



web hosting domain names
web design online marketing
eCommerce affiliate

New at Aplus.net

- ▶ A new Webmail client has arrived featuring enhanced speed and functionality.
- ▶ An advanced File Manager application is now available in your control panel.
- ▶ Aplus.net received top honors this month for Business Hosting.
- ▶ Coming this month... New fax-to-email and search engine marketing services.

Promotions

Web Hosting Special
Save 50% on Business and
eCommerce hosting plans –
starting from \$4.98/mo.

Web Analytics

Turning more Visitors into Customers



Your site is developed, your domain is live and customers know how to find you. Fantastic! What's next? Activity is occurring on your website through various traffic sources such as direct user visitations, search engine results or through viral marketing efforts.

How many visitors are coming to your site? Where are they coming from? What do they do once they get there? Interpreting your web traffic opens a new stream of information that you can use to better understand your customer, your market and how your website is performing. Turn your visitors into customers.

Tell me more...

With web analytics you can find out where your homepage traffic is coming from, how long users stay on your site, how many minutes they spend on each page and what links produce the highest click-through rate. And that is just the beginning!

- Analytics allows you to see which pages are bouncing indicating you may need to modify content or key words driving to that page
- Understand customer behavior on your site for future design activities
- Identify what content is popular indicating what products or services are of interest to customers
- Measure how social media and other marketing efforts are performing so you know where to put your budget to drive the maximum amount of traffic
- Generate easy-to-view charts and graphs for a quick results overview

Need Help?

[Technical Support](#)

[Control Panel](#)

- [Check out a case study](#) showing a 50% increase in sales with Google Analytics

Web Analytics Example

Google Analytics is easy to use and offers support throughout the entire process. And best of all, it's free! Aplus.net wants customers to get the most from their web presence. We believe there are great free tools out there, like Google Analytics that can help your business succeed online.

Buzzword: Viral Marketing

Using online communication vehicles to produce "word of mouth" marketing that result in an ongoing string of communication methods that generate visitors to a website. Popular examples of Viral Marketing are blogs, text messaging, refer-a-friend programs and social networking websites which in turn want to generate traffic to a website.

Not interested? [Log into your account](#) and adjust your settings from:

[Update Account Information](#) > [Settings](#) > [Send Updates and News](#)

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