

# The Web Analytics Guide For Small Businesses

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# An Introduction To Web Analytics

**The world of web analytics can feel very overwhelming.**



**There are many metrics to recognize and analyze when tracking the progress of any campaign or website. This is normally done through the use of web analytics.**

# Chapter 1: Starting Out

**Web analytics involves monitoring the marketplace and making sense of the vast quantities of data available. This data is crucial for successful digital marketing as web analytics is how we track our progress to determine a ROI (Return-On-Investment).**

## Calculation

- ✓ ROI (return on investment) =  $[(\text{Payback} - \text{Investment}) / \text{Investment}] * 100$

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

## ROI tools

- ✓ Google analytics
- ✓ Google webmasters tools
- ✓ Basic google search
- ✓ Google adwords
- ✓ Social media monitoring tools
- ✓ Sentiment analysis tools



***It is important to recognize that there are two categories of Web Analytics!***

**Off-Site Web Analytics refers to web measurement and analysis regardless of whether you own or maintain a website.**

**It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and overall buzz (comments, trends) that is happening on the internet as a whole.**

**On-Site Web Analytics measure a visitor's behavior once on your website. This includes its drivers and conversions. This data is typically compared against key performance indicators for performance, and used to improve a website or marketing campaign.**

## Chapter 2: Google Analytics

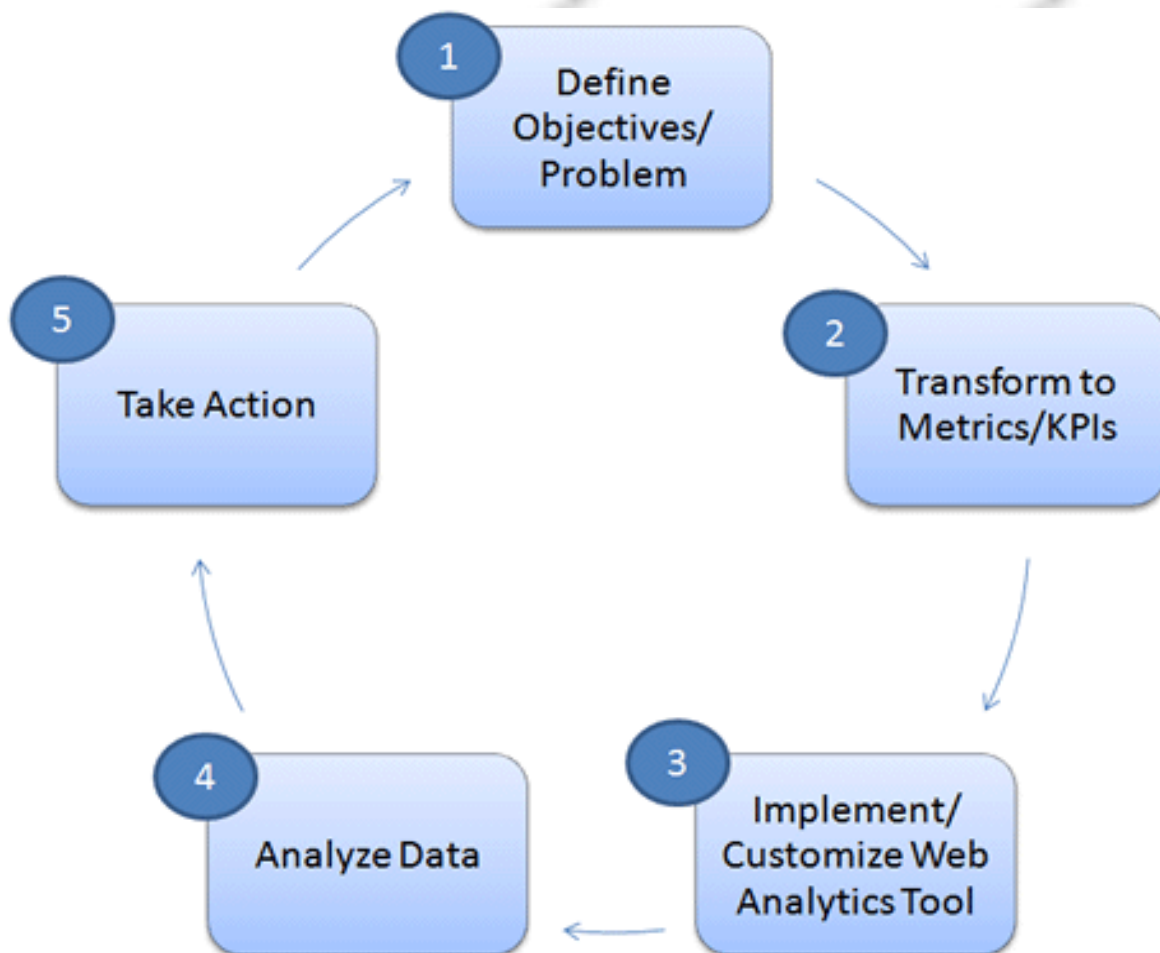
**Google Analytics is one of the most important and useful software programs when it comes to tracking your digital marketing efforts.**



**Google Analytics is a tool used for collecting and integrating data in order to report on activities, both past and present. This data can then be used to predict the future!**

**This tool allows staff to pull relevant data from a company database where it can then be viewed on a computer screen using a data visualization tool known as a dashboard.**

**This data can then be utilized to predict a future scenario. Web analytic tools such as Google Analytics allows businesses to forecast with a high degree of confidence (as long as the data collected is accurate).**



# Chapter 3: Key Metrics To Begin

## Key Performance Indicators



### Conversion Rates

- Measure of site's effectiveness in persuading visitors to take a desired action.
- Here conversion means sale of products.



### Cost/Conversion/ROI

- Cost of acquiring a customer by which company can measure the success of marketing initiatives.
- ROI and Return on Ad-spend can be calculated.



### Visitor Numbers & 'Stickiness'

- User's demographic details such as their location, mindset, demand, and frequency of visits are recorded along-with duration of visit & pages visited.

If you're just a beginner when it comes to using software like Google Analytics, have no fear! Don't get all confused with all the different metrics located within the dashboard. Although each of these metrics are important, the five key metrics listed below are the most important when beginning to use tools like Google Analytics. Once you begin to understand each of these five metrics more clearly, then you can begin to explore the other measurement tools that Google Analytics has to offer.



# **5 Key Metrics To Analyze!**

## **1) Visits:**

**Paying attention to how many website visits you get is a good starting point!**

## **2) Traffic Sources:**

**Seeing where your website traffic comes from is another good metric to analyze when assessing your analytic reports.**

## **3) Bounce Rate:**

**What percentage of visitors leave your website within a few seconds?**

## **4) Time On Website:**

**How long did your visitors stay on your website? What pages held the longest time?**

## **5) Pages Per Visit:**

**How many pages did your traffic visit?**

# Chapter 4: Web Analytics Toolbox

The principles and practices of web analytics can also be displayed visually as well. Therefore, we have gathered a variety of different visual aids to assist you in your journey in learning and utilizing web analytics! Check out the following infographics, also known as our 'Web Analytics Toolbox.' Each of these visuals contain helpful information for when beginning to use web analytics as part of your digital marketing strategy.



# Unlocking Big Data!

## UNLOCKING BIG DATA

TUNE IN TO THE CUSTOMER JOURNEY

### Understand Your Customer

Knowing what motivates your customers unlocks an abundance of valuable information: their needs, hesitations, and intentions.

Today's consumers are interacting with businesses across numerous mediums, generating large amounts of structured and unstructured data that cannot be analyzed by traditional business intelligence tools or is only measured in silos.

The **VALUE OF BIG DATA ANALYTICS** is in combining all customer interaction data and analyzing it in its entirety to get a complete understanding of your customer journey. You can accelerate customer acquisition, encourage repeat business, and improve customer loyalty by answering questions such as:

Which product features drive adoption?      What behavior signals churn?

Are there different customer segments or different buying journeys?      Which campaign combinations accelerate conversion?

With this information, businesses can:

INCREASE CUSTOMER ACQUISITION

REDUCE CUSTOMER CHURN

DEVELOP MORE INNOVATIVE PRODUCTS

### CASE STUDY

#### Reducing Customer Acquisition Costs

Retailer service providers spend ABOUT \$32 BILLION on direct marketing each year. By utilizing Big Data Analytics, companies can create more customer-focused, targeted promotions.

Using Big Data Analytics, a global **CREDIT CARD COMPANY** is able to accurately analyze and understand the behavior of its high-value customers:

TRANSACTIONAL DATA

SOCIAL MEDIA BEHAVIOR

PROFILE DATA

MOBILE BEHAVIOR

FREQUENTLY SHOPS AT WHOLE FOODS

PLATINUM CUSTOMER

WATCHES THE FOOD CHANNEL

Insights from their Big Data Analytics enabled MORE TARGETED DIGITAL ADS resulting in:

25% HIGHER CONVERSION

\$3.5 MILLION IN REVENUE IN YEARLY DIGITAL ADVERTISING

### CASE STUDY

#### Driving Product Innovation and Revenue

For many gaming companies, top goals include driving users to play longer and designing games that drive monetization.

An **ONLINE GAMING COMPANY** uses Big Data Analytics to introduce new, innovative products and enhance existing ones.

WEB LOGS

USER PROFILES

RETENTION  
Understanding what gets a player to engage longer

USER PLAY  
Identify what product features motivate a player to pay

MONETIZATION  
Introduce and test game features that drive revenue

Big Data Analytics helped grow the company's revenue from \$50M to \$600M

### Optimize the Journey

Big Data Analytics give you a competitive edge by helping you understand your customers' journey. You can optimize your digital and marketing campaigns, as well as customize your product offerings for better customer retention, faster acquisition, and more.

SOURCES: [The Economist](#), [Datameer](#)

# Business Intelligence Importance!

### Making the Case for Business Analytics and Intelligence

Business intelligence (BI) has become a fundamental and critical part of every organization's operations. It has helped organizations to make better decisions, improve their performance, and gain a competitive edge. BI is the process of gathering, analyzing, and presenting business information to help organizations make better decisions.

#### Business Intelligence and Analytics

**Business Intelligence** is the process of gathering, analyzing, and presenting business information to help organizations make better decisions. It includes data warehousing, data mining, and reporting.

**Business Analytics** is the process of analyzing data to identify trends and patterns. It includes data visualization, data modeling, and data mining.

Business intelligence (BI) is the process of gathering, analyzing, and presenting business information to help organizations make better decisions. It includes data warehousing, data mining, and reporting.

Business analytics (BA) is the process of analyzing data to identify trends and patterns. It includes data visualization, data modeling, and data mining.

BI and BA are closely related and often used together to help organizations make better decisions.

BI and BA are closely related and often used together to help organizations make better decisions.

**Case Study: Nancy Krupp Hensley**

**Problem:** Nancy Krupp Hensley, a leading provider of senior care services, was struggling to manage its growing business. The company was facing a significant loss of revenue due to inefficient operations and poor decision-making.

**Solution:** Nancy Krupp Hensley implemented a comprehensive BI and BA solution. This allowed the company to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Results:** Nancy Krupp Hensley achieved a 2800% ROI and an average benefit of \$2,088,677 annually.

#### StoneGate Senior Living

A business intelligence company, StoneGate, recently purchased an \$80 million senior care facility. The company wanted to ensure that its investment was profitable and that it was able to manage the facility effectively.

StoneGate implemented a comprehensive BI and BA solution. This allowed the company to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- ROI: 2800%
- Average Benefit: \$2,088,677

The cost-to-benefit ratio for this endeavor was 1:40.7.

- **INCREASED REVENUE:** StoneGate was able to increase its revenue by \$1,740,000 annually.
- **REDUCED COSTS:** StoneGate was able to reduce its costs by \$91,520 annually.
- **IMPROVED OPERATIONS:** StoneGate was able to improve its operations by \$9,720 annually.

**Case Study: Torbjørn Ungvall**

Torbjørn Ungvall, a leading provider of senior care services, was struggling to manage its growing business. The company was facing a significant loss of revenue due to inefficient operations and poor decision-making.

Torbjørn implemented a comprehensive BI and BA solution. This allowed the company to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Initial Cost: \$75,500
- Investment: \$1,000
- ROI: 2800%
- Average Benefit: \$2,141,240 annually

#### Healthcare

Healthcare providers are facing a significant challenge: how to manage their growing business while keeping costs low. BI and BA can help healthcare providers to analyze their operations and identify areas for improvement.

Healthcare providers can use BI and BA to:

- Analyze their operations and identify areas for improvement.
- Reduce costs and increase revenue.
- Improve patient care and satisfaction.

**Case Study: Healthcare Provider**

A healthcare provider implemented a comprehensive BI and BA solution. This allowed the provider to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Customer satisfaction: 15% increase
- Cost reduction: 10% decrease
- Revenue increase: 20% increase

#### Industries and Adoption

BI and BA are being adopted by a wide range of industries, including:

- Finance
- Retail
- Manufacturing
- Healthcare
- Education
- Government

**Case Study: Retail Industry**

A retail company implemented a comprehensive BI and BA solution. This allowed the company to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Revenue increase: 15% increase
- Cost reduction: 10% decrease
- Customer satisfaction: 15% increase

**Case Study: Healthcare Industry**

A healthcare provider implemented a comprehensive BI and BA solution. This allowed the provider to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Revenue increase: 20% increase
- Cost reduction: 10% decrease
- Customer satisfaction: 15% increase

**Case Study: Manufacturing Industry**

A manufacturing company implemented a comprehensive BI and BA solution. This allowed the company to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Revenue increase: 15% increase
- Cost reduction: 10% decrease
- Customer satisfaction: 15% increase

**Case Study: Education Industry**

An education provider implemented a comprehensive BI and BA solution. This allowed the provider to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Revenue increase: 15% increase
- Cost reduction: 10% decrease
- Customer satisfaction: 15% increase

**Case Study: Government Industry**

A government agency implemented a comprehensive BI and BA solution. This allowed the agency to analyze its operations and identify areas for improvement. The result was a significant increase in revenue and a reduction in costs.

**Key Metrics:**

- Revenue increase: 15% increase
- Cost reduction: 10% decrease
- Customer satisfaction: 15% increase

**SOURCES**

Brought To You By **Slashdot**

# Google Rankings Guide!

## UNDERSTANDING GOOGLE AVERAGE POSITION RANKINGS

### AVERAGE POSITION

is the most accurate and realistic way for Google to track how your website ranks for search queries.

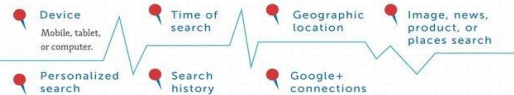
### WHY IS THE DATA "AVERAGED" AND NOT "EXACT?"

Identical web searches can return different results.

Searches made on a smartphone versus a computer, in two different locations, or at different times will return different results.



### THESE FACTORS PRODUCE VARIATIONS ACROSS IDENTICAL SEARCH QUERIES:



### HOW IS AVERAGE POSITION CALCULATED?

Since search results differ due to the above factors, Google looks at a blend of how your site ranks across different people's searches.

Google asks, "What are the two highest positions across each searcher?"

**PERSON A #1**

Tucson Chiropractor

- 1 www.YourWebsite.com
- 2 www.resulta.com
- 3 www.resultb.com
- 4 www.resultc.com
- 5 www.resultd.com
- 6 www.resulte.com
- 7 www.resultf.com
- 8 www.resultg.com
- 9 www.resulth.com
- 10 www.resulti.com

**PERSON B #5**

Tucson Chiropractor

- 1 www.resulta.com
- 2 www.resulta.com
- 3 www.resultb.com
- 4 www.resultc.com
- 5 www.YourWebsite.com
- 6 www.resultd.com
- 7 www.resulte.com
- 8 www.resultf.com
- 9 www.resultg.com
- 10 www.resulth.com

For Person A, the website's highest position is #1.

For Person B, the website's highest position is #5.

### GOOGLE FINDS THE AVERAGE OF THE HIGHEST POSITIONS:

$$(1 + 5) \div 2 = 3 \text{ AVERAGE POSITION}$$



### HOW IS AVERAGE POSITION DIFFERENT FROM SNAPSHOT OR SCRAPED SEARCH RANKINGS?

Regular ranking reports are misleading and inaccurate

because they show scraped data from search results or a snapshot of search results at a single moment in time. Google average position rankings are more than just a snapshot.



AVERAGE POSITION is based on real-life searches.



AVERAGE POSITION accounts for search variations due to location, personalization, and more.



AVERAGE POSITION is more accurate and comprehensive than scraped or snapshot rankings.

# Social Analytics Guide!

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## SOCIAL MEDIA Analytics!

THE GUIDE TO MEASURING THE RESULTS OF YOUR SOCIAL MEDIA STRATEGY

70% BUSINESSES ARE UNSURE OF THE DIRECT VALUE OF LINKEDIN  
 BUSINESSES ARE UNSURE OF THEIR ROI THROUGH TWITTER  
 70% BUSINESSES ARE NOT SURE HOW TO MEASURE THE IMPACT OF BUSINESS METRICS FROM SLACK

What to do?

facebook bit.ly YouTube my Google Analytics twitter meet-up Google  
 LinkedIn WordPress Digg eBo foursquare

### STEP 1: DEFINE MEASURABLE & ACTIONABLE KPIs

DEFINE SPECIFIC KPIs FOR EACH SOCIAL NETWORK  
 DEFINE ACTIONABLE KPIs  
 CHOOSE METRICS THAT TRANSLATE INTO BUSINESS CONTEXT

**TWITTER KPI EXAMPLES**

- NUMBER OF PEOPLE IN A SPECIFIC LOCATION WHO FOLLOW YOUR COMPANY
- % REDUCTION IN SALES CYCLES
- % REDUCTION IN SUPPORT COSTS
- % INCREASE IN PRODUCT REVIEWS
- NUMBER OF PRODUCT IMPROVEMENT SUGGESTIONS

### STEP 2: CONFIGURE YOUR ANALYTICS! (FREE)

CREATE A FILTER OR SEGMENT FOR SOCIAL TRAFFIC  
 ADD EVENT TRACKING FOR SOCIAL MEDIA  
 ADD TRACKING TO MEASURE INTERACTIONS AND EVENT RESPONSES  
 ADD CAMPAIGN TRACKING TO URLS

IDENTIFY GUIDELINES WHICH ACTIONS WORK AND FROM WHICH SOCIAL NETWORK  
 USERS WANT TO SEE THE PROMOTION YOU'RE OFFERING? MAKE IT EASIER FOR THEM BY CREATING SPECIFIC LANDING PAGES  
 WHICH BUTTON DO VISITORS PREFER? USE THE TRACKING BUTTON TO SEE WHICH BUTTON IS EXPECTED? IF NOT CHANGE IT!  
 FIGURE OUT WHAT USINGS LEADS TO MORE CLICK-THROUGHS AND CONVERSIONS

### STEP 3: USE OTHER SUPER SOCIAL ANALYTICS TOOLS

**Paid:** RADIAN 6, SUSOMOS, ALTERSIAN SMS, HULLAYTOR BUZZ, UBERLAI, RAUEN, HOOTSUITE, PEER INDEX, LITHIUM  
**Free:** SOCIAL MENTION, UNOSTALKING, HOUSSOCIABLE, BACKTYPE, TRENDSTIC, THINKUP, TENKER.COM

### STEP 4: UNDERSTANDING EACH SOCIAL METRIC

facebook	twitter
<b>Quantitative Data</b> <ul style="list-style-type: none"> <li>NEW LIKES</li> <li>TOTAL LIKES</li> <li>PAGE VIEWS (OR TABS)</li> <li>REFERRALS</li> </ul>	<b>Profile Data</b> <ul style="list-style-type: none"> <li>FOLLOWERS</li> <li>FOLLOWINGS</li> <li>TWEETS</li> <li>DAILY TWEET AVERAGE</li> </ul>
<b>Qualitative Data</b> <ul style="list-style-type: none"> <li>USERS</li> <li>LANGUAGE</li> <li>LOCATION</li> <li>COMMENTS (SENTIMENT)</li> </ul>	<b>Activity Data</b> <ul style="list-style-type: none"> <li>NUMBER OF CLICKS</li> <li>NUMBER OF RETWEETS</li> <li>WHAT TIMES</li> <li>WHICH TWEET STRUCTURE GETS A BETTER CTR?</li> <li>WHAT TYPE OF CONTENT GETS MORE CLIKES?</li> </ul>
<b>Activity Data</b> <ul style="list-style-type: none"> <li>POST VIEWS</li> <li>INTERACTIONS</li> <li>COMMENTS</li> <li>INTERACTION TIMES</li> <li>CLICKS ON PUBLICATIONS</li> </ul>	<b>Loyalty Data</b> <ul style="list-style-type: none"> <li>BRAND MENTIONS</li> <li>MENTION CONTENT</li> <li>SENTIMENT</li> </ul>

### STEP 5: REVISE YOUR STRATEGY

ARE YOU ACHIEVING YOUR GOALS?

**YES**

CONGRATSE!

- DON'T STOP MEASURING AND ACT DIFFERENTLY DEPENDING ON RESULTS
- KEEP ON LISTENING AND IDENTIFY POSSIBLE BUSINESS IMPROVEMENTS
- TEST, TEST AND TEST TO GET EVEN BETTER RESULTS!

**NO**

CHANGE CHANGE!

- IDENTIFY WORST PERFORMING METRICS ONE BY ONE.

WHAT CAN YOU DO TO IMPROVE THEM?

**SOME IDEAS**

- PUBLISH DIFFERENT TYPES OF CONTENT OR USE A DIFFERENT FORMAT
- PUBLISH MORE OR LESS OFTEN
- STUDY YOUR PUBLIC TARGET. WHAT COULD YOU OFFER THEM? DO YOU THINK THEY WOULD LIKE IT?
- DO YOU RESPOND TO COMMENTS? HOW OFTEN? IN WHAT WAY?
- WHO DO YOUR USERS FOLLOW? WHAT ARE THEY DOING THAT YOU AREN'T?
- UNREALISTIC GOALS? IF NECESSARY SET OUT MORE REALISTIC GOALS






Infographic created by @e\_interactive for @e\_interactive inspired by Taylor Pratt! @RavenPratt Creating a Social Media Analytics Action Plan and Gemma Mufson @e\_interactive articles.

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# Google Analytics Guide!

## THE SMALL BUSINESS GUIDE TO Google Analytics

Do you know what's driving leads/sales to your website? Google Analytics can tell you. The trouble is many small businesses struggle to get Google Analytics set up, let alone use it to pull meaningful data. This easy to follow guide will take you through the set-up process and help you understand how your website's performing.

	HAVE YOU USED GOOGLE ANALYTICS BEFORE?	NO	<a href="#">Beginner's guide to Google Analytics</a>
	YES		
	HAVE YOU INSTALLED GOOGLE ANALYTICS?	NO	<a href="#">Get started with Google Analytics</a> <a href="#">Installing Google Analytics tutorial</a>
	YES		
	HAVE YOU SET UP GOAL TRACKING?	NO	<a href="#">Setting up Goal Tracking</a>
	YES		
	HAVE YOU SET UP E-COMMERCE TRACKING?	NO	<a href="#">How to use Ecommerce Tracking</a> <a href="#">Setting up Ecommerce Tracking</a>
	YES		
	HAVE YOU SET UP SITE SEARCH?	NO	<a href="#">Set up and configure Site Search</a>
	YES		
	KNOW YOUR WAY AROUND THE INTERFACE?	NO	<a href="#">Interface navigation</a>
	YES		
	DO YOU KNOW HOW TO USE ANNOTATIONS?	NO	<a href="#">Google Analytics Annotations</a>
	YES		
	DO YOU KNOW WHICH METRICS TO TRACK?	NO	<a href="#">3 Metrics beginners should watch</a> <a href="#">Web Metrics &amp; KPIs for Small Businesses</a>
	YES		
	KNOW HOW TO TRACK EMAIL &/OR ADVERTISING?	NO	<a href="#">Creating custom campaigns</a>
	YES		
	KNOW WHAT ADVANCED SEGMENTS ARE FOR?	NO	<a href="#">Single segment reporting</a>
	YES		
	HAVE YOU SET UP A USEFUL DASHBOARD?	NO	<a href="#">5 insightful Google Analytics dashboards</a> <a href="#">Download Small Business Dashboard</a>
	YES		
	HAVE YOU SET UP CUSTOM ALERTS?	NO	<a href="#">Using Custom Alerts</a>
	YES		
	DO YOUR ANALYTICS REPORT DRIVE ACTION?	NO	<a href="#">Drive more traffic to your website</a> <a href="#">Improve your Online Checkout</a>
	YES		
	KNOW HOW TO CHECK IT'S ALL SET UP RIGHT?	NO	<a href="#">Check you've got Analytics on every page</a> <a href="#">Troubleshooting Tracking setup</a>
	YES		
	KNOW WHAT TO DO IF YOUR TRAFFIC DROPS?	NO	<a href="#">What to do when Google traffic drops</a> <a href="#">SEO Diagnosis for non-SEOs</a>

# Marketing Acronyms Guide!

THE ONLINE MARKETER'S GLOSSARY OF ACRONYMS			
<b>AIDA</b>	Attention, Interest, Desire, Action	Modified Tweet	<b>MT</b>
<b>AJAX</b>	Asynchronous Javascript and XML	Net Promoter Score	<b>NPS</b>
<b>AOV</b>	Average Order Value	Operating System	<b>OS</b>
<b>API</b>	Application Programming Interface	PHP Hypertext Preprocessor	<b>PHP</b>
<b>ARR</b>	Annual Recurring Revenue	Point of Sale	<b>POS</b>
<b>ASP</b>	Application Service Provider	Pay Per Click	<b>PPC</b>
<b>B2B</b>	Business to Business	Page Ranking, Public Relations or Press Release	<b>PR</b>
<b>B2C</b>	Business to Consumer	Page Views	<b>PV</b>
<b>BANT</b>	Budget, Authority, Need, Timeline	Request for Proposal	<b>RFP</b>
<b>BDR</b>	Business Development Representative	Return on Investment	<b>ROI</b>
<b>CAN-SPAM</b>	Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003	Run of Network	<b>RON</b>
<b>CGI</b>	Common Gateway Interface	Run of Site	<b>ROS</b>
<b>CMS</b>	Content Management System	Really Simple Syndication	<b>RSS</b>
<b>CPA</b>	Cost Per Acquisition	Retweet	<b>RT</b>
<b>CPC</b>	Cost Per Click	Real Time Data	<b>RTD</b>
<b>CPL</b>	Cost Per Lead	Software as a Service	<b>SaaS</b>
<b>CPM</b>	Cost Per Thousand (Mille)	Search Engine Marketing	<b>SEM</b>
<b>CPO</b>	Cost Per Opportunity	Search Engine Optimization	<b>SEO</b>
<b>CR</b>	Conversion Rate	Search Engine Results Page	<b>SERP</b>
<b>CRM</b>	Customer Relationship Management	Service Level Agreement	<b>SLA</b>
<b>CSS</b>	Cascading Style Sheets	Small-Medium Business	<b>SMB</b>
<b>CTA</b>	Call To Action	Small-Medium Enterprise	<b>SME</b>
<b>CTR</b>	Click Through Rate	Social Media Marketing	<b>SMM</b>
<b>DM</b>	Direct Message (or Mail)	Social Media Optimization	<b>SMO</b>
<b>DNS</b>	Domain Name System	Social Media Platform	<b>SMP</b>
<b>EPC</b>	Earnings Per Click	Share of Voice	<b>SOV</b>
<b>ESP</b>	Email Service Provider	Sales Qualified Lead	<b>SQL</b>
<b>FAQ</b>	Frequently Asked Questions	Strengths, Weaknesses, Opportunities, Threats	<b>SWOT</b>
<b>FB</b>	Facebook	Total Cost of Ownership	<b>TCO</b>
<b>FTP</b>	File Transfer Protocol	Terms of Service	<b>TOS</b>
<b>GA</b>	Google Analytics	User-Generated Content	<b>UGC</b>
<b>HTML</b>	HyperText Markup Language	User Interface	<b>UI</b>
<b>HTTP</b>	HyperText Transfer Protocol	Uniform Resource Locator	<b>URL</b>
<b>HTTPS</b>	HyperText Transfer Protocol Secure	Unique Visitor (or View)	<b>UV</b>
<b>IAB</b>	Interactive Advertising Bureau	Unique Value Proposition	<b>UVP</b>
<b>IMAP</b>	Internet Message Access Protocol	User Experience	<b>UX</b>
<b>IP</b>	Internet Protocol	Values, Attitudes, and Lifestyles	<b>VALS</b>
<b>ISP</b>	Internet Service Provider	Value Added Reseller	<b>VAR</b>
<b>KPI</b>	Key Performance Indicator	Word of Mouth Marketing	<b>WOMM</b>
<b>LTV</b>	Lifetime Value	What You See Is What You Get	<b>WYSIWYG</b>
<b>MA</b>	Marketing Automation	Extensible Markup Language	<b>XML</b>
<b>MOM</b>	Month on Month	Year on Year	<b>YOY</b>
<b>MLQ</b>	Marketing Qualified Leads	Year to Date	<b>YTD</b>
<b>MRR</b>	Monthly Recurring Revenue	Zero Moment of Truth	<b>ZMOT</b>



# Conclusion: Assess & Progress!

**Tracking and measuring your digital marketing efforts is a must in order to improve. Utilize free tools out there like Google Analytics to track your digital marketing efforts. Even if you are not an online marketer, tools like Google Analytics have made it possible for anyone to progress in their digital marketing efforts.**

**The world of digital marketing changes every second. Make sure to utilize web analytic tools to be caught up with the changes. This is the most important concept to understand in order to survive in the digital world today!**



# Was Our Web Analytics Guide Able To Assist You?

We hope that our complete guide was able to assist you in your digital marketing efforts. Contact us today for more helpful tips & tricks!

## Contact Us Today!

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**A Publication Of:**  
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