

Web Site Design

S.O.E.

Internet Marketing

E-commerce

Web Development



Develop and Promote
Web Sites that get you results

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Website Statistics

Great looking web sites are one thing but getting them to work for your business is a different game. Statistics take away the stabbing in the dark guess work and getting that performance monitoring in an understandable format.

What are they?

They are a little piece of code on most websites that collect a small bit of information about your computer, location, pages you visit and many more details. Website stats programs generally provide the following functionalities and features:

- Configurable Counter
- Invisible Counter Option
- Configurable Summary Stats
- Drill Down
- Popular Pages
- Entry Pages
- Exit Pages
- ISP Stats
- Referring Domain
- Keyword Analysis
- Recent Keyword Activity
- JavaScript Stats
- Search Engine Wars
- Visitor Paths
- Visit Length
- Returning Visits
- Recent Visitor Activity
- Recent Pageload Activity
- Recent Visitor Google Map
- Country/State/City Stats
- Browser Stats
- Operating System Stats
- Public Stats
- Blocking Cookie
- Email Reports
- User Access Management

What do you need them for?

It helps to improve your marketing and site content. As with most parts of a business you need to test and measure any activity to ensure a return on your investment. Ask yourself some basic questions about your website. The 3 most important answers will tell you:

- who your visitors are
- how they find you
- what they are doing on your site

The answers will help you to make sure that your visitors find what they want when they arrive. Most importantly, the answers will tell you how to manage your content.

Accountability is important, as measuring results and effectiveness has become commonplace. "Show me the money" has become a part of webmaster vocabulary. The point is that decision-making needs to occur on a daily basis. Decisions need to be based upon what is known, not upon guessing. Updating your site, search engine optimisation, and implementing a search engine marketing strategy are continuous activities that require micro-management.

Equally important is accountability from your [Pay-Per-Click \(PPC\) advertising campaigns](#). Make sure that you are getting what you pay for. If your advertising campaign does not work, look at your data and change your management strategy.

How do you use them?

Your first action is to interpret your data and align it to your internet strategy. You then need to act on the data from your reports. This could be as simple as looking at the keywords that people use to get to your site and updating the keywords and text to better optimise the pages. You could take the next step and set up goals for your site, for example I want people to fill out a form. You would tell the system your goal for it to monitor, after which it will give you reports on the number of visitors and the percentage of them filling out the form (Your Conversion Rate).

What do we recommend?

Google Analytics

So why do we recommend Google web analytics? Well first of all it's free! So you want to know what's the catch? It may sound too good to be true, but in fact Google does provide very high quality free web analytics and statistics solutions for small businesses. However, many people in the Internet world speculate how Google might be exploiting this free offering to benefit their own business objectives. Many businesses wonder what confidential information Google is collecting via their free analytics service. Google Analytics is a great web analytics tool and it may be just what you're looking for.

For those interested in Google Analytics you should know that Google Analytics provides three reporting views: Webmaster, Marketer and Executive. Each reporting view provides the user a unique set of reports. The views are offered as an easy way to access and organise other basic reports. You can link it to Google AdWords if you are running a PPC campaign. You can then monitor your AdWords revenue, conversions, and ROI. We think that Google Analytics really is a great web stats program.

Are there any disadvantages to using Google Analytics? We think the biggest drawback to using Google Analytics is that it doesn't appear to provide real time statistics. If you want real time stats this might be reason enough to use a fee based web analytics program. The reality is that any two web analytics programs will likely vary slightly in the information they provide.

How can we help?

When we design each web site you will get a weekly summary statistics report and have logon details to see any reports from Google Analytics. If you require any specific reports just let us know. This is standard with all our web sites but if you are not with us at the moment just give us a call and we can advise you on the best way to set this up for you.

Call Develop and Promote on 01522 822520 to get some help.