Analytics – Techie Data

The Techie Data includes; Geography (so you can get a picture of where your website viewers are located), Connection Speed (so you can get an idea of your visitor's capacity for viewing your website), Browser (so you know how your visitors are accessing the internet) and Device (so you know if visitors are viewing your website on a PC, Mac, or increasingly which mobile device.

Knowing this data can tell you a lot about your website visitors and can lead to some new business opportunities. This transforms the data from being 'Techie' to having the potential to open doors to increased sales, which makes it far more exciting!

My Techie data:

Start by having a look at the geography of your website visitors, does the data match your expectations?   Yes ○   No ○

Do you have significant numbers of visitors from an area that you weren't expecting and if so, is there anything particular that could explain this?   Yes ○   No ○

Does this new geographical area offer any new opportunities for your business?
                                                      Yes ○   No ○

What is the average connection speed for your website visitor?...

The lower the connection speed, the less images and media you should use on your website. A solution would be to upload your images/video on external sites, such as YouTube and Flickr, with links on your website.

What is the most common browser being used to access your website?...

The look of your website can vary depending on the browser used, so try accessing your website through the most common browsers to check how it is seen and if it can be used as expected. If you need to browser test, go back to 'Build a killer website' section

What are the most common devices that visitors are viewing your website on?

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Take a look at your website on the most common devices, so you can see what your Visitor sees. If you haven't already got a mobile friendly version of your website, this is something you need to invest in.

What other changes would improve how your website is seen? ....

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