

Web Navigation Analysis

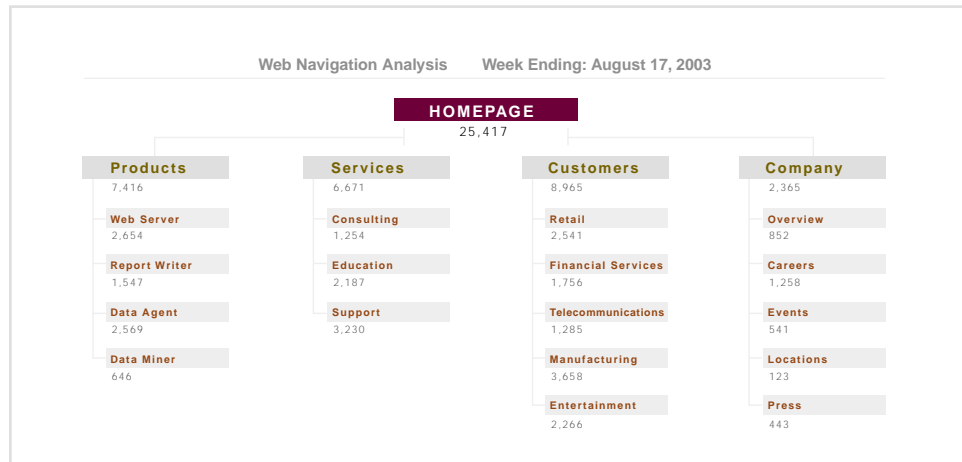
A corporate Website typically consists of many navigation paths and hierarchies stemming from the site's homepage. Whether the primary goal of the Website is information dissemination, lead generation, or actual product purchase, the paths of a Website may be monitored to determine whether Web visitors are taking a desired course of action. Web navigation analysis studies the relative attractiveness of a Website's navigation paths to optimize site navigation structures and to determine customer interest in specific content. Navigation analysis combines individual and aggregate visitor activity, key-word search results, banner ad clicks, purchase transaction activity and page view duration. Optimization of site navigation is having a direct impact on conversion of "lookers to bookers," increasing the number of visitors that either complete a transaction or stay engaged long enough to receive a desired message.

Key Performance

Indicators

- Page Views
- Visits
- Visitors
- Click-throughs
- Conversions
- Ranks
- Visit Type
- Banner
- Search Keyword
- Domain

Sample Report: Campaign Effectiveness on Product Views



This report shows the Web page navigation paths for a selected week. A Web marketer or editor can use this information to determine the logic taken by visitors to their Website and the popularity of Web pages. Further analysis can determine the pages that are exited most often, most popular calls to action invoked by page, and referring source to the page.

COMMON BUSINESS QUESTIONS

- How effective are each of my banners at attracting visitors to my Website?
- How are first time visitors using my site versus repeat visitors?
- How can I optimize page sequences for best conversion rates?
- What pages cause visitors to drop out?
- Is my image placement creating enough click-throughs to justify the real-estate use?
- What is the average download size and time of my pages?