

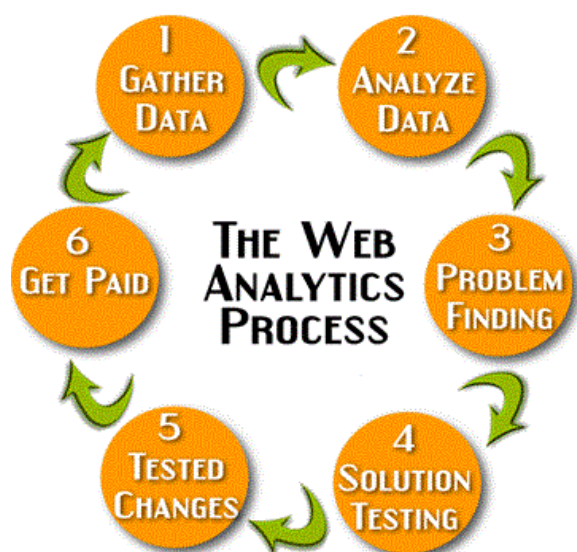


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Web Analytics Tools Guide

"Your Complete Guide To Web Analytics Tools"



Serious about Web Analytics?

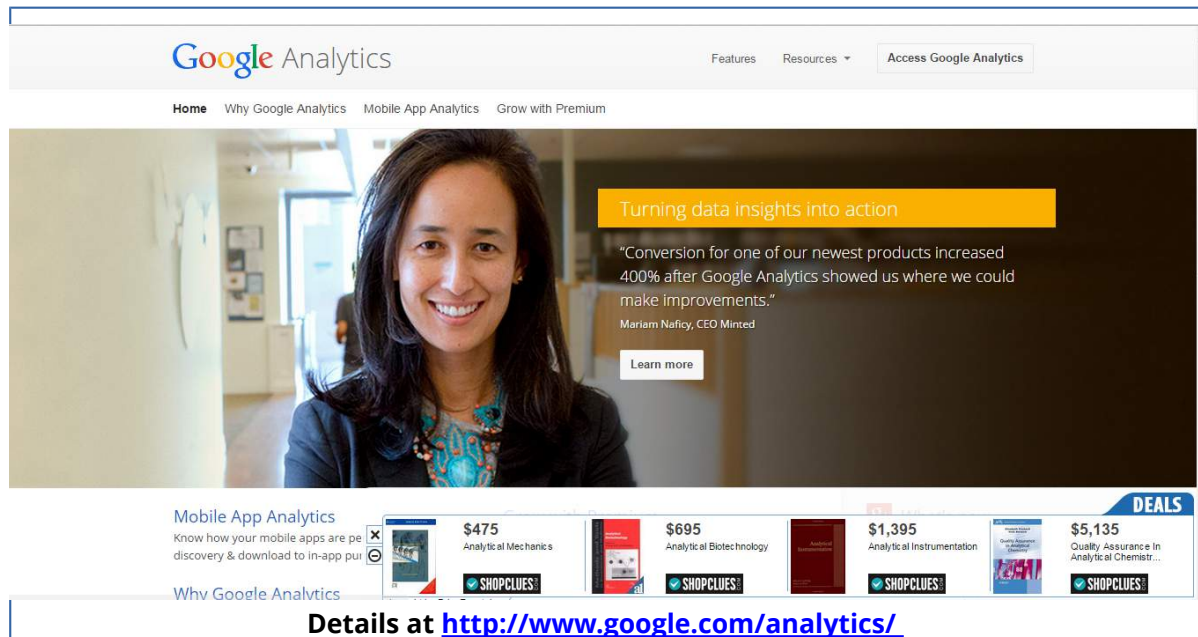
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20 Web Analytics Tools

#1 Google Analytics

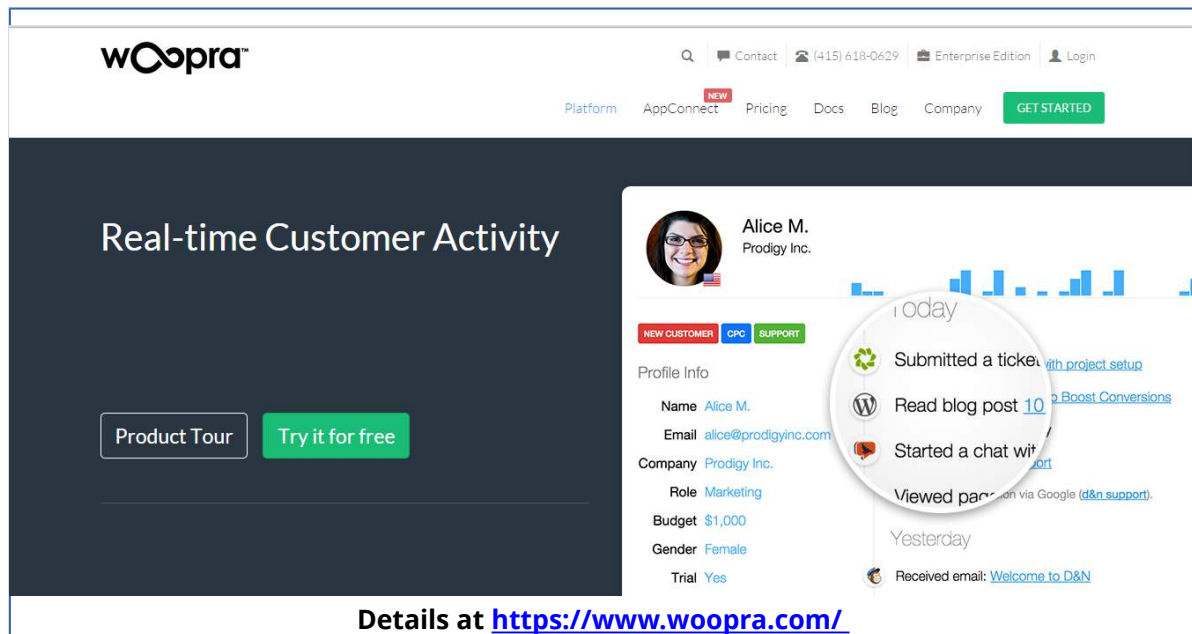


Details at <http://www.google.com/analytics/>

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.

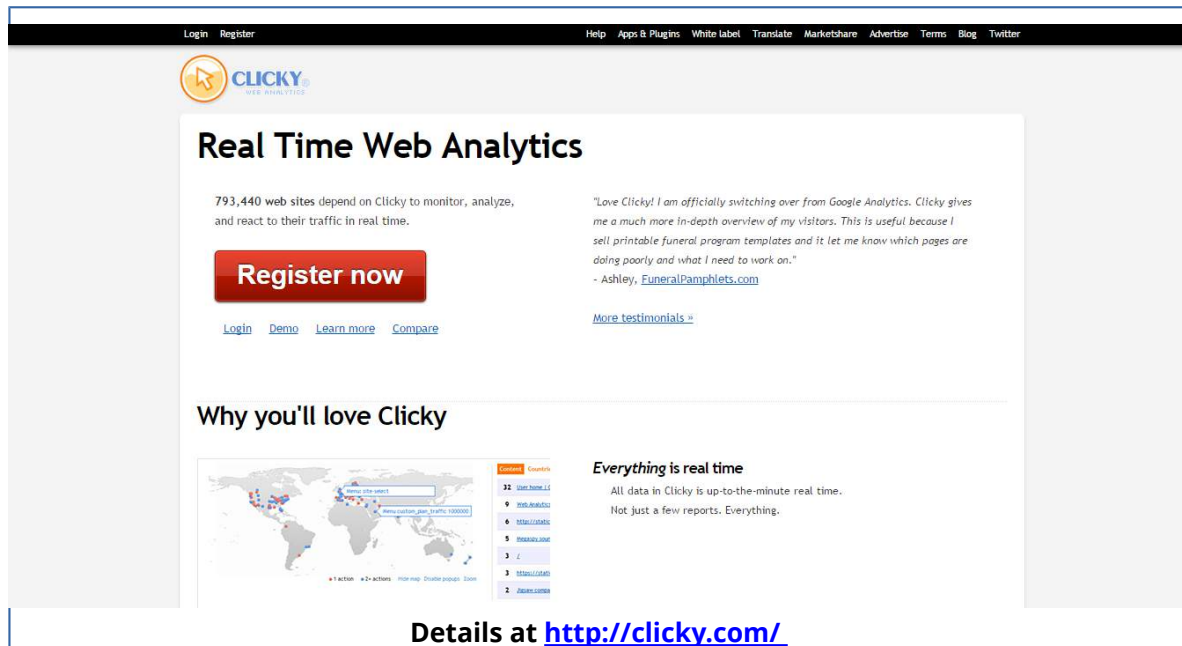
#2 Woopra



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.

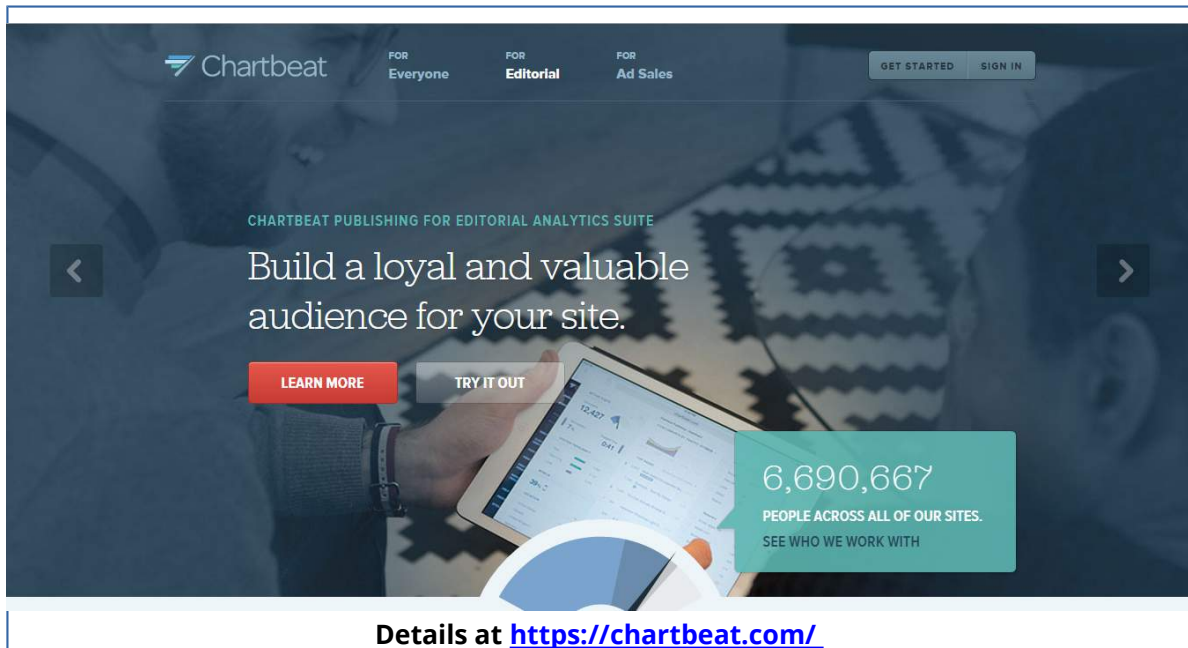
#3 Clicky

The screenshot shows the Clicky website homepage. At the top is a navigation bar with links: Login, Register, Help, Apps & Plugins, White label, Translate, Marketshare, Advertise, Terms, Blog, and Twitter. Below the navigation bar is the Clicky logo. The main heading is "Real Time Web Analytics". Below this, it states "793,440 web sites depend on Clicky to monitor, analyze, and react to their traffic in real time." There is a prominent red "Register now" button. Below the button are links for "Login", "Demo", "Learn more", and "Compare". To the right, there is a testimonial from Ashley at FuneralPamphlets.com, stating "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." Below the testimonial is a link for "More testimonials". The section "Why you'll love Clicky" features a world map with red dots indicating active users and a sidebar with a list of top keywords. The sidebar has a "Keywords" section with a list of terms and their counts: 32, 9, 6, 5, 3, 3, 2. To the right of the map, it says "Everything is real time" and "All data in Clicky is up-to-the-minute real time. Not just a few reports. Everything." At the bottom, it says "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

The image shows the Chartbeat website banner. At the top left is the Chartbeat logo. To its right are three links: 'FOR Everyone', 'FOR Editorial', and 'FOR Ad Sales'. Further right are 'GET STARTED' and 'SIGN IN' buttons. The main text in the center reads 'CHARTBEAT PUBLISHING FOR EDITORIAL ANALYTICS SUITE' followed by 'Build a loyal and valuable audience for your site.' Below this are 'LEARN MORE' and 'TRY IT OUT' buttons. On the right, a teal box displays '6,690,667' and 'PEOPLE ACROSS ALL OF OUR SITES. SEE WHO WE WORK WITH'. The background features a person holding a tablet displaying analytics charts.

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 Pepper, purchase additional licenses, or post in the Forum. Don't have an account? Create one!

Email

IN PARTNERSHIP WITH (FREE!)



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.

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

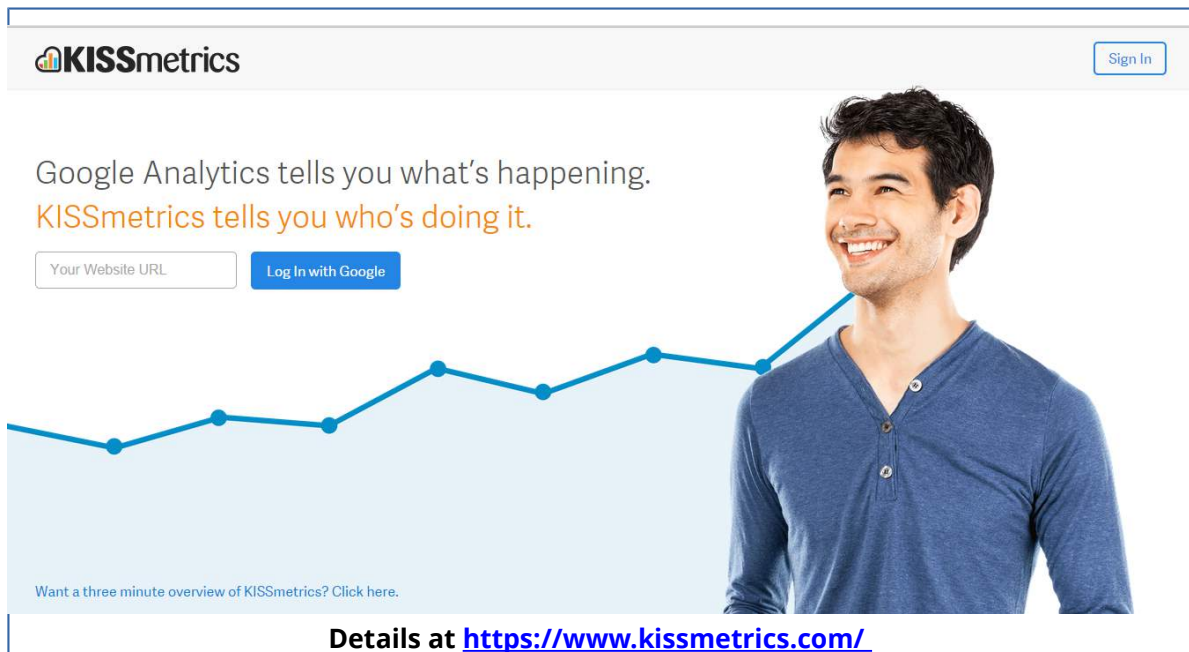
As sweet as Mint is, there will always be room for improvement—you can find the latest and greatest version of Mint as well as its plugins (which we like to call

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.

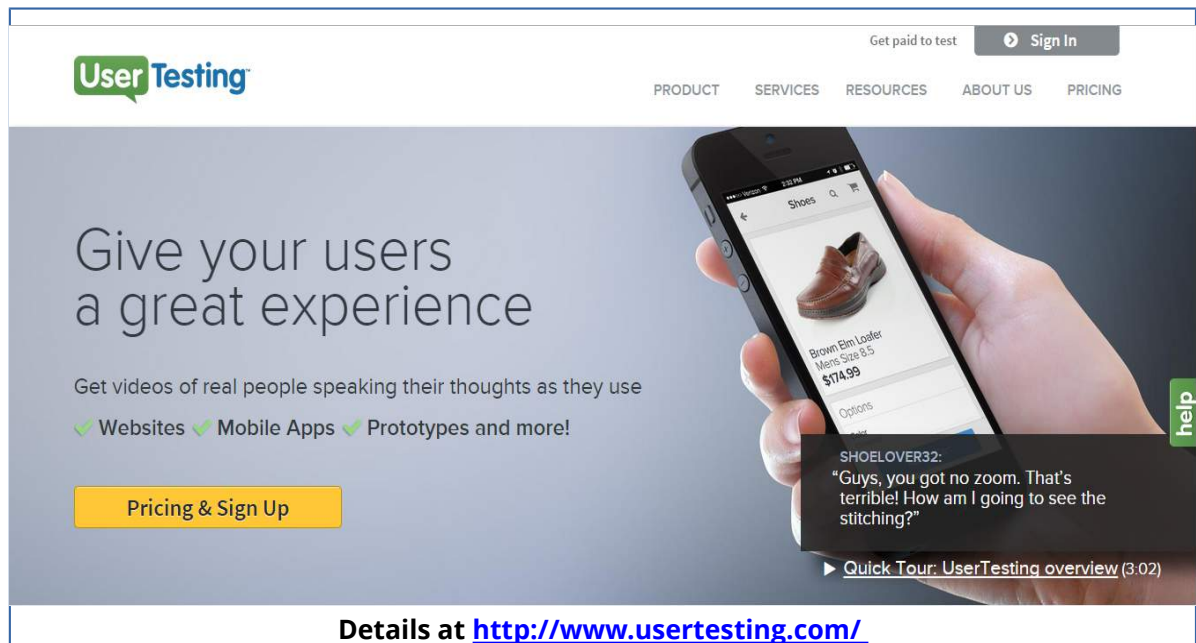
#6 KISSmetrics

A screenshot of the KISSmetrics landing page. At the top left is the KISSmetrics logo, and at the top right is a 'Sign In' button. The main text reads 'Google Analytics tells you what's happening. KISSmetrics tells you who's doing it.' Below this is a text input field labeled 'Your Website URL' and a blue 'Log In with Google' button. A blue line graph with circular markers is shown, with a smiling man in a blue shirt appearing to be part of the graph's upward trend. At the bottom left of the graph area, it says 'Want a three minute overview of KISSmetrics? Click here.' At the bottom center, it says '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 the UserTesting website banner. At the top, there is a navigation bar with the UserTesting logo on the left and links for 'Get paid to test', 'Sign In', 'PRODUCT', 'SERVICES', 'RESOURCES', 'ABOUT US', and 'PRICING' on the right. The main content area features the headline 'Give your users a great experience' in a large, dark font. Below this, it says 'Get videos of real people speaking their thoughts as they use' followed by three green checkmarks and the text '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. The phone screen displays a shoe product page with the text 'Shoes', 'Brown Elm Loader', 'Mens Size 8.5', and '\$174.99'. A speech bubble from a user named 'SHOELOVER32:' is overlaid on the phone screen, saying '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 right of the phone image, there is a link: 'Quick Tour: UserTesting overview (3:02)'. Below the main content area, a footer bar 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.

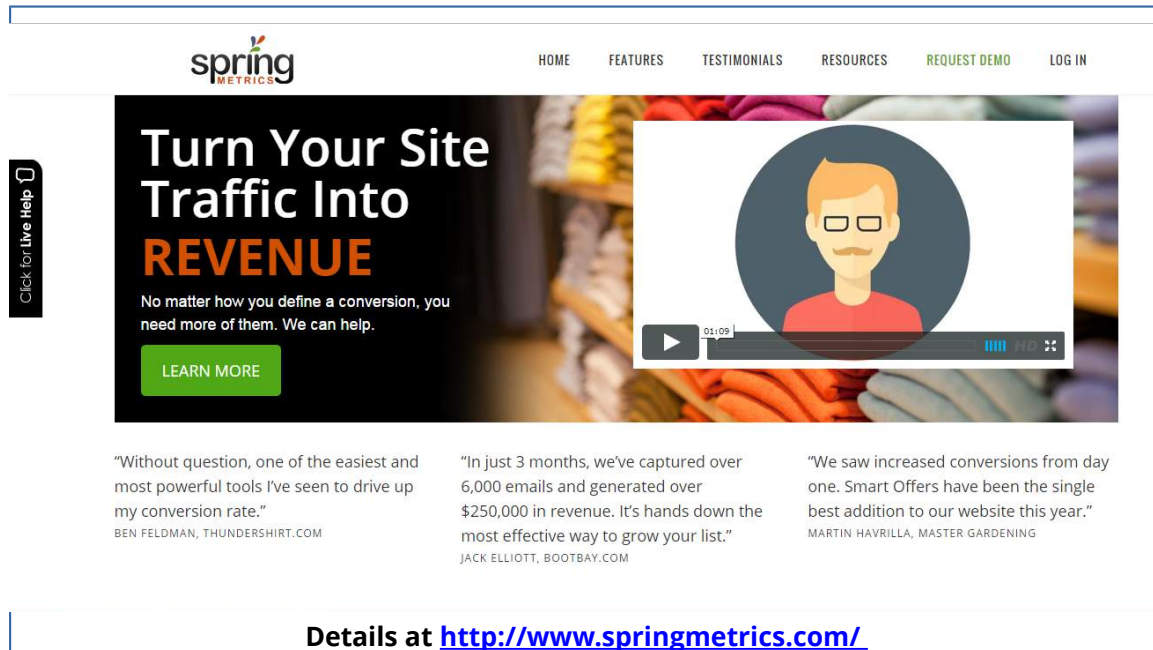
#8 MouseFlow



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

A screenshot of the Spring Metrics website. The header features the 'spring METRICS' logo on the left and navigation links (HOME, FEATURES, TESTIMONIALS, RESOURCES, REQUEST DEMO, LOGIN) on the right. The main banner has a dark background with the text 'Turn Your Site Traffic Into REVENUE' in white and orange. Below this, it says 'No matter how you define a conversion, you need more of them. We can help.' and includes a green 'LEARN MORE' button. To the right of the text is a video player showing a man with glasses. Below the banner are three testimonials with quotes and names. A vertical button on the left says 'Click for Live Help'.

spring METRICS

HOME FEATURES TESTIMONIALS RESOURCES REQUEST DEMO LOGIN

Click for Live Help

Turn Your Site Traffic Into REVENUE

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

LEARN MORE

"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

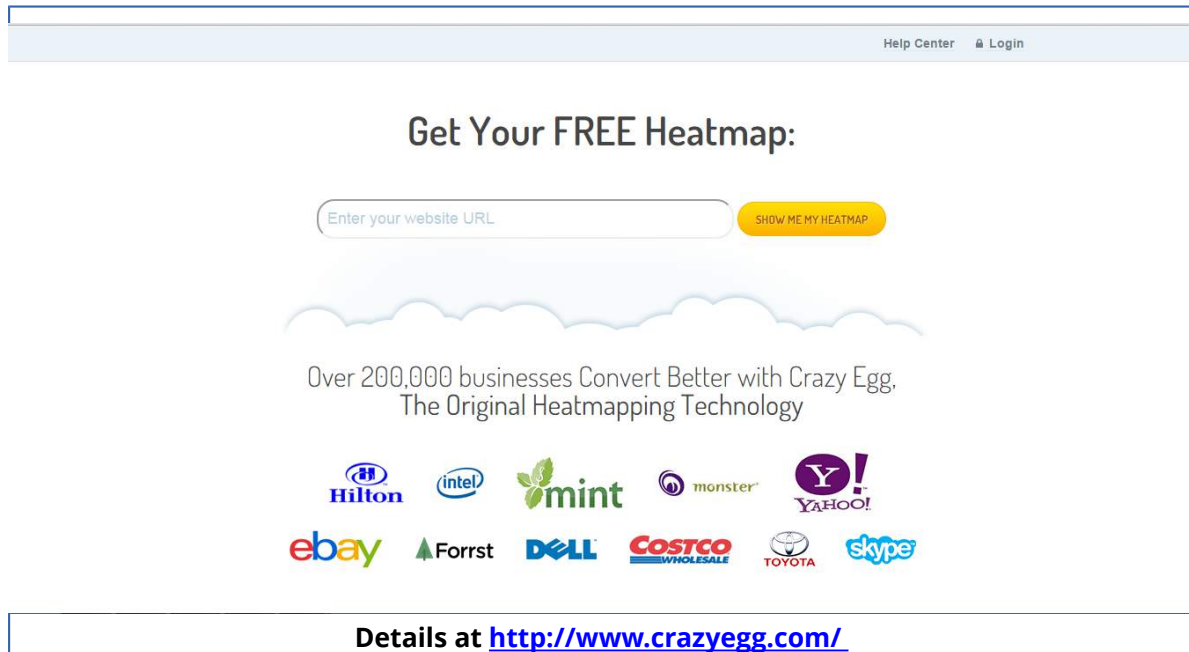
"We saw increased conversions from day one. Smart Offers have been the single best addition to our website this year."
MARTIN HAVRILLA, MASTER GARDENING

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.

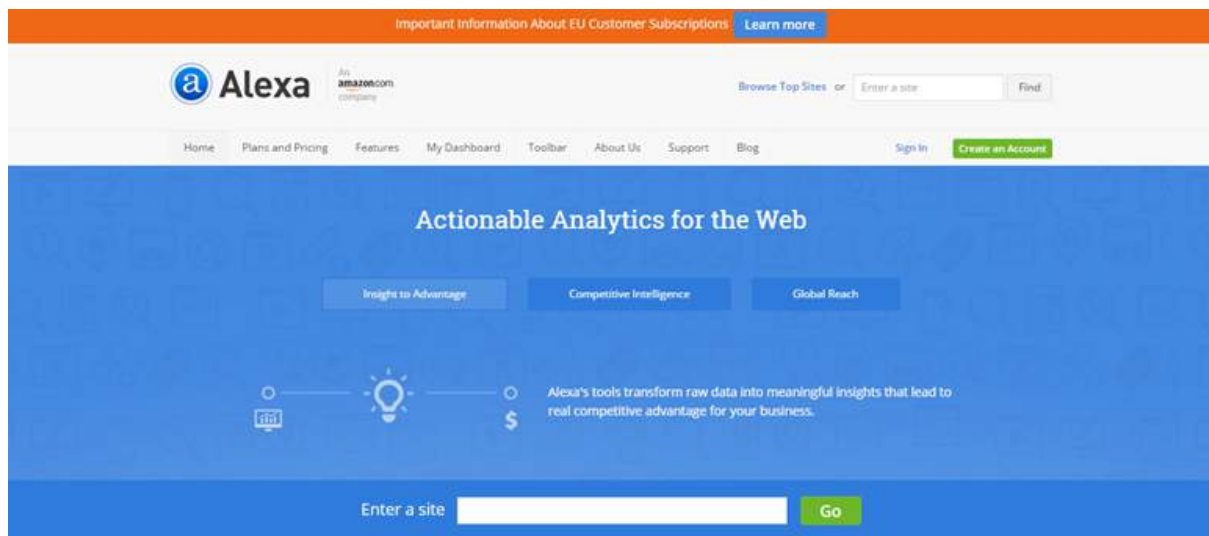
#10 Crazyegg



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.

#11 Alexa



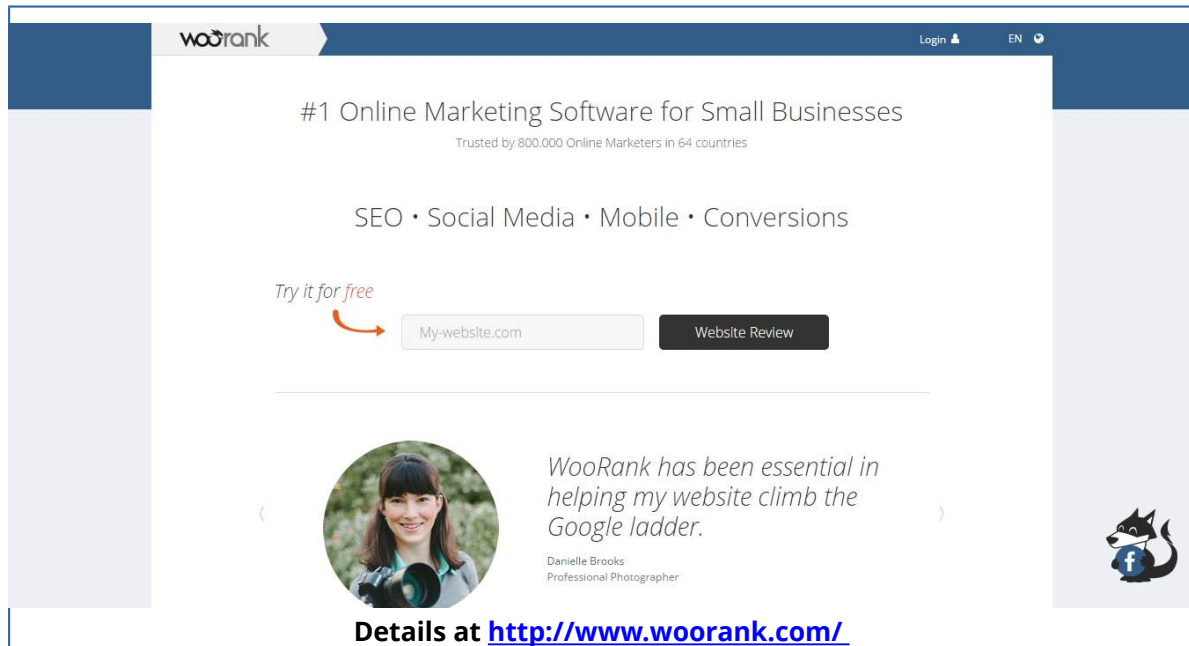
Answers to Your Critical Business Questions

Details at <http://www.alexa.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.

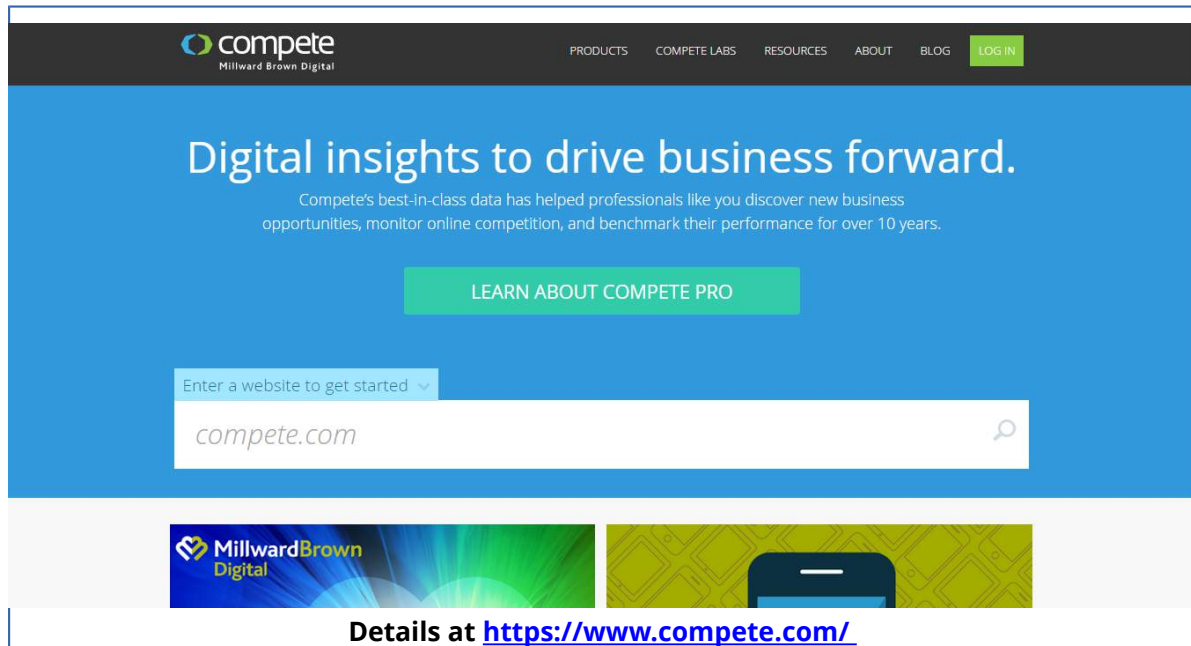
#12 Woorank



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.

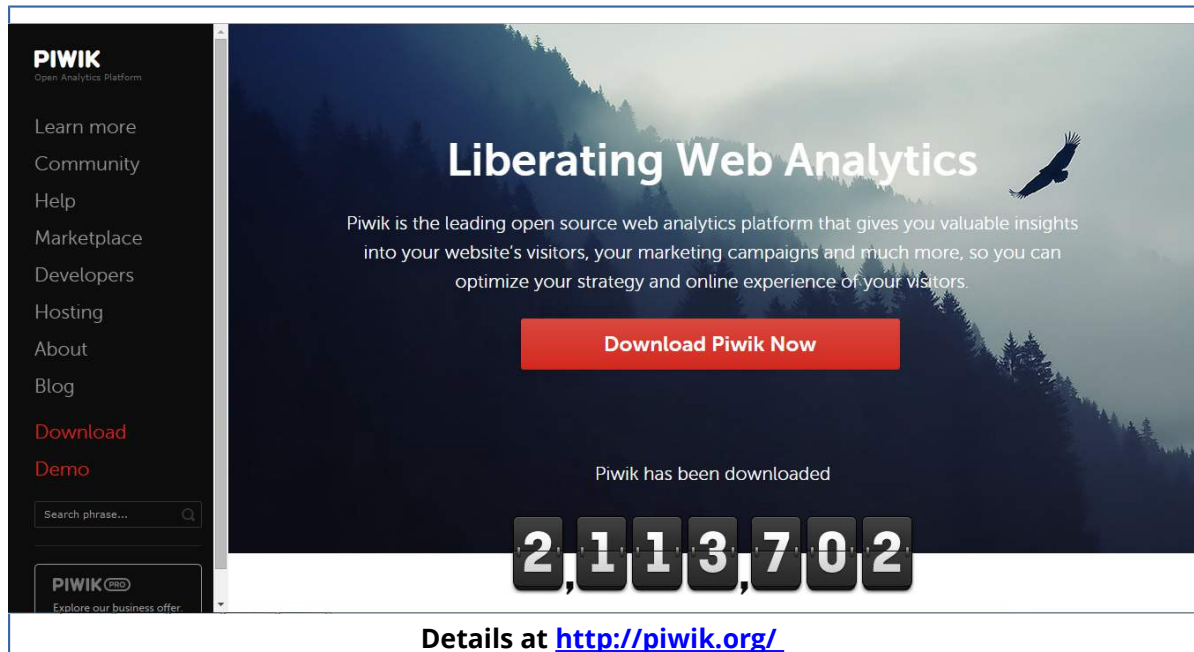
#13 Compete



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.

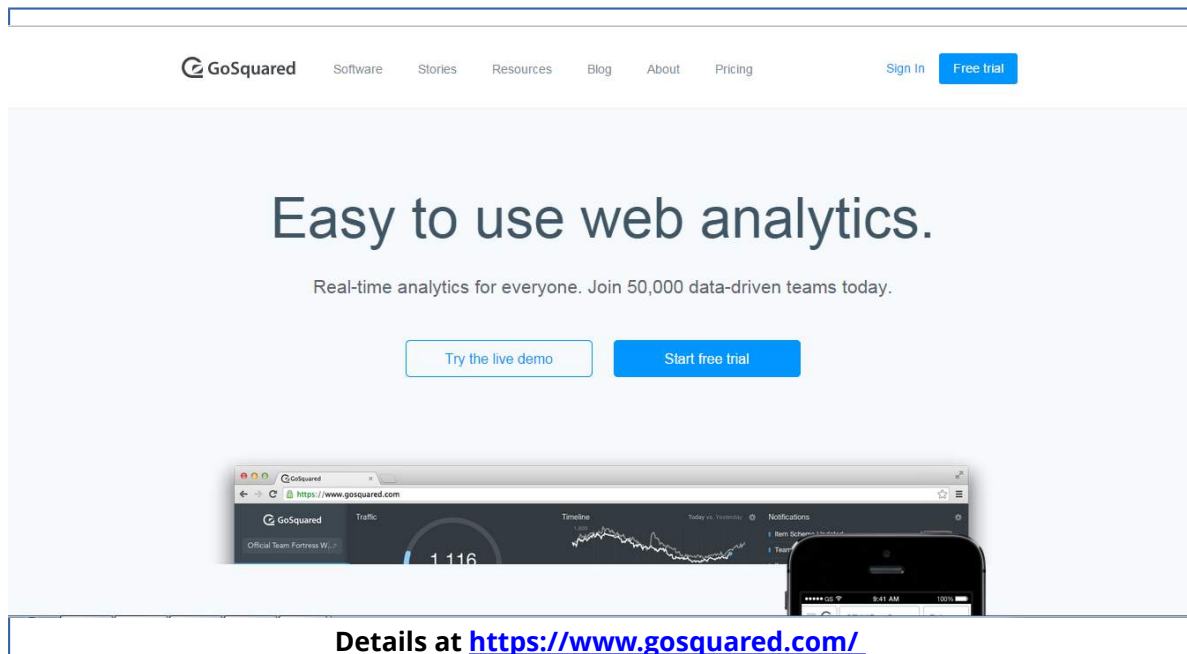
#14 Piwik

The screenshot shows the Piwik website homepage. On the left is a dark sidebar with the Piwik logo and a list of links: Learn more, Community, Help, Marketplace, Developers, Hosting, About, Blog, Download (highlighted in red), and Demo. Below the links is a search bar and a Piwik PRO badge. The main content area has a dark background with a forest and a bird. The headline 'Liberating Web Analytics' is in white. Below it, a paragraph describes Piwik as an open source web analytics platform. A red button says 'Download Piwik Now'. Below the button, it says 'Piwik has been downloaded' followed by a large digital counter showing '2,113,702'. At the bottom, it says '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.

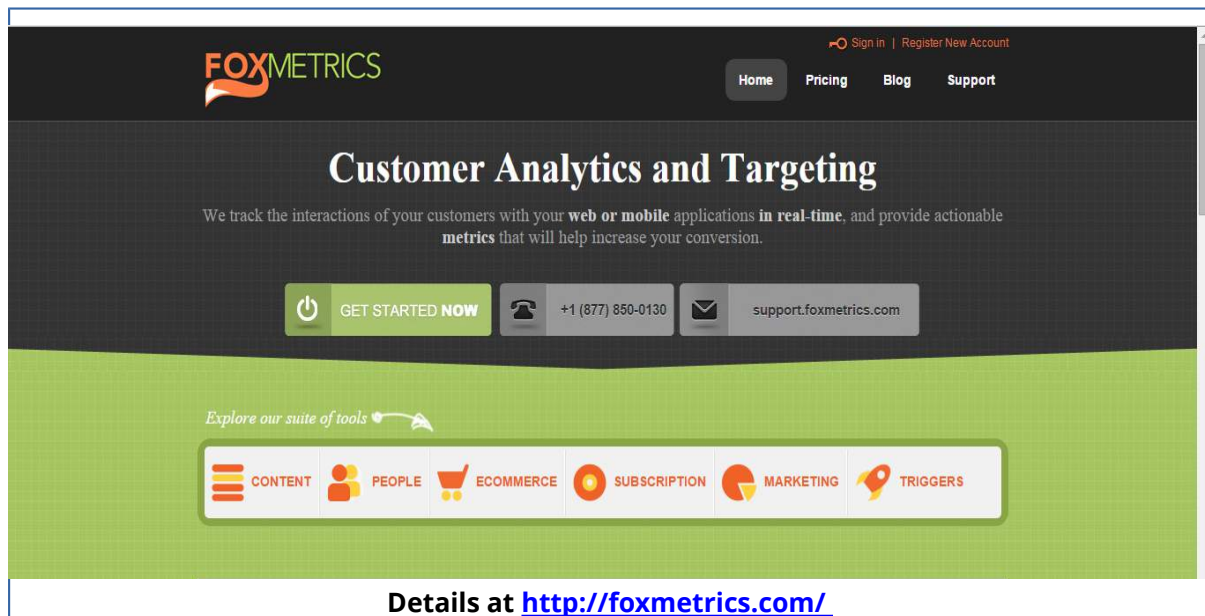
#15 GoSquared



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



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 (OWA) website. At the top is a navigation bar with links: About OWA, Download, Help & Support, Screenshots, Comparison, and Thanks For Donating. A search bar is on the right. Below the navigation bar is the OWA logo, which consists of an orange stylized mountain shape with a white 'O' inside, and the text 'Open Web Analytics' underneath. The main content area features the heading 'Web Analytics. Open Source.' in a large, bold, black font. Below this heading is a preview of the OWA Analytics Dashboard, which includes a line graph for 'User Metrics', a table for 'Top Content', a table for 'Top Referrers', and a pie chart for 'Visitor Types'. To the right of the dashboard preview, there is a section titled 'Easy, Open, Web Analytics.' followed by a paragraph describing OWA as open source software licensed under GPL, supporting various content management frameworks like WordPress and MediaWiki. Below this text are links to the 'OWA Documentation Wiki' and the 'Demo & Examples' site. A 'Download OWA!' button is also present. At the bottom of the page, a footer line reads '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

this is myspace

sitemeter. . .

login to my account { Codename Password } Login Remember Me forgot codename/password?

Site Meter Basic **FREE** TAKE A TOUR SIGN UP!

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** TAKE A TOUR SIGN UP!

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

SiteMeter Privacy Policy Update

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

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:

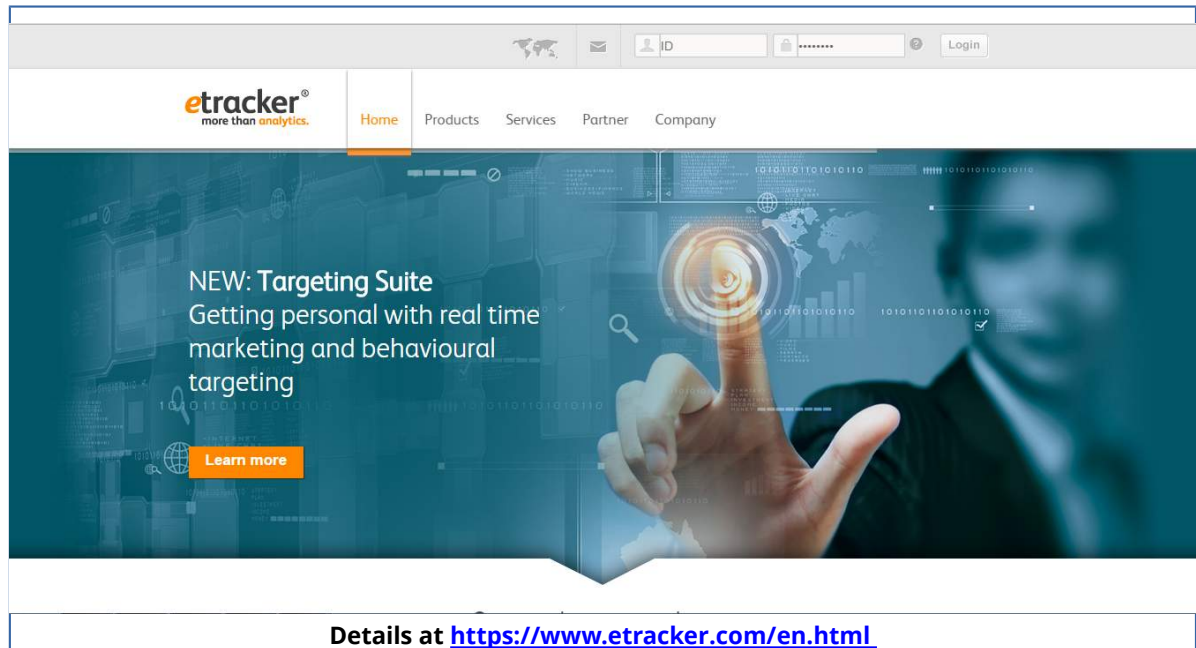
- Sign up for an account

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.



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Interested? Contact Us!



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