WEB ANALYTICS - INTRODUCTION

What is Web Analytics?

Web Analytics is the methodological study of **online/offline** patterns and trends. It 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.

We use web analytics to track key metrics and analyze visitors' activity and traffic flow. It is a tactical approach to collect data and generate reports.

Importance of Web Analytics

We need Web Analytics to assess the success rate of a website and its associated business. Using Web Analytics, we can −

- Assess web content problems so that they can be rectified

- Have a clear perspective of website trends

- Monitor web traffic and user flow

- Demonstrate goals acquisition

- Figure out potential keywords

- Identify segments for improvement

- Find out referring sources

Web Analytics Process

The primary objective of carrying out Web Analytics is to optimize the website in order to provide better user experience. It provides a data-driven report to measure visitors' flow throughout the website.

Take a look at the following illustration. It depicts the process of web analytics.

- Set the business **goals**.

- To track the goal achievement, set the **Key Performance Indicators** *KPI*.

- **Collect** correct and suitable data.

- To extract insights, **Analyze** data.

- Based on assumptions learned from the data analysis, **Test alternatives**.

- Based on either data analysis or website testing, **Implement insights**.
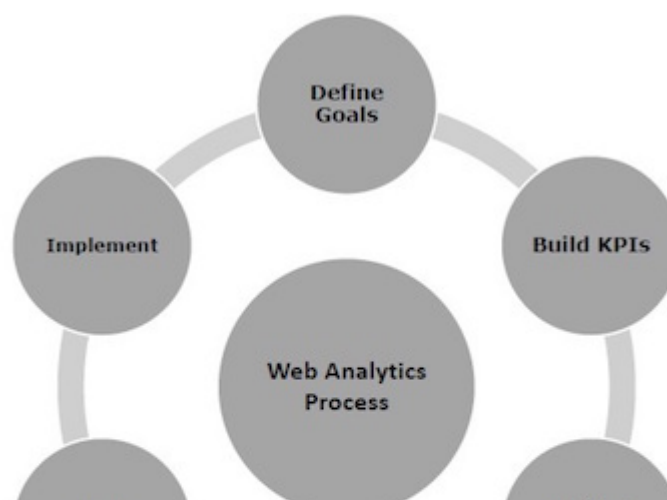
Web Analytics is an ongoing process that helps in attracting more traffic to a site and thereby, increasing the Return on Investment.