# Experiment No. 1A
# Web X.0 Lab

**Aim**: To study a Web Analytics tool.

**Description**:

**Web Analytics tool**

**Web analytics** is the process of analyzing the behavior of visitors to a website. This involves tracking, reviewing and reporting data to measure web activity, including the use of a website and its components, such as web pages, images and videos.

Data collected through web analytics may include traffic sources, referring sites, page views, paths taken and conversion rates. The compiled data often forms a part of customer relationship management analytics (CRM analytics) to facilitate and streamline better business decisions.

**Web analytics tools** report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site and their online activity while on the site. In addition to web analytics, these tools are commonly used for product analytics, social media analytics and marketing analytics.

**Why is Web Analytics important?**

1. **Access to Accurate Data to Understand the Traffic** - Web Analytics is all about data and reporting data but not all data is useful. Google Analytics provides valuable data which can be used to discover hidden trends and insights thus it is very important for a business.

2. **Helps you to Understand Website Audience** - A website that does not provide its visitors good user experience can not think of getting business using it. In order to improve user experience, we must understand a website audience, devices they use, the language they speak etc.

3. **Understand Return on Investment** - Web Analytics help in knowing ROI by tracking the performance of social media campaigns, email campaigns, ad campaigns etc.

4. **Improve SEO** - Another important benefit of using Web Analytics is that it helps in improving SEO for the site. It Helps in identifying issues like slow loading, browser or OS issues.

5. **Improve PPC Performance** - Another important benefit of using Web Analytics is that it helps in optimizing the performance of Google ads by providing the enhanced remarketing capability, import of goals, analytics remarketing audience and ecommerce transactions directly into Google Ads account.

6. **Identify Pain Points** - When it comes to providing great user experience all the pain areas of the website must be rectified and Web Analytics helps a business in identifying them.

7. **Optimize Conversion Funnel** - Using Web Analytics, we can set a number of goals which are important for the business. These can be signing up for the newsletter, buying a product, registering for a demo of the product etc. While creating a goal we write down each and every step that a user must take to successfully complete the goal on the site.

8. **Data Reporting** - Refining and optimization of data are necessary before its use. Using Web Analytics, a business can not only refine the data but helps in the visual representation of this data so that it can be easily understood.

**Example Tools**

These are the examples of web analytics tools include the following:

1. **Google Analytics** - Google Analytics is a web analytics platform that monitors website traffic, behaviors and conversions. The platform tracks page views, unique visitors, bounce rates, referral Uniform Resource Locators, average time on-site, page abandonment, new vs. returning visitors and demographic data.

2. **Plausible** - Plausible Analytics is a simple, lightweight (< 1 KB), open-source and privacy-friendly alternative to Google Analytics. It doesn't use cookies and is fully compliant with GDPR, CCPA and PECR. You can self-host Plausible or have us run it for you in the Cloud.

3. **Optimizely** - Optimizely is a customer experience and A/B testing platform that helps businesses test and optimize their online experiences and marketing efforts, including conversion rate optimization.

4. **Kissmetrics** - Kissmetrics is a customer analytics platform that gathers website data and presents it in an easy-to-read format. The platform also serves as a customer intelligence tool, as it enables businesses to dive deeper into customer behavior and use this information to enhance their website and marketing campaigns.

5. **Crazy Egg** - Crazy Egg is a tool that tracks where customers click on a page. This information can help organizations understand how visitors interact with content and why they leave the site. The tool tracks visitors, heatmaps and user session recordings.

**Tool Used**

**Plausible** is a fully GDPR compliant website analytics platform, made and hosted in the EU. The script adds less than 1 KB so it's lightweight, lightning fast, and privacy-focused. Plausible takes a progressive approach to web tracking:

- Cookie-free
- Does not collect personal data
- No persistent identifiers
- User count is based on unique IP addresses and is cleared every 24 hours
- Open source

**Screenshot**:
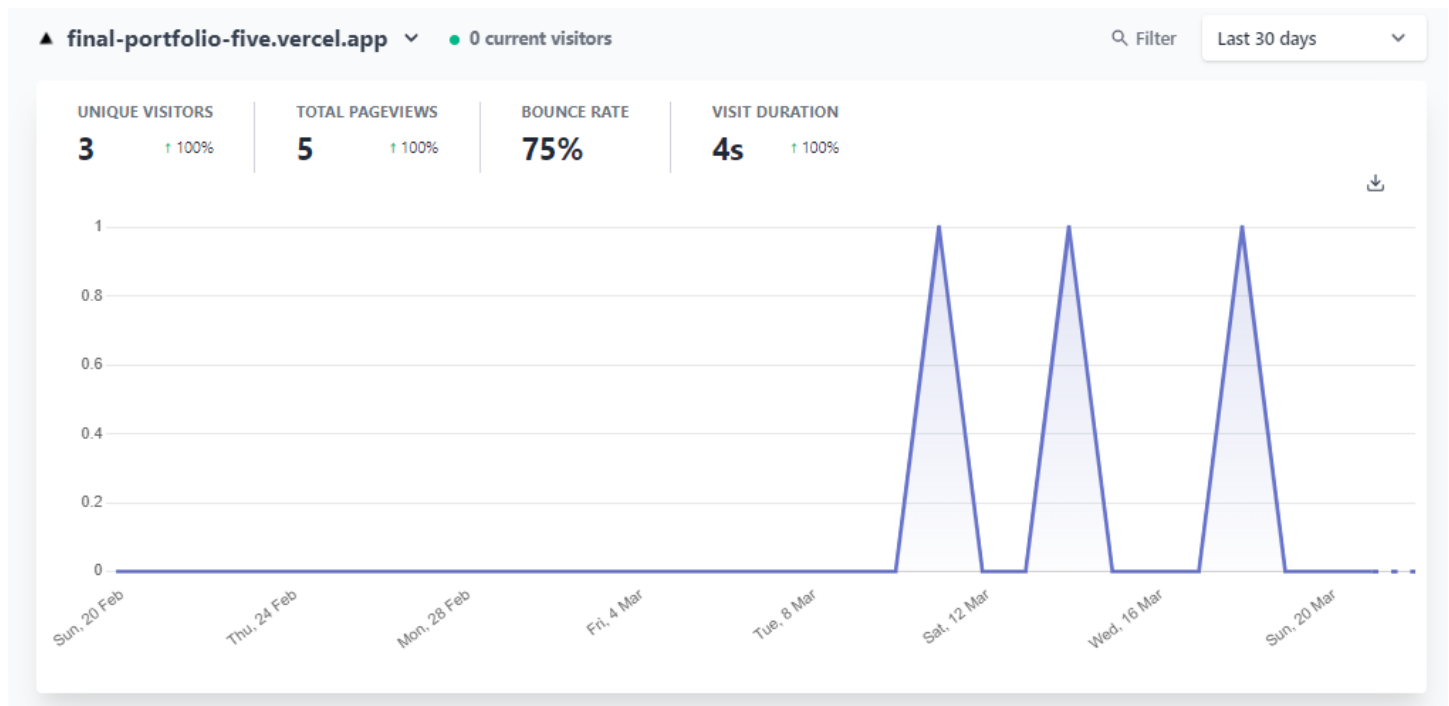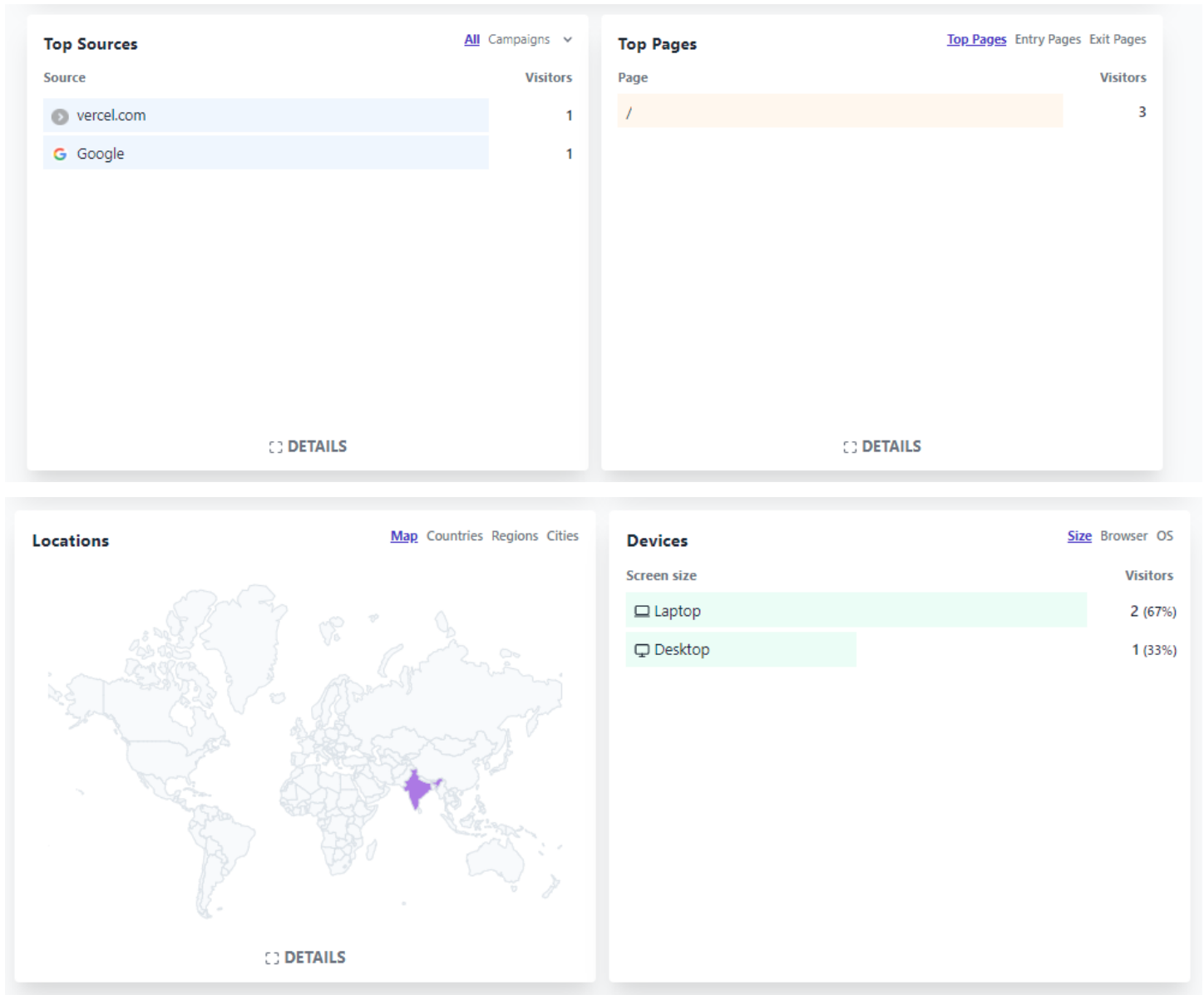
**Conclusion**:

Thus we understood what Web Analytics is, why Web Analytics is important and how to use web analytics tools and get hands-on experience on Plausible.