

NetTracker



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PenTeleData provides detailed NetTracker metrics reports that analyze the behavior of visitors clicking through your website.

Offered as an enhanced feature with a PenTeleData web hosting plan, NetTracker is a comprehensive web log analysis tool that provides extremely detailed analyses of the traffic on your website. NetTracker's standard reports present information about who is referring visitors to your website, how long those visitors are staying, what content on your site is the most popular, how well your web server is performing and much more. It is even possible to identify and analyze an individual user's surfing patterns by linking NetTracker to an external data source where you have captured your visitors' names, addresses and any other information that you wish to track.

Most professionals are interested in targeted information about the traffic on their websites. Doctors, lawyers, corporate marketing directors, advertising writers, photographers, arts administrators, colleges, journalists and tourism bureaus all share the same need to know exactly who is visiting their website, when and from exactly where they're coming. It is important to analyze the increase in traffic on your site resulting from a banner advertising campaign running on a web portal. As more websites begin offering items for sale directly to visitors on their website, it becomes increasingly important to analyze information about the web surfing habits of consumers that actually make purchases. What path did those visitors take through the site? What sites are referring the most visitors who actually make purchases?

Most web log analysis tools require tremendous reconfiguration to pull this data from your web logs. Some even require that you re-import all of the web logs you want to analyze to get the data you need. By using NetTracker, you can quickly get the information you need to make informed decisions to increase your website's traffic.

Why Use NetTracker?

There are many reasons to analyze your website's traffic. At the lowest level, you want to determine if anyone is coming to your website in order to justify the site's existence. Once you have determined that people are visiting your website, the next step is to identify which pages they are viewing. After determining what content is popular, you can tailor your content to satisfy your visitors.

A more detailed analysis of your website traffic will assist you in increasing the traffic to your website. For example, by determining which sites are referring visitors to your site, you can

"Who visits your website, how often and why? Find out quickly and easily with NetTracker."

Jeff Reinhard
General Manager
- PenTeleData

determine which online marketing activities are most successful at driving traffic to your site or, by combining your website traffic data with other data sources - such as your customer databases - you can determine which banner ad campaigns generated the most revenue versus the most visitors. This allows you to calculate the ROI (Return On Investment) for specific online marketing campaigns as well as obtaining detailed information about your online customers and prospects.

What info can I get out of my Website Statistics?

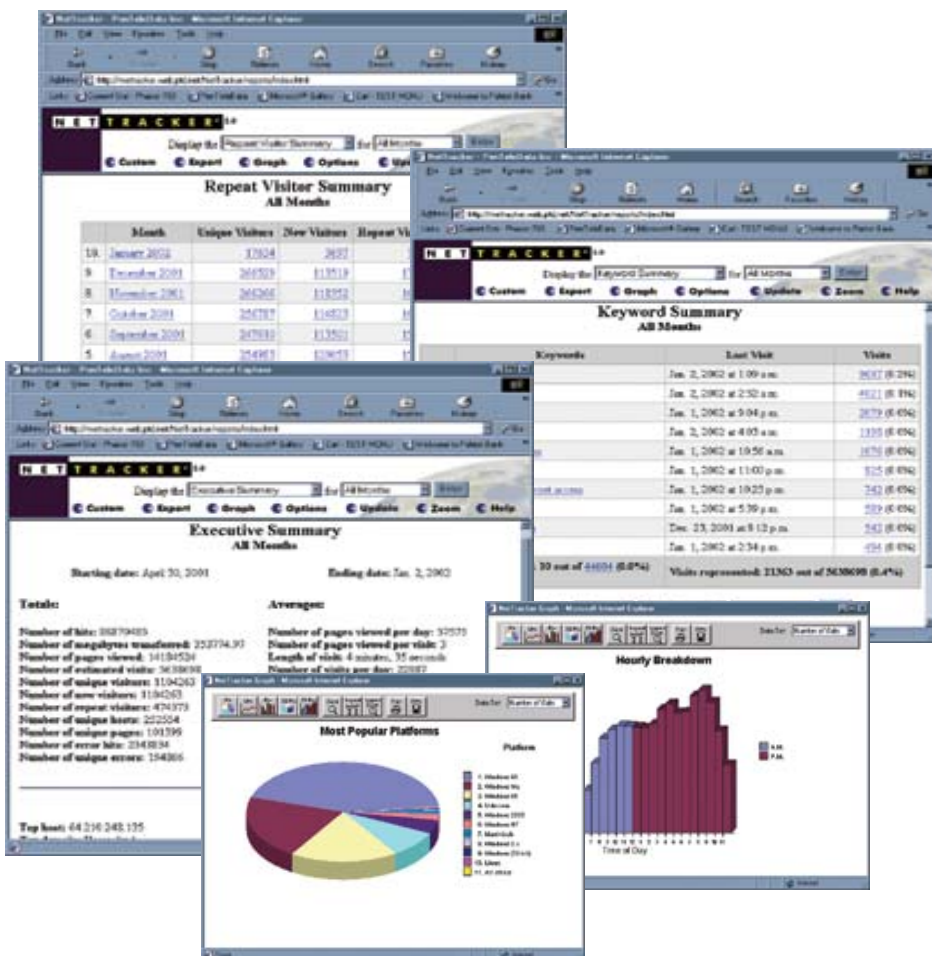
Quite a bit! First, you can determine who is visiting your website. You can determine what company the person is from and, if a visitor filled out an online form during a visit to your website, you can link the form data with their website traffic data and identify each visitor by name, address, and phone number - and any other data that your online forms gather.

You can also learn where your visitors are coming from. For example, did they find your site by using a search engine such as Yahoo or did they click on a link at another site? If they did use a search engine, which keywords did they use to locate your site?

Furthermore, you can identify which pages your website visitors are viewing, what paths they are taking within your site, how long they are spending on each page or on the site, determine when they are visiting your site and how often they return.

At the highest level, you can determine which of your website visitors spend the most money purchasing your products and services and what were the most common paths and referring pages for these visitors

NetTracker Screenshots:



Website Details can be viewed by:

- Banner Ad Summary
- Browser Summary
- Date Summary
- Day of the Week Summary
- Directory Summary
- Domain Summary
- Entry Summary
- Error Summary
- Executive Summary
- Exit Summary
- Host Summary
- Initial Referrer Summary
- Keyword Summary
- Page Summary
- Page View Summary
- Path Summary
- Platform Summary
- Referrer Summary
- Repeat Summary
- Robot/Spider Summary
- Time Summary
- Traffic Summary
- Visit Duration Summary
- Visitor Retention Summary
- Visitor Summary

FOR MORE INFORMATION

To learn how your company can take advantage of this and the other industry leading technologies from PenTeleData -

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