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Useful Ideas For Easily Deciphering Website Development Stats

Have you ever wondered how some websites do very well and others just swim for a while before sinking? It could be something to do with the big picture. By looking at websites statistics you can learn a lot about how an [online business](#) is faring. Let's have a closer look at how this works.

Setting It All Up.

Keep a close eye on your progress as soon as you launch your [website development](#). You can't visit the site every single day. You may want to but there are other tasks to tend to. Besides, if you automate most everything, your site will be able to run itself with very little interference from you except for site upkeep and adding new content and products.

To do this, will require a well thought out approach. Fundamentally, you need to be able to measure what goes on, on a daily basis. People visit, read articles, click on ads, view products and use the shopping cart. Look at each one of these activities to help you determine how your business will grow in the future.

Files can be added to your site to help you gather statistics. An easier step would be to get involved with a website stats program to do the work for you. Choose something like Google Analytics. If you already use other Google services to help promote your business then you are already familiar with the variety of tools they can offer you.

Analyse the following with Google Analytics:

- * Traffic.
- * Marketing Strategies (ads).
- * Keywords.
- * Your conversion rates.

This is only the beginning. Once you have signed up you can look at what the program has to offer, but be ready, because there is a lot to understand.

Making Changes.

Now that you have a way to track changes on your website, it's time to see how they can help you over not using anything at all.

* Improve Keyword Optimisation – The keywords that you decided to use may all not perform well. Using stats on page views and visitors, you can tell which of your keywords is bringing in the most traffic. For those under-performing ones, exchange them and see if your sales improve.

* Improve Your Content Offerings – The low number of page views for a specific page could signify that people aren't finding your content on the first page of search engine results. Take another look at your content. Is your keyword density appropriate? Make sure you don't use too many. Search engines don't look kindly on keyword stuffing, and in such conditions will not rank your work favourably. You have to be able to provide quality information using only the most appropriate number of words.

What are your site stats telling you? Remember to change one parameter at a time to find the right mix that will help your [website development](#) succeed.

Michelle Dale is The Managing Director of Virtual Miss Friday, an Executive Virtual Assistant who assists businesses and individuals with achieving their professional goals. Want to find out more about online business building success strategies? Contact VMF Now!

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