Brandon Hammond
Analytics Tool Plan – Hammond Designs

The first thing I am looking for in my Analytics tool is being SaaS. I don't want something that I have to install and take up resources on the hosting server. I would also like the best of both worlds, qualitative and quantitative data. "Smartlook combines the power of quantitative and qualitative data, so you can understand what your users do and why they do it." (Bolf). The third thing I'll need is event tracking. "If you don't have an event tracking set up, you won't know much about what your users are doing on your website or mobile app. That means you'll struggle to make the kinds of decisions that can grow your business." (Taylor). I want to know what users are clicking and typing into boxes.

I intend on trying out Smartlook's analytics tool for my website, because it seems to offer everything that I want for free. I can record up to 3,000 sessions per month and capture every interaction of the user, giving me a full understanding of HOW they are navigating and using my site. Also, I don't have to code anything to track events. They seem to be fairly easy to set up and I can even define events based on session recordings. I can create funnels, as well, in order to look at conversion rates. I may also use Google Analytics alongside this if I am not satisfied with the quantitative results that Smartlook provides, but my initial intent is to stick with Smartlook, exclusively.

Works Cited

Bolf, Martin. "8 Best Free Website Analytics Tools in 2023." *Smartlook Blog*, 16 May 2023,
www.smartlook.com/blog/free-website-analytics-tools/.

Taylor, Michael. "What Is Event Tracking and How to Set It up: A Full Guide." *Ladder.Io Blog*,
15 July 2021, ladder.io/blog/event-tracking.