DAILY ASSESSMENT REPORT

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Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Get started with analytics • What are web analytics? • Making web analytics work for you • Tracking specific goals with web analytics	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

SESSION DETAILS
Image of session
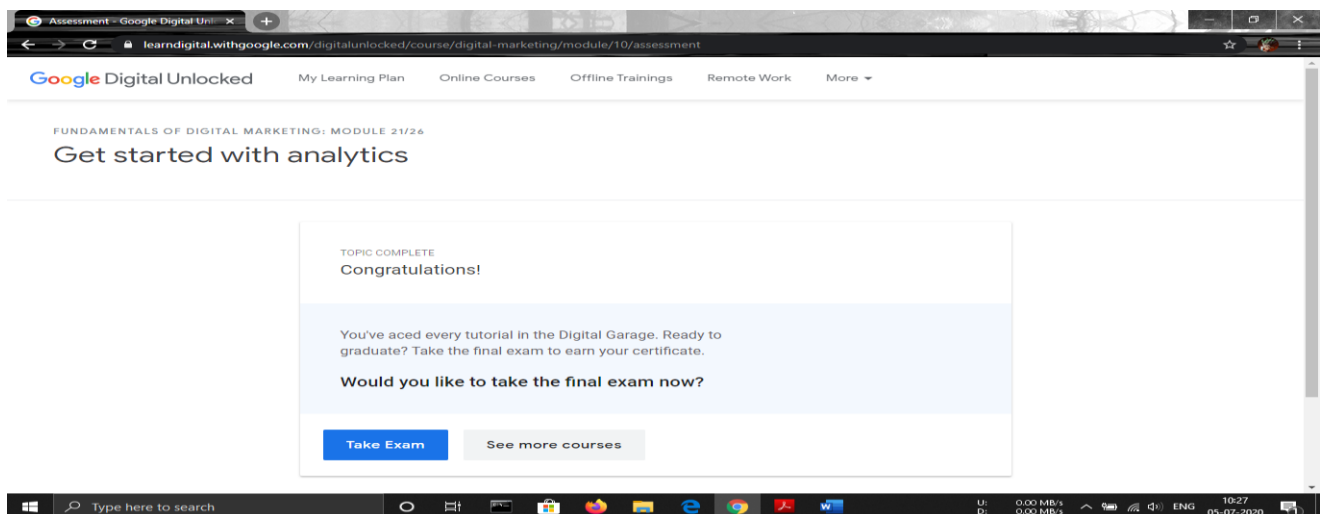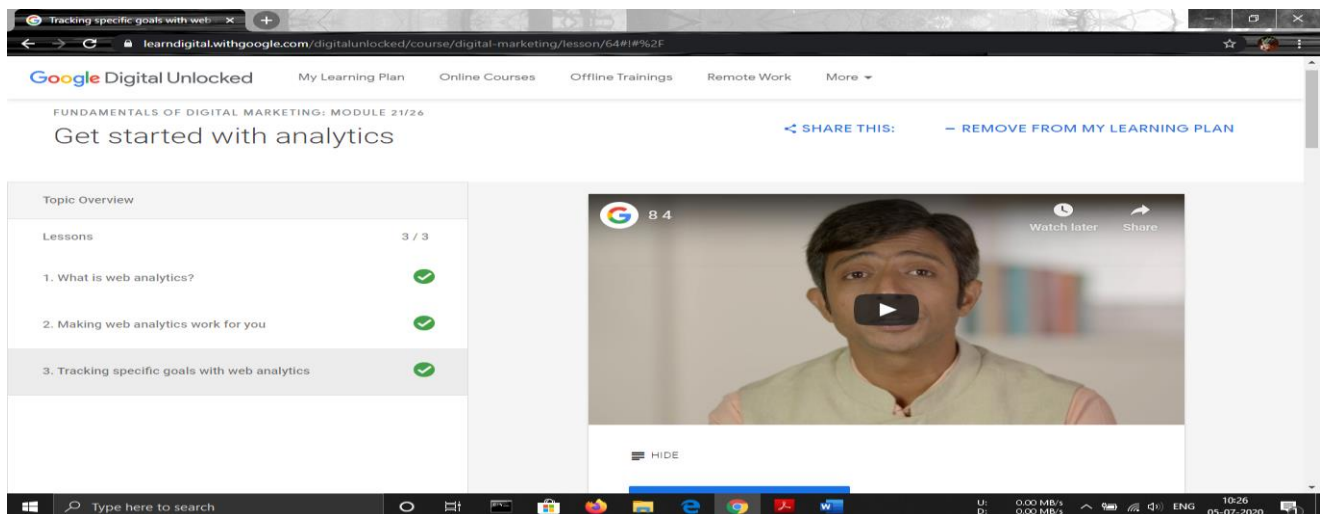
Report

What are web analytics?

- A "metric" is basically anything you can count. "Unique Visitors" is a good example. "Time Spent on Site" is another. If you sell things on your website, you can track how much money you're making or how many of a certain product you're selling. If your goal is to get people to read your website, you can track the number of times someone looked at a blog post or the amount of time they spent on it. All of these things are "metrics".

- Web analytics tools can tell you if the "conversion rate", or the amount of people that visit and then convert on one of your goals, changes based on where they came from, whether they'd been there before, or even the type of device they're using.

Making web analytics work for you

- Analytics can help measure how many reservations are being made, but it will also capture important insights about the things that lead up to and follow that reservation. All throughout the entire customer journey.

- Analytics can also measure whether people are converting on the goals you want to track - in our example, there were actually two: First, that email newsletter signup, and second, the reservation itself.

- Analytics can tell us whether people are coming back and becoming repeat customers. And when properly set up, analytics can even tell us if those loyal customers are becoming our advocates - for example, are they sharing our content with others on social networks

Tracking specific goals with web analytics

- "Conversion" is the word commonly used to describe what happens when a website visitor completes a goal. And by now, you know that web analytics tools have the ability to break down loads of data about your visitors and what's happening on your site to give you information that can help you get more of those conversions. Let's use the example of a guest house to see just how important goals and tracking conversions can be.