

Digital Marketing – WEB ANALYTICS

Introduction

What is Web Analytics?

- Web Analytics Tools
- Review Web metrics

Analytic Methods and tools

- Cookies
- Geotargeting
- Mobile Phone Tracking
- Geotagging
- Content analytics tools
- Customer analytics tools
- Usability (UX) analytics tools
- A/B and multivariate testing tools
- Social media analytics tools
- SEO analytics tools
- General enterprise analytics tools
- Open source web analytics tools
- Product analytics tools

Traffic Sources

- Direct traffic
- Referral traffic
- Organic traffic
- Paid traffic
- Social Media traffic
- Email or Campaign traffic

Google Analytics

- Audience Analysis
- Acquisition Analysis



- Behavior Analysis
- Conversion Analysis

Goals & Ecommerce

Actionable Insights

Generating Leads and traffic

Social Media Analytics

- Product development
- Customer experience
- Competitive Analysis
- Operational efficiency

Social CRM & Analytics