You must **understand how your website is treating your visitors**. Here is your first step to enlightenment!

If somebody asked you today how your website is performing, would you have any idea? Would it be helpful to know what is working on the site and what's not working on the site? Let's look at a couple of examples:

Would it be helpful to know if visitors are getting to your home page and then just going away? Or, would it be helpful to know which pages on your site were viewed the most times? In other words, which pages on your website visitors found interesting.

And the reverse: Would it be good to know which pages visitors didn't pay attention to at all, and were maybe even getting in the way? Or how about this: Let's say you pay your webmaster to make some changes on your website. Would it be helpful to know if those changes made a difference?

Now to run a successful website, you have to know the good and the bad. Installing website metrics onto your website is the way to do that.

And guess what? You can do it for free. My favorite tool is 'Google Analytics'. 'Google Analytics' gives you a great top-level view of your information and helps you make decisions on what to do next with your website.

So here's how to get it. Go to google.com/analytics/home . Or you can just search for 'Google Analytics.' You'll get a snippet of code that you'll hand off to your webmaster, and they will install it on all your pages, and after about a week of tracking you'll have the answers to the questions that I posed above.

Website metrics will tell a story about your website. It will help you understand what's going on and will give you the clues to help you make better decisions down the road, and that will help your business.

Comments?