

Web Analytics

Google Analytics, Facebook Analytics, what is all this? That's all web analytics (and its very important to your business)!

Web analytics is the gathering, report, and analysis of a website (or social media profile) data. These activities focus is on identifying measures based on your organization goals using the website data to determine the results of those goals and to develop marketing strategies and improve the website (or app) user's experience.

The main goal to develop relevant and effective web data analysis is creating objectives and calls-to-action from your organization goals, identifying key performance indicators (KPIs) to measure the success or failures for those actions and objectives. For example, you can use the following items to help you analyze your data:

- Goals
 - Your organization/website major goals must essentially state why you have a website. E.g.: educate the public about safe travel abroad.
- Objectives
 - Objectives are the milestones that outline what it takes to achieve your goals. E.g.: Reach all the possible users looking for information on travel safety and convert them into website visitors.
- Calls-to-action
 - Tasks that your site visitors must complete as part of your sites goals and objectives. E.g.: Online users come to the website because it was listed on search engines as a credible source of information on the topic the users searched for.
- Key Performance Indicator
 - Metrics which can be used to measure each call-to-action. E.g.: Search visits to the website for keywords related to travel safety
- Targets
 - Thresholds that determine whether or not an objective has been achieved. E.g.: search clickthrough rate in queries for travel safety should be no less than 15%.

INSIGHTS

Although analyzing might seem quite simple, correctly measuring success comes in many KPIs and will require multiple tools. Although the thought of managing more than one web analytics tool can be daunting, you should know that by simplifying and focusing on the KPIs that you need to measure your business goals you will be able to get the right insights. For example:

- Clickstream
 - Tools: Web analytics (Google, Facebook, etc.); Clickthrough; Scroll-tracking; Heatmaps.
- Customer's voice
 - Tools: Customer satisfaction surveys; Page-level surveys.
- Experimentation and testing

- Tools: Multivariate testing; User testing.
- Competitive intelligence and market research
 - Tools: Keywords research tools; Competitive analysis tools.

KEEP IN MIND

Web analytics can strongly support the qualitative research and testing finding. The best practices to keep in mind related to this field are:

- After collecting the relevant data to answer whether you have met (or fail to meet) your goals, find out what you can do to improve your KPIs.
 - Are there high-value content (based on user feedback to the website) that is not getting any traffic? Find out why through user path analysis or engagement analysis of top sources for that page. Leverage the experimentation & testing tools to try out different solutions and find the best placement that generates the most engagement for that page.
- Reporting about visits, pageviews, top sources, or top pages only skims the surface.
 - Large numbers can be misleading; just because there is more traffic or time spent on site doesn't mean that there is success. Reporting these numbers is largely tactical; after all, what do 7 million visits have to do with the success of your program?
- Reporting metrics to your stakeholders with no insights or tie-ins to your business or user goals misses the point.
 - Make the data relevant and meaningful by demonstrating how the website data shows areas of success and of improvement on your site.
- Focusing on visits or looking only within a specific time period doesn't capture the richer and more complex web experiences that are happening online now.
 - Pan-session metrics, such as visitors, user-lifetime value, and other values that provide longer-term understanding of people and users, allow you to evaluate how your website has been doing as it matures and as it interacts with visitors, especially the returning ones.
- Be consistent in the information you provide, know your audience, and know the weaknesses of your system and disclose them to your stakeholders.

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