where a user searched for a team, when they have clicked & if they go back to searching.

→ Use

Org use this to uncover trends & draw conc abt websites. This proc uses a web server log file to monitor user activ. Using CA, org can collect data on the no of pg visits, views & unique & repeat visitors. This helps them to know how well their site performs. The owner can then make changes to improve cust exp such that it will attract more people. This proc gathers huge vol of data & hence tools like Hadoop is used

→ Pros:

1) User info - data collected inc search terms used, webpg features used, the websites visited, add/removal of items from cart etc.

2) User routes - the path the user takes when online to reach a pg or purchase.

3) Cust trends - helps org to understand their cust & then they can acc make changes to improve exp.

4) UX - many quickly leave pg if UX is not good so helps org to make changes.

5) Digital marketing: Can be used to determine the amt of traffic coming from ads.

* Web analytics

It is the gathering & analysis of website data with the goal of improving ~~website~~ user exp. Helps in collecting, processing & reporting data, develop online strategy etc. have pg within 30 sec

Metrics to track WA - pg sessions/visits, bounce rate, monthly unique user, repeat visit rate etc, engagement rate - for how long user stays on pg

interact more with the end user.

* **Web 2·0 (aka participative social web)**
It was all abt reading, wtg, creating & interacting with the end user. It included modifying the way webpgs are designed & used. Enhanced version of 1·0 Web browser tech like Ajax & Js frameworks used.

Features –
- Dynamic content that is responsive
- Free sorting of info
- Info flows btw the site owner & users
- Developed APIs to allow self usage.

Usage – social media, blogging, podcasts, social networks

Eg – Facebook, Insta, Twitter.

Web 1·0	2·0
1) Info sharing is the goal	1) Interaction is the goal
2) Aims to provide info.	2) Aims to connect people.
3) Simple, more passive web.	3) Enhanced social web
4) Data was not focused	4) Most data was controlled
5) Static websites.	5) Dynamic, interactive
6) Owning content	6) Sharing content
7) Mostly read only	7) Read - write
8) ~~Out~~ Banner advertising	8) Interactive ads
9) Home pages	9) Blogs / Wikis
10) Techs used - SE, email acc	10) Ajax, Js, .net.

* **Clickstream analysis** is the tracking & analysis of visits to websites. Collecting data abt which pgs a user visits & in what order.
* Clickstream is the path a user takes through a website. It involves where a usr clicks & what happens when they click on it.

Websites use CS data to show how user moved from initial search to the landing pg. SE use this to show

* On page SEO is a tech used for optimizing individual web pages to rank higher & earn more relevant traffic in search engines.

Off page SEO is tech that can be used to improve the position of a website on SE results pg (SERP).

On page	Off Page
1) Includes providing good content, keyword selection etc.	1) Inc link bldg, increasing link popularity.
2) Analyzes complete website	2) Promote website
3) It uses internal linking	3) Direct
4) It is for content wtg	4) Article wtg
5) It is abt what your site is abt.	5) How popular your site is
6) Factors that impact this are navigation, internal linking etc	6) Social media, mentions
7) Tech used - int & ext links, optimize pg content, publish high quality content	7) article submission, social media engagement
8) Eg - applying relevant subtopics to content	8) Eg - link bldg.
9) Applied to website	9) Acti conducted outside site

on pg goal is to improve SE visibility & UI.

off pg - enhance the site's online reputation abt.

On page directly affects the navigation, struc, code of site.

off affects visibility indirectly

Mod 5 - ISE1.

* Web 1·0 (from 1991 to 2004)

It is the first stage of the www evolution and was all abt fetching & reading info. There were only few content creators in web 1·0 & most people were consumers of data. web 1·0 consisted mostly of personal webpgs. Ads on websites were banned. Web 1·0 is a content delivery network that enables the showcase of the piece of info on websites.

Design essentials of web 1·0 -

Static pgs, frames & tables to position data, pgs built using common gateway interface.

AIP - 1SE1.

* Organic search results are the unpaid sections in SE results pg that are determined based on the content's relevance to the keyword.

Paid searches are ads. SE will show ads close to organic search results. This is how SE make profit. It works on pay-per-click model.

Parameters	Org	Paid
1) Search results	The results appear on the middle of the pg	Top
2) Clicks	Gets less clicks	More
3) Ranking	Org search is a long proc to get a rank in one of the top positions.	By paying big amt, site can be ranked top quickly.
4) Traffic	traffic is better than other forms	Not better
5) Conversion	Not as good as paid	opti keywords ∴ ↑ conv
6) Effect	long lasting	traffic will stop if paying per click is stopped

→ Org search Pros:
1) Costs nothing   2) Increasing credibility
3) Impressive return on investments
→ Cons:
1) Takes time to provide results   2) Regular maintenance req. 3) SEO background & skillset req.

→ Paid pros:
1) Instant results   2) Suitable for all budgets
3) Provides keyword info for SEO
→ Cons:
1) Short term outcomes are provided
2) PPC experience req   3) Costs + maintenance.