Web Analytics

Follow the scent...

Web Analytics, also referred to as website traffic analysis, gives you information that you can leverage to better understand how visitors are interacting with your website, and how you can dramatically increase your customer conversion rates.

Every website must have business goals and defined objectives. When customers realize those goals, you have conversions. As the website owner, you can use metrics data to encourage visitors to purchase, subscribe, register, make referrals, or accomplish other goals that can be both measured and optimized. Yes, it's possible to funnel Web analytics information directly to the bottom line and turn data into dollars. **Contact your local WSI Consultant to find out how to follow the scent of a customer.**

Who are your visitors?

Did they find what they were looking for?

Analyzing Visitor Behavior

Where are they coming from?

What are they viewing on your site?

Use data effectively

Online, almost everything can be measured: unique visitors, clicks, engagement, buzz, open rates, conversions, demographics, branding and time spent are just a few examples of the many available metrics. Marketers and business owners like yourself embrace the very real potential of all this information – but often feel overwhelmed by mountains of data, or stymied by the technology that delivers the solutions.

So how should you determine what to measure? Establish a data-centric company culture? Make sense of all the data, charts and numbers at your fingertips – then turn it into action? Measure across channels (even offline)? Forecast? **How do you best evaluate your Web Analytics data? Contact your local WSI Consultant to learn more.**

WSI
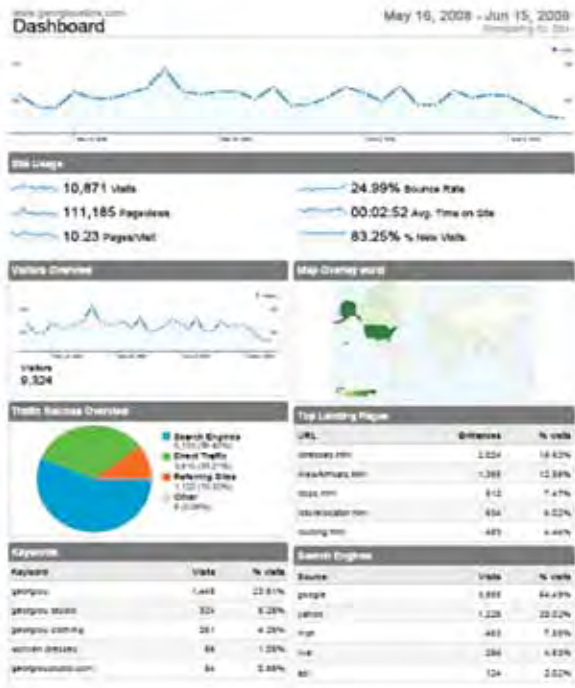
Get a pulse on industry and competition

In case you are wondering, Web analytics isn't just all about you. Competitive data can provide an apples-to-apples comparison of you to your online competitors and your industry. WSI can help provide data that enables you to gauge metrics such as the percentage share of industry visitors to your site; the campaigns competitors are running and how well they work; benchmarking search marketing; industry conversion rates, and more.

Get into your customer's mind to gain greater profits

You can learn a great deal about who your visitors are and how they interact with your website. Web analytics can tell you how they arrived at your site -– did they arrive via a search engine, follow a link to your site, click on your pay-per-click ad, or type in your website address directly into their browser. You can tell how long they stayed on each page, where they clicked, what pages they viewed as well as from which page they exited your site.

Once you understand visitors' behavior, you will be able to identify and eliminate navigational obstacles that slow down or prevent visitors from completing the conversion goal. The result will be an improved visitor experience encouraging more conversions. A WSI Consultant can show you a scientific, logically progressive way to make more money online using Web Analytics. **Call for a meeting today!**

WSI | we simplify the Internet