

04. Monitor web traffic and usage: analytics data

In website evaluation, website analytics are often used to monitor directly the volume of use. However, one must be careful in distinguishing between **number of visits**, **unique visitors** and **page views** as all three give different insights into how the website is being used. A good monitoring arrangement will also be conscious of the rapidly evolving nature of web technology and adjust its methods accordingly.

Once a user has reached the website, we monitor how they use it. The European Commission's corporate web analytics service is the [Europa Analytics tool](#). It provides a set of reports to deliver exactly the metrics that are most commonly needed.

To ensure consistency and comparability, analytics data must be reported in accordance with [validated definitions](#).