



Good Morning!

MCS2273/MJR2204
Introduction to Web Design

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Three Ways to enhance your Experience

A short Introduction



Google Analytics

- Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic, launched in November 2005
- Google Analytics is now the most widely used web analytics service on the Internet
- Browser plug-in
- <https://analytics.google.com>



Google AdSense

- Google AdSense is a program run by Google
 - Allows publishers in the Google Network of content sites to serve automatic text, image, video, or interactive media advertisements
 - Ads are that are targeted to site content and audience
 - Ads are administered, sorted, and maintained by Google
 - They can generate revenue on either a per-click or per-impression basis

- <https://www.google.com/adsense/new/u/0/pub-1929383187545066/home>



Alexa

- Alexa Internet, Inc. is a California-based company that provides commercial web traffic data and analytics, wholly owned subsidiary of Amazon.com
 - Its toolbar collects data on browsing behavior and transmits them to the Alexa website, where they are stored and analyzed, forming the basis for the company's web traffic reporting
 - Provides traffic data, global rankings and other information on 30 million websites, and as of 2015, its website has been visited by over 6.5 million people monthly
- <http://www.alexa.com>





**Many thanks
for your attention.**

