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What if thereâ€™s a way to make an educated estimate about the profile of your customers and their buying preferences without spending a fortune on consumer surveys? This is no longer a hypothesis, of course, as every successful SEO company has been using analytics to track the visitors coming to the websites of the clients.

Important metric

Tracking the visitors or visits to your site poses several problems. Visitors here refer to the individuals who are coming to your site while visits are logged as to how many they come on a specific period. But there are several factors that can influence the results. Visits are typically tagged according to the IP address but there are dynamic ISPs like the AOL, for example, or when people use their laptops when visiting your site. This means John may have been visiting you three times for the last hour and the tracking tool has counted three different people.

A Texas SEO company will recommend that you put cookies on their devices so when they visit, you know they are the same person. But cookies are often regarded as viruses and your website may even be flagged as suspicious. One easy way to circumvent this is to put â€œusername and passwordâ€• option.

Storing information

The passkey will also allow you to collect information about your customers in a way that will not cause alarm bells on their heads. Itâ€™s important, however, that you guarantee their information will not be used other than for company database. Remember, that trust plays a major part in customer patronage. Once, this trust is breached, statistics show that more than half take their business elsewhere.

One overlooked aspect in the SEO Company metrics is the browser or operating system used by your customers. Knowing if the majority of your customers use Google Chrome on Windows, Firefox on a Macintosh, or Android on a mobile phone will give you a good foundation to improve customer experience.

Website design for SEO

What do all these metrics have to do with your request to change the design of your site? Website designs are no longer limited to just the overall layout of your site. If the search engines canâ€™t find them, your website will still be hounded by low traffic. SEO companies will help propel your site to the top search engine pages through analytics, social media and pay per click management campaigns.

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