Web Metrics: Proven Methods For Measuring Web Site Success

Synopsis

There now exists a wealth of tools and techniques that can determine if and how a Web site is providing business value to its owners. This book is a survey of those metrics and is as important to IT executives as it is to marketing professionals. Jim Sterne is recognized worldwide as a leading Internet business expert and is the author of several Wiley books, including WWW Marketing, Third Edition (0-471-41621-5) Explains the criteria for building a successful site, surveying the tools, services, techniques, and standards for Web measurement, and fully integrating those metrics with the customer experience Companion Web site contains links to online tools, resources, and white papers

Book Information

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Customer Reviews

One key phrase from this book sticks in my mind and summarizes the entire theme of the book, "You know your Web site is serving pages. But is it serving company?" Indeed, this is the most business-focused book among the ones I've read on web metrics. The author focuses on two major areas: marketing and customer relationship management metrics, which are closely related. If you're seeking a more technical book, I recommend "Scaling for E-Business: Technologies, Models, Performance, and Capacity Planning" by Daniel A. Menasce and Virgilio A. F. Almeida.Not only does this book go deeply into the business-related metrics, but it also shows how select the most meaningful metrics (you cannot economically measure or understand everything). It also shows you

how to develop a strategy for gathering and using the metrics, including convincing upper management of the need for the strategy.Interestingly, you can also take the information provided in this book and use it as the basis for a competitive intelligence strategy, because the very metrics that are meaningful to your business are also key indicators for your competitors. You can either benchmark your competitors, or determine if their measurement strategy is as mature as yours. While the author didn't explicitly cover this, the material in the book certainly gives you the foundation for such a strategy.If you work in marketing or are responsible for CRM you'll find that the book's approach and wealth of ideas and techniques can be put to immediate use.

Web Metrics is an important book for those of us on the business side. Why? It is a great basic introduction to the technical side of Web analytics, without being a textbook and with a good dose of framing business practices and objectives. That means that it helps focus technical people on business goals as they develop their analytics.As a basic introduction to the ins and outs of Web analytics this book is great. Sterne leads you through what you get, how it gets there, and some of the angles on measuring. Web design and usability are discussed along with the array of patterns, formulas, and ratings when you add users in the mix. At every step of the way it is always related back to business needs and objectives.One size, one style, one way does not fit all. Jim Sterne returns again and again to WHY as much as HOW. Sterne warns against getting attached and enamored by data that is not pushing your business goals. Standing in my own frame of reference on the business side, this is very much using metrics to measure the execution of your corporate strategy. If your strategy is aligned with execution your metrics show Web success. Given the cost of collecting data, the cost of storing it, and the cost of analyzing it and the cost of interpreting it - how much to invest in your Web channel depends on a solid, articulated strategy plan- not just the "goals du jour".Compaq gets mentioned, as well as many other companies that are no longer in existence and some of the Web links he recommends are also long dead, though don't think this book is dated. If anything it is more relevant now that businesses have to be more effective.

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