

#### **Web Site Traffic Stats**

**Aka Analytics** 





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**Things to Look At** 

# Who What Where When



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Who

**New or Returning Visitors** How Many Visits and Visitors Demographics if you're nosy What Device they are using What their domain is



What

## What pages they went to What path they followed What was the last page they saw What they downloaded Hot Spot analysis



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Where

### Where their server is – geography



Not the second second

When

Time of Day Day of Week Spot news impact Email link impact Day of month



### **DEMO OF GOOGLE ANALYTICS**