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

Web Analytics

- Analytics in-house

✓ can mix *log analysis* and *page tagging*

- Analytics as a service

✓ *page tagging* only

➡ See the *List of web analytics software* (Wikipedia)