adaface

Web Analyst Job Description template

Web Analyst Job Description Template/Brief

We are searching for a motivated, detail-oriented web analyst to assist in the development of data-driven marketing solutions. The web analyst's tasks will include:

- Extensively assessing the architecture of a website
- Providing insightful statistics to understand its visitors better
- Reporting back with simple data visualizations and precise answers

Web Analyst Job Profile

The primary responsibilities of a Web Analyst include:

- Trend and data reporting
- Assessing online marketing acquisition methods
- Discovering new prospects
- Being aware of website visitor behaviour and experiences

Web analysts should be able to calculate the expenses of maintenance and web development. A person in this job usually is in charge of a yearly budget set out for software and equipment acquisitions. This function includes making purchase decisions for new equipment and technology.

Reports To

- CTO

Web Analyst Responsibilities

- Assist with various websites, run necessary tests, and analyze test findings
- Determine acceptable traffic measurements for external audiences, monitor competition sites, and use optimization techniques
- Create various measuring tools, assess company requirements, and put relevant strategies in place
- Conduct dashboard programme analysis and assist in decision making
- Examine the functionality of all present and prospective sites and devise new goals for them
- Recognize hazards in business prospects, assess various risks, and give the best solutions
- Oversee all site investigations and address any issues in a professional way
- Keep track of online usage and traffic to the site, and generate reports on user usability trends
- Conduct usability tests and analyze customer experience for projects, ensuring correctness
- Manage a variety of web analytics tools and generate reports for metric evaluation
- Analyze traffic and navigation activity to acquire relevant information about website users
- Monitor and incorporate data on visitor behaviour to ensure business process improvement
- Collaborate with corporate departments to efficiently optimize website operation
- Train the staff on any web-related terms and propose modifications to the website
- Analyze data to improve business intelligence programmes
- Ensure proper software application installation to assist diverse enterprises
- Assist other departments in developing test scripts and troubleshooting various system issues

Web Analyst Requirements & Skills

- Extensive quantitative analytical abilities
- Extensive understanding of web analytics
- Understanding of Business Intelligence tools
- The ability to work with both technical and non-technical teams
- Customer-focused
- A sense of ownership and pride in your performance and its influence on the success of the firm
- Ability to think critically and solve problems
- Excellent time management abilities
- Outstanding interpersonal and communication abilities