

time per visit

The term **time per visit** tells you the time which a visitor spends for watching to a particular media, like commercials on TV, broadcast on radio or also at a [webpage](#). It is used as an indicator to measure the attractiveness and quality of the provided content. The time how long the visitor stuck for example on a particular webpage until changing to the next, gives an indication on the quality of the content. **Time per visit** is one of a variety of so called **key performance indicators** (KPI) which are a high level aggregation for evaluating the efficiency and quality of processes used in webpage marketing. Many providers of webpages offer analytical tools to their users. An other example to analyze internetusers are the tools they are used in [social media monitoring](#).

Problem while using time per visit as informationspender

<note warning>The KPI Time per visit has to be used carefully as in general the time between entering and leaving a certain webpage is difficult to measure as the sites are downloaded to the local computer and so the time point when the user left the page cannot be determined exactly.</note> There are several ideas how to get this real time value which a user has spent on a webpage. One way is by installing javascripts that measure the time directly on the computer and feed them back to the server. But this approach is limited as the scripts are embedded in the content of the webpage source code and are stopped when the page is left. In today's companies online marketing activities, the parameter time per visit is beside several others the most favorite parameter. But overall this KPI has to be used very carefully and better by evaluating the trend instead of evaluating the absolute number.

The gauge "time per visit" used as an attractivenessindicator of webpages

<note important>Is the number falling, in comparison to former days, weeks or months, then the content is getting less attractive to the audience and needs to be reworked or the wrong people have been addressed e.g. by a misleading [domain name](#). Even if the navigation is too complicated the user will not stay and try very long but just leave the page. Is the number rising, so it gives a clear indication which content is most attractive and it shows the ability to increase the access number by bringing more content like that. A very common average value measured and published by a netrating company ([NetRatingsExternal Link](#)) is 40 seconds.</note>

Conclusion

Many companies discovered after launching a webpage, that they can actively influence the success of their business by evaluating KPI's on the online presentation and reacting on trend changes immediately.

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Last update: **2012/05/09 19:47**

