



Job Title	Trainee Web Analyst
Responsible to:	Senior Web Analyst
Location	York, England
Scope	To assist in the collection, analysis and reporting of website usage data to enable clients to offer better Web site experiences to their visitors and to increase conversion, sales, leads, donations and repeat business

About Applied Web Analytics

Applied Web Analytics, based in York, is the UK's leading multi-channel web analytics consultancy. We use a range of quantitative (analytics, A/B testing, heat maps) and qualitative (online surveys, usability testing and expert reviews) tools to understand online visitors and their experiences. We provide a variety of services including simple Google Analytics health check, one-off projects and retained consultancy services. Our team includes copywriters, designers and developers which mean we don't just recommend web site improvements, we can build them too. We are passionate about return on investment and offer all our clients a money back guarantee.

Please note full training in Web analytics will be provided.

Main Duties (after completing training)

Technical

- Installing and configuring Google Analytics
- Installing and configuring online customer surveys and heatmaps
- Providing basic technical support and escalating issues if necessary

Reporting

- Running standard Web analytics reports and ad hoc queries
- Assisting in the preparation for client review meetings and presentations
- Carrying basic competitor reviews for clients
- Updating the client diary, with significant changes in KPI and long-term trends identified

Evaluation / Insight

- Evaluating customer satisfaction surveys and making recommendations
- Writing usability test plans and reviewing findings from usability sessions
- Estimating impact and cost / complexity of Web site improvements
- Capturing before and after impact on KPIs and calculating ROI

Co-ordination

- Liaising with creative resource (copy writers and designers) regarding the progress of improved landing pages
- Project managing implementation of improved landing pages and other enhancements with Web developers
- Taking notes from meetings and circulating client contact reports

Person Specification

Experience

- Commercial / business acumen
- Experienced in working complex environment with both qualitative and quantitative data sets, and investigating patterns and trends
- Able to handle to understand both the “what and the why”
- Presenting numbers and numerical concepts in a simple and engaging way
- Experience of acquiring knowledge quickly to be applied in a practical setting
- Working with clients

Knowledge

- Web technologies including a programming language
- Basic understanding of internet marketing techniques (SEO, PPC, user-generated content)
- Grounding in basic marketing concepts

Skills

- Statistical modelling and use of statistical packages e.g SPSS and SAS
- Advanced Excel skills
- Critical thinking and able to apply numerical understanding to real-life situations
- Excellent written and oral skills, including spelling and grammar

Qualification

- BSc degree and Maths A-level

Desirable Experience, Skills and Qualities

- Embraces change and innovation
- Passionate about the internet and e-commerce
- Team player, flexible and committed
- A degree in Psychology, Maths or Statistics
- Foreign language

How to Apply

Please send your CV and a covering letter explaining your suitability for the role and salary expectations to jobs@appliedwebanalytics.com