

# WEB ANALYTICS TUTORIAL

---

[http://www.tutorialspoint.com/web\\_analytics/index.htm](http://www.tutorialspoint.com/web_analytics/index.htm)

Copyright © tutorialspoint.com

Web Analytics is a technique that you can employ to collect, measure, report, and analyze your website data. It is normally carried out to analyze the performance of a website and optimize its web usage. Web Analytics is an indispensable technique for all those people who run their business online. This is a comprehensive tutorial that covers all the basics of web analytics.

## AUDIENCE

---

This tutorial is designed for SEO professionals as well as beginners who would like to learn the basics of Web Analytics and its techniques.

## PREREQUISITES

---

Before proceeding with this tutorial, it is expected that you have a basic understanding of how to develop professional websites and how to attract web traffic.