Website analytics

Speaking **1** What information can you get about website traffic using a website analysis application? Work in pairs. Make a list.

Reading **2** Which items of the analytics programme above answer these questions?

Example:
A: Where do you find information about the website's visitors?
B: In 'Visitors Overview'.

1 Where can you find out how many people visit the website?
2 Where can you see what percentage of people view only one page on the website?
3 Where do you find information about how long they spend on the website?
4 Where do you see how many people searched for 'gotapps' to find the website?

Listening **3** 20 Listen to Sarah and George. Complete this dialogue.

Sarah: George, I (1) _____ some information about our website.
George: OK, what do you need to (2) _____ ?
Sarah: Well, I need some information about website (3) _____ , you know, external visits to our website.
George: OK.
Sarah: (4) _____ you do a report for me?
George: Sure. (5) _____ do you need it by?
Sarah: Er, tomorrow morning, I'm (6) _____ . It's for the finance director.
George: OK, what do you need to know (7) _____ ?
Sarah: Well, the (8) _____ of visitors to our website last month, their movements and actions on the website, and where they're from.
George: OK, I (9) _____ do that.
Sarah: Thanks very (10) _____ indeed.

Vocabulary **4** Match the website analysis tools 1–5 to the descriptions a–e.

1 traffic	a) information about where the visitors to your site are from
2 meta tag	b) invisible information (e.g. a hidden keyword) on a website
3 visitor map	c) information about a user and the sites they browse
4 user profile	d) increasing the number of visitors to your site
5 page optimisation	e) the movement and actions of visitors to your site

LIVEWORKSHEETS