

Ricardo Cordova to hold a Google Analytics crash course

For many business owners, having a website designed and developed represents a sizable investment.

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/EINPresswire.com/ -- A handsome, well-designed, user-friendly website is undoubtedly an asset to any business.

But how do you measure its success? "It's often a stab in the dark," says Sarasota businessman [Ricardo Cordova](#). "You can count inquiries, leads, and sales, but that's not strictly a measure of whether the site's succeeding or not."

Cordova has a point. Ten inquiries per day might sound great to a small business owner, but it's all relative.

"If you're driving 50 people to your website and getting 10 inquiries, your website is generating a lead from 20% of visitors, and that's pretty good," [says Cordova](#). "But if you're driving 2,000 people to your website over the same period and only getting the same 10 inquiries, you're converting just 0.5% of visitors into leads, and that means something's not right."

So, how can—or should—success be measured? According to Cordova, via Google Analytics.

Google Analytics is now the most widely used web analytics service on the internet.

It allows users to measure traffic by a campaign, by referrer, and by the audience, while logging page views, time spent browsing, and other behavioral patterns, plus geographic data and hundreds of further parameters.

"It's a potential minefield for new users," says Cordova. "That's why I'm keen to show local businesses



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the ropes."

[Ricardo Cordova admits](#) that it's a steep learning curve, but with the internet constantly growing and evolving, it's important that website owners know their audience.

With competition at an all-time high, website owners often have to resort to paid advertising online in an effort to drive traffic to their service or products.

As a result, each visitor effectively has an intrinsic and tangible "cost", and if they're not converting from browsers into buyers, or otherwise into leads and eventual sales, money is being wasted.

By arranging a crash course in Google Analytics basics, Cordova hopes to demonstrate to website owners that their online storefront can work not only work harder but also much smarter, for—and on behalf of—their business.

In layman's terms, Google Analytics is loosely reminiscent of an old-school website "hit counters".

These would detect and log referring websites, page impressions, and a handful of statistics about users' browsers and operating systems, but not much else.

By contrast, Google Analytics logs every piece of available information and allows website owners to build reports around this information.

"If you're remotely driven by data or statistics, Google Analytics will blow your socks off," says Cordova.

"It's a tough nut to crack," he adds, "but with a little of the right coaching I'm convinced I can set small and medium-sized business owners on the road to online success through the efficient use of Google Analytics."



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