

Web Analytics tracking and reporting

The features

Web Analytics is about **using tracking and reporting systems** to provide up-to-date information about your optimisation activity and results. We're not tied to any one system and can recommend from a range, either log file or cookie based or a combination. We can produce reports for you, in whatever format you choose, as often as you require.

As part of the **Strategic Planning** phase of your optimisation campaign, we'll have created a detailed benchmark of your current visibility, functionality, loyalty and economy, and the subsequent reporting you receive will be based on this scorecard system, showing **progress and improvements** across all four cornerstones.

For **visibility**, we'll look at where visitors are coming from and the search terms they're using to find your site. For **functionality**, we measure download speeds, page visitors and session times to identify improvements in the visitor experience of the site. For **loyalty**, we can identify returning visitors, see which products or services are popular with particular visitors to enable targeted offers and incentives. For **economy**, tracking can deliver a wealth of data, from the keyphrases that deliver the best results, to showing how the cost of customer acquisition has reduced during the optimisation campaign.

The next step

For more information about Weboptimiser's Web analytics tracking and reporting services, either email nicholine@weboptimiser.com, call us on 0207 953 7150 or visit www.weboptimiser.com

The benefits

Web Analytics is an essential part of any optimisation campaign, because it provides critical, decision-making e-business intelligence. There is no easier, more accurate or affordable way to measure the results of your Internet marketing activity and manage your e-business strategy.