

Reading your web analytics – get it right!

Web analytics tools can be an amazing addition to your B2B marketing arsenal, providing you with data which allows you to make meaningful changes to boost to your online success. But how can we take a list of numbers and turn them into website evolution? **Learn how to read web analytics data and grasp the power of your website:**

1

Know your goals

Before you read any data, **understand what you want to achieve** from your website. Are you looking to convert visitors into leads, promote content downloads or increase webinar sign-ups? The goals you choose will very much impact how you read your website metrics.



2

Only measure the metrics you need

With your goals sorted, you'll know which metrics are needed. There's no point collecting vanity metrics just for the sake of knowing them; **stay focused on your goals** and streamline your reporting accordingly.



3

Ask questions of your data

Always question why numbers are thus – if your “About us” page saw a lower level of traffic last month – ask why, **ask what has changed**. Continue this until you find plausible answers.





4

Consider links

Whilst questioning this data, **look for links between them**. Some will be obvious, but others may be less so; don't get carried away – if you're having to work very hard to make unlikely links between figures, accept coincidence.

5

Focus on what you can change

Don't focus on metrics you can't impact directly. **You can't force people to spend more time on your website** – so what can you do to increase visit duration? Change content to be more engaging or add more links to further information – put effort into what you can do, rather than what you can't.



If you're keen to master your website analytics, get the best tool for the job. Lead Forensics offers incredible web analytics data and identifies anonymous website traffic. Understand your site like never before and gain new business opportunities.

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