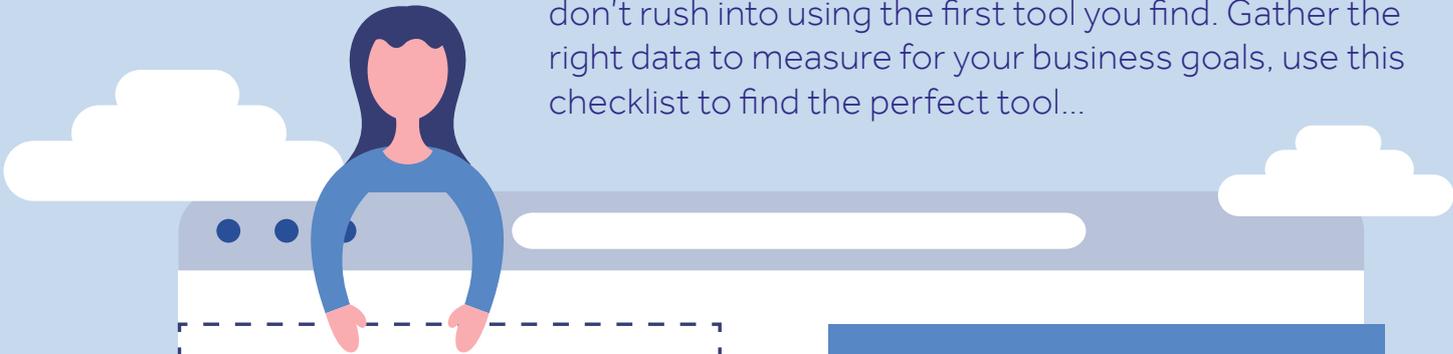


FREE TRIAL

How to identify the right analytics tool for your website

Every business website is different, so how can one tool fit all? To get the best results from your website, don't rush into using the first tool you find. Gather the right data to measure for your business goals, use this checklist to find the perfect tool...



Ask why you need a web analytics tool

Don't just get a tool because you want it, know what this tool will offer your business.

Learn more about the most popular web analytics tools with this free guide!

FREE GUIDE

Document your website goals

What targets are you chasing? Conversions? Content downloads?

Choose the *metrics* to measure

Ask what data you'll need to measure to ensure you are on track to meet these goals.

Know your technical *capabilities*

What specific tool requirements will work with your current set-up?

Look at the *tools* available

Research all tools offering the metrics you need, and that meet your technical capabilities.

Make a short list

Narrow it down to the tools that offer the best solution for your business.

Gain control of your website

Do you personally have the ability to change your website layout, copy, backlinking etc.? If not, find out who does.

Understand how you'll use the results

Before making any decisions, look at the data the tools offer and ask how you'll use it to improve your website.

Return to your need

Do the tools you're favoring still apply to your original need? Do they meet the initial brief and requirement?

Run a trial period

Where possible, make use of free trials (and free tools) allowing you time to ensure the results provide the return desired.

Why not start your free Lead Forensics trial? In just 7 days you can gain incredibly insightful website analytics and know which businesses are visiting your website. Optimize your site for advanced results and fuel your sales pipeline with quality leads.

Book your **free product demo** today and get started

BOOK YOUR DEMO

