Task 11

WEBSITE ANALYTICS

1. You are going to read an article about top ten tools for getting an insight into your website analytics. Before you read, look at the title of the article. Do you have any experience with website analytics? If yes, can you give any feedback on this topic?
2. Read the article and write the headings in the correct paragraphs (1-6).

a) Optimizely

b) Chartbeat

c) Kissmetrics

d) Clicky

e) Crazy Egg

f) Google Analytics

1. Explain the following words (underlined in the text). You may use the Oxford Advanced Dictionary Online to look up a definition: <https://www.oxfordlearnersdictionaries.com/>
2. track
3. metrics
4. valuable
5. strategy
6. competitor
7. round-up
8. Read the article again. Answer the questions.
9. Give reasons why *Google Analytics* is considered to be the gold standard?
10. Why Crazy Egg is considered to be a comprehensive but easy-to-use web analytics tool?
11. Which tool has a Twitter analytics feature that lets you search for mentions of your business on Twitter?
12. Which tool has email marketing functionality built in?
13. Which tool monitors how people interact with your content?
14. Which two tools, out of the tools mentioned in the article, help you run A/B tests on your site?
15. What tools do you find the most useful? Why?