



# WEBSITE VISITOR ANALYSIS

A modern and robust website analytics package is perhaps the most important tool for anyone who wants to build a strategic web presence.

All these questions – and much more – can be answered through our Website Visitor Analytics service powered by Google Analytics.

## Why Website Visitor Analysis?

- ✓ Knowing exactly who is coming to your website will help boost conversions and ROI.
- ✓ Our executive reports, complete with spreadsheets and graphs, provide a comprehensive and in-depth look into the traffic on your site.
- ✓ Analyzing the specifics of your site’s visitors, we can target your internet marketing campaign.
- ✓ Targeting your website to specific visitors, we tailor your page content, layout, and site structure to leverage the most lucrative segment of your traffic.
- ✓ See for yourself that your dollars are being spent well on internet marketing.

## Our Plans for Small and Medium Businesses

RK Global can help you install, configure, and use Google Analytics to collect the data you need to gain an insight into your visitors while achieving your goals and your improving your bottom line. Data is only valuable when you turn it into information that can help drive your organization’s decision making process. With our monthly executive reports you can track how your website and internet marketing efforts are helping you to grow your business.

Plans	Starter*	Advanced	Strategy
Google Analytics setup and testing	✓	✓	✓
Monthly Executive Reports	✓	✓	✓
Detailed Custom Reporting		✓	✓
Separate Analytics profile for sub-domains		✓	✓
Funnels & goals setup and reporting			✓
E-commerce tracking setup and reporting			✓

\*Free with any SEO or SEM package.

## So what's a fair price for Website Visitor Analysis?

The technology once only available to sophisticated enterprises with large budgets is now available from Google Analytics – for free. Our team has the expertise and experience to leverage the powerful advanced features of this state of the art tool.

A strategic partner of CMT, RK Global offers a highly competitive pricing structure for members of the Small Manufacturers Advantage® program. Contact CMT for pricing to improve your online presence today.

- Where did they come from?**  
What keywords did they use to find my site?
- Who visited my website?**  
Does the navigation need improvement?  
How effective is my internet marketing strategy?  
Which pages were most popular?
- How many people visited my website?**  
What was the conversion rate?  
Which pages converted highly?

