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Monitoring and analyzing website traffic is important in the infancy of a website to a large website such as amazon.com. They can help you drive traffic to purchase product, analyzing can help you find errors with your APIs, and it can also track performance over time. When someone doesn’t buy a product or service from your site, you can guess all you want what drove them away. Meanwhile the customer that has analyzation will know which page the customer stopped viewing. The web development team can then try to improve and spruce up the website that is having the most drop offs.

From personal experience recently I can speak about the errors in your API’s. I work for a security software vendor. Recently we had a large website overhaul. Everything was going fine until customers using an older version of the software attempted to renew their product keys. We had made sure the website worked with the newer versions of the software. But, no one had gone back and made sure that customers running older versions were able to renew. We started hearing reports from our support department and when we tested it we found the problem. Unfortunately the developer that had implemented the API and website didn’t have analytics running on this page. Who knows how much potential revenue was lost from such a simple mistake

By tracking performance overtime, you can get a broader sense of when customers are visiting your page. What days of the week, months, or time of the year. This could help with your marketing, if there is a dip in sales over the summer, you can launch a new promotion to generate leads. If certain times of the year have higher sales, you can use that data to help your marketing and budgeting departments.

Analytics is one of the best things you can do for your website. Understanding your customer, what they are viewing, and how they are viewing it will result in greater sales if the data is used appropriately. While I personally prefer google analytics there are many other tools available to help track your data.

# Bibliography

Ltd., D. P. (2016). *Benifits of Web Ananlytics*. Retrieved from The Benefits Of Using Webreep Website Feedback Tool: http://www.webreep.com/en-US/Home/BenefitsOfWebAnalytics