

Analytics

Analytics are essentially statistics about your website. If you are clear about what data is important and relevant to your business, these statistics can be key to transforming the effectiveness of your website as a business generating tool.

To make Analytics work for you, it important to assign time to assessing the data on a regular basis. More important still is to use this data to inform changes, which you then need action!

Remember to focus your attention on trends, rather than numbers. Trends can provide more of an insight into how your website is currently performing in comparison to previous performance. This can help you monitor the impact of changes that you action.

There are various Analytics Tools on the market, but we use Google Analytics as it is free to use and a good quality product that provides clear data, presented as numbers and graphs.

My Analytics:

Do you already have an Analytics Tool? Yes No

If no, please follow our instructions on setting up a Google Account (if required) and Google Analytics.

Please check that this has been activated, so that your website data is being collected.

The next step is to work out which of the data is important and relevant to your business. The following worksheets will go into the most common options:

- Referred Source
- Keywords
- Bounce Rate
- Time on site
- Visits & Hits
- Entry and Exit pages
- Goals and Goal Conversions

If you are new to Analytics, you may want to start by focusing on just one or two of these options. By limiting the data you are going to review increases the chance that you will take action based on the results.

