Siteimprove Analytics Suite

Actionable Analytics for Everyone

To deliver a superior digital experience day in and day out, you have to understand what visitors want and need from your website. The Siteimprove Analytics Suite gives you deeper insights into the quality and effectiveness of your digital presence so your team can deliver the experience your visitors deserve.

Know Everything

With all your data in one place, you gain complete visibility of performance and visitor behavior, allowing you to fully understand the effects of content and design.

Measure What Matters

Create and track meaningful metrics that connect the dots between your digital strategy and organizational objectives.

Drive Accountability

Empower your team with relevant data so they can take initiative and prioritize tasks that truly make a difference.

Act With Certainty

Be certain of impact by using data-driven insights that let you understand and anticipate the outcomes of changes.

Siteimprove has the data more clearly displayed in comparison to other analytics tools, which makes my life easier. I don’t have to drill down through a thousand different things just to find what I’m looking for.

Andy Langmuir, Web Specialist, Windsor-Essex County Health Unit.
Key Metrics

- Zero in on relevant insights and define triggers that support your progress toward specific website goals.
- Prove website value and ROI to stakeholders by attaching monetary values to actions on your website, providing quantifiable information to support business goals.
- Calculate performance retroactively to view and analyze relevant results, even as organizational needs and objectives change.

Feedback (Add-on)

- Capture visitor ideas by providing an instant, unobtrusive way for them to offer ideas and suggestions for improvement.
- Analyze replies to discover pages and sections that might cause visitors trouble.
- Assess the overall mood among users through word clouds of common responses.

Behavior Maps

- Visually track visitor behavior through Heat, Click, Scroll, and Segmentation Maps.
- Discover important design imperfections and implement data-driven changes to craft a more intuitive user experience.
- Target visitor groups more efficiently by comparing click patterns of different user segments to create relatable content and engaging campaigns.

Funnels

- Determine whether visitors follow desired paths toward conversion on your website.
- Learn which pages might be digital pain points, distracting visitors and lengthening the conversion process.
- Take actions that increase conversion rates, drive revenue, and improve customer retention.

User Journeys

- Follow your visitors’ paths from point A to point B, depicting every action along the way.
- Track and analyze User Journeys to uncover flaws and eliminate inefficiencies.
- Create a more engaging and effective user experience that leads to key pieces of content.

Additional Features

- CMS Plugin
- Open API
- Data Export
- Enterprise User Management
- Automated Reporting
- Campaign & Event Tracking
- Dynamic Segmentation

Get A Free Demo

go.siteimprove.com/demo

Act With Digital Certainty

Siteimprove transforms the way organizations manage and deliver their digital presence. With the Siteimprove Intelligence Platform, you gain complete visibility and deep insights into what matters, empowering you and your team to outperform the status quo with certainty every day.

siteimprove.com