

# Web Analytics

» A way to understand your audience  
& to improve the usability of your website «

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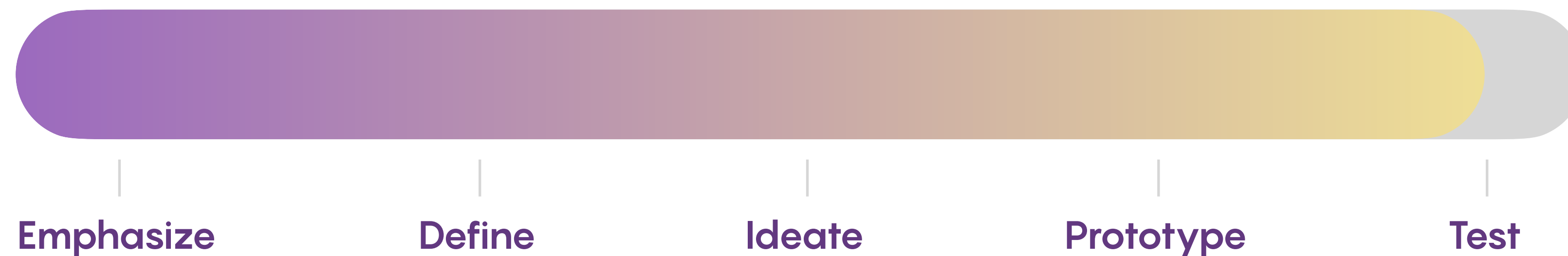
# Introduction

“Web Analytics is the measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing web usage.” (Web Analytics Association)

The goal is “*Understanding the online experience such that it can be improved.*” (Peterson, 2004)

Web Analytics is a quantitative method.

## Design Phases





# Introduction

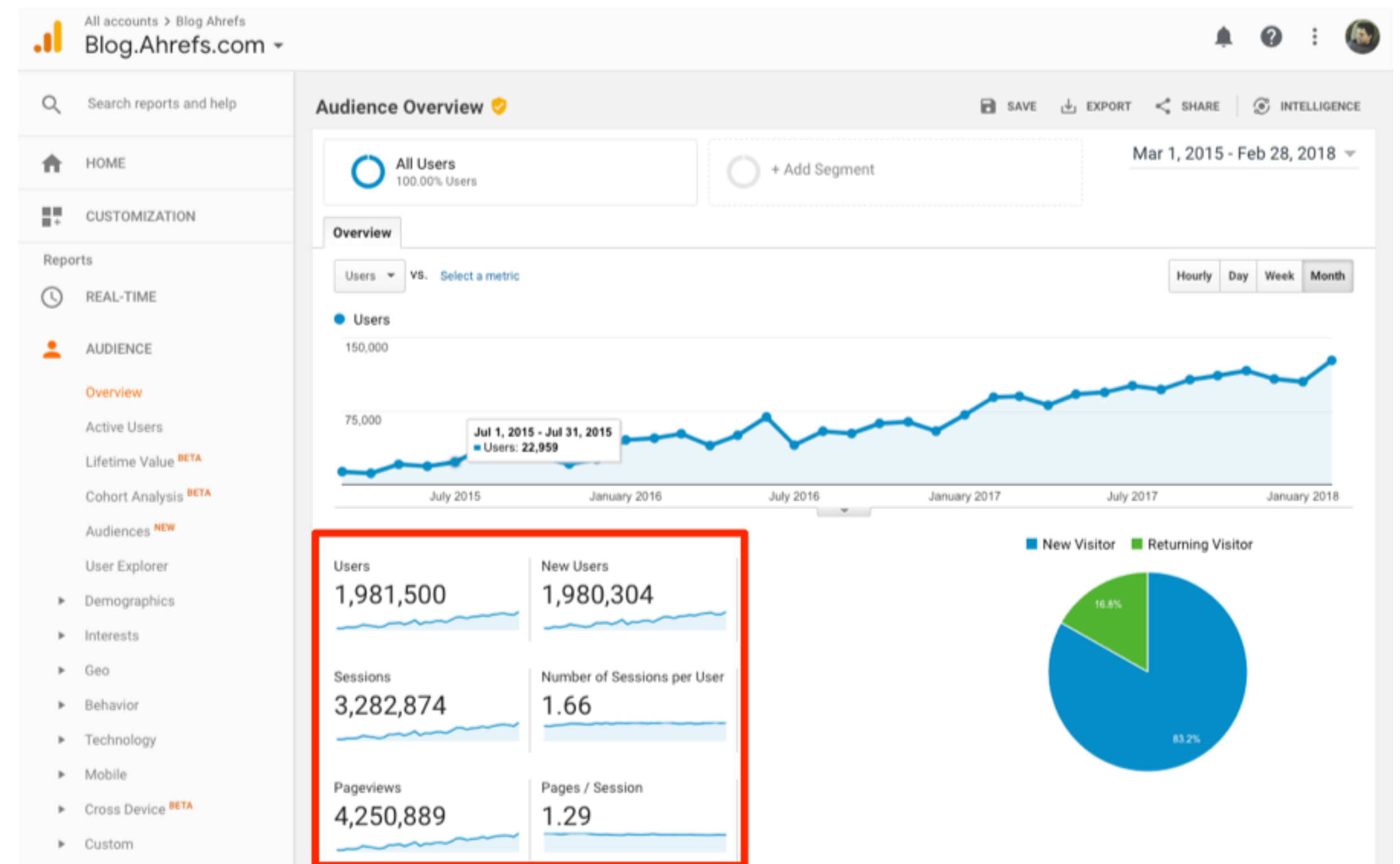
- Helps to understand behavior of users, gives valuable insights, shows potentials of your website
- Makes user experience and success of marketing campaigns (e.g. newsletter, landing page) measurable
- Data tracking provides you with the basis for improvements
- Shows from which source your visitors come (e.g. organic search, external URLs)
- Helps to identify problematic content (e.g. uninteresting content, missing call-to-action buttons) or technical problems (e.g. 404-sites, dead links)
- Increases quality and the success of websites
- Makes websites more effective in generating **leads** (e.g. purchase, newsletter registration)
- Helps to identify pain points
- Improves SEO (Search Engine Optimization) and identify which **keywords** are leading to your website
- Allows you to optimize the traffic

# Introduction

How can I track visitors and collect important data?

The use of Web Analytics Tools facilitates your work and will help you to track the user's behavior on your website.

There are multiple Web Analytics Tools, but one of the most used tool is:



# Introduction

Data types (KPI's) in Web Analytic Tools:

- Bounce (rate) = visit of a single page
- Pageviews = number of clicks on a page
- Users / New Users = new & returning users during time period (new ones are first time visitors)
- Conversion = number of for example purchases, registrations for sth (depends on your goal)
- Average session duration = set of user interactions taking place in a given time frame

# Instructions

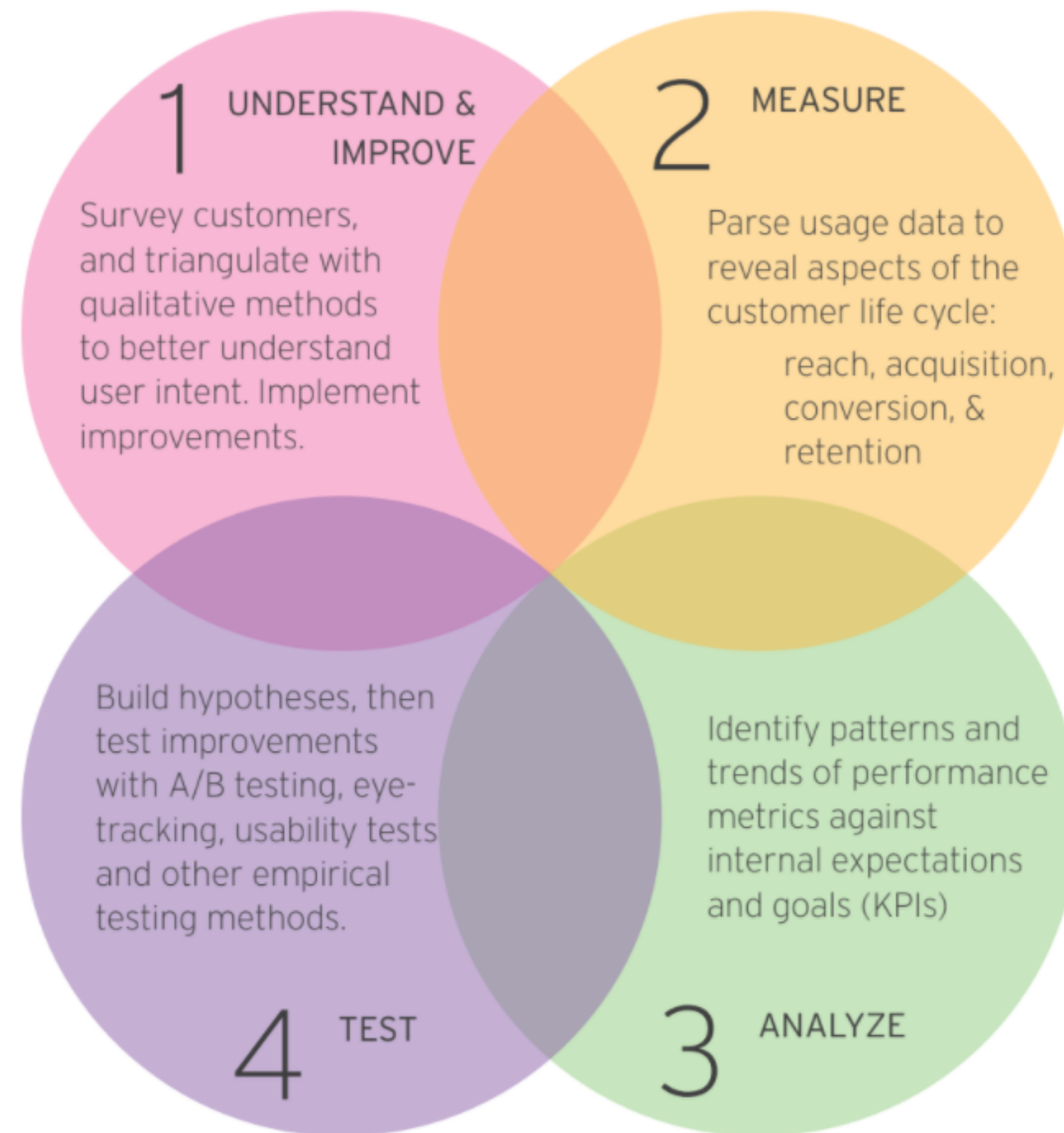
## Step-by-Step Instructions



1. Determine the kind of data you need for your goals
2. Translate the segmented data into a comprehensive and short report for stakeholders (regularly: e.g. monthly)
3. Implement and act on the knowledge. Focus on the “what can I do now” and **not** on “what just happened”
4. Track which changes had an impact
5. Focus on small course corrections (Focus on micro not macro)
6. Document the results of the changes and which changes worked well and which should be avoided

# Instructions

## General Approach







# Contact

[usability-siegen.de](https://usability-siegen.de)

[fablab-siegen.de](https://fablab-siegen.de)