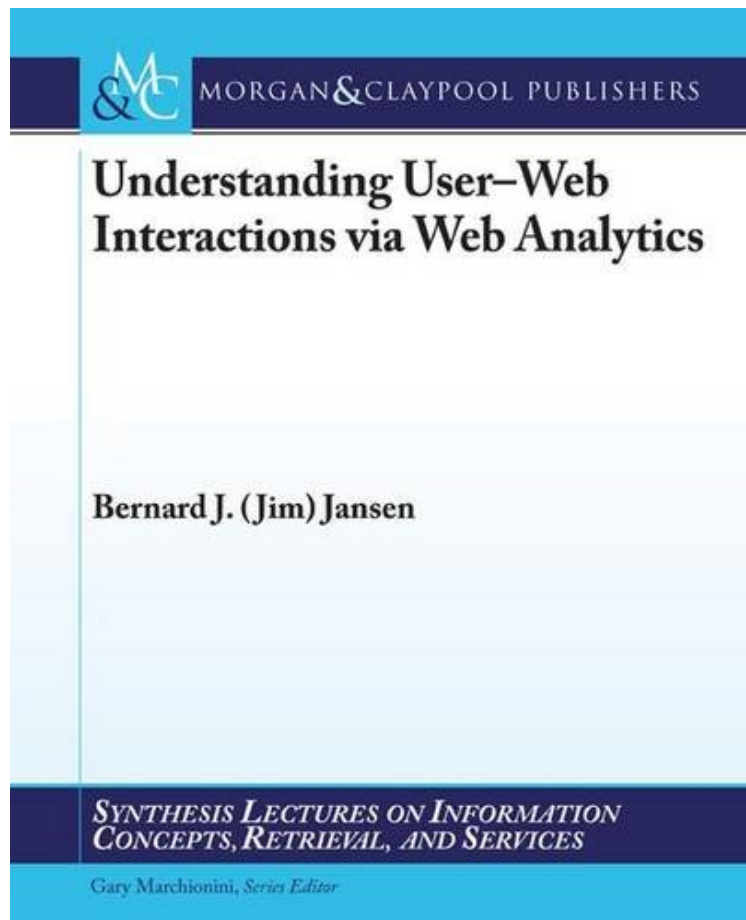


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Understanding User-Web Interactions via Web Analytics (Synthesis Lectures on Information Concepts, Retrieval, and S)

Bernard J. (Jim) Jansen

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This lecture presents an overview of the Web analytics process, with a focus on providing insight and actionable outcomes from collecting and analyzing Internet data. The lecture first provides an overview of Web analytics, providing in essence, a condensed version of the entire lecture. The lecture then outlines the theoretical and

methodological foundations of Web analytics in order to make obvious the strengths and shortcomings of Web analytics as an approach. These foundational elements include the psychological basis in behaviorism and methodological underpinning of trace data as an empirical method. These foundational elements are illuminated further through a brief history of Web analytics from the original transaction log studies in the 1960s through the information science investigations of library systems to the focus on Websites, systems, and applications. Following a discussion of on-going interaction data within the clickstream created using log files and page tagging for analytics of Website and search logs, the lecture then presents a Web analytic process to convert these basic data to meaningful key performance indicators in order to measure likely converts that are tailored to the organizational goals or potential opportunities. Supplementary data collection techniques are addressed, including surveys and laboratory studies. The overall goal of this lecture is to provide implementable information and a methodology for understanding Web analytics in order to improve Web systems, increase customer satisfaction, and target revenue through effective analysis of userWebsite interactions. Table of Contents: Understanding Web Analytics / The Foundations of Web Analytics: Theory and Methods / The History of Web Analytics / Data Collection for Web Analytics / Web Analytics Fundamentals / Web Analytics Strategy / Web Analytics as Competitive Intelligence / Supplementary Methods for Augmenting Web Analytics / Search Log Analytics / Conclusion / Key Terms / Blogs for Further Reading / References