

SUBJECT: Quick Web Tip 9: Are you working in the dark?

Dear [name],

Your website is like a virtual bus terminal - all kinds of people reach it from all kinds of directions . . . and use various routes.

The quality of your incoming traffic varies, and you must have a system in place that helps you analyse your website visitors.

If you don't have web analytics in place for your website, you're working in the dark.

Your website affects its users in different ways and web analytics software helps you measure these effects.

Web analytics shows you:

- > how many visitors come to your site
- > whether or not they were first-time visitors
- > how they reached your site (say, via a link)
- > which keywords they used to reach you
- > what links they clicked on
- > how long they stayed on a page (or on your whole site)
- > which geographical areas they came from

This vital information shows you which pages are the most and least popular.

Armed with these statistics you can then streamline your website and raise its effectiveness.

Without the help of web analytics you may struggle to reach your website goals.

Watch your inbox for Quick Web Tip 10: "Spy on your competitors' websites".

[Get Eldo's web optimization service](#)

Kind regards,

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