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Web Analytics Tools Guide

"Your Complete Guide To Web Analytics Tools"



Serious about Web Analytics?

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20 Web Analytics Tools

#1 Google Analytics

Google Analytics

Features Resources Access Google Analytics

Home Why Google Analytics Mobile App Analytics Grow with Premium

Turning data insights into action

"Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements."

Mariam Naficy, CEO Minted

Learn more

Mobile App Analytics
Know how your mobile apps are pe...
discovery & download to in-app pur...

\$475
Analytical Mechanics
SHOPCLUES

\$695
Analytical Biotechnology
SHOPCLUES

\$1,395
Analytical Instrumentation
SHOPCLUES

\$5,135
Quality Assurance In
Analytical Chemistr...
SHOPCLUES

DEALS

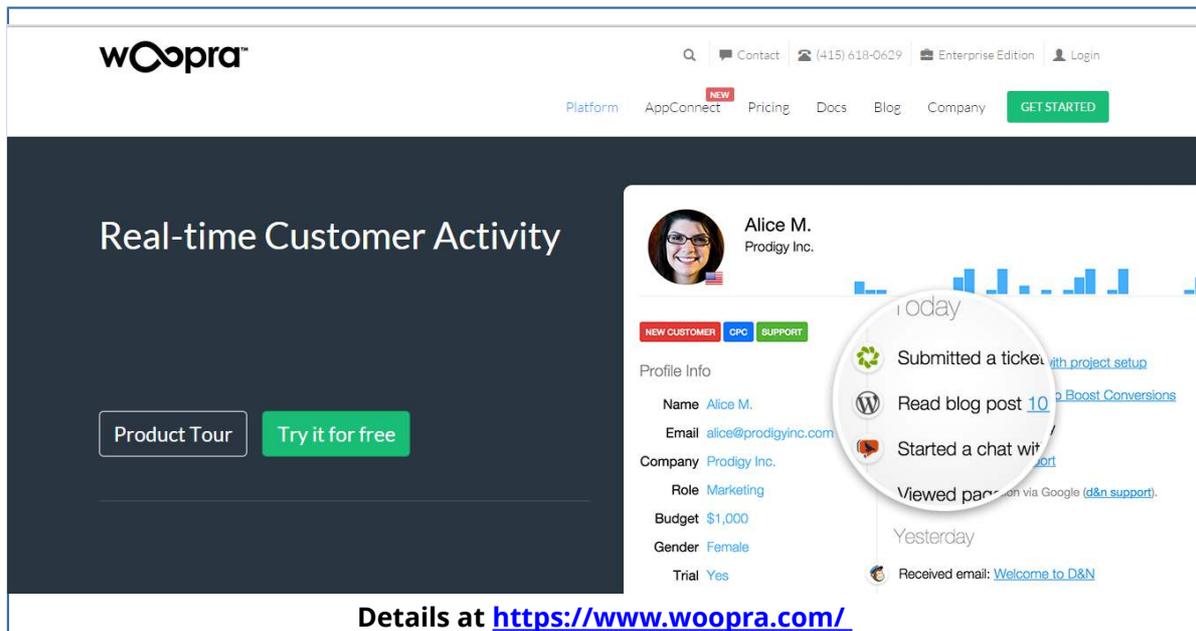
Why Google Analytics

Details at <http://www.google.com/analytics/>

What is it? This is one of the most commonly and widely used free web analytics tool.

What are the common uses? Google Analytics is used track and analyse the web traffic data by generating a report that provides information about visitors, content, traffic sources etc. of a website.

#2 Woopra

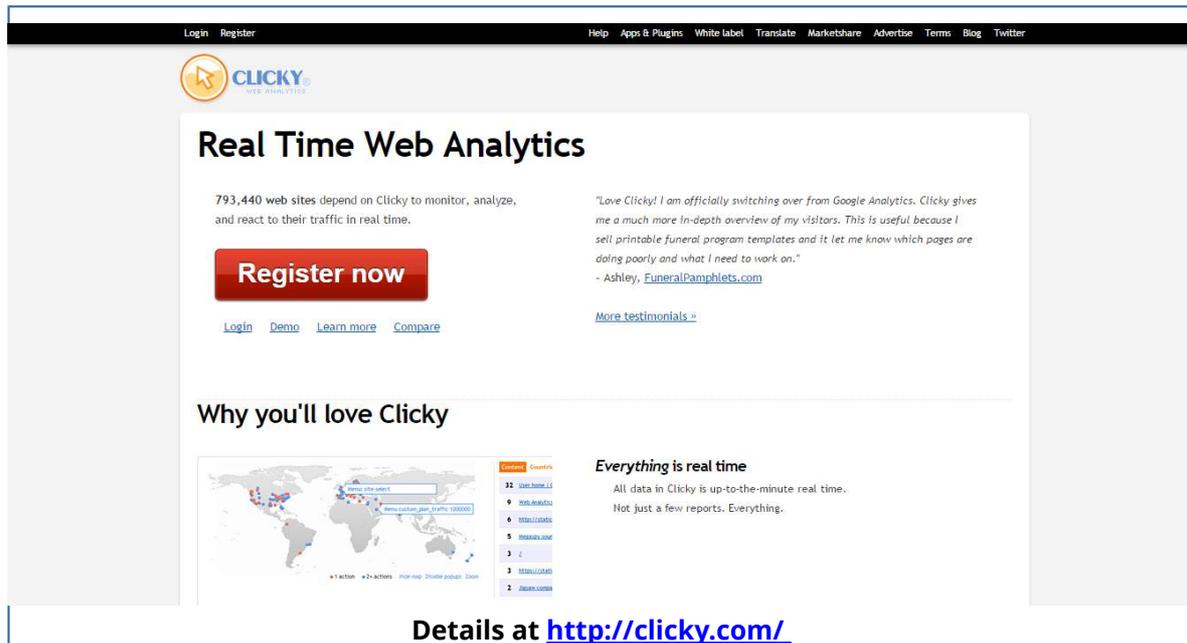


The screenshot displays the Woopra website interface. At the top, the Woopra logo is on the left, and navigation links for Platform, AppConnect, Pricing, Docs, Blog, and Company are on the right. A 'GET STARTED' button is also visible. The main content area is split into two sections. On the left, a dark blue banner reads 'Real-time Customer Activity' with buttons for 'Product Tour' and 'Try it for free'. On the right, a customer profile for 'Alice M. Prodigy Inc.' is shown. The profile includes a photo, a 'NEW CUSTOMER' tag, and a 'SUPPORT' tag. Below the profile, there is a 'Profile Info' section with details like Name, Email, Company, Role, Budget, Gender, and Trial status. To the right of the profile, a circular activity log shows recent actions: 'Submitted a ticket with project setup', 'Read blog post 10 Boost Conversions', 'Started a chat with support', and 'Viewed page on via Google (d&n support)'. The bottom of the screenshot features a link: 'Details at <https://www.woopra.com/>'.

What is it? A real-time website analysis tool, Woopra is a platform which is used primarily by sales and marketing companies to provide aggregated customers analytics report.

What are the common uses? This tool offers a live chat feature that enables the user to interact with the customers in real-time. Besides this, the WP plugin allows the user to keep a track of blog posts, searches and comments.

#3 Clicky



793,440 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time.

[Register now](#)

[Login](#) [Demo](#) [Learn more](#) [Compare](#)

Real Time Web Analytics

793,440 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time.

"Love Clicky! I am officially switching over from Google Analytics. Clicky gives me a much more in-depth overview of my visitors. This is useful because I sell printable funeral program templates and it let me know which pages are doing poorly and what I need to work on."
- Ashley, [FuneralPamphlets.com](#)

[More testimonials »](#)

Why you'll love Clicky

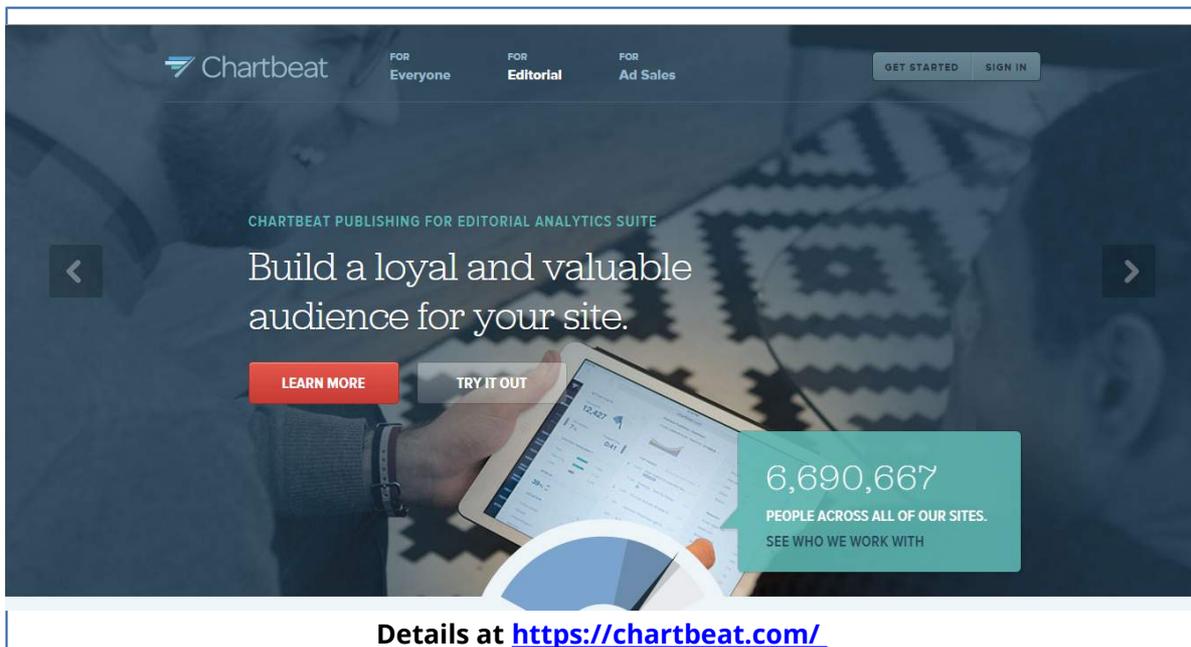
Everything is real time
All data in Clicky is up-to-the-minute real time.
Not just a few reports. Everything.

Details at <http://clicky.com/>

What is it? Clicky is amongst one the most powerful tools that offers a link report that depicts all external websites sending traffic to your website. This tool is considered almost as good as Google Analytics.

What are the common uses? This Web Analytics tool, has got an interesting feature associated with it i.e. it gives your website a list of keywords most frequently accessed by the users and reflects your website's ranking as well.

#4 Chartbeat



Chartbeat

FOR Everyone FOR Editorial FOR Ad Sales

GET STARTED SIGN IN

CHARTBEAT PUBLISHING FOR EDITORIAL ANALYTICS SUITE

Build a loyal and valuable audience for your site.

LEARN MORE TRY IT OUT

6,690,667
PEOPLE ACROSS ALL OF OUR SITES.
SEE WHO WE WORK WITH

Details at <https://chartbeat.com/>

What is it? This Web Analytics tool gives the user complete in-depth information about how the users are getting engaged with the website's content.

What are the common uses? A real-time data analytics tool, Chartbeat helps you to make swift decisions about your website based on the user-content interaction.

#5 Mint

Login to download the latest version of Mint and your favorite Pagepy, purchase additional licenses, or post in the Forum. Don't have an account? Create one!

Email: Password:

in PARTNERSHIP WITH (FIRST)



Mint A Fresh Look at your Site



The web is listening to what you have to say. Admiring your design. Talking about your product.

Mint helps you identify where the most interest is being generated and over what.

[Mint Feature Highlights](#) Find out what's new in **2**

What is Mint?

Mint is an extensible, self-hosted web site analytics program. Its interface is an exercise in simplicity. Visits, referrers, popular pages and searches can all be taken in

Gimme!

Satisfy your sweet tooth for site stats with Mint. A single site license is an affordable \$30. That's less than the cost of filling 'er up at the local gas station!

Little Help?

There are no stupid questions —but some are certainly more frequently asked than others. After passing the Mint Server Compatibility Suite, our FAQs are the place to

The Latest

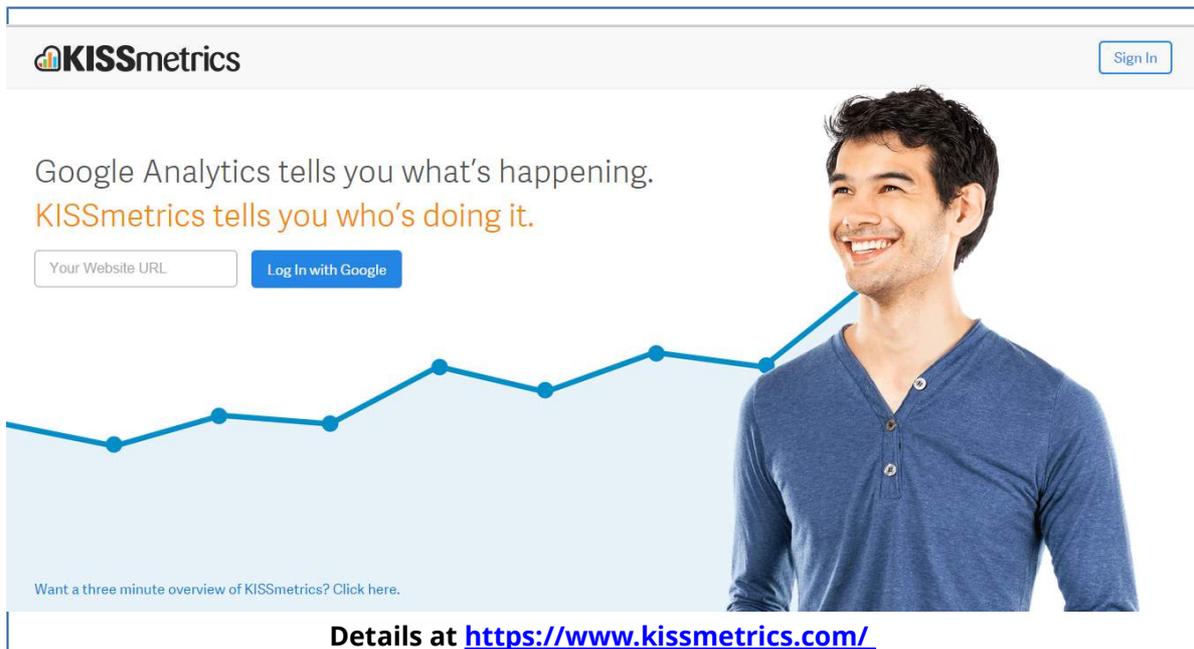
As sweet as Mint is, there will always be room for improvement—you can find the latest and greatest version of Mint as well as its plugins (which we like to call

Details at <http://haveamint.com/>

What is it? A self-hosted Web Analytics tool, Mint reflects data collection features as that of Google Analytics.

What are the common uses? Mint is a customizable tool that tracks basic statistical facts such as traffic trends, popular pages, searches etc. And has a pleasant interface.

#6 KISSmetrics



KISSmetrics

Sign In

Google Analytics tells you what's happening.
KISSmetrics tells you who's doing it.

Your Website URL

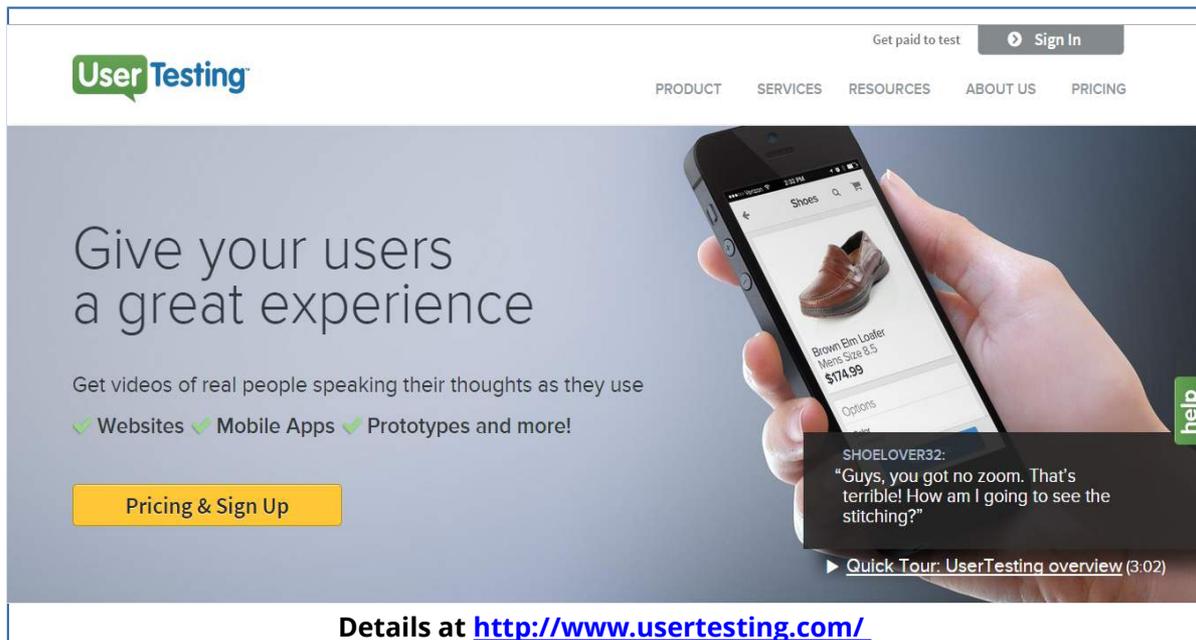
Want a three minute overview of KISSmetrics? [Click here.](#)

Details at <https://www.kissmetrics.com/>

What is it? KISSmetrics is one such Web Analytics tool that is not merely restricted to website visitors; statistics but also helps to acquire and retain the customers by analysing the engaging behaviour.

What are the common uses? KISSmetrics provides comprehensive real-time data that enables you to improve upon the conversion rates.

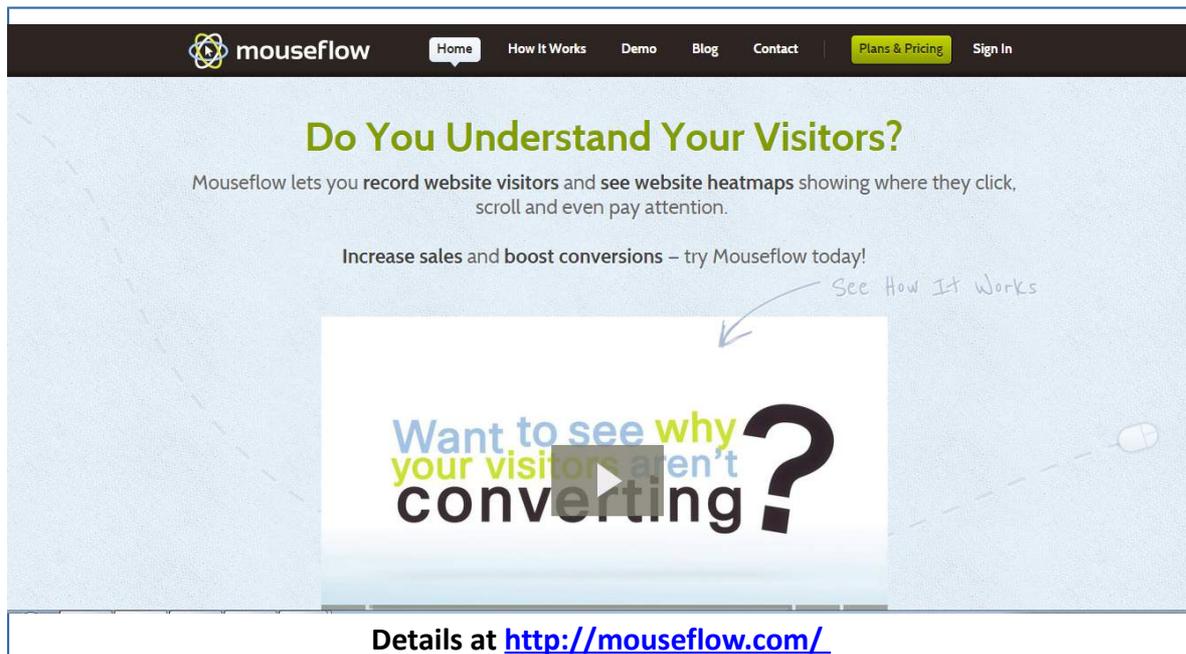
#7 UserTesting

The image shows a screenshot of the UserTesting website. At the top, there is a navigation bar with the UserTesting logo on the left and links for 'PRODUCT', 'SERVICES', 'RESOURCES', 'ABOUT US', and 'PRICING' on the right. A 'Sign In' button is also visible. The main content area features the headline 'Give your users a great experience' and a sub-headline 'Get videos of real people speaking their thoughts as they use'. Below this, there are three green checkmarks indicating services: 'Websites', 'Mobile Apps', and 'Prototypes and more!'. A yellow button labeled 'Pricing & Sign Up' is positioned below the text. On the right side, there is a large image of a hand holding a smartphone displaying a shoe product page. A video player overlay is shown on the phone screen with a user's comment: 'SHOELOVER32: "Guys, you got no zoom. That's terrible! How am I going to see the stitching?"'. A 'help' button is visible on the right edge of the phone image. At the bottom of the banner, there is a link to 'Quick Tour: UserTesting overview (3:02)'. The footer of the banner contains the text 'Details at <http://www.usertesting.com/>'.

What is it? UserTesting offers a unique platform to gather information about the website users.

What are the common uses? This tool allows the user to capture the activity performed by the user and record it on the form of a video.

#8 MouseFlow

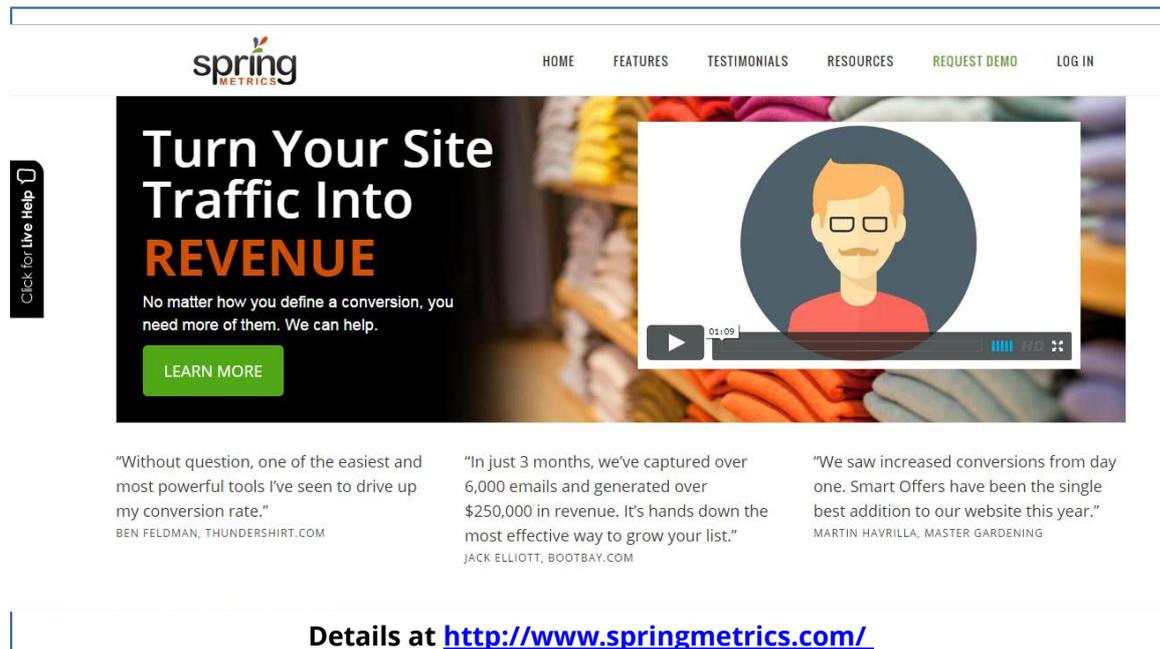


The screenshot shows the Mouseflow website homepage. At the top, there is a navigation bar with the Mouseflow logo and links for Home, How It Works, Demo, Blog, Contact, Plans & Pricing, and Sign In. The main content area features a large heading "Do You Understand Your Visitors?" followed by a sub-headline: "Mouseflow lets you record website visitors and see website heatmaps showing where they click, scroll and even pay attention." Below this, a call to action reads "Increase sales and boost conversions – try Mouseflow today!" with a handwritten-style link "See How It Works" and an arrow pointing to a video player. The video player has a play button and the text "Want to see why your visitors aren't converting?". At the bottom of the page, there is a footer with the text "Details at <http://mouseflow.com/>".

What is it? MouseFlow is that Web Analytics tool that is a combination of two other Web Analytics tools viz. Crazyegg and UserTesting.

What are the common uses? By implementing this Web Analytics tool, the user can watch the video of the users that interact with your website, as well as view heat maps to see the effect of changes you have made on your page.

#9 Spring Metrics



spring
METRICS

HOME FEATURES TESTIMONIALS RESOURCES REQUEST DEMO LOGIN

Turn Your Site Traffic Into
REVENUE

No matter how you define a conversion, you need more of them. We can help.

LEARN MORE

Click for Live Help

"Without question, one of the easiest and most powerful tools I've seen to drive up my conversion rate."
BEN FELDMAN, THUNDERSHIRT.COM

"In just 3 months, we've captured over 6,000 emails and generated over \$250,000 in revenue. It's hands down the most effective way to grow your list."
JACK ELLIOTT, BOOTBAY.COM

"We saw increased conversions from day one. Smart Offers have been the single best addition to our website this year."
MARTIN HAVRILLA, MASTER GARDENING

Details at <http://www.springmetrics.com/>

What is it? Spring Metrics differs from its contemporary tool, Google Analytics with the fact that it tracks the visitor's path through the website right from the time he/she landed on the website to the time he left from website.

What are the common uses? By using Spring Metrics, it is feasible to obtain the information with respect to keyword analytics, email performance reports, top converting resources, landing-page analysis etc.

#10 Crazyegg

[Help Center](#) | [Login](#)

Get Your FREE Heatmap:

→SHOW ME MY HEATMAP



Over 200,000 businesses Convert Better with Crazy Egg.
The Original Heatmapping Technology




Details at <http://www.crazyegg.com/>

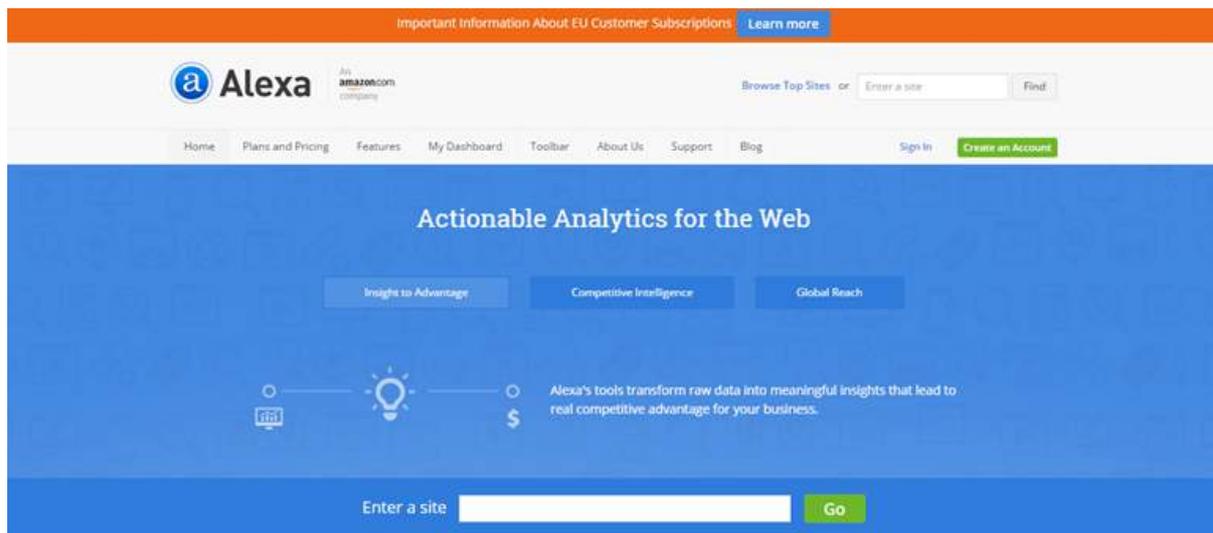
What is it? Crazyegg is one such Web Analytics tool that allows you to have a view what the website visitors are doing on the website's pages.

What are the common uses? It helps to monitor and track the behaviour reflected by the visitor so as to get information about what is the most eye-catching and interesting feature on your web page.

www.digitalvidya.com

info@digitalvidya.com

#11 Alexa



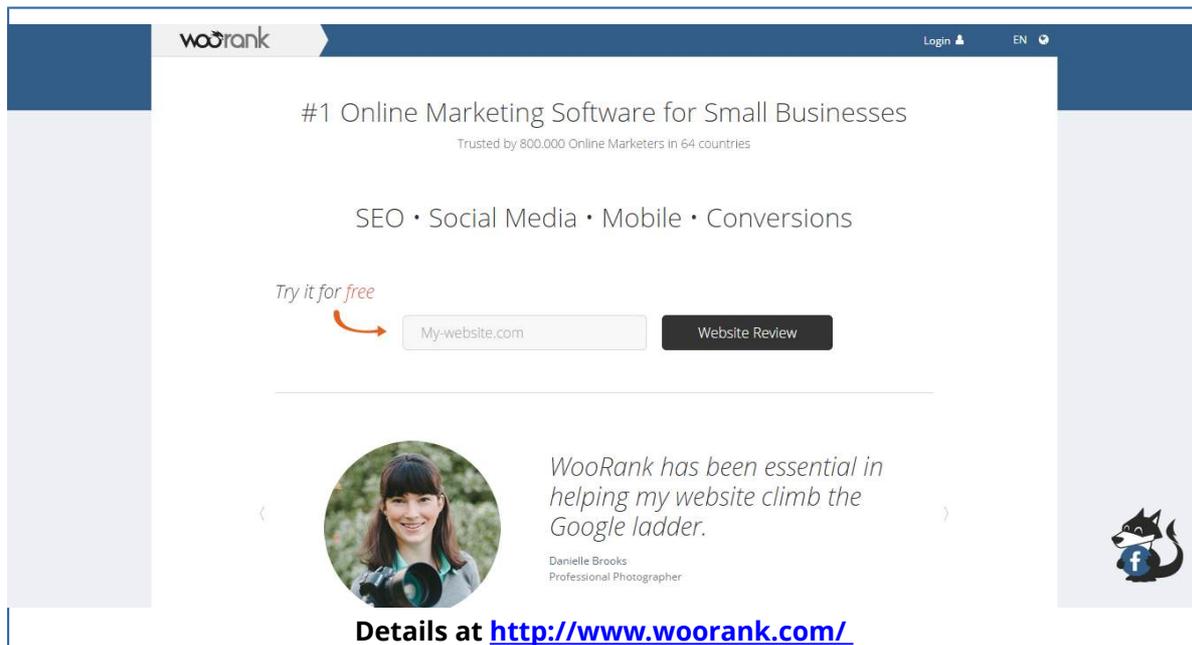
Answers to Your Critical Business Questions

Details at <http://www.alex.com/>

What is it? Alexa enables the user to analyse how to improve SEO by specifying powerful keywords used by the competitors.

What are the common uses? It gives information about traffic statistics and top search queries based on SEO analysis.

#12 Woorank



woorank

Login EN

#1 Online Marketing Software for Small Businesses

Trusted by 800,000 Online Marketers in 64 countries

SEO • Social Media • Mobile • Conversions

Try it for free

My-website.com Website Review

WooRank has been essential in helping my website climb the Google ladder.

Danielle Brooks
Professional Photographer

Details at <http://www.woorank.com/>

What is it? Woorank is an easy to use web analytics tool that gives in-depth analysis of website.

What are the common uses? Woorank is a free premium analytics tool that gives hands-on instant website review.

#13 Compete

competete
Millward Brown Digital

PRODUCTS COMPETE LABS RESOURCES ABOUT BLOG LOG IN

Digital insights to drive business forward.

Compete's best-in-class data has helped professionals like you discover new business opportunities, monitor online competition, and benchmark their performance for over 10 years.

LEARN ABOUT COMPETE PRO

Enter a website to get started

compete.com

MillwardBrown Digital

Details at <https://www.compete.com/>

What is it? Compete is that Web Analytics tool that gives you an edge over the competitors by giving creative intelligence information.

What are the common uses? This tool helps to make wise decisions to optimize the online campaign so as to increase the market share.

#14 Piwik

PIWIK
Open Analyze Platform

Learn more
Community
Help
Marketplace
Developers
Hosting
About
Blog
Download
Demo

Search phrase...

PIWIK PRO
Explore our business offer

Liberating Web Analytics

Piwik is the leading open source web analytics platform that gives you valuable insights into your website's visitors, your marketing campaigns and much more, so you can optimize your strategy and online experience of your visitors.

Download Piwik Now

Piwik has been downloaded

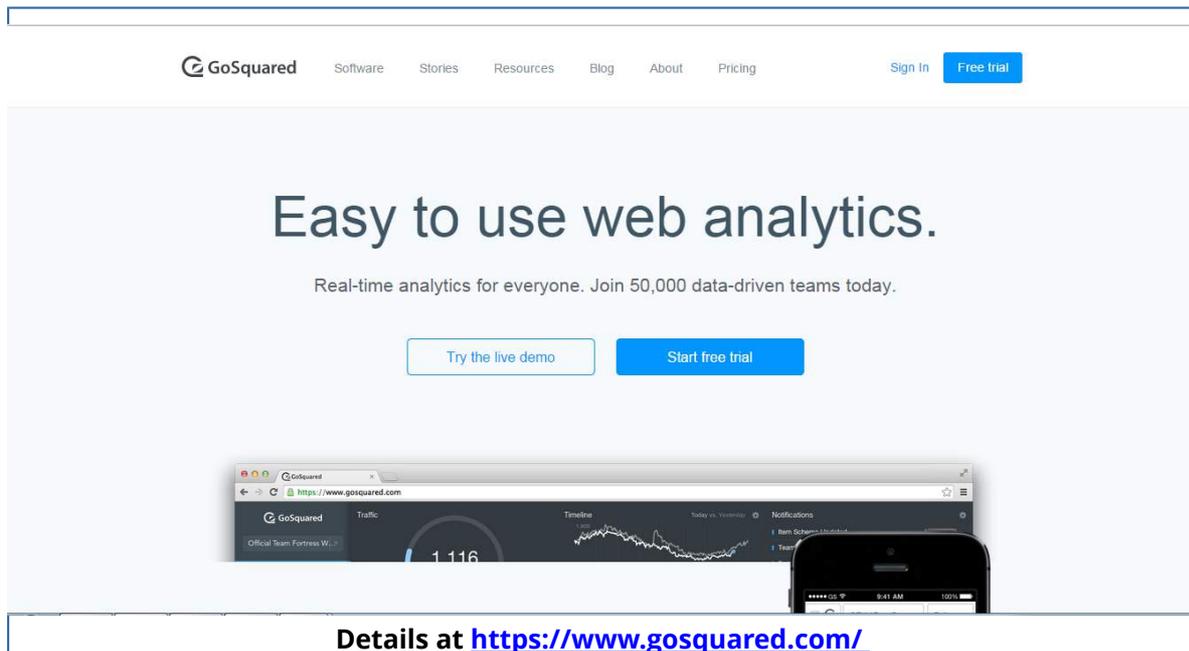
2,113,702

Details at <http://piwik.org/>

What is it? An open source Web Analytics tool, Piwik runs on PHP and MySQL.

What are the common uses? Piwik stores the data on your server by tracking many websites, automatically deleting old data and helps to rank top keywords.

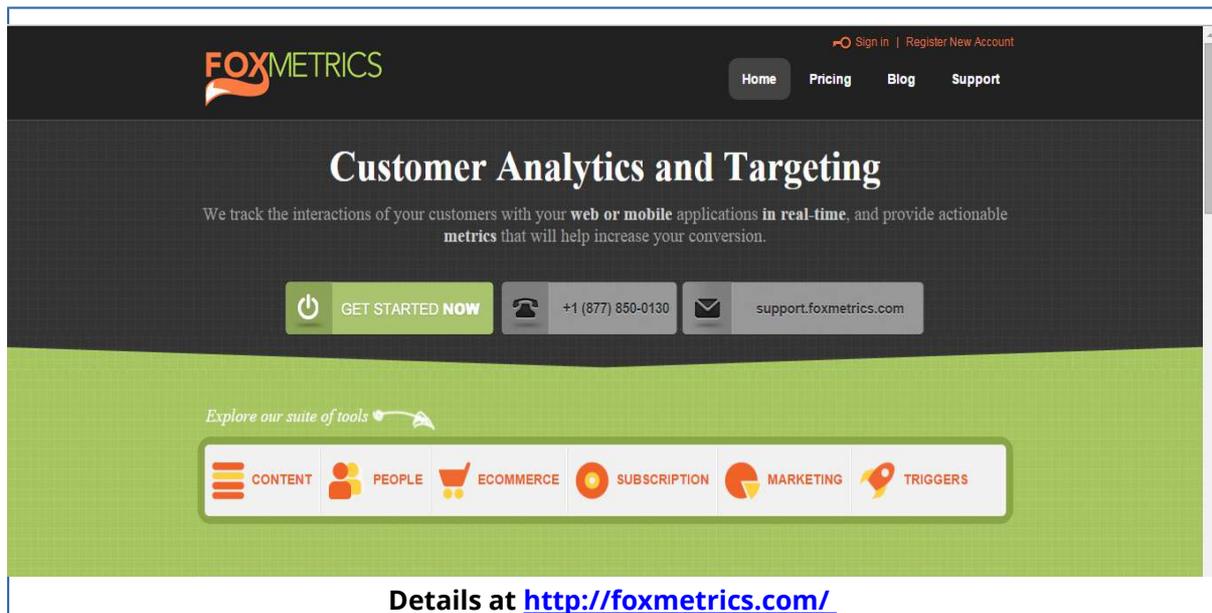
#15 GoSquared

The image shows a screenshot of the GoSquared website homepage. At the top, there is a navigation bar with the GoSquared logo on the left and links for Software, Stories, Resources, Blog, About, and Pricing in the center. On the right side of the navigation bar, there are links for Sign In and a blue button labeled Free trial. The main content area features a large heading "Easy to use web analytics." followed by the subtext "Real-time analytics for everyone. Join 50,000 data-driven teams today." Below this text are two buttons: "Try the live demo" and "Start free trial". At the bottom of the main content area, there is a screenshot of the GoSquared dashboard on a desktop monitor and a smartphone. The desktop dashboard shows a traffic count of 1,116 and a timeline graph. Below the screenshot, there is a text box with the text "Details at <https://www.gosquared.com/>".

What is it? GoSquared is an essential Web Analytics tool for all the e-commerce websites.

What are the common uses? GoSquared provides notifications about social trends, traffic spikes that helps to measure visitor engagement.

#16 FoxMetrics



The screenshot shows the FoxMetrics website homepage. At the top left is the FoxMetrics logo. To the right are links for 'Sign In' and 'Register New Account'. Below these are navigation links: 'Home', 'Pricing', 'Blog', and 'Support'. The main heading is 'Customer Analytics and Targeting'. Below this is a sub-heading: 'We track the interactions of your customers with your web or mobile applications in real-time, and provide actionable metrics that will help increase your conversion.' There are three buttons: a green 'GET STARTED NOW' button, a phone icon with '+1 (877) 850-0130', and an email icon with 'support.foxmetrics.com'. Below this is a section titled 'Explore our suite of tools' with a cursor icon. It contains six categories: 'CONTENT', 'PEOPLE', 'ECOMMERCE', 'SUBSCRIPTION', 'MARKETING', and 'TRIGGERS', each with a corresponding icon.

Details at <http://foxmetrics.com/>

What is it? FoxMetrics entails 4 key features viz. Funnels, Profiles, Segments and Triggers with reference to web analysis.

What are the common uses? It allows you to track events like newsletter views, software installations etc. in an inexpensive manner, thus enabling you to measure and improve the conversion rates.

#17 Open Web Analytics



The screenshot shows the Open Web Analytics website homepage. At the top, there is a navigation menu with links: About OWA, Download, Help & Support, Screenshots, Comparison, and Thanks For Donating. A search bar is located on the right. The main content area features the Open Web Analytics logo (an orange stylized 'O' with a bar chart) and the text "Open Web Analytics". Below this is a large heading "Web Analytics. Open Source." followed by a sub-heading "Easy, Open, Web Analytics." and a paragraph describing the software. A "Download OWA!" button is visible. At the bottom, there is a link to "Details at <http://www.openwebanalytics.com/>".

Analytics Dashboard

4,076 8,939 0:02:12 56.44% 2.19

30 1

31

Download OWA!

Details at <http://www.openwebanalytics.com/>

What is it? Open Web Analytics is a free and open source that bears almost the same features as that of Google Analytics.

What are the common uses? This Web Analytics tool can be used to track more than one website. However, the data is not shared with third parties.

#18 Site Meter

ADVERTISEMENT

login to my account { Codename Password Remember Me [forgot codename/password?](#)

Site Meter Basic **FREE**

Site Meter Basic offers a FREE, easy to install tool for sites looking to better understand who's visiting their site, where customers are coming from, and where they are going within the site.

Sign up for a free Site Meter. Today!

Site Meter Premium Starting at **\$6.95**

Site Meter Premium is for sites looking to grow their audience and customer base. With Site Meter Premium you have the ability to track more visitors, generate ranked reports for quicker, easier analysis, and view moving averages over a week or month.

home
learn more
How Does Site Meter Work?
Site Meter Basic
Tour
Demo Stats
Meter Options
Sign Up
Site Meter Premium
Tour

SiteMeter Privacy Policy Update
We've updated our Privacy Policy as of August 12, 2013. Click [here](#) to read it.

139,694,392

Details at <http://www.sitemeter.com/>

What is it? Site Meter is also a free web counter that has real-time web analysis data.

What are the common uses? This tool gives detailed reports with respect to search keywords, visitor location, entry & exit page, visitor path and outclicks.

#19 StatCounter

StatCounter

Home Sign Up Support About

Welcome Features Demo Pricing English

Already a Member?

username

password

Remember me

Forgot password? Log in

SEO SPONSORS

Top 10 Search Listing
48 Hour Google Listing
1,000 hits for \$9.99

OUR SPONSORS

Get Targeted Visitors
Free Website Content
Australia Domain Names
Stats for Online Trends
Get Facebook Fans
Domain Names
Gain New Customers
The Free Site

WE'RE HIRING

Web App Engineer
Mobile Developer

Welcome to StatCounter - Visitor Analysis for Your Website

- Use StatCounter to monitor actual human activity in **real-time**
- StatCounter can be used **100% free of charge** - no credit card required
- Straightforward install process - add a few lines of code to your site

Sign Up Now!
It's easy and free.

Detailed Features
Learn all about StatCounter.

Try the Live Demo
Before you sign up.

Sign Up Now!
It's easy and free.

Guided Installation:

Blogger Tripod

3 Steps to Get Started:

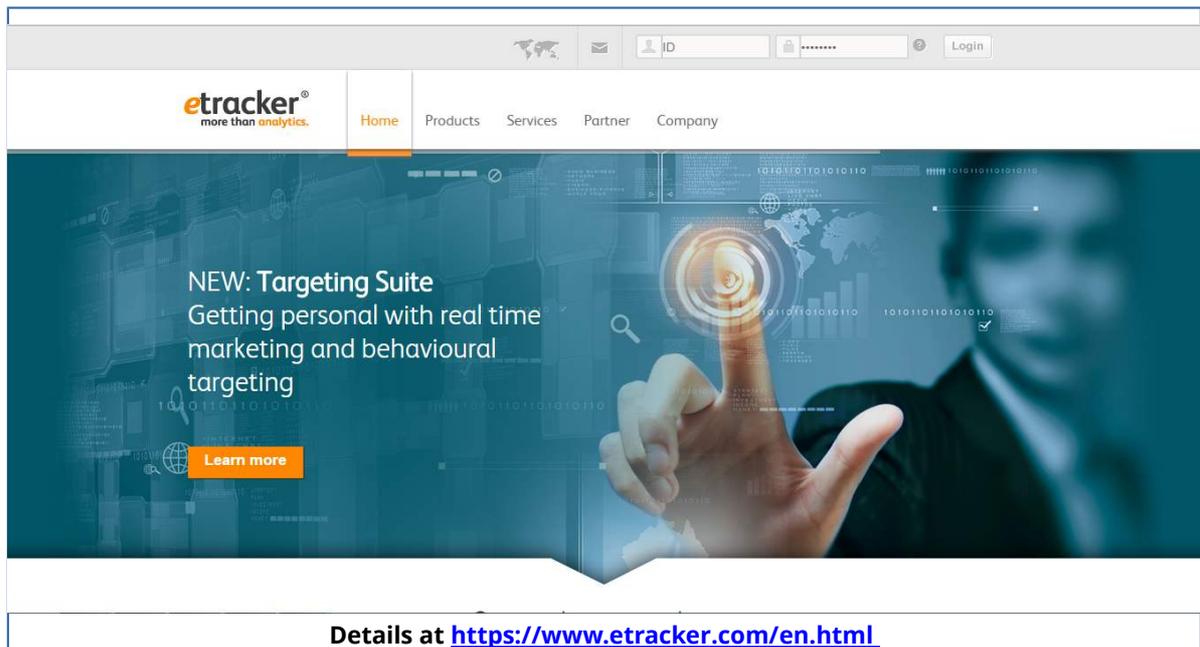
- Sign up for an account

Details at <http://statcounter.com/>

What is it? A consistently dependable web tracker, StatCounter is a customizable tool.

What are the common uses? StatCounter helps you to collect information about your information by integrating a special code.

#20 etracker



What is it? This Web Analytics tool combines quantitative as well qualitative analysis so as to obtain information required to evaluate website's traffic.

What are the common uses? Etracker tracks mouse movements to analyse visitor engagement and collects feedback from them to improve upon the website's usability.



Digital Vidya

Interested? Contact Us!

 +91-8010033033  info@digitalvidya.com

www.digitalvidya.com