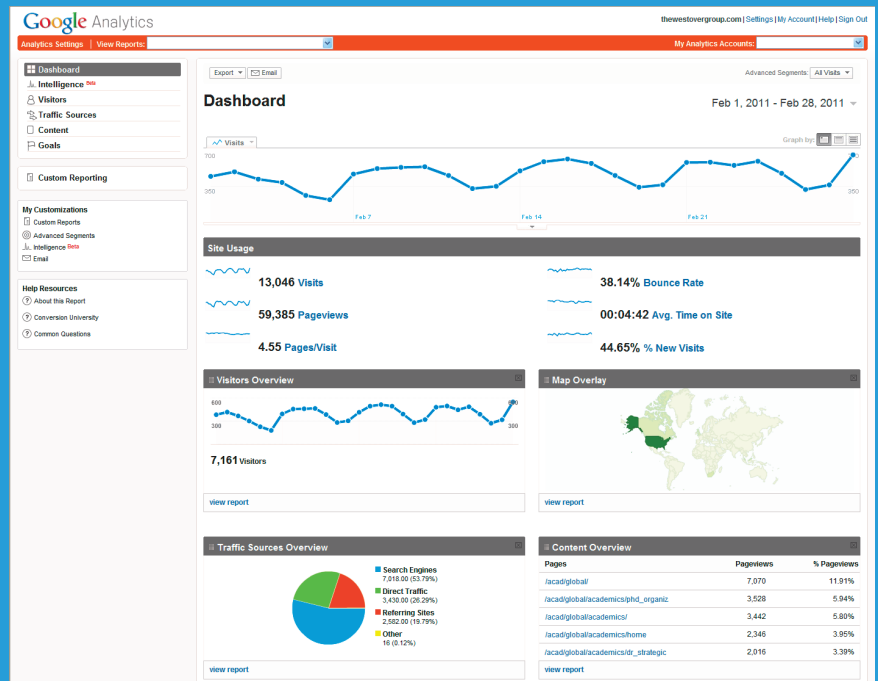


web ANALYTICS

WE CAN HELP YOU:

- LEARN **HOW** VISITORS INTERACT WITH YOUR SITE
 - Are they taking the right paths?
 - How long in key content areas?
 - Did they start a form? Complete it?
 - What content is most read?
- LEARN **WHERE** YOUR WEB TRAFFIC COMES FROM
 - Which websites refer traffic to you?
 - Campaign performance
 - Cost-per-visit / lead / acquisition
- LEARN **WHAT** CONTENT IS MOST IMPORTANT TO VISITORS
 - The most viewed pages
 - Most popular downloads
 - Key search engine terms
 - Best conversion pages
- **MAXIMIZE** YOUR ONLINE MARKETING EFFORTS
 - Easy-to-use dashboard reports
 - Strategic planning and analysis
 - Online benchmarking
 - Training or support for your team

ANALYTICS SHOWS YOU WHAT'S WORKING AND WHERE NEW OPPORTUNITIES ARE!



Your website generates data that can help you determine the effectiveness of your online marketing efforts, identify new marketing opportunities and assess individual advertising campaigns. **Web analytics** is the key to understanding and managing all of your web marketing efforts.

We work with most analytics software programs and can assist you with the strategy, planning, implementation and evaluation of a comprehensive web analytics approach to decisions that are data-driven.

TWG THE WESTOVER GROUP
a web marketing agency