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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

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.

#### *Web Analytics for SME's*

If you don't know who your web site visitors are, which pages they are or (just as important) are not reading and whether they are doing what you want them to do when on your site, then you are wasting the investment in your web site.

So you've optimised your web site, are getting first-page organic search engine listings and attracting plenty of visitors to your web site through a well-planned search engine advertising campaign. Job done? No, absolutely not, I'm afraid.

The effectiveness of your web site can mean then the difference between business success, mediocrity or even failure.

Maximising the effectiveness of your site is only achievable by paying attention to who your visitors are and how they are behaving whilst on your site, e.g. are they downloading those brochure PDFs you painstakingly put together, are they navigating to your product pages quickly enough or are they leaving the site too quickly?

The answers to these key questions and many, many more can only be answered by applying best practice in web analytics.

Web analytics is not about collecting pages and pages of statistics each day, week or month, giving them a quick once over, then forgetting about them.

Its about using data to really understand who your visitors are, what their preferences are, what their patterns of online behaviour are, and then using that information to improve your web site.

Just like search engine optimisation, web analytics should be an integral part of every company's on-line strategy. As with SEO the challenge for SME owners with limited human resources and budgets lies in actually doing it properly and consistently so the ROI of a web site can be maximised.

***Key 'takeaway' from this Fact Sheet: Web Analytics should be regarded as an essential and ongoing part of your overall business and marketing plans.***