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The Internet Specialist

Fact sheet - one of a series of no-nonsense fact sheets for business owners.

The basics of Web Analytics: Using Web Analytics effectively

Why read this fact sheet?

Understanding the basics of Web Analytics best practice will help you begin the process of analysing your web pages and making decisions about how to improve your site.

Maximising the ROI of your web marketing

Any business owner wants to maximise the return on investment that they've made in their web marketing. Don't they?

It's a no-brainer, surely? A not insignificant investment in creating a web site, optimising it and maybe using pay-per-click search engine advertising to attract more visitors to it has been made.

So why then do so many respectable companies fail to follow through the process of getting maximum value from their web investment by not taking web analytics seriously?

It's almost as if having done everything mentioned above they take a deep breath, say 'Well, we've done all we can do now, let's get on with something else'.

Web analytics, for those of you not aware, enables web site owners to find out just about anything they need to know about their visitors.

To quote Google Analytics expert Brian Clifton " Web analytics is a thermometer for your web site".

Web analytics can tell you:

- The number of visitors you are getting
- Your most visited pages, and just as importantly your least visited pages
- The pathways visitors use to pass through your site
- How many visitors you are converting into buyers, and how many you aren't
- How long visitors are staying on the site
- Where your visitors are coming from geographically, right down to city / town level

That's just for starters.

Most important of all web analytics can help you make business decisions that can have a directly positive effect on your bottom line. Definitely a 'no-brainer' then to take web analytics seriously. Wouldn't you agree?