DOP: / /2023 **DOS: / /2023**

Experiment No: 01

Title: Study web analytics using open source tools like Matomo, Open Web Analytics, AWStats, Countly, Plausible.

Theory:

- **Web Analytics:**

Web analytics is the process of Analyzing the behaviour 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 webpages, images and videos.

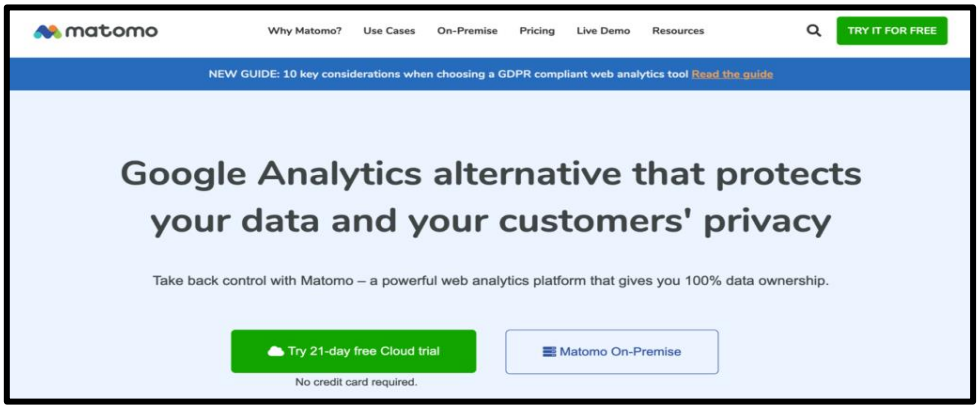
- **Benefits of Web Analytics**
  - Measure online traffic
  - Tracking Bounce Rate
  - Optimizing and Tracking of Marketing Campaigns
  - Finding the Right Target Audience and its Capitalization
  - Conversion Rate Optimization (CRO)
  - Tracking business goals online

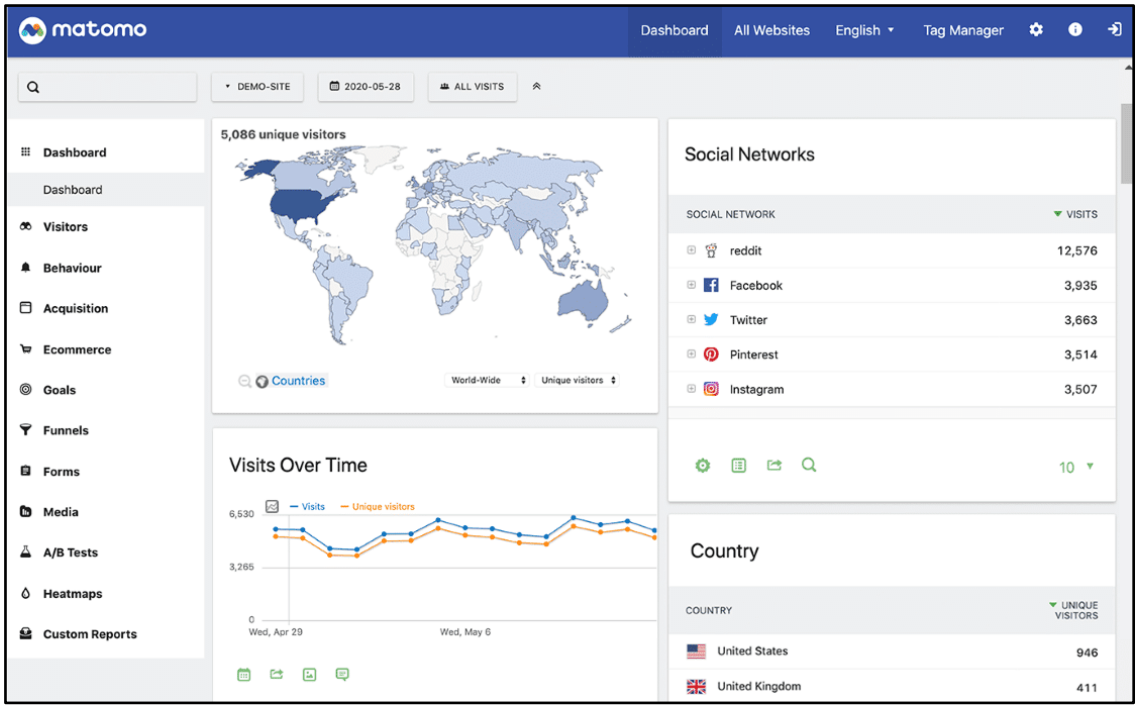
Tools of Web Analytics:

In web analytics, there is a multitude of different tools with complex purposes for tracking anything online. There are free and paid tools for tracking general traffic and even more specific goals. here are few webs' analytics tools:

Matomo:

Matomo, formerly known as Piwik, is a downloadable, Free (GPL licensed) web analytics software platform. It provides detailed reports on your website and its visitors, including the search engines and keywords they used, the language they speak, which pages they like, the files they download and so much more.





The installation of Matomo is simple and can be done by non-technical personnel, since it is enough to decompress a file, upload it by FTP and connect it with a database.

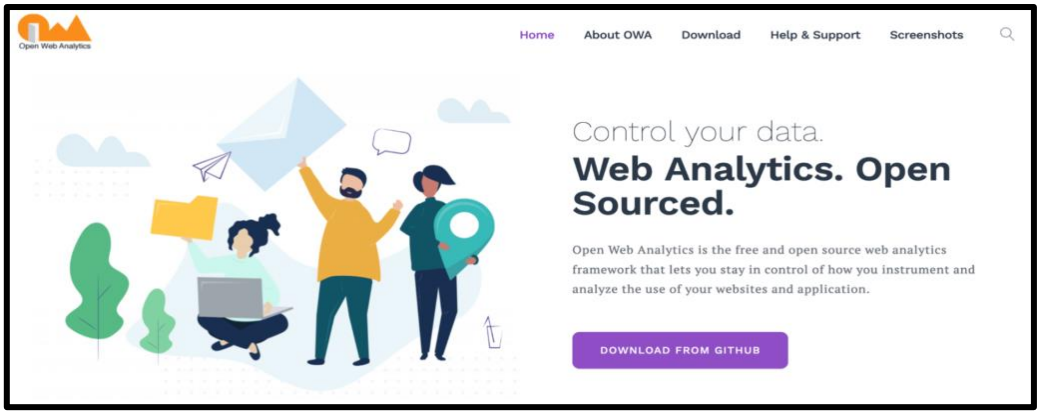
As far as features go, Matomo has a lot of the features that Google Analytics does, as well as heatmaps and A/B testing.Your pricing depends on how many visitors you get per month, plus whether you're hosting the tool on your own servers or Matomo's. For easy setup on Matomo's servers, the monthly price starts at $23.

◆Open Web Analytics

Open Web Analytics (OWA) helps you track and analyze the way visitors interact with your websites and applications. This web analytics tool comes with inbuilt support for tracking and monitoring WordPress sites too.You can watch your visitors' mouse trails and heatmaps to analyze where they spend their time on your site.

OWA tells you about the number of unique visitors, their session duration, bounce rate. It also allows you to integrate goals.

However, you can't monitor the stats for all your websites in one place, which makes some marketers avoid using it. Lastly, it's hosted on-site but is completely free to use.



◆AWStats:

AWStats is short for Advanced Web Statistics. AWStats is powerful log analyzer which creates advanced web, ftp, mail and streaming server statistics reports based on the rich data contained in server logs. Data is graphically presented in easy-to-read web pages.

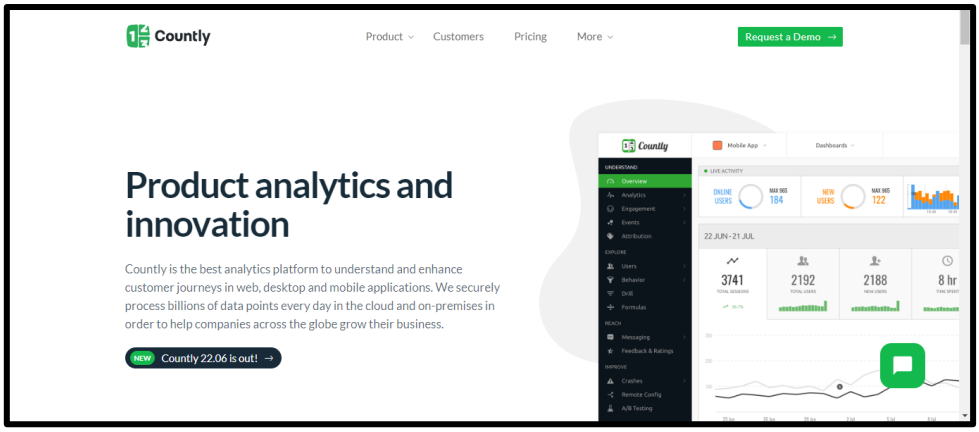
AWStats statistics database files are saved in directory defined by the DirData parameter in configuration file.

The Awstats interface displays traffic statistics from the Advanced Web Statistics (AWStats) software, which compiles information about how users access your website

◆Countly:

Web Analytics is an integrated analytics platform which covers everything you need for data analytics like user analytics, heatmaps, customer feedback, extensive segmentation, JavaScript error crash reports, and more.

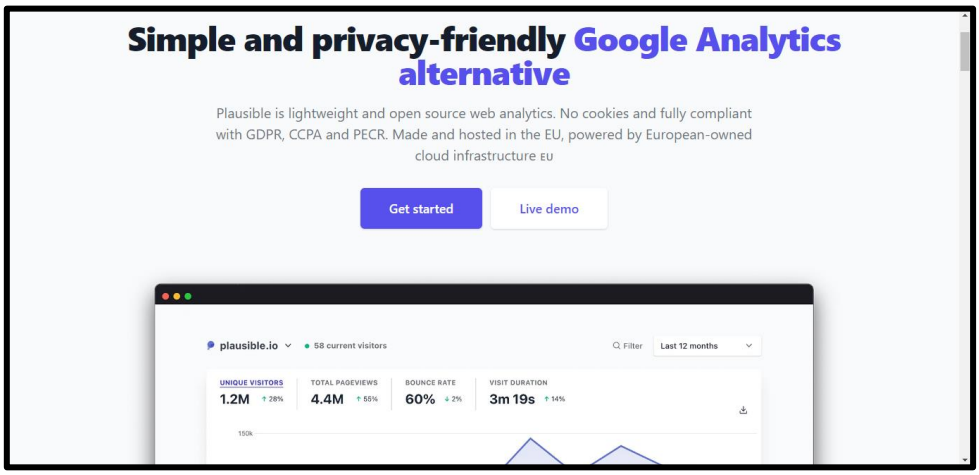
Countly can be deployed onto your own infrastructure, or in cloud servers based in the EU, so that data isn't stored in servers outside of GDPR jurisdiction. It doesn't offer a cookie-less tracking option, but it does have consent systems built in.



◆Plausible:

Plausible Analytics is built for privacy-conscious site owners. You get valuable and actionable stats to help you improve your efforts while your visitors keep having a nice and enjoyable experience.

Plausible is lightweight analytics. Our script is 45 times smaller than Google Analytics. Your page weight will be cut down, your site will load faster and you'll reduce your carbon footprint for a greener and more sustainable web. A site with 10,000 monthly visitors can save 4.5 kg of CO2 emissions per year by switching.



Conclusion: -

Thus, we have studied different Web Analytics tools like Smart Look, Matomo, Open Web Analytics, AWStats, Countly and Plausible.