

**Urchin**  
from Google™



# Urchin Software from Google

The web analytics solution that helps you understand visitor behavior.

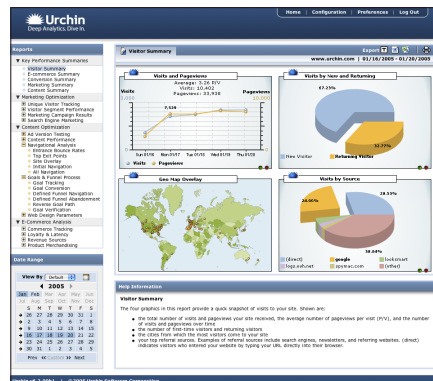
## Discover Urchin.

Discover the on-demand web analytics solution that helps you make sure your customers find what you want them to find. Urchin sheds light on one of the hardest-to-figure-out aspects of online marketing: visitor behavior. There are countless tools that tell you how many visitors came to your website, but that's only the beginning.

## Is there a pattern here?

You need answers to difficult questions: Where are your visitors coming from? Where do they go and what do they do when they get there? What keywords resonate with prospects and have the power to convert them? Which marketing initiatives are the most effective? Why do so many people leave your website without clicking the buttons and links you want them to click? Are there design elements that are turning them away?

Urchin helps you understand the answers to these questions and many more, and gives you the kind of hard, actionable information you can use to guide visitors down navigational paths of your own choosing.



# Attract prospects & increase conversions

The customers you're looking for are looking for you. The trick is to help them find your site, navigate your content, and do what you're hoping they'll do — whether it's buying a product or service, completing a form, or downloading a whitepaper. That's where Urchin more than pays its way, helping you identify the navigational and transactional roadblocks on your website. If you spend on paid keywords, SEO, online ads or email blasts, make more money with Urchin. Features include:

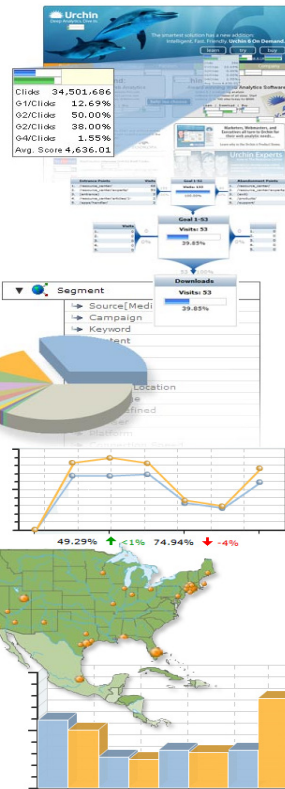
**Site Overlay:** Visual representations of customer click paths, conversion metrics and more for all your links, just by browsing your site.

**Advanced Visitor Segmentation:** Are there significant differences in behavior between new and returning visitors? Urchin analyzes visitor behavior on the basis of everything from language to geographic location.

**Geo-targeting:** Find out where your visitors come from, and which markets have the greatest profit potential.

**Funnel Optimization:** Eliminate conversion bottlenecks, and reduce the number of prospects who drift away unconverted.

**Complete Conversion Metrics:** See your ROI, revenue per click, average visitor value and more.



**Keyword Analysis:** Compare conversion metrics for each keyword (cost-per-click and organic) you use on Google, Overture, Findwhat and other services. Urchin even suggests keywords you are not currently taking advantage of.

**A/B Testing:** Test the effectiveness of banner ads, emails and keywords, and fine-tune your creative content for better results.

**Website Optimization:** Optimize your website for the right browser and software platforms, track search behavior, and evaluate content interactions on your site.

**E-commerce Analytics:** Trace transactions to campaigns and keywords, get loyalty and latency metrics, identify your revenue sources, and dive into product merchandising analytics.

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