Home | SEO Services | SEO Solutions | Statistics & Analytics | Client Rankings | Rates | Contact

SEO - WEBSITE OPTIMIZATION

Taking your Website to the Top of the Search Engines

Website Analytics & Statistics Reports

Want to find out how many visitors your website receives and how they found you?

Basic Package

Intermediate Package

Advanced Package

includes:

- set up of gmail account and basic report (see list Basic Website Analytics & Statistics below)

- adding tracking code to all pages on your website. (there will be an extra charge per page to add code to websites with over 20 .html pages. Flash websites,

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blogs and .php ecommerce websites are considered 1 page only and will not incur extra charges) Most on-line shopping stores are done in .php.

- email of report every 3 months (4 statistic reports a year)

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- email of report monthly (12 statistics reports a year)

.php ecommerce websites are considered 1 page only and will not incur extra charges) Most on-line shopping stores are done in .php.

- set up of custom report and up to 10 additional specialty reports. (*see list of website analytics and statistics specialty report options below)* also note that there are many other statistics available that may not be listed.

- email of full report weekly (52 statistics reports a year)

Basic Website Analytics & Statistics Report

1. How many hits did your website receive per week, month or year (depending which package you choose)

2. Where are the most hits coming from? What country, state or province.

3. How did the client find your website? Through a search engine, directly or referred from another website.

4. How many pages of your website were viewed per visitor?

5. How many hits are from returning customers?

6. How many hits are from new potential customers?

7. What are the top 5 key search phrases you are receiving the most hits from?

8. Bounce rate - the percentage of hits you website had where the customer entered your site but left immediately

9. Average amount of time each visitor browsed your website.

10. Time of day or day of the week your website gets the most hits.

This basic report also includes a comparison of either the previous week, month or year depending which package you sign up for. We offer reports emailed by .pdf - weekly, monthly, annually or 1x specialty report.

Website Analytics & Statistics Specialty Report Options:

We also offer specialty reports for your ecommerce and .php shopping cart websites. Statistics reports can include the following as well as many more options not mentioned.

1. What is your top selling product?

2. Which of your clients has placed the most orders and what is the dollar amount they have spent to date?

3. How many hits are from referring sites and what sites are these hits being referred from?

4. What browser is your potential client using to view your website. eg. Safari, Internet Explorer, Google Chrome etc.

5. How many hits are you getting from links from certain websites or business directories?

Website Analytics Specialty Reports can also be provided to track:

Goals

Track sales and conversions. Measure your site engagement goals against: threshold levels that you define.

Integrated with AdWords and AdSense

Optimize your AdWords performance with post-click data on your keywords, search queries, match type and more. AdSense reports show publishers which site content generates the most revenue.

Ad Campaign tracking capabilities

Track email campaigns, banner ads, offline ads and more.

Ecommerce reporting

Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your best revenue sources.

Advanced Segmentation

Isolate and analyze subsets of your traffic. Custom segmentation can include "Paid Traffic" and "Visits with Conversions" or custom segment ion of your choice. Segments can be applied to current or historical data and compared to segment performance in side by side reports.

Custom variables

Custom variables allow you to define multiple, and simultaneous tracking segments based on hits, session or visit level data. Custom variables provide you the power and flexibility to collect the unique site data most important to your business.

Mobile Tracking

Track mobile websites, mobile apps and web-enabled mobile devices, including both high end and non-javascript enabled phones.

Internal Site Search

Understand visitor intent, find out what your customers are really looking for and speed up time to conversion.

Benchmarking

Find out whether your site usage metrics under perform or outperform others in your industry.

Flash, video and social network application tracking

Track usage of your social-networking sites, blogs, wikis, video-sharing sites, flash, web applications and more.

Sign up for our Analytics and Statistics reports weekly, monthly, quarterly, annually and 1x specialty reports. We offer different plans to choose from.

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