

Objectives

Site Management Audit Principle

Your needs:

- You have a specific issue with your site (related to the audience level, a category, the manner in which your visitors enter your site ...),
- Or you simply need to have a general overview of the site,

and you would like some assistance with your thought process.

XiTi offers an analysis service for your interface data:

- The Site Driving Audit allows you to go even further in interpreting key information from your XiTi interface
- A consultant will assist you with your thought process: saving time in terms of analysis and providing added value through his objective vision

Service Objectives

- To pursue the analysis of your XiTi interface data
- To benefit from an objective and expert analysis on your site's visit frequency data
- To identify strong points and optimization points in order to assist you in making strategic choices

Relevant Professions

- Senior Management
- Editorial Department
- IT Department
- Marketing Department
- Communication Department

Analyses Available

Website key-trends

- The volume and interest indicators for the entire site: visits, pages viewed, visitors, rate of entering visits, pages viewed per entering visit, average duration of the visits, average duration per page, behavior quotient
- Analysis of the visits in relation to the days of the week
- Analysis of the visits in relation to connection times
- Types of site access
- Analysis of visits in accordance with the location of the connection (countries, regions)
- Analysis of the various site categories
- Analysis of essential pages: pages visited the most, entering pages and exiting pages

Technical Report

- Analysis of the various technical parameters (browsers, operating systems, screen widths ...) available on your XiTi interface

All the analyses may be conducted comparatively for various sites within a single group.

You may also benchmark certain data with data from your sector of activity via our Market Monitor offer.

Site Management Audit Implementation

Pre-Audit Form to be Filled In

- This will allow us to accurately identify your needs in terms of issues and periods to be analyzed,
- And to provide you with a customized estimate

Return of Results

- A summary report, accessible by those who do not use the interface

- Key data is set out in parallel in order to define areas of reflection and action
- The interface's technical terms are adapted to the context and current status of the site so that the study is easily understood by all employees involved in managing the site
- Ability to request an oral presentation of the results further to an estimate

Practical Information

Prerequisites

- Up-to-date XiTi contract

Schedule

- 15 days to a month, depending on the site

Deliverable

- Site Driving Audit delivered in electronic format

Price

- Customized estimate based on your needs

Other XiTi Studies

- Marketing Audit
- Market Monitor
- Monthly Sector Barometer

Contact

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