Web analytics

The explosive growth In the amount of smartness and tablets marked we have fully entered the RA of mobile computing. There are more and more people prefer to buy the products or services they desired online. The company who can success overnight must be the one who can better understand the demands of customers. For those who have no Idea of the power of Internet marketing, Axiom Technology can be a good example. It has been established since August 2010 and there are no any offline franchised stores ever opened. The only channel for customers to get their products Is ordering from their online store.

This Is totally an Internet marketing model and no one knows what will happen to this company In the future. Now only four years have passed Slalom Technology has overtaken Samsung to become the biggest seller of smartness In China and the company valuations has approaching 40 billions dollars (BBC, http://w+M. BBC. Com/news/business-28684581). The success of Slalom Is not accidental but using tons of techniques to analyses customers and trying to understand their needs. Behind this web analytics Is the most Important tool to achieve this In Internet marketing.

What web analytics does Is the study of visitor, navigation, and traffic patterns to determine the success of a even web site then through the objective tracking, collection, measurement, reporting, and analysis of quantitative Internet data to bottomless websites and Internet marketing Annihilates (Web Analytics Association, http:// indicators could tell us the operation performance of a website. Such as the sources of the visitors (where our visitors come from), the conversion rates of the visitors (includes

the registration rates, opportunities to sale and other conversion rates we setup to monitor).

Knowing these indicators is the basis of Internet marketing initiatives. In short, web analytics is a tool to help us optimism our website and align our resources to fit the Internet marketing strategies. This could be divided into several aspects. I will explain them one by one in this article. Monitoring the Operation Status of the Website This is the most basic function of web analytics. Web analytics tool like Google Analytics can collect the data which provided by the website such as slipstream data, user experience data and operational data then generate different kinds of statements through analyses the collected data.

These statements can give a overview of the website and tell us whether it is healthy or not. The variation trend of clicks, umber of visits, number of users and other data like this can help marketers maintain the website from different aspects. However, for those non-technical specialist stakeholders web analytics tool can be an important tool to translate the professional terms such as page views, average time per visit and conversion rates to readable information. Monthly summary is one of the most common reports that web analytics tool can generate for a company to monitor its website.

The information contained in the summary is of a relatively basic level. The monthly summary shows page views, visits ND visitors, as well as average time per visit and average page views per visit. The main purpose of the monthly summary is to inform key stakeholders about the level of activity on the website throughout each month (A. Pinned, et al. , 2004). Figure 1 is a

typical monthly summary. There are also other reports such as monthly dashboard which allow users to compare the activity on the website over a year, because of the limited words it is not possible to detail here.

Figure 1. A Typical Monthly Summary The operators of the website will be panic without the support of different kinds of data. Because it means they have lost the perception to the status of the website. They have no idea how many visits today, thousands or none, will be a mystery. Without the direction of data, the operators will lost their target and path for Internet marketing. Evaluate the Efficiency of the Promotion Campaigns Like offline business processes, Internet marketing also needs promotion campaigns to acquire customers, improve brand image and customer perception.

However, without web analytics we can not measure the help that the promotions bring to our websites Kips and we even can not know whether the growing Kips are profit from With web analytics we can track the sources of our visits then identify whether they are visiting through our promotions such as pay-per-click ads or banner ads. Moreover, we can further analyses the conversion rates relate to registration and order placing then find out the efficiency of our promotions and to what extent they can improve our Kips.

Finally, according to the analysis we can adjust the Internet marketing strategies about the promotions. For example, to measure the efficiency of a banner ads we can easily calculate cost per acquisition to find out that: Cost per acquisition = Advertising and promotional cost/Number of click-thorough. Promote the Website Effectively Search Engine Optimization (SEE) and Search Engine Marketing (SEEM) SEE and SEEM are two vital parts in web

analytics because they are the most important way for a website to fetch visits. Search engines are a key part of any company's acquisition portfolio.

For good reason, citizens of the Internet use search to find everything they are looking for. The business impact of this customer behavior is that we all pour a lot of resources into optimizing our websites to show up optimally in search engines for relevant queries (Vanish Sushi, 2010). There are several indexes for us to analyses SEE such as related keywords ranking, the click through rate (CTR) of the search terms and the number of invalid pages of the website in the search results. The traffic level is the foundation of a website.

So it is necessary for us to know how good our website performing on SEE and SEEM clearly (Eric Eng, et al. , 2012). Precision Marketing SEE and SEEM can improve the web exposure of the website so the users can find our website more easily. But sometimes it is also necessary to push our website to some specific users directly so called online promotions. Online promotion included customer segmentation, source segmentation and target market segmentation. Customer segmentation which based on customer behaviors can reveal the customer types our website attracts.

The search terms based on source and affiliated websites analysis can let us know which parts on our website were cared about by our users and how our users found us. This analysis could direct us for our online promotion. We will know which groups of users we should send them e-mails. Moreover, web analytics can also help us find suitable places to do the online promotions. For example, the most related website we should put the advertisements on

if we want to issue a product or organize an activity or the frequently searched keywords to do the sponsored links and SEE.

So it can help us avoid the inefficiency promotions which will waste our operating costs. Through eliminating low efficiency costs and increase the ratio of high efficiency costs we could keep the budgets constant but have a better publicity. In the meantime, we can also find out which websites have more relevance with us then we can improve our how to organize the contents we want to promote. Optimizing the Customer Experience of the Website Simple and Effective Interactive Process The simple and easy-to-use interactive process will help the users achieve their targets and operations better.

And the users are tend to visit the website which have more friendly interface that can let them surf on it without any troubles. Help the Users to Find What They Interested Recommend the contents which the users may interested are far more better than let themselves find what they want. Many websites like Amazon, eBay now have recommendation function based on the analysis of users behaviors, this function will alp on keep customers and let them browse more contents or use the services provided by the websites.

Listen to the Users Web analytics is more than tons of daily statements of the websites. Actually, survey, lab usability testing and site visits are all belong to web analytics. Vanish Sushi were sorted them as the qualitative analysis in web analytics. These methods can let us listen to our users' heart. With the results of these surveys we can do better on our website includes

the design of function, interactive and navigation. All of these are aimed at enhancing the user experience of the website.

In a word, the websites are living for traffic level, all what we do above can be concluded as three stages: monitoring the traffic, attract the traffic and keep the traffic. The traffic level can be easily translated to users, and the users are the only core for the websites. Part 2: http://www. Activation. Co. UK/ is a local company. You are required to: Identify its main line of business and its online marketing strategy, Critically evaluate its website designing and its online marketing strategy, and Make recommendations for improving the effectiveness of its website and online marketing strategy.

Main Line of Business Active Alton is a local company operating a variety of sports and leisure facilities in Alton and it claimed itself as a non-profit organization. It currently operates 7 leisure and activity centers including Dell Farm, Inspire: Alton Sports Village, Lessee Sports Park, Highpoint Community Sports & Arts Centre, Lea Manor Recreation Centre, Stockroom Park Golf Centre and Stockroom Park Athletics Centre & Health Club.

The main business that Active Alton run are the fitness and leisure events. Rely on the activity centers Active Alton provides its own brands covered a wide range of ports and services such as Profiles Health & Fitness, Hydra Swim, Active Golf, Kid Around, Active Education, Active Communities, Active Training & Development and people will enjoy a discount price to access the facilities through Join the membership and this is also the main sources of income to the organization.

Online Marketing Strategy As a local organization who have held so many sports centers and leisure facilities, Active Alton seems has no intention to invest vast amount of time and money in online marketing because people are ultimately prefer to choose a fitness centre by sitting it not by Just browsing it online. The website of Active Alton are more like a exhibition not an online franchise store. I have drawn a structure chart of the website below and will analyses the online market strategy by using it. Through the structure chart we can have a general understanding of the whole website of Active Alton.

As I state before, the website is consist by the introduction of the sports centers and leisure facilities. The only entrance for customers to checkout is in the membership page and will be shown after click 'sign up online'. And there is o any online customer service but only two forms in the feedback and contact us pages. Because the organization possesses venues and stadiums and only provide very limited online transactions channel and customer service (the digital channels complementary is relatively low), the e-commerce business mode could be defined as between 'Bricks and mortar' and 'Bricks and clicks' refer to Figure 2.

Figure 2. Three Business Modes in E-commerce In conclusion, the online marketing strategy should have objectives for online contribution in percent which means sales, service, profitability should drive the strategy. From the structure of the website I did not see much of elements which can bring extra incomes for the organization. Because of the products the organization provides is fitness and leisure services it is not possible to exploit new

geographic markets. So the website has communicate benefits of existing products to existing penetration strategy (H.

Igor Anions, 2007). Figure 3. Insofar Product-Market Growth Matrix Website Designing There are eight most important factors in successful e-commerce site design (Lauded and Travel, 2009), in this part I will use this figure to evaluate the designing of the Bessie. Figure 4. The Eight Most Important Factors in Successful E-commerce Site Design All functions of the website are working normally during my test but it has no obvious funnel which can guide visitors to the checkout system and finally become customers.

In general, there must be a button or link to purchase the product when we click into the introduction page of a product but for this website there is not. What instead of is a sign up online button which is in membership page so we can not see it directly. This will largely reduce the conversion rates and lower the functionality of the website. The information provided by the website are quite rich, from the introduction of the organization to the details of every venues and brands. And they have been placed in landing page so they are full accessible.

But the customer service is a short slab of the website. There are only two forms provided in the contact us and feedback pages. According to Lauded and Tracer's research it will annoy 75. 1% visitors if a website has no contact information available. Figure 5. E-commerce Website Features that Annoy Customers For other aspects in the figure 4, the layout and design of Active Lotto's website are happily integrated style, both aesthetically and

functionally. It has a dominant hue which is blue and the color is not been abused everywhere.

The text are legible enough and the graphics are simple therefore the visitors will not be distracted. To sum up, the website is easy to use but lack of functionality and it need to be improved. Recommendations For the Web Designing To improve the effectiveness of the website can be translate to improve the user experience of it. First and the most important thing is to add a purchase button with the corresponding price table in every introduction page of the stadiums, this will increase the conversion rates and lead to a higher incomes which is the fundamental goals of e-commerce.

And for the customer service, add at least one contact information (landlines, e-mail or both) to contact us page that visitors can use it to contact the organization actively. If the visitors are confused about some descriptions the conversion rates indirectly because people will not purchase anything if they are confusing about it. For the Online Marketing Strategy According to the organization's conditions I did a SOOT analysis for it. Active Alton Strengths - S 1. Well-known brand 2.

Abundant Resources 3. Extensive Services Weaknesses - W 1. Internet channel using 2. Web technologies 3. Online customer service Opportunities - O 1 . New customer segment 2. Co-branding promotion 3. Cross-selling SO strategies Integrate the services and trying to attract new customers through cross-selling and co-branding promotion WOO strategies Improve the user experience of the website and introduce new services to attract new

customers Threats - T 1 . Other competitors who have advanced technologies 2.

Customer choice 3. New entrants SST strategies Attract competitor's customers by provide better services and hardware WTG strategies Improve the user experience of the website and build a thorough customer relationship management system Figure 6. A Internet-specific SOOT Analysis for Active Alton Active Alton is an organization who has possessed a lot of resources including stadiums and parks. So the products and services it can provide can be varied if introduce cross-selling method.

The growth point of the business is to attract new customers through new products and services and better user experience of the website. In this circumstance I would like to recommend WOO strategies for the organization. This kind of online marketing strategy is focused on improving the effectiveness of the website and develop new products that fit the e-commerce business such as special offers which people can only get from the online store.

And the objective of this strategy is to increase the online revenue contribution and overtake the weaknesses gradually then consider to extend the market share further.