

An Introduction to

# Web Analytics



What ARE Web Analytics?

# Statistics:

- User information
- Tracking and measuring



What's hot and what's not  
(on your website)

Who is coming to your website?  
When did they come?  
Why did they come?  
Where did they come from?

What did they do when they arrived on your site?  
How long did they spend on your site?  
Which pages did they look at?  
Where did they leave your site?  
Why did they leave your site?



New Terminology

New Concepts

Unique visitors  
Page views  
Bounce Rates  
Search terms  
Keywords  
Referrals  
Demographics





Unique visitors	<b>every visitor is a different 'user'</b>
Page views	<b>which pages get looked at, how much</b>
Bounce Rates	<b>the rate visitors leave a webpage</b>
Search terms	<b>terms people use to find stuff</b>
Keywords	<b>in this context, the same as search terms*</b>
Referrals	<b>where your visitor came from</b>

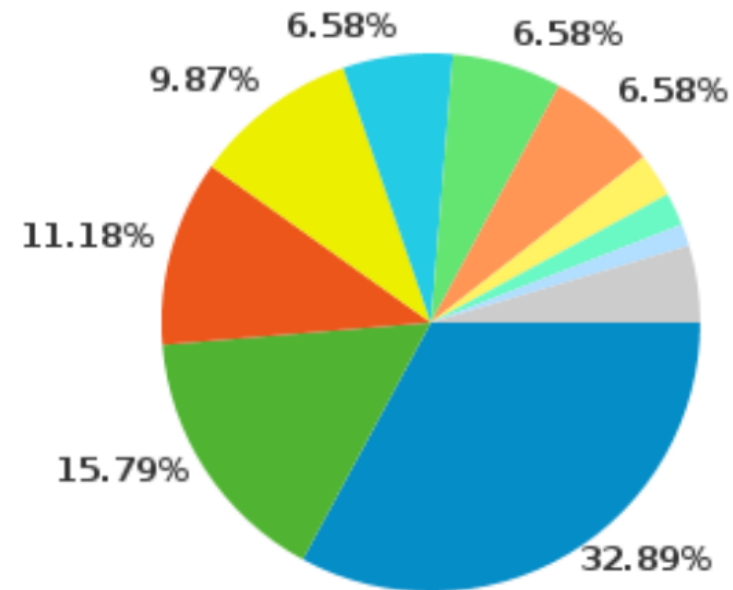
**\*keywords are also METADATA!**  
but that's for another day

ISP connection speed  
ISP Provider  
Browser  
Operating System  
Screen resolutions or colors  
Java or Flash installed



ISP connection speed  
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**how fast is their internet connection**  
**who is providing their connection**  
**Firefox? IE? Safari? Opera? Chrome?**  
**Mac, PC, iPhone, Android....**  
**1024.../1280.../320...?? colors???**  
**Java or Flash enabled**  
**(eh??)**



# DEMOGRAPHICS



# DEMOGRAPHICS

**where is your visitor located?**

**how old are they?**

**are they male or female?**

**what is their earning bracket?**

Can you find out?

what about websites that are **SIMILAR** to your website?

we can learn things about our  
**potential customers**

from OTHER websites...

(in the same or relevant business to us)

...as well as our own website

**GOOGLE ANALYTICS**

**GOOGLE AD PLANNER**

**GOOGLE TRENDS**



## GOOGLE ANALYTICS

all the statistics you could ever want

## GOOGLE AD PLANNER

a real insight into how to plan ad campaigns  
AND a lot of demographic information

## GOOGLE TRENDS

information about websites and search terms:

- languages
- countries and cities
- traffic



**Facebook Page Insights**

**Email Campaign Analytics**

## **Facebook Page Insights**

Statistics on Facebook Page use

## **Email Campaign Analytics**

Statistics on Email 'behaviour'



Let's take a look...