

Title:

4 Things Web Analytics Can Teach You - What Your Traffic's Telling You

Word Count:

454

Summary:

Brick-and-mortar stores often change displays, move goods around, and put impulse items beside

Listen: Your Customers Are Talking

There are a number of web traffic analytics companies, such as <http://OneStat.com> and [Keywords:](http://S</a></p></div><div data-bbox=)

Article Body:

Brick-and-mortar stores often change displays, move goods around, and put impulse items beside

Listen: Your Customers Are Talking

There are a number of web traffic analytics companies, such as <http://OneStat.com> and [1. You see which keywords bring you, not only the most hits, but also the highest conversion r](http://S</a></p></div><div data-bbox=)

2. You see the average amount of time users spend on your site. Due to latent conversion, this

3. You see if your traffic's leaving as soon as they hit your landing page if they are, you kn

4. You see where people are exiting your site. This is especially important when you have cust

- If they're exiting on the page where you explain shipping costs, you might see your shipping

- If they're leaving halfway through filling out the buyer's information, you might consider t

Web analytics puts you in a position to see what's working on your website and what isn't. It'

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