

What is web traffic analytics?

Web traffic analytics refers to collecting data about who comes to your website and what they do when they get there. That data is crucial to building effective [sales and marketing](#) strategies.

While most people assume more traffic is always better, that's not always true.

For example, if you sell social media software to people in the UK, you don't want traffic from South Americans looking for an expense management tool.

When you track the right web traffic metrics, you'll get deeper insights into who comes to your site, whether they like your content, and what actions they might take next.

What do website traffic analytics tell you?

Web traffic analytics tell you who is visiting your website and what they do while they're there. Ideally, traffic data from your website will tell you what content your users love and give you insights to help improve conversions.

In reality, it can be a little more complicated than that. Depending on which [web traffic analytics tools](#) you use, some of the data you'll see might include:

- How much traffic your site gets in a given time period
- Which content is most popular
- Your bounce rate
- How many new visitors you get
- Where your traffic comes from
- How long people stay on specific pages
- How often users return to your website

Benefits of website traffic analysis

These are just some of the many benefits that you will start to see when you conduct website traffic research regularly:

- Content optimization: As website traffic information shows you which content visitors stick with and which they bounce from, you can get insights into the kinds of content your visitors prefer. The information provided by website visitor analysis can then be used to optimize your website with your visitors' preferred content types.
- Audience understanding: [Website visitor tracking software](#) solutions, like Leadfeeder, provide detailed insights into who's visiting your website, the times they're visiting, and so on.

Web traffic statistics like this tell you a lot about your audience, which, in turn, can help you refine your content and marketing.

Top eight website traffic analytics to track (and where to find the data)

There's no one-size-fits-all plan when it comes to web traffic analytics. The site traffic metrics you track can vary by industry, goal, and even where customers are in your sales funnel.

However, there are several main metrics you'll want to keep an eye on. Here are our top eight: