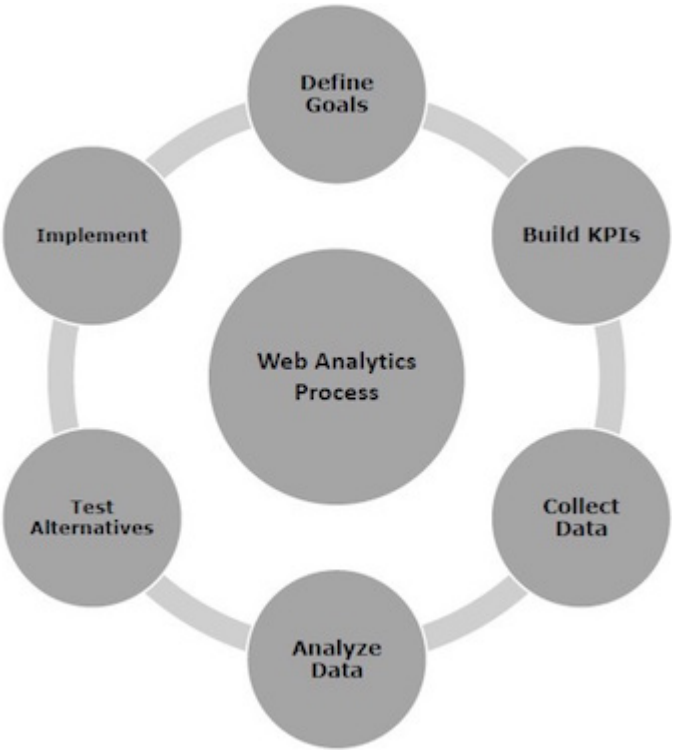
# WEB ANALYTICS

Web Analytics or Online Analytics refers to the analysis of quantifiable and measurable data of your website with the aim of understanding and optimizing the web usage.

Web Analytics is the methodological study of online/offline patterns and trends. It is a technique that you can employ to collect, measure, report, and analyze your website data.

It is normally carried out to analyze the performance of a website and optimize its web usage. web analytics used to track key metrics and analyze visitors' activity and traffic flow.

It is a tactical approach to collect data and generate reports. It is an ongoing process that helps in attracting more traffic to a site and thereby, increasing the Return on Investment




Web analytics focuses on various issues. For example,

Detailed comparison of visitor data, and Affiliate or referral data.

• Website navigation patterns.

• The amount of traffic your website received over a specified period of time.

• Search engine data.

Web analytics improves online experience for your customers and elevates your business prospects. There are various Web Analytics tools available in the market. For
example, Google Analytics, Kissmetrics, Optimizely, etc.

## Importance of Web Analytics

Web Analytics needed to assess the success rate of a website and its associated business. Using Web Analytics, we can −

• Assess web content problems so that they can be rectified
• Have a clear perspective of website trends
• Monitor web traffic and user flow
• Demonstrate goals acquisition
• Figure out potential keywords
• Identify segments for improvement
• Find out referring sources

Web Analytics Process

The primary objective of carrying out Web Analytics is to optimize the website in order to provide better user experience. It provides a data-driven report to measure visitors' flow throughout the website.

Take a look at the following illustration. It depicts the process of web analytics.

• Set the business goals.
• To track the goal achievement, set the Key Performance Indicators (KPI).
• Collect correct and suitable data.
• To extract insights, Analyze data.
• Based on assumptions learned from the data analysis, Test alternatives.
• Based on either data analysis or website testing, Implement insights.

## Types of Web Analytics

There are two types of web analytics −

• On-site − It measures the users' behaviour once it is on the website. For example, measurement of your website performance.

• Off-site − It is the measurement and analysis irrespective of whether you own or maintain a website. For example, measurement of visibility, comments, potential audience, etc.

## Metrics of Web Analytics

There are three basic metrics of web analytics −

### Count

It is most basic metric of measurement. It is represented as a whole number or a fraction.  For example,

• Number of visitors = 12999, Number of likes = 3060, etc.
• Total sales of merchandise = $54,396.18.

### Ratio

It is typically a count divided by some other count. For example, Page views per visit.

### Key Performance Indicator (KPI)

It depends upon the business type and strategy. KPI varies from one business to Another.

### Micro and macro Level Data Insights

Google Analytics gives you more insight data accurately. You can understand the data at two levels micro level and macro level.

### Micro Level Analysis

It pertains to an individual or a small group of individuals. For example, number of times job application submitted, number of times print this page was clicked,

etc.

## Macro Level Analysis

It is concerned with the primary business objectives with huge groups of people such as communities, nation, etc. For example, number of conversions in a particular demographic.

Web Analysis - What to Measure?

These are the few measurements conducted in web analytics −

• Engagement Rate

It shows how long a person stays on your web page. What all pages he surf. To make your web pages more engaging, include informative content, visuals, fonts and bullets.

• Bounce Rate

If a person leaves your website within a span of 30 sec, it is considered as a bounce. The rate at which users spin back is called the bounce rate. To minimize bounce rate include related posts, clear call-to-action and backlinks in your webpages.

• Dashboards

Dashboard is single page view of information important to user. You can create your own dashboards keeping in mind your requirements. You may keep only frequently viewed data on dashboard.

• Event Tracking

Event tracking allows you to track other activities on your website. For example, you can track downloads and sign-ups through event tracking.

• Traffic Source

You can overview traffic sources. You can even filter it further. Figuring out the key areas can help you learn about the area of improvement.

• Annotations

It allows you to view a traffic report for past time. You can click on graph and type in to save it for future study.

• Visitor Flow

It gives you a clear picture of pages visited and the sequence of the same. Understanding users' path may help you in re-navigation in order to give customer a hassle-free navigation.

• Content

It gives you insight about website's content section. You can see how each page is doing, website loading speed, etc.

• Conversions

Analytics lets you track goals and path used to achieve these goals. You can get details regarding, product performances, purchase amount, and mode of billing. Web Analytics offer you more than this. All you need is to analyze things minutely and keep patience.

• Page Load Time

More is the load time, the more is bounce rate. Tracking page load time is equally important.

• Behavior

Behavior lets you know page views and time spent on website. You can find out how customer behaves once he is on your website.