



ON-LINE ANALYTICS FOR WEB 2.0 MARKETING

Bill Ganz

www.billganz.com

Website statistics are one of the most important factors in growing your online business. It shows what is working and what is not. This means your resources are being spent on one of two things; web analytics that work and show customer behavior or things that may look good graphically, but don't produce results.

To simplify the understanding it's important to understand True Response. True Response is on-line analytics. The analytics give you when the user went to the site – when the user returned to the site – how long did the user stay in a particular area – who did the user pass the site along to and a number of other important facts about site traffic. This is critical to understand customer psychology.

There are many ways to rotate and find out the best use of web real estate – such as predictive modelers. Predictive Modeling rotates content on the website to verify the highest traction for through-put ratings. This is just one of many tools to evaluate the site's quality of message.

In this article we will give you a few definitions of Web 2.0 terms to better understand what you're looking for in your post analytic statistical reports.

Unique Visitors: A single, individual person that views your website within a specified time period such as a day or a month. Each person visiting your site is counted only once during that period, no matter how many times they visit your website.

Number of visits: Is the number of times that your website has been visited. When you compare it with the number of unique visitors, this gives you an idea of the number of people who are returning to your site.



Page: Is a single page of your website, it may be your home (index) page, landing page, contact us page, about us or another page within your website.

Hits: A hit is a request made to the server where your website is hosted. Each file that is requested is counted as a hit. For example your home page may be a single .html page with 5 images on it. The number of hits recorded will be 6, as your .html page is one file and each image is also counted as a file. Therefore looking at how many hits that your website has received is not a very good statistical indicator.

Bandwidth: This is the amount of data (measured in megabytes) transferred from your host server to an internet user's computer. E.g. Someone views your home page and on it is text and images that add up to say 2mb, if 50 people view this page then the amount of data transfer would be 100mb. Your web host will specify the amount of bandwidth (data transfer) that your hosting plan includes each month. If you exceed this you will be charged for additional bandwidth. If you have a large site with lots of traffic, keep an eye on this statistic.

Visits duration: This statistic shows how long people are spending at your website. If they are not staying long you may need to review your content or add a video, audio, podcast, whitepaper to have them stay longer and view more of your site.

Pages viewed or Pages URL or Page impressions: This statistic shows how many people are visiting each page. You may find you have traffic visiting each page or maybe the majority of people are only visiting your home page and not going any further.

Referrers or referring URLs: Describes the website address where a visitor was before they came to your site. This gives you some idea of the websites or search engines that are referring traffic to your site and is also useful when considering your marketing plan. For example, you may notice you get some good traffic via Yellow Pages Online, so it may be worth including this in your marketing budget for a slightly higher profile.



Search key phrases and keywords: These are the words and phrases that people are using to find businesses like yours. It is important to take notice of this as it may be good to weave more of the popular words into your content.

Now you have an idea of the terminology used in your website statistical reports. Below are the most important stats to take notice of:

- » Unique visitors
- » Pages viewed
- » Referring URLs
- » Key phrases and keywords

Understanding your website statistics is important and you do need to keep an eye on them. They can help you direct your marketing plan, alert you to which pages on your website are more popular and which ones need attention, where your traffic is coming from, which keywords people are using from your content and if you need to consider re-writing your content to include more keywords and key phrases.

This is where Bill Ganz, CEO and President of MORE Media Group, Inc (www.billganz.com) can help you achieve your goals. With over 20 years of award winning experience in multi-media and access to a large conglomerate of talent, More Media Group can produce your total targeted and action oriented website.

At MORE Media Group, Inc. we have spent years helping small to medium size companies research, develop and implement websites that solve problems for their customers. Our team of researchers, designers, writers, developers and marketers understand the complexities of delivering measureable results for your on-line and Social Media efforts.

In the ever changing and very fast paced world of the internet, it takes more than just “pretty” to achieve end goals; it takes a well developed team that is constantly in touch with your potential customers.

Bill Ganz
MORE Media Group, Inc.



www.linkedin.com/in/billganz
billg@moremediagroup.com
www.billganz.com
310-991-9798