Circus Street™

Web Analytics

3 Lessons

Learn about

Whatever your business is doing online, there are always ways to improve the performance of your activity. Web analytics is used to help businesses get a clear idea of what's going on around their site and other digital activity, helping them to identify areas that are underperforming and work out what to do. These lessons show you to how analytics tools actually collect their data, and the best starting points for planning your analytics strategy. We look at the different reporting areas within analytics tools, and give you some pointers for what to look at. Then we move on to talk about presenting your data, explaining useful structures for reporting. We end by exploring testing and optimisation, including how to formulate a meaningful hypothesis and how you'll know when it's been proven or disproven.

By the end of these 3 lessons you will understand:

✓ The basic aspects of implementing analytics technology for your own site or activity

✓ How to access data in your analytics tool and create effective reports

✓ How to use your data to make recommendations for change

Lesson Overview

Lesson 1

Learn about the fundamentals of web analytics: how to determine your goals and objectives, and what you'll need to do to get started.

In this lesson you will learn:

✓ How to apply the terminology associated with web analytics

✓ How objectives, goals and KPIs differ, and how to choose the right ones for you

Lesson 2

Learn about data presentation in analytics: where you'll find information within your tool's reporting structure, and how to translate that into actionable insights for your team.

In this lesson you will learn:

✓ To navigate the central reporting areas in most analytics tools, and where to find data on which metrics

✓ How to create an effective report or dashboard

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Lesson 3

Learn about testing and optimisation: using your data to formulate hypotheses, carrying out experiments and gathering data from other sources to build up a more rounded picture of your performance online.

In this lesson you will learn:

✓ How to formulate a hypothesis based on your analytics data

✓ About different forms of testing and the strengths and weaknesses of each