

## Analyse This

### Letting Your Analytics Define Your Online Presence

Pete Wailes, Adams Creative

#### A little more than science

*"Web Analytics 2.0 is:*

- (1) the analysis of qualitative and quantitative data from your website and the competition,*
- (2) to drive a continual improvement of the online experience that your customers, and potential customers have,*
- (3) which translates into your desired outcomes."*

In the end, the web is defined and sculpted by people. Web design has evolved to make sites more attractive, easier to navigate, and more user friendly. Why? To please users.

Similarly, search engines are constantly evolving, becoming more adept at finding the information that we, as users, want to access. As a result, we as online marketers, must use what our consumers are telling us, more effectively.

This has resulted in a defined break from the past. More than ever before, we face a three tiered online world, with three tiers of users. At the bottom level is the dark web: the billions of sites that aren't linked to, aren't promoted, and no-one knows about. The middle layer is the first part of the visible web; the layer built by people with no idea about coding standards, CSS controlled layouts, graphic design or search engine ranking parameters. Then at the top level you have the experts, who build the best sites, engineered to be friendly to search engines and users, and built in the most modern, most flexible way. This last layer also provides content that's user focused, not promotionally focused.

#### A little less than art

This divide raises a question – where does your site sit in these layers? Truly effective SEO focuses not only on ranking well, but on increasing click through rates by split testing title and description tags. Similarly, truly effective analytics doesn't focus on simply gathering information, but on actually using that information.

What we must look at now is not only collecting data on how people find and use our website, but acting on that data. The process we follow must change from data reporting only, which gives knowledge for knowledge's sake, to Data Reporting > Hypothesis > Testing > Data Analysis > Competitive Analysis > Outcome. Only by

actually acting on the data we get can we really serve our users. And in the end, if we're not acting on it, what's the point in having it?

As Matt Inman recently demonstrated with his Mingle<sup>2</sup> online dating site, it's not enough anymore to be simply an online brochure for your company, if you want to rank for service related terms. You have to embrace the changes that are coming, and have arrived, in the online world. You need to have a site that fits the top tier profile.

### **A delicate balance**

The channels of online marketing and analytics analysis are becoming ever more intertwined, and as this convergence continues, two categories of sites will emerge. The first will belong to those who have built a site for themselves. They will rank for their brand terms, but nothing else. The traffic levels will be low, consumer interest will stagnate, and business will drop. The second will be user focused, designed around great, regularly and frequently updated content, built to create community.

The difference is a difference in mindset: are you looking at your site as something for you, or something for the people using it? It's time to get serious about your online presence and to not only have a site that benefits everyone, but to ask the ultimate question to your users, and then act on what they say. To change and adapt to what they want. The question?

### ***How May We Serve?***

#### **About Adams Creative**

Adams Creative is one of the South East's leading online and offline marketing agencies. With a strong London client base and offices in Maidstone, Ashford and Hastings, the agency manages online and offline marketing campaigns. Specialist in-house teams provide expertise in digital media, online marketing, search marketing, advertising, print design, media buying, public relations, direct mail, event and exhibition management, for many leading Blue Chip companies.

Adams Creative works with clients in both the consumer and business-to business sectors, creating bespoke campaigns to suit each client's specific objectives. Clients include Eurotunnel, ING, United Trust Bank, Balfour Beatty, Hilton Hotels, Novotel and The Kings Ferry Travel Group.

**[www.adamscreative.co.uk](http://www.adamscreative.co.uk)**

1 – Avinash Kaushik - *Rethink Web Analytics: Introducing Web Analytics 2.0*