

Module b – TOOLS 7x



% New Visits	?
Avg. Visit Duration	?
Bounce Rate	?
Pages/Visit	?
Pageviews	?
Unique Visitors	
Visits	?

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b-WebVisSE-7-Content

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.

Soooo.....



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

*This Challenge is
OPTIONAL....*

