

**"DITCHING COMPLEX  
WEBSITE ANALYTICS  
MEANS INCREASED  
ENGAGEMENT,  
CONVERSIONS AND SALES  
– HERE'S WHY."**

## **CONTENT ANALYTICS**

**POWERED BY AI**



## CONTENT

# Content

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# Introduction

Savvy website owners, webmasters and marketers all understand the importance of delivering the highly relevant content their website visitors care about most. They know that by getting it right they increase the chances of engaging their target audience closely, which in turn means more leads, sales and more ambassadors for their brand (the ultimate goal of any marketing strategy).

Of course, to get it right, you must be able to measure how well your website content performs so you can make strategic adjustments to maximise its effectiveness. There are about 100 million sites around the world that use some kind of web analytics tool in an attempt to gain insights into how their audience interacts with website content.

However, there are some serious problems with the conventional web analytical tools available today:

- They are incredibly complicated and at best leave you with a mass of data to analyse, interpret and act on.
- Tracking clicks and scrolling behaviour doesn't give you an accurate picture of how website visitors actually interact with your website's content.
- It all takes too long and it's too hard – in the end you probably just give up.

At Canecto, we knew there had to be a better way to get more accurate information that truly reflected how website visitors interact with website content. But, we also understood available technology was limited - until now that is.



Rapid advances in Artificial Intelligence (AI) and Machine Learning have provided the technology for us to develop a software that takes website analytics to a whole new level.

In this special report we'll discuss conventional website analytics, why it's not sufficient, why content analytics differs from conventional methods and where we believe website analytics is headed.

We'll also show you where Canecto fits in and why you should seriously consider whether your current analytics and content strategies are delivering effectively on your business goals.

Canecto is the new way of “not doing” website analytics that might just make you look smarter, give you the results you need faster and let you have it right out of the box without wasting time on complicated, legacy systems.



# Today's world of complex web analytics tools

The goal of conventional web analytics tools is to gain insights into the behaviour of website visitors and their use of a website. This information informs decision making on how best to maximise a website's effectiveness to increase sales in a webshop or get more clicks on a banner ad, for example.

## The underlying technology vision

Web analytics tools, as we know them today, utilise a technology vision that was developed approximately 10 years ago. They could be called quantitative system user tools.





**Quantitative:** because the purpose of the tools is to measure and quantify visitor behaviour. This means discovering how many visitors act in a certain way. Therefore, these tools cannot provide insight into the actual experience visitors have during their time on site.

**System user:** because the purpose of these tools is to describe how a system is used, and not if visitors who used the system experienced what they came for. In other words, web analytics tools describe visitor behaviour and provide data about visitors, but they don't provide insight into their underlying behaviour and motivations.

### The strength

The philosophy behind this technology vision can be considered a hypothesis-driven approach. This means that, using an experience base, you provide a given type of data output and reports from which you expect the different users of a web analytics tool to benefit.

The strength of this method is drawing knowledge from other people's experiences and making it a valuable argument for not having to reinvent the wheel.

### The weaknesses

This conventional method has three built-in weaknesses:

- Systems that use this method can provide insight into data that, in concrete and detailed terms, can tell how users of a website behaved. However, the method cannot explain why users behave as they do.



## 02 TODAY'S WORLD OF COMPLEX WEB ANALYTICS TOOLS

- It can't detect new patterns and trends in user behaviour as the tools used are designed to process and display data in one particular way. Basically, the tools are not able to adapt. They can't display patterns and trends that fall outside of what they're programmed to recognise.
- These tools are based on an in-depth thinking explaining how users use a website - not why users use a website, or what the purpose of their visit was. You could say they show the company's image of the user, not the user's image of the company.

Conventional web analytics tools are not sufficient  
There's a reason that virtually all companies use a web analytics tool in their daily work of developing websites. Conventional tools are good and do what they're made to do.

But, it's dangerous to make decisions about the development of a site using only conventional tools.

### **They don't give the full picture.**

How do visitors interact with your website's content, why do they use your website and what trends and patterns can be exploited to achieve your marketing goals or drive more leads and sales for your business? These are all questions that conventional website analytics tools fail to address.

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# Should we just drop Google Analytics?

Everyone who works professionally with websites knows conventional web analytics tools like Adobe Analytics and Google Analytics, and the type of data these tools can provide.

Content Analytics, on the other hand, is a new field of web analysis, and therefore the results that can be achieved with this approach are not yet widely known.

The question is what to choose and why? The short conclusion is that individually conventional analytics tools are not sufficient because they provide an incomplete analysis of how visitors use your site.

## Conventional tools

You already know Google Analytics, Webtrends and Adobe Analytics. These tools can give you an insight into three different areas:

**Technical optimisation of your website** - what platforms to support, performance, etc.

**Gain insight into traffic creation on your website** - collection of traffic data for the site, including geography, retrievers, reference sources (search engines, social media, etc.). Knowing this allows optimization of online marketing campaigns, for example.

**Gain insight into the flow of your website** - insight into the use of the site, including traffic patterns, use of navigation elements, banner clicks, etc.



This approach is the great strength of the model, but also its greatest challenge. It's true that there are a number of requirements that are common no matter who you are. But, it's equally true that you might make the biggest difference, where your visitors' behaviour differs from the norm.

An example could be two telecommunications companies with different business models. One goes for younger customers under 30, and the other company goes after established families. Their products will be designed for different customer needs, and the two customer types also have very different online behaviour.

For example, there will be a big difference in how often they visit the telecommunications companies' websites, what online services they use, and how they expect the companies to behave online.

It's obvious, from an online perspective, that their customers are not the same and that customers are expected to have very different online behaviour. There will be different patterns and trends in the way the young customers and family customers use the sites.

Conventional tools don't quite manage to capture these dimensions, because they're built as a rule-based system that meets the needs of the largest user groups.

This means you're missing out on insights into visitor behaviour with business value if you base your online analysis on the results of conventional web analytics tools. They are just not sufficient.



## Content analysis tools

Content analysis tools are based on a completely different methodology than conventional, experience-based web analytics tools. The basic idea here is to identify the strongest patterns in a data set, as these will reveal what visitors are most interested in.

It's fundamentally different from an experience-based approach, where the system is built around expert knowledge and its expectations of how the world looks. An extension of the example of the telecommunications company explains the difference between the two approaches.

Using an experience-based tool, you might see that there are differences in which devices visitors use to access your site, and you will be able to see which pages they spend most time on.

Because the two telecommunications companies already have different customer segments, it will be natural to see differences in the two populations. But, the two companies will roughly use the same tools in their own way.

Neither of the two companies will be able to use conventional tools to understand why their customers behave the way they do, as the tools alone describe the users' world. This is why Content Analysis is the stronger approach. Many parameters are monitored in the behaviour of visitors on site, and the tool searches for the most significant patterns to understand the behaviour of visitors.



### *03 SHOULD WE JUST DROP GOOGLE ANALYTICS?*

Referring to our example, it means that the company with the young customers may see using lots of photos and easy explanatory texts as the best way to promote the business objective of getting website visitors to fill out a contact form.

This is contrary to the more established visitors in the second telecommunications company, where it may be better to prioritise longer and more factual texts.

The content analysis model is open to patterns and their significance changes over time. Depending on which customer group is in focus and what the desired goal is, patterns will also change.

The use of the content analysis model also means that, as a website owner, you'll have eye-opening experiences, because the method will be able to identify patterns that may not make sense at first.

For example, if customers who download a product description first clicked on photos of the company's management.

Two areas without apparent logical connection, but through identification of the pattern you gain awareness of it.

This gives rise to reflection on the content and structure of the site, which otherwise probably wouldn't have been on your mind.



### 03 SHOULD WE JUST DROP GOOGLE ANALYTICS?

#### Both models have their strengths

Conventional tools provide great insight into traffic and use of the site based on quantitative considerations, and you cannot run a professional website without referring to the insight that these tools provide.

But, if you want a clearer understanding of how and why visitors are using a website the way they do, and what to do to reach your business goals, you can't avoid using content analysis tools.



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# Results matter

For many people, the time spent on Google Analytics is the same experience as going into a department store.

You think you know what you're looking for before you enter. You spend hours looking at things that catch your attention, and you return from the experience with something other than what you'd planned for. And, in the end, you're not really sure if your purchase fits your needs.

## You don't need the process

This doesn't mean Google Analytics (or the department store) doesn't have what you need. Your problem is the complicated process and how to use the application effectively.

## Too many features

Google Analytics has more than 100 different features. This is perfect if you're an expert who lives inside the application daily and knows exactly how to extract the information you need.

## We're not experts

The problem is that most of us are not experts. So, we're stuck with countless different and confusing options. We can act as in the department store example and try to learn how Analytics works; do it by ourselves. That never ends well because we're not the expert type and don't have the time or interest in becoming one.



### Ask a friend

The other alternative is to get someone to do it for us - an agency or a friend. This can be a good option and can deliver excellent reports. But, not right away and always at a cost in either goodwill or cash.

### We need analytics

The reality is that for every person that knows how to use google analytics, there are three who don't but need the results from the analysis to do their daily work improving a website.

We do need the insights from web analytics, we need to know how our visitors are interacting with our content, so we can continually improve user experience and make our sites perform even better.

### Results matter

Bill Gates once said, "We all need banking, but we do not need banks".

The same is the case for Analytics. We need the output to be professional in our daily work, but we just don't like the process of getting the necessary data.

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# The new Web Analytics paradigm

Knowing patterns on your website can make you do smart things

What's the only reason visitors come to your website? It's because they want to interact with your content. This means:

- Read text/ copy
- See photos
- Watch video clips
- Download PDFs or other digital material
- Buy your products online
- Contact you
- Sign up for your newsletter

Whatever your visitors want, their experience is almost entirely associated with whether your site's content addresses their needs.

But what do you really know about their activity on your website and what affects their behaviour?

As the name suggests, Content Analysis provides insights into how visitors really interact with your website's content.



## Machine Learning makes you a better Webmaster

Webmasters want visitors to read the content on their websites. Usually, it's what Webmasters are most passionate about, and they believe visitors are primarily on their websites to read content.



## Conventional tools are undermined

But, how much do we really know about what visitors are reading? We use all the conventional web analytics tools, so we know the traffic in and out of different areas of our site. We know the 10 most read pages, and we know what visitors are looking at most.

For example, if you work for an insurance company, what visitors are most interested in is probably quite static, if you look at site statistics - such things as reporting insurance damage, car insurance rates, contact with customer service etc.

However, your website visitors' world is much more nuanced than the statistics suggest.



They're people who want to relate to your website and to your business at many different levels. They may be interested in whether you're a real company, how you can advise them about your products, and many will probably also want to know more about the people behind your business.

What visitors do on your website reflects what they're like in the real world. So, if you gain an understanding of what your customers are interested in right now, you have a good platform to communicate with them on every channel.

Some of their interests come and go. Perhaps your visitors enter your site because they read a Tweet or Facebook comment that created an interest in a specific topic. Other interests are based on deeper, more underlying needs, such as assurances for stepchildren, which may not be clearly described on your website. If you don't capture the signals that their interests reflect, you lose opportunities to adapt to the world as it really is, not just on your website, but generally on the platforms (online and offline) where you meet your target audience.



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## 06 WHAT CAN MACHINE LEARNING DO FOR YOU?

Did you know that machine learning algorithms prove clearly the best thing you can do for your website is to write well?

You don't have to work in a big organisation for very long before the topic of which content elements perform best on a website comes up.

Management, operations, sales, marketing, and digital services all have their own opinions about what works and what should be prioritised.

Not to mention the ability of management to discover the truth with a quick here-and-now answer to what it takes to get the business goals of your website in the bag. But, what's really the truth?

At Canecto, we've analysed data about user behaviour to find the answer to what's most important for things like how long the users stay on a website.

In our analysis, we first broke down all the elements a website contains: text, photos, links, videos, etc. Then we compared the elements to visitor behaviour on the website.

Next, we ran a number of machine learning algorithms that can identify patterns in large data sets. This enabled us to see the most pronounced relationships between the content of a website and the way visitors use it.

And, the answer isn't positive for the visually oriented, because it's quite obvious that the better text you write, the longer users stay on your website.





## 06 WHAT CAN MACHINE LEARNING DO FOR YOU?

As a rule, very informative sentences tend to be more objective, whereas less informative text is often more subjective.

By measuring the information level of text, you can get an indication of whether it makes a difference if text is formulated objectively and precisely, seen in relation to subjective and less precisely formulated text.

### Lix readability level

Lix describes how easily accessible your sentence structure is. Here, the conclusion is somewhat surprising, but we'll get to that.

The Lix level is generally very important for how much time visitors spend onsite. The interesting thing is that text was generally written too simply on the sites we analysed, and simple sentences made the users leave quickly.

None of the sites we looked at had sentence structures complex enough to scare users away from the site. Thus, the conclusion is quite clear - all the sites we looked at would do better to have more complex sentence structure.

One conclusion is that users gravitate to text with more substance, and they don't care for overly simplistic content where they might feel they're being talked down to. This theory is supported by the first element above: the information level.



# **Your users are having a party on your website – but do you know what music they’re playing?**

The way people interact in the online world is very similar to how they’re behaving in the real world.

People follow their passions in the online world as much as they do in the physical world. So, a Manchester United fan is very much behaving as a Man United fan in both worlds. If he’s interested in information about the newest player in the squad, then this will capture his interest in both the online and physical worlds.

So, how users act online is very much representative of the overall mindset they have on whatever topic interests them at that time.

We also know that our collective attention span is very low. You don’t get any Facebook likes on posts that are more than 24 hours old, and the same goes for LinkedIn articles. Social Media experts know this, and they spend their whole career optimising content on social media sites, so they catch the attention of a crowd with the shortest possible attention span.



### So, what about the party on my website?

There's no reason to believe your users don't act in precisely the same way on your website, with as short an attention span as they have on the social media platforms. Your problem is you never know there was a party on your website until it's over, and you miss the opportunity to capitalise on it.

### But, why is that?

Because you don't have the tools that enable you to know that the party is in full swing!

Conventional web analytical tools let you know which of your pages are most viewed. The problem is that people don't interact with pages, they interact with your content, so you'll never know what they're interested in if you only look at the top pages. It's probably a pretty static list that doesn't change much over time in any case.

### How do I know when there's a party?

If you want to know what your visitors are really interested in, then you need to focus on how they interact with your content.

For example, you need to know what content elements were most viewed on landing pages, so you understand why they came to your site in the first place.

You also need to know what content topics visitors are most interested in right now, and you need to watch the topics that are trending. Watching trending topics makes it possible for you to identify areas your users are moving towards, and you need to know the reverse scenarios as well.



## *07 YOUR USERS ARE HAVING A PARTY ON YOUR WEBSITE*

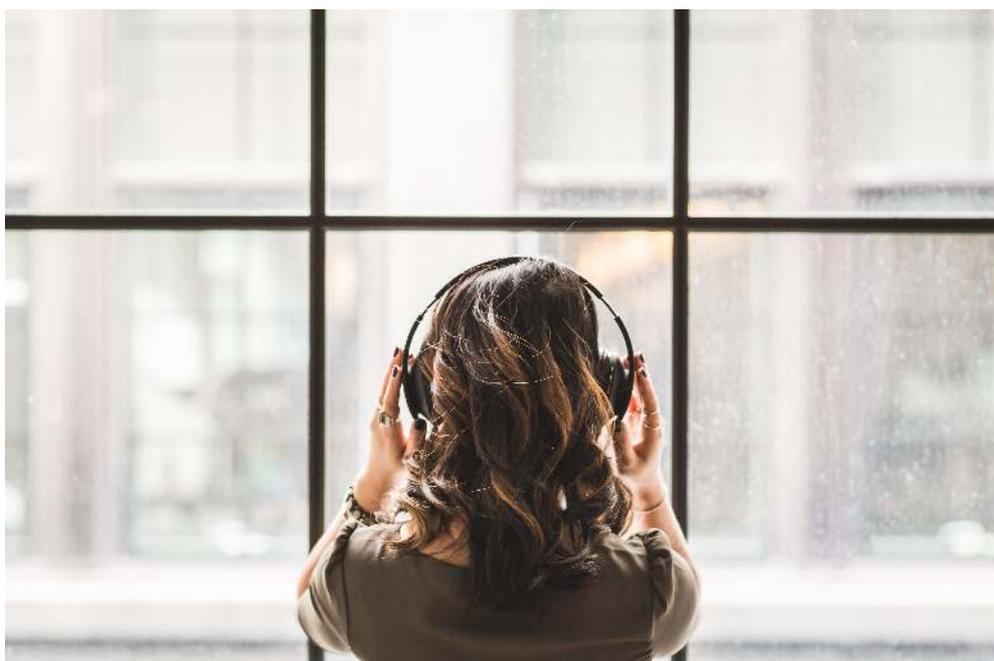
What used to be hot, but now has lost visitor interest, and what are the most dominant topics on exit pages?

### *Activate your knowledge*

If you know all this, then what? Then you're seeing eye-to-eye with your visitors. You can speak about what matters most to them and when it matters to them. You make yourself relevant and become a partner who understands their needs and interests.

Because you now know when the party is and how you can capitalise on it, you can use this information in your general approach on all the platforms where you meet your target audience.

This includes social media, your emails, your own website and your newsletters as well.





## *07 YOUR USERS ARE HAVING A PARTY ON YOUR WEBSITE*

If you're an online retailer of women's accessories, then you could have suppliers offering you a new product line every few weeks. So, success will very much be aligned with your ability to market what you believe the market is looking for over a very short time span, before your stock gets outdated.

### [Become the host at your own party](#)

Understanding how your users interact with your content lets you know when the party is on and what music they're playing. It's possibly one of the strongest tools you have in your marketing toolbox, all you need are the right insights to activate it...

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### The essence of what we've built:

“Canecto is the easy to use, patented software that employs cutting edge AI (Artificial Intelligence) technology to understand how visitors interact with your website’s content. Not only that, Canecto prioritises the exact steps you should take next to make intimate connections with your website’s visitors and increase engagement, conversions and sales.”

### The “Why questions”

Our technology is designed to provide answers to “why” questions, such as:

Why have users clicked on a link?

Why have users spent time on a page?

Why have users downloaded a PDF?

The common thread that runs through Canecto is discovering the factors that have influenced user behaviour on site, and therefore, what they care about most.

### Recommendations

Our technology also answers: “What do I need to do next?” These are Canecto’s Recommendations:

What do I need to do, for more users to click on the important links on my site?

What is needed for users to spend even more time on a page?

What do I need to do for more users to download a key PDF on my site?



# Canecto

We love web analytics because it's important to our clients' businesses. Good analytics gives you the insights you need to be able to have the right online focus, and it enables you to prioritise between what you should change on your website and what can wait.

## Out of the box insights and recommendations

However, insights only realise their true potential to improve your web presence, when they reach those who need to apply them in their daily work.

That's why we believe that a web analytics tool should be made for the people who use the results, rather than system experts.

We aim to remove the need for experts by providing out of the box insights and recommendations on the highest improvement potential for your site. All wrapped up in an easy to use tool.

## Explain user behaviour

We want to explain user behaviour, not describe it. To do so, we track the behaviour of web users and the patterns they leave as they move around and interact with your website's content.

## AI and Machine Learning

We need to use the latest technology – Artificial Intelligence and Machine Learning – to achieve the goal of explaining user behaviour. Such technologies allow a system to learn what determines the behaviour of users. We call it intelligent insight, and we call our solution Canecto.



Answers to these questions fuel Canecto's practical recommendations for how your business goals can be optimised, based on insights into the patterns and trends that lie behind visitors' use of your website.

### Patterns and Machine Learning

Canecto uses a pattern recognition system that looks at user behaviour. The system looks at many parameters and can select those that are most important to your business goals. Our technology can explore extreme complexity and identify patterns that are impossible for a human being to be able to interpret.

There are no other web analytics tools that can do this. To achieve this, we have developed a technology that makes it possible to work with concrete content elements on your website, as well as making it possible to interpret the relationships between content elements and actual users' behaviour.

This is done by using advanced Machine Learning algorithms that Canecto has developed and patented.



# The future: Who'll retire first? Your communication worker or your CMS?

Just like the automotive industry, the world of content management is facing a paradigm shift.

Automatic learning of behaviour fundamentally changes the experience of the final user.

In the automotive world, we're changing from owning gas cars with manual gears that are parked for 95% of the car's life to having access to electric, self-driving cars that are a service we use when needed.

Canecto's solution can identify what's wrong with the content on a website and see which pages aren't performing.

The system also knows which content parameters need to be changed for the web page to perform as it should. But, it's still up to the webmaster to make the necessary changes to improve the website.

In other words, we've built the automatic transmission, but we're asking the driver to change gears manually.



## 09 THE FUTURE

### Always based on fact, not opinion

When we get right down to it, the human contribution to websites will be completely different in the future.

Management attitudes about colour selections will mean nothing. Content that's the result of internal, political negotiation between departments will no longer exist.

Content that's not maintained because of low prioritisation or insufficient time is the past. Users will always see the content the system has learned performs best in their particular situation.

### Focus on content elements

In today's world, website owners are focused on building a library of content elements for the system to draw on. There are texts to write, there must be a large photo and video library, etc. All content combinations can be easily published using standard design templates.

But why stop there? If you can adjust the content and composition on a website according to the users' behaviour patterns, then why not adjust navigation and user flows as well?

It makes sense to have a website that functions on an on-demand principle. Meaning the content users see is created based on the experience the system has with the users. There is no fixed navigational structure on the website, there are no fixed user flows, and forget about creating sitemaps.

The entire user experience is created in real time around the visitor and is based on what the system has learned about them and what they respond to best, in its experience.



In such a world, it makes no sense to talk about use cases, A/B testing, etc., because they reflect an old-fashioned way of thinking, where we build a system, test an area until it works well enough, and then move our focus to a new area.

It will no longer make sense to talk about Content Management Systems as we know them today.

After all, the systems that currently exist on the market reflect an outdated thought process where web pages are published based on a hierarchic navigational structure. This is “inside-out thinking,” where I as the provider of the content on my website decide what and how you as a visitor need to access.

In the new world, I as the publisher of a website make my content available to the visitors, after which a decision is made by the real-time learning algorithms as to what they see. So, there you go, the Content Management System is dead.

And next is the communications employee. Fortunately, employees involved in communication won't die, but their role will be changed significantly. The tasks they need to solve will change in character.

Soon it will be possible to create text that's generated automatically so it's suited to the recipient. Your vacation e-mail can be written automatically, giving your mother, your girlfriend, and your boss different versions of the same basic text.



This technology will naturally gain ground in the world of internet publishing. It will stand to reason to automate customisation of text content, so the bank analyst and the teenager read different descriptions of the same mobile phone on Sony's website.

In such a world, there is a higher emphasis on being analytical and having a business and numbers mind.

There will also be the issue of weighing "manual text" against "automatic text". Therefore, the role for the communications employee doesn't die, but they must think differently. There will be less of a focus on creating good "manual" text and content than there is currently.

You also develop a much more fact-based and analytical relationship to publishing content. Facts beat feelings in internal discussions, and there will be more time devoted to focusing on how website visitors experience your messages on a much more personal level than what's possible today.

Your website will be self-driving just like the cars, but you'll still decide the direction of your business.

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