



splashweb
web management solutions

WEBSITE ANALYTICS

Having a website is the first step. The next step is to figure out how to get the most out of it.

All of our websites include one of the best analytic options out there.

This allows you to learn about where your visitors come from and how they interact with your site. Analytics also allows you to see who is visiting and where they are coming from. If you are a business with national or global reach, then this may help you determine where to spend marketing dollars and help communicate with higher percentage possibilities.

Google Analytics, currently, is free to use with the only cost being the time it takes to implement it into your site. We now offer you monthly presentation of your stats, along with a monthly review and quarterly recommendations.



splash
media group inc.



ANALYTICS INCLUDE:

Your analytics report will include:

- tracking of monthly visitors, including unique visitors
- tracking of pageviews
- tracking of bounce rates
- tracking of average time on your site
- global map of who is visiting and from where
- overview of traffic sources (how they are finding you)
- for search engine traffic, what keywords visitors are using to find you
- top pages visitors are viewing and for how long they are viewing them for





ANALYTICS REVIEW:

If your website is a large component of your business, we strongly recommend our Analytics Review Package. Stats can be very beneficial, however they can also be misleading if you do not look at a complete picture. At Splash we always review a trend before we recommend action.

This review process allows us to stay in tune with what is happening within your site and the traffic it is generating. We can then make adjustments before it is too late.

Monthly Review:

\$50+

The beginning of each month, Splash will generate a report for the previous month. This report, along with an explanation and a quick review will be emailed to you.

We will only do a quarterly review if we are seeing issues that should be addressed.

Quarterly Review:

\$100+

Again, this will only be needed if we are see something that we feel should be addressed. This additional time allows us to dig a little deeper and make an educated recommendation to you.

Our recommendations could be anything from adjustments to your site, or making revisions to encourage better business opportunities.

Quarterly schedule is March, June, September, December.

Please note that these prices do not include any applicable taxes.

