

Experiment No:- 1

Aim: To Study web analytics using open-source tool like Open Web Analytics .

Theory:

Web analytics

Web analytics is the collection, reporting, and analysis of website data. The focus is on identifying measures based on your organizational and user goals and using the website data to determine the success or failure of those goals and to drive strategy and improve the user's experience.

Major types of web analytics tools, some popular examples, and how to know when you need them.

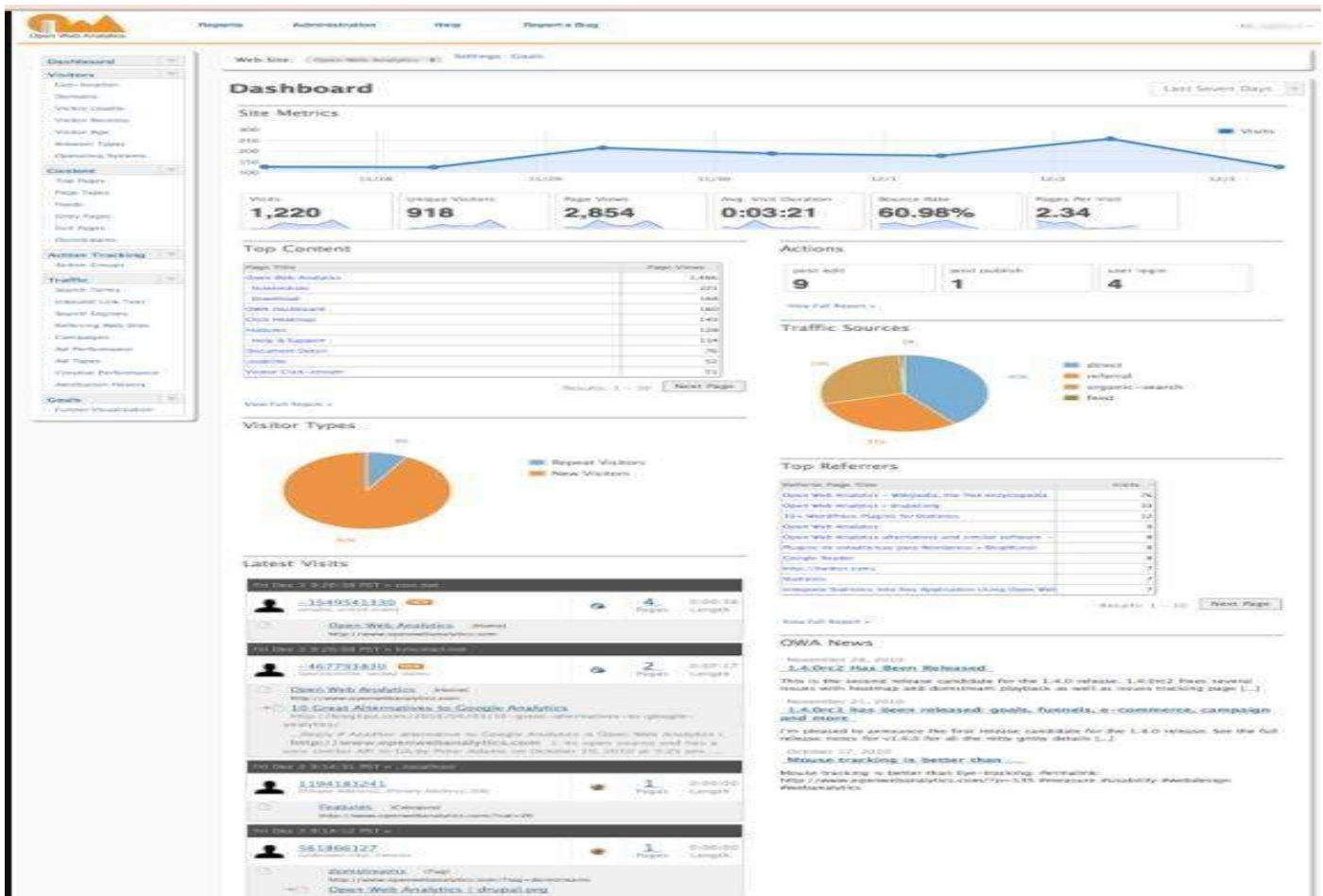
- Content analytics tools
- Customer analytics tools
- Usability (UX) analytics tools
- A/B and multivariate testing tools
- Social media analytics tools
- SEO analytics tools
- General enterprise analytics tools
- Open source web analytics tools
- Product analytics tools

Here are some of the top tools that you can use to gain more understanding about your website traffic.



Open Web Analytics (OWA):

Open Web Analytics (OWA) is open-source web analytics software that you can use to track and analyze how people use your web sites and applications. OWA provides web site owners and developers with easy ways to add web analytics to their sites using simple JavaScript, PHP, or REST based APIs. OWA also comes with built-in support for tracking web sites made with popular content management frameworks such as WordPress and MediaWiki.





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Open Source Web Analytics For Many Of The Web's Most Popular Applications.






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1.2.0 Released

Written by [osier](#) in July 20th, 2009. [Edit](#)

Posted in: [Announcements](#), [Releases](#)

We are pleased to announce the availability of OWA 1.2.0. This release completes a significant amount of re-factoring to the core framework code including how entities, services, controllers, and views work. New Features include: Entity Schema Creation, OWA entities can now create the core database tables. OWA's object-relational-mapping layer has been

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1.2.0rc3 Released

Written by [osier](#) in June 28th, 2009. [Edit](#)

Posted in: [Announcements](#), [Releases](#)

1.2.0rc3 has been released. This is mainly a bug fix release and brings OWA up to date to work with version 2.8 of Wordpress. Please give it a whirl. This will hopefully be the last release candidate before the 1.2.0 release. To upgrade to this release just 'svn up' or download

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1.2.0 Released

We are pleased to announce the availability of OWA 1.2.0. This release completes a significant


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1.2.0rc3 Released

1.2.0rc3 has been released. This is mainly a

Web Site: [Open Web Analytics](#)
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Page Detail:



Features

Page Type: Category

<http://www.openwebanalytics.com/?cat=26> ([visit page](#))



There were 138 page views for this page.

Visits: 113

Page Views: 138

Next Pages Viewed

	Page Path	Page Title	Visits
1	/?cat=13	usability	19
2	/?page_id=42	Screenshots	17
3	/?cat=26	Features	14
4	/	Open Web Analytics	12
5	/?page_id=4	Help & Support	12
6	/?cat=9	Announcements	10
7	/?page_id=3	Download	7
8	/?p=133	1.4.0rc2 Has Been Released	1
9	?s=heatmap	Search Results for "heatmap"	1
10	/index.php?s=magento	Search Results for "magento"	1

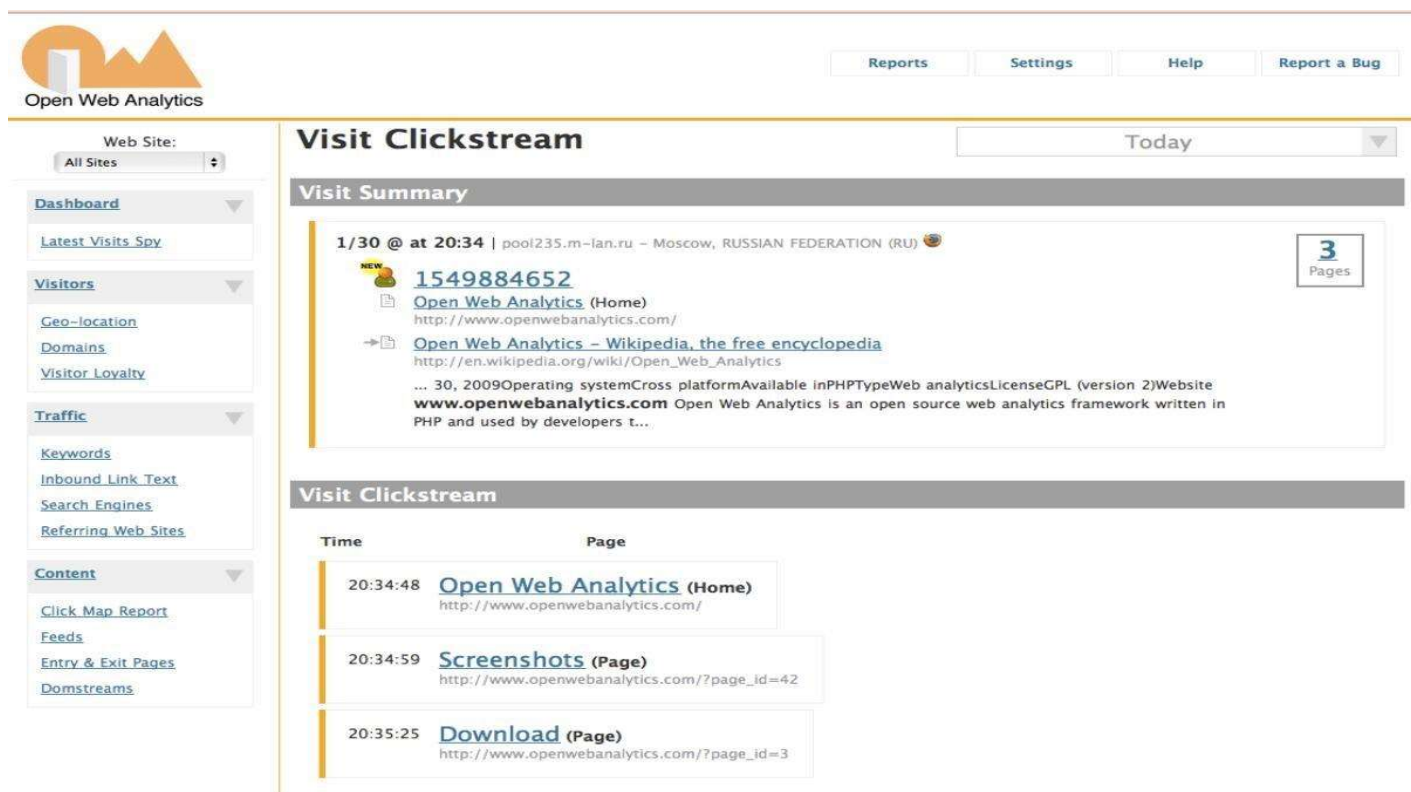
Prior Pages Viewed

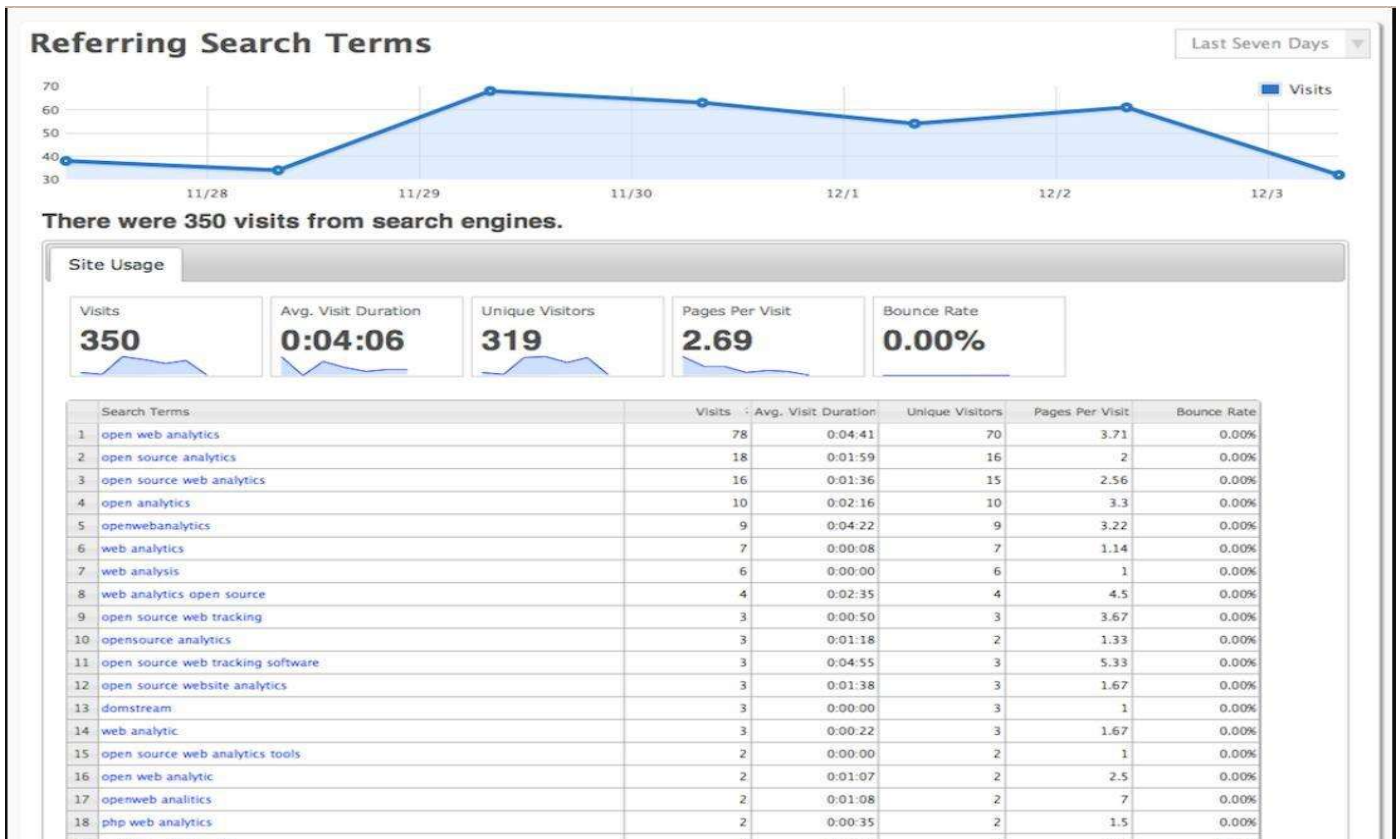
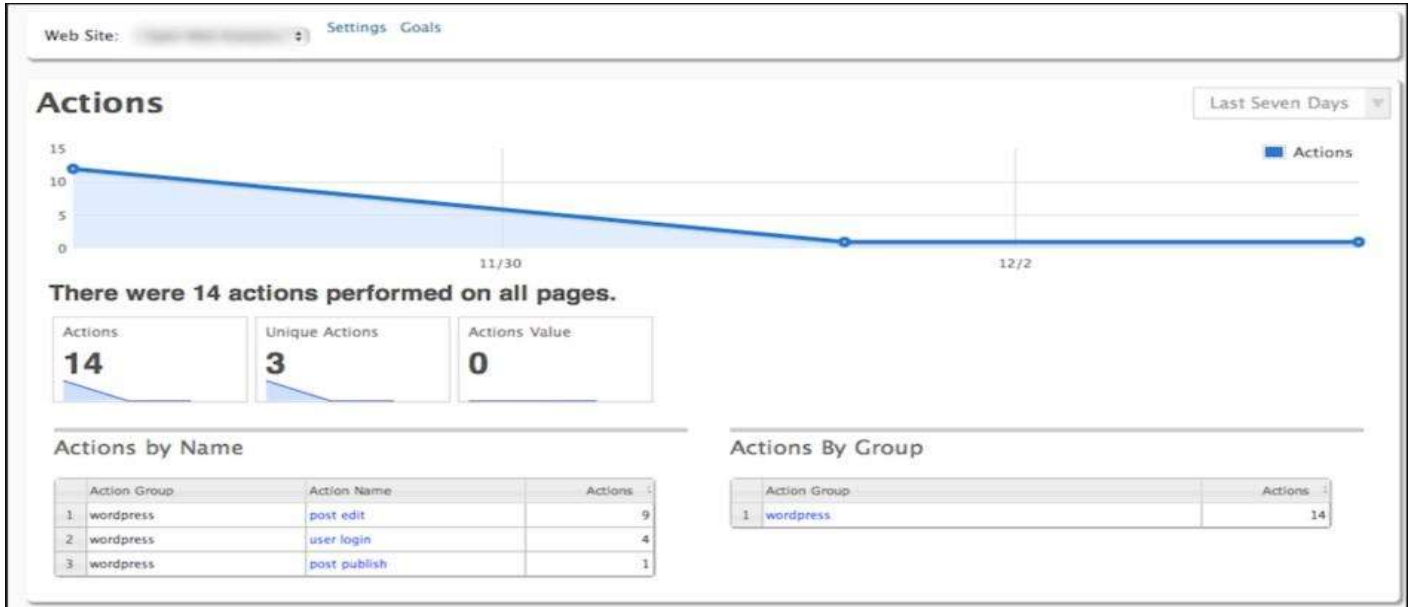
	Prior Page Path	Prior Page Title	Visits
1	/	Open Web Analytics	41
2	/?cat=13	usability	19
3	/?page_id=42	Screenshots	18
4	/?cat=26	Features	14
5	/?cat=9	Announcements	13
6	/?page_id=3	Download	6
7	/?page_id=4	Help & Support	6
8	/?attachment_id=61	Click Heatmap	5
9	/?attachment_id=43	OWA Dashboard	4
10	/?attachment_id=67	Visitor Click-stream	2
11	/?p=133	Mouse Tracking is better than Ey	2
12	/?attachment_id=64	Document Detail	1
13	/?attachment_id=65	Visitor Geo-location	1
14	/?paged=2	Open Web Analytics	1
15	/?paged=5	Open Web Analytics	1

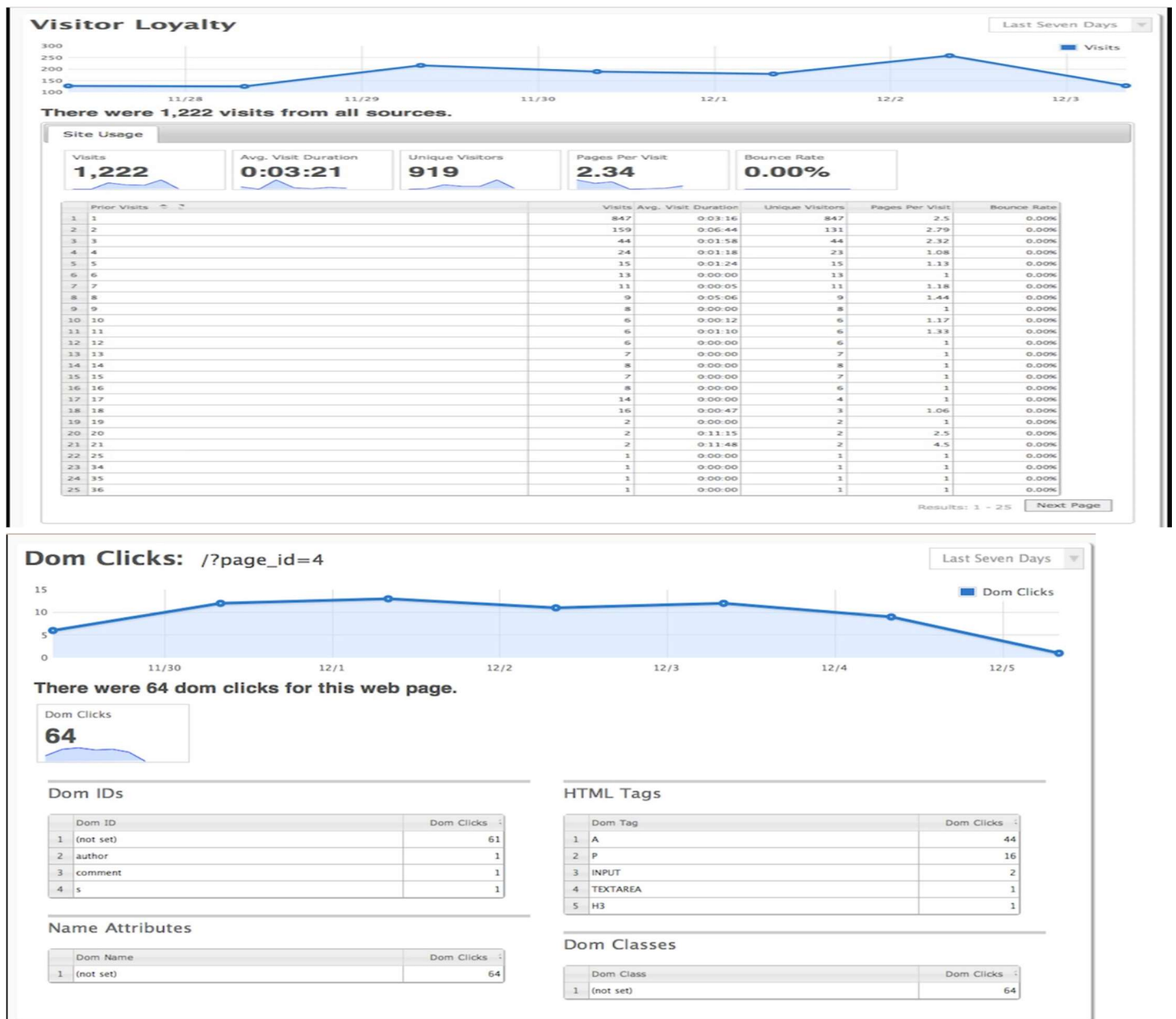
Results: 1 - 15
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Related Reports:

- [Heatmap Overlay](#) (Firefox 3.5+ required)
- [Domstreams](#) - mouse movement recordings.
- [Dom Clicks](#) - analysis of dom clicks.







Conclusion:- OWA (Open Web Analytics) web analytics tool study experiment is successfully learnt and understood.