

# How to use web analytics to improve your web marketing strategy

All fledgling site operators wish to know every small detail about their visitors. As time goes, they come to understanding that cherishing every single IP address is not as important as building sales funnels and improving ROI.

Competent statistics services such as Google Analytics (GA) or Web CEO's HitLens real-time visitor analytics offer the most useful information about visitors' steps across your website. With such knowledge you can get the most honest answers to the vital questions concerning the efficiency of your web-based business.

## 1) Where do my visitors come from?

Reports from the 'Referrers' group in HitLens or 'Traffic Sources' in Google Analytics will tell you what **sources** bring more visitors to your site - search engines, bookmarks, linking pages, or paid advertising – so you can promptly correct your marketing and advertising strategy.

To know what pages of your site are found in organic results on certain targeted keywords, you can view the 'Pages found on keywords' report in HitLens. Based on this information, you can decide if corrections should be applied to your site's semantic core, or if the found pages need more optimization for better search engine positioning.

## 2) Who are my visitors?

**New, motivated, returning** – all your visitors are potential customers. Compare the numbers from these reports ('Visitors' group in both HitLens and Google Analytics services) to know how many people your website attracts and to measure their interest.

A large number of new visitors may show the result of well-targeted advertising, however your success lies in garnering a fair amount of returning visitors who are more likely to order your product (the 'New visitors' and 'Returning visitors' reports in HitLens, and the 'New vs. Returning' report in GA). Motivated visitors are those

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o look through many pages within one visit – this category of visitors are most interested in your services or goods (see ‘Motivated visits’ in HitLens and ‘Depth of visit’ in GA).

### 3) When are my visitors most active?

**Activity** reporting (the ‘Activity’ group in HitLens) shows when exactly your visitors are most and least active. If you often update your site with news, this will let you know which topics make people come to your site.

If you run paid advertising campaigns, you can adjust your campaigns’ time wherever possible so that your newsletters or other ad types reach your targeted visitors in the right time.

### 4) What are visitors doing on my website? How soon do they find what they look for?

The **amount of time** (‘Site stickiness’ in HitLens, ‘Time on site’ in GA) that people spend on your website is an indicator of the site’s attractiveness or uselessness. If this number is too small, you should think about how to keep visitors’ interest and have them stay longer on your website.

If you offer files for download, track these downloads using the special tracking code inserted to the download link. HitLens offers the ‘Downloads’ group for this purpose. Look through the **navigation** reports (‘Navigation’ group in HitLens or ‘Content’ group in GA). The **exit pages** (last page viewed) require most attention, because they make people leave (‘Exit pages’ in HitLens). If you don’t expect people to simply leave from a page, but they do it often – examine the page carefully to see what prevents visitors from moving to your targeted action.

The **single pages** (the only ones visited) are the saddest cases – the visitor didn’t even look through a few pages of your site and left at once (‘Single pages’ in HitLens, ‘Bounce rate’ report in GA). The reasons for this behavior can be different: you get quite untargeted traffic, so people are uninterested, visitors are interested in the subject, but the first page visited hasn’t met their expectations, there are technical problems on the page, and others. Make sure all your pages offer comfortable navigation to all segments and topics of the site, and they are optimized for proper keywords to be relevant. We wrote about site structure recently; refer to [issue 39 of SEO MixTour](#) for more information.

**Popular** and **unpopular pages** show your visitors' interests. Unpopular pages may contain a lack of information, so consider adding more valuable content there.

If your site has many similar pages, combine them into content groups – this way you will get reasonable statistics for a site's sections in order to define which of them are most interesting for your visitors (this feature is offered in HitLens).

5) And the main question: **is my business profitable?**

Everyone who invests her time and money in link building, PPC and paid advertising wants to find out which ad positions are worth investing in and which are not. The 'Campaigns' reports in HitLens help you do this – you'll need to insert a special parameter into the ad link and track this ad campaign.

If you use the order form on your site, you can track all completed transactions and revenue for any period of time ('eCommerce' group in HitLens, 'Goals' in GA). You can also count how many visits had been made before the first transaction was completed ('Visits before first transaction' report in HitLens) – this will let you know if your website is convincing enough to incite a visitor to complete a transaction.

The ROI (return on investment) number is the key indicator to evaluate the efficiency of your promotion efforts. The ROI is calculated as the net profit to costs ratio. Analysis of this information (ROI report in HitLens) can help you see if you use your budget efficiently to generate profit so you can adjust your marketing budget accordingly.

You can get more information about Google Analytics at [their website](#) and from [experts](#). To get more information about HitLens, visit our [website](#) and read the [FAQ](#). Go ahead - you can easily improve your online business by converting more visitors into customers.