



## HOW WELL IS YOUR WEBSITE PERFORMING?



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## OUR METRICS TOOLS — TAKE THE MEASURE.

That's the beauty of the Web: you can measure how well it performs for you to a degree of accuracy you simply can't reach with any other medium.

Of course, to achieve that accuracy you need the right analytic tools. And you need to know how to use them.

When **Cirrus ABS** delivers your website, we give you those tools. Then, we give you all the training and assistance you need to interpret them properly, so you can track how well your site is helping you meet your specific business objectives.

These tools and our expert guidance let you see everything that's going on with your site: who's visiting, how often, how they find you, on what pages they enter, where they go, how long they stay, what they download, and so much more.

You learn quickly what interests your audience, what motivates them to action—and what doesn't. You see where adjustments might be made, and you can make them quickly, intelligently, incrementally.

We set all this up for you...explain the variables...show you how to get the right reports, the right metrics, to provide the data you're looking for... and give you "best practices" that help you improve your site, making it more effective with each passing day.

**We'll help you fully harness the amazing potential of the Web.**

It starts with **our own site metrics**, a basic program of data-collection and reporting with a simple management dashboard that graphically displays key statistics and data trends. You can monitor critical information at a glance, without having to run lengthy reports.

This basic metrics tool of ours is then **seamlessly integrated with Google Analytics**, the most powerful metrics tool currently available on the Web. It showcases even more details about your site's performance.

For example, Google Analytics can show you which key words people are using to search for your site. You can then look at the bounce rate for each of those words and determine which of them are effective in bringing you visitors who want to stay on your site, as opposed to visitors who quickly "bounce" back off of it, not finding what they want.

Google Analytics is a very user-friendly tool. However, to help you fully harness its potential, we at Cirrus ABS can put its impressive array of data in sharper perspective.

We can further analyze the statistics it's gathered and create a detailed report of your site's overall status, its strengths and its weaknesses.

Using that information, we can then **help you discover** where **opportunities** lie to improve your site and make it an ever more-effective business tool.

Think of it: with data from our metrics packages, you can optimize your Search-Engine visibility, stimulate "viral" marketing (an increasingly effective "word-of-mouth" tool), manage and track email campaigns, and build powerful NetCentered business strategies.

***It's the "metrics of success." And it's yours from Cirrus ABS.  
Visit our website, [cirrusabs.com](http://cirrusabs.com), or call us at 260.420.2222***

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## About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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