1. **Web analytices 2.0**

Web Analytics 2.0 is a framework that redefines what data means online. Web Analytics 2.0 is not simply about the clicks that you collect from your website using analytics tools like Google Analytics, Omniture, or XiTi. Web Analytics 2.0 is about pouring your heart into understanding the impact and economic value of your website by doing rigorous outcomes analysis. It is about expressing your love for the principles of customer centricity by embracing voice-of-customer initiatives and, my absolute favorite, learning to fail faster by leveraging the power of experimentation.

Analytics can help in the following ways:

* Determine the likelihood that a given customer will repurchase a product after purchasing it in the past.
* Personalize the site to customers who visit it repeatedly.
* Monitor the amount of money individual customers or specific groups of customers spend.
* Observe the geographic regions from which the most and the least customers visit the site and purchase specific products.
* Predict which products customers are most and least likely to buy in the future.

The objective of web analytics is to serve as a business metric for promoting specific products to the customers who are most likely to buy them and to determine which products a specific customer is most likely to purchase. This can help improve the ratio of revenue to marketing costs.

1. **Scripting**

Scripting language (also known as scripting, or script) is a series of commands that are able to be executed without the need for compiling. While all scripting languages are programming languages, not all programming languages are scripting languages. PHP, Perl, and Python are common examples of scripting languages.

Scripting languages use a program known as an interpreter to translate commands and are directly interpreted from source code, not requiring a compilation step. Other programming languages, on the other hand, may require a compiler to translate commands into machine code before it can execute those commands.

**Advantages of scripting languages:**

Easy learning: The user can learn to code in scripting languages quickly, not much knowledge of web technology is required.

Fast editing: It is highly efficient with the limited number of data structures and variables to use.

Interactivity: It helps in adding visualization interfaces and combinations in web pages. Modern web pages demand the use of scripting languages. To create enhanced web pages, fascinated visual description which includes background and foreground colors and so on.

Functionality: There are different libraries which are part of different scripting languages. They help in creating new applications in web browsers and are different from normal programming languages.

1. **Java scripting**

JavaScript (js) is a light-weight object-oriented programming language which is used by several websites for scripting the webpages. It is an interpreted, full-fledged programming language that enables dynamic interactivity on websites when applied to an HTML document. It was introduced in the year 1995 for adding programs to the webpages in the Netscape Navigator browser. Since then, it has been adopted by all other graphical web browsers. With JavaScript, users can build modern web applications to interact directly without reloading the page every time. The traditional website uses js to provide several forms of interactivity and simplicity.

Although, JavaScript has no connectivity with Java programming language. The name was suggested and provided in the times when Java was gaining popularity in the market. In addition to web browsers, databases such as CouchDB and MongoDB uses JavaScript as their scripting and query language.

These are following features of JavaScript:

* All popular web browsers support JavaScript as they provide built-in execution environments.
* JavaScript follows the syntax and structure of the C programming language. Thus, it is a structured programming language.
* JavaScript is a weakly typed language, where certain types are implicitly cast (depending on the operation).
* JavaScript is an object-oriented programming language that uses prototypes rather than using classes for inheritance.
* It is a light-weighted and interpreted language.
* It is a case-sensitive language.
* JavaScript is supportable in several operating systems including, Windows, macOS, etc.
* It provides good control to the users over the web browsers.

Application of JavaScript

JavaScript is used to create interactive websites. It is mainly used for:

* Client-side validation,
* Dynamic drop-down menus,
* Displaying date and time,
* Displaying pop-up windows and dialog boxes (like an alert dialog box, confirm dialog box and prompt dialog box),
* Displaying clocks etc.

1. **Application of web ana 2.0**

**1. Measure online traffic**

Web analytics will tell you:

How many users and visitors you have on your website at any given time.

Where do they come from?

What are they doing on the website?

How much time are they spending on the website?

The analytics will divide all the sources of traffic and website conversions in an easily understandable way. Analyzing the data provided, a company will recognize which activities produce the most profit to the bottom line.

For example, we learned through data the effects of ranking higher on Google Search on a niche online store.

**2. Tracking Bounce Rate**

Bounce Rate in analytics means that a user who has visited the website leaves without interacting with it.

A high bounce rate might tell us the following:

The users didn’t feel that content was for them, or it didn’t match well with the search query.

A weak user experience overall.

**3. Optimizing and Tracking of Marketing Campaigns**

For different marketing campaigns, online or offline can be created unique and specific links that can be tracked. Tracking these unique links will provide you with details on how these marketing campaigns have been received by the users and if it’s been profitable.

By tracking everything possible, you will find potentially highly returning campaigns to invest more and cancel campaigns that are performing poorly.

**4. Finding the Right Target Audience and its Capitalization**

In marketing, it’s crucial to find the right target audience for your products and services. An accurate target group will improve the profitability of marketing campaigns and leave a positive mark on the company itself.

Web analytics will provide companies with information to create and find the right target audiences.

Finding the audience will help companies create marketing materials that leave a positive feeling to their customers.

The right marketing campaigns to the right audiences will increase sales, conversions, and make a website better.