

# CHAPTER *13*

## Traffic Analysis and Measuring for Success

In this chapter you will learn about:

- © The importance of setting the right goals and some of the goals often set for Web sites and marketing campaigns
- © How marketers can track Web sites and what data relating to a Web site they can analyze

Ultimately, every marketing campaign and every Web site is executed to achieve some pre-established objective. Establishing specific goals and continually measuring progress toward those goals allows marketers to zero in on the often elusive, ever-changing recipe for achieving Web site success—however success is defined.

## Benchmarks for Success: Setting the Right Goals

The need to set clear objectives might seem obvious, but setting appropriate goals is often tricky. Marketers must set goals that take into account the purpose of the site or campaign, the market, the budget, or a combination of all of these factors. Setting the right goals can make all the difference in whether or not any Web effort is a success.

Large marketing efforts and sites will often set goals for every component. A viral campaign might have one set of goals, while banner advertising might have another. E-mail blasts might be launched with a third goal in mind. Companies also often set different goals for different elements of a Web site. Blogs may be intended to serve a different purpose than a contest, which may serve a different purpose than a limited-time sale. For ease of explanation, we will break possible goals down into two distinct areas: marketing goals and Web site goals.

### Marketing Goals

Marketing goals can focus on a variety of different measurements, including:

- **New site traffic:** A marketing campaign is often executed in an attempt to bring new visitors to the site. The goal for this type of campaign is often expressed as either a targeted number of new visitors or as a percentage increase in the number of new visitors from a previous month, quarter, or year.
- **Returning visitors:** Some marketing campaigns are run solely for the purpose of bringing established visitors back to the site. This goal is also expressed as a specific number of visitors or as a percentage increase in the number of returning visitors from a previous time period.
- **Distribution of information:** Sometimes marketers can measure the success of a viral campaign by measuring the amount of times a file or piece of information is passed on from one recipient to another. There are some software programs available that can track how many times an e-mail has been forwarded. However, marketers can also judge the effectiveness of a viral campaign by

measuring whether or not traffic to their site is increasing and if it is increasing in geographic areas where they are not engaged in any other marketing efforts.

- **Percentage of e-mail click-throughs:** Goals for e-mail marketing campaigns are often based on the percentage of people who open a given e-mail and click through to the Web site.
- **Increases in specific regional audiences:** Marketing campaigns are often run on a regional or local level to increase audiences in specific geographic territories.

## Web Site Goals

Site goals can be fairly expansive as well, including goals relating to one of more of the following areas:

- **Gross revenue:** E-commerce sites often set goals based on gross revenue. These goals are set as a specific target amount or as a percentage increase over a previous time frame.
- **Number of leads gained:** Business-to-business sites that do not generate sales through e-commerce need visitors to take action by calling or e-mailing the company to request more information or to set up an exploratory meeting. These companies will set goals for how many leads are generated from their Web site. This type of goal is usually measured in terms of the number of e-mails generated directly from the site or the number of online forms sent in requesting further information about a company.
- **Number of pages visited:** Sites typically want to maximize the number of pages viewed by each visitor and will set specific goals for this.
- **Length of time spent on the site:** Similarly, Web sites want to keep people on their site as long as possible. Sites will set goals to reach certain time-based benchmarks, often adjusting content to make information more compelling in order to keep visitors on the site longer.
- **Specific pages visited:** Very often, marketers identify certain pages on a site that they most want users to visit. Successful site marketers do not assume that users will find these pages by accident; rather, the marketers create links and visual elements that draw attention to and deliberately drive people to these pages. Marketers set goals relating to how much traffic actually reaches the targeted pages.
- **General brand building:** For some sites, the goal may just be to increase brand recognition. This goal can be difficult and expensive to measure (usually done via pre-launch surveys of brand

recognition, which are later compared to post launch surveys of brand recognition). However, long-term success for a company often relies on the market having knowledge of the brand, therefore, raising brand awareness is an important goal for many marketers.

- **Visitor registration:** For sites that want users to register as members, sign up for an online newsletter, or otherwise subscribe to the site, marketers set goals that are based on the number of participating visitors.

## Establishing Numbers-Based Goals

Setting goals can be difficult work, and it requires a realistic understanding of what can be achieved through specific marketing efforts. Goals are pointless if they are arbitrary. It would not make sense, for example, for a print advertising campaign to have a goal of increasing the amount of time users spend on a site. External-facing marketing efforts can help increase the number of visitors to a site, but the site must be designed in such a way as to keep people there longer. Similarly, a goal based on leads generated from a Web site is pointless unless a company understands how many leads are required to generate one sale and how many sales are required to compensate for the cost of the site as well as the associated marketing efforts. Therefore, it is vital to set appropriate, realistic goals based on solid figures aimed at achieving a positive **ROI** (return on investment). ROI is the positive or negative return that is generated from any investment, including marketing and Web efforts.

The need for specific, numeric-based goals can be best illustrated through example. Suppose a human resource management company sells its services at an hourly rate of \$150 an hour. The company's average billing per client is approximately \$10,000 over the lifespan of an account. In reality, a company would need to deduct its expenses from its gross sales to calculate its net sales. However, for the sake of this example, we will assume that the company's gross sales and net sales are equal.

The company has a Web site established, and the site generates fairly steady traffic. Unfortunately, the Web site is not generating many new sales leads. In an effort to increase sales, the company decides to promote itself as an expert in its field by holding a **Webinar**. A Webinar is an online seminar in which a speaker makes a presentation on a given topic to an audience over the Web. A Webinar can include live video, presentation slides, and the ability for the audience to ask public or private questions.

To hold the Webinar, the company will need to pay an outside firm approximately \$12,000 for the technology to host the event, which includes setting up a promotional Web page for interested parties

to review. The company will also have to spend money to promote the Webinar—it can sometimes be difficult to convince busy executives to take time away from their day to attend a Webinar, even if attendance is free. Costs for marketing and promoting the event will include the following:

- \$20,000 to the PR agency the company will hire for a three-month effort to promote the event through online and offline media.
- \$3,000 for signage and handouts to promote the Webinar at an upcoming trade show the company will be attending.
- \$12,000 to a marketing agency to conduct an e-mail blast campaign, including the following costs:
  - \$5,000 to write, design, and program two promotional e-mail blasts along with a third blast to remind registered attendees just prior to the event
  - \$1,000 to organize and send the e-mail blast to the company's existing house-list
  - \$6,000 for a list of new contacts from an e-mail list broker
- An additional \$3,000 in miscellaneous fees, such as the design of the presentation template, updates to the company's home page for promotional purposes, etc.

For the purposes of this example, we will not try to measure the hours spent by company employees writing and rehearsing the presentation and promoting the event to existing clients (who they may want to attend in an effort to sell them additional services). In real life, however, these activities are costly and typically calculated by counting the number of hours that will be devoted to the project, the number of employees working on the effort, and the salary and other expenses that will be incurred.

Given the hard costs in this example, the event will cost the company a total of \$50,000. At an average total billings of \$10,000 per client, the first goal is fairly straight forward: this Webinar needs to result in five new clients in order to break even; six or more to generate a profit (a positive ROI). However, setting a goal for acquiring a certain number of new clients is not sufficient. The company also needs to set a goal for how many people must attend the Webinar in order to result in five new clients. Historically, the company works on a 10% conversion rate, meaning that for every ten potential clients the company makes contact with, it generates one new paying client. This makes the second goal very clear: the Webinar needs to have 60 companies in attendance if it hopes to sign on the six new clients necessary to generate a positive return.

Unfortunately, having 60 companies attend the Webinar does not mean getting only 60 people to sign up. Even if we make the unrealistic assumption that everyone attending the Webinar will be from a different company (in real life, there may be two or more people from a single company attending, thereby reducing the number of potential new clients), the attendance rate for those who sign up for a Webinar is almost never 100%. In this example, assume the vendor that is going to host the Webinar informs the company that based on its experience hosting Webinars in the HR industry, only about 33% of everyone who signs up for the Webinar will actually attend. The others will forget, have something more important come up, or just change their minds at the last minute. With this statistic in mind, a third goal has been established: in order to get 60 companies in attendance, the company needs about 180 registered attendees.

The list broker that will provide the e-mail contacts is providing them for \$.50 per contact, so \$9,000 buys 18,000 contact addresses. The company putting on the Webinar also has its own list of about 2,000 contacts, bringing the total number of e-mail contacts to 20,000. Past e-mail efforts for the company have been hit-and-miss—some have really helped drive traffic to the site; others have failed to make a dent. So it is hard to find a good statistic from past efforts on which to base future goals. However, as a point of reference, their past open rate for e-mails was roughly 12% and their click-through rate hovered around 4%. The company does have higher expectations for these blasts, because they are promoting the free Webinar and not just presenting new company information.

With this in mind, the goals are set a little higher—13% for an open rate and 5% for a click-through rate. Based on the total of 20,000 e-mail contacts, that translates into a goal of 2,600 recipients opening the first blast, and 1,000 clicking through to find out more information about the Webinar. If 10% of everyone who clicks through actually registers, the company would have 100 registrants after the first blast.

The goal could be the same for the second blast; however, some of the people (let's say 20%) in the second blast will have already taken some sort of action in the first blast. Thus, the second blast has a lower potential reach of only 16,000 recipients. At the same 5% click-through rate as before, the click-through goal for the second blast is 800 click-throughs. If 10% of those people register, 80 new registrants will be added to the 100 who registered after the first blast—the company would meet its goal for registered attendees. Unfortunately, assuming that 10% of all people who click through would actually register is probably unrealistic. A far more conservative (and somewhat arbitrary) goal of converting 4% of click-throughs to registrants is set.

That means that after two blasts, the company expects 72 registrants (4% of 1,800 total click-throughs).

Since the goal is to get 180 registered attendees, that leaves a lot of work for the PR agency. The PR team will set some goals based on the number of placements and mentions of the Webinar that are made in traditional and online media, but the ultimate goal for the PR efforts is to bring in the remaining 108 registrants needed to make this Webinar profitable.

In order to later assess the value of each component of this campaign, the company must be able to track which registrants responded because of the e-mail blasts, which responded because of the PR efforts, and which responded because they received a flyer at a trade show (no goal was set for this, because it was such a small effort relative to everything else). One of the most popular solutions for analyzing which marketing effort is responsible for which traffic is to set up a series of **landing pages**—one for each different marketing effort. A landing page is a page on a Web site that is set up for certain visitors to access, but the page is usually not accessible from the main site itself. These pages are often used when companies are trying to measure different marketing efforts. Landing pages are typically identical to each other, but they reside at different URLs. For example, the company's main Webinar information page, accessible from their Home page, might be [www.company.com/webinar](http://www.company.com/webinar). That page would be duplicated as is, at [www.company.com/webinar2](http://www.company.com/webinar2), where recipients of the e-mail blast campaign would be sent. It would be duplicated again at [www.company.com/webinar3](http://www.company.com/webinar3) for people driven to the site by public relations efforts, and again at [www.company.com/webinar4](http://www.company.com/webinar4) for people who received a flyer at a trade show. By creating these landing pages, the company can assess which efforts were more effective than others and which audience stays on the site longer, converts better, and navigates through the rest of the site more frequently. A company can then make adjustments to their program accordingly while the campaign continues.

Throughout a campaign like the one in this example, benchmarks toward goals are analyzed regularly so that efforts can be adjusted as necessary. If, for example, the first e-mail blast pulled in only half as much as the targeted goal, the company would need to reexamine each part of that campaign before sending the second e-mail blast. Was the list of poor quality with insufficient representation from the target demographic? Were the graphics and copy in the e-mail blast not compelling? By setting and measuring progress toward specific goals, marketers can make sure their budgets and efforts are being spent effectively, and their ROI can be maximized. Further, post-campaign analysis will help determine the best marketing mix for future efforts.

For example, suppose the Webinar was a huge success, with 80 attendees and ten new clients as a result. But while the PR campaign had outstanding results, reaching nearly 30% over goal, the e-mail marketing campaign was disappointing at 17% below goal. When the company plans their next Webinar, they will likely decide to spend less money on e-mail blasts and more money on public relations.

Campaigns and Web sites are rarely done in a vacuum. There will always be future efforts and ongoing evolutions. Setting goals and measuring results against those goals is the best way to set a path toward ongoing positive ROI.

## Site Tracking: Breaking Down the Measurements

There are many programs and off-the-shelf software that allow marketers to track and analyze traffic data on a Web site. Software like WebTrends and VisitorVille are popular solutions, and there are a multitude of others. Each option gives the marketer a variety of options to choose from with the more powerful programs costing more but providing more information and greater flexibility.

### Google Analytics

As of the writing of this book, one of the most-used tracking mechanisms is Google Analytics. Google Analytics is likely to remain one of the most commonly used tracking programs because:

- Although it is not the most powerful tool available, it provides access to a wide range of information that most marketers need.
- It integrates seamlessly with Google AdWords.
- Google has the ability to promote its Analytics program very aggressively.
- It is free.

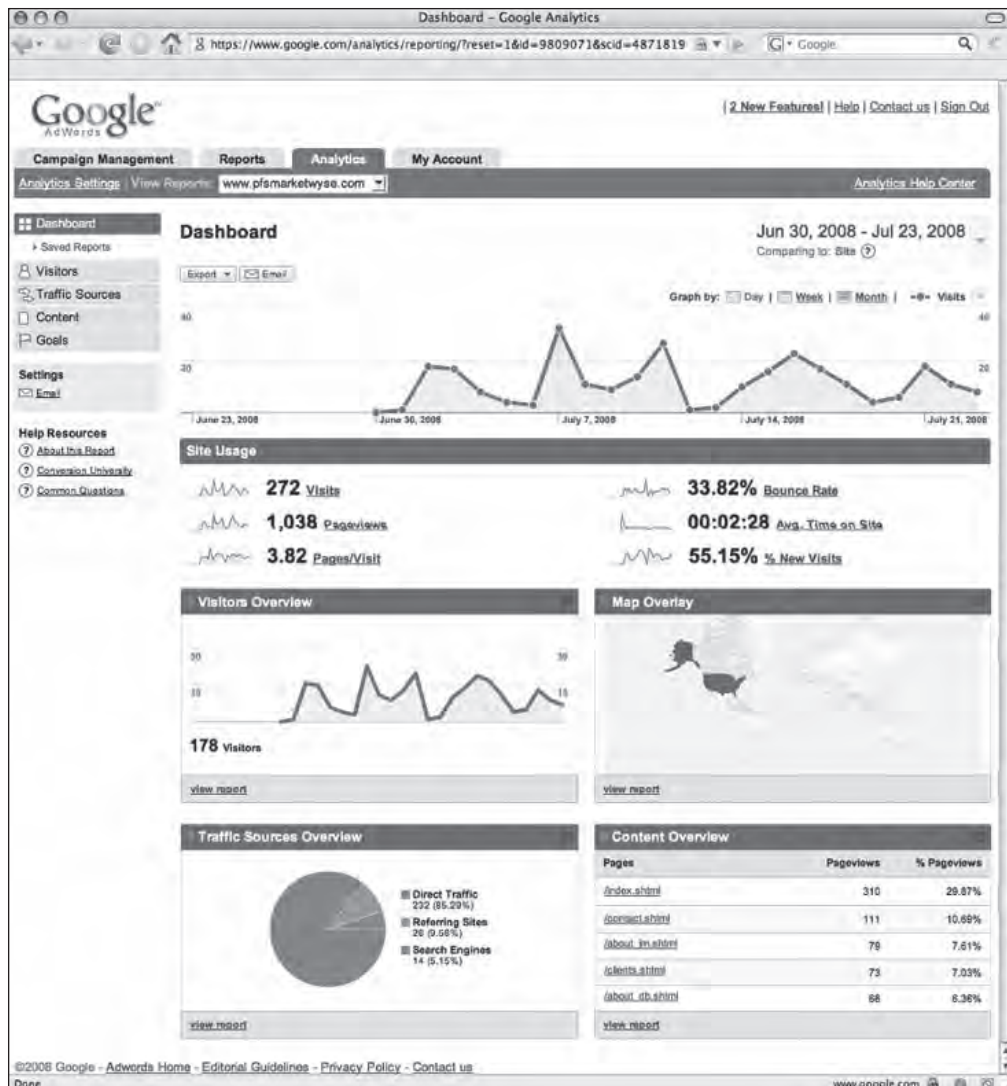
Because of its extensive use, and because the information it provides shows up in a fairly similar form in most other tracking programs, we will be using screen shots and references from Google Analytics throughout the remainder of this section.

Programs like Google Analytics typically require developers to include specific lines of code (that the program provides) within each coded page of a site that the developer wishes to track. Depending on the tracking program being used, these lines may need to be installed in a very specific place within the code (for example, Google



Analytics requires that developers put the lines of code directly above the </BODY> at the bottom of the page). Once installed, the tracking software can begin to gather data and report back regarding site traffic.

Figure 13-1 shows the main screen or dashboard for Google Analytics, after it has begun to collect data. While users can customize the information so that data that is most important to them is presented on the dashboard, the information provided in Google's initial dashboard set-up provides a good first glance at what is happening on the site. Users can drill down deeper into each statistic for more information.



**Figure 13-1** The dashboard of Google Analytics provides an overview of important information.

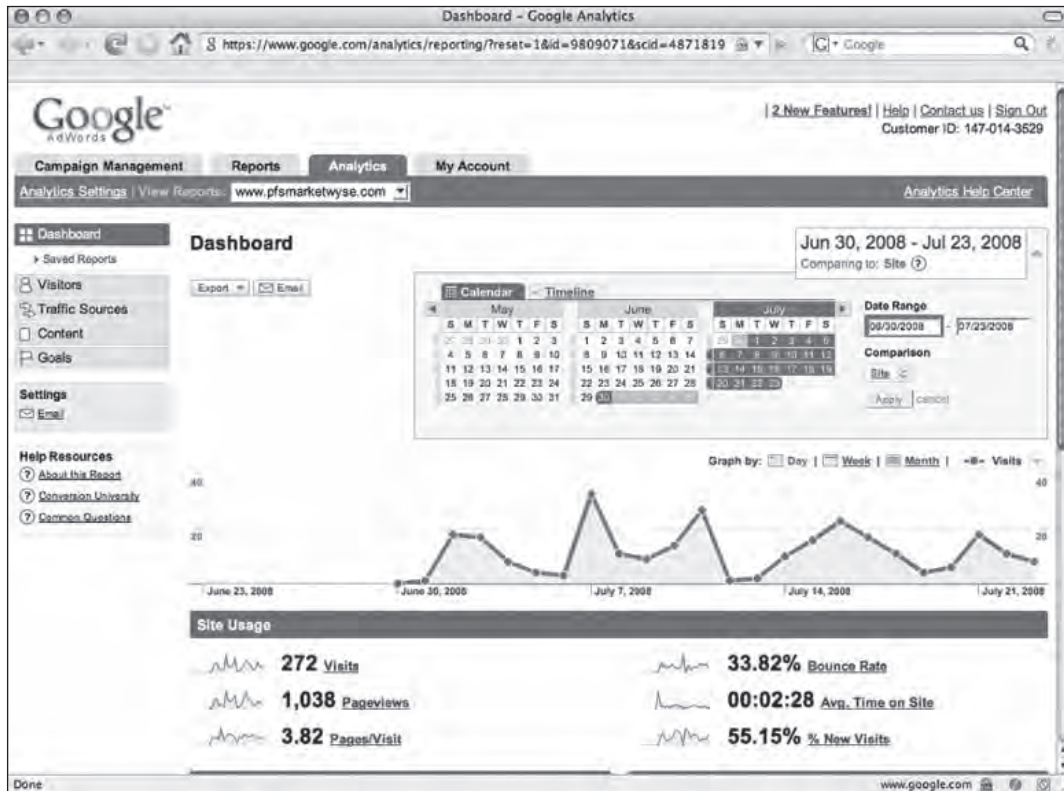
Marketers look at all of the information gathered here and analyze its meaning, seeking to gain a better understanding of who is coming to the site, what visitors are doing within the site, and whether or not the site is doing what is expected of it. In most cases, the statistics provided by tracking programs only tell part of the story. In-depth review of all the data can paint a positive or negative picture that marketers use to make recommendations for site evolutions. Appendix A of this book shows a sample traffic analysis report. The report presents vital site statistics, highlights the most and least productive areas of the site, and offers recommended changes.

### *The Timeline*

The timeline, located at the top of the dashboard, shows the activity on the site within a specified time period. Each day is represented by a small dot marking how many visits were made to the site that day (measurement by visits is the default—users can change this to display any number of other analytics).

The timeline is important because it shows users at a glance whether or not there has been steady growth over time; when site usage tends to be at the lowest; if there have been any spikes in usage (for example, after a new press release has been distributed to the media, or a new ad campaign has been launched); or if site traffic levels have hit a plateau.

Users can change the parameters of the timeline to review any one date or date range by using the collapsible calendar menu shown in Figure 13-2. This feature is helpful in reviewing a specific time period during which a campaign ran. Users can also compare one time frame to another such as the first quarter of the current year vs. the first quarter of the previous year, to see if growth has been achieved. The date ranges selected will affect the results and data presented throughout the rest of the analytics site.

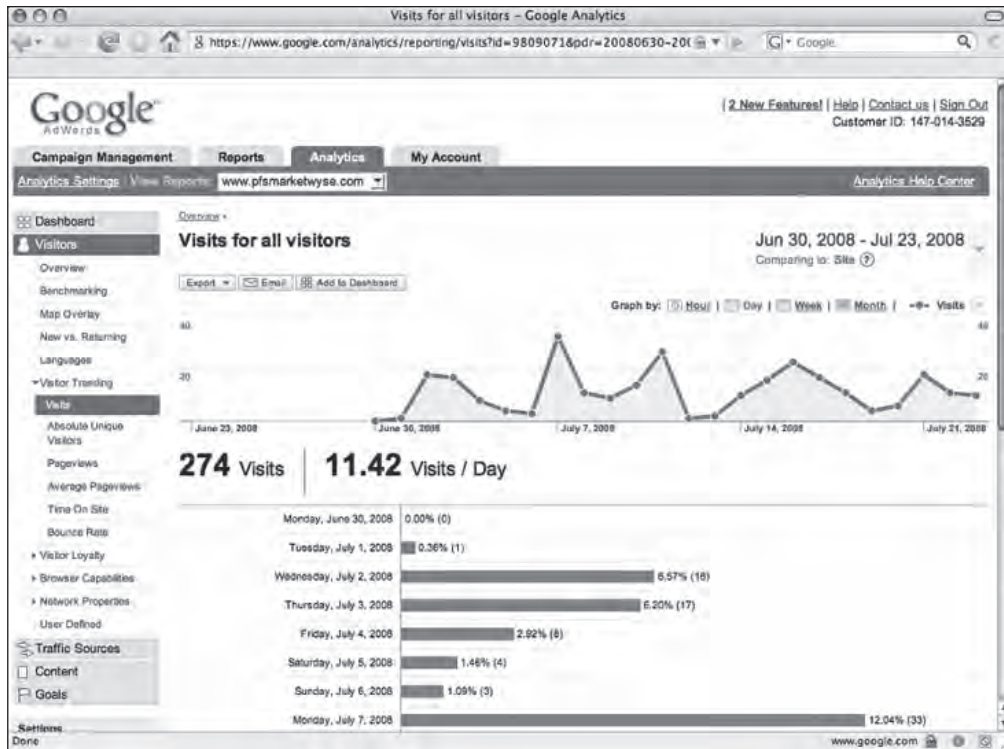


**Figure 13-2** The timeline can be adjusted to any desired date range or set to compare two different timeframes.

### Site Usage

All tracking programs provide certain basic information that is vital to understanding site traffic and how visitors are behaving, for a selected time period. Each area can then be researched more deeply for a more complete understanding.

- Visits:** The number of times people (new and returning) have visited the site. Figure 13-3 shows how the total number of visits can be broken down further by visits per day (or hour, week, or month based on user preference). Understanding which time frame is most popular for visitors can be a key factor in knowing when to upload new content. For example, if the data shows that a significant number of users visit the site between 3pm and 4pm each day, marketers would consider that time frame a desirable time to upload new content in order to gain maximum exposure.



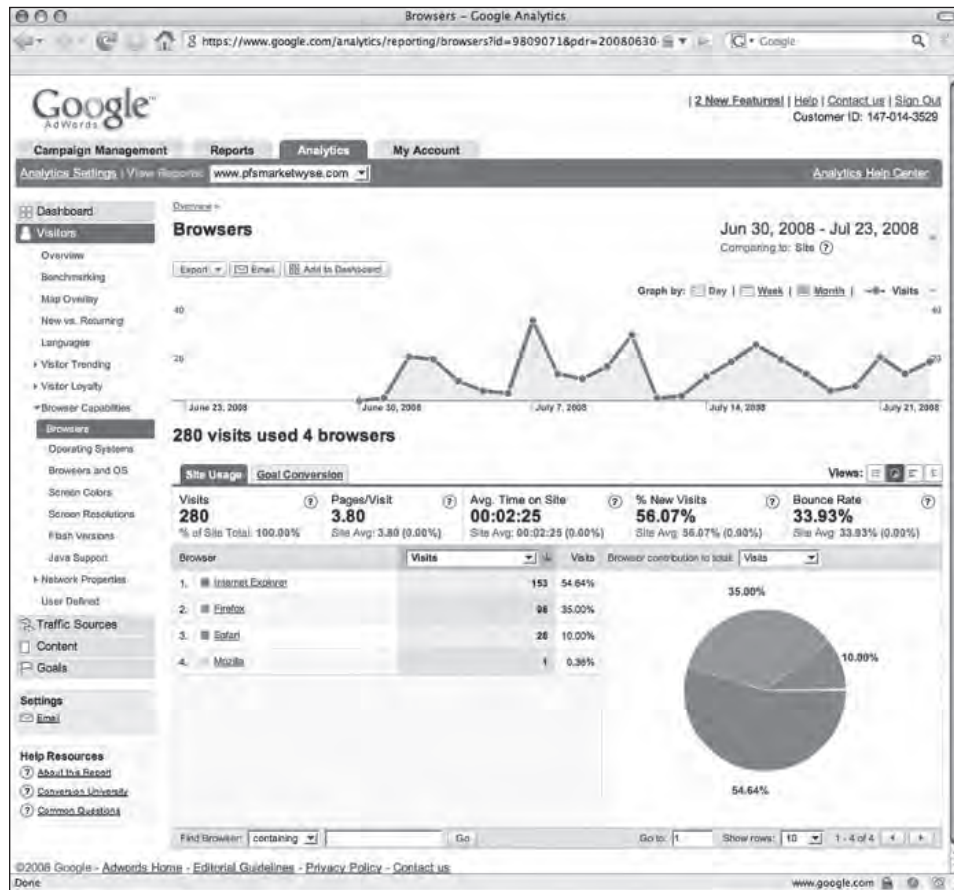
**Figure 13-3** Visits to the site can be broken down by hour, day, week, or month.

- **Pageviews:** The total number of pages visited by all of the visitors for the given time period. Like the number of visits, further research within the analytics site breaks down pageviews by hour, day, week, or month.
- **Pages/visit:** The number of pageviews for the given timeframe divided by the number of visits.
- **Bounce rate:** The percentage of visitors who come to the site and leave immediately without visiting any other page. The lower this number is, the better your site. Once again, further inspection shows this rate broken down by hour, day, week, or month.
- **Average time on site:** The total time spent on the site during a given time period divided by the total number of visitors during that time period. The average time users spend on a site is a key statistic that lets marketers know how engaging and interesting visitors find their site to be. Marketers need to understand how long it would reasonably take a user to find and read the information that they want them to read. They can then take the necessary steps toward ensuring that the average time on the site reaches this limit.

- **Percentage of new visits:** The number of visits by new site visitors divided by the total number of visits to the site. Marketers often have a goal for how many new users they want to visit the site vs. how many returning users.

## Visitors Overview

The Visitors Overview section provides a much deeper analysis of the visitors that come to the site. While much of the information in this section is repeated from the site usage area in the dashboard, tracking programs like Google Analytics also provide information about users' Internet usage profiles, including in which language they read copy and which browsers they use (shown in Figure 13-4). This section also provides information on screen resolution settings, the operating systems visitors are using, and their ability to support Java or view Flash files.

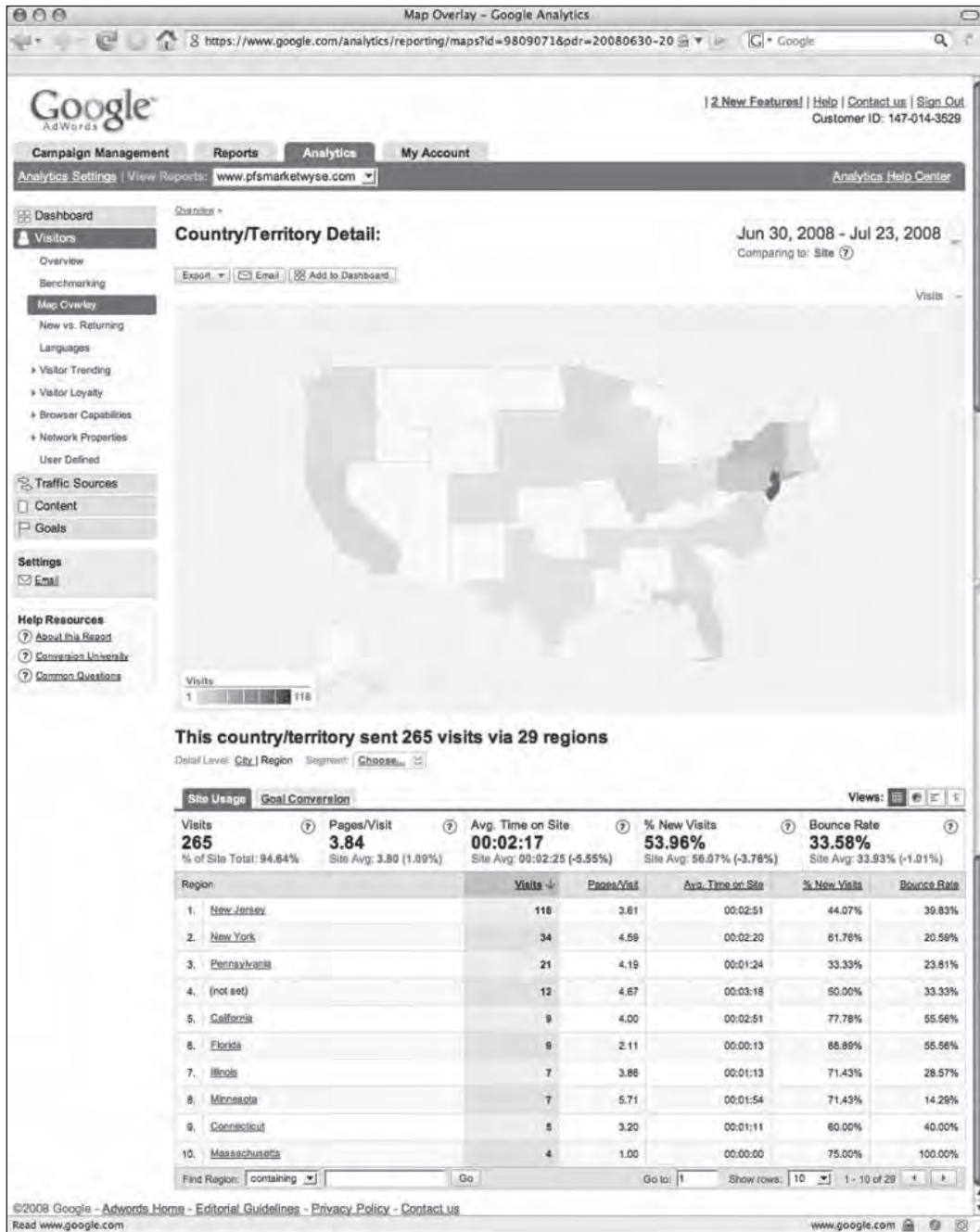


**Figure 13-4** Users can drill down to find information about which browsers sites visitors are using. This is helpful to developers, as sites often look and act differently within different browsers.

One particularly interesting feature of tracking programs, especially for B2B sites, is the ability to see patterns in who has been visiting a site. For example, if ABC Company has visited a site, Google Analytics will report that information (assuming ABC Company has its own Internet Service Provider domain; if ABC Company connects through Verizon, Google Analytics would report that visit as Verizon, not as ABC Company). This allows marketers to know which other companies have come to the site. This can be a big help in direct marketing, as site owners have the advantage of knowing which prospects are showing increased interest. Users of Google Analytics can also track how long visitors have stayed on a site, how many pages they have looked at, and how often they come back.

### *Map Overlay*

The map feature breaks down users by geography. Beginning with a map of the world, the map shades the regions where traffic is coming from, with darker shades representing regions with the most traffic. As a country is selected, it is broken down into smaller regions, such as the states within the U.S. (see Figure 13-5). Each state can then be examined to see the cities and towns that have provided the most traffic.

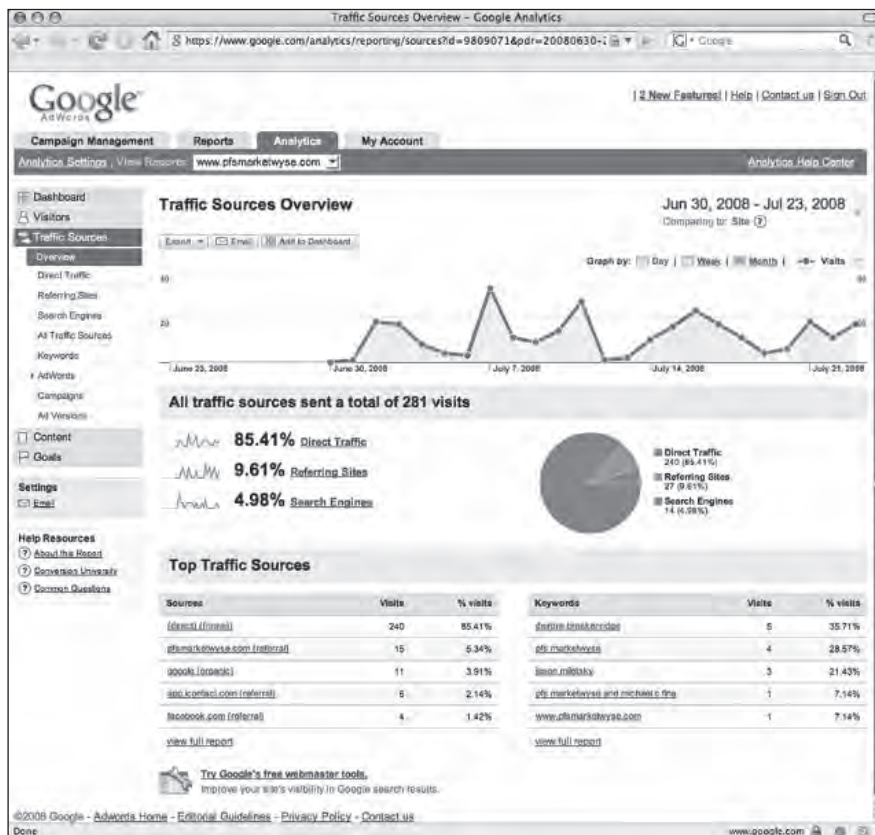


**Figure 13-5** Marketers can break down visitor usage by region, right down to the town or city. For each region, data is provided that shows percentage of new visits, bounce rates, and more. This information can be helpful in knowing where to target marketing campaigns.

For each area, the tracking program provides region-specific stats, including the number of visits, pages per visit, average time on the site, percentage of new visits, and the bounce rate. These statistics give a marketer some insights into how users from different parts of the world interact with the site. This helps companies narrow down where to focus their marketing efforts.

### Traffic Sources Overview

Google's Traffic Sources Overview lets the marketer know how visitors are finding the site (see Figure 13-6), breaking information down by how many people have come to the site directly (by typing the URL into the browser address bar), by finding a link to the site in a search engine, or by clicking onto the site from a link found on another Web site. More in-depth information includes percentage breakdowns of which search engines are most often used to find the site, the most popular keywords used in searches that result in visitors coming to the site, and which other sites visitors have used to find the site.



**Figure 13-6** Marketers can use metrics applications to understand how traffic is finding their site.



## Content Area

The content area gives an in-depth look at the content on a site, how it is being viewed, and which pages connect most strongly with the visiting audience. The tracking program lists every page of the site in order of the most visited, providing information for each page including:

- Total number of pageviews.
- Unique pageviews. This statistic does not count multiple visits to the same page by any one user.
- How much time was spent on each page. This can be helpful if a marketer knows that a certain page should take roughly 30 seconds to read, but the average time spent on that same page is seven seconds. The marketer can target that page for redevelopment.
- Bounce rate. The percentage of visitors who came directly to that page and then left the site completely.
- Percentage exit. The percentage of people who, after traveling through the site, left on any given page.

In addition, tracking programs provide information on traffic patterns. This can be particularly important, as it shows how traffic typically moves from one page to the next through a site, and whether or not specific promotions or links are driving traffic to the desired pages.

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## Chapter Summary

- Establishing goals is a vital part of knowing what is working and what needs to be altered in a marketing campaign or on a particular Web site. The success of a Web site or marketing campaign can be measured in many ways.
- There are a variety of goals for marketing efforts, including boosting the number of new or returning visitors to a site, increasing sales, distributing information via a viral campaign, achieving a certain level of e-mail click-throughs, and increasing an audience in a certain geographic area.
- Goals for a Web site can relate to many of the following areas: gross revenue, number of leads gained, number of pages visited, length of time spent on a site, targeted pages visited, general brand building, and visitor registration.
- Marketers can use many different programs and software applications to study and analyze site traffic and overall performance.

One of the most popular tools is Google Analytics, which is provided free to any site developer or marketer. Like many other tracking applications, Google Analytics provides vital statistics, such as geographic overviews of traffic sources, the number of pageviews, the time spent on the site, and more. All of this can be studied and analyzed in an attempt to improve the site and reach any pre-set goals.

## Key Terms

**landing page**—A page on a Web site that is set up for certain visitors to access but which is usually not accessible from the main site itself.

**ROI**—Return on investment. The positive or negative return generated from any investment, including marketing and Web efforts.

**Webinar**—An online seminar in which a speaker makes a presentation on a given topic to an audience over the Web. This can include live video, presentation slides, and the ability for the audience to ask public or private questions.

## Review Questions

1. Web site goals can be based on:
  - a. Revenue generated
  - b. Unique visitors
  - c. Return visitors
  - d. All of the above
2. Each component of a marketing campaign should have:
  - a. The same goals
  - b. Its own goals
  - c. No more than two goals
  - d. No goals at all
3. If one goal of a marketing campaign is to increase the percentage of new traffic to a site, which of the following should be expected?
  - a. Comments left on blogs will increase.
  - b. Revenue will grow by the same rate.

- c. The number of pageviews will go down.
  - d. The percentage of returning visitors to a site as part of the overall population will decrease.
4. Which of the following will most likely have a goal relating to the number of consumers who pass along information to other consumers?
  - a. A viral marketing campaign
  - b. An e-mail blast campaign
  - c. An online contest
  - d. A new survey question on a Web site
5. E-mail blast campaigns are most likely to have goals based on which of the following?
  - a. Gross and net revenue
  - b. Open and click-through rate
  - c. New and returning traffic
  - d. Registration and activity
6. Because of the way most traffic tracking programs work, it is unrealistic to set goals based on specific geography. True or False?
7. Which of the following is most likely to have a goal based on the number of leads generated?
  - a. An e-commerce site
  - b. A media site
  - c. A B2B site
  - d. A social network
8. Which of the following goals is of the highest value?
  - a. Increasing revenue
  - b. Increasing registration
  - c. Increasing traffic
  - d. It depends on the site and need

9. "ROI" stands for:
  - a. Reasonable online integration
  - b. Return on inventory
  - c. Return on investment
  - d. Reasonable online inventory
10. It is possible to have a negative ROI. True or False?
11. Of the following statistics, which would the marketers of a site most likely want to see fall over time?
  - a. The bounce rate
  - b. The time spent on the site
  - c. The number of new users
  - d. The percentage of returning visitors
12. It is most useful for goals to be based on which of the following?
  - a. What the marketer would like to achieve
  - b. Past performance of similar efforts
  - c. General ideas of what should be accomplished
  - d. None of the above
13. The bounce rate measures:
  - a. The number of people that bounce from one page to another
  - b. The number of people that never return to a site after their first visit
  - c. The number of people who lose their Internet connection while on the site
  - d. The number of people who visit a single page and then immediately leave
14. If the percentage of new visitors to a site is 42%, then the percentage of returning visitors is:
  - a. 42%
  - b. 58%

- c. Somewhere between 42% and 58%
  - d. It is impossible to know
15. Google Analytics is unable to provide information on the type of browser that most visitors to a site are using. True or False?
16. Using Google Analytics, it is possible to break total visits to a site down by:
- a. Hour
  - b. Day
  - c. Week
  - d. All of the above
17. A high bounce rate would be most likely to have which of the following effects?
- a. Increase the average time spent on a site
  - b. Decrease the average number of pages viewed per visit
  - c. Help increase sales
  - d. Have no effect on other statistics
18. Most tracking programs present data:
- a. For the last 30 days
  - b. For the last quarter
  - c. For the 24 hours prior to when the information is being reviewed
  - d. For any timeframe specified by the user
19. Which of the following measurement tracks the number of people who visit a site by typing the URL in the browser address bar?
- a. Direct traffic
  - b. Referring site
  - c. Search engine
  - d. None of the above
20. Most tracking programs allow marketers to see which keywords are most often used to find a site. True or False?

## Projects

1. In one paragraph for each, discuss some goals that would likely be set for each of the following, and explain why:
  - A B2B site
  - An e-commerce site
  - A social network
  - A blog
2. For each of the goals that you identified for each type of site in Project #1, describe the statistics that would be most helpful in knowing whether or not each goal was achieved. Use the information discussed in the section on Google Analytics as a basis for your discussion.
3. Research three tracking programs, other than Google Analytics, that are available to Web site marketers. In a two-page report, discuss:
  - How each differs from Google Analytics
  - How each differs from the others
  - The types and sizes of sites that would most benefit from each program
4. In a paper no longer than two pages, discuss how, as a site developer, understanding the goals of a site in advance might change the way you would set out to build a site.
5. You're the Web developer for a large company. Your boss is planning an online, print, and radio advertising campaign to help drive traffic to the company's site. You start talking about landing pages, but your boss seems unconvinced, and doesn't understand why landing pages are important. In a one-page paper, explain why landing pages can be an important part of a marketing campaign and what you would do to convince your boss to change his mind.