitoring, collection, classification, interpretation and finally, analysis of vast sums and types of data that is usually raw statistics, which need to be brought into a meaningful context.

That is a job for the web analyst. At this stage, we can define that as a highly internet-literate individual who is required to contribute his expertise in four major domains; the creation of data entry procedures; ensuring the security systems of a website are sufficient and effective; thirdly, maintaining and managing the integrity of data; and lastly (and perhaps the most important) analyzing the data generated by the operations of the website and its interaction with users.

## The history of web analytics

When the internet began in 1991, web analytics were very basic and not possible in real time. You might remember seeing one of those counters that read 'You are the 15,614<sup>th</sup> visitor to our website' or something like that. The list of things we could measure, with some degree of accuracy, was rather small. Web strategists in those days basically shot arrows in the dark and that is why what we now call the 'Internet Boom of the 90's', was really like a blind gold rush. If you somehow found traffic, you struck gold and on the contrary, you could have valuable content and due to lack of the 'right' promotion and proper optimized visibility, your website could lead to financial ruin.

Then came 1993, bringing along with it the first step down the path of what IT professionals, marketing people and web strategists together know as web analytics. The year 1993 brought [WebTrends](#) to the world, the first web analysis tool that shaped the concept of what we call the 'user' now, and it was designed to keep track of records and analyze the behavior of users on the internet.



This was not just an act of software pioneering but a shift towards the avenues of completely new philosophy or paradigm in our idea of what the internet is or should be and can be. That shift was a focus or centring on the user, the user's experience, recording user activity, understanding the patterns of user behavior and creating strategies through analysis of the

relationship that the user had with websites. This single thought or idea is what would later become the basis for the field of web analytics. So 1993 was, in a sense, the year that the basic technology and the philosophical grounding of web analytics entered the global internet community.

Before we move on in our chronological journey into the history of web analytics, let us remember that web analytics originally was a sub-domain of the IT industry. But it was not long before the people in marketing, the traders and businessmen in commerce, the consultants in finance, web strategists and now more specifically SEO professionals, realized the wealth of utility, insights and possibilities that web analytics held. If you talk about web analytics in the early 1990s, marketing or commerce did not have it in their dictionaries. Web analytics has evolved over time to become a field in its own right and a specialization that requires specific knowledge, background and skills. Now back to our chronological tour through the history of web analytics.

The first form of web analytics was perhaps basic log files that, at the time, had no marketing or commercial value or contexts attached to them at all, and were just a resource in possession of and maintained by the IT departments of businesses or organization. It is difficult to say when, where or how, but somewhere down the line, marketing departments began to see the potential possibilities that such log files held for understanding consumer behavior. However, it goes without saying that there was not much informational or in-depth research to what these log files contained at the time.

Nevertheless, the point is that the link had been made between commerce and the archiving of user activity on the web. This was a naturally prize-winning find and a godsend for marketing and research, instead of traditional market research, where the company literally has to hound the consumer for information and be careful not to annoy potential customers. Here, with analysing user behavior on the internet, you basically had your consumers under a microscope, a setting which was, for the most part, controlled and comprised of precisely adjustable variables. All consumer activity was archived by default and there was no need for strategies to bait the consumer into giving you some time and information, since the very presence of a user on the web generated data.

The next big development in the story of web analytics happened with the help of JavaScript and that was a little something called page tagging. It is pretty simple and ingenious. Page

tagging allowed an analyst to find out if a user was a new guest or frequent visitor, where they came from and where they headed to when they exited the site, what areas of the page they hovered over the most and other similar examples. In essence, page tagging was sketching out the interaction between websites and their visitors.

On a tangential note, insights of this nature had repercussions for website design and content development in a major way as well. Marketing was not the only contender for the progression in web analytics. Web analytics were starting to be understood as the internet looking back at its self – a virtual mirror that could be customized to the needs of what the analyst was looking into. These early advances in web analytics were indirectly responsible or at least contributed to giving rise to the user-friendly and user-centric philosophy of development, which is making a comeback since Google's Panda and Penguin updates.

Around the mid-90s web analysis (or analytics) had created a niche for itself and placed itself on the global R&D agenda, as far as big IT giants were concerned at least. Web analytics became the new frontier for the big data revolution and a new toy for marketers – a marketing guru famous on Madison Avenue is said to have remarked: *"The net's changed it all, we used to run after them asking them their favourite colour, now they come to us and tell us where they were last night!"*

Exactly around this time, in the summer of 1995, what was later to be known as Google Analytics, came into the cyber world, in the form of a software by the name of URCHIN. 1995 is highly underrated for its importance in the history of marketing, e-commerce, web analytics and the internet as a whole. Although URCHIN would not be bought, revamped and rebranded as Google Analytics until 2005, a decade later, history had already been made that summer.

URCHIN was made available free to anyone who owned a website and once injected into the cyber bloodstream, it changed the World Wide Web for good, resulting in over 90% of page views being tracked, archived and analysed, as opposed to only 30% of partial tracking and readings pre-URCHIN.



The end of the 90s and the beginning of the 2000s saw the official rise of big data and the integration of web analytics into the mainstream in four major industries: marketing, information technology, online publishing and lastly and most importantly, e-commerce. What started out as a simple tally counter to measure how many people set their cursors on a website became one of the most refined and sophisticated practices, sought after by every business small or large.

Here is the first design of Google Analytics, which replaced the URCHIN in 2005.



## Same ad spend. More conversions.

Google Analytics shows you which keywords perform and which ones you should cut. Whether you use AdWords or not.

Over the last week, we've experienced extraordinarily high demand for Google Analytics, so much that we've had to disable new signups to ensure the best possible user experience for our customers. We are aware that some of our users have experienced a slow-down in seeing their reporting data due to the huge demand, and we're working hard to make report data as fresh and current as possible.

We are also diligently adding more capacity so that we can re-open signups as soon as possible. If you want to be notified about when signups will re-open, please enter your e-mail address on our [signup page](#). We are grateful for the interest that you and the entire online community has in Google Analytics.

## Introducing Google Analytics. Sophisticated. Easy. Free.

Google Analytics tells you everything you want to know about how your visitors found you and how they interact with your site. You'll be able to focus your marketing resources on campaigns and initiatives that deliver ROI, and improve your site to convert more visitors.

### Sophisticated, yet easy to use.

We believe that web analytics should be simple and sophisticated at the same time. We've designed Google Analytics to have enterprise level capabilities and yet still be accessible to anyone who wants to improve their marketing and site design. Google Analytics delivers all the features you'd expect from a



Sign in to Google Analytics with your

**Google Account**

Email:

Password:

☒ Remember me on this computer.

[Forgot your password?](#)

Having looked at the history of web analytics, let us take a brief glance at the practical side of things, and how web analytics can help if you are a business or organization.

## How to unlock your website's potential through web analytics?

First off, if you want to make web analytics work for you and your website, you will need to set the foundation straight. The foundation of all business or organized activity is the setting and streamlining of objectives and aims. Web analytics can only help you achieve that which you know you want to achieve.

So having a clear idea of what you are looking to get out of the analysis of a bunch of data is highly important and critical to letting web analytics help your website. The following are some essential steps that ensure your website's true potential is unlocked with web analytics.

## **Define goals**

You will start by defining goals. The first part includes defining both short-term and long-term goals. They should be closely related to your business and they should describe what you want to achieve. The goals are only a plan, while you will also need to define means necessary to achieve those goals. Try to be very specific when defining goals.

Secondly, the goals of your business should be easily measurable in terms of success and failure, progress and delay, as well as efficiency of the specific goals. They also need to be time bound, at least to some extent.

## **Identify key performance indicators**

Identifying KPIs is an essential step in the analytic process. The choice of these indicators can make or break the entire assessment of how well a website is functioning. The need for relevant KPIs is discussed later in the book. However, it suffices to understand for now that without identifying these indicators web analytics has very little value.

Nonetheless, not all Key Performance Indicators are worthy to be considered either. Time and effort has to be invested to make sure the right indicators are chosen and applied to the assessment data.

## **Discover segments**

Lastly, a web analyst should segment the data before it becomes an input for metrics and KPIs. In this context, segmentation means that the data is grouped and divided into categories that define where visitors came from, what they did and what actions were accomplished.

The three most important data segments include:

- Acquisition – Acquisition includes everything that a webmaster does to attract visitors to the website. This data will take into account the banner ads, pay-per-click marketing, search engine optimization campaigns and emails for web promotions.
- Behavior – Behavior includes all the activities performed on the website. It takes into account clicks, downloads, browsing and viewing links and pages via the website.

- **Outcomes** – Outcome data includes valuable results that a business wants its visitors to yield. It takes into account actions like subscribing to newsletters and other services by the business.

Making sure web analytics is useful for your website is an entire procedure in itself. Hence, it is necessary that you go through each of these steps with utmost caution because they set the stage for the analysis to begin. Being patient and thorough at every step is the key to making sure that your website's profitability is positively affected.

## **How web analytics can help your business grow?**

Throughout the course of this book, you will read about the various benefits of web analytics and the many ways it has helped webmasters gather insights about how well their website performs. Owing to intense competition in the online realm, even the most basic website needs to have thoughtfully planned features and layouts so that it attracts significant online traffic.

Therefore, when applied correctly, the field of analytics can make a huge difference to a business's bottom line by gearing one of its most powerful revenue hubs for success. Cashing in on business growth via web analytics is a lucrative opportunity because it:

### **1. Helps you understand the audience**

- How many visitors visit the website every day?
- Where do they find the website? Do they use organic or paid sources?
- Do these visitors take action?
- How much time do they spend on the website?
- Which pages do they stay on the most?
- Do they use keywords or are they referred?

### **2. Pinpoints the strengths and weaknesses of your website**

- Is your website attractive enough?
- Which pages are the most and least visited?
- Is the website easy to navigate?

- Are your pages indexed by the search engines?
- Are the entry and exit pages turning visitors into customers?

### **3. Puts ideas and actions into perspective**

- What can be done to increase conversions?
- Which websites refer the most traffic to your pages?
- Which parts of the website are not delivering as expected?
- Is there room for improvement on your website?

Since businesses have increased their spending on online marketing and e-commerce, web analytics has become even more important for business growth. However, no matter how much you spend to build a website, unless you know how well it is performing, there is not much you can do to increase profitability and efficiency.

It is the knowledge about all these important topics that makes web analytics such a valuable tool for business growth, especially in the face of such tough competition on the internet.

# 3

## Using Web Analytics

# 3. Using Web Analytics

## Web analytics basics

Web analytics is an important tool for success today. It is one of the most widely used drivers of long-term business growth, since web analytics helps business leaders and owners by pointing out problem areas that can be improved to accelerate lead conversion.

Moreover, analysing your website and other online platforms enables a business to stay up-to-date with the passing trends and requirements customers have. Doing so is the best way to stay abreast with tough competition in the market, because a modern customer has many options today; if your website fails to attract the visitors, they will take their business elsewhere.

To prevent client leaving, web analytics is widely practiced today as a mandatory exercise that gives a sneak peek into the performance of the website from time to time. With this idea in mind, it makes sense to initiate the web analytics process with the most important link in the conversion chain, i.e. the customer.

Since analytics involves promotional improvement as well as alterations to website design, customers are the most appropriate starting point, as they can provide insights to a business regarding the problems they face while exploring a website, the changes they would want introduced and the way these changes can result in higher conversions.

Therefore, when thinking whether to invest in web analytics or not, ask yourself the following questions:

- ✓ Do you conduct business via your official website?
- ✓ Is your conversion rate very low?
- ✓ Do you want to invest in redesigning the website?
- ✓ Do you market your business online?

Hence, there are two main elements in any web analytics process.

- The first is the analytic software that generates data; and

- The second is the human component, i.e. the analyst who shifts and sorts this data for it to make sense.

Consequently, there is a lot to know and understand about this process, its jargons, metrics and many elements that are used to generate results.

## **The five ‘Whs’ of web analytics**

The most basic use of web analytics generates information that can be used by experts in the industry to determine how customers perceive a business’ website. Since this process aims to yield information that a business can use to improve its services and change more leads into sales, all the data gathered from analysing a website is related to the customer and his activities, in one way or the other.

To explain the process of analytics and give readers a basic idea about its usage, we will divide it into five main elements. Each of these is an important link in the analytics chain, as those elements combine together to provide information about website’s overall performance and influence.

### **1) Who**

The ‘Who’ in web analytics will tell you about the visitors to your website or page. It informs you regarding who lands on your website; or in other words, what kind of traffic your webpage attracts. This information is highly meaningful because it tells the business owner or analyst the markets in which the website is most used. Some of the most important data generated in this category is the location of the visitors, the ISP they use and the authentication that the visitors are humans.

### **2) What**

This category tells you what the customer did on the website. Knowing the aspects of your online presence that attract the most attention is important for making improvements to the website. Data generated regarding the ‘What’, includes; how long the customer stayed on your website, what images and files he viewed, the links he opened and the browser used to navigate your website.

### 3) Where

The 'Where' element tells you from which source the visitor landed on your page. For instance, did he use Google or Bing? Was he referred by an affiliate marketing campaign or link partners? All these sources are collectively called Site Referrers. Data gathered in this category is strategic, because it helps a business point out sources that are the most effective in generating traffic.

### 4) Why

Information about 'Why' the visitors landed on your page includes the cues that drew them to your website. Was it a keyword or key phrase? Or was it a particular backlink that led them to your page? This data helps businesses understand what customers are looking for on the World Wide Web.

### 5) When

'When' tells you at what time most visitors arrived to your page. This data is broken down into the actual number of new visitors, the pages they viewed, and how long they stayed on each page. Information right down to the exact month, day, hour and time can be recorded. This data is especially important because it guides marketers and business owners while putting up advertisement campaigns.

## **Most used terms**

When implementing web analytics, a number of important terms and concepts need to be kept in mind. These include the following:

- Metrics

Metrics are indices or measurement standards used to gauge the performance of a website. Every web analysis is conducted by using a lot of different metrics, each of which measures and assess a different aspect of a website. On its own, the result of a metric may be indecisive. However, when put together, the results of multiple metrics can give a complete picture of web performance.

- Hits



Hits are also known as impressions. A hit or impression is registered when a user requests a file and your server delivers it. Such a file may be a word document, an image file, a download of content or even a file like JavaScript. If a page with four images is opened by a user, five hits will be registered on the server.

Therefore, hits are recorded for every request, regardless of whether it results in a positive action from the user, like a purchase or a sale. For this reason, many web analyst experts assert that counting the number of hits is not one of the most reliable ways to gauge the performance of a website.

- User sessions

A single user session is classified as the time the user took to browse a website in one go. By 'one go', it means that for the visit to count as a session, the activities performed have to be completed in a specified period of time. On average, one visit is determined by 30 clicks in 30 minutes.

- Page tracking

Page tracking is a very important metric because it tells you the number of views one particular page had in a predefined timeframe. This allows you to assess the performance of the content on that page.

- Page tagging

Page tagging helps web analysts determine the number of views a single page gets. For this metric, experts categorize a number of pages together in a group form to make it easy for them to be tracked.

There are plenty of other terms, that are frequently used in web analytics. These will be discussed in the later chapters of this book to promote a better understanding of the concepts of web analytics.

## **How to choose a web analytic tool?**

Why you should use web analytics is no more a question that begs for a compelling answer. One look around you and you will suddenly realize the competition your website faces on the

internet. The amount of clutter on this virtual realm is beyond belief, which is why standing out from a hundred others is such a top priority for a successful business.

However, the field of web analytics is vast. There are many tools that a business owner can choose from, in order to determine how well the website is doing online. Each of these tools delivers different answers and helps in different ways to analyze a particular aspect of web design, content, promotion and strategy.

Therefore, which ones of these you pick depends on your need to analyze your website. The following are some basic criteria to compare various analytical tools available for use.

- The need

The analytical tool you pick mostly depends on the need for analysis. Why do you want to make web analytics a part of your monitoring process? What purpose do you want analytical tools to achieve? Once you identify the need, picking a tool becomes easy.

- The features

What features does a particular tool have? While each tool is under the same umbrella term of analytics, the features and functions of each differ drastically. Again, this criterion links strongly to the need you have. If, for instance, you want to redesign your website, your focus will be on a tool with features enabling you to assess the user-friendly nature of the website.

- The cost

Not all analytical tools are available for free. While some can be downloaded online at nil costs, other have to be purchased after the trial period is over. Overall, web analytics is not a cost-free exercise. Apart from choosing the right tool, there are costs related to infrastructure changes, implementation and generating, and deciphering results from the data.

- Ability to integrate

How well does a tool integrate with other performance metrics? A web analytical tool needs input from various measurements, and its output further becomes an input for other indicators. Therefore, it is highly important that the tools you choose integrate well with your overall performance strategy.

- Supplier reliability

This is also an essential factor because many analytical tools are designed by suppliers who cannot be trusted. You should only purchase a tool that has been put together by a reliable supplier.

- Language and documentation support

Every tool has a particular language and style in which data is generated and results are analysed. The tool you choose should have language and text support so that results can be understood by the analytical expert you have assigned for the task. Without this support, no amount of data will make any sense.

## **Top 7 web analytic tools**

While deciding between the hundreds of web analytical tools now available; a webmaster will be faced with a tough choice because each as competitive as the other. Aside from Google Analytics, which has remained a top contender in all business circles, website owners choose at least two to three analytical tools that are used in conjunction with Google Analytics to arrive at highly comprehensive results.

Since Google Analytics is the most detailed and yes, the most popular tool that is available for free, we have dedicated a separate chapter to discuss it at great length. The following is a list of the top eight analytical tools that can be used along with Google Analytics to measure the performance of a business website with multiple metrics.

### **1) Woopra**

[Woopra](#) is a desktop application that does a great analytics job for a website. One of its strongest points is real time tracking, through which the application records website activities as and when they happen. With the help of basic and advanced web analytics tools, Woopra is a reliable option to gauge the performance of a website and pinpoint problem areas.

The screenshot shows the Woopra website interface. The top navigation bar includes links for CONTACT, (415) 618-0629, ENTERPRISE EDITION, and LOGIN. The main header features the Woopra logo and navigation links for PLATFORM, CUSTOMERS, APPCONNECT, PRICING, DOCS, and BLOG, along with a GET STARTED button. The main content area is split into two sections. On the left, a large blue section titled 'Customer Intelligence For the modern organization.' contains the text 'Go beyond traditional analytics and truly understand your customers.' and two buttons: 'PRODUCT TOUR' and 'START FOR FREE'. On the right, a white section displays a user profile for Alice Rogers, Prodigy, Inc., with a profile picture and a bar chart. Below the profile picture, a 'Profile Info' table lists details: Name (Alice Rogers), Company (Prodigy, Inc.), Email (alice@prodigy.com), Role (Marketing), Budget (\$10,000), Gender (Female), and Trial (Yes). To the right of the profile info, a 'Today' section lists recent activities: 'Received email 5 friends like your photo', 'Added photo captioned "Stunning sunset"', 'Read a blog post "Top 10 photos this week"', and 'Logged in as Alice'. A 'Yesterday' section lists 'Read a blog post "Three tips for a better photo"'. A small disclaimer at the bottom left states: '\* Woopra also tracks anonymous website & mobile app users from their first touch until they identify themselves. Learn more.'

Woopra renders information related to:

- Stats about number of visits and visitors
- Information related to the source, web browser used, geographic location and referring website
- Activities performed on the website

A live chat option makes this paid service a great way to track e-commerce success.

## 2) Spring Metrics

[Spring Metrics](#) is a very simple analytical tool for beginners. It tracks a visitor's path right from the time he lands on the website, until the visitor leaves it from a certain page. Some of the most useful features of this tool are:

- Real time analytics
- Keyword assessments
- Email performance reports
- Sources that lead to top conversions
- Point to click configuration



The Easiest Way for Hotels to Influence their Direct Visitors.

### 3) Clicky

Another good choice of an analytical tool is [Clicky](#). A few versions of this tool are available for free if only one website is to be tracked. For multiple websites and advanced features, you will need to subscribe for a pro version.

Clicky has its very own real-time tracking software, which shows every report in up-to-the-minute real time. They use proprietary methods for blocking malicious bots, in particular, to referrer spam. Since these bots can really mess up the analytic data, this functionality is very useful. Heatmaps, uptime monitoring, and on-site analytics are also part of the software.

# Real Time Web Analytics

811,358 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time.

**Register now**

[Login](#) [Demo](#) [Learn more](#) [Compare](#)


*"The information (in real-time!) is both ex actionable - even our less computer savvy interpret the data. Needless to say, we ha program."*

- Kerry, [firstchoiceloans.com.au](http://firstchoiceloans.com.au)

[More testimonials »](#)

## 4) Crazy Egg

A very innovative feature of this analytical tool is the visualization of what customers and visitors are doing on a website. Using Heatmap Technology, [Crazy Egg](#) lets webmasters keep a track of visitors on the basis of each and every click to determine which part of the website they are at and where they are headed.



## What's making your visitors leave?

Find out by seeing how users click and scroll through your website

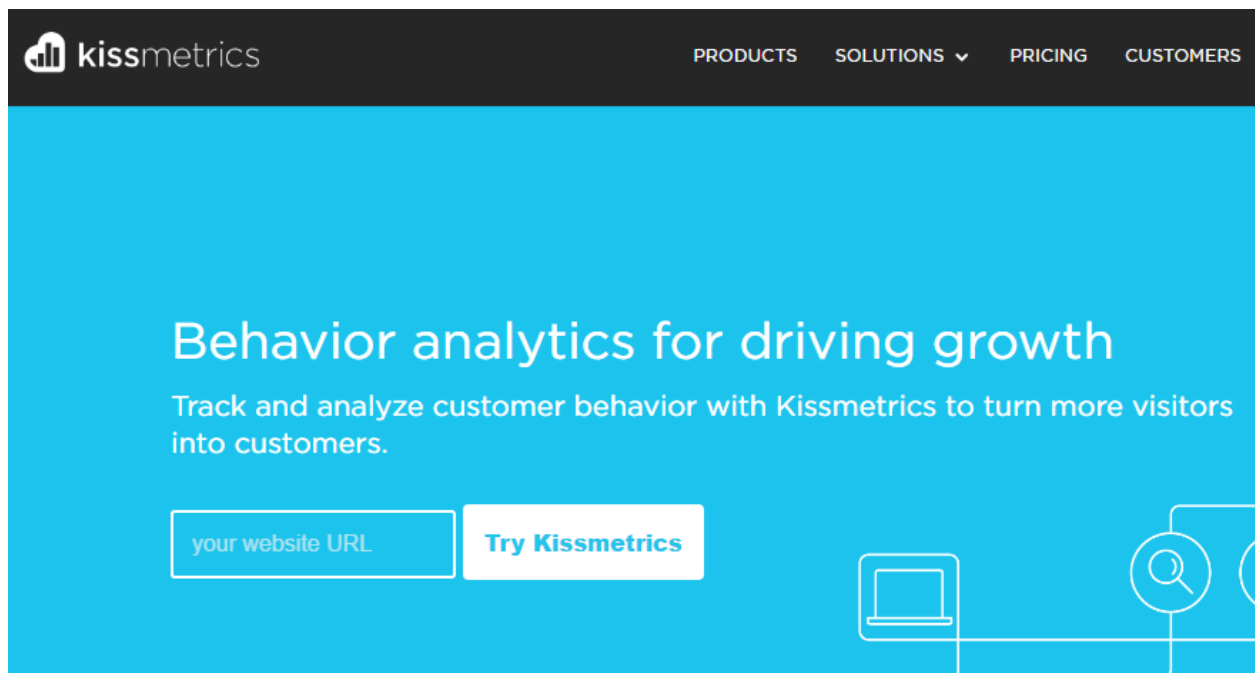
[Show Me My Heatmap](#)

It goes a step further to give insights like 'where visitors are keeping their mouse and where they are actually looking.' Such in-depth analysis makes a very compelling argument when deciding which areas of a website catch the most attention and interaction.

Crazy Egg gives its users a free 30-day trial, after which it charges \$9 per 10 active pages for a basic plan. Larger website would probably need one of the more advanced payment plans, which come with more active pages and multiple users.

#### 5) Kissmetrics

Another analytical tool that is being used by website owners, who want to watch even the smallest action and movement of the visitors, is called [Kissmetrics](#).

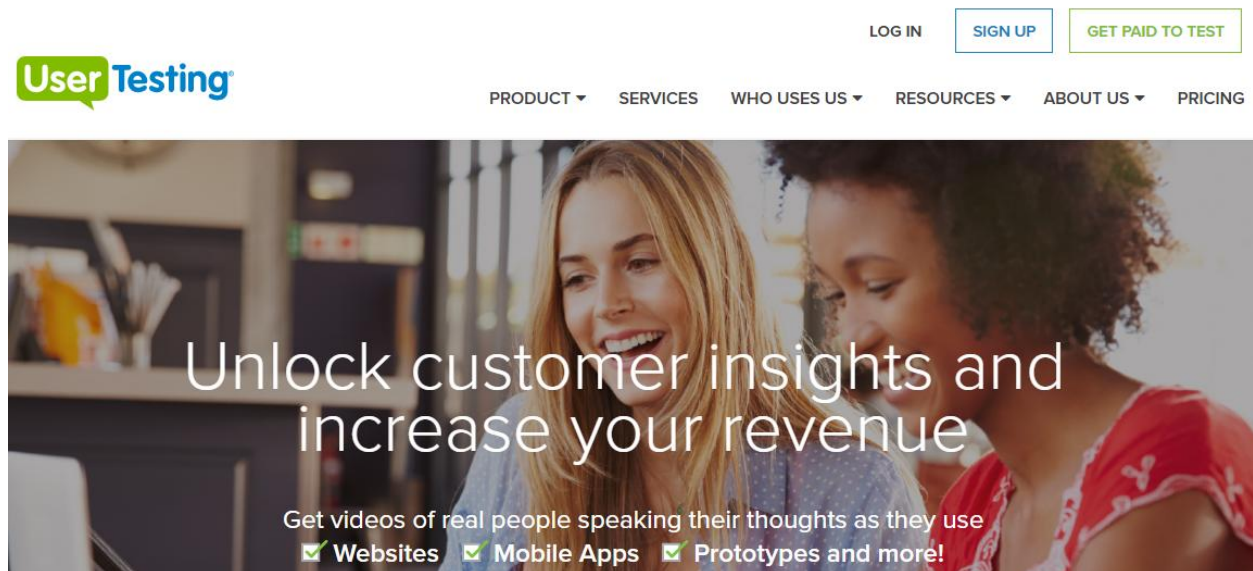


Kissmetrics is ideal for event tracking. It details information of visitor activity in the form of a timeline, which makes it very easy for analysts to understand and decipher. The timeline view identifies patterns and pinpoints changes and trends in movements over time. This feature is a very unique way of displaying the various events that a visitor goes through in a single session.

Kissmetrics is available for free during a 14-day trial period, after which the service has to be purchased. The payment plans start at \$220 a month.

#### 6) UserTesting

[UserTesting](#) takes web analytics to a whole new level. It operates on the premise that the responses of visitors to a website should be recorded on video instead of simply displayed via stats and straight lines. Users of this tool pay for a group of participants to perform activities on their website. These activities are recorded and the website owner is given feedback.

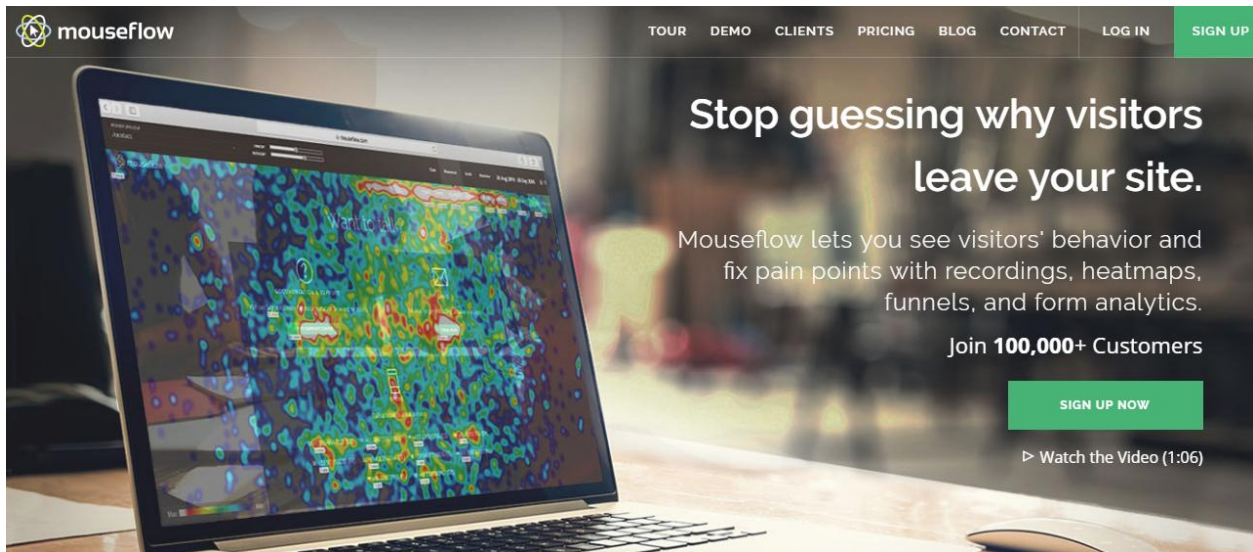


Once this feedback is received, decisions and conclusion can be drawn based on the evidence from the videos in which the visitors' thoughts can actually be heard. This feedback is actually based on the opinion of members of expert research team, which create the presentation and identify key findings. Basic plan is \$99 per video, while pro plan offers customized pricing.

## 7) Mouseflow

[Mouseflow](#) combines various technologies to give users a very detailed and comprehensive analysis. It allows webmasters to view heat maps from different time periods showing user activity. This gives a very clear picture of how visitors react to the many changes made to a website to increase conversion rates.





Moreover, videographing the visitors is another service available that records the activities and session durations of web traffic to analyze every mouse click, scroll and keystroke. Therefore, this tool is a cross between Crazy Egg and User Testing. For a single website and up to 500 pageviews per month, Mouseflow services are available for free.

The analytical tools discussed above are only a few from a list that goes on and on for pages! Owing to the ease of availability of the internet, hundreds of analytical tools have been designed keeping in mind the various unique needs of every business. Choosing one that is the most suitable for your business is then a decision best made by those conducting the analysis.

## **Web analytic software**

Web analytic software is complete web solution that provides a foundation for analysis tools to run and operate.

Having an efficient web analytics software in place, is very important because without such software, it would be impossible to develop a roadmap to assess the performance of a website. It is this software that provides support and configuration for all the metrics and tools that are used by an analyst to determine the number of visitors landing on a page, navigating it, interacting on it and finally, recording an action.

There are many types of software, that can be used for web analytics. These fall under the following categories.

## **Self Hosted Software**

### **1. Free/Open source software**

Free or open source software is issued under a free software license and can be downloaded and customized by anyone using it. Such software is ideal for companies and websites that undergo very rapid development and want to add and omit analytic features on a regular basis.

Most of these software programs are issued under the GNU or GPL, General Public License. This means webmasters and analysts are free to modify it, use it and share it whenever they want. Some of the most popular choices in this category include:

- AWStats
- Crawl Track
- Webalizer
- Piwik
- W3Perl

### **2. Proprietary software**

Unlike open source software, proprietary software is owned by a company or a group of developers. Also known as closed source software, web analytic programs developed under this umbrella are a licensed product with a legal copyright holder. These cannot be modified or shared.

This software is regularly updated by the developing company to keep abreast with the changing needs of website owners. They run on different types of platforms like PHP, Windows, Linux and JavaScript.

Proprietary web analytic software has to be purchased from authentic dealers.

## **Hosted Software**

Hosted software are centrally located on a common server and distributed to users via a subscription plan. Such software is also termed as 'on-demand software' because it is available on a delivery model, which necessitates that the program in question should be wanted by the user.

Most of the famous software in this category use cookies to track visitor activities on a website and usually have various versions for mobiles and tablets as well.

The use of any one of the above types depends on the need for performance of the website owner and the depth of analysis required.

## **Web analytic dashboard**

A single analysis of a website is far too detailed to be studied each time you want to make minor changes to the website's design or layout. Going over pages and pages of results and analysis is sometimes too time-consuming for an expert or a business owner. How can one take advantage of web analytics in such a situation?

Web analytics dashboard is like a control panel that displays the most important information and data related to your website's performance. The best way to understand what this dashboard looks like is to picture the control panel of your vehicle. Can you see how the screen displays the essentials like oil level, temperature, speed, and engine condition?

In the same way, a web analytics dashboard presents a snapshot of the lengthy analysis conducted using complicated tools. It is like a condensed and summarized report that lets a business representative assess how well the website has been doing.

Most of the web analytics tools have a dashboard, which helps you organize data inside the tool. Here is one example of a dashboard, provided by [Woopra](#).

# The Live Dashboard: a bespoke snapshot of your key metrics

With a single click, pin any of your reports to the Live Dashboard for a customized overview of your most important data, right at your fingertips.



## Why you should use web analytics dashboard?

Web analytics dashboard is a built-in feature in analytical tools and can be accessed by logging in to the software used for assessment. Having such a dashboard to refer to is definitely a big plus because the numbers and results that matter the most to your can be easily kept at hand, without going through lengthy analytical reports.

It lets users:

- Set goals that are to be achieved with the website.
- Track progress on a daily, weekly and monthly basis.

- Identify danger signals that can be spotted immediately once the right figures are highlighted.
- Decide on corrective action by isolating the problem areas.

Perhaps the biggest advantage of having a web analytics dashboard is that the reports, numbers, files and data that you want to keep at hand can be highlighted and stored in the dashboard permanently. This way, whenever you log in, you can view these files without rummaging through the menus.

Most highly effective dashboards summarize data in the form of trend charts, graphs and pie charts to make reading and assessment quick and easy. Similarly, other types of visual representations can also be chosen, depending on how the analysis is being done.

Moreover, contingent on the extent of quick analysis needed by an expert, more than one dashboard can also be configured on a single account to help prioritize information.

## **Which metrics to track?**

Just as you can choose from a number of web analytic tools, there are lots of metrics to choose among as well. Metrics are measurements of particular criteria that yield returns, which point towards the performance of a website. There are hundreds of metrics used in the field of web analytics nowadays.

Thanks to the easy availability of technology and many unique challenges businesses face due to changing environments, the development of analytic metrics has never been more accelerated than it is today. Even though an easy option is to use just about every metric designed to track website performance, experts suggest that doing so will be a waste of time and recourses.

Hence, a business should always pick metrics to track after understanding the need and consulting professional web analysts. If a professional is not part of the assessment process, then at best, the business should make note of the most important and key metrics that should be made part of every analysis.

The most basic and widely useful metrics to track are divided into the following four categories:

## Visitor metrics

- Unique visitors

Unique Visitors are user agents with a specific IP. One user with one IP is only counted as one visitor, no matter how many times he visits a website. Unique visitors are usually counted within a specific timeframe.

- Page views

The number of website pages that are successfully loaded by a website from the main server represents page views. Hence, a page view is recorded every time a user requests a new page by clicking on it. This metric helps determine what pages were viewed by a user and when. Divided by the number of total users, it gives the average pages viewed by one user.

- Bounce rate

It represents the number of people who visit your website, but leave immediately. This action is completed even before the page is loaded completely.

## Content metrics

- Exit pages

The exit page metric simply shows the analyst which pages people exit from. This data is essential for planning marketing and promotional campaigns. Exit pages are directly linked to the bounce rate metric.

- Entrance pages

Just the opposite of exit pages, entrance pages are the indicators of the pages from which visitors enter or start exploring your website.

- Navigation paths

Navigation paths are determined from within your website. These indicate the path that a visitor takes while exploring and navigating your website. Which page did he go to after clicking

your URL? Which one did he go to just before he placed the order? Did he leave mid-way because navigation was problematic? Such data is revealed via this metric.

## **Goal metrics**

- Conversion rate

Conversion rate is one of the most important metrics in web analytics. It represents the ratio of the people who take an action, i.e. convert to customers from visitors, after landing on your website. A low conversion rate means that even if you are attracting traffic, your website is unable to generate worthy actions.

- Funnel visualization

Directly linked to conversion rates, funnel visualization helps identify the pages that resulted in a lost opportunity, i.e. the leaks in the conversion process that make a potential customer leave without making a purchase.

## **Traffic metrics**

- Referring sites

Referring sites are those web pages that tell a visitor about your website. These online destinations 'refer' your website to visitors. Knowing this metric opens up a lot of opportunities because it tells you the kind of websites that link to your own website and the type of visitors you are getting.

- Direct Traffic

Direct traffic is the opposite of site referrals. This metric reveals the number of people who visit a website directly, without first landing on a referral site.

## **How to identify site referrers?**

Site referrer is an important metric that is available in most high-quality web analytics tools. Since this metric is used to pinpoint all those websites that direct internet traffic to yours, it

reveals essential information for business owners to decide where to place their advertisements and URLs.

Referring websites are usually always those that are somehow related to the business and industry you are in. For instance, if you manufacture cooking utensils, your URL will most probably be marketed, i.e. referred, by websites that are in the culinary business.

In a similar way, there would be many websites promoting the link to your website. How can you identify these site referrers? It is very important for you to know these sources because various departments of your organization will find this information valuable. Marketing campaigns can be directed towards site referrers, relationships can be built with them and teamed strategies can also be drafted.

Identifying site referrals is a technical procedure. What really happens is this: analytics experts use a process called Reverse DNS Lookup. Using this method, these experts identify all the IP addresses that were used to visit a website. These IP addresses are then traced back to the names associated with them to identify the sites acting as refers.

Broadly speaking, site referrers are classified under these five types of sources:

- Links from newsgroup – Groups that are directed towards specific conversations may share your link as a referral for users who can benefit from it.
- Direct address books – Businesses can get their addresses and URLs put into address books that are available online. Users can pick the link from the address book and visit the website.
- Links from external pages – Any external page, as discussed in the culinary example above, can be a referrer site for your business. These links are usually related to your business as well.
- Links from search engines – While looking for a particular product; say, cooking utensils, users may come across a link to your website on search engines like Google and Yahoo!
- Unknown origin visits – Unknown origin visits can baffle even the most sophisticated web analytics tools. They cannot be traced by highly complicated programs as well.



Visits coming from an unknown origin can be identified as spiders, i.e. automatic activity instead of real humans using the internet. A high number of these visits are a signal that you need to up the performance of your website.

## **How to identify your audience?**

One of the most prominent benefits of web analytics is that it provides an insight into the mind and lifestyle of a business's audience. When the owner of an athletic sports outlet stands behind the counter looking at his customers, all he knows about them is; one, they are sporty, two, they have the money to spend on sports gear, and three, they would be willing to try new equipments.

Beyond that, not much can be understood about customers from their purchasing pattern or buying behavior in that instance. However, if the same sports shop has an online presence in terms of an e-commerce website, detailed information about the relevant audience can be tracked and mapped with just a few metrics.

Web analytics has the power to give valuable insights about customers, their behaviors, where they come from and how they got to know about your website. Thus, it transforms guesswork into information that can be trusted and used. Identifying target audience is then not as hard as it seems because analysing visiting patterns can reveal significant information about the market that is attracted to your website.

To identify your audience, answering some important questions helps:

- Where do you expect most of your audience to come from?
- Is your website visited frequently by those who click a link in a personal email?
- Were they referred by a website?
- Did they leave your website abruptly or was an action completed?
- What keywords and phrases were used to look for your URL?
- Are visitors being directed to your website from sites that are B2B or B2C?

These questions are very important in helping you identify characteristics of your target market because they pinpoint aspects of their behavior and conduct that would not be known

otherwise. For instance, when you run analytical metrics for your B2C website, discovering that the referring sites from where visitors get to know about you as B2B, hints that your business may have an untapped target market.

Similarly, if visitor behavior yields that they visit websites that have a high-tech base, maybe you can add the same technology to your forum. In the same manner, understanding the keywords used to search for your website, tells a business owner what the customers are looking for. Combined with the bounce rate, keyword searches can help a business become more attractive to visitors who might stay longer if their search criterion is fulfilled.

There is tremendous growth opportunity for a business that uses web analytics to identify its visitors and customers because it reveals information that would otherwise be hard to get. Once, you have adequate information about the audience, making changes to a website to increase its efficiency becomes an easy process.

## **How to identify the most important pages?**

The internet has millions of pages with information about any and every topic under the sun. Internet traffic is divided among all these pages, because each receives a certain fraction of the total population. In terms of productivity, though, not all pages on the internet are worth investing in.

Do you know the 80/20 Rule in sales management? According to this rule, 20% of a business' customers derive 80% of its sales. The same rule can be applied to web analytics and identifying the most important pages to invest in. While you may want to be referred by millions of pages so that you get the maximum hits, it helps to set aside 20% of your pages that will generate 80% of your business.

Similarly, a few pages of your website will be more famous with your market, while a few will hardly be visited. For instance, if you were selling sports gear online, hardly anyone would read the page with your privacy policy. The most visited pages in this situation will be those displaying the products, giving tips about their usage and the pages used for actual purchase.

For most service websites, the 'About Us' and 'Contact Us' pages are known to be the most important ones because they are visited by internet traffic the most. However, experts draw a

line between pages that are driving traffic to your website and those that are merely popular reads.

There is a difference in both, because popularity depends on more than just having interesting and catchy content. It also depends on how long the page is, how easily users land on it and how many product or service options you have on this particular page. Pages that drive traffic are those on which visitors land after running thorough searches because they intended to look for these pages in the first place.

Why is it important to know which pages drive traffic? It is important because having a huge number of visitors is not a worthy metric in itself. How quickly these visitors are converted into customers, is what makes all the difference. Therefore, if a web analytics tool, like Google Analytics, reveals the pages that have the least important content got the most visitors, it also means that you probably have a high bounce rate.

Therefore, analytical tools will help you identify the pages that receive the most traffic. However, it is your job to ensure that visitors do not merely leave these pages in a hurry. Instead, they should be willing to browse for longer and finally make a purchase or record a worthwhile action.

In this regard, content optimization is the best strategy to use, because it engages the audience for a longer period of time, thus increasing the chances of conversion. Moreover, ensuring that none of the pages on your website show errors and broken links is also important. This is because the credibility of a website decreases significantly when a page showing an error in a genuine search.

Web analytics takes into account all these factors and helps identify the most popular pages you should be working on, in order to increase conversion rates drastically.

## **What are Key Performance Indicators?**

Web analytics has evolved as a field over the years. From being a targeted, problem oriented tool, it has come a long way to offer complete and comprehensive strategic solutions for business to not only find solutions to specific problems, but also design an effective, overall online strategy. Instead of just pointing out solutions, sophisticated analytical software can help businesses implement these solutions and measure progress as well.

Key Performance Indicators (KPI) are used in every field of business to ensure that the strategies implemented take the organization a step closer to achieving its goals. KPIs are quantifiable and measurable indices that measure the progress of an organization, a new campaign or a new division of a business in relation to its long-term and short-term goals and strategies.

Perhaps, the biggest advantage of using KPIs is that there is no strict criterion that defines them. The element of flexibility and adaptability is what makes Key Performance Indicators truly useful. The KPIs used for every field of business are different and relevant to the field in question. Hence, performance indicators for web analytics are particular to this field as well.

## **Making KPIs work for you**

The entire web analytics process is meaningless if there are no Key Performance Indicators. Therefore, when experts lay down the guidelines to analyze the performance of a client's website, deciding which indicators to gauge the results against is one of the most important steps. Picking the wrong KPIs not only skews the analysis, it is of no benefit to the business and has no effect on strategy building either.

Hence, to comprehend what went wrong or what will help you get back on track, the following steps are the most essential ones to incorporate in a web analytics process:

### ***Step 1: Determine the Key Performance Indicators to use***

As mentioned before, determining the KPIs is an important step. Web analytics has some very popular and generically used KPIs that are put into practice for most performance judgments. Examples of these have been discussed in previous topics as well, because without KPIs, the process of analysing the performance of a website is incomplete.

Some of the most widely used KPIs are:

- Bounce rate
- Visits/Sessions
- Page views
- Entry & Exit pages
- Unique visitors average time on site

- Percentage of new visits

Nonetheless, according to the function and nature of KPIs, they differ from one website to the other. Depending on the type of online forum you want to track with web analytics, the Key Performance Indicators for each will vary accordingly. Broadly, most websites belong to four categories, with the following specific performance indicators:

- E-Commerce websites – Conversion rates, average order value and visit Value
- Lead generation websites – Traffic concentration, conversion rates, cost per lead
- Content and media websites – Ratio of visits to unique visitor, content depth, new visitor percentage
- Support websites – Repeat visitor percentage, content depth, satisfaction Index

### ***Step 2: Track KPIs to make sure reporting is on the spot***

To make sense of the KPIs, it is important that you represent these results in a report that enables experts to compare, contrast, relate and associate the indicators with the benchmarks. Naturally, among the various KPIs you use, some will be more important than others. Hence, it is advisable to isolate the most crucial ones and gauge their results and performance over the long run.

The report you conjure will give you a clear picture of the indicators that drive success for your business, how they perform in different time periods and how they relate to other measures of success and your own goals.

Most web analytical tools have a feature for reporting and drafting trend charts in the dashboards that can be set up quite easily. Once you have such a dashboard, you can choose to make the KPI report your landing page as soon as you log in to the software.

### ***Step 3: Establish baseline and cut-offs for each KPI***

Baseline is the current result of a KPI. This can be determined once you have isolated the core metrics and set up a report for daily, weekly or monthly progress. When the results of the metrics are out, plug them in the report, and at the end of the week or month, you see the trend or pattern followed by the KPIs. A baseline gives you a solid reference point to relate to.

However, there are many factors to take into account when establishing baselines. These include:

- Seasonal nature of the business
- Extent of marketing and promotion
- The kind of website and the duration of time for which it has been operational
- The amount of data you collect to establish the baseline
- Any other externalities reported

***Step 4: Analyze the differences in the cut-off and the KPIs generated on the website***

Professional web analytics have industry averages and benchmark data with them to assess the performance of a website. Once baseline statistics have been generated, you can now see how far off these are from the benchmark. For instance, the bounce rate your website records may be extraordinarily high compared to an average of all others in the e-commerce field.

Fixing poor metrics is what web analytics is responsible for. When the differences and variations are identified, the experts can get to work to bridge this gap for the client.

***Step 5: Optimize performance with corrective action***

Performance of a website can be improved when new strategies are formed after analysing KPIs. With the help of the results generated, a business can change the layout and design of the website, optimize specific pages in terms of SEO elements, take care of code errors and broken links, build liaisons with referrers and even change the services offered to achieve bigger goals.

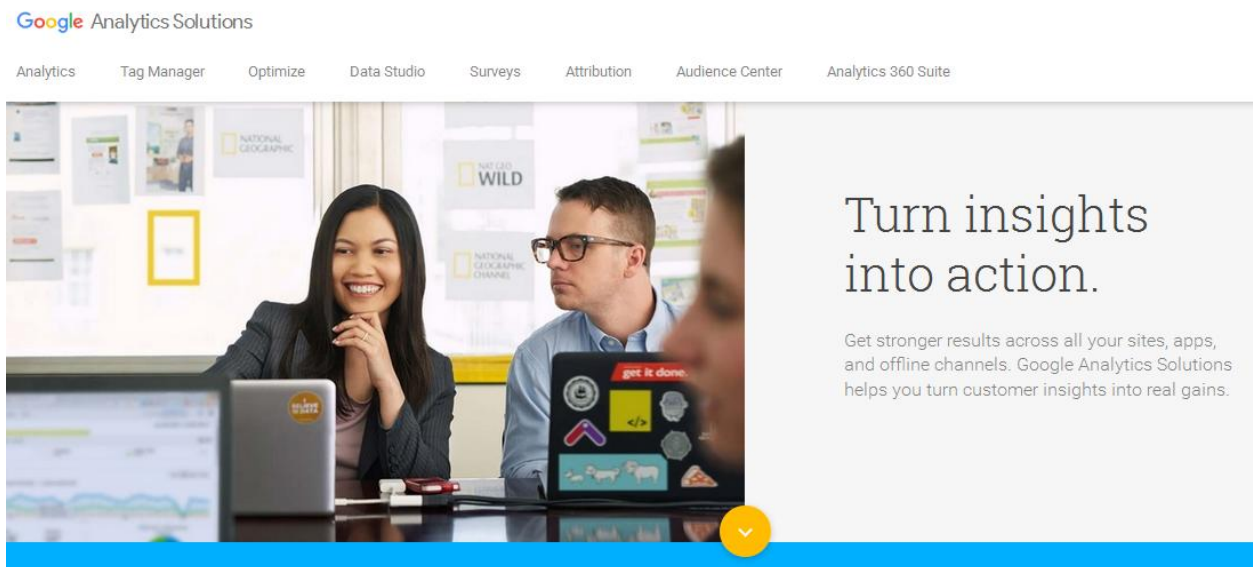
There is an array of corrective actions that can be taken in this regard. However, all of it depends on how well KPIs are used to generate reliable statistics.

# 4

## Google Web Analytics Basics

## 4. Google Web Analytics Basics

At the mention of web analytics, the most prominent analytical tool that comes to mind is [Google Analytics](#). Even if you have never ventured into the analytics field or pondered over what it is all about, you must have heard about this amazing service offered by web giant, Google, free!



Yes, Google Analytics is Google’s very own website assessment service that generates highly detailed statistics about the performance of a website at different points in time. Google Analytics is used by 87% of Analytic Agencies who provide professional web trafficking services to businesses. Owing to the many features of Google Analytics, many webmasters use this service exclusively, without feeling the need to explore other web based analytical tools.

Perhaps the biggest advantage of using Google Analytics is that the services from this tool can be combined with other similar web assessment services by Google (such as [Google AdWords](#) and [Google Search Console](#)), making a highly comprehensive and insightful analysis. Such an ‘inside’ assessment of a website can prove to be very beneficial for the business, because problem areas can be pinpointed easily – and that too with a lot of evidence.

Google Analytics is not only used by IT specialists to tweak a website’s design and layout. Instead, with the many innovative features of this tool, marketers and SEO specialists alike are



also using Google Analytics to assess the success of promotional campaigns, the changes to make in them and to pave a way forward for online marketing to yield results.

Some of the most notable features of Google Analytics that are widely used by webmasters include:

- User segmentation
- Custom dashboard
- E-commerce reporting (transactions, revenue and sales activity)
- Funnel visualization
- AdWords and optimizing campaigns

## Installing Google Analytics

### *Step 1: Sign up*

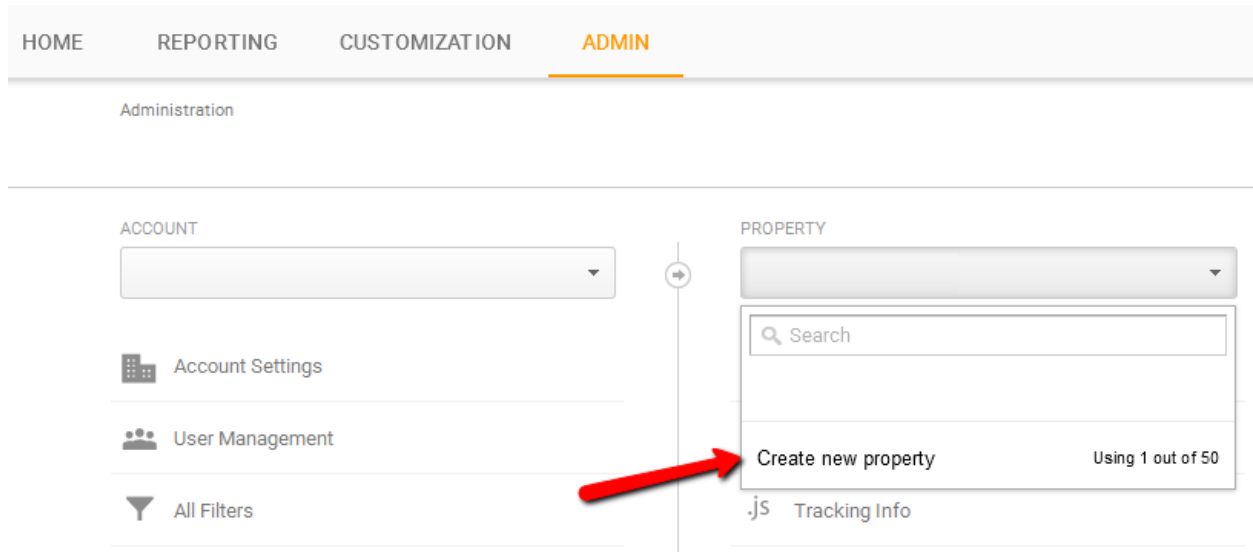
To start using Google Analytics and make sure of its advanced features, you need to have a Google Account. This link: <https://accounts.google.com/NewAccount> will direct you to the specific page that will help you create Google Account.

Since Google Analytics is a free tool available for anyone on the internet to use, once you are logged in to the Google account, you can easily access Google Analytics from the 'Products' section on the left.

## ***Step 2: Set account properties***

Setting account properties is necessary because it affects how information and data will be viewed on your screen. Google Analytics is a user-friendly tool, which is why there is a lot of flexibility when configuring your account and deciding how to view data and graphs.

Go to the Admin tab of the Google Analytics account and click on 'Create New Property'.



You will be asked the information about the website such as website name and URL. At this stage, you can also decide whether you want Google Analytics to be available as a mobile app or not. You should make sure that you choose the correct time zone, as it will be used in the reports.

## New Property

Creating a new property will provide you with a Tracking ID.

When your initial property is created, we will also create a default view that will gather all data associated with to create a second reporting view, and you will need to create and apply one or more view filters to this data.

What would you like to track? \_\_\_\_\_

Website

Mobile app

### Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics:

### Setting up your property

#### Website Name

My New Website

#### Website URL

http://

Example: http://www.mywebsite.com

#### Industry Category ?

Select One

#### Reporting Time Zone

United States

(GMT-08:00) Pacific Time

### ***Step 3: Set up tracking code***

To collect information and insights about your website, Google Analytics requires a tracking code to be embedded in the website/webpage to be tracked. When you add the website to be tracked in Google Analytics, the system generates a code that you will add to the selected pages.

Every such code has a unique ID, which is used to deliver information about a website to the user's Google Analytics account. From here, reports about the website's performance are presented to the webmaster for informed decision-making. The current version of the Google Analytics tracking code, Asynchronous Tracking Code, is highly sensitive and records even the shortest activity on a website.

## Setting up

So you now have a Google Analytics account, you have the tracking code in hand and you have started loving the look of Google Analytics. What is next? Even though data is recorded, and transferred to the reports, and charts on a regular basis, there are a number of things you need to set up before you can analyze the data and analyze the performance of the website.

Once data comes in and it is represented on reports and trend analysis figures, it becomes hard to change settings and configurations when you realize this is not how you want to view the results. Therefore, putting enough time and effort to set up the many Google Analytics variables is sensible because it saves up on a lot of trouble later on.

Moreover, the information under question is very crucial. A website's lifespan and a business's success depend on the results derived from this data; hence, it is important to view it just right and make the most of it by extracting conclusions and deductions that will make sense.

To complete these settings, it is necessary for you to answer a few questions beforehand. For instance:

- How do you want the data to be segmented as soon as it is ready for analysis?
- Which charts and graphs should it be divided amongst?
- Will all segments be part of your consideration?

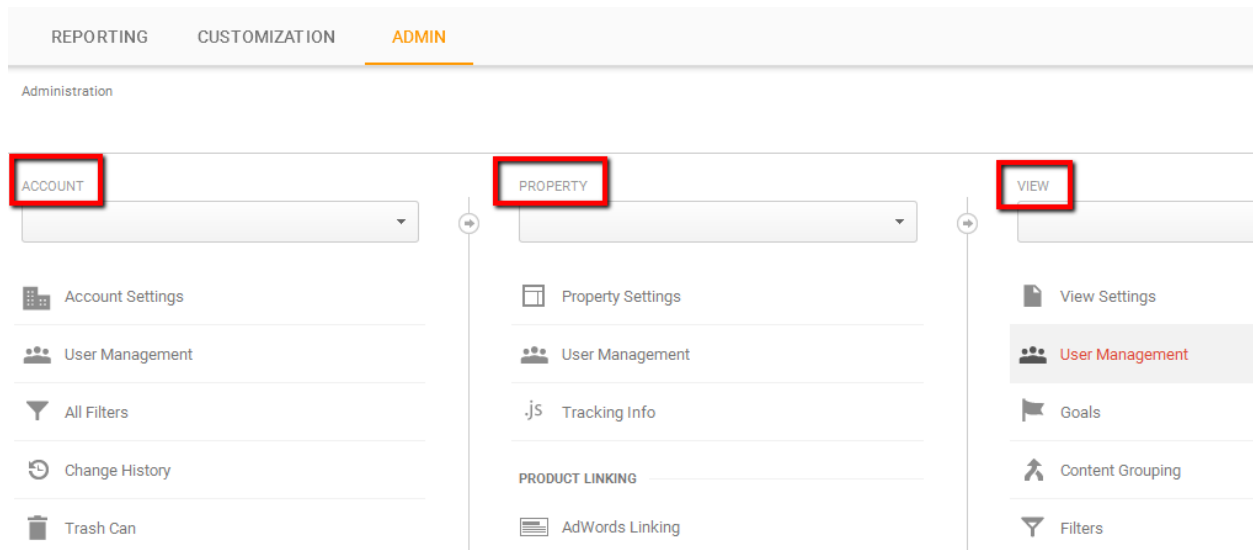
The answers to these questions dictate the efficacy of Google Analytics for your website and the data coming in.

## Account, property and view

Before you start, you should understand the hierarch of the Google Analytics account.

- Account – This is the account you are using, with the possibility to manage the account and access the account settings.
- Property – Properties in your account are the properties you want to collect the data for. It is usually a website.

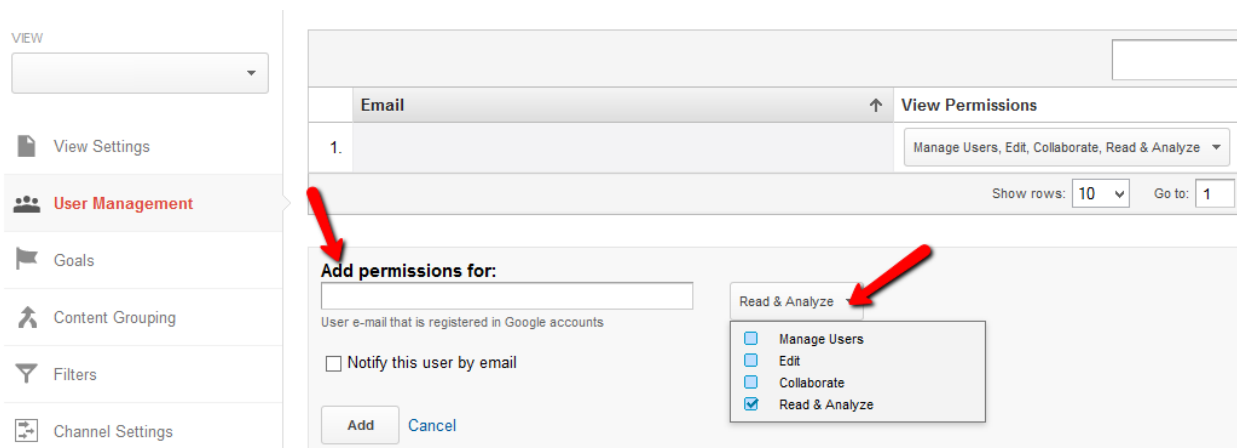
- **View** – A view is a part of the property you want to closely examine. For example, you can set up different views to track different areas of the website, such as home page, or any external page, traffic from the AdWords, etc.



## Profiles (users) and filters

Profiles and filters are highly useful functions. Multiple profiles, also called views, can be set up by the administration running Google Analytics to limit the information that is viewed by different departments.

For instance, a limited profile can be set up for the sales department, while accounts and marketing get to view the detailed versions. This is done by assigning custom permissions for each profile.



Filters, on the other hand, are used to segment data coming in. Filters are applied to data before it is extracted, therefore, they change the way you will see the incoming information on your dashboard. Depending on which filters you prioritize, data will be organized in a particular pattern to make it convenient for the viewer to analyze.

VIEW

View Settings

User Management

Goals

Content Grouping

**Filters**

Channel Settings

Ecommerce Settings

### Add Filter to View

Filter Information

Filter Name

Filter Type

Predefined Custom

Select filter type Select source or destination Select expression

Filter Verification ?

[Verify this filter](#) See how this filter would affect the current view's data, based on traffic from the previous 7 days.

Save Cancel

It is important to select filters very carefully because:

- They are used to collect information on specific traffic channels, for example, paid vs. organic channels.
- They put a certain part of your website in the spotlight. For example, your focus can be to only analyze the blogs on the webpage.
- They separate data coming from different domains. For example, data collected from .com and .org.
- They separate data from different sub-domains.

Types of filters:

- Traffic from IP Addresses – This is applied to the traffic visiting a website from a range of IP addresses only.
- Traffic from Domains – This is applied to traffic visiting from a certain domain only.

- Traffic from Sub-directories – This is applied to a particular directory on the website like a blog.

## **Tracking traffic channels**

Tracking the sources of traffic is very important in web analytics. For a webmaster to know where visitors are coming from and which sources on the internet direct the most traffic to the website, this tracking tool should be used at all times.

Traffic is usually divided into paid and organic. Paid traffic comes from sources from online advertising, while organic traffic comes from purely search based sources.

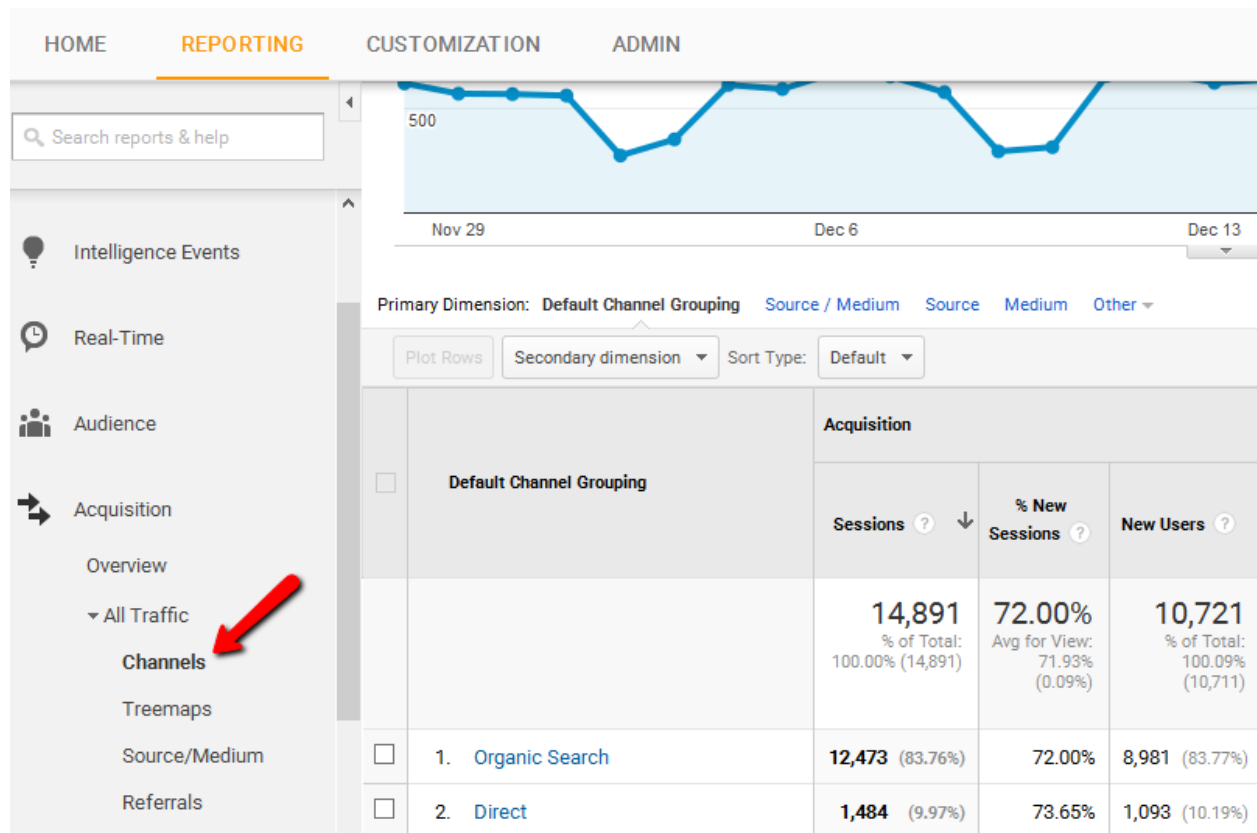
### ***Paid traffic***

Since every website is looked up using keywords and phrases, integrating Google AdWords with Google Analytics is the best way to get an insight into the channels used. Paid traffic channels can be distinguished from referrer websites by adding tags in their URL.

Once this distinction is made, the Google Analytics account and AdWords accounts are connected for data to be integrated. Data related to the cost of having paid channels is compared with the response received via this channel.

### ***Organic traffic***

Organic traffic is identified by the unlisted keywords used to get to your website. These keywords allow a webmaster to see how effective landing pages were in attracting users to the website. Analyzing organic traffic is very important because it tells a business the keywords that can be incorporated into SEO efforts, those that give returned impressions and the ones that are most relevant to the business's objectives.



Google Analytics also offers a SEO Report feature that can be set up to keep a record of SEO efforts, the keywords that are part of it and the improvements that can be made to this selection of keywords. The best way to make use of organic traffic is to integrate Search Console with your Google Analytics account.

## E-commerce tracking

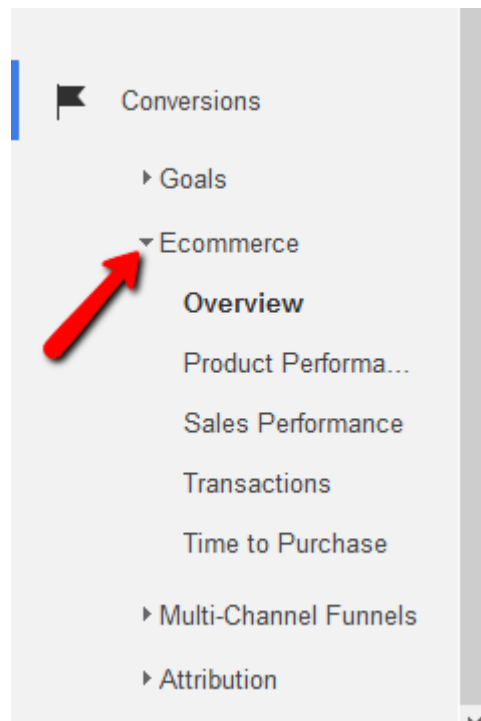
One of the biggest chunks of Google Analytic users are those running e-commerce websites. Since online shopping has become popular in the 21<sup>st</sup> century, there is tough competition among e-commerce websites all of whom are constantly trying to appease buyers and turn leads into customers.

For such websites, the e-commerce function of Google Analytics is very useful. Website owners can set up this feature to track sales activity and performance. To organize the information gathered from this tracking function, Google Analytics puts together an e-commerce report that represents the following:

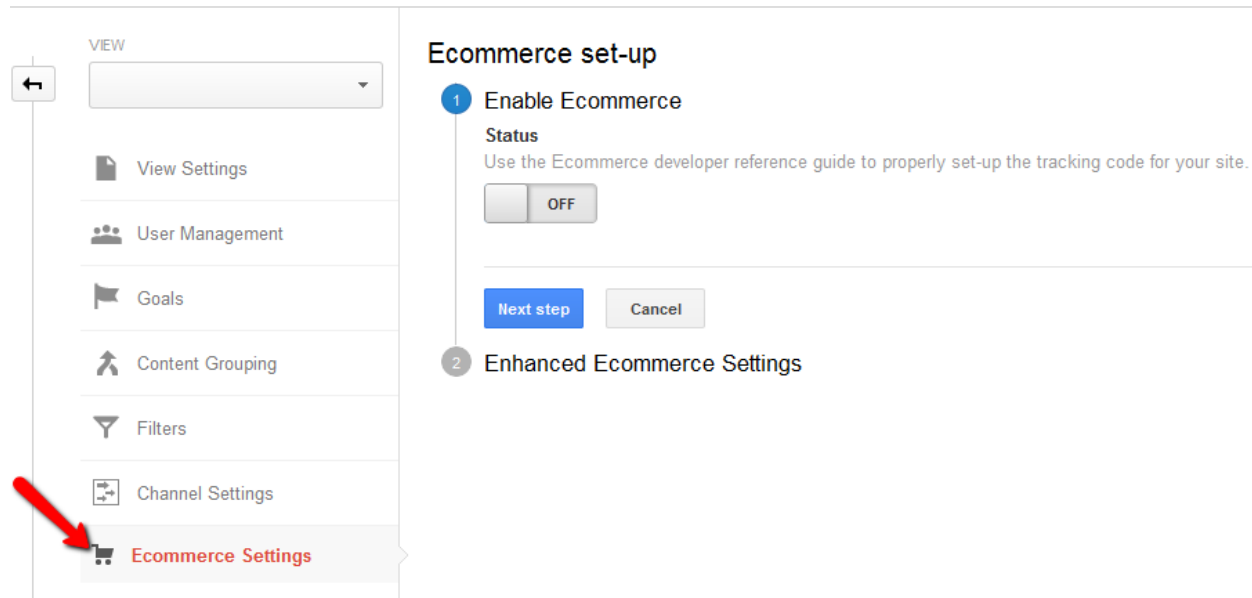
- The number of transactions



- Revenue earned
- The kind of products people bought online
- The number of times people visited the store
- And finally, the e-commerce conversion rate



To enable e-commerce tracking, all you have to do is enable e-commerce function and choose the settings inside the view.



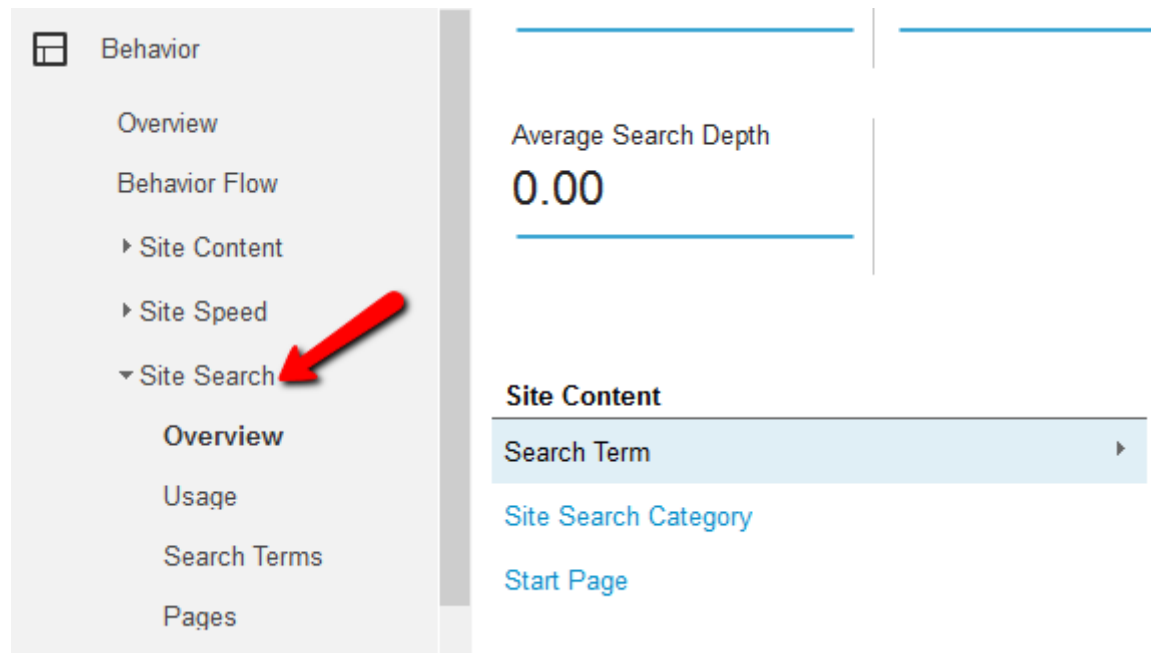
E-commerce tracking on your website is not all the Google Analytics account is capable of. If your website is one of those that connect different domains or sub-domains during the checkout procedure, Google Analytics takes care of this as well. With the addition of more codes, the program lets you track activities on multiple domains.

Doing so generates valuable data regarding conversion because not every customer who accesses the shopping basket of your e-store completes a purchase. What made him back out? Why did he leave? Will he return to complete the transaction? These are some questions, that can be answered, once the data is collected from all domains and put together in a meaningful manner.

## On-site search tracking

An important visitor behavior to take into account is online traffic searches for items and links on your website after landing on it. On-site search is one of the most important features of a website because many visitors prefer to look for the item you want and whizz through to checkout.

However, the level of customer frustration is very high when the on-site search function does not work. This may even be the reason why a visitor left the website mid-way. To understand such a reason, it is essential for you to conduct on-site search tracking.



The internal search tracking feature lets website owners analyze the products visitors search for the most, the pages they search on, where they begin the search and where they end it and finally, if search resulted in successful conversions.

To enable on-site search tracking, you will have to go to 'View' and then in 'View settings' to select this search option. Remember, Google Analytics reports for on-site search tracking use the word 'Search Term' to refer to internal searching.

HOME
REPORTING
CUSTOMIZATION
ADMIN

View Settings
User Management
Goals
Content Grouping
Filters
Channel Settings
Ecommerce Settings
Calculated Metrics BETA

PERSONAL TOOLS & ASSETS
Segments
Annotations
Attribution Models
Custom Channel Groupings BETA
Custom Alerts
Scheduled Emails

Basic Settings

View ID

View Name

Website's URL

Time zone country or territory

Default page optional

Exclude URL Query Parameters optional

Currency displayed as optional

Bot Filtering

Site Search Settings

Site search Tracking optional

OFF

## On-page interaction tracking

How are visitors interacting on your pages? Interactions are activities done by users when they find something interesting on your website. Interactions like going from one page to the other are recorded by metrics like page views. However, there are many other actions performed on a website, which do not result in additional page views.

How can these interactions be measured? Google Analytics has a number of features that can be used to track on-page interactions that come under one of the following categories.

### ***Virtual page views***

As the name suggests, a virtual page view is used to record an interaction that has not really generated a page view or requested a new page download. This option can be used to record any kind of interaction that has taken place on the website without going from one page to the other.

Virtual page views are an essential tool because most websites have options for flash players, downloadable images, pop-ups, iFrames and flash video that are classified under interactions, and yet do not generate new page views. To record these activities, virtual page views are used.

Google Analytics reports display page views in the same category as virtual page views. To separate both results, a new view can be created.

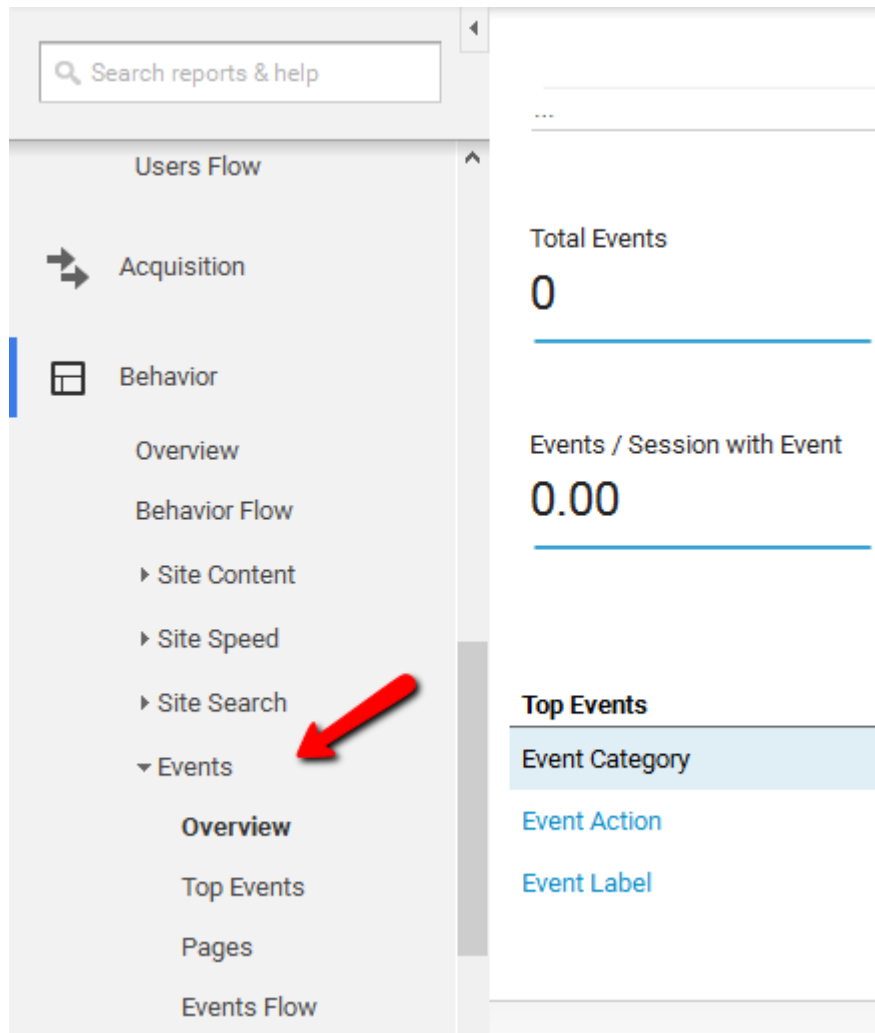
### ***Event tracking***

Another way to track activities that do not generate page views is by event tracking. This method is useful for interactions like:

- Call-to-action buttons
- Video players
- Advertisement clicks
- Internal links clicks

Event tracking is a very accurate metric because it does not inflate the page count for a website. This means that the pages that were actually viewed stays separate from the other interactions that did not involve new pages. Being a frequently used tool, Google Analytics enables users to categorize and organize events by labeling them and assigning values as well.

On-page interactions that are monitored using event tracking are then divided into various categories, making it easier for webmasters and analysts to identify the type of interaction at a future date.



### ***Goal tracking***

Goal tracking is the essence of converting visitors into customers. With this feature, Google Analytics enables website owners to gauge the efficacy of their call to action buttons and signs. Every website has a final objective that it aims to achieve. To reach this final objective of sales revenue, many smaller objectives and goals are first targeted. For some, minor goals may be newsletter subscriptions, while for others it may be sharing web content on the social media.

Either way, these actions need to be tracked because they are inputs for conversion rates calculated by Google Analytics. The frequency with which customers are reaching these goals is an important indicator of what more can be done to help visitors to convert easily.

By setting up goal tracking, small actions taken on a website can be recorded and analyzed.

Go to the 'View' in the 'Admin' tab to create new goals. Have in mind that you are allowed to create up to 20 goals per view.

The screenshot shows the 'Admin' tab selected in the top navigation bar. Below it, the breadcrumb 'Administration > View Goals' is visible. On the left, a sidebar contains a 'VIEW' dropdown and several menu items: 'View Settings', 'User Management', 'Goals' (highlighted with a red arrow), and 'Content Grouping'. The main content area features a '+ NEW GOAL' button and an 'Import from Gallery' link. Below these is a table with columns 'Goal' and 'Id'. The table contains one row with 'My Goal' and 'Goal ID 1 / Goal Set 1'. A status message '19 goals left' is displayed below the table.

Goal	Id
My Goal	Goal ID 1 / Goal Set 1

Once you have set up your goals, you will be able to track the performance of the goal from the 'Reporting' tab of the account.

The screenshot shows the 'Reporting' tab selected in the top navigation bar. Below it, the breadcrumb 'Reporting > Goals' is visible. On the left, a sidebar contains a 'Conversions' section with a 'Goals' sub-section (highlighted with a red arrow). The main content area displays 'Goal Completions' as 791, accompanied by a line chart. Below this, a 'Goals' section is visible, showing 'Goal Completion Location' and 'Source / Medium'.

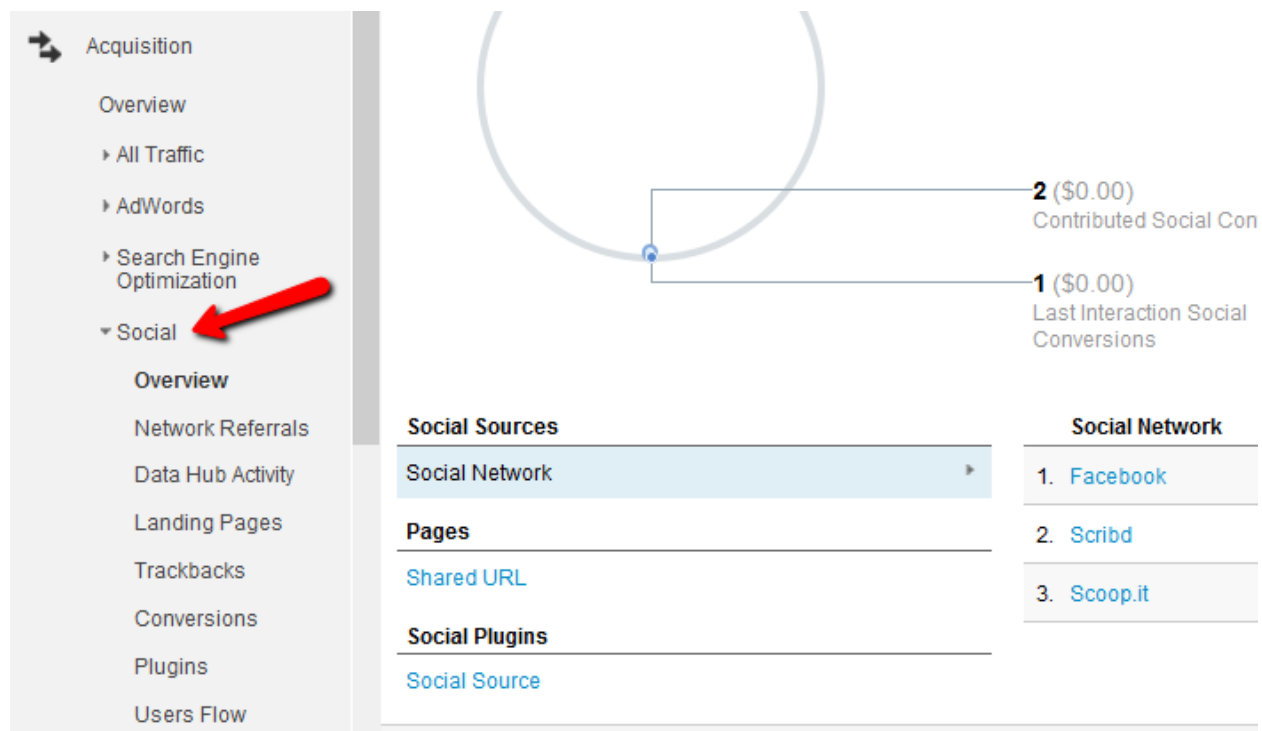
Goal Completion Location
Source / Medium

### ***Social media integration***

The social media report displays the results of the activities and interactions on social pages that you have listed. The traffic sources report has a detailed section for social data in which

details about the revenue earned via social media, visit durations on different forums like Facebook and Twitter and the number of pages viewed are recorded.

Because of the immense popularity of social media, a website is usually integrated with social forums so that a visitor is direct by and forth between both sources. To measure and keep an eye on which social sources are being viewed the most and why, social media reports are an essential tool used.

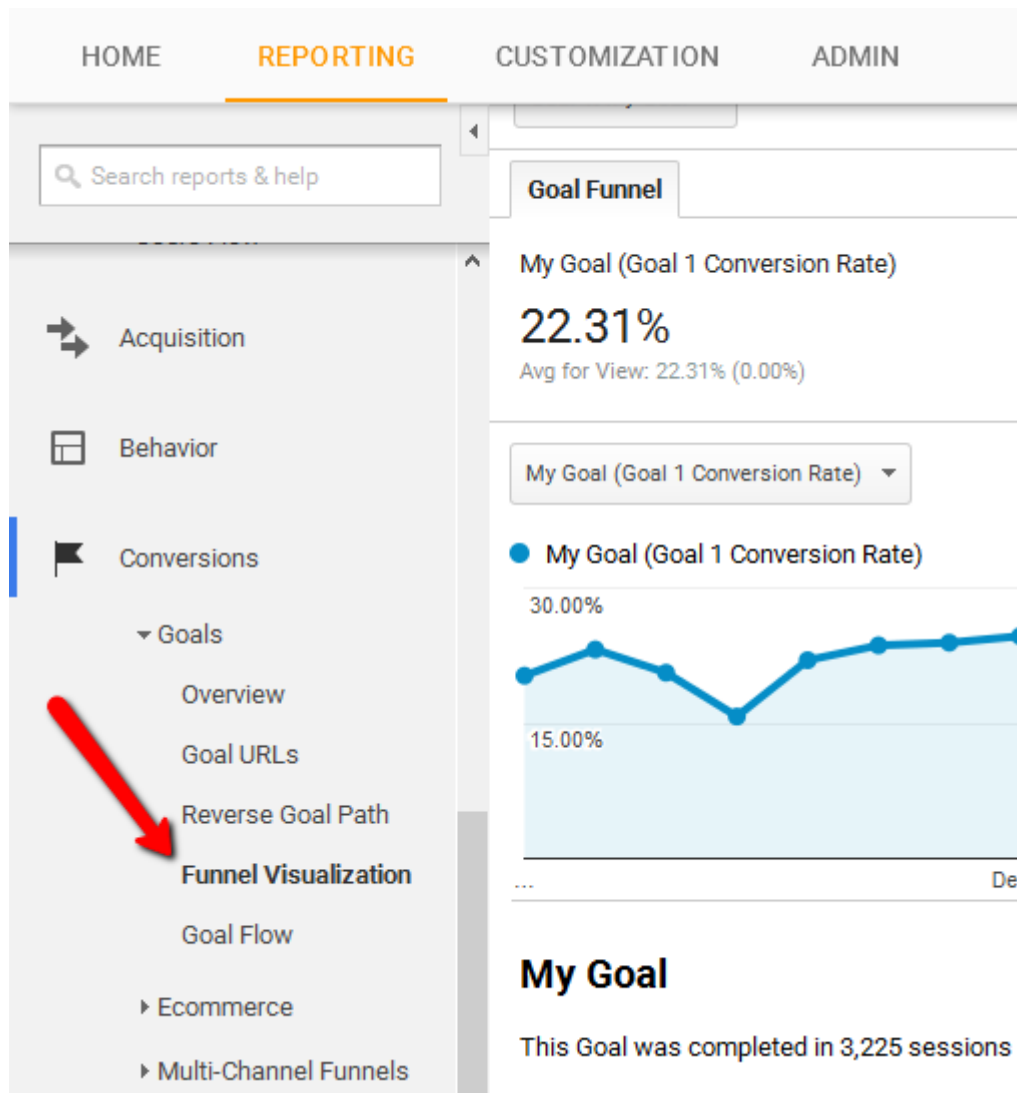


### ***Goal funnel visualization***

A funnel is the series of steps a visitor takes to get to the end of the conversion cycle. The goal funnel visualization lets website owners define a funnel for every URL destination goal. An analysis of the funnel is a great starting point for eliminating potential hurdles because of which visitors leave the website before reaching the conversion page.

Hence, this feature makes it possible to assign a particular goal with a predefined funnel path so that conversion dropouts can be assessed easily.





## Analyzing data through Google Analytics

Now that you have set up Google Analytics, explored the various features in it and understood how to use those to gather insights, it is now time to start making sense of the data gathered. On their own, analytics data often do not make much sense, but when the same is put together with a lot of other information, compared and contrasted with existing and benchmark levels, a new picture starts to form.

There are many analysis features in the Google Analytics account that make it easy for webmasters to understand and assess how well a website is performing, and what more can be done to up its ranking. These tools gather in-depth information from a business's website,

transfer it to the Google Analytics software and then present it in a comparable form that is easy to read.

The six most useful Google Analytics features for data analysis are:

### ***Advanced segments***

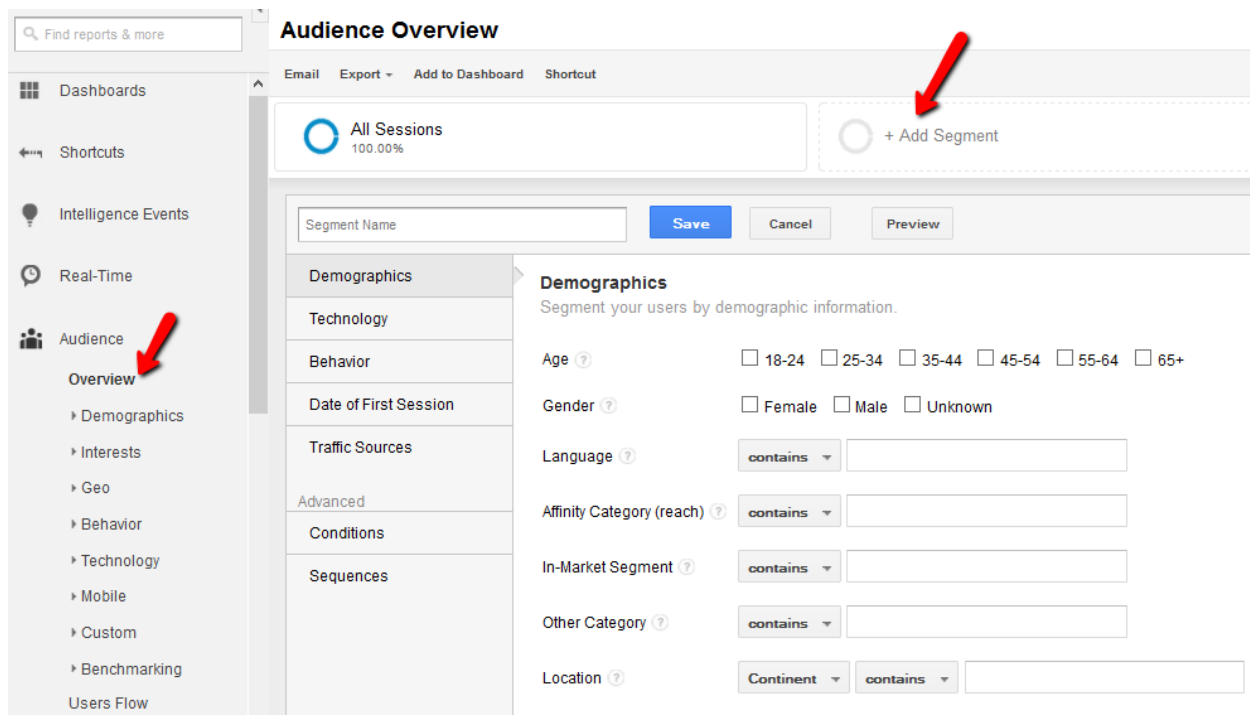
Using advanced segments, webmasters can analyze a specific segment of the population that visits a website in isolation. This tool works as a filter to assess the behavior, reaction and response of one kind of customer segment or traffic that may have visited your web page. For instance, if you want to analyze the segment of the traffic that actually purchased something from your e-store, the number of these visitors can be isolated and then compared to the total visitors who landed on the page.

Advanced segments feature is a custom feature, meaning, every business owner using Google Analytics can create segments that are the most relevant to the website.

Google Analytics gives users the option to apply:

- All sessions segment – Applies to all reports and displays all data gathered.
- Single segment – Represents one sub set and information about it.
- Multiple segments – Lets you compare two sub sets of the traffic under question.

In order to create custom segments, go to the 'Audience Overview' and click on the option '+Add Segment'. You will be able to choose different settings in order to create an advanced segment you want to track through Google Analytics.



### ***Content experiments***

Content experiments feature is another useful feature inside Google Analytics that lets webmasters choose from a variety of website designs and layout. It gives the business owner the power and confidence to design a website in the best possible manner in order to get the most conversions. With this tool, no longer do website designer make guesses about how to display content and on which layout.

For instance, up to 10 variations of a landing page are given by Google Analytics, each of which can be implemented by webmasters to maximize conversion rates. Perhaps the biggest advantage of using content experiments is that it lets business owners post all 10 variations of the landing page simultaneously via ten different URLs! Hence, taking web analytics to a whole new level.

HOME
REPORTING
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ADMIN

Search reports & help

Overview
Behavior Flow
Site Content
Site Speed
Site Search
Events

Overview
Top Events
Pages
Events Flow

Publisher
Experiments
In-Page Analytics
Conversions

## Content Experiments - Create a new experiment

1 Choose an experiment objective

Name for this experiment

Untitled experiment

Objective for this experiment ?

Select a metric

- or -

Create a new objective

Percentage of traffic to experiment ?

100%

Email notification for important changes

OFF

Advanced Options ?

Next Step

Save for Later

Discard

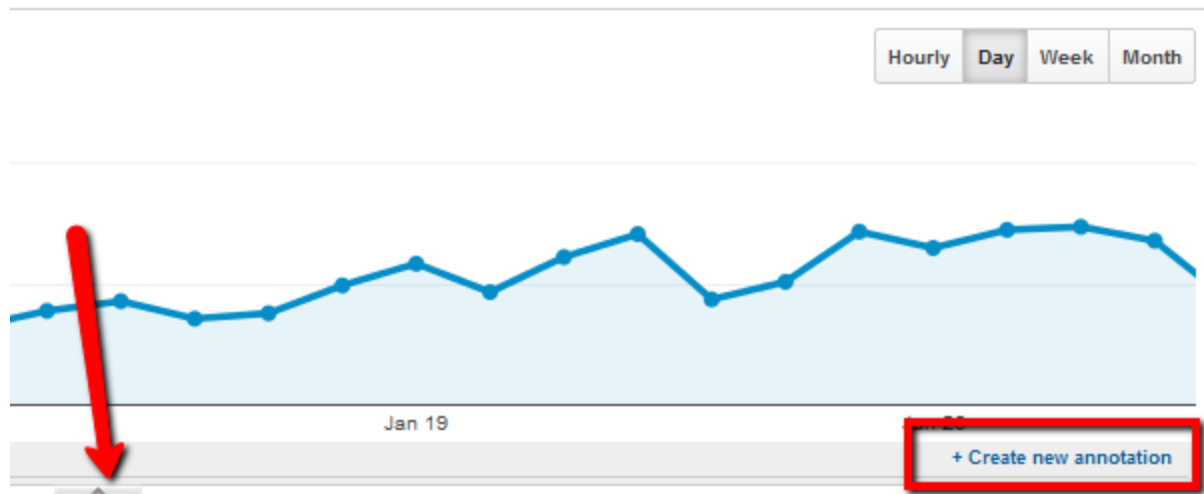
2 Configure your experiment

## Annotations

Annotation is reporting feature that is very useful for webmasters while assessing data gathered from website usage. Using this tool, those conducting assessment and analyzes can make notes on graphs and pie charts to pinpoint anomalies and unusual occurrences.

Since analysis reports are shared, and analyzed by multiple people at the same time or even at different points in time, annotations promote sharing notes and knowledge regarding the analysis being conducted. This way, the team of web analysts is able to arrive at unanimous conclusions about a website's performance.

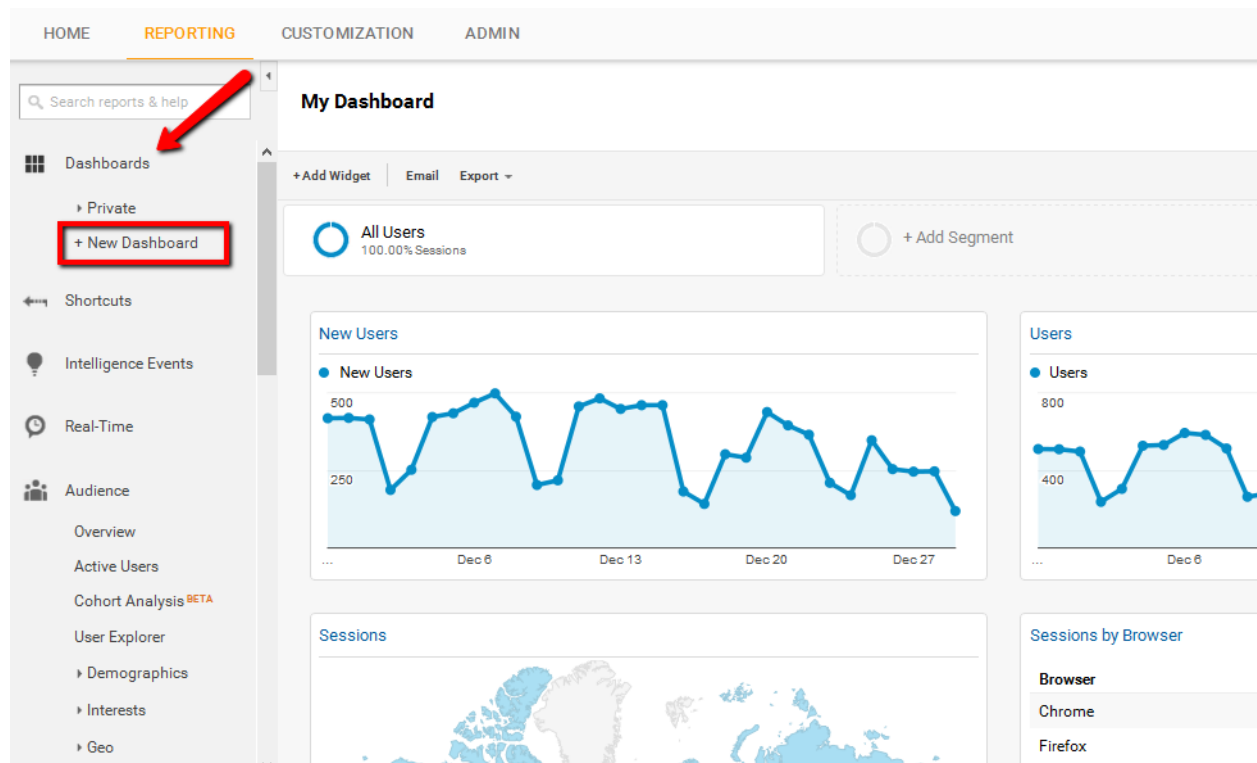
Use the arrow below the charts to access the annotations or to create a new one.



### ***Dashboards***

The best way to conduct a detailed website analysis, and yet only go through the most important details, is by viewing a dashboard. A dashboard is like a snapshot of the most viewed metrics and the most important trends that a webmaster needs to view as soon as he signs into his account. Therefore, it represents a collection of widgets enabling a user to see a quick overview of reports and assessments for decision-making.

Within this collection, a number of metrics can be stored, analyzed and contrasted because important decisions are based on them. Google Analytics dashboards can be completed customized and easily managed.



### ***Custom reports***

With custom reports, all users of Google Analytics can make their very own reports in order to assess the performance of a website. Analysts can chose which metrics to represent, which dimensions to use, and how to display all the information and data. The option to customize all reports enables business owners to make assessment reports highly relevant to their field and industry.

**Custom Reports**  
Overview

### Report Content

Report Tab x [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

[+ add dimension](#)

**Filters** - optional

[+ add filter](#)

**Views** - optional

Instead of using predefined formats, custom reporting lets users give new and varied directions to web analytics so that new solutions can be derived from existing data samples. The option for creating custom reports can be found under 'Customization' tab in the navigation menu of the account.

HOME REPORTING **CUSTOMIZATION** ADMIN

**Custom Reports**

Build beautiful reports and dashboards effortlessly.

[+ New Custom Report](#) [+ New Category](#) [Import from Gallery](#)

Title

### ***Real-Time reporting***

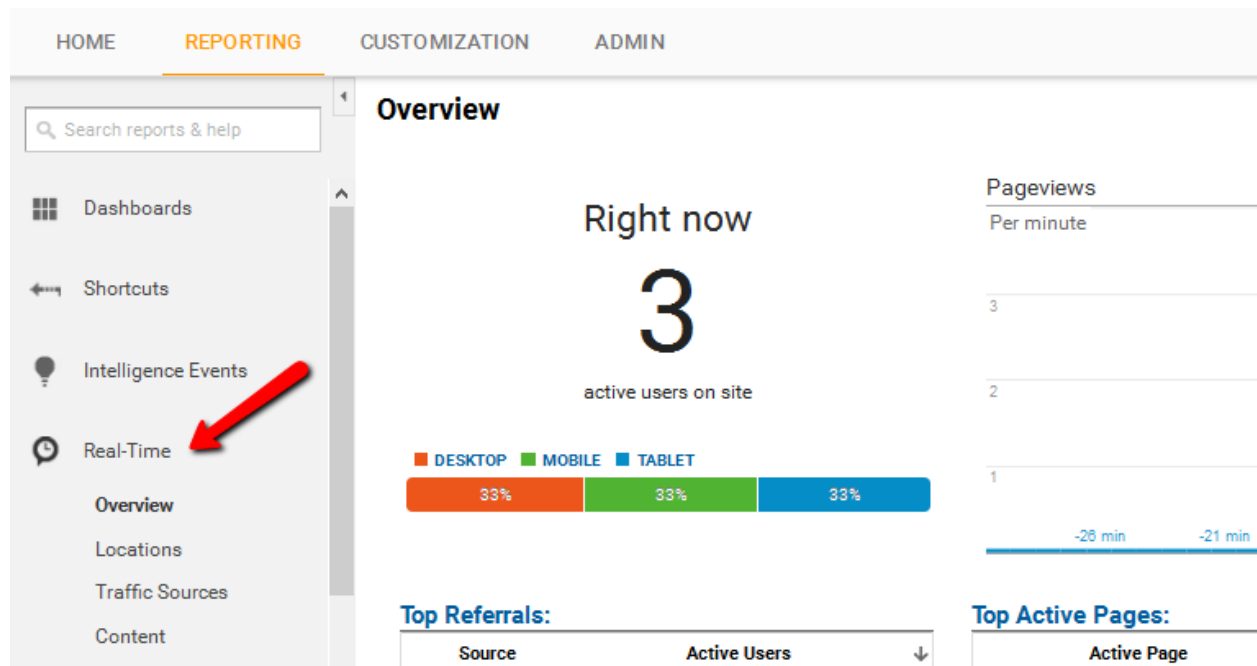
Ever wished you could witness what visitors are doing on your website this very moment? The Real time reporting option inside Google Analytics account lets you do just that. Real time reporting allows webmasters to monitor what happens on the website as and when it happens. It gives owners a chance to view which content is more popular, how visitors reacted to it, and the times that the website is most viewed.

Such a feature is one of the biggest strengths of Google Analytics because it moves away from many other traditional analytic tools that record and then report. The opportunity to witness action in real time reduces the time between the activities and the corrective measures taken to fix problem areas.

With real time reporting, analysis reports are updated every few seconds as more and more hits are recorded. When using this feature, you can get hold of the following information:

- The number of people on your website at that particular point in time
- The pages or events they are viewing
- The geographic locations they belong to
- The sources of traffic through which they were referred
- The kind of conversion that has taken place, if any





# 5

**How to Make Web  
Analytics Work for  
Your Website**

## 5. How to Make Web Analytics Work for Your Website

Okay, so you have learnt all the basics about web analytics and how this process is conducted using KPIs. Now, how can you use this data to your company's benefit? It has already been established that web analytics is a wide field of study and implementation. There is a lot that experts can do with the analysis data to bring improvements and make a difference to the workings of a business and its website.

### Web traffic data analysis

It needs to be understood that having a lot of information and statistics derived from web analytic tools and metrics does not guarantee that you will be able to use it for the benefit of your website. In fact, a mere collection of data guarantees nothing. The way it is implemented is what determines its use and efficacy.

For this reason, many business owners prefer to use professional web analysts who have experience and skill in this field. They are equipped with the knowledge of how to use the data generated by, say, Google Analytics, and make it work for the company. These specialists work with poor performing websites on a daily basis and use the power of analytics to change their fate.

Nonetheless, what professionals do can also be learnt if a business wants to have web analytics services in-house. If you are a business owner who wants to train his own webmasters to understand how to implement web analytics metrics and Key Performance Indicators, there are a number of aspects to master.

### The top 5 pillars of web analytics

The following five aspects of web analytics should be mastered by those performing this activity if the analysis is to yield a promising result.

### ***1. Objectives for visitors***

What do you want your visitors to do? Every business sets goals and objectives that it wants visitors to achieve. These goals usually reflect on how well the business is doing because when combined, all visitors take it closer to the bottom line. The most typical end-result that web analytics assesses is the rate at which visitors turn to customers.

Even though not every visitor will fulfill this objective, it is important to lay down clear and achievable goals so that when the analytical process begins, the webmaster knows what is to be measured and which metrics should be used to measure this goal. Enticing visitors to achieve this goal is also not possible until the business knows what action it is looking forward to.

### ***2. Tracking conversion***

The conversion is important part of web Analytics. Why do you design a website? Why do you want visitors to be directed to it? Why do you want to run an analysis of its performance? The answer to all these questions is to turn visitors to customers. The conversion rate determines how well people perform the action you expected them to. In other words, how many visitors fulfilled the objective defined above.

Keeping track of the conversion rate is very important because it distinguishes between two main concepts, i.e. how much traffic passed through your website and how much of it converted. There is a stark difference in both, and novice webmasters who fail to make this distinction, fall into a trap.

Assuming that your website is becoming famous and receiving a lot of attention based on increased traffic is quite meaningless because the same can also result in an increased bounce rate. Therefore, unless the conversion rate is tracked, and it reveals an increasing and satisfying number, the performance of a website cannot be gauged.

### ***3. Explain abandonment rates***

After tracking conversion rates, if you discover that the figure is significantly low, it means that visitors are not performing the desired actions. There are many entry and exit points/pages on a website, all of which are watched by web analysts because a business's goal of conversion can be achieved at any of these pages.

It would not be incorrect to think of these pages like virtual customer touchpoints. If a business succeeds at attracting a visitor enough for him to make a purchase, the touchpoint has achieved the objective. However, if it does not, the visitor abandons his search and exits the website. In this situation, a web analyst should discover and explain why this visitor behaved as such.

Effective web analysis is able to tell where customers drop off the most. This point of the website is identified as a problem area and it is then improved with corrective measures.

#### ***4. Identify bounce rates***

While abandonment rates represent the fraction of internet traffic that drops off after exploring the website to an extent, bounce rate represents the chunk of visitors who leave immediately, i.e. after seeing only one page.

In 2012, Google Analytics revealed that most websites had a bounce rate of over 40%. Is that good or bad? A smart webmaster will not answer this question without more, in-depth information because a bounce rate stat can be either good or bad. A 40% result can mean one of the following things:

- Visitors leave your website immediately because they are not interested. Nothing attracts them and they do not want to waste more time.

OR

- Visitors leave your website immediately because they found what they want. They completed the form you asked them to and they signed up in a minute because of a very easy navigation path.

Which of these is the explanation of your bounce rate can only be determined once all statistics are pooled in to give a complete picture.

#### ***5. Determine cost per acquisition***

Cost per acquisition shows the expenses you incur for converting one visitor to a customer. Knowing how much you spend is essential because inadequate expenditure is also a big cause

of low conversion rates because you have not put enough on the website for people to be attracted.

On the other hand, if your cost per acquisition is too high and conversion rates are still low, this indicates that the problem lays somewhere else and the web analyst should look further for the answer.

## **Google Analytics Vs. Crazy Egg**

Even though all analytics software get the job done, the one you choose depends on the level of analysis you need. Google Analytics is one of the most widely used and basic software that will track web traffic data using metrics like visits, abandonment rates, exit pages, visit durations and goal funnel visualization.

These metrics will help determine how your visitors reacted once they landed on the website and whether they completed an action or not. If you need free analytics software that performs the most basic function and gives you detailed reports about traffic records, you should opt for Google Analytics.

However, on the other hand, if you want out-of-the box analytic approaches, using software like Crazy Egg is a better option. Apart from using different sets of metrics, Crazy Egg will use overlays and heated charts to give you a visual representation of web traffic. You will be able to see what your visitors are doing, where they are clicking and which zones on a website they are visiting the most.

Such a tool that integrates visual comparisons together with detailed text reports is a better and a much more advanced way to analyze web traffic data. Crazy Egg lets webmasters see their visitors in real time, which reduces the duration of time needed to make effective changes that attract a visitor's attention even more.

With Google Analytics, users can make use of multiple dashboards to shortlist the information and charts they want to see the most. This feature is a very useful extension of the regular dashboard provided by other tools. When data is stored in a dashboard, it becomes very easy to access, change and modify it quickly.

Moreover, Google Analytics also has the advantage of assigning goals to specific funnel paths, a strategy that has proven to be extremely useful for webmasters. Assigning goals in this manner lets analysts track goal oriented metrics with a high level of certainty. Every time a visitor takes a certain funnel path on a website, it becomes easy to determine whether he achieved the goal, and if not, then why.

Therefore, both tools have strong points that can be used to get reliable results about the performance of a website. Many businesses now use Google Analytics as primary analytic software and aid its function with another tool that has some promising deliverables; the heat-mapping visualization by Crazy Egg being a great example.

# 6

**How to Increase Your  
Site's Visibility through  
Web Analytics**



## 6. How to Increase Your Site's Visibility through Web Analytics

Increasing the visibility of a website is exactly the kind of objective that web analytics aims to fulfill. After tons of research and exploration of the insights gained by tracking the activities of visitors, if the results of the analysis are anything but satisfactory, major steps are taken by analysts to up the performance of a website.

To do so, the first step is to increase its visibility. One question that every webmaster and business owner asks is, *'whether customers even know their website exists'*. If the answer to this question is full of doubts, all efforts of web analytics are then targeted towards this goal.

In essence, increasing the visibility of an online platform is at the heart of analytics because all the research and hard work aims to discover why visitors left the website early, why they did not complete an action or why they leave even before one page is downloaded. Therefore, making a website more visible is the most obvious remedy to a very low conversion rate and minimum internet traffic.

In the previous topics, the basics of web analytics have been discussed. These topics have revolved around concepts you need to know to understand the field of web analytics and to grasp its importance. In this discussion of increasing the visibility of a website, we have reached the implementation stage when a webmaster is in control of the data and has all the metrics he needs to begin the assessment process.

It helps to remember that increasing visibility is a goal and that this goal cannot be achieved before ample amounts of evidence, data and statistics are gathered to support it. Therefore, deciding to implement strategies to take your website 'out there' based on a hunch and guesswork is not the most sensible solution. Instead, the roadmap for visibility should be carved once metrics and analytical tools conclude that a website needs more exposure and promotion.

### Why increase visibility?

Why would you want to increase the visibility of your website? Is it so 'invisible' that customers cannot find it? The need to increase visibility emerges from one basic principle of marketing

and sales, i.e. attracting new customers. A website or a business usually finds it easy to attract the same customers as long as it provides excellent customer service and its products are reliable and unique. No doubt, repeat purchases are essential for a business to record revenues on a regular basis. Moreover, it is these loyal customers who can be trusted to spread positive word of mouth regarding your business and keep coming back for your services.

However, every business reaches a stage in its life when it wants a fresh approach because the existing customers, though very valuable, can only buy or subscribe just this much. To increase revenue beyond the present limits, attracting new customers, new markets and new segments of a demography is essential.

Nonetheless, at the same time, a webmaster also has to ensure that the new customers, in other words, the increase in traffic directed to the website, is part of the most relevant target market. Getting visitors on your website, who are not part of your segment usually results in impressive traffic metrics, but staggeringly low conversion rates. Therefore, relevancy is a big criterion to make sure a business attracts only those who can make a difference to its bottom line. This is where increasing visibility comes in.

Web analytics helps a business looking for increased visibility by pointing out the areas that need work, those that are already performing well and those that should probably be cut off altogether. It is with this information that a business puts together its most experienced minds to devise strategies and actions that can tend to the problem areas and fix them.

The possibilities for increasing visibility through web analytics are many. There is a lot, literally a lot, that an online business can do to achieve this goal. All it has to make sure of is that web analytic results and strategic business ideas are paired in the most efficient and effective manner.

### **Three trusted ways to increase visibility using web analytics**

Using web analytics, the following three ways can increase the visibility of a website's manifolds.

## ***1. Scan search engines and improve ranking***

It is hard to deny that the majority of website traffic comes via search engines. The fame and popularity of the search engine giant, Google, is undisputed. So is the fact that even if users know the direct URL they want to visit, they usually punch it in the Google search bar, for convenience sake.

Therefore, identifying the search engines that send you the most visitors, who then convert to customers, is the starting point of increasing the visibility of the website. Smart business owners use web analytics to segment the visitors they receive by the search engine they are coming from. The engine that sends the highest percentage of traffic that ends up performing an action, is the one to prioritize.

Since your marketing budget for search engine promotion is limited, marketing on every engine is a waste of resources. This is why, identifying the top one or two search engines is an ideal strategy. In this regard, search engine rankings play a crucial role.

Research into the browsing pattern of internet traffic reveals that most people digging for something on the internet do not look past the first few pages of a search engine. Hence, if you want your website to be visible to the audience you are targeting, increasing search engine rankings is necessary. The first step to increase search engine ranking is by playing off your strengths.

Even if you provide an array of services to the market, highlight the one that the market knows you for. This way, when visitors conduct a query for that particular service on Google, your website has a higher chance of showing up in the top few results.

## ***2. Optimize content***

Within the realm of search engine rankings is content optimization. To appear on the first few pages of a search engine, you have to optimize the content of your website to make it interesting, and beyond that, relevant to the search criteria used by visitors.

How do you know what visitors are looking for? The answer is by exploring keyword searches. Most of search engine and content optimization is about using the right keywords. Keywords and phrases, that are most used by visitors and those searching for specific products online,

should be made part of the content included in your website. This way, when a user looks up this keyword on Google, your website pops up.

Web analytics helps with content optimization in the following way:

- Benchmark search engine ranking – What is your present ranking? Where do you want to get?
- Identify top converting keywords – Not only does web analytics identify the keywords that are most used for your website, it also helps track conversions that took place because of particular keywords used. It is essential to know which keywords work for you because it enables you to leverage on them and increase visibility by incorporating these key phrases in web content.
- Finding new keywords – To attract visitors who are presently not using these top keywords, experts suggest that businesses go beyond the most used keywords and look for new ones. According to this approach, a business puts together some of its less-frequently-used keywords in a bunch/combination to target less competitive areas of a market with low-traffic content.

### ***3. Revisit advertising***

Once you have identified the search engine and the keywords that work best for you, the next step is to revisit your online advertisement strategy. The area of online marketing and promotion is vast. There is a lot that a business can do to up its promotional campaigns on the right medium and with the right keywords.

For instance, a website can be promoted with any one or all of the following ways:

- Banner advertisements on search engines

These are the best advertisements to use in high traffic areas because of the positive impact on conversion rates.

- AdWords and pay-per-click ads

These are the most cost effective ads. They can be fully customized to target any market segment you want.

- Social media ads

Promotion on social media is one of the most effective ways to increase the visibility of your website. If your website has a social media tab to attract visitors to related pages, this type of promotional strategy works best.

- Starting blogs

Just like referrer websites direct traffic to your website, paid or unpaid blogs can also urge visitors to discover your products and services. Since blogs are usually written by third parties, they are perceived as a reliable source of information by customers.

- Affiliate programs

Even though designing and launching an affiliate program can take time and effort, it can be a great way to spread your reach beyond the demography you have always targeted. Affiliate programs build a network of marketers who can advertise your website at minimal costs.

The three approaches combined make up search engine marketing, with improving ranking and content optimization being part of SEO and organic reach, and online advertising using pay-per-click ads, being the part of paid reach.

## **Google metrics that help with website visibility**

Besides using Google Analytics, a lot of website owners use Google Search Console in order to combine the functions and benefits of these tools with increasing website's visibility.

Increasing website visibility with Google's tools is a top concern for all webmasters who use these tools as their primary web analytics kit. Both of them offer the advantage of having access the information and statistics regarding search engine optimization (SEO), which is very crucial aspect of increasing the visibility of your website.

Coupled with search engine data, a number of metrics you can get from these, and similar tools, can be used to determine how visible your website is on the internet. Since visibility and

reach are two of the most important goals of effective web analytics, these metrics are some of the most used measurement criteria to evaluate a company's online efforts.

## **Crawlability**

Crawlability is a measure of how easily a search engine can find and crawl your website. Appearing high in search engine results is a definite boost to the visibility of a website, because most of those users, who search for websites using keywords, usually do not look beyond the first few pages of Google search.

Therefore, if you want your website to be highly visible to the target market, you have to make sure it appears on a rank that is visible and considered acceptable by the market. Appearing on the first few positions may be hard. However, if you use the right keywords and optimize your website, a high rank is not impossible to achieve.

Crawlability also encompasses the technical reasons that prevent a website from appearing on high ranks. For instance, any one of the following may be the reason that has a negative influence on the visibility of your website:

- A lot of redirected pages
- Pages being blocked by the noindex meta attribute
- A lot of pages being blocked by robot.txt files
- 404 Error pages that prevent your website from showing up
- Pages that are subject to other types of server errors

Use Google Search Console to check if there are any errors on your website:

## Search Console

**Dashboard**

- Messages
- Search Appearance
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages
- Search Traffic
- Google Index
- Crawl** (highlighted with a red arrow)
  - Crawl Errors
  - Crawl Stats
  - Fetch as Google
  - robots.txt Tester
  - Sitemaps
  - URL Parameters

**New and important**

No new messages or recent critical issues. [View all](#)

**Current Status**

**Crawl Errors** >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

**1** Server error  
**3** Not found

## NAP citations

Many people who do not want to spend hours on the internet searching for specific websites and products, usually use sources like the Yellow Pages. The name, address and phone citations are crucial because actual people use these to locate online businesses.

NAP directories are created even if you have not opted to put your credentials voluntarily. However, if your NAP citations are unclaimed, every time a user searches for your website, the credentials will not be linked to the URL.

Hence, it is important that you search the NAP citations that exist for your business, verify the details and then claim them to bridge the gap and increase search visibility of the website.

dentist in brighton

Web Maps Images News Videos More Search tools

About 595,000 results (0.44 seconds)

**Brighton Dental Associates - Brighton, MA | Yelp**  
www.yelp.com › Health & Medical › Dentists › Cosmetic Dentists  
★★★★★ Rating: 3 - 9 reviews  
9 Reviews of **Brighton Dental Associates** "This place is awesome. Not only is it a couple blocks from my house but they have extended hours so you don't have ...

**Mountain View Family Dental: Brighton Dentist, Brighton ...**  
mountainviewfamilydental.com/ ▾  
At Mountain View Family Dental in Brighton CO, we aspire everyday to provide the highest standard of dental care in all aspects of the field to our patients.

**Duke Street Dental Centre**  
www.dentistbrighton.co.uk  
4.5 ★★★★★ 13 Google reviews · Google+ page

A Duke Street  
Brighton, United  
Kingdom  
+44 1273 711999

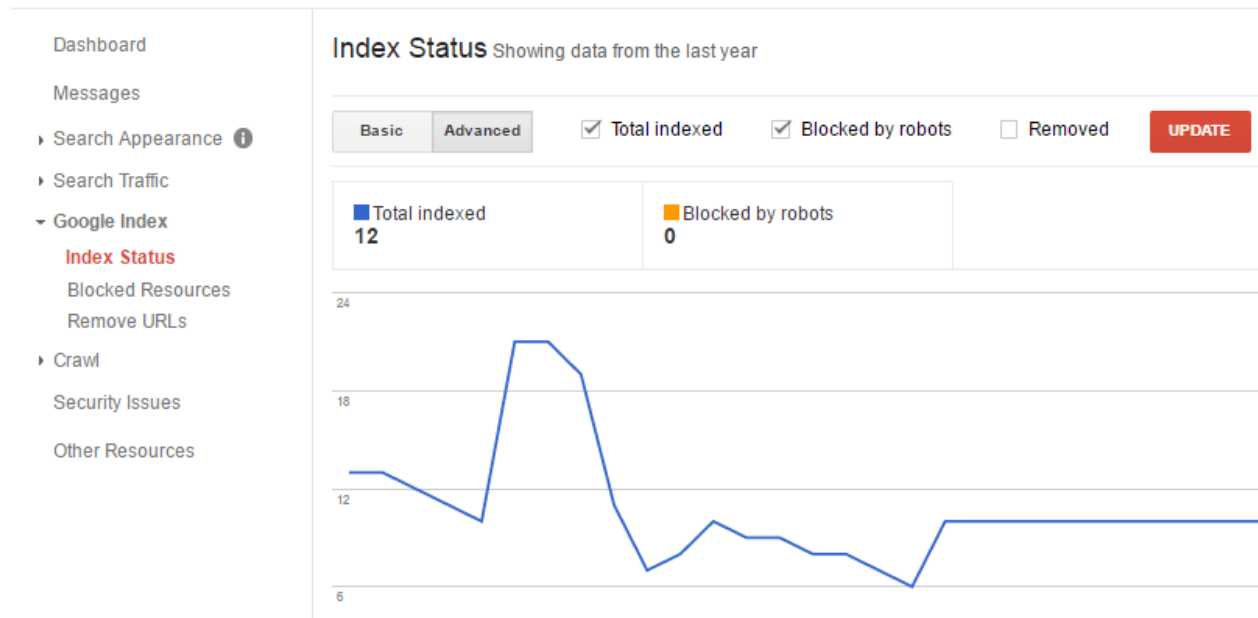
## URLs index

Website pages that are included in the Google search index are the ones that are visible to users. URLs index is a metric that tells you how many of your website pages are indexed and thus, how visible each is to the search engine audience. URLs index also helps webmasters determine whether there is duplication on the website.

For instance, if more pages are indexed than you have on your website; this means that there is a duplication of content on your platform.



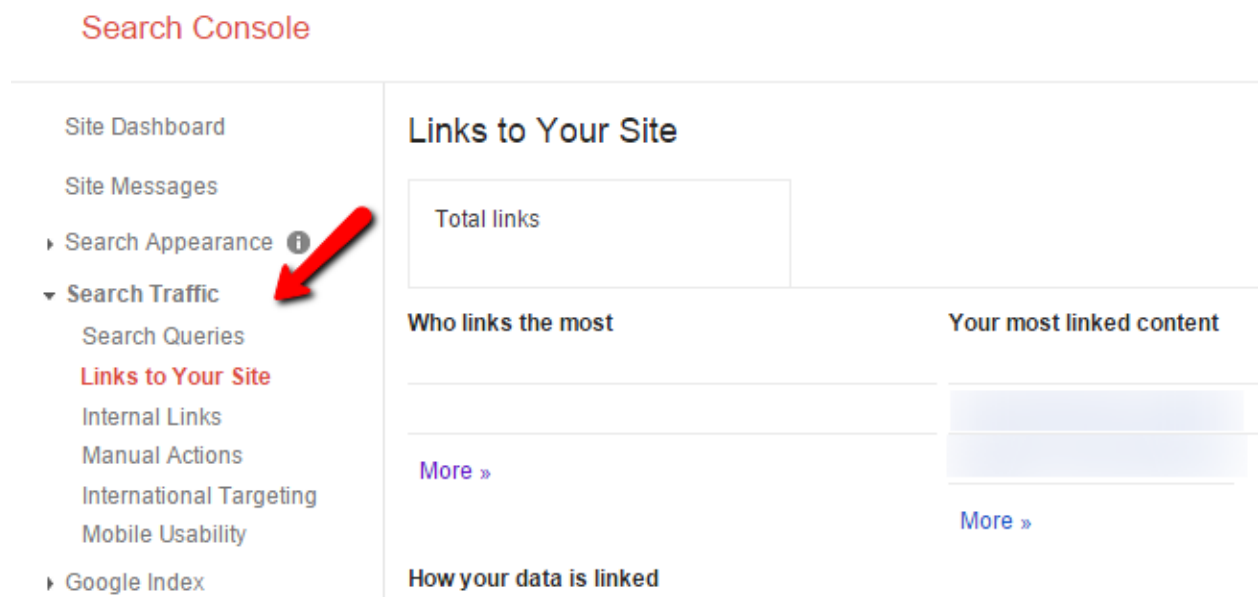
## Search Console



## Deep links

Deep links increase the visibility of specific pages of a website. Deep links are links to other websites that have a link to a page of your website. Search engines, like Google, determine how relevant this referring website is and how well visitors will be attracted to the deep link placed.

Deep links are very useful because they increase the chances that a website and its specific content pages will be viewed by general internet traffic. Since search engines evaluate relevancy, a website owner should make sure to have quality content on the inside pages so that it can be linked via Google.

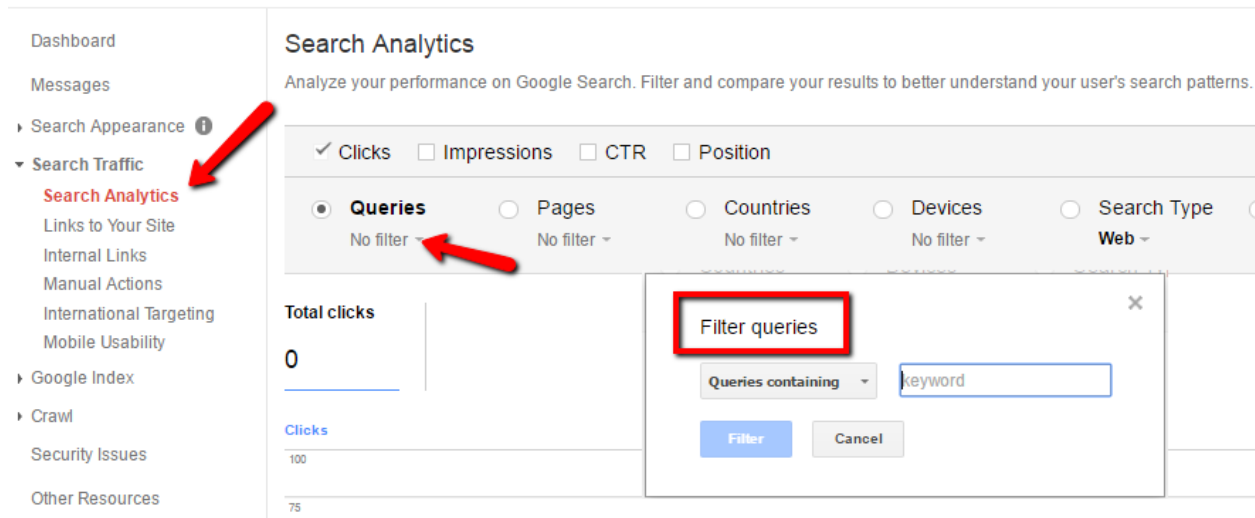


## Branded and non-branded keywords

Branded keywords are those that have the company's name, your name or the name of the brands you sell. There are millions of users on Google, who use branded keywords because they already know that a particular brand exists. The use of these keywords is a good sign in Google Analytics because it shows that either these customers have purchased from you before, or your website's visibility is high because branded keywords appear in general searches.

On the other hand, non-branded keyword searches are done by people who are generally trying to solve a problem by looking for solutions on Google. They may not have heard of you, which is why it is important to point them out so that they can turn into new visitors.

## Search Console



## SERP ranking

This metric from Google Analytics is called search engine result page ranking. This ranking determines a website's position in search results. Even though this position is important, experts now assert that together with SERP, focus should also be on keyword ranking – a strategy that is part of Webmaster Tools in Google Analytics.

While SERP ranking is influenced by factors like geography and social media usage, keyword ranking is a more valuable metric that reflects on sales conversions.

## Click through rates on SERP

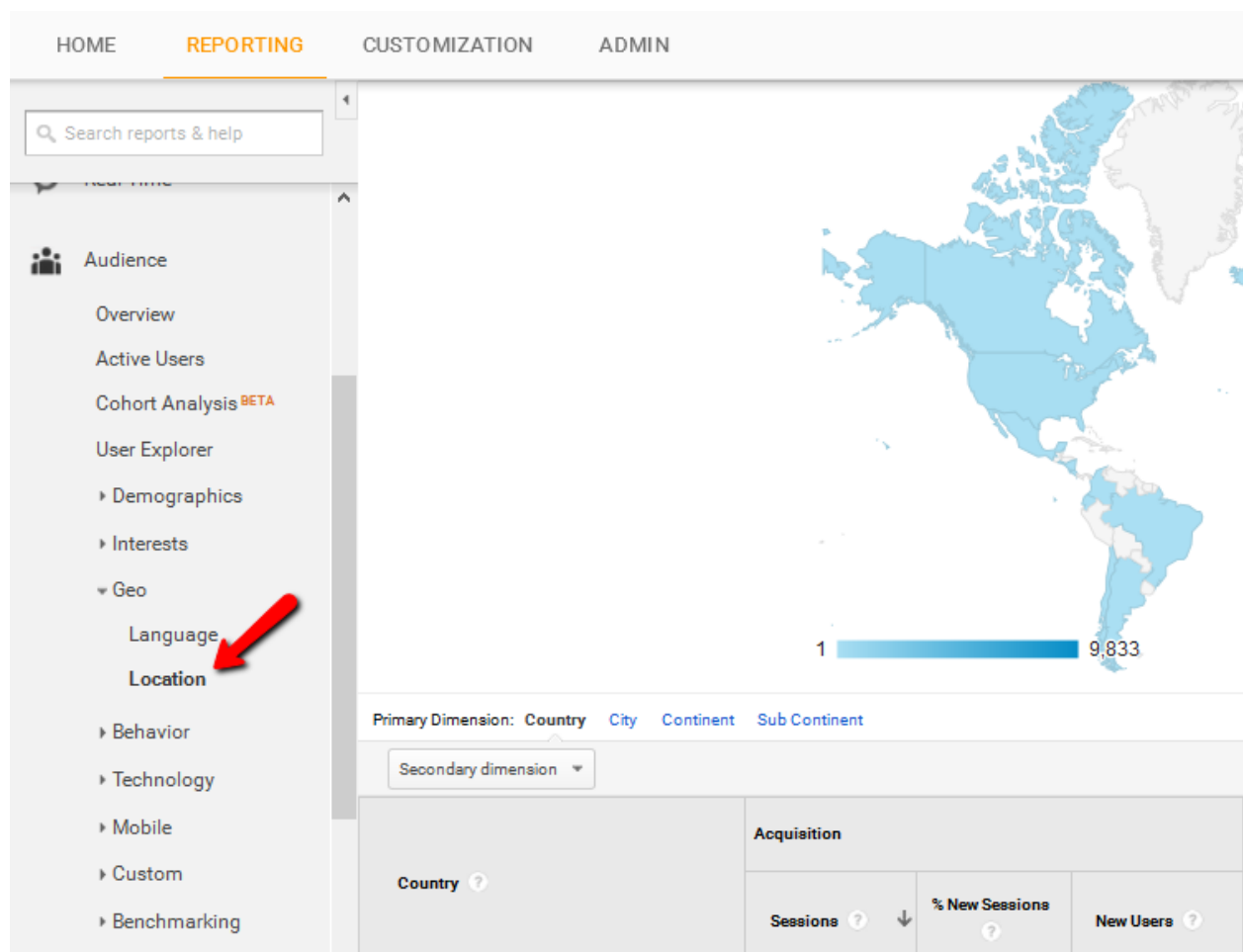
Being listed high on Google is no good if visitors are not clicking on your site. Click through rates are a measure of how popular and visible your advertisement or URL is on a search engine because it directly effects the frequency with which users visit your website.

Specific content that has a high click through rate should be the benchmark.

## Geographic reach

Metrics that determine geographic reach tell you the location of your customers. Depending on the results of this metric, you can choose to increase visibility and reach in a certain location and reduce spending in another one. Moreover, while assessing geographic reach, it is

important to keep business goals in mind because if you want to limit yourself to a certain location. This metric will help you decide.



## Keywords

Keyword metrics are available with every web analytics tool because they help assess how well keywords are used in a piece of content. Keyword metrics identify phrases that are relevant to a business and are used by search engine visitors the most. When a webmaster incorporates the most used keywords and phrases in web content, he stands a high chance of increasing the visibility of the website because it will now appear whenever that particular phrase is looked up.

Content keywords feature was removed from Google Search Console in November 2016, and it was replaced with “Queries” available as a part of Search Analytics.

## Search Console

Dashboard

Messages

▸ Search Appearance ⓘ

▾ Search Traffic

**Search Analytics**

    Links to Your Site

    Internal Links

    Manual Actions

    International Targeting

    Mobile Usability

▸ Google Index

▸ Crawl

Security Issues

Other Resources

### Search Analytics

Analyze your performance on Google Search. Filter and compare your results.

☒ Clicks   ☐ Impressions   ☐ CTR   ☐ Position

☒ **Queries**   ☐ Pages   ☐ Countries

No filter ▾   No filter ▾   No filter ▾

**Total clicks**

0

Clicks

100

75

50

25

Queries

Another tool that can help you with exploring keywords and the potential search volume for specific keywords is [Google Keyword Planner](#).

Keyword Planner

Find keywords

Review plan

Targeting ?

All locations

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Your product or service

guitar lessons

Average monthly searches for all ideas.

1M – 10M

Ad group ideas

Keyword ideas

Search terms	Avg. monthly searches ?	Competition ?
guitar lessons	10 – 100	Low

Keyword (by relevance)	Avg. monthly searches ?	Competition ?
guitar lessons	10K – 100K	Medium
how to play guitar	10K – 100K	Low

The above metrics are only a few that play a huge role in helping webmasters increase visibility of websites using Google tools. Even though other web analytic tools also have a collection of metrics, none is as comprehensive as the features using several Google tools combined, because they provide a comprehensive collection of data to give users the best visibility and reach statistics in the industry.

# 7

## **Ten Most Common Web Analytics Mistakes and Pitfalls**

## 7. Ten Most Common Web Analytics Mistakes and Pitfalls

The usage of web analytics has become quite common today. With its efficacy of being the best measurement of success for a website, it is now used by a large number of businesses, regardless if those are small blogs or huge e-commerce platforms. Owing to this widespread popularity, web analytics tools that were previously saturated in the hands of only a few professionals are not easily available to even the most novice webmaster.

While this is not necessarily a negative in this industry, because useful tools should be available to everyone, it has led to the misrepresentation of many metrics and judgment calls that alter this process in a drastic way. On the internet, many myths and guesswork ideas have been developed and circulated, all of which can seriously misguide a business owner who wants web analytics to truly work for the website.

In light of this trend, it becomes increasingly important for webmasters to be aware of the most common mistakes and pitfalls of web analytics that most people end up committing. Web analytics data is hardly ever in strict black and white terms. There are a lot of gray areas and immense room for informed judgments because at the end of the day, what you are trying to measure, i.e. online behavior of visitors and customers, is highly unpredictable and very subjective.

### Mistakes to avoid

#### *Focusing on the wrong metrics*

If you have put together a wrong set of metrics to measure the success of your website, web analytics will barely yield a result. Many businesses solely focus on metrics that are either popular across the board, or are focused too strongly on what users do. Understand that the actual question is '*Why users do what they do?*'



### ***Expecting the results to be obvious***

Simply implementing analytics does not mean you will get the results and insights immediately. It takes work and effort to dig out the results from the figures and statistics of the analysis. Many experts call web analytics a detective work because the results are never obvious.

### ***Relying on one tool alone***

Since the web and everything on it is so complicated, never expect one tool to give you all the answers. Chances are, you will have to use and implement a number of web analytics tools to get to the bottom of why your users are behaving in a particular way. Do you remember the five 'Whs' of web analytics? Getting answers to all five questions means using multiple tools that target different aspects of web analytics.

### ***Allotting very few resources***

If no measurable and tangible results are seen from analytic work on a business's website, most owners tend to cut down the budget allocated for web analytics. This is a serious mistake because analytics shows results over the long run and allotting few resources to take corrective action limits the possibility of getting results.

### ***Spamming the website with content and keywords***

Yes, you have to pay attention to keywords and phrases, but spamming your website with these is not a smart move. In the end, what really matters is the quality of web content instead of one that is only rich with keywords.

## **Pitfalls to avoid**

### ***Exit pages are always problem areas***

The fact that people are leaving your website is definitely a warning sign. However, taking exit pages to be the glitch is wrong. What if visitors find what they are looking for on one particular page and then exit your website? To take this into account, the reasons for why people are leaving should be considered problem areas and hollow spots.

### ***Analytics should dictate search terms***

Even though web assessments give valuable knowledge regarding the terms people are using the most, if a business restricts itself to these terms only, it is setting up a serious hurdle for success and growth.

### ***Flashy imagery is everything***

For many, a web analytic report filled with colourful images and graphs is the best way to get answers about the performance of the website. It should be understood that while imagery is great for decision making, if it is not followed closely with highly comprehensive data, all the graphs and pies charts are pretty much useless.

### ***Conversion funnel is a quick fix***

Even though the conversion funnel is an important and useful measure, limiting your analysis to this approach can be misleading. Not all visitors who do not complete the conversion funnel are exiting a website. They may go back mid-way to check the prices of the products, read the vendor policy or perhaps, add more products to the cart!

### ***Numbers are everything***

No, numbers are not everything. In fact, many numbers are nothing at all! For the longest time, the marketing industry made a big deal of the hits advertising campaigns success. However, soon they realized that these hits were merely a small part of the larger picture and they were not enough to report the success of the campaign. Hence, numbers are important, but not every number will be worth basing strategic decisions upon it.

For instance, if a site referrer brings you 20,000 visits on a daily basis, you may have a reason to be happy. However, before you do, it is essential to check into details the length of the stay and depth of visit of each of these visitors.

Therefore, when you begin to look at web analytics as medicine for your sick online business, make sure you do not trust just about anyone who starts giving advice. Sure, it will be tempting to take shortcuts and follow the top 10 metrics or see the top 5 averages, although there is no saying whether these top contenders are actually relevant to your website or not.

Hence, explore, observe and learn. Also, keep in mind that falling into one of the pits highlighted above is not as uncommon as you may think.

The best recommendation is to be aware of all the potential problems you might encounter along the way, as this will help you be prepared for different situations that impose challenges in your online work.

# 8

## **Web Analytics: Best Practices**

## 8. Web Analytics: Best Practices

Best practices are nothing but benchmark strengths that drive a business or a related field to success each time. If you are hiring a professional web analytics team, it helps to know whether they are geared towards success by having a streamlined process in place.

The top five best practices of web analytics are:

### **Strict documentation**

We have stressed repeatedly, that on their own, most web analytics tools and metrics will mean nothing. This entire process of evaluation and truth finding is about putting together bits and pieces of information and figuring out the answer to a puzzle. To do so, documentation is a must.

There are a lot of terms and concepts used in web analytics, all of which need to be defined for a team of analysts to accurately deliver results and gauge performance. A data dictionary and an events calendar, for instance, should be the starting points of documentation because they guide analysts to spot anomalies and refer to the gathered data for answers.

### **Tight integration with reporting system**

Data on its own will not lead you to success. Once matches are made and variances are spotted in visitor behavior, they need to be reported and analysed. Validation of data and its accuracy are highly important aspects of web analytics, since decisions are based on this data. Efficient reporting systems should be in place for the process to be streamlined and formalized as much as possible.

### **Understandings of business process**

Web analysts are like business partners. No longer does a smart webmaster think of web analytics as a onetime activity. It has become common knowledge nowadays that this process to assess websites is an ongoing one because continuous improvement and regular monitoring of websites is what exposes problem areas.

This is why a thorough understanding of business procedures is a must for web analytics to be effective. It has been pointed out previously, that the metrics used and the analysis conducted will be different for every type of business. Therefore, a web analyst first has to familiarize himself with the process, goals and objectives of the business under consideration.

## **Sharing of ideas and knowledge**

Web analytics is an evolving field. It has come a long way from being a science in which hardly anyone believed. This evolution has been fuelled by constant sharing of ideas, innovations and distribution of information and knowledge because when ideas are shared they turn into full-fledged web solutions.

## **Having a roadmap for improvements**

The road to improvement is a best practice for every business, more so for one that has everything to do with the online community. Changes on the internet are fast paced and regular. For web analytics to stay abreast of these changes, it has to have a roadmap for improvements and constant progress.

# 9

## **Analysing Analytical Data**

## 9. Analysing Analytical Data

Choosing the best analytic tools and metrics to collect relevant data is one thing; making sure this data is performing well is another.

### How to know if your analytic data is performing well?

The question, '*Is your analytic data performing well enough?*' is one that lays a lot of emphasis on the fact that analytics is an entire field of study. It is not a process that ends with a few steps, because output of one stage of analysis serves as an input for the other stage of running a business.

Moreover, there is a high chance that you may select the right metrics, and yet you fail to analyze them properly, or that you may have all the analysis in perfect order, yet you fail to implement the findings just right. Hence, there is a lot to be monitored in web analytics because an error on any stage can lead to underperformance of analytic data.

### The criteria of performing well

#### *Objectives*

Before getting into the 'how', let us make the 'what' very clear. Deciding whether analytic data is performing well or not is a question that is preceded by the correct identification of the purpose behind the analysis. What do you want web analytics to achieve?

Broadly speaking, web analytics is all about tracing the cognitive trail left behind by visitors. Dissecting and exploring the intents and behaviors of the visitors gives insights regarding their actions, and more importantly, why they behave as they do. Hence, if your data is only figuring out what the visitors did, instead of telling you why they did it, it is far from yielding results.

In a nutshell, the purpose of the analysis should be clear to you, since it is based on this purpose, that the efficacy of the gathered data can be judged.



### ***Research question***

What will the analytic data search for? Treating the entire web tracking process like an extensive research program is the right approach at this stage because, before the data is gauged for effectiveness, it has to lay down the research questions.

Once you have identified the purpose, develop a research question that is more detailed, identifies the aspects of a website that will be looked into, and explains why this research is important, i.e. what will it yield. Everything about web analytics will then be geared towards answering this question.

Many webmasters prefer to jump straight to analysis instead of laying down these basics. Even though such an approach may work for them, it takes away the formalization in the web analytics process that gives it the importance it deserves.

### ***KPIs and metrics***

The third criterion for data to perform well is to have in place the right KPIs and metrics. Both of these topics have been discussed in a lot of detail in the previous chapters. They are essential aspects of web analytics because they give practicality to the research question. Once these are identified and documented, data can be gathered with certainty because all performance indices are specific to the type of business and website under the spotlight.

Every metrics and performance indicator should be able to track four types of data:

1. Source – Source indicates where the prospects come from. Do they find your website from search engines or are you referred by another website?
2. Amount – Amount determines the number of instances of a particular action performed by visitors. In other words, it takes into account the frequency at which the action is performed.
3. Nature – What is the nature of the activity? What do the visitors experience when they land on your website or webpage?
4. Results – What action is taken on the website? Metrics that determine results or goals are highly important because they indicate how well the efforts of a business are reaping rewards.

## ***Benchmarking***

The last criterion to determine the performance of the analytic data is benchmarking. Even though this has been talked about previously, it is important to mention benchmarks in this chapter because they play a huge role in determining success.

When a webmaster sets a benchmark, all data gathered suddenly starts making sense. On their own, most metrics are absolute numbers or percentages that do not give any results nor do they show how the data gathered is of any good. Once a benchmark is set for a metric, the level of good or bad becomes clearer and the analyst can then determine how the data is performing.

With benchmarks in sight, experiments and tests can be conducted to reveal how the website is performing. Leaks in the conversion funnel can also be identified better when metrics are gauged against benchmarks and the resultant gap is then analyzed.

Apart from these four measurable criteria, a lot of the responsibility for the performance of the data lies on how well each aspect of the analytics process is knit together. Integration in the process and design is crucial for web analytics in particular, because the results derived are a summation of all metrics and tools used.

It also helps to remember that performance is a very subjective measure. There is no 'right' level of performance because it varies depending on the industry and sector. Apart from the industry, a lot of other factors affect the efficiency of analytic data, including the tools used, the approach taken, the difficulty of assessment and the time horizon in mind.

Therefore, while you may want your data to achieve an optimal conversion rate, the definition of 'optimal' is not as absolute as one might think.

## **Using testing software**

There are a number of professional and specialized web analytic companies that have trained experts who have web analytics and all its jargons on their fingertips.

However, not every business has the financial backing to pay professional web analysts to take a look at their websites. Nor do they have the necessary infrastructure needed to

accommodate an external analytics website into the reporting and monitoring framework. How can webmasters of these companies benefit from web analytics?

The beauty of this process is that it can be implemented with a little knowledge about metrics, data punching and benchmarking. This is not to say that web analytics with professionals is no different. When a specialized company is contacted, website assessment takes a completely new meaning altogether. However, until your company builds the muscle needed to get professional services, using testing software is the best way to make use of web analytics at minimum costs.

Two testing practices in particular make it to the top in regards to web analytics. These are:

- A/B testing
- Multivariate testing

Both of these testing methods are used for conversion rate optimization because they lay the ground for a webmaster to experiment with different options, assessing the effectiveness and efficiency of each. Depending on your needs and the level of analysis you want, you can take your pick from either of the two as the first step towards analyzing your website and evaluating its performance.

## **A/B testing**

In the context of web analytics, A/B testing requires webmasters to create two versions of the same website or a webpage that is to be tested. Both versions are differentiated by changing their designs, layouts and other major characteristics of a website. Next, both websites are given different URLs and traffic is divided between them to test the effect of the changes.

Using this testing software, any number versions of a webpage can be created, depending on how much research you want to do regarding website performance. A/B tests can be changed into A/B/C if three versions are being tested and even, A/B/C/D if four versions need to be considered simultaneously.

An A/B test has become very common nowadays and it can easily be implemented by most webmasters who want to go ahead with analytics on their own. A/B testing can be carried out using a number of software, many of which are available online without any costs.

### ***Advantages:***

- Conversion rates are not restricted by a particular area of a webpage.
- Drastic changes to website design, layout and consolidation can be made.
- Advanced analytics skills can be incorporated with the simple version of A/B.

## **Multivariate testing**

Multivariate testing goes a step further to analyze the effect of different variables within a single webpage. It helps a webmaster change the placement of call to action buttons, headers, forward links and many other elements of a web page to optimize its performance.

The multivariate testing is more advanced than A/B testing because it reveals how the performance of a website relies on specific elements that are already a part of it. The combination of these elements and their optimal usage is another result a webmaster extracts from this testing technique.

Just as A/B testing can be done using various software solutions, multivariate tests can be run on a number of platforms. Visual Website Optimizer, for instance, offers a detailed analysis for this test, together with idea-generation tools that provide the best starting point to run this test.

### ***Advantages***

- Isolation of many website elements is possible. Understanding their individual effect becomes easy.
- Individual effects can then be compiled in an organized way to study compounded effects of all elements in unison.
- Conversion rate optimization is stricter and the criterion used to gauge it is very narrow.

Advanced web testing procedures often prefer to use both these software to arrive at very detailed and lengthy results. Using both tests enables analysts to view a website's performance under the microscope as well as from the standpoint of a general internet user who merely

visits once or twice. Keeping both these perspectives in mind presents a better solution by testing page layouts, as well as change in variables, all in one go.

## **Which one to choose?**

Choosing either one of these testing procedures becomes easy if you have a few essentials lined out. For instance:

- Very high traffic on the website

If your website receives high volume of traffic, using multivariate testing is sensible because the minor changes in the variables of a website will then be noticed by a larger audience and measurable results will be gathered.

A/B testing, on the other hand, can work on web pages that receive little traffic because the analysis is more superficial than that generated by multivariate testing.

- Quick results

Do you want to do a quick test or have an in-depth analysis of the website under consideration? A/B testing usually gives quick results because it can be conducted without making major changes to multiple variables. If you want a relatively simple overlook of the way your website would work best, consider A/B testing first.

- Interaction of webpage elements

Since multivariate testing goes further into the working of various elements of a webpage, it tells a webmaster how these elements interact with each other to optimize the performance of a website. If your goal is to find data on variables, this testing software should be your target.

- Average technical know-how

If you have an IT team that has average web analytic skills, it is better to start with A/B testing because this procedure requires a relatively simpler framework as compared to multivariate testing.

# 10

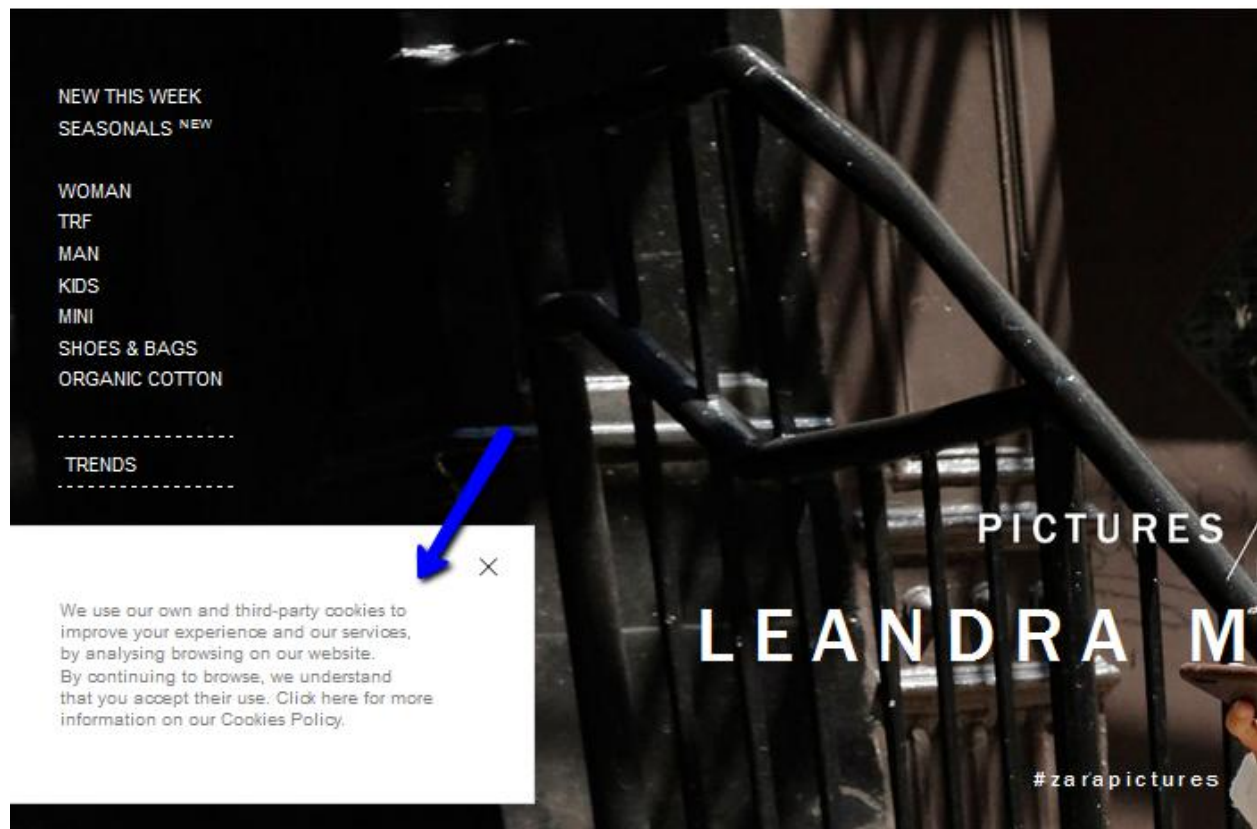
**Web Analytics  
Methods**

## 10. Web Analytics Methods

We will now focus on several methods of web analytics that are used to provide different data about the users, users' location or additional information about the files. Each of these processes is an important element of acquiring the data from online users, and it is often integrated into web analytic software to provide the data about specific user and its behavior on the website.

### Cookies

Using cookies, based on the principle of tracking individual users who browse through different websites, is a valid method that has been used for a while now in web analytics. It implies the usage of both third-party and first-party cookies to track the data and generate the report based on the user activity.



While this has been a valid method of obtaining the data about the identity of the users, it has one major issue – the deletion of cookies. Users can choose to block or delete cookies, which will result in inaccurate data in web analytics. If the user has deleted the cookies from the browser, when visiting the website that user will be seen as a new visitor, who visits the website for the first time. At this point, web analytics software will not be able to get the records about previous interaction of the users with the website, and this will provide inaccurate data about the user's visit.

## **Geotargeting**

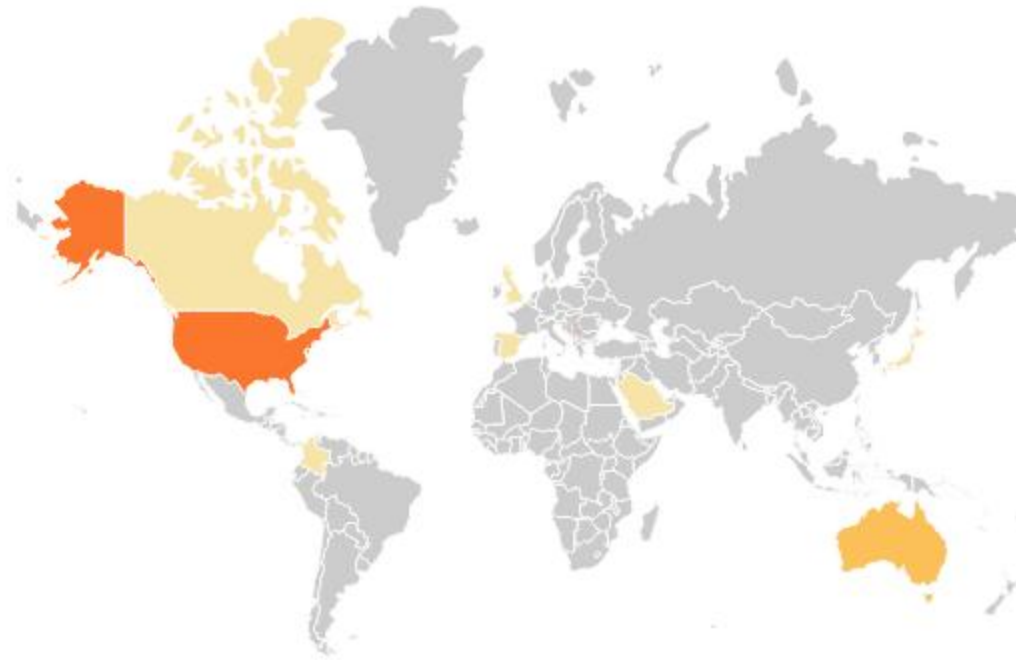
Geotargeting is the process of internet marketing, which consists of determining geolocation of the website visitors. Geolocation is determined by associating internet or a device with a specific location, using different processes, with IP address location being most commonly used method.

IP address location includes information about country, region, city, time zone, etc. or it may even include deeper analysis data, such as domain name, connection speed, etc.

Geotargeting is based on obtaining geographical and personal information about the visitors, which can help with determining website audience. These data are integrated into web analytics in order to study the behavior and the origin of website visitors.



## GEOGRAPHIC DISTRIBUTION OF CLICKS



Geotargeting based on IP address location may encounter problems when proxy servers or virtual private networks are used. These two act as intermediary between the website and the visitor, which is why they may provide false location. As a result, this will fetch false information to web analytics, and the report data will not be valid.

### Mobile phone tracking

The process of mobile phone tracking involves determining the location of a mobile device through different methods, such as radio signals or GPS. Location of mobile devices, as well as geotargeting of desktop users, is important part of web analytics, especially for local business, who rely on this kind of information in the process of optimizing the website or offering suggestions based on the user location obtained through such data. Location-based services, such as those offered by numerous social networks nowadays, provide information based on this type of data, which is why mobile phone tracking is a commonly used method to analyze the traffic based on the location, especially when it comes to mobile devices.

## Geotagging

This process is similar to that of geolocation. It consists of adding geographical identification to the images, or other types of files, such as videos, or even websites. This is done using different meta data, which usually contain latitude and longitude coordinates. Geotagging helps provide information about specific location of the file, or other types of data about the file itself, such as when it was created, who is the author, etc.

Besides the location, some data can be added automatically by the device used to create a file, such as the data about the camera used to take an image.

The screenshot shows a software interface for viewing metadata of a file named "IMG\_3066.jpg". At the top, there is a horizontal menu with tabs: "Description", "IPTC", "IPTC Extension", "Camera Data" (which is selected), "GPS Data", "Video Data", and "Audio Data". Below the menu, the "Camera Data" section is divided into two columns: "Camera Location" and "Subject Location".

Camera Location	Subject Location:
Latitude:	Latitude:
Longitude:	Longitude:
Altitude:	Bearing:
Image Direction:	Distance:

---

Below the location fields, there is a list of other metadata fields:

- Time Stamp (GMT):
- Receiver Speed:
- Receiver Direction:
- Processing Method:
- Map Datum:
- Area Information:
- Differential Correction:

---

At the bottom, there is a field for "Tag Version:".

On the other hand, you can also use different photo editing tools to embed the data, such as the data about the author, copyright status, etc.

IMG\_3066.jpg

Description	IPTC	IPTC Extension	Camera Data	GPS Data	Video Data	Audio Data
<p>Document Title: <input type="text"/></p> <p>Author: <input type="text"/></p> <p>Author Title: <input type="text"/></p> <p>Description: <input type="text"/></p> <p>Rating: ★ ★ ★ ★ ★</p> <p>Description Writer: <input type="text"/></p> <p>Keywords: <input type="text"/></p> <p><small>ⓘ Semicolons or commas can be used to separate multiple values</small></p> <hr/> <p>Copyright Status: <input type="text" value="Unknown"/></p> <p>Copyright Notice: <input type="text"/></p> <p>Copyright Info URL: <input type="text"/> <input type="button" value="Go To URL..."/></p> <hr/> <p>Created: 1/3/2011 – 1:51:42 PM      Application:</p> <p>Modified: 1/3/2011 – 1:51:42 PM      Format: image/jpeg</p>						

Some mobile devices even embed this data automatically in the images, which imposes very important privacy issue for the users who share those images on other websites or social networks. The usage of this data can be a huge problem for the online users, who might not even be aware the data that are automatically generated inside the files they post online.

# 11

## Social Media Analytics

# 11. Social Media Analytics

Social media analytics focuses on measuring, analyzing and interpreting interactions and associations between social profiles, social media accounts and websites. The main goal of social media analytics is to explore the activity on social networks in order to assess their influence on your business. Not only will learning about your followers' sentiment help you refine your approach, but it will also help you become more successful at your online activity.

Social media analytics represents the process of listening to your followers in order to identify their need and reaction to a certain activity. Listening process also involves focusing on current trends, as this can also help with social media marketing strategy, which ultimately results in improving the performance of whole internet marketing strategy.

In the same way, as web analytics helps you analyze your website and its performance in order to improve it, social media analytics will help you analyze the performance of your social media accounts and find ways to improve your social media strategy.

Since social networks are inseparable part of any online marketing strategy, this process is crucial for improving this segment of your business strategy.

## Measure

The first part of obtaining relevant data from social media analytics starts with measuring. Here you have to know what to measure and how to measure it.

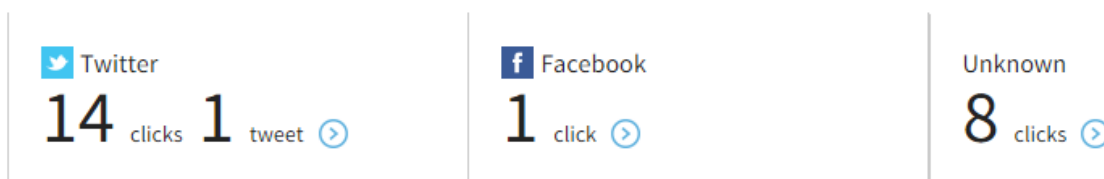
The most common way laymen assess the influence and success of a social media profile (or page) is the number of social followers, i.e. the number of the social network users who follow your account. While this metric does have some relevance, it can be very misleading and it may actually say little about your social media influence. For example, a page might have a thousand followers, but only 5% of them are active and engaged, which leaves a huge number of followers you are unable to reach, and thus those cannot help you improve your business and increase sales.

Therefore, you need other metrics to measure and compare them to each other, in order to be able to analyze and interpret the data successfully.

Have in mind that you will not have an opportunity to always obtain the data about your social account activity, as some social networks do not provide detailed analytics or they do not have this option at all. While Facebook and Google+ pages have social media insights as an option available to page managers, other social networks do not.

However, some of the data can be obtained from trackable links, which might be enough to get the idea about the number of people who clicked on the link.

## WHERE THIS BITLINK WAS SHARED



Additionally, this problem can be solved using publishing tools such as [HootSuite](#). This tool, as well as other similar social media management tools, allows accessing social media statistics for different social media accounts you are managing through this tool.

**Hootsuite™** Hootsuite for Enterprise Products Plans Education Sign Up Log In Contact Us

**Manage all your social media marketing in one place**

From finding prospects to serving customers, Hootsuite helps you do more with your social media marketing.

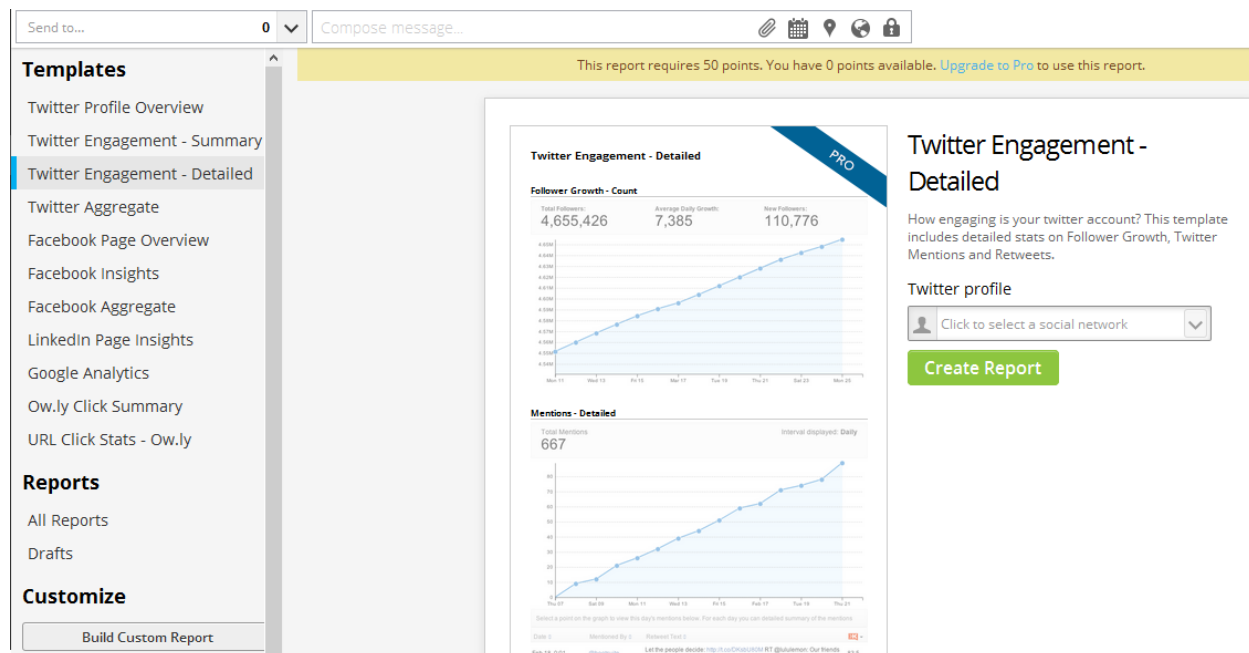
Compare All Business Plans OR Get Started—Free

Depending on the tool you use, some parts of the analytics might be available to you, while you might need a paid account to access all the features. The best idea is to first use a free version or a free trial, and then upgrade, as you want to go deeper with data analysis.

For example, HootSuite offers free overview of Facebook page activity, as well as Twitter profile overview. The data are available in a form of report that can be downloaded, which is perfect if you need to analyze the data offline.



On the other hand, if you want to access detailed Twitter engagement statistics, as well as other statistics reports, you will need a pro account to generate these reports.



Regardless of the tool you use to explore the activity on your social media profile, you should try to get the following data:

- The number of followers
- The number of engaged users
- The average number of users who interact with you (grouped into three sections – like, share or comment)
- The post with greatest reach (the date and time when the post was published)
- The type of post that causes the greatest level of engagement
- The data about your target group

Once you have all the data, you should compile a report to represent all of your findings, as this will make the following step, the analysis, much easier. Some tools might generate a report for you, while you can always create your own with screenshots to illustrate graphs and spreadsheets to note the data about the activities you have been measuring.

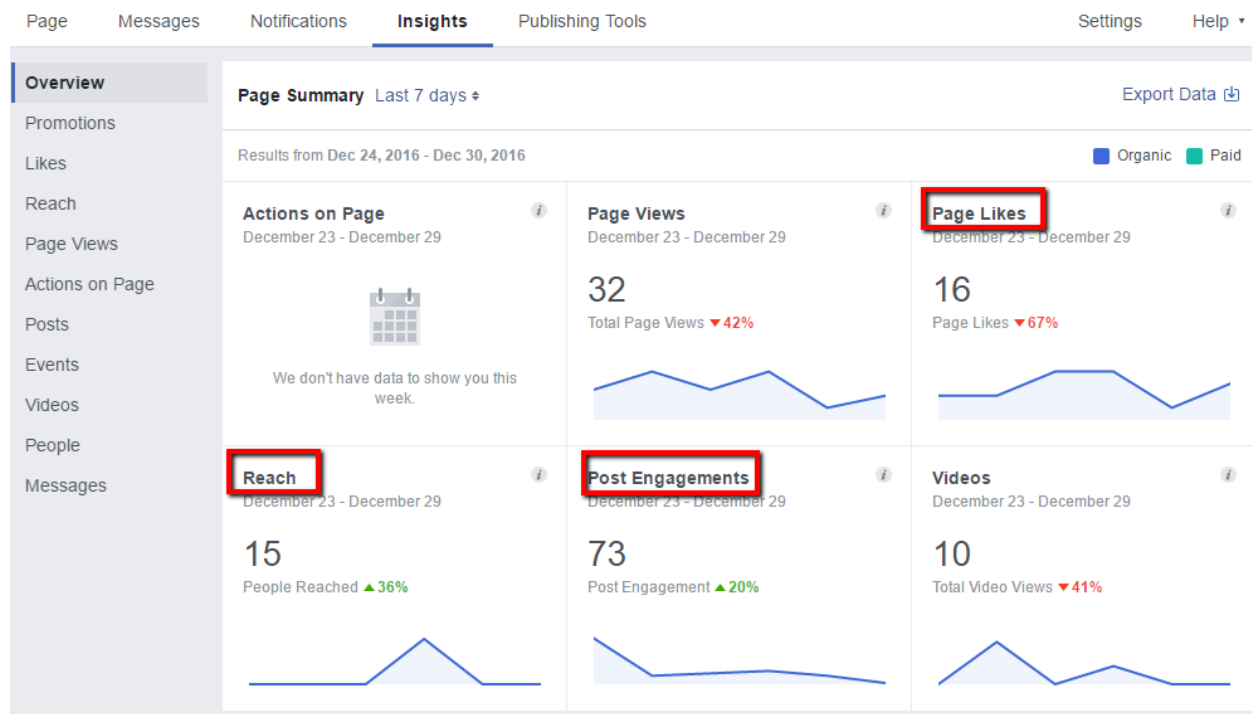


## Analyze

Having all the data in front of you allows you to analyze the performance of your social media activity in order to determine what the data mean. The second part of your process where you assess the influence of social media consist of analyzing the data related to the activity of your social media activity. You should analyze and compare the data in order to get a clear picture on how social media activity affects your business and whether this is something you should invest in.

Start by analyzing the number of people you got engaged, as those are the people you were able to reach due to the fact that you are active on social media. This includes:

- Followers – the number of people who started following your on social network
- Reach – the number of followers you were able to reach through your posting activity
- Engagement – the number of people who interacted with you, by commenting, liking or sharing your status update



When it comes to analyzing the performance of the posts and types of posts that were published on your account, this is important aspect that will help you determine which approach yields best results. This will help you refine your approach to social media by choosing to post the type of content that results in greatest engagement level. Besides the types of posts, social media analytics can help with optimizing social media activity by choosing when to post. If posts published at certain time of day are the posts with the highest engagement level, this means that you are most likely to reach your followers at that specific time.

You should also analyze the traffic on your website that is generated through social networks. Besides identifying the number of clicks, you should also explore the user path so that you can find out if you were able to convert the visitors that came by clicking on a link posted on social networks. Analyze and compare the data from different social networks in order to compare the success of each of them, as this might be a signal for you that some social networks are just better for your company than others, in terms of generating more traffic and more conversions. If this is the case, you should consider focusing on those social networks that help you generate the highest traffic volume and conversions.

## **Interpret**

The final stage of social media analytics is to interpret how social media activity affects your business. The most obvious way to interpret the data is to determine the exact number of conversions and find out how much each conversion is worth. You should be able to calculate the amount of assets you needed to invest and compare that with the results you have obtained from the analysis of your social media activity, and you will be able to calculate the exact value of a conversion achieved through social media. Ultimately, this will help you evaluate the success of your social media activity, and whether you should be focusing more on social media.

Besides the value of a conversion, social media can also help with branding, which is more difficult to calculate using social media analytics, as it cannot be quantified. Branding is your online reputation and influence, so the best idea to evaluate if you were successful in branding through social media is to analyze the popularity and relevance of your social media account. Having a lot of followers and high level of engagement are some of the indicators that signify that you enjoy a lot of popularity on social networks, and that a lot of people became familiar with your brand through social media. Additionally, the number of reviews and

recommendations can be a proof of good reputation and a signal that your brand is popular among online users.

Both conversions and branding will help you improve your business in terms of profit. Therefore, in order to fully assess the importance of social media activity to your business, compare both of these to the current situation in your company. You should also take into consideration the situation before the implementation of the social media strategy, so that you can determine the effect social media have on your business.

# 12

## Mobile Analytics

## 12. Mobile Analytics

Mobile analytics studies the behavior of mobile websites. It gathers the data collected from the users accessing the website via mobile devices in order help you evaluate the performance of the mobile websites.

Since having a responsive website design is one of the key aspects of being successful and competitive on online market nowadays, analyzing mobile analytics can be a step forward in the process of improving your website and leveraging the fact that the world is going mobile.

Apart from the data that are usually collected as a part of web analytics, which include page views, visits, the data about the visitors, and country, mobile analytics also collects various different data about mobile devices used to access the website, including the following data:

- Device model
- Screen resolution
- Device capabilities
- Service provide
- User language

The data gathered through mobile analytics are compared against KPIs in order to help you determine the performance of your website on mobile devices. This can also help you identify potential problems with your website in terms of optimization for mobile devices. It is highly recommend that you devote time to improving mobile user experience as this medium can generate a huge amount of traffic and it can lead to great benefits for your company. Otherwise, you will be missing out this part of online community, and you will not be able to stay competitive on the market.

Despite the fact that collecting data for mobile web analytics is important part of web analytics in general, it is less accurate. While web analytics is straightforward process, mobile web analytics can be limited due to the following factors:

## **JavaScript and HTTP cookies are unreliable**

These directly influence visitor identification, which is one of the most important parts of analytics you need to monitor, but JavaScript and HTTP cookies on mobile devices are unreliable, which makes it difficult to provide exact data about visitor identification.

The problem could be solved by tracking unique user identities, which will enable you to track repeated visits and compare them to the unique visits. In order to solve the problem of unreliable data, some mobile analytics software even detect only one visit per day. However, the drawback of this approach is that you are unable to detect the number of repeated visits from the same user.

## **HTTP referrer**

HTTP referrer identifies the address of the webpage that linked to the resource that user asked in his or her request by clicking (tapping) on the link. Checking the HTTP referrer allows you to see where the request originated, which provides important data for website analytics.

However, the information about HTTP referrer is usually not available for mobile web browsing. There are several reasons for this. Occasionally, mobile devices have this option disabled by default in order to reduce the bandwidth during the process of accessing the internet. Another reason why these data are not available for mobile devices is that mobile network operators remove these files automatically to gateway software.

## **IP address**

The data about IP address can also be difficult to track, as the IP address with mobile web browsing is collected through internet gateway, which is supported by the network operator. Unlike with desktop browsing, where each computer usually has its own network address, IP address with mobile browsing depends on the network operator, which is why it can change and provide analytics data that are not reliable.

Successful mobile analytics can help you go beyond comparing the analytics from desktop and mobile devices, but it should also provide detailed insights into signals generated from mobile devices, in order to determine information about your mobile users. One of the best ways to do

so is using tracking solutions that leverage devices IDs, which offers a sophisticated form of tracking mobile audience.

The purpose of mobile analytics is to analyze the performance and potential of the mobile market, to determine the data about the audience, to calculate ROI of mobile marketing and provide insights into how mobile promotion affects your business.

Here are three major goals you should achieve through mobile analytics:

## **Understand how customers currently interact with your site**

These insights will help you learn how mobile users get to your website and what they do on the website, how they are browsing through pages and what kind of content they find most valuable. The type of devices can also be obtained while collecting the data about the users.

Understanding your audience is the best way to learn more about your own website, which aspects you are doing good, and which ones you should improve. In general, knowing how mobile users interact with your website will help you improve your website to get the best performance and provide mobile-friendly user experience.

## **Adapt your value proposition to customer needs**

Analyzing the differences between desktop users and mobile users might be much more important than you have imagined. Mobile users maybe have different needs when browsing your website, as opposed to desktop users, which requires you to adapt the mobile website to the needs of the mobile users. This will help you maximize the performance of the website among mobile users, as website designed according to their needs and pattern of browsing is easier to navigate and use.


## **Study examples across and beyond your industry**

Although mobile analytics, and analytics in general, is focused on exploring your own website data in the purpose of evaluating performance, sometimes you need to go beyond these borders.

You should firstly focus on your competitors and try to get the data about their performance in order to see if there is something they are doing better. Besides competitors, you also need to

monitor the influential companies from the world of online marketing, as such examples can provide valuable information for your own company.

Finally, you should explore the world of analytics in depth, as you might find new practices and solutions for analyzing mobile analytics, as this is the area that changes rapidly, introducing innovations constantly.

 THE MOBILE PLAYBOOK

1

**Understand how customers currently interact with your site**

Analyze the traffic on your website and get an understanding of where your customers come from. You can learn at what times people visit your site, what types of content they consume, and when they use smartphones versus tablets and computers.

2

**Adapt your value proposition to customer needs**

An analysis of your current website might give you hints—e.g. what a smartphone user is looking for versus a visitor on a computer or a tablet. You might learn that prioritizing specific content on the mobile-friendly version of your website will improve conversion rates and drive incremental revenue for

3

**Study examples across and beyond your industry**

your business. The goal here is to tailor and rearrange content for specific audiences rather than removing it and offering a stripped down version of your website.

Take time to explore mobile sites of competitors or those of leading companies in other industries. Having a broad repository of examples to reference might spur new ideas on design and functional elements that could enhance your mobile site.

If you want to learn more about mobile marketing and how to define your mobile strategy here's a helpful guide: [The Mobile Playbook](#).

## Use analytics software to get the data

We have already mentioned that web analytics tools are very important in the process of obtaining the data about website performance. This is also the case with mobile analytics. Google Analytics can help you with this task, as it provides statistics about mobile audience. The data available inside Google Analytics include:

- The number of mobile users
- The type of device used to access the website
- The behavior of those users (bounce rate, session duration)



- The number of sessions (new vs. returning visitors)
- The data about conversions (goals)

HOME <b>REPORTING</b> CUSTOMIZATION   ADMIN				
<input type="text" value="Search reports &amp; help"/>		Primary Dimension: <b>Mobile Device Info</b> Mobile Device Branding   Service Provider   Mobile Input Selector   Operating System		
User Explorer <ul style="list-style-type: none"> <li>Demographics</li> <li>Interests</li> <li>Geo <ul style="list-style-type: none"> <li>Language</li> <li>Location</li> </ul> </li> <li>Behavior</li> <li>Technology <ul style="list-style-type: none"> <li><b>Mobile</b> <ul style="list-style-type: none"> <li>Overview</li> <li><b>Devices</b></li> </ul> </li> <li>Custom</li> <li>Benchmarking</li> </ul> </li> <li>Users Flow</li> <li>Acquisition</li> <li>Behavior</li> </ul>		Plot Rows   Secondary dimension   Sort Type: Default		
		Acquisition		
Mobile Device Info ?		Sessions ? ↓	% New Sessions ?	New Users ?
		6,492 % of Total: 44.90% (14,458)	69.87% Avg for View: 71.64% (-2.47%)	4,536 % of Total: 43.79% (10,358)
<input type="checkbox"/>	1. Apple iPhone	558 (8.60%)	72.58%	405 (8.93%)
<input type="checkbox"/>	2. (not set)	296 (4.56%)	66.22%	196 (4.32%)
<input type="checkbox"/>	3. Samsung SM-J500FN Galaxy J5	228 (3.51%)	69.30%	158 (3.48%)
<input type="checkbox"/>	4. Samsung SM-G531F Galaxy Grand Prime	200 (3.08%)	74.00%	148 (3.26%)
<input type="checkbox"/>	5. Samsung SM-J500F Galaxy J5	142 (2.19%)	58.45%	83 (1.83%)
<input type="checkbox"/>	6. Samsung GT-I9301I Galaxy S III Neo+	140 (2.16%)	70.00%	98 (2.16%)
<input type="checkbox"/>	7. Samsung SM-G900F Galaxy S5	111 (1.71%)	65.77%	73 (1.61%)
<input type="checkbox"/>	8. Apple iPad	104 (1.60%)	67.31%	70 (1.54%)

# 13

## Tips for Webmasters

## 13. Tips for Webmasters

There is no doubt that every small or big business is now using web analytics to understand the behavior of the visitors on their websites. With more and more free software available online, businesses that do not want to hire external analysts are also starting their journey towards a better and more efficient online platform that offers a rich customer experience.

However, many times, business owners and webmasters fail to use these analytical tools to their full potential, not because they do not want to, but because they do not know how to do that. To make sure that all the data generated and features offered by a tool are leveraged in the best way possible, analysts should keep in mind that small difference in behavior and thinking can lead to a big change in results.

### 10 advanced web analytics tips for webmasters

The following are the Top 10 Web Analyst tips that mark the difference between an average and fairly conducted procedure, and one that really captures the essence of web analytics.

#### ***1. Nothing beats clear web analytics objectives***

The entire process of analyzing and scrutinizing the performance of a website takes shape and meaning once the objectives for the process are clearly defined. With ill-defined objectives and goals, even the best web analyst will not be able to provide remedies to increase performance.

#### ***2. Web analytics has evolved into a very vast field***

It has a far-reaching scope that addresses problems facing a website that do not end with increased traffic or better performance. Therefore, an advance tip for webmasters is to decide on the scope of the analysis they want to conduct. Beginning with a very narrow approach and later extrapolating it to include more variables than decided previously, can introduce anomalies and errors.

#### ***3. Identifying stakeholders in the analysis process is also important***

An analyst hardly ever works alone. He has to join hands with many other stakeholders and partners to make sure that the online presence of a website is reaping rewards and paying off

every cent spent to operate it. Naturally, each of these stakeholders will also have demands, objectives and criteria of their own as well. Keeping it all tied together is crucial.

#### ***4. Task division is also something a webmaster should be able to do***

Many efficient analysts prefer to do all the work on their own. However, it is important to understand that web analysis is a systematic procedure that should follow a chain of command. An analyst has a team of people among whom, he can distribute tasks and assign responsibilities. Getting this right is crucial so that every individual takes responsibility for each step of the process.

#### ***5. Similar to responsibilities, reporting also has to be very clear and definite***

A streamlined reporting procedure lets the analyst and the business owner point out problem areas efficiently, without spending too much time hovering over the confusions. Even though webmasters are not required to report on a daily basis, knowing who to report to, and what to report, can ease out a lot of tension.

#### ***6. Web analytic services are not free, but a business works on a budget***

Hence, an essential tip for webmasters is to set out a budget for the analysis. The resources required to carry out an in-depth analysis of a website should be conveyed to the decision makers of a business so that there are no discrepancies later on.

#### ***7. When setting Key Performance Indicators, take the business representatives on board***

Key Performance Indicators should be decided by keeping in mind requirements of both, analytics and the business in general. Since these indicators should point towards the overall growth of the business and the improvement of its website in particular, taking consent from the business owner is a must.

#### ***8. Avoid generalizing***

Even if most metrics yield the same result for a lot of businesses in the same industry, using the same strategies for all is not a sensible decision, and certainly not why a business invests in web analytics. Unique circumstances and situations are part of every analysis. Therefore, you should avoid shortcuts.

### ***9. Think beyond the set parameters***

Analytic tools and software are an analyst's playing field. An analyst can choose to restrict the work or take it far and wide, beyond the limits set by conventional web-based analytic tools. This can be done by using multiple tools and metrics, all of which are relevant to the website being tested. One example of thinking beyond the basics is to use a combination of qualitative and quantitative assessment tools and questions.

Even though the metrics generate absolute statistics, an analyst can increase the reliability of web analysis by questioning customers and visitors about the performance of a website or what more they would like to see on it. Remember, anything and everything can be done to increase those conversion rates.

### ***10. Regularly maintain the website***

As discussed previously, analytics is an ongoing procedure, not a onetime exercise. Even when a website is up and running in its new form, it needs regular monitoring and maintenance so that the entire process is worthwhile in the long run.

Using these tips, a webmaster or a professional analyst can take the web analytics process a couple notches higher. Adding an element of sophistication to this process can make a huge difference to the way it is implemented. These tips make it possible for web analysts to think out of the box when developing creative strategies to attract visitors to a client's website.

After all, if all statistics and strategies for two similar websites are the same, it is the element of creativity that makes all the difference.

# 14

## **Analytics Glossary**

## 14. Analytics Glossary

The following are some of the most used jargons in web analytics. Understanding these is important for a number of reasons. Firstly, because website analysis revolves around them, secondly, these terms have to be used in reporting and metrics tracking to give a professional feel and lastly; because they differentiate web analytics from other, very similar assessment procedures.

1. A/B testing – A testing method in web analytics that compares visitor responses to two different versions of a website. Effects on conversion rates are also determined by this test.
2. Abandonment rates – The rate at which visitors leave your website while making a transaction.
3. Average lifetime value – The lifetime value of an individual user is calculated by taking into account all past orders and purchases made by him. The lifetime worth of a buyer is given a monetary value.
4. Affiliate marketing – A type of online marketing in which engine marketers and email marketers advertise a website for commission fees.
5. Attribution – Attribution is the process of dividing monetary credit between the various sources used by a visitor to land, explore and finally take an action on a website. It allows marketers and sales representatives to quantify the contribution of different channels to the conversion process.
6. Bounce rate – The rate at which visitors leave your website immediately, i.e. without going through more pages, other than the one they entered from.
7. Banner – A banner is a rectangular advertisement that is posted on a website as a part of online marketing.
8. Benchmarking – Benchmarking is the process of establishing a reference point against which metric results are gauged. A benchmark is very clearly defined and known to all those involved.

9. Conversion rate – Conversion rate represents the effectiveness of a website in turning visitors into customers. In other words, it is the percentage of clicks that converted into an action on the website.
10. Cost per action – This cost represents the expense to a business for marketing itself for every click on advertisements, banners and referred URLs.
11. Conversion funnel – The path a business wants the visitors to take towards a predefined action. The conversion funnel, as the name suggests, is broad at the top, i.e. there are a lot of options for a visitor to choose from, and then it narrows at the bottom, when action is the only way forward.
12. Click through rate – This unique metric distinguishes the number of times a banner or search engine ad is clicked, compared to the number of times it is viewed.
13. Cookie – A cookie is a kind of 'text data' that is used to record and remember information about a visitor's exploration of a website. A cookie has the ability to record the behavior and shopping preferences of online traffic, so much so that it can also remember the contents of e-commerce shopping baskets.
14. Cost data – Cost data is all the information generated and recorded when AdWords is integrated with Google Analytics.
15. Channel grouping – Channel grouping makes it easier for users to analyze data because all information and metrics relevant to one channel are collectively displayed and are made available for comparisons with other channels reports.
16. Custom Reporting – An option available in Google Analytics that allows web analysts to create their own reports by choosing dimensions and metrics at will.
17. Dimension – This term describes an attribute or characteristic of a variable/object that can be given various values. Exit pages, sessions and landing pages are all examples of dimensions.
18. Decisive pages – These pages are those that lead visitors to explore a website deeper. Landing pages are the most common type of decisive pages.



19. Download clicks – Such clicks direct users towards an item that is classified as non-HTML.
20. Data query – Data query is an interface that empowers its users to customize the settings of the analysis by defining parameters such as columns, segments and filters.
21. DAA – DAA stands for the Digital Analytics Association. It is a common, reference group for web analysts all across the world.
22. Dashboard – This is an area in the analytical software showing a summary and it is presented in a single screen shot. It displays multiple metrics, reports, charts and trend graphs regarding the effectiveness of a website.
23. Delayed conversions – These conversions are those that start online, but close offline.
24. Event – An event is classified as a hit. Examples of events include image downloads or video plays.
25. E-commerce – E-commerce refers to a virtual process of buying and selling goods that takes place between two parties on the internet. A website usually acts as an e-commerce platform.
26. Entry rate – It represents a web analytic variable that is the ratio of the total number of visits and the number of visits to more than one page of a website. A high entry rate means your website has an in-depth browsing activity.
27. Entry page – Entry pages are entry points at which visitors enter the website.
28. Exit page – Visitors leave a website on exit pages. Such a page can be any of the website pages, including but not limited to, the last page. In other words, an exit page is one where the navigation path ends.
29. Export – Export is the transferring of audited and analyzed data to a report on an hourly, daily or weekly basis.
30. Entrances – This is a metric in Google Analytics that records the number of visits that a single page received. In other words, the instances on which a page served as a landing page for a group of visitors.

31. Filter – A filter is a guideline or a parameter, according to which information is included or excluded from a report or trend chart. There are many types of filters available in Google Analytics.
32. Goal conversion – The percentage of visits on a website that result in the completion of a goal.
33. Heat map – A heat map gives a visual representation of the number of clicks from various internet users. This visualization is shown as a series of blue and red heat zones.
34. Head match – Head match is a type of match defined by Google Analytics to identify a URL for assigning a goal to a conversion funnel.
35. Hits – Hits are requests for files, images or even the download of a page. It is usually misused as a metric to show improved performance.
36. Impressions – The number of times an online advertisement is displayed.
37. Interaction – This metric is an indicator of the usage of rich media. It is the sum total of all video, audio and email files sent and received.
38. Incident – An Incident is the observance of errors by linking them to the geographic locations in which they take place. It is defined by the duration and importance of errors.
39. iFrame – iFrame is an HTML function that lets a user display a number of frames in a particular window of a website.
40. JavaScript – JavaScript is a computer programming language that is used to track activity on a website. It uses codes that are integrated into web pages so that activity can be tracked and recorded.
41. KPI –Key Performance Indicators are the metrics that show how well, or how bad, a website is doing.
42. Keywords – Specific terms used by internet users to search for a product, service or website.

43. Landing page – The landing page is a page of a website on which a visitor lands directly after running a search for that particular website.
44. Loyalty – An indicator of how a visitor behaves. If the user visits a website often and completes an action, he is perceived as loyal.
45. Log – A text file that carries the details of the server like its IP address and date.
46. Multivariate testing – A web analytic testing procedure that aims to gather data on customer reactions by varying many elements of a website. Placement, layout and change in the navigation path are some variables tested in this method.
47. Measurement protocol – This is a set of standard rules and regulations, that governs the process of collecting data and transferring it from an internet connected device to the Google Analytics software. This protocol is used whenever data is sent from a mobile kiosk or a point of sales system to the Google Analytics software for analysis.
48. Mobile analytics – It represents an assessment of data and statistics generated by mobile platforms and devices. These are often integrated with web analytics.
49. Multi-dashboard – Multi-dashboard is a feature of most web analytics tools that lets users add more than one dashboard to store information and make it easily available for decision-making.
50. Organic traffic – Organic traffic is traffic that lands on your webpage after running an organic search. Organic search is an unpaid or natural search run by an internet user.
51. On-site ads – On-site ads are part of the internal marketing of a website. They are used to promote and monitor advertisement campaigns.
52. Online intelligence – Online Intelligence is a field that offers online analytical tools and assesses various services so that decisions can be made about them.
53. Overlay – Overlay is a term used in heat-mapping technology. It shows various areas/zones of a website that are visited by users at different rates while browsing web pages.

54. Paid traffic – This is the opposite of organic traffic. It includes users and visitors who come to a website from paid searches, paid advertisements and Google AdWords. It shows how effective an online paid marketing campaign was.
55. Page views – The number of times users view individual pages of your website. Every time a page is loaded, it counts as a new page view. This metric allows webmasters to decide which pages are the most popular on a website.
56. Permission – In regards to Google Analytics, permission is the right to perform actions related to managing users, editing data, collaborating, and reading and analyzing. Different permission levels are assigned to different users of a Google Analytics account.
57. Percentage search refinements – This metric assesses the percentage of internal searches on a website that were followed by at least one more search query.
58. Reporting API – API stands for Application Programming Interface. It represents a set of protocols that are used to extract data from the Google Analytics account and put into reports for automated analysis.
59. Return visit – Return visit represents the number of people who visited again in a specified period of time.
60. Return on ad spent – It determines the effectiveness of the money spent on advertising.
61. Referral site – A site which has a URL to your website. When users visit this website, they are referred to your pages through it, thus making it a referring website.
62. Session – Session is classified as a series of page requests to the same website sent by a unique user within a time frame of 30 minutes. The user's visit in this time bracket is called one session.
63. Site overlay – This is a display methodology that places graphical statistics along with links on a given webpage so that the percentage of clicks each URL gets is easy to account for.
64. Spider – Spider is an automated program that is initiated on the web by a server. A spider visits web pages, recording sessions, just like humans do.

65. Search Engine Optimization – SEO is the process of improving the ranking of a website that uses particular search words and phrases.
66. Shopping cart abandonment rate – The number of times visitors or users exit a website during the shopping cart process without completing it.
67. Sampling – This is a statistical analysis tool, that is widely used for web analytics. Sampling is the process of choosing a small subset of a market or a collection of data for tests and trend analysis.
68. Solutions gallery – The solutions gallery lets users import tools to the Google Analytics accounts.
69. Source – Source is the origin of traffic that visits a website.
70. Time on site – Time on site is the average duration of time a visitor spends on your website. This metric is a reliable indicator of how interactive and attractive your website is.
71. Tag – A tag is used to track activity. Literally speaking, a tag is a snippet that sends data to a third party software.
72. Tracking code – Tracking code is a virtual snippet that is embedded in the body of a website because it helps record information like number of visits and session durations. It is used to track and send information to your Google Analytics account so that the software can integrate the data into the statistics.
73. Universal analytics – Universal analytics is the most recent data collection system for Google Analytics.
74. Unique visitor – This metric represents the number of unique web browsers that access a website in a given period of time.
75. Unique pageviews – It shows the number of visits during which a page was viewed or loaded at least once.
76. Visitors flow – Visitors flow report gives details about the path visitors took while exploring a website. It shows how they moved from the landing page all the way to the

exit page. A detailed flow report also shows the number of visitors who left the website during each stage.

77. Visit durations – Represents the time between the start time of the first page and the end time of the last page for a user.

# 15

## Questionnaire

# 15. Questionnaire

## Questions

1. The development of the \_\_\_\_\_ led to the development of web analytics.
  - a) Social media
  - b) Internet
  - c) Google Analytics
  - d) Insights
  
2. The first forms of analytics tools were built to monitor \_\_\_\_\_.
  - a) Website links
  - b) User behavior
  - c) Social media
  - d) Interaction and conversions
  
3. Which of these is not an indicator or signal of a website meaningful and significant for web analytics?
  - a) The gross quantity of visitors on a website or traffic quantum
  - b) The number of unique visitors or visitors who are new
  - c) The number of social media followers
  - d) The category of users searches for particular keywords or search terms
  
4. Which of these is an indicator or signal of a website meaningful and significant for web analytics?
  - a) The number of users who signed up for a newsletter
  - b) The number of links you have on the home page
  - c) The number of links you post in blog articles



d) The number of users who go beyond the main page, to deeper links

5. The first web analytics tool was called \_\_\_\_\_.

- a) Google Ads
- b) Google Analytics
- c) WebTrends
- d) Cookies

6. First analytics tools shifted focus on \_\_\_\_\_ in order to monitor the performance of the websites.

- a) User behavior
- b) Search engine ads
- c) Search engine results
- d) External links

7. The first form of web analytics were \_\_\_\_\_.

- a) Spreadsheets
- b) Log files
- c) Infographics
- d) Tables

8. JavaScript enables \_\_\_\_\_.

- a) Log files
- b) Analytics
- c) Page tagging
- d) HTML

9. Page tagging enabled web analysts to find more information about the users, such as \_\_\_\_\_.

- a) If a user was a new guest or frequent visitor
- b) User behavior
- c) Analytics
- d) Social media tags

10. The first free analytics software was introduced in 1995 under the name of \_\_\_\_\_.

- a) Google Analytics
- b) URCHIN
- c) HORSE
- d) Bing Analytics

11. In order to avoid the analysis being a bunch of data without any meaning, you have to set up \_\_\_\_\_.

- a) Google AdWords
- b) Goals and objectives
- c) Social media accounts
- d) Traffic and conversions

12. Which of these is not data segment?

- a) Acquisition
- b) Behavior
- c) Outcomes
- d) Banners

13. Web analytics helps you with different tasks, such as understanding the audience, which will help you find out \_\_\_\_\_.

- a) How much time users spend on the website
- b) Which pages are the most and the least visited

- c) Which websites refer the most traffic to your pages
- d) What can be done to increase conversions

14. Web analytics helps you with different tasks, such as determining the strengths and weaknesses of your website, which will help you find out \_\_\_\_\_.

- a) How much time users spend on the website
- b) Which pages are the most and the least visited
- c) Which websites refer the most traffic to your pages
- d) What can be done to increase conversions

15. Two major components of any web analytics process are:

- a) Website and search engines
- b) Analytics software and the analyst
- c) Google Analytics and Bing Analytics
- d) Users and conversions

16. The 'Who' aspect of web analytics helps you find out:

- a) What kind of traffic your website attracts
- b) How long the users stayed on your website
- c) The data about referrals
- d) The data about which keyword or phrase brought users to your website

17. The 'Where' aspect of web analytics help you find out:

- a) What kind of traffic your website attracts
- b) How long the users stayed on your website
- c) The data about referrals
- d) The data about which keyword or phrase brought users to your website

18. Metrics are \_\_\_\_\_.

- a) Also known as impressions
- b) Indices used to gauge the performance of the website
- c) The time the user took to browse a website in one go
- d) The number of views of one particular page

19. User session is \_\_\_\_\_.

- a) Also known as impressions
- b) Indices used to gauge the performance of the website
- c) The time the user took to browse a website in one go
- d) The number of views of one particular page

20. An impressions is registered when a user \_\_\_\_\_.

- a) Leaves your website
- b) Clicks on the search engine ad
- c) Requests a file and your server delivers it
- d) Clicks on the call-to-action button

21. Some of the aspects to think about when choosing web analytics tool are the following:

- a) Ability to integrate
- b) The costs
- c) The need and features
- d) The need, features, costs and ability to integrate

22. What is another name for proprietary software?

- a) Open source software
- b) Closed source software
- c) On-demand software
- d) Primary source software

23. What is another name for hosted software?

- a) On-demand software
- b) Primary source software
- c) Open source software
- d) Home source software

24. Web analytics dashboard presents \_\_\_\_\_:

- a) A snapshot of the lengthy analysis conducted using complicated tools
- b) An outline of the data about referrals
- c) An independent tool from the rest of the analytics
- d) An irrelevant part of the web analytic tool

25. Having web analytics dashboard helps you \_\_\_\_\_.

- a) Install web analytics tool
- b) Identify and highlight the most important part of the analytics
- c) Use several web analytics tool within one dashboard
- d) Staying competitive

26. Which analytical tool uses Heatmap Technology?

- a) Google Analytics
- b) Crazy Egg
- c) Clicky
- d) Kissmetrics

27. Metrics are commonly divided into four categories. Which ones?

- a) Visitor metrics, content metrics, goal metrics, and external metrics
- b) Visitor metrics, website metrics, goal metrics, and traffic metrics
- c) Visitor metrics, content metrics, goal metrics, and traffic metrics
- d) Visitor metrics, content metrics, goal metrics, and social metrics

28. Which one of these is goal metric?

- a) Unique visitors
- b) Entrance pages
- c) Funnel visualization
- d) Referring sites

29. Which one of these is traffic metric?

- a) Unique visitors
- b) Entrance pages
- c) Funnel visualization
- d) Referring sites

30. The process allowing analytics experts to identify site referrals is called:

- a) Reverse DNS Lookup
- b) Key Performance Indicators
- c) Complimentary channel surfing
- d) Home source evaluation

31. Which one of these is not one of the five types of sources of site referrers?

- a) Links from newsgroups
- b) Direct address books
- c) Links from search engines
- d) Internal links

32. KPI stands for \_\_\_\_\_.

- a) Key Performance Indicators
- b) Keyword Placement Indicators
- c) Key Power Indicators

d) Key Primary Indicators

33. One of the most widely used KPIs is \_\_\_\_\_.

- a) Lead generation website
- b) Extent of marketing and promotion
- c) Bounce rate
- d) External links

34. Which of these types of websites follow the performance indicators – conversion rates, average order value and visit value?

- a) E-commerce websites
- b) Lead generation websites
- c) Content and media websites
- d) Support websites

35. Which of these types of websites follow the performance indicators – traffic conversion, conversion rates, cost per lead?

- a) E-commerce websites
- b) Lead generation websites
- c) Content and media websites
- d) Support websites

36. Performance of a website can be improved when \_\_\_\_\_.

- a) New strategies are formed before determining KPIs
- b) New strategies are formed after analyzing KPIs
- c) Different analytics tools are used
- d) Competitor analysis is conducted

37. What is the current version of the Google Analytics tracking code?

- a) Asynchronous Tracking Code
- b) Proprietary Tracking Code
- c) Acrimonious Tracking Code
- d) Hyperlink Tracking Code

38. One of the first tasks when setting up Google Analytics account is setting up \_\_\_\_\_ because this affect how information and data will be viewed on the screen.

- a) Google account
- b) Google Analytics goals
- c) Funnel visualization
- d) Account properties

39. The hierarchy of the Google Analytics account is as follows:

- a) Account, view, property
- b) Account, property, view
- c) Property, account, view
- d) Property, view, account

40. Properties inside Google Analytics account are the properties you want to collect the data for. That is usually a \_\_\_\_\_.

- a) Goal
- b) Account
- c) Website
- d) View

41. Which Google Analytics feature helps you assign custom permissions and determine what a user sees inside the account?

- a) Profile
- b) Filter



- c) Goal
- d) Channel

42. On-page interaction tracking includes tracking:

- a) Event tracking and traffic from IP addresses
- b) Event tracking and goal tracking
- c) Paid traffic and organic traffic
- d) Paid reach and organic reach

43. Tracking traffic channels helps you monitor:

- a) Goal funnel visualization
- b) Event tracking and goal tracking
- c) Paid traffic and organic traffic
- d) Paid reach and organic reach

44. Which Google Analytics feature allows webmasters to choose from a variety of website designs and layouts?

- a) Advanced segments
- b) Content experiment
- c) Annotations
- d) Dashboards

45. Which Google Analytics feature allows webmasters to monitor what happens on the website as and when it happens?

- a) Annotations
- b) Content experiment
- c) Real time tracking
- d) Dashboards

46. Which of these is not one of five top pillars of web analytics?

- a) Objectives for visitors
- b) Tracking conversions
- c) Identifying bounce rate
- d) Affiliate programs

47. Crawlability is \_\_\_\_\_.

- a) A measure of how easily a search engine can find and crawl your website
- b) A measure of how good your website is
- c) A measure of how many competitors you have
- d) A measure of how popular your website is

48. Social analytics focuses on \_\_\_\_\_ interactions on social media.

- a) Promoting and publishing
- b) Measuring, analyzing and interpreting
- c) Crawling, indexing and ranking
- d) Writing and publishing

49. \_\_\_\_\_ studies the behavior of mobile websites.

- a) Social media analytics
- b) Content marketing
- c) Mobile analytics
- d) Email marketing

50. What is the landing page?

- a) The page on which a visitor lands directly after running a search for that particular website
- b) The home page of the website
- c) The page which contains the sitemap
- d) The page from which users leave the website

## Answers

1. b	18. b	35. b
2. b	19. c	36. b
3. c	20. c	37. a
4. d	21. d	38. d
5. c	22. b	39. b
6. a	23. a	40. c
7. b	24. a	41. a
8. c	25. b	42. b
9. a	26. b	43. c
10. b	27. c	44. b
11. b	28. c	45. c
12. d	29. d	46. d
13. a	30. a	47. a
14. b	31. d	48. b
15. b	32. a	49. c
16. a	33. c	50. a
17. c	34. a	

# 16

## Conclusion

## 16. Conclusion

There is very little discrepancy in the opinions of web gurus, marketing pundits and savvy entrepreneurs regarding the efficacy of web analytics. The procedure itself and its advantages have the power to benefit a website immensely because from a bird's eye view, web analytics is a culmination of all these fields mentioned above.

It takes into account the bottom line of a business, something that entrepreneurs watch very closely. It revolutionizes the way online marketing strategies are designed, a concept close to heart for marketing pundits, and it leverages the strengths of the internet, the ultimate pride of web gurus. When explained this way, no business owner or manager can refute the many advantages that come in tow of web analytics.

This book is a detailed literature of the same. From start to finish, web analytics has been discussed in great depth by associating its principles with those that are the most used and heard of in the business world. Such an approach makes it possible for small and large business websites, alike, to adopt analytics as a complete business field, instead of an online fad.

The biggest aim and goal is to build a customer-centric business. The same can be translated into a user-oriented website for an online business. However, just like market research gives the insights needed to put the customer in the center of all activities, web analytics digs into the 'why' and 'how' of turning an online platform into one of the biggest strengths of the business.

The future of web analytics is anything but bleak. As the importance of targeting online traffic increases, so does the rationale of having a functional website that not only attracts enough traffic, but also changes potential leads into customers. The need to revolutionize a physical business and its processes is still at its peak. And the answer is to use smart web analytics.

Another trend that supports the field of web analytics ferociously is that of cutting costs and increasing efficiency. Nothing points out improvement areas like a detailed analysis of your website. After all, you are spending big bucks keeping a website operational and running, aren't you?

Marketing a website also requires a lot of money. In the face of budget constraints and intense marketing campaigns being run by your competitors, a business is in a fix. It cannot reduce the online marketing budget because it will be left behind. However, it cannot spend thousands of dollars on marketing, and that too without knowing which search engines to market and spend on!

In light of these marketing requirements, web analytics has taken an all, new meaning. It points out the engines a website is most visited from, thus giving cues for a business to market on these. Moreover, it also details the types of marketing strategies to focus on because different demographics are attracted to different types of marketing.

From being an optional exercise, analytics has turned into one of the most sought after professional services of the decade.