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# WEB ANALYTICS

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Weblogs



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## **Declaration**

I have gathered all this information as it is from web analytics homepages, different blogs and papers.

# 1 What Is Web Analytics

Web analytics is the measurement and analysis of data to inform an understanding of user behavior across web pages.

Analytics platforms measure activity and behavior on a website, for example: how many users visit, how long they stay, how many pages they visit, which pages they visit, and whether they arrive by following a link or not.

Businesses use web analytics platforms to measure and benchmark site performance and to look at key performance indicators that drive their business, such as purchase conversion rate.

## 1.1 Why Web Analytics Are Important

There's an old business adage that whatever is worth doing is worth measuring.

Website analytics provide insights and data that can be used to create a better user experience for website visitors.

Understanding customer behavior is also key to optimizing a website for key conversion metrics.

For example, web analytics will show you the most popular pages on your website, and the most popular paths to purchase.

With website analytics, you can also accurately track the effectiveness of your online marketing campaigns to help inform future efforts.

## 1.2 How Web Analytics Work

Most analytics tools 'tag' their web pages by inserting a snippet of JavaScript in the web page's code.

Using this tag, the analytics tool counts each time the page gets a visitor or a click on a link. The tag can also gather other information like device, browser and geographic location (via IP address).

Web analytics services may also use cookies to track individual sessions and to determine repeat visits from the same browser.

Since some users delete cookies, and browsers have various restrictions around code snippets, no analytics platform can claim full accuracy of their data and different tools sometimes produce slightly different results.

## **1.3 Sample Web Analytics Data**

Web analytics data is typically presented in dashboards that can be customized by user persona, date range, and other attributes. Data is broken down into categories, such as:

### **1.3.1 Audience Data**

- number of visits, number of unique visitors
- new vs. returning visitor ratio
- what country they are from
- what browser or device they are on (desktop vs. mobile)

### **1.3.2 Audience Behavior**

- common landing pages
- common exit page
- frequently visited pages
- length of time spent per visit
- number of pages per visit
- bounce rate

### **1.3.3 Campaign Data**

- which campaigns drove the most traffic
- which websites referred the most traffic
- which keyword searches resulted in a visit

- campaign medium breakdown, such as email vs. social media

## 2 Web Analytics and Social Media From UX (user experience) Professionals

Although many UX (user experience) professionals know about the connection between data from social media and Web analytics (WA), very few make use of these data. In many development organizations the working groups are siloed so that a UX professional may not have access to the same WA that a Web site developer might have. Many people in the UX field do not know how to use the WA tools. Some UX professionals that already work on quantitative research use the WA tools to triangulate with more standard UX metrics, but they still have trouble making the UX a good one, despite the data. Part of the issue seems to be related to understanding how to use those data correctly. What is the right way to slice and then triangulate the data? Are the UX measures given more priority?

### 2.1 Web Analytics:

#### Telling the Story

- Who comes to your sites, what are they doing, how long do they stay, why do you think they leave?
- What does this information provide about the user?
- How can this information be applied to improving the UX?
- What about conversion rates?

Good data will tell you a story. Taking data from Web analytics can provide basic story pieces, such as Who, What, When, Where, and Why?

#### 2.1.1 Who Comes to Your Web Site?

The who of the story is the user persona, as discussed previously. WA can help understand more about this person by observing whether they visit a specific Website, or whether they choose not to. This piece of data can tell us whether there are returning visitors or new visitors. High numbers of repeat visitors show that the users are generally satisfied with the site.

### **2.1.2 What Is the User Doing on Your Web Site?**

These could be thought of as the user tasks. This might involve the most straightforward of information, since the tasks help to provide the foundation for a use case. What are they doing on the site, are they able to carry out the tasks they want to? What is the order of steps they take to carry out their tasks?

### **2.1.3 When Is the User Doing It?**

Time information provides data about whether the assumptions about tasks and use cases are true. Are the users performing the tasks in the way the technology assumes they are, or are the users getting frustrated and creating a “work around “to solve a problem introduced by the design of the Web site.

### **2.1.4 Where Is the User Doing It?**

The answer to the question as to where the user is interacting with the Web site will tell us about the environment, which is helpful in understanding the limitations and capabilities of both the user and site. The where information can be helpful in terms of knowing: where the user comes from, where they go, and how they travel within the Web site

### **2.1.5 Why Is the User on the Web Site?**

Users have specific goals when visiting a Web site, ranging from critical to casual Internet browsing. A person visiting a Web site that provides them with the ability to carry out financial transactions securely online could change their attitude to how they interact with their money. Web sites that deal with information that is critical to one’s daily quality of life are judged more harshly if they don’t work well. If you have trouble buying a book online, you can always go to a bricks and mortar store. If your financial institution has decided to put more of its operations online and is closing branch offices and adding more phone operators, it is possible that the phone operators could be overwhelmed with calls, especially if the Web site does not work well and the wait to talk to a live person is long. As a bank customer, it will be hard for you to do business if the Web site doesn’t work and the nearest office is 45 min away. The most successful Web sites understand why the visitors are there and create the UX around the case study that answers the question of why.

## 3 Some Web Analytics are as follows

### 3.1 Motano (old name PIWIK)

<https://matomo.org/docs/installation/>

<https://matomo.org/pricing/>

Founded in 2007, [Piwik](#) is popular open-source analytics software that lets you maintain ownership and control of 100% of your data. It has a super simple dashboard you can customize based on your personal KPIs, no matter what your goals.

Here are some notable features included with Piwik:

- **Real-time data updates** – Get your data in real time. No need to wait.
- **Customizable dashboard** – Easily change the dashboard to reflect your current focus.
- **Multiple website tracking** – See all your websites in a single dashboard without switching back and forth between pages.
- **Content tracking** – Know exactly which content performs well and which content needs improvement.
- **Site and speed reports** – See your sitewide speed stats so you don't leave your readers hanging.

Being open sourced, the Piwik community is extremely engaged, helpful, and ready to answer your questions.

With its simple user interface and top-of-the-line support, Piwik is a great analytics tool to consider.

#### 3.1.1 Dashboard

[https://demo.matomo.org/index.php?module=CoreHome&action=index&idSite=62&period=day&date=yesterday#?idSite=62&period=day&date=yesterday&category=Dashboard\\_Dashboard&subcategory=1](https://demo.matomo.org/index.php?module=CoreHome&action=index&idSite=62&period=day&date=yesterday#?idSite=62&period=day&date=yesterday&category=Dashboard_Dashboard&subcategory=1)

### 3.1.2 Reports

The screenshot shows the Matomo Reports interface. On the left is a sidebar with navigation options: Goals, Funnels, Forms, Media, A/B Tests, Heatmaps, and Custom Reports. The main area displays a table of reports with columns for report name, visits, and conversions. An 'Export' dialog box is open in the foreground, allowing users to choose an export format (CSV, XML, PHP, RSS, TSV (Excel), Json, HTML), report type (Standard report, Report with metadata), and row limit (All, Custom limit).

Report Name	Visits	Conversions
Best Diving sites in Nusa Penida / Nusa Lembongan – Bali Scuba dive reviews by Divezone	156	144
Manta Point Dive Site – Map & Review of Manta Point in Nusa Penida / Nusa Lembongan, Bali	123	117
Best Diving sites in Tulamben – Bali Scuba dive reviews by Divezone	82	78
Best Diving sites in Padang Bai – Bali Scuba dive reviews by Divezone	79	74
Crystal Bay Dive Site – Map & Review of Crystal Bay in Nusa Penida / Nusa Lembongan, Bali	69	68
Best Diving sites in Amed – Bali Scuba dive reviews by Divezone	60	58
Best Diving sites in Menjangan Island – Bali Scuba dive reviews by Divezone	53	53

### 3.1.3 Price options

<https://matomo.org/pricing/>

some features are not available for free

The self-hosted version of Piwik is free, but if you'd like to skip the technical setup, Piwik offers a 30-day free trial for its premium option.

## 3.2 GoAccess

**GoAccess** is an open source **real-time web log analyzer** and interactive viewer that runs in a **terminal** in \*nix systems or through your **browser**.

It provides **fast** and valuable HTTP statistics for system administrators that require a visual server report on the fly.

### 3.2.1 Reports

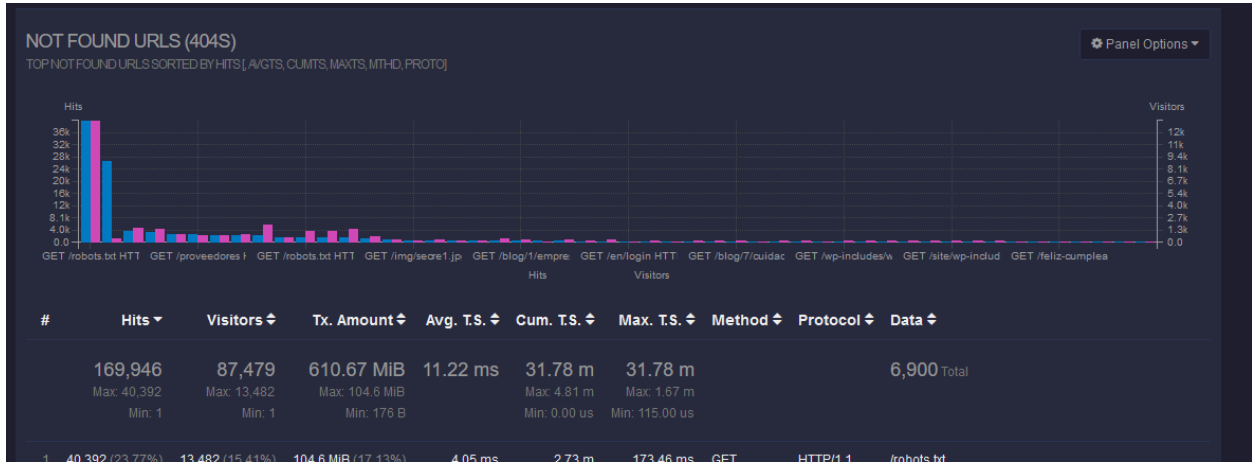
OVERALL ANALYZED REQUESTS						04/APR/2019 — 06/APR/2019
📄 Total Requests <b>1,702,498</b>	✅ Valid Requests <b>1,702,434</b>	❌ Failed Requests <b>64</b>	⌚ Init. Proc. Time <b>92 secs</b>	👤 Unique Visitors <b>348,905</b>	📄 Requested Files <b>156,858</b>	
🌐 Excl. IP Hits <b>0</b>	📄 Referrers <b>11,594</b>	🔍 Not Found <b>6,900</b>	📄 Static Files <b>7,896</b>	📄 Log Size <b>431.23 MiB</b>	📄 Tx. Amount <b>72.3 GiB</b>	

### 3.2.2 Unique visitors per day - Including spiders

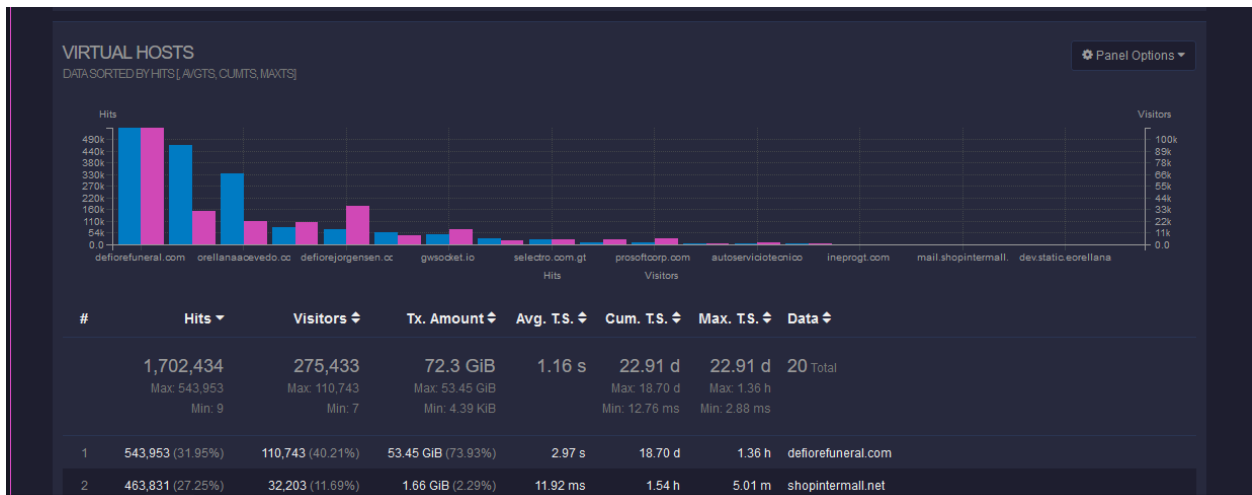
### 3.2.3 Static Request



### 3.2.4 Not Found URLs (404s)



### 3.2.5 Virtual Hosts



### 3.2.6 Spots host

gives you an overview of server metrics by displaying summaries of different reports as panels on a single scrollable view.

Hits	hZ	Vis.	vZ	Bandwidth	Avg. T.S.	Cum. T.S.	Max. T.S.	Data
4125	1.65%	18	0.06%	26.77 MiB	1.89 ms	7.76 s	10.55 ms	46,106,105,227
3986	1.60%	77	0.34%	26.32 MiB	20.60 ms	1.37 mn	9.69 s	66,249,173,62
2733	1.10%	33	0.14%	1.90 MiB	6.69 ms	18.30 s	2.81 s	173,203,44,12
2096	0.84%	18	0.06%	8.36 MiB	6.31 ms	13.23 s	717.36 ms	157,56,229,188
1730	0.70%	28	0.12%	34.59 MiB	844.17 ms	24.34 mn	10.60 s	66,249,82,132
1689	0.68%	16	0.07%	7.07 MiB	10.76 ms	18.28 s	1.49 s	157,56,32,77

#### Spot aggressive hosts/bots

Spotting aggressive crawlers/bots and identifying who's eating your bandwidth is easy with the host panel. It also features the ability to display a list of user agents per each host.

CSV reports. You can even email the HTML file since it is composed of a single file with no external file dependencies, how neat is that! Check out the [Live Demo](#).

Hits	hZ	Vis.	vZ	Bandwidth	Avg. T.S.	Cum. T.S.	Max. T.S.	Data
144350	58,158	11067	48,299	1.89 GiB	943.62 ms	17.78 hr	4.36 mn	Windows
74705	30,042	4821	20.13%	1.09 GiB	427.76 ms	8.88 hr	4.36 mn	Windows 7
30968	12,292	2607	11.36%	381.98 MiB	250.03 ms	2.12 hr	1.51 mn	Windows 8
12581	5,062	1234						Windows
10817	4,233	1172						Windows Vista
13208	5,244	732						bingbot/2.0
1056	0.42%	326						Windows XP x64
286	0.12%	210						Windows 2000
977	0.39%	89						Windows 8.1
251	0.10%	32						Windows 10
83	0.03%	17						Windows NT
13	0.01%	8	0.03%	69.42 KiB	3.61 ms	46.99 ms	6.74 ms	Windows 95
23	0.01%	7	0.03%	246.70 KiB	202.53 ms	4.66 s	1.88 s	Windows 98
17	0.01%	7	0.03%	113.45 KiB	5.59 ms	95.03 ms	55.32 ms	Windows NT 4.0
30	0.01%	5	0.02%	63.17 KiB	328.00 ms	27.79 ms	2.78 ms	Win Sx: 4.50
37482	15,072	6884	30.43%	483.87 MiB	118.62 ms	1.24 hr	56.00 s	Unknown
37482	15,072	6884	30.43%	483.87 MiB	118.62 ms	1.24 hr	56.00 s	Unknown
18812	7,488	1148	5.00%	292.15 MiB	218.32 ms	1.13 hr	1.37 mn	Macintosh
953	3,634	572	2.49%	147.29 MiB	154.95 ms	24.70 mn	1.37 mn	OS X Mountain
3193	1,262	287	1.26%	53.57 MiB	262.44 ms	13.96 mn	53.67 s	OS X Snow Leap
6141	2,072	335	1.02%	79.60 MiB	307.01 ms	26.31 mn	44.35 s	OS X Lion

#### Easy to navigate panels

The dashboard is composed of different reports — report panels can be expanded for more information so you can quickly check the correlations between different reports.

## 3.3 Open Web Analytics

<http://demo.openwebanalytics.com/>

[Open Web Analytics](#) is a free web analytics tool that helps you track your traffic and demographic data. Though geared for more technical users, it comes out of the box with tons of features and customizability.

With a similar user interface to Google Analytics, it's easy to learn and track exactly the data you need. It includes:

- **Ecommerce tracking** – Understand the data behind your sales.
- **Page tracking** – Track your user behavior on your pages.
- **WordPress and MediaWiki integration** – You can use Open Web Analytics on some of the most popular content management systems.
- **Heat map features** – See where your users click on unlimited numbers of pages.

One area where Open Web Analytics excels is its extensive documentation and incredibly helpful community. The company's site includes a very in-depth demo page that walks you through most of their use cases, which is extremely informative, especially if you're new to analytics tools.

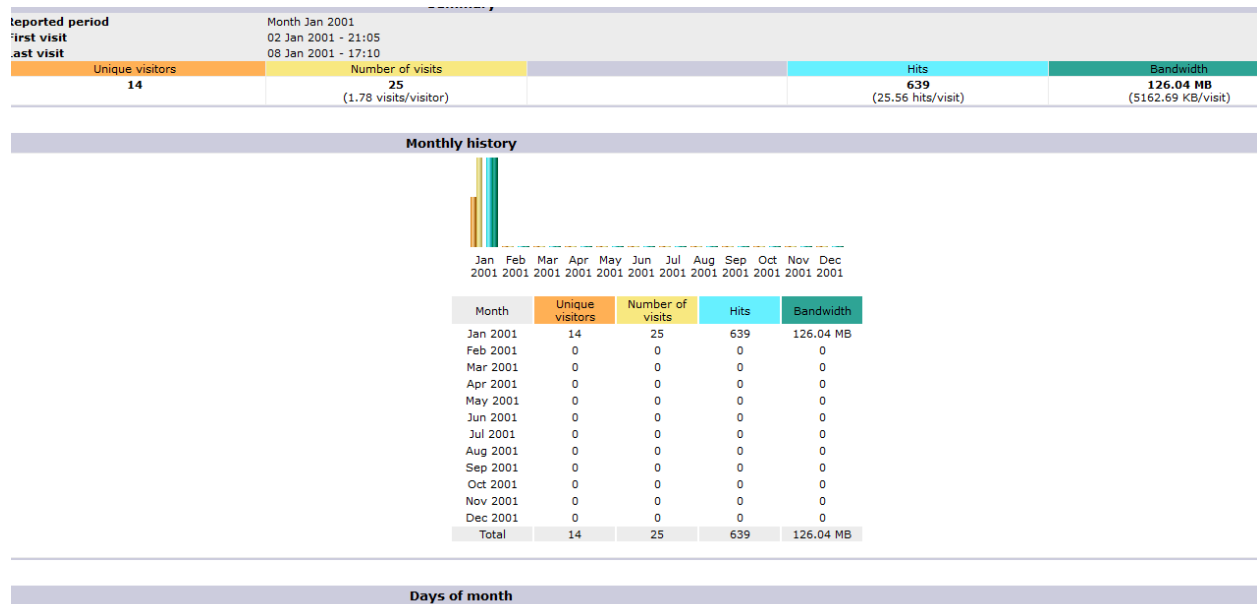
### 3.3.1 Price options

Open Web Analytics is open source and free.

## 3.4 AWStats

AWStats is a free powerful and featureful tool that generates advanced web, streaming, ftp or mail server statistics, graphically. This log analyzer works as a CGI or from command line and shows you all possible information your log contains, in few graphical web pages. It uses a partial information file to be able to process large log files, often and quickly. It can analyze log files from all major server tools like Apache log files (NCSA combined/XLF/ELF log format or common/CLF log format), WebStar, IIS (W3C log format) and a lot of other web, proxy, wap, streaming servers, mail servers and some ftp servers. Take a look at this [comparison table](#) for an idea on features and differences between most famous statistics tools (AWStats, Analog, Webalizer,...). AWStats is a free software distributed under the [GNU General Public License](#). You can have a look at this [license chart](#) to know what you can/can't do. As AWStats works from the command line but also as a CGI, it can work with all web hosting providers which allow Perl, CGI and log access.

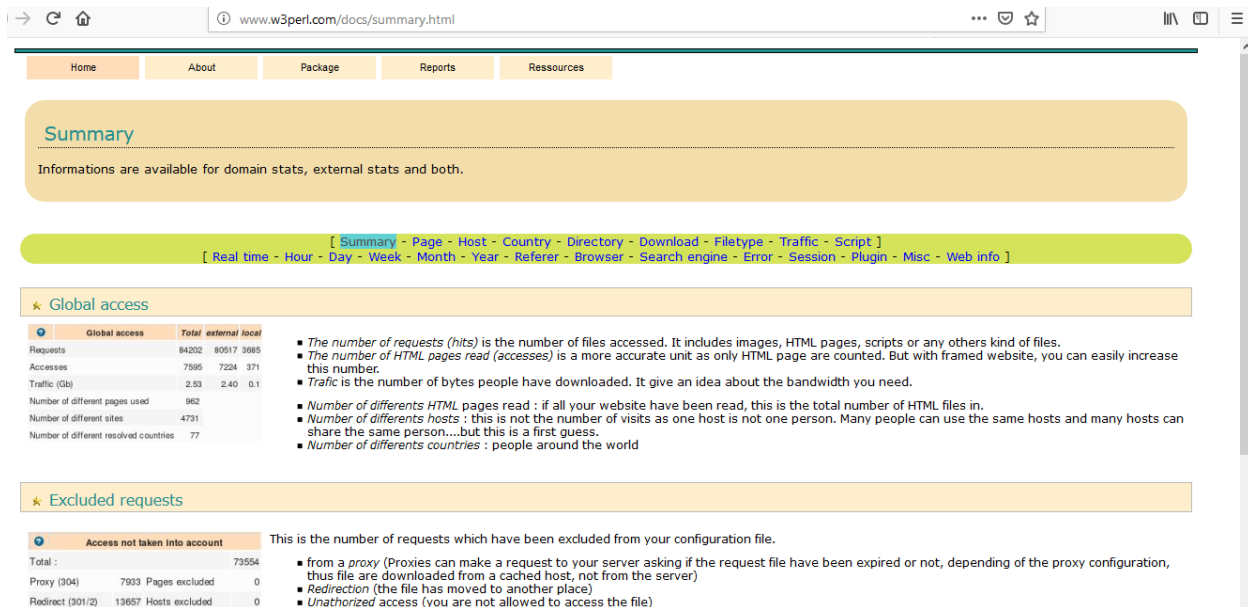
### 3.4.1 Example of report



## 3.5 w3perl

W3Perl is a free logfile analyzer. Open source (GPL) analytics tool.

- Parse WWW / FTP / Squid / CUPS / DHCP / SSH and Mail logfiles
- Doesn't require any code to be inserted into websites
- No dependancy rather than Perl.
- Plugins for city / screensize / PDF...
- Web admin to manage remotely
- Installer available for Linux / Mac and Windows
- HTML / Emails / PDF reports
- Display stats from hours to years, hosts/pages to pages/hosts
- Can produce detailed reports about visitor's path



The screenshot shows the W3Perl website interface. At the top, there is a navigation bar with links for Home, About, Package, Reports, and Ressources. Below this is a 'Summary' section with a sub-header 'Summary' and a note: 'Informations are available for domain stats, external stats and both.' A secondary navigation bar offers various report filters: [ Summary - Page - Host - Country - Directory - Download - Filetype - Traffic - Script ] and [ Real time - Hour - Day - Week - Month - Year - Referrer - Browser - Search engine - Error - Session - Plugin - Misc - Web info ].

The main content area is divided into two sections:

- Global access:** A table with columns for 'Global access', 'Total', and 'external local'. The table lists: Requests (84202, 80517, 3085), Accesses (7595, 7224, 371), Traffic (Gb) (2.53, 2.40, 0.1), Number of different pages used (962), Number of different sites (4731), and Number of different resolved countries (77). To the right of the table are three bullet points explaining the metrics: 'The number of requests (hits)', 'The number of HTML pages read (accesses)', and 'Traffic'. Below these are two more bullet points: 'Number of differents HTML pages read' and 'Number of differents hosts'.
- Excluded requests:** A table with columns for 'Access not taken into account' and 'Total'. The table lists: Total (73554), Proxy (304) 7993 Pages excluded (0), and Redirect (301/2) 13657 Hosts excluded (0). To the right of the table is a note: 'This is the number of requests which have been excluded from your configuration file.' and three bullet points explaining the reasons: 'from a proxy', 'Redirection', and 'Unauthorized access'.

## 3.6 Frequency Analytics - Open source private web analytics server (code)

<https://github.com/frequencyanalytics/frequency>

Frequency Analytics is an open source web analytics tool that tracks and reports website traffic to help you measure visits, referrals, and trends for your website. After installing Frequency

Analytics, just add a snippet of javascript to every page of your website to enable tracking. The javascript tracking code runs when a user browses the page and sends visitor data to your private Frequency Analytics server.

### **3.6.1 Features**

- **User Privacy**
  - Host your own web analytics as an alternative to sharing your user data with third-party analytics services.
- **No Browser Cookies**
  - The javascript tracking code does not rely on browser cookies.
- **No Data Limits**
  - There are no artificial pageview limits. Track as many pageviews from as many websites as you want.
- **Daily Visitors**
  - Daily visitors to your site over time.
- **Traffic Sources**
  - Sources of traffic to your site by category: direct, search, social, and other.
- **Pageviews**
  - Hits to each page on your site.
- **Referrers**
  - Which websites are sending you the most traffic.
- **Platforms**
  - Pageviews by user operating system.
- **Events**
  - Detailed list of site events.

### 3.7 Fathom

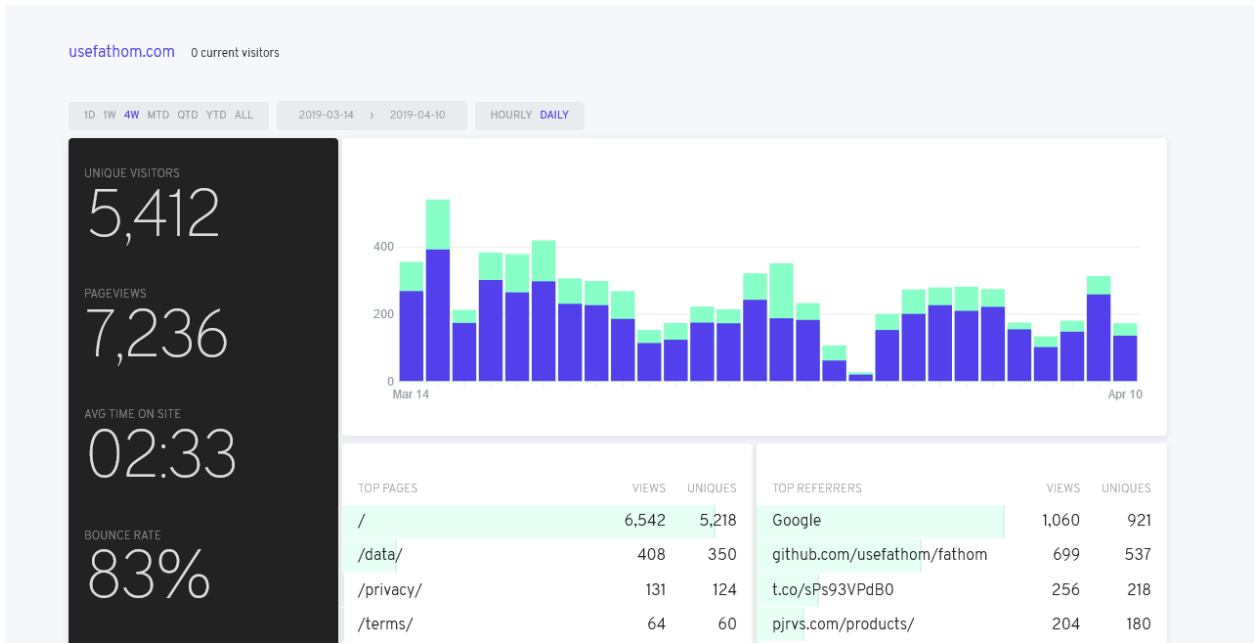
https://stats.usefathom.com/#!p=1w&g=day

**🙄** We don't store personal information—  
**Our tracking policy is simple:** Fathom collects trends and insights, not personal details about specific website visitors.

**😊** We offer simple traffic insights—  
**Fathom gives you top pages, top referrers, bounce rate and average time people spend on your site.** That's it, all on a single screen.

**😊** Our setup is ridiculously easy—  
**Paid Fathom accounts let you simply paste our code into the footer of your website, or use our free WordPress plugin to do it for you.**

**😊** GDPR and ePrivacy compliant—  
**Our software collects and stores zero personal information about visitors, making us compliant to all current laws.**



### 3.8 Ackee (code)

<https://github.com/electerious/Ackee>

Ackee is a lightweight, self-hosted alternative to Google Analytics. It features an API and web interface and tracks only what's really necessary.

#### 3.8.1 Why Ackee?

Because nobody should share information about their visitors with others. The big players already know enough about us.

- Self-hosted
- Written in Node.js
- Lightweight and minimal user interface
- Respects the privacy settings of your users
- No unique user tracking and no cookies
- 

### 3.9 Signal: Self-hosted privacy-aware Web analytics (code)

<https://opensource.bloom.sh/signal>

<https://github.com/bloom42/signal/>

Signal is a privacy-focused open source self-hosted web analytics, It's introduced by its developer as Google Analytics alternative. Signal is built using NodeJs. It's fairly easy to install and developer-friendly for NodeJs developers. Signal offers 2 licenses one open source license AGPL v3.0 / Apache v2.0 for libraries, and a commercial license in-case of the user requested it for legal reasons.

Signal is developed by Bloom.sh a company that created several open source software projects, and provide continuous maintenance/ updates to their products.

## 3.10 Visitors, a fast web log analyzer

<http://www.hping.org/visitors/>

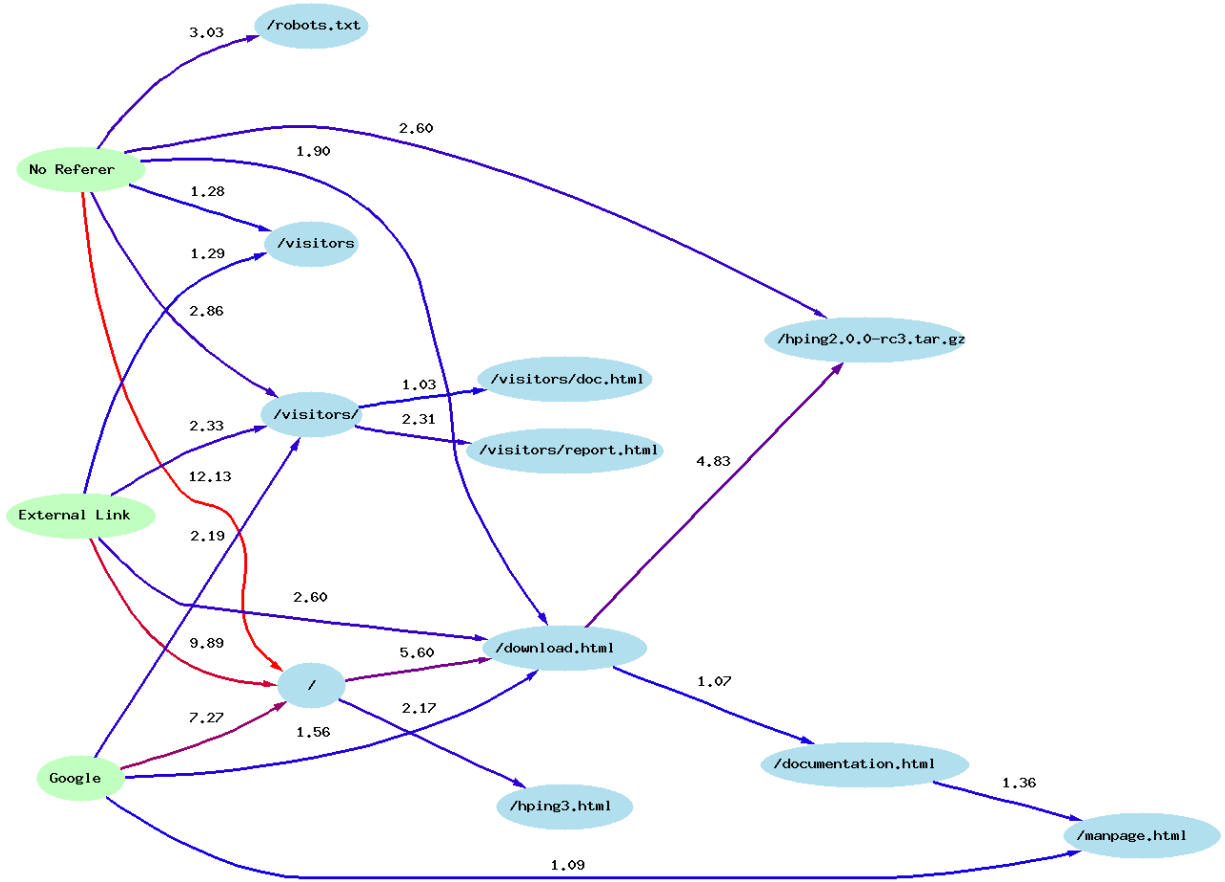
Visitors is a very fast web log analyzer for Linux, Windows, and other Unix-like operating systems. It takes as input a web server log file, and outputs statistics in form of different reports. The design principles are very different compared to other software of the same type:

### 3.10.1 Reports information

Visitors reports contain a number of useful informations and statistics:

- Requested pages.
- Requested images.
- Referers by hits and age.
- Unique visitors in each day.
- Page views per visit.
- Pages accessed by the Google crawler (and the date of google's last access on every page).
- Percentage of visits originated from Google searches for every day.
- User's navigation patterns (web trails).
- Keyphrases used in Google searches.
- User agents.
- Weekdays and Hours distributions of accesses.
- Weekdays/Hours combined bidimensional map.
- Month/Year combined bidimensional map.
- Visual path analysis with Graphviz.
- Operating systems, browsers and domains popularity.
- 404 errors.

You can see a report [in html format](#) and the version in [in text format](#)



### 3.11 FireStats

<http://demo.firestats.cc/firestats/>

FireStats 1.6.7-stable Demo

Support FireStats

Statistics Settings Database Users management Sites management Tools

Refresh statistics

### Status

Page views	Visits	Page views in last 24 hours	Visits in last 24 hours	RSS Subscribers
572891	287442	164	75	0

### Recent referrers

- <http://demo.firestats.cc/> (40)
- <http://firestats.cc/> (8)
- <http://prednison5.com/> (6)
- <https://www.google.com/> (4)
- [http://cdn.shopify.com/s/files/1/0532/0233/products/Airport-Advantage-web-1600\\_0...](http://cdn.shopify.com/s/files/1/0532/0233/products/Airport-Advantage-web-1600_0...) (1)

### Search terms

- FireStats (21)
- demo system pageviews stats (7)
- firestats (1)
- RLQ (1)
- VB4W (1)
- HPM (1)
- firestats paul rottenburg (1)
- inurl:indae nlm?notioncom fabric inurl:methodsiac unload (1)

## 3.12 Pimp my Log

<http://pimpmylog.com>

<http://pimpmylog.com/getting-started/screenshots.html>

Pimp my Log is a web app written in PHP. It displays server logs friendly.

Formerly named PHP Apache Log Viewer, it has been renamed because any kind of logs can be displayed now.

Basically, you will surely display your Apache, NGINX, IIS or PHP logs, but Ruby on Rails, Tomcat, sshd, syslog, CakePHP, ... too !

By default, Pimp My Log supports:

- Apache web server
- NGINX web server
- IIS web server
- PHP log files

### 3.13 Insightful (code)

<https://github.com/jkosir/insightful>

### 3.14 Webalizer

<http://www.webalizer.org/>

old and no updates

### 3.15 Yandex Metrica

Yandex.Metrica is developed and supported by [Yandex](#), one of the largest internet companies in Europe. Our business is built around web search and many other products which help people solve everyday problems better and reach their goals faster – like [Yandex.Maps](#) or [Yandex.Disk](#). To continually improve our services, we process huge amount of anonymous data on users' behavior: it is used to glean insights and feed machine learning algorithms. Yandex.Metrica is one of the ways we get that data, which is why we aren't building a paywall around it.

Data Policy: <https://metrica.yandex.com/about/info/data-policy/>

#### 3.15.1 Features

- Easy to manage counter's tracking options.
- Role based user tracking
- Dashboard widget that displaying metrica graphic, summary of site usage, top pages etc..
- Role based user access for the displaying dashboard widget
- Basic mode ready! If you don't want to give API access, you can try basic mode.
- i18n support: Completely translation ready!

#### 3.15.2 Translations

- English (en\_US), built-in
- Turkish (tr\_TR), native support
- Russian (ru\_RU), [oleg0789](#) and Ксения Рыбка

### 3.15.3 Setting Page

#### Yandex Metrica

Counter:

#### Tracking Settings

**Select tracking options**

- Webvisor
- Track Clickmap
- Track Links, social sharing, file requests...
- Accurate Track Bounce
- Hash tracking in the browser's address bar

**Track logged in users**

**User roles to not track**

- Administrator
- Editor
- Author
- Contributor
- Subscriber

If a user is logged into with one of these roles, they won't track by metrica.

**User roles to display dashboard widget**

- Administrator
- Editor
- Author
- Contributor
- Subscriber

Selected roles can display metrica statistic on the dashboard.

### 3.15.4 Reports

#### «Table» widget

Main **Segmentation**

Name

Statistics

Goal

Metric

Dimension

Hide statistically insignificant data

Widget is read-only.

#### Country

Country	Pageviews
Russia	408 262
Belarus	56 869
India	38 821
United States	25 444
Ukraine	17 450
Poland	14 731
Finland	14 641
Turkey	10 592
Spain	10 281
United Kingdom	9 595

«Table» widget

Main Segmentation 1

Pageviews in which

+ Add condition

of sessions in which

Page depth < 3

+ Add condition

for people with

+ Add condition

Find condition

- Characteristics
- Metrics
- Sources
- Technology
- Behavior
- Ecommerce

Age	Users
Age 25-34	45 444
Age 35-44	16 925
Age 18-24	14 741
Age 45-54	10 668
Age 55+	7 355
Younger than 18	5 816

Bounce rate

metrika.yandex.com/at

### 3.15.5 User

#### Users

Configure Yandex.Metrica for your site.

Quick segments Any sites More than one session New users in 7 days Mobile users Clicked on ad

















Users in report: 100% People with Date of first visit from 2 to 9 Apr with sessions in which Device: Samsung or Apple or Motorola or Tablets

## Users

Configure Yandex.Metrics for your site.

Quick segments

Users in report: 100%   People with  with sessions in which

User	First session	Last session	Activity	Total sessions	Overall time on site	Goals	Number of purchases	Total amount of purchases
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.01.16	2019.04.09 09:00:31		701	821:56:53	<input type="button" value="1"/>	0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.01.16	2019.04.09 08:57:23		679	900:07:12	<input type="button" value="1"/>	0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.04.09	2019.04.09 08:30:02		1	1:07		0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.04.09	2019.04.09 08:11:26		1	0:00		0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.04.09	2019.04.09 08:06:12		1	0:05		0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.04.09	2019.04.09 07:03:08		2	2:50		0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.03.25	2019.04.09 06:58:50		4	0:09		0	0
 <input type="button" value="+"/> <input type="button" value="X"/>	2019.04.09	2019.04.09 05:13:39		1	0:00		0	0



ClientID  
155476037570008530

Total sessions  
701

Overall time on site  
821:56:53

Activity

Goals  
1

First traffic source  
Search engine traffic

First session  
2019.01.16

Last session  
2019.04.09 09:00:31

Region  
Russia Ivanteevka

Operating system (detailed)  
Google Android 6.0  
Marshmallow

Device type  
Tablets

User parameters  
Yandex user.yes

## 9 april

Session at 09:00:31 1 Q Yandex Mobile 6 pages 29:11

Details

- Landing page <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>
- 4 more events

Session at 07:45:38 1 Q Yandex Mobile 3 pages 32:26

Details

- Landing page <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>
- Goal conversion: 3+ hits

Session at 07:12:18 Q Yandex Mobile 1 pages 0:00

Details

- Landing page <https://metrica.yandex.com/about>

Session at 05:22:51 Q Yandex Mobile 1 pages 0:00

Details

- Landing page <https://metrica.yandex.com/about>

Session at 04:40:09 Q Yandex Mobile 2 pages 10:53

Details

- Landing page <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>

Session at 01:51:19 Q Yandex Mobile 1 pages 0:00

Details

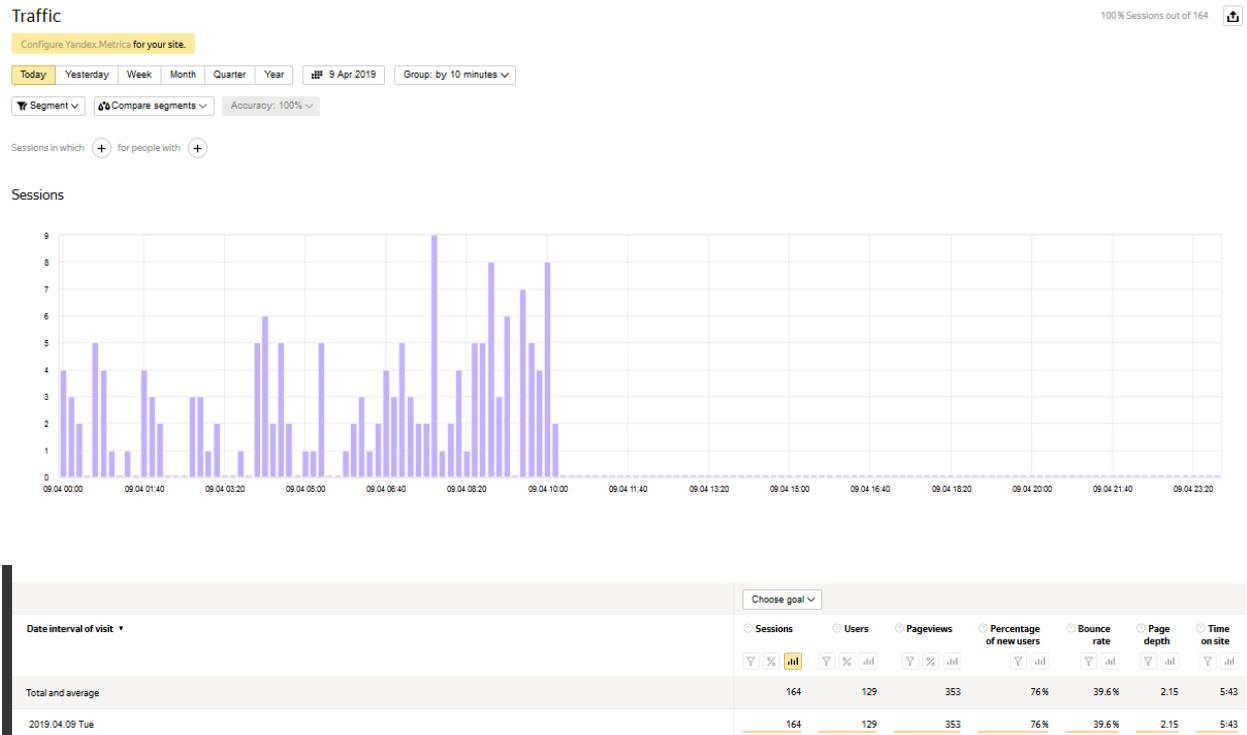
- Landing page <https://metrica.yandex.com/about>

Session at 00:52:55 1 Q Yandex Mobile 3 pages 21:37

Details

- Landing page <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>
- Pageview <https://metrica.yandex.com/about>
- Goal conversion: 3+ hits

### 3.15.6 Traffic



### 3.16 Google Analytics

[https://analytics.google.com/analytics/web/?utm\\_source=demoaccount&utm\\_medium=demoaccount&utm\\_campaign=demoaccount#/report/visitors-network/a54516992w87479473p92320289/explorer-segmentExplorer.segmentId=analytics.hostname&explorer-table.plotKeys=%5B%5D/](https://analytics.google.com/analytics/web/?utm_source=demoaccount&utm_medium=demoaccount&utm_campaign=demoaccount#/report/visitors-network/a54516992w87479473p92320289/explorer-segmentExplorer.segmentId=analytics.hostname&explorer-table.plotKeys=%5B%5D/)

- Helps you develop your business strategy by providing a general understanding of where your traffic is coming from and what users are doing
- Can be needlessly complicated at times and might feel a little too heavy for a small team or blog trying to get off the ground
- May not generate accurate data for sites with low to medium traffic since the tool uses sampling to provide traffic data

Google Analytics measures visits in **sessions** and **unique sessions** which can sometimes be skewed by visitors using different computers under the same IP address. They also use data sampling, which is estimating a complete data set by looking at a smaller, representative data set, like counting the total number of trees in a 100-acre area based on the number of trees in a 10-acre area.

### 3.16.1 Reports

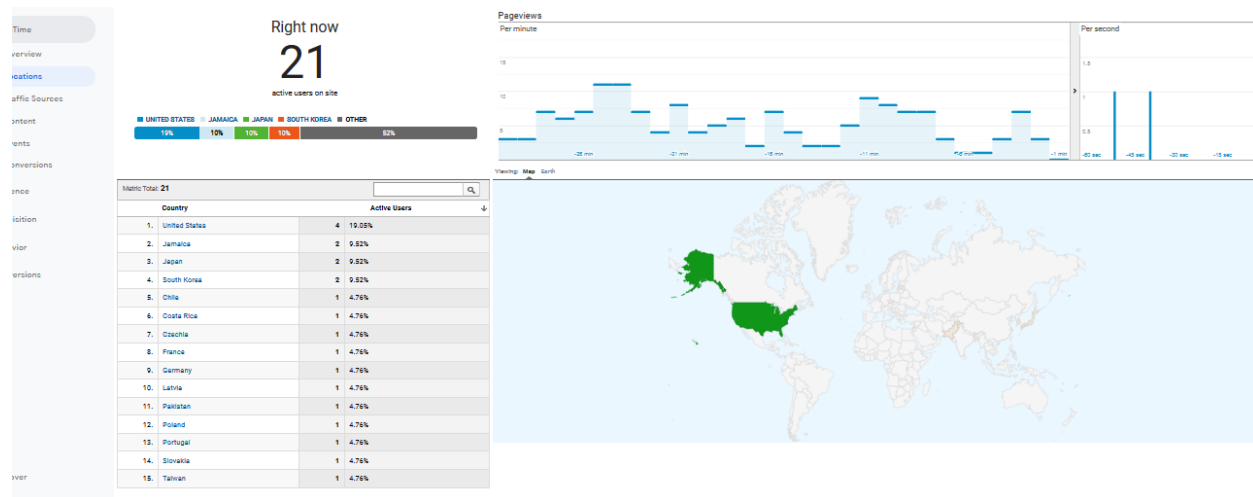
#### 3.16.1.1 User

The screenshot displays the Google Analytics User report interface. On the left, a sidebar contains user profile information: a blue circular profile picture, Client ID (823479698.1549875546), BigQuery Client ID (3536818373379832154), Date Last Seen (not set), Device Category (desktop), Device Platform (web), Acquisition Date (Feb 11, 2019), Channel (Referral), Source / Medium (analytics.google.com/referral), and Campaign (referral). The main content area shows summary metrics: Sessions (LTV) is 0 (Current: 4), and Session Duration (LTV) is 00:00:00 (Current: 00:06:51). Below these are controls for 'Filter by' (4 selected), 'Sort by' (Descending), and an 'Export' button. A table lists 4 sessions for Apr 9, 2019:

Time	Duration	Device	Source	Views
3:01 AM	00:00	Desktop	Referral	1
2:57 AM	00:00	Desktop	Organic Search	1
2:57 AM	00:00	Desktop	Referral	1
2:51 AM	06:50	Desktop	Organic Search	5

At the bottom, pagination controls show 'Show rows: 100', 'Go to: 1', and '1 - 8 of 8'.

### 3.16.2 Real Time



### 3.17 Quantcast

- Does **not** track personally identifiable information but uses large-scale models to infer the demographics of your site's visitors
- Contains information from over 100 million destinations on the internet and analyzes billions of data points every day to create an accurate view of your audience's behavior
- Works well alongside Google Analytics

Quantcast Measure, on the other hand, calculates a **people** metric by measuring the number of humans visiting your web property. That means Quantcast counts all the trees in the 100-acre area.

Learning the pros and cons of Google Analytics is important for website owners because of how pervasive the tool is. But if you are looking for accurate demographics, psychographics, and audience interest data, Quantcast Measure is the right tool for you.

Since 2006, [Quantcast](#) has helped brands, publishers, and businesses understand their audience better. [Quantcast Measure](#) is free and easy to install and implement.

Within only one to two days of installing Quantcast Measure, you'll get useful audience data displayed on an easy-to-understand dashboard.

Here are some of Quantcast Measure's key benefits:

- **Understand what they do, buy, and watch** – Quantcast Measure provides unparalleled access to custom audience insights, including what your audience does for a living, what brands of cars they prefer, what sports they like, what shows they watch, and what products they buy — and that's only the beginning.
- **Thin slice your audience** – By using our custom labels feature, you see where your content excels and where it could improve. Know exactly who reads each author on your site or whether your audience likes to read your content more on weekdays or weekends. The opportunities are endless.
- **Wow your advertisers** – Not only does understanding your audience help you deliver a better product or service, but it also allows you to “wow” advertisers. Walk into any advertising meeting knowing you can deliver a truly exceptional return using our cutting edge data analysis.

### 3.17.1 Price options

Quantcast Measure is [free](#). Inquire about our Enterprise-level features by contacting [measuresales@quantcast.com](mailto:measuresales@quantcast.com).

## 3.18 Bitly

[Bitly](#) is a URL shortener and analytics tool that tracks the links you share on your website and social media channels. In addition to being able to shorten lengthy URLs for easy sharing, Bitly offers the option to brand your URL for better brand recognition.

Branded URLs are a great way to increase reader engagement across multiple platforms. Other Bitly benefits include:

- **Shorter links** – No more long links prone to typos.

- **Content measurement** – Know exactly how well your content is performing through Bitly’s analytics platform.
- **Optimized links** – Bitly links are optimized for the platform they’re viewed in, making it easy to consume content regardless of the device.

Bitly also invests heavily in creating content and resources to help you get the most out of the tool and get the best return on your time and investment.

### 3.18.1 Price options

Bitly offers both free and paid options, depending on your scale. You can request a demo if you’re interested in premium features.

## 3.19 Cyfe

[Cyfe](#) is an all-in-one online business dashboard allowing you to track and digest all your metrics and stats in one place. Whether you’re looking to monitor social media stats, website analytics, marketing, sales, or support, Cyfe has you covered.

Its user interface is easy to use and can be customized to your liking. Cyfe’s other benefits include:

- **Everything in one place** – Get a snapshot of all your metrics in one dashboard.
- **Custom data sources** – See important data from a wide range of data sources.
- **Export your data** – Easily export your data for reports and end-of-year reviews.
- **Endlessly customizable** – With hundreds of prebuilt widgets and the ability to add custom data, you can track any metric that matters to you.

If you’re feeling overwhelmed with an endless number of tools and too many metrics, Cyfe is a great way to simplify all your data into one place.

### 3.19.1 Price options

Cyfe’s pricing ranges from free to \$19/month.

## 3.20 Mixpanel

advanced mobile and web analytics that measure actions rather than pageviews

[Mixpanel](#) is an analytics tool that lets you understand exactly how your audience behaves when using your product or app through mobile or desktop devices.

Using their comprehensive analytics and tools to track your users' journeys, you can see how to improve your funnels and sales process. Here's more about its features:

- **Engagement** – Measure your audience engagement through the life cycle of your product and site.
- **Notifications** – Keep customers engaged through push notifications.
- **A/B Testing** – Improve your product and copy through regular testing.
- **Funnel** – Discover and perfect your funnels by understanding your user behavior.

If you're looking to get actionable insight on how your audience uses your product and site, Mixpanel is a great resource.

### 3.20.1 Price options

Mixpanel offers both “Engagement” and “People” plans, depending on your needs.

## 3.21 SimilarWeb

[SimilarWeb](#) allows you to get insights for any app or website. Using the search tool on their homepage, you can quickly gather insights on your competitors or do general research.

It's a great tool when you want to get a basic understanding of other sites on the web to improve your products and services. SimilarWeb includes these features as well:

- **Benchmark your website against any competitor's** – Know exactly where you stand compared to your competitors based on a variety of metrics.
- **Audience interests** – Discover valuable insight on your audience.
- **Traffic sources** – See exactly where your readers and audience are coming from.
- **Popular pages** – Understand which pages on your site perform best.

You can also use SimilarWeb to research popular apps on a wide range of platforms.

### 3.21.1 Price options

SimilarWeb's free version has limited features, but the company offers options for premium users.

## 3.22 Hotjar

[Hotjar](#) is an easy-to-use and intuitive heatmap that gives you actionable insight from your data.

These features are also included:

- **Replay sessions of real visitors** – Watch actual recordings of how your users engage with your site.
- **Heat maps based on device** – Sort your users' behavior based on the device they used to view your site. Is your mobile site up to par? Could the desktop version of your product use some work?
- **Understand your conversion funnel** – See exactly where users get lost or confused in your product or sales cycle.
- **User form analysis** – Discover the parts of your forms that don't perform well. Are some of your user questions too long? Are users overwhelmed with too many options?

Hotjar is a popular heat map and analytics tool that's regularly updated with new features.

If your business or brand is looking for top-notch visual data, Hotjar is a great resource to have at your disposal.

### 3.22.1 Price options

The basic version is free, and the plus version, at \$29/month, offers premium features.

## 3.23 Cloudflare

While [Cloudflare](#) is primarily marketed in the web security and site performance markets, it has recently become a top player in the analytics space. Cloudflare enhances the speed and security of your website and gives you access to unique analytics data, thanks to their large network of site servers. Here are the tool's main features:

- **Identify threats** – Cloudflare will detect and protect you from threats that could potentially cost you time and money.
- **Protection against DNS attacks** – With Cloudflare’s servers, you’ll be protected from most DNS attacks — the amount of protection depends on the plan you choose.
- **Faster site** – Cloudflare helps speed up your load times, which means less-impatient readers and potentially higher engagement.
- **Rate limiting** – Detect and control bad traffic from interfering with your site’s performance and metrics.

### 3.23.1 Price options

While the free features are basic, you can upgrade to more premium features as well.

## 3.24 IconoSquare

[IconoSquare](#) has quickly become one of the most powerful Instagram analytics platforms around. If your business relies heavily on Instagram marketing, tracking your metrics the right way is a must.

IconoSquare gives you deep insights into your Instagram traffic and engagement. Benefits include:

- **Search, gather and organize your content** – IconoSquare makes it easy to organize your content all in one place, saving you time and headaches.
- **Schedule your Instagram photos in advance** – No more manual posting.
- **Measure your follower growth** – See your Instagram data in easily understood charts and graphs, and discover where your followers are located.
- **Influencer marketing** – Find the best influencer partnerships on the Instagram platform.

If you’re looking to improve your Instagram strategy in 2017, IconoSquare is an incredibly versatile tool to help you grow your followers.

### 3.24.1 Price options

Pricing ranges from \$9 to \$49/month or \$990/year for the enterprise version.

## 3.25 Guages

### Try Gauges Free for 7 Days!

starting at \$6/mo for unlimited sites

Solo	Small	Plus
\$ <b>6</b> Per Month	\$ <b>12</b> Per Month	\$ <b>48</b> Per Month
100,000 Page Views / Mo.	250,000 Page Views / Mo.	1,000,000 Page Views / Mo.
Unlimited Sites	Unlimited Sites	Unlimited Sites
Unlimited Sharing	Unlimited Sharing	Unlimited Sharing
<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>
Best for individuals with	Best for small teams or	Best for large sites or large

#### 3.25.1 Live Data

With live site analytics, you access every page view as soon as it comes in! No need to wait for any syncing or refreshing to utilize the website traffic analytics. You get a visitor, you see the figures change. That's how streamlined it is.

#### 3.25.2 Views and People

Get updated about the views on your web pages and also get insights about the people that visit those pages. This makes it the right tool for traffic analytics for website.

#### 3.25.3 Know your top content

What content is doing well? What pages are not getting traffic? Answer these questions with the help of our tool that will do your top-content analysis for you to refine your analytics for website.

#### 3.25.4 Get hold of your Visitors with real time air traffic data

The air traffic data brings up a map that is updated in real-time when visitors arrive on your web pages. You get to know the regions where your visitors are concentrated and get the best website analytics.

## 3.26 Tailwind

[Tailwind](#) helps take your Pinterest and Instagram Marketing to the next level by helping you manage and optimize your visual campaigns from start to finish.

Other Tailwind benefits include:

- **Smart scheduling** – Schedule your content during the most optimal time for your audience.
- **Actionable analytics** – Use your data to make smarter and more effective social media marketing decisions.
- **Contests and promotions** – Run contests through Pinterest and Instagram to increase engagement and followers.
- **Brand awareness** – Listen to what your fans and customers are saying about you all around the web.

Tailwind focuses on making it easy to create and understand visual social media content and provides useful metrics for you to tweak and improve your social media strategy.

### 3.26.1 Price options

To get pricing for this tool, you must request a demo.

Analytics tools are useful beyond just tracking website and product metrics. Here are a few useful tools for measuring and understanding your social media efforts.

## 3.27 Buffer

One of the most popular social media scheduling platforms, [Buffer](#) also includes in-depth metrics on your top performing social media posts and can be used for Instagram, Twitter, Facebook, LinkedIn, Google+, and Pinterest.

Here are some more benefits:

- **Schedule your posts** – Easily schedule your social media content to post at the most optimal times.
- **Free analytics** – Get data on key engagement efforts for major social media platforms (likes, shares, retweets, etc.)

- **Two-click share** – Share content from the web in just two clicks.

As a company, Buffer has also established itself as a go-to resource for social media best practices.

### 3.27.1 Price options

Pricing ranges from free to \$399 a month, but the company offers discounts for nonprofits and NGOs.

## 3.28 Hootsuite

[Hootsuite](#) is an alternative to Buffer with a large and loyal following. This analytics tool comes with a variety of plans depending on your company needs.

Hootsuite's main features include:

- **Up to 10 social media profiles** – Track, schedule, and get data for up to 10 social media profiles.
- **Real-time analytics** – See your social media stats as they happen.
- **Social media sweepstakes** – Increase your leads and engagements through social media contests.
- **150 app integrations** – Integrates with over 150+ apps so you can use the tools you love.

Not only will Hootsuite save you time with your social media efforts, the analytics are immensely valuable for growing your social media efforts and your business's bottom line.

### 3.28.1 Price options

After a free trial, the prices range from \$19 to \$499/month.

Whether you use Quantcast Measure or a mix of the tools above, using audience metrics will give your business what it needs to move forward.

To give Quantcast Measure a try, get [quantified](#) today.

Have you already tried one or more of these analytics tools? If so, what's your favorite? Leave a comment below.

### 3.29 StatCounter

- 30days

free

## Try Statcounter free for 30 days




No Credit Card required. Downgrade to the free plan anytime.

Try it for FREE!

### 3.30 Heap

- <https://heap.io/pricing>

No credit card required. All plans include a 14-day free trial and unlimited virtual events.

 <b>FREE</b>	 <b>STARTUP</b>	 <b>ENTERPRISE</b>
<b>Free</b> 5,000 sessions per month 3 months data history 1 user license Silver support	<b>\$499/mo</b> 20,000 sessions/month 3 months data history 2 user licenses Gold support	<b>Custom Pricing</b> Custom sessions/month Minimum 1 year data history Custom user licenses Platinum support & services
<b>GET STARTED</b>	<b>GET STARTED</b>	<b>CONTACT US</b>
For young businesses and side projects.	Only available to startups under 20 employees.	For businesses that rely on customer data and behavioral analytics.

### 3.31 W3counter.com

Free	Pro	Business
<b>\$0</b> /month	<b>\$12</b> /month	<b>\$24</b> /month
<ul style="list-style-type: none"> <li>✓ 30 Days of Data</li> <li>✓ 3 Published Widgets</li> <li>✓ Beautiful Web Stats Reports</li> <li>✓ Free Forever</li> <li>— No Premium Widget Features</li> <li>— W3Counter Branding on Widgets</li> </ul>	<ul style="list-style-type: none"> <li>✓ 6 Months of Data</li> <li>✓ 10 Published Widgets</li> <li>✓ Real-Time Pulse Dashboard</li> <li>✓ Morning Summary E-mails</li> <li>✓ Target widgets by page URL, location, traffic source, and device</li> <li>✓ Advanced triggers and frequency caps</li> <li>✓ 3rd-party integrations</li> <li>✓ Remove all branding</li> </ul>	<ul style="list-style-type: none"> <li>✓ 12 Months of Data</li> <li>✓ Unlimited Widgets</li> <li>✓ All Pro Features</li> <li>✓ Marketing Link Builder</li> <li>✓ Conversion &amp; Revenue Tracking</li> </ul>
<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>

### 3.32 Mouseflow

MONTHLY		ANNUALLY	
STARTER	GROWTH	PRO	ENTERPRISE
<b>\$29</b> PER MONTH	<b>\$99</b> PER MONTH	<b>\$399</b> PER MONTH	Contact Us +1 (855) 668-7335 FULLY CUSTOMIZABLE
<a href="#">JOIN FOR FREE</a>	<a href="#">JOIN FOR FREE</a>	<a href="#">JOIN FOR FREE</a>	<a href="#">EMAIL US</a>
~10,000 pageviews/month (2,500 sessions/month)	~50,000 pageviews/month (10,000 sessions/month)	~500,000 pageviews/month (100,000 sessions/month)	Unlimited pageviews/month (>100,000 sessions/month)
1 website	3 websites	10 websites	Unlimited websites
3 months of storage	6 months of storage	6 months of storage	3-12 months of storage

### 3.33 Clicky

We invite you to [compare our pricing and feature set](#) against the competition.

	Free	Pro	Pro Plus	Pro Platinum	Custom
Web sites you can track	1	10	10	30	Up to 1,000
Daily page views (total)	3,000	30,000	30,000	100,000	Up to 20,000,000
Monthly price		\$9.99	\$14.99	\$19.99	Varies
Yearly price - huge savings!		\$79.99	\$119.99	\$159.99	Varies
<b>All the basics</b>					
Content / Searches / Referrers / etc	✓	✓	✓	✓	✓
Individual visitors and actions	✓	✓	✓	✓	✓
Real time data <a href="#">More...</a>	✓	✓	✓	✓	✓
<b>Premium features</b> (listed below)	✗	✓	✓	✓	✓
<b>Heatmaps</b>	✗	✗	✓	✓	✓
<b>Uptime monitoring</b>	✗	✗	✓	✓	✓

#### Premium features:

Note: Heatmaps and Uptime monitoring require a Pro Plus or higher account.

### 3.34 Chartbeat

<https://www.trustradius.com/compare-products/chartbeat-vs-google-analytics>

### 3.35 KissMetrics

<https://www.kissmetricshq.com/>

can zero in on individual behavior, i.e. cohort analysis, conversion and retention at the segment or individual level

### 3.36 Crazy Egg

Measures which parts of the page are getting the most attention using ‘heat mapping’

### **3.36.1 Understand the customer journey with Snapshots, Heatmaps and Recordings**

Use our [visual reports](#) and [individual session recordings](#) to get to know your website visitors - where they're coming from, where they're navigating to, and where they're getting stuck - so you can make design changes with confidence.

### **3.36.2 Create the perfect page with Crazy Egg A/B Testing Tool**

Make data-backed decisions that will impact your bottom line over time. With [Crazy Egg A/B Testing](#), know with certainty you picked the correct content placement, color, image, or copy, so you can turn more visitors into customers

### **3.36.3 Make changes quickly with Crazy Egg Editor**

Create or modify content without the need for a developer! Our [editing tools](#) allow you to change the styles of elements like colors and fonts, or even hide them. Once you're ready, you can publish changes directly to your website.

## **3.37 Clicktale**

<https://www.optimizely.com/partners/technology-partners/clicktale/>