

Title:

Top 5 Mistakes: Start Using Web Site Analysis Tools

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Summary:

Web site analysis tools can contribute to design decisions to improve visitors' online experie

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Article Body:

Web site analysis tools can contribute to design decisions to improve visitors' online experie

**1) Business objectives not set for individual sections of the site:** At most o

**2) Site owners or site section owners are not trained to understand the analysis repor**

**3)Data points of Web site analysis tools are not related to each another:** Web

a) Stickiness = total amount of time spent viewing all pages in the support section divided by

b) Focus = average number of pages visited in the support section divided by total number of p

For online support the stickiness and the focus should be low, which indicates that the naviga

**4)Not enough skilled human resources available to analyze the reports:** Web si

**5)Web site analysis tools are considered as the only way to measure Web site effective**

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