

Real Time Analytics

What It Looks Like

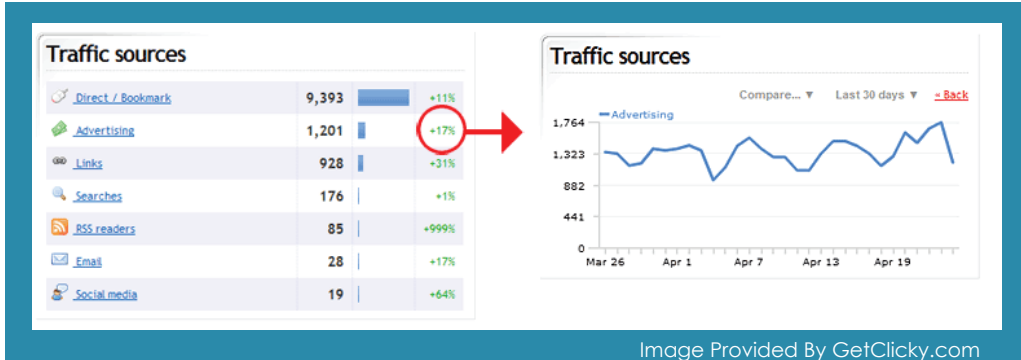


Image Provided By GetClicky.com

Clicky is one of many real time web analytic programs that helps companies monitor activities on a site and make changes on the fly. The image above is a sample image that shows the graphic interface. You can track which areas are making an impact and which are lacking. You are also capable of finding which parts of your site are receiving the most traffic and adjust accordingly. For Example lets say you add a new sale item on a page

to your website and the traffic doesn't increase. With a program like clicky or woopra you will know this immediately and can do something about it. In the case of old analytic programs you wouldn't find this out until a day later. Real time web analytics is about the user just as much as the site host. Real time data is the best way for communication between the two parties that may be hundreds of miles away.

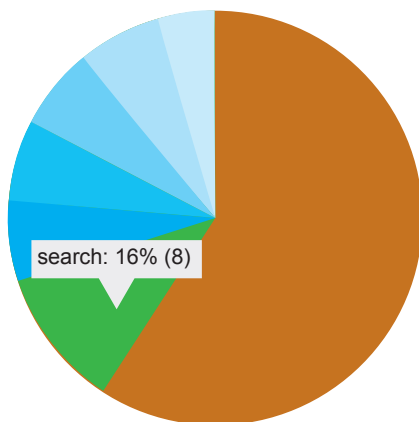
5 free real-time tools

- Clicky-Real Time Analytics
- Tube-Mogul
- FaceBook Page
- Hoot Suite (for Twitter)
- ChartBeat

Services

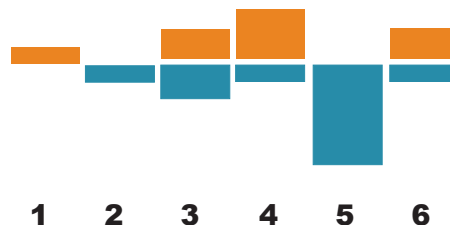
Of course you wouldn't want just realtime data you would want access to other sections and history also. Programs like Woopra offer live-chat features, multi-page tracking, history search, information on a users geographic location, and you can even find their entry and exit points from a website.

Traffic Sources



Track your traffic sources to see where, and how people are finding there way to your site. Each section of the pie shows how a user has found the site, how much of your traffic is coming from that source.

Minutes on Page



Track the amount of minutes a user spends on your page and which pages they are spending the most time on. This feature shows you what users are doing in real time. Now you can now what stories users are reading or how long they stay idle on a page

Sources Cited

- Foley, John. "Get it to them fast." InformationWeek. 03 Mar. 2003: 38. eLibrary.Web. 24 Aug 2010
- "Real-Time Insights: Getting the most out of real-time information." MarketingWeek. 15 Apr. 2010: 22. eLibrary.Web. 24 Aug 2010
- Schlegel, Kurt. "Web analytics essentials." Internet World. 01 Jun. 2003: SR21. eLibrary.Web. 24 Aug 2010

Web Sources

- www.Getclicky.com
- www.ChartBeat.com
- www.Mashable.com