Registro.it

HOW TO BE SUCCESSFUL ON THE WEB

A practical guide to move your first successful steps on the web

MEASUREMENT AND TARGETS

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1

Control and Analysis Tools

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Control and Analysis Tools

Every action that a user performs online can be tracked by special software that allows obtaining detailed information on how people behave and use the contents of a website.

The best known platform is undoubtedly Google Analytics, a set of applications that allow for free to understand many things such as, for instance, who visits our site, which actions the visitor performs and for how long visits the various sections.

These are the main data that we can extract from consulting this platform:

Sessions: a session is the time actively spent by a user on your website

Pages Visited: it identifies the total number of pages visited

Pages per session: (average depth page) is the average number of pages viewed during a session

Average Session: the average duration of a session

Bounce rate: it is the percentage of visits to one page only (for instance, visits when the user exits the site from the home page without interacting with the page)

New Session: an estimate of the percentage of users who visit your site for the first time

Acquisitions: it allows understanding in which way we have obtained new visitors

Behaviours: thanks to the analysis of these data, we can understand if we are supplying the right contents to our public.

These are just some of the information that we can collect thanks to the features of the analytical functions and that make us understand how there is a substantial difference from the physical world: on the web we can understand, learn and provide solutions more suited to our public thanks to the study of actions and behaviours.

Therefore, all this information must be used and studied carefully to fully benefit from its potential: an activity that is not easy, but that can be refined in time and will allow you to understand if you have reached your communication targets.

2

Why do I Make a Website?
Define Your Objectives

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Why do I Make a Website? Define Your Objectives

It often happens that people, but also companies, decide to open a site and start a communication activity without really being conscious of the reasons and expectations they must have with regard to this activity.

This is the main mistake that prevents people from being successful on the web: if I don't know what I want to reach and why, I will never perform the right actions to take the right direction and, if necessary, adjust it.

Therefore, it is paramount to put down, better if in writing, your strategy.
It seems something rather abstract and complicated, but if you look at the definition of strategy you will see that it is easier than it seems.

In fact, strategy means the set of rules and behaviours that we want to adopt in order to reach certain targets. Citing Seneca:

" *There is no favourable wind for the sailor who doesn't know where to go*

Therefore, it is necessary a step preparatory to your strategy where you must make a thorough self-analysis, trying to answer the following questions so as to determine:

» **why do I want an Internet site?**

» **what return do I expect on my investment?**

» **what are my short-term targets? And my long-term ones?**

» **what are my competitors doing? Do I want to copy them or do I want to create my own strategy?**

» **how many visits do I want to get?**

» **what are the actions that I want users to perform on my site? (Write me mail, comment a news, share it on social networks, buy a product, etc...)**

» **what do I want a user to perceive after visiting my site?**

As you can see, there are quality targets that we cannot measure with numeric data, but that are nevertheless very important to understand whether we are approaching the project in the right way or not. For instance, I cannot measure how many users are "positively impressed by the image of my web-page"; but this target is still useful in determining and selecting the style and graphics that we will implement.

Other targets are measurable: the number of visits; the time spent by visitors on the page; the number of clicks or new registrations, etc. These targets are particularly

useful because they are easy to measure thanks to the tools that we will see in Chapter 6 of this booklet: thanks to their measurement, we can immediately understand whether the actions that we have implemented are fruitful or not, and intervene to try reach in the targets.

Once you have your targets clear, it will be easier to define the rules and actions that we want to implement and reach: if this doesn't happen, you must go by attempts, often disorganized and lacking a long-term logics and turn out to be ineffective and some-times even detrimental to the success of your digital presence.

3

Establishing Realistic Targets and Budgets

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What do I expect from my Internet site?
How much time and money can I spend every month?

These are two fundamental questions to ask yourself in order to set targets that are realistic and attainable. Many persons open a site believing that they will get immediate results without investing time and money in promoting it: we have seen that to be successful, it is necessary to be patient, constant in the content update, devoted to the daily management of your website.

For these reasons, we recommend to combine a long-term plan (what do I expect from my site in the next two years?), a more tactical view with targets simpler and easier to reach in the short term. The long-term view allows us to keep a course without going astray, while the short-term targets give us motivation and a constantly updated pulse of the situation. In short, don't look for an immediate and unreachable success, but set steps easy to reach, such as, for instance:

» **reach every week, 0.5 % of new visits**

» **update contents 3 times a week**

» **stimulate conversation: try to increase conversations and comments to your articles**

» **provide original contents that interest your audience that shares them on the social network**

The important thing is to take it easy; work hard and with continuity; respond to the requests of your audience; understand what are the subjects that raise more interest; being fast in following the web's trends. By following these simple rules, you will be able to build in time a solid and effective digital presence.