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How a San Diego Company Can Help Through Web Analytics by [James Blee](#)

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A San Diego SEO company can really provide great value through web analytics, which is extremely important for any online business. Web analytics can help an online business get focus in terms of search engine optimization and take the right steps instead of blindly following a set of SEO strategies..

For example, the SEO services provider can analyze the visitor statistics to your website and that should help to a great extent in understanding whether you are achieving what you want to in an online business. It is important to analyze the visitor statistics. For example, if the number of visitors arriving at your site for the first time is quite high but the number of visitors who are visiting for a second time is low, it indicates that the site is not offering visitors what it promises to offer. Similarly, bounce rate is important and hence should be noted. If visitors are spending very less time, the pay per click campaigns are turning out to be a drain on your money, because they are attracting the wrong kind of visitors, not your potential customers.

There are other statistics such as visitor count during particular time frames and visitor count from specific traffic sources. You can get a good idea of who your target audience is based on the traffic sources that contribute the most to potential customers. Similarly, web analytics will definitely help you identify the effects of important San Diego SEO strategies that have been employed. In other words, if your strategies are working well it should reflect in the visitor statistics and if they are not, then you have to change things a little bit.

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