**Homework #2**

1. The following criteria is used in order to determine if certain metrics are used for measurement: simplicity, reliability, found/used in a timely manner, and useful.

2. It is difficult to compute the time spend on the last page by a visitor during a visit, because the visitor could have clicked to enter a different website, the visitor could have left his/her place from the last page thus causing the cookie to expire, and tracking was not noted.

3.

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| --- | --- | --- | --- | --- |
|  | Visitors | Visits | Page Views | Unique Page Views |
| Visitor 1: Morning | 1 | 2 | 4 | 4 |
| Visitor 1: Evening | 1 | 2+1 = 3 | 4+2=6 | 4 |
| Visitor 2:  Evening  & Total | 2 | 3+1 = 4 | 6+4 = 10 | 4+2 = 6 |

4. It is difficult to compute “unique visitor data”, because for a visitor to be considered unique, associated data must be sorted within a certain time constraint, duplicates become removed, and unique visitors counted. It may become difficult to sort properly through all of the databases containing cookies.

5. A bounce rate is the percentage of visitors that visit a certain website, do not have much activity on that website, and then leave. Blogs, stock market websites, and weather websites have high bounce rates because users quickly read the information they want and then leave. Also, if a website is not designed properly or not optimized for high information attainment, a high bounce rate may exist.

6. An abandonment rate, specifically in an online shopping cart scenario, is when a visitor chooses items to buy but abandons the site prior to providing credit card information. While, a conversion rate monitors is the sale/unique visitors or sale/visits, used in order to determine and monitor purchasing trends based on 2 different marketing philosophies.

7. a. Outcome = sale/unique visitors : The marketing philosophy focuses on the belief that it is fine if a visitor comes back and then makes a purchase thus maintaining a constant conversion rate. b. Outcome = sale/Visits ; The marketing philosophy focuses on the belief that a visitor should buy every time they visit thus the conversion rate will decrease if a visitor leaves and then comes back to make a purchase.

8. For landing pages, visits, pages/visit, and average visit duration should be taken into account.

9. Tagging is a means to determining the best campaign means should be used in order to increase traffic for a best site. Tagging provides the destination URL along with a source, medium, campaign name, and content tag.