

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'.

- Where can you find out how many people visit the website?
- Where can you see what percentage of people view only one page on the website?
- Where do you find information about how long they spend on the website?
- 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.

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| 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 |