

Web Site Traffic Analysis and Tracking

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Analyzing Web Logs & Visitor Traffic

Web servers house your company's web pages and "log" all the activities that occur on your website. By analyzing those logs, we can learn more about your website visitors and "measure visitor traffic."

Here are just a few examples of variables that log analysis helps us determine:

- * Number of visitors who come to your website
- * Number of pages viewed
- * Average amount of time spent on your website
- * Most frequently viewed pages
- * Terms visitors type into commercial search engines to find your site
- * Terms visitors type into your search box to find information on your site
- * Top entry websites (where your visitors came from)
- * Top exit sites (where your visitors went when they left your site)
- * Most popular browsers used by your visitors
- * Visitor Loyalty - New Visitors vs. Returning Visitors
- * Geographic location

We don't use cookie-cutter methods. There are many variables depending on specific web site goals. Without specific goals, there's nothing to measure or track.

For instance: Let's say you sell charm bracelets. You want to sell more, but that's just your objective. Thus, what you need is to have a goal or set of goals to track behavior leading to sales of these charm bracelets. An example of what one of your goals might be is to increase sales by 30%. Now that we have a goal, we are able to create a set of metrics on how your visitors navigate throughout your site to complete the sale.