

Published based on [Great Guidelines For Using Website Development Stats To Your Advantage](#)

# **Great Guidelines For Using Website Development Stats To Your Advantage**

The sum total of your [website development](#) is not content. While content is still king when it comes to providing useful information, it's just one aspect that can be optimised on your site. So much has been written about keyword optimisation in content that some might wrongly believe it is the only important part of website optimisation.

That is what we are really talking about here – [website development](#) optimisation. Don't just focus on the content. The search engine robots will be looking for keywords throughout the page, not just within the content. Let's take a look at other options for tricking out that website and making it sell itself.

A website can be more than just your window into the cyber world. It's your base of operations and can also be a source of rich information about your business. Use site stats to help you improve how you run your business.

What To Look For:

There are lots of website stats for you to look at to improve your rankings within the search engines. Each one can tell you something useful about how your business is currently doing.

1. Page views – Do you know how many people look at each individual page? On a monthly basis, look at the number of page views to see which part of the [website development](#) is more popular than another. Maybe certain pages are more popular at different times of the year due to seasonal product offerings. You can also learn what items are doing well and which ones are dragging down the bottom line.
2. Unique visitors – Your site may get many visitors each day, but they could be the same person coming back more than once. Unique visitors are first time visitors to your site and not repeat ones. As such, the more unique visits you received, the higher the potential client base.
3. Links - For example, outbound links. If you have the right software setup, you can check to see if, for example, somebody clicks on your Stumbleupon icon to bookmark one of your best blog posts. Posted ads can also be analysed to see who clicks them. Programs like Google AdWords will track those stats for you so you can get paid.
4. Sales – You can track how well your shopping cart does each month. See when sales go down or up and see how many people used the shopping cart but didn't make the sale. To help you predict the future of your business, compare statistics appropriately and identify buying trends.
5. Keyword analysis – Each page can be dedicated to one or two keywords. Look at each page to see how well these keywords are doing for you. Using a different page for different keywords also allows you to know which ones are under-performing for you so you can try a new tactic.

Google Analytics is a great program that does not cost anything and can help you measure many website statistics. Having so much information at your fingertips can help you rise to the top of your online business niche and stay there.

Michelle Dale is Chief Executive of Virtual Miss Friday, an adept and highly-proficient Virtual Assistant Service which works closely with enterprising people who really want to succeed in their chosen field. If you'd like to learn more about online business building success strategies that are tailored to your needs, contact VMF today!

You can also find this article published on [Great Guidelines For Using Website Development Stats To Your Advantage](#), and on the tag pages [internet business](#), [internet marketing](#), [online business](#), [seo](#), [website development](#).