

Analytics – Hits and Visits

Visits are the number of people who have accessed your website. They are divided into ‘new’ for first time visitors and ‘repeat’ for people who have been on your site previously. It is very important to look at trends rather than figures for the number of visits and work out an average for your website.

As stated in my video, the number of Hits will not provide you with any useful data. Hits show the number of elements in your website that have been opened, not the number of people.

My Visits data:

Before you analyse your Visits data, it is worth looking at your sales cycle:

- If you have a low cost or emergency product or service, you are likely to have a short sales cycle and would therefore expect higher numbers of new visits.
- If you have a higher cost or luxury product or service, you are likely to have a long sales cycle and would therefore expect higher numbers of repeat visits.
- If there are a lot of competitors in your market, you would also expect people to shop around before buying, so again this would mean higher numbers of repeat visits.

Once you have a clear picture of your sales cycle, you are better able to interpret the Visits data.

Do you have a higher percentage of new or repeat visitors? New Repeat

Does this match your expectations from your sales cycle? Yes No

If no and you have a short sales cycle, low numbers of new visitors may suggest you need some work on keywords, to improve the chances of people finding your website through search engines. You may also want to consider Pay Per Click advertising and link building. A high number of repeat visits may suggest that you don’t have a clear call to action.

If no and you have a long sales cycle, although you do need new visits, as these form your sales pipeline, if the new visits are greater than repeat visits then it could suggest that people are finding a better offer on another site. In this case it is worth spending time on competitor analysis to see what your website visitors are seeing on other sites.

Significant increases in your number of visitors will hopefully relate to changes you have made, such as work on keywords, a special promotion or marketing campaign.

Significant decreases in your number of visitors could suggest that a competitor has made changes that have made their site more favourable.

