

Summary

Analytical data for webpages can provide valuable information for Webmasters about not only how many people are visiting their website, but also what they are doing, for how long, what system, browser, and search engine they are using, and many other types of information. Generally, data is collected with Google Analytics or a similar service. This data is incredibly rich, and when used all together, provides definite, qualitative data which can be used as information about how to update the website for the future or how to add or remove elements to keep visitors coming back and staying on the website. One should be very careful not to overanalyze just one point of data, however, as one point alone will not give a complete picture of how users are interacting with the website.

Testing the Fish Creek Website

In my creative brief, success of the Fish Creek Website is decided by a 20% increase in all visitors enrolling in services and events, a 30% increase in current customers enrolling in the newsletter, and an increase in pet gear revenue by 10% in the next three months.

To test and analyze the site to be sure that these goals are being met, I will need to use Google Analytics or a similar service. I will need to view the number of visits to website, as well as the number of pageviews to pages such as “Services” and “Events”, as well as the newsletter sign-up page. The number of visitors and the number of pageviews on these pages will be compared, and then compared to the number of those that sign up or enroll. This, combined with other statistics such as top landing page, top exit page, and absolute unique visitors should provide a good estimate of any increase in enrolling and subscription.

To find the increase in pet gear revenue, the business itself will be monitoring its sales and determine if an increase is observed. However, the website will still be monitored to be sure that the increase goal will be met. This will be similar to the method described above. Google Analytics or similar will be used to monitor statistics about the website, which all must be compared together to form a full picture. However, top landing pages, top exit pages, top content, referring sites, as well as pageviews and number of visitors will be very important to look at. Pages of interest will be the merchandise and product pages.

For all goals, overall, the keywords report will be an important area to analyze overall, as well as traffic sources, search engines, and average time on the site. It will also be important not to lose track of comparing all data together. For example, visits by itself doesn't tell how long one spends on the site or how many users are returning.