

Title:

Web Analytics: Make A Plan. And Stick To It.

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291

Summary:

When it comes to analyzing your web site statistics, what's infinitely more important than the

To properly watch those numbers, and know when you need to make adjustments, you should not de

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Article Body:

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For example, you may want to watch daily trends in traffic and page views so that any trend la

Once a week, you might want to look at how many hits you're getting via search engines.

And, perhaps, once per month you'll want to look at how many page views per visit are being ge

If you're running pay-per-click advertising, it's even more important to track your clicks and

In the end, you'll need to decide for yourself which stats you should analyze daily, weekly an

Make that plan, stick to it, and you'll find yourself infinitely more in touch with your site.

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