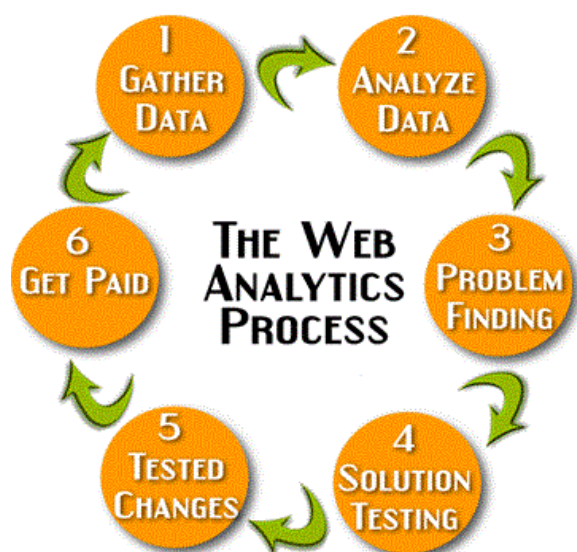**Digital Vidya**

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Web Analytics Tools Guide

"Your Complete Guide To Web Analytics Tools"

THE WEB ANALYTICS PROCESS

1 GATHER DATA
2 ANALYZE DATA
3 PROBLEM FINDING
4 SOLUTION TESTING
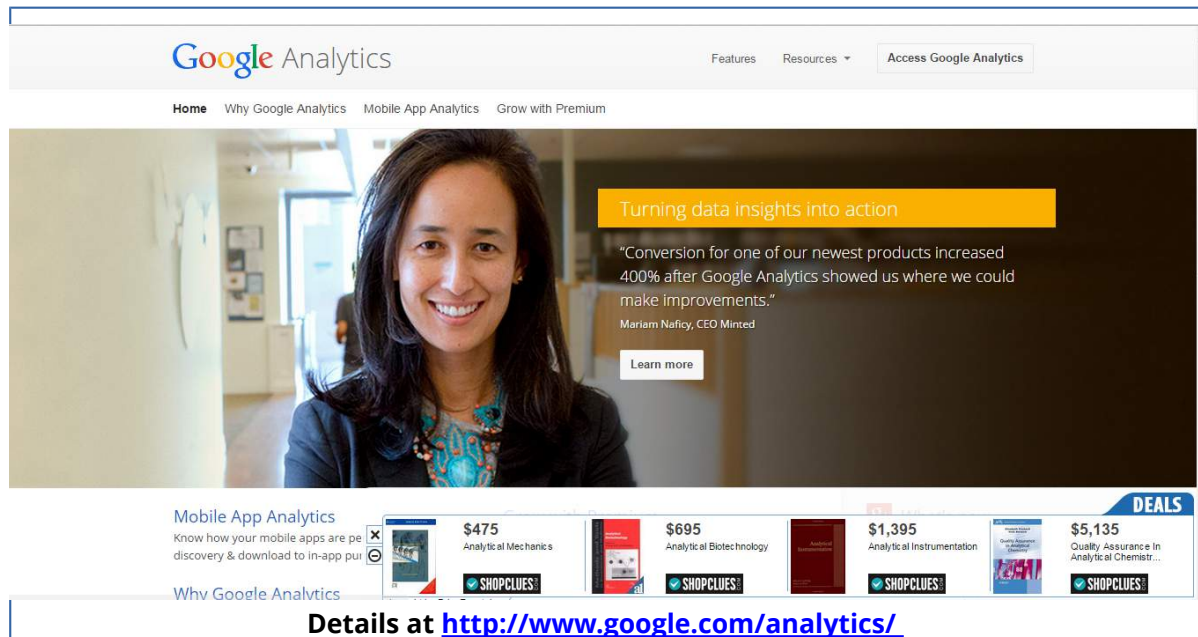5 TESTED CHANGES
6 GET PAID

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20 Web Analytics Tools

#1 Google Analytics
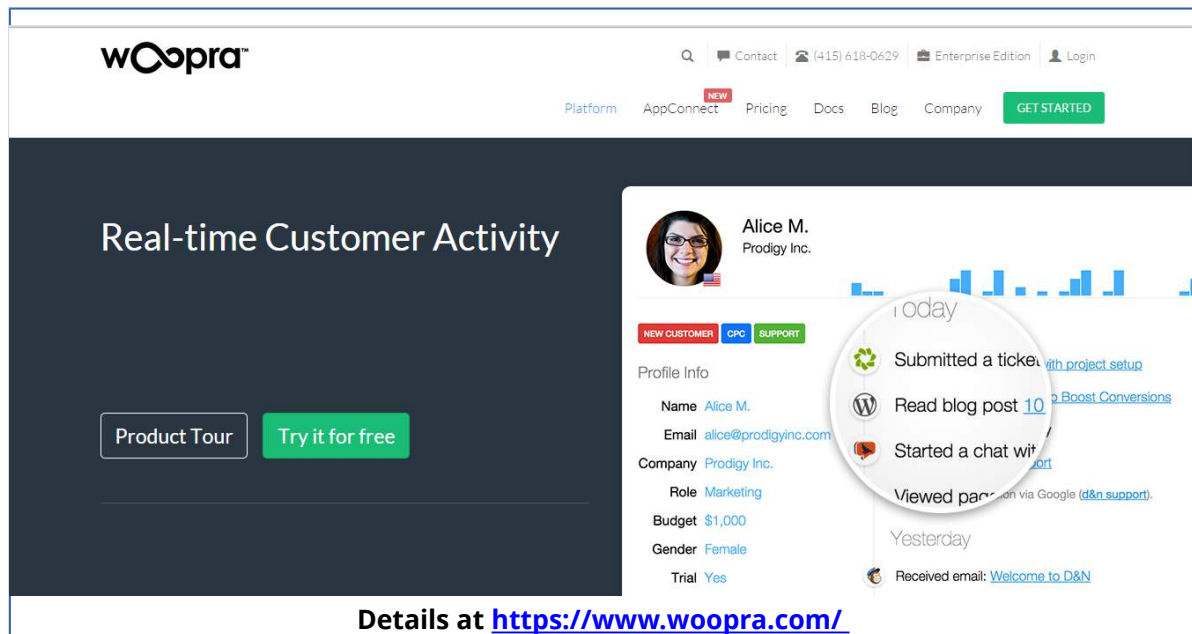

Details at http://www.google.com/analytics/

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.
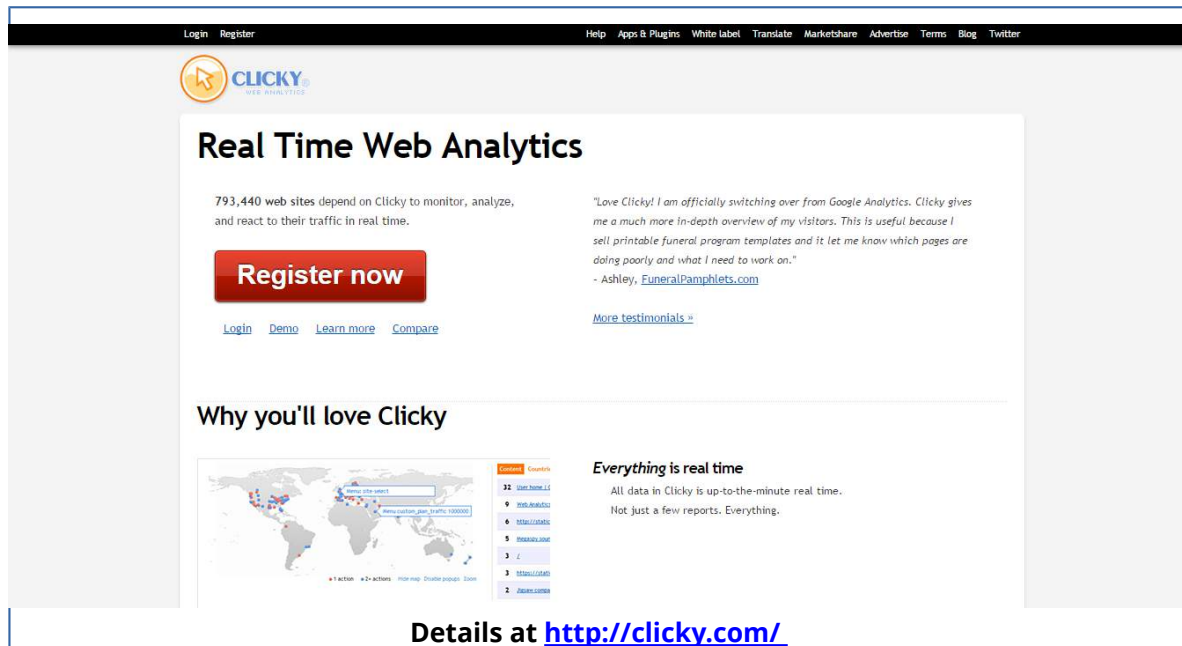
#2 Woopra

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.
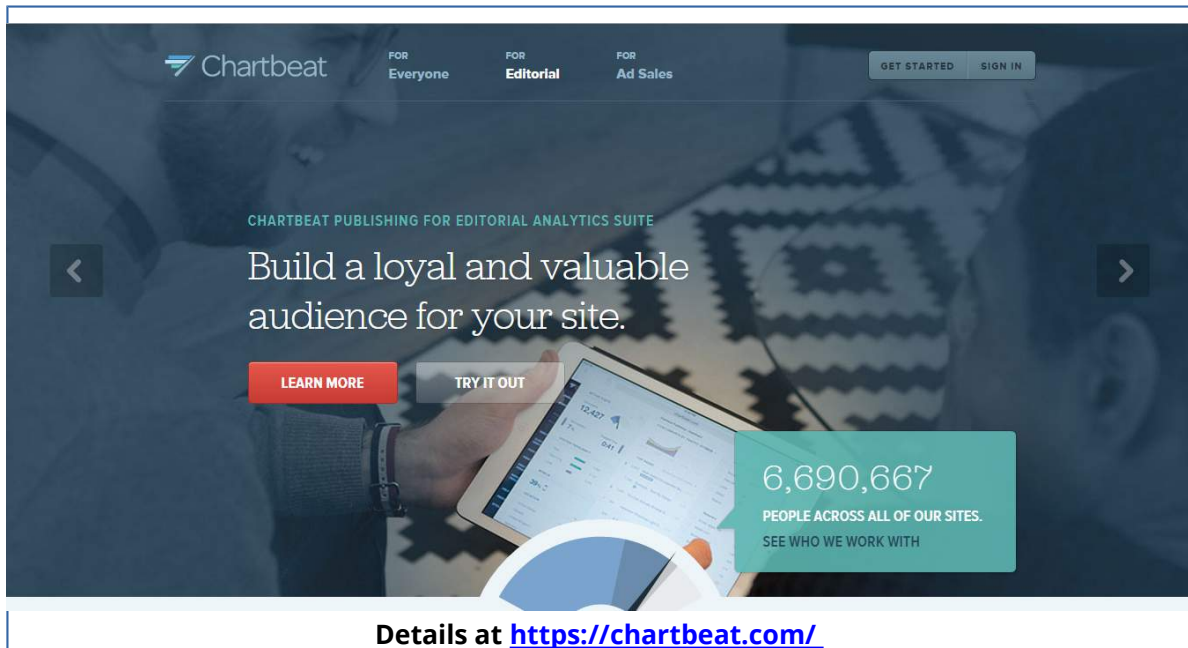
#3 Clicky

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

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

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.
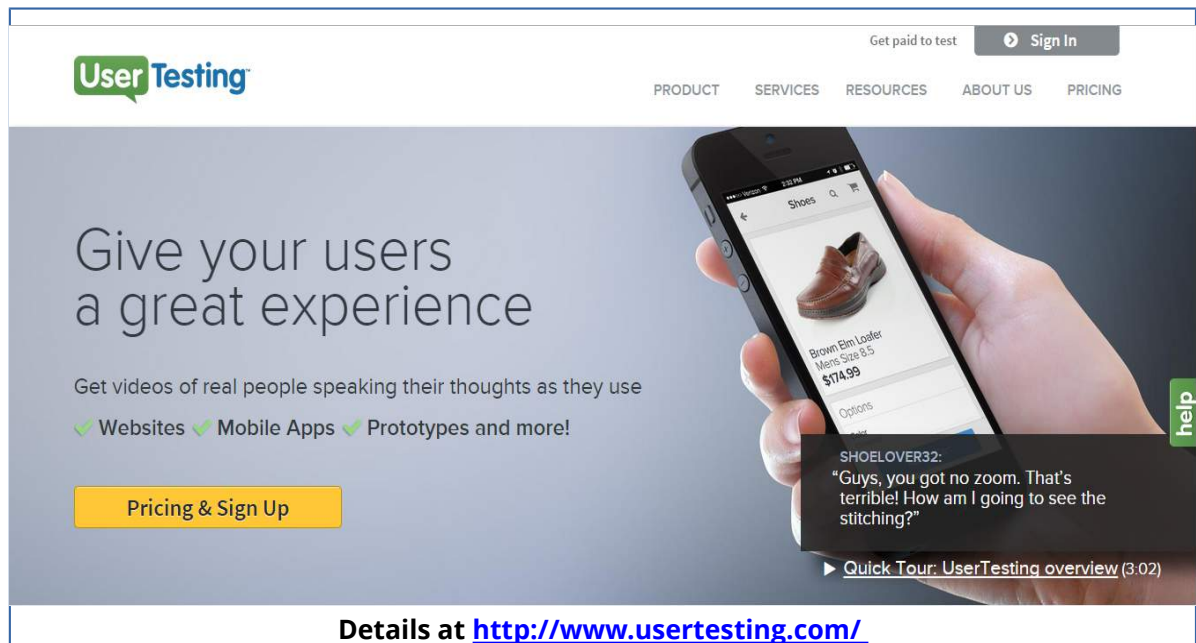
#6 KISSmetrics

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

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

Details at http://mouseflow.com/

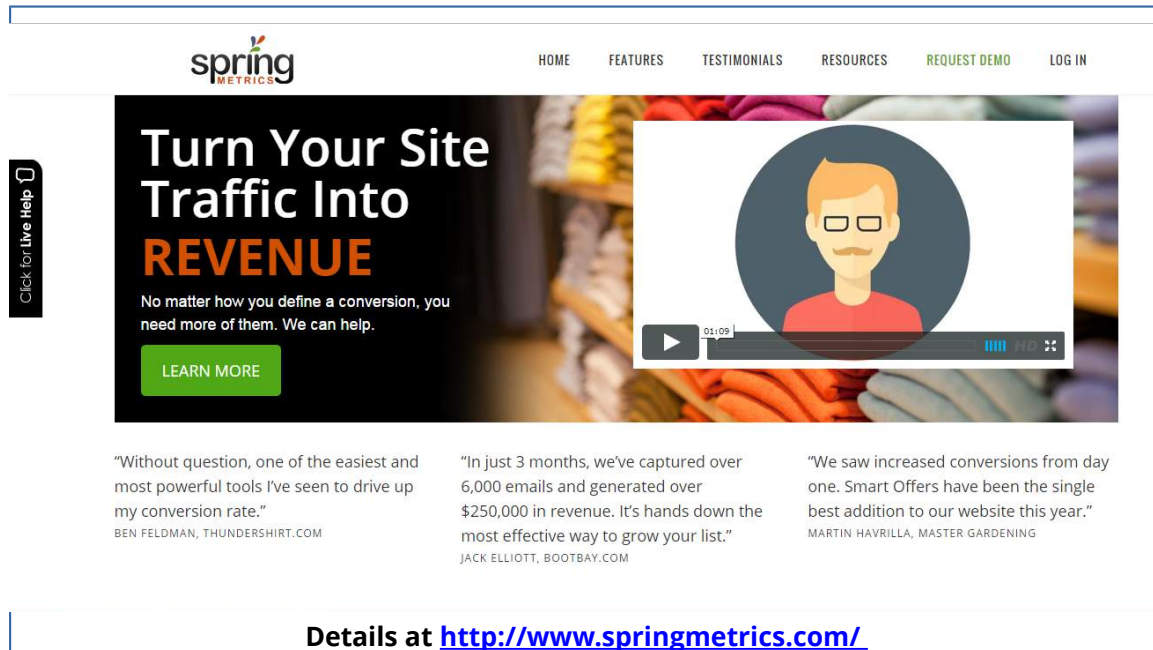**What is it?** MouseFlow is that Web Analytics tool that is a combination of two other Web Analytics tools viz. Crazyegg and UserTesting.

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

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

Details at http://www.crazyegg.com/
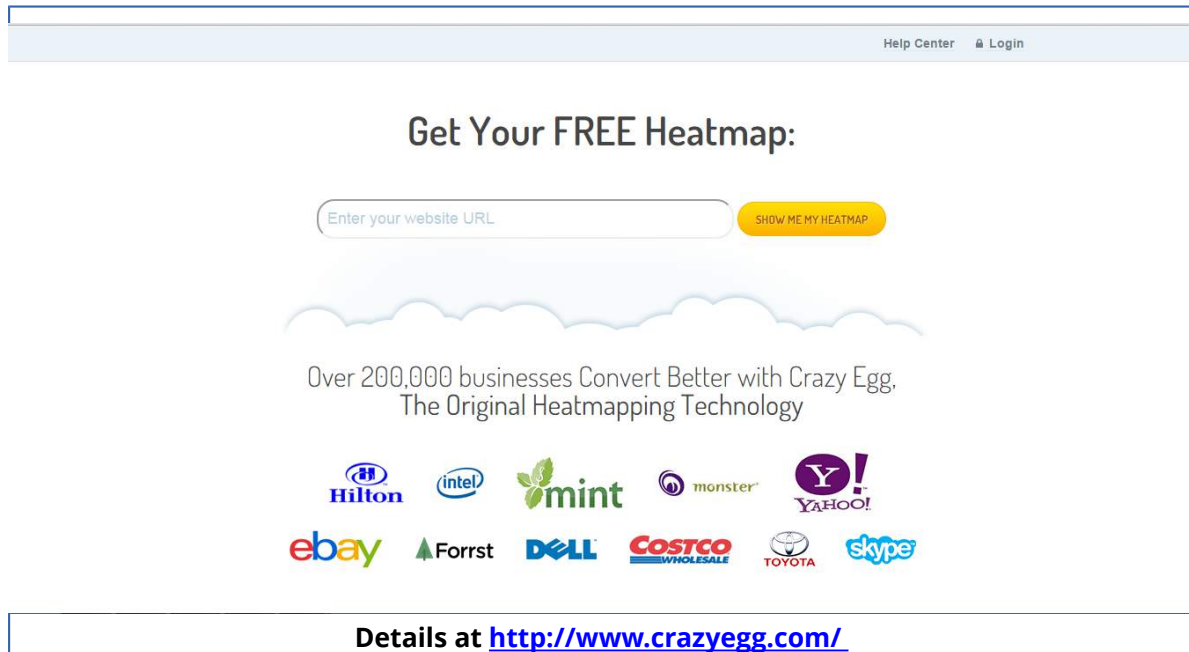
What is it? Crazyegg is one such Web Analytics tool that allows you to have a view what the website visitors are doing on the website's pages.

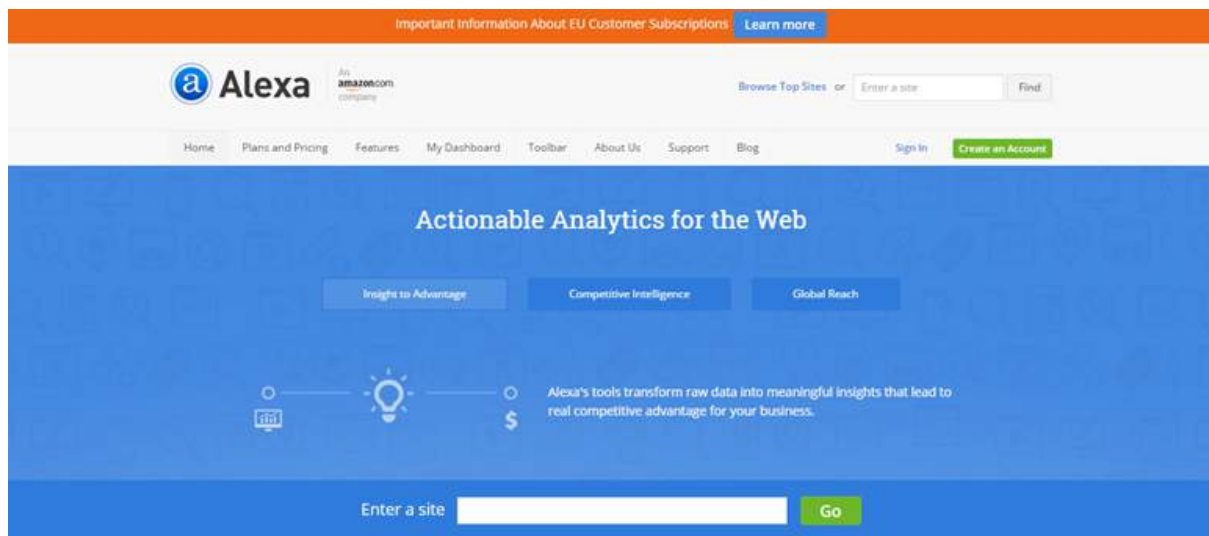**What are the common uses?** It helps to monitor and track the behaviour reflected by the visitor so as to get information about what is the most eye-catching and interesting feature on your web page.
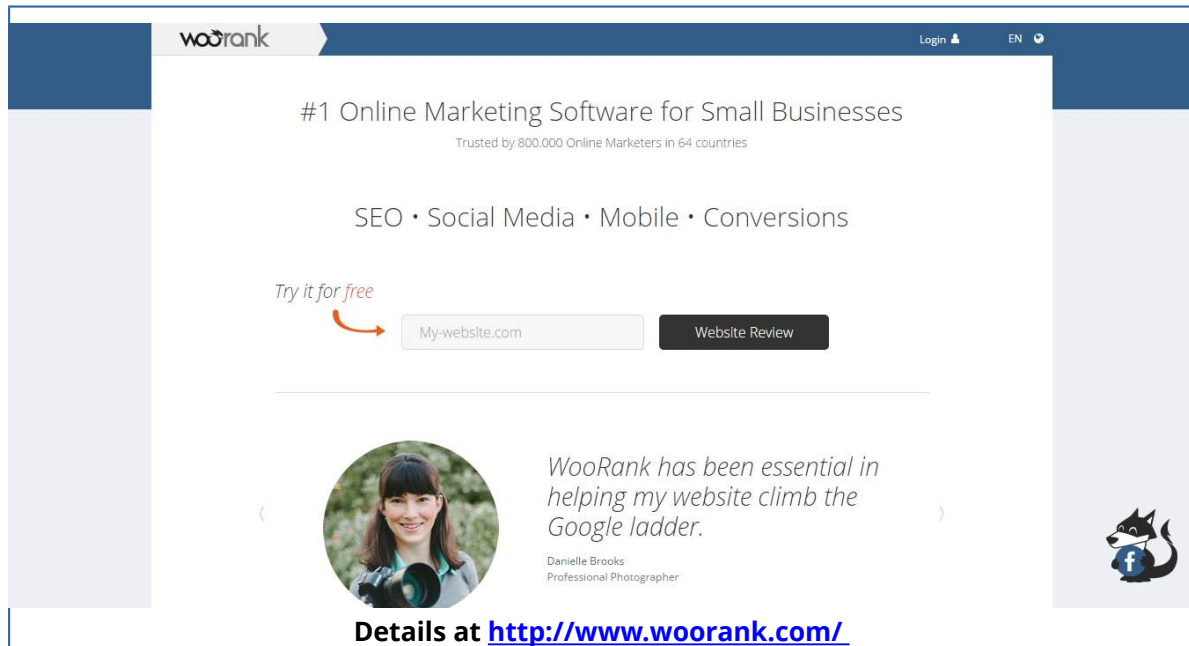
#11 Alexa

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.
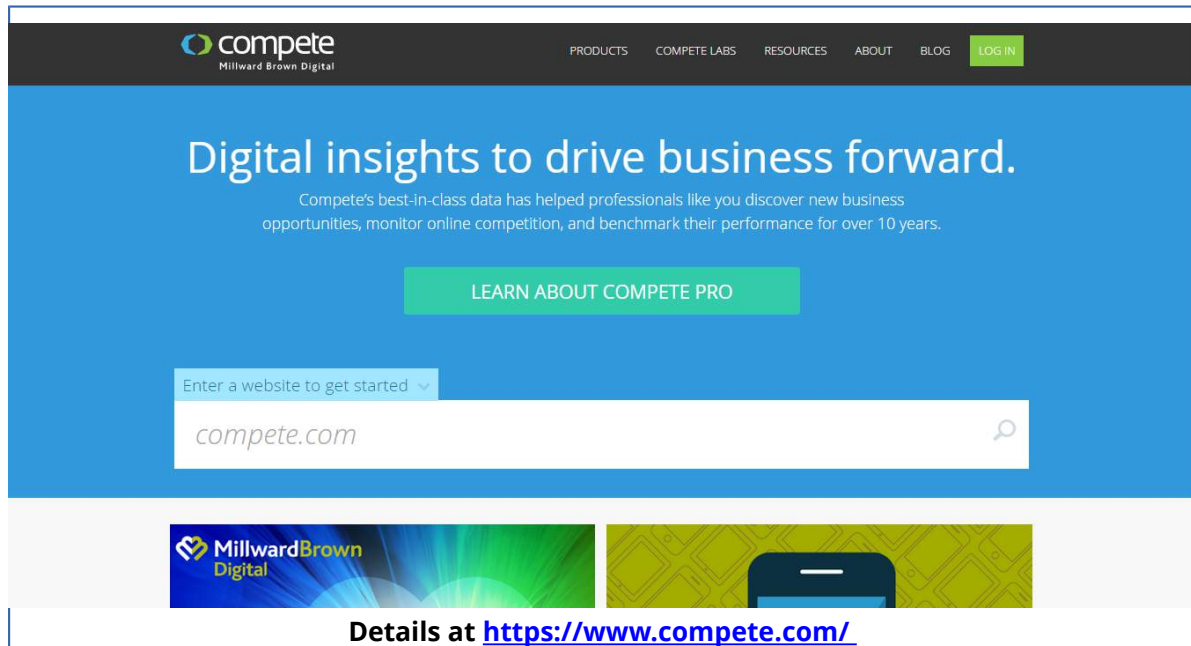
#11 Alexa

#12 Woorank

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.
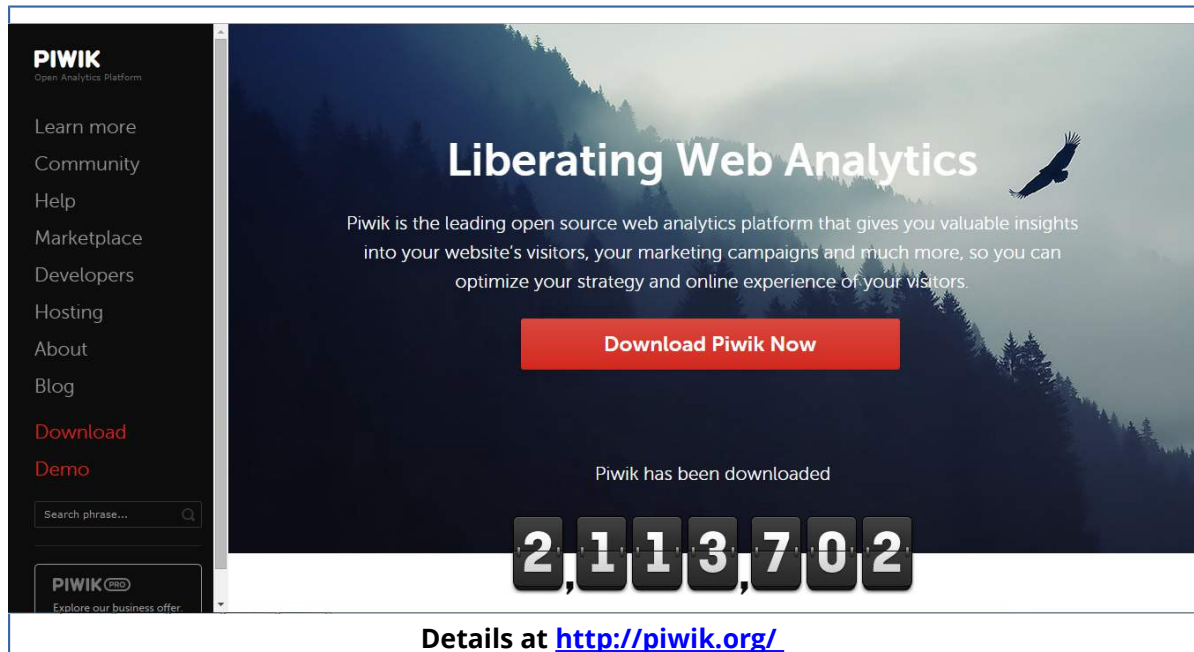
#13 Compete

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.
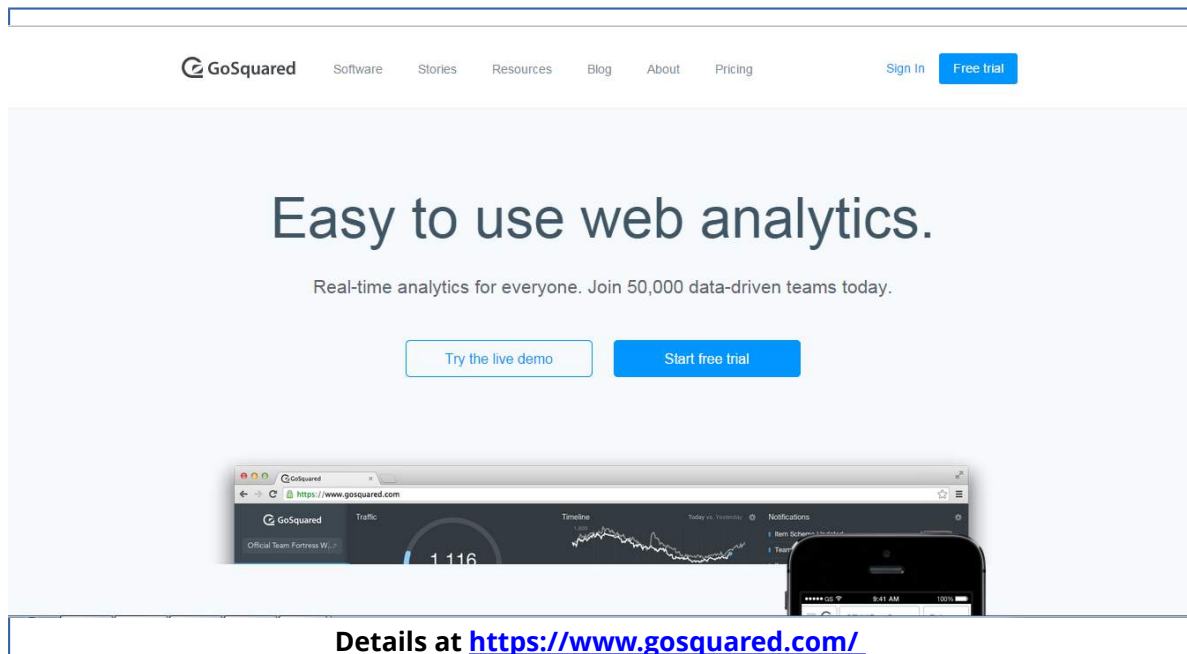
#14 Piwik

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.
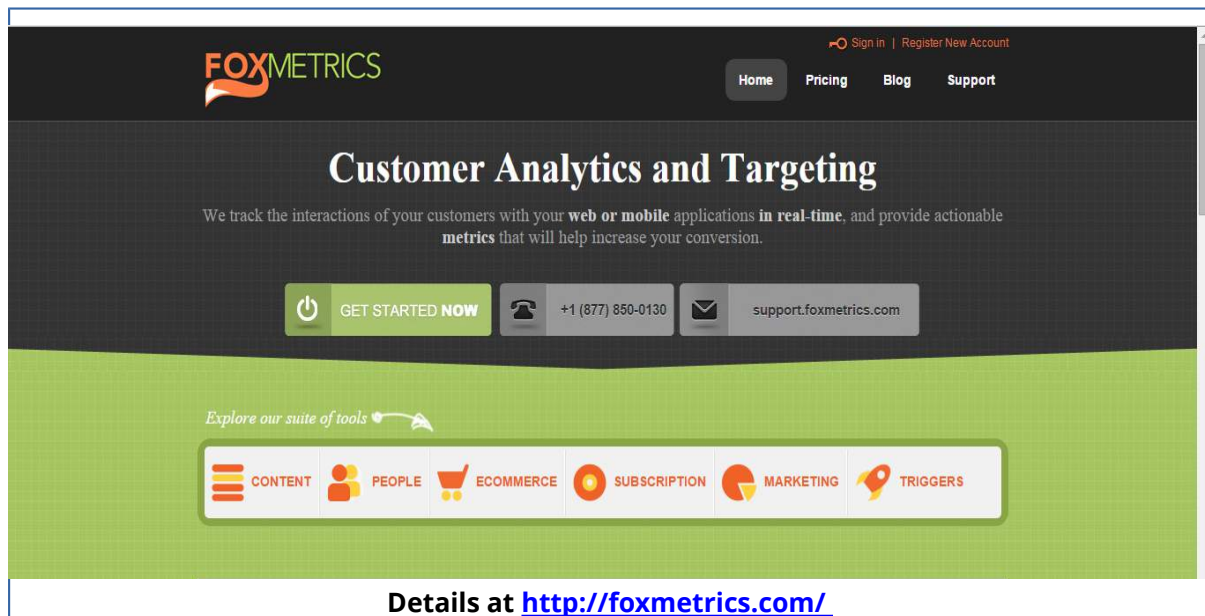
#15 GoSquared

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

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

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

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

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

Details at https://www.etracker.com/en.html
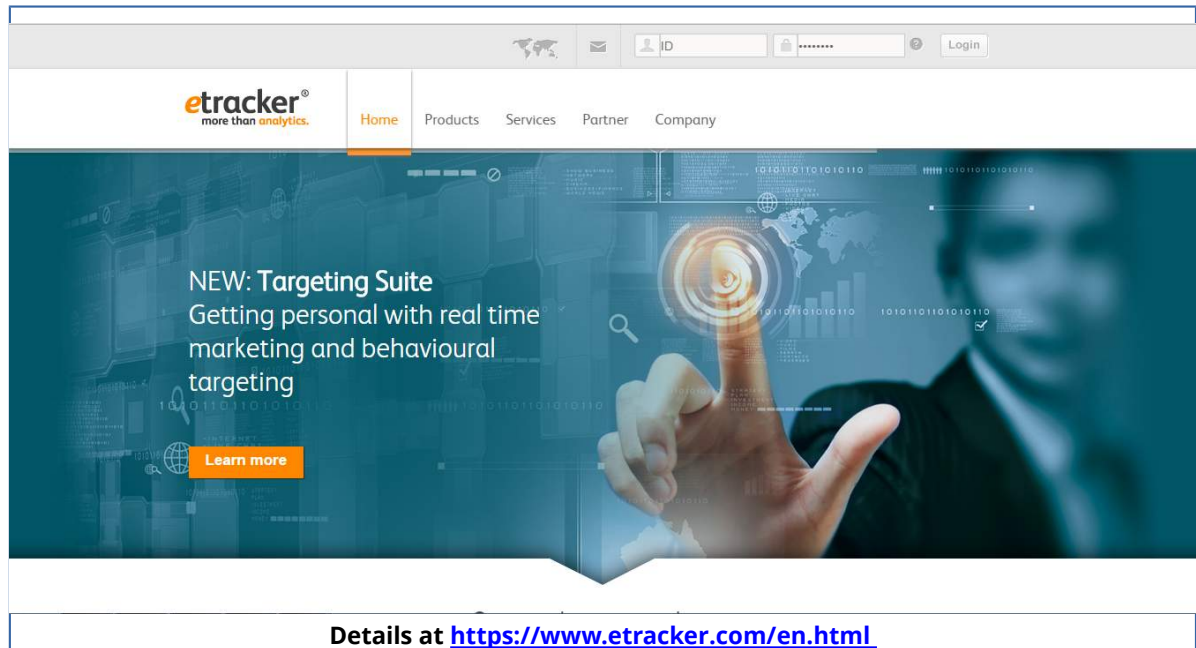
What is it? This Web Analytics tool combines quantitative as well qualitative analysis so as to obtain information required to evaluate website's traffic.

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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