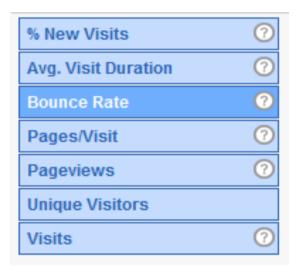
Module b – TOOLS 7x





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Tools - 1-7 - Analytics

Due to the nature of webpage analytics in general, none of these tools can be demonstrated by running it on screen.

FREE ANALYTICS PROGRAMS

- 1 http://piwik.org/
- 2 http://www.openwebanalytics.com/
- 3 http://www.sitemeter.com/
- 4 http://statcounter.com/
- 5 http://www.webalizer.org/
- 6 http://www.awstats.org/
- 7 http://www.analog.cx/

They are all downloadable, and when you run them, they will provide some code which you have to install on a webpage (to which you have access to the code) for it to operate.

S0000.....





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Analytics CHALLENGE!!

YOU CAN EARN 5 bonus marks, on top of the marks you will earn for the LWP and the exam, if you can do the following:

- 1. Choose any one of the free analytics programs above, download and install it
 - 2. Find out how it operates
 - 3. Install the code they supply in any ONE webpage that you have control over
 - 4. Upload the webpage with the new code to a server
 - 5. Visit the webpage at least 20 times, to allow the analytics to record some activity (get your friends to do it for you..)
 - 6. Make an appointment with me to demonstrate this to me in one of the available time-slots





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