Abstract

Today, the web users surf many different websites regularly in the course of their daily lives. The usability and conversion rate of a website reflect the kind of experience the web users have on the website. The success of a website rides on the usability and conversion rate of the website. The higher the usability and conversion rate of the website, the better the website is functioning. Web analytics consists of a series of metrics and techniques which are used by webmasters to gauge their website’s usability and conversion rate. This paper aims at further exploring the contribution of web analytics to increase the website’s usability and conversion rate. This can be used by organizations to increase the usability, conversion rate and SEO ranking of their websites and make the websites to sell rather than to simply exist.

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**Index Terms**

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**Keywords**

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