

Kasyanova A.
*Candidate of Economic Sciences,
Associate Professor,
Department of Economics and Finance of the enterprise,
Kyiv National University of Trade and Economics*

Poliukhovych A.
*student, Accounting, Auditing and Information System Faculty,
course 2, group 7,
Kyiv National University of Trade and Economics*

THE MODERN WEB ANALYTICS

You've invested your time efforts and money into a great website and you can see that it's becoming an increasingly important part of your business? -That's great, but wouldn't it be nice to gain deeper and actionable insight that would enable you to dramatically improve your website for greatly increased conversion rates? The solution is web analytics. WEB analytics brings valuable information about your websites traffic and its sources and clearly shows what is and isn't working on your site. It is very important to know how many people are visiting your website.

What is web analytics in the first place?

Collecting, analyzing, measuring the user data.

This is primarily reason why we use analytics assuming that you have websites, web portals or e-commerce sites you have landing pages you have blogs and you are driving tons and tons of traffic to the various online assets.

Now what you need to do at the end of the day is you need to find out how many people are coming to my website or a blog or a landing page and how many people are actually spending how much time, what are the pages being viewed, how many people are contacting me, how many people are registering on my website.

You need to know the complete information, so that you can actually take informed decisions based on the analytical reports and actually go on doing continuous improvement to drive more and more traffic.

1. Track, report, analyze user behavior.

The traffic is flowing on the web site. You need to know how many people have just come to the website homepage, how many people have visited the internal pages, what are the most visited internal pages, what are the less visited internal pages, how much time being spent on them and how many people who are registering.

The entire user behavior needs to be tracked, reported and analyzed and that is the point number two why we use web analytics.

2. To take informed decisions, continuous improvement.

You need to take informed decisions based on the analytic information and do continuous improvement optimize more in terms of where are the issues and

concerns. So that you can track and analyze them, take informed decisions do continuous improvement, optimize and drive more and more traffic[3].

Web analytics running in the background collect Internet data relating to each visit on your site and provides reports on key online metrics that allow you to analyze and track their progress over time and you can continually optimize your site to encourage ticket sales.

There are two types of web analytics: off-site and on-site web analytics.

Off-site web analytics tools measure your potential website audience.

How Off-Site web analytics works:

1. Using Panel Data

2. This is perhaps the most common way of collecting off-site data. It consists in getting a group of so called “panelists” to install third-party software in their browser that tracks their online activity. An momentous advantage of panel data is that the analytics trader knows who it’s panellists are. Demographic information such as age, gender are available, though these are inferred in the extrapolated data set. The imperfection to this mode is that it is based on a comparatively small example of data, which makes it difficult to distribute data on a global scale.

3. Using Internet Service Provider (ISP) Data

This is perhaps the most correct way of gathering off-site data. Many big companies apply this method by concatenate authorless data from popular ISP’s, which afterwards allows them to extrapolate websites’ parish register in a much more precise way than paneling-based decisions. The reservation to this mode is that it collects authorless data from ISPs, meaning that seller using this method can’t offer websites’ demographic sagacity in their review [1].

On-site web analytics tools measure the actual visitor traffic arriving on your website. There are five the most widely used on-site web analytics service:

1. Google Analytics is arguably one of the most popular tracking tools available the insight. It provides consists of valuable information about what the user is doing on your website, what devices are they using and so on. Google will be able to track your website the inside. Google Analytics is of three tools to use. So, make sure to take advantage of this great tool [4].

2. Google Alerts is the easiest and the quickest tool you can use to track mentions and get alerts. Google send you an alert every time a certain criteria appears in a new web page on the Internet. This can be delivered to you weekly daily or in real-time. You can specify whether you want to track mentions in news, blog, books, videos, discussions or all of the above.

3. Hotjar is a simple, powerful, easy solution for deep analytics. Hotjar can be set up in seconds. Hotjar gives you a real picture of your website’s performance. It helps you determine what catches visitor’s attention and what does not. With all the data you can bring a positive and powerful change in your web presence.

4. Google Webmaster Tools is one of the most important tools to have on your website. This service by Google crawl to your website for information and keywords

and then indexes your pages on the Google search engine. Checking for keywords usual have typed to land on your website. This allows Google to specify what keywords are important on your website and when people are searching for those same keywords on the search engine to show them your website in their search results.

5. Heap analytics has a unique approach this captures all user interactions and then analyzes them the platform is easy to install and once the code is installed onto your website it will automatically start collecting information about user, set information such as clicks page views gestures from submissions and more.

Cookies are used in web analytics. But why? IP addresses are not always unique to users and may be shared by large groups or proxies. In some cases, the IP address is combined with the user agent in order to more accurately identify a visitor if cookies are not available. However, this only partially solves the problem because often users behind a proxy server have the same user agent. Other methods of uniquely identifying a user are technically challenging and would limit the trackable audience or would be considered suspicious. Cookies are the selected option because they reach the lowest common denominator without using technologies regarded as spyware [2, 5].

Be warned that actively using web analytics may lead to:

1. better understanding of your audience and their needs;
2. clear assessment of the effectiveness of your campaigns;
3. confident and on target business decisions.

Web analytics reveals its true power when used with other website activities like

1. management of your visitors on an individual basis;
2. boosting conversion rates and ROI;
3. increasing engagement and contentment of your site visitors.

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