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WEBSITE ANALYTICS

**The top 10 tools for getting an insight into your website analytics**[[1]](#footnote-1)

**Your website’s data matters. By tracking your site’s most important metrics, you can get a valuable look at how well your SEO strategy is working; what a typical customer does on your site; and even what your competitors are doing differently. To understand your web analytics, you need the right tools – and there are plenty of powerful tools out there. Here’s a round-up of ten analytics tools that you may wish to consider using.**

## 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When it comes to web analytics tools, [*Google Analytics*](https://analytics.google.com/) is the gold standard. It’s simple to set up, customizable, and provides all the basic information you could want about your site. With Google Analytics, you can collect data on your audience (such as age, location, and devices), and observe how visitors find, interact with, and leave your site. As it’s so popular, Google Analytics tends to be easy to integrate with other platforms. If you aren’t sure which web analytics tool is right for you, you can’t go wrong with this one.

## 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[*Crazy Egg*](https://www.crazyegg.com/) is a comprehensive but easy-to-use web analytics tool. One of its most useful features is its ability to generate heat maps and scroll maps. These show you exactly how people are scrolling through your site and where they’re clicking most frequently. You can also use Crazy Egg to run A/B tests on your site.

## 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[*Clicky*](https://clicky.com/) is a powerful, flexible web analytics tool that’s often compared to Google Analytics. However, Clicky has a few features that GA doesn’t. The Big Screen feature lets you see exactly what’s happening on your site – how many visitors you have, what they’re doing, and when they’re leaving – in real time. Clicky also has a Twitter analytics feature that lets you search for mentions of your business on Twitter.

## 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you want to gather data on each customer’s journey through your sales funnel, [*Kissmetrics*](https://www.kissmetrics.com/) might be the perfect analytics tool for you. This people-focused tool tracks individuals through multiple visits to your site (something Google Analytics doesn’t do), which helps you understand how and why they make purchasing decisions. Kissmetrics also has email marketing functionality built in, so you can send automated emails to leads based on how they behave on your site.

## 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[*Chartbeat*](https://chartbeat.com/) is an analytics tool that monitors how people interact with your content. If you publish a lot of content of any type, Chartbeat might be an ideal way to gather all your data into one place.

## 6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Testing your site is crucial for good UX, but running experiments without the help of specialized software can be slow, unwieldy, and error-prone. [*Optimizely*](https://www.optimizely.com/) was created as a solution to this problem. This tool helps you easily run A/B tests on your site so you can optimize based on data, not guesswork.

1. Adapted from: The top 10 tools for getting an insight into your website analytics. In: *Search Engine Watch.com*. [online]. [cit. 19.09.2018]. Dostupné z: <https://searchenginewatch.com/2018/06/04/the-top-10-tools-for-getting-an-insight-into-your-website-analytics/> [↑](#footnote-ref-1)