

Website Analysis Software Options

by Eric, June 2007

We've been using Urchin 5 for our website traffic reports for quite a while. This is the default traffic system for the sites on our server. I've also begun using Google Analytics. Google bought Urchin right after they came out with Urchin 6 and recently they've updated the system with lot's of new features. Check out our first Web Smart video newsletter for a review of Urchin and Google Analytics features. There are other options out thereof two main types--systems that are installed and create reports from a server's raw log files, and web based services that use embedded code to create reports. Urchin is an example of the former and Google Analytics of the later.

Other website traffic analysis software solutions include [Web Trends](#), [ClickTracks](#), [Coremetrics](#), [WebSideStory](#), and [Fireclick](#). I also recently came across a website called [crazyegg](#) that creates visual click points and heat maps based on click position. I haven't tried this out yet, but it looks pretty cool.

For links to more thorough lists of analytics providers (there are well over a hundred) see Jeremiah Owyang's blog post "[Which Web Analytics Programs is right for your Web Strategy?](#)" at his Website Strategy blog.