Web analysis the process of analyzing the behavior of a web sites visitor. Their purpose is to allow businesses to attract more visitors and/or to retain new customers. Hus business can sell more goods and services and draw in more profit-making web analytics increasingly important, especially as e-Commerce grows in our digital society. However, there are still some things that businesses still need to avoid with web analytics.

One aspect of web analytics that businesses should avoid is that of mental shortcuts. When developing web data analysis, the goal is to understand what is behind a particular trend, like the reasoning behind why traffic for the website has increased. With searching for an answer, it is easy to get pulled in *System One* thinking (Matous, 2015). *System One* thinking is a concept by psychologist Daniel Kahneman that means to use fast, instinctive, and emotional shortcuts to jump to conclusions (Matous, 2015). Within web analytics you want to avoid using aggregate data and mistaking correlation with causation. You need to narrow down the variables to understand what the real cause behind a certain pattern is. You want to use slow, logical examination of separate facts to find out what is behind these patterns (*system two thinking)* (Matous, 2015)*.*  For example, if there is an observe boost in traffic for a business’s luxury real estate website that correlate with a boost in leads, instead of jumping into an investment across the board to bring in more traffic, the business should think about how to disaggregate the data so that he true cause and effect can be understood in the situation. Once this is done effective and efficient means can be taken to continue bringing in more leads. The business(in this example) could then match leads to their sources and then dedicate more investment into the place where the most leads were generated from. To perform this kind of deliberate analysis and be successful, the business will also need to be tracking the correct metrics and using good communication.

Making tough decisions is easier and more effective if there is an understanding and grasp of the core metrics that matter the most to the business. These metrics should be measurable and there should be more than one but not a large amount. These metrics then can be broken up into macro and micro metrics. Macro being the main objective and micro being the assisting metrics. They target different needs, common leads, sales, and branding building. An example of these would be a macro metric being that of Branded site visits while a supporting micro may be the Referral traffic from a press release or content marketing. By reviewing more than just page views, businesses can easily uncover the marketing channels that will deliver the best results.

Once the correct metrics are found then it is important to communicate them clearly. Ratios are typically the most effective metric because they allow the comparison of data to be shown. The numbers are not isolated. Reporting should also be conducted as a means to good communication. Once the metrics are decided and how they will be represented a schedule of reporting should be made and should be consistent. Short reports often take a short amount of time to review in meetings and can be used over again as many times as a business would like. The report format should be consistent and to allow the focus to be consistent. Brand marketing especially needs stability and understandable metric to be in review each month. Employees should also feel safe to learn from and improve metrics, they should not feel threatened that everything didn't go well each month. thus , the emotional intelligence of a leader is important to handle the metrics and reports.

Web analytics are increasingly important in our e-Commerce driven economy today. Along with this trend comes the analysis of websites. In order to perform web analytics effectively and efficiently, a business should use slow and methodical ways of thinking to avoid jumping to conclusions, they should determine good metrics and divide them into macro and micro factions, and they should have a good consistent reporting and review schedule to see patterns and changes. The whole point of reviewing data is to act on the real information available and web analytics accomplishes this.

Work Cited

Matous, Filip. “3 Ways to Get More Out of Your Web Analytics.” *Harvard Business Review*, 23 Oct. 2015, hbr.org/2015/10/3-ways-to-get-more-out-of-your-web-analytics.