

WEB Lab (ITL602) - Practical 1: Web Analytics Tools

What is Web Analytics?

Web Analytics is the process of collecting, analyzing, and reporting website data to understand and optimize web usage.

Goals:

- Track visitor behavior
- Measure traffic sources
- Monitor conversion rates
- Analyze device/browser data
- Improve user experience

Popular Open-Source Tools

Tool	Best For	Tech Stack	Hosted	JS Needed	Notes
Matomo	Full-featured GA alt	PHP + MySQL	Yes	Yes	Session replay, heatmaps
OWA	Simple site tracking	PHP + MySQL	Yes	Yes	Click tracking
AWStats	Server-side analytics	Perl + Apache	Yes	No	No JS needed
Countly	Product/Mobile Analytics	Node.js + Mongo	Yes	Optional	Custom events, crash reports
Plausible	Lightweight + Privacy	Elixir + SQL	Yes	Yes	No cookies, GDPR-ready

Viva Questions

- What is Web Analytics?
 - > Collecting and analyzing website usage data.
- Why open-source tools over Google Analytics?
 - > For privacy and full control.
- Name a tool without JS tracking?
 - > AWStats.
- Tool for mobile analytics?
 - > Countly.
- Tool that avoids cookies?
 - > Plausible.
- What extra features does Matomo have?
 - > Session recording, goals, heatmaps.