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amascicreative Ltd

# Ai Tracker

# Ai Tracker

*Detailed Statistics and Reporting Package for your Website*



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## Ai Tracker – helps you keep an eye on your visitors!

### Did you know that 7 out of 10 people use the Internet before they buy or use a service?

Understanding the behaviour of your visitors is essential – it allows you to ensure your pages are tailored to their needs. In an ideal world every visitor who hits your site would convert to a sale...while that's not very likely (unfortunately!), you do want as many people as possible to choose your company rather than use your site for information only to buy from your competitor. Ai Tracker helps you do this by telling you how visitors found your website and how they interact with it.

### Do you know where your clients are coming from?

If you know where your clients have come from, you know which marketing avenues to focus on. There's no point having a pay per click campaign running on a search engine that your target audience don't use! We have created our Ai Tracker solution using Google Analytics™ to ensure you have all the information you need to improve your business on a month to month basis. Google Analytics™ is currently one of the most efficient web analytics software on the market. With packages starting at only **£25.00\***† per month Ai Tracker provides you with a comprehensive reporting platform that delivers the data you need to make your web marketing decision.

The Ai Tracker will provide you with:



### Geographical Target Marketing

Where are your visitors physically located? Tracking your clients by geographical location and watching how they interact with your website will help you hone your web marketing campaign and deliver a higher return on investment.



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## Traffic Sources Overview

How are your visitors and clients finding your website? Which web pages send them to you? Having a thorough understanding of how people have found your website will enable you to focus your marketing budget more keenly.



## Content Overview

Which pages receive the most traffic? Which pages do visitors spend longest viewing? This information allows you to work out why certain pages are working better than others, and change the ones that aren't performing as well.

## Site Usage

Who? What? And how often?! You need to know who is looking at your website, whether they are new or returning visitors, which pages they viewed and how long they spent on your website. Knowledge is power!



## Keyword Analysis

What are your most popular keywords? Understand which keywords and phrases people have typed into search engines to find you.

## Search Engine Overview

The search engines should really be working for you, so you need to know which search engines your visitors have used to find you, and which keywords and phrases they used.



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## Ai Tracker Packages

We offer a comprehensive set up service with our Ai Tracker package. The initial setup fee to implement our Ai Tracker for your website is **£150.00\*** and includes:

### Implementation of Analytics JavaScript Code

We will enter the code into your website pages which will allow you to track visitors and understand what they are doing on your site.

### Media Rich Documentation Tracking Software

If your site has documents to download then this software allows you to track which documents are successful and being frequently downloaded, to enable you to make improvements as necessary.

### Setup of Analytics Control Panel

This lets you view generalised reports as well as see details about each individual visitor, for example, which city they are in.

### Setup of Monthly Reporting Analysis

You can specify how you want the data analysed, depending on what you are most interested in. For example, would you prefer it to be worldwide data, or focussed on the United Kingdom?

### Setup of Goals

Your 'goal' pages are the pages you want your visitors to find and use to convert to customers. For example, a feedback or contact form could be a goal, and you could choose to monitor how many people visit the page as compared to how many people fill the form in.

```
149 <script type="text/javascript">
50   var pageTracker = _gat._getTracker("UA-655069-1");
51   pageTracker._initData();
52   pageTracker._trackPageview();
? </script>
</body>
</html>
<?

<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-655069-1");
pageTracker._initData();
pageTracker._trackPageview();
</script>
</body>
</html>
```



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The Ai Tracker monthly reporting package includes:

## Monthly Reports Providing Detailed Analysis Based on Your Specified Criteria

These reports look at conversion rates and visitor flow through the site, including information about their geographical location, pages visited and time spent on each page.

## Quarterly Analysis Reporting Including Optimisation Recommendations

Each quarter we analyse your reports and make recommendations on how you can improve the optimisation of your website.

## Monthly Testing of Tracking Software

It is important that we test the tracking software regularly as the code can be disrupted when the website is updated or added to.



## How Do I Sign Up?

It's Easy! Just call our Milton Keynes office on **01908 612 500** or email [creative@amasci.co.uk](mailto:creative@amasci.co.uk). If you have any more questions about our Ai Tracker solution, we'll be happy to answer them. To find out about the other services we offer to help you build your business, visit us at [www.amasci.co.uk](http://www.amasci.co.uk)

\* Subject to VAT at standard rate.

† Based on a 12 month contract