

# GO Stats

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+617 3102 3155  
info@go1.com.au

## AN INTRODUCTION

We'd like to introduce you to our new website statistics and monitoring platform, GO Stats. This is the statistics solution used by go1 to monitor the performance of our own websites, and as such we are particularly confident in recommending it as a fantastic end-user solution.

GO Stats allows you to monitor visitor information, including numbers of users, actions per visit, pages visited, time spent on each page, and much more, in real time or through powerful analysis of a database of user records specific to your site. This information will allow you to tailor your site more specifically to the needs of your user, and to ensure that you are delivering the right message

The application is driven by a simple and intuitive user interface; no prior training is required, and you'll be exploring the statistics behind your website in no time. With features such as real-time monitoring of user activity, in-depth analysis of any Twitter activity relating to your product, and a breakdown of effective search terms used to locate your site, we feel that GO Stats is a unique and



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## FEATURES

### **Comprehensive website monitoring**

Track, graph, and compare numbers of visitors, actions performed and time spent per visit, most popular pages, bounce rate, and any other usage statistic we could think of!

### **“Spy” on your visitors!**

Watch in real time as visitors access your site. See what pages they are viewing, what internet browser they are using, and where in the world they are located!

### **Complete Twitter analysis**

Track how often your website or company name is mentioned in tweets, and the replies to those tweets. GO Stats will even interpret whether the general tone of the tweet is positive or negative! Enjoy an unrivalled ability to monitor the perception of your brand in one of the most important and swiftly growing new realms of web communication.

### **Powerful referral analysis**

Find out which sources users are following to find your site, for example, search engines, email references, advertising, or social media.

### **Unique Goals functionality**

Set a website Goal, for example, entering a competition, or browsing a special offer, and monitor in detail how many users have completed your designated Goal compared to the number of visitors to the rest of your website.

### **Campaign management**

Monitor an advertisement you are running on an ad network or website, and keep track of what each new visitor from that advertisement did after browsing your site. This function can also be integrated with Goals to assess how effectively your advertising campaign is directing new visitors to the part of the site you want them to browse.

### **Easy to use**

GO Stats has been designed from the outset for ease of use. No special training or coding is required; just leap right in and start exploring GO Stats using our intuitive user interface. We'll also provide you with an extensive manual.

### **Search engine optimization**

Monitor with precision which exact search engine phrases are most likely to lead visitors to your site, and which search engine they are using.



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## **Maximum access and compatibility**

GO Stats is a web application, meaning you can access your personal statistics from any computer using your unique login and password. GO Stats is optimized for use with every major browser, including Internet Explorer, Firefox, Google Chrome, Opera, Safari, and more!

## **Visual reports and figures, including:**

- **Charts of visitor information**
- **Graphs detailing most common links and search phrases**
- **Map showing current and most common user locations**



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## PRICING OPTIONS

\$9 month, or \$98 year. With highly competitive costs and the flexibility of two pricing options, we feel confident in assuring you that GO Stats is excellent value for money. For a low monthly cost, or an even lower yearly cost, you will gain unprecedented insight into the usage information and statistics relevant to your website, enabling you to respond to changing needs, desires and circumstances in the virtual arena with ease.

With GO Stats, you won't be locked into any long-term plan; if you don't plan on using GO Stats for any period of time, just let us know in advance and we'll be happy to pause or cancel the service.

**Price per month - \$9**

**Price per year - \$98**

You can get started with a **free trial** straight away. Just email us at [support@go1.com.au](mailto:support@go1.com.au) or call us on 07 3102 3155.

## OTHER OPTIONS

Along with your own account, go1 will also be happy to provide you with an in-depth consultation and analysis, over the phone or in person, of your websites current performance, including methods of further optimizing your search engine performance, visitor numbers and conversion rates.

Tweaking your site to rank more highly among popular search engines (also known as SEO, or Search Engine Optimization) is often a quick and cost-effective method of increasing business from your website. Simply email us at [support@go1.com.au](mailto:support@go1.com.au) to arrange a suitable time for your consultation.



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## QUESTIONS? WE HAVE ANSWERS

If you have any queries regarding GO Stats please do not hesitate to get in touch with us.

We are also happy to arrange a demonstration of GO Stats at your next website appointment, however we are unfortunately unable to organise for personal visits purely to demo the GO Stats product and instead suggest using a free trial account (available on request).

Our details are:

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Underwood 4119

We look forward to introducing you to GO Stats soon!

The GO1 Team