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Active Website Makes Google Analytics Available for all Enterprise Network ReBrandable Websites

FOR IMMEDIATE RELEASE

Denver, CO – With the latest release of new features for its Enterprise Network, Active Website has created a way to use Google Analytics for each of its Member's ReBrandable web pages.

As a result, Realtors will be able to use Google Analytics to review their ReBrandable website, otherwise referred to as an Individual Agent Website.

"Using Google Analytics will give Realtors® the insight to their web traffic and trends that were previously only available to Enterprise customers," said Ori Staub, Director of Technology for Active Website. "Furthermore, the Broker will get a wide range of web stats and trends across its entire network of websites, including the individual agent websites."

Google Analytics provides an extensive array of web data and statistics but some of the key features that it provides are:

Visits Graph and Date Range

This graph shows the number of visitors per day over a specific amount of time. Click on the date to change the date range.

Site Usage and Visitors Overview

How many new and returning visitors came to your site and how extensively did they interact with your content? This overview allows you to drill down into aspects of visit quality (i.e. average pageviews, average time on site, bounce rate) and visit characteristics (i.e. first time visitors, returning visits). The number of visits your website receives is the most basic measure of how effectively you promote your site.

Map Overlay

Use this map to visualize volume (visits, pageviews) and quality (pageviews per visit, conversion rates, etc.) metrics by geographic region. Click on any region to zoom into the city level.

Traffic Sources Overview

This report provides an overview of the different kinds of sources that send traffic to your site. The pie-chart and tables show what is driving the trends. "Direct Traffic" is visits from people who clicked a bookmark to come to your site or who typed your site URL into a browser. "Referring Sites" shows visits from people who clicked to your site from another site. "Search Engines" shows visits from people who clicked to your site from a search engine.



Real Estate Technology
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Content Overview

This report provides an overview of pageview volume and lists the pages (Top Content) that were most responsible for driving pageviews. You can also reach some useful reports that reveal how users interact with your site and statistics related to how they found your site in the first place.

About the Enterprise Network

The Enterprise Network member base is by invitation only. It is comprised solely of private Real Estate firms, meaning no national brands are accepted. We only work with one company per market place. This exclusivity allows for open collaboration and sharing of information within The Network, free from any conflict of interest. The goal for our members under the Enterprise Network umbrella is that they gather to address the technology demands that are emerging in today's changing Real Estate markets, and together make the best decisions concerning implementation of systems and solutions, ultimately leveraging everyone to higher levels of business.

About Active Website

Active Website is a Colorado-based company specializing in the design and Founded in 1998, the company has rapidly become an industry leader with major clients including Ebby Halliday Real Estate, Inc., Rubloff Residential Properties, The Group, Inc., The Kentwood Company, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, and Charles Reinhart Company Realtors as well as several new members to be announced soon.

The Active Website site provides detailed information about each of its Real Estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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