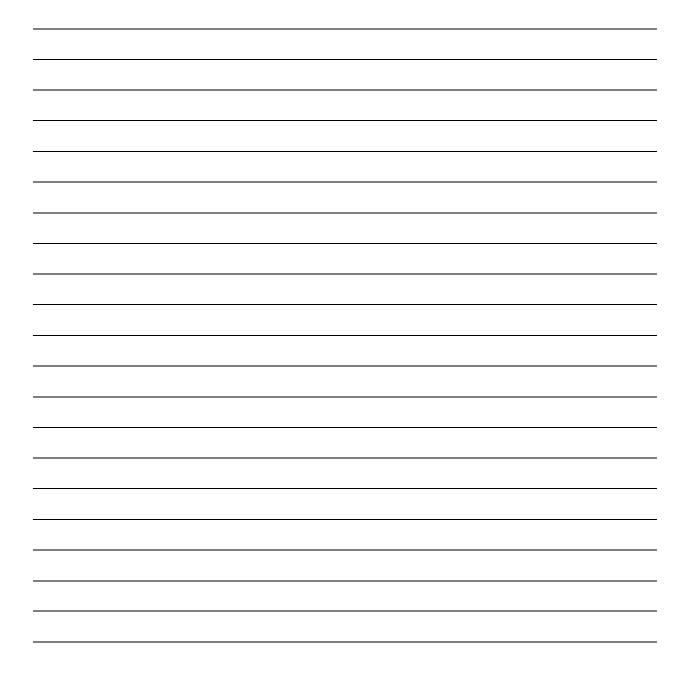
Marketing Essentials Chapter 11 Management Skills

eMarketing Worksheet Activity: Chapter 11 On-site Web Analytics

Directions On-site web analytics is a tool used to evaluate the effectiveness of a Web site by collecting, measuring and analyzing data generated by Web site visitors. Work alone or in small groups to complete this worksheet on on-site Web analytics and their impact on marketing.

1. Research Web Analytics Conduct research on the Internet about Web Analytics. Suggested sites include: the Web Analytics Association, Google's Free Analytic Solution Web site, and Yahoo's Free Analytics Web site. Select a journal article to review and summarize in a one-page written report. Or, summarize the Web analytic program offered by Google or Yahoo in a one-page written report.



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2. Evaluate Web sites Select two specific Web sites of competing companies to evaluate based on criteria such as ease of navigation, visual appeal, and information relevancy. Suggested competing Web site are two pharmacies (i.e., CVS[®] and Walgreens[®]), two supermarkets (i.e., A&P[®] and Stop & Shop[®]), and two clothing stores (Old Navy[®] and Buckle[®]). Prepare two separate written one-page reports based on your evaluations and suggestions for improvement. Include a section in the report on how this evaluation process would be greatly improved if you had on-site web analytics to justify your recommendations. Share your written reports with classmates in an oral presentation. Your oral and written reports will be evaluated for content and mechanics, such as organization, attention to details, speaking skills, neatness, and grammar and spelling.



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