Web analytics is the process of measuring and analyzing the performance of a website and its visitors. It involves collecting and analyzing data about user behavior, traffic sources, and website performance to understand how visitors interact with a website and to improve its effectiveness.

Web analytics typically involves using tools such as Google Analytics or Adobe Analytics to track and measure various metrics, such as:

1. Website traffic: The number of visitors to a website over a given period of time.

2. User behavior: The actions visitors take on a website, such as clicking on links, filling out forms, or making purchases.

3. Traffic sources: The channels through which visitors arrive at a website, such as search engines, social media, or advertising campaigns.

4. Conversion rates: The percentage of visitors who take a desired action on a website, such as making a purchase or filling out a form.

5. Bounce rates: The percentage of visitors who leave a website after viewing only one page.

Web analytics is used by businesses, marketers, and website owners to improve website performance, optimize user experience, and achieve specific goals, such as increasing traffic or conversions. By analyzing website data, businesses can make data-driven decisions about website design, content, and marketing strategies.

Overall, web analytics is a critical tool for businesses and organizations looking to optimize their online presence and improve the effectiveness of their websites.

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