

WEB ANALYTICS:

Web analytics refers to the process of collecting website data and then processing, reporting, and analyzing it to create an online strategy for improving the website experience.

Web analytics is helpful for understanding which channels users come through to your website. You can also identify popular site content by calculating the average length of stay on your web pages and how users interact with them—including which pages prompt users to leave.

PROCESS OF WEB ANALYTICS INVOLVES:

- **Setting business goals:** Defining the key metrics that will determine the success of your business and website
- **Collecting data:** Gathering information, statistics, and data on website visitors using analytics tools
- **Processing data:** Converting the raw data you've gathered into meaningful ratios, KPIs, and other information that tell a story
- **Reporting data:** Displaying the processed data in an easy-to-read format
- **Developing an online strategy:** Creating a plan to optimize the website experience to meet business goals
- **Experimenting:** Doing A/B tests to determine the best way to optimize website performance

THE IMPORTANCE OF WEB ANALYTICS:

Your company's website is probably the first place your users end up on to learn more about your product. In fact, **your website is also a product**. That's why the data you collect on your website visitors can tell you a lot about them and their website and product expectations.

Here are a few reasons why web analytics are important:

- Analyze website conversions
- Understand top performing content
- Understand and optimize referral sources
- Page visits / Sessions
- Source of traffic
- Total website conversion rate
- Bounce rate
- Repeat visit rate
- Monthly unique visitors
- Unique ecommerce metrics.
- Understand your website visitors

Web analytics tools

There is a whole range of tools you can use for web analytics, including tools that traditionally specialize in product analytics or experience analytics. Some of these include:

- Adobe Analytics
- Amplitude
- Content square
- Crazy Egg
- full story
- Glass box
- Google Analytics
- Heap
- Hotjar
- Mixpanel
- Pendo