

Title:

Analyze This: Web Analytics

Word Count:

669

Summary:

So, you think you're off to a good start because you finally got your new Web site up and running.

Keywords:

web counter, statistics, analytics, traffic, visitors, internet

Article Body:

So, you think you're off to a good start because you finally got your new Web site up and running.

Web Analytics may sound like some sort of complex configuration for your web site, but for many small businesses, it's a simple and powerful tool.

If you're looking to sell something on your site, Web analytics can tell you what product pages are most popular.

If you're looking to market yourself on search engines, there's no better way than Web Analytics.

The benefits of Web analytics are many, so here is just a short list of the main ones.

Web Analytics can:

- provide a traffic count. But unlike those basic counters on the bottom of a homepage, Web Analytics can provide a detailed breakdown of your traffic.
- track down the IP address of your visitors, which is like their numerical address on the Web.
- breakdown individual visits by the entry page, where the person first landed at your site, and the exit page.
- count the total time that visitors spent on your site, and exactly what path they took through your site.
- trace your visitors back to the links that brought them to your site. The more links other websites have to your site, the more traffic you'll get.
- weigh the value of search engine keywords in your Web content. You could find out what search engines your visitors use, and what keywords they use to find your site.

The ultimate benefit of Web Analytics is to make your site more worthwhile to its visitors. By providing them with a better user experience, you can increase your sales and profits.

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