

Why Traffic Data and Analytics Are Important

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Analyzing your web traffic data will enable you to stay ahead of the curve when it comes to your online business.

Why is data analytics important? Well, have you ever tried to manage something that you haven't measured? You could throw yourself into the deep end of a pool, but if you don't know how to swim then you're going to drown. So how do you stay afloat? You need to invest in measuring and tracking services for all of your web traffic.

First of all, you need to be able to measure your sheer traffic volume. Traffic volume is the general number of visitors to your site, whether they were conversions or not. This can give you a clear picture of how many web surfers are even reaching your site, from anywhere on the web. This number is also important because it gives you something to measure everything else against.

Secondly, you need to measure traffic quality. What is the bounce rate of your site? How much time are your visitors spending on your site? These things are important to measure in order to gauge how well your site keeps the attention of its visitors. By measuring this against the traffic volume, you can see what percentage of your visitors is actually staying on your site, versus just looking at it for a couple of seconds and then hitting the back button (or any other way to get off a site so quickly).

Thirdly, you need to determine your traffic sources and measure how many visitors you are getting from each one of those sources. This allows you to see where you are getting your visitors from and enables you to allocate more resources to those arenas. You can measure this against traffic quality to see where the most interested visitors are coming from (from which website or link they are being redirected). You can also measure this against traffic volume in order to determine the percentage of visitors from each source.

Fourthly, you need to measure your conversions. Making that sale, i.e. getting that conversion, is the goal of your business. By measuring conversions, you can see how well you are doing in each category. By measuring conversions against all of the above mentioned kinds of data, you can determine where most of your conversions are coming from, how long each conversion spends on your site, and the percentage of total visitors that become conversions.

Lastly, you need to determine how often you should analyze these data points. This depends entirely on your business and your industry. It also depends simply on your preference. Some people like to have daily numbers, some like weekly, or monthly, or quarterly, or even annually. The point is that you need to figure out how often you need the data reports in order to be on top of your game. But that is entirely up to you.

Again, these numbers individually won't mean much. A number by itself is just a number; but together, these numbers will paint a very clear picture of the health of your business. With all of this knowledge, you'll be able to do everything that is necessary in order for you business to thrive. If you know how to swim, into the deep end you go. If you would like to learn more, you can go to our blog at bullseyenet.wordpress.com. Or just call us at 888-653-9060.

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