

Measuring, Analyzing and Assessing

➡ You want to maximize your revenue from advertisement

• Which website guide the users to your website?

- What are the keywords that they typed in the search engine that guide them to your website?

• What do they do on your website?

• How long do they stay? What pages do they look at?

- Where are they from geographically?



Web Analytics

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Two Techniques

- *Log file* analysis (server side)
➔ Server side code analyzing the web server logs
- *Page tagging* analysis (client side)
➔ Javascript code analyzing the user interactions