

# Improving Web Site ROI with Web Analytics

**Wednesday April 16th 2008**

**Time: 9.00 - 16.00**

**Price: €95,**

Instructor: [Phil Kemelor](#)

Used effectively, web site analysis is invaluable for guiding your online business. Yet as many organizations learn, there is a lot more to using web analytics than software. Although web analytics has been around for over 10 years, it is still considered a relatively new practice, and the ever changing Web continues to create even more challenges.

In this full day class, Phil Kemelor, an internationally recognized web analytics expert with more than 10 years of experience in the field will share his practical experience and knowledge to show you how to succeed using analytics... not just for reporting, but also how to implement a program, and select the right solution.

You will come away with an understanding of how to get people excited about using web reports for decision-making, and how to create and interpret metrics that matter for your organization, whether it be a commerce, non-commerce or content site.

## Class Outline

**What is web analytics?** – An introduction to key concepts, history and terms.

**Why use web analytics?** - The business case for web analytics – 5 reasons why managers say they don't need analytics and the one reason why they must have it.

**Is your organization really ready?** – Most companies buy a vendor solution, and then think more seriously about their reporting requirements. Let's take a look at what your organization should figure out before you talk to vendors.

**What to look for in a web analytics vendor** – Web analytics tools are meant to "slice and dice" data...web analytics contracts can "slice and dice" your budget even more quickly. We'll provide an overview of the available web analytics technology and licensing options, talk about features that are critical, and give you a "heads up" on how your contract can grow beyond your expectations.

**Don't forget to ask** – We'll go through the questions you should ask vendors, and give an overview of the vendor marketplace, giving special attention to requirements, and specialties. By the end of this session, you should know enough to write a solid RFP.

**The Top 5 Essential Web Metrics** – Yes, there's a lot of fancy stats you can get with analytics tools, but you'll never go wrong if you calculate these essential numbers and give them to your management.

**The Top 10 Web Analytics Reports** – Most web analytics tools give you at least 50 reports. You don't need them. We'll focus on the ten reports you and your stakeholders can use on a daily basis to get value.

**The 6 top challenges to analytics nirvana...and how to solve them** – What you think of as resistance to using web analytics, may be based on a breakdown in process, technology, communications and management support. We'll examine how to recognize and overcome these issues... and be an analytics success story.

## Practical information

The workshop is held on Wednesday, April 16th, 2008, 9.00 - 16.00 at

Phil Kemelor



Internationally renowned expert on web analytics

Phil is the author of the [Web Analytics Report](#), and specialises in how to develop web strategies that help achieve your goals for profitability, communication, customer service and cost savings.

Read more about [Phil Kemelor](#).

## Profile Phil Kemelor

### Instructor: Improving Web Site ROI with Web Analytics



*Author of the Web Analytics Report*  
Vice President, Strategic Consulting Services -  
Semphonic.

Phil is a marketing and technology professional with over 20 years of experience in enabling Fortune 500 companies, government agencies and non-profit organizations implement technology to achieve marketing, operations and customer relationship goals.

Phil is a guest analyst for CMS Watch and author of the The Web Analytics Report.

It was the importance of deriving return on investment from the Internet that drew Phil to the area of Web analytics in 1996. While managing the Internet operations for an international pharmaceutical standards organization, Phil created an integrated Web analytic program that combined the use of analytic software, usability testing, surveys, focus groups and interviews.

In 1997, Phil initiated the use of Web analytics at Bell Atlantic and built the program into a marketing intelligence service relied upon by over 40 business units and over 100 marketing managers. The program's success was highlighted in Inter@ctive Week and PC Week.

Phil was a founding member of the Web analytics consulting practice at NetGenesis, one of the first generation leaders in Web analytic software. In his role as Principal Analytics Consultant, Phil worked with dozens of companies including General Electric, Time Warner, and American International Group to plan and implement Web analytic programs. Phil developed methodologies, organizational processes, best practices, and training that served as the basis for engagements with all clients.

Phil published The Executive's Guide to Web Site Measurement and Testing in 2006. The book focuses on the use of Web analytics, usability testing, focus groups, interviews and online surveys for developing an overall strategy focused on achieving profitability, communication, customer service and cost savings goals.