

# Web Analytics Basics

## - 1. deo -

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**Internet Professional Program**



[www.internetgroup.rs](http://www.internetgroup.rs)

# *Web sajt bez analitike - amaterizam*

## Software Analyst, Design Analyst

DOBRODOŠLI

[www.krusik-flm.co.yu](http://www.krusik-flm.co.yu)



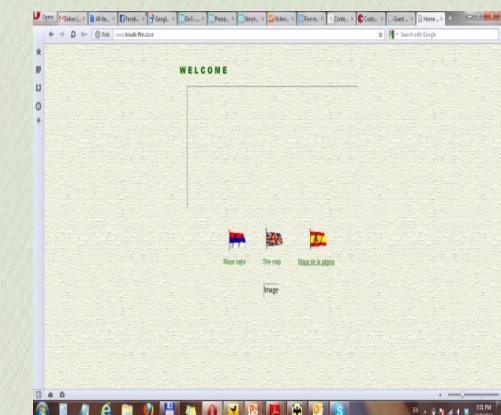
[Mapa sajta](#)



[Site map](#)

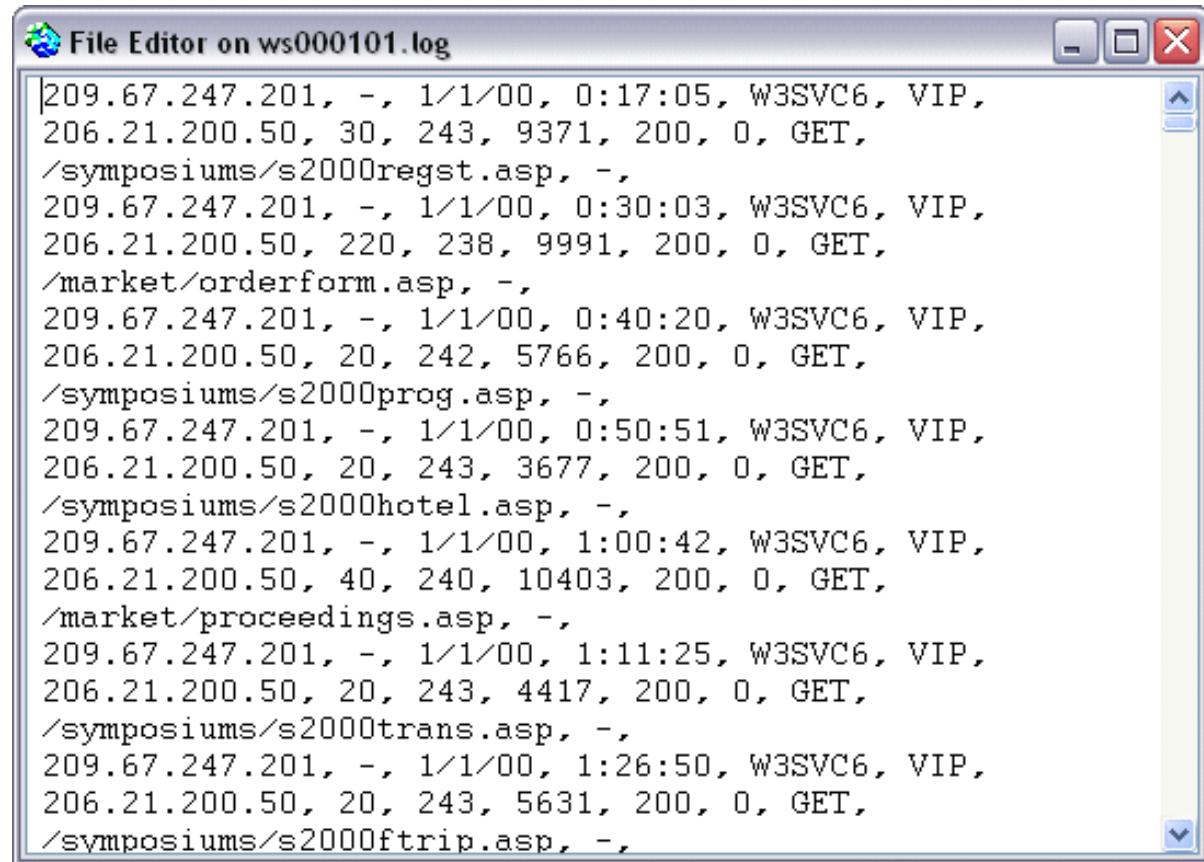


[Mapa de la página](#)



# Kako je sve počelo?

## Serverske statistike posećenosti (Server logovi)

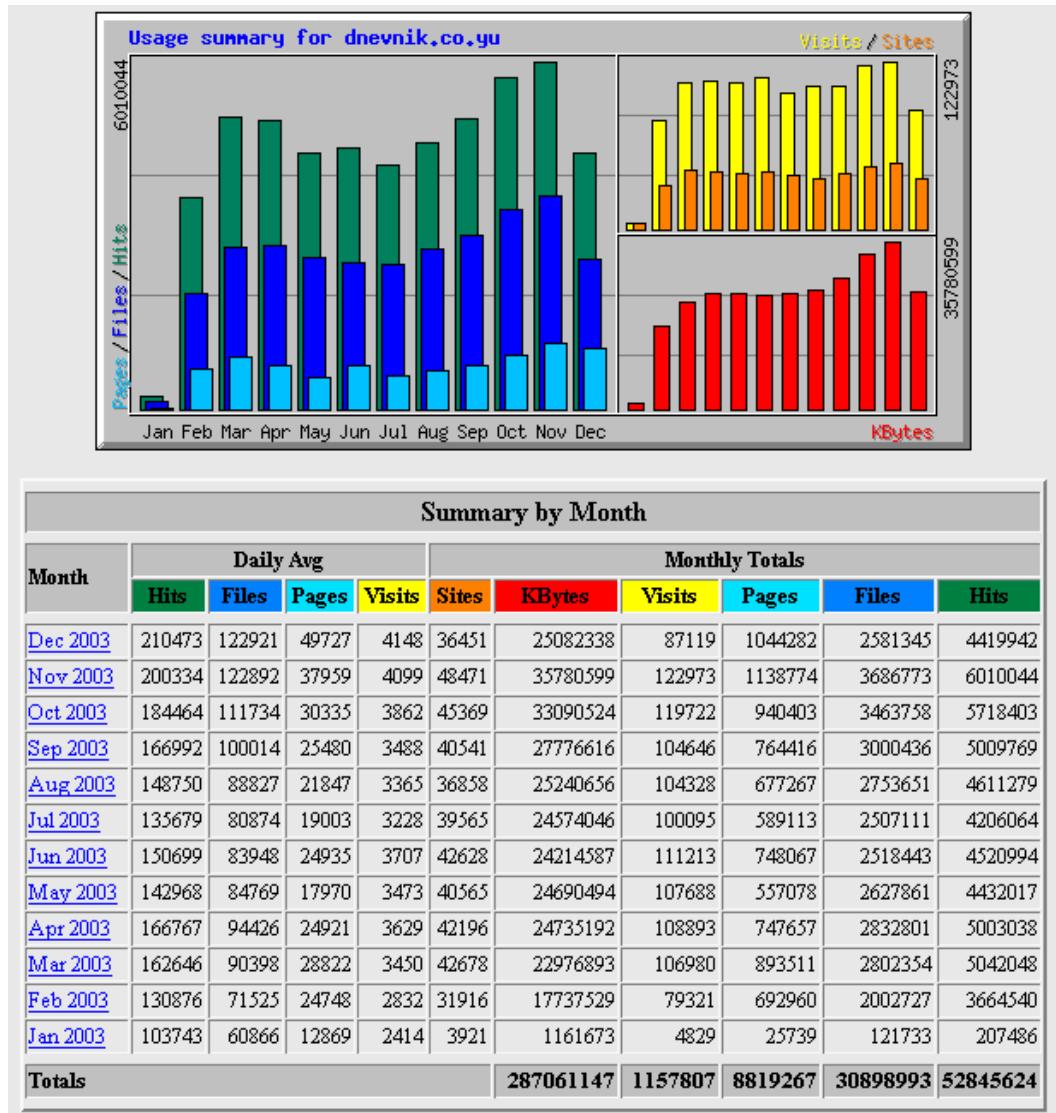


The screenshot shows a Windows File Editor window titled "File Editor on ws000101.log". The window displays a list of server log entries. Each entry consists of a client IP address, a blank user agent field, a date and time, a process ID, a port number, a status code, a verb (GET or POST), and a requested URL. The log entries are as follows:

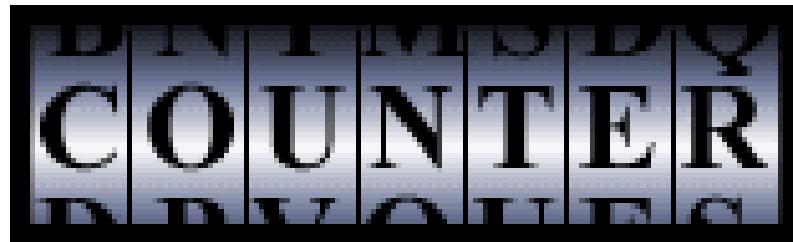
```
|209.67.247.201, -, 1/1/00, 0:17:05, W3SVC6, VIP,  
206.21.200.50, 30, 243, 9371, 200, 0, GET,  
/symposiums/s2000regst.asp, -,  
209.67.247.201, -, 1/1/00, 0:30:03, W3SVC6, VIP,  
206.21.200.50, 220, 238, 9991, 200, 0, GET,  
/market/orderform.asp, -,  
209.67.247.201, -, 1/1/00, 0:40:20, W3SVC6, VIP,  
206.21.200.50, 20, 242, 5766, 200, 0, GET,  
/symposiums/s2000prog.asp, -,  
209.67.247.201, -, 1/1/00, 0:50:51, W3SVC6, VIP,  
206.21.200.50, 20, 243, 3677, 200, 0, GET,  
/symposiums/s2000hotel.asp, -,  
209.67.247.201, -, 1/1/00, 1:00:42, W3SVC6, VIP,  
206.21.200.50, 40, 240, 10403, 200, 0, GET,  
/market/proceedings.asp, -,  
209.67.247.201, -, 1/1/00, 1:11:25, W3SVC6, VIP,  
206.21.200.50, 20, 243, 4417, 200, 0, GET,  
/symposiums/s2000trans.asp, -,  
209.67.247.201, -, 1/1/00, 1:26:50, W3SVC6, VIP,  
206.21.200.50, 20, 243, 5631, 200, 0, GET,  
/symposiums/s2000ftrip.asp, -,
```

# Kako je sve počelo?

Serverske statistike  
posećenosti  
(Server logovi)



# Kako je sve počelo?



Revolution

@ MOWA

Brojači na Web sajtu

*Internet Professional Program*

# Kako je sve počelo?

Summary		Period: 1033 Days	
Daily Unique:		Totals:	
Today	111 / 21 Dec, Sun, 2003	Unique Visitors	263968 - 86.83%
Yesterday	183 / 20 Dec, Sat, 2003	Visits incl. Reloads	303971
Average	255	Reloads	40003 - 13.16%
Highest Day	696 / 15 Sep, Sun, 2002	Visitors via Referrers	148961 - 56.43%
Weekly Unique:		Website Referrers	8282
Current Week	1596 / Wk 51, 2003	Javascript Enabled	253983 - 96.21%
Last Week	1952 / Wk 50, 2003		
Average	1759	Most accessed:	
Highest Week	2829 / Wk 51, 2001	Browser	MSIE 5
Monthly Unique:		Operating System	Windows 98
Current Month	5474 / Dec, 2003	Screen Resolution	800x600
Last Month	8096 / Nov, 2003	Screen Color	32 Bit (16.7M)
Average	7332	Searchengine	Google
Highest Month	11537 / Jan, 2001	Keyword	pretraga
Highest Hour of the Day	01:00 - 01:59	Domain/Country	- / Unknown
Highest Day of the Week	Thursday	Continent	Unknown

Besplatne (jednostavne) statistike posećenosti

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[www.extremetracking.com](http://www.extremetracking.com)

# Kako je sve počelo?

**Alexa** The Web Information Company

Home Products Top Sites Site Info What's Hot Toolbar Dashboard

Search for more

This site's metrics are not certified.

**dragonvaragic.com**

Statistical Summary for dragonvaragic.com  
Dragonvaragic.com has been tracked since July 2005. Its Alexa rank is 175,645. This site is located in Serbia and Montenegro. Relative to the overall population of internet users, its users are... [Show More](#)

**Alexa Traffic Rank:** 175,645 (Global Rank 15)      **Reputation:** 499 (Site Listing)      **Reviews:** 0 (No reviews yet)

Did you know? You can enhance your Site Listing by displaying your Visitors and Pageviews. [Find out how!](#)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

**Traffic Rank** **Rank** **Pageviews %** **Pageviews/User** **Bounce %** **Time on Site** **Search %**

Daily Reach (Aug 2012)

Estimated percentage of global internet users who visit dragonvaragic.com

1 month: 0.00129% +50% 3 months: 0.00098% -36.56%

**Master degree**  
Hult International Business School. Rated Top 1% by the Financial Times [www.hult.edu/master](#)

**High Impact Search Queries for Dragonvaragic.com**

Query	Impact
dragonvaragic	High
social media strategy template	High
social media strategy	High
social media	Medium
developing social media strategy	Medium
telegraf	Medium
tauji me	Medium

[View the complete Search Analytics](#)

Audience Demographics

**Where Visitors Go on Dragonvaragic.com**

Country	Rank	Subdomain	Percent of Visitors
Serbia	292	dragonvaragic.com	100.00%
Croatia	433		
China	149,707		
India	196,726		
United States	665,397		

**Audience Snapshot**  
Based on internet averages, dragonvaragic.com is visited most frequently by users who are in the age range of 18-24, have college education. Get complete site demographics.

[View the full Audience Profile](#)

**Top Search Queries for Dragonvaragic.com**

Query	Percent of Search Traffic
dragonvaragic	5.65%
telegraf	2.92%
tauji me	2.82%
dragon varagic	2.46%
dragonvaragic.ME.QQ	2.05%
dragon varagic	1.45%
rešenje zaštite u arhiv	1.25%

[View the complete Search Analytics](#)

**Traffic Exchange Widgets**  
305% traffic returns from these ports

**Net Link building Experts**  
High Quality Links

**Company Social Results**  
Show company profile, news, recent posts, events and ads to the world at [www.usineonline.eu](#)

**Top Search Queries for Dragonvaragic.com**

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dragon varagic	2.46%
dragonvaragic.ME.QQ	2.05%
dragon varagic	1.45%
rešenje zaštite u arhiv	1.25%

[View the complete Search Analytics](#)

Why check Dragonvaragic.com looks in the past? Download the Alexa toolbar and access exclusive analytics content.

**Looking for Global Partners?** Join ECPlaza, the easiest way to find global partners.

Company Help Alexa Tools for Site Owners Related Services [Free Website Content](#) An Amazon.com company

**Alexa** The Web Information Company

Home Products Top Sites Site Info What's Hot Toolbar Dashboard

Help Improve your rank with SEO tips in the Alexa Site Audit!

Global By Country By Category

**Top Sites in Serbia** The top 500 sites in Serbia.

1 Facebook A social utility that connects people, to keep up with friends, upload photos, share links and... [More](#)

2 Google Provides users to search the world's information, including webpages, images, and videos. Offers... [More](#)

3 YouTube YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... [More](#)

4 Google Localized search [Search Analytics](#) [Audience](#)

5 Blic online - najnovije vesti, vesti iz Srbije, sportsa, zabave, politike, ekonomije [Search Analytics](#) [Audience](#)

6 B92 [B92](#) With more than 300 documents published daily, B92 website covers wide scope of topics from news... [More](#) [Search Analytics](#) [Audience](#)

7 Yahoo! A well-known internet portal and service provider offering search results, customizable content, cha... [More](#) [Search Analytics](#) [Audience](#)

8 Wikipedia A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh... [More](#) [Search Analytics](#) [Audience](#)

9 Blogspot.com [Blogspot.com](#) Single post news [Search Analytics](#) [Audience](#)

10 Kurir [Kurir](#) Sajt o svetu i ljudima [Search Analytics](#) [Audience](#)

11 Twitter Social networking and microblogging service utilizing instant messaging, SMS or a web interface... [More](#) [Search Analytics](#) [Audience](#)

12 Limundo.com - Duta od adicije [limundo.com](#) autokupovina u celini. Gde možete da pronađete svaku stanicu grana, a kupujte telefon uz dva sajta... [More](#) [Search Analytics](#) [Audience](#)

13 vukajlja.com [vukajlja.com](#) [Search Analytics](#) [Audience](#)

14 The Internet Movie Database [IMDb](#) Features plot summaries, reviews, cast lists, and theatre schedules. [Search Analytics](#) [Audience](#)

15 Potonjaautomobili.com - najpoznatiji srpski sajt za kupovinu i prodaju polovnih automobila, dru... [More](#) [Search Analytics](#) [Audience](#)

16 Windows Live [Windows Live](#) Search engine from Microsoft. [Search Analytics](#) [Audience](#)

17 The Pirate Bay [ThePirateBay.org](#) All-in-one torrent directory for music, movies and software. [Search Analytics](#) [Audience](#)

18 Kupujem Prodajem [kupujemprodajem.com](#) [Search Analytics](#) [Audience](#)

19 LinkedIn [LinkedIn](#) A professional tool to find connections to recommended job candidates, industry experts and busin... [More](#) [Search Analytics](#) [Audience](#)

20 Kupujemo.com - Kupujemo preko interneta [kupujemo.com](#) Izberite kupovinu i prodagu, sa najvećim izborom predmeta u celoj Srbiji. Ulaz u sajt preko tvo... [More](#) [Search Analytics](#) [Audience](#)

21 Krstarcica [krstarcica.com](#) Sajt portal, pretrazivač, internet proverav, vesti, katalog, magazin. Pronadite informacij... [More](#) [Search Analytics](#) [Audience](#)

22 RTV [RTV](#) Vesti, fotoci i video klipovi domaćih događaja, TV, satelitski programi, televizije i marketing. [Search Analytics](#) [Audience](#)

23 mondo.rs [mondo.rs](#) [Search Analytics](#) [Audience](#)

24 Tumblr A feature rich and free blog hosting platform offering professional and fully customizable templ... [More](#) [Search Analytics](#) [Audience](#)

25 xhamster.com [xhamster.com](#) [Search Analytics](#) [Audience](#)

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Company Help Alexa Tools for Site Owners Related Services [Free Website Content](#) An Amazon.com company

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Online monitoring servisi  
**Internet Professional Program**

[www.alex.com](http://www.alex.com)

# Kako je sve počelo?

Firefox ▾

webtrends.com/products/analytics/ live internet analytics

Most Visited Getting Started Latest Headlines SEO Pin It KrajinaForce - Republi... Bookmarks

Domain Na... daily deals a... Daily Deal A... (124) Deals ... Using Daily ... Daily Deals ... Daily Deal A... Affiliates | D... Daily Deal A... cnzz analyti... Search Anal... An Introduc... Unified ...

Have questions? Need pricing? Contact Sales. Blog Communities Login + Support Search

webtrends<sup>®</sup>

SOLUTIONS PRODUCTS + SERVICES EXPERTISE SUPPORT ABOUT US

Overview Heatmaps Website Social Mobile Advanced Integrations

**Analytics**

**Digital Measurement**

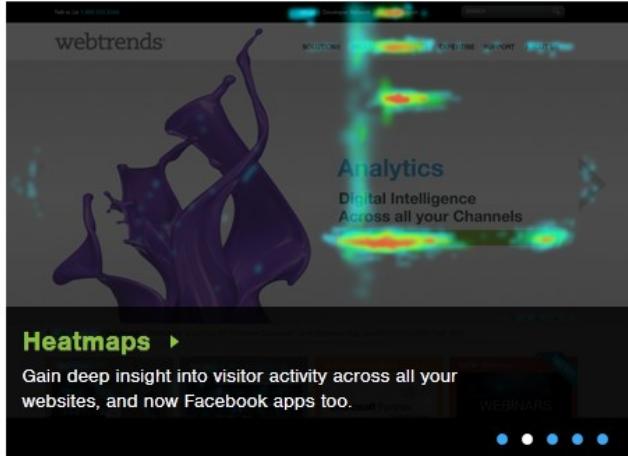
With the explosion of new digital channels such as mobile and social, marketers today face mounting challenges to understand consumer behaviors, and deliver relevant experiences at just the right time.

Webtrends Digital Measurement Solutions enable brands to justify investments and prove marketing success across new and emerging channels. By creating a culture of measurement, actions become informed by digital intelligence, not by guesswork.

[Find out More About our Measurement Capabilities](#)

**Heatmaps**

Gain deep insight into visitor activity across all your websites, and now Facebook apps too.



Cookies on webtrends.com

PageRank Alexa Compete mozRank

EN 11:53 AM 10/12/2012

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Serverske statistike posećenosti/analitika

[www.webtrends.com](http://www.webtrends.com)

# Kako je sve počelo?



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Cookie-Based Analytics

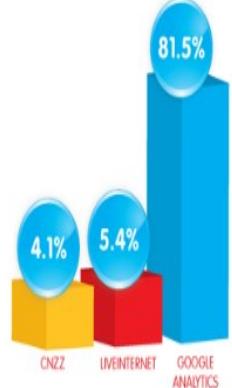
WHO IS USING

## GOOGLE ANALYTICS

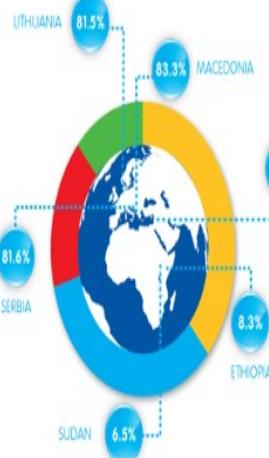
JUNE 2012

55.8% } ALL WEBSITES

WORLDWIDE



MARKET SHARE



TOP 3 &amp; BOTTOM 3 COUNTRIES



# LiveInternet?

Firefox ▾

www.liveinternet.ru/stat/ru/searches.html?slice=ru;date=2012-09-30;period=month

Most Visited Getting Started Latest Headlines SEO Pin It KrajinaForce - Republi...

Webmaster ... last-click m... Domain Na... daily deals a... Daily Deal A... (124) Deals ... Using Daily ... Daily Deals ... Daily Deal A... Daily Deal A... liveinternet ... site status... English Русский

**LiveInternet** • Site rating • Сайты Рунета

per day  
by hours  
online  
per week and month

audience size  
days/week  
days/month  
audiences comparison  
sessions/visitor  
sessions/visitor  
returns  
pageviews/visitor  
pageviews/session  
session duration

variants of site calls  
from catalogues  
mails  
social networks  
from search engines  
by search phrases

transitions by links

demo  
countries  
countries (pageviews)  
regions of Russia  
regions (pageviews)  
providers  
languages  
browsers  
OS  
resolution  
number of colours

Site statistics: ru@ru registration

Slices: img.ya iphone perm cr-mail goo-chrome ya-chrome tomsk orenburg android kurjan chel krasnodar mini ipad ffall ieall opera saf ie6 ge ufa chrome-ww bing gio goo-ru chrome rus kz liru go.mail spb yablog nigma vlad m1.yandex Google rambler yandex izr Ukr novosibirsk kemer kalinin ek kazan ru msk [full stat]

statistics, limited by a criterion, is shown: visitors from country: Russia

renewed on the 30 of September at 23:59

<< Aug. 12 September 2012 Oct. 12 >>

report: from search engines by days | by weeks | by months

values: average daily / summarized September 2012 August 2012 at the average for 3 months

	September 2012	August 2012	at the average for 3 months
<input checked="" type="checkbox"/> Yandex	76,856,456 60.5%	69,729,874 60.5%	70,936,347 60.5%
<input checked="" type="checkbox"/> Google	33,953,995 26.7%	30,684,245 26.6%	31,296,043 26.7%
<input checked="" type="checkbox"/> Search.Mail.ru	10,455,605 8.2%	9,289,780 8.1%	9,506,433 8.1%
<input checked="" type="checkbox"/> Rambler	1,676,388 1.3%	1,564,464 1.4%	1,576,807 1.3%
<input checked="" type="checkbox"/> Google (pictures)	1,424,594 1.1%	1,291,436 1.1%	1,320,889 1.1%
<input type="checkbox"/> Yandex (pictures)	903,887 0.7%	1,061,164 0.9%	1,003,471 0.9%
<input type="checkbox"/> Bing	815,806 0.6%	759,567 0.7%	768,810 0.7%
<input type="checkbox"/> Webalta	308,689 0.2%	207,119 0.2%	230,000 0.2%
<input type="checkbox"/> QIP.ru	226,333 0.2%	234,473 0.2%	235,679 0.2%
<input type="checkbox"/> Nigma	177,892 0.1%	156,216 0.1%	162,630 0.1%
<input type="checkbox"/> amount of selected	124,367,040 97.9%	112,559,801 97.7%	114,636,521 97.7%
<input type="checkbox"/> total	127,068,053	115,215,365	117,279,752

PageRank Alexa Compete mozRank

EN 11:33 AM 10/12/2012

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[www.liveinternet.ru](http://www.liveinternet.ru)

# CNZZ?

[www.cnzz.com](http://www.cnzz.com)

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今日数据: 2389788人, 日均数据: 4640282人  
昨日数据: 1893478人, 日均数据: 4640282人

站长统计、企业统计、广告统计、数据中心

立即免费注册

**Baidu 统计**

网站:  搜索

网站概况

时间	访客数	浏览量	平均访问时长	单页面访问率	转化次数
今日	58	683	00:04:35	27.03%	-
昨日	648	9901	00:09:07	28.79%	-

今天 昨天 最近7天 随机30天

○ 访客数 ■ 浏览量 ○ 平均访问时长 ○ 单页面访问率 ○ 转化次数

昨日数据

访客来自哪些地区

地区	浏览量	占比
1 广东	6487	85.72%
2 江苏	498	5.03%
3 上海	258	2.61%
4 浙江	169	1.71%
5 国外	97	0.99%
6 山东	56	0.57%
7 福建	55	0.56%
8 辽宁	48	0.48%
9 北京	37	0.37%
其它	196	1.98%

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访客来自哪些网站

来源网站	浏览量	占比
1 直达	7313	73.86%
2 百度	2000	20.2%
3 搜狗	325	3.28%
4 GO搜索	69	0.7%
5 搜搜	39	0.39%
6 alin...	35	0.35%
7 SMTs...	29	0.29%
8 i.max...	20	0.2%
9 bing.com	16	0.16%
其它	55	0.56%

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访客用了哪些关键词

关键词	浏览量	占比
1 sm论坛	673	27.13%
2 smt	617	24.87%
3 SMT	231	9.31%
4 SMT论坛	206	8.3%
5 www.smtsite.com	158	6.37%
6 smtsite	107	4.31%
7 smt之家	55	2.22%
8 smt之家网址	41	1.65%
9 smt之家论坛	25	1.01%
10 smt论坛	24	0.97%

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访客浏览了哪些页面

被访页面	浏览量	占比
1 http://www.smtsite.com/forum/forum.ph...	860	8.69%
2 http://www.smtsite.com/forum/forum.ph...	759	7.67%
3 http://www.smtsite.com/forum/forum.ph...	750	7.66%
4 http://www.smtsite.com/	673	6.8%
5 http://www.smtsite.com/forum/forum.ph...	372	3.76%
6 http://www.smtsite.com/forum/forum.ph...	324	3.27%
7 http://www.smtsite.com/forum/forum.ph...	278	2.81%
8 http://www.smtsite.com/forum/forum.ph...	268	2.71%
9 http://www.smtsite.com/forum/forum.ph...	230	2.32%
10 http://www.smtsite.com/forum/forum.ph...	197	1.99%

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全部报告

流量分析

- 流量趋势报告
- 流量地图报告
- 访客来源报告

来源分析

- 来源类型报告
- 搜索引擎来源报告
- 直接来源报告
- 其它来源报告

转化分析

- 转化趋势报告
- 转化漏斗报告
- 未转化报告
- 跳出率报告
- 被引导转化报告
- 地域转化报告
- 品牌属性转化报告
- 其它推广转化报告

网站分析

- 页面分析报告
- 上下链报告
- 客户满意度报告

快速上手

给我们提建议

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# Google Analytics nije najbolji!

The screenshot shows a comparison between Google Analytics and Yahoo! Web Analytics using the InSite Campaign Management interface.

**Google Analytics (Left):**

- Very basic, users need to develop a process to manage creation of campaign variables that get passed in a url string.
- Up to 5 campaign parameters (dimensions) can be used
- ROI / Impressions / Costs can only be incorporated for Google Adwords, via Analytics link

**Yahoo! Web Analytics (Right):**

- Campaigns can be added manually, or uploaded / managed via a bulk manager using Excel.
- Up to 10 campaign categories (dimensions) can be used
- Any campaign can have cost / impression data attached for ROI analysis, additionally YWA offers api integration to Yahoo Panama, Google Adwords & MSN Adcenter
- YWA also supports internal campaigns

**InSite Campaign Management Interface:**

- Step 1:** Enter the URL of your website.  
Website URL:  (e.g. http://www.urchin.com/download.html)
- Step 2:** Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.  
Campaign Source:  (referral, google, citysearch, newsletter)  
Campaign Medium:  (marketing medium: cpc, banner, email)  
Campaign Term:  (identify the paid keywords)  
Campaign Content:  (use to differentiate ads)  
Campaign Name:  (product, promo code, or insightr)
- Step 3:**    
[http://insightr.com?utm\\_source=twitter&utm\\_medium=socialmedia&utm\\_campaign=awes](http://insightr.com?utm_source=twitter&utm_medium=socialmedia&utm_campaign=awes)

**InSite Footer:**

© All Rights Reserved / 2009 Insightr Consulting  
DATE October 09 PAGE 24

**Browser UI:**

Opera | MInbox... | All item... | f (7) Fa... | Goog... | DV Da li... | DV Pron... | DV Kako... | Visito... | Five r... | goog... | Analy... | "yah... | Insig... | Usin... | + | X

Web www.slideshare.net/insightr/insightr-insite-comparing-free-analytics-visual

Search with Google

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