

Web Site Analysis & Measurement



Ideal for the company that wants to measure the effectiveness of its Web site, this proven system helps track and analyze log file data against your business objectives. We will evaluate data from your log file reports, determine the most appropriate tracking metrics, and establish all benchmarks. With regular data analysis, we can help you pinpoint Web site design weaknesses that create those gaps between your expected and actual results. Web Site analysis & measurement can also be used to forecast sales figures and make more informed budgeting decisions.

Introducing a simple solution for pinpointing Web site design and Internet strategy weaknesses.

Let's take a look at a simple analogy. How successful do you think a football team would be if it evaluated its strengths and weaknesses against the final score of each game?

Not very successful. A team can only pinpoint weaknesses by evaluating each position and sequence of events throughout the game. After constant evaluation, management is positioned to exploit the strong, strengthen the weak and discard the useless.

The same evaluation process can be applied to tracking a Web site's overall success at meeting its objectives. Since a Web site is an 'event' or 'action' driven medium, each event contributing to a desired objective must be evaluated —just like a football team. For example, if the Offensive Line struggles to block effectively, preventing the Running Back from moving the ball up field, the team will struggle to score. With proper analysis, management will strengthen the Offensive Line before replacing the entire team.

How can you apply this evaluation and tracking process to your Web site?

Our Web Site Analysis & Measurement process is tailored to your Web site objectives, expendable resources, and level of involvement. For example, if you require your staff to control the tracking and measurement, we will train them to be self sufficient. If you prefer to out source, we will absorb the project tasks and identity areas for improvement.

How can Web Site Analysis & Measurement help your business?

- Test responses to different pricing models, special promotions and Web site creative
- Track the amount of money your Web site saves or produces for your business
- Calculate customer attrition and retention rates
- Track the result of every Web site design or strategy modification
- Understand the impact of your Web site in business terms

What's next?

Call 630.788.9989 today to learn more