

New Analytics

- We are starting to use Google Analytics on some of our sites.
 - GOOSE
 - GO News
 - AmiGO (in testing)

How is it different?

- Can give better information than server requests.
- Actively track user's session using cookies and JavaScript.
 - Page, visits, and time.
 - Entry points, exit points, and paths.
 - Well integrated geographic information.

Pros and Cons

- Advantages
 - Easy interface for generating reports.
 - Easy interface for browsing the data.
 - Easy to share information with other users.
- Disadvantages
 - Will not be able to track people who are savvy and paranoid about cookies/JavaScript.
 - Can fall back on log analysis if it is a problem.
 - Does not cover things like RSS and twitter.