

Measuring, Analyzing and Assessing

→ want to maximize your revenue from advertising

which website? guide users to your website?

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

they do on your website?

What pages do they look at? What do they stay on? What do they do at home?

Are they from geographical? They are geographical.

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

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