

# Ensure your website visitor tracking is accurate

Tracking your website visitors offers enormous business benefit, improving lead generation and supporting a healthy sales pipeline. As marketers, keen to get the best data, how can you be sure your results are exact? What steps can your team take to promote an accurate website visitor tracking solution?

## Install your tracker with care

Incorrect setup is a chief cause of inaccurate traffic tracker results. Go the extra mile to ensure you're set up correctly.

*Why not learn more about how web traffic trackers boost business lead generation with this infographic?*

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## Know how your tracker measures visits

Different tools have different rules. Take time to understand how your tracker measures metrics for more accurate readings.

## Keep your tool updated

Forgetting to update your website visitor tracker can cause it to mis-read vital results. Stay on top of tool updates.

## Understand the data source

Some tools (specifically IP address location trackers) may use out of date, public databases. Know where all your data comes from.

## Use multiple tools

Understand trends and identify anomalies within your visitor tracking with multiple tools. Find a selection that works for your team.

## Know your IP types

Static and dynamic IP addresses can change how website visitor trackers report data.

*Learn more about that here...*

## Understand referrals

Some tools struggle to properly identify referral data for website visitors – make sure their allocation matches your expectations.

## Call out discrepancies

If you notice results are consistently inaccurate or inconsistent, take it up with your visitor tracking provider – there may be an easy fix!

## Use a world class tool

For the most accurate website visitor tracking, get the best tool.  
Discover Lead Forensics.

Lead Forensics can identify the businesses visiting your website, providing contact details and full visit analysis. Thanks to our three rounds of verification and annual cleanse, our database is the best and biggest in the world.

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