

How to enhance online sales using web analytics

By [Charles Mburugu](#) 12 Apr 2016

Nowadays, many businesses that have a website check their metrics using different web analytics tools. However, in most cases, business owners don't know how to interpret and use the web analytics results to improve their businesses and enhance customer engagement. So how can you make the most of web analytics results to improve sales on your site?



1. Check how visitors are accessing your site and optimize accordingly

A [dashboard for web analytics](#) will show you how many people are accessing your site using their desktop laptops or mobile devices. Take note of how conversion rates differ depending on the device being used. For example, if most people are visiting your site via smartphones or tablets, you need to ensure that your entire site is optimized for mobile devices.

2. Monitor your sources of traffic and budget accordingly

It is very important to keep track of where most of your traffic is coming from. Is your [source of traffic](#) search engines (organic/paid), social media or other websites? Being aware of where your traffic is coming from will show you where you need to invest more cash and time to boost traffic even further.

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In addition, analytics data will also give you an idea of which marketing campaigns are producing the highest conversions on your site. It would then be advisable to allocate a higher budget to your most productive marketing channels.

3. Find out your visitors' geographical location and improve your targeting

Most web analytic tools come with a geographic filter which can help you determine which regions or countries generate the highest sales for your business. You can then use this data to create more [targeted marketing campaigns](#) for those specific areas. In addition, you can carry out some research to find out why

some regions are not performing well. To enhance sales in those areas, you could consider offering incentives such as discounts and coupons.

4. Understand exactly what visitors are looking for

Web analytics data will show you which pages are most visited on your site and what terms people are searching for. This will give you an idea of where to place your products for maximum exposure. In addition, you can use the terms commonly used when searching your site to optimise your content.

5. Check your bounce rates

Check your analytics to find out which pages on your site have a higher bounce rate compared to others. A high bounce rate is usually a sign that there is a problem with your call to actions, layouts or content. Therefore, making a few changes on your design and content could significantly increase your sales. For instance, you might need to position your call to action buttons more prominently on your pages or simplify your site's navigation.

ABOUT CHARLES MBURUGU

HubSpot-certified content writer/marketer for B2B, B2C and SaaS companies. He has worked with brands such as GetResponse, Neil Patel, Shopify, 99 Designs, Norton, Salesforce and Condor. Portfolio: <https://charlesmburugu.contently.com/> LinkedIn: <https://ke.linkedin.com/in/charlesmburugu>
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