REFLECTIONS ABOUT THE METRIC OF A WEBSITE

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In recent years there has been a growing use of the Internet, but with the increased use of the internet is increased the number of websites. Despite this increase, there is a need for website information to be presented in a way as simple and as clear. To attract more visitors. Before doing this. We need to know. What do these people? Who is coming to my site? What is the difference between what they are doing and ideal? How do you attract these people? How much time they spent? What did they watch? From where they come? To answer these questions we use website metrics. Website metrics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage. Web metrics is not just a tool for measuring website traffic, but can be used as a tool to evaluate and improve the effectiveness of a web site. How are we doing this? A variety of tools and techniques are used to meet this goal, such as directly taking feedback from customers via comments and card sorting exercises, using social media and examining website metrics to find out which website features are our customer favorites. Using this information we improve our website. This helps us attract new visitor on our website and to keep visitor that we have. This would be impossible if we do not know how users behave on our website. Using web metrics we obtain information about: bounce rate, conversion rate, traffic sources, keywords, visitors, security, page views, comments / feedback, clicks / downloads, length of visits, registrations / subscriptions, unique and repeatable visits, inbound links and more.

Key words: *metrics, analytics, security, traffic, conversion rate*

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