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As we know, more and more people are going online to research businesses or purchase goods and services from company websites.

It's therefore important to understand how your site is being used by your visitors, and what you can do to maximise site performance.

If you're considering developing a new website, or looking to re-design your existing site, digital analytics can give you the tangible commercial insights so you can make informed decisions on the changes you make.

Understanding your website analytics can give you a good understanding of how people are using your website.

So here are a few good places to start:

Firstly, your most popular pages. The analytics will provide you with insight into how your visitors are engaging with your site. Are they visiting to purely get more information or validation about your services? Are they actively using the site to make contact with your business, or are they looking to obtain a quote or buy a product or service?

Secondly, understanding your website traffic. You can use the analytics to understand where your site visitors are coming from. Is it from your latest marketing campaign, or have your visitors came from internet search engines?

It's really important to understand which marketing channels are working for you, so you know where to invest further, or even, where to reduce spend.

In summary, analytics can really help you paint a picture of how your website is performing, and provide you with some great insights into what you can do to improve the experience for your visitors.

So hopefully that provides you with some background on why you should be using analytics.

And don't forget how understanding your site analytics can really help assess the performance of your marketing campaigns.

Here are our top tips to think about :-

Get analytics tracking set up on your site, using free online tools such as Google analytics

Set up a weekly or monthly report so you understand how your site is being used and where your visitors are coming from

Ensure you're aware of all the marketing activity happening in the business so you can assess the impact of each campaign

Understand which pages are being viewed the most – experiment with content on your landing pages to see what gets most engagement

This should be enough to get you started. But for more information on maximising your website through analytics, visit brokermentor.co.uk