

Module III. Business

Digital Marketing for Orange Economy

Topic 8. Analytics

Activity T8.L1.1. Analyze chosen website in Similar Web tool



Co-funded by the Erasmus+ Programme of the European Union



This topic...

has been prepared so that those interested in digital marketing and analytics process understand the importance of the analytics and how does it look like in practice.

Once the topic is completed and approved learners will be able to:

1

Understand how the analytics process looks like.

2

Analyze a website.



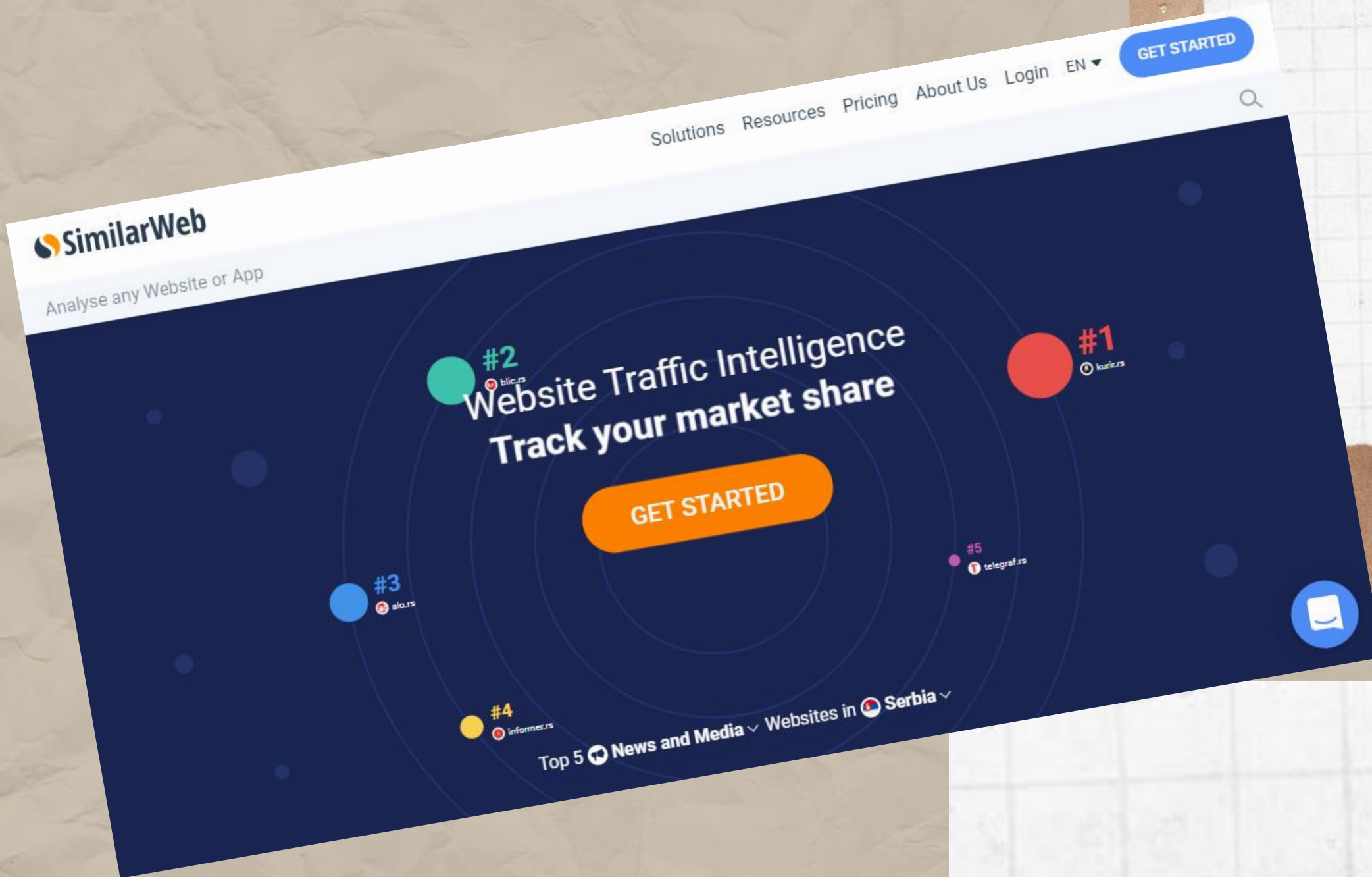
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Analyze chosen website in Similar Web tool

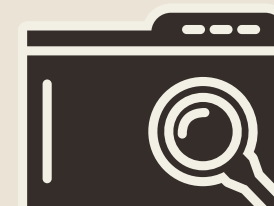
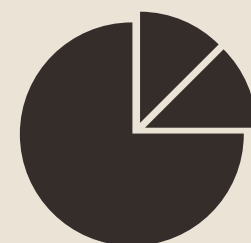
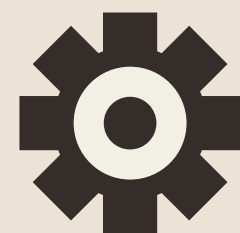
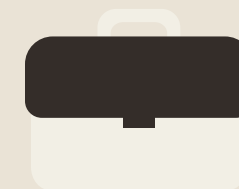
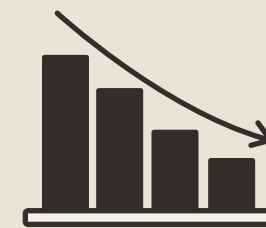
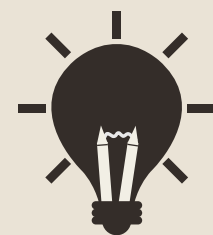
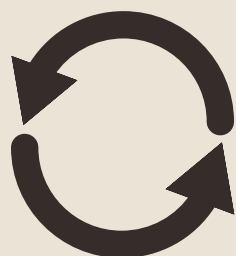
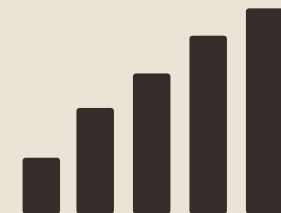
SimilarWeb is a website that provides web analytics services for businesses.


It offers informations such as website traffic volumes, referral sources which include keyword analysis and demographics, as well as other features.



Activity

Analyze the chosen company's website in a SimilarWeb tool, as well as compare it with competitors.



A decorative graphic consisting of several colored squares of varying sizes and colors (blue, green, orange, pink, yellow) arranged in a scattered pattern on a white background.

Understand the analytics process, and the data that you can get with it can help you a lot when doing business online. They can be your best friend when it comes to digital marketing.

