

Business Analytics Solution

The problem that our group agreed upon that we could solve with business analytics is the following..

What is a good way to monitor site traffic to show us that our site is in fact being used?

Additionally, how could we monitor which trails/state pages were being visited the most?

The solution we ended up going with that was a solution to both of these issues was incorporating a hit counter on site pages we want to monitor. The hit counter is made using html code. The counter we implemented pulls a total visitor, today, and yesterday visitor count.

Using the data that we collect from this we can perhaps update or revamp pages that are getting low visits to make them more attractive to the user or add new trails.