



## Fact Sheet

# Web Site Analysis and Statistics

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**Your web site is on-line and it looks great..... but it doesn't stop there!**

**Our E-Business Advisers look at how you can analyse the visitor traffic to your site, to see if you are meeting the needs of your visitors:**

Your Web site is fundamentally different from most other business tools.

You need to consider how successful it is in providing your customers and business associates with the information they need to know about you and your business.

In traditional terms, it is relatively easy to construct a profile of your existing customers and target your key business audience.

With the web, however, you don't know much at all about your visitors, who often remain anonymous.....

### 1. Some Questions to ask yourself....

- **Who** are your Web site visitors?
- **Where** are they?
- **What** are they looking for?
- **Which** areas of your site seem to be of most interest to them?
- And.....**Why??**

### 2. Web site Analysis

As a small business, it helps to better understand your Web site visitors – the types of companies or individuals that visit your site, where they came from, and what they did whilst on the site.

Web site analysis helps you to draw conclusions from this seemingly unmanageable volume of data.

Analysis allows measurement of how people actually respond to your Web site, and can be used to see what content on your site is of particular interest to them.

It can also form the foundation of personalised one-to-one marketing techniques, allowing your business to target specific audiences with customised products and services that directly meet their needs.

One of the most challenging things about Web analysis can be figuring out what to measure and what the numbers really mean.

A number by itself doesn't really tell you much about the performance of your site.

It's when you compare numbers and look for trends and changes that you can start to understand and improve the effectiveness of your site and your marketing campaigns.



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### 3. Which Web site analysis tool is right for you?

To get the true insight into the performance of your Web site there are a wide range of Web analysis software tools available – many of them are free to download but may be limited in functionality. Google have also developed an online analysis tool – more detail at the end of this section.

Also, a simple “hits” counter won’t give you the information you need to properly analyse your site.

A low cost (starting at around \$5 per month) package that will provide what you need is Web-Stat.

Additional modules, bringing the cost up to about \$9 per month, will provide reasonably effective site analysis for a small business.

Others such as WebTrends, (one of the industry leaders, at around \$35 per month), provide all the information you would ever need to effectively monitor the performance of your Web site.

WebTrends will allow you to identify trends and spot opportunities for developing your Web service, to more effectively meet the needs of your customer base.

Finally, Google have developed the incredibly useful and free Google Analytics online package.

Designed to optimise online advertising spend, you don’t actually have to spend anything to utilise this powerful analytic system – just register on the Google analysis site at [www.google.com/analytics/](http://www.google.com/analytics/)

### 4. Useful Links

[www.web-stat.com](http://www.web-stat.com) -  
Site of the Web-Stat subscription service

[www.webtrends.com](http://www.webtrends.com) -  
Site of the WebTrends subscription service

*Disclaimer: we have no commercial links with these companies or their products, and their appearance in this fact sheet is not an endorsement.*