



Who we are

What we do

Our work

Talk to us

[Home page](#) / [Blog](#) / How big are we

[Convert page to PDF](#)

[Press Releases](#)

[Case Studies](#)

[Microblog](#)

[Blog](#)

## Carry on up the Internet: How big are we?

[Dick Turpin points his pistol at Madame Desiree]

**Madame Desiree:** That doesn't scare me. I've seen bigger ones in my time.

**Dick Turpin:** That doesn't surprise me.

(Carry on Dick, 1974)

One of the things I'm asked about is from people who have a web site for their business but they can't tell if they're getting any benefit from it. Sometimes a customer will say they found their web site or they'll be contacted through their web site, but if you're not directly trading online how do you measure how well your web site is performing?

Take the club I mentioned in **Carry on up the Internet: You haven't got Mail**. They had their web site but they didn't know anything about how well it was working. They didn't know how many people visited their web site, which pages they looked at, or anything else about how well their site was doing. Their web hosting didn't include any usage statistics or access to log files. If they'd had access to their web server's log files they could have used software like AWstats to see how they were doing.

I suggested they could add Google Analytics to find out what was happening on their site. Google Analytics is a great, free tool that we've used successfully with a lot of our clients. Now for some, a tool which describes itself as ".the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness." may sound a little bit of overkill. When I told them it had over 80 different reports I could see the look of fear forming behind their eyes.

I had a feeling I was about to metamorphose into Michael Winner in an advert for car insurance. So I took a step back and showed them the Google Analytics dashboard.

One of the great things about Google Analytics is that you can decide how far to dig into it. If you're just starting out you can see the most important information for your site on the dashboard. Straight away you can see how many visitors you've had, how many pages they viewed, how much time they spent on the site, where they came from and the top five pages they looked at. Once you've dipped your toe in the water, you can dig deeper into Google Analytics and figure out what else is useful for you.

Adding it to a site is easy if you're using a templated content management system but if, like the club you are writing each page by hand, copying and pasting the code into a small web site isn't too difficult either.

 [Subscribe to blog comments RSS feed](#)

### Search

via your interest

via keyword or phrase

### Talk to us

Name

How would you like to be contacted?

Email  Phone

Email Address

#### Site Links

- [Sitemap](#)
- [Terms & Conditions](#)
- [Accessibility Statement](#)
- [Privacy Policy](#)

#### RSS Feeds

- [Announcements](#)
- [Blog RSS Feed](#)
- [Twitter Feed](#)

#### Site Validation

- [W3C XHTML 1.0](#)
- [W3C CSS 2.0](#)
- [W3C Accessibility WAI-AA](#)

#### Accreditation

- [ISO 27001](#)
- [ISO 9001](#)
- [Institute of IT Training](#)
- [PRINCE2](#)
- [Buying Solutions](#)

#### Partners



