

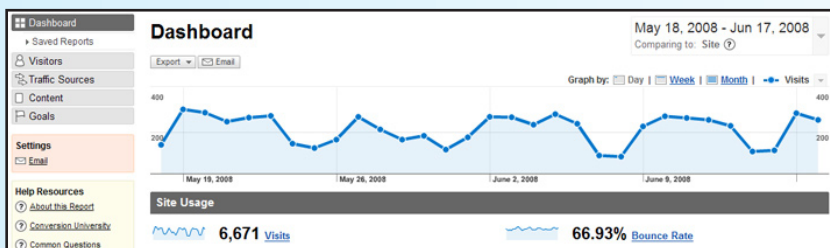


Google Analytics is a service supported by WebAnywhere which generates detailed statistics about the visitors to a website. Its main benefit is that the website administrator can optimise the website and identify where the visitors came from, how long they stayed on the website and their geographical position.

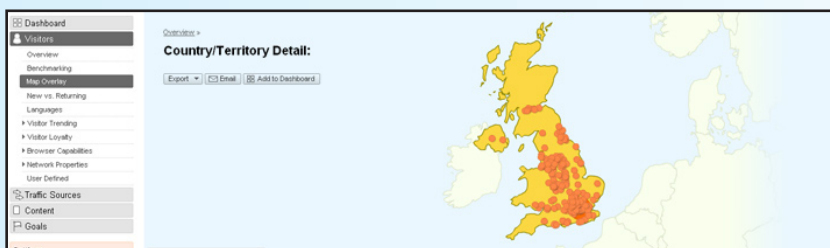
Specifically the site administrator is able to do this by defining goals. For example, a goal might be viewing a particular page on the website. By using this tool the site administrator may identify which pages are performing and which are not and then make the necessary changes to the site to attract more site visits.

The analysis conducted is relayed to the site administrator in a dashboard format, making the analysis clear and easy to follow.

For further information on Google Analytics or any of our products and services you can call one of our advisors on 0800 862 0131.



*The easy to use customisable dashboard makes it a simple task to manage all your statistics and reports from one screen.*



*Find out where your visitors come from by using easy to understand graphical geographical data and reports.*



*View comprehensive reports on-screen in an easy to understand graphical format, email to colleagues or print out - the choice is yours*