

Tech -Talk is an online newsletter that is circulated by Blue Sky Net to our network of contacts throughout our service delivery region. People, events, and ideas discussed in "Tech -Talk, will all revolve around improving technology and E-Commerce practices.



# Resources for Businesses

Thursday December, 12th, 2013

## Website Analytics

Businesses in all industries have turned to the world wide web as a means to increase their exposure, and provide a more convenient and enjoyable shopping experience for their customers. Simply having a web presence used to be considered a competitive advantage for an organization, but now that a majority of competitors have their own website, the playing field has leveled off significantly. It is no longer an advantage to simply have a website. You need to be able to maximize it's efficiency, and ultimately the returns your business realizes as a result of your E-Commerce efforts.

Before a company can begin to optimize their website, they must first understand how it is currently performing, and how the people visiting it are interacting with it. This is where website analytics comes into play.

Website analytics is collecting, measuring, and analyzing website visitor data. With a strong understanding of what this data represents, website analytics evolves from a simple tool that can be used to measure traffic, into a much larger process which will add value to a companies business and market research. Basic website analytics do provide traffic information, but beyond that, this data can give businesses insight into their customers behaviour once on their webpage. Knowledge of this behaviour allows you to alter your website to increase the odds of your

customer taking an action you would like them to take. Such actions might include making a purchase, scheduling a service, signing up for a contact list, etc.

Having a website without paying attention to the analytics would be like owning a vehicle without a dashboard of warning lights. Without a check engine light, many of us would continue to drive our vehicle without knowing we are actually doing it a lot of harm. By the time the smoke starts billowing out from under the hood, it might be too late to salvage the engine. Similarly, a business owner who does not track their website traffic might not notice how one small mistake on one page of the website can cause most visitors to look for alternative options.

For those interested in adopting a web analytics strategy, there are many options to consider. One of the most commonly used providers is the computing super power Google. [Here is a ranked list of 10 other providers to consider as well, compiled by toptenreviews.com](#)

## Free Online Resources

**Click here for wikiHow explanation of how to interpret and use web analytics data.**



[This article](#) from [searchenginejournal.com](#) offers up 5 basic web analytics tips for Brick & Mortar Businesses.

**BEAM Recipient of the Month**

**Lisa's Doghouse** 🐾

### Upcoming Volumes of Tech -Talk

The topics for the next issues of Tech -Talk will be listed here. Make sure to look here for upcoming topics that might be of help to you and your business. Also feel free to [contact us](#) to suggest future ideas you would like to see discussed.

**01/14/2014**

#### Online Retail

The changing landscape of E-commerce trends.



**Not sure where to start with your web analytics efforts?**

Priority One 

Priority Two 

Priority Three 

**Click here for a method that might help you prioritize your efforts.**

The "Resources for Businesses" section of our website @ <http://www.blueskynet.ca/for-businesses> is a great place to find free materials such as E-Books and articles to get information on important business topics.

Also, don't forget to browse the rest of our website for more information on Blue Sky Net's current projects, including BAIMAP (Broadband & Associated Infrastructure Mapping & Analysis Project), BEAM (Broadband for E-Business And Marketing), or our Municipal GIS partnership project.

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