

Web analytics for ENAI Pages

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Keywords: academic ethics, web analytics, internet marketing

Nowadays, internet marketing is an essential part of the business marketing and plays an important role in online promoting. It is a set of tools and methodologies used for promoting products and services through the internet. Internet marketing (also known as online or web marketing) includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet (Techopedia, 2019). The popularity of internet marketing grew mainly due to the increasing number of internet users, efficiency and easy addressing of the target group. Nowadays, every business or organization must own websites and accounts on different social networks. These media are becoming an important means of communication with the target group. The correct setting of ways and forms of communication with the target group is based on a thorough analysis of the current situation. Web analytics tools such as Google Analytics can help in this direction. Google Analytics allows businesses and organizations to get statistics about users of their web sites. Due to this service it is possible to monitor current and historical users' behaviour, their attributes and conversions (Google Analytics, 2019).

The aim of this contribution is to analyse data obtained with Google Analytics tool from the European Network for Academic Integrity (ENAI) website (available at: <http://www.academicintegrity.eu/wp/>), to graphically present the most interesting results and insights in the form of a poster, and to suggest general recommendations on how to present academic ethics in the web environment.

References

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