

What is HitChecker?

HitChecker is used by decision-makers in small to large businesses to watch the activity on their website in real-time to identify how their online marketing is working, uncover what may be broken, and see new opportunities to drive sales and improve marketing ROI.

Why use HitChecker?

Whether the goal is to reach new customers, expand sales, or prove your advertising and marketing ROI, HitChecker will show you how effective your online efforts are by answering the most common questions you have about your Web visitors.

Other web analytics tools make you do all the interpretation yourself. With HitChecker, you get real-time online marketing information and all the interpretation is done for you and put into terms you can easily share with your whole organization to take action on. And you're backed by awesome customer support whenever you have questions.

What about Google Analytics?

Google Analytics may be free, but it comes at the sacrifice of privacy, a steep learning curve, and no support. HitChecker guarantees your data privacy that will not be sold to your competitors, and doesn't violate HIPPA or Sarbanes Oxley requirements for healthcare and financial companies. HitChecker doesn't require any training or custom programming like Google Analytics does. HitChecker provides 800# support, but there is no one to call at Google if you need help or have a question.

5 Reasons to use HitChecker Web Analytics

1. You need to evaluate the effectiveness of your marketing efforts.
2. You need to know where your traffic is coming from, and why.
3. You need to know what users like and don't like about your Web site.
4. You need to know about any defects on your site.
5. It's how you'll really get to know your customers.