

Trouble Shooter Services – for Google Analytics service specification

ivantage **Trouble Shooter** services for Google Analytics is the brand name given to ivantage's support service for Google's free web analytics package – Google Analytics. Google Analytics is powerful hosted Web Analytics software that provides insightful, actionable information about how visitors find, use and interact with your site.

What's included?

Trouble Shooter is a continuing support service priced both on the likely number of cases (questions, problems or issues) you might raise with us per month and on whether you need just e-mail based support or the ability to speak to one of our analysts on the telephone or interactively via Webex:

Trouble Shooter	Basic	Plus	Premium
Support cases (per month)	2	5	11
E-Mail Support	✓	✓	✓
Live Chat (Webex)	✗	✗	✓
Interactive Support (Webex)	✗	✗	✓
Telephone Support	✗	✗	✓

Why do I need support?

Google Analytics offers the most value when configured properly for your specific needs. As your website and online-marketing campaigns change, you'll find that your Google Analytics installation will also need to be changed, optimised and tuned to deliver the most actionable, insightful data possible. With our Trouble Shooter services, our expert knowledge and experience is on hand to advise, help and answer your questions and help you solve your Google Analytics problems.

Why ivanantage?

ivantage is one of only three Google Analytics Authorized Consultants in the UK. We are trusted by leading online organisations such as Argos Business Solutions, Confetti, Homebase, and Interflora for our expert, independent and professional advice and extensive experience to run both cost-effective paid search campaigns and measurable organic search campaigns.

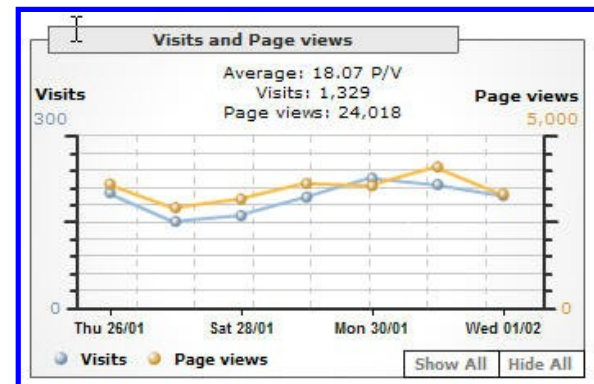
What is Web Analytics?

Web analytics is the recording and analysis of the behaviour of visitors to web sites or web applications. For e-commerce companies, it describes the identification and analysis of the aspects of the website which assist its business objectives.

E-commerce companies often use specialised web analytics software to measure quantitative details such as how many people visited their site, how many of them were unique visitors, how they came

to the site (e.g. if they followed a link, typed in the URL or were referred by a search engine), which keywords they entered on the site's search engine, how long they stayed on a given page or on the entire site, which links they clicked on and when they left.

Web analytic software can also be used to monitor whether or not a site's pages are working properly. With this information, web site administrators can determine which areas of the site are popular and which areas of the site do not get traffic. They can use the data to streamline a site to create a better user experience and improve visitor outcomes.



Responsive support

As a Google Analytics Authorized Consultant, we are obligated to provide you with responsive, knowledgeable, and reliable support. Your questions and issues can be raised via Webex, email or phone and are all recorded in our trouble ticket system and responded to as quickly as possible – normally within 4 hours during business hours of 9am–5:30pm Monday–Friday.

Interactive Support

With ivantage Trouble Shooter Premium we can connect into your desktop and run through the issues you have with Google Analytics as if we were right there next to you.

