



ACTUM Digital

Cracking the code of web analytics 2024

Discover how to achieve business growth
with data-driven insights and decisions.

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Before we start with web analytics



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Are you making the most of your website analytics? Are you using data-driven insights to shape your marketing strategy?

In 2024, B2B companies face a dynamic landscape shaped by digital transformation and globalization, presenting both opportunities and challenges. With evolving customer preferences, rapid technological advancements, and regulatory changes, data-driven strategies are now a necessity.

From my experience working with clients, many businesses aren't fully leveraging web analytics, missing out on great opportunities. Think of Web Analytics as your compass and Technical SEO as your map, guiding you through the digital terrain with confidence and precision.

Whether you're just embarking on your web analytics journey or you're an experienced marketer seeking fresh ways to transform data into actionable insights, our guide is here to assist you in cracking the code of web analytics in 2024.

It's designed to empower you to seamlessly incorporate web analytics into your data-driven digital strategy, ensuring you stay ahead in this ever-evolving landscape.

Your website is a true goldmine of data



Digital strategies are now essential for successful businesses.

Gartner projects a significant shift towards digital channels for B2B interactions, predicting that by 2025, a vast majority of these interactions will occur online.

A website is a channel where businesses can control the buying experience by providing information about products and services and establishing their online presence through proper branding.

Statistics from the International Trade Administration show that a business website is the most preferred B2B sales channel in Europe.

A website is a goldmine of potentially valuable information. Every time the web link is clicked, the product page is viewed, or the sale is completed, data that can shape the brand's digital sales and marketing strategy is generated.

This is why web analytics has become such a critical aspect of business operations for B2B companies.

In this guide, we break down web analytics and its benefits, the key metrics to monitor, steps to optimize analytics results, and strategic ways to translate the raw data into insights that drive business growth.

Web Analytics is more than numbers

Web analytics is the process of collecting, measuring, analyzing, and interpreting data from a website. It is a practice that goes beyond crunching numbers to provide a holistic view of the customer journey.

A brilliant way to understand web analytics is to imagine a brick-and-mortar store with CCTV cameras. This enables the store owner to track foot traffic and observe how customers navigate the store and the products that draw their attention.



Web analytics essentially replicates this process in the digital realm by showing the site owners:

- How visitors interact with their digital platform.
- The devices they use to access the web pages.
- The actions taken during the browsing session.

It's all about the strategy

All companies must leverage website analytics to stay relevant in this data-centric age of business. By measuring various metrics and interpreting them in the right context, companies can design strategies that improve every aspect of their business, from customer experience to operational efficiency.

Web analytics helps marketers understand their buyers and assess the effectiveness of their online marketing campaigns.

Furthermore, companies can use performance indices from product pages to streamline their product development and supply chain.

The possibilities are numerous, provided the data handlers analyze the right metrics and translate them into actionable insights.



**The key metrics every
business should monitor**

Which key metrics to track

Web analytics is powerful but data overload is a very common pain. Not all metrics are equally valuable; some are just vanity metrics, looking good on paper/screen but fail to provide true insights into the efficiency of your digital campaign.

For instance, take the number of page views. While 100,000 page views may seem exciting, this doesn't consider how much time visitors spend on the page & how many of them are taking valuable actions like signing up for newsletters and initiating purchases.

Hence, it is important to know how to focus on actionable metrics that can be harnessed to drive the business forward.

Because the requirements differ from one industry to the next, it is also necessary for businesses to identify which of the actionable metrics are applicable to their business model.

Identifying these key performance indicators (KPIs) will pave the way towards achieving the set goals and objectives. Here are 6 key metrics to monitor:



Conversion Rate

Measures the percentage of visitors completing specific actions, like making a purchase, filling out forms, or requesting quotes.



Click-through Rate

Measures the percentage of web visitors who click on a link or call-to-action displayed on a page they viewed.



Traffic Sources

Focuses on the origin of the traffic to a website. Traffic sources are divided into direct, organic and paid search, referral links & email.



Event Tracking

Monitors visitor actions on your site, such as video play, report downloads, or page scrolling, offering insights into user behaviors beyond specific goals.



Average time on page

Measures how much time visitors spend on a specific webpage, indicating content engagement.



Pages viewed per session

Shows how many pages a visitor explores during one site visit, indicating user engagement and navigation patterns.

Translating raw data into insights

Web analytics empowers companies to enhance their online presence through data-driven optimization. To achieve this, they must transform raw metrics into actionable insights by analyzing patterns and trends.

Here are examples of how businesses can convert percentages and numbers into a roadmap for success:

01 Understand User Behaviour

Web analytics provide an excellent way for companies to understand the needs and preferences of their existing and prospective customers. By assessing metrics such as bounce rate, event tracking, average length of sessions, and exit pages, companies can map the average buyer journey and identify pain points interfering with conversion.

For example, analytics data may show that many users are viewing a particular product page but not adding to cart or proceeding to checkout. This can be a cue to optimize the product pages with more appealing images and richer product descriptions.

02 Personalise Customer Experiences

The desire for personalization in B2B is as strong as ever. Web analytics can provide information such as demographic data, and location. Businesses can use this data to create personalized experiences for users on their sites, leading to higher engagement and satisfaction.

For instance, if analytics indicate high traffic from a specific geographic location, the marketing team can tailor content to better resonate with that audience's preferences.

Translating raw data into insights

03 Facilitate Data-driven Production

The insights from web analytics can be implied on the production floor. By monitoring metrics of product pages, companies can identify the most popular products and increase production in that direction.

For example, if a home appliances manufacturer notices the product pages displaying smart appliances get longer browsing time and have higher conversion rates, it could be an indication to intensify the production of smart products.

04 Optimize Technical SEO

Technical SEO involves optimizing a website for search engines, which is crucial to attracting organic traffic. KPIs like high bounce rates on a website with an overwhelming percentage of mobile visitors should prompt businesses to investigate factors like page load speed and mobile friendliness.

Optimizing these elements not only improves search engine rankings but also ensures a seamless and satisfying user experience.

05 Monitor Marketing Campaigns

Website analytics provide a clear window through which businesses can view their marketing campaigns and improve upon them. Analyzing traffic sources can tell marketers how well their organic SEO and pay-per-click advertising campaigns are performing.

Similarly, conversion rates and click-through rates help assess campaigns. Marketers must probe further and optimize campaigns if these key indicators are low.

Optimizing web analytics for results

Getting the best out of web analytics requires certain steps to optimize the entire process. It helps businesses gain actionable insights and make decisions that lead to better results.

Here are seven important steps to follow to optimize web analytics:

Set Clear Objectives

It is important to define the objectives of the project from the start. The objectives must be SMART (specific, measurable, attainable, realistic, and time-bound). Common examples include higher traffic volume, more conversions, or more organic traffic.

Select Key Metrics

The next step is to pick the metrics that best align with the specified objectives. For example, if the objective is to increase user engagement, suitable metrics include average session duration, total number of pages viewed per session, and bounce rates.

Setup the Right Analytics Tools

Conduct proper research to select the best web analytics platform for your business needs. Because poor setup can affect data integrity, carefully implement the analytics tool before use.

Implement Tracking Codes

Tracking codes improve the accuracy of data collection by monitoring and capturing data on website users' activity and sending it to the analytics module. Hence, setting up tracking codes on all relevant pages is essential.

Integrate analytics with other tools

Integrating web analytics tools with other platforms and tools helps to enhance analysis. Some common options to integrate with web analytics tools include content management systems, customer relationship management systems, email marketing platforms, and PPC platforms.

Conduct A/B Testing

Run A/B tests on variations of calls-to-action, headlines, page designs, and images. Comparing the metrics of the different variations will reveal the variations with better performances.

Ensure Regular Reviews

Your web analytics project will require continuous assessments and monitoring. Examine the trends and patterns and make necessary adjustments to achieve your objectives.



By following these seven key steps, companies can harness the full potential of web analytics to gain actionable insights and make informed decisions that drive better outcomes.

ACTUM Digital

Your expert partner in Web Analytics

What we can help you with



Website analytics audit



Goal and conversion configuration



Support with tracking implementation



Website analytics tool management

Poor web analytics setup can lead to inaccurate data collection, leading to misguided decisions. Moreover, overseeing the process and extracting valuable data insights takes a lot of time, knowledge, and effort. To drive business growth with data-driven insights and decisions, consider joining forces with ACTUM Digital.

We have over 28 years of experience servicing international clients across Europe, North America, and Asia Pacific.

By optimizing websites, streamlining content strategies, and implementing cutting-edge SEO techniques, we help businesses achieve rapid and effective results in boosting their online visibility and search engine rankings.

Our team of experts has the knowledge and experience to guide you through the entire web analytics process, ensuring a seamless and error-free set up.

Expertise in all aspects of web analytics:

- Audit
- Strategy
- Analytics tool implementation
- Creation of reports and dashboards
- Maintenance & training

With our support, you can ensure the data you collect is accurate, actionable, and insightful. When interpreted correctly, it can greatly benefit your strategic planning efforts.



**Success Stories to draw
inspiration from**

Web Analytics transformation

for a global plumbing and climate solutions enterprise

Anyone still in doubt about the numerous advantages of web analytics only needs to closely examine the inspiring stories of companies achieving fantastic feats by investing in this strategy,

A leading global plumbing and indoor climate systems provider aimed to optimize their online presence and collect more insights from their customers and prospects. However, progress was restricted by data gaps and inaccuracies arising from a previous poor setup. In essence, they faced three issues:

- Incomplete tracking after transitioning.
- Data clarity and accuracy problems.
- The transition to GA4 without internal expertise.

The brand partnered with our team to streamline their web analytics. Here's how we did it:

Analytics Overhaul

We took over the analytics setup from the previous agency. A thorough audit helped us identify the gaps, and then implement the missing tracking mechanisms.

Ensuring Data Accuracy

We enhanced tracking, defined key performance indicators (KPIs), and ensured the recorded data was relevant and actionable.

GA4 Transition

We implemented GA4, provided comprehensive training to the client's team, and helped them harness its insights.

Monthly Data Dive

Each month, our team dives deep into the analytics. This isn't just about numbers but interpreting what they signify and how strategies could be further fine-tuned.

This resulted in more accurate data for better fine-tuning their web strategy, putting the company in a prime position for deeper user understanding and business growth.

Seamless flow of information

Deeper understanding of user behavior

Insight-based business decisions

Web analytics isn't just about collecting data, but ensuring that the data is accurate, actionable, and insightful.

For our customers, this journey from confusion to clarity is transformative. With the right expertise and intervention, they are now well prepared to leverage web analytics for business growth and superior user understanding.

Digital revamp for Teta Drogerie

through analytics-driven strategy



Another excellent case study is that of Teta Drogerie, a successful Czech Republic brand with a chain of drugstores.

The company found that its offline success did not immediately translate to the online world. Despite having a vast clientele, the digital channels did not reflect the same loyalty and engagement.

Their initial approach involved arbitrary website updates and periodic newsletters that were ineffective. Actum helped change that situation.

Our solution revolved around data-guided strategies:

Content Strategy

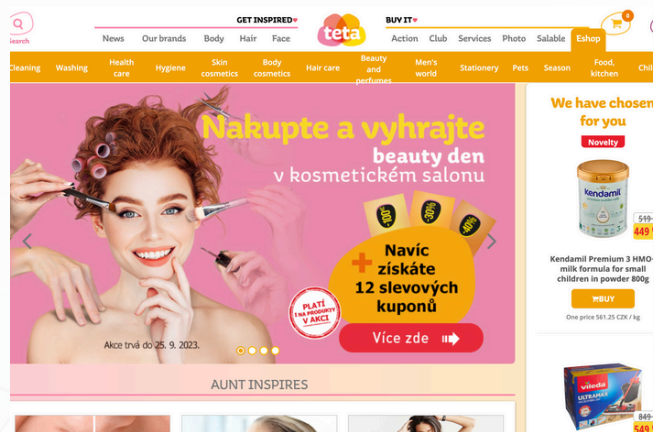
We devised a content plan of 40 monthly articles and newsletters driven by analytics and SEO, ensuring user-aligned topics.

Transparent Tracking

Utilizing JIRA, we established clear KPIs and implemented new website tracking mechanisms and improved e-commerce tracking. This provided a detailed view of user behavior for ongoing strategy refinement.

Monthly Data Analysis

We collaborated with Teta Drogerie monthly, interpreting analytics to fine-tune strategies beyond just numbers.



For Teta Drogerie, this journey was enlightening. The difference between their initial efforts and post our intervention was the strategic use of analytics.

Data, when interpreted right, can guide brands towards unparalleled digital success. Teta Drogerie not only achieved a vibrant online presence but also managed to mirror its offline community's loyalty and engagement in the digital realm.

+398% Increase in organic web traffic

+247% Readability

Newfound understanding of user behavior



When it comes to web analytics, partnering with experts can make a significant difference in the success of your project.

ACTUM Digital, with over 28 years of experience serving international clients, is a leading agency specializing in web analytics, content migration, content strategy, and SEO optimization.

www.actumdigital.com

We can transform your digital strategy, and our confidence comes from many success stories that we are delighted to share.

Are you ready to gain an edge in the digital landscape? Take the first step by getting your free sneak peek of analytics and technical SEO analysis.

Get it now