

Master your web analytics: 5 top tips

Gathering data from your website and analyzing it to see trends and patterns is an essential part of B2B marketing and business success. Master your web analytics with these top tips to truly understand your online presence and optimize your site for better results.

1

Choose the appropriate tool

To obtain data that fuels website results, you need to choose the right web analytics tool. There are many on offer, each with their own unique benefits but don't make any hasty decisions. Choose your tool thoughtfully; **this guide is a good place to start...**



2

Know your benchmark

Before getting frustrated by not seeing the 1000 visits a week you want, investigate what the expected results are for a website like yours. For example, a well performing website converts between 1–5% of visitors. **Understand the numbers to be expected**, then once you've achieved the norm, strike out to over achieve.



3

Don't get bogged down in vanity metrics

This is a trap many can easily fall into. Measuring metrics with no bearing on your results is counterproductive. Whilst it may seem like you're a master of all the numbers, **you'll just fill reports with irrelevant detail** and risk making impactful decisions for all the wrong reasons.



4

Have a results strategy

It's one thing knowing the stats from your website, but using them is even more important. Set up a strategy of **how your team will report on results and work them into action points** to implement improvements. With this ground work in place, you'll maximize on the results and see the true potential of your website.



5

Know visitor quality

Whilst all businesses measure different metrics based on their own goals, **understanding the audience you're drawing to your website** is vital. Are your visitors suited to your product? Do they have a business need for what you offer? If not, more than just your website needs to change.



Why not use Lead Forensics to identify the businesses visiting your website? Gain advanced website analytics whilst understanding who your website audience are and how to follow them up with an impactful approach.



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